



City of Ontario
 Planning Department
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 City of Ontario
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via Email

Sign Program Application

APPLICANT/OWNER INFORMATION

[ONT GATEWAY WEST Sign Program]

Property Owner: Zelman Ontario, LLC
 Address: 515 S. Figueroa St # 1230 LA CA 90071
 Telephone No.: 213 533 8100 Fax No.: 213 533 8134
 Email: Bryce Zelman, owner

Applicant: Bill Moore + Associates
 Address: PO Box 6153 Albany CA 94706
 Telephone No.: 510-526-0296 Fax No.: 526-6092
 Email: Skip@billmoore.com

Applicant's Representative: Denials Stout
 Address: 501 E. Palmyra Ave Orange, CA 92666
 Telephone No.: 714-744-2815 Fax No.: 966-367-9859
 Email: dnstout@gmail.com

Staff use only
 File No.: PSGP13-006
 Related Files: _____
 Submittal Date: 10/28/13
 Rec'd By: [Signature]
 Fees Paid: \$ 1,225.00
 Receipt No.: 255915
 (PAID IN FULL)
 Action:
 Approved Denied
 By: [Signature]
 (Historic) By: N/A
 Date: 01/28/2014

SITE INFORMATION

[UNITS A THRU H]

(SIX)

Site Address (include N, S, E or W): E. Ontario Mills, plus approx. 6 pad tenants.
 Assessor's Parcel No.: Ontario Gateway Center
 Development Name: 0238-011-29, 30, 31, 32, 36, 37, 38-0000
 Zone: SP (Ontario Mills) Euclid Avenue Overlay District?: Yes No

PROPERTY OWNER ACKNOWLEDGEMENT (Completion of this section is required only if the applicant is a renter)

I hereby certify and say that I am the owner/authorized agent of the real property involved in this application and do hereby consent to the filing of this Sign Permit application.

Signature: By: [Signature] Date: 7-30-11
 Name (print or type): Bryce Fox, Authorized Rep
 Address: 515 S. Figueroa # 1230 LA CA 90071

NOTES

Sign Program revision for Ontario Gateway West (sign program)
(Revised per PSGP13-006)

ONTARIO GATEWAY WEST

PSGP13-006



MASTER SIGN PROGRAM

Revised: December 2013

Prepared by

Bill Moore & Associates
1057 Solano Avenue
Albany, CA 94706
(510) 526-0296

Excerpted from

DEVELOPMENT STANDARDS

October 1998

As prepared by

Perkowitz+Ruth architects, inc.
911 Studebaker Road
Long Beach, CA 9005

PLANNING DEPARTMENT APPROVED
SUBJECT TO CONDITIONS ONTARIO GATEWAY WEST
REVISED PER, PSGP 13-006
Approved By: <i>[Signature]</i> Date: 01/28/2014

Kristin Odermatt Design
1447 Fifth Street, Suite 200
Santa Monica, CA 90401

I. INTRODUCTION

1. REGIONAL CONTEXT OF ONTARIO GATEWAY *West*

Ontario Gateway is located in the City of Ontario, San Bernardino County, California. Regional access to the project is provided by the San Bernardino Freeway (I-10) and the Ontario Freeway (I-15). The San Bernardino Freeway is a major transportation route between Los Angeles to the west, and San Bernardino, Palm Springs, and the desert areas to the east. The Ontario Freeway provides north-south regional circulation, and is frequently utilized by motorists traveling north to Las Vegas or south to San Diego (Refer to Figure 1 – Regional Context Map).

2. PURPOSE AND OBJECTIVES

The purpose of these Parcel Development Standards is to establish development requirements and procedures for all commercial parcels and uses within the project boundaries as indicated in Figure 2, and to aid Parcel Owners (hereinafter called "POs"), their respective tenants, and their architects/planners in developing the land (the "parcels"). The criteria provide minimum standards for the development of the commercial tracts, including but not limited to setbacks, utility extensions and easements, site preparation, driveways, sidewalks, parking lots, architecture, pollution, site furniture, lighting, signs, landscape standards, and maintenance standards.

The planning and development of these commercial parcels is subject to the requirements of: the California Commerce Center North/Ontario Gateway Plaza Wagner Properties Specific Plan 4513-SP and all amendments (hereinafter called the "Specific Plan"); the Project Environmental Impact Report (EIR92-1; SCH 920/2078); the Ontario Gateway Western Parcels Declaration of Easements, Covenants, Conditions and Restrictions if recorded against property subject to these Development Standards, and all amendments; the City of Ontario, or any other governmental agency having jurisdiction over the property.

The objectives of the covenants and standards are:

- ❖ To enhance the investment by ensuring a well-planned and well-maintained development.
- ❖ To create a working environment through sound land-use planning and design standards.
- ❖ To ensure a harmonious relationship between uses, architecture, signs, and landscaping through planning coordination and design continuity.
- ❖ To respect the environment and produce a high standard of architectural design.

