

6.0 Design Guidelines



Kaiser Permanente Ontario Medical Center Specific Plan

6.0 DESIGN GUIDELINES

6.1 SIGNAGE AND GRAPHICS

A signage and graphics concept has been developed for the Kaiser Permanente Ontario Medical Center. The sign concept establishes standards for all exterior signage which will ensure continuity, consistency, and harmony for all phases of the development.

The purpose of this sign concept is to provide the means for adequate project identification by regulating and controlling the design, location, and maintenance of all signs within the Kaiser Permanente Ontario Medical Center. Also, the program is intended to convey information to motorists and pedestrians which will simplify and clarify their movement throughout the project site.

6.1.1 Submittal and Approval

A planned program for signage shall be provided with the submittal of the technical master plans for review and approval by the City Planner. All signs shall be subject to the approval of the City of Ontario Planning Department and Building Department.

All proposed exterior signs for each facility shall be submitted to the Planning Department and Building Department as part of the Preliminary Plan submittal and shall be consistent with this sign program. Sufficient renderings indicating size, location, design, color, lighting, and materials shall be submitted to the Planning Department and Building Department for review.

6.1.2 Uncertainty of Sign Standards

If a situation arises which is not covered by these sign standards, or if an ambiguity exists in these standards, the sign applicant shall be referred to the City of Ontario Development Advisory Board (DAB) for determination and clarification. The DAB shall then authorize signage which best fulfills the intent of this planned sign program and/or City ordinance requirements.

6.1.3 Compliance Required

No person shall erect, re-erect, construct, enlarge, alter, move, improve, convert, or equip any sign or sign structure, or cause to permit the same to be done, contrary to or in violation of any of the provisions of this sign program. Conformance will be strictly enforced by the City of Ontario Planning

Department and Building Department. Any nonconforming or unapproved sign(s) must be brought into conformance at the expense of the persons responsible for the installation of said sign(s).

6.1.4 Maintenance

All signs shall be maintained in a neat and orderly fashion. Prompt correction of any deficiencies shall be made by Kaiser Permanente. Periodic inspections may be made by the City of Ontario Planning Department.

6.1.5 Supplemental Exhibits

The general sign standards included in Figure 6-1 illustrate the sign types described in this section. The figure is intended as a graphic aid in interpreting the planned sign program and is not intended to illustrate the exact description of all signs. The conceptual sign location plan in Figure 6-2 indicates the probable locations of major signs in the Kaiser Permanente Ontario Medical Center. The City will evaluate each sign individually.

6.1.6 General Sign Standards

a. Overall Concept

1. Signs shall be subtle, tasteful, imaginative, and an integral part of the building design concept.
2. Signs shall be for identification or instruction only. No advertising is allowed.
3. Signs shall require a minimum of maintenance.

b. Illumination

Signs and logos visible from the exterior of any building may be internally illuminated, but no signs shall be devised or constructed so as to rotate, gyrate, blink, or move in any animated manner.

c. Hardware

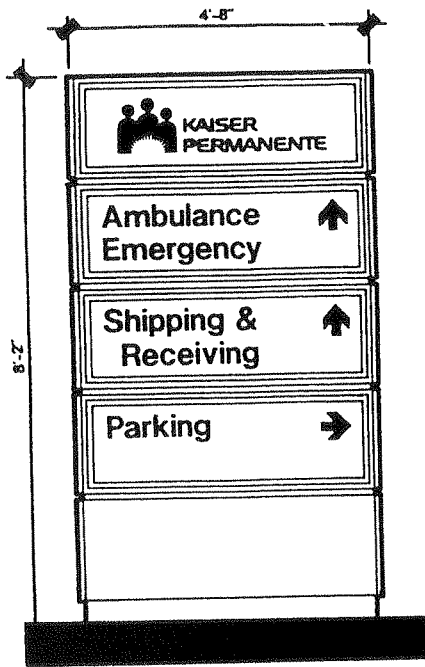
All attachments, devices, wiring, clips, transformers, lamps, tubes, and other mechanisms required for all signs must be concealed.

d. Prohibited Sign Types and Components

No sign, notice, or other lettering shall be exhibited or affixed on any part of any building except as specifically approved in writing by the City of Ontario



