

VI. DESIGN GUIDELINES

A. SIGNAGE AND GRAPHICS

A master program for signage and graphics has been developed for the California Commerce Center South to ensure a high quality visual environment, project identity and cohesiveness. The master program establishes overall general criteria for graphics and signage within the project area. Ontario Industrial Partners will have the authority to interpret these criteria for general conformance, in order to allow for creativity in architectural design (see Tables 8 and 9, Signage and Graphics Criteria).

1. DEFINITION OF SIGN TYPES AND RELATED TERMS

a. Entry Statements and Master Identification

Signs, graphics, and landscape treatments at perimeter access points to the project defining the entries to the development.

b. Freestanding Identification

Signs along streets and roadways which identify facilities, businesses, tenants, and addresses.

c. Building Identification

Signs which are mounted on the face(s) of buildings and which identify the building or the major building tenant.

d. Complex Identification

Signs which are freestanding and identify a multi-building development.

e. Tenant Identification

Signs mounted on the face(s) of buildings or which are freestanding and identify a single tenant within the building.

f. Building Street Address

Signs mounted on buildings designating the street address number.

g. Tenant Directories

Signs in commercial facilities which identify the location of individual tenants.

h. Directional and Regulatory Signs

Signs within the development and within individual projects which control and direct the circulation of vehicles and pedestrians.

i. Temporary Signs

Any sign, barrier, pennant, valance, or advertising display used for marketing purposes for a short period of time.

j. Sign Area

The area of a sign having an integral part of a building, wall, awning, canopy, marquee, or other part of a structure as its background shall be the area enclosed within the shortest line drawn to include all letters, designs, tubing, direct illumination sources, or other components of the sign, including all intervening spaces. The area of all other signs shall be the largest cross-sectional area measured to a line encompassing all portions of the sign, including the background and tubing, but excluding the supporting posts or poles without attached lighting. In determining the area of a sign having more than one face, only the area of one face shall be counted.

k. Halo Lit Letters

Opaque, fabricated metal letterform with internal luminous tubing, mounted a few inches off face of building. Illumination falls only on building surface immediately adjacent to letter, creating halo effect.

l. Interior Illuminated Letters

Fabricated letterform with internal luminous tubing and translucent acrylic face.

m. Post and Panel Sign

A post supports each end of a sign panel.

n. Flag Sign

Sign panel projects horizontally from a single pole.

o. Flush Left Layout

Topography begins at left margin, and any additional lines of typography are also flush with first line at left margin.

p. Centered Layout

Each line of typography is centered horizontally within the sign panel.

q. Integral Graphic Band

Constant horizontal band or fascia area of an architectural complex, where graphics must be placed.

r. Freeway Identification Signs

Signs along the Pomona Freeway which identify California Commerce Center South or major complexes within California Commerce Center South which are located adjacent to the freeway.

2. GENERAL REQUIREMENTS

a. All owner/tenant identification signs shall conform to the guidelines of the Specific Signage Requirements of the Specific Signage Requirements Summary at the end of this section.

b. A sign program shall be submitted in conjunction with the submittal of a site plan and/or architectural plans.

c. All signing shall be of materials compatible with exterior building colors, materials, and finishes, and be of a high quality of fabrication.

d. No signing will be permitted which does not directly relate to the primary service or function of the given owner/tenant activity.

e. All owner(s)/tenant(s) shall be responsible for the proper maintenance of all their signs.

On notice by the City of Ontario or Ontario Industrial Partners' Approving Agent, an owner/tenant will be required to restore or repair any signing which is not properly maintained.

f. Signs are to be free of all labels and fabricator's advertising, except for those required by code.

g. All electrical service to any sign shall be fully concealed, and shall be on the owner/tenant's meter.

h. All signs will conform to appropriate building and electrical codes, and bear the U.L. label if illuminated. The owner/tenant and contractor shall be responsible for obtaining any and all permits required.

i. No sign is to be located higher than the second story, except for commercial or office buildings, (including hotels and restaurants) which are three (3) stories or more, and which may have a maximum of two (2) building identification signs above the top story and below the parapet per the requirements of Tables 8 and 9.

j. The owner/tenant will be responsible for the design, fabrication, and installation of individual owner/tenant signs.

