

## Article 31: SIGNS

---

- Sec. 9-1.3100: Purposes
- Sec. 9-1.3105: Application
- Sec. 9-1.3110: Exempt Signs (Noncommercial)
- Sec. 9-1.3115: Required Signs
- Sec. 9-1.3120: Prohibited Signs
- Sec. 9-1.3125: General Provisions Applicable to all Signs
- Sec. 9-1.3130: Temporary Signs
- Sec. 9-1.3135: Freestanding Signs
- Sec. 9-1.3140: Wall Signs
- Sec. 9-1.3141: Wall Murals
- Sec. 9-1.3145: Signs Permitted in R and MH Districts
- Sec. 9-1.3150: Signs Permitted in C Districts
- Sec. 9-1.3155: Signs Permitted in M Districts
- Sec. 9-1.3160: Signs Permitted in the P1 Off-street Parking Zone
- Sec. 9-1.3165: Signs Permitted in the PF Public Facilities Zone
- Sec. 9-1.3167: Signs Permitted in the OS Open Space Zone
- Sec. 9-1.3170: Sign Maintenance
- Sec. 9-1.3175: Master Sign Plan
- Sec. 9-1.3176: Billboard Relocation Agreements
- Sec. 9-1.3177: Street Banners
- Sec. 9-1.3178: Street Banner Program
- Sec. 9-1.3179: Political Sign Regulations
- Sec. 9-1.3180: Permits Required
- Sec. 9-1.3185: Design Guidelines

### **Sec. 9-1.3100:**

#### **Purposes**

The city recognizes the need for signs as a means to identify businesses within the community. The city finds 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. As a planned architectural feature, a sign can be pleasing and can harmonize with physical character of its environment. The city finds that some signs detract from the city's aesthetic value and have the result of decreasing property values. The city finds further, that some signs present a hazard to both pedestrians and motorists. The city is committed to eliminating this hazard, to preserving the city's aesthetic value, and to preserving and maintaining the property values of parcels located within the city. The following regulations set forth standards for the number, placement, height, size, and illumination of signs in order to achieve these purposes:

- A. To maintain the attractiveness and orderliness of the City's appearance by avoiding sign clutter;
- B. To protect office, commercial, industrial, institutional and public uses from the loss of visual prominence resulting from excessive signing on nearby sites;
- C. To protect residentially zoned areas lying adjacent to commercial and industrial areas from the negative effects of excessive signs;
- D. To enable users of goods and services to identify establishments offering services to meet their needs;

- E. To regulate the number and size of signs according to standards consistent with the types of establishments in each zoning district;
- F. Promote traffic safety through appropriate and reasonable controls on signs.
- G. To protect the health and safety and welfare of the residents of the city from hazards resulting from improper, excessive, distracting and otherwise unsafe signage.

**Sec. 9-1.3105:**

**Application**

Except for signs expressly exempted by the provisions of Sec. 9-1.3110 of this article, no sign shall be erected, constructed, attached, affixed, or maintained on any property, except in conformity with the provisions of this article. It shall be illegal to use, occupy, or maintain property in violation of this article. Any violation or failure to comply with the provisions of this article shall render a person guilty of such violation and such person shall be punished in accordance with the Chapter 2, Title 1 of the Municipal Code. In each instance and under the same conditions to which this chapter permits any sign, a sign containing an ideological, political, or other non-commercial message and constructed to the same physical dimensions and character shall be permitted.

**Sec. 9-1.3110:**

**Exempt Signs (Noncommercial)**

The following noncommercial signs are exempt from the provisions of this Article:

- A. Any sign, posting, notice or other indication used exclusively to display official notices, notices of any court or public office, or posted by a public officer in the performance of a public duty, or required by a public entity in carrying out its responsibility to protect the public health, safety or welfare, or otherwise required by law;
- B. Street name and traffic control signs, directional signs, informational signs of a public or semi public nature, historical markers placed by a governmental or non-profit organization, and railroad crossing, construction, danger, or other emergency warning signs, provided that no individual signs exceeds four (4) square feet in area;
- C. Signs guiding and directing traffic in parking lots and facilities, including directional markings painted on pavement, provided no individual sign exceeds four (4) square feet in area and not more than twenty-five (25) percent of the area of the sign face is used to identify by name or symbol the establishment or activity served by the parking facility;
- D. Signs showing the location of public restrooms, telephones, other public conveniences, and underground utilities, provided no individual sign exceeds two (2) square feet in area;
- E. Signs indicating business hours, emergency phone numbers, honoring credit cards, association memberships and similar types of signs provided no individual sign exceeds one and one-half (1 ½) square feet in area and the total area of such signs at any one establishment does not exceed four and one-half (4 ½) square feet;
- F. Signs located entirely within a building, structure or complex of buildings, including race tracks, ball parks, stadia and similar facility and not visible from a public street or from other adjacent sites;
- G. Menu boards not exceeding twenty-four (24) square feet in area or five (5) feet in height for drive-in, drive-through, or walk-up restaurants, limited to one menu board per restaurant;
- H. The names of buildings and dates of erection and dedicatory, memorial or historical plaques cut into masonry surface or constructed of bronze or other incombustible material not exceeding four (4) square feet in area;

- I. Political campaign signs, which are governed under Sec. 8-8.93 of the Ontario Municipal Code;
- J. Temporary posters not exceeding four (4) square feet in area located in windows and on bulletin boards on private property advertising benefit activities and events sponsored by local nonprofit organizations;
- K. Holiday lights and displays not advertising any business establishment, product or other commercial activity;

**Sec. 9-1.3115:  
Required Signs**

The City finds that it is in the interest of safety for all street addresses to be clearly visible. Unless otherwise authorized in writing by the Police and Fire Departments, all permanent structures in the City shall display street address numerals of a size and location, which are clearly visible from a public right of way.

