



**City of Ontario  
Planning Department**  
303 East "B" Street  
Ontario, CA 91764  
Phone: (909) 395-2036  
Fax: (909) 395-2420

# Sign Program Application

**APPLICANT/OWNER INFORMATION (print or type)**

Property Owner: Rexxons Holdings Inc  
 Address: 21806 Pinto Way, Walnut CA 91789  
 Telephone No.: (909) 967-8200 Fax No.: \_\_\_\_\_  
 Applicant: Rexxons Holdings Inc  
 Address: as above  
 Telephone No.: (909) 967-8200 Fax No.: \_\_\_\_\_  
 Applicant's Representative: Felipe De Los Reyes  
 Address: 21806 Pinto Way, Walnut CA 91789  
 Telephone No.: (909) 595-3765 Fax No.: \_\_\_\_\_

*(For staff use only)*  
 File No.: PSGP10-004  
 Related Files: PDEV05-008 & PMTI05-030  
 Submittal Date: 04-07-2010  
 Rec'd By: Jalmyr  
 Fees Paid: \$ 1,225.00  
 Receipt No.: 003-00008119  
 Action:  Approved  Denied  
 By: [Signature]  
 Date: 8/11/10

**SITE INFORMATION**

Site Address (include N, S, E or W): 722 S. Euclid Ave. Ontario CA 91762  
 Assessor's Parcel No.: \_\_\_\_\_  
 Development Name: Rexxons Bus. Plaza  
 Zone: C-1 Euclid Avenue Overlay District?:  Yes  No

**NOTES**

Sign plan for the two-story multi-tenant commercial building located at the northwest corner of Euclid & California.

**PLANNING DEPT  
APPROVED**

Permit No. BSGPE10-004

By: Johanne G. Hildebrand

Date: 08-11-2010

# MASTER SIGN PROGRAM

## *Rexxons Plaza Commercial Building*

7222 S. Euclid Ave. Ontario, CA 91762



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Signature	Date

Project Name <u>Rexxons Plaza</u>
Project Type <u>Master Sign Program</u>
Project Information <u>7222 S. Euclid Ave Ontario, CA 91762</u>
Drawn by <u> </u>
Checked by <u> </u>
Scale: <u> </u>
Sheet No. <u>1 of 8</u>

**MASTER SIGN PROGRAM INTENT (MSP)**

The purpose of this Master Sign Program is to assure that all signs are consistent with the building's architecture and with the surrounding properties, while appropriately identifying the businesses within the plaza. All signs shall conform to this Master Sign Program.

Because this property is a multi-tenant building, the Master Sign Program will allow for a variety of harmonious signs for all tenants by specifying the following: **Form/Shape/Materials, Illumination, Size, Location, Color, Typography, Quantity, and Installation.**

*NOTE: The Sign Standards in Ontario's Development Code shall be applicable for any issues or standards not addressed in this Master Sign Program.*

**Permitted Signs**

- Primary Facade Sign: May contain business name and/or descriptor, and logo.
- Secondary Facade Signs and/or Rear Entry Sign: May contain business name and/or descriptor, and logo.
- Window Signs (1st floor): May contain the name and/or logo of the business. They may also contain brief information about the goods and services without exceeding allowed size.
- Projecting Pedestrian Sign: May contain business name and/or descriptor, and logo.

**Exempt Signs**

- (1) "Open" or other LED/NEON window sign per street frontage.
- Temporary window posters which do not exceed 4 square feet for time-specific events.
- Real estate "for sale or lease" signs.

**Temporary/Prohibited Signs**

- Temporary signs such as vinyl banners shall be permitted only with a City Banner Permit and with the written permission of the property owner.
  - Sandwich signs are prohibited.
  - Signs placed on grass areas for more than 5 days are prohibited.
- See the Sign Standards in Ontario's Development Code*

**Business Address**

Building address number shall face Euclid Avenue and be placed away from tenant's signage. They shall be channel letters or foam letters. Vinyl unit numbers shall be on the front and back entrance doors.

