

the marketplace on  
**GROVE**

PLANNING DEPARTMENT  
APPROVED

FILE NO. PSCPO5-003  
(RELATED FILE: PDEV05-001)

Approved By: *[Signature]*  
Date: 9/19/2005





**PROJECT  
DIRECTORY**



**TABLE  
OF CONTENTS**

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 WOODLAND HILLS, CA 91367  
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 FAX (818) 710-6116

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 GROVE (MARK ROSE) AVE.  
 ONTARIO, CA

**ARCHITECT:**  
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 EAST COLORADO BLVD  
 PASADENA, CA

**CONSULTANT:**  
 ULTRASIGNS ELECTRICAL ADVERTISING  
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TITLE	1
PROJECT DIRECTORY	2
SUBMITTALS & APPROVALS	3
CONSTRUCTION REQUIREMENTS	4
SIGNAGE SPECIFICATIONS	5
PROHIBITED SIGNS	6
CROSS SECTIONS	7
SITE PLAN	8

**TENANT SIGNS**

ANCHOR TENANTS	9
ANCHOR ELEVATIONS	10-11
MAJOR TENANTS	12
PAD TENANTS	13
DRIVE THRU PAD TENANTS	14
SHOP TENANTS	15

**GROUND SIGNS**

FREEWAY PYLON	16
MONUMENTS	17
DIRECTIONAL	18



## A INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

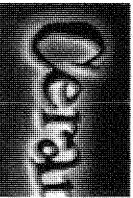
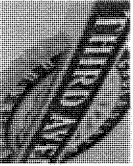
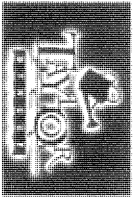
Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the City.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

## B LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.
2. The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s).
3. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
7. Should a sign be removed, it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition.



**ultrasigns**  
DIGITAL ADVERTISING



## GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. Label.
3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior
5. Internal illumination to be 30 milliamper neon or fluorescent tubes, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.
10. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
13. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
17. All raceways, conduits, etc... installed on rock background, corrugated metal and/or back of parapets to be painted a specific color to be obtained from the architect.



## D SHOP TENANT SIGNAGE SPECIFICATIONS:

The intent of this criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project. Signs must be architecturally compatible with the entire center.

### STOREFRONT SIGNAGE

The following types of construction will be allowed:

- Acrylic face channel letters
- Through face and halo channel letters
- Reverse pan channel letters
- Skeleton neon behind flat cut out shapes and letters.
- Open pan channel letters( Only in an artistic letter style/font)
- Push thru letters and logos in aluminum cabinets
- Flat cut out dimensional shapes and accents
- Metal screen mesh accents
- Exposed skeleton neon accents

The idea of using dissimilar materials and creating signs with varying colors, layers, and textures will create an exciting and appealing retail environment.

Sign area for all tenants will be calculated as follows:

1.0 square feet of sign area for every linear foot of leased frontage.

Tenants with multiple elevations will be allowed the same formula for each elevation. Stacked copy is permitted.

On multi-tenant buildings, end cap tenants are allowed signage on three sides, while other tenants are allowed signage on two sides only.

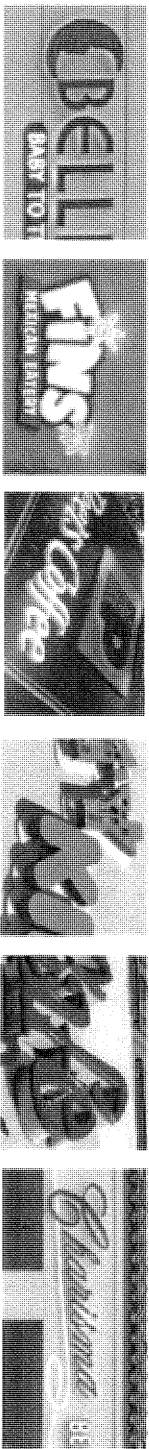
Sign area on the rear of buildings will be calculated as follows:  
½ square feet of sign area for every linear foot of leased frontage.

In order to allow creativity and artistic designs, ascending and descending shapes will be allowed to extend up to 25% beyond the envelope limits provided that the overall allocated square footage is not exceeded. In other words, these areas shall be calculated individually and added to the "boxed" area for the main sign body. (See diagram below)

Tenant Copy

Descender

Descender: (The part of the lowercase letters, such as g, p, and q, that extends below the other lowercase letters)



**ultrasigns**  
ELECTRICAL ADVERTISING

## **E** PROHIBITED SIGNS:

1. 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, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.
2. Signs in Proximity to Utility Lines:  
Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.
3. Signs painted directly on a building surface will not be permitted.
4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.
5. There shall be no signs that are flashing, moving or audible.
6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached exhibit for tenants.
7. Vehicle Signs:  
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are use for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited. (I.e. Delivery trucks with tenant signage is OK!)

8. Light Bulb Strings:  
External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

9. Banners, Pennants & Balloons Used for Advertising Purposes:  
Temporary flags, banners, or pennants, or a combination of same constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Municipal Code requirements, Landlord's, and City approval.

10. Billboard Signs are not permitted.

11. The use of permanent "sale" signs are prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.

12. No standard plex faced cabinet construction allowed.

## **F** ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

## **G** INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

- **Section A**  
Illuminated LEXAN FACED CHANNEL display with THROUGH FACE ILLUMINATION.

Use standard aluminum construction with Mathews (or equivalent) satin acrylic polyurethane finish.  
Faces use translucent Lexan with trim cap.  
Illuminate with 30 ma neon or fluorescent tubes.  
Paint returns any color.

- **Section B**  
Illuminated REVERSE PAN CHANNEL display with HALO ILLUMINATION.

Use standard aluminum construction with Mathews (or equivalent) satin acrylic polyurethane finish.  
Illuminate with 30 ma neon or fluorescent tubes.  
Paint faces and returns any color.

- **Section C**  
Illuminated LEXAN FACED CHANNEL display with THROUGH FACE AND HALO ILLUMINATION.

Use standard aluminum construction with Mathews (or equivalent) satin acrylic polyurethane finish.  
Faces use Lexan with trim cap.  
Illuminate with 30 ma neon or fluorescent tubes.  
Paint returns any color.

