# The COLONIES

CITY OF ONTARIO,

# SIGN PROGRAM

August 28th, 2008 FINAL

PSGP08-002





FILE COPY

### MARKETPLACE

**DEVELOPER** The Bergman Companies

4300 Edison Avenue Chino, CA 91710 Tel. 909.627.3651 For. 909.627.5425

SIGN CONSULTANY SASSIMETIVANY
Architectural Design & Signs
2950 Polisades Drive,
(Gronn, California 92880
Tel. 951 278.0680 Fox. 951 270,2005

### **ARCHITECT** KKE Architects

525 East Colorado Bhvd., 4th Floor Pasadona, CA 9110 Tel. 626,796,8230 Fax. 626,796,8735

### TABL ш 0 2 TENTS

Window Graphics and Rear Entry Signs Building Address Numbers "Fresh & Easy" Sign Specifications (Bldg. "A")	Slop and Handicap Signs Parking Code Entry Signs	Tenant Monument Sign (TM1) Tenant Monument Sign (TM2)	Elevations	Site Plan	Fabrication and installation	Prohibited Signs	Approval Process	Type Styles & Logos	Sign Styles	Sign Size Parameters	Objective
18 19 dg. "A") 20-24	17	14 15	10-13	9		7	6	5	4	2-3	Page 1

The second secon



# OBJECTIVE

creative invention and achieve the highest standard of excellence in environmental graphic communication. The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this site. This criteria is also intended to stimulate excellence is best achieved through open and frequent dialogue between Tenant, Developer, and the project's graphic facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation. image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural design consultant. Signing at The Colonies Marketplace, City of Ontario, California is an integral part of the center's

### OVERVIEW

The overview of this criteria is to assist the Developer/Tenant and City relationship

The Developer will be responsible to:

- Provide base building design and construction information requested by Tenant's sign design consultant.
- Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:

All-Annex of All of the

any special installation requiring addition and/or modification to the shell building approved by the Developer Design, fabrication, permitting and installation of signs, including any structural support and electrical service and

### Maintenance of the Sign.

provisions, guidelines and criteria contained within "The Colonies Marketplace" Sign Criteria. in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all The Tenant shall employ professional sign fabricators and installers approved by the Developer who are well qualified

permits prior to installation. Only those sign types provided for and specifically approved by the Developer in Tenant's sign submission documents will be allowed. The Developer may, at his discretion and at the Tenant's expense, and after proper notice to Tenant, with the approved submission. Tenant shall furnish the Developer with a copy of all sign fabrication and installation replace or remove any sign that is installed without Developer's written consent, or that is not executed in conformance The Developer may, at his discretion and at the Tenant's expense, and after proper notice to Tenant,

should the Tenant vacate these premises. Note: It will be the responsibility of the Tenant to satisfactorily repair and patch holes at their storefront sign area







Routed Pushed Through Copy





Matal Cut Out Panel with Halo Illumination





background pan panel A combination of dual-lit channal letters on halo illuminated

**Graphic Examples** 

### SIGN SIZE PARAMETERS

## (A) Tenant Monument Sign (Exhibit TM1) - West Side

Copy to include three (3) Tenants.

The overall size of the monument sign will be 7' - 6\* high.

## (B) Tenant Monument Sign (Exhibit TM2) - North Side

Copy to include four (4) Tenants The overall size of the monument sign will be 7' - 6" high

# (C1) Major Tenant Signage (Up to 15,000 Sq. Ft.) - Buildings "A" and "B"

- The maximum letter height for buildings "A" and "B" may not exceed four (4'-0") feet in height or 25% of the building's height, whichever is less.
- Tenants with building elevations facing multiple exposures such as a parking lot or street, may incorporate signage on each additional elevation.
- The overall width of any sign shall not exceed 75% of Tenant's leased frontage.
- determined by Developer and the City Planning Director. Exposed neon will be allowed. limited to 16" unless larger signs are consistent with the building's sign area proportions as A maximum of two (2) descriptive signs (e.g. "Pharmacy" & "Photo") as well as directional signs (e.g. "Drive Thru Pharmacy" and "Exit") per front elevation are allowed. Overall sign height shall be
- sign height. A Tenant identification sign may also include an icon or logo where necessary to reinforce the Tenant's identification. The icon or logo shall be included in the calculation of the sign area and
- All signs shall be measured by drawing a rectangular shape around entire sign. See below for example of how the square footage of sign is measured. Note: Icon or logo to be measured separately from letters / or words of signage



