



**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: Jerry Rosenblum  
 Address: 202 W. HOLT BLVD SUITE # D  
 Telephone No.: (949) 307-1102 Fax No.: (909) 460-0600

Applicant: Jerry Rosenblum  
 Address: 202 W. HOLT BLVD  
 Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Applicant's Representative: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Telephone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

(For staff use only)  
 File No.: PSG-P08-001  
 Related Files: \_\_\_\_\_  
 Submittal Date: 2/1/08  
 Rec'd By: RZ  
 Fees Paid: \$ \_\_\_\_\_  
 Receipt No.: \_\_\_\_\_  
 Action:  Approved  Denied  
 By: RZ  
 Date: 2/1/08

**SITE INFORMATION**

Site Address (include N, S, E or W): 202 W. HOLT BLVD  
 Assessor's Parcel No.: 1048-563-07  
 Development Name: \_\_\_\_\_  
 Zone: \_\_\_\_\_ Euclid Avenue Overlay District?:  Yes  No

**NOTES**

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**PLANNING DEPT  
APPROVED**

Permit No. PS6P08-001  
By: PC  
2/1/08

**Sign Program  
202 West Holt  
February 1, 2008**



### **Intent**

- *To encourage signage that is clear and of an appropriate scale for both pedestrian and vehicular orientation.*
- *To provide a comprehensive sign program that is consistent with the sign guidelines of the Downtown Ontario Design Guidelines.*
- *To enhance the visual qualities of signage through the use of complimentary sizes, shapes, colors and methods of illumination.*
- *To provide signage guidelines that meets commercial tenant needs.*
- *The number of signs per façade should be limited to the fewest necessary to clearly identify the business within. Generally, a single wall-mounted or projecting blade sign is adequate to meet the business needs.*

**I. RETAIL TENANT BUILDING SIGNAGE (FACING HOLT BLVD)**

- A. Each in-line tenant shall be allowed to install one (1) wall mounted identification sign per entry as illustrated on **Exhibits "A" and "B"**. All signs shall be subject to City and Landlord Design approval.
- B. Signs shall be centered between the architectural columns.
- C. The maximum sign letter height shall be 18-inches (**as illustrated on Exhibit "B-2"**). Can Signs are not allowed. The length of sign shall not exceed 10 feet. Each sign shall not exceed a square feet of 15 square feet.
- D. Signs shall be in accordance with criteria contained within this program, unless in the opinion of the landlord and the City, the design contributes to the unique benefit of the complex.
- E. A sign shall consist of non-illuminated individual letters.
1. Internally non-illuminated individual foam letters shall consist of 1) channel letters; 2) plastic face, and 3) trim cap. Trim cap shall be painted bronze to compliment building façade color.
  2. Letter style font shall be "Century Schoolhouse."
  3. Signs shall utilize the goose neck lighting fixtures above the storefront sign area.
  4. Channel letters shall be made of .063 aluminum returns with .090 aluminum backs.
  5. Individual letter styles are allowed, provided that design, color and spacing of letters have been approved in writing by Landlord.
  6. A logo may be combined with letters if logo is within allowable size requirements.
- F. In addition to the signs described above, each Tenant shall be permitted to place white vinyl lettering (**Exhibit "E"**) to provide store name and hours information to the right of the entry door. The total area for this sign shall not exceed 280 square inches.
- G. Promotional or special event signs banners or flags shall be in conformance with the City Sign Ordinance and will require a Temporary Sign Permit. Landlord must approve the promotional or special event sign prior to submission to the City.

## **II. SECOND STORY OFFICE TENENTS**

- A. Each second story office tenants are entitled to one hanging blade sign (Projecting Pedestrian Signs), which hang from the first floor building façade along the east side of the building as shown Exhibits "A", "C-1" and "C-2".
- A. The hanging blade sign shall not be less than eight feet above the surface over which they project into pedestrian areas (sidewalk). The sign shall have minimum 9-inch clearance from building plane and setback a minimum of 1-foot from property line(See Exhibit "C-2").
- B. The hanging blade signs shall not exceed 9 square feet (3' X 3') in size, and have a sign area of more than 6.25 square feet (2'.5" X 2'.5") or exceed 2" in thickness (See Exhibit "C-2").
- C. The hanging blade signs shall be non-illuminated and utilize the goose neck lighting fixtures along the building façade.
- D. Letters, logos and numbers within the sign area may painted or vinyl. All blade sign designs shall be subject to Planning Department Review and approval and compatible with architectural style of the building.
- E. Individual signs wall mounted signs are prohibited for second story tenants.