3. LIMITING CONDITIONS

The sketches and written requirements that follow are intended to convey an overall design framework. These Development Standards are not intended to be detailed working drawings; rather, they establish standards within which detailed design solutions may be prepared.

4. GOVERNMENTAL AUTHORITY

The Parcel Development Standards set forth herein are not intended to take precedence over any rules and regulations promulgated by the federal government, the State of California, San Bernardino County, the City of Ontario, or any other governmental agency having jurisdiction over the property.

7.9 Signs

General: The following sign program was developed in connection with, and approved by, the City of Ontario as required by the Specific Plan, and is the basis by which all parcel signs will be reviewed. Except for traffic control signage in conformance with the requirements of regulatory agencies, no signs, either permanent or temporary in nature, shall be erected or displayed on the property, building, structure, or windows, unless the placement, character, form, size, and time of placement of such signs is first approved in writing by the City of Ontario.

Freeway Pylon Sign: Height and size per the Specific Plan. See Figure 8. Deviations from this approved sign will require a Specific Plan amendment.

Temporary Construction Signs: All temporary construction facilities and temporary signs must be located in the approximate location of the permanent parcel sign – set back fifteen (15) feet from the property line. Temporary construction signs shall be limited to one (1) contractor sign, and one (1) owner “Coming Soon” sign.

Information listed on the temporary contractor identification sign may include names of the parcel owner, architect, engineer, landscape architect, general contractors, and any other consultants the owner may wish to list. Two (2) phone numbers may be allowed on the sign. No other temporary signs are allowed during construction. During construction, temporary signs shall be ground-mounted, or mounted a maximum of nine (9) feet above ground, and shall not exceed thirty-two (32) square feet in area.

Upon completion of construction, one (1) temporary leasing sign, “For Sale”, or “For Rent” sign of not more than sixteen (16) square feet in area may be permitted as a special exception for pad parcel uses with lease sign needs. In-line buildings will be precluded from use of this signage. Such signs must be located behind the

Building Signs: Building signage shall be designed to be proportional to the mounting surface, and consistent and complimentary with the architectural theme.

- ❖ Tenants may have wall and canopy signage on up to three (3) walls.
- ❖ For tenants 20,000 sf and larger, maximum sign area for primary storefront signs will be two (2) square feet of signage per each lineal foot of tenant's frontage, up to a maximum of 300 sf. Wall signs on secondary frontages shall be limited to one and a half (1.5) square feet of signage per each lineal foot of tenant's side and/or rear frontage, up to a maximum of 200 sf on each wall. Maximum letter height shall be as described in Diagram A.
- ❖ Tenants 19,999 sf in size and smaller will be allowed a sign area of one (1.0) square foot of signage per each lineal foot of building wall of signage attachment. Sign shall be proportional to the surface it is mounted upon. Maximum letter height shall be as described in Diagram A.
- ❖ The overall sign length on primary and secondary frontages must not exceed seventy-five percent (75%) of frontage it is mounted upon.
- ❖ For tenants who have canopies, such tenants, at their sole discretion, will be allowed one (1) double-faced, internally-illuminated, under-canopy sign located in front of their entrance. Sign shall be a maximum of eight (8) square feet in area and must be installed a minimum of eight feet and six inches (8'-6") above the sidewalk. Sign area is included in the total sign area allowed for that tenant. (See Figure 12)
- ❖ Ancillary signs may be allowed for the complimentary services of the particular tenant. Sign area will be based on the maximum sign area as calculated per building wall of attachment. Signage will be located to minimize "clutter" on wall surfaces.
- ❖ Pad buildings will be allowed additional special use minor signs:
 - Service station fuel price signs at each street frontage

- Additional area allocated for pricing on monument sign
- Menu boards
- Traffic directional signs to be consistent with city standards
- Minor sign designs to be consistent with monument signs and building architecture

- ❖ Promotional activity signs as well as temporary signs for up to forty-five (45) calendar days will be allowed.

Building Sign Area: The area of a building-mounted sign will be calculated by the measurement of the area contained within a smooth continuous outline of the sign text (eight (8) sides maximum, per Diagram A). Logos or thematic elements separated from the text by a distance of less than six (6) inches will be calculated by the total surface area and added to the area of the text portion. Sign elements separated by a distance of greater than six (6) inches will be treated as separated signs; unless approved by the City of Ontario.

No wall sign shall project more than twelve (12) inches horizontally from the wall of the building. In addition, no wall sign shall extend above the roof, parapet line, or maximum allowable building height.