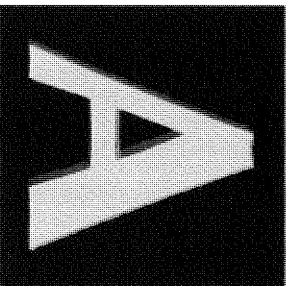
- **Section D**  
Illuminated ALUMINUM FACED CHANNEL display with THROUGH FACE AND HALO ILLUMINATION.

Use standard aluminum construction with Mathews (or equivalent) satin acrylic polyurethane finish.  
Route out aluminum faces where graphics occur and back up or push through lexan graphics.  
Illuminate with 30 ma neon or fluorescent tubes.  
Paint face and returns any color.

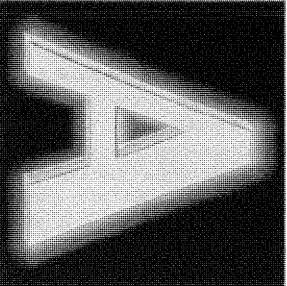
- **Section E**  
Illuminated OPEN PAN CHANNEL display with EXPOSED NEON ILLUMINATION.

Use standard aluminum construction with Mathews (or equivalent) satin acrylic polyurethane finish.  
Illuminate with 30 ma neon.  
Paint face and returns any color.

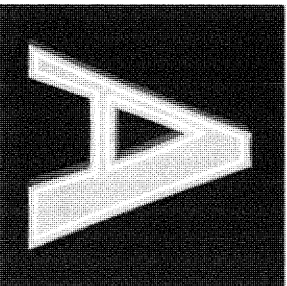
NOTE: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



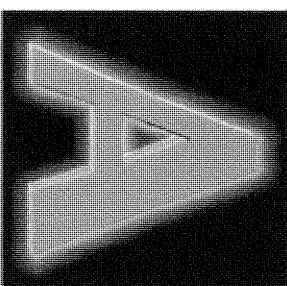
Section A



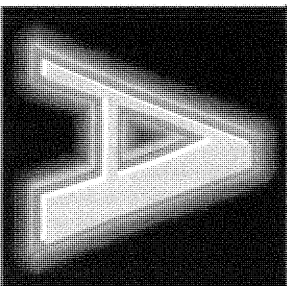
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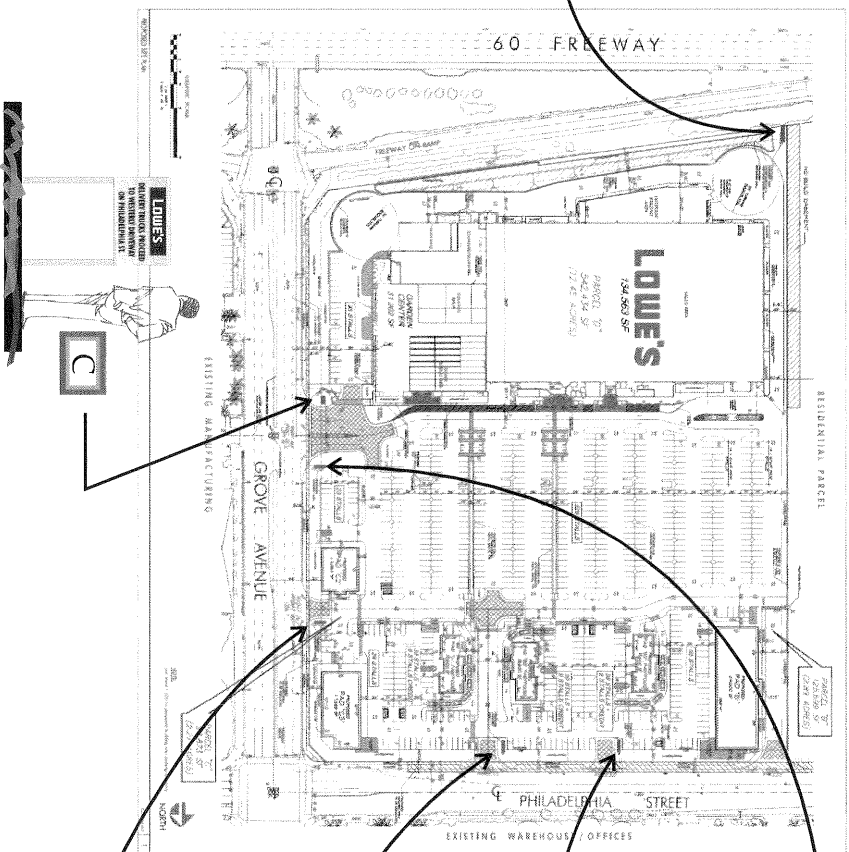
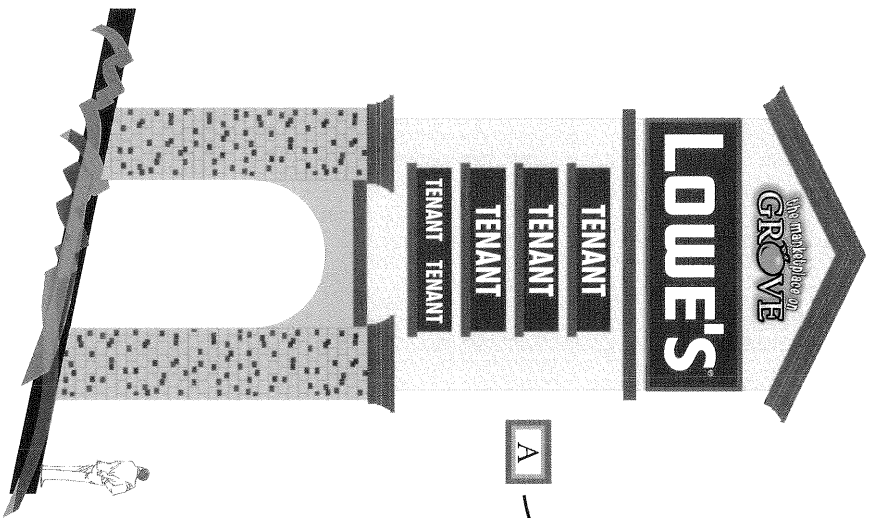
Section E



