

(Revised: 2/14/2007)

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

Fax: (909) 395-2420

Sign Program Application

Page 2 of 2

APPLICANT/OWNER INFORMATION (print or type)

Property Owner: Westwood Financial Corp		(For staff use only)
Address: 11440 San Vicente Blvd., Suite 200, Los Ang		File No.: 45GP 11-002
Telephone No.: (310) 820-5443 Fax No.: (310) 820-3793	Related Files:
		(PSGP 89-166)
Applicant: David Hidalgo Architects, Inc.		Submittal Date: 02//5 20//
Address: 316 South First Avenue, Arcadia, CA 91006		Rec'd By:
Telephone No.: (626) 446-4148 Fax No.: (020) 440-2703	Fees Paid: \$ 1,225,00
	6	Receipt No.: <u>003-000</u> (553,2) # 16-16-06 / Westwood FIN, Cireg-6/A)
Applicant's Representative: Geronimo Zarazua Jr.		R20140584
Address: 316 South First Avenue, Arcadia, C	The second secon	
Telephone No.: (626) 446-4148 Fax No.: (926) Fax No	326) 446-2765	By:
EMALL. gzarazva @ dharc.com		Zanc. 4/20/11
SITE INFORMATION		•
VOE 14 0540 0550 10400		
Site Address (include N, S, E or W): 2544, 2548, 2550 and 2498		
Assessor's Parcel No.: 1083-011-11-0000, 1083-011-13-0000,	083-011-14-0000, & 1083	-011-15-0000
Development Name: Pacific Plaza Shopping Center		
Zone: C1 & C3 (Commercial Business)	Euclid Avenue Overlay Dist	rict?: Yes 🛛 No
NOTES		
This request is for an amendment to the Pacific Plaza city-ap	proved sign program num	ber 89-166. (See Attache
The proposed amendment is very minor in character and mos		
The proposed sign criteria emphasizes the minimum sign sta	ndards necessary to ensu	re a strict, coordinated, visually
attractive, harmonious, and proportional exposure for all tena	FRA - 1 FA	PLASA
		DEDARTMENT
See attached copy of city-approved sign program number 89-		DEPARTMENT
see all as see yet sity approved sign program number so	APP	ROVED
	PSGP	11-002
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	PENELMIT	0 1159=165
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	Approved By: A	M Date: 07/20/2011
		1 1

PACIFIC PLAZA

2544-2598 S. ARCHIBALD AVENUE ONTARIO, CA 91761



SIGN PROGRAM AMENDMENT





PACIFIC PLAZA PROGRAM (PSGP11-002)

The purpose of these sign criteria is to establish the minimum sign standards necessary to ensure coordinated, proportional exposure for all tenants and to amend sign program

Conformance with this Exhibit "E" shall be strictly enforced and any nonconforming or unapproved signs which are installed shall be brought into conformance promptly at the sole expense of Tenant. Landlord and City of Ontario shall administer and interpret the

General Requirements

- Tenant shall be required to have one sign and in some locations within the Shopping and operational condition Center, the tenant will be given the opportunity to have a second sign. Tenant shall pay for all signs and their installations. All signage shall be maintained in a clean, functional
- in Tenant shall submit three (3) copies of drawings of Tenant's proposed signs to Landlord for approval prior to applying for a sign permit. All requirements of this criteria and of the city of Ontario where the Shopping Center is located ("City") must be followed. After Landlord approval, Tenant's sign contractor must submit the following to the City of
- A site plan showing the location of the Premises in the Shopping Center, plus streets, alleys and rights of way providing legal access to the Shopping Center. An elevation of the Premises drawn to scale and showing sign placement and
- σ
- A detailed elevation of the sign drawn to scale showing all colors, materials, dimensions. Provide copies as necessary.
- α. Fabrication and installation details, including U.L. electrical specifications, type and intensity of illumination, quantity and type of transformers and circuit load required to operate the display.
- Address of Landlords, APN number and phone number
- o Legal description of the Shopping center
- Location of any easement for public utilities.
- 40 The City of Ontario Planning Department and owner approval is required prior to issuance of building permits.
- All signs and their installations shall comply with local building and electrical codes. Local sign ordinances shall be consulted for requirements not covered in these
- ω Signage shall be limited to the name. Product name or description will not be allowed on Tenant's signs. Sign canister(s) may be allowed for Tenant trademark sign logo.

