



Sign Program Application Form

333 East B Street, Ontario, California 91764 Phone: 909.395.2036 / Fax: 909.395.2420

GENERAL INFORMATION

Business: Ontario Ranch Business Park
Address: 4900 S. Sultana Ave. Ontario, CA 91762

Phone: 909-330-6970
Email: lalfaro@ad-s.com

Business License No. 714309 Exp. Date: 10/31/2024

Applicant: Architectural Design and Signs
Address: 1160 Railroad Street Corona CA 92882

Phone: 909-330-6970 Email: lalfaro@ad-s.com

Applicant's Representative: Louisa Alfaro - Architectural Design and Signs
Address: 1160 Railroad Street Corona CA 92882

Phone: 909-330-6970 Email: lalfaro@ad-s.com

For Staff Use Only

File No.: PSGP23-004

Related Files: PDEV18-036

Submitted: 7/25/23

Rec'd By: AA

Fees Paid: \$ 906.14

Cash Check (#)

Credit Card

Receipt No.: 342767

Action:

Approved Denied

By: *[Signature]*

PROJECT INFORMATION

Address: 4900 S. Sultana Ave. Ontario, CA 91762

Assessor Parcel No(s):

Development Name: Ontario Ranch Business Park

Zone:

Is the project site located within the Downtown District (Note: The Downtown District is bordered by "I" Street on the north, Vine Avenue on the west, railroad tracks (immediately south of Emporia Street) on the south, and Sultana Avenue on the east)? Yes No

DEVIATIONS FROM PROPOSED SIGN STANDARDS

A Sign Program may allow certain minor deviations from prescribed sign standards, limited to: **[1]** a 20 percent increase in maximum sign area, **[2]** an increase in the maximum total number of signs allowed, and **[3]** the use of decorative exposed neon. The Planning Director may approve such deviations, provided the below-listed findings are clearly established.

(1) The Plan's contribution to the overall design quality of the site and the surrounding area will be superior to the quality that would otherwise result under regulations normally applicable to the site;

(2) The proposed signs are compatible with the style or character of existing improvements on the site and are well-related to each other; and

(3) Any deviations from the prescribed sign standards are fully consistent with the purposes of the Development Code.

Attach to this application form, a description of all requested deviations, and the reasons supporting each of the above-listed findings. Failure to clearly establish each finding will result in denial of the deviation request.

APPLICANT ACKNOWLEDGEMENT

I, the undersigned, certify and say that I am the applicant in the foregoing application, that I have read the foregoing application and know the content thereof, and state that the same is true and correct to the best of my knowledge and belief.

Furthermore, I hereby agree to defend, indemnify, and hold harmless the City of Ontario or its agents, officers, and employees, from any claim, action or proceeding against the City of Ontario or its agents, officers or employees, to attack, set aside, void, or annul any approval by the City of Ontario, whether by its City Council, Planning Commission, or other authorized board or officer, as it pertains to this application. The City of Ontario shall promptly notify the applicant of any such claim, action or proceeding, and the City of Ontario shall cooperate fully in the defense.

Date: 7/19/2023 Signature: Louisa Alfaro
Name (print or type): Louisa Alfaro

PROPERTY OWNER OR APPROVING AGENT ACKNOWLEDGEMENT

I, the undersigned, certify and say that I am the owner, approving agent, for the property in the foregoing application, that I have read the foregoing application and know the content thereof, and agree to the filing of this application with the City of Ontario.

Date: 7/19/2023 Signature: Louisa Alfaro
Name (print or type): Louisa Alfaro
Address: 1160 Railroad Street Corona, CA 92882
Phone: 909-330-6970

Invoice Detail

Permit ID #: PSGP23-004

Invoice #: 399635

Invoice Date: 07/25/2023 09:33:23

Period	Fee Item
FINAL	Sign Program - Admin Approval

Qty	Fee
906.14	\$906.14

Total Fee: \$906.14

RECEIPT

CITY OF ONTARIO
REVENUE DEPARTMENT
303 E. B STREET
(909) 395-2050
ONTARIO, CA 91764

Application: PSGP23-004
Application Type: Planning/PLANNING/PLANNING/SIGN PROGRAM
Address: 4900 S SULTANA AV, Ontario, CA 91762

Receipt No.	342767					
Payment Method	Ref Number	Amount Paid	Payment Date	Cash Drawer ID	Received	Comments
Credit	online-20230725-7.1	\$906.14	07/25/2023			

Work Description: A sign program establishing the regulations for signage within the 'ONTARIO RANCH BUSINESS PARK' generally bound by Eucalyptus Avenue to the North, Merrill Avenue to the South, Euclid Avenue to the West, and Sultana Avenue to the East within the Ontario Ranch Business Park Specific Plan.