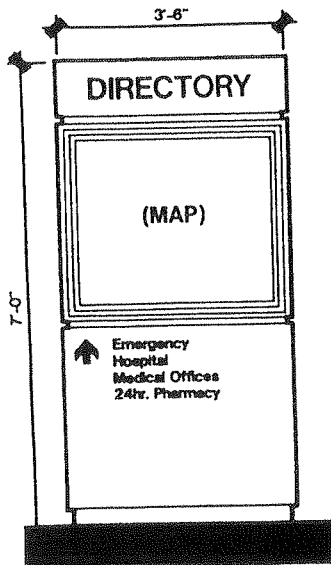
STANDARD SERVICE MARKS



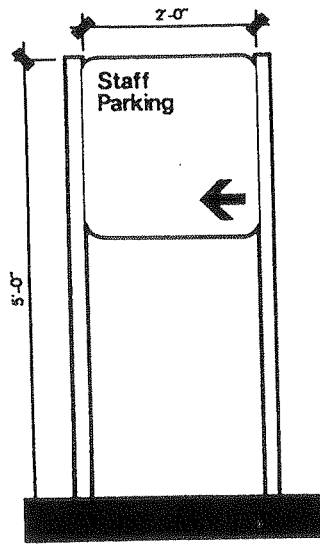
ENTRANCE SIGNAGE



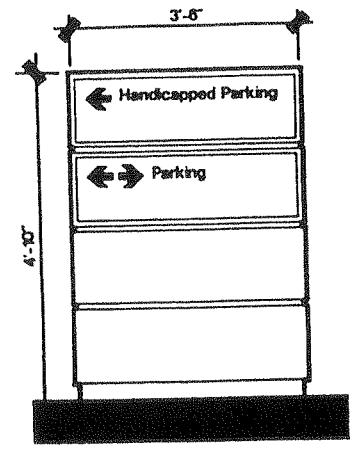
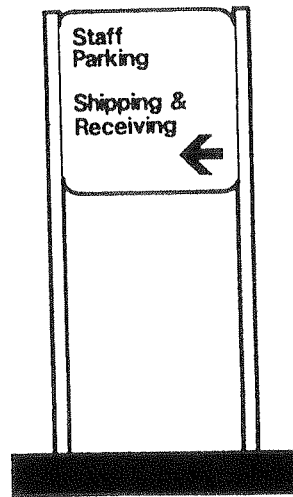
MONUMENT SIGNAGE



DIRECTORY SIGNAGE



PARKING SIGNAGE



VEHICLE DIRECTIONAL SIGNAGE



Kaiser Permanente Ontario Medical Center Specific Plan

SOURCE: Kaiser Permanente, HMC Architects

Figure 6-1
General Sign Standards

Planning Department and Building Department. The following sign types and components are prohibited on the Kaiser Permanente Ontario site:

- Moving or rotating signs or parts;
- Moving or flashing lights;
- Exposed ballast boxes or transformers;
- Box or cabinet-type signs with transparent, translucent, or luminous plastic background panels;
- Luminous vacuum-formed plastic letters;
- Cloth, paper, or cardboard signs on exterior surfaces of the tenant building or lot;
- Signs employing noise-making devices or components;
- Signs with no returns and exposed fastenings;
- Banners, pennants or "sandwich board" signs;
- Window signage (painted or attached);
- Rooftop signs; and
- Post and panel-type signs.

6.1.7 Sign Type I - Monument Sign

1. One (1) monument sign for each entrance shall be permitted, subject to a maximum of two (2) per each street frontage.
2. The monument sign copy shall be restricted to the Kaiser Permanente logo, the identification of the Kaiser Permanente Medical Center, address numbers, and directional instructions.
3. The maximum height of the monument sign shall be limited to 7'0".
4. The maximum length of the monument sign shall be limited to 5'0". The sign can be in any configuration subject to the approval of the City of Ontario Planning Department and Building Department.
5. The colors and materials of the monument sign shall match corporate colors.
6. Sign copy shall be limited to letters applied to the surface of the monument. No panel-type signs are allowed. Letters may be individually backlit with white neon tubes, or the sign may be illuminated from the ground. If the monument sign is illuminated from the ground, the light color shall be restricted to white.
7. Monument signs shall be carefully sited to avoid view obstruction of traffic circulation both on and off site.

