



City of Ontario
 Planning Department
 303 East "B" Street
 Ontario, CA 91764
 Phone: (909) 395-2036
 Fax: (909) 395-2420

Sign Program Application

PSGPO4-002

RECEIPT #: 2200400690

APPLICANT/OWNER INFORMATION (print or type)

Property Owner: JLC MARKETS, INC.
 Address: 1621 E. FRANCIS ST, ONTARIO, CA 91761
 Telephone No.: 909 923-7426 Fax No.: 909 923 4386

Applicant: SAME
 Address: _____
 Telephone No.: _____ Fax No.: _____

Applicant's Representative: STEVE VALLANCE
 Address: 1621 E. FRANCIS ST ONTARIO CA 91761
 Telephone No.: 909 923-7426 Fax No.: 909 923-4386
909 560-9292 CELL

(FOR CITY USE ONLY)
FILE NO.:
RECEIVED DATE:
APPROVED BY:
DATE:
APPROVED BY: <u>RZ</u>
DATE: <u>2/9/04</u>

SITE INFORMATION

Site Address (include N, S, E or W): 2929 S. VINEYARD # 1919 # 1945 RIVERBIAE DR ONTARIO 91761
 Assessor's Parcel No.: 011356428000 / 0113564270000 / 0113564260000
 Development Name: PLAZA CARDENAS
 Zone: _____ Euclid Avenue Overlay District?: Yes No

NOTES

PLEASE ALLOW RAY BUSH IEA SIGNS TO SUBMIT
SIGN PROGRAM APPLICATION & AMENDMENTS FOR
PLAZA CARDENAS ON VINEYARD & RIVERBIAE DRIVE.

Steve Vallance
1-28-04

Cardenas

Markets, Inc.

STEVE VALLANCE

General Manager

CELL 909-560-9292

1621 E. Francis St.
 Ontario, CA 91761

TEL: (909) 923-7426
 FAX: (909) 930-5772

PLAZA CARDENAS

SIGN PROGRAM

NEC of Riverside Drive and Vineyard Avenue
(2929 South Vineyard Ave. & 1945 East Riverside Dr.)

PLANNING DEPARTMENT
APPROVED

SUBJECT TO CONDITIONS

SIGN PROGRAM

PS&PA 04-002

Approved By:

Ruby J. L.

Date: 2/9/04

Sign Program Plaza Cardenas

**NEC of Riverside Drive & Vineyard Avenue
(2929 South Vineyard Avenue and 1945 East Riverside Drive)**

I. SITE TENANT IDENTIFICATION SIGNAGE:

A. MONUMENT SIGNS AND DIRECTIONAL SIGNS

The shopping center and the major users within shall be identified by street oriented signs at major and secondary entrances around the project. Signing shall be in accordance with the criteria established herein. As well, freestanding pad users will be allowed all or a portion of one (1) monument sign at Landlords discretion, designed to fit within the criteria, and placed adjacent to the pad site.

The approved monument and directional sign design and location are shown on Exhibits "A" and "A-1".

II. MAJOR TENANT BUILDING SIGNAGE – (5,000 sq. ft. plus)

- A. Each Major tenant shall be allowed to install one (1) major wall mounted identification sign per entry as illustrated on Exhibit "B". Tenants which have street frontage on more than one street shall be allowed to have one (1) additional wall mounted identification sign and two complimentary signs for each street frontage. All signs shall be subject to City and Landlord Design approval. Major Tenants can be identified on up to three (3) Monument signs at the discretion of the Landlord.
- B. Major Tenant signs shall be of a size, which is appropriate to the exterior elevations of the proposed space with color choice open. These signs will be submitted to the Landlord and City for approval.
- C. The maximum sign letter height shall be 4' feet (as illustrated on Exhibit "B-2"). Can Signs are not allowed. The length of sign shall not exceed 70% of Shop frontage or tower frontage. Per sign square feet shall not exceed 70.
- D. Ancillary users (leasing space within a major user), such as banks, are permitted. And limited two one (1) sign per building frontage and the (single line) may not exceed 18" in height. All signs shall be subject to City and Landlord Design approval.
- E. Signs shall be in accordance with criteria contained within this program, unless in the opinion of the landlord and the City, the design contributes to the unique benefit of the complex.

- F. A sign shall consist of internally illuminated individual letters.
1. Internally illuminated individual letters shall consist of one (1) channel letters, two(2) neon illumination, three(3) plastic face, and four (4) trim cap.
 2. Channel letters shall be made of .063 aluminum returns with .090 aluminum backs.
 3. Letters shall be internally illuminated neon lighting. Transformers shall be housed with the individual letters or in a raceway located behind the sign (within the exterior wall) fascia. Exposed raceways are prohibited.
 4. All metal surfaces shall be primed and painted to match colors specified in design drawings.
 5. Individual letter styles are allowed, provided that design, color and spacing of letters have been approved in writing by Landlord and the City.
 6. A trademark/logo may be combined with letters if trademark/logo is registered is within allowable size requirements.
- G. In addition to the signs described above, each Tenant shall be permitted to place white vinyl lettering (Exhibit "A") to provide store name and hours information to the right of the entry door. The total area for this sign shall not exceed 280 square inches.
- H. Promotional or special event signs banners or flags shall be in conformance with the City Sign Ordinance and will require a Temporary Sign Permit. Landlord must approve the promotional or special event sign prior to submission to the City.

