

(Strip Center)

Addresses = 1055 thru 1065

# SIGN PROGRAM COVER SHEET

SIGN PROGRAM NO. 94-103

## TO BE COMPLETED BY THE PLANNER:

SIGN ADDRESS (include N, S, E, W) 1039 W. Philadelphia

RELATED ITEMS ✓

RECEIVED BY P.K. DATE 11-9-94

## TO BE COMPLETED BY APPLICANT

OWNER M+M Investment Co. TELEPHONE 213 277 1911

MAILING ADDRESS 2515 San Fernando Rd

CITY, STATE, ZIP CODE Los Angeles CA 90065

REPRESENTATIVE The Wren Group TELEPHONE 818 403 1586

MAILING ADDRESS 995-B So Fair Oaks Ave

CITY, STATE, ZIP CODE Pasadena CA 91105-2631

<b>BACKGROUND INFORMATION</b>	ZONE: <u>CL</u> EUCLID OVERLAY DISTRICT? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>
	FRONTAGE: SITE: <u>✓</u> BUILDING/TENANT SPACE: <u>✓</u>
	SIDE FRONTAGE (CORNER LOT): SITE: <u>✓</u> BLDG./SPACE: <u>✓</u>
	REAR (PUBLIC ENTRANCE FROM ALLEY/PARKING LOT): <u>✓</u>
	SITE/SURROUNDING PROPERTY CONDITIONS: <u>Commercial Shopping Ctr.</u>

<b>PROPOSED/EXISTING SIGNS</b>		WALL (sq.ft.)	FREESTANDING (sq.ft.) (height)	OTHER (Master ID, Freeway, etc.)
	EXISTING SIGNS	328	∅	
	PROPOSED SIGNS	296	* <del>20</del> 13' 8"	
	CODE LIMITS	270' - No. Elev. 55' East El.		
PROPOSED SIGN LOCATION NOTES: <u>proposed wall signs will replace existing wall signs. proposed Master ID sign is new, see site drawing for specifics</u> <u>* SIGNAGE AREA ONLY</u>				

<b>ACTION</b>	COUNTER	PLANNING COMMISSION
	DATE: <u>11-9-94</u>	MEETING DATE: _____
	ACTION: <u>Approved</u>	ACTION: _____
	PLANNER: <u>P.K.</u>	

Paid \$432.00 on 11-09-94  
Receipt #189904

# Sign Program Criteria

September 20, 1994  
rev. October 15, 1994  
rev. November 30, 1994

**The Retail Plaza**  
1039 W. Philadelphia  
Ontario, California

## PLANNING DEPARTMENT APPROVED

SUBJECT TO CONDITIONS

all signs to be mounted per the  
spacing requirements of Exhibit 3A.  
approval for sign spacing letters  
Height etc only - Not Message Layout

Approved By: Patricia Kelly 12-8-94

prepared by  
The Wren Group  
995-B South Fair Oaks Avenue  
Pasadena, California 91105-2631  
818.403.1586

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- 1 Introduction
- 2 General Owner and Tenant Requirements
- 3 General Sign Design Specifications and Locations
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**Introduction**

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the The Retail Plaza located at 1039 West Philadelphia in Ontario, CA. Tenants shall be required to design signs for its premises in accordance herewith to provide maximum identity and aesthetic quality for both the tenant and the shopping center.

Performance of this sign criteria shall be rigorously enforced and any nonconforming signs shall be removed by the tenant or the sign contractor at their expense, upon demand by owner. Landlord and Tenant agree that the regulations are of value to each other and the community. Therefore, Landlord and Tenant specifically authorize the City of Ontario to enforce these regulations at the expense of the Landlord and the Tenant.

Exceptions to these standards must be approved by the Landlord.

All signs are subject to the design review requirements of the Planning Commission of the City of Ontario.

