

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: 25,104 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 *****

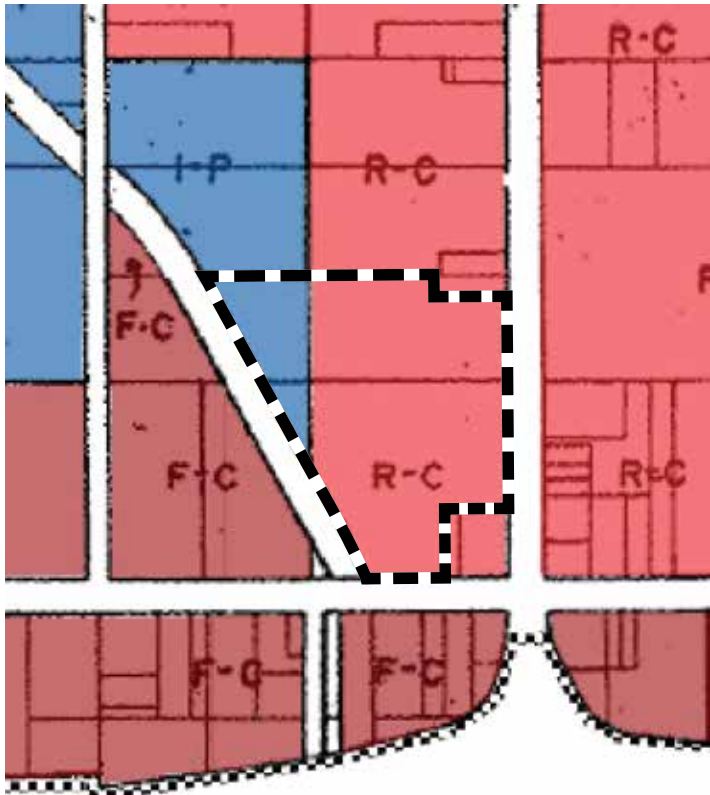
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DRESS FOR LESS

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:	351 sq ft
South elevation illuminated wall sign:	215.4 sq ft
Illuminated under-canopy sign:	7.3 sq ft
Non-illuminated wall plaques, 8 sq ft x 2:	16 sq ft.
Overall sign area:	589.7 sq ft.



