



**City of Ontario
Planning Department**
303 East "B" Street
Ontario, CA 91764
Phone: (909) 395-2036
Fax: (909) 395-2420

Ontario Auto Center
Temporary Sign Application

WHAT IS A TEMPORARY SIGN PERMIT?

The Temporary Sign Permit allows businesses to install short-term, temporary signage, such as banners, balloons and other advertising devices, on private property, in conjunction with special events, as provided by the Ontario Auto Center Sign Program, with appropriate regulations so that such signage will be compatible with surrounding businesses.

WHY IS A TEMPORARY SIGN PERMIT REQUIRED?

City recognizes the need for signs as a means to attract customers and 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 temporary signs in the City. The implementation of these regulations is ensured through the Temporary Sign Application process.

FILING REQUIREMENTS

- A.** Temporary Sign Application.
 - 1.** Two (2) copies of the sign plan, showing all signs to be used during the special event. The Sign Plan shall include:
 - 2.** A site plan showing the location of all proposed signs.
 - 3.** Exterior building elevations showing the location of all proposed wall and banner signs.
- B.** A fully dimensioned elevation drawing of all proposed signs, describing the sign length, width, height, materials and colors.
- C.** Filing fee.



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TYPE OF APPLICATION (check one)

☐ Auto Center Association

☐ Individual Dealer

APPLICANT/DEALER INFORMATION (print or type)

Dealership Name: _____

Address: _____

Telephone No.: _____ Fax No.: _____

Applicant: _____

Address: _____

Telephone No.: _____ Fax No.: _____

(For staff use only)

File No.: _____

Submittal Date: _____

Rec'd By: _____

Fees Paid: \$ _____

Receipt No.: _____

Action: ☐ Approved ☐ Denied

By: _____

Date: _____

ACTIVITY DESCRIPTION

Event Description: _____

Start Date: _____ End Date: _____

SIGN INFORMATION

Number of signs and location(s) on property and building(s): _____

Type, size and appearance of sign(s) (include sign elevation drawing describing sign dimensions, materials and colors): _____

Large inflatable objects (Association sponsored events only): ☐ Yes ☐ No

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

CERTIFICATION

I, _____, certify that I am the applicant for the activity described herein. Further, I hereby acknowledge the filing of this temporary sign permit application, certify that all information contained herein is true and accurate, and shall comply with the regulations of the Ontario Auto Center Sign Program.

Date: _____ Signature: _____

TEMPORARY SIGN REGULATIONS

1. All 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 eight (8) times per year for special events, including, but not limited to, the holiday sale periods of President's Day, Memorial Day, Fourth of July and Labor Day. Each time period for the eight special events sponsored by the Auto Center Association, as a group, shall not exceed sixteen (16) days. Each special event time period must be separated from the previous event by at least fourteen (14) days.
3. Each individual auto dealership facility (not each auto make) shall be allowed temporary signage two (2) times per year for special events. These special events are in addition to the eight (8) special events sponsored by the Auto Center Association, as a group. Each special event for individual auto dealerships shall not exceed sixteen (16) days and must be separated from the previous event by at least fourteen (14) days.
4. Temporary signs shall be limited to the use of banners, balloons and/or painted window signs.
5. A maximum of two (2) temporary banners shall be permitted per auto dealership facility.
6. Painted window signs shall not exceed 50% of the window area or 200 square feet, whichever is less.
7. Inflatable objects, such as balloons larger than eighteen (18) inches in diameter, inflatable statuary or rooftop balloons, will be allowed a maximum of four (4) special event time periods per calendar year. Only one (1) such inflatable object shall be allowed per auto 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 part of the inflatable object.
8. Balloons smaller than eighteen (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, Fourth of July and Labor Day.
9. Each individual auto 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 not permitted.
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 auto dealership facility.

ENFORCEMENT

Any violation of the temporary sign provisions of the California Commerce Center Specific Plan will be vigorously enforced by the Code Enforcement Division of the City of Ontario.