



## **Ontario Auto Center Temporary Promotional and Special Event Sign/Banner Application Form**

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

Dear Applicant:

In an effort to improve customer service and ensure development projects are processed as quickly as possible, the Planning Department finds it necessary to remind its clients that complete application submittals are crucial to the plan review process. In the past, accepting incomplete applications has led to errors and time delays at the end of the review process. I do not want this to happen to you.

Consequently, the Planning Department staff will only accept complete applications at time of submittal. All items requested by this application packet, along with the required filing fee, must be provided before the Planning Department counter staff can accept your application for filing. Please review all minimum requirements prior to submitting your application, as counter staff do not have the authority to waive any requirements.

Please remember that failure to provide all of the required plans and information will result in significant time delays in the processing of your application. If you have any questions regarding the necessity of any particular item required by this application packet, please feel free to contact the Planning Department counter supervisor to discuss your questions.

The Planning Department looks forward to a continued efficient and professional relationship with you in the future. If you have any questions, comments, or concerns regarding this matter, please feel free to contact the Planning Department at (909) 395-2036.

Respectfully,

A handwritten signature in blue ink, appearing to read "RZL".

Rudy Zeledon  
Planning Director

**ATTENTION!**

The City of Ontario strives to provide you with efficient and effective service in a businesslike manner. We are committed to the principle that every interaction you have with the City must be based on honesty and integrity.

City employees are prohibited by law from soliciting or accepting money, services, or gifts of any kind in connection with the discharge of their duties.

If you are approached or are aware of any violation of this policy, please immediately contact any of the following:

- Scott Ochoa, City Manager ..... (909) 395-2396 or [sochoa@ontarioca.gov](mailto:sochoa@ontarioca.gov)
- Mike Lorenz, Police Chief ..... (909) 395-2710 or [mlorenz@ontarioca.gov](mailto:mlorenz@ontarioca.gov)
- Ethics Line .....(800) 500-0333



# Ontario Auto Center Temporary Promotional and Special Event Sign/Banner Application Form

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## GENERAL INFORMATION

Dealer Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Business License No. \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Applicant: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Applicant's Representative: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

<i>For Staff Use Only</i>	
File No.:	_____
Related Files:	_____
Submitted:	_____
Rec'd By:	_____
Fees Paid: \$	_____
<input type="checkbox"/> Cash	<input type="checkbox"/> Check (# _____)
<input type="checkbox"/> Credit Card	
Receipt No.:	_____
<b>Action:</b>	
<input type="checkbox"/> Approved	<input type="checkbox"/> Denied
By:	_____
Date:	_____

## TYPE OF APPLICATION

Auto Center Association

Individual Dealer

## ACTIVITY DESCRIPTION

Event Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**SIGN INFORMATION**

Identify the number of signs and location(s) on property and building(s): \_\_\_\_\_

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Identify the type, size, and appearance of proposed signage (include a sign elevation drawing describing sign dimensions, materials and colors):

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Are large inflatable objects proposed (*only allowed for Association sponsored events*):  Yes  No

If yes, provide description and height of object, and overall height above ground:

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**APPLICANT ACKNOWLEDGMENT**

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: \_\_\_\_\_ Signature: \_\_\_\_\_

Name (print or type): \_\_\_\_\_

**PROPERTY OWNER OR APPROVING AGENT ACKNOWLEDGMENT**

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: \_\_\_\_\_ Signature: \_\_\_\_\_

Name (print or type): \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

**PROMOTIONAL AND SPECIAL EVENT SIGN/BANNER REGULATIONS**

(1) All promotional and special event temporary signs must be removed within 24-hours following the completion of each special event.

(2) The Auto Center Association, as a group, shall be allowed temporary signage 8 times per year for special events, including, but not limited to, the holiday sale periods of President's Day, Memorial Day, Independence Day, and Labor Day. Each time period for the 8 special events sponsored by the Auto Center Association, as a group, shall not exceed sixteen 16 consecutive days. Each special event time period must be separated from the previous event by at least 14 consecutive days.

