

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

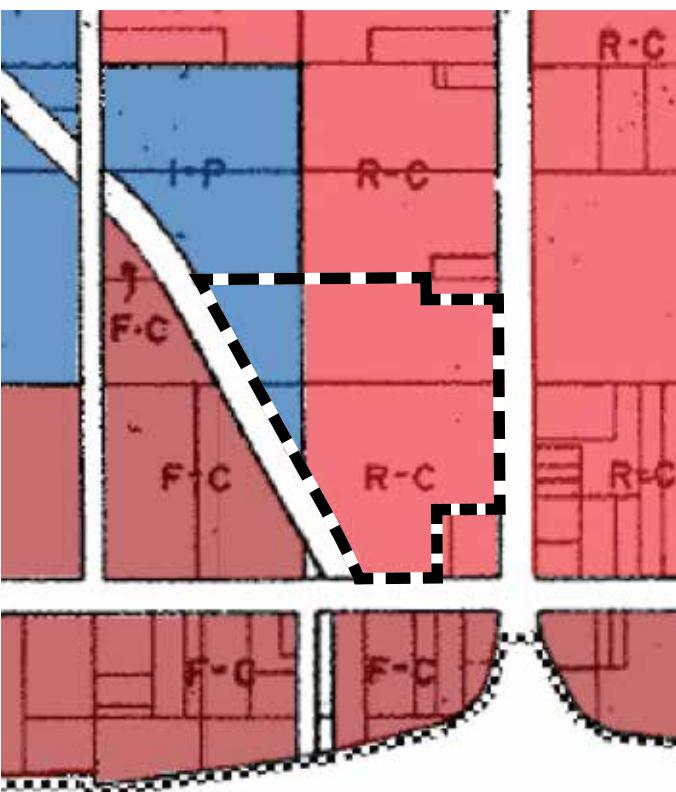
Representative/Prepared by:
Mitch Chemers & Jeff Aran
Imagetech Services
18960 Ventura Blvd #127
Tarzana, CA 91356
818-468-2955
mitch@signbump.com