ONTARIO RANCH BUSINESS PARK PHASE 1 SIGN PROGRAM

Merrill / Sultana / Eucalyptus / Euclid Ave.
Ontario, CA 91762



**CITY OF ONTARIO
PLANNING DEPARTMENT**
APPROVED

File No.: **PSGP23-004**

Comments: *Approval of the Ontario Ranch
Business Park Phase 1 sign program. Related
files: PDEV18-036, PMTT18-011 (TM 20016),
PSP18-002*

Approved By:  Date: 10/4/23

Name & Title: Alexis Vaughn, Associate Planner

DATE: 10.03.23



PROPERTY OWNER

Euclid Land Venture, LLC
 (c/o Real Estate Development Associates)
 4450 MacArthur Blvd. Suite 100
 Newport Beach, CA 92660
 T: 949.278.2108
 Contact Name: Greg Brooks
 gbrooks@redallc.com

SIGN DESIGNER

AD/S | Architectural Design & Signs
 1160 Railroad St.
 Corona, CA 92882
 www.ad-s.com
 T: 1.800.862.3202
 Contact Name: Brittney Lawton
 blawton@ad-s.com

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OBJECTIVE

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project.

This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, City, and the project’s graphic design consultant.

Signage at Ontario Ranch Business Park in Ontario, CA is an integral part of the center’s image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed.

Care in the design and installation of store signs will enhance customer appreciation.

OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and City relationship.

The Landlord will be responsible to:

- Provide base building design and construction information requested by Tenant’s sign design consultant
- Review, comment and approve Tenant sign submission

In return, the Tenant will be responsible for:

- Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord



WALL SIGNS

- Tenants are allowed one (1) wall sign per frontage facing a street or parking lot.
- Tenants occupying a building over 250,000 square feet are allowed a maximum of 250 square feet of sign area per sign and 6'-0" maximum height for alphanumeric characters and graphic logos/icons.
- Tenants occupying a building of 100,000 - 249,999 square feet are allowed a maximum of 200 square feet of sign area per sign and 5'-0" maximum height for alphanumeric characters and graphic logos/icons.
- Tenants occupying a building 50,000 - 99,999 square feet are allowed a maximum of 150 square feet of sign area per sign and 4'-0" maximum height for alphanumeric characters and graphic logos/icons.
- Tenants occupying a building 20,000 - 49,999 square feet are allowed a maximum of 100 square feet square feet of sign area per sign and 3'-0" maximum height for alphanumeric characters and graphic logos/icons.
- Tenants occupying a building less than 20,000 square feet are allowed a maximum of 50 square feet of sign area per sign and 2'-0" maximum height for alphanumeric characters and graphic logos/icons.
- Secondary sign copy is permitted but shall not exceed the total square footage of sign area permitted by the Tenant's frontage, and will be included as part of the overall allowable sign area.
- The maximum width of any Tenant's wall sign may not exceed eighty percent (80%) of the Tenant's frontage.
- All signs shall be measured for area by drawing a shape (rectangular or other) around each element of the individual signs. For example, measure the area of letters and area of icon and/or logo separately. The sign height shall be determined by the tallest sign element, such as letters, logos, or icons. Ascenders and descenders will not be calculated in the overall sign area except capital letters.



Primary Sign Copy

Secondary Sign Copy

CALCULATING SQUARE FOOT:



Deviation from requirements:

When it is found that the strict or literal interpretation of the provisions set forth in this criteria would cause undue difficulties and unnecessary hardship inconsistent with the purpose and intent of this criteria, a minor deviation may be granted at the discretion of the Planning Director subject to specific requirements and findings as set forth below.

- The sign is in proportion to the structure or use to which it relates.
- The sign's external features are in balance and unity, and present a harmonious appearance.
- The sign is consistent with the objectives of the overall general plan.

WALL SIGN STYLES

Creative and imaginative signage is strongly encouraged and will be the standard for Landlord review/approval of all sign design submittals.

There are many acceptable sign treatments, however a Mixed Media* three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

* Mixed Media signs are signs employing two or more illumination and fabrication methods.

Although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet.

With the Landlord approval, complex shaped (i.e Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.

Acceptable sign styles include:

- Front-illuminated channel letters
- Halo-illuminated channel letters, 3" deep minimum
- Channel letters on backer panels.
- Dimensional signs using images, icons, logos, etc.

All tenant wall signs are subject to Landlord review and approval prior to fabrication and installation of signs.



TYPE/FONT STYLES & LOGOS FOR WALL SIGNS

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business.

The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord.

The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

LIGHTING FOR WALL SIGNS

Tenant signs should be creatively illuminated using a variety of lighting techniques.

One or more of the following are allowed:

- Light Emitting Diodes (LEDs)
- Incandescent light bulb

If it is determined by Landlord at any time that the primary lighting of Tenant's wall sign or blade sign is too intense, the Landlord may require at Tenant's expense to install a dimmer switch.

All businesses that do not operate at night shall incorporate a shut-off time for illuminated signs.

COLORS FOR WALL SIGNS

The following guidelines are for selecting colors of Tenant's signage.

- Signs may incorporate regionally and nationally recognized logo colors
- Sign colors should be selected to provide sufficient contrast against building background colors
- Sign colors should be compatible with and complement building background colors



MONUMENT SIGNS

Project Monument Sign

Two (2) project monument signs are permitted on site for property identification. Sign height is six feet (6'-0") and 36 square feet of sign area. Signs shall be externally-illuminated. Minimum letter height for project name is eight inches (8"). Minimum letter height for all other copy is six and one-half inches (6-1/2"). See page 6 for more details and illustration of the approved monument design.

