

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

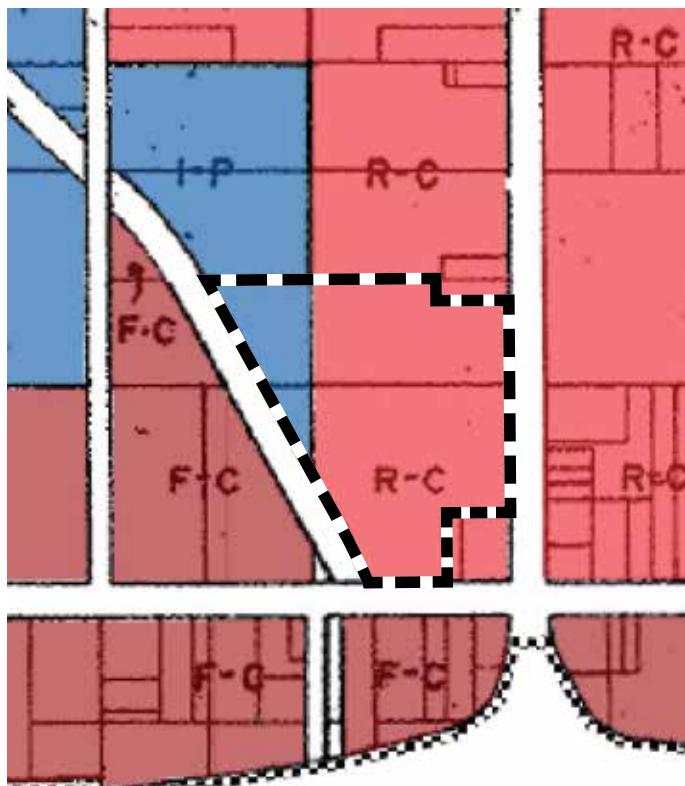
Legal: T L And W Co S B L E 1/2 Lot 209 And N 12 Ft Colton Ave  
Now Known As Valley Blvd Vacated Adj On S Ex S 70 Ft Lying Within  
Colton Ave And Ex Com At Intersection Of N Li Colton Ave 100 Ft Wide  
And W Li Riverside Ave 80 Ft Wide Th W Alg N Li Colton Ave 200 Ft Th  
N Parallel With W Li Of Riverside 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 \*\*\*\*\*