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 *****

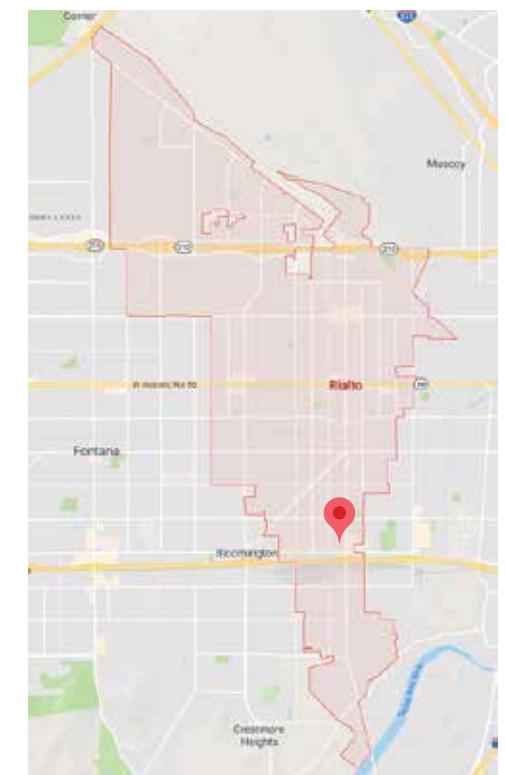
dd's DISCOUNTS

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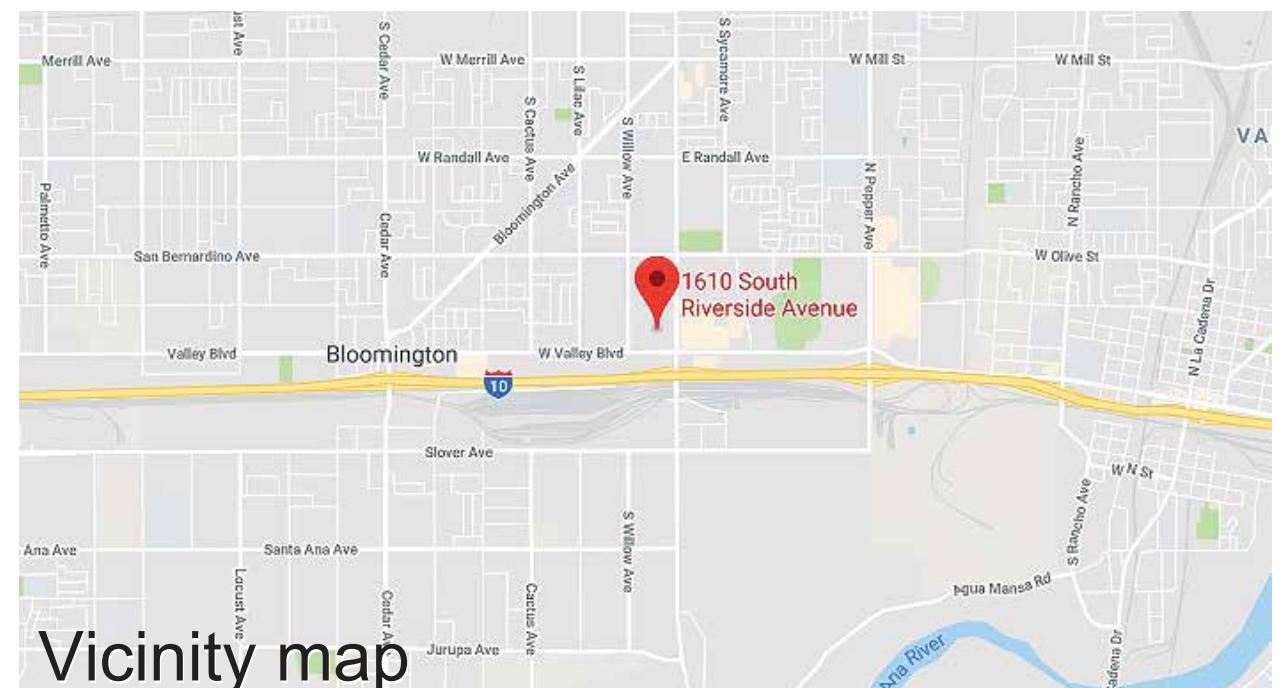
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Neighboring Land Uses

