



City of Fontana  
California  
PLANNING DIVISION

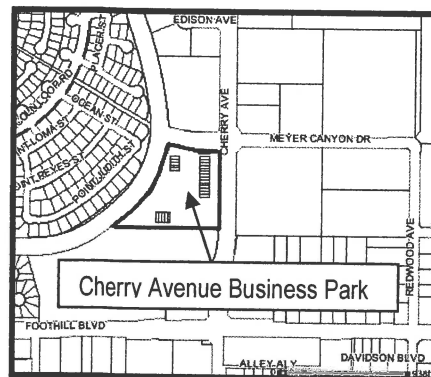
February 27, 2013

Ms. Kristie Sanchez, Association Consultant  
Phoenix Management Consultants  
8599 Haven Avenue, Suite No. 201  
Rancho Cucamonga, CA 91730

Re: Design Review Sign No. 06-045R1  
Cherry Avenue Business Park Sign Program  
7940, 7950, and 7970 Cherry Avenue

Dear Ms. Sanchez:

The City of Fontana has reviewed and approved the above-referenced project for the proposed revision to the sign program for the Cherry Avenue Business Park. The revision to the sign program will allow a business owner to identify their business with a channel letter sign, as an alternative to using the vinyl letters on the glass sign panel. The channel letter sign may be illuminated. Attached is the approved revised sign program for the Cherry Avenue Business Park.



Please note that this action of the Director of Community Development is subject to a ten (10) calendar day appeal period following the approval to allow for the filing of appeals with the Planning Division of the City of Fontana. An appeal automatically stays the Director's decision until the Planning Commission conducts a public hearing and renders a decision on the appeal.

If you have any questions or concerns regarding this letter, please call Jon S. Dille, Assistant Planner, at (909) 350-6681 or email him at [jdille@fontana.org](mailto:jdille@fontana.org).

Sincerely,

COMMUNITY DEVELOPMENT DEPARTMENT  
Planning Division


  
Don Williams, AICP

Director of Community Development

**CHERRY AVENUE BUSINESS PARK ASSOCIATION  
SIGN CRITERIA**

**PREPARED BY:  
PHOENIX MANAGEMENT CONSULTANTS  
8599 HAVEN AVENUE; SUITE 201  
RANCHO CUCAMONGA, CA 91730  
(909) 481-1519**

**REVISED NOVEMBER 2012**

<b>CITY OF FONTANA</b> Community Development Department Planning Division DPS No. 06-045R1 <b>APPROVED</b>  Project Planner	Date Feb. 27, 2013	Case #
--	-----------------------	--------

### **A) PURPOSE**

This sign criteria has been established to assure tenants an effective means of identification in a form intended to enhance both the business and the Cherry Avenue Business Park Association.

### **B) REQUIREMENTS**

1. All signage must be approved by:

Cherry Avenue Business Park Association  
c/o 8599 Haven Avenue; Suite 201  
Rancho Cucamonga, CA 91730  
(909) 481-1519

2. All signs must conform to the specifications in Section "C" below.
3. All signs must be constructed at the tenants sole expense.
4. All signs and installation must comply with local building codes.
5. Upon removal of any sign, damage to building will repaired at the sole expense of the tenant.

### **C) SIGN SPECIFICATIONS**

1. All signs shall be a high performance vinyl applied in a professional manor.
2. "Channel Style" lettering is permissible. *(See Attached Criteria)*
3. Letter size will be: 12" for the signs located in the tenant sign band, and no larger than 4" for signs adjacent to the entry doors.
4. Sign area is restricted to the length of the sign band less 1' at each end to eliminate crowding of copy, and 4 sq. ft. for signs adjacent to the entry doors.
5. Company logos will be allowed with no letter size restriction, in the sign area adjacent to the entry doors, however, they must remain within 4 sq. ft. allotment.

CITY  
Comm

6. Color will be White vinyl, with the exception of company logos, which may use the company colors, with consideration given to contrast against the glass surface that they are applied to.
7. Sign location will be: In sign band above tenant entry door, and in the window panel adjacent to the entry door.

**D) MISCELLANEOUS**

- 1) Tenant is solely responsible for their sign and their choice of sign contractor.
- 2) Only one monument sign will be allowed, for the purpose of identifying the Cherry Avenue Business Park. No tenant names will be allowed on the monument sign.
- 3) The Cherry Avenue Business Park reserves the right on any sign request application based upon the criteria noted above.