**Form/Shape/Materials**

- Primary Facade Sign: Internally illuminated channel letters/individual or contoured/Aluminum body with acrylic faces. (Channel letters are preferred, but creative designs maybe submitted for Property owner's approval).
- Secondary Facade Signs: Internally illuminated channel letters / Individual or contoured/Aluminum body with acrylic faces. (Channel letters are preferred, but creative designs maybe submitted for Property owner's approval).
- Rear Entry Sign: May be non-illuminated/three-dimensional letters (1/8" - 5" thick)
- Window Signs: Graphics may be placed on windows with paint, vinyl, gold leaf, etc.
- Projecting Pedestrian Sign: Shapes are encouraged to be creative and of any material that is structurally safe.

**Illumination**

- Channel letters must be internally illuminated. (Front lit, back lit, or both)
- Rear Entrance Signs may be non-illuminated.
- Projecting Pedestrian Signs maybe illuminated.

**Size**

*Total permitted sign area shall not exceed 100 sq. ft for all signs located on the front and/or side elevations of the building. An additional 100 sq. ft for signs located on the rear elevation if it has a public entrance from alley or parking lot. The minimum total sign area for all signs shall not be less than 20 sq. ft.*

- Primary Facade Sign: 1.0 sq. ft. per linear foot of facade.
- Secondary Facade Signs: 1.0 sq. ft. per linear foot of facade.
- Rear Entry Sign: 1.0 sq. ft. per linear foot of facade.
- Window Signs: are limited to 25% coverage. ("Open" or other LED/NEON window signs shall be calculated in towards 25% coverage limit).
- Projecting Pedestrian Sign: 6 sq. ft. Maximum. (See page 7)
- Location (See p. 3 for allowed locations)
- Primary/Secondary Facade Signs: Shall be visible from Euclid Ave. or W. California Street.

- Signs shall be centered within sign area with no less than a (6") margin all around.
- Rear Entry Sign: Shall be located directly above the entrance or as close as possible if obstructions exist. Signs shall be centered within sign area with no less than a (6") margin all around. (3") margin on walls with pop-up arches and diagonal wall.
- Window Signs: Shall be applied only on glass surfaces on the 1st floor (Except interior signs).
- Projecting Pedestrian Sign: Blade signs (double-sided if desired) shall project from wall at 90°. The bottom of the sign shall be 8 feet above the finished grade. Maybe located on either side of entrance.

**Color**

- Primary/Secondary Facade Signs:  
Returns: Black or Dark Bronze.  
Trimcap: To match Returns.
- Rear Entry Sign: Faces: Subject to Landlord's approval.
- Window Signs: Vinyl colors for windows shall be subject to Landlord's approval.
- Projecting Pedestrian Sign: Contrasting colors recommended. Subject to Landlord's approval.

**Typography**

If tenant does not have a specific type, the following fonts are recommended:  
 - Helvetica  
 - Cooperate  
 - Century Gothic  
 However, creative fonts are encouraged and should be legible at the required size. Subject to Landlord's approval.

**Quantity**

- 1st floor: Tenants are limited to (1) Primary Sign, (1) Secondary Sign if applicable. (1) Pedestrian Sign per entrance and, (1) Window Sign per elevation.
- 2nd floor: Tenants are limited to (1) Primary Sign where applicable, (1) Secondary Sign if applicable OR (1) Rear Entry Sign, (1) Interior Window Sign per elevation, and (1) Pedestrian Sign per entrance. (See p. 3 for allowed locations)

**Installation**

- Installations shall be performed by qualified Sign Contractors, and shall conform with any local building codes. No installations shall be performed without a property owner approval and a city permit.
- All tenants shall have written permission from property owner (landlord).
- All tenants shall acquire a sign permit before building or attaching any type of sign to the building exterior from the Planning/Building departments in the city of Ontario.
- Variations from this Master Sign Program are allowed subject to Landlord and City of Ontario approval.