Logo must be either a registered trademark or corporate identity. Corporate identity of proven established logos will be renewed on an individual basis and permitted per Property Owner's written consent and city approvals

- 4. Letter fonts will be open to the approval of Landlord or its agents
- 5 illuminated during standard evening hours of business All main identification signs will be internally illuminated channel letters and are required be circuited and switched separately from other store lighting and shall remain
- 9 Formed plastic, paper, injection molded plastic, flashing lights and typical rectangular type signs are prohibited. Temporary sale and space event signs may not be used in the storefront and may not be hung in the merchandising zone or suction cupped to the storefront glass
- 7. Fabrication and installation shall comply with all applicable local and state laws. signs will be U.L. rated for exterior use and labeled $\underline{\underline{A}}$
- 00 Sign manufacturer labels, U.L. labels and City permit numbers will be the minimum size required by the appropriate governing agency
- 9 All neon & LED shall conform to U.L. #2161 GFI requirements. separate ground wires All signs to have
- 10.All Tenant service doors will have standard identification (i.e. Tenant's name and
- 11.All Tenant signage shall be open to approval of the landlord. insufficient quality by the landlord or the project architect excellent quality. Landlord reserves the right to reject any work determined to All work shall be determined to be
- 12. Tenant shall be responsible for repairing penetrations, leaks and/or defacement caused by his sign contractor
- 13. No animated, flashing, or audible signs shall be permitted
- 14.No exposed tubing lamps shall be permitted
- 15.No exposed raceways, crossovers, conduits, conductor, transformers, etc., shall be

16. Sign contractor shall provide necessary fastenings and bracings to securely install the sign.

SIGN TYPES

The following sign types are acceptable in designated sign locations only

Sign Type A - Internally Illuminated Channel Letters (see Exhibit E.1)

Materials: Individual pan channel letters with opaque metal returns and backs with translucent acrylic faces.

Letter fonts will be one of the following: "Helvetica Medium" or "Handel Gothic". Businesses with documented, registered logo/trademarks are exempt from this requirement

Letter edges to be constructed of 22-gauge electro-galvanized sheet metal, 5" deep. Letter backs to be 22-gauge electro-galvanized sheet metal. Letters shall be printed with an acid based printer and painted with industrial grade enamel. Letter channels are to be bronze on the exterior and white on the interior.

Faces are to be 3/16" acrylic plastic with 3/4" bronze trim cap. Allowable colors (except for registered trademarks) shall be: White #7328, Blue #3051, Red #2793, Yellow #2037, Green #2108 (see Exhibit E.2.1).

Maximum letter sizes: 20" or 24" (shop tenants), 36" or 42" (major tenants)

Maximum allowed area: 1 sq. ft. per linear foot of tenant building frontage. "Frontage" is defined as a building elevation with a public entrance and/or exit.

The total permitted sign area for the C1 District shall not exceed 100 sq. feet, plus an additional 100 sq. feet for signs located on the rear elevation if it has a public entrance.

Sign Type B - Applied Letters on Glass (window signage; see Exhibit 7)

Tenant shall be allowed to place in the upper window panel adjacent to the door not more than 144 square inches of hand painted decal or stick-on lettering or graphics indicating hours of business, telephone numbers for emergency contact, approved credit cards, etc. No other window signage shall be allowed including but not limited to temporary signs, sale banners, posters, and product information without written landlord approval. Temporary signs also require a sign permit, filed with the City of Ontario.

Materials: Silk-screened, gold leaf, silver leaf, vinyl letters or logo

Restrictions: 4" high maximum and located 3'0" to 6'0" above floor line. Signs must be applied on tenant side of glass.

Sign Type C - Service Door Letters

Tenant may identify service door for delivery and emergency purposes only

Materials: Vinyl letters or logo.

Restrictions: Black 4" high maximum and located 5'6" above floor line. Must be applied to the wall on the opening side of the door.