Section B

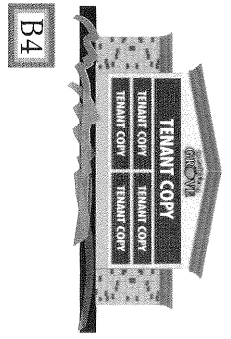


Section D

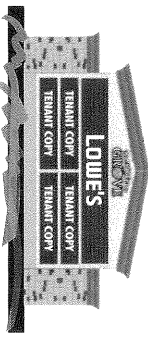


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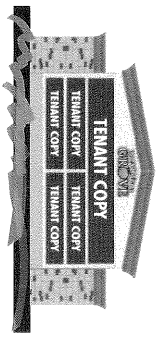
B4



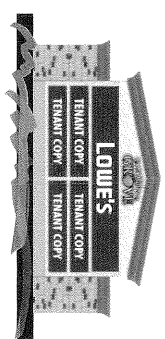
B3



B2



B1





MAXIMUM 75%  
OF ADJACENT SURFACE

# ANCHOR TENANT

7'-9" MAX  
LETTER HEIGHT

MAXIMUM 75%  
OF ADJACENT SURFACE LENGTH

# SECONDARY

2'-2" MAX  
LETTER HEIGHT

ANCHOR TENANTS (OVER 100,000 SQUARE FEET)  
REFER TO PAGE 10-11 FOR SIGN HEIGHT AND LENGTH



**SIZE:** 1.0 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.

**MAXIMUM OF 214.5 SQUARE FEET FOR PRIMARY BUILDING SIGN** LOCATED ON THE FRONT OF THE BUILDING.

**MAXIMUM OF 76.6 SQUARE FEET TOTAL FOR ALL SIGNS** LOCATED ON THE GROVE SIDE OF THE BUILDING.

**MAXIMUM OF 214.5 SQUARE FEET TOTAL FOR ALL SIGNS** LOCATED ON FREEWAY 60.

**MATERIALS:** VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.

**ILLUMINATION:** YES

**COPY:** TENANT NAME AND / OR LOGO

**HEIGHT:** REFER TO GRAPHICS ON PAGES 10-11

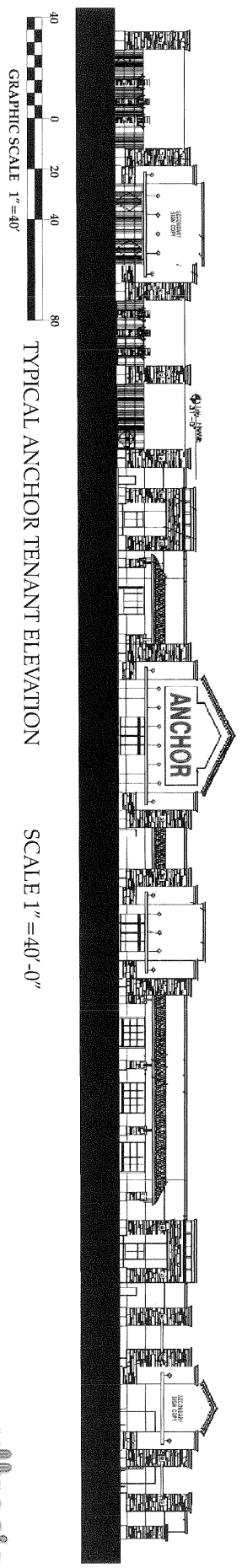
**LENGTH:** REFER TO GRAPHICS ON PAGES 10-11

**TYPEFACE:** CUSTOM LOGO AND TYPE OK

**COLORS:** CUSTOM COLORS OK

**SECONDARY SIGNS:** MAX OF SEVEN WORDS ALLOWED ON PHILADELPHIA ELEVATION.

(REFER TO GRAPHICS FOR SECONDARY SIGNAGE)



## THE MARKETPLACE ON GROVE SIGN PROGRAM

SEPTEMBER 08, 2005 DAG

PAGE 9

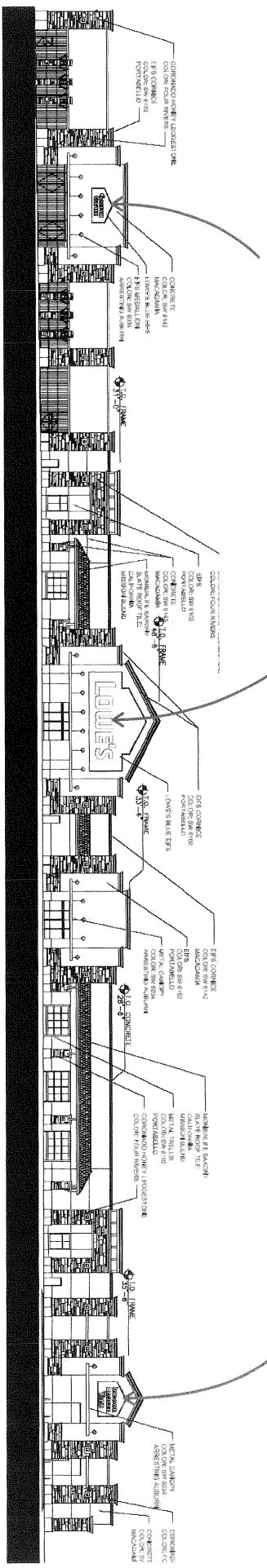
10-9" 7-9" 31-6" 6-8" 7-8" 10-5"

GARDEN CENTER

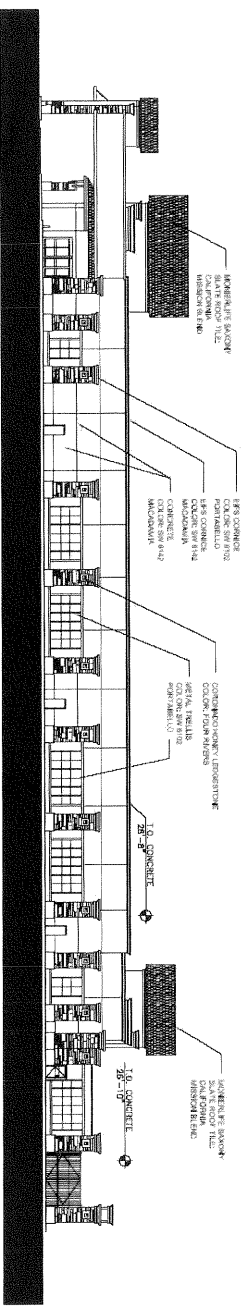
LOWE'S

INDOOR LUMBER YARD

BROKEN LINE INDICATES 214.5 SQUARE FEET



FRONT ELEVATION SCALE 1" = 40'