# ROSS

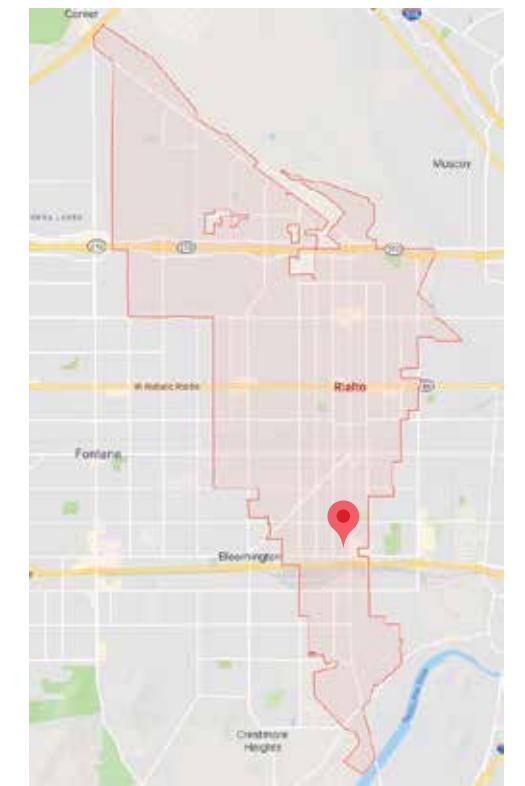
## DRESS FOR LESS

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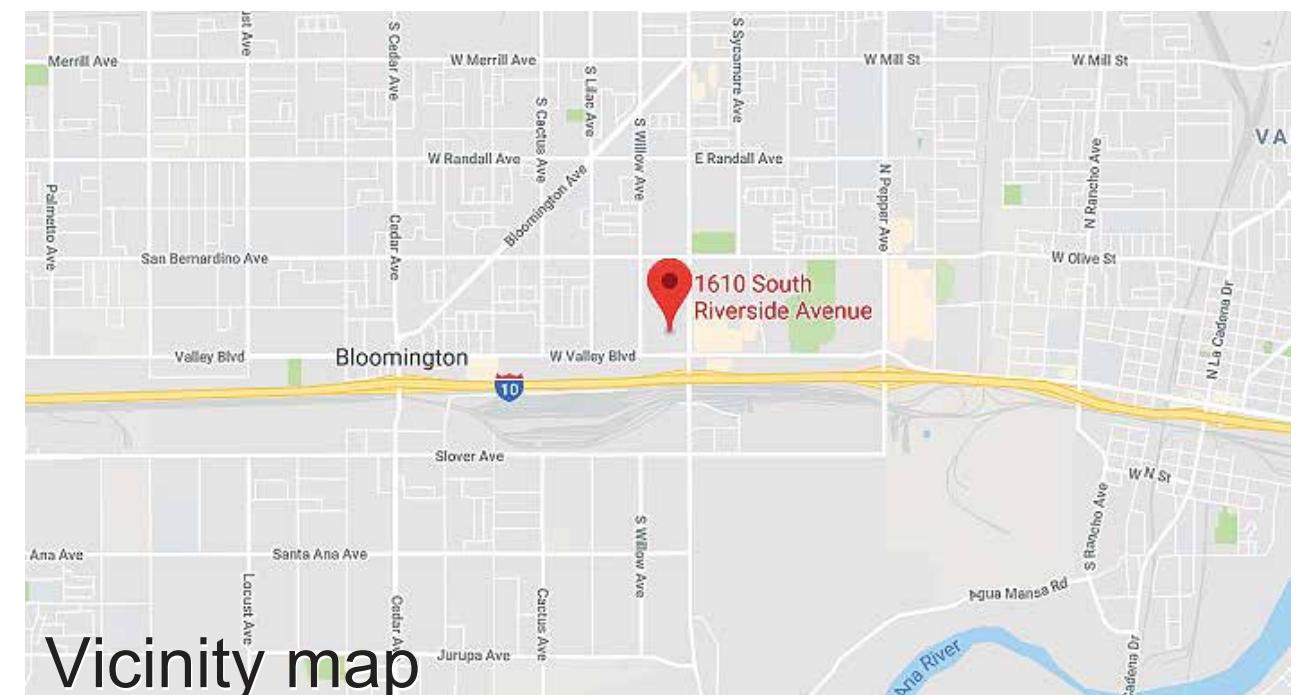
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Neighboring Land Uses