- k. Each individual owner/tenant shall submit three (3) sets of professionally executed sign drawings for approval by Ontario Industrial Partners' Approving Agent and the City of Ontario. These drawings shall be of a scale of 1" = 1' or larger, showing sign locations, size, layout, design, colors, letter styles, and materials.
- l. All permits and fee requirements for signs shall be obtained from the City of Ontario and paid for by the owner/tenant prior to installation.
- m. No sign shall have visible moving parts or simulate movement by means of fluttering, rotating or reflecting devices.
- n. No sign shall have flashing, blinking, or moving lights, or any other moving lights, or any other illuminating device which has changing light intensity, brightness, or color, except for parts designed to give public service information such as time, date, temperature, or similar information and the freeway identification sign electronic message board, which shall meet Caltrans standards.
- o. All building-mounted signs shall be constructed so as not to have exposed wiring, raceways, ballasts, conduit, and transformers.
- p. Freestanding monolith signs shall be incorporated into landscaping berms to minimize visual mass.
- q. Metal signs include aluminum or brass signs.
- r. All freestanding signs shall be integrated with landscaping and grading.

3. SINGLE BUILDING OCCUPANT IDENTIFICATION:

Warehousing, manufacturing, research and development and commercial signage:

a. Street Identification

Within each property there are a number of requirements for signs. The primary need is owner/tenant or facility identification.

- (1) The freestanding monolith will be placed adjacent to the main entry to the property.
- (2) The sign will be positioned perpendicular or parallel to the street and set back behind the property line, per the requirements of Table 8.
- (3) The double-faced sign will be integrated with the landscape.
- (4) Design for the signs will consist of a park standard base and a customized cap to accommodate the message content. The caps may be constructed of a variety of materials to be consistent with the architecture. These materials may include concrete, stucco, brushed or polished metal, anodized aluminum, ceramic tile, granite, wood, or fiberglass.

- (5) Graphics on the sign will consist of the tenant name and/or logo, address and street name.
- (6) Typography may vary according to the user's identity.

b. Wall-Mounted Signs

- (1) The business name and/or logo may be mounted on the face of the building in an architecturally appropriate position, per requirements of Table 8. In addition, building identification signage is permitted for buildings of three (3) stories or more per the requirements of (2:) above and Tables 8 and 9.
- (2) These graphics shall be aluminum or metal plate elements individually mounted.
- (3) Individual letters or logos may have interior illuminated; metal "can" signs will not be allowed. All conduits, raceways, and wiring shall be subsurface: no clips or support brackets will be visible from the frontal elevation.
- (4) The scale and proportion of graphics shall be in consonance with the architecture.
- (5) All design and layouts shall be reviewed and approved by Ontario Industrial Partners' Approving Agent through site plan review prior to implementation.

4. MULTIPLE TENANT OFFICE, INDUSTRIAL, OR COMMERCIAL BUILDING OR MULTIPLE BUILDING COMPLEX SIGNAGE

For each multiple tenant building or multiple building complex, a customized signage program will be implemented to identify the individual businesses at their respective entries.

The criteria for these systems will be based on the architectural style and detailing of the building, and will include form, size, and finish of the elements and their relationship to entries, fenestration, structural members and materials. Sign programs will be reviewed and approved by Ontario Industrial Partners' Approving Agent prior to submittal to the City for approval.

Directional and regulatory signs within a property will conform to the standard sign system for the entire California Commerce Center South. These will be post and panel or flag signs. Directional signs will be of a modular nature to allow for additions or deletions.