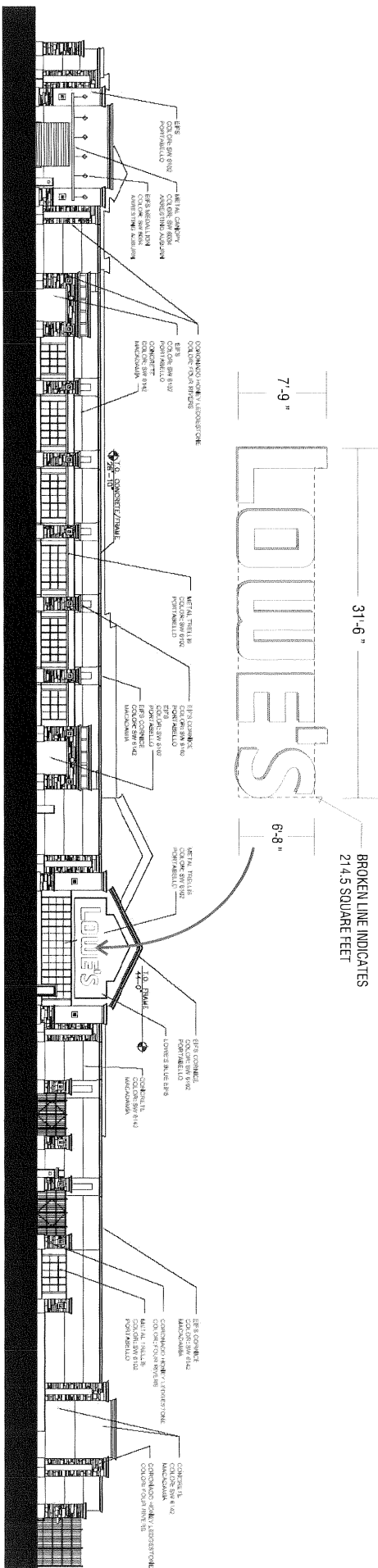
RIGHT SIDE ELEVATION - NO SIGNS SCALE 1" = 40'



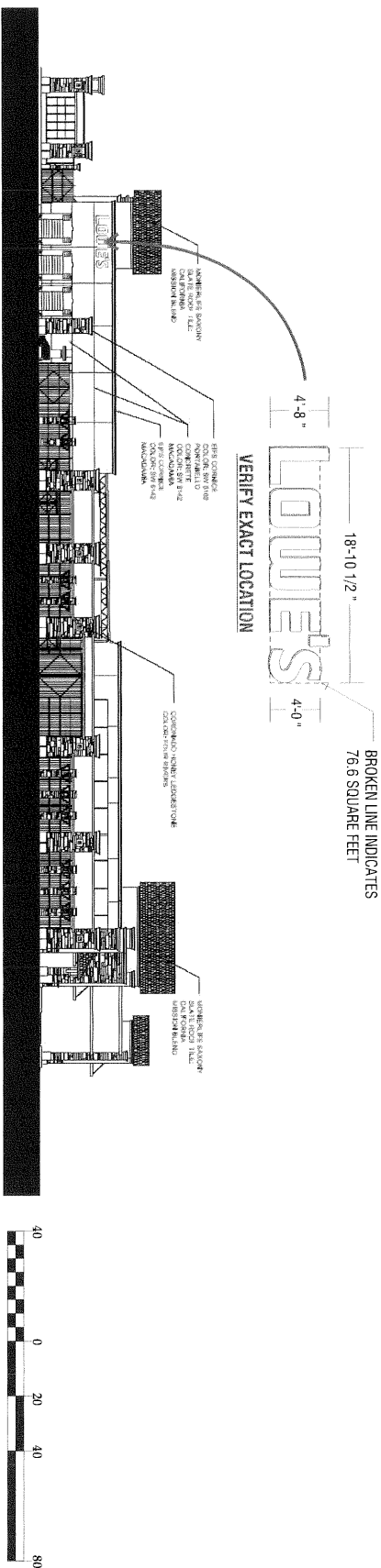
THE MARKETPLACE ON GROVE SIGN PROGRAM

SEPTEMBER 08, 2005 DAG

**REAR ELEVATION SCALE 1" = 40'**



**LEFT SIDE ELEVATION SCALE 1" = 40'**



SEPTEMBER 08, 2005 DAG

**THE MARKETPLACE ON GROVE SIGN PROGRAM**

PAGE 11



MAXIMUM 70%  
OF ADJACENT SURFACE

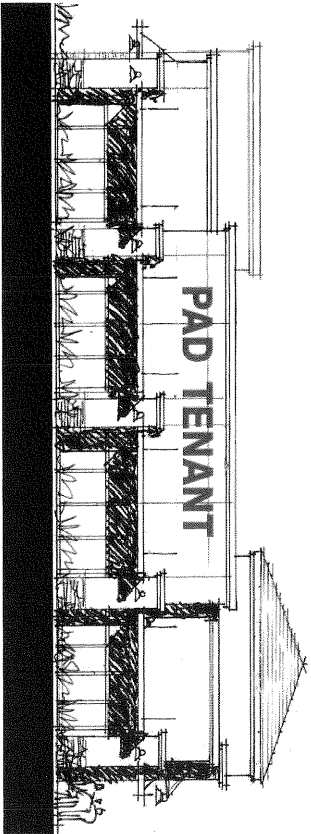
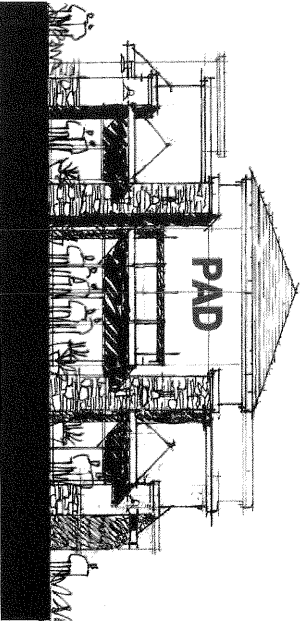
# PAD TENANT