Neighboring Land Uses

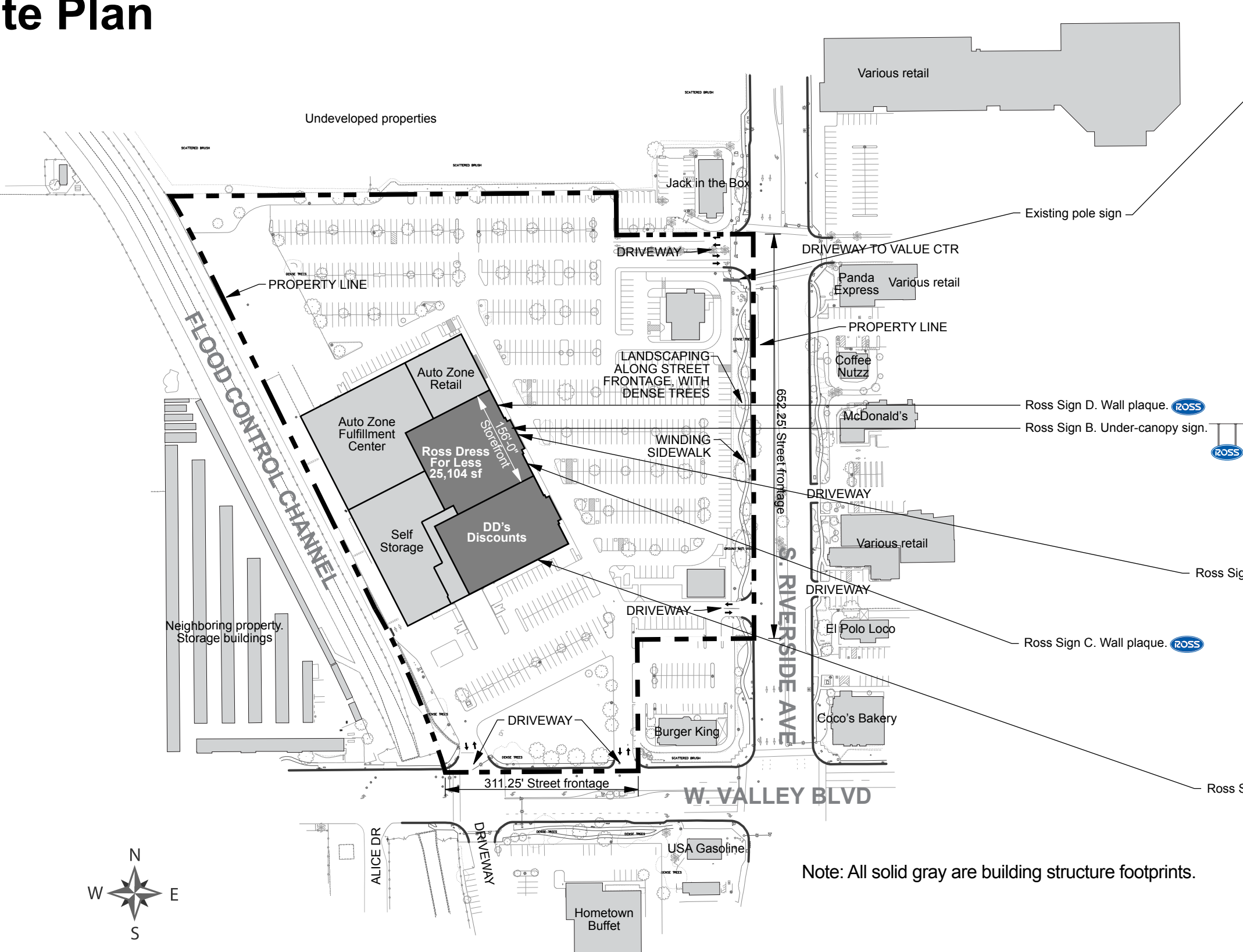


City-wide map



Vicinity map

Site Plan



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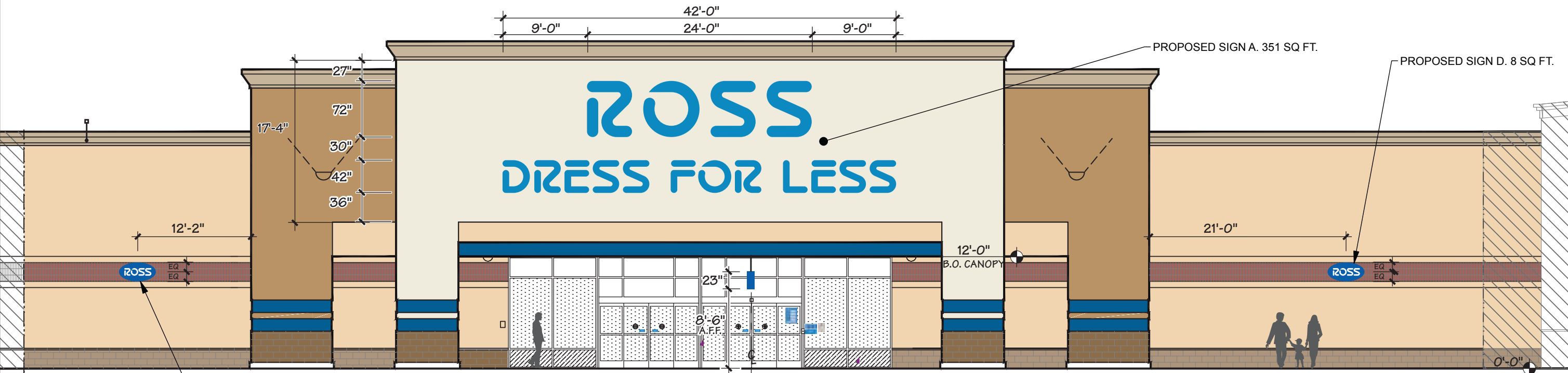