**Sec. 9-1.3120:  
Prohibited Signs**

The following signs are prohibited:

- A. A-frame (portable) signs, unless approved as part of a temporary display pursuant to Sec. 9-1.3130;
- B. Balloon, inflated signs, kites, and any other type of aerial sign unless approved as part of a temporary display pursuant to Sec. 9-1.3130;
- C. Bench signs, except as authorized and approved by the City of Ontario;
- D. Billboards;
- E. Flashing, blinking, rotating or otherwise animated signs, except barber poles, time/temperature signs and theater marquee signs;
- F. Roof signs, however, one roof sign may be permitted by the Planning Commission with a specific finding that no other sign configuration can reasonably serve the needs of the business establishment;
- G. Signs affixed to a vehicle, excluding permanent signs on commercial vehicles;
- H. Signs erected upon or over public property, other than signs installed by local, state or federal agencies;
- I. Signs that emit or generate sound, smoke or similar material
- J. Signs shall not be placed on a rock, tree, or other natural feature;

**Sec. 9-1.3125:  
General Provisions Applicable to all Signs**

The following regulations apply to all signs:

- A. All signs are to be located on the same site as the use, activity, or structure they identify or advertise, except as otherwise expressly permitted by this article, and except for street banners, flags, pennants, or other street decorations authorized by the City Council to be hung or suspended over a public street under the provisions of this article;

- B. No sign shall project above a canopy. No sign is to be located on the roof of a building or project above the eave or parapet line of the building, except where a roof sign is permitted by the Planning Commission;
- C. Except as provided in Sec. 9-1.3110 of this article, floodlights, flags, banners, and objects designed to rotate, flutter, or move with the wind are not permitted, except for national and state flags not used for advertising;
- D. Signs are not to have visible moving parts or simulate movement by means of fluttering, rotating or reflecting devices, except for barber poles;
- E. No sign is to resemble a traffic safety or control device or, by intensity of illumination, location or design, impair the vision of or create a hazard for motorists on a public street or highway;
- F. Lateral and columnar sign supports are to be designed so as to be architecturally integrated with the building to which it is attached, or so that required bracing, including but not limited to, angle irons, guy wires, cables or other appurtenances, shall not be exposed from view from public streets;
- G. All signs shall be constructed to conceal exposed wiring and electrical appurtenances. Where possible, conduits and raceways shall also be concealed;
- H. The following provision governs illumination of signs:
  - 1. Exposed fluorescent tubes or incandescent bulbs exceeding 15 watts are not permitted, unless such signs are approved as part of a Master Sign Plan or are theater or cinema marquees;
  - 2. Signs in Commercial and Industrial Districts within 100 feet of a residential district shall not be illuminated between the hours of 10 p.m. and 7 a.m., unless they identify a business open during those hours;
  - 3. Flashing or blinking signs unless part of a theater or cinema sign.
- I. No sign shall be erected within an airport approach zone, airport turning movement, or airport transition zone designated within the Airport Environment Element of the General Plan, such that it would project above the approach surface, conical surface, or the transitional surface designated in the Element; make it difficult for flyers to distinguish between airport lights and others; impair visibility; or otherwise interfere with or endanger the landing, take-off or maneuvering of aircraft.

**Sec. 9-1.3130:  
Temporary Signs**

The following temporary signs are permitted with the appropriate approvals, as noted below:

- A. Temporary signs, banners, flags, and other advertising devices, except floodlights, placed on an occupant's property, subject to the following requirements:
  - 1. The total area of all signs in the advertising device shall not exceed an area equivalent to one-half (½) of the total sign area allowed for permanent signs for the use;
  - 2. No such sign or device is to be located in a manner not permitted for permanent signs;
  - 3. Temporary signs may be allowed up to a maximum of forty-five (45) days per calendar year;
  - 4. No such sign or device shall pose a hazard to the safe movement of traffic and shall not block the visibility of permanent signs on adjoining properties;
  - 5. Special permits are required for temporary signs, as noted in Sec. 9-1.3180.

- B.** Residential real estate signs, limited to a maximum of one (1) per parcel or structure advertising only the sale or lease of the property or structures located on the same site as the sign. The sign shall be non-illuminated and limited to a maximum area of twelve (12) square feet; provided however, the sign shall be removed within five (5) days following the sale or lease of the property on which the sign is located. Temporary signs identifying open houses during weekends only are permitted and shall not exceed a maximum area of twelve (12) square feet each;
- C.** Commercial real estate/construction signs, limited to a maximum of one (1) such signs per parcel or structure, advertising only the sale or lease of the property or structures located on the same site as the sign. Such signs shall be non-illuminated and limited to a maximum area of twenty-four (24) square feet each and a maximum height of seven (7) feet); provided, however, that such signs must be removed within five (5) days following sale, lease or occupancy of the property or structure on which the sign is located.
- D.** Off-site subdivision signs are permitted in all zoning districts, subject to the following requirements:

  - 1.** Off-site subdivision signs are to be sixty (60) inches long and ten (10) inches wide. Color scheme and graphics of such signs are to be as determined by the City Planner;
  - 2.** All off-site subdivision signs are to be attached to a structure specifically designed for off-site subdivision signs. The design, construction materials, and color scheme of such structures shall be determined by the City Planner, provided however, that no structure shall exceed seven (7) feet in height above finished grade. No more than five (5) off-site subdivision signs are to be affixed to any one such structure. [Note: Refer to Design Guidelines for Signs, Sec. 9-1.3185 for a prototypical design of off-site subdivision sign];
  - 3.** Off-site subdivision signs shall be located a minimum of six hundred (600) feet from an existing or previously approved off-site subdivision sign structure except at intersections approved by the City Planner;
  - 4.** All off-site subdivision sign structure plans are to be filed with the Building Department prior to issuance of a building permit for the structure;
  - 5.** The proposed location of each off-site sign structure must be reviewed and approved pursuant to Article 8 of this chapter;
  - 6.** All proposed off-site subdivision signs are to be reviewed by the City Planner for conformity with the provisions of this section, and no such sign shall be affixed to an off-site subdivision sign until the sign is approved by the City Planner;
  - 7.** No additions, tag signs, streamers, devices, display boards, or other appurtenances shall be added to an approved off-site subdivision sign or off-site subdivision sign structure. Illumination of off-site subdivision signs is not permitted;
  - 8.** Any illegal or non-conforming subdivision directional signs in the City associated with a subdivision must be removed prior to the placement of any off-site subdivision sign, as authorized by this section, for a residential project;
  - 9.** It shall be unlawful for any person to place or erect an off-site structure except in conformity with the provisions of this section;
  - 10.** All off-site subdivision signs associated with a residential project are to be removed within sixty (60) days upon the sale of previously unsold units in such project;