Major Tenant and Directional Monument Sign

Four (4) monument signs featuring the anchor tenant and directional panels are permitted. Signs shall not exceed six feet (6'-0") in height and 36 square feet of sign area. Signs shall be internally illuminated. Minimum letter height for tenant is eight inches (8"). Minimum letter height for all other copy is two inches (2"). Signs shall contain an address or range of addresses identifying the property, minimum six inches (6") in height. Tenant font style, colors, and logo permitted. Copy for all directional panels shall have a uniform font and color. See page 7 for more details and illustration of the approved monument design.

Tenant Monument Sign

Tenants are permitted one (1) monument sign per street frontage to identify their business. Signs shall not exceed more than two (2) signs per tenant. Signs shall not exceed six feet (6'-0") in height and 36 square feet of sign area. Signs shall be internally illuminated. Minimum letter height for tenant is eight inches (8"). Minimum letter height for all other copy is three inches (3"). Tenant font style, colors, and logo permitted. Signs shall contain an address or range of addresses identifying the property, minimum six inches (6") in height. See page 8 for more details and illustration of the approved monument design.

Acceptable sign elements include:

- Flat-cut copy
- Routed panel with push-thru copy
- Channel letter copy

Prohibited sign elements:

- Vinyl copy
- Digital print copy

Distance requirements:

- Minimum of thirty feet (30'-0") from a monument sign on adjacent lot and five feet (5'-0") from an interior property line or driveway that intersects a public street.

Placement requirements:

- Signs to be located a minimum of ten feet (10'-0") behind the adjacent curb face on private property.

All tenant monument signs are subject to Landlord review and approval prior to fabrication and installation of signs.

Please note that a fence letter will be required for monument signs located in the public right-of-way and easement, such as the neighborhood edge.

WAYFINDING / DIRECTIONAL SIGNS

Directional signs are permitted throughout the property. Signs may be single or double-sided, not to exceed five feet (5'-0") in height and 4 square feet of sign area. Signs shall be non-illuminated. Minimum letter height is two inches (2") for directional copy and one and one-quarter inch (1-1/4") for all other copy. See page 9 for more details and illustration of the approved sign design.

BUILDING ADDRESS NUMBERS

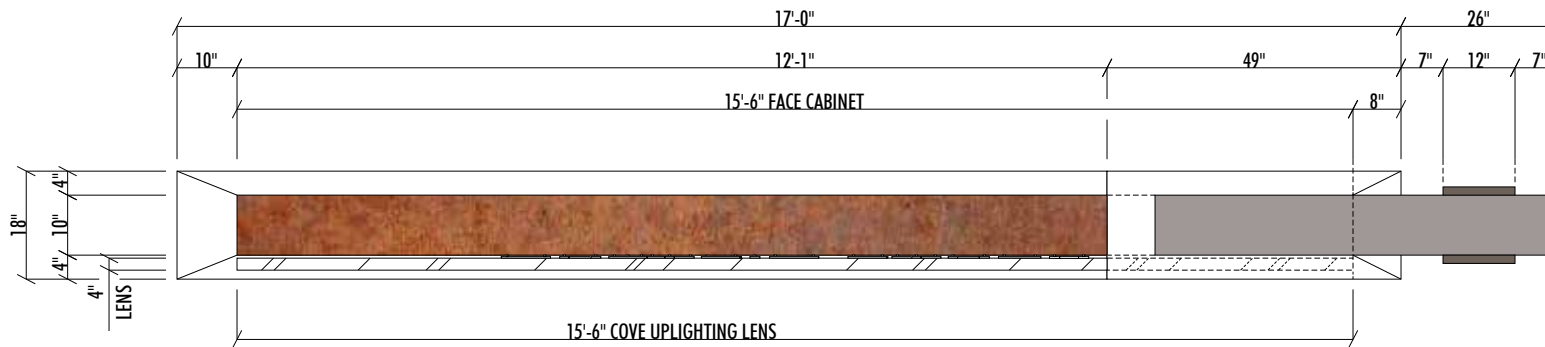
- Height to match minimum height required by Fire Department.
- Address numbers shall be fabricated out of 1/2" deep painted acrylic and pin mounted into fascia
- Color to be contrasting to the fascia it is installed on
- (Note: stroke of number may not be less than 1/2" in accordance to CBC section 501.2)

1 2 3 4



PROJECT MONUMENT

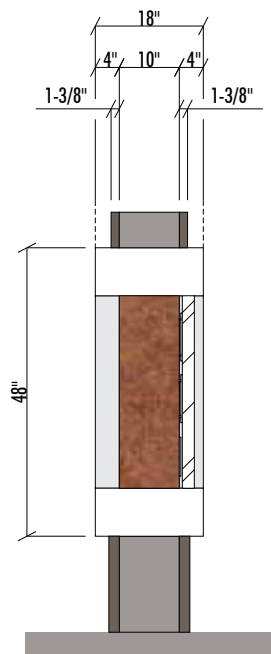
Sign square footage: 35.7 SF
 Sign materials: Fabricated aluminum monument with custom paint and decorative stone accent. Cove lighting accent around white perimeter.
 Sign copy: Non-illuminated, painted flat cut out acrylic letters, pin mounted to sign panel.
 Project ID copy: 8" tall minimum
 Other copy: 6-1/2" tall minimum



