



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

# Sign Program Application

## APPLICANT/OWNER INFORMATION (print or type)

Property Owner: THE TRENTON GROUP  
 Address: 5670 WILSHIRE BLVD, #1240, LA, CA 90036  
 Telephone No.: 323-936-1833 Fax No.: 323-936-2124  
 Applicant: SIGNAGE SOLUTIONS  
 Address: 1336 ALLEC ST, ANAHEIM CA 92805  
 Telephone No.: 714-491-0299 Fax No.: 714-491-0439  
 Applicant's Representative: GENE LONG / SIGNAGE SOLUTIONS BA  
 Address: 1336 ALLEC ST ANAHEIM, CA 92805  
 Telephone No.: 714-491-0299 Fax No.: 714-491-0439

(For staff use only)  
 File No.: PSGP04-009  
 Related Files: \_\_\_\_\_  
 Submittal Date: 9-28-04  
 Rec'd By: TW  
 Fees Paid: \$ 1,048.00  
 Receipt No.: R200405573  
177.00 R200406028  
 Action:  Approved  Denied  
 By: Hank Mercer  
 Date: 1/13/2005

## SITE INFORMATION

Site Address (include N, S, E or W): 3110 GUASTI RD  
 Assessor's Parcel No.: \_\_\_\_\_  
 Development Name: UNIVERSITY PLAZA OFFICE BUILDING  
 Zone: OFFICE/RETAIL/COMMERCIAL Euclid Avenue Overlay District?:  Yes  No

## NOTES

ATTACHED IS THE PLANNED SIGN PROGRAM FOR YOUR REVIEW & APPROVAL  
THE UNIVERSITY PLAZA OFFICE BUILDING IS IN THE CENTRAL LAKE BUSINESS  
PARK SPECIFIC PLAN.



**TRANSMITTAL**

**To:** Charles Mercier  
City of Ontario  
303 East B St.  
Ontario, CA 91764-  
**Phone:** 909-395-2431  
**Fax:** 909-395-2420

**From:** Gene Long  
Signage Solutions  
1336 Allec Street  
Anaheim, CA 92805  
**Phone:** 714-491-0299  
**Fax:** 714-491-0439

**Re:** University Plaza Office Building  
Planned Sign Program

**Date:** January 4, 2005  
**Pages:** including cover \_\_\_\_\_

1336

- Your Review
- Your Approval
- Your Information

**Copy:** Lisa Hoffman  
The Trenton Group

ALLEC

STREET

*Mr. Williams:*

*Attached is a revised Planned Sign Program fro University Plaza Office Building, as well as a copy of the Centrelake Owners' Association approval letter the for your review & approval.*

ANAHEIM,

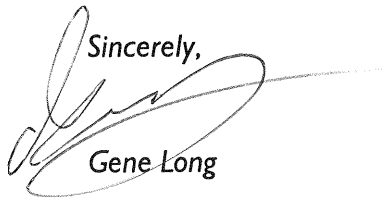
*Per your comments the Entry Monument Signs are now only 5'-0" tall ( per the Center Lake Specific Plan Pg 62 "Project Entry Identification Sign"), and at 25 square feet it is far below the allowable 160 square feet.*

CALIFORNIA

*Additionally we have pulled the exterior building Entry Directory Monument (was item 2.2) as well as the interior signage from the program.*

*Thank you and if you should have any questions, please feel free to contact me.*

92805

Sincerely,  
  
Gene Long

714-491-0299

FAX. 491-0439

\*\*\*\*\*

**CENTRELAKE OWNERS' ASSOCIATION**  
17300 Red Hill Ave. Ste. 210, Irvine, CA 92614

November 12, 2004

Ontario/University Partners  
5670 Wilshire Blvd., Suite 1240  
Los Angeles, CA 90036

**Re: Centrelake Owners' Association**  
Architectural Request for Banner  
3110 Guasti Road, Ontario, CA

To Whom It May Concern:

Please be advised your Architectural request for an exterior sign program was reviewed and partially approved by the Board of Directors. The following items were approved:

1. **Exterior Logo Sign** – Lighted by photo cells.
2. **Address Numbers** – Both signs approved, one faces the freeway at the back of the building, and one faces the railroad at the front of the building. During daytime the numbers are black and at night time the letters are illuminated and white.
3. **Entry Project Identification Sign** – Letters are brushed aluminum. The Board approved, along with the Trenton Group, to remove "Office Building" and limit the number of tenant names to two.
4. **Secondary Directional Sign for Parking Lot** – Two signs were approved.
5. **Parking Lot Exit Stop Signs** – One stop sign will be placed at each exit of the parking lot (there are three exits). Three signs approved.


The following item was denied:

1. **Tenant Directory Monument Sign** – This sign was not approved.

If you should have any questions regarding this matter, please do not hesitate to contact me at (949) 752-2225.

Sincerely,

**ON BEHALF OF THE BOARD OF DIRECTORS**  
**CENTRELAKE OWNERS' ASSOCIATION**

  
Ron Connors CACM, AMS, CAM  
Senior Manager

Q:\HOA Documents\Centrelake\Architectural\3110 Guasti Road Uoff exterior sign 11-10-04.doc

The Emmons Company/Professional Management Associates  
P.O. Box 19530, Irvine, CA 92623  
(949) 752-2225 (949) 708-0367 Fax

Entry Project Identification Sign  
(See Figure A(ii), page 38)

1. This sign is intended to be the primary project identification as you enter the project from both entries at Guasti Road. This sign is limited to identifying the name of the project, utilizing the approved project logo typeface.
2. One (1) entry project identification sign will be allowed per entry. This sign is to be located to the left side as you enter, behind the project property line and must conform to the specifications as stated within Item 7 of the General Sign Standards.
3. The maximum area of the entry project identification sign must not exceed 160 square feet and 5 feet from grade in height.
4. This sign will be double faced and must be fabricated with internally illuminated reversed stainless steel channel letters, halo lit. The structure of the sign is to be a fabricated aluminum cabinet with a stainless steel accent line recessed down both sides and the top of the sign.
5. The color of the structure or background of the sign must be consistent with the project color scheme with a polished stainless steel accent line and stainless steel channel letters.

Building Identification and Address Sign - Street \*  
(See Figure B, page 39)

1. This sign is to identify the primary tenant(s) of any given development or building.
2. A maximum of one (1) building identification and address sign will be allowed per parcel per entry (see Sign Matrix 1, page 11). This sign must be located as specified within Item 7 of the General Sign Standards.
3. The maximum area of the building identification and address sign must not exceed 42 square feet and 4 feet from grade in height.
4. This sign may be either single or double faced and must be internally illuminated fabricated aluminum cabinet with routed out copy backed up with semi-transparent plex.

\*Note: When two (2) lots share a common entry at a public right of way, each lot is permitted one (1) "B" or "C" type sign. In addition, one (1) "D" type directional sign may also be permitted per parcel per entry.

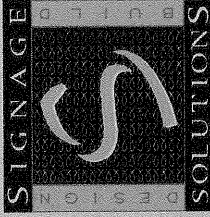
**UNIVERSITY PLAZA  
OFFICE BUILDING**

3110 GUASTI ROAD  
ONTARIO, CALIFORNIA

**P L A N N E D   S I G N   P R O G R A M**

NOVEMBER 20, 2004

Prepared For:  
**The Trenton Group**  
5870 Wilshire Boulevard  
Los Angeles CA 90036



04-5343  
11-20-04

UNIVERSITY PLAZA OFFICE BUILDING

PLANNING DEPARTMENT  
APPROVED

SUBJECT TO CONDITIONS  
*PG-P04-009*

Approved By: *[Signature]* Date: *1/13/2005*

**UNIVERSITY PLAZA  
OFFICE BUILDING**

**3110 GUASTI ROAD  
ONTARIO, CALIFORNIA**

**P L A N N E D   S I G N   P R O G R A M**

NOVEMBER 20, 2004

Prepared For:  
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04-5343  
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UNIVERSITY PLAZA OFFICE BUILDING