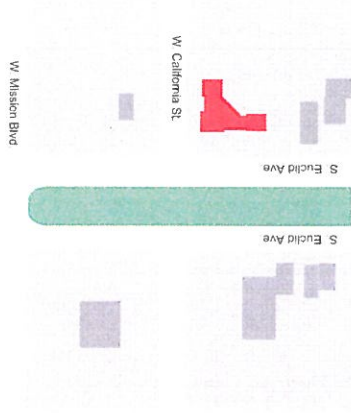
Signature	Date

Project Name  
 Return Plaza  
 Project Type  
 Master Sign Program  
 Project Information  
 722 S Euclid Ave  
 Chicago IL 60604

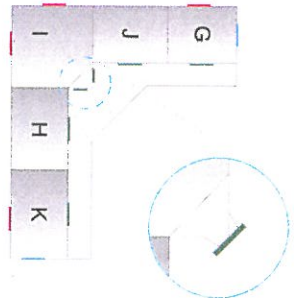
Approved by: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 2 of 8



**Vicinity Map**  
SCALE: N/A



**Site Plan/1st Floor**  
SCALE: 1" = 40'-0"



**2nd Floor**  
SCALE: 1" = 40'-0"

Optional Corner Solution

Legend for 2nd Floor:

- Primary Sign
- Secondary Sign \*
- Rear Entry Sign

\* Only if no Rear Entry Sign is used

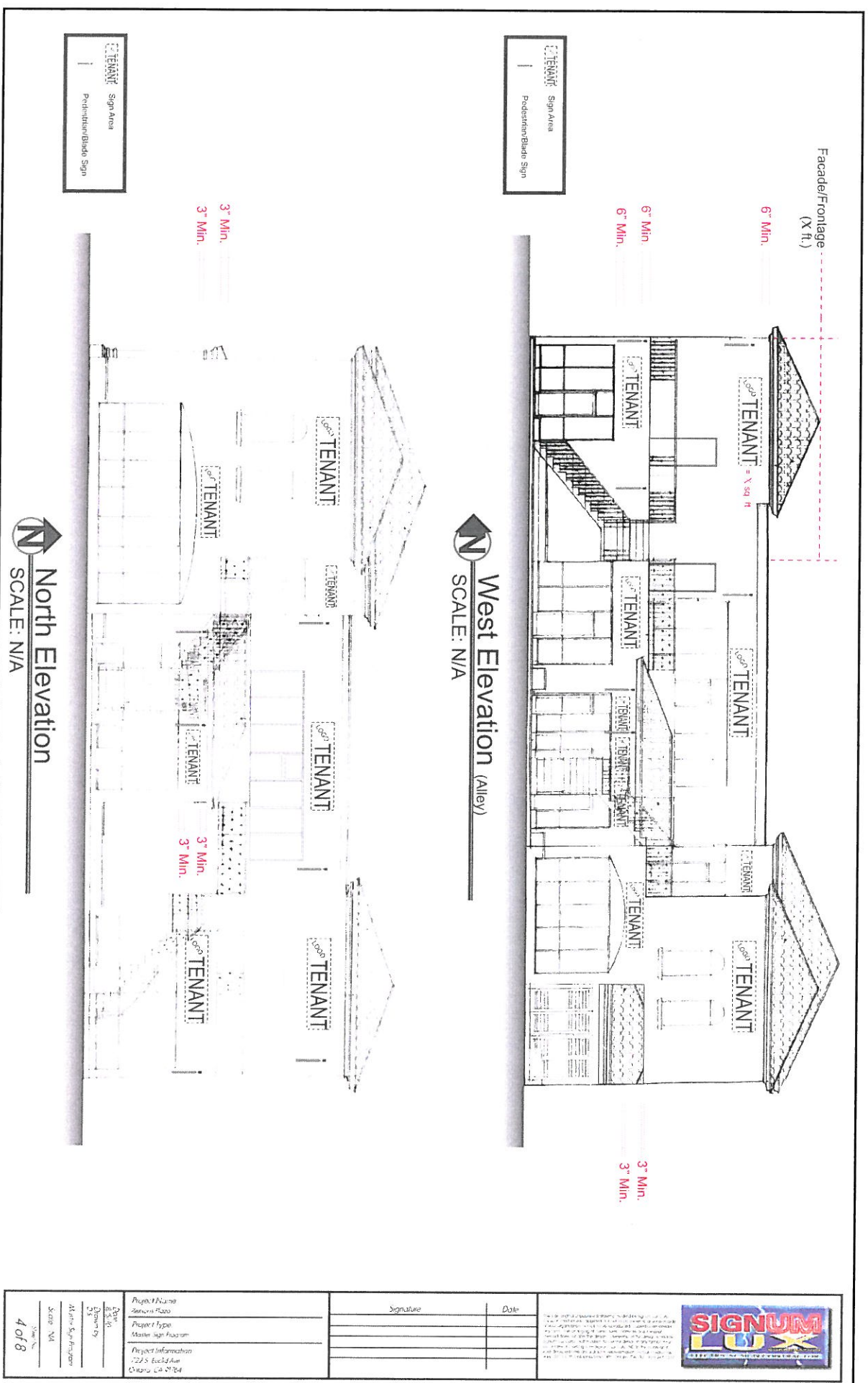
Legend for Site Plan/1st Floor:

