

Sept 4, 2018

1610 S Riverside Ave.
Rialto, CA 92376

Variance for additional sign area for
retail building/s.

Land Use: R-C
Tenant Sq Ft: 22,030 sq. ft.
Zone: SP-G
General Plan: GC
APNs: 0132-121-07 (and 0132-111-05,
0132-202-08, 0132-182-04)

Property owner:
Pacifica Rialto Llc.
1775 Hancock St #20, San Diego, CA 92110

Applicant:
Jeff Sealy, c/o Ross Stores, Inc.
5130 Hacienda Dr., Dublin, CA 94568

Representative/Prepared by:
Mitch Chemers & Jeff Aran
Imagetech Services
18960 Ventura Blvd #127
Tarzana, CA 91356
818-468-2955
mitch@signbump.com

Legal: T L And W Co S B L E 1/2 Lot 209 And N 12 Ft Colton Ave
Now Known As Valley Blvd Vacated Adj On S Ex S 70 Ft Lying Within
Colton Ave And Ex Com At Intersection Of N Li Colton Ave 100 Ft Wide
And W Li Riverside Ave 80 Ft Wide Th W Alg N Li Colton Ave 200 Ft Th
N Parallel With W Li Of Riverside Ave 200 Ft Th W Parallel With N Li
Colton Ave 200 Ft Th S Alg W Li Riverside Ave 200 Ft To Pob And Ex
Ptn To S B Co Flood Control District Doc Recorded 4-29-80
#102721 Official Records Of Sd County ***** Vacated Per 9/3/91 #91-
333971 *****

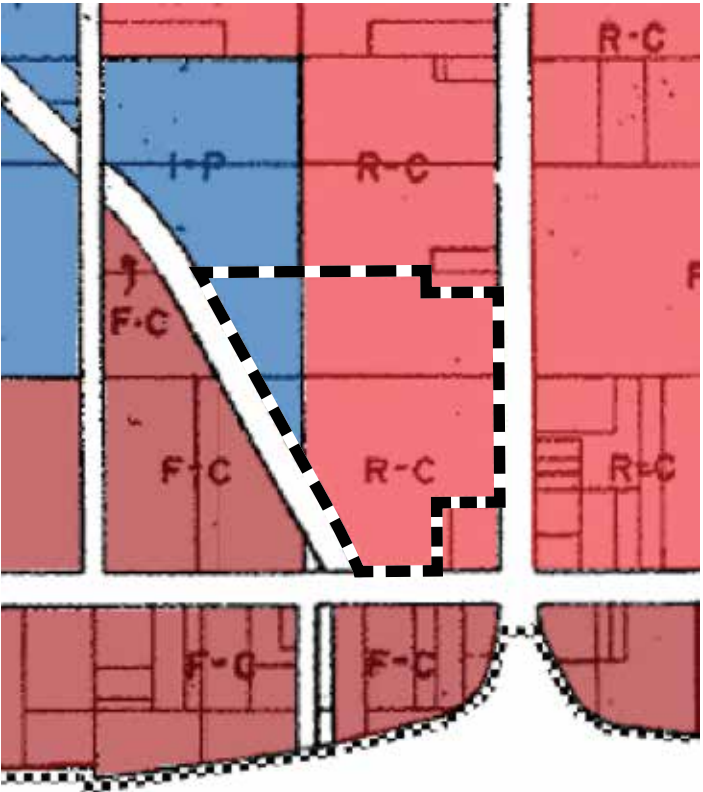


Table of Contents

Site Plan 2
Primary Wall Sign Elevation - Allowed vs Proposed 3
East Elevation Visibility Issue 4
South Elevation 5
South Elevation Visibility Issue 6
Sign Details 7
Topography Impact 8
Elevation Drop - Side View 9

Proposed Overall Sign Inventory

East elevation illuminated wall sign:	361.4 sq ft
South elevation illuminated wall sign:	261.9 sq ft
Illuminated under-canopy sign:	4 sq ft
Non-illuminated wall plaques, 7.33 sq ft x 2:	14.66 sq ft.
Overall sign area:	641.96 sq ft.