**General Owner and Tenant Requirements**

- A. Tenant shall submit to the Landlord three (3) copies of the detailed shop drawings of the proposed sign, indicating the location, size, layout, design and color, including all lettering or graphics in conformance with the sign criteria herein outlined.
- B. After approval by the Landlord, the Tenant shall submit the sign drawing to the Ontario City Planning Department for approval prior to the start of any sign construction.
- C. The Tenant shall pay for all signs, their installations (including final connecting transformers and all other labor and materials) and maintenance.
- D. The Tenant shall obtain all necessary permits, and shall comply with all local building codes.
- E. The Tenant shall be responsible for the fulfillment of all requirements of this sign criteria.
- F. The Landlord shall provide electrical service termination at the center of the allowed signage area in the interior of the wall, canopy or facade.
- G. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and point of electrical service prior to fabrication.
- H. All conductors, transformers, and other equipment shall be concealed.
- I. The location of all fascia sign cabinets shall be centered as needed along the face of the 24" wide fascia in the proximity of the entry door to the retail space. Mounted in accordance with the General Sign Specification of this signage program. The fascia cabinet shall be supplied by the Landlord.
- J. One "sign space" shall be allowed for each Tenant (except as otherwise approved in writing). Tenant shall verify his or her existing sign location (s) and existing sign faces and size with the Landlord prior to fabrication.
- K. Special signs which vary from this sign criteria must first be approved by the Landlord and the City of Ontario, prior to fabrication.
- L. Tenant shall erect signage on the storefront fascia no later than the date the Tenant opens for business.
- M. Tenants located with storefront on two sides may be provided with one sign at each storefront. Verify locations with Landlord.
- N. The Landlord shall have the right to remove, at the Tenant's expense upon seven (7) days written notice, any signs installed contrary to these provisions.
- O. Should a single tenant, or two tenants be identified for a single building pad, occupying the entire space in that building, it will be permitted to have one sign for each street or parking area frontage.
- P. All signs are to be in English only.

### General Sign Design Specifications

- A. No exposed raceway, crossovers, conduits, conductors, transformers, etc. shall be permitted.
- B. All lettering shall be restricted to be "net sign area".
- C. No projections above or below the "net sign area" will be permitted (except as otherwise approved in writing).
- D. All signs and their installation must comply with all local building and electrical codes.
- E. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of white helvetica medium decal application lettering not to exceed two inches (2") in height, indicating hours of business, emergency telephone, etc.
- F. Each tenant space shall include address identification consisting of white helvetica medium decal application lettering of 4" in height.
- G. Each Tenant who has a non-customer door for receiving merchandise may apply the name of their business on said door with black helvetica medium decal application.
- H. Typical Internally Illuminated signage cabinet sign specifications:
  - 1. Signs to be used at this center are eight inch (8") interior illuminated metal cabinets with white plexiglass faces , with the following specifications.
  - 2. Store signs shall be installed in the designated cabinets areas only and may not exceed sign area permitted by law.
  - 3. The metal cabinet shall be finished similar to Dunn Edwards, #139 Mallard
  - 4. The face of the tenant signs shall be constructed of acrylic plastic (3/16" thick minimum), color: white and secured to the prefabricated metal cabinet in an approved manner.
  - 5. Individual logos may be located anywhere within the "net sign area", but only as specifically approved by the Landlord and the City of Ontario.
  - 6. No more than two rows of letters are permitted, provided their maximum total height does not exceed the maximum height of 12".
  - 7. Typical lettering shall be Avant Garde Medium and in a color similar to Frazee, 6315N.
  - 8. Tenants shall display only their established trade name or their basic product name e.g. "John's Jeans", or combination thereof.
- I. Signage colors other than those standard to the center shall be approved by the Landlord and the City of Ontario.

**Prohibited Signs****A. Signs Constituting a Traffic Hazard**

No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size or color, lettering or design, any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

**B. Immoral or Unlawful Advertising**

No person shall exhibit, post or display, cause to be exhibited, posted or displayed upon any sign, anything of obscene, indecent or immoral nature or unlawful activity.

**C. Signs on Doors, Windows or Fire Escapes**

No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe, except those signs as required by code or ordinance.

**D. Animated, Audible or Moving Signs**

Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited, as are audible signs.

**E. Off-Premises Signs**

Any sign other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located is prohibited.

**F. Vehicle Signs**

Signs on or affixed to trucks, automobiles, trailers or other vehicles, which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of service from such vehicles, are prohibited.

**G. Window Signs**

Paper, cloth, painted or decal signage shall not be permitted on any door or window except as allowed herein.

**H. Prohibited Frontages**

No sign shall be permitted on any other building frontage, except as directed by the Landlord or approved or directed by the City of Ontario or facing any adjacent private property.