III. IN-LINE SHOP TENANTS – (Under 5,000 sq. ft.)

- A. Shop Tenants shall be allowed one (1) sign per building frontage as illustrated on Exhibit "C" through "C-3", with a maximum of two (2) wall signs allowed if the tenant is on the corner. Can signs are not allowed. At the Landlords discretion, tenant shall be allowed signage on two (2) of the existing monuments signs along the main street if space is available.
- B. The height of each sign shall be measured from top to bottom and shall not exceed the following guidelines:
1. Single signs shall not exceed "18" for in-line tenants as illustrated on Exhibit "B". Towers signs may include a Double line sign and may not exceed 24" including the space between the lines in total height and no individual line shall be more than 18" in height (see Exhibit "B").

2. Upper and lower case signs shall not exceed 24" in height including downstrokes.
 3. Single line signs in all upper case shall not exceed 18" in height.
 4. The length of sign shall not exceed 70% of Shop frontage, or 20 feet (20'), whichever is less. Per sign square feet shall not exceed 20. Shop frontage shall be defined as storefront dimension. Tower sign square feet shall not exceed 30.
- C. A trademark/logo may be combined with individual letters if said trademark/logo is registered and within the allowable area and size requirements, subject to City and Landlord review and approval.
 - D. Each sign shall consist of internally illuminated. Internally illuminated individual letters shall consist of one (1) channel letters, two (2) neon illumination, three (3) face, and four (4) trim cap.
 - E. Channel letters shall be made of 22-gauge sheet metal, 5" deep (minimum), sizes painted medium bronze. Channel letters shall be fastened to and be centered on the sign fascia.
 - F. Letters shall be internally illuminated via neon lighting. Transformers shall be housed in a raceway located behind the sign fascia (within the exterior wall) and exposed raceways are prohibited.
 - G. Individual letter styles of Tenants shall be allowed. In-Line Tenants shall be limited in choice of colors to Red, Blue, Yellow, White and Green. All other colors will be subject to landlord and City approval.
 - H. Plastic faces shall be trimmed with a ¾" trim cap (medium bronze) to match letter returns.
 - I. Sign copy shall contain Tenant's trade name only. No other services or product advertising will be allowed unless it is part of the Tenant's trade name without Landlord's prior consent.
 - J. In addition to the signs described above, each Tenant shall be permitted to place white vinyl lettering (Exhibit "D") to provide store name and hours information. The total area for this sign shall not exceed 280 square inches.
 - K. Promotional or special event signs, banners or flags shall be in conformance with the City Sign Ordinance and will require a Temporary Sign Permit. Landlord must approve the promotional or special event sign prior to submission to the City.

IV. FREE STANDING PAD RESTAURANT TENANTS:

Restaurant Tenants may have specific, unique additional graphic, color and signage style and placement needs. Therefore, colors and styles will be open to these tenants subject to the approval of the Landlord and City Design Review. Signs will be limited to the restaurant/entertainment user's name and registered trademark in the size defined by the tenant's square footage, regardless of shopping center location.

V. GENERAL GUIDELINES

A. General Requirements:

1. Each Tenant shall submit to the Landlord for written approval before fabrication, not less than three (3) copies of detailed drawings of the Tenant's proposed signs indicating the location, size, layout, design, materials and color graphics. Such drawings shall be submitted concurrently with architectural drawings, sufficient in Landlord's opinion, to show the exact relationship with the store design, Tenant's store location on site and the dimensions of the building frontage.
2. Prior to fabrication, detailed drawings of all signs shall be submitted to the Landlord and stamped as approved by the Landlord. Drawings then must be submitted to the City Planning Division for review and approval prior to fabrication.
3. Tenant shall obtain and pay the entire cost of all permits, and approvals, construction, installation and maintenance of its respective sign. No sign shall be installed until all required approvals and permits have been obtained.
4. Tenant shall be responsible for fulfillment of all of these Sign Criteria to the extent applicable.
5. No Tenant shall affix or maintain upon any glass or other material on the storefront of within twenty-four inches (24") of any window, any signs unless such signs or materials have received the written approval of the Landlord, and comply with this Sign Criteria.
6. All primary identification of Tenant shall be internally illuminated. Secondary Signage may be non-illuminated if total allowable sign area is not exceeded in height and width.
7. Sign shall center on the storefront unless prior written approval is obtained from the Landlord and the City.

8. No sandblasted or painted wood signs will be allowed.
9. Tenant shall be solely responsible for the installation and maintenance of its own signs.
10. Tenant's sign contractor shall repair any damage to the premises or other property in the Shopping Center caused by the contractor's work. Should Tenant's contractor fail to adequately repair such damage, Landlord may, but shall not be required to, repair such damage at the tenant expense.
11. Tenant shall be fully responsible for the actions of Tenant's sign contractor.
12. Electrical service to Tenant's signs will be connected to Tenant's meter and shall be connected to a time clock supplied by Tenant. Time clock hours shall be subject to Landlord approval.