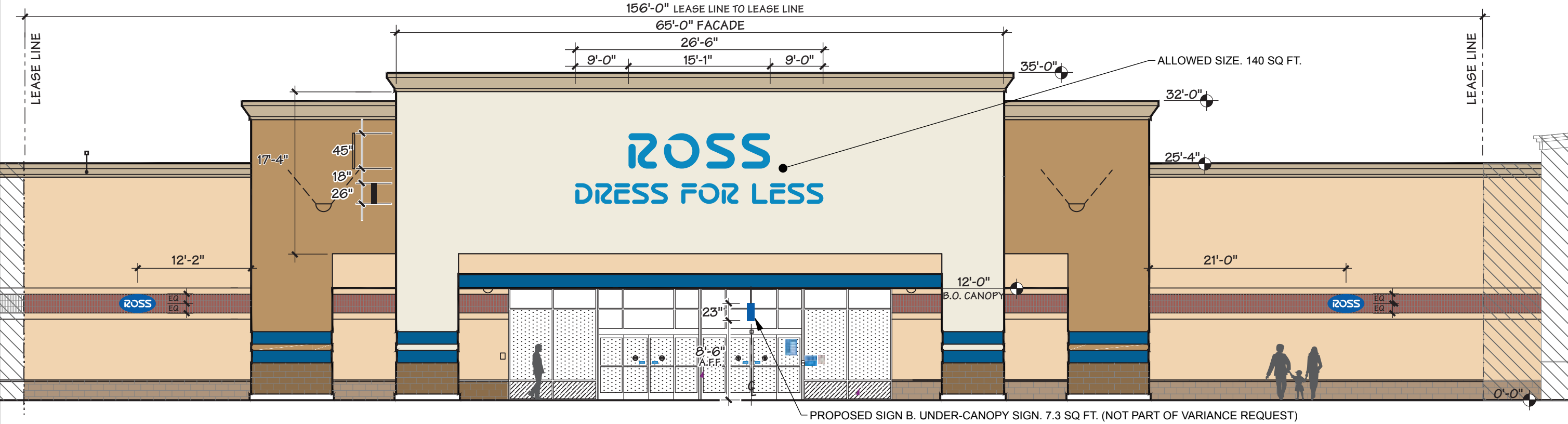
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Note: All solid gray are building structure footprints.

REV	DATE	DESCRIPTION
Δ		

N
W E
S
A SITE PLAN
SCALE 1" = 180'