Letter ("X") Height x Total ("Y") Length of Letters / or Word(s)

around whole sign Example: Square footage rectangular box drawn





Halo Mumination





Standard Channel Letters





**Graphic Examples** 

Front and Halo lit Channel Letters

## SIGN SIZE PARAMETERS (Continued)

## (C2) Pad Building Tenant Signage - Pad "A"

- One (1) sq. ft. of sign area per one (1) linear foot of store frontage.
- fast Food Restaurants: Total signage shall not exceed one-hundred seventy-five (175) square feet
- Four (4) directional signs: Twenty (20) square feet. One (1) menu board sign: Thirty (30) square feet.
- One (1) monument sign: Fifty (50) square feet
- Wall Signs: Seventy-Five (75) square feet total.
- The maximum sign area shall not exceed seventy-five (75) square feet. The maximum letter height for Pad "A" may not exceed forty-two (42) inches
- Tenants with building elevations facing multiple exposures such as a parking lot or street,
- The overall width of any sign shall not exceed 75% of tenants leased frontage unless otherwise approved by Developer and City of Ontario. may incorporate signage on three (3) elevations maximum.
- sign height. Tenant's identification. The icon or logo shall be included in the calculation of the sign area and A Tenant identification sign may also include a icon or logo where necessary to reinforce the

# (C3) Pad Building Multi-Tenant Signage - Building \*C\*

- One (1) sq. ft. of sign area per one (1) linear foot of store frontage.
- The maximum letter height for Building "C" may not exceed thirty-six (36") inches.
- The maximum sign area shall not exceed fifty (50) square feet. Tenants with building elevations facing multiple exposures such as a parking lot or street, may incorporate signage on two (2) elevations maximum.
- approved by Developer and City of Ontario. The overall width of any sign shall not exceed 75% of tenants leased frontage unless otherwise
- A Tenant identification sign may also include a icon or logo where necessary to reinforce the Tenant's identification. The icon or logo shall be included in the calculation of the sign area and sign height.



aluminum panel and routed copy. Alzad Media: Halo illuminated channel letters with an



Mixed Media: Halo illuminated dimensional "M" logo w/perforate aluminum face and open-faced channel letters on decarative ledge.



Mized Modia: Halo letters on wire mesh background and expased neon accents.

### SIGN STYLES

basis of the size and placement. above. The Developer reserves the right to approve or reject any proposed sign on the maximum sign height and length, which may differ from the general guidelines proposed Note that specific locations and surrounding architectural treatments can limit the angles and sight lines when designing appropriate graphics and signs for the storefront. the overall concept of the project, the scale of the proposed sign and the critical viewing approach combining several different fabrication and lighting techniques is preferred. There are many acceptable sign treatments, however a Mixed Media \* three-dimensional Tenants are strongly encouraged to consider the specific architectural style of their facade,

Acceptable sign styles may include:

It is the intention of this Criteria, subject to review, to permit

- Creative use of standard illuminated channel letters.
- Front and halo illuminated channel letters.
- Mixed media/dimensional signs using images, icons, logos, etc.
- 4. Mixed media, 3-dimensional signs painted gold, silver or copper leaf.
- 5. Halo illuminated letters, 3" deep minimum.
- Dimensional geometric shapes.
- 7. Exposed nean if used as an accent, subject to approval by the Landlord
- \* Mixed Media signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with exposed neon accents.

not exceed 50% of the total a sign area. composed of elements, one of which may be a pan panel. However, the pan panel sign should Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be

push-through letters. national logo, may be used alone if they incorporate dimensional elements such as With the Developer's approval, complex shaped (e.g Polyhedron) sign panels which is part of a

### TYPE STYLES & LOGOS









lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Developer and the City in the review process. Developer. The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or by the Tenant in California, provided that these images are architecturally compatible and approved by the combined with other graphics and or dimensional elements denoting the type of business.

The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be

### LIGHTING

following are allowed: Tenant signs should be creatively illuminated using a variety of lighting techniques. One or more of the

- Neon or fluorescent contained in channel letters
- Light Emitting Diodes (LED's)
   Fiber Optics
- Cove Lighting (Indirect Illumination)
   Exposed neon accents

### COLORS

Neon accent colors should complement related signing elements. Bright colors such as "Hot Pink" will not be allowed. Sign colors should provide variety, sophistication and excitement Sign colors should be compatible with and complement building background colors. Signs may incorporate regionally and nationally recognized logo colors.

Sign colors should be selected to provide sufficient contrast against building background colors. Color of letter returns shall be a contrasting color to the face of the letter. The following guidelines are for selecting colors of Tenant's signing.