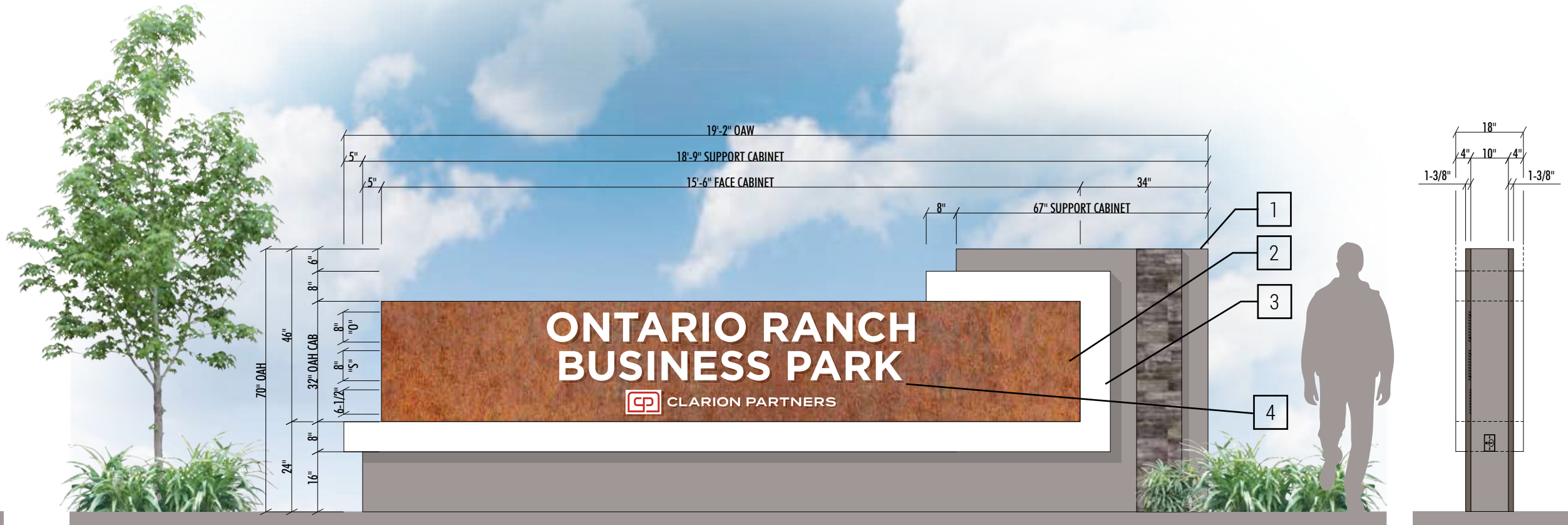
PLAN VIEW | SCALE: 3/8"=1'-0"

SIGN MATERIALS

- 1 - Fabricated aluminum monument and faux stone accent
- 2 - Fabricated aluminum cabinet with custom painted faux Corten
- 3 - Formed aluminum accent with recessed cove lighting
- 4 - Non-illuminated, 1/4" flat cut out letters



END VIEW | SCALE: 3/8"=1'-0"



FRONT VIEW | SCALE: 3/8"=1'-0"

END VIEW | SCALE: 3/8"=1'-0"

MAJOR TENANT & DIRECTIONAL MONUMENT

Sign square footage: 5.4 SF for tenant.

1.8 SF per directional panel.

1 SF property name.

Sign materials: Fabricated aluminum monument with lexan tenant panel and aluminum directional panels.

Copy illuminated with white LEDs.

Tenant copy: 8" tall minimum

All other copy: 2" tall minimum

Address numbers: 6" tall minimum

Note: The monument design shown below is the only fabrication style allowed.

Tenant copy is shown as a placeholder.

Tenant will be allowed to use their branded logo, fonts, and colors on the tenant panel.