11. The City Council may, by resolution, authorize the administration of an off-site subdivision sign program by one or more organizations of its choosing.
- E. Off-site business signs may be permitted in Commercial and Industrial Districts subject to the following requirements:
1. A maximum of two (2) off-site business signs may be permitted for a business or group of businesses when the Planning Commission can make the following findings:
    - a. Special circumstances exist which adversely affecting the business, such as temporary closure of a public street which provides main access to the business;
    - b. Five (5) or more businesses are affected by the same special circumstances.
  2. Off-site signs must comply with the following additional provisions:
    - a. An off-site sign shall be removed thirty (30) days after the special circumstance which allowed it ceases to exist, at the expense of the applicant or the organization designated by the City Council to administer the program;
    - b. An off-site business sign shall only be attached to a structure specifically designed therefore. The design, construction materials and color scheme of such structure is subject to the approval of the City Planner. A maximum of five (5) off-site business signs may be affixed to any one such structure;
    - c. Off-site business signs shall be sixty (60) inches long, ten (10) inches wide and have a maximum height of seven (7) feet. The color scheme and graphics of such signs shall be as approved by the City Planner;
    - d. Off-site business signs may be erected only at locations approved by the Planning Commission;
    - e. The provisions of Chapter 8 of Title 8 of this Code shall apply to off-site business sign structures;
    - f. Tag signs, streamers, devices, display boards or other additions or appurtenances shall not be added to an off-site business sign or off-site business sign structure. Offsite signs shall not be illuminated, either internally or externally.
  3. No otherwise eligible business shall be allowed an off-site business sign until all illegal signs associated with such businesses are removed;
  4. It shall be unlawful for any person to place or erect an off-site business sign, or place any sign thereon, except in conformity with the provisions of this section.
  5. The City Council may, by resolution, authorize the administration of an off-site business sign program by one or more organizations.
- F. Temporary window and wall signs are allowed in C and M Districts, including covering a maximum of:
1. Up to ten (10) percent of a window pane or contiguous panes or wall in an EA District with a temporary window sign, including paper, cardboard, cloth, banner or similar material, or directly applied to a window;
  2. Up to twenty-five percent (25%) of a window pane or contiguous panes or wall outside of an EA District may be so covered;
  3. Temporary signs shall be limited to a maximum of three (3) fifteen day (15) periods per calendar year.

4. Windows facing public streets and/or parking lots shall comply with provisions of this Article, limiting window signs, logos, and other displays to a maximum of twenty-five (25) percent of the window area to allow visibility into the establishment for security purposes.

**Sec. 9-1.3135:  
Freestanding Signs**

The following requirements apply to permanent freestanding signs. Two types of such signs are allowed: monument identification signs (identifying a complex of two or more commercial, professional or industrial buildings; an individual building or use; or uses within a building) and freeway oriented signs:

**A. Monument identification sign requirements are as follows:**

1. Tables 31-1 through 31-6 set the number, size and height of monument identification signs;
2. Monument identification signs are to have a maximum of two (2) sign faces;
3. Monument identification signs are limited to the display of the name of the project complex being identified as well as a maximum of five (5) tenants;
4. Monument identification signs are to be oriented toward City streets and highways and shall not be oriented toward State freeways;
5. Placement requirements for monument identification signs are:
  - a. Such signs may be located in a front yard area, but no closer than ten (10) feet to the nearest curb or property line and not within a public right-of-way;
  - b. Monument identification signs installed within the corner cut-off of street intersections shall be limited in height to forty-two (42) inches;
  - c. A monument identification sign is to be at least thirty (30) feet away from another freestanding or projecting sign on the same or adjacent property. Such signs shall also be no closer to interior or side property lines than one-half ( $\frac{1}{2}$ ) the height of the freestanding sign;
  - d. Monument identification signs located on corner lots with less than 200 feet of lineal frontage shall be positioned within seventy-five percent (75%) of the property frontage closest to the street corner. On corner lots having more than 200 feet of frontage, signs shall be located no closer than fifty (50) feet to a side property line.
  - e. Use identification signs located on corner lots with less than 200 feet of lineal frontage shall be positioned within seventy-five (75) percent of the property frontage closest to the street corner. On corner lots having more than 200 feet of frontage, signs shall be located no closer than fifty (50) feet to a side property line.

**B. Freeway oriented signs:**

1. Table 31-7 sets the number, size and height of freeway oriented signs. Freestanding signs may be allowed on parcels physically adjacent to the right-of-way of a State freeway and having a freeway frontage of not less than six hundred (600) linear feet. The following additional requirements also apply:
  - a. The maximum vertical or horizontal dimension of any display surface is twenty-five (25) feet;

- b. Freeway signs may have a maximum of two (2) faces, unless alternative configurations are approved by the Planning Commission;
  - c. Any advertisement text, symbols, or other indications displayed on the surface or face of the sign shall be limited to a maximum of five (5) words, including letters, numbers, symbols, or other indications as a substitute for words;
- C. Zoning Administrator approval is required for any sign located within a setback.

**Sec. 9-1.3140:**

**Wall Signs**

The following standards are applicable to the placement of wall signs:

- A. All wall signs are to be placed on a building in one of the following ways:
  - 1. Flat against the wall or parapet of a building, with the depth of the sign not exceeding twelve (12) inches;
  - 2. Suspended from the eaves or from the ceiling of a covered walkway with a clear space of at least eight (8) feet between the bottom of the sign and the walkway.
- B. Wall signs may be located on a building with a frontage, in accord with the number and size standards as prescribed elsewhere in this article. Frontage is defined as a building elevation with a public entrance and/or exit.

**Sec. 9-1.3141:**

**Wall Murals**

Wall murals may be approved by the Planning Commission. Consideration shall be given to the following matters:

- A. Compatibility of the design with the immediate environment of the site.
- B. Appropriateness of the design and size to the function of the site.
- C. Compatibility of the design and location within a unified theme.
- D. Appropriateness of the design as a public work of art. The design may portray, but not be limited to, a cultural, historical, or scenic subject.

**Sec. 9-1.3145**

**Signs Permitted in R and MH Districts**

Tables 31-1 and 31-2 describe signs permitted in Residential and Mobile Home Park Districts.

**Table 31-1. Permitted Signs in the AR, RE, R1, R1.5 R2, and R3 Residential Zones**

The following signs may be permitted in the AR, RE, R1, R1.5, R2 and R3 residential zones subject to the following:

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
<b>TEMPORARY SIGNS</b>					
Real Estate Signs:	Free-standing	One per parcel	12 sq. ft.	5 feet	Non-illuminated Sign shall be removed within 5 days following the sale of the property.
<b>Temporary Subdivision Sales Office</b>					
Under 5 acres	Free-standing	One per subdivision	12 sq. ft.	5 feet	Non-illuminated
5 acres or more	Free-standing	3 per subdivision	20 sq. ft.	15 feet	Shall be removed within 30 days of last unit sold in the complex
<b>PERMANENT SIGNS</b>					
All other uses other than dwellings (i.e. day care, schools, etc.)	Monument	One per parcel	12 sq. Ft.		Non-illuminated, however in the R3 district, such sign may be lighted.
Church Bulletin Board	Monument	One per parcel	12 sq. ft.	4 feet	May be located in a required front or side yard but no closer than 10' from a front property line or 5' from a side property line.