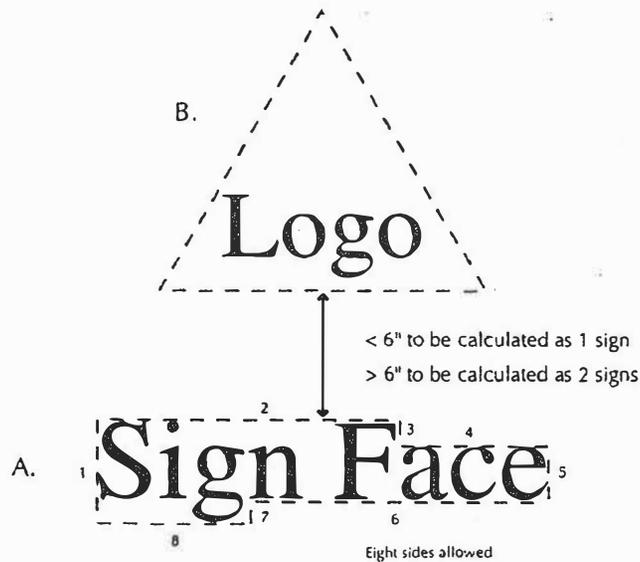
Signage design will be integral to building architecture and compatible with building materials and color.

Parcel Monument Signs: Each parcel will have representation on a parcel monument sign. The exact location for each sign has been established, and is shown on Figure 7.

Parcel Identification Sign Plan: The design of these signs has been developed in conjunction with an approved by the City of Ontario.

Diagram A

Maximum letter height will be six (6) feet excluding ascending and descending strokes.
For tenants 20,000 sf in size and larger. Maximum letter height will be five (5) feet for
tenants less than 19,999 sf in size and smaller.



Sign Face Calculation:

Overall Length x Overall Height = A

Area from Individual Elements = B (when less than 6")

= Total Sign Area

Monument signs for all parcels shall:

- ❖ Have a maximum height of seven feet (7'-0") from adjacent right-of-way top of curb.
- ❖ Have a maximum area of twenty-five (25) square feet per face.
- ❖ Be set back eight (8) feet from the property line along Milliken Avenue, Gateway lane, and Ontario Mills parkway.
- ❖ Have sign copy limited to name and logo.
- ❖ Have four (4) inch minimum field border on all sign faces.
- ❖ Services stations will be allowed a sign for national logo/sign identification.

These requirements are illustrated in Figures 8, 9, and 10 for sign design, and Figure 11 for sign placement.

All costs associated with the above signs are the responsibility of the PO, including, but not limited to, sign purchase, electrical service, coordinating installation, conduit routing, restoration of disturbed landscaped areas, and sign maintenance.

For shared parcel signs, the sign base, cabinet, and temporary faces will be constructed by the PO pursuant to cost-sharing requirements specified in recorded covenants running with the land. Sign faces with artwork, electrical service/connections, and landscape restoration are the responsibility of each PO. At the start of construction, the Ontario Gateway Western Parcel Ownership must be contacted to begin monument sign fabrication if not previously constructed. Temporary sign faces will be installed, and must be crated and returned to the Ontario Gateway Western Parcel Ownership upon installation of each parcel's sign faces.

Each half of the sign is to be powered and lamped separately, with a divider between each half. Initial illumination of the vacant sign is required by the first PO by an internal switch.

Special signage: Special "Grand Opening" signs will be permitted for a maximum of thirty (30) days, subject to the appropriate permits as required from the City of Ontario.

Sign Lighting: Any permanent sign may be illuminated. Lights directed toward the sign shall be shaded, shielded, or directed so that the light intensity shall not adversely affect surrounding property, nor adversely affect the vision of motor vehicle operators or pedestrians. Lighting from signs shall not exceed one-half (0.5) footcandle, as measured ten (10) feet from the sign. Electrical service to any sign must be fully concealed, and shall be on the PO's meter or electrical service.

Traffic Control Signage: Traffic control signs shall be mounted upon a post with a standard galvanized steel "C" channel section.

Directional Signage: Directional signs, such as enter, exit, and drive-thru signs, shall be constructed with materials equal to the quality of the Parcel Identification Signs, and shall be compatible with the architecture of adjacent buildings. Directional signs shall not include advertising of any nature. Tenant logos shall not be included. The maximum size of each sign shall not exceed three (3) square feet in area. These signs shall be set back a minimum of fifteen (15) feet from the property line and placed within the landscaped end island areas only. A twenty-five (25) foot setback is required along all public road frontages (e.g., Milliken Avenue, Gateway Lane, Ontario Mills Parkway, etc.). Maximum height (to the top of sign) shall be thirty (30) inches.