## **III. SITE TENANT IDENTIFICATION SIGNAGE:**

### **F. Directional Signs**

The building shall be identified by street oriented directory sign at the southeast corner of building. The approved directional sign design and location are shown on Exhibits "A" and "D".

## **IV. GENERAL GUIDELINES**

### **A. General Requirements:**

1. Each Tenant shall submit to the Landlord for written approval before fabrication, not less than three (3) copies of detailed drawings of the Tenant's proposed signs indicating the location, size, layout, design, materials and color graphics. Such drawings shall be submitted concurrently with architectural drawings, sufficient in Landlord's opinion, to show the exact relationship with the store design, Tenant's store location on site and the dimensions of the building frontage.

2. Prior to fabrication, detailed drawings of all signs shall be submitted to the Landlord and stamped as approved by the Landlord. Drawings then must be submitted to the City Planning Division for review and approval prior to fabrication.
3. Tenant shall obtain and pay the entire cost of all permits, and approvals, construction, installation and maintenance of its respective sign. No sign shall be installed until all required approvals and permits have been obtained.
4. Tenant shall be responsible for fulfillment of all of these Sign Criteria to the extent applicable.
5. No Tenant shall affix or maintain upon any glass or other material on the storefront of within twenty-four inches (24") of any window, any signs unless such signs or materials have received the written approval of the Landlord, and comply with this Sign Criteria.
6. All primary identification of Tenant shall be internally illuminated. Secondary Signage may be non-illuminated if total allowable sign area is not exceeded in height and width.
7. Sign shall center on the storefront unless prior written approval is obtained from the Landlord and the City.
8. No sandblasted or painted wood signs will be allowed.
9. Tenant shall be solely responsible for the installation and maintenance of its own signs.
10. Tenant's sign contractor shall repair any damage to the premises or other property in the Shopping Center caused by the contractor's work. Should Tenant's contractor fail to adequately repair such damage, Landlord may, but shall not be required to, repair such damage at the tenant expense.
11. Tenant shall be fully responsible for the actions of Tenant's sign contractor.
12. Electrical service to Tenant's signs will be connected to Tenant's meter and shall be connected to a time clock supplied by Tenant. Time clock hours shall be subject to Landlord approval.

**B. Construction Requirements**

1. Landlord's construction superintendent shall be given adequate notice prior to installation of all signs. Failure to notify Landlord may result in removal of sign to inspect penetration in building face.

2. All signs shall be fabricated and installed per UL and City standards.
3. Letter fastening and clips are to be concealed and be of galvanized, stainless, aluminum, brass, or bronze metals.
4. No labels will be permitted on the exposed surface of the signs, except those required by local ordinance, which shall be placed in an inconspicuous location.
5. Tenants shall have identification signs designed in a manner compatible with and complimentary to adjacent and facing storefronts and the overall design concept of the Shopping Center.
6. Design, layout and materials for Tenant signs shall conform in all respects with the sign design drawings included in this criteria. The maximum heights for letters in the body of the sign shall be as indicated in these criteria.
7. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish to Landlord's satisfaction.
8. No wood backed letter material will be allowed.

**C. Sign Installation:**

1. All work to fabricate, erect, or install signs (including connection to electrical junction box) shall be contracted and paid for by Tenant and subject to approval by Landlord.
2. All signs shall be designed, constructed and installed in accordance with local codes and ordinances. All permits shall be obtained by Tenant's sign contractor, at Tenant's sole expense.
3. Signs not installed in strict accordance with previously approved plans and specifications shall be immediately corrected by Tenant, at Tenant's cost and expense, upon demand by Landlord. If not corrected within fifteen (15) days, sign may be removed or corrected by Landlord at Tenant's expense.
4. Erection of any sign shall be promptly and safely effected with as little disruption to business and traffic as possible and with minimum of inconvenience to the Landlord and to the other Tenants.