Sign Type D - Pedestrian Walk Way Sign (if applicable - see Exhibit E.2)

Materials: double faced decal or redwood sandblasted sign. All signs are to be a maximum of 18" x 36", 2" thick. Tenant type-style and optional logo to match main I.D. sign. Background to be sandblasted and stained with transparent Olympic Stain #713. Raised copy and border to be painted to match main I.D. sign. Such signs to be designed, fabricated and installed by Landlord at Tenant's expense. The cost of the under-canopy sign is approximately \$250.00 and such amount is due upon execution of the Lease by Tenant. Tenant will be billed for the difference should the cost exceed \$250.00. Notwithstanding the foregoing, Landlord may elect to have Tenant fabricate and install such pedestrian walkway sign at Tenant's expense and subject to Landlord's approval.

Sign Type E - Freestanding Buildings

Maximum allowable letter size to be 36" tall in a single line or a maximum combined height of 36" if in two lines.

Maximum square footage allowable is one square foot of sign area per one linear foot of the building frontage. Maximum logo size to be 36" will count toward total allowable square footage. Maximum allowable length to be 70% of the overall building frontage.

Freestanding or Drive Thru Restaurant

Maximum allowable letter size to be 36" tall in a single line or a maximum combined height of 36" if in two lines.

Maximum square footage allowable is one square foot of sign area per one linear foot of the building frontage. Maximum logo size to be 48" will count toward total allowable square footage. Maximum allowable length to be 70% of the overall building frontage.

Freestanding directional signs will be allowed where necessary to enhance driver safety. Directional sign will not bear advertising. Maximum size will be 8 square feet 4' tall.

Freeslanding menu and presale menu will be allowed. The maximum menu size will be 25 square feet 6' tall. The maximum presale menu size will be 15 square feet 4' tall.

Size - Square Footage Requirements (Sign Type A)

Multi-Tenant Building First Story

Maximum allowable letter size to be 24" tall in a single line or a maximum combined height of 24" if in two lines.

Maximum square footage allowable is one square foot of sign area per one linear foot of the building frontage. Maximum logo size to be 24" will count toward total allowable square footage. Maximum allowable length to be 70% of the overall building frontage.

Multi-Tenant Building Second Story (if applicable)

Maximum allowable letter size to be 12" tall in a single line.

Maximum square footage allowable is one square foot of sign area per one linear foot of the building frontage. Maximum logo size to be 12" will count toward total allowable square footage. Maximum allowable length to be 70% of the overall building frontage.

Major Tenant (see Exhibits E.3 and E.6)

Tenants with 3,800 square feet of interior lease space qualify as Major.

Maximum allowable letter size to be 60" tall in a single line or a maximum combined height of 60" if in two lines.

Maximum square footage allowable is one square foot of sign area per one linear foot of the building frontage. Maximum logo size to be 60" will count toward total allowable square footage. Maximum allowable length to be 70% of the overall building frontage.

National chain accounts will be allowed their standard menu, presale boards and directional sign.

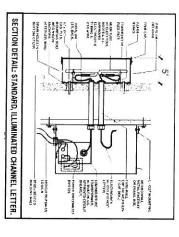
70% of Premises Storetron Width Max. Sign Length.

TENANT SIGNATURE OF THE STATE O

Shop Tenant

, 20" to 24",

Individual, internally illuminated channel letter Tenant storefront wall sign. (Sign Type A)



Max. Sign Width:

EQ. 70% of Building Frontage EQ.

EQ. TENANT SIGN (Sign Type A)

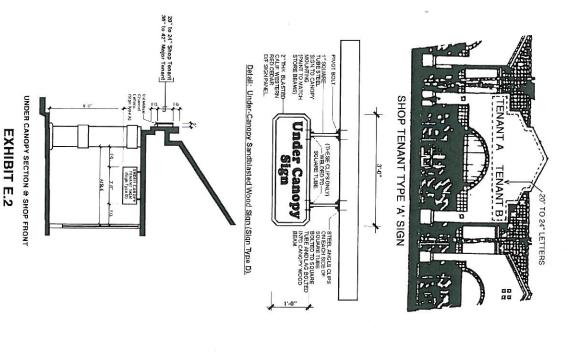
TENANT SIGN (Sign Type A)

Line

Typical Storefront Elevation (Sign Type A & D Location).