6.1.8 Sign Type II - Building-Mounted

1. A total of three (3) building-mounted signs shall be allowed for the ultimate buildout of the Kaiser Permanente Medical Center.
2. Building-mounted signs shall be restricted to the top parapet in each location noted in submitted development plans.
3. Building-mounted sign copy shall be limited to the Kaiser Permanente logo and identification of the Kaiser Permanente Medical Center.
4. The maximum height of any building-mounted sign copy shall be limited to 6'0".
5. The materials used in building-mounted sign copy shall be limited to acrylic or metal faces and sides only. If acrylic is used, colors are limited to white or the current corporate color (which shall be either blue or green). Metal shall be painted or anodized in a color to match corporate colors.
6. The logo and copy may be individually backlit with white neon or fluorescent tubes. No externally illuminated or panel-type signs are allowed.
7. All copy shall be mounted directly to the building surface. Raceways, support tracks, conduits, transformers, or mounting devices are not allowed.

6.1.9 Sign Type III - Directional

1. Directional signs shall be located in the areas noted on submitted development plans.
2. Signs shall be similar to the monument sign in design and construction.
3. An internally illuminated panel sign may be used.
4. Sign copy shall be limited to providing specific directions to pedestrian or vehicular traffic (e.g., emergency, service, employees, visitors, patients).

6.1.10 Sign Type IV - On-Site

1. On-site signage is described as all miscellaneous free-standing signage required for efficient operation (i.e., signage not required by code).
2. All on-site signage will conform to submitted development plans.

6.1.11 Sign Type V - Entryway

1. Entryway signage is described as that required at building entries for identification of the entry type (e.g., emergency, medical office building, parking).
2. Sign copy shall be restricted to 24 inches in height.
3. Sign copy shall be individually mounted, and either non-illuminated or illuminated by backlighting with white neon tubes.

6.2 LIGHTING

Lighting within the Kaiser Permanente Ontario Medical Center is intended to contribute to the security of the site and complement the architectural character of the development. Each light fixture is to be attractive to daytime viewing, when the lighting hardware serves as an architectural accent to the site.

Lighting is also utilized to create and dramatize the nighttime image of a structure, courtyard, or garden, thereby extending the hours of use. The lighting of these areas is often a subtle and dignified, yet highly effective, form of advertising.

The following is a description of general illumination guidelines. Four use areas within the Kaiser Permanente Ontario Medical Center require special illumination guidelines: (1) buildings; (2) streets; (3) parking areas; and (4) pathways. Guidelines related to these specific use areas follow the general illumination guidelines.

6.2.1 General Illumination Guidelines

1. All exterior lighting is to be adequately controlled and shielded to prevent glare and undesirable illumination to adjacent properties or streets.
2. All site, sign, landscape, and building exterior lighting is to be of a configuration, style, and finish color that complements the architectural theme and materials established by the building architecture.

6.2.2 Building Exterior Lighting

1. Building uplighting is encouraged.
2. Architectural lighting is to articulate and animate the particular building design as well as provide the required functional lighting for safety and clarity of pedestrian movement.

3. Building illumination and architectural lighting is to be indirect in character (no light source visible) whenever possible.
4. Indirect wall lighting or "wall washing," overhead down lighting, and interior illumination which extends outside are encouraged.

6.2.3 Street Lighting

1. Streets and intersections are to be well lighted. All public street lighting, as well as any ancillary lighting within the public right-of-way, shall be subject to City of Ontario requirements and will be the responsibility of the City to install and maintain; and
2. The illumination of selected trees on the streetscape for accent and a positive night image is encouraged.

6.2.4 Parking Area Lighting

1. Parking area lighting is to be designed to achieve a uniformity ratio of 3:1 (maximum to minimum footcandles) with a minimum level of 1 footcandle.

6.2.5 Pathway Lighting

1. Pedestrian lighting is to be installed at selected intersections along walkways on the medical center site.
2. Pedestrian lighting is to achieve a uniformity ratio of 0.35:1 average to minimum, with an average illumination of 0.60 footcandle and a minimum of 0.18 footcandle.
3. In secondary walkway areas, point-to-point lighting is acceptable with no specific illumination levels required. The main emphasis in this area is to clearly identify the pedestrian walkway and direction of travel.