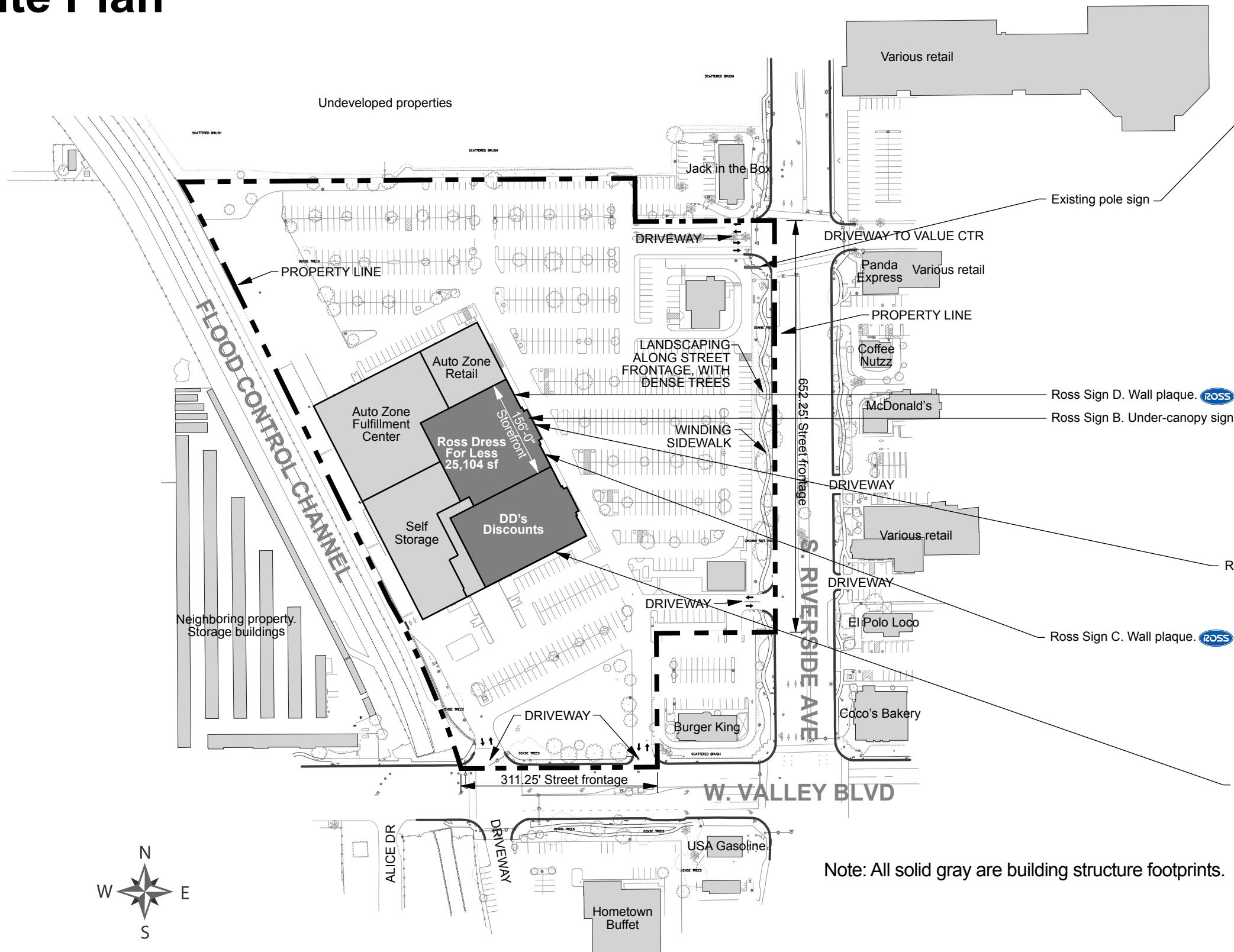


City-wide map



Vicinity map

# Site Plan



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Note: All solid gray are building structure footprints.