(3) Each individual automobile dealership (not each automobile make) shall be allowed temporary signage 2 times per year for special events. These special events are in addition to the 8 special events sponsored by the Auto Center Association, as a group. Each special event for individual auto dealerships shall not exceed 16 consecutive days, and must be separated from the previous event by at least 14 consecutive days.

(4) Temporary signs shall be limited to the use of banners, balloons, flags, and/or painted window signs.

(5) A maximum of 2 temporary banners shall be permitted per auto dealership facility.

(6) Painted window signs shall not exceed 50 percent of the window area, or 200 square feet, whichever is less.

(7) Inflatable objects, such as balloons larger than 18 inches in diameter, inflatable statuary, or rooftop balloons, will be allowed a maximum of 4 special event time periods per calendar year. Only one such inflatable object shall be allowed per automobile dealership facility, for a special event sponsored by the Auto Center Association, as a group. These inflatable objects shall not exceed 75 feet in height, measured from the ground to the highest point of the inflatable object.

(8) Balloons smaller than 18 inches in diameter shall be permitted only on a Saturday or Sunday, and the following holidays: New Year's Day, Presidents Day, Memorial Day, Independence Day, and Labor Day.

(9) Each individual automobile dealer is responsible for the removal of all helium filled balloons, as permitted by the Ontario Auto Center Sign Program, on their respective dealership site, by the end of the business day upon which the use of balloons is authorized. No helium filled balloon shall be cut loose to fly freely. All helium filled balloons permitted by the Ontario Auto Center Sign Program shall be discarded in an appropriate trash bin or receptacle.

(10) The use of sandwich boards, pennants, streamers, or any other sign type not covered by the Ontario Auto Center Sign Program, is expressly prohibited.

(11) The use of temporary signs shall not be permitted anywhere within the Auto Center, except for special events as provided by the Ontario Auto Center Sign Program.

(12) A permit for temporary signs must be obtained for each special event, prior to placement of any temporary sign either by the Auto Center Association or by an individual automobile dealership facility.



## Ontario Auto Center Temporary Promotional and Special Event Sign/Banner Application Form— Minimum Filing Requirements

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### MINIMUM FILING REQUIREMENTS

#### **WHAT ARE PROMOTIONAL AND SPECIAL EVENT TEMPORARY SIGNS?**

The Temporary Promotional and Special Event Sign/Banner Application allows businesses to install short-term, temporary signage, such as banners, flags, pennants, and other similar advertising devices (sorry, no balloons), on private property, in conjunction with a special event, as provided by the City of Ontario's Development Code.

#### **WHY IS TEMPORARY SIGN APPROVAL REQUIRED?**

The City recognizes the need for signs as a means to identify businesses within the community, and further recognizes that signing is an important design element of the physical environment. The City is committed to preserving and improving its appearance and is striving to provide an economically stable and visually attractive community through site planning, building design, landscaping and signing.

When properly designed, a sign can be pleasing and can harmonize with physical character of its environment. Poorly designed signs, however, detract from the city's aesthetic value, can result in a reduction in property values and in some cases, can present a hazard to both pedestrians and motorists.

The City is committed to preserving its aesthetic value, assuring the health and safety of its residents, and to preserving and maintaining property values. To this end, the Ontario City Council has adopted regulations governing the placement, number, size, and design of signs in the City. The implementation of these regulations is ensured through the Sign Plan Application process.

- Completed *Ontario Auto Center Promotional and Special Event Temporary Sign Application Form* and filing fee.
- Provide and the following additional plans and information:
  - Two fully dimensioned copies of a sign plan, which shows all signs to be used during the event.
  - A site plan showing the location of all proposed signs.
  - Exterior building elevations showing the location of all proposed temporary signs.
  - A fully dimensioned plan for each proposed sign, which describes the sign length, width, height, materials, and colors.