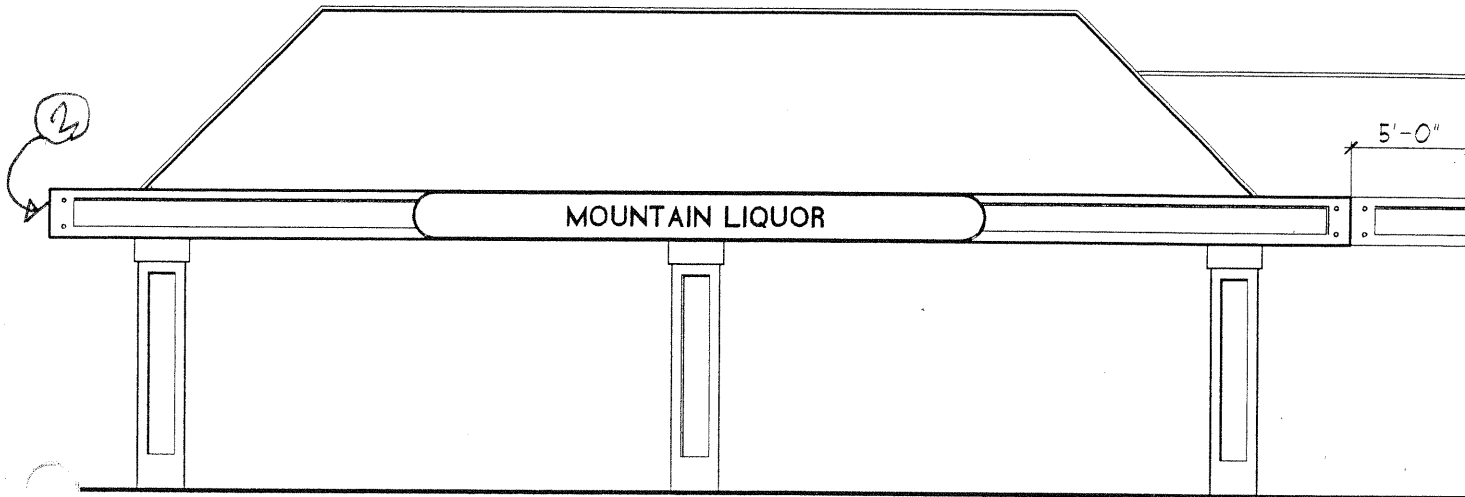
**Prohibited Signs continued**

- I. **Light Bulb Strings and Exposed Tubing**  
External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.
  
- J. **Banners, Flags, Pennants, and Balloons Used for Advertising Purposes**  
One Grand Opening banner is allowed for a period not to exceed 30 days. Flags, other banners, pennants, balloons, or a combination of same, are specifically prohibited.
  
- K. **Signs in Proximity to Utility Lines**  
Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California are prohibited
  
- L. **Painted lettering will not be permitted.**



**Construction Requirements**

- A. All exterior signs, bolts, fasteners, and clips shall be of enameling iron with porcelain enamel finish, stainless steel, aluminum, brass or bronze. No black iron materials of any type will be permitted.
- B. All exterior signs exposed to the weather shall be mounted to permit proper dirt and water drainage and mounted at least one half inch (1/2") off the face of the building.
- C. All cabinets shall be fabricated using full voided construction, with drain holes in each letter.
- D. Locations of all openings for conduit and sleeves in sign installation shall be neatly sealed in a watertight condition.
- E. No labels will be permitted on the exposed surface of signs except those required by local ordinance which shall be applied in inconspicuous locations.
- F. Tenant shall cause tenant's sign contractor to repair any damage to any work caused by his work without two (2) days after such damage is caused.
- G. Tenant shall be fully responsible for the operations of the tenant's sign contractor.



BUILDING SIGNAGE

SCALE: 1/8" = 1'-0"