### APPROVAL PROCESS





The Developer has engaged the services of a SIGN CONSULTANT for the entire project, who will assist in the review and approval of Tenant sign submissions and insure their conformance to the project's overall SIGN CRITERIA. When submitting drawings, applicants must pay a fee of \$300.00 to the Developer for the processing of this design approval service. This fee does not include the additional permit fees required by the City of Ontario.

At least thirty (30) days prior to the Developer's scheduled delivery of the premises, Tenant shall provide the following information to the Developer for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Store Name;

Store Logo (in color with colors identified);

Store interior materials, colors and finishes.

Allowing reasonable time for Developer's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Developer's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Developer's Tenant coordinator.

Shop drawings shall include at least the following: Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" -  $1'\cdot0$ ".

Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign. Typical "section-though" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.

Within thirty (30) days of receipt of the sign submission, the Developer will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Developer's comments and re-submit within fourteen calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Developer's satisfaction.

Upon receipt of final sign approval from the Developer, Tenant shall submit three (3) sets of colored drawings of the proposed sign to the City of Ontario, CA for fabrication and installation permits. Tenants are required to provide one (1) set of the city approved drawings to the Developer prior to commencing any installation.

# THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED.

- A sign that consists of only an unadomed rectangular cabinet signs with translucent or opaque faces.
- ω prior approval from Developer. Temporary wall signs, pennants, banners, inflatable displays or sandwich boards, unless with specific
- Signs blocking doors or fire escapes, unless approved by the Developer. (Note: Box signs hanging in display windows are not allowed).
- Gold leaf treatments on windows, box signs and exposed neon window displays without Developer's written approval.
- Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, Note: Approval is at Developer's discretion. Off the shelf signs are discouraged
- conduits, raceways or neon crossovers of any type.
- 9 Signs using trim-cap retainers that do not match the color of the letter and logo returns
- (polished gold, silver or bronze trim caps are NOT permitted).
- Paper, cardboard, Plexifoam or Styrofoam signs, stickers, or decals hung around or behind storefronts. (Except those required by governmental agencies)

Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.

- Simulated materials such as wood grained plastic laminates or wall coverings. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
- Flashing, oscillating, animated lights or other moving sign components.
- Rooftop signs or signs projecting above roof lines or parapets.
- 9.17.6.13. Advertising or promotional signs on parked vehicles.

Signs on mansard roofs or equipment screens.

- Sign company decals in full view (limit to one placement only).
- Painted signs.
- Portable and A-frame signs.
- Wind-activated and balloon signs.
- Outdoor advertising structures (billboards).

  <u>Article 31</u>, Section 9-1. 3120, "Prohibited Signs"

### **FABRICATION**

before they begin the sign fabrication. The Tenant must insure that his sign fabricator and installer understand their responsibilities

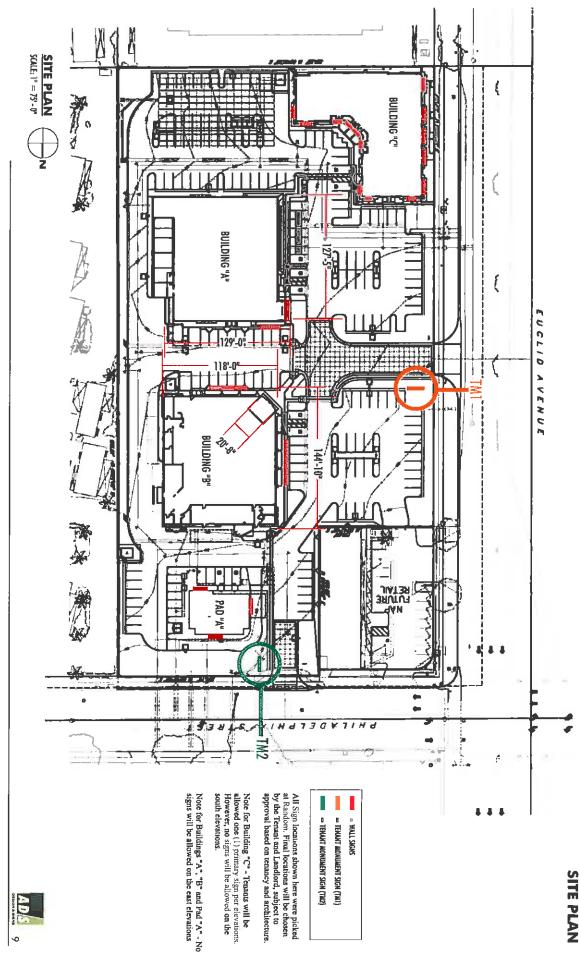
# The Tenant's sign contractor is responsible for the following:

- Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
- Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
- panel. Angle clips attached to letter sides will NOT be permitted. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background
- Colors, materials, finishes shall exactly match those submitted to and approved by the Developer.
- 4 10 Visible welds and seams shall be ground smooth and filled with auto body compound before
- No fasteners, rivets, screws or other attachment devise shall be visible from any public view.
- 70 Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, runs and shall have a uniform surface conforming to the highest industry
- œ Reverse channel letters shall be pinned two (2\*) inches from the wall. The letter return depth shall be
- minimum three (3") inches and letters shall have a clear acrylic backing. Double neon tube shall be used where the width of the letter stroke exceeds two and a half (2½") inches.
- <del>1</del> % All Signs to be pegged a minimum of a half (1/29) inch from wall or facade onto which the letters are attached.

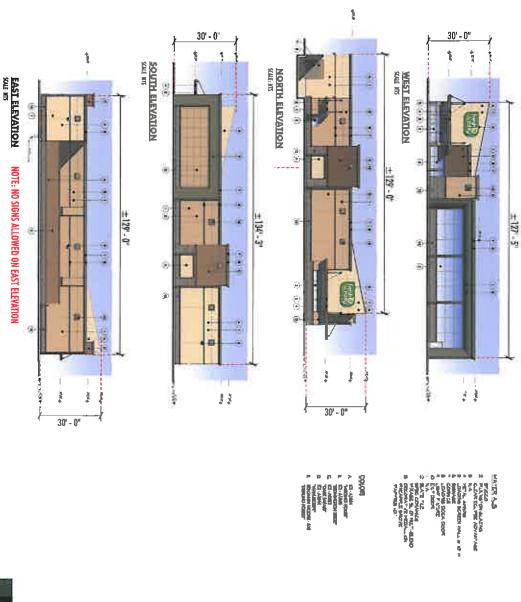
The Tenant's sign installer will provide the following:

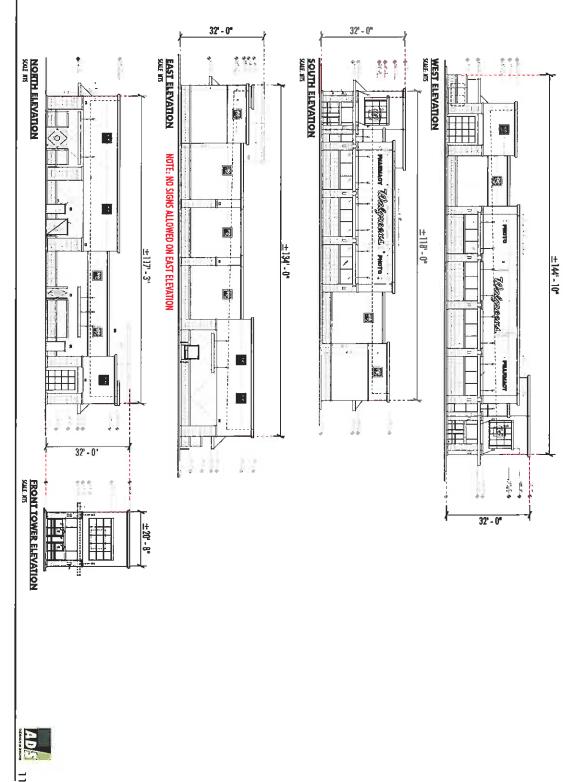
- Provide the Developer with an original certificate of insurance naming the Developer as an additional insured for liability coverage in an amount required by Developer.
- Obtain all required sign permits from the City of Onlario, California and deliver copies to the Developer before installing the sign(s).
- Keep a Developer approved set of sign drawings on site when installing the sign(s)
- Warrant the sign(s) against all defects in materials and workmanship for a minimum of one (1) year.
- Roof access shall not be required and is prohibited without having prior Landlord's approval.





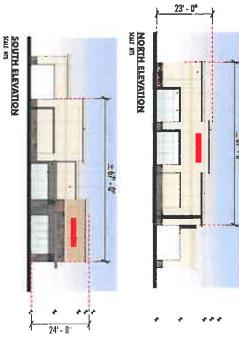
# **BUILDING "A" ELEVATIONS (FRESH & EASY)**