**A SITE PLAN**  
SCALE 1" = 180'



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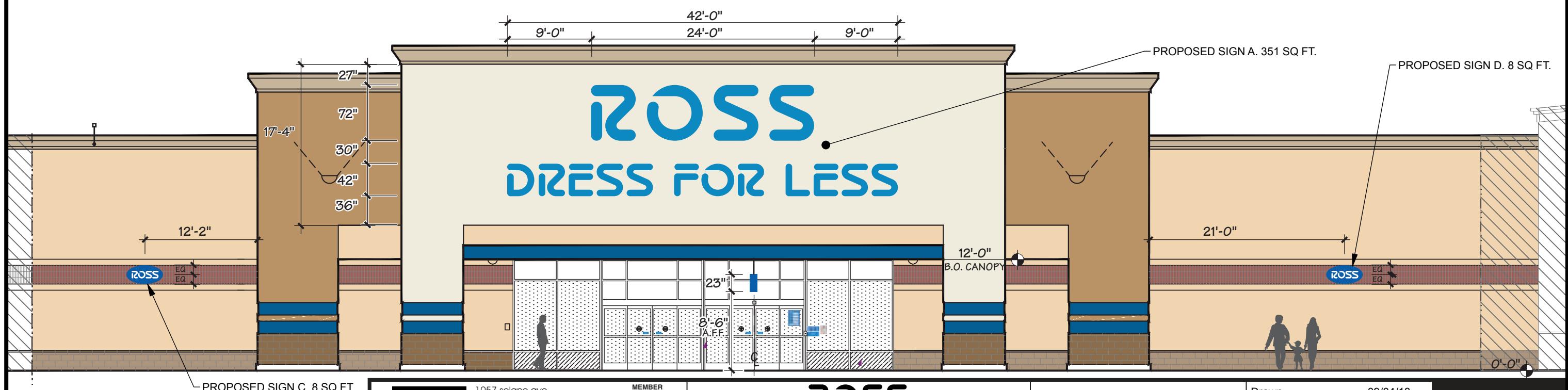
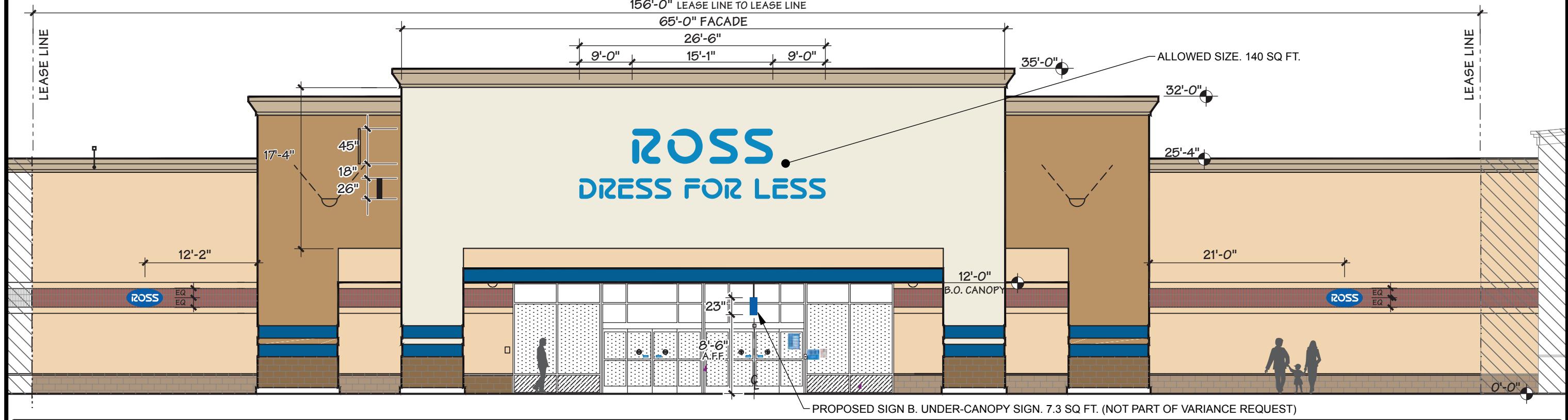


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# Primary Wall Sign Elevation - Allowed vs Proposed



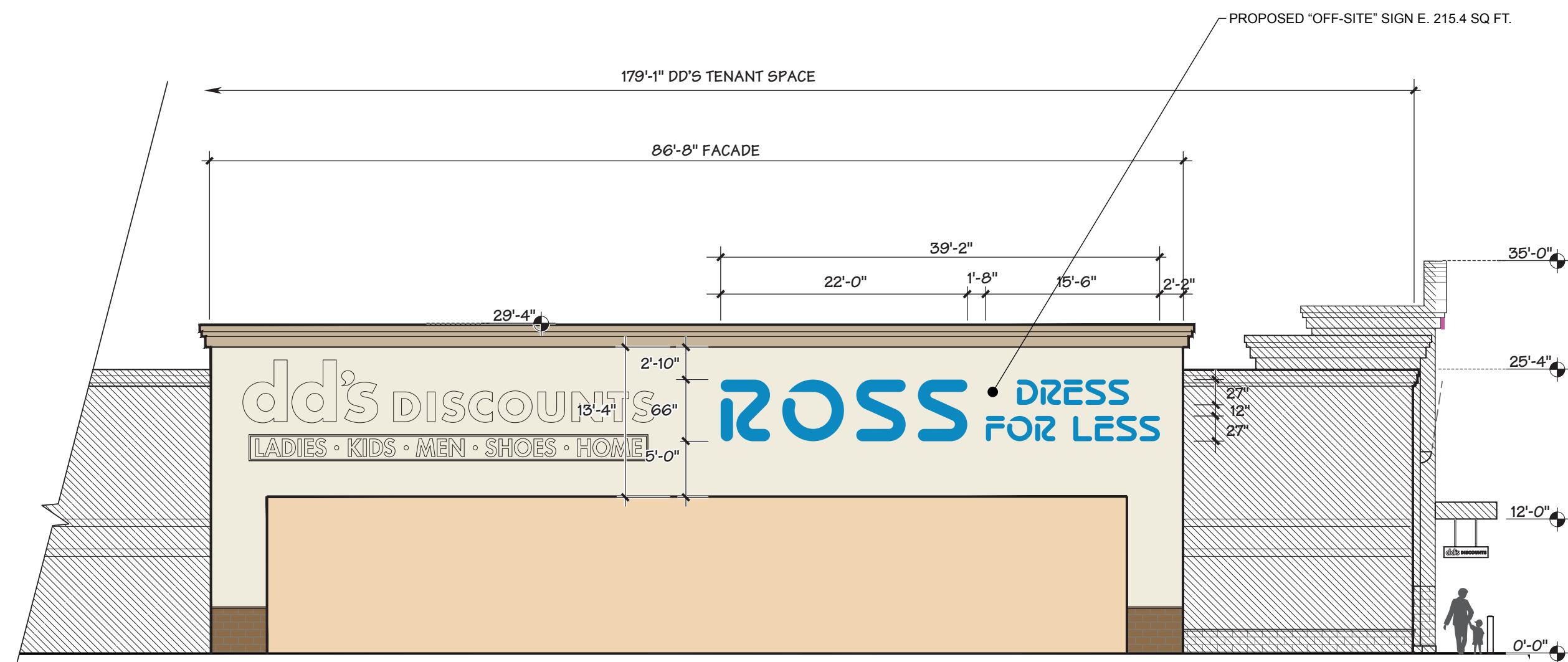
(A) EAST ELEVATION - FACING RIVERSIDE AVE  
SCALE 3/32" = 1"