Shop Tenant

EXHIBIT E.1



PERMITTED SIGN COLOR SCHEMES



PERMITTED FACE COLORS (EXCEPT REGISTERED TRADEMARKS):

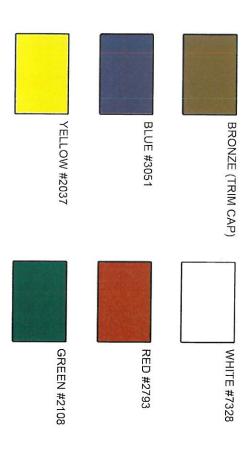
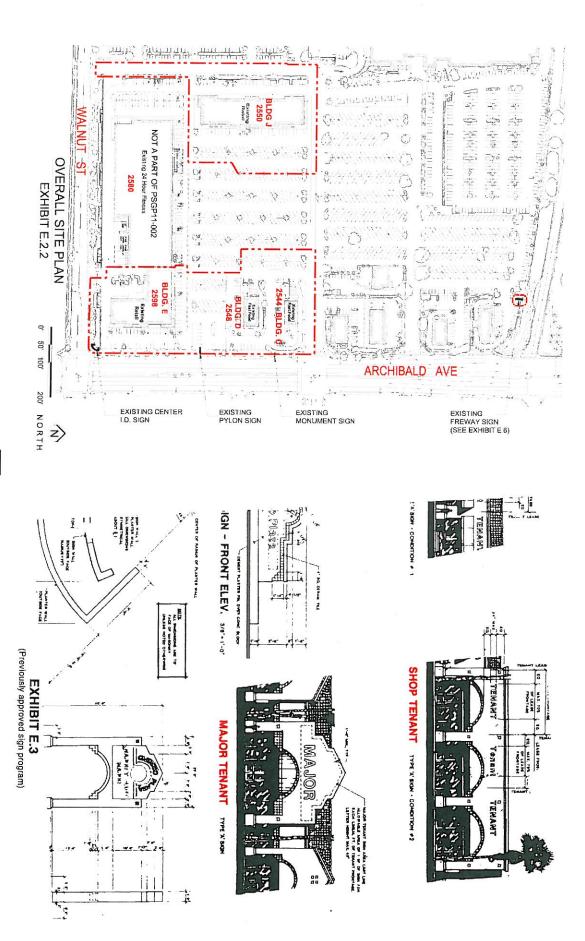


EXHIBIT E.2.1

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PSGP11-002



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rrant D Free Standing E Drive Thru E Shop Tenant A Shop Tenant A J Shop Tenant A	2548 ARCHIE	BALD AVENUE				
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	L	Vacant	ل	Major Tenant	А	36" to 42"

	SIGN TYPES ABBREVIATION	
ABBREVIATION	DESCRIPTION	NOTES
A	Internally Illuminated Channel Letters	See Exhibit E.1
т	Freestanding Building Sign	See Sign Type E, pg. 3
MTS	Major Tenant Sign Location	3,750 S.F. OR MORE
MTSS	Major Tenant Secondary Sign Location	3,750 S.F. OR MORE
MTRS	Major Tenant Rear Sign Location	3,750 S.F. OR MORE
STS	Shop Tenant Sign Location	3,749 S.F. OR LESS
STSS	Shop Tenant Secondary Sign Location	3,749 S.F. OR LESS
STRS	Shop Tenant Rear Sign Location	3,749 S.F. OR LESS
PTS	Pad Tenant Sign Location	Existing
PTRS	Pad Tenant Rear Sign Location	Existing
IDS	Property Identification Sign Location	Existing
PS	Pylon Sign Location	Existing
SW	Monument Sign Location	Existing
FS	Freeway Sign Location	Existing

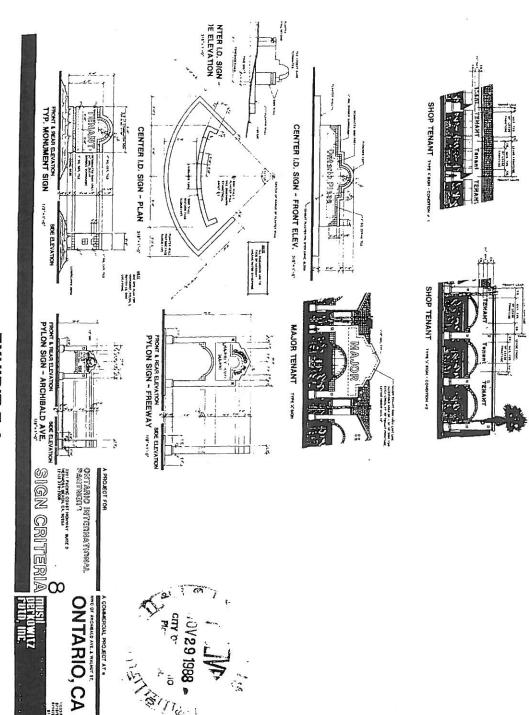


EXHIBIT E.4

(Previously approved sign program)