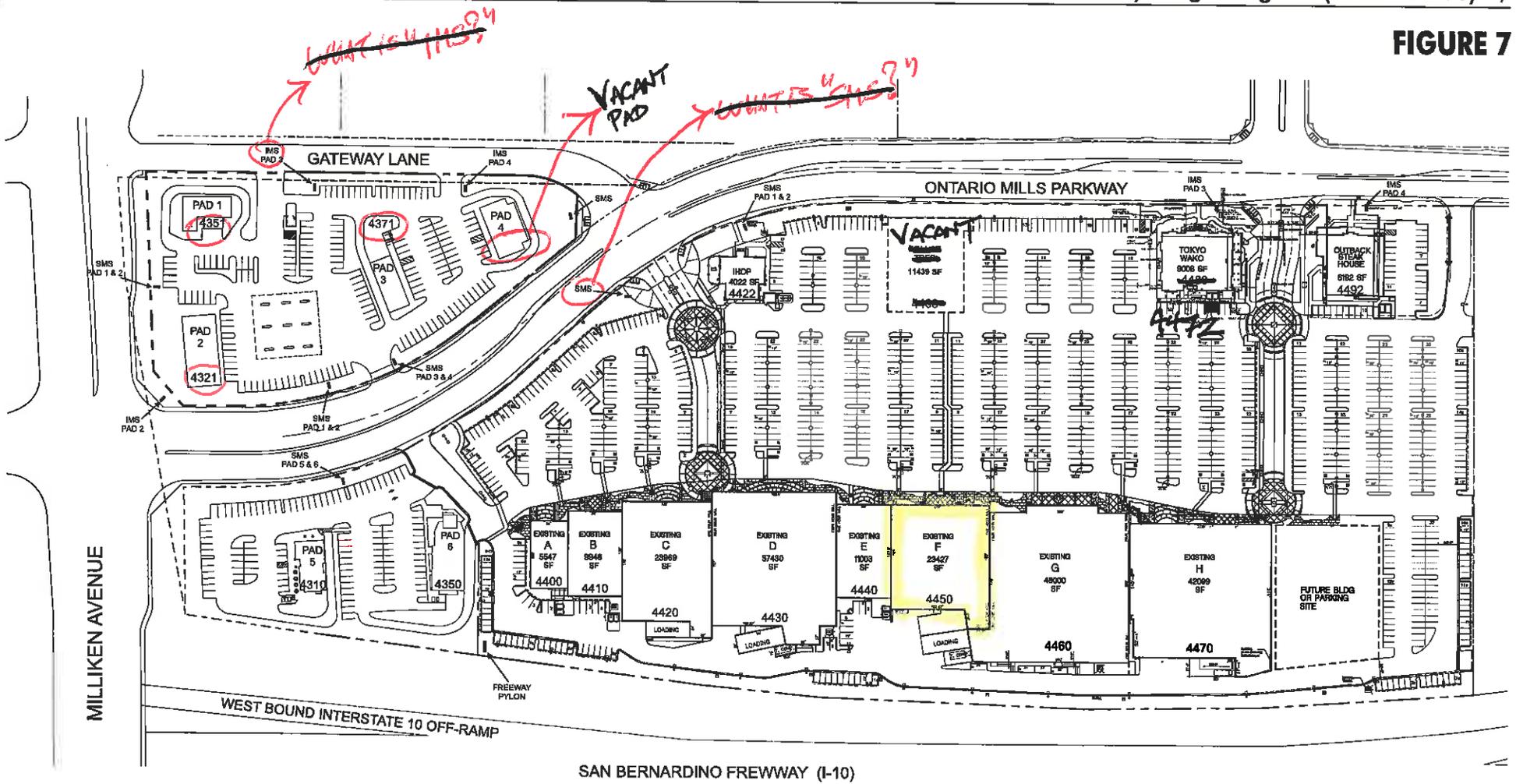
Prohibited Signs: For the purpose of these guidelines, the following types of signs shall be expressly prohibited, in addition to any signs not specifically addressed as permitted signs:

- ❖ Box and canister signs
- ❖ Off-premise and/or off-site signs
- ❖ Snipe signs
- ❖ Bench signs
- ❖ Flashing signs
- ❖ Day-glo colored signs
- ❖ Painted wall signs
- ❖ Exterior roof-mounted blimps, balloons, pennants, and similar signs
- ❖ Roof-mounted signs
- ❖ Political campaign signs
- ❖ Trailer signs
- ❖ Paper signs in windows
- ❖ Banner signs on light poles or buildings, except for "special signs" as allowed in these criteria
- ❖ Advertising window decals
- ❖ Advertising flag poles

- ❖ Vehicle signs (any vehicle upon which is placed a sign identifying the business or its principal products): If such vehicles are operated during normal business hours in the execution of the business, and are effectively screened from public view while parked, they may be allowed to be parked within the parcel.

Sign Compliance with Specific Plan, City, State, and Federal Laws: All signage placed upon any peripheral parcel must meet the requirements of the Specific Plan and all applicable City of Ontario, State of California, and federal laws.

FIGURE 7



SIGN AREA ALLOWANCE

Major Tenants (20,000+ SF) - Two (2) square feet per linear foot of frontage, per elevation, up to three (3) elevations max.
 Minor Tenants (<19,999 SF) - One (1) square foot per linear foot of frontage, per elevation, up to three (3) elevations max.
 Pad Tenants - One (1) square foot per linear foot of frontage, per elevation, up to three (3) elevations max.