- Primary Sign
- Secondary Sign \*
- Rear Entry Sign

\* Only if no Rear Entry Sign is used

Signature	Date

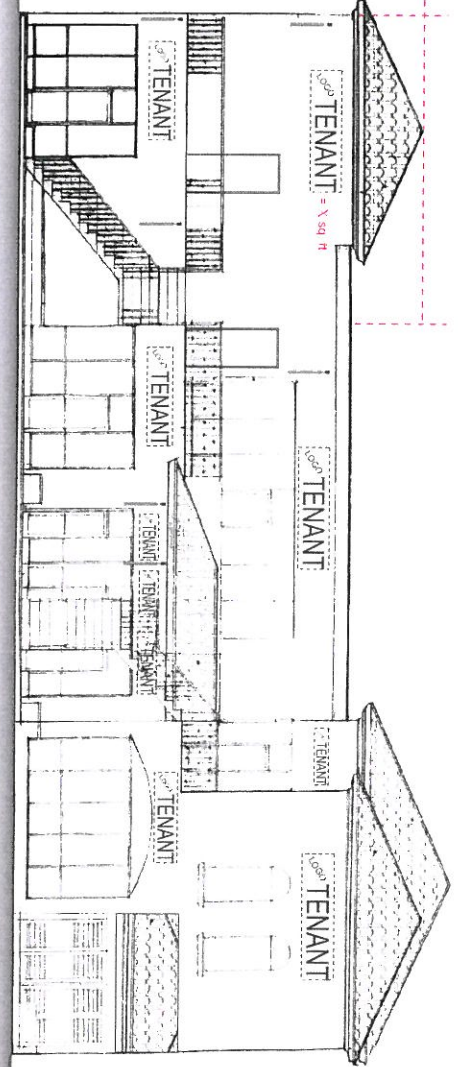
Project Name: Ramona Plaza  
Project Type: Skater Sign Program  
Project Information: 724 S Euclid Ave, Chino, CA 91704



Facade/Frontage  
(X ft.)