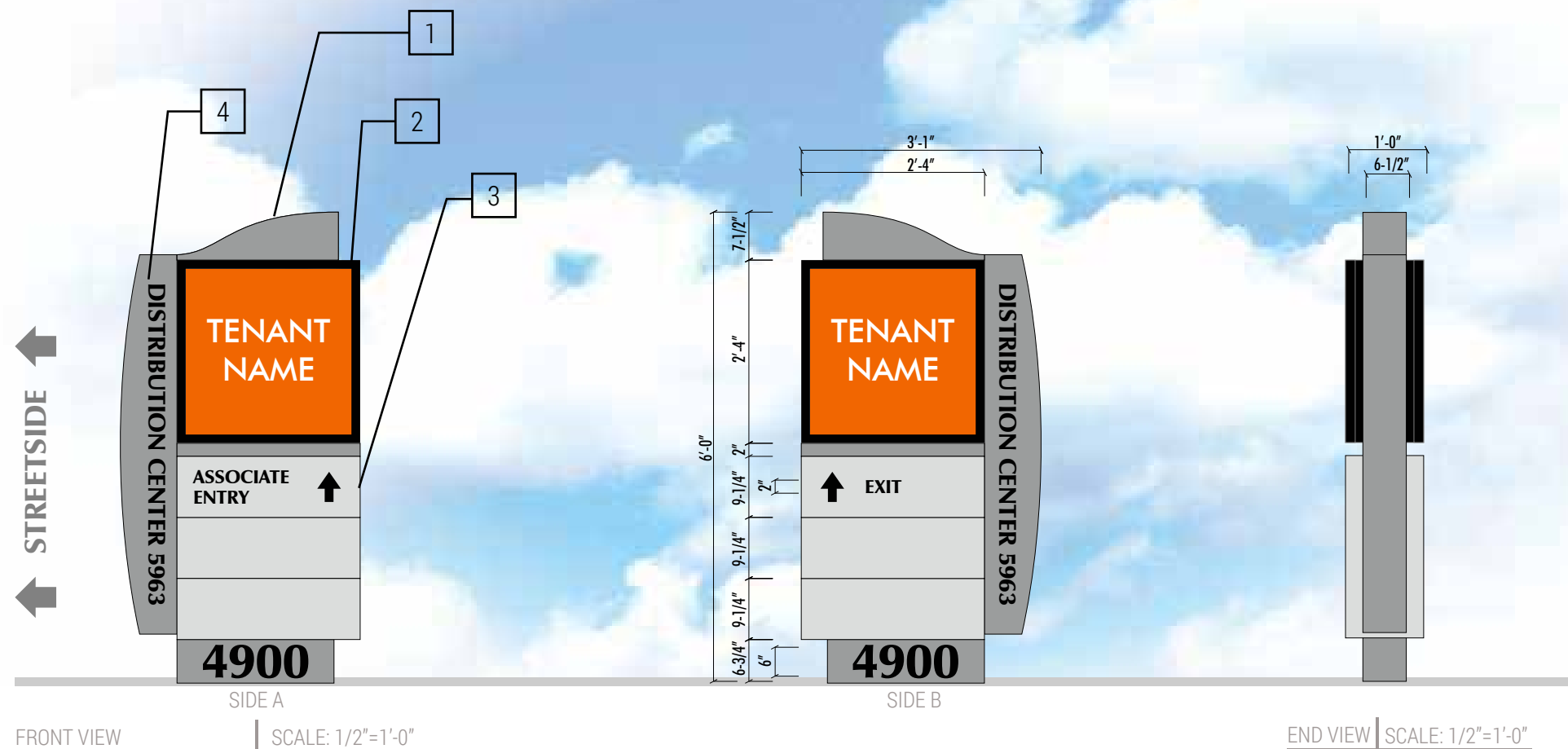
SIGN MATERIALS

1 - Fabricated aluminum monument

2 - Double-faced cabinet with Lexan faces, illuminated with white LEDs.

3 - Double-faced aluminum panels with routed backed-up copy and black vinyl overlay

4 - Routed push-thru acrylic copy with black vinyl overlay



TENANT MONUMENT

Sign square footage: 17 SF

Sign materials: Fabricated aluminum monument with custom paint and non-illuminated vinyl copy for center name.

Tenant panel: Fabricated aluminum with routed push-thru copy and internal LEDs for illumination of tenant copy only.