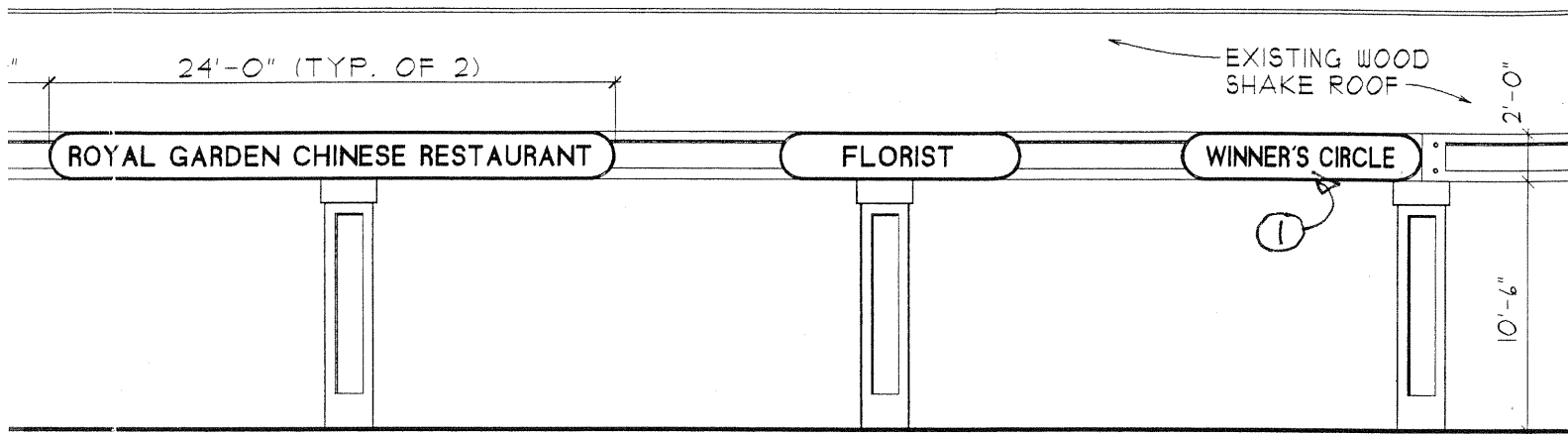
1039 WEST PHILADELPHIA ST.  
ONTARIO, CA

PREPARED BY:  
THE WREN GROUP  
NOVEMBER 30, 1994

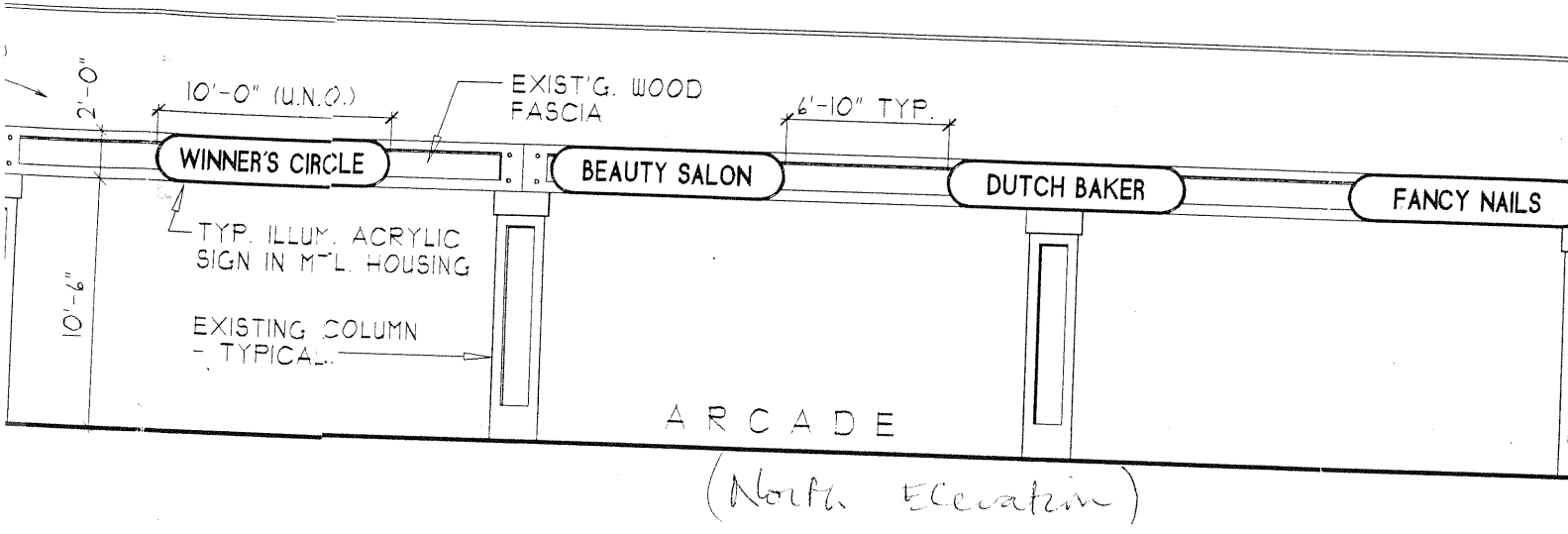
NOTE:

- 1- OTHER TENANT, VERBAGE SUBJECT TO CHANGE
- 2- LOCATION, CENTER ON FACIA / REACTIVE (cont Elevation)