5. FREEWAY IDENTIFICATION SIGN

The purpose of this sign is to identify the Philadelphia Place Planning Area as a whole with up to eight (8) panels per side for tenant identification and an electronic message board (1,536 square feet total). In using the project's proximity to the State Route 60 Freeway to its best advantage, the sign will promote on-site activities of interest to the consumer. The sign should be positioned to be visible to passing motorists within a reasonable time and distance to allow for a safe exit from the freeway. The orientation of the sign shall be such that the message is visible from the Pomona Freeway. The height and breadth of the sign have been determined to achieve optimal visibility above the existing window of Eucalyptus trees and overpass at Haven Avenue. The electronic reader board will also report community service messages for up to one minute per hour, to the extent allowed by state and federal regulations.

- a. One (1) sign will be allowed for the entire freeway frontage.
- b. The maximum sign area shall not exceed seven hundred sixty-eight (768) square feet per side. The height shall not exceed sixty (60) feet above freeway grade and seventy (70) feet above site grade.
- c. The sign panels may be internally illuminated.

6. PHILADELPHIA PLACE IDENTIFICATION SIGNS

a. Primary Signs

The purpose of this sign is to identify Philadelphia Place, by name only, utilizing the approved project logotype.

- (1) Two (2) signs will be allowed for the entire project, located at each corner of the project site near the freeway on/off ramps.
- (2) The maximum sign area shall not exceed one hundred (100) square feet per side and seven (7) feet from grade in height.
- (3) The sign may be internally or externally illuminated.

b. Secondary Signs

The purpose of this sign, which may be single or double faced, is to identify the Philadelphia Place name only, utilizing the approved project logotype.

- (1) One (1) sign will be allowed for the entire project, one each at the major entry on Haven Avenue.
- (2) The maximum sign area shall not exceed sixty (60) square feet per side and seven (7) feet in height from grade.
- (3) The sign may be either internally or externally illuminated.

7. SERVICE STATIONS

The following sign criteria shall apply to all service stations.

a. Self Service

Self service stations are allowed one (1) sign per street frontage which will indicate the price information in accordance with the Business and Professions Code, State of California. Also allowed are two (2) wall signs per building on-site, and two (2) canopy signs.

b. Full Service

Full service stations are allowed the same signage as self service stations. In addition, "Full Service/Self Service" signs may be mounted on the column of the canopy(ies) or on the pumps.

Outside displays of merchandise are discouraged, i.e., racks of automobile tires. When such displays are used, however, they must be kept within the canopy area. Promotional graphics are not permitted. Glass areas on store fronts should remain free of graphics. Only the hours of operation and other pertinent information are allowed. The amount and size of copy should be unobtrusive, and constructed of white die-cut vinyl letters with a four inch maximum height.

8. DIRECTIONAL AND REGULATORY SIGNS

Directional signs provide functional directions, such as "shipping and receiving". Regulatory signs control vehicular movement, such as "handicapped parking only". These signs will be post and panel and flag type signs constructed of aluminum or fiberglass. Size, design, layout, and color shall conform to project standard (to be submitted with overall sign design). Copy will be as succinct as needed to convey the message. Signs will be located as utility and safety dictate, with placement approved by Ontario Industrial Partners' Approving Agent. There shall be no more than two signs per driveway.

a. Traffic Control Signage

All street signage shall conform to City of Ontario standards.

9. TEMPORARY SIGNS

a. Free-standing Signs

The developer of each facility may display one temporary free-standing sign whose purpose is to disseminate information pertinent to a site and its stage of development. The sign is to be designed to conform to the California Commerce Center South standards and is to be submitted for approval to the Ontario Industrial Partners' Approving Agent prior to its installation on the site. No temporary promotional signs will be allowed on the premises of the adjoining public street rights-of-way.

A sign may be constructed on a site any time after the site has been purchased. Information can be added or the sign can be exchanged for another to indicate the advent of construction, or to recruit employees, or to identify the leasing agent. However, each revision or sign replacement must conform to the guideline's criteria. A sign that is to be replaced with another must be removed before the other sign can be installed. Temporary signs must be removed from the site when the initial leasing program is ninety-five percent complete.