Neighboring Land Uses



City-wide map



Vicinity map



bill moore & associates

1057 solano ave.
p.o. box 6153
albany, ca 94706-0153
510/526-0296 fax 526-6092
www.billmoore.com

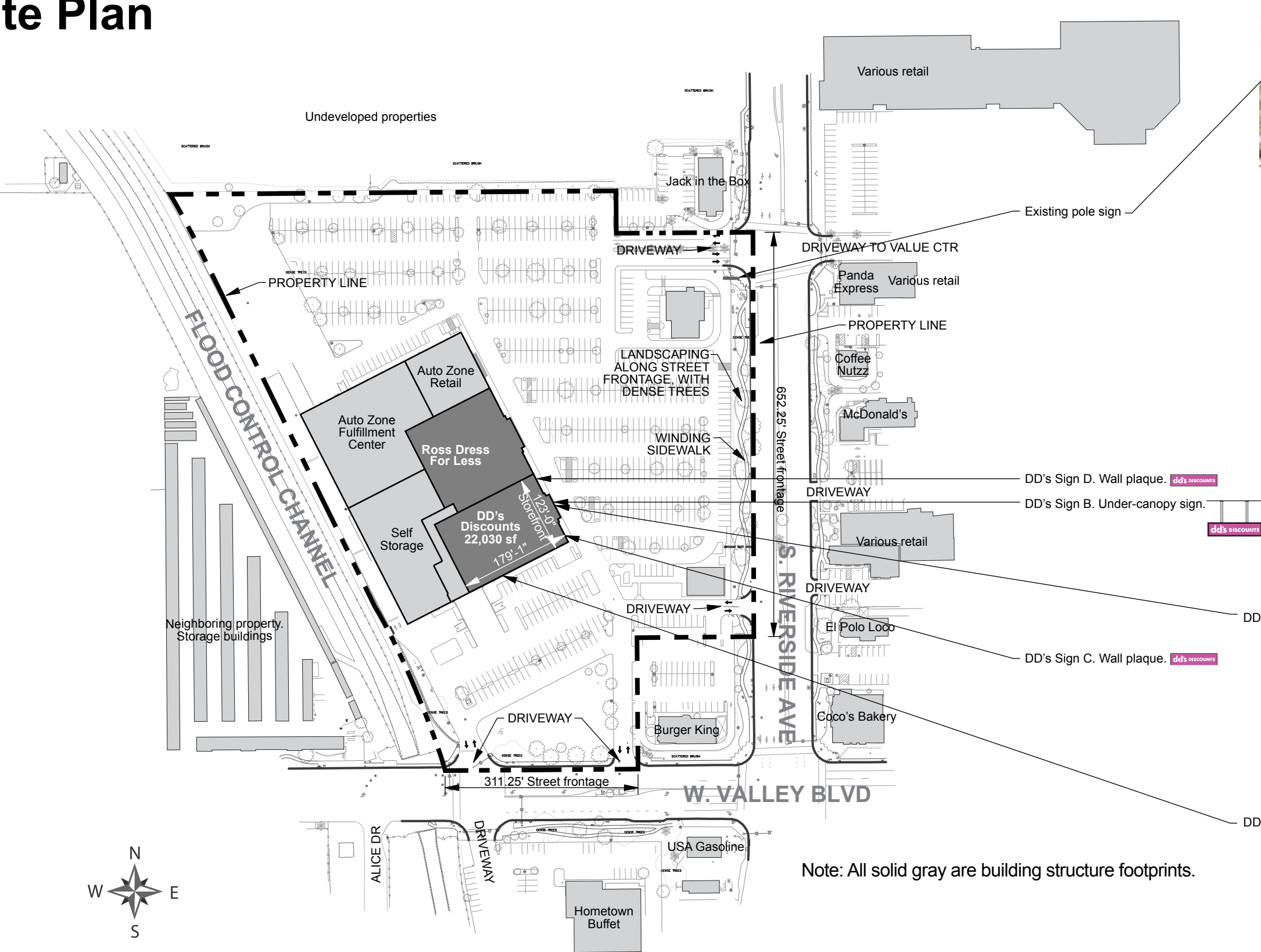