Primary Wall Sign Elevation - Allowed vs Proposed



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

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



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Drawn
Updated
09/04/18

East Elevation Visibility Issue

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



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



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

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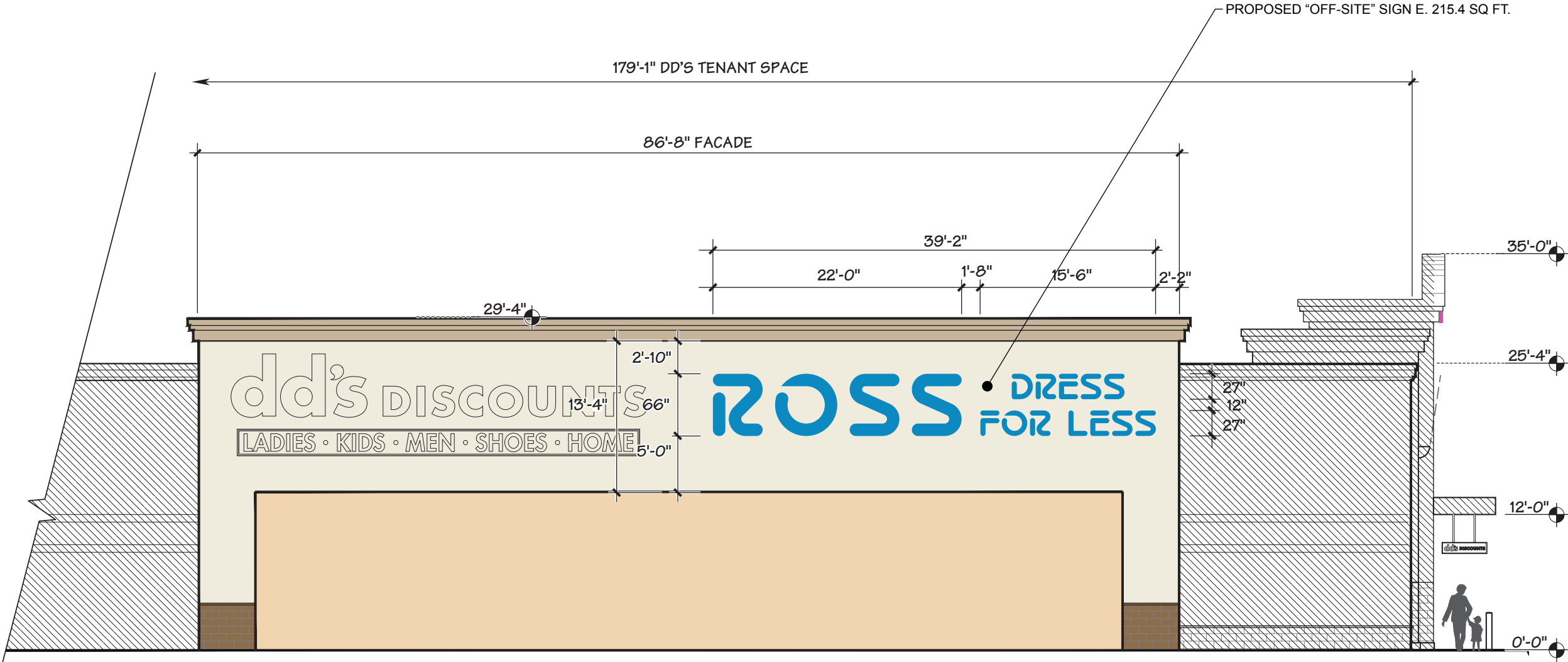


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Sign Details

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South Elevation



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



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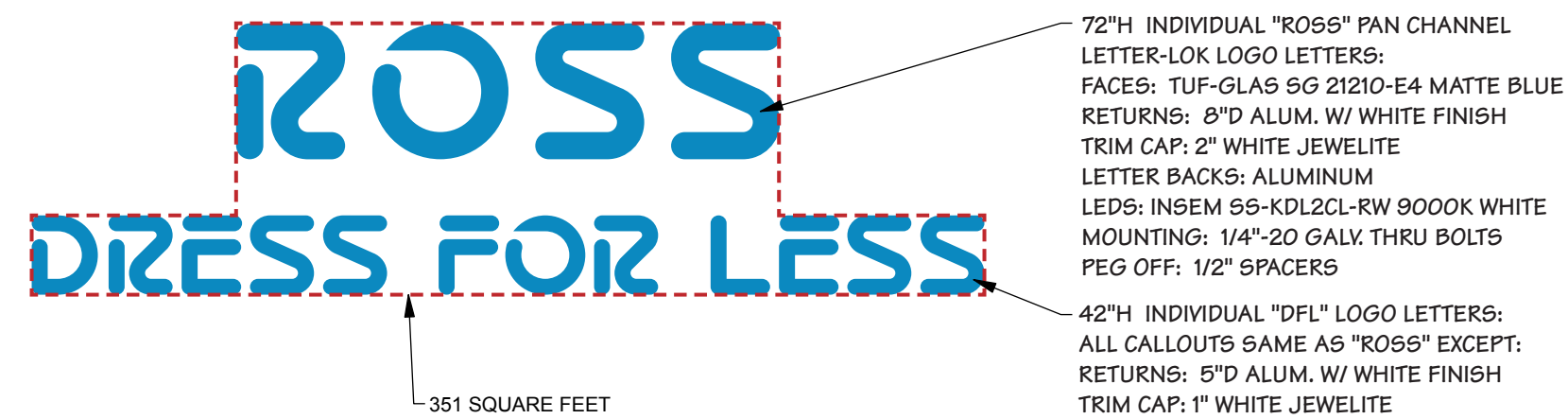
09/04/18