**NOTE:**

(1) Refer to Section 9-13130 (b) of this Article.

**Table 31-2 Permitted Signs in the MH Residential Zone**

The following signs may be permitted in the MH residential zone subject to the following provisions:

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
<b>PERMANENT SIGNS</b>					
Freestanding	Monument	One per complex	50 sq. ft.		Non-illuminated, or indirect illumination. Signs shall not be located in any setback area

**Sec. 9-1.3150:  
Signs Permitted in C Districts**

Tables 31-3 through 31-5 describe signs permitted in all Commercial Districts.

**Table 31-3 Permitted Signs in the AP Commercial Zone**

The following signs may be permitted in the AP commercial zones subject to the following provisions:

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
<b>TEMPORARY SIGNS</b>					
Property sale / lease / construction	Freestanding or wall	One per parcel	24 sq. ft.	7 feet	Non-illuminated Shall be removed within five (5) days after the sale or lease has been consummated
Banners	Varies	One	½ the total sign area allowed for permanent signs	N/A	No such device shall be located in a manner not permitted for permanent signs May be allowed up to a maximum of forty-five (45) days per calendar year No such device shall pose a hazard to the safe movement of traffic and shall not block the visibility of permanent signs on adjoining properties; Special permits are required (see Sec. 9-1.3180)
Off-Site Signs					As approved by Planning Commission per Sec. 9-1.3130(e)
<b>PERMANENT SIGNS</b>					
Tenant/Building Identification	Wall		See Footnote (1)	N/A	Projecting signs may be approved by the Planning Commission in lieu of a wall sign Roof signs shall not be permitted A comprehensive sign program should be submitted for high-rise buildings and multi-tenant facilities.
<b>Freestanding</b>					
Monument		One per development	50 sq. ft.	7 ft.	Signs shall not be located in any required setback area, unless authorized by the Planning Commission
Monument (Master I.D.)		One sign on a planned office development site of not less than five (5) acres	100 sq. ft.		Signs shall not be located in any required setback area, unless authorized by the Planning Commission
Wall	Nameplate	one per tenant	4 sq. ft.		Intended to identify the name and activity of each establishment

**AP District (Wall Signs)**

- (1) Sign area for building/tenant wall signs shall be calculated as prescribed in subsection (a), (b) and (c) below, but shall not exceed 50 sq. ft. If the calculation results in a sign area less than 20 sq. ft. the sign area may be 20 sq. ft.
- a. one sq. ft. of sign area for each foot of width of the front building elevation
  - b. if the building is on a corner lot, one sq. ft. of sign area for each foot of width of the front and street side elevations of the building; or
  - c. one-half (1/2) square foot of sign area for each foot of frontage of the site on one street only.

**Table 31-4 Permitted Signs in the NC Commercial Zone**

The following signs may be permitted in the NC commercial zones subject to the following provisions:

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
<b>TEMPORARY SIGNS</b>					
Property sale / lease / construction	Free-standing or wall	One per parcel	24 sq. ft.	7 feet	Non-illuminated Shall be removed within five (5) days after the sale or lease has been consummated
Banners	Varies	One	½ the total sign area allowed for permanent signs	N/A	Refer to Sec. 9-1.3130 (a)
Off-Site Signs					As approved by Planning Commission per Sec. 9-1.3130(e)
Tenant Identification	Wall	One	See Note (1)	The sign shall be located on the first floor of the building	Projecting signs may be approved by the Planning Commission in lieu of a wall sign Roof signs shall not be permitted
Monument Identification	Monument	One per development	50 sq. ft.	7 ft.	Signs shall not be located in any required setback area, unless authorized by the Planning Commission

**NC District (Wall Signs)**

- (1) Sign area for building/tenant wall signs shall be calculated as prescribed in subsection (a), (b) and (c) below, but shall not exceed 20 sq. ft. calculated as follows:
  - a. one sq. ft. sign area for each foot of width of the front building elevation;
- (2) if the building is on a corner lot, one sq. ft. of sign area for each foot of width of the front and street side elevations of the building; or
- (3) one-half (1/2) sq. ft. of sign area for each foot of frontage of the site on one street only.

**Table 31-5 Permitted Signs in the C1, C2, C3, and C4 Commercial Zones**

The following signs may be permitted in the C1, C3, and C4 commercial zones subject to the following provisions; the sign provisions of the Downtown Design Guidelines shall apply to properties zoned C2 bounded by “I” Street to the north, Sultana Avenue to the east, Emporia Street to the south, and Vine Avenue to the west:

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
<b>TEMPORARY SIGNS</b>					
Property sale / lease / construction	Free-standing or wall	One per parcel	24 sq. ft.	7 feet	Non-illuminated Shall be removed within five (5) days after the sale or lease has been consummated
Window/Wall display	Window	N/A in C1 and C3 Districts Not permitted in C4 District	25% of window area (C1& C3 Districts); 10% of window area within EA Corridor	N/A	Limited to 30 continuous days, 3 times per year
Banners	Varies	One			Refer to Sec. 9-1.3130 (a)

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
Off-site signs					As approved by Planning Commission pursuant to Sec. Sec.9-1.3130(e)
<b>PERMANENT SIGNS</b>					
Building/Wall	Wall: C1 & C3 Districts:	See Footnote (1)	See Note (1)	N/A	Projecting signs may be approved by the Planning Commission in lieu of a wall sign
	Wall: C4	See Note (2)	See Note (2)		Roof signs shall not be permitted
Freestanding	Monument: C1, C2 & C3 Districts	One per development	50 sq. ft.	7 ft.	Signs shall not be located in any required setback area, unless authorized by the Planning Commission.
	Monument: C4 District	Interior lots: one per development Corner lots: a secondary sign may be located on the secondary street frontage, not to exceed ½ the area allowed for the primary freestanding sign.	1 sq. ft. of sign area per 2' ft. of property frontage up to 200' linear feet, with an additional 1 sq. ft. of sign area per 4 linear feet of frontage over 200 linear feet. Overall maximum shall be 225 square feet. If the calculation results in a sign area less than 50 square feet, the sign may be 50 square feet.	7' w/ bldg. setback from 0' to 25'  10' w/ bldg. setback from 25' to 60';  20' w/ bldg. Setback from 60' to 100'	
Freeway					Refer to Table 31-7