OF  
y De  
Plan

PI

roject P

**CHERRY AVENUE BUSINESS PARK ASSOCIATION**

**AMENDED CHANNEL LETTER CRITERIA**

**FEBRUARY 2013**

**CHANNEL STYLE LETTER SIGN CRITERIA/SPECIFICATIONS**

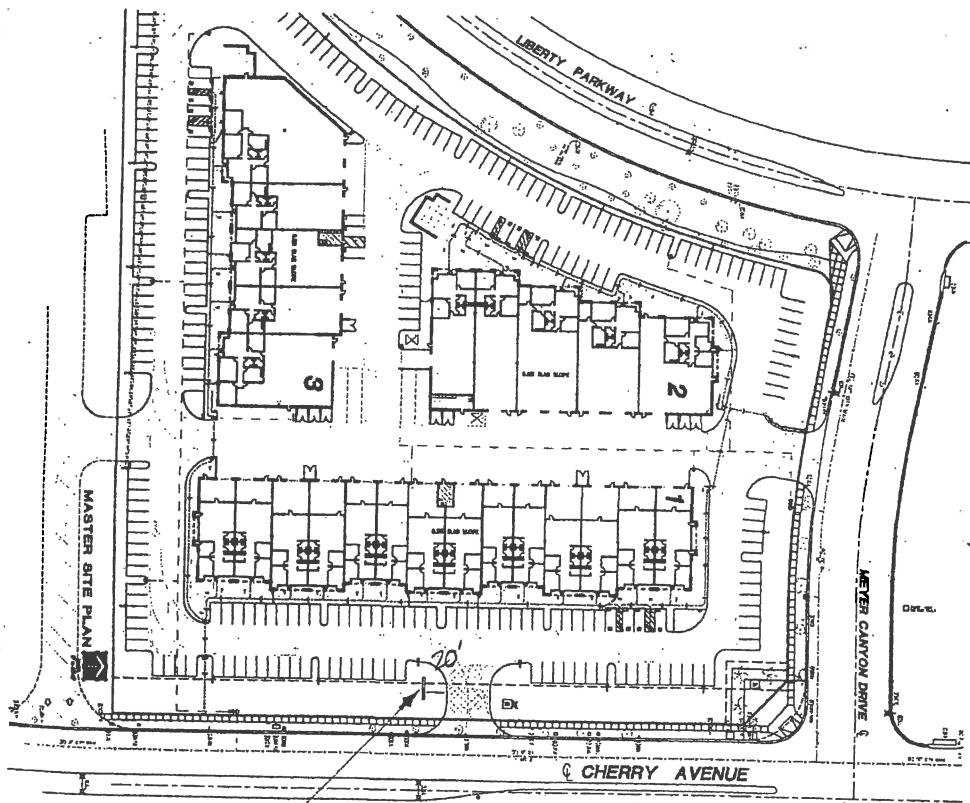
1. "Channel Style" lettering is permissible.
2. Sign area shall in no event exceed one square foot of sign for each linear foot of building frontage and shall not exceed 100 square feet per sign.
3. Sign location for Channel Letters will be only permitted in the area directly above the existing sign band and not to exceed the length of the existing sign band, which is located above tenant entry door.
4. These signs can either use neons or LEDs for illumination.
5. Front lit channel letters shall be flush mounted.
6. All other sign criteria described in the Revised November 2012, shall apply in addition to these specifications.
7. All signs and installation must comply with the City of Fontana sign regulations and codes.