South Elevation Visibility Issue



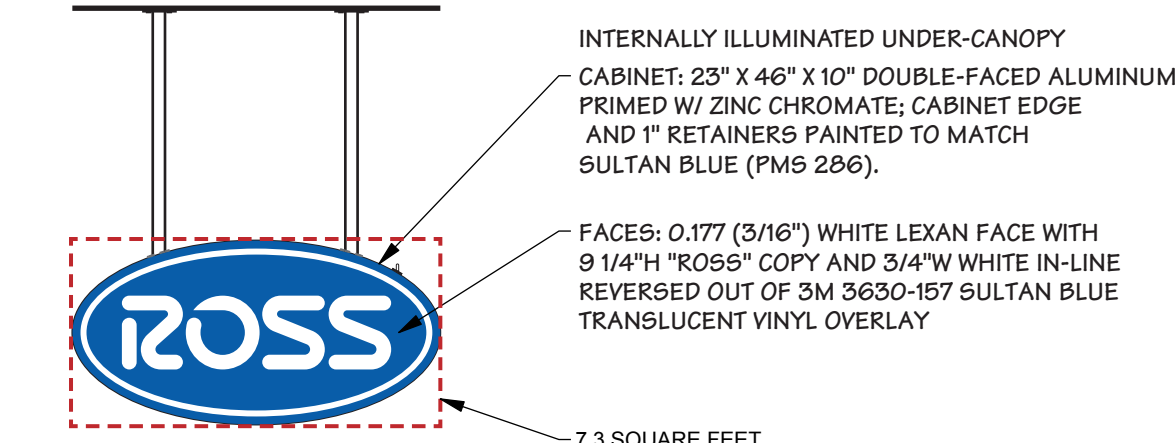
Sign Details

Sign A. Illuminated wall sign



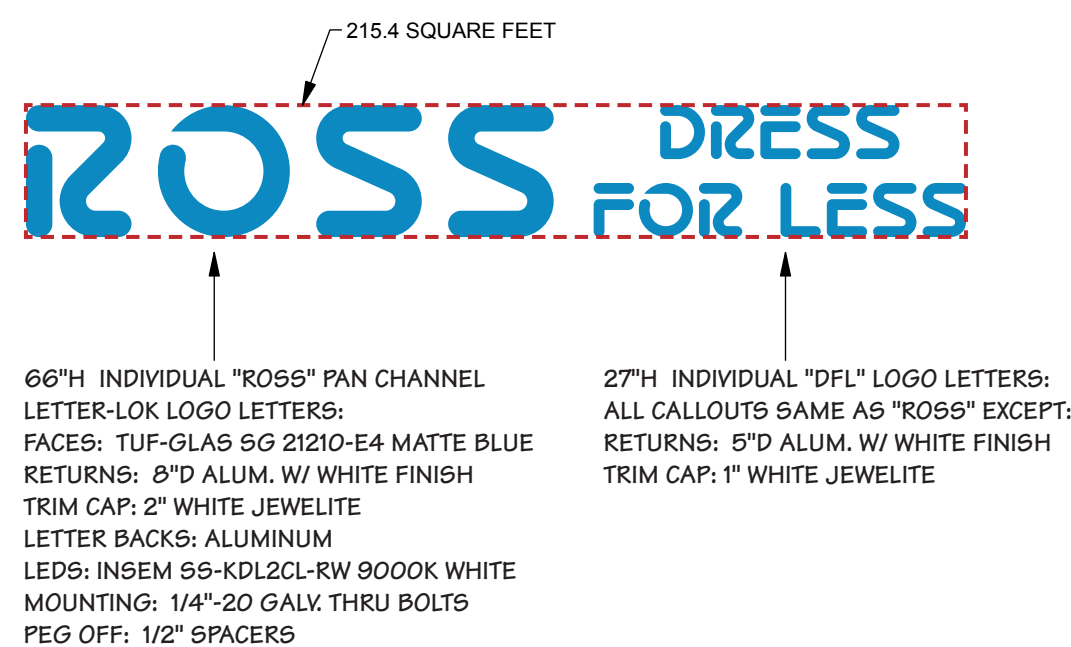
A SIGN A DETAILS
SCALE 1/8" = 1'