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11-20-04

UNIVERSITY PLAZA OFFICE BUILDING

TABLE OF CONTENTS		SIGN TYPE SCHEDULE		PAGE
		ITEM	SIGN TYPE	
Project Directory	1			
Submittals & Approvals	2		EXTERIOR BUILDING SIGNS	
Design Guidelines	3		TENANT BUILDING SIGNS	
Prohibited Signs	3	Tenant I.D. Wall Sign		1.1
Fabrication Requirements	4		REGULATORY BUILDING SIGNS	
		Building Address - Wall		1.2
		Building Address - Canopy		1.3
<b>PROJECT DIRECTORY</b>				
<b>Owner:</b>	The Trenton Group 5670 Wilshire Boulevard Suite 1240 Los Angeles, CA 90036-5616 Contact: Lisa A. Hoffman (323) 936-1833 (fax) 936-2124	Entrance Monument Sign		2.1
		Vehicle Directional		2.2
<b>Project Architect:</b>	MacDavid Martinez 14451 Chambers Road Suite 135 Tustin, CA 92780 Contact: Steve Martinez (714) 505-5945 (fax) 505-5954	Parking Code Entry		4.1
		Handicap Parking Signs		4.2
		Reserved Parking Signs		4.3
		Stop Sign		4.4
<b>Signage Consultant:</b>	Signage Solutions 1336 Allec Street Anaheim, CA 92805 Contact: Gene Long (714) 491-0299 (fax) 491-0439		EXHIBITS	
			Site Plan	A
			Site Plan Detail	B
			Building Elevations	C, D
			Tenant Wall Sign Section	J
			Building Address Wall Sign Section	K
<b>City Planning:</b>	City of Ontario City Hall 303 East B Street Ontario, CA 91764 Contact: Luis E. Batres (909) 395-2431 (fax) 395-2420			

## SUBMITTALS AND APPROVALS FOR EXTERIOR TENANT SIGNS

There is a formal process for the creation, review and approval of Tenant signs at University Plaza Office Building. All Tenant's signage is subject to the Owner's, or their managing agent (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for University Plaza Office Building.

### A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to permit submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to the requirements of City of Ontario Planning Department.

Submittals shall include the following:

1. STOREFRONT ELEVATION:  
Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.
2. SHOP DRAWINGS:  
Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specifications, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

### 3. SAMPLE BOARD:

Provide a sample board showing colors, materials, including building fascia, letter faces, trim cap, returns, and other details.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the provisions of this sign program will be submitted to the Owner for approval and then submitted to City of Ontario Planning Department for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to mitigate problems in the application of this sign program.

### B. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or their Sign Contractor must submit to City of Ontario Planning Department, and will be responsible for all applicable applications, permit fees for the Planning and Building departments.

Tenant and their Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be on file in the Owner's office.
2. All sign contractors must be fully insured and approved by Owner prior to installation. Owner must receive the Sign Contractor's Certificate of Insurance.
3. The Owner must be notified 48 hours in advance prior to sign installation.

C. The owner may, at his sole discretion and at the Tenant's expense, correct, replace, or

remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.

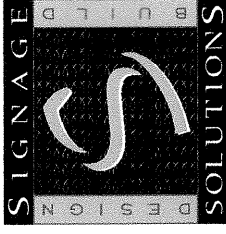
D. If the Tenant chooses to change his exterior sign at any time during the term of his lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of his lease agreement.

E. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, U.L. and the Uniform Electrical Code.

### F. TENANT'S RESPONSIBILITY:

Tenant shall be responsible for the following expenses relating to signage for that Tenant's space.

1. Design consultant fees (if applicable).
2. 100% of permit processing cost and application fees.
3. 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
4. All costs relating to sign removal, including repair of any damage to the building.



04-5343  
11-20-04

UNIVERSITY PLAZA OFFICE BUILDING



## DESIGN GUIDELINES FOR EXTERIOR TENANT SIGNS

The purpose of establishing these design guidelines is to ensure that each exterior sign will contribute to the success of University Plaza Office Building. High quality face and halo illuminated channel letter signage, which reflects the integrity of the architecture, will be required.

### A. ILLUMINATION:

- Face and halo illumination.

The following are prohibited:

- Exposed conduit and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with building design.

### B. SIGN COLORS AND FINISHES:

All Tenants' colors must be approved by the Owner prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- Colors within each sign should be compatible.
- Default return and retainer color to be black. Exception may be made by Owner for Tenants with sign standards that deviate from this specification.

### C. TYPESTYLES AND LOGOS:

The use of logos and distinctive type styles is encouraged for all tenant signs. Tenants may utilize their logo graphics and type style, provided that they are compatible with the architecture and approved by the Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

### D. SIZES AND QUANTITIES:

1. Sizes and quantities for tenant signs shall be outlined in this criteria for each sign type. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that they appear balanced and in scale in relation to their backgrounds. Copy shall not exceed 42 inches in height.

2. Logo symbols must not exceed an area of 15% higher than the capital letter height and not to exceed 1-1/2 times the cap heights in width. A logo sign shall be permitted in close proximity to the identification sign and be considered as part of the sign area.

### PROHIBITED EXTERIOR TENANT SIGNS

Only those signs types provided herein and specifically approved in writing by the Owner will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures.
- Roof signs.
- Freestanding signs, except as provided in this text.
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use, are prohibited.

- Off premise signs: (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located. Such sign may be allowed upon City and Owner approval

- Maximum sign area is 205 square feet - one square foot of sign area for each lineal foot of building frontage.



04-5343  
11-20-04

## FABRICATION REQUIREMENTS FOR EXTERIOR TENANT SIGNS

The fabrication and installation of all signs shall be subject to the following restrictions:

- A. All signs to consist of individual face and halo illuminated channel letters fabricated from minimum 0.063 aluminum. Letter return depth to be 5 inches deep. All letters to have 3/16-inch thick clear Lexan back lenses and minimum two (2) 1/4-inch diameter weep holes drilled in bottom of each. Letters to be installed pin-mounted 1-1/2 inches off building fascia. Logo fabrication and illumination to match that of letters.
- B. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes and permits.
- C. Sign manufacture shall supply a UL label, as required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- D. Sign permit stickers shall be affixed to the top edge of signs.
- E. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building.
- F. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- G. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices. Finished surfaces shall be free from "oil canning" or warping.
- H. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- I. Threaded rods or anchor bolts shall be used to

mount sign letters that are spaced off from the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No black iron will be permitted. Angle clips attached to lettersides will not be permitted. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.

J. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.

K. All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company (800) 323-6593).

L. Letter returns shall be painted to contrast with color of letter faces.

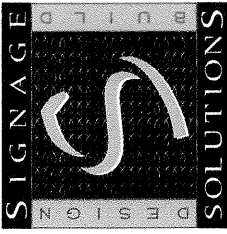
M. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. All lighting must match the exact specifications of the approved shop drawings.

N. Surface brightness and halo illumination of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks between face and return of channel will not be permitted.