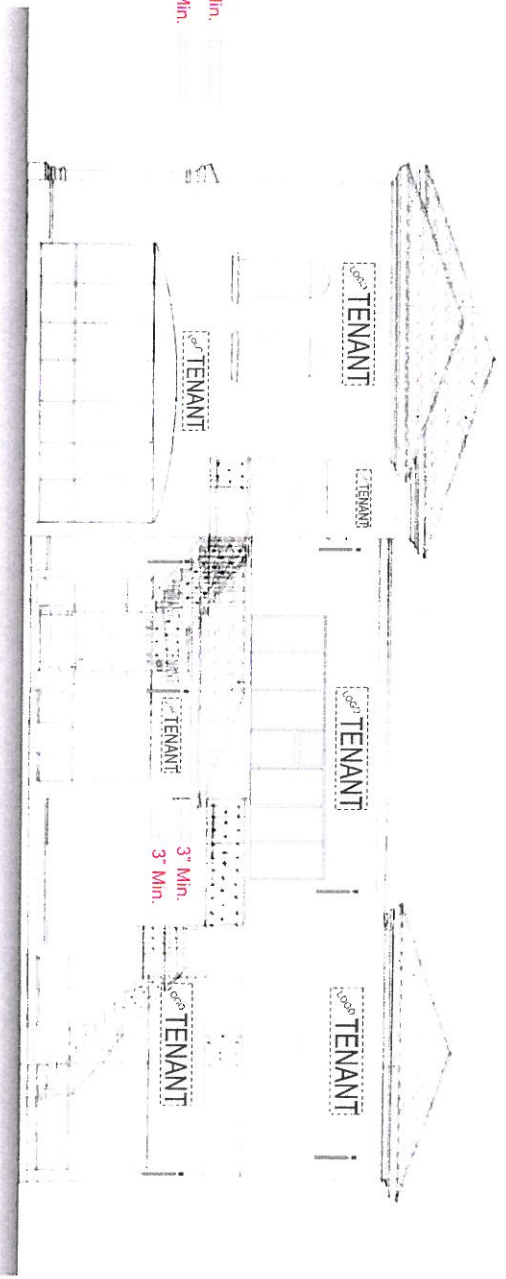
6" Min.

6" Min.  
6" Min.



**West Elevation (Alley)**  
SCALE: N/A

3" Min.  
3" Min.



**North Elevation**  
SCALE: N/A

TENANT Sign Area  
Pedestrian/Blander Sign

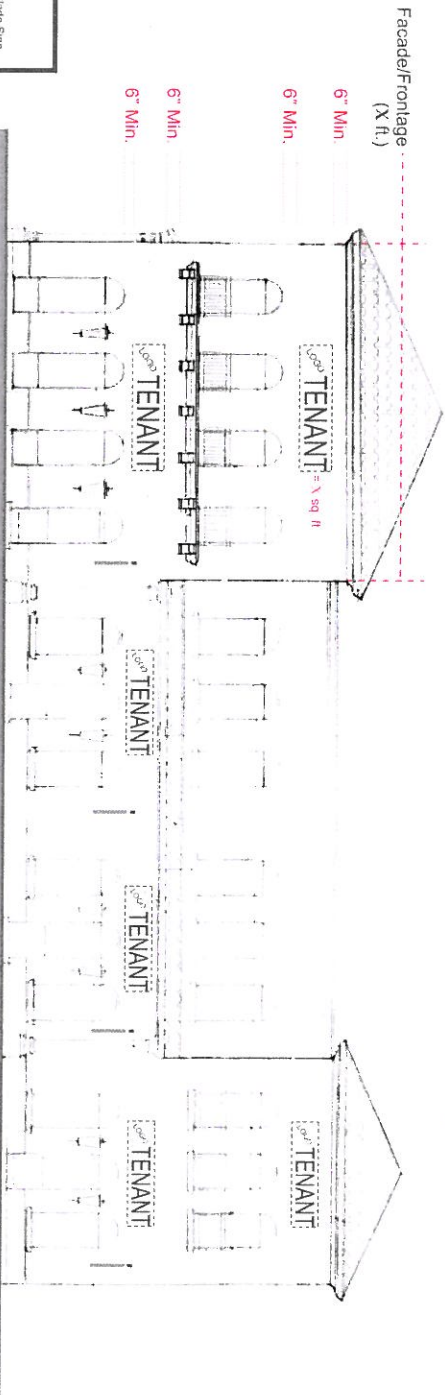
TENANT Sign Area  
Pedestrian/Blander Sign