Major Tenants

- C - 4420 Ont. Mills Pkwy - Golfsmith
- D - 4430 - Babies 'R' Us
- F - 4450 - Ross Dress for Less
- G - 4460 - Toys 'R' Us
- H - 4470 - Jo Ann's Crafts

Minor Tenants

- A - 4400 - Performance Bike
- B - 4410 - David's Bridal
- E - 4440 - Party City

Pad Tenants

- ~~I-1 - 4422 - IHOP~~
- ~~I-2 - 4468 - Dollar Tree~~ **VACANT**
- ~~I-3 - 4480 - Tokyo Wako~~
- ~~I-4 - 4492 - Outback Steakhouse~~
- ~~I-1 - 4351 - Jack-in-the-Box~~
- ~~II-2 - 4321 - Mobil/Cherony's~~
- ~~II-3 - 4371 - Kentucky Fried Chicken~~
- ~~II-4 - Vacant~~
- ~~II-5 - 4310 - In 'N' Out Burgers~~
- ~~II-6 - 4350 - Chick-fil-A~~

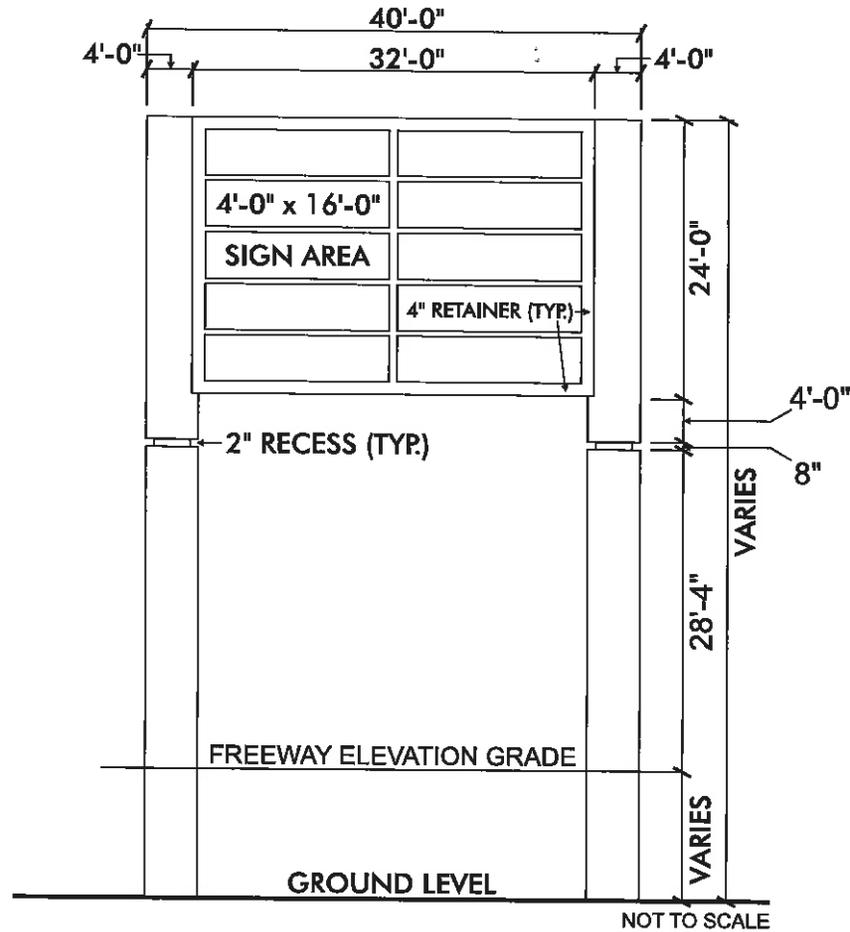
ONTARIO GATEWAY



SITE PLAN

FIGURE 8

Shown are 4' x 16' tenant sign panels. These may be enlarged only so far as the total sign area is not increased. I.e., the area is just reallocated between tenants.