GENERAL NOTES

I. THE PURPOSE OF THESE CRITERIA IS TO ESTABLISH THE MINIMUM SIGN STANDARDS NECESSARY TO ENSURE COORDINATED, PROPORTIONAL EXPOSURE FOR ALL TENANTS, PERFORMANCE SHALL BE STRICTLY ENFORCED AND ANY NON-CONFORMING SIGNS SHALL BE REMOVED BY THE TENANT OR HIS SIGN CONTRACTOR AT THEIR EXPENSE.

2. EACH TENANT SHALL SUBMIT TO THE LANDLORD FOR APPROVAL TWO (2) COPIES OF A DETAILED SHOP DRAWING OF THE PROPOSED SIGN INDICATING CONFORMANCE TO THESE CRITERIA. SUCH SUBMITTALS SHALL INCLUDE BUT NOT BE LIMITED TO PERTINENT DIMENSIONS, DETAILS AND COLOR CALL-OUTS.

3. THE TENANT SHALL PAY FOR ALL SIGNS AND THEIR INSTALLATIONS AND MAINTENANCE.

4. THE TENANT SHALL SUBMIT LANDLORD APPROVED DRAWINGS AND SHALL PAY FOR THE REQUIRED APPROVALS AND PERMITS. THE TENANT SHALL SUBMIT LANDLORD APPROVED DRAWINGS TO ALL AGENCIES REQUIRING APPROVAL

5. ALL WORK SHALL BE OF EXCELLENT QUALITY, LANDLORD RESERVES THE RIGHT TO REJECT ANY WORK DETERMINED TO BE OF INSUFFICIENT QUALITY BY LANDLORD OR THE PROJECT ARCHITECT.

6. ALL SIGNS AND THEIR INSTALLATIONS MUST COMPLY WITH LOCAL BUILDING AND ELECTRICAL CODES. LOCAL SIGN ORDINANCES SHALL BE CONSULTED FOR REQUIREMENTS NOT COVERED IN THESE CRITERIA.

CONTRACTOR. TENANT SHALL BE RESPONSIBLE FOR PENETRATIONS, LEAKS, AND/OR DEFACEMENT CAUSED BY HIS SIGN

NO ANIMATED. FLASHING, OR AUDIBLE SIGNS WILL BE PERMITTED

9. NO EXPOSED TUBING LAMPS WILL BE PERMITTED

NO EXPOSED RACEWAYS, CROSSOVERS, CONDUITS, CONDUCTOR, TRANSFORMERS, ETC., WILL BE PERMITTED.

11. SIGN CONTRACTOR SHALL PROVIDE NECESSARY FASTENINGS AND BRACINGS TO SECURELY INSTALL THE

SPECIFICATIONS

TYPE 'A' SIGN

TYPE 'A' - TENANT SHALL BE REQUIRED TO INSTALL ONE (1) SIGN COMPOSED OF INTERNALLY ILLUMINATED METAL LETTERS WITH PLEXIGLAS FACES PER THE ADJACENT DRAWINGS. LETTER EDGES TO MATH THE COLOR OF THE STOREFRONT. SIGN FACE TO BE PLEXIGLAS. COLOR SELECTED BY TENANT SUBJECT TO LANDLORD APPROVAL. LETTERS TO BE A MAXIMUM OF 24" HIGH (SHOP TENANTS), 42" HIGH (MAJOR TENANTS), MAXIMUM ALLOWABLE AREA = 1 SQ FT. PER SQUARE FOOT OF TENANT FRONTAGE, MAXIMUM OF 100 SQ. FT. PER TENANT SIGN. TENANTS MAY INSTALL 1 REAR AND/OR SIDE SIGN PER THE SAME SPECIFICATION. (REAR SIGNS ARE ONLY PROHIBITED ON BLDG. E. F, G, H, WITH SIDE SIGNS ONLY ALLOWED ON BLDG. E. H).

