

## **SECTION 10 - AIRPORT SIGN POLICY**

These guidelines are intended to provide tenant signage criteria for existing and new or remodeled terminal facilities being proposed and constructed at ONT. This policy is meant to provide the minimum limitations on signage in these areas.

Any sign not having the approval of the ONT CEO or his/her authorized representative, in writing, shall not be installed; any existing signs not having approval of OIAA shall be removed; and, the request for approval shall be submitted in accordance with Subsection 11.05 of this policy. If any existing sign exceeds the limitations stated in this policy but has previously been approved by the OIAA or its predecessor, that sign shall be allowed to remain as is. However, if there is to be a change or relocation in any way involving approved signs, the OIAA shall require these signs to be changed to conform to the limitations of this policy.

The purpose of this sign code is to provide an effective signing program to aid the public using airport facilities and, at the same time, limit the advertising nature of such signing. In short, the acceptable criteria for a sign are one that meets the immediate needs of the airport user. Signs of an advertising nature will not be allowed.

In practice, regardless of the many guidelines, unauthorized signs always pose problems. The ONT CEO or his/her authorized representative will periodically review the leaseholds for signage compliance. By referring to this policy for the proper procedures and limitations, unnecessary expenditures and inconveniences can be alleviated.

### **10.1 General Rules and Definitions:**

- a. All signs shall be of an informative nature designed to meet the immediate needs of the traveling public. Signs of an advertising nature are not permitted unless approved by the OIAA.
- b. No backwashed, animated, or flashing signs are permitted. Internally illuminated signs shall be kept to a minimum and will only be allowed in the specific circumstances mentioned in the text of this code.
- c. Signs in public areas are the responsibility of the OIAA. Signs in leased areas are the responsibility of the tenant.
- d. No signs shall be permitted on exterior doors or windows except those required to meet safety standards.

- e. No signs shall be permitted on the roof of any building. This regulation also applies to any structure atop a building, such as the ticketing building pylons.
- f. No exposed cans, raceways, crossovers, or exposed neon tubing shall be permitted.
- g. All signs must meet safety standards. All illuminated signs shall bear the label of the Underwriters' Laboratories, Inc., and shall meet all local code requirements.
- h. Signs of a promotional nature may be displayed only if such signs or promotions are first authorized in writing by the ONT CEO or his/her designated representative with the understanding that such signs or promotions are of a temporary nature. The ONT CEO or his/her designated representative shall approve the duration of the promotional activity, but that said activity shall have a maximum longevity of 30 days.
- i. Signs not covered in this code are to be considered prohibited. Exceptions may be granted if such additional signing serves the public.

**10.2 Airline Signs – T2/T4 Building Exterior, Curbside Check-in and Roadways:**

- a. T2/T4 Buildings; No signage shall be permitted on the exterior surfaces of T2/T4 buildings. Signing for the tenants and terminal activities will be limited to sign modules above each airline ticket counter and under the T2/T4 canopies. Canopy and roadway signing shall be furnished and installed by the OIAA. The copy on these signs will be limited to the system alphabet (Helvetica) and color or logo/signatures will not be permitted. The copy, frequency, and placement of these signs will be determined by the ONT CEO.
- b. T2/T4 Curbside Check-in Areas; Airline identification signs shall be permitted on curbside check-in counters. Letter area and logo height shall not exceed six (6) inches. These signs shall be attached to the curbside check-in counter only. No signs shall be permitted on conveyor systems, housings, or other structures.

**10.3 Airline Signs - T2/T4 Building Interior Ticket Counters, Check-in and Baggage Claim Areas:**

- a. Airline Ticket Counters; Airlines are responsible for the primary airline identification (recognized logo/signature) and shall be confined to the ticket counter back-wall.

- 1) Airline identification on the overhanging fascia will be limited to the corporate name in the system alphabet (Helvetica) and is the sole responsibility of the OIAA.
  - 2) Airline identification will be limited to the basic corporate name in the system alphabet (Helvetica) on the fascia. Additional copy such as "Airlines" will not be permitted. Frequency and copy size will be governed by linear counter length, architectural guidelines for that building, and follow standards set by the OIAA. All fascia signs are the sole responsibility of the OIAA.
- b. Baggage Claim or Check-In Signs; Signs directly relating to the claiming of baggage or check-in of baggage are permitted. Letter height is restricted to a maximum of 4 inches with a maximum letter area height of 18 inches.

**10.4 Concessionaire Signs in the Passenger Areas:**

- a. Auto Rental Agency:
  - 1) Identification on the overhanging fascia will be limited to the basic corporate name in the system alphabet (Helvetica). The letter height will be dictated by the signage system or motif requirements of that area or building and approval by the OIAA.
  - 2) Corporate identification (recognized logo/signature) shall be confined to the counter back wall. The back-wall treatment shall be restricted in display content to one logo/signature. The maximum letter height is eight (8) inches and the maximum letter area height will be 12 inches. Internally illuminated combination logo/reservation plastic holders are not permitted.
  - 3) Line control or queue signs suspended from the fascia directly above the counters shall be greater than four (4) inches high and the letters shall not exceed two (2) inches in height. Logo/signatures shall not appear on these devices nor shall they have additional attached appendages. These signs shall match in illumination and clear distance from the floor.
  - 4) Signs used to identify unoccupied counters or telephones for this purpose shall have a maximum letter height of one (1) inch and a maximum letter area height of four (4) inches.

- b. Bus and Limousine Services; All signs for bus or limousine services shall have a letter height not to exceed four (4) inches, with a maximum letter area height of 12 inches.
- c. All Other Concessionaires; Concessionaires must submit graphics and sign proposals to the OIAA for review. Graphics, signs, and letter sizes will be approved based on each individual situation.

**10.5 Submitting Sign Requests:**

- a. Before any sign may be installed, drawings must be approved by the OIAA. Submit all requests to:

Ontario International Airport Authority  
1923 East Avion Street  
Ontario, CA 91764  
(909) 544-5300

- b. The sign drawing submitted shall include the following:
  - 1) A scale drawing of sign location and an elevation view of building fascia or wall showing the sign in place.
  - 2) A detail scale drawing of the sign showing letter style, dimensions, and specifications describing materials and color.
- c. For other buildings or conditions not listed in the code, review and approval of signs will be based on those portions of this Sign Policy deemed to be most applicable to the sign presented for approval.
- d. Every sign permit issued shall expire 180 calendar days from the date of issuance if the work permitted thereunder has not commenced, or if the work started has been suspended for a period of 180 days or more.