Signature \_\_\_\_\_ Date \_\_\_\_\_

**SIGNUM LUX**

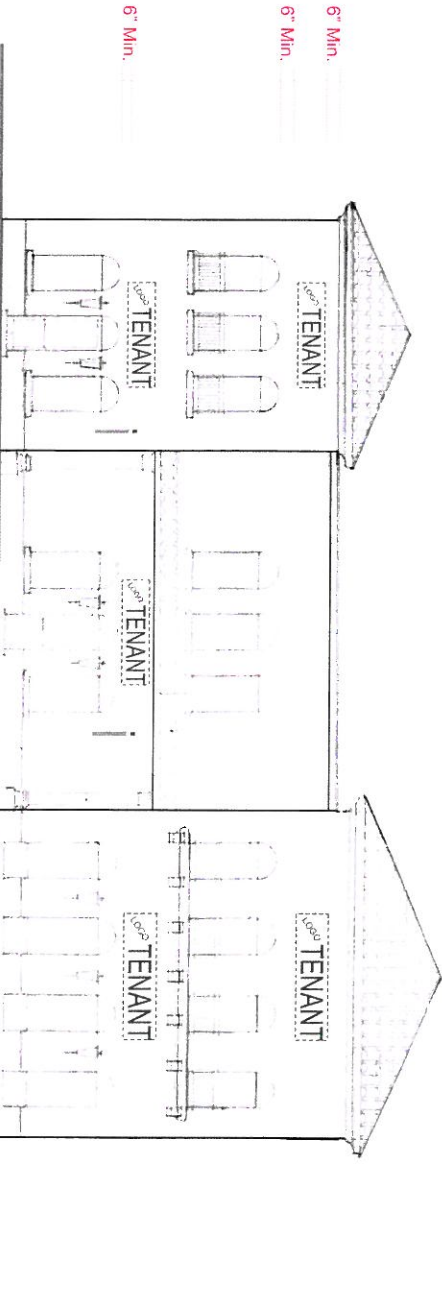
Project Name Alameda Plaza	Project Type Master Sign Program	Project Information 224 S. Euclid Ave Chicago, IL 60604
Architect S&B	Designer S&B	Client Alameda Sign Program
Scale - N/A	Scale - N/A	Sheet No. 4 of 8

TENANT Sign Area  
 | Pedestrian/Grade Sign




**East Elevation** (S. Euclid Ave.)  
 SCALE: N/A

TENANT Sign Area  
 | Pedestrian/Grade Sign



**South Elevation** (W. California St.)  
 SCALE: N/A

	Project Name	Signature	Date
	Project Type		
<p>Project Information          222 S. Euclid Ave.          Chicago, IL 60604</p>			

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## Channel Letters



**Specifications:**  
 Returns (Black or Dark Bronze)  
 Trimcap (Black or Dark Bronze)  
 Faces (Acrylic, Any Color)  
 Overlays (Vinyl, Any Color)

## Recommended Typography

- Helvetica → Helvetica
- Cooperlate → GALLON
- AvantGarde → Times
- Century Gothic → Jost

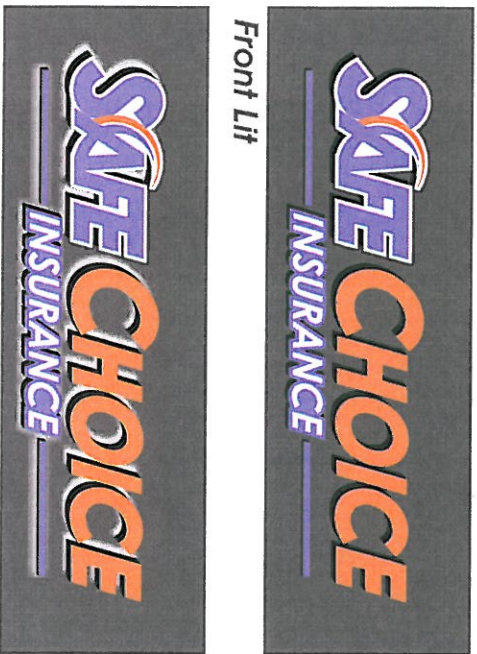
## Illumination

## Square Footage Calculations



Total Area  
 $10' \times 2.8' = 28.00 \text{ ft}^2$

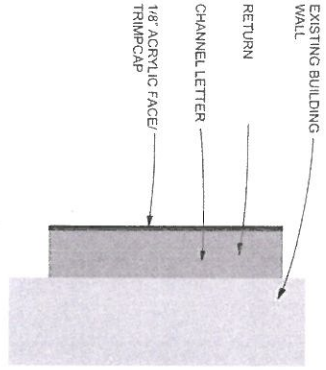
Allowed Square Footage = 1.0 ft<sup>2</sup>/lineal ft  
 28 ft of frontage = 28 ft<sup>2</sup> allowed sign area  
 28 ft<sup>2</sup> ≤ 28 ft<sup>2</sup> so OK