**NOTES:**

- (1) The total permitted sign area (for the C1, C2 and C3 Districts) shall be calculated as prescribed subsections (a), (b), and (c) below, but shall not exceed 100 sq. ft. for the C1 District, 150 sq. ft. for C2 District, 200 sq. ft. for C3 District, for all signs located on the front and/or side elevations of the building, plus an additional 100 square feet for C1 District, 200 sq. ft. for the C3 District for signs located on the rear elevation if it has a public entrance which is visible from an alley or a parking lot. If the calculation results in a sign area of less than 20 sq. ft., for either the front and/or side elevations or the rear elevation, the sign area may be 20 sq. ft. in each instance;
  - a. one square foot of sign area for each foot of width of the front elevation of the tenant space it identifies and, if the building is on a corner lot, one square foot of sign area for each foot of width of the front and street side elevations of the tenant space it identifies;
  - b. In lieu of calculating the permitted sign area as prescribed in subsection (1) above, the sign area may be calculated on the basis of one-half (1/2) square foot of sign area for each foot of frontage of the site on one street only; or
  - c. one square foot of sign area for each foot of width of the rear elevation of the building it identifies if the building has a rear public entrance which is visible from an alley or a parking lot.
- (2) The total permitted sign area shall (for the C4 District) shall be calculated as prescribed in subsections (b) and (c) below and shall not exceed two hundred fifty (250) square feet for all signs located on the front and/or side elevations of the building, plus an additional one hundred (100) square feet for signs located on the rear elevation. If the calculation results in a sign area of less than twenty (20) square feet for either the front and/or side elevations or the rear elevation, the sign area may be twenty (20) square feet in each instance:

- a. All building/wall signs shall be channel letter design (minimum of 3/4" thick);
- b. one (1) square foot of sign area for each foot of width of the front elevation of the tenant space it identifies and, if the building is on a corner lot, one (1) square foot of sign area for each foot of width of the front and street side elevations of the tenant space it identifies;
- c. in lieu of calculating the permitted sign area as prescribed in subsection (2) above, the sign area may be calculated on the basis of one-half (1/2) square foot of sign area for each foot of frontage of the site on one (1) street only;
- d. No roof signs shall be permitted;
- e. No window signs or painted wall signs shall be permitted.
- f. Structures with more than one (1) major tenant may, through a sign program approved by the Planning Department, provide multi-tenant signage per the sign area limits described above.
- g. Parcels with no frontage on a public street may, as part of a sign program approved by the Planning Department, provide directional signage pursuant to sign area limits established for freestanding signs in the C4 District.
- h. Automotive Dealers/rental agencies: no price signs other than a factory sticker may be placed on any vehicle.
- i. Automotive Service Stations: one (1) fuel price sign per street frontage will be permitted.
- j. Fast Food Restaurants: total signage shall not exceed one-hundred seventy-five (175) square feet; four (4) directional signs - twenty (20) square feet; one (1) menu board - thirty (30) square feet; one (1) monument sign - fifty (50) square feet; and seventy-five (75) square feet of wall signs.

**Sec. 9-1.3155:  
Signs Permitted in M Districts**

Table 31-6 describes signs permitted in all Industrial Districts.

**Table 31-6 Permitted Signs in the M1, M2, and M3 Industrial Zones**

The following signs may be permitted in the M1, M2, and M3 industrial zones subject to the following provisions:

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
<b>TEMPORARY SIGNS</b>					
Property sale / lease / construction	Free-standing or wall	One per parcel	24 sq. ft.	7 feet	Non-illuminated Shall be removed within five (5) days after the sale or lease has been consummated
Window/Wall display	Window	N/A	25% of the window area	N/A	Limited to 30 continuous days, 3 times per year
Banners	Varies	One	½ the sign area allowed for a tenant identification sign (50 sq. ft. max)		Refer to Sec. 9-1.3130 (a)
Off-site signs					As approved by Planning Commission pursuant to Sec.9-1.3130(e)
<b>PERMANENT SIGNS</b>					
Tenant Identification	Wall	One per tenant/building (for corner lots, one per street side elevation, max. 2 signs).	Refer to Note (1)		Roof signs shall not be permitted
Monument identification	Monument:	One per development	50 sq. ft.	7 ft.	Signs shall not be located in any required setback area, unless authorized by the Planning Commission.
Freeway					Refer to Table 31-7

**NOTES:**

- (1) The maximum sign area is 200 sq. ft, calculated as prescribed in subsections (a), (b) and (c) below. If calculation results in sign less than 20 sq. ft., the sign area may be 20 sq. ft.:
  - a. one sq. ft. sign area per foot of width of front elevation;
  - b. if building is on a corner lot, one sq. ft. of sign area for each foot of width of the front and street side elevations of the building;  
or
  - c. ½ sq. ft. sign area for each foot of frontage of the site on one street only.

**Table 31-7 Freeway Oriented Signs:**

The following regulations shall apply to freeway oriented signs, for C and M Districts; permitted only on a parcel physically adjacent to the right-of-way of a State freeway.

MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	REMARKS
One per parcel with a minimum of 600 feet of freeway frontage	150 sq. ft.	35' if freeway is at or below grade of site; 45' if freeway is above grade of site.	Any advertisement, text, symbols, or other indications displayed on the sign face shall be limited to 5 words, letters, numbers, figures, symbols or other indications to substitute for words.  Signs shall be separated by 600 feet Signs may not be located further than 40' from the freeway.  Sign shall not have more than 2 display surfaces, unless approved by the Planning Commission.  No tentative map or parcel map shall be approved on a parcel upon which a bonus sign is located if the effect on the parcel upon which said bonus sign is located would be to reduce its area to less than 10 acres or its freeway frontage to less than 600 feet.
2 per parcel with frontage of 1,800 feet and min. of 10 acres, and property is developed as a single entity.	No vertical or horizontal dimension of the display surface shall exceed 25'.		
3 per parcel with frontage of 3,000 feet and min. of 10 acres and property is developed as a single entity	1 sq. ft. display surface per 4 linear feet of freeway frontage, not to exceed 300 sq. ft. No vertical or horizontal dimension of the display surface shall exceed 25'		

**Sec. 9-1.3160:  
Signs Permitted in the P1 Off-street Parking Zone**

The following signs may be permitted in the P1 off-street parking zone:

An identification sign not exceeding twelve (12') square feet in area indicating the ownership of the parking facility or indicating the establishment or activity served by the parking facility.