MAXIMUM 70%  
OF ADJACENT SURFACE

# STACKED PAD TENANT

70% OF ADJACENT  
SURFACE OR 3'-6" MAX  
(WHICHEVER IS LESS)

70% OF ADJACENT  
SURFACE OR 2'-6" MAX  
(WHICHEVER IS LESS)



TYPICAL PAD TENANT ELEVATION

SCALE 3/32" = 1'-0"

- SIZE: 10 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.
- MAXIMUM OF ONE (1) SIGN NOT TO EXCEED 75 SQUARE FEET PER BUILDING FRONTAGE THAT FACES A PUBLIC STREET OR OFF-STREET PARKING AREA.
- NOT TO EXCEED THREE (3) WALL SIGNS PER BUILDING.
- SINGLE LINE COPY SHALL NOT EXCEED 2.5 FEET IN HEIGHT
- MULTIPLE LINE COPY SHALL NOT EXCEED 3.5 FEET IN OVERALL HEIGHT
- SIGN LENGTH SHALL NO EXCEED ~~75~~ 75% PERCENT OF THE ADJACENT SURFACE LENGTH.
- MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.
- ILLUMINATION: YES
- COPY: TENANT NAME AND / OR LOGO
- HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE
- LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE
- TYPEFACE: CUSTOM LOGO AND TYPE OK
- COLORS: CUSTOM COLORS OK



## THE MARKETPLACE ON GROVE SIGN PROGRAM

SEPTEMBER 08, 2005 DAG

MAXIMUM 70%  
OF ADJACENT SURFACE

# DRIVE THRU PAD

MAXIMUM 70%  
OF ADJACENT SURFACE



**SIZE: 1.0 SQUARE FOOT OF SIGN AREA PER LINEAR**

**FOOT OF LEASED PREMISES.**

**MAXIMUM OF THREE (3) WALL SIGNS, NOT TO EXCEED**

**30 SQUARE FEET PER ELEVATION AND A MAXIMUM**

**LETTER HEIGHT OF 2.5 FEET. NO MORE THAN ONE (1) WALL**

**SIGN SHALL BE PERMITTED PER BUILDING ELEVATION.**

**MAXIMUM OF TWO (2) MENU BOARDS, NOT TO EXCEED**

**A COMBINED AREA OF 60 SQUARE FEET. NO SINGLE MENU**

**BOARD SHALL EXCEED 50 SQUARE FEET IN AREA.**

**MAXIMUM OF FOUR (4) DIRECTIONAL SIGNS,**

**NOT TO EXCEED A COMBINED AREA OF 20 SQUARE FEET.**

**TOTAL SIGNAGE ALLOWED FOR DRIVE THRU PAD = 175 SQ. FT.**

**MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA,**

**SINGLE TYPE OF CONSTRUCTION ALLOWED.**

**ILLUMINATION: YES**

**COPY: TENANT NAME AND / OR LOGO**

**HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE**

**LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE**

**TYPEFACE: CUSTOM LOGO AND TYPE OK**

**COLORS: CUSTOM COLORS OK**

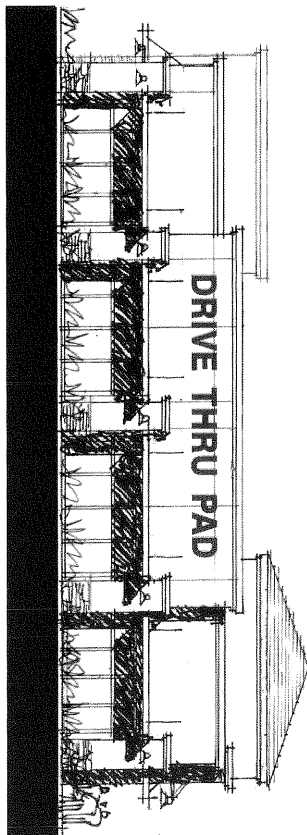
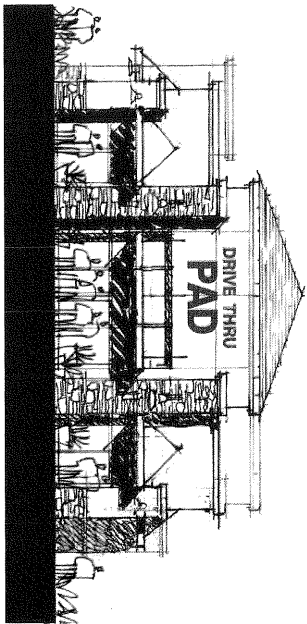
# STACKED PAD TENANT

MENU  
BOARD

GO UP  
SIGN

ENTER

Typical additional directional and menu type ground signs to be allowed.



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

TYPICAL DRIVE THRU PAD TENANT ELEVATION

SCALE 3/32" = 1'-0"



MAXIMUM 70%  
OF ADJACENT SURFACE



70% OF ADJACENT  
SURFACE OR 2'-6" MAX  
(WHICHEVER IS LESS)

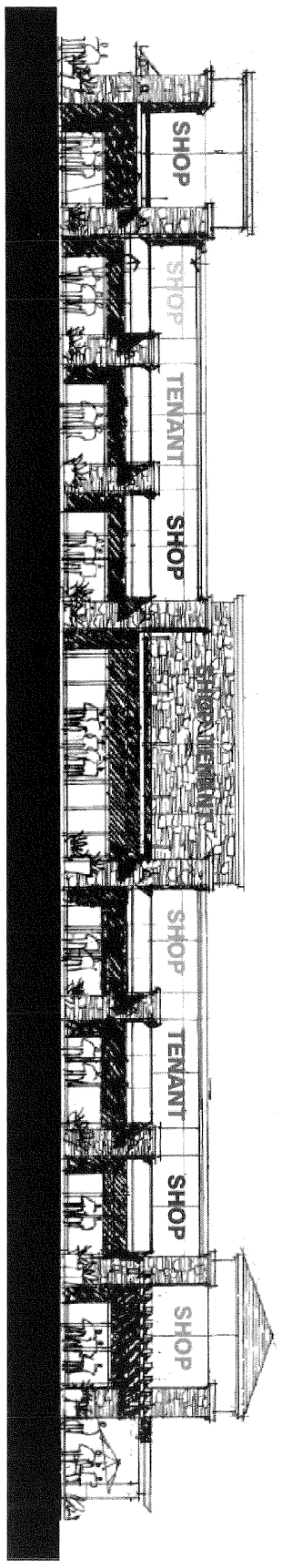
# IN-LINE SHOP TENANT

MAXIMUM 70%  
OF ADJACENT SURFACE

70% OF ADJACENT  
SURFACE OR 3'-6" MAX  
(WHICHEVER IS LESS)