1610 S Riverside Ave., Rialto, CA 92376
Variance for additional sign area

Drawn
Updated

09/04/18

Site Plan



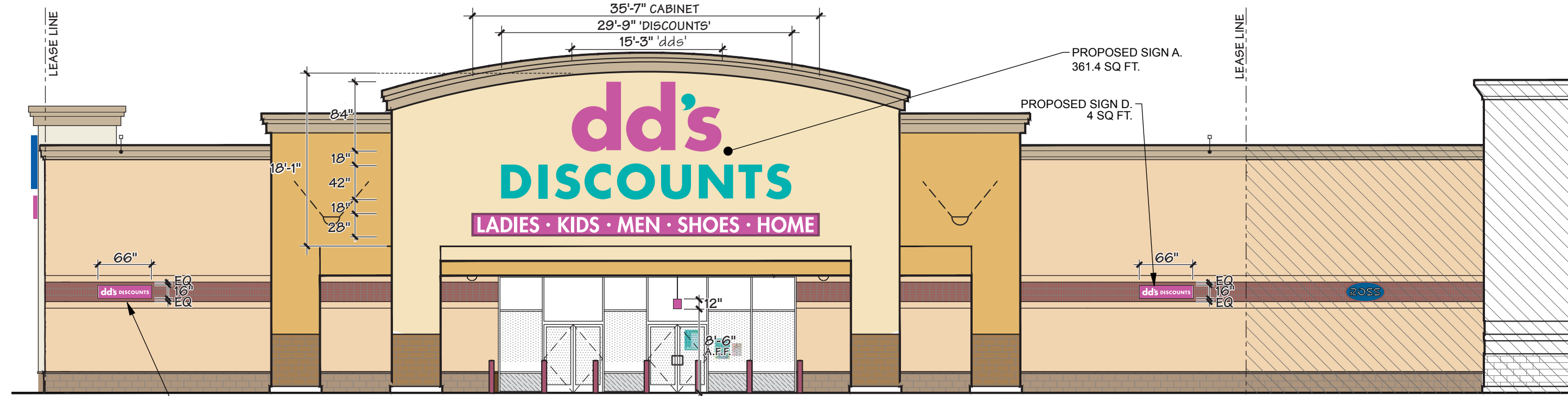
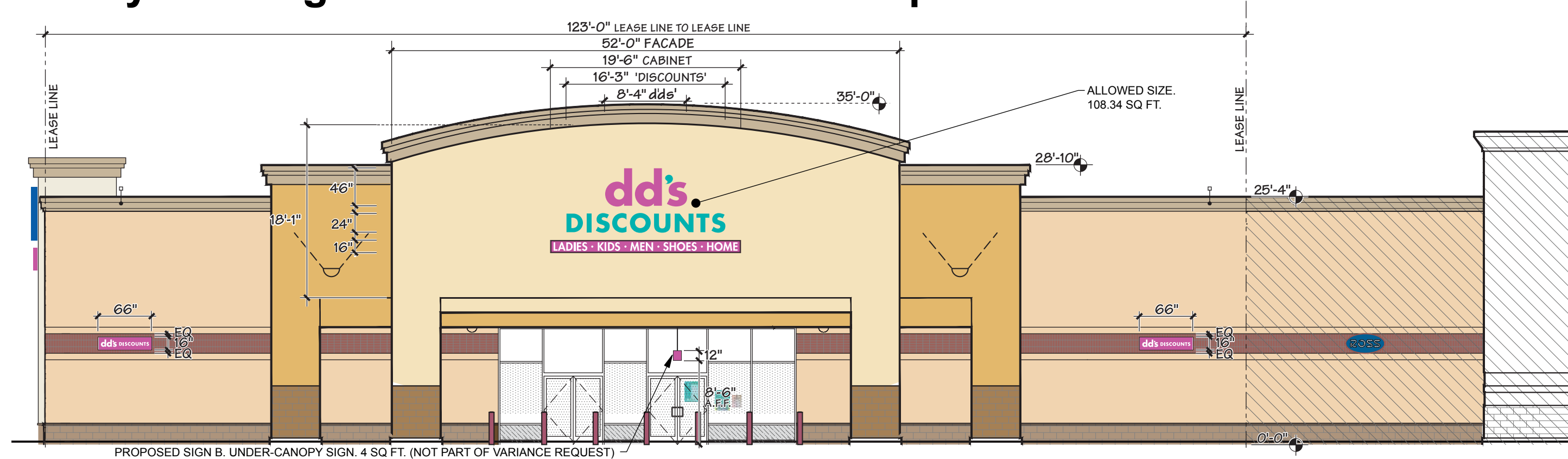
Note: All solid gray are building structure footprints.