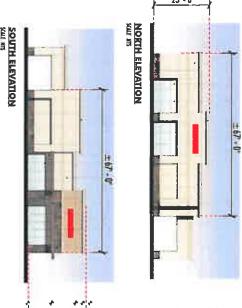




**BUILDING "B" ELEVATIONS (WALGREENS)** 

### WEST ELEVATION ±53'-7" 24' - 0°







### PAD "A" ELEVATIONS

### MATERIALS

- 1 STUCCO
  2 PHENRICTON GLAZANG CHEAR
  ECLIPSE ACVANTACE
  3 MELLION
  3 MELLIO NAMENG
  4 METAL ANNACE
  5 PARAFET COGNICE
  6 SHANGE
  7 EATH DOOR
  8 LARACE GRANGO CERANCO SLATE
  8 SHANGE
  7 EATH DOOR
  8 LARACE GRANGO CERANCO SLATE
  8 LARACE GRANGO CERANCO CERANCO

### COLORS

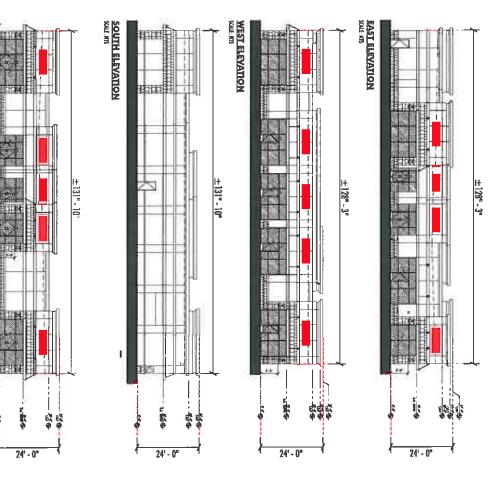
- A ICLARBA
  A ICLARBA
  A ICLARBA
  R MGT USED
  C MGT USED
  D ICLB44
  C SHERVIN MULLIAMS 2008
  L VIOLKNEIBRD
  E SHERVIN MULLIAMS 2008
  L VIOLKNEIBRD
  E ICLARBA
- F ICHAISAS
  'STONNIGTON BEIGE'

All Sign locations shown here were picked at Random. Final locations will be chosen by the Tenant and Landlord, subject to approval based on tenancy and architecture.

TENANT WALL SIGN LOCATIONS



# **BUILDING "C" MULTI-TENANT ELEVATIONS**



TENANT WALL SIGN LOCATIONS

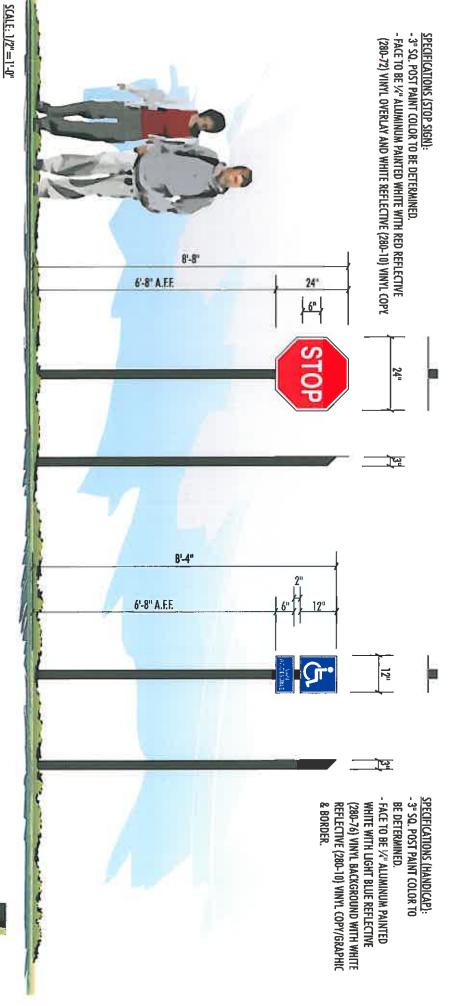
Note for Building "C" - Tenants will be allowed one (1) primary sign per elevations. However, no signs will be allowed on the south elevations.

All Sign locations shown here were picked at Random. Final locations will be chosen by the Tenant and Landlord, subject to approval based on tenancy and architecture.