**ON**

**opmer  
g Divi**

**RC**

**ner**



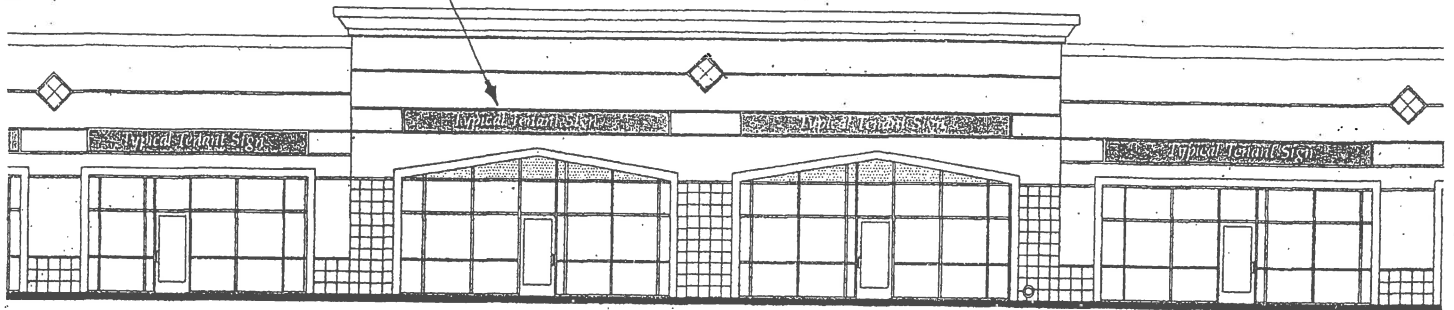
Future monument sign location

ANA  
Depart  
n

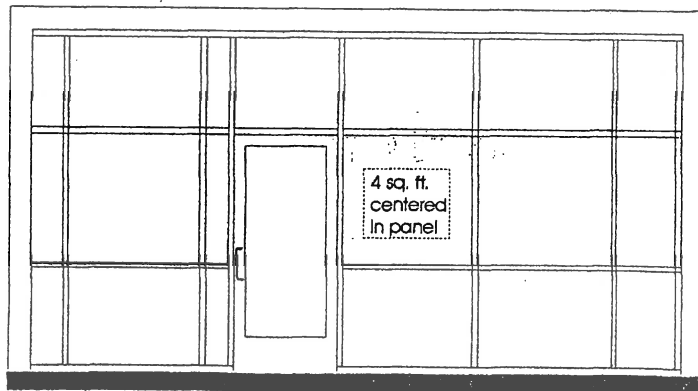
VE

te

Sign band



Typical elevation showing sign bands above entries 22" X 22"



Typical entry sign location 4 sq. ft.

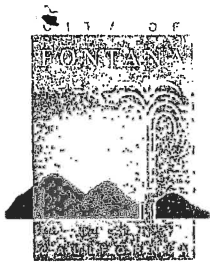


RKZ, INC.

3002 DOW AVENUE SUITE 118  
TUSTIN, CALIFORNIA 92780  
714/781-1160 FAX: 714/781-1090  
www.rkzinc.com

nt

se #



# City of Fontana CALIFORNIA

July 12, 2006

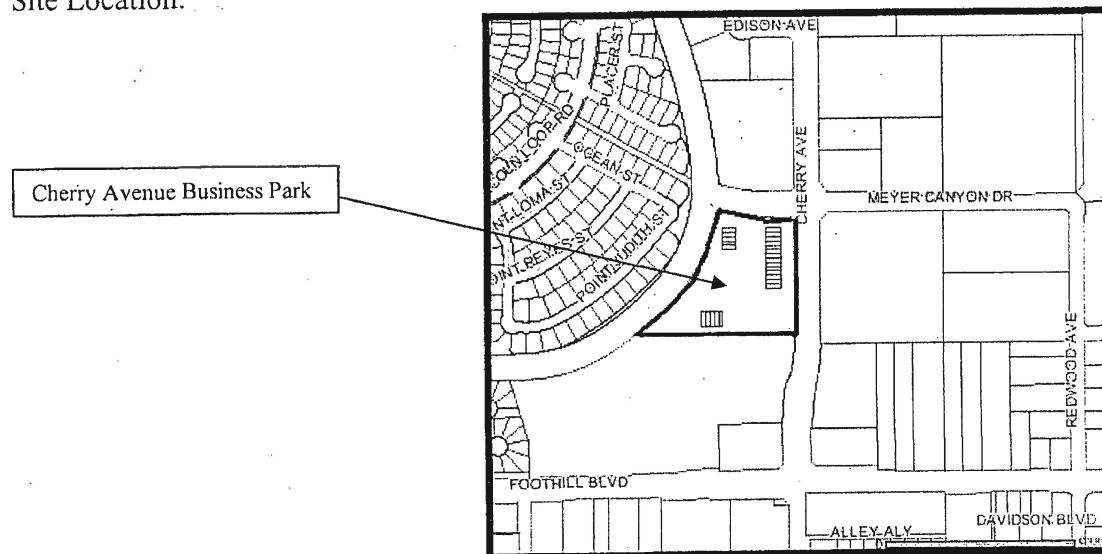
Sign City  
Pete Whitworth  
1469 East Philadelphia Street  
Ontario, CA 91761