5. Upon removing any sign, Tenant shall, at its own expense, repair any damage created by such removal and shall return the area from which the sign was removed back to its original condition. All debris from removal shall be promptly removed from its site.

**D. Protection of Property:**

1. Tenant's sign contractor shall design, install, or erect Tenant's sign in such a manner that it will not over-stress, deface, or damage any portion of the building or grounds.
2. Any sign, temporary or permanent, capable of exerting damaging pressures on the building due to its size, weight or design shall have its design examined by a structural engineer. Prior to installation of such sign, Tenant shall submit to Landlord such engineer's written approval verifying that no unsafe condition will be imposed upon the building or other structure to which the sign will be attached.
3. All exposed parts of any sign or sign support subject to corrosion or other similar damage shall be protected in a manner acceptable to Landlord.
4. Any sign on which stains or rust appear, or which becomes damaged in any way, or which in any manner whatsoever is not maintained properly, shall be promptly repaired by Tenant. Landlord may remove and store, at Tenant's expense, any signs not maintained properly or not in accordance with sign program.

**E. Restrictions:**

All users are subject to the following:

1. No animated, revolving, flashing, audible, or odor producing signs will be allowed.
2. No vehicle signs will be allowed.
3. No exposed neon signs allowed.
4. No formed plastics or injection-molded plastic sign will be permitted.
5. No exposed raceways, cross-overs or conduits will be permitted to be visible.
6. No other types of sign except those specifically mentioned within this criteria will be allowed without prior approval from Landlord and City.

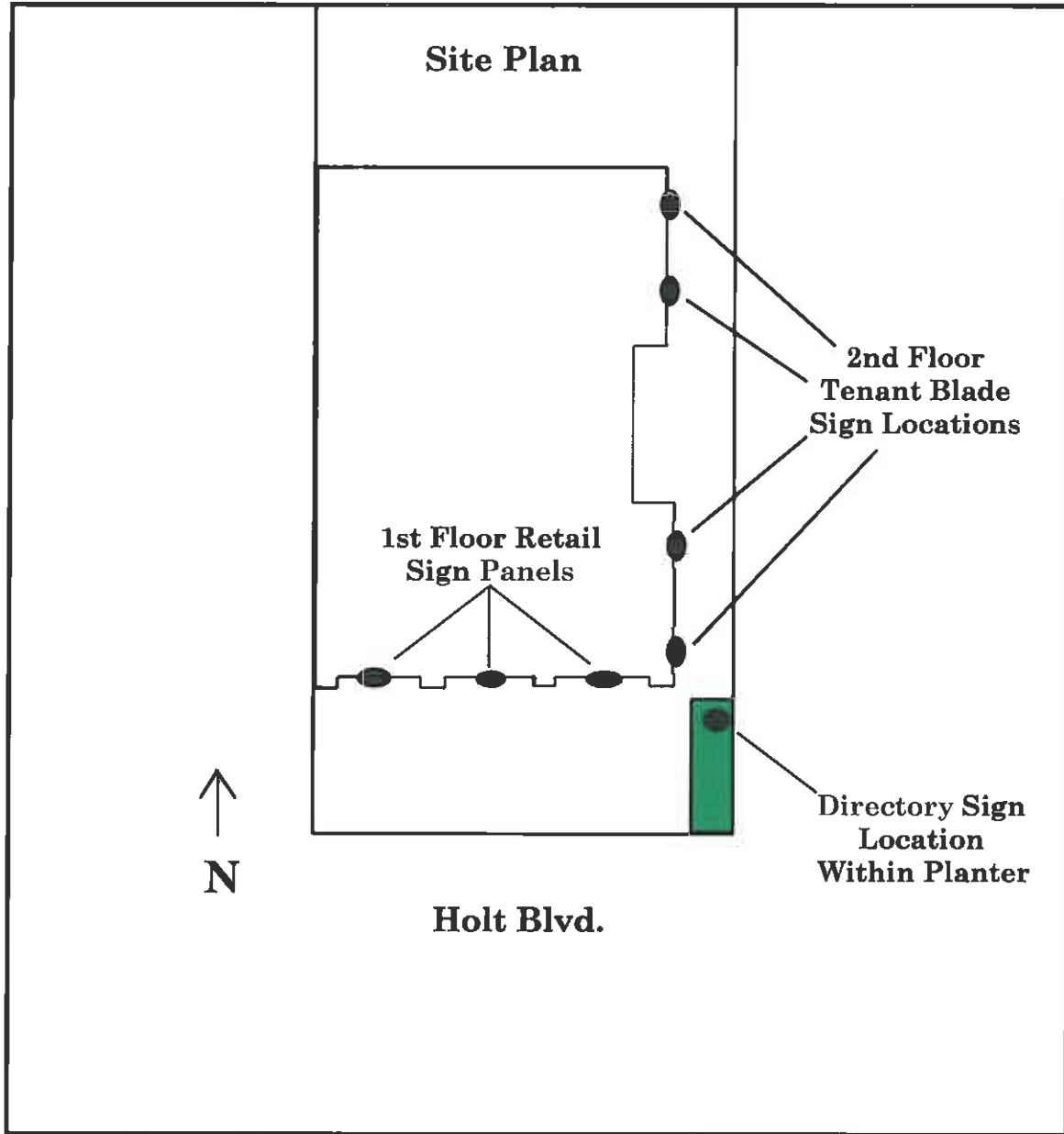
7. Tenant will be required to remove any sign considered to be in bad taste or that does not contribute positively to the overall design of the center.