B. Construction Requirements

1. Landlord's construction superintendent shall be given adequate notice prior to installation of all signs. Failure to notify Landlord may result in removal of sign to inspect penetration in building face.
2. All signs shall be fabricated and installed per UL and City standards.
3. Letter fastening and clips are to be concealed and be of galvanized, stainless, aluminum, brass, or bronze metals.
4. No labels will be permitted on the exposed surface of the signs, except those required by local ordinance, which shall be placed in an inconspicuous location.
5. Tenants shall have identification signs designed in a manner compatible with and complimentary to adjacent and facing storefronts and the overall design concept of the Shopping Center.
6. Design, layout and materials for Tenant signs shall conform in all respects with the sign design drawings included in this criteria. The maximum heights for letters in the body of the sign shall be as indicated in these criteria.
7. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish to Landlord's satisfaction.
8. No wood backed letter material will be allowed.

C. Sign Installation:

1. All work to fabricate, erect, or install signs (including connection to electrical junction box) shall be contracted and paid for by Tenant and subject to approval by Landlord.
2. All signs shall be designed, constructed and installed in accordance with local codes and ordinances. All permits shall be obtained by Tenant's sign contractor, at Tenant's sole expense.
3. Signs not installed in strict accordance with previously approved plans and specifications shall be immediately corrected by Tenant, at Tenant's cost and expense, upon demand by Landlord. If not corrected within fifteen (15) days, sign may be removed or corrected by Landlord at Tenant's expense.
4. Erection of any sign shall be promptly and safely effected with as little disruption to business and traffic as possible and with minimum of inconvenience to the Landlord and to the other Tenants.
5. Upon removing any sign, Tenant shall, at its own expense, repair any damage created by such removal and shall return the area from which the sign was removed back to its original condition. All debris from removal shall be promptly removed from its site.

D. Protection of Property:

1. Tenant's sign contractor shall design, install, or erect Tenant's sign in such a manner that it will not over-stress, deface, or damage any portion of the building or grounds.
2. Any sign, temporary or permanent, capable of exerting damaging pressures on the building due to its size, weight or design shall have its design examined by a structural engineer. Prior to installation of such sign, Tenant shall submit to Landlord such engineer's written approval verifying that no unsafe condition will be imposed upon the building or other structure to which the sign will be attached.
3. All exposed parts of any sign or sign support subject to corrosion or other similar damage shall be protected in a manner acceptable to Landlord.
4. Any sign on which stains or rust appear, or which becomes damaged in any way, or which in any manner whatsoever is not maintained properly, shall be promptly repaired by Tenant. Landlord may remove and store, at

Tenant's expense, any signs not maintained properly or not in accordance with sign program.

E. Restrictions:

All users are subject to the following:

1. No animated, revolving, flashing, audible, or odor producing signs will be allowed.
2. No vehicle signs will be allowed.
3. No exposed neon signs allowed.
4. No formed plastics or injection-molded plastic sign will be permitted.
5. No exposed raceways, cross-overs or conduits will be permitted to be visible.
6. No other types of sign except those specifically mentioned within this criteria will be allowed without prior approval from Landlord and City.
7. Tenant will be required to remove any sign considered to be in bad taste or that does not contribute positively to the overall design of the center.

VI. MISCELLANEOUS SIGNS:

- A. It is understood that there may be the need for additional signs for information and directional purposes. These signs will be reviewed by Landlord and the City Planning Department for consistency of design with the Shopping Center
- B. City, State and Federally required signs shall be installed as required by the governing agency.

Cardenas
Markets, Inc.

STEVE VALLANCE
General Manager

1621 E. Francis St.
Ontario, CA 91761

TEL: (909) 923-7426
FAX: (909) 930-5772

OK 2/3/04
Steve Vallance
STEVEN VALLANCE
GENERAL MANAGER
CARDENAS MARKETS

THIS PLAN IS THE PROPERTY OF IEA SIGNS & SERVICES, INC. AND IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF IEA SIGNS & SERVICES, INC.