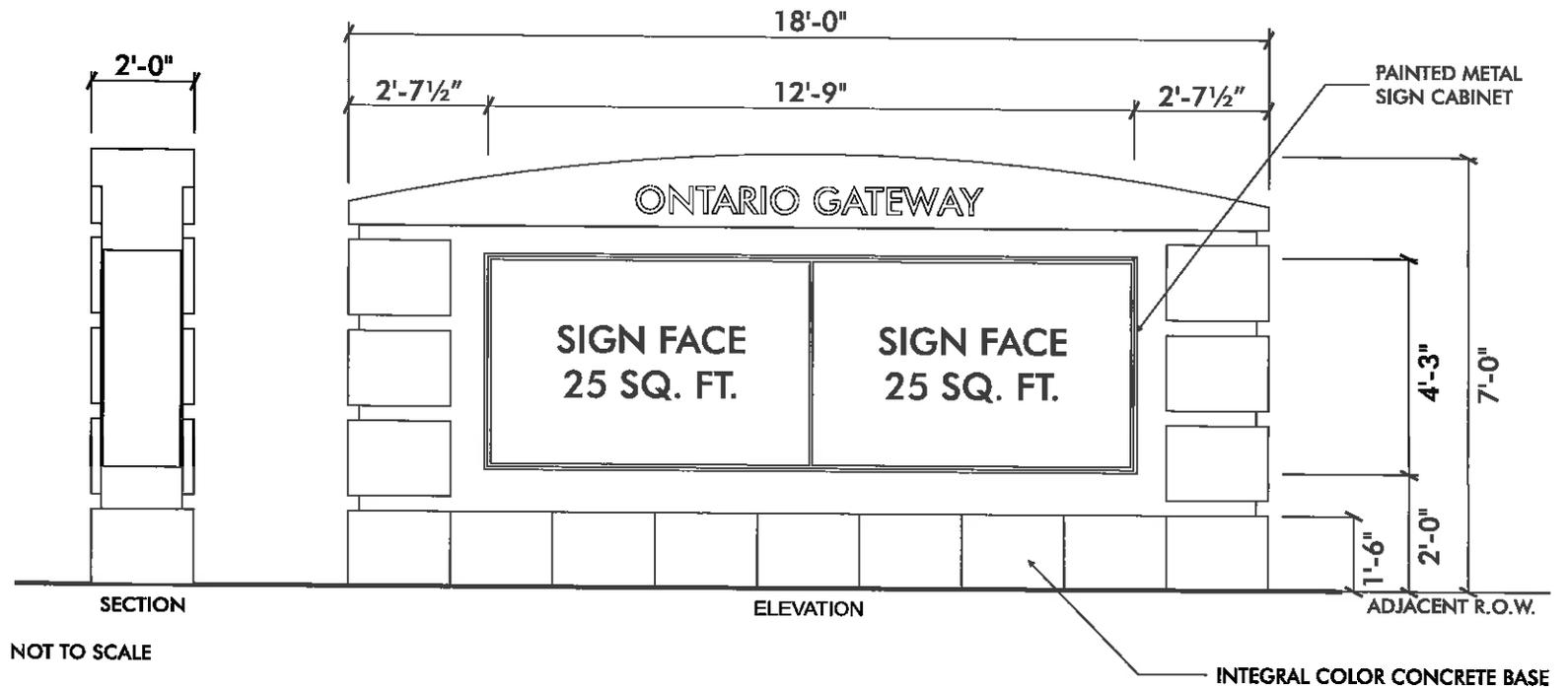


GENERAL DESCRIPTION

D/F FREEWAY PYLON

SIGN AREA: 32' x 24' (768 SQ. FT. PER SIDE)