# STACKED TENANT COPY

**SIZE:** 1.0 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.  
**MAXIMUM OF ONE (1) SIGN NOT TO EXCEED 75 SQUARE FEET PER BUILDING FRONTAGE THAT FACES A PUBLIC STREET OR OFF-STREET PARKING AREA.**  
**END CAP TENANTS MAY HAVE TWO (2) WALL SIGNS.**  
**SINGLE LINE COPY SHALL NOT EXCEED 2.5 FEET IN HEIGHT.**  
**MULTIPLE LINE COPY SHALL NOT EXCEED 3.5 FEET IN OVERALL HEIGHT.**  
**SIGN LENGTH SHALL NOT EXCEED 70 PERCENT OF THE ADJACENT SURFACE LENGTH.**  
**BUILDING B:** NO SIGNS ALLOWED ON WEST ELEVATION.  
**MATERIALS:** VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.  
**ILLUMINATION:** YES  
**COPY:** TENANT NAME AND / OR LOGO  
**HEIGHT:** SEVENTY PERCENT OF ADJACENT SURFACE  
**LENGTH:** SEVENTY PERCENT OF ADJACENT SURFACE  
**TYPEFACE:** CUSTOM LOGO AND TYPE OK  
**COLORS:** CUSTOM COLORS OK



GRAPHIC SCALE 1/16" = 1'-0"

TYPICAL SHOP TENANT ELEVATION

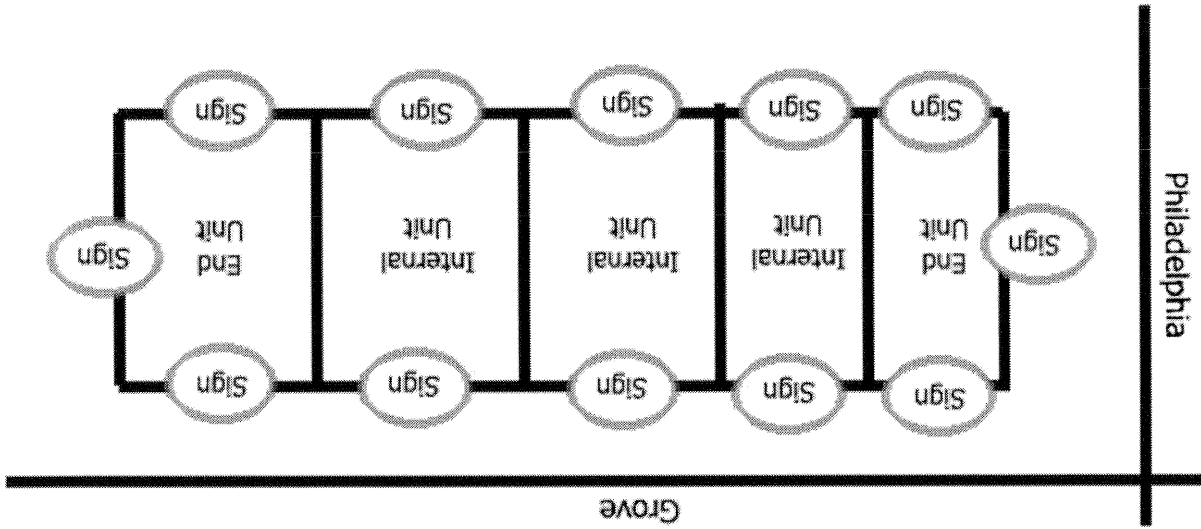
SCALE 1/16" = 1'-0"



## THE MARKETPLACE ON GROVE SIGN PROGRAM

SEPTEMBER 08, 2005 DAG

PAGE 15




1. For each tenant occupying an internal unit, a maximum of two signs shall be allowed, pursuant to the design guidelines and sizes contained in the Sign Program. (**Exhibit A: Sign Location Diagram**)
2. For each tenant occupying an end unit, a maximum of three signs shall be allowed, pursuant to the design guidelines and sizes contained in the Sign Program. (**Exhibit A: Sign Location Diagram**)

It has been determined that the multi-tenant retail building located directly on the corner of Grove Ave. and Philadelphia St. will be allowed the following number of signs:

# CITY OF ONTARIO MEMORANDUM



**TO:** Staff

**FROM:** John Earle Hildebrand III, Assistant Planner  


**DATE:** May 18, 2007

**SUBJECT:** Sign Program Interpretation for PSGP05-003

MAXIMUM 75%  
OF ADJACENT SURFACE

# MAJOR TENANT

MAXIMUM 70%  
OF ADJACENT SURFACE

# STACKED MAJOR TENANT

MAXIMUM 75%  
OF ADJACENT SURFACE LENGTH

# SECONDARY

MAJOR TENANTS (10,000 SQ FT TO 99,000 SQ FT.)



SIZE: 1.0 SQUARE FOOT OF SIGN AREA PER LINEAR  
FOOT OF LEASED PREMISES.

MAXIMUM OF ONE (1) SIGN NOT TO EXCEED 200 SQUARE  
FEET PER BUILDING FRONTAGE THAT FACES A PUBLIC STREET  
OR OFF-STREET PARKING AREA.

NOT TO EXCEED THREE (3) WALL SIGNS PER BUILDING.  
SINGLE LINE COPY SHALL NOT EXCEED 4 FEET IN HEIGHT.  
MULTIPLE LINE COPY SHALL NOT EXCEED 5 FEET  
IN OVERALL HEIGHT.