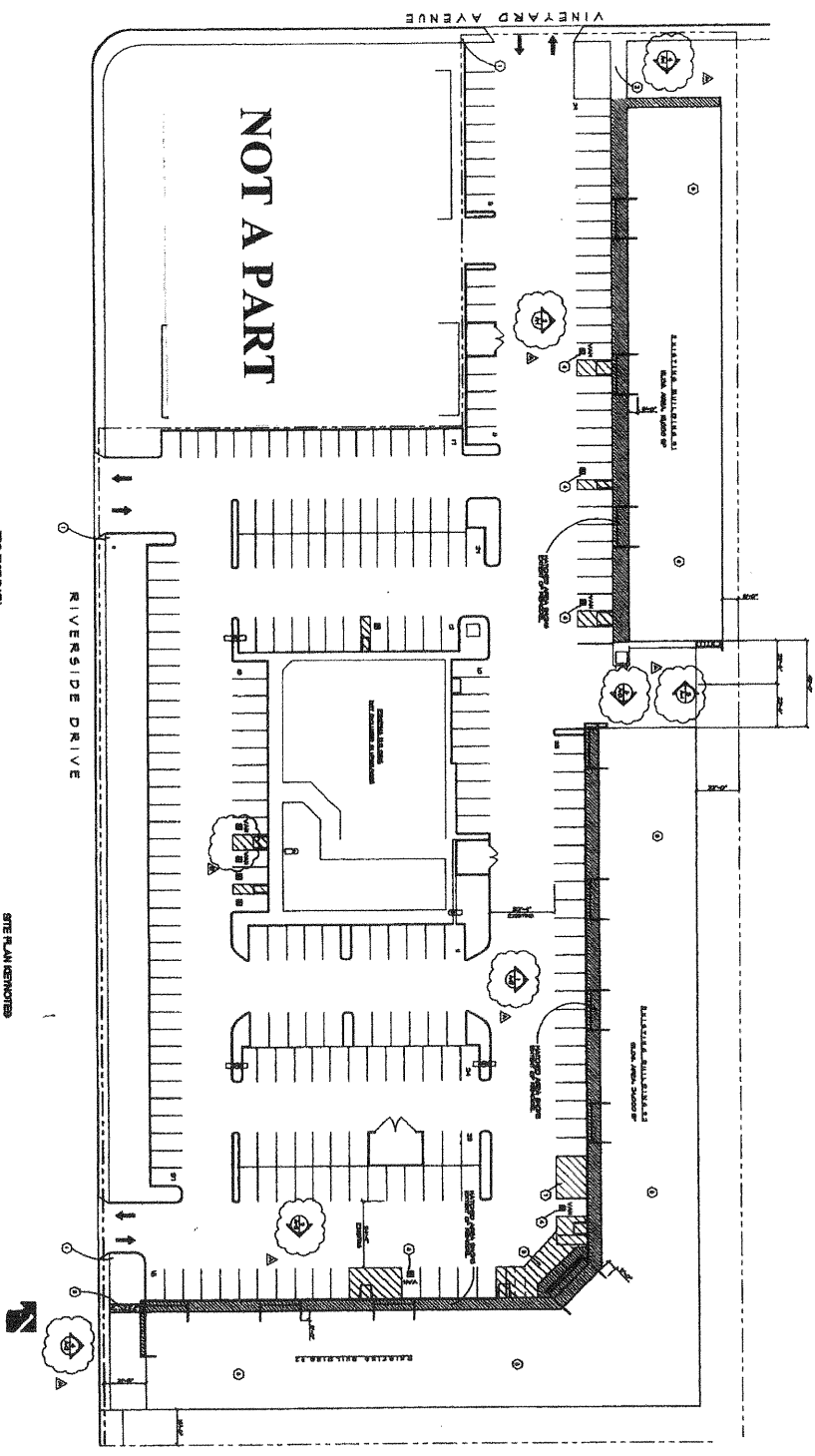


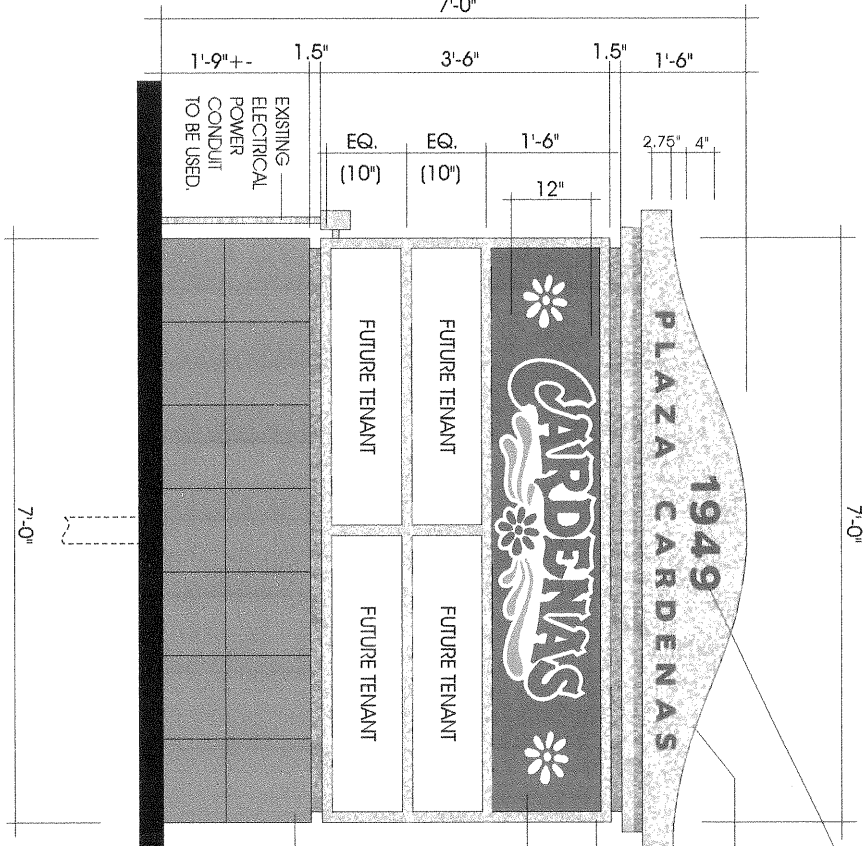
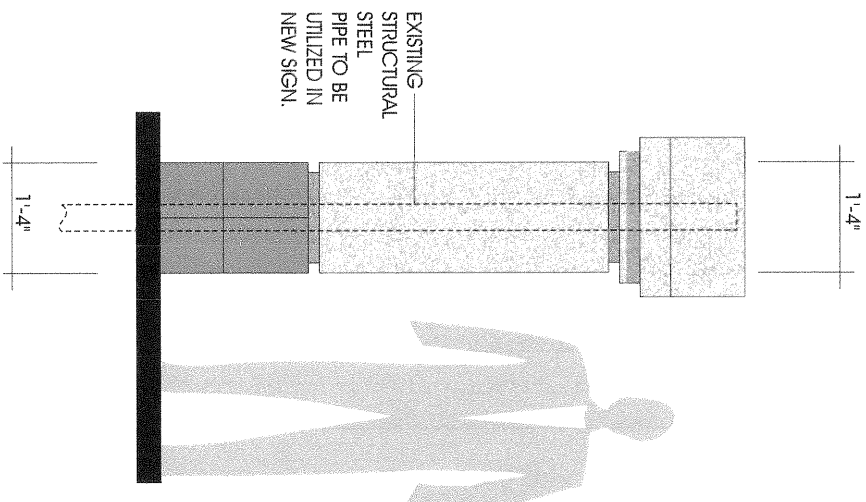
EXHIBIT "A"