Tenant copy: 8" tall minimum

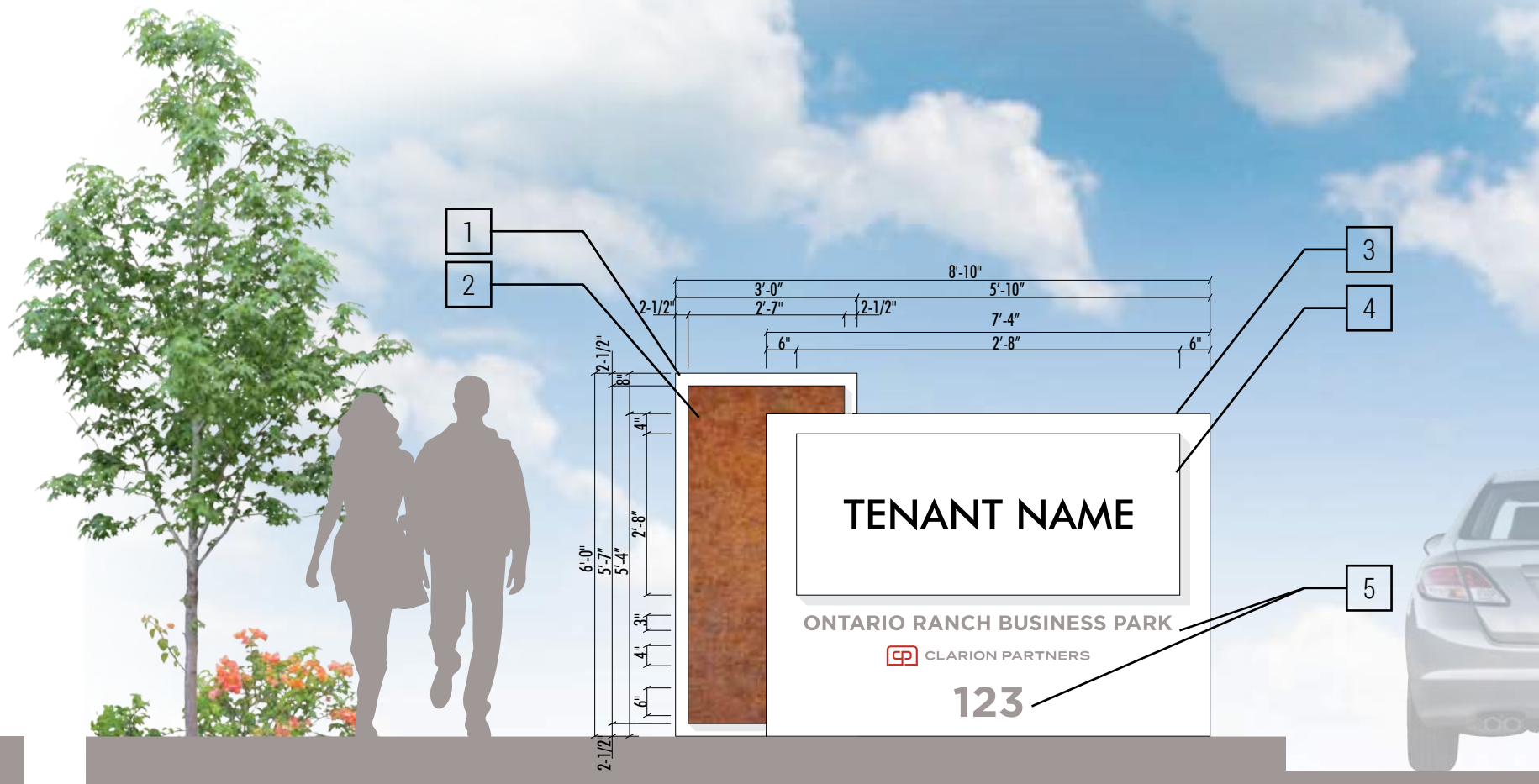
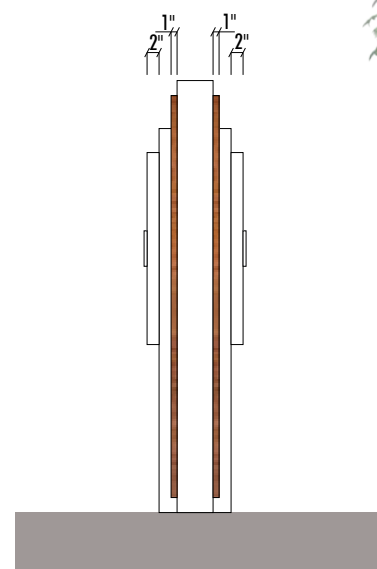
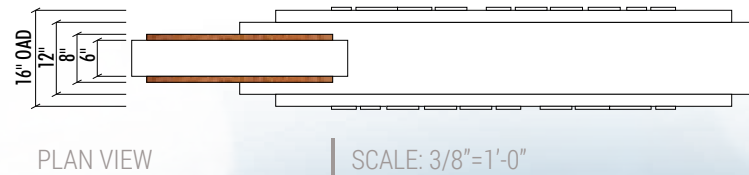
All other copy: 3" tall minimum

Address numbers: 6" tall minimum

Note: The monument design shown below is the only fabrication style allowed.

Tenant copy is shown as a placeholder.

Tenants will be allowed to use their branded logos, fonts, and colors for the illuminated copy on the tenant panel.



SIGN MATERIALS

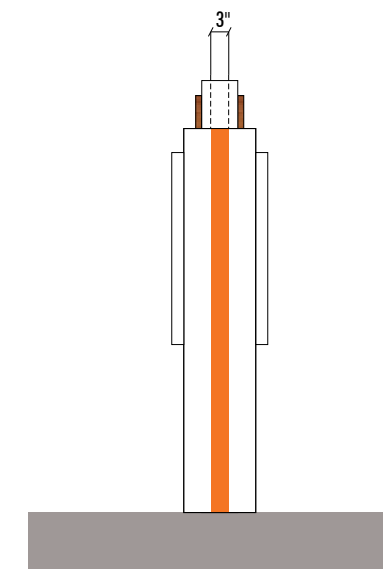
1 - Fabricated aluminum channel frame, painted single color

2 - Double-faced fabricated aluminum pan face panel with custom faux Corten paint finish

3 - Double-faced fabricated aluminum cabinet internally illuminated with removable tenant panel. 6500K LEDs