V. **MISCELLANEOUS SIGNS:**

- A. City, State and Federally required signs shall be installed as required by the governing agency.



**EXHIBIT "A"**



**EXHIBIT "B"**

**1st. Floor Retail Tenants  
Primary Facade Sign Bands**

**15 sq. ft. Max Sign Area  
(18" X 15")  
Letter Style: Century Schoolbook**



EXHIBIT "C-1"



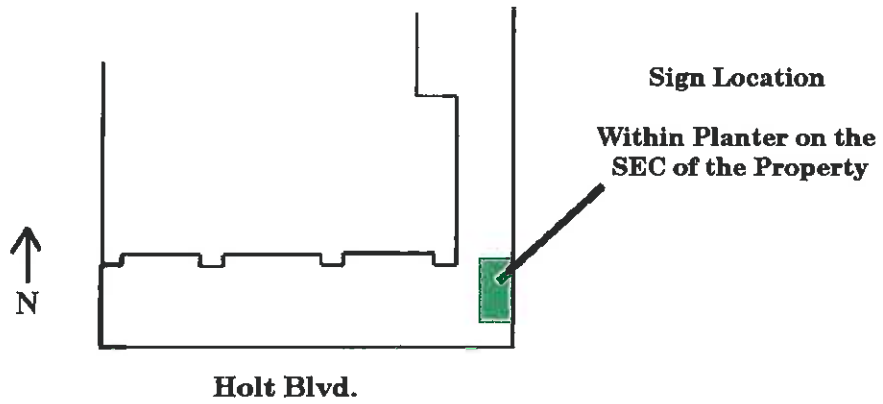
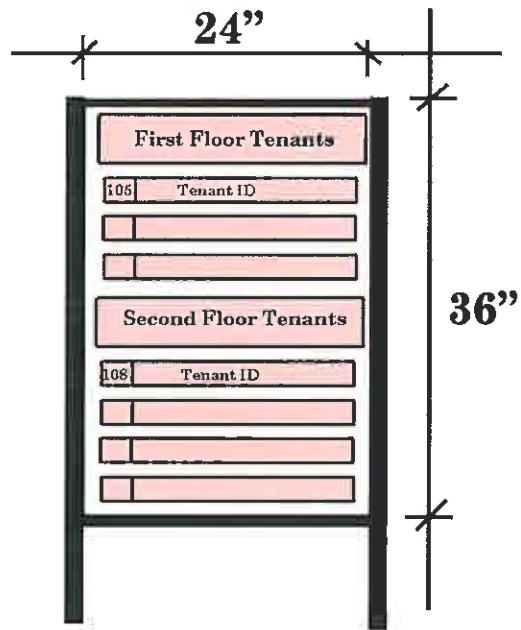
**EXHIBIT "C-2"**

**2nd Floor  
Blade Sign Location**



**EXHIBIT "D"**

**Directory Sign**



**EXHIBIT "E"**