In addition, the following shall apply:

- Form: Free-standing monolith with panels which meet the grade.
- Scale: Rectangular ratio of height to width shall be 2:1. Total area not to exceed ninety-eight square feet.
- Material: Designed to last the length of its intended use without significant fading, warping, peeling, blistering, cracking, rotting, or delamination. Ontario Industrial Partners reserves the right without liability to cause removal of any sign deemed to be in violation of deterioration or damage.
- Duration: Temporary signs shall remain in place for no more than twelve (12) months. This period may be extended upon approval by Ontario Industrial Partners' Approving Agent and the City of Ontario.
- Security Deposit: A security deposit fee of five hundred (\$500.00) dollars shall be posted with the City of Ontario to guarantee removal of the temporary sign(s). Failure to remove sign(s) after specified duration will result in forfeiture of security deposit.

b. Wall Signs

Banner, pennants, flags, and any other advertising devices, except floodlights, may be placed on an occupant's property for the purpose of announcing the opening of a new business, subject to the following requirements:

- The total area of all such signs or advertising devices shall not exceed the area of permanent signs for the use permitted by these sign criteria (see Table 8 and 9).

No such device shall be located in a manner not permitted for permanent signs.
- No such device shall pose a hazard to the safe movement of traffic and shall not block the visibility of permanent signs on adjacent properties.
- The temporary signs may remain in place for a period not to exceed thirty (30) days after the date of installation of the sign; or until a permanent sign is installed, whichever occurs first.
- Prior to installation of the temporary sign, the proponent shall obtain approval from Ontario Industrial Partners' Approving Agent.

LAND USE	SIGN TYPE	# OF SIGNS	PLACEMENT & LOCATION	SIGN AREA	LETTER SIZE	SIGN HEIGHT	FORM & MATERIALS	MESSAGE & LAYOUT	COLOR	ILLUMINATION
Warehousing, Manufacturing, Research & Development (Single Building)	• Freestanding	1 per parcel per street frontage	Perpendicular to street, 20' from driveway, 15' from property line	60 sq.ft. Maximum	NA	54" Height. Height to length ratio not to exceed 1:3	Must relate to architectural style of project	May be 2 sided; name of owner/tenant or building & street address, flush left or centered layout	Must relate to architectural style	Ground lit
	Tenant Identification • Wall	1 per occupant	At primary entrance	55 sq. ft. plus 2 sq. ft. for each 5' of building setback beyond required setback; maximum 100 sq. ft. of sign area	36" Maximum Height	NA	Individual letters; metal, fiberglass or acrylic	Owner/tenant or business name and/or logo	Must relate to architectural style	Halo lit letters or interiorly illuminated
Industrial/ Business Park; Multi-Tenant Complex *Note: A sign program is required	Complex Identification • Freestanding	1 per complex street frontage	Perpendicular to street, min. 20' from driveway, min. 15' from curb	60 sq. ft. Maximum	NA	54" Height. Height to length ratio not to exceed 1:3	Must relate to architectural style	May be 2 sided; name of owner/tenant or building & street address, centered layout	Must relate to architectural style	Ground lit
	Occupant Identification • Wall	1 per occupant	At primary entrance	40 sq. ft. Maximum	20" Maximum Height	NA	Individual letters; metal fiberglass and acrylic	Tenant or business name and/or logo	Must relate to architectural style	Ambient
Commercial & Office Buildings including, Restaurants, Retail, and Hotels *Note: A sign program is required for a multi-building complex.	• Freestanding	1 per building or 1 per complex if more than 1 building	Perpendicular to street: min. 20' from driveways, min. 15' from property line	60 sq. ft. Maximum	NA	54" Height. Height to length ratio not to exceed 1:3 7' Height for retail & restaurant tenants	Freestanding monolith; material must relate to architectural style	May be two (2) sided; name of project and street address, centered layout	Must relate to architectural style	Ground lit
	Building Identification Wall (for buildings 3 or more stories)	Maximum 2 (no more than 1 per building face)	Above top story & below parapet	Refer to Table 9	Refer to Table 9	Refer to Table 9	Individual letters; metal, fiberglass and acrylic	Building name	Must relate to architectural style	Halo lit or interior illuminated
	Tenant Identification • Wall	1 per tenant plus 1 additional secondary sign for buildings adjacent to Philadelphia Street & Pomona Freeway which have their major entry from the central portion of the site.	1 at tenant entrance	Primary Sign: 1 sq. ft. per lineal foot of building elevation where sign is located Secondary Sign (as applicable): 1 sq. ft. per width of building elevation; not to exceed 55 sq. ft.	Maximum 36" Height	NA	Individual letter; metal, fiberglass, acrylic	Tenant or business name and/or logo	Must relate to architectural style	Halo lit or interior illuminated
Service Station	Freestanding Identification	1 per street frontage	Adjacent to entry; perpendicular to street	60 sq. ft.	Fuel Prices: minimum 6" Brand Name: minimum 1/3 of the size of the price Gasoline: min. 1/3 of the size of the price	78" Height.	base: brick, concrete, tile, metal, or stone. Cap: translucent face, vacuum form plastic, acrylic or fiberglass	Company name and/or logo fuel price information, and other available services; 2 sided	Company logo colors	Ground lit or interior illuminated (Optional)
	Wall Signs	2 per building on site	Building Parapet or fascia	36 sq. ft. total signage for each building	24" maximum	N/A	Individual fabricated letters; metal fiberglass.	Company logo and/or name, Building use or service	Company/logo colors or related to architectural style	Halo lit or interior illumination (Optional)
	Canopy Signs	2 per canopy	Service Island Canopy	60 sq. ft. total signage	36" maximum	N/A	Individual fabricated letters; metal fiberglass, acrylic	Company logo and/or name	Company logo colors or related to architecture style	Halo lit or interiorly illuminated (Optional)