TYPE '8' SIGN

TYPE '8' - WINDOW SIGNAGE: TENANT SHALL BE ALLOWED TO PLACE IN THE UPPER WINDOW PANEL
ADJACENT TO THE DOOR NOT MORE THAN 144 SQUARE INCHES OF HAND PAINTED DECAL OR STICK-ON
LETTERING OR GRAPHICS INDICATING HOURS OF BUSINESS, TELEPHONE NUMBERS FOR EMERGENCY
CONTACT, APPROVED CREDIT CARDS, ETC. NO OTHER WINDOW SIGNAGE SHALL BE ALLOWED INCLUDING
BUT NOT LIMITED TO TEMPORARY SIGNS, SALE BANNERS, POSTERS, AND PRODUCT INFORMATION WITHOUT

9

TYPE : C' SIGN

TYPE : C' ~ REAR SERVICE DOOR: TENANT MAY IDENTIFY SERVICE DOOR FOR DELIVERY AND EMERGENCY PURPOSES ONLY. SIGN SHALL BE 8' HIGH BY 18" LONG SHEET METAL PLAQUE AFFIXED TO THE REAR DOOR WITH A MINIMUM OF 4 SELF-TAPPING SHEET METAL SCREWS, PLAQUE SHALL BE PAINTED TO MATCH BUILDING, LETTERS MAY BE 4" HIGH BLACK, BLOCK PRINT.

(Previously approved sign program) **EXHIBIT 4.1**

Prohibited Signs per City of Ontario Sec. 9-1.3120

The following signs are prohibited

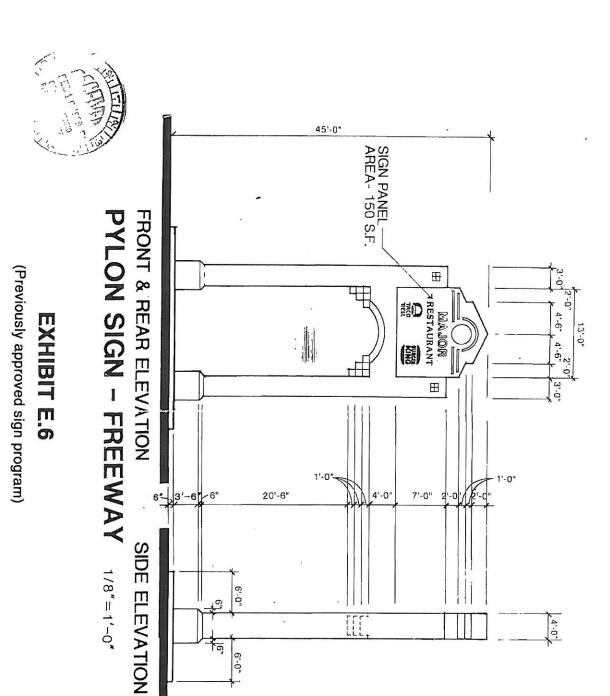
- P A-frame (portable) signs, unless approved as part of a temporary display pursuant to Sec. 9-1.3130
- Balloon, inflated signs, kites, pursuant to Sec. 9-1.3130; and any other type of aerial sign unless approved as part of a temporary display
- Bench signs, except as authorized and approved by the City of Ontario
- O Billboards