NORTH ELEVATION
SULL HTS

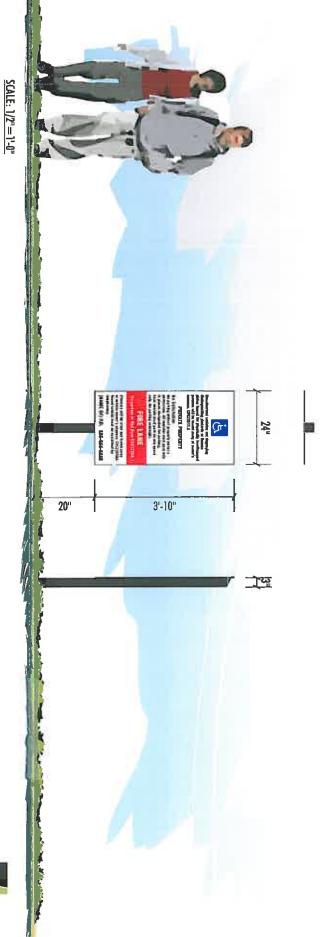
### STOP AND HANDICAP SIGNS



## PARKING CODE ENTRY SIGNS

- SPECIFICATIONS:

   3" SQ. POST PAINT COLOR TO BE DETERMINED.
   FACE TO BE 1/2" ALUMINUM PAINTED WHITE.
   COPY TO BE BLACK (220-12) VINYL.
   "HANDICAP" LOGO TO BE REFLECTIVE LIGHT BLUE (280-76) WITH WHITE SHOW THRU.
   "FIRE LANE" TO BE REFLECTIVE RED (280-72) VINYL WITH WHITE SHOW THRU COPY.



# **WINDOW GRAPHICS AND REAR ENTRY SIGNS**

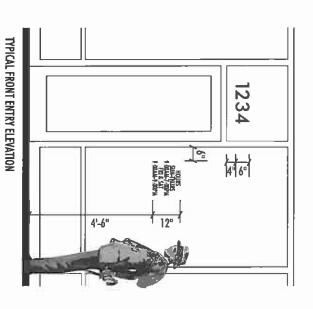
- <u>SPECIFICATIONS:</u>
   6" HIGH WHITE VINYL NUMBERS/LETTERS ON ENTRY GLASS ABOVE DOOR.
   "STORE HOURS" TO BE WHITE VINYL ON WINDOW NEXT TO DOOR.
- ALL VINYL TO BE APPLIED SECOND SURFACE.
   2.5 SQ. FT. MAXIMUM SIGN AREA.

- SPECIFICATIONS:

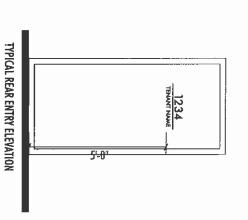
   4" AND 2" HIGH VINYL NUMBERS/LETTERS ON REAR ENTRY DOOR.

   COLOR TO BE IN CONTRASTING COLOR TO DOOR.

   2.5 SQ. FT. MAXIMUM SIGN AREA.





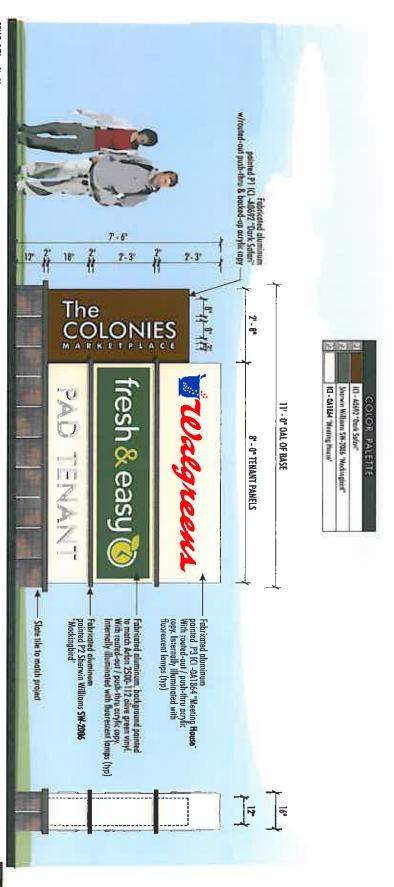


SCALE: 3/8"=1'-0"