Table 9
Sign Criteria

BUILDING HEIGHT	MAXIMUM SIGN AREA	MAXIMUM HEIGHT OF SIGN OR LETTERS IN INCHES
1	225 Sq. Ft.	26
2	225 Sq. Ft.	26
3	235 Sq. Ft.	30
4	250 Sq. Ft.	36
5	260 Sq. Ft.	42
6	275 Sq. Ft.	45
7	300 Sq. Ft.	50
8 & Above	350 Sq. Ft.	60

B. LIGHTING

1. PUBLIC LIGHTING

Public lighting refers primarily to street lights. Street lights shall conform, both in type and location, to the Standards of the City of Ontario at the time of installation (see Figure 57, Street Light Standard, City of Ontario Standard Drawing).

2. SITE LIGHTING

Site lighting refers to illumination of on-site areas for purposes of safety, security, and nighttime ambience. This includes lighting for parking areas, pedestrian walkways, graphics and signage, architectural and landscape features, shipping and loading areas, and any additional exterior areas.

The concept for on-site lighting is intended to be low-key. Overall high levels of illumination are not required; intensity should be no greater than required for automobile and pedestrian safety. Within these parameters, light sources should convey a sense of safety, direction, and movement (see Figure 58, Site Lighting).

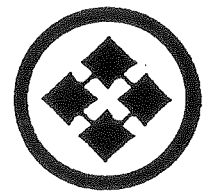
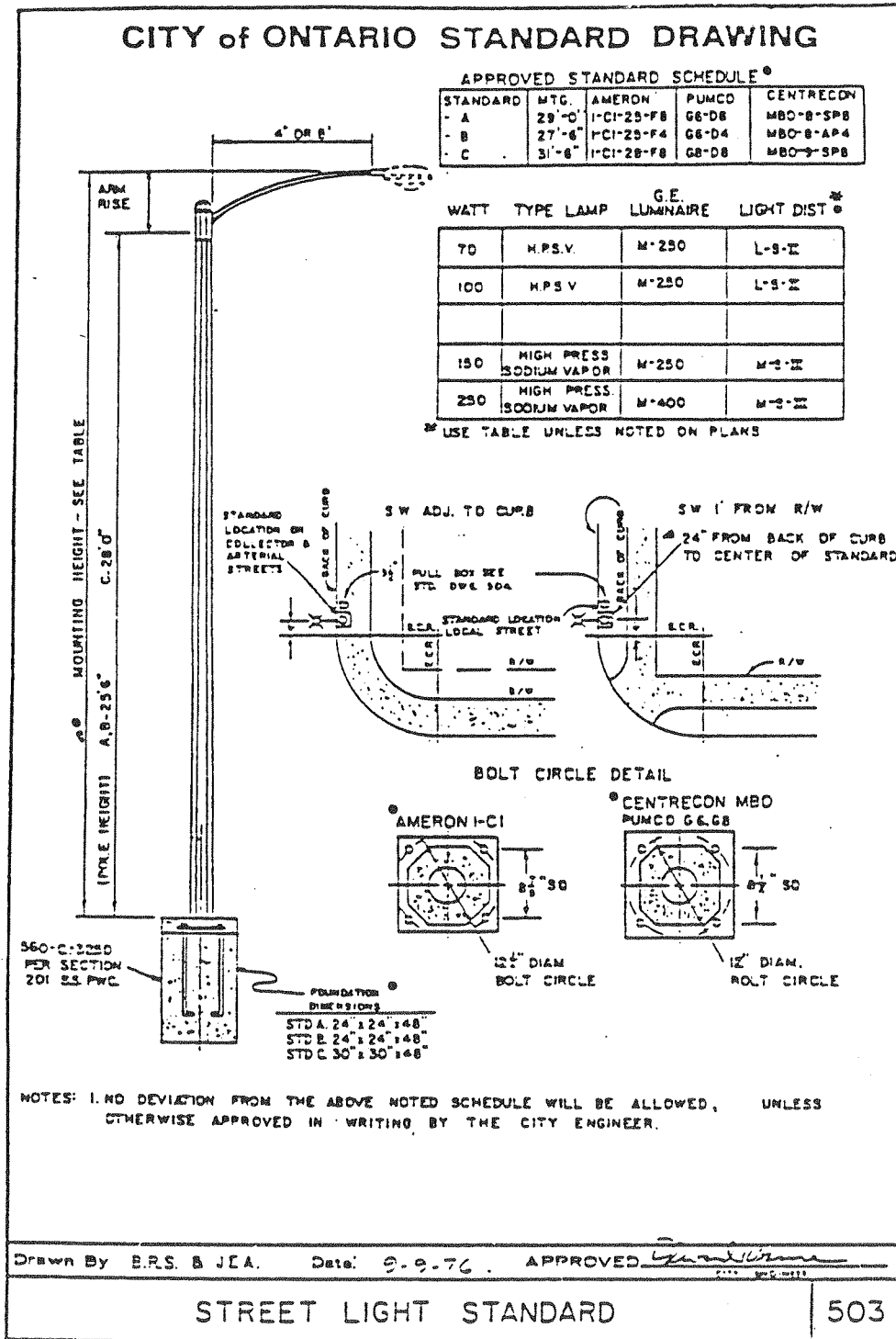
On each site, all lighting fixtures shall be from the same family of fixtures with respect to design, materials, color, fixture, and color of light. Lighting sources shall be shielded, diffused or indirect to avoid glare to pedestrians and motorists. Lighting fixtures shall be selected and located to confine the area of illumination to within the site boundaries. To minimize the total number of free standing light standards, wall mounted lights shall be utilized.

Along pedestrian movement corridors, the use of low mounted bollard height standards which reinforce pedestrian scale shall be encouraged. Parking areas should be lit with shielded, lower intensity light fixtures. Pedestrian walkway lighting shall not exceed an overall height of sixteen (16) feet. Steps, ramps, and seatwalls should be illuminated, wherever possible, with built-in light fixtures.

Shields provided for security lights shall be painted to match the surface to which the fixture is attached. These fixtures shall not project above the fascia or roof lines of the adjacent buildings, exterior lights should be used to accent entrances and special features. All illumination elements shall have controls to allow their selective use as an energy conservation measure.