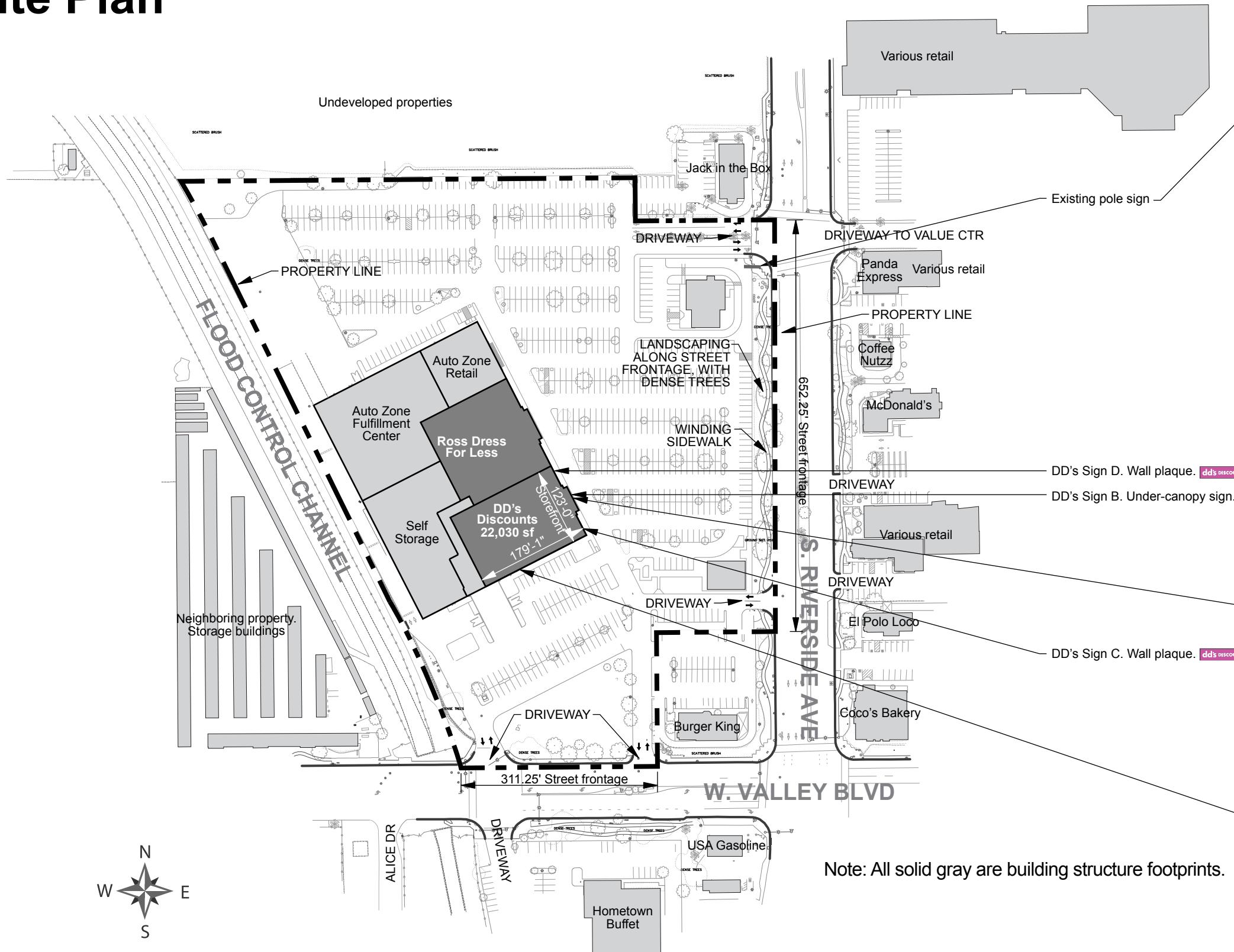


City-wide map



Vicinity map

Site Plan



dd's DISCOUNTS

dd's DISCOUNTS

LADIES · KIDS · MEN · SHOES · HOME

Note: All solid gray are building structure footprints.