04-5343  
11-20-04

UNIVERSITY PLAZA OFFICE BUILDING



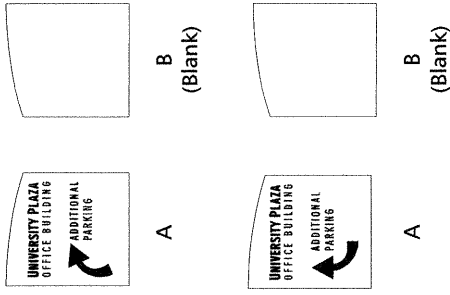
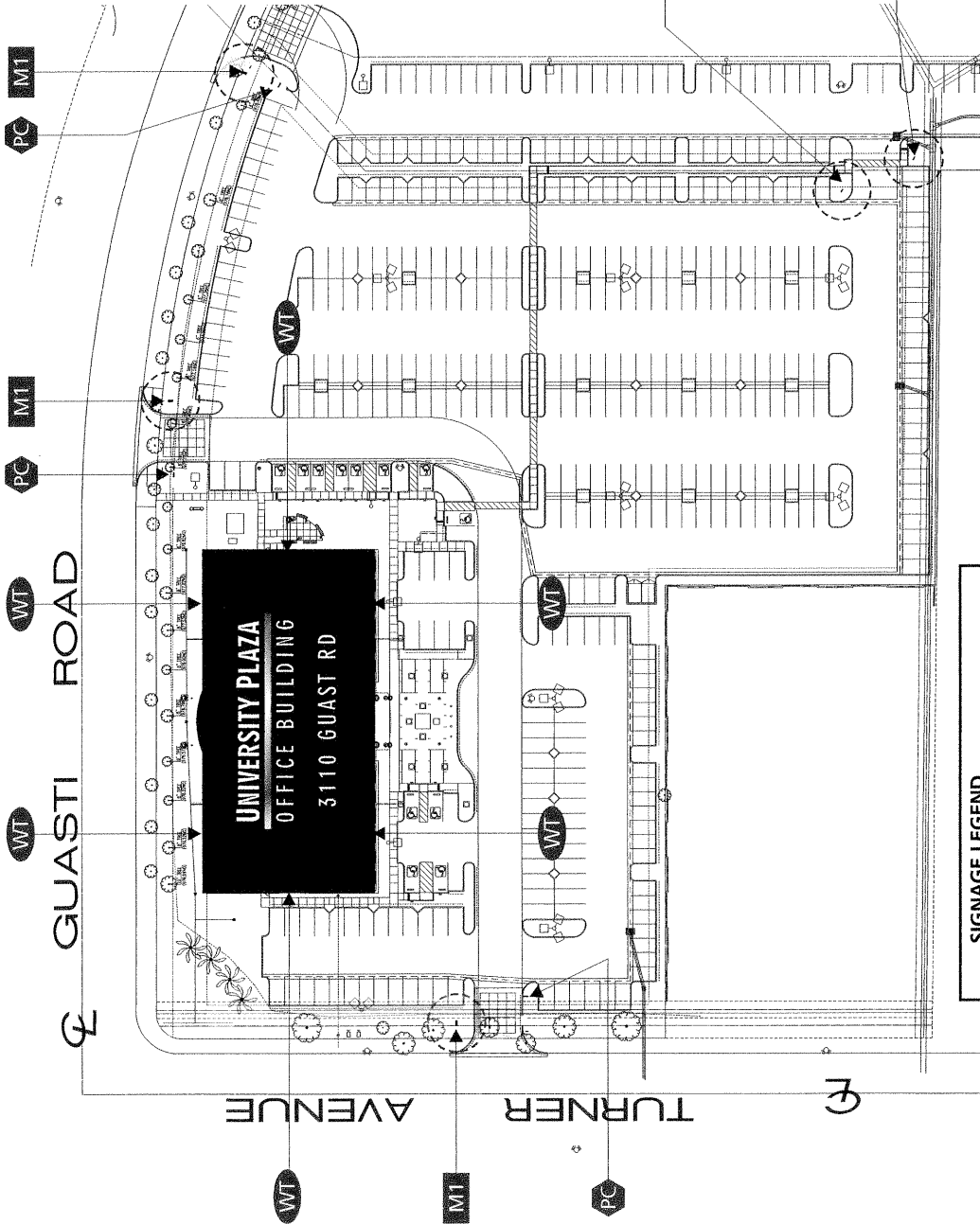
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UNIVERSITY PLAZA OFFICE BUILDING

SITE PLAN

Exhibit

A

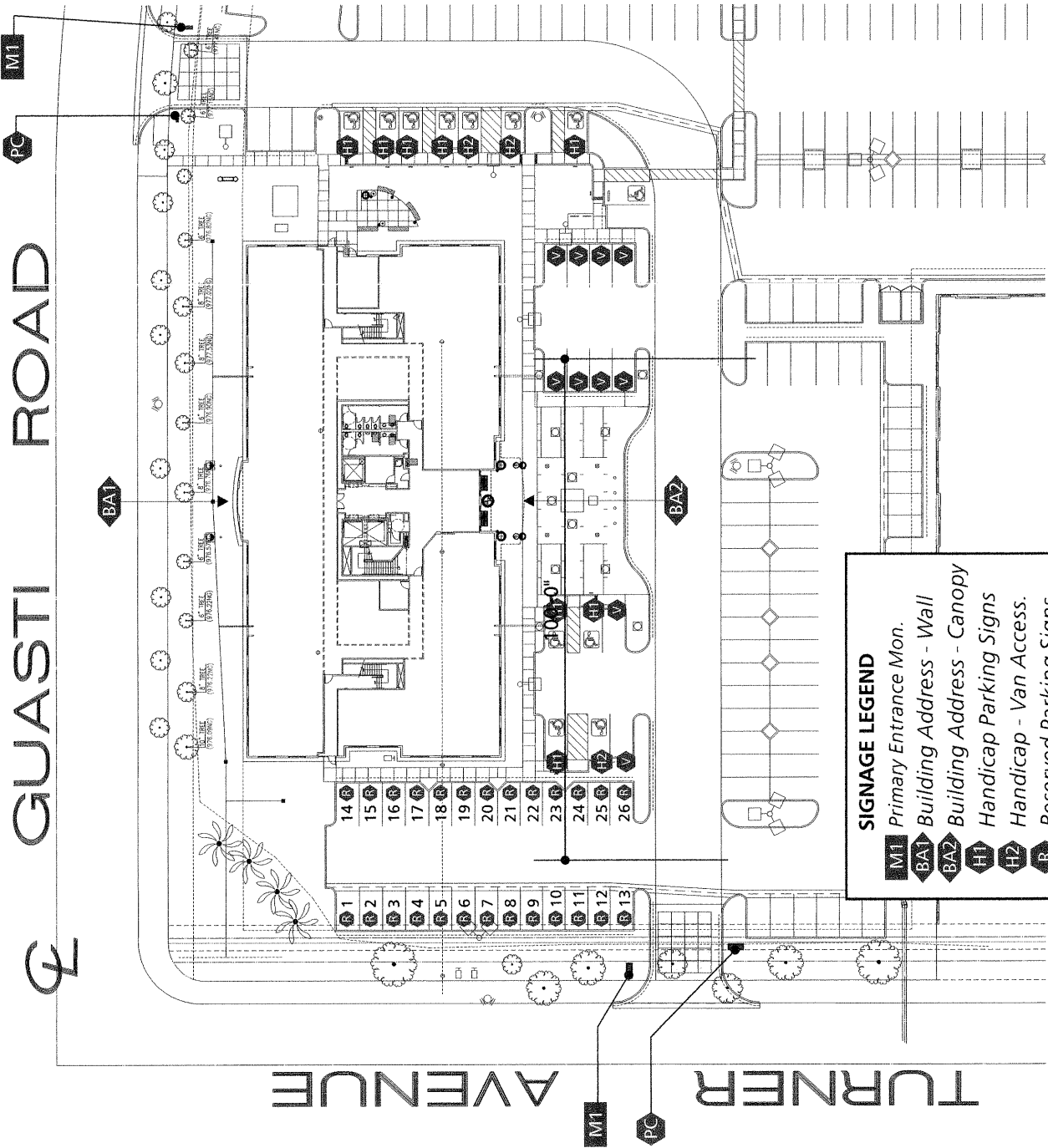


**SIGNAGE LEGEND**

- WT Tenant I.D. Wall Sign  
Max. one (1) sign per elevation,  
two (2) signs per building.  
The location shown above are possible  
locations and not to exceed one (1) sign  
per elevation
- M1 Primary Entrance Mon.
- D Vehicle Directional
- PC Parking Code Entry

Scale: Apprx. 1" = 150'

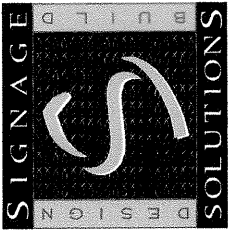




**SIGNAGE LEGEND**

- M1** Primary Entrance Mon.
- BA1** Building Address - Wall
- BA2** Building Address - Canopy
- H1** Handicap Parking Signs
- H2** Handicap - Van Access.
- R** Reserved Parking Signs
- V** Visitor Parking Signs
- S** Stop Sign
- PC** Parking Code Entry