# 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

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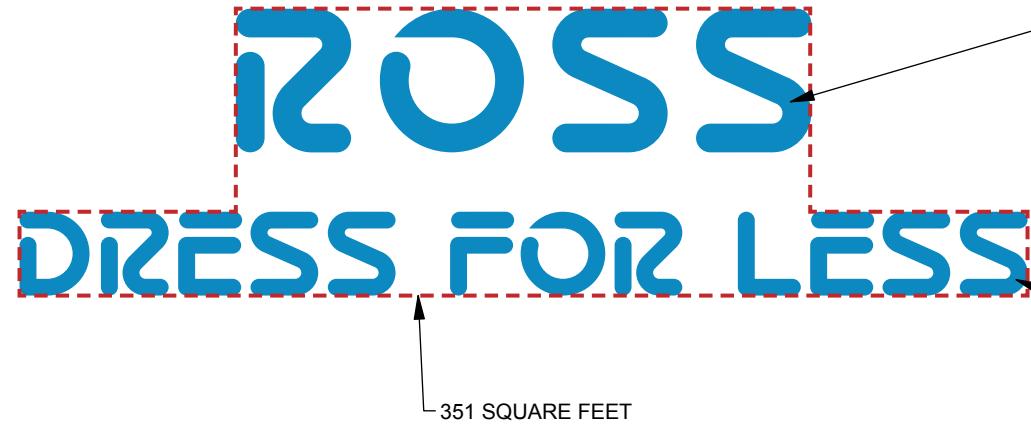
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# Sign Details