- PROJECT DATA**
- 1. PROJECT NAME: [REDACTED]
 - 2. CLIENT: [REDACTED]
 - 3. ADDRESS: [REDACTED]
 - 4. CITY: [REDACTED]
 - 5. COUNTY: [REDACTED]
 - 6. STATE: [REDACTED]
 - 7. ZIP: [REDACTED]
 - 8. DATE: [REDACTED]
 - 9. SCALE: [REDACTED]
- SITE PLAN REMARKS**
- 1. ALL DIMENSIONS ARE IN FEET AND INCHES.
 - 2. ALL DISTANCES ARE MEASURED FROM THE CENTERLINE OF THE DRIVE.
 - 3. ALL DISTANCES ARE MEASURED FROM THE CENTERLINE OF THE DRIVE.
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 - 9. ALL DISTANCES ARE MEASURED FROM THE CENTERLINE OF THE DRIVE.

IEA Signs & Services
 3940 Pyrite St., Riverside, CA 92509
 (909) 361-2220 Fax (909) 361-2224

DATE 2/3/04 FILE exhibit A

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F.C.O. DARK RED PLEX ADDRESS NUMBERS & PLAZA NAME APPLIED TO DECORATIVE TOP W/ PERMANENT ADHESIVE.

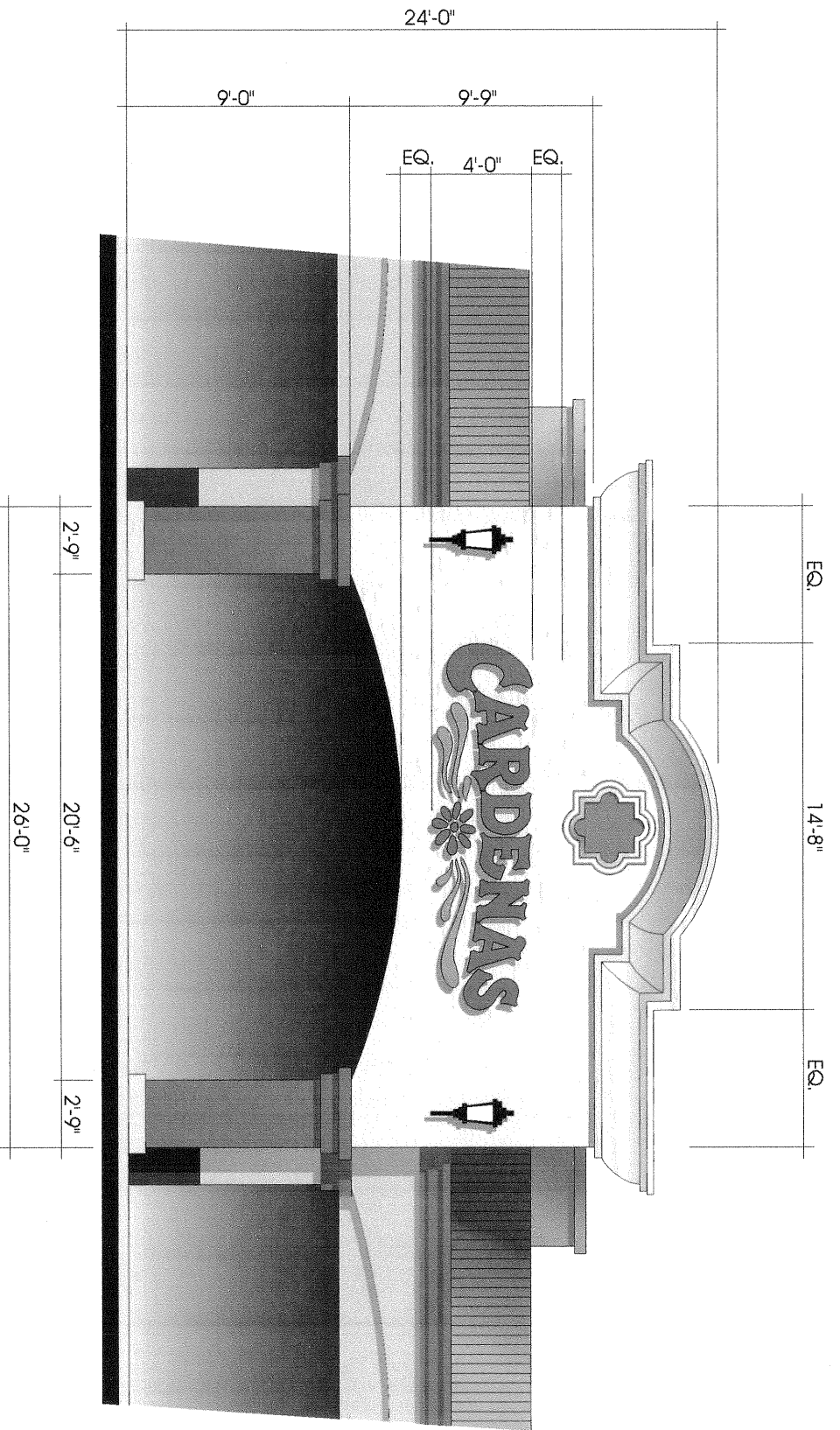
FABRICATED 22GA ELEC. GALV. SHT. STEEL CABINET & DECORATIVE TOP TO HAVE FULL WELDED 1 1/2" SQ. TUBE STEEL INTERNAL FRAMING THROUGH OUT. DECOR. TOP CABINET & REVEALS TO HAVE TEXCOATED / PAINTED FINISH TO MATCH BUILDING COLOR.