**Sec. 9-1.3165:  
Signs Permitted in the PF Public Facilities Zone**

The following signs may be permitted in the PF Public Facilities zone:

One identification sign not exceeding thirty (30) square feet in area and, if freestanding, not exceeding seven (7') feet in height.

**Sec. 9-1.3167:  
Signs Permitted in the OS Open Space Zone**

The following signs may be permitted in the OS Open Space zone:

One identification sign not exceeding thirty (30) square feet in area and, if freestanding, not exceeding seven (7') feet in height.

**Sec. 9-1.3170:  
Sign Maintenance**

Signs shall be maintained at all times in a state of good condition, with all braces, bolts, and structural elements reasonably free from rust, rot, and loosening. No person shall maintain or permit to be maintained on any

premises controlled by him, any sign or sign structure which is sagging, leaning, fallen, decayed, broken, deteriorated or in an unsafe condition,

**Sec. 9-1.3175:  
Master Sign Plan**

A site having three or more non-residential uses or occupants and having an area of two (2) contiguous acres shall submit a master sign plan to the Planning Department prior to issuance of any permits for signs. A Master Sign plan is also required for existing sites when a new tenant leases a space and there is no approved Master Sign Plan for the site. The new Master Sign Plan would not apply to existing tenants, however, each new tenant of the site would be required to comply with the Master Sign Plan.

Submittal information includes:

- A. Applications for a Master Sign Plan is to include the following information:
  - 1. A Master Sign Plan sketch, drawn to scale, delineating the site proposed to be included in the sign program and the general location of all signs;
  - 2. Drawings and/or sketches indicating the exterior surface details of all buildings within the site on which wall signs, directory signs or projecting signs are proposed to be located;
  - 3. Proposed color schemes of the signs;
- B. Deviations from the sign standards of this article may be granted through the approval of a Master Sign Plan by the Zoning Administrator, when the following findings can be made:
  - 1. That the Plan'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 under this article;
  - 2. That the proposed signs are compatible with the style or character of existing improvements on the site and are well-related to each other;
  - 3. That any deviations from the standards of this article are fully consistent with the purposes of this article and of the Development Code.

**Sec. 9-1.3176  
Billboard Relocation Agreements**

- A. **Purpose.** The purpose of Billboard Relocation Agreements is to reduce the overall number of legal nonconforming billboards within the city by allowing relocated billboards in more suitable locations and provide more attractive, aesthetically pleasing billboard designs through a Billboard Relocation Agreement. A further purpose is to reduce or eliminate the City's obligation to pay compensation for the removal of legal nonconforming billboards. Billboard Relocation Agreements are part of the demonstrated commitment of the City of Ontario to improve the aesthetic appearance of the City. The consideration and execution of Billboard Relocation Agreements shall be at the sole discretion of the City of Ontario.
- B. **Applicability.** This section shall apply to all legal nonconforming billboards within the City of Ontario.
- C. **Definitions.**
  - 1. **Major Gateway.** An entry into the City through a major transportation corridor or node (e.g. arterial, airport, rail lines).

2. **Regionally Significant.** Pertaining to a use that supports activities or economies at a scale greater than that of a single jurisdiction, drawing predominately from a market area that extends twenty (20) miles from the City limits.
  3. **Underdeveloped.** Not developed to its highest and best use.
  4. **Visual Clutter.** Disorganized, distracting and/or competing graphics within public view that contribute to visual blight.
- D. New Billboards Prohibited.** Existing legal nonconforming billboards may be relocated only as part of a Billboard Relocation Agreement. The construction of new billboards is prohibited in accordance with Section 9-1.3120 of the Ontario Development Code.
- E. Existing Billboards Removed.** Every Billboard Relocation Agreement shall provide that for every billboard relocated and constructed at a relocation site, a minimum of two (2) existing, legal nonconforming billboards shall be removed.
- F. Relocation Sites.** Relocation sites are restricted to areas that are recognized as major gateways into the city within or adjacent to a regionally significant project.
1. **Site Criteria.** Suitable relocation sites shall be based on the following considerations:
    - a. The area is developed with a permitted use that is regionally significant;
    - b. The area does not have excessive visual clutter;
    - c. The proposed relocated billboard would be compatible with uses and structures on the site and in the surrounding area;
    - d. The proposed billboard would not create a traffic or safety problem with regard to on-site access, circulation or visibility; and
    - e. The proposed billboard would not interfere with on-site parking or landscaping required by City ordinance or permit.

These considerations are to serve only as general guidelines for use by applicants and the City in the identification of potential suitable relocation sites. Specific sites within suitable areas will be negotiated through the Billboard Relocation Agreement process.
  2. **Design Criteria.** Typical billboard design with a large sign area mounted on a pole is not permitted. Pylon-type signs which are structural elements with architectural treatment are required. Suitable design shall be based on the following considerations:
    - a. The design should be integrated into the design scheme of the surrounding area and/or buildings;
    - b. The design shall provide architectural interest for the structure;
    - c. The design shall incorporate a top and base treatment to the billboard structure;
  3. **Prohibited Sites.** No Billboard shall be relocated to a site if it meets any of the following criteria:
    - a. The site is adjacent to any freeway (I-10, I-15 or SR-60) or Euclid Avenue;

- b. The site is located within the Agricultural (AG) or the Euclid Avenue Corridor (EA) Overlay Districts;
- c. The site is undeveloped or underdeveloped.
- d. The site is within three thousand (3,000) linear feet of an area which has a residential General Plan designation;
- e. The site is within three thousand (3,000) linear feet of an existing billboard;

**G. Candidate Billboards for Relocation.**

The following considerations shall serve as general guidelines in identifying candidate billboards for relocation:

- 1. Areas of general priority for removal and relocation:
  - a. Redevelopment Project Areas;
  - b. Along major thoroughfares leading into commercial districts;
  - c. Visible to freeways and highways;
  - d. On streets upon which billboards are heavily concentrated and contribute to existing visual clutter;
- 2. Candidate billboards must be legal non-conforming billboards. Illegal billboards shall not be candidates for relocation agreements.