SIGN LENGTH SHALL NOT EXCEED 70 PERCENT  
OF THE ADJACENT SURFACE LENGTH.

MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA,  
SINGLE TYPE OF CONSTRUCTION ALLOWED.

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

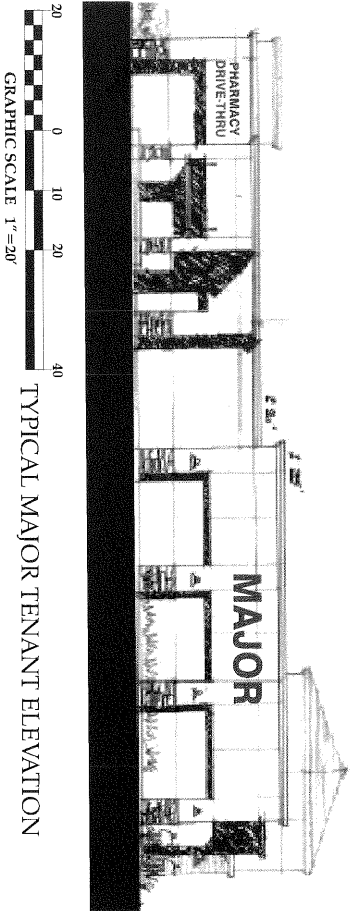
HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE

LENGTH: SEVENTY FIVE PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

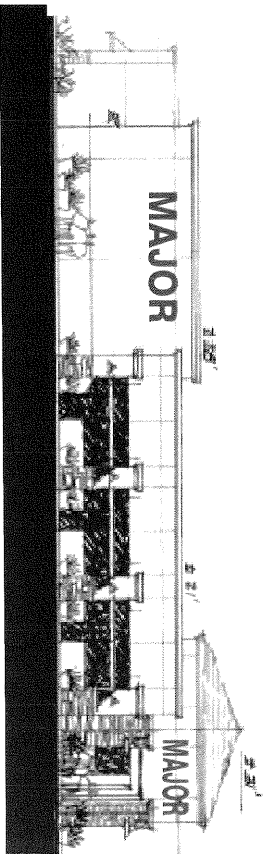
COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: ONE ALLOWED ABOVE  
DRIVE-THRU CANOPY ONLY (2'-0" MAX LETTER)

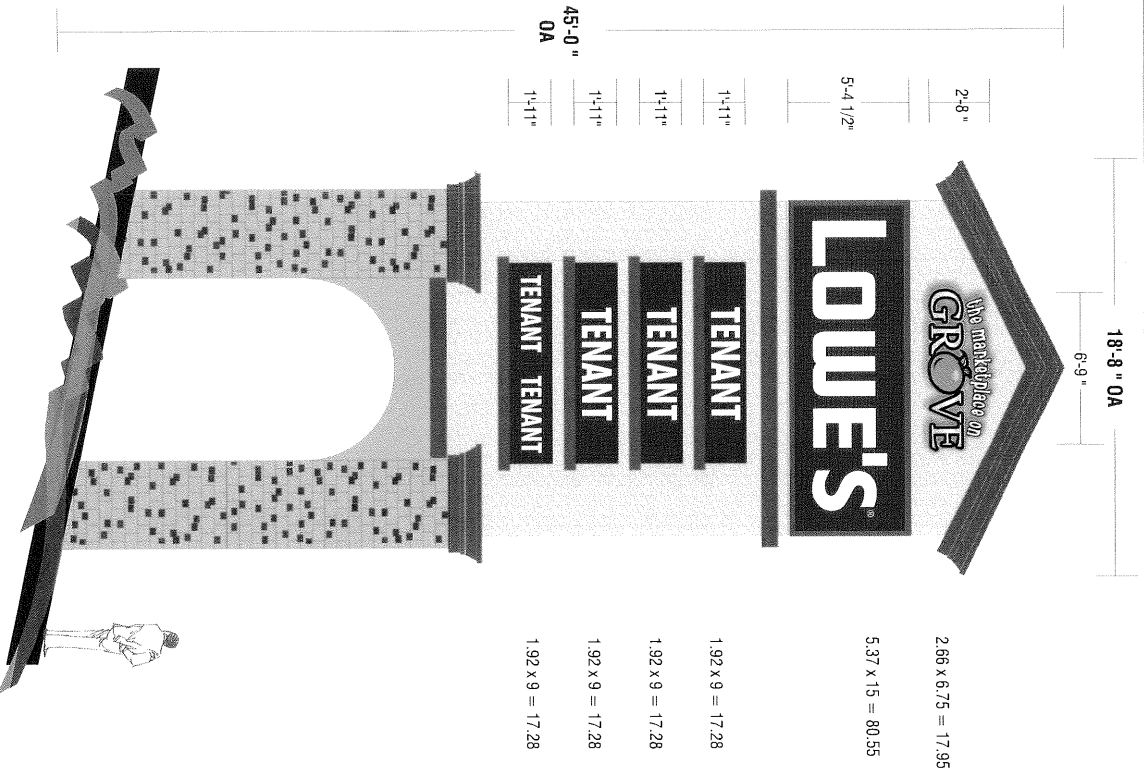


TYPICAL MAJOR TENANT ELEVATION

SCALE 1" = 20'-0"