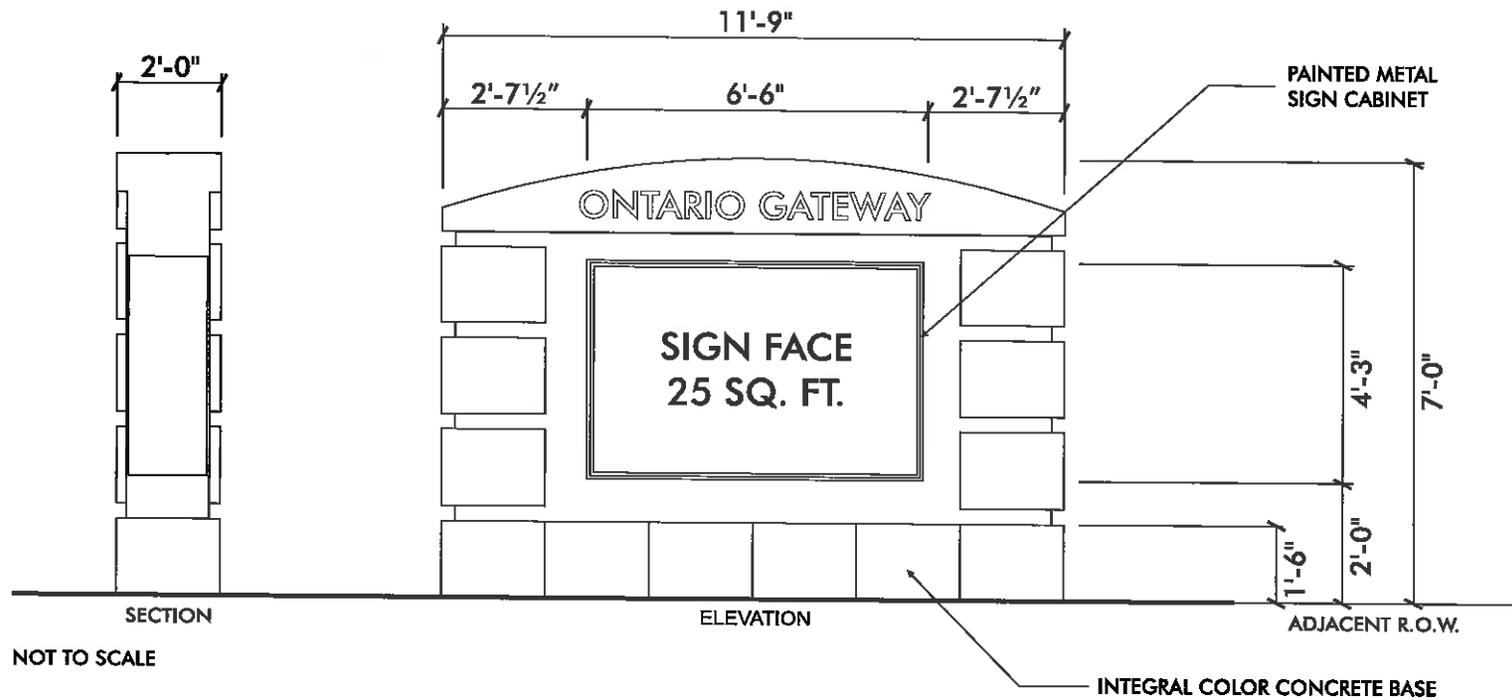
FIGURE 9



D/F SHARED TENANT MONUMENT SIGN (SMS)

- ❖ Height of sign measured from top of curb of adjacent right-of-way. Total sign height may vary due to adjacent grade conditions.
- ❖ Architectural theme detail is a representative example only.

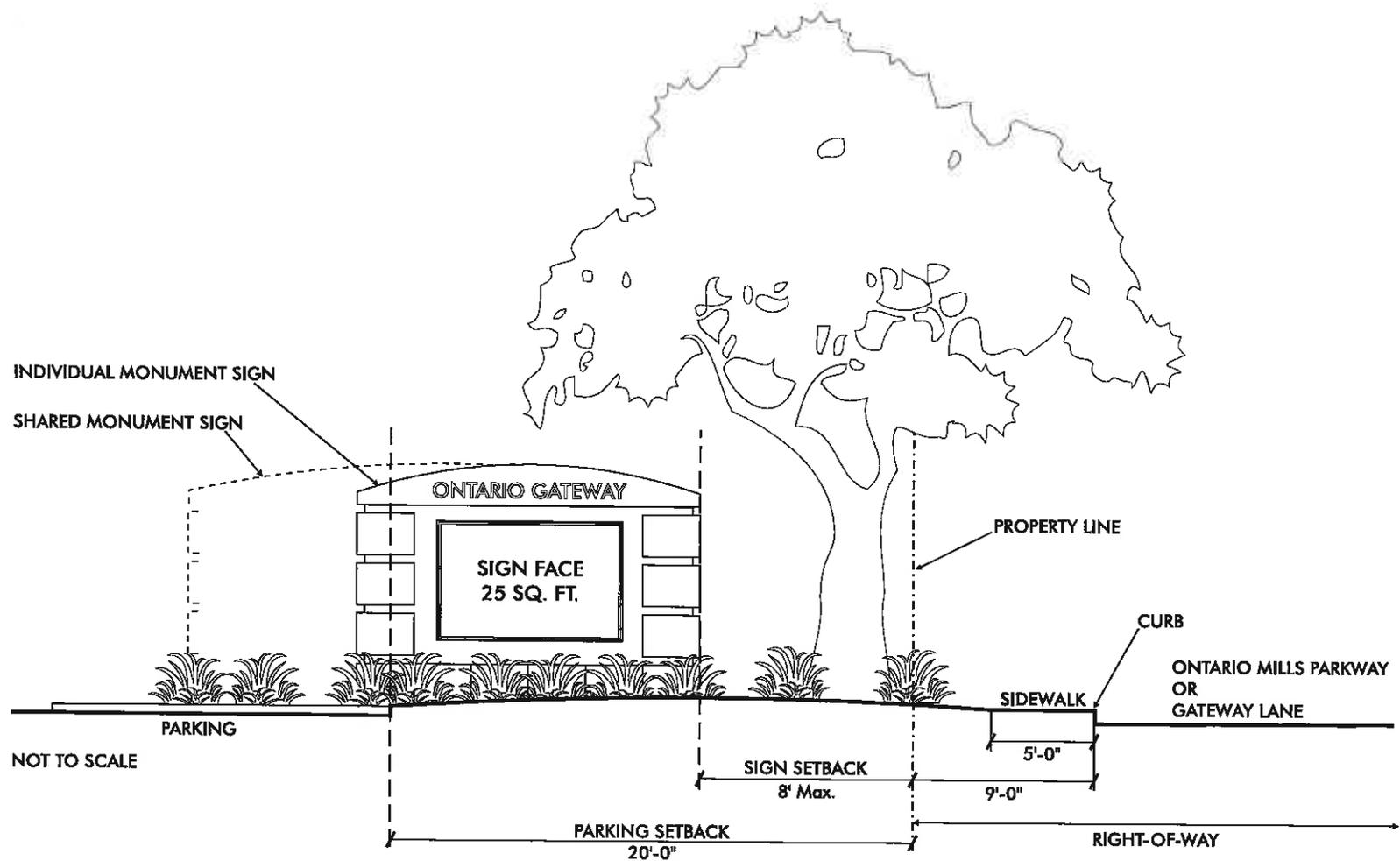
FIGURE 10



D/F INDIVIDUAL TENANT MONUMENT SIGN (IMS)

- ❖ Height of sign measured from top of curb of adjacent right-of-way. Total sign height may vary due to adjacent grade conditions.
- ❖ IMS signs for service stations may use SMS (Fig. 9) with second 25 sf panel allocated for price information.
- ❖ Architectural theme detail is a representative example only.