Re: Design Review Sign No. 06-045  
Cherry Avenue Business Park  
7950 Cherry Avenue

Dear Mr. Whitworth:

The City of Fontana has reviewed and approved the following sign program for the Cherry Avenue Business Park. Pursuant to Chapter 3 Advertising and Signs of the Zoning and Development Code, the following regulation shall be applicable to Cherry Avenue Business Park.

Site Location:



- 1) Monument Signs. One monument sign not to exceed 30 square feet in sign area, which may be permitted to identify, separate businesses or uses in the industrial complex. The monument sign structure shall not exceed four feet in height. Additional monument signs may be permitted on parcels having more than one frontage, and the signs are located at least 300 feet apart. The monument sign can not impede the line of sight of vehicles, as determined by the City Engineer, and must be placed five (5) feet behind the sidewalk and 20 feet away from any point of egress and ingress.

www.fontana.org  
8353 SIERRA AVENUE FONTANA, CALIFORNIA 92335-3525 (909) 350-7600



recycled paper



## **Cherry Avenue Business Park Sign Program**

### **Requirements:**

1. The design and construction of Tenant's exterior sign must receive written approval by Landlord before fabrication. Landlord's approval shall be based on
  - a) Conformity on the sign criteria established for the center, including fabrication and method of installation.
  - b) Harmony of the proposed sign with the design standards of the business center.
- 2) Landlord has the specific right to refuse approval of any sign which does not conform to the specific criteria set forth herein or any design not in harmony with design standards for business center. To secure the Landlord's approval, three (3) copies of design drawing of the sign shall be submitted to the designated sign consultant and to the Landlord. The sign drawings must indicate an elevation drawing with the following information:
  - a) The type, color and size of all lettering
  - b) The location of the sign in relation to the store frontage.
  - c) Colors, Finishes and types of all materials.
- 3) The Landlord shall determine and approve the position of a Tenant's name.
- 4) Each tenant shall submit to Landlord for written approval
- 5) All signs must be constructed at the Tenant's expense.
- 6) All signs and installation must comply with the local building codes.
- 7) Upon removal of any sign, damage to building will be repaired at the sole expense of the tenant.
- 8) For approval , send three (3) copies of the complete sign plan:

Capital Associates  
13215 East Penn Street Suite 300  
Whittier, CA 90602  
Tel: (562) 698-6171
- 9) Upon Landlord approval, the appropriate permits and approval must be secured with City of Fontana prior to installation.

### **Sign Specifications:**

1. Letter size will be: 12" for signs located in the tenant sign band, and no larger than: 4" for signs for adjacent to the entry doors. (See Exhibit B)
2. The color, font letter style and sign area shall be approved by Landlord.

**Miscellaneous:**

1. Tenant is solely responsible for their sign and their choice of sign contractor.
2. Only one monument sign will be allowed, for the purpose of identifying the Cherry Avenue Business Park. No tenant names will be allowed on the sign. (See Exhibit C).

If you have any questions contact Stephanie Liu, Planning Intern at (909) 428-8807.