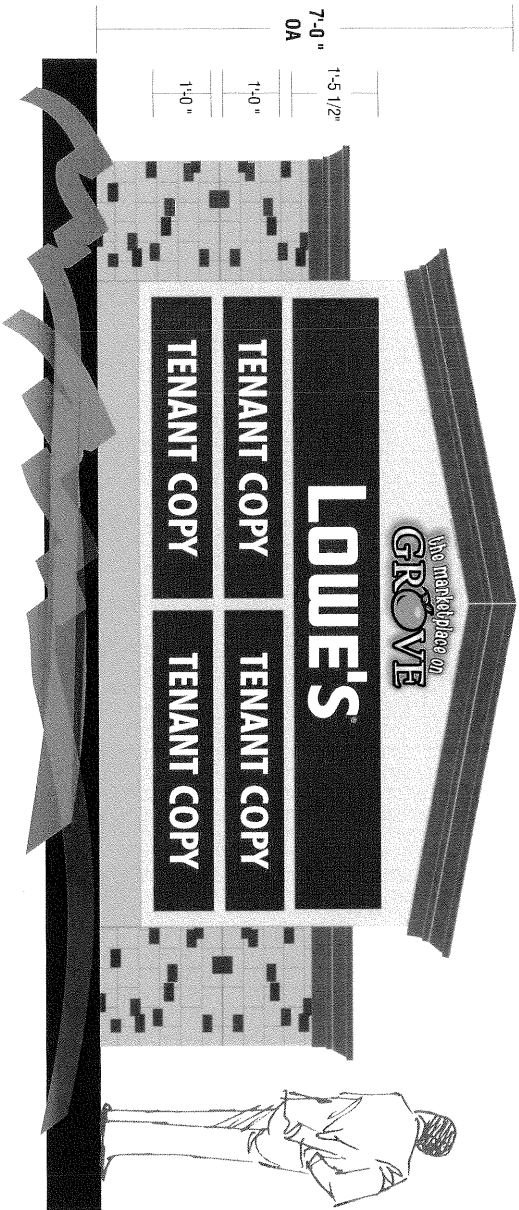
A

NEW DOUBLE FACED INTERNALLY ILLUMINATED  
 FREEWAY ORIENTED GROUND DISPLAY  
 SCALE 3/16" = 1'-0"

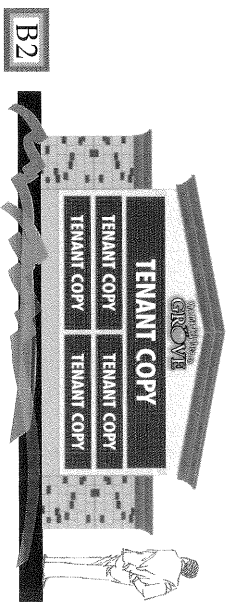
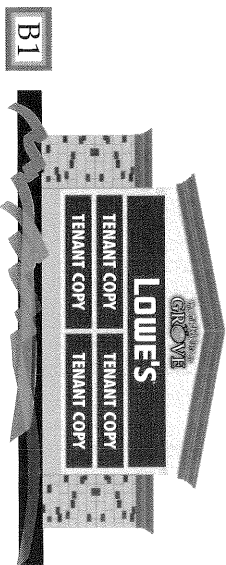
THE MARKETPLACE ON GROVE SIGN PROGRAM

SEPTEMBER 08, 2005 DAG

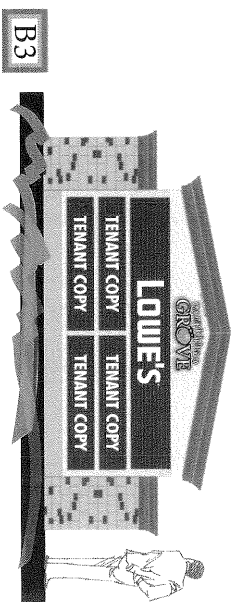


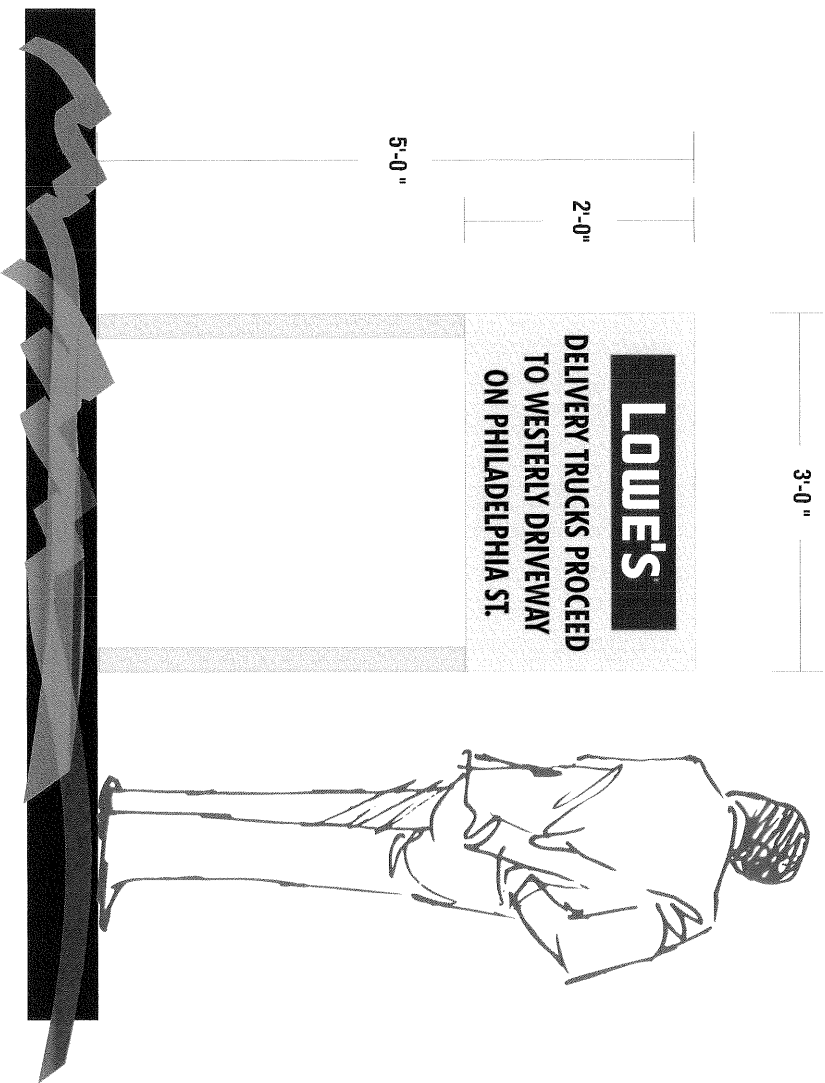


**B** NEW DOUBLE FACED INTERNALLY ILLUMINATED MONUMENT DISPLAYS  
SCALE 1/2" = 1'-0"



**B4**





**C** NEW SINGLE FACED NON ILLUMINATED GROUND DIRECTIONAL DISPLAY  
 SCALE 1"=1'-0"

THE MARKETPLACE ON GROVE SIGN PROGRAM

SEPTEMBER 08, 2005 DAG