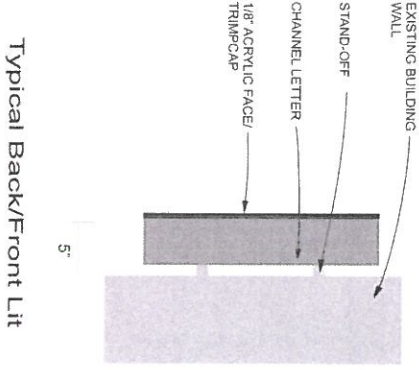
Front/Back Lift



	Project Name	Signature	Date
	Project Type Master Sign Program Project Information 222 S. Eckel Ave Ontario, CA 91764		
Date 05/03/20 Drawn by 2 Artist/Sign Program S. Lee, M.A. 6 of 8			

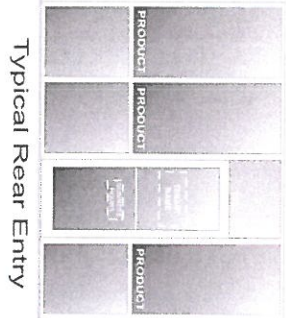


Typical Front Lit

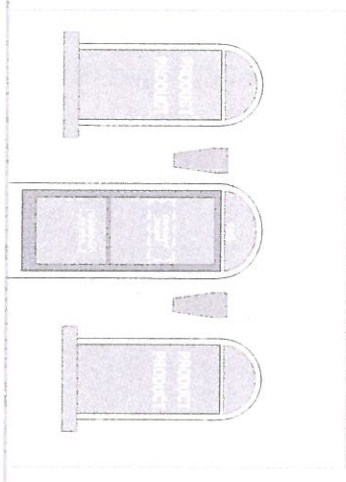


Typical Back/Front Lit

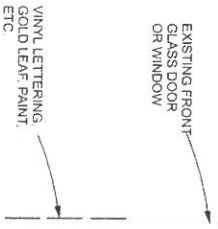
**A** Channel Letter Installation Detail  
SCALE: N/A