STREET LIGHT STANDARD

Figure 57



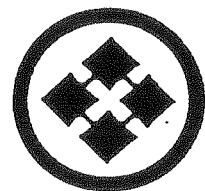
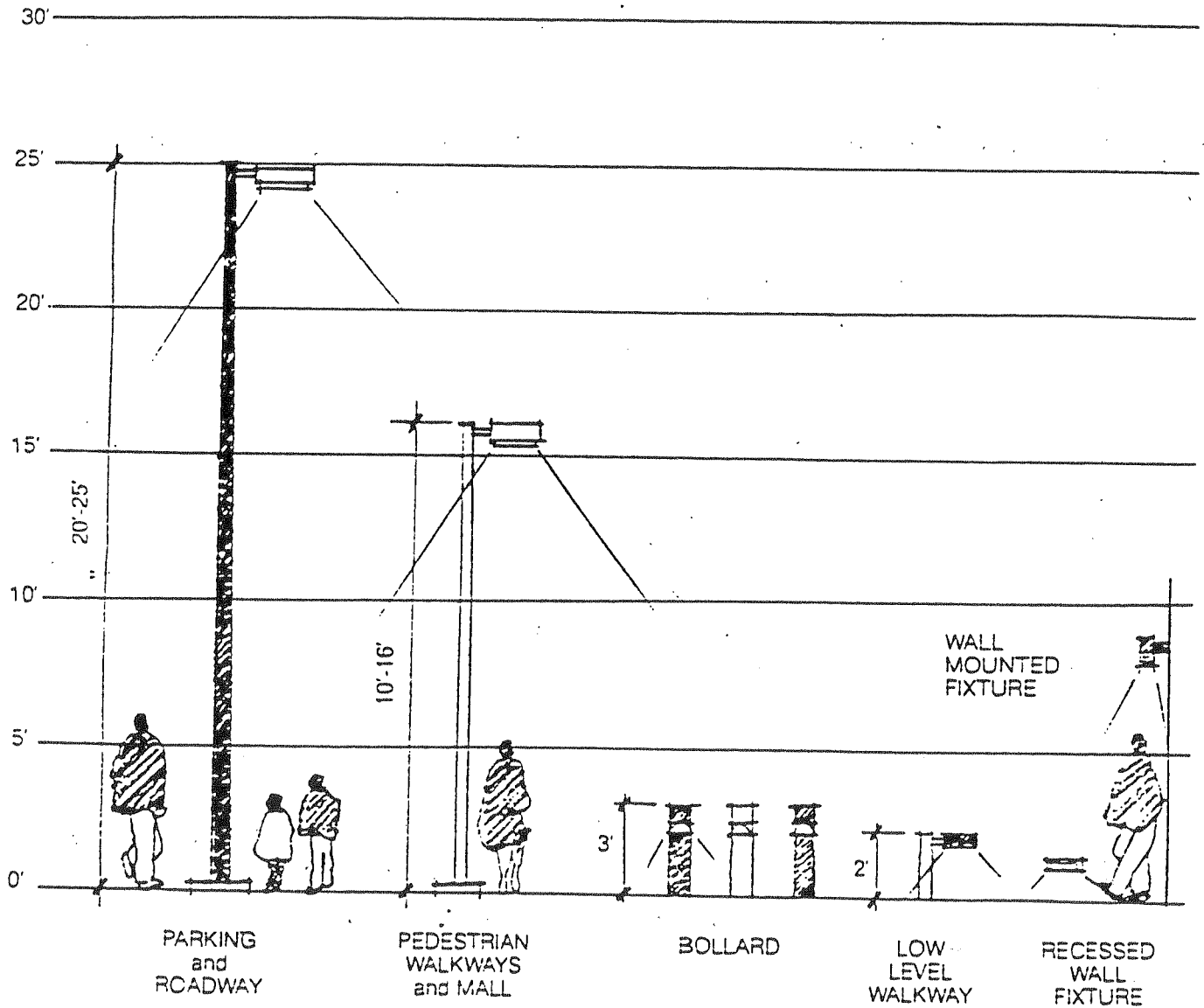
**CALIFORNIA
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VI-12

SITE LIGHTING

Figure 58



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