"CARDENAS" & "FLOWER" TO BE #73 DARK RED TRANSP. VINYL. "SWASHES" TO BE #141 GOLD NUGGET TRANSP. VINYL. ALL WITH WHITE OUTLINE BACKGROUND. WHITE FLOWERS ON #73 DARK RED VINYL BACKGROUND COLOR. FACE PANELS TO BE 3/16" THK. TRANL. WHITE PLEX.

EXISTING MASONRY BLOCK BASE TO HAVE 1 COURSE OF BLOCK REMOVED & ENTIRE BASE TO BE COVERED WITH 12" X 12" TILES, WHICH ARE SUPPLIED BY OTHERS.

NEW D/E INTERNALLY ILLUMINATED MONUMENT SIGNS (3 TOTAL), USING EXISTING BASES, STRUCTURAL PIPES & ELECTRIC. THREE (3) EXISTING MONUMENT CABINETS TO BE REMOVED & DISPOSED OF PRIOR TO INSTALLATION OF NEW SIGNS.

EXHIBIT "A-2"



STOREFRONT ELEVATION: SIGN LOCATION (INDIVIDUAL, INTERNALLY ILLUMINATED CHANNEL LETTERS).

EXHIBIT "B-2"



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DATE 2/3/04 FILE exhibit B-2

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ON TOWER SIGNS

Little Beijing

CHINESE FAST FOOD

- ** TOTAL WIDTH NOT TO EXCEED 70% OF STORE FRONTAGE.
- ** TOTAL SIGN AREA SHALL NOT EXCEED 30 SQ. FT.
- ** ALL SIGNS ON TOWER ARE LIMITED TO TWO (2) LINES.

MAJOR TENANT SIGN - above 5000 sq.ft.

CARDENAS

- ** TOTAL WIDTH NOT TO EXCEED 70% OF STORE FRONTAGE.
- ** MAXIMUM LETTER HEIGHT SHALL NOT EXCEED 48 INCH.
- ** ALL SIGNS ON TOWER ARE LIMITED TO TWO (2) LINES.
- ** MAXIMUM SIGN AREA FOR MAIN SIGN SHALL BE LIMITED TO 70 SQ. FT. FOR STORE FRONT.

IN-LINE SIGNS

Nice Nails

- ** TOTAL WIDTH NOT TO EXCEED 70% OF STORE FRONTAGE.
- ** TOTAL SIGN AREA SHALL NOT EXCEED 20 SQ. FT.
- ** ALL SIGNS ON TOWER ARE LIMITED TO ONE (1) LINE ONLY.
- ** MAXIMUM LETTER HEIGHT NOT DISPLAY ON TOWER, SHALL NOT EXCEED 18 INCH.

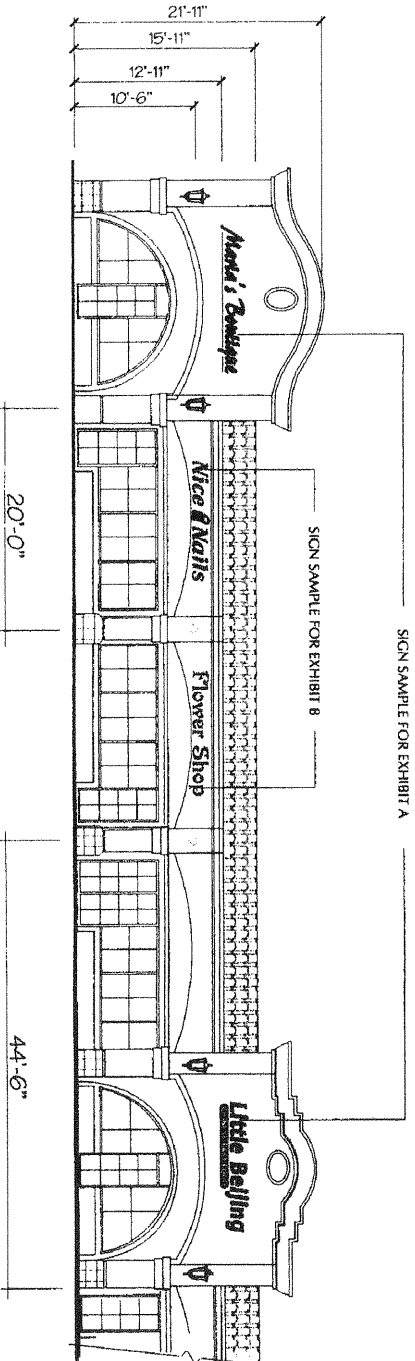


EXHIBIT "B"