## Sign A. Illuminated wall sign

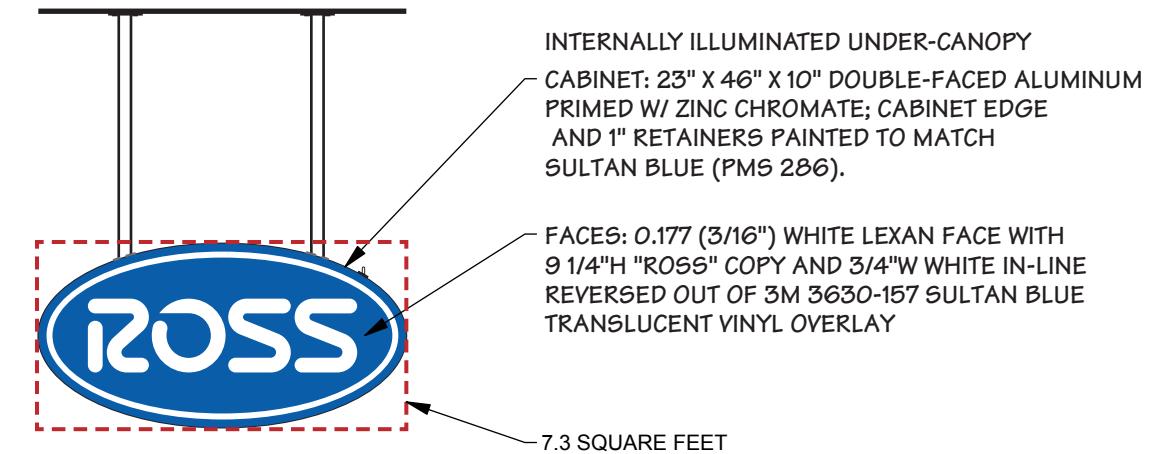


A SIGN A DETAILS  
SCALE 1/8" = 1'

72''H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:  
FACES: TUF-GLAS SG 21210-E4 MATTE BLUE  
RETURNS: 8''D ALUM. W/ WHITE FINISH  
TRIM CAP: 2'' WHITE JEWELITE  
LETTER BACKS: ALUMINUM  
LEDs: INSEM SS-KDL2CL-RW 9000K WHITE  
MOUNTING: 1/4"-20 GALV. THRU BOLTS  
PEG OFF: 1/2'' SPACERS

42''H INDIVIDUAL "DFL" LOGO LETTERS:  
ALL CALLOUTS SAME AS "ROSS" EXCEPT:  
RETURNS: 5''D ALUM. W/ WHITE FINISH  
TRIM CAP: 1'' WHITE JEWELITE

## 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'

66''H INDIVIDUAL "ROSS" PAN CHANNEL LETTER-LOK LOGO LETTERS:  
FACES: TUF-GLAS SG 21210-E4 MATTE BLUE  
RETURNS: 8''D ALUM. W/ WHITE FINISH  
TRIM CAP: 2'' WHITE JEWELITE  
LETTER BACKS: ALUMINUM  
LEDs: INSEM SS-KDL2CL-RW 9000K WHITE  
MOUNTING: 1/4"-20 GALV. THRU BOLTS  
PEG OFF: 1/2'' SPACERS

27''H INDIVIDUAL "DFL" LOGO LETTERS:  
ALL CALLOUTS SAME AS "ROSS" EXCEPT:  
RETURNS: 5''D ALUM. W/ WHITE FINISH  
TRIM CAP: 1'' WHITE JEWELITE

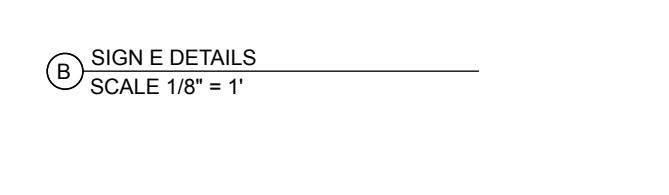
## Signs C & D. Non-illuminated wall plaques



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

24''H X 48''W X 1''D SINTRA OVAL "ROSS" LOGO WALL PLAQUE

DIGITALLY PRINTED 3M CONTROL TAC GRAPHIC:  
9.6''H x 35''W WHITE "ROSS" COPY  
.25" PMS #296C DARK BLUE COPY OUTLINE  
PMS #2945C BLUE BACKGROUND  
.25" PMS #296C DARK BLUE 1ST OUTLINE,  
.625" WHITE 2ND OUTLINE  
.875" PMS #2945C BLUE 3RD OUTLINE