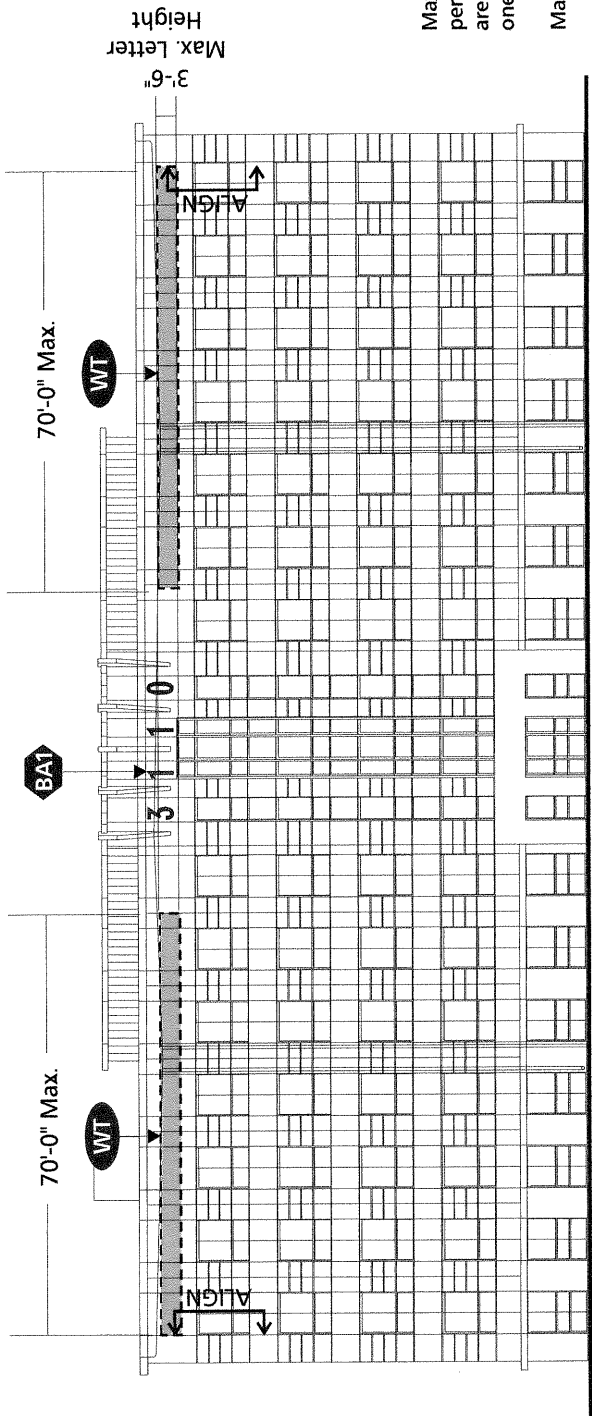
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UNIVERSITY PLAZA OFFICE BUILDING ELEVATIONS

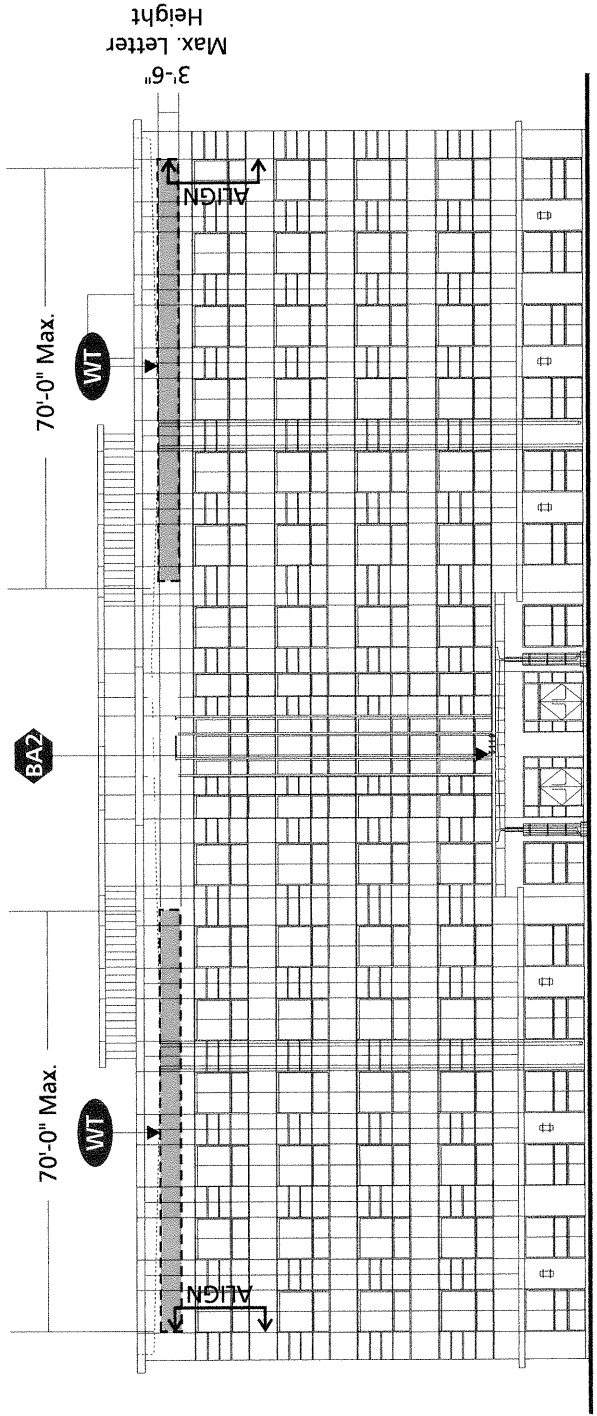
Exhibit



Maximum of one (1) sign per elevation. The locations shown are possible locations not to exceed one (1) sign per elevation  
Maximum two signs per building  
Signs at first floor spandrel, max 2050 with 18" letters if additional tenant signs are desired



NORTH BUILDING ELEVATION



SOUTH BUILDING ELEVATION



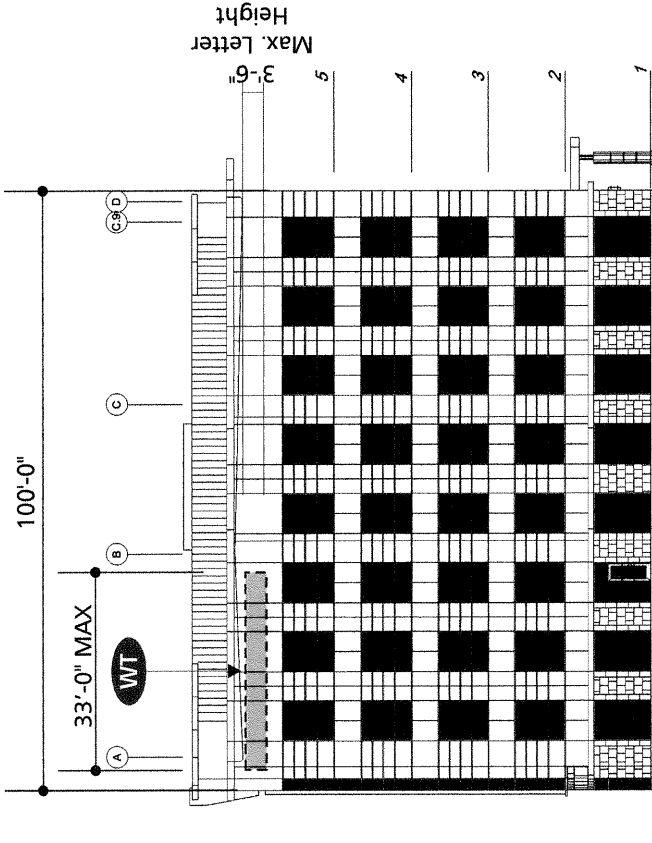
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ELEVATIONS UNIVERSITY PLAZA OFFICE BUILDING

