

CITY OF

303 EAST B STREET, CIVIC CENTER ONTARIO



ONTARIO

CALIFORNIA 91764-4105

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CITY CLERK

JAMES R. MILHISER
TREASURER

RE: SIGN PROGRAM APPLICATION PACKET

Dear Applicant:

In an effort to improve customer service and insure 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 listed on the enclosed *Sign Program Application Form* and the *Sign Program Application Minimum Filing Requirements* must be provided before the Planning Department counter staff can accept your application for filing. Please review these minimum requirements prior to submitting your application, as counter staff do not have the authority to waive these 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 on the *Sign Program Application Form* or the *Sign Program Application Minimum Filing Requirements*, 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,



Cathy Wahlstrom
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
Derek Williams, Police Chief..... (909) 395-2710 or dwilliams@ontarioca.gov
Ethics Line.....(800) 500-0333



City of Ontario
 Planning Department
 303 East B Street
 Ontario, California 91764
 Phone: 909.395.2036
 Fax: 909.395.2420

Sign Program Application Form

GENERAL INFORMATION

Business: _____

Address: _____

Phone: _____

Email: _____

Business License No. _____ Exp. Date: _____

Applicant: _____

Address: _____

Phone: _____ Email: _____

Applicant's Representative: _____

Address: _____

Phone: _____ Email: _____

For Staff Use Only

File No.: _____

Related Files: _____

Submitted: _____

Rec'd By: _____

Fees Paid: \$ _____

Cash Check (# _____)

Credit Card

Receipt No.: _____

Action:

Approved Denied

By: _____

Date: _____

PROJECT INFORMATION

Address: _____

Assessor Parcel No(s): _____

Development Name: _____

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 CERTIFICATION

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 CERTIFICATION

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: _____



City of Ontario
Planning Department
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Ontario, California 91764
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Sign Program Application Minimum Filing Requirements

WHAT IS A SIGN PROGRAM?

A Sign Program is a master plan of signage, which is required for all nonresidential developments with three or more uses/occupants on two or more acres.

WHY IS A SIGN PROGRAM 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.

MINIMUM FILING REQUIREMENTS

- Completed *Sign Program Application* and filing fee.
- Three copies of the sign program. The Sign Program shall be prepared in 8½" X 11" or 11" X 17" format, and shall include the following:
 - (1) A master plan, drawn to scale, delineating the site proposed to be included in the sign program and the general location of all signs.
 - (2) Drawings indicating the exterior surface details of all buildings within the site upon which wall signs, directory signs or projecting signs are proposed to be located.
 - (3) Proposed color schemes of the signs.
- Submit on CD or flash drive, a PDF copy of the sign program document, including all exhibits and figures.