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

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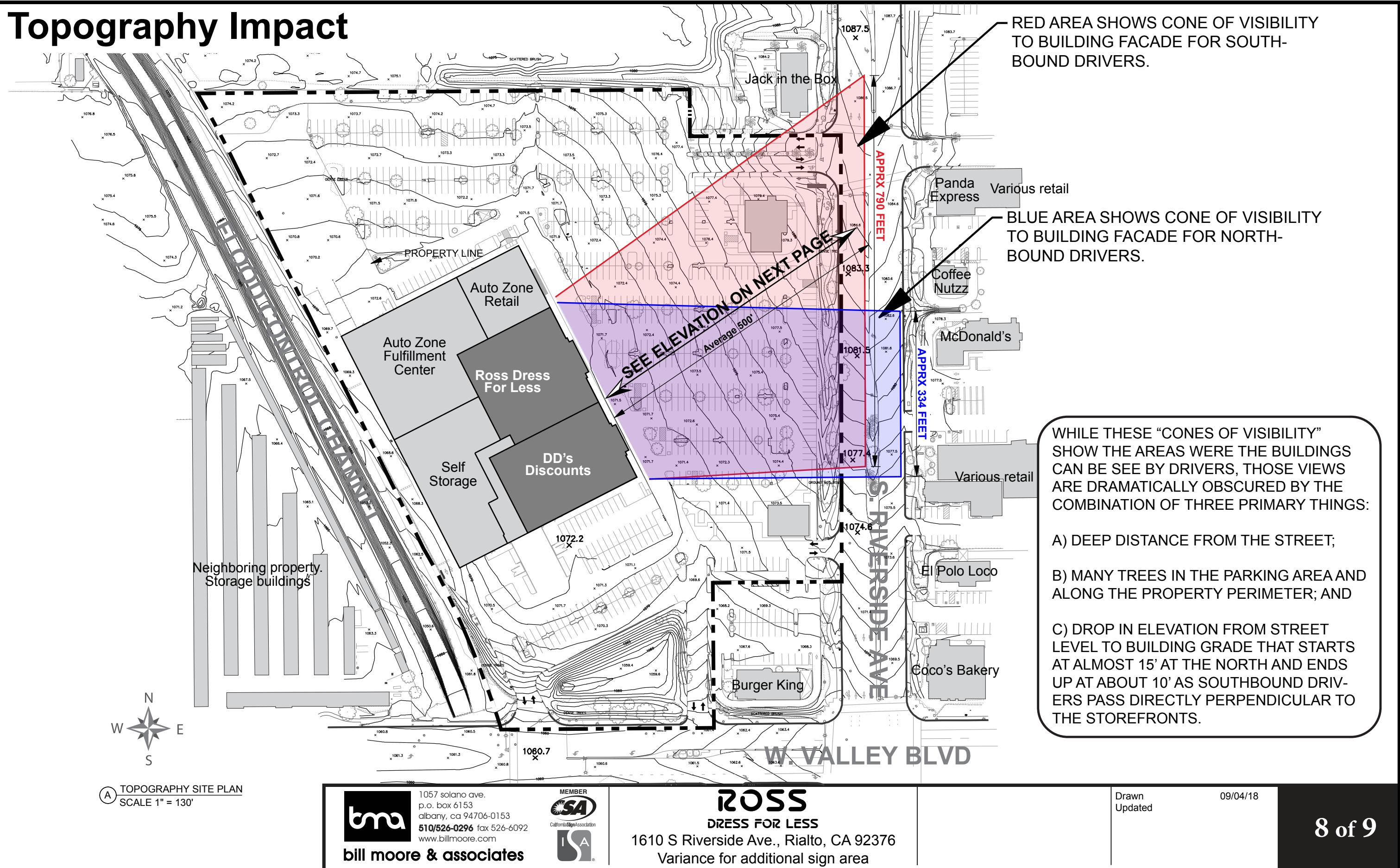
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# Topography Impact



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

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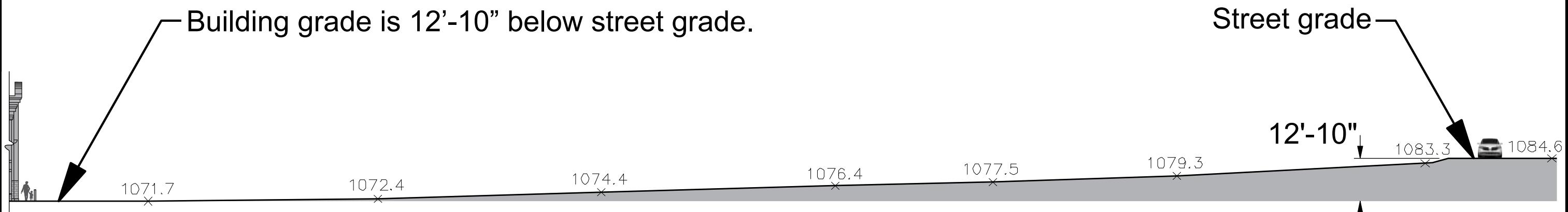
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# Elevation Drop - Side View

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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