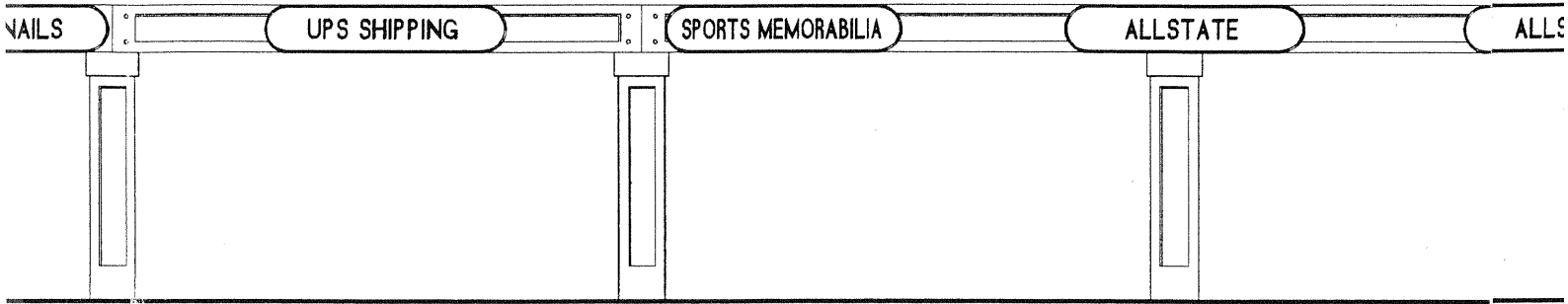
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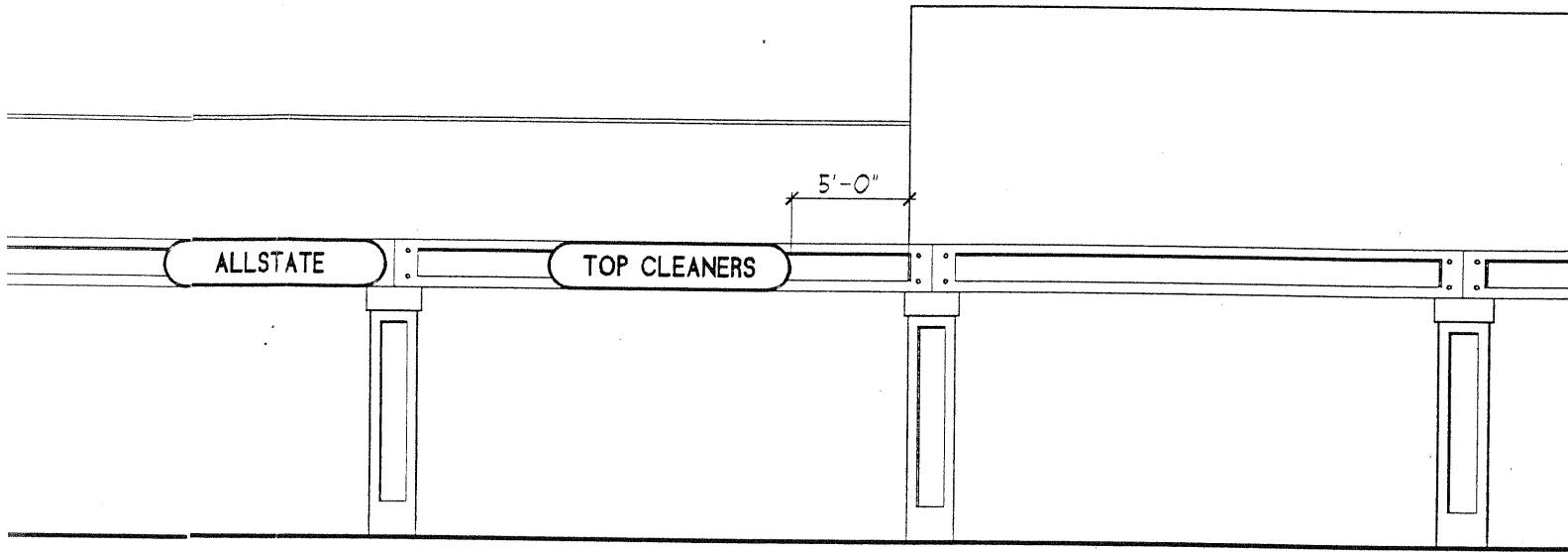


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