Exhibit

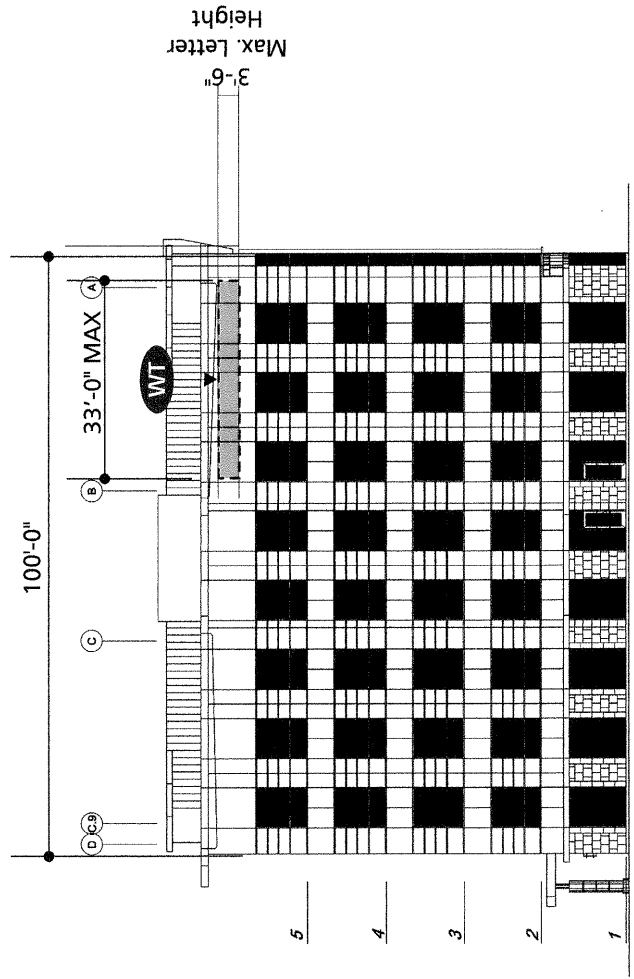
D

- Maximum of one (1) sign per elevation. The locations shown are possible locations not to exceed one (1) sign per elevation
- Maximum two signs per building
- Signs at first floor spandrel, max 100Ø with 18" letters if additional tenant signs are desired



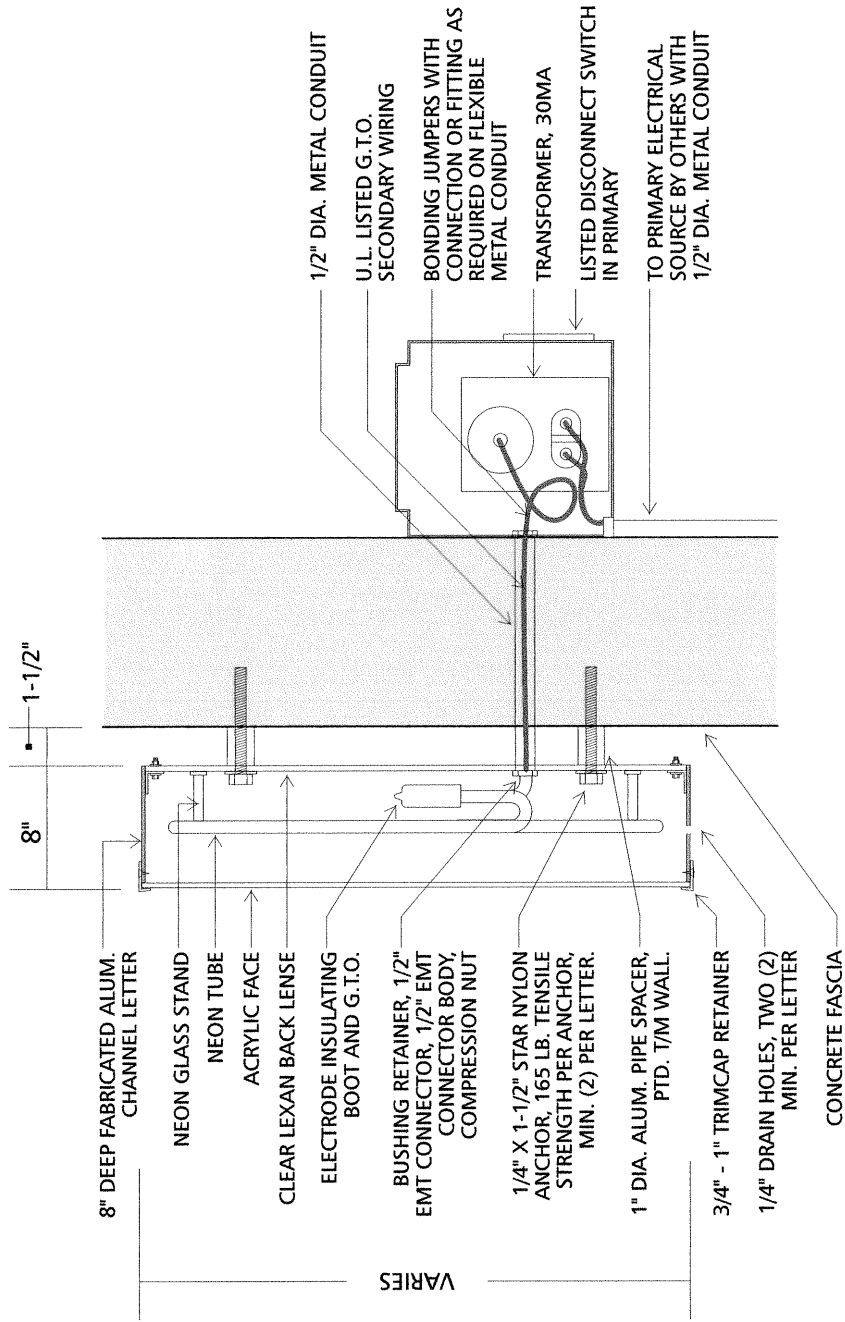
WEST BUILDING ELEVATION

SCALE: 1/32" = 1'-0"

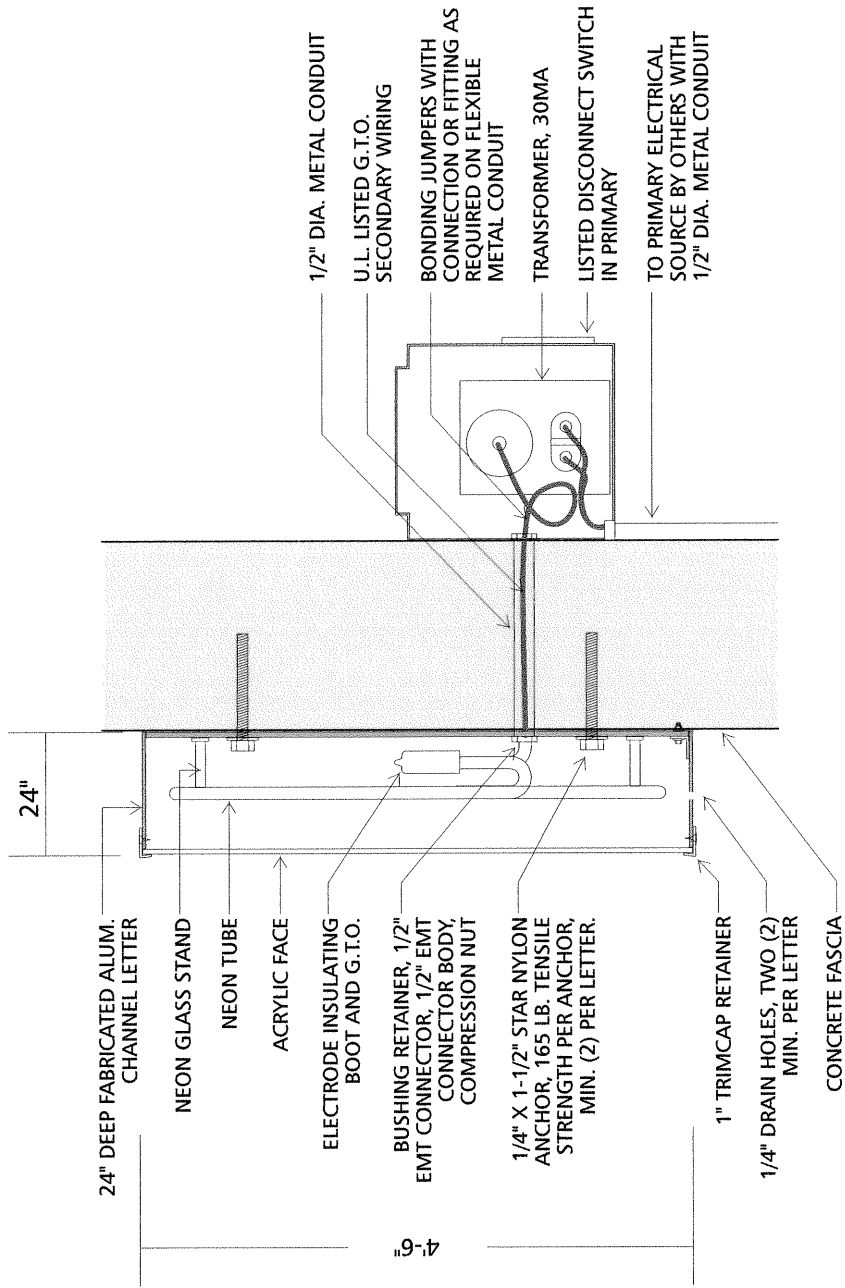


EAST BUILDING ELEVATION

SCALE: 1/32" = 1'-0"