Sincerely,

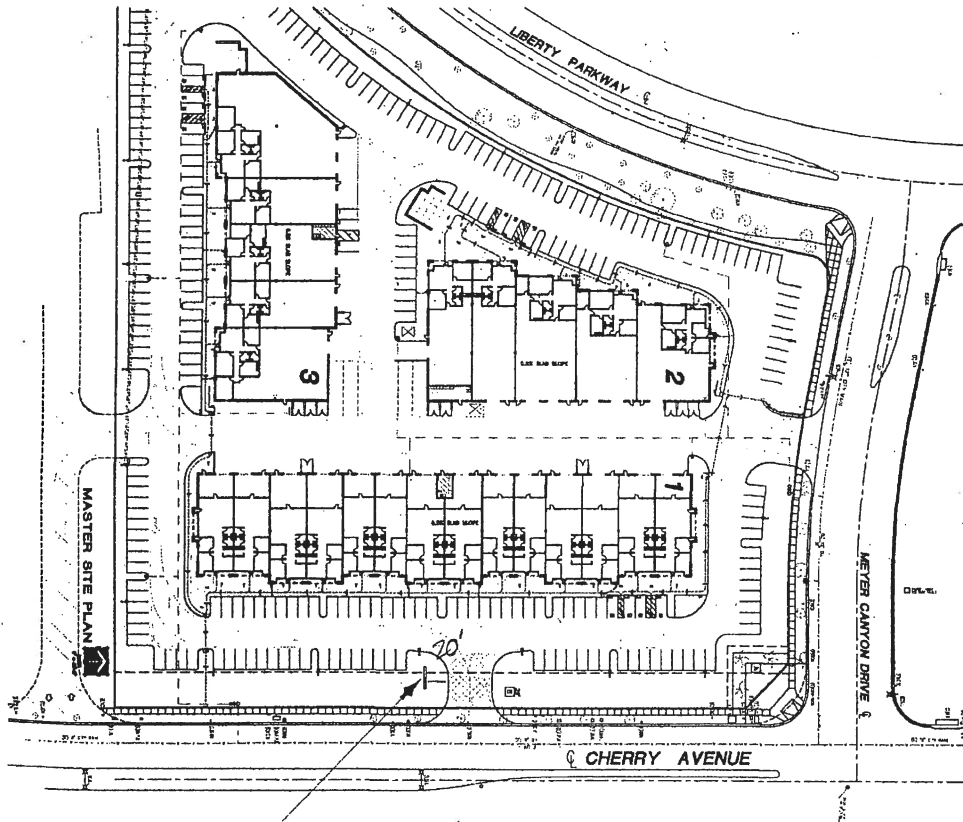
COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION



Don Williams, AICP  
Director of Community Development

cc: Building and Safety  
Mary Martinez-Garcia

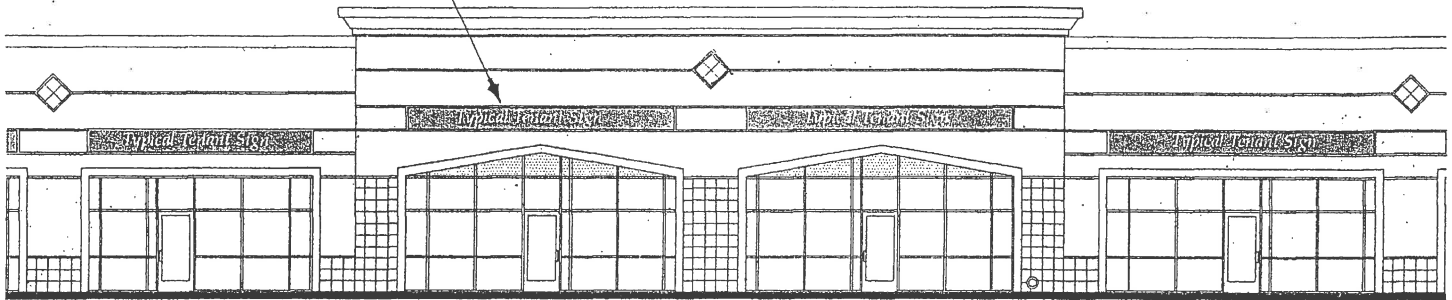
# EXHIBIT - D



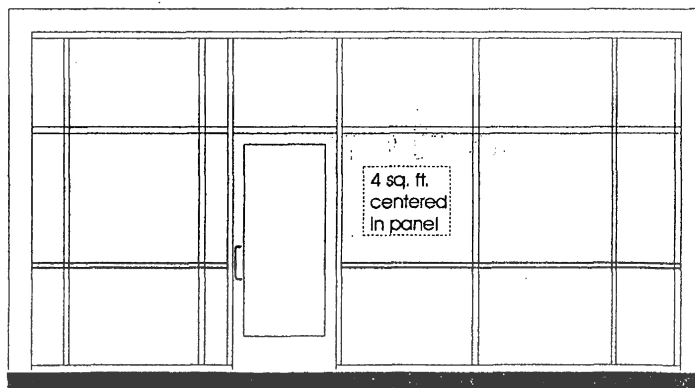
Future monument sign location

# EXHIBIT - B

Sign band



Typical elevation showing sign bands above entries 22" X 22"