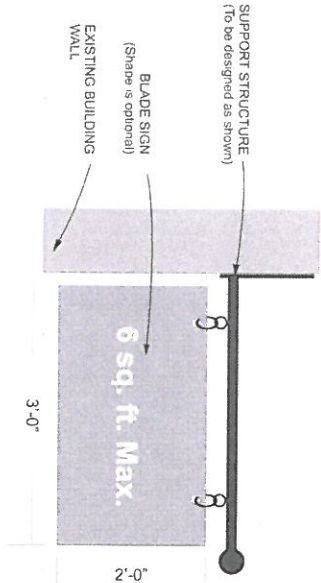
Typical Rear Entry



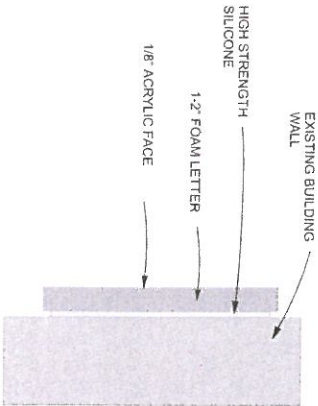
Typical Front Entry



**B** Store Front Installation Detail  
SCALE: N/A



**C** Pedestrian Sign Installation Detail  
SCALE: N/A



**D** Rear Sign Installation Detail (Foam letters)  
SCALE: N/A



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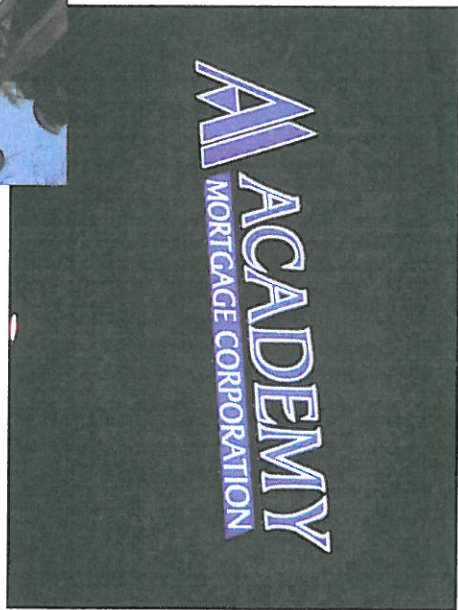
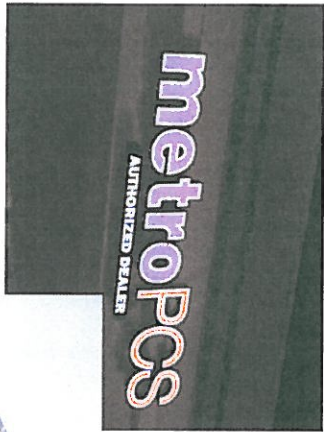
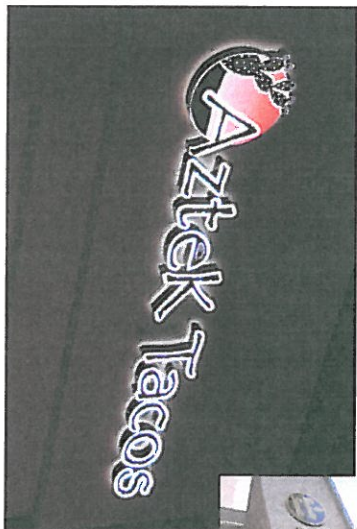
Signature	Date

Project Name	
Project Type	
Project Information	

222 S. Buckle Ave  
Orange, CA 92664

708





Sample Signage  
SCALE: N/A

Project Name Signature Plaza Project Type Modern High Program Project Information 722 S. Euclid Ave Chicago, IL 60624	Signature    	Date    	
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CITY OF ONTARIO  
REVENUE DEPARTMENT  
303 E. B ST.  
ONTARIO, CA 91764  
(909)395-2050

\*\*\*\*\*

Reg# #/Rcpt#: 003-00008119 [ 18764 ]  
Accounting Date: Wed, Apr 7, 2010  
Date/Time: Wed, Apr 7, 2010 1:29 PM

\*\*\*\*\*

5860/PLNG-SIGN PROGRAM  
46515-001  
REF#:PSGP10-004

FEE AMOUNT: \$1,225.00

RECEIPT TOTAL = \$1,225.00

\*\*\*\*\*

Payment Data:

Pmt# :1

Payer: REXXONS HOLDINGS INC

Method: CK

Ref#: 1051

AMOUNT = \$1,225.00

\*\*\*\*\*

RECEIPT SUMMARY

\*\*\*\*\*

TOTAL TENDERED = \$1,225.00

RECEIPT TOTAL = \$1,225.00

CHANGE DUE = \$0.00

\*\*\*\*\*

THANK YOU!!  
HAVE A NICE DAY!

\*\*\*\*\*

City of Ontario  
303 East "B" Street  
Ontario, CA 91764

**FEE STATEMENT**

Copy Reprinted on 04-07-2010 at 13:27:32

PERMIT/CASE #: PSGP10-004  
TYPE: Sign Program  
SITE ADDRESS: 722 S EUCLID AV ONTA  
GENERAL LOCATION:  
PARCEL: 104926808  
RECEIPT NUMBER: R201001059  
Sign Program ~ 722 South Euclid Avenue

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TRANSACTION DATE:04/07/2010 TOTAL PAYMENT: 1,225.00

TRANSACTION LIST:

Type	Method	Description	Amount
Payment	Check		1,225.00

ACCOUNT ITEM LIST:

Item#	Description	Account Code	Current Pmts
5860	Sign Program	46515-001	1,225.00

RECEIPT ISSUED BY: JHILDEBR  
ENTERED DATE: 04/07/2010

INITIALS: JH  
TIME: 01:24 PM

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Customer Copy