**WT** OFFICE TENANT WALL SIGN  
 TYPICAL SECTION DETAIL



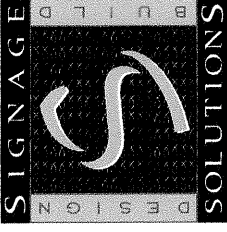
**BA1** BUILDING ADDRESS-WALL MOUNTED SECTION DETAIL



WT

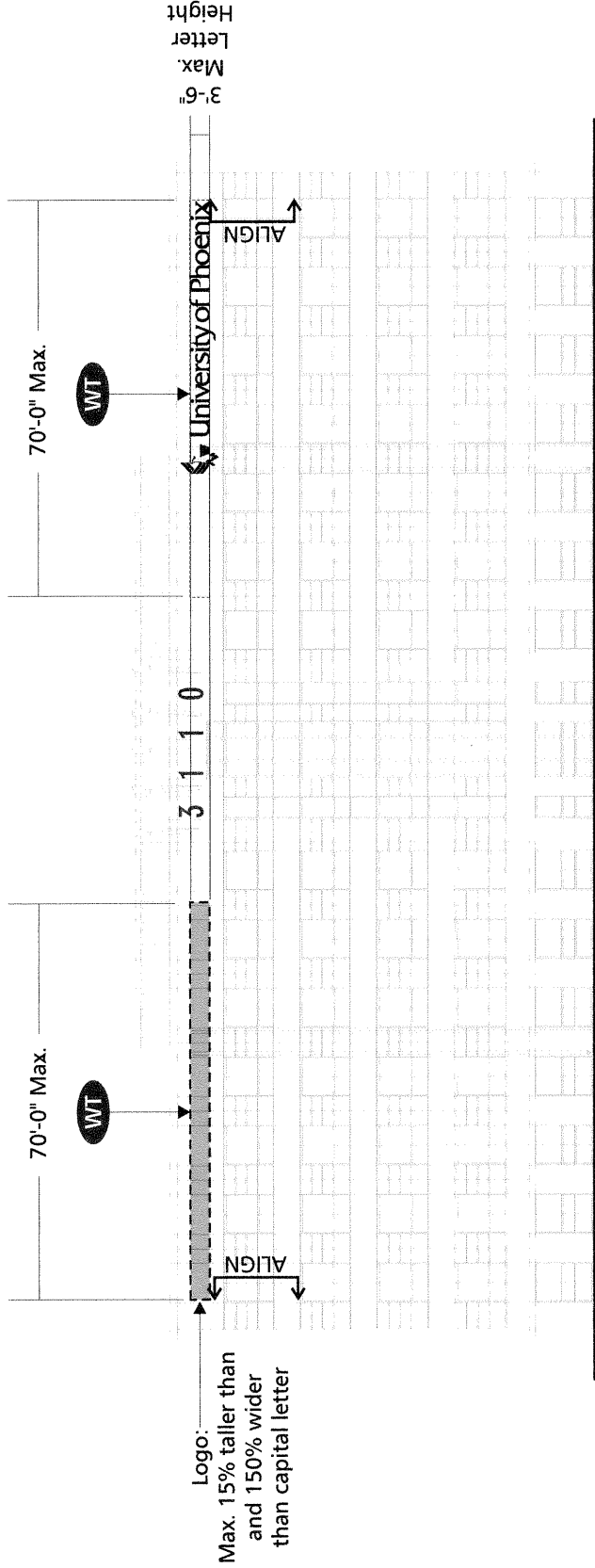
### OFFICE TENANT WALL SIGN

- MATERIALS:** Letters must consist of 8" deep fabricated aluminum channel letters with 6500 white neon face and halo illumination. Optional logo is to be fabricated identically to letters, with any detail on the face accomplished by translucent vinyl overlay.
- QUANTITY:** Four (4).
- COPY:** Tenant name and optional logo.
- SIGN AREA:** North & South Elevations 240.0 square feet max, each sign. East & West Elevations 100 square feet max, each sign.
- SIGN SIZE:** Max. 3'-6" letter height (lower case descenders may extend beyond this with Owner approval). North & South Elevation: Max. 70'-0" long sign. East & West Elevation: Max. 70'-0" long sign. Max. logo size is 6'-0".
- TYPEFACE:** Custom tenant logotype/ name with City and Owner approval.
- COLORS:** Returns and trimcap retainer to be black unless Owner grants exception. Logo detail may be a maximum of two (2) colors.
- INSTALLATION:** Pin-mounted 1-1/2" off building fascia.



04-5343  
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UNIVERSITY PLAZA OFFICE BUILDING

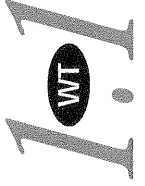


205'-0"

NORTH BUILDING ELEVATION

SCALE: 1/32" = 1'-0"

(SOUTH ELEV. SIM.)



**BA1**

### BUILDING ADDRESS - WALL MOUNTED

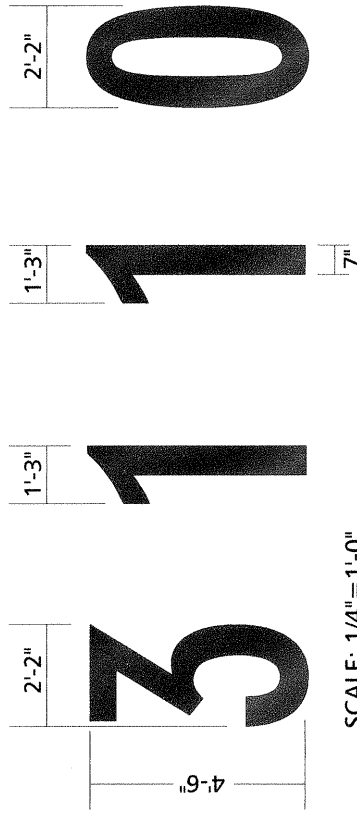
**MATERIALS:** Fabricated 24" deep standard pan internally illuminated aluminum channel numerals.

**QUANTITY:** One (1).

**COLORS:** Paint and texture returns to match stucco fascia color (to be determined).

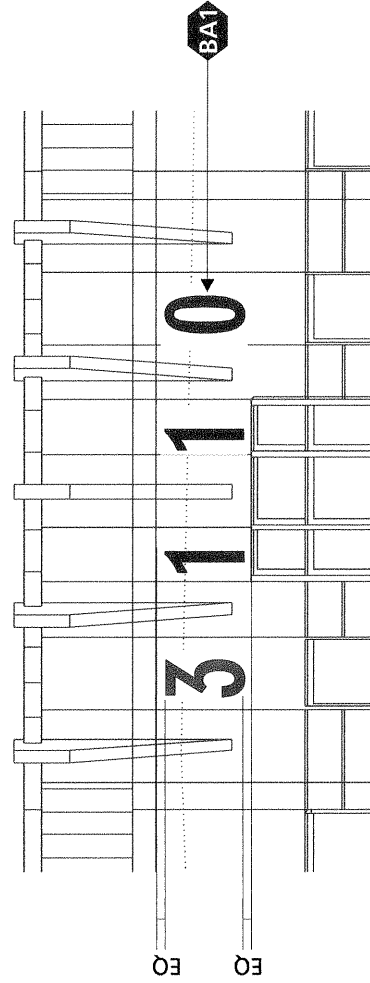
**INSTALLATION:** Flush mount to building fascia.