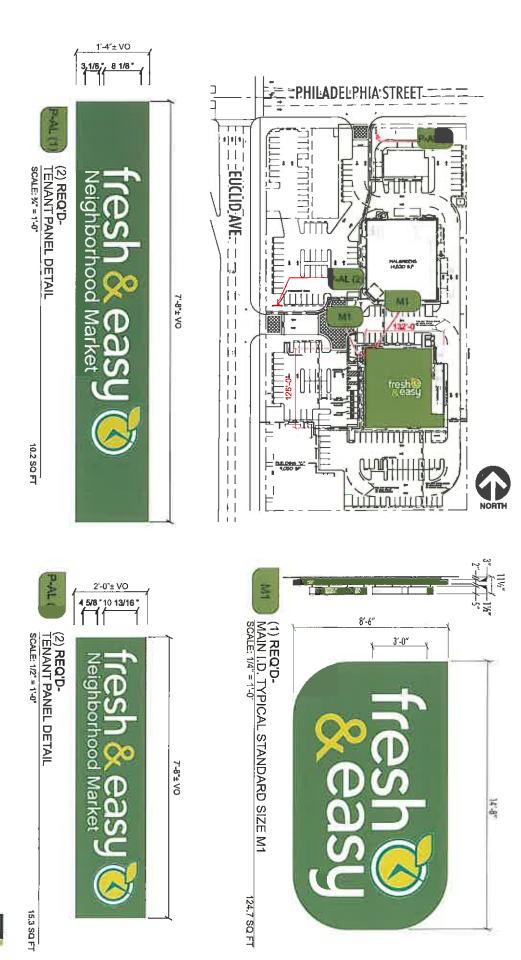


- SPECIFICATIONS:
   '/3" THICK SINTRA NUMBERS.
   PAINT COLOR TO MATCH PROJECT (CONTRASTING TO BUILDING FASCIA COLOR).
   NUMBERS TO BE STUD MOUNTED TO BUILDING FASCIA.

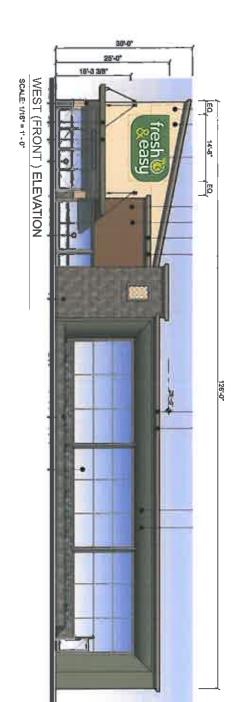


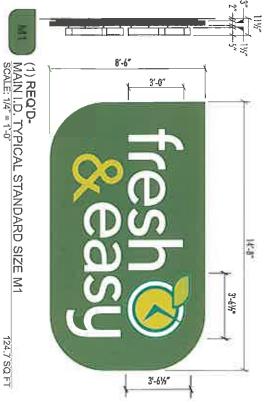


SCALE; 3/8" = 1' - 0"



"FRESH & EASY" SIGN PROGRAM





LETTERS 'FRESH EAST' FACES - 3/16" WHITE ACXIOL
TEMACAP - 1" WHITE
RETURNS - 040 ALUM, PAINTED
WHITE

BACIS - 177 CIEAR POLYCARBONATE
W/ 2ND SURFACE GREEN
CAST VINT. (3630-26)
ILLUMINATION - WHITE GELLING
ULTRA LED'S

BACIS - . 177 CLEAR POLYCARBONATE
ILLUMINATION - WHITE GELCOM
ULTRA LED'S FACES - 30 6" WHITE ACENTIC
W/ APPLIED GIST
LUME YINKT, (YIT 3474)
TEIMCAP - 1" GREEN PAINTED
PMS 7496
BETURNS - .040 ALUM, PAINTED
PMS 7496

FIER ST.

YCLOCK LOGO" 
FALES - 1 1/2" FRIMED WHITE ALBYLK WAMPHIED LIME GREEK CAST
FALES - 1 1/2" FRIMED WHITE ALBYLK
VINNT, (PT13474) AND WHID EREEN CAST VINNT, (3430-156)
(DUTER LINE GARD)
ALL CLOCK HANDS, INNER RING & LEAF BORDER HAS BLACT VINNT,
(19 SLIBEACE) LINDER VINND GREEK VINNT, IRINCAP - 1" GREEN PAINTED PAIS 7496 Returis - Oad Aluminum Painto Pais 7496 Backs - 177 Clear Pointarbonate Ny 2nd sur Green Cast Vinte (3630-26)

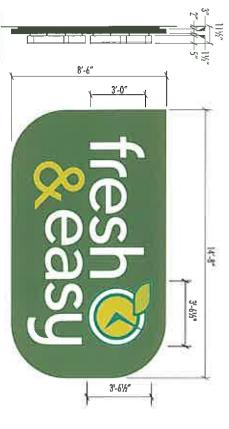
ILLUMINATION - WHITE GEL DIO ULTRA LED'S

"BACKGROUND PANEL" PANEL F.ACZ - 1725 ALUMANUM PANTED PMS 7496 MAITE HHISH
PANEL RETURNS - .090 ALUMANUM PANTED PMS 7496
ILUMANATION - GREEN DEZE LEN SUSTEM HALD ABOUMP PERMETER
BIDDEN IN FARBEKATED CHANNEL W/. 177 CLEAR
LEMAN COPER