A SITE PLAN
SCALE 1" = 180'

REV	DATE	DESCRIPTION
Δ		

Primary Wall Sign Elevation - Allowed vs Proposed




(A) EAST ELEVATION - FACING RIVERSIDE AVE
SCALE 3/32" = 1'



1057 solano ave.
p.o. box 6153
albany, ca 94706-0153
510/526-0296 fax 526-6092
www.billmoore.com



MEMBER
California Sign Association
ISA



1610 S Riverside Ave., Rialto, CA 92376
Variance for additional sign area

Drawn Updated 09/04/18

East Elevation Visibility Issue

WHILE THIS VIEW DOESN'T SHOW THE NEW FACADES, IT DOES DEMONSTRATE THE VISIBILITY CHALLENGE.



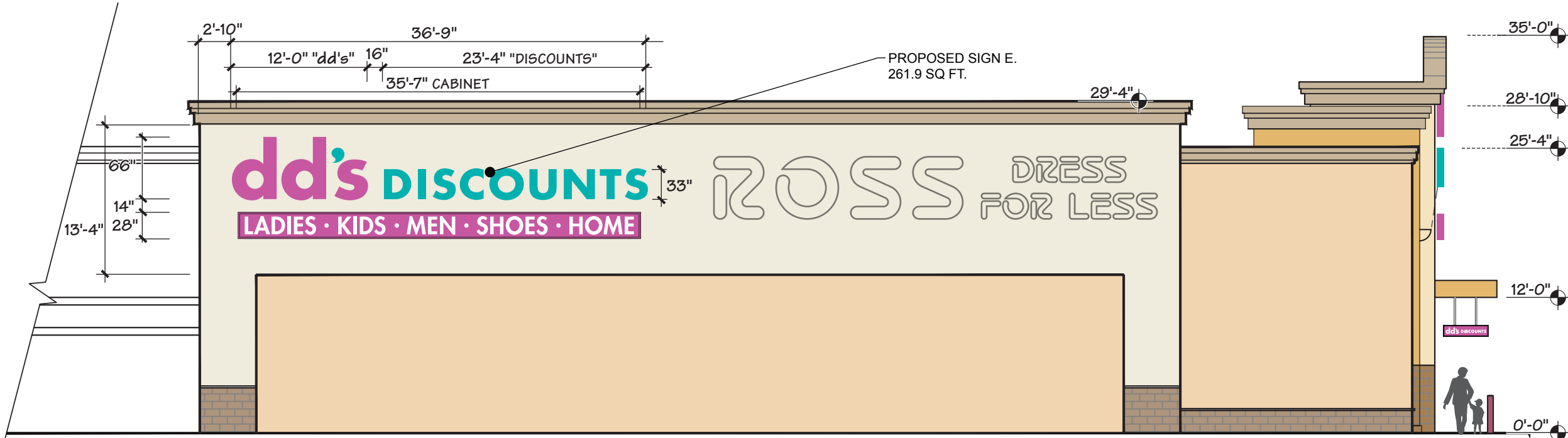
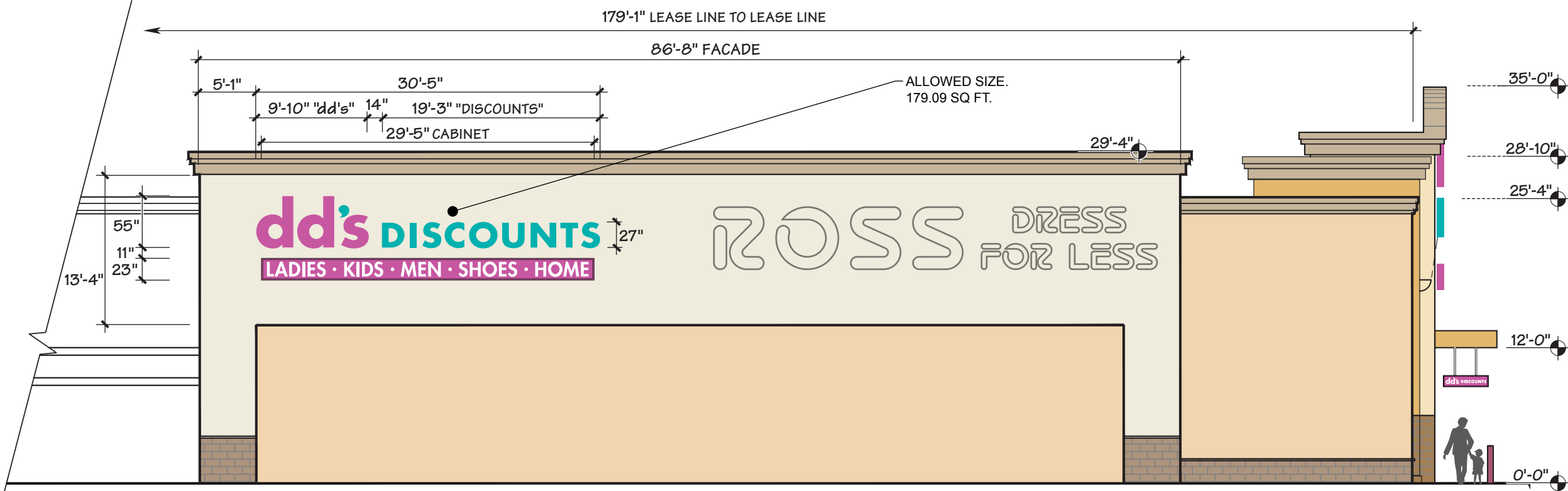
Viewed from sidewalk along Riverside Ave

THIS VIEW POINTS OUT VISIBILITY ISSUES CAUSED BOTH BY TREES AND THE DRAMATIC ELEVATION DROP.



Viewed from center divider along Riverside Ave

South Elevation



A SOUTH ELEVATION - FACING VALLEY BLVD
SCALE 3/32" = 1'



1057 solano ave.
p.o. box 6153
albany, ca 94706-0153
510/526-0296 fax 526-6092
www.billmoore.com

bill moore & associates



dd's
DISCOUNTS

1610 S Riverside Ave., Rialto, CA 92376
Variance for additional sign area

Drawn
Updated

09/04/18

South Elevation Visibility Issue



(A) SOUTH ELEVATION - FACING VALLEY BLVD



1057 solano ave.
p.o. box 6153
albany, ca 94706-0153
510/526-0296 fax 526-6092
www.billmoore.com

bill moore & associates



dd's
DISCOUNTS

1610 S Riverside Ave., Rialto, CA 92376
Variance for additional sign area

Drawn
Updated

09/04/18

Sign Details

Sign A. Illuminated wall sign



84"H INDIVIDUAL "DD'S" PAN CHANNEL LOGO LETTERS:
FACES: 7328 SG WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-118 INTENSE MAGENTA (3M 3630-236 FOR TURQUOISE APOSTROPHE)
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS

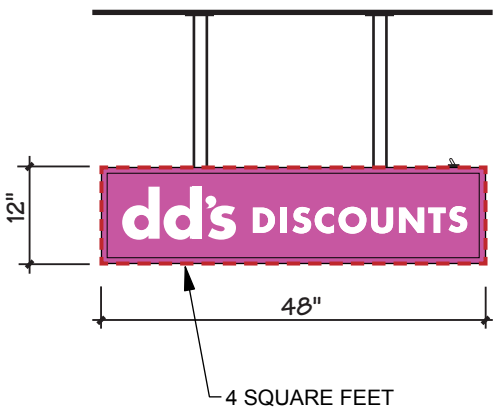
361.4 SQUARE FEET

42"H INDIVIDUAL "DISCOUNTS" PAN CHANNEL LOGO LETTERS:
FACES: 7328 SG WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-236 TURQUOISE
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 5000K NATURAL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS

28"H X 35'-7"W X 5"D SINGLE-FACE INTERNALLY-ILLUMINATED CABINET SIGN:
2" RETAINERS PAINTED TO MATCH MAGENTA,
RETURNS: 8"D ALUMINUM PAINTED MAGENTA TO MATCH PMS #2415C
MATTHEWS #MP00875 GLOSSY
FACE: TRANSLUCENT SG WHITE SOLAR GRADE ACRYLIC WITH 3M 3630-118 INTENSE MAGENTA VINYL OVERLAY AND 18"H COPY WEEDED AWAY.
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS

A SIGN A DETAILS
SCALE 1/2" = 1'

Sign B. Illuminated under-canopy sign
(NOT PART OF VARIANCE REQUEST)



12"H X 48"W X 10"D DOUBLE-FACE INTERNALLY-ILLUMINATED UNDERCANOPY SIGN.

CABINET: ALUMINUM SKIN OVER ANGLE FRAME, FOG INTERIOR WHITE, PRIME AND PAINT OUTSIDE SURFACES MATTHEWS ACRYLIC POLYURETHANE (M.A.P.) TO MATCH INTENSE MAGENTA

RETAINERS: 3/4" ALUMINUM PAINTED TO MATCH CABINET

FACES: 0.177 (3/16") 7328 WHITE ACRYLIC WITH 6 1/2" HIGH WHITE "DD'S" COPY AND 3 1/8" HIGH WHITE "DISCOUNTS" COPY REVERSED OUT OF 3M 3630-118 INTENSE MAGENTA TRANSLUCENT VINYL OVERLAY

4 SQUARE FEET

C SIGN B DETAILS
SCALE 1/2" = 1'

Sign E. Illuminated wall sign



66"H INDIVIDUAL "DD'S" PAN CHANNEL LOGO LETTERS:
FACES: 7328 SG WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-118 INTENSE MAGENTA (3M 3630-236 FOR TURQUOISE APOSTROPHE)
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS

261.9 SQUARE FEET

33"H INDIVIDUAL "DISCOUNTS" PAN CHANNEL LOGO LETTERS:
FACES: 7328 SG WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-236 TURQUOISE
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 5000K NATURAL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS

28"H X 35'-7"W X 5"D SINGLE-FACE INTERNALLY-ILLUMINATED CABINET SIGN:
2" RETAINERS PAINTED TO MATCH MAGENTA,
RETURNS: 8"D ALUMINUM PAINTED MAGENTA TO MATCH PMS #2415C
MATTHEWS #MP00875 GLOSSY
FACE: TRANSLUCENT SG WHITE SOLAR GRADE ACRYLIC WITH 3M 3630-118 INTENSE MAGENTA VINYL OVERLAY AND 18"H COPY WEEDED AWAY.
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS

B SIGN E DETAILS
SCALE 1/2" = 1'

Signs C & D. Non-illuminated wall plaques



16"H X 66"W X 3/4"D SINTRA DD'S LOGO WALL PLAQUES. TWO (2) REQUIRED AS SHOWN.