**H. Findings.** The following findings must be made in order to approve a Billboard Relocation Agreement:

- 1. The proposed agreement is consistent with the goals, objectives, purposes and provisions of the Ontario General Plan, the Ontario Development Code, and any applicable specific plan;
- 2. The proposed relocation site is compatible with uses and structures on the site and in the surrounding area;
- 3. The proposed agreement contributes to the reduction of visual clutter in the City;
- 4. The proposed site complies with the relocation criteria listed in this section;
- 5. The proposed billboard would not create a traffic or safety problem with regard to on-site access, circulation or visibility.

**I. Review Process.** Any relocation agreement shall be reviewed and approved by the City Council. Any billboard proposed under this section will require the filing of a sign permit application, with accompanying fees, to the Planning Department. Once the application is determined complete, the sign permit will be scheduled for reviewed by the Planning Commission. The decision of the Planning Commission shall be final unless an appeal, with the accompanying fees, is filed with the Planning Department within 10 days of the Planning Commission's action.

**Sec. 9-1.3177**  
**Street Banners**

A. No person, either as principal, agent, or otherwise, shall hang or suspend any street banner, flag, pennant, or street decoration over and above any street or other public thoroughfare, or cause the same be done, unless permission to do so has first been obtained from the Council. Such street banner, flag, pennant, or street decoration shall be safely suspended not less than twenty (20) feet above such public thoroughfare to the satisfaction of the Chief Building Official. The advertising matter upon such signs shall not contain the name or designation of any individual, firm, or corporation as an advertisement for private gain. Such signs shall not remain in place longer than thirty (30) days from the date permission is granted by the Council. Upon receipt of the written permission of the Council, the Chief Building Official shall, upon receipt of the required application thereof, issue a permit for the erection and maintenance of such sign according to the terms of the Council permission.

**B. Exceptions.**

1. The provisions of this section shall not apply to any sign or advertising matter lettered upon the surface of any awning; provided, the awning is securely attached to the building and the fringe of such awning is not less than seven (7) feet above the sidewalk level immediately below.
2. The provisions of this section shall not apply to approved economic development promotional banner programs applied for by civic organizations created or incorporated to promote the economic development and/or business growth of the City. Such organizations as may be approved by the City Council, and including but not limited to the Ontario Chamber of Commerce and the Downtown Ontario Business and Professional Association, may submit a sign program application to the Development Agency for purposes of implementing a promotional banner program which would utilize City light standards in the public right-of-way. Such promotional banner program may include the name of an individual firm, business, or corporation who sponsored the banner(s). The sponsors name shall be secondary and subservient to the main intent of the banner which is to promote economic development messages (i.e.: "Shop Ontario") to the general public. Such promotional programs shall be reviewed by the Development Agency for design, location, placement, and safety considerations and shall comply with guidelines adopted by the Planning Commission from time to time.

**Sec. 9-1.3178**  
**Street Banner Program**

A Street Banner Program shall comply with Ordinance No. 99-152 and shall be subject to review for approval by the Development Agency and must adhere to the following guidelines:

- A. Application.** The Street Banner Program application shall contain the following information for all street banners:
1. **Design.** Banner design, materials, colors, letter style and dimensions shall be clearly illustrated.
  2. **Elevations.** Elevation drawings of a respective light pole with banner(s) attached shall be fully dimensioned.
  3. **Location.** A plot plan illustrating all street right-of-ways and specific streetlight poles shall be drawn to show the proposed location of each banner.
  4. **Equipment.** Hardware shall meet or exceed City specifications for approved banner brackets.

**B. Private Business Recognition.** Private sponsorship of street banners shall only be permitted in association with an approved Street Banner Program as defined by Ordinance No. 99-152, with sponsor signage regulated through the following provisions:

1. **Placement.** Private sponsorship signage shall be permitted within a maximum area of six (6) inches in height running the narrowest width of the banner. In no case shall the sponsor area exceed 10% of the total banner area.
2. **Text.** The letter style shall be a uniform font type, style, size and color for all private sponsor names within a given banner program.
3. **Graphics.** There shall be no private logos or trademark graphics allowed.

**C. Maintenance.**

1. **Cleaning.** Street banners should be alternated seasonally, or three to four times per year. At a minimum, street banners shall be removed for cleaning annually.
2. **Repair.** Street banners shall be removed for repair or replacement when worn, torn or faded.

## Sec. 9-1.3179

### Political Sign Regulations

**A. Intent.**

1. The intent and objective in establishing the regulation of political signs is to identify the compatibility between the utilization of political signs and the protection of the right to privacy of individuals and the quiet and undisturbed enjoyment of property.
2. It is recognized that there have been abuses in the placement of political signs within the City including trespassing upon private property; placement without permission from the property owner; placement in such a fashion as to make it difficult to remove them; littering caused by dislodged political signs; sight distance hazards to traffic because of size and location; distracting appearance; aesthetically displeasing impact; unnecessary proliferation; and other reasons, all of which are determined to be contrary to the best interests of the community and in opposition to the public health, safety and welfare.
3. The reasonable regulation of political signs will obviate many of the objections that have been raised to the unregulated placement of such signs.
4. It is recognized that to the extent that placement of political signs is not contrary to the intent and purposes stated herein, it is in the best interests of the City and its inhabitants to allow political expression, and, for that reason, it is but to avoid the total prohibition of such signs.
5. It is believed that responsibility for the placement of political signs should lie with the candidate for public office, the proponents and opponents of ballot issues, and the various committees connected therewith. It is recognized that political signs are printed by or at the direction of those listed herein and that the ultimate responsibility for the distribution of such signs and where they are placed lies with them.

**B. Definition.** "Political signs" as used herein include both election and non-election signs, and are defined as any sign, advertising structure, or display which communicates any message or idea identifying, supporting, opposing, promoting, or conveying a position upon or relating to any political cause or issue, or candidate for public office, or proposition or issue connected with any local, special, state, or national election.

- C. Permitted Signs.** Political signs as herein defined shall be permitted in any zone subject to compliance with all of the rules and all of the regulations set forth in subsection (d) herein.
- D. Regulations.** The placement or installation of political signs in the City shall in all respects comply with the following:
1. No political sign shall be installed or displayed sooner than forty-five (45) days preceding the election for which the sign is intended;
  2. No political sign shall exceed sixteen (16) square feet in total area, except that a double-faced sign, not exceeding sixteen (16) square feet on each side shall be permitted;
  3. No political sign shall exceed an overall height of eight (8) feet, except if such sign shall be within an enclosed building or structure;
  4. No candidate for public office, proponent, opponent of ballot issues, and/or the various committees connected therewith, shall have more than one (1) political sign per parcel;
  5. No political sign shall be lighted either directly or indirectly;
  6. No political sign shall be placed on private property vacant or otherwise without the permission of the owner of the property;
  7. No political sign shall be placed or affixed to a tree, fence, post, utility pole, nor any structure, by glue, nails, screws;
  8. No political sign shall be posted on any public property or in the public right-of-way;
  9. No political signs shall be posted in violation of any other provisions of this code;
  10. All political signs shall be removed within ten (10) days after the date of the election.
- E. Removal.** The Building Official shall have the right to remove all signs placed contrary to any provisions of this section.