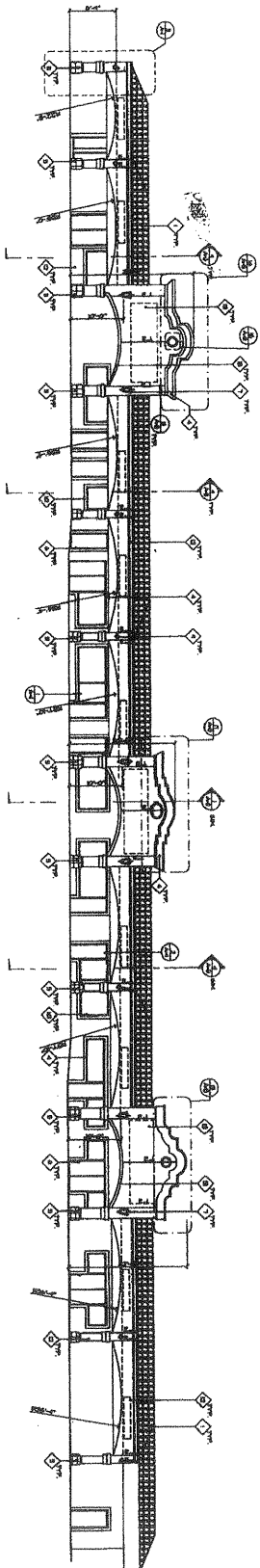


Signs & Service

3940 Pyrite St., Riverside, CA 92509
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DATE 2/3/04 FILE exhibit B

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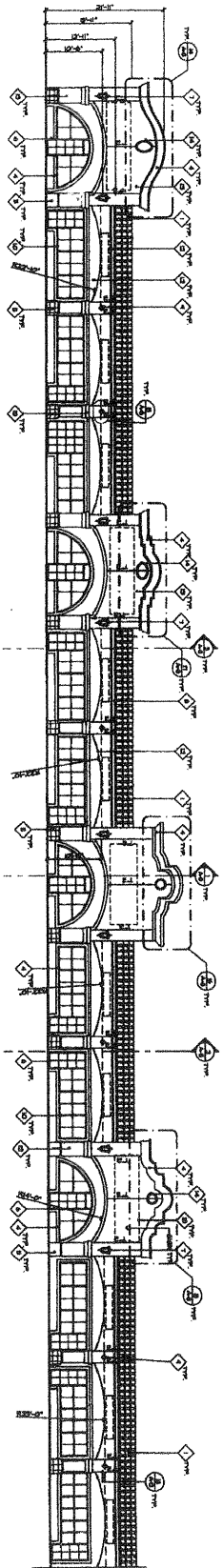
Building 1 (South Elevation)

EXHIBIT "C"

IEA Signs & Service
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Building 2(South Elevation)

EXHIBIT "C-1"

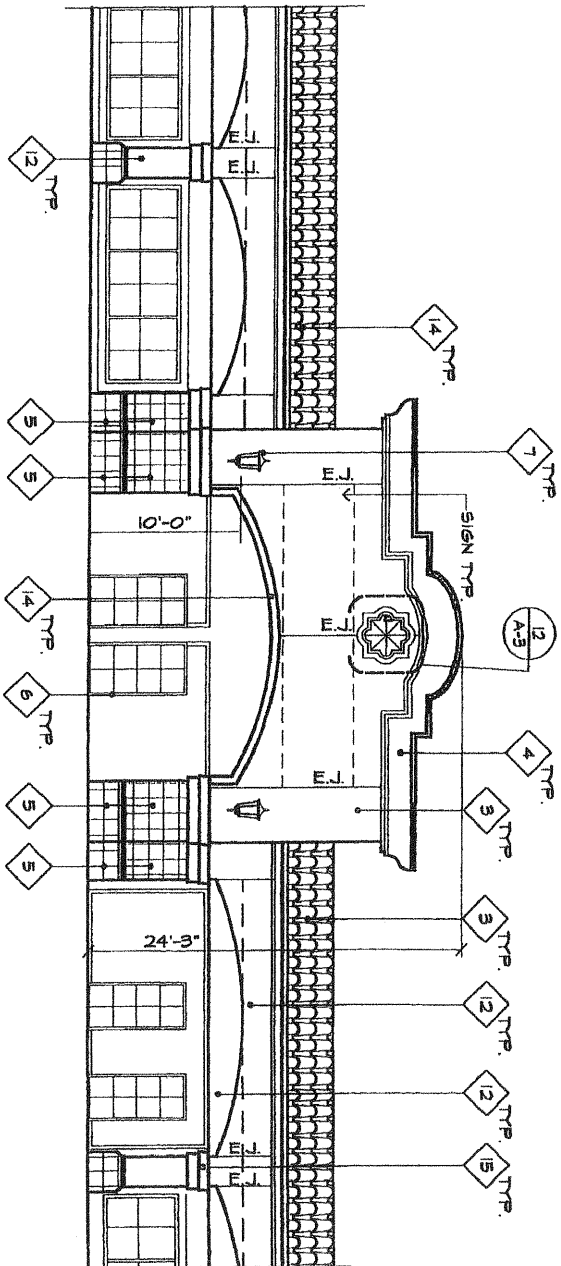


*Signs
&
Service*

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DATE 2/3/04 FILE exhibit C-1