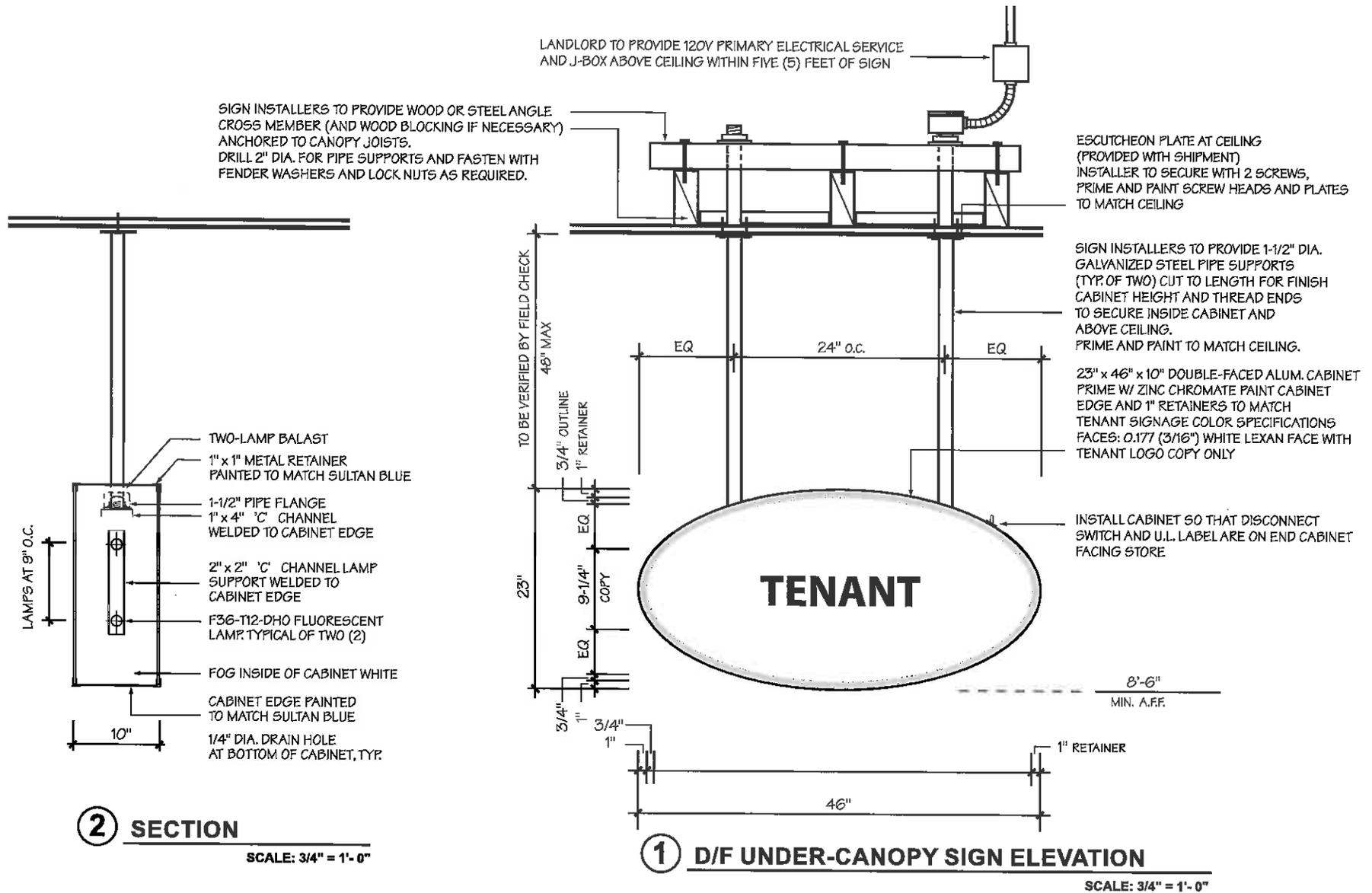
FIGURE 11



PARCEL IDENTIFICATION SIGN PLACEMENT

- ❖ Monument set back minimum of 10 ft. from face of curb.
- ❖ Architectural theme detail is a representative example only.

FIGURE 12



NOTE: UNDER-CANOPY SIGN ONLY ALLOWED WHEN CANOPY CONDITIONS PERMIT