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



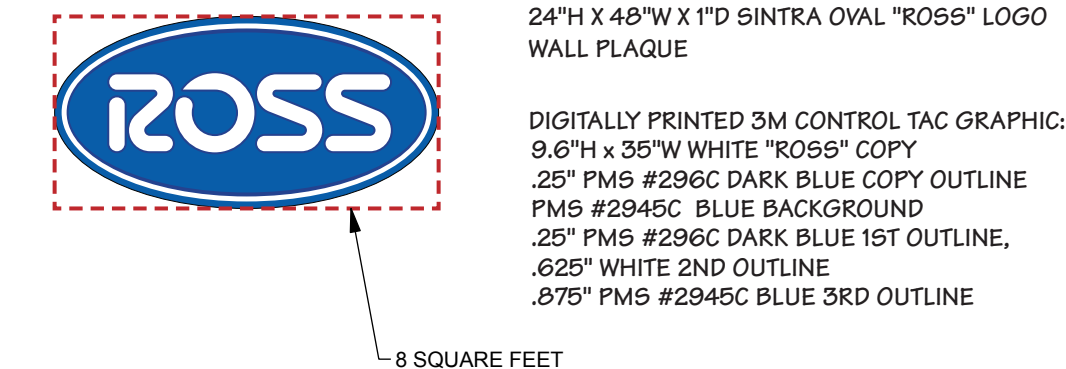
C SIGN B DETAILS
SCALE 1/2" = 1'