**ILLUMINATION:** 6500 White neon illumination.



SCALE: 1/4" = 1'-0"

EACH NUMERAL TO BE  
CENTERED HORIZONTALLY  
WITHIN ITS RESPECTIVE SPACE



NORTH BUILDING TOWER ELEVATION

SCALE: 3/32" = 1'-0"

**1.2**  
**BA1**



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UNIVERSITY PLAZA OFFICE BUILDING



### BUILDING ADDRESS - CANOPY MOUNTED

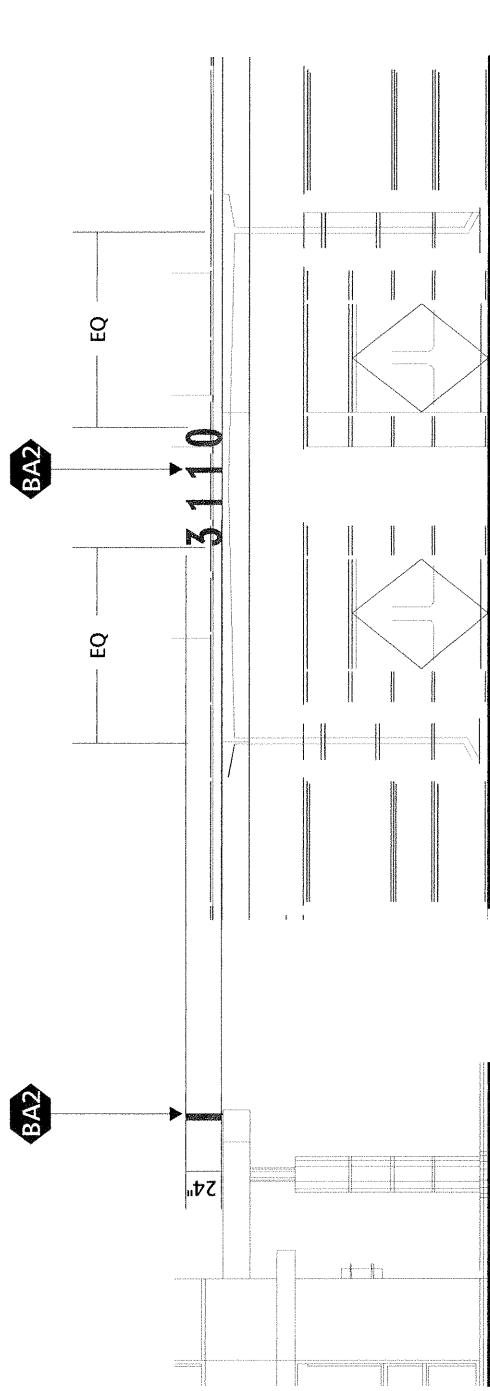
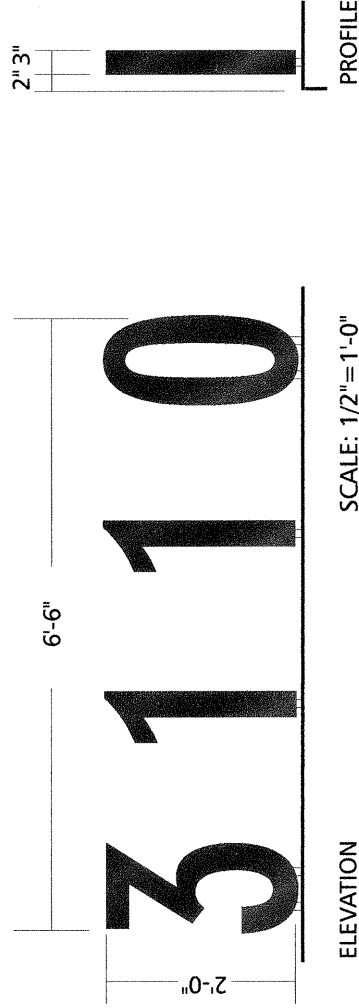
**MATERIALS:** Fabricated 3" deep reverse pan aluminum channel numerals with finished aluminum backs.

**QUANTITY:** One (1).

**COLORS:** Paint faces and returns to match building mullion color (to be determined).

**INSTALLATION:** Mounted atop existing canopy in front of South building entrance.

**ILLUMINATION:** Non-illuminated.



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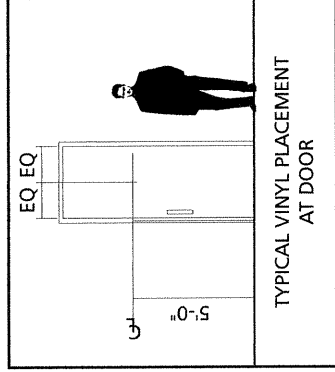
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1.3  
BA2

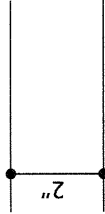


### EXTERIOR VINYL

- MATERIALS:** 2" high vinyl applied to first surface of door. (Color to contrast to door color).
- FONT:** Geometry 706 Bold Condensed.
- QUANTITY:** One (1).
- INSTALLATION:** Installed flush to door 5'-0" above finished floor to vertical center line of sign.



# MAIN ELECTRICAL ROOM



04-5343  
11-20-04

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P11  
3.11



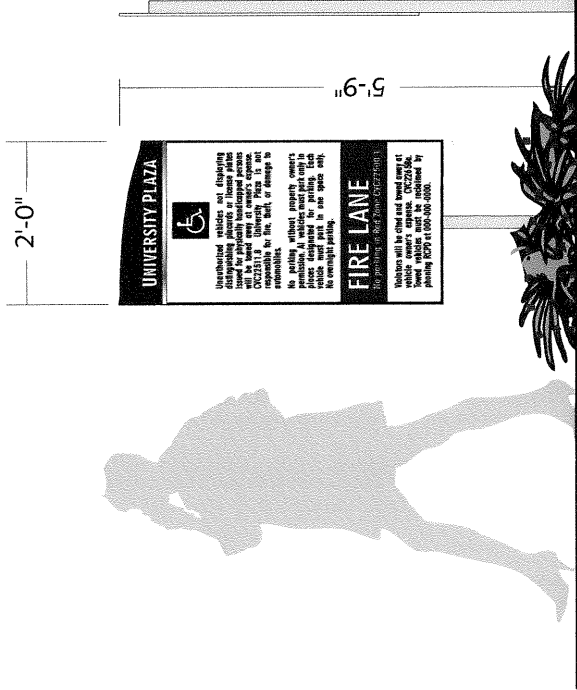
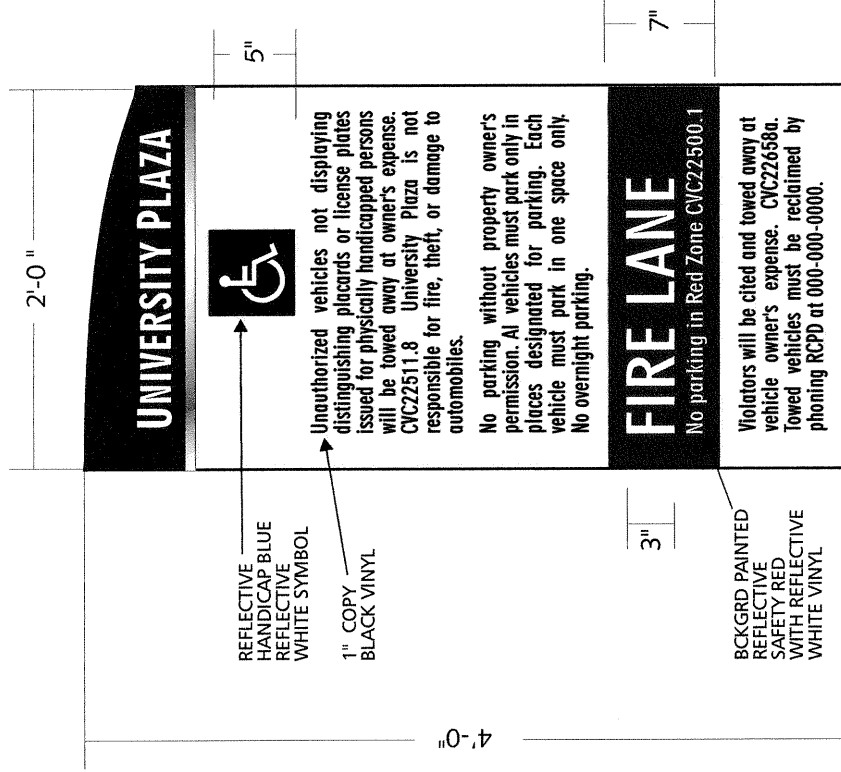
## PARKING CODE ENTRY

- MATERIALS:** Aluminum Panel with silk-screened graphics.  
Mounted to 2" alum. square post painted toupe.
- QUANTITY:** Total of three (3), one (1) per vehicular site entry.
- HEIGHT:** 5'-9" maximum height.
- TYPE FACE:** Helvetica Medium Condensed.
- COLORS:** As noted.
- LIGHTING:** Sign does not illuminate.