REV	DATE	DESCRIPTION
△		

A SITE PLAN



bill moore & associate



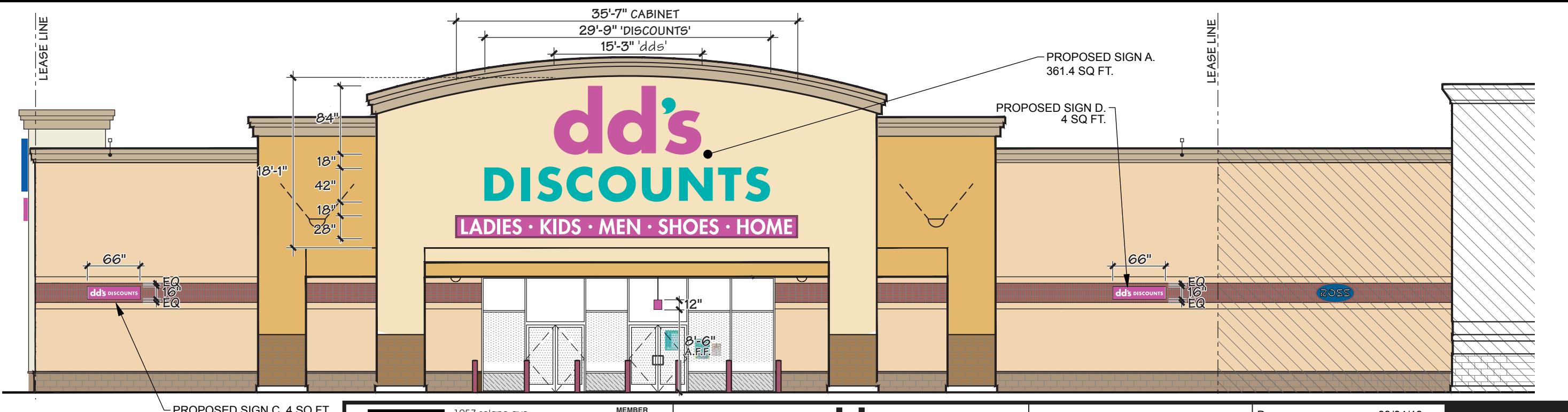
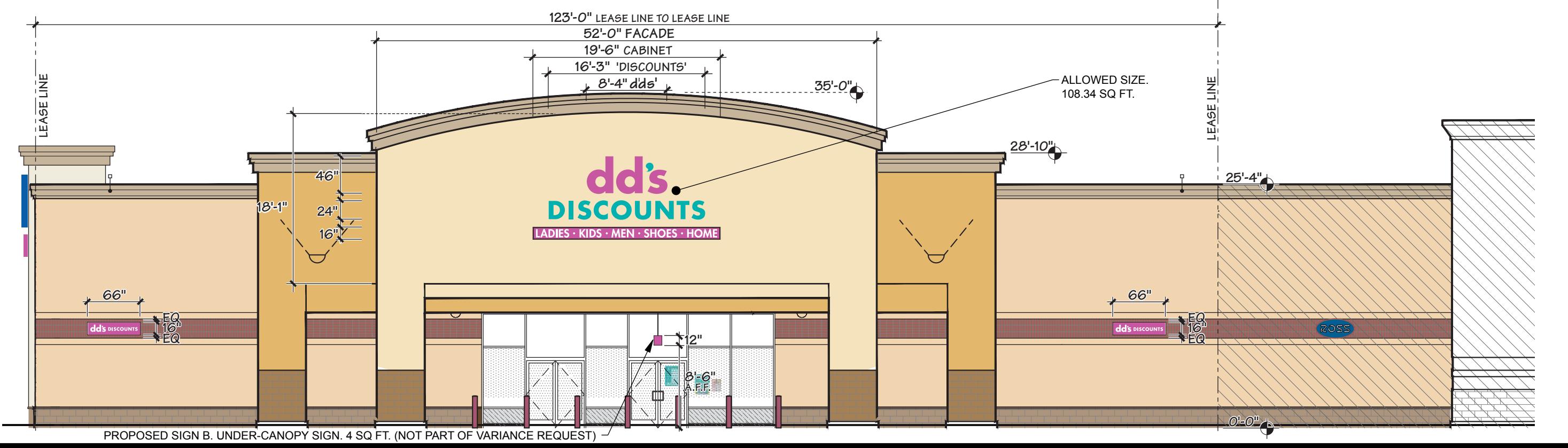