Sign E. Illuminated wall sign



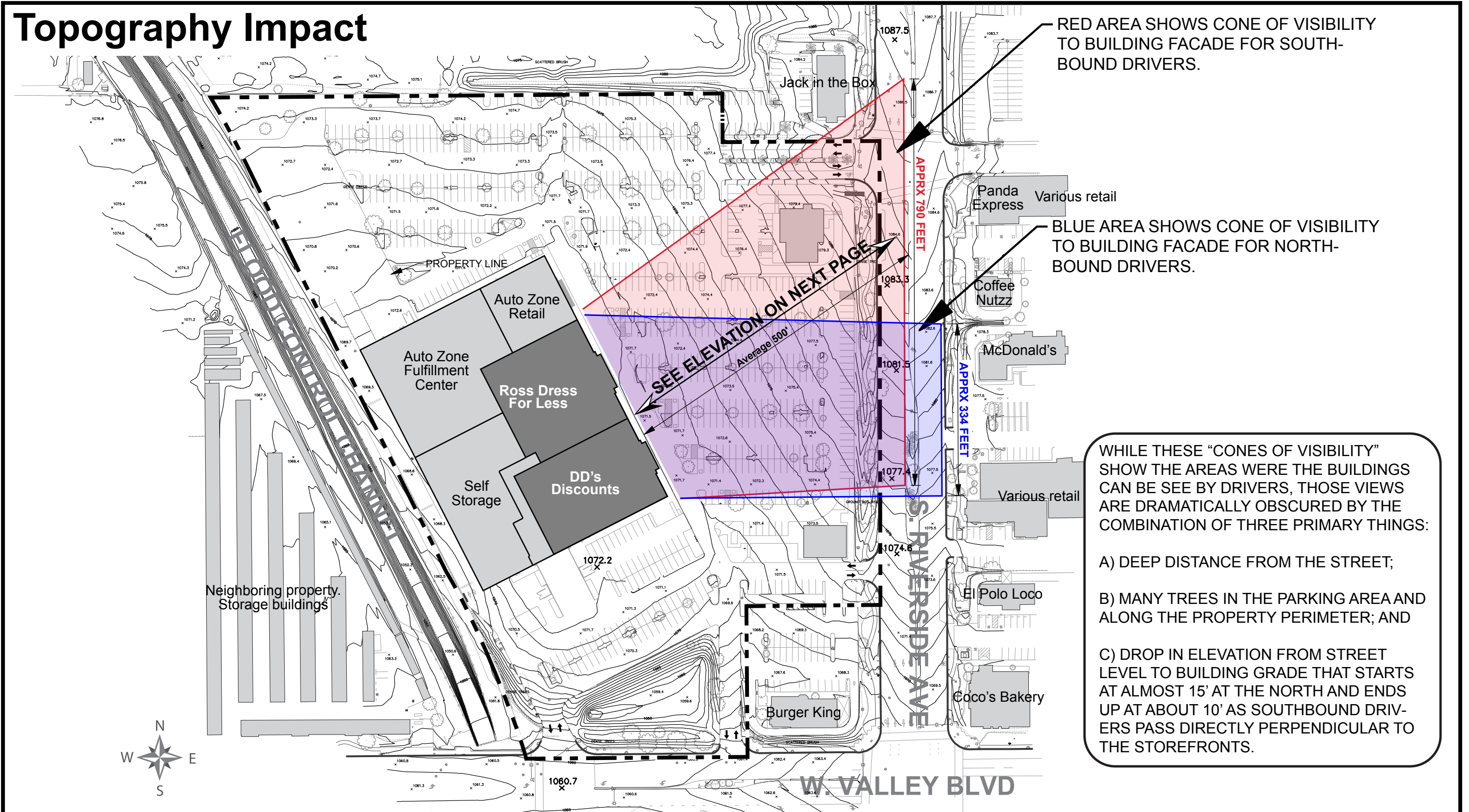
B SIGN E DETAILS
SCALE 1/8" = 1'

Signs C & D. Non-illuminated wall plaques



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

Topography Impact



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



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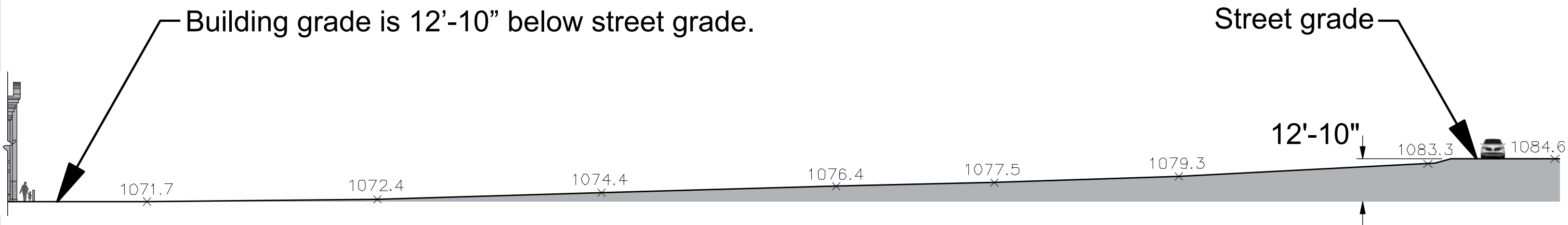
Drawn	
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Elevation Drop - Side View

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'



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