04-5343  
11-20-04

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Scale: 3/8" = 1'-0"

4.1



### RESERVED AND VISITOR PARKING STALL SIGNS

**MATERIALS:** Single faced aluminum panel mounted to 2" alum. square post painted toupe.

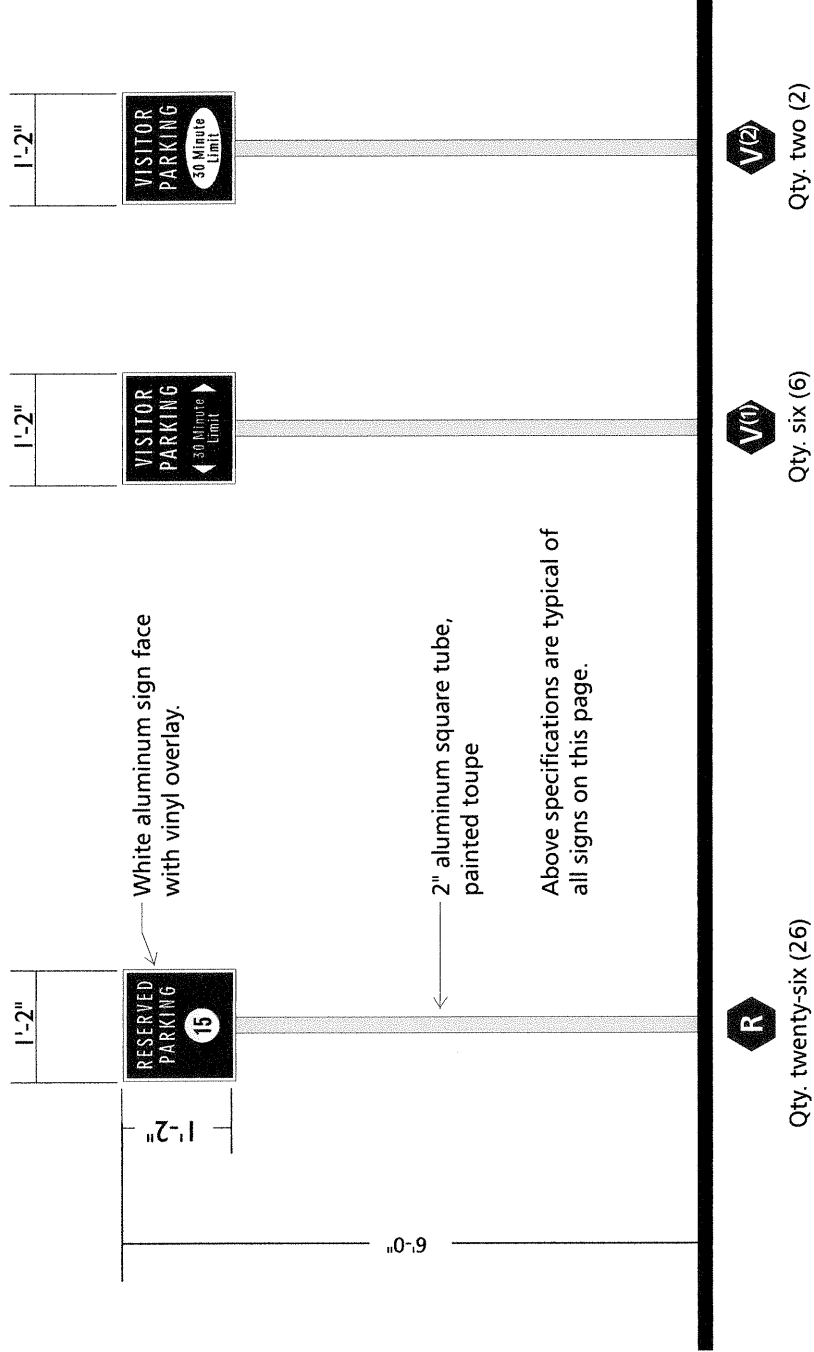
**QUANTITY:** As noted.

**HEIGHT:** 6'-0".

**TYPE FACE:** Geometry 706 Bold Condensed.

**COLORS:** Dark Green vinyl overlay on white painted sign face.

**LIGHTING:** Signs do not illuminate.



Scale: 1/2" = 1'-0"



04-5343  
11-20-04

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## STOP SIGN

**MATERIALS:** Single faced aluminum panel mounted to 2" alum. square post painted toupe.

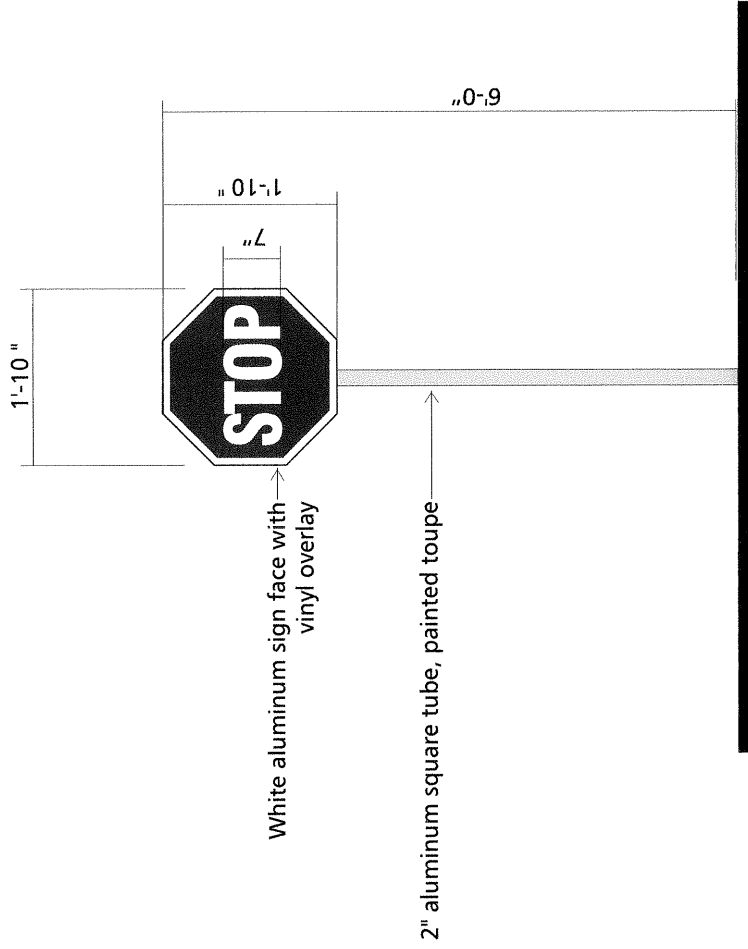
**QUANTITY:** TBD

**HEIGHT:** 6'-0" maximum height.

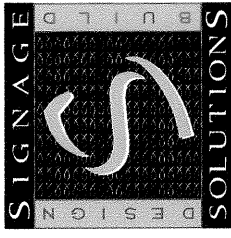
**TYPE FACE:** Helvetica Medium Condensed.

**COLORS:** Standard reflective 3-M vinyl Red & white

**LIGHTING:** Sign does not illuminate.



Scale: 1/2" = 1'-0"



04-5343  
11-20-04

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