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Drawn
Updated

09/04/18

Primary Wall Sign Elevation - Allowed vs Proposed



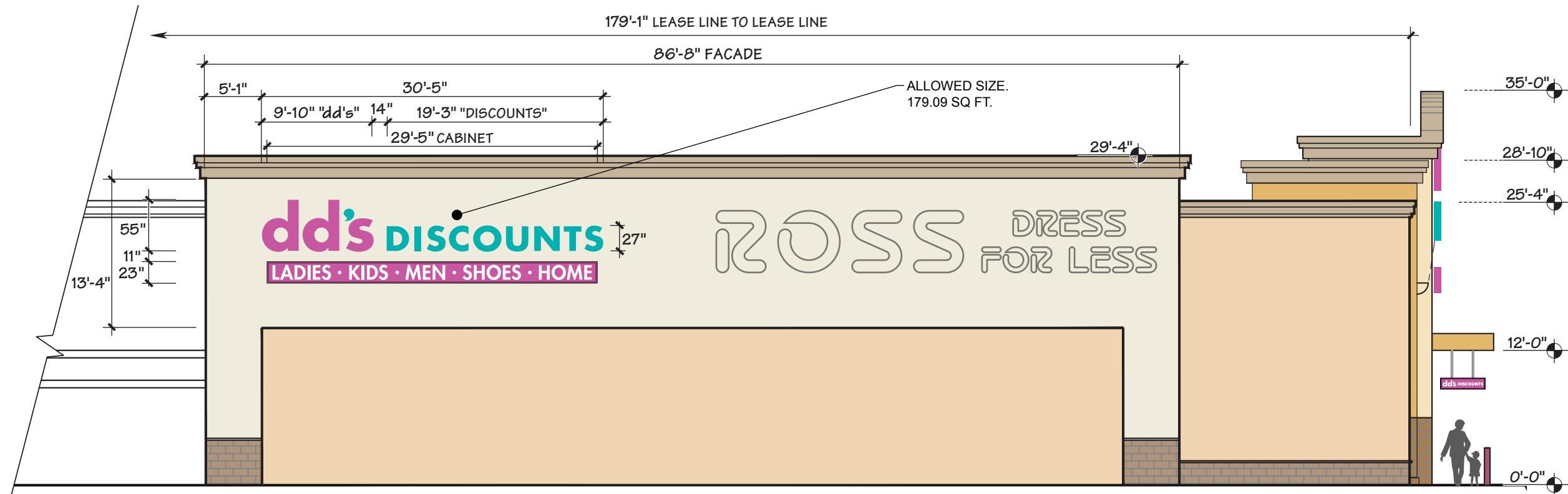
(A) EAST ELEVATION - FACING RIVERSIDE AVE
SCALE 3/32" = 1'

East Elevation Visibility Issue



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

South Elevation



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

South Elevation Visibility Issue



A SOUTH ELEVATION - FACING VALLEY BLVD

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

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

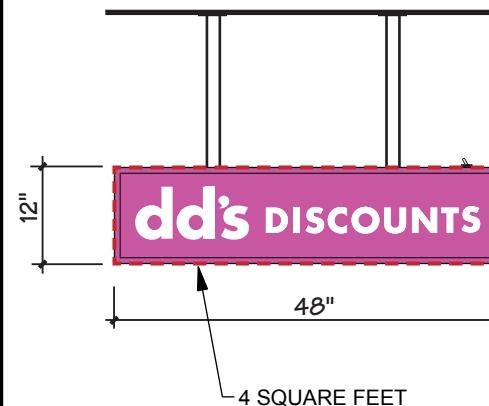
28"H X 35'-7"W X 5"D SINGLE-FACE INTERNALLY-ILLUMINATED CABINET SIGN:
2" RETAINERS PAINTED TO MATCH MAGENTA, RETURNS: 8"D ALUMINUM PAINTED MAGENTA TO MATCH PMS #2415C MATTHEWS #MP00875 GLOSSY
FACE: TRANSLUCENT SG WHITE SOLAR GRADE ACRYLIC WITH 3M 3630-118 INTENSE MAGENTA VINYL OVERLAY AND 18"H COPY WEDED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

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

361.4 SQUARE FEET

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

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

Signs C & D. Non-illuminated wall plaques



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

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 WEDED AWAY.
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS

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



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



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.