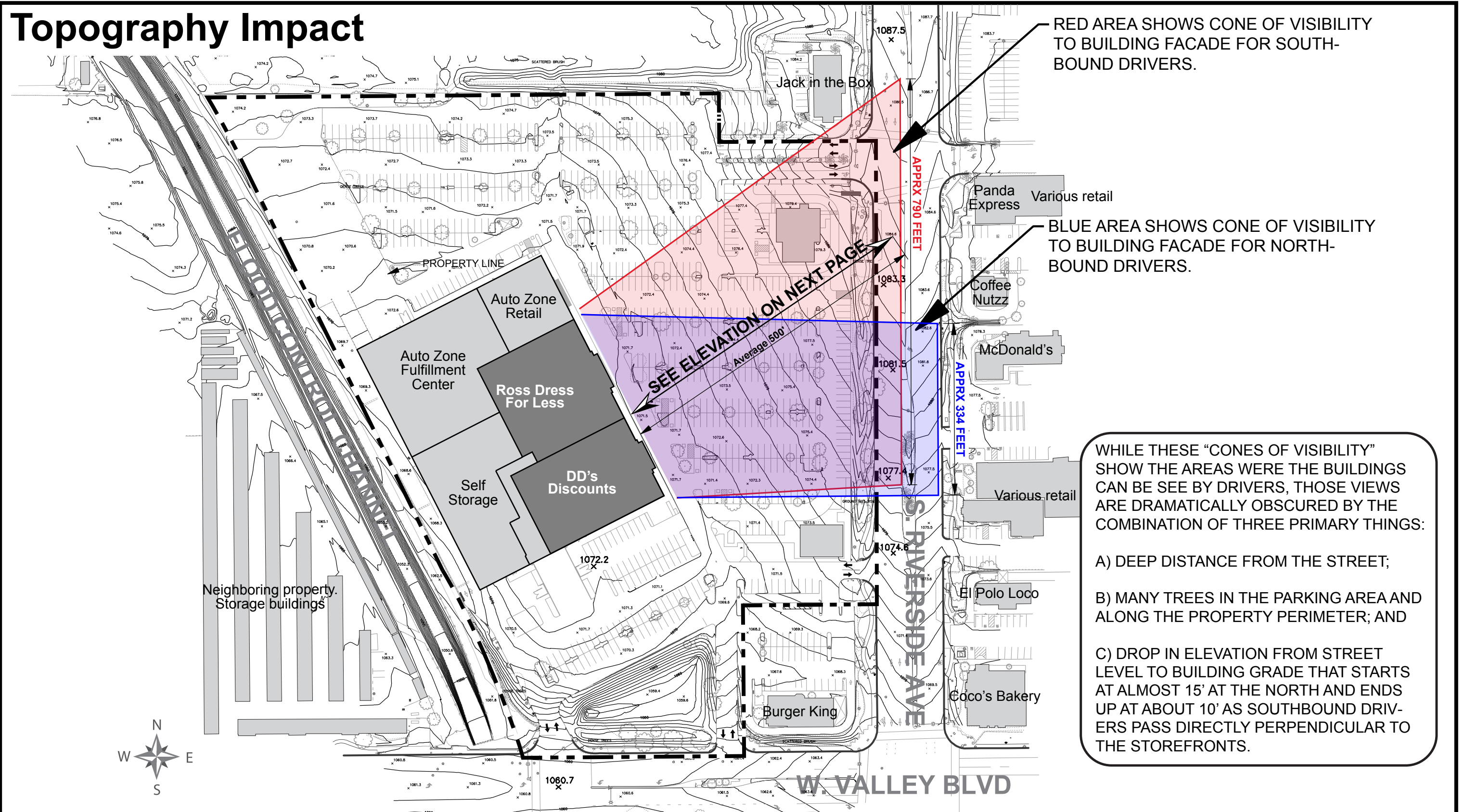
SINTRA WITH TRANSLUCENT 3M 3630-118 INTENSE MAGENTA VINYL OVERLAY.