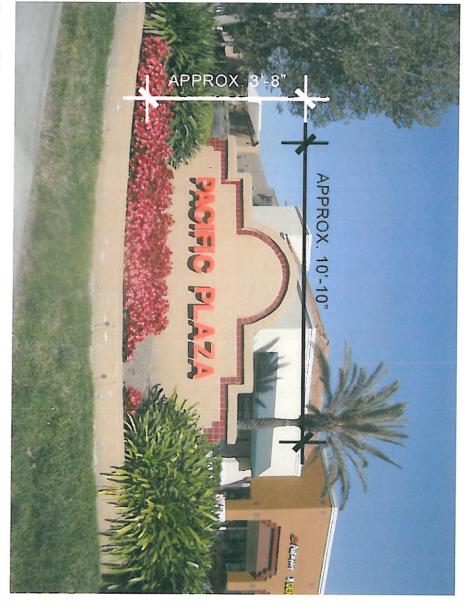
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- m Flashing, blinking, rotating or otherwise animated signs, except barber poles, time/temperature signs and theater marquee signs,
- ŢŢ Roof signs, however, one roof sign may be permitted by the Planning Commission with a specific finding that no other sign configuration can reasonably serve the needs of the business establishment,
- Q Signs affixed to a vehicle, excluding permanent signs on commercial vehicles
- Ξ Signs erected upon or over public property, other than signs installed by local, state or federal agencies;
- Signs that emit or generate sound, smoke or similar material
- ج. Signs shall not be placed on a rock, tree, or other natural feature

EXHIBIT 5





Materials: Existing single-sided property I.D. sign, stucco finish Quantity: One (1) near intersection of S. Archibald Avenue / E. Walnut Street, Southeast of property Typeface: Existing typeface Illumination: Internal Dimensions: Approx. 10'-10" (W) x 3'-8" (H), 39 sq. ft.



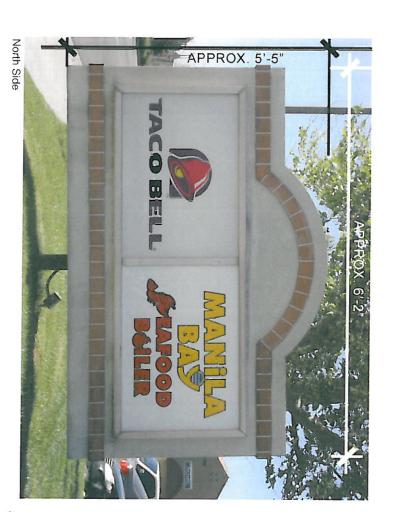
Materials: Existing double-sided monument sign, existing fabricated aluminum cabinets, stucco finish Quantity: One (1) East of driveway entrance on S. Archibald Avenue

Typeface: Existing typefaces or recognized tenant logos

Illumination: Internally illuminated with fluorescent lamps

Dimensions: Approx. 6'-2" (W) x 11'-0" (H), signage panel area: 37 sq. ft.





TACO BEL

PPROX.

APPROX. 6'-2"

South Side



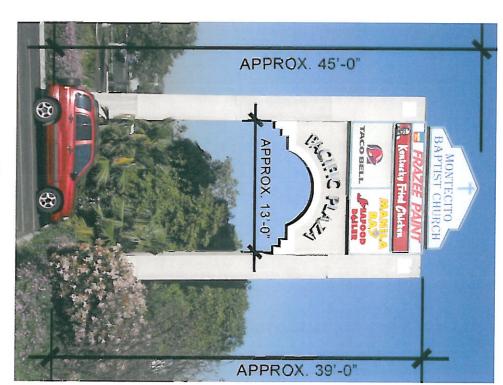
MS (Existing) Monument Sign

Materials: Existing double-sided monument sign, existing fabricated aluminum cabinets, stucco finish Quantity: One (1) West of driveway entrance on S. Archibald Avenue

Typeface: Existing recognized tenant logos

Illumination: Internally illuminated with fluorescent lamps

Dimensions: Approx. 6'-2" (W) x 5'-5" (H), signage panel area: 30 sq. ft.



Materials: Existing) Freeway Sign

Materials: Existing double-sided freestanding pylon sign, existing fabricated aluminum cabinets (see Exhibit E.6, page 10)

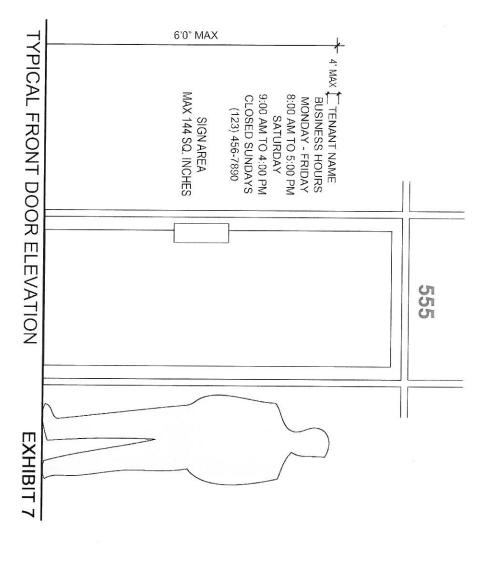
Quantity: One (1) North of shopping center