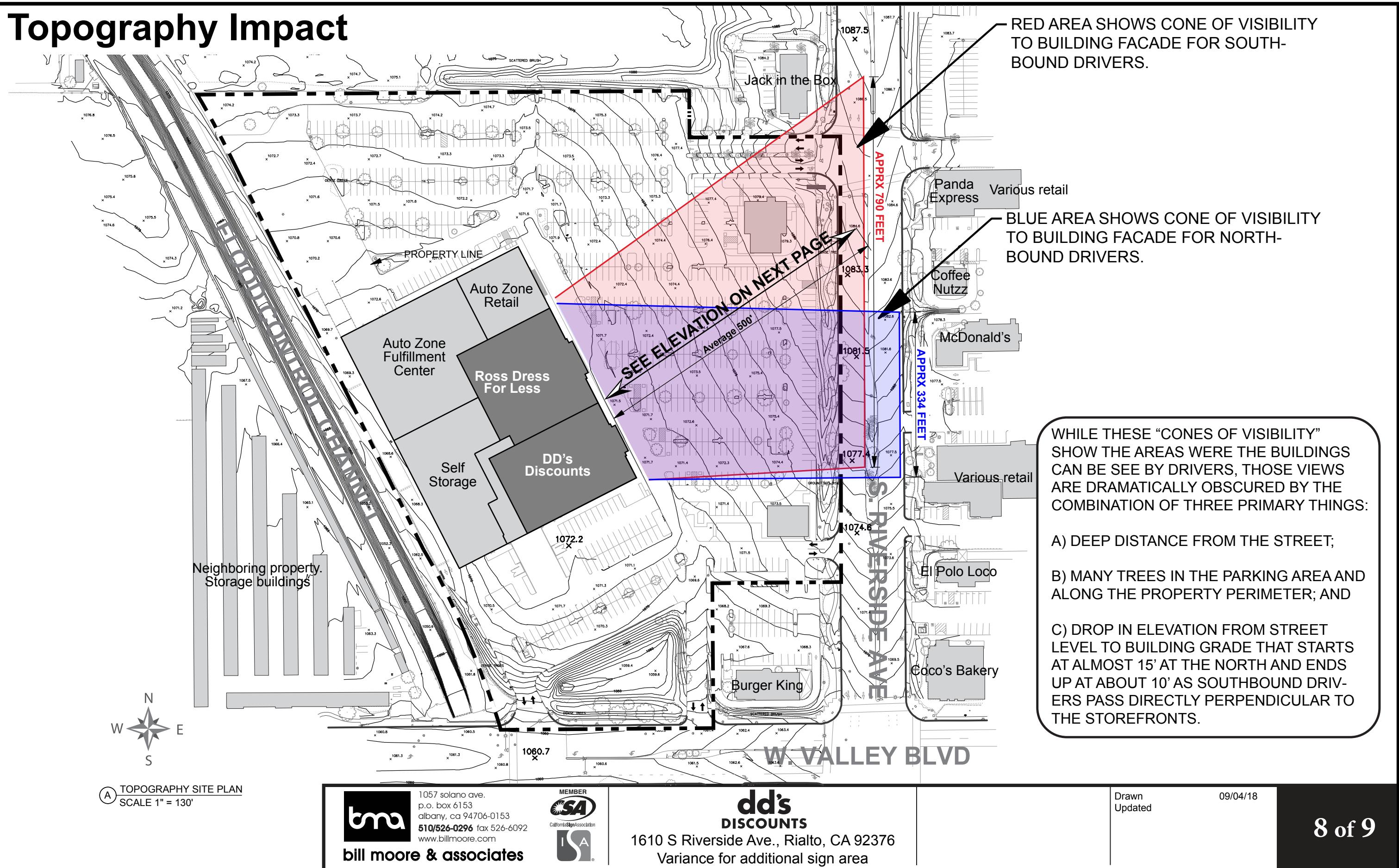
9"H "DD'S" WHITE LOGO COPY AND 4-3/8"H "DISCOUNTS" WHITE LOGO COPY

Drawn
Updated

09/04/18

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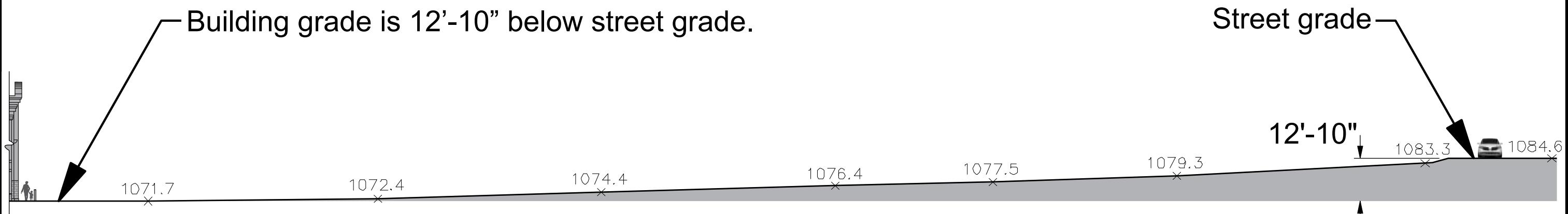
Topography Impact



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'