4 - Fabricated aluminum pan face with routed push-thru acrylic copy

5 - Die cut vinyl copy



WAYFINDING / DIRECTIONAL SIGN

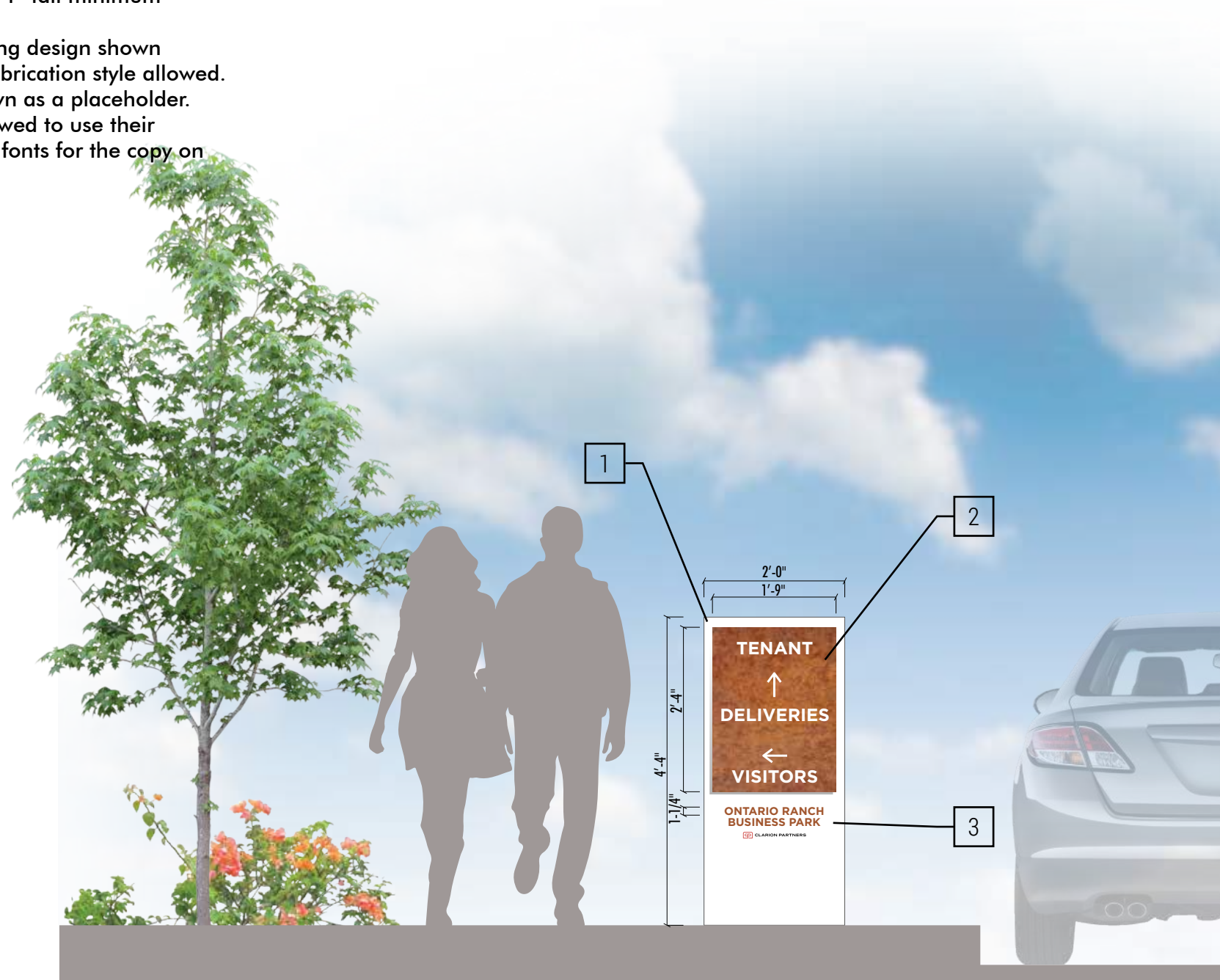
Sign square footage: 4 SF

Sign materials: Fabricated aluminum with custom paint and non-illuminated vinyl copy.

Directional copy: 2" tall minimum

All other copy: 1-1/4" tall minimum

Note: The wayfinding design shown below is the only fabrication style allowed. Tenant copy is shown as a placeholder. Tenants will be allowed to use their branded logos and fonts for the copy on the tenant panel.



FRONT VIEW

SCALE: 1/2"=1'-0"

SIGN MATERIALS

1 - Fabricated aluminum painted cabinet, painted with color side accent

2 - Double-faced fabricated aluminum pan face panel with custom faux Corten paint finish and die cut reflective vinyl copy

3 - Die cut vinyl copy



SIDE VIEW

SCALE: 1/2"=1'-0"

THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet signs with translucent or opaque faces.
2. Temporary wall signs, pennants, sale /promotional banners, inflatable displays or sandwich boards, portable and A-frame signs.
3. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord's written approval. Note: Approval is at Landlord's discretion. Off the shelf signs are discouraged.
4. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
5. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
6. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
7. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts. (Except those required by governmental agencies)
8. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
9. Simulated materials such as wood grained plastic laminates or wall coverings.
10. Flashing, oscillating, animated lights or other moving sign components.
11. Signs emitting audible sounds, odors, or visible matter.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Signs on mansard roofs or equipment screens.
14. Advertising or promotional signs on parked vehicles.
15. Painted signs.
16. Wind-activated and balloon signs.
17. Outdoor advertising structures (billboards).
18. Abandoned and/or dilapidated signs and sign structures.
19. Obscene or offensive signs.
20. Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit, or standpipe or obstruct a required ventilator, door, stairway, or window.
21. Exposed neon signs.
22. Signs affixed to or painted on a natural feature.
23. Signs on public property or projecting within the public right-of-way, except with an encroachment permit issued by the City of Ontario.
24. Noncompliant signs are to be removed immediately upon request.

APPROVAL PROCESS

At least ninety (90) days prior to the Tenant's scheduled opening of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store/business design and drawing submissions, and will be used to begin the sign design process.