9"H "DD'S" WHITE LOGO COPY AND 4-3/8"H "DISCOUNTS" WHITE LOGO COPY

7.33 SQUARE FEET

D SIGNS C & D DETAILS
SCALE 1/2" = 1'

Topography Impact



(A) TOPOGRAPHY SITE PLAN
SCALE 1" = 130'



1057 solano ave.
p.o. box 6153
albany, ca 94706-0153
510/526-0296 fax 526-6092
www.billmoore.com



bill moore & associates

dd's
DISCOUNTS

1610 S Riverside Ave., Rialto, CA 92376
Variance for additional sign area

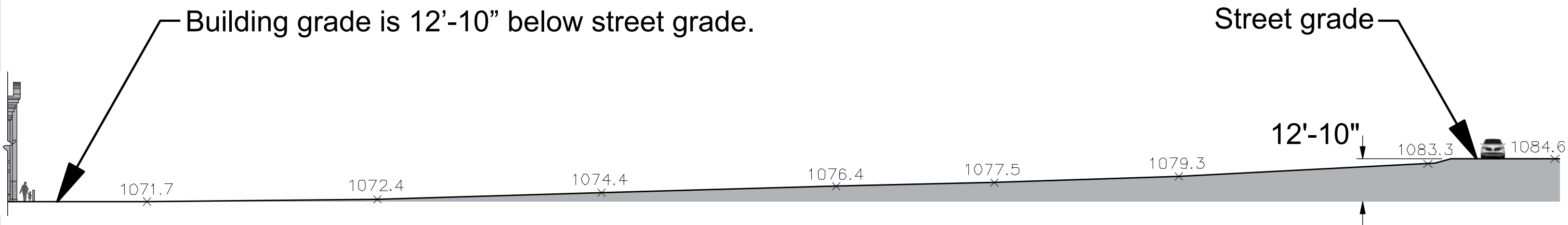
Drawn	
Updated	

09/04/18

Elevation Drop - Side View

THIS DRAMATIC DROP IN ELEVATION IS VERY UNUSUAL. IT RESULTS IN THE PERCEPTION OF A LOSS OF PRESENCE FOR THE STOREFRONTS. ALL WALL SIGNS END UP BEING 10' TO 15' LOWER THAN THEY WOULD OTHERWISE BE AS VIEWED BY DRIVERS IN BOTH DIRECTIONS ALONG RIVERSIDE AVE.

WHEN THE BUILDING CONTAINED ONE LARGE TENANT, THIS WAS LESS OF AN ISSUE, BECAUSE THAT TENANT COULD INSTALL A LARGE IDENTIFICATION SIGN THAT ANCHORED THE ENTIRE BUILDING. NOW THAT THE BUILDING IS SPLIT UP INTO MULTIPLE TENANTS, THE SIGNS MUST BE LARGE ENOUGH TO OVERCOME THE COMBINATION OF VISIBILITY CHALLENGES THAT ARE UNIQUE WITHIN THE CITY.



(A) ELEVATION SIDE VIEW
SCALE 1" = 30'



bill moore & associates

1057 solano ave.
p.o. box 6153
albany, ca 94706-0153
510/526-0296 fax 526-6092
www.billmoore.com



dd's
DISCOUNTS

1610 S Riverside Ave., Rialto, CA 92376
Variance for additional sign area

Drawn
Updated

09/04/18