**Sec. 9-1.3180:  
Permits Required**

This section describes permits required for various types of signs and the approving authority for such signs.

- A.** In addition to Sign Permits required by the Planning Department, described below, building permits may need to be obtained from the Building Department;
- B.** Table 31-13 outlines Sign Permit requirements, permitting authority, length of time allowed for temporary signs and appeal authority.

**Table 31-8 Sign Permit Requirements and Approval Process**

Sign Types	Approval Required	Time Frame	Approval By	Appeal
<b>Temporary signs</b>				
Banners, flags, similar displays	Sign permit	45-day per year limit,	Staff	ZA
Real estate (R, C, M Districts)	None	5 days after sale/lease of site	None	N/A.
Off-site subdivision	Sign permit	same as above	ZA	DAB
Off-site business	Sign permit	as required by PC	PC	CC
Wall/window display	Sign permit	45-day limit, 3 times per year	staff	ZA
<b>Permanent Signs</b>				
Subdivision/multi-family complex identification	Sign permit	N/A	staff	ZA
Murals/painted wall displays	Sign permit	N/A	ZA	PC
All other signs in C, M, PF, P1, OS, SP, EAD Districts (including Master Sign Plans)	Sign permit	N/A	staff	ZA

**NOTES:**

- (1) Staff: Ontario Planning Department staff
- (2) ZA: Zoning Administrator
- (3) DAB: Development Advisory Board
- (4) PC: Planning Commission
- (5) CC: City Council
- (6) CUP: Conditional Use Permit

### **Sec. 9-1.3185: Design Guidelines**

This section outlines recommended guidelines for the location and design of various sign types and are in addition to the standards presented above.

- Signs are to be consistent in scale and design with the buildings or use they identify. This includes overall height, width and shape of signs, to avoid being out-of-scale with the building.
- Use sign materials consistent with associated buildings or structures. Both supporting structures as well as main body of the sign should reflect the same type of materials and construction techniques as the structure or land use associated with the sign.
- Sign colors should be limited to a maximum of two colors, plus white. Ideally, chosen colors should be consistent or complementary with colors used for adjacent buildings. This will simplify the message conveyed by the sign.
- Within shopping centers, office parks and industrial complexes, all signs should conform to a master sign program, whereby each user or occupant is given an equitable amount of sign area and all signs exhibit a consistent, high quality appearance.
- Signs should be sited to be integrated with landscape and parking areas. Appropriate sign placement can enhance landscape elements and will avoid blocking visibility for motorists at driveways and intersections.

- Signs should target both the motoring public as well as pedestrian foot traffic. The overall size, location, orientation and lettering size is different for both groups, and sign plans should recognize the needs of each.
- Locate signs near front entrances to retail stores. This can assist with increasing patronage of stores and business establishments.
- Illumination of signs should be restricted or eliminated adjacent to residential areas. If possible, illumination may be screened or shielded by appropriate placement of signs or use of landscape screening material.
- Avoid use of aluminum "canister" type signs whenever possible. Instead, make use of wood, channel or cut out letters and numerals. If illumination is desired, consider indirect illumination or channel lit letters.
- Limit the use of characters per sign. This will avoid a cluttered appearance and increase the chance that the user's message is received by passersby.
- Where possible, franchised business signs should be included within comprehensive sign programs in terms of sign size and shape. National and regional business identification programs should be accommodated to the extent possible.

#### **RESIDENTIAL SIGNS**

- Signs in residential districts should be "low key" in terms of design and location. This is consistent with the overall intent and purpose of Residential districts within Ontario.
- Permanent subdivision entry signs shall be constructed of high quality, long lasting materials to enhance the character and appearance of the surrounding neighborhood. If possible, design themes established within adjacent subdivisions should be reflected in the design of entry signs. This assists in promoting cohesive identifiable neighborhoods in the community.
- Multi-family complex identification signs should be consistent with the buildings they identify, including design, appearance and use of materials.

#### **COMMERCIAL AND INDUSTRIAL SIGNS**

##### **WALL SIGN GUIDELINES**

- Wall signs should be architecturally integrated with the building or use it identifies. Appropriate size, design and placement of wall signs in harmony with a building adds to the overall appearance of that building and helps convey a feeling of quality.
- Within shopping centers and business parks, allowed wall sign area should be equitably apportioned among all tenants. This permits all businesses an opportunity for identification of their respective locations.
- Wall signs should be placed so as not to obscure or interfere with unique architectural features or details. This is especially important in downtown Ontario, which has a large number of historic buildings.

##### **FREESTANDING (MONUMENT) SIGN GUIDELINES**

- Freeway signs should be appropriately integrated with other land uses on site. This includes proper arrangements between adjacent freeways, parking and landscaped areas, buildings, and other signs on a site.

- Complex and building freestanding signs should be used to allow easy identification of site uses. Such signs should include the name of the complex (if applicable), street addresses, business names and/or logos. These freestanding signs should not be used for advertising purposes.
- Color and materials of freestanding signs should be consistent with other structures on the site, including buildings and other signs. Ideally, freestanding signs should be included as a component of a comprehensive sign program.
- Freestanding signs should be placed on a substantial, solid base of complementary material. Avoid use of metal or wooden poles to support freestanding signs. If possible, sign bases should be fabricated of high quality material consistent with the main building on the site.
- Freestanding signs should be located within landscaped planter areas to present a pleasing streetscape appearance. Avoid placing freestanding signs in locations to block motorist views.

**PAINTED WALL DECORATIONS (MURALS)**

- Murals are to be original, non-commercial works of art, uniquely designed for the specific location it is proposed. Ideally, murals should depict the historic character of the community or reflect the environmental setting of Ontario.
- Murals must complement the architectural features of the building or complex of building on which it is placed in terms of scale and general style.
- Murals are intended to enhance the quality of the area in which it is located and the entire community. They should not serve to direct attention to a specific business, product or service.