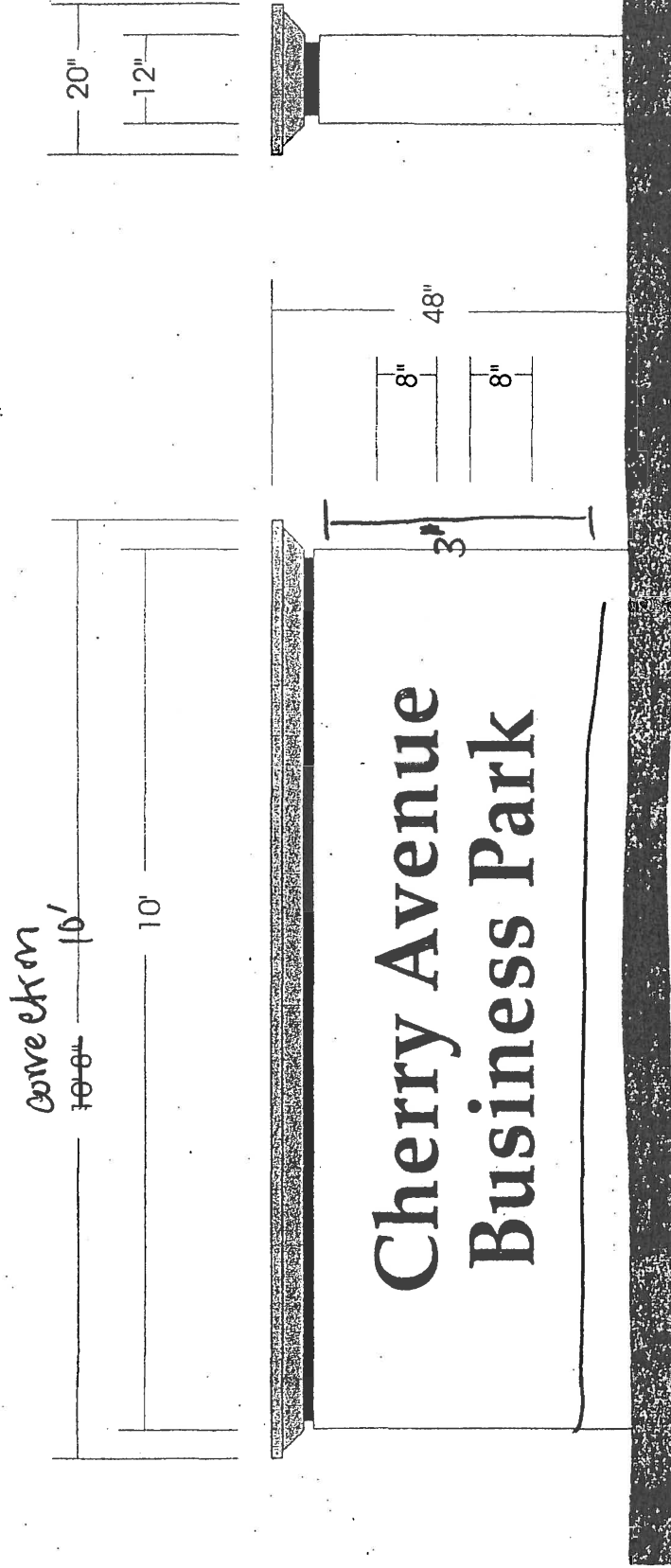


Typical entry sign location 4 sq. ft.



**RKZ, INC.**  
 3002 DOW AVENUE SUITE 118  
 TUSTIN, CALIFORNIA 92780  
 714/ 731-1140 FAX: 714/ 731-1090  
[www.rkzinc.com](http://www.rkzinc.com)

# EXHIBIT - C



ELEVATION

END VIEW



Location: Cherry Avenue Business Park	Material: Poured in place concrete	Scale: 1/2" = 1'
Draftsman: PW	Installation: xx	Date: 4/7/06

1469 E. Philadelphia • Ontario, CA. 91761

Lic.# C45-527455

Fax: (909) 947-3135

Phone: (909) 947-6518