Typeface: Existing typefaces or recognized tenant logos

Illumination: Internally illuminated with fluorescent lamps

Dimensions: Approx. 13'-0" (W) x 45'-0" (H), signage panel area: 150 sq. ft. (see Exhibit E.6, page 10)





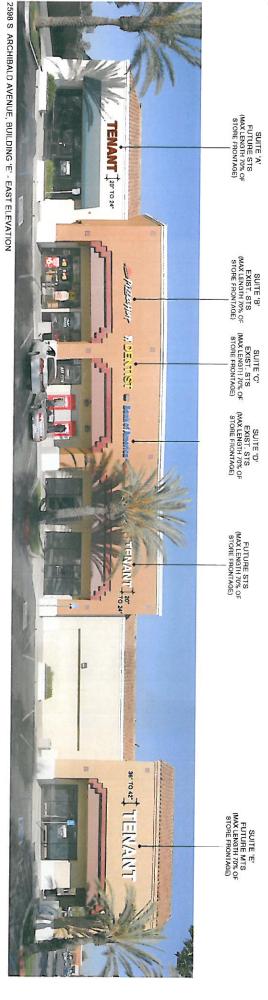
Sign Type B Window Graphics

Materials: Silk screened, gold leaf, silver leaf, vinyl letters or logo

Allowable Sign Area: 144 square inches or less

Restrictions: 4" high maximum and located 3'0" to 6'0" above floor line. Signs must be applied on tenant's side of glass





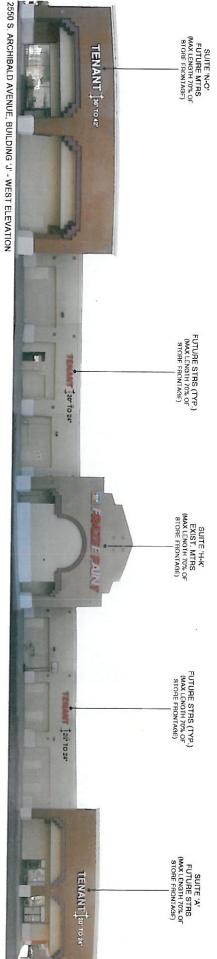
PSGP11-002















EXIST. PTS (MAX LENGTH 70% OF ELEVATION)

EXIST. PTS (MAX LENGTH 70% OF ELEVATION)



2544 S. ARCHIBALD AVENUE, BUILDING 'C' - NORTH ELEVATION

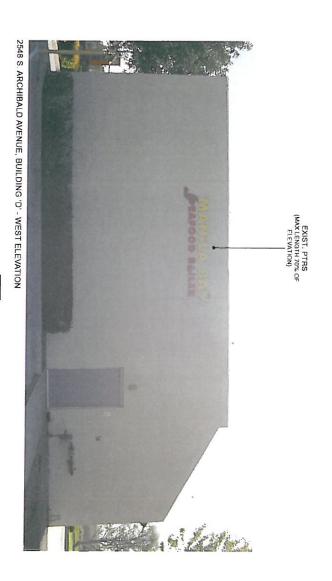
EXIST, PTS (MAX LENGTH 70% OF ELEVATION)



20









2548 S. ARCHIBALD AVE - FUTURE TENANT SIGNAGE FUTURE TENANT MAY CHOOOSE SCHEME A, B, OR C FOR NEW SIGNAGE AND FACADE IMPROVEMENTS. TENANT MAY ALSO WORK WITH THE CITY OF ONTARIO PLANNING AND BUILDING DEPARTMENTS REGARDING OTHER SIGNAGE OPTIONS THAT DEVIATE FROM THIS SIGN PROGRAM

EAST ELEVATION - SCHEME 'C'



EAST ELEVATION - SCHEME 'B'



EAST ELEVATION - SCHEME 'A'



SOUTH ELEVATION - SCHEME 'C'



SOUTH ELEVATION - SCHEME 'B'



SOUTH ELEVATION - SCHEME 'A