- Store/Business Name;
- Store/Business Logo (in color with colors identified);
- Store/Business exterior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit via email for Landlord's approval, complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's designated representative. All signs must be installed prior to store/business opening.

Shop drawings shall include at least the following:

- Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" - 1'-0".
- A site plan with the marked locations of the proposed sign(s).
- Partial building elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.
- Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits.

Tenants are required to provide one (1) set of the Landlord approved drawings to the City of Ontario, California.

FABRICATION

The Tenant must ensure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication. The Tenant's sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.

INSTALLATION

The Tenant's sign installer will provide the following:

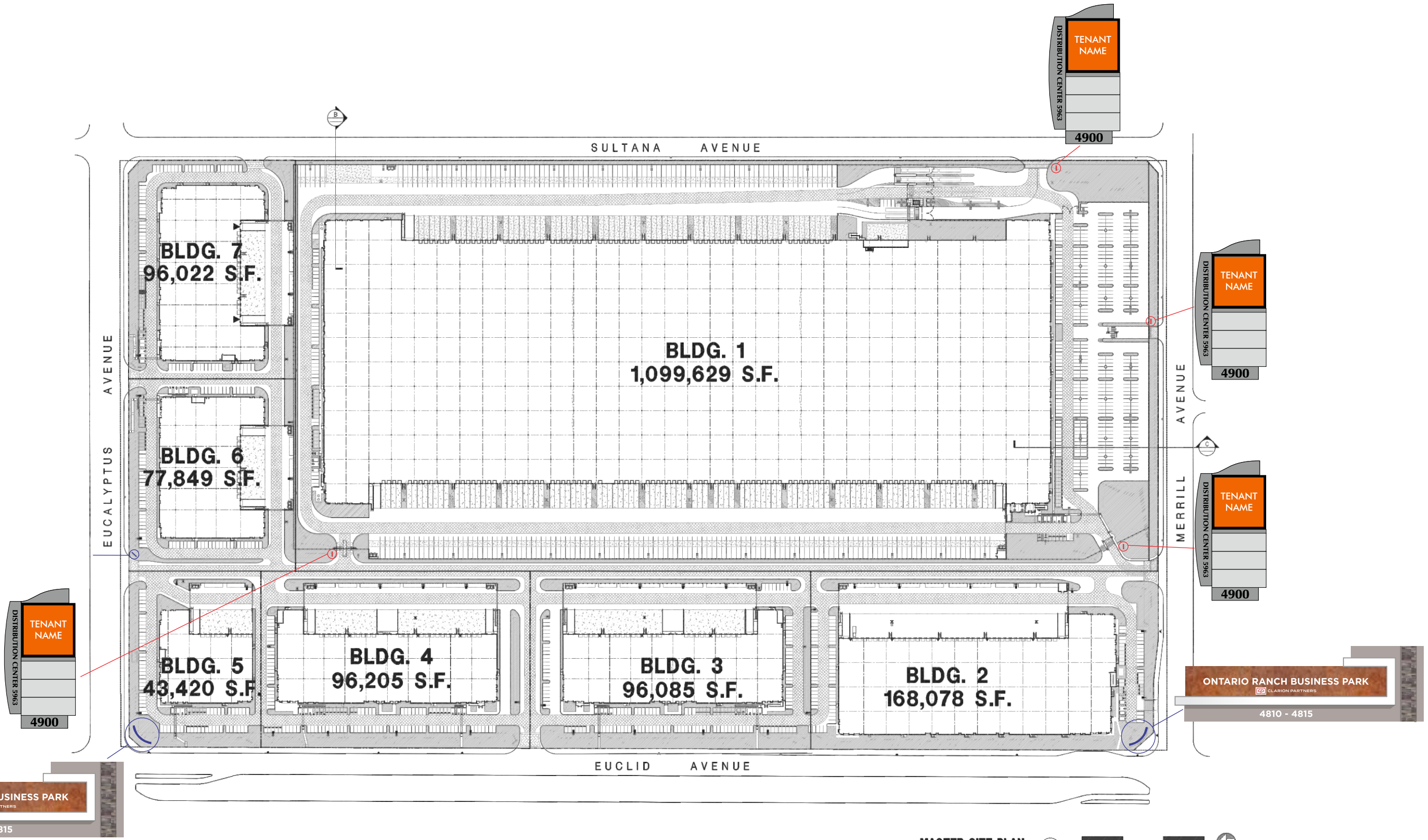
1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord
2. Obtain all required sign permits from the City of Ontario, California as applicable and deliver copies to the Landlord before installing the sign(s)
3. Keep a Landlord approved set of sign drawings on site when installing the sign(s)
4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year

SIGN MAINTENANCE

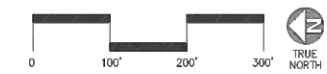
The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this "Ontario Ranch Business Park" Sign Program.

Only those sign types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation. It will be the responsibility of the Tenant to remove his or her sign and to satisfactorily repair and patch holes of their sign area should they vacate the premises.

SITE PLAN



MASTER SITE PLAN
SCALE: 1" = 250'-0"



PARKING CODE SIGNS

Any parking code signage installed in the public right-of-way or on private property is subject to review and approval by the City of Ontario.



FRONT VIEW

SCALE: 1/2"=1'-0"