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Building 2 Cardenas Market Elevation (Southeast Corner)

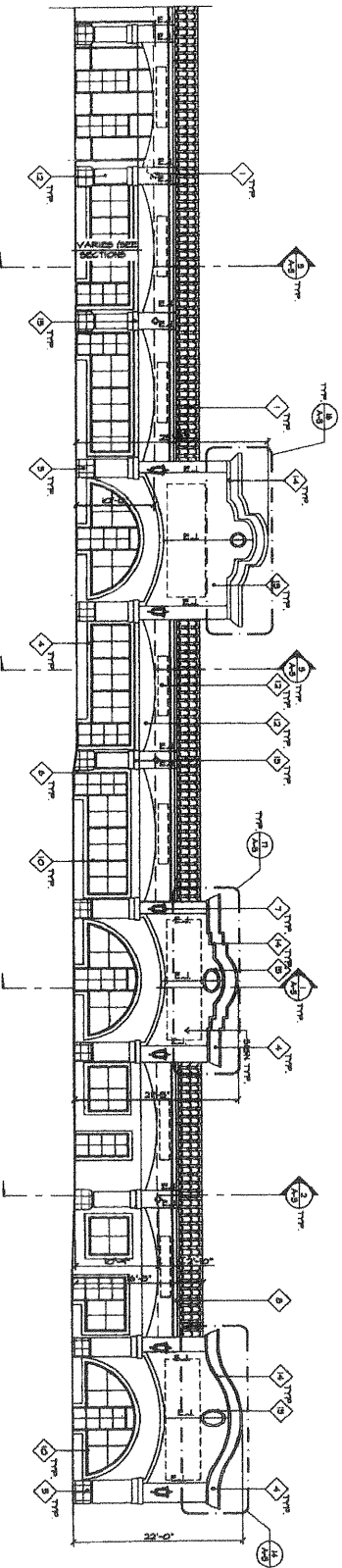
EXHIBIT "C-2"



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Building 2 (West Elevation)

EXHIBIT "C-3"

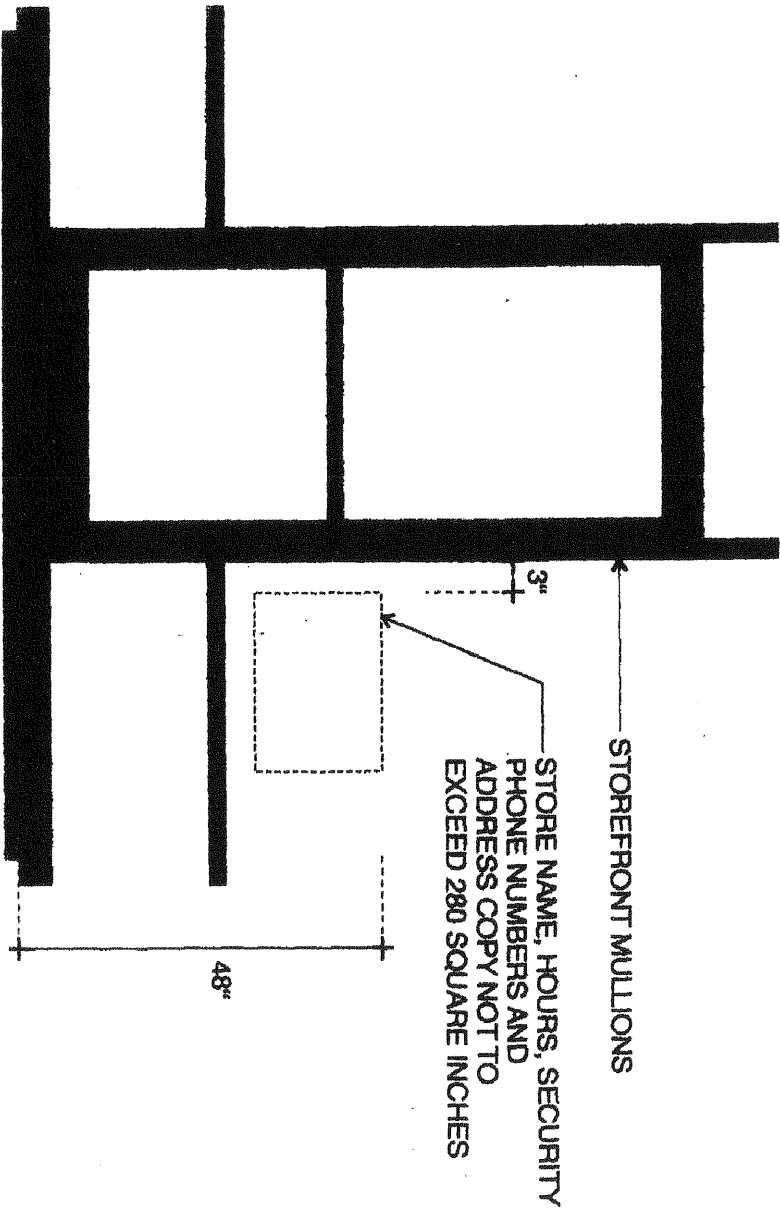


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DATE 2/3/04 FILE exhibit_C-3

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EXHIBIT "D"



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