124.7 SQ FT







LETTERS "FRESH EAST" FACES - 3/16" WHITE ACKYLIC
TRUNGAP - 1" WHITE RETURNS - .040 ALUM, PAINTED White

BACLS - . 177 CLEAR POLYCLARDONATE
W/ 2ND SURFACE GREEN
CAST YANTI. (3630-26)
ILLUMINATION - WHITE GELDAN
ULTRA LED'S

PMS 7496 RETURNS - .040 ALUM, PAINTED PMS 7496 ILLUMINATION - WHITE GELCOVO
ULTRA LED'S

PANEL FACE - . 125 ALUMINUM PAINTED PANS 7496 MATTE FINISH Panél Returns - 090 aluminum painted pais 7496 Illumination - Green Excel LED System Hald Arguind Perimeter **BACKGROUND PANEL'-**

**LEXAN COYTE** 

HIDDEN IN FABRICATED CHANNEL W/ 177 CIEAR

LETTER '8': FACES - \$77.6" WHITE ACOUNT
W/ APPLIED CAST
LIME VINT (7113474)
TRIMCAP - 1: GREEN PAINTED

BACES - , 177 CLEAR POLYCARBONATE

\*\*CLOCK LOGO\*\*

FACES - 1 1/2" FORMED WHITE ACTYLIC W/APPLIED LIME GREEN CAST 
NINT. (191347) AND WIND GREEN CAST VINT. (3630-154)

(DUTER LINE DARY)

ALL CLOCK HANDS, INNER RING & LEAF BORDER HAS BLACK VINT.

(1st Subrack) Under Wind Green Vint.

(1st Subrack) Under Wind Green Vint.

(1st Subrack) Hanted Pass 7496

BACES - 17 GEREY WEINTED PASS 7496

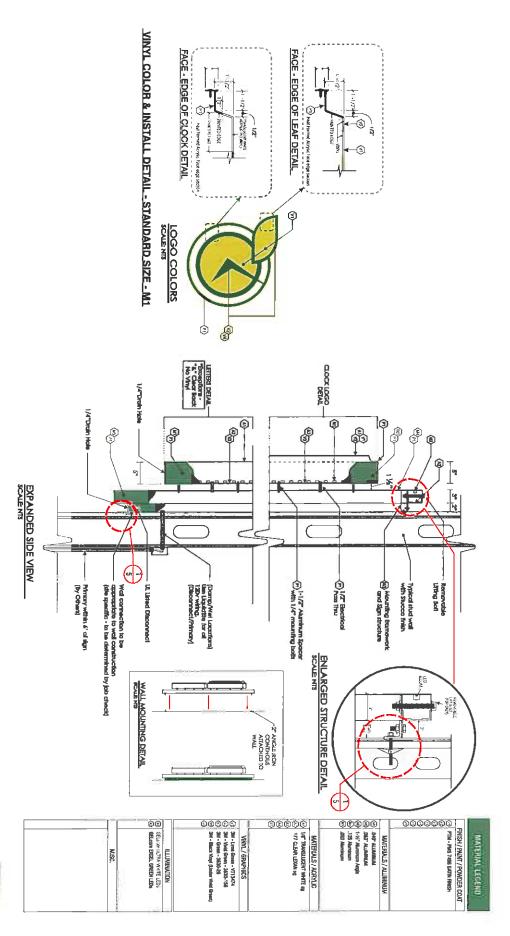
BACES - 17 GEREY WEINTED PASS 7496

ILLUMINATION - WHITE GEL-DUR ULTRA LED'S

(1) REQ'D-MAIN I.D. TYPICAL STANDARD SIZE M1 SCALE: 1/4" = 1'-0"

124.7 SQ FT



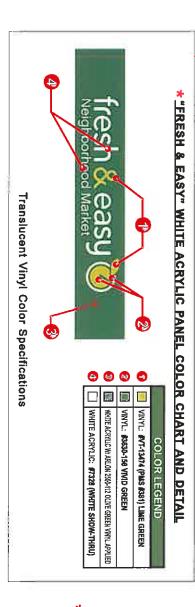




SCALE: 3/" = 1'-0"

10.2 SQ FT





SCOPE OF WORK:

MANUFACTURE & INSTALL (2) TWO CUSTOM ALUMINUM PYLON
PANELS. FLAT ALUMINUM PANEL W/ ROUTED OUT W/ PUSH-THRU
ACRYLIC LETTERS, SECOND SURFACE DIFFUSER. FIRST SURFACE
VINYL GRAPHICS APPLIED TO ACRYLIC.

★ COLORS AS PER:

\*FRESH & EASY" ROUTED OUT ALUMINUM COLOR CHART AND DETAIL