



**City of Ontario
Planning Department**
303 East "B" Street
Ontario, CA 91764
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Sign Program Application

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?

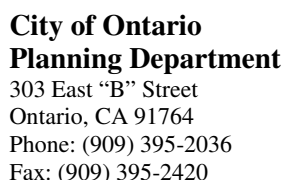
The City recognizes the need for signs as a means to identify businesses within the community, and further recognizes that signing is an important design element of the physical environment. The City is committed to preserving and improving its appearance and is striving to provide an economically stable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

FILING REQUIREMENTS

1. Completed Sign Program Application.
2. Six (6) copies of the sign program. The Sign Program shall be prepared in 8½"X11" *and* 11"X17" format (three (3) copies of each size required and shall include the following information:
 - a. A master plan, drawn to scale, delineating the site proposed to be included in the sign program and the general location of all signs.
 - b. 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.
 - c. Proposed color schemes of the signs.
3. Submit one (1) electronic word version and one (1) PDF version of the document including exhibits/figures.
4. Deviations from the City's sign standards may be granted through the approval of a Sign Program by the Zoning Administrator, when the following findings can be made:
 - a. The program's contribution to the overall design quality of the site and the surrounding area will be superior to the quality that would result under regulations normally applicable to the site;
 - b. The proposed signs are compatible with the style or character of existing improvements on the site and are well related to each other; and
 - c. Any deviations from the sign standards are fully consistent with the purposes outlined in Article 31 (Signs) of the City's Development Code.
5. Filing fee.

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

Telephone No.: _____ Fax No.: _____

Date: _____

Zone: _____ Euclid Avenue Overlay District?: ☐ Yes ☐ No

NOTES