

## PACIFIC GATE-EAST GATE SPECIFIC PLAN

### VI. ARCHITECTURAL DESIGN CONCEPTS

#### A. SIGNAGE AND GRAPHICS

A master program for signage and graphics has been developed for the Pacific Gate-East Gate Specific Plan 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 (see Tables VI-A-1 and 2, Signage and Graphics Criteria).

##### 1. Definition Of Sign Types And Related Terms

###### a. Entry Statements/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 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 the face of the 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
- Typography 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 Bond
- Constant horizontal band or fascia area of an architectural complex, where graphics must be placed.
2. **General Requirements**
- a. All owner/tenant identification signs shall conform to the guidelines 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, 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 VI-A-1 and VI-A-2.
- j. Owner/tenants 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 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 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.
- 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 VI-A-1.
- (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.
- (7) The sign shall be indirectly illuminated.

b. Wall-Mounted Sign

- (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 VI-A-1. In addition, building identification signage is permitted for buildings of three (3) stories or more per the requirements of (2i) above and Table VI-A-1 and Table VI-A-2 .
- (2) These graphics shall be aluminum or metal plate elements individually mounted.
- (3) Individual letters or logos may be interiorly 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) Scale and proportion of graphics shall be in consonance with the architecture.

**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 programs 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 the City of Ontario.

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

**5. Service Stations**

The following sign criteria shall apply to all service stations.

a. Self Service

Self service stations are allowed two canopy-mounted signs. Price signs should be either column-mounted (on the canopy support) or pump-mounted. Promotional graphics are not permitted.

b. Full Service

Price signs should either be mounted on the column of the canopy or pump-mounted, as should "Full Service/Self Service" signs.

Outside displays of merchandise are discouraged, i.e., racks of automobile tires. When such displays are used, 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.

6. **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. There shall be no more than two signs per driveway.

a. Traffic Control Signage

All street signage shall conform to City of Ontario standards.

7. **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 Pacific Gate-East Gate Specific Plan standards. No temporary promotional signs will be allowed on the premises of the adjoining public street rights-of-way.

A temporary 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, 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.

o Form

Free-standing monolith with panels which meet the grade.

o Scale

Rectangular ratio of height to width shall be 2:1. Total area not to exceed ninety-eight square feet.

o Materials

Designed to last the length of its intended use without significant fading, peeling, blistering, warping, cracking, rotting or delamination.

o Duration

Temporary signs shall remain in place for no more than twelve (12) months. This period may be extended upon approval by the City of Ontario.

o Security Deposit

A security deposit fee of five hundred dollars (\$500) shall be posted with the City of Ontario to guarantee removal of temporary sign(s). Failure to remove sign(s) after specified duration will result in forfeiture of security deposit.

o 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.

o 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.

b. Wall Signs

Banners, 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:

o 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 VI-A-1).

No such device shall be located in a manner not permitted for permanent signs.

Land Use	Sign Type	Number of Signs	Placement and Location	Sign Area	Letter size	Sign Height	Form and Materials	Message and Layout	Color	Illumination
Warehousing Manufacturing research and Development (Single Building)	Freestanding	1 Per Parcel Per street footage	Perpendicular to Street, 20' from driveway, 15' from property line	60 sq. ft. max	N/A	54" Height. Height to length ratio not to exceed 1:3	Must relate to architectural style of Project	May be two 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	40 sq. ft. plus 2 sq. ft. for each 5' of building setback beyond required setback: maximum 100 sq. ft. of sign area	26" max Height	N/A	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. max.	N/A	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. max.	20" max height	N/A	Individual Letters; metal fiberglass or acrylic	Tenant or business name and/or logo	Must relate to architectural style	Ambient
Commercial and 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 driveway, min. 15' from curb	60 sq. ft. max.	N/A	54" Height. Height to length ratio not to exceed 1:3	Freestanding monolith; material must relate to architectural style	May be 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)	Max. 2 (No more than 1 building face)	Above top story and below parapet	Refer to table 56A VI-A-2	Refer to table 56A VI-A-2	Refer to table 56A VI-A-2	Individual Letters; metal fiberglass or acrylic	Building name	Must relate to architectural style	Halo lit letters or interiorly illuminated
	Tenant Identification - Wall	1 per tenant	1 at tenant entrance	1 sq. ft. per width of building elevation; not to exceed 40 sq. ft.	Max 20" height	N/A	Individual Letters; metal fiberglass or acrylic	Tenant or business name and/or logo	Must relate to architectural style	Halo lit letters or interiorly illuminated
Service Station	Freestanding Identification	1 (with possibility for 2 is station fronts 2 streets)	Adjacent to entry: Perpendicular to street	60 sq. ft.	N/A	54" Height. Height to length ratio not to exceed 1:3	Base: Brick, concrete, tile, metal, or stone. Cap: Translucent face, vacuum form plastic, acrylic or fiberglass	Company logo only: 2 sided	Company logo colors	Interiorly illuminated

## Signage and Graphics

Table VI-A-1

### Pacific Gate - East Gate Specific Plan

Santa Fe Pacific Realty Corporation

**TABLE VI-A-2**  
**SIGN CRITERIA**

NUMBER OF STORIES	SIGN AREA	MAXIMUM HEIGHT OF SIGN OR LETTERS
3	200 Sq. Ft.	20"
4	225 Sq. Ft.	25"
5	250 Sq. Ft.	35"
6	275 Sq. Ft.	45"
7	300 Sq. Ft.	50"
8 - 10	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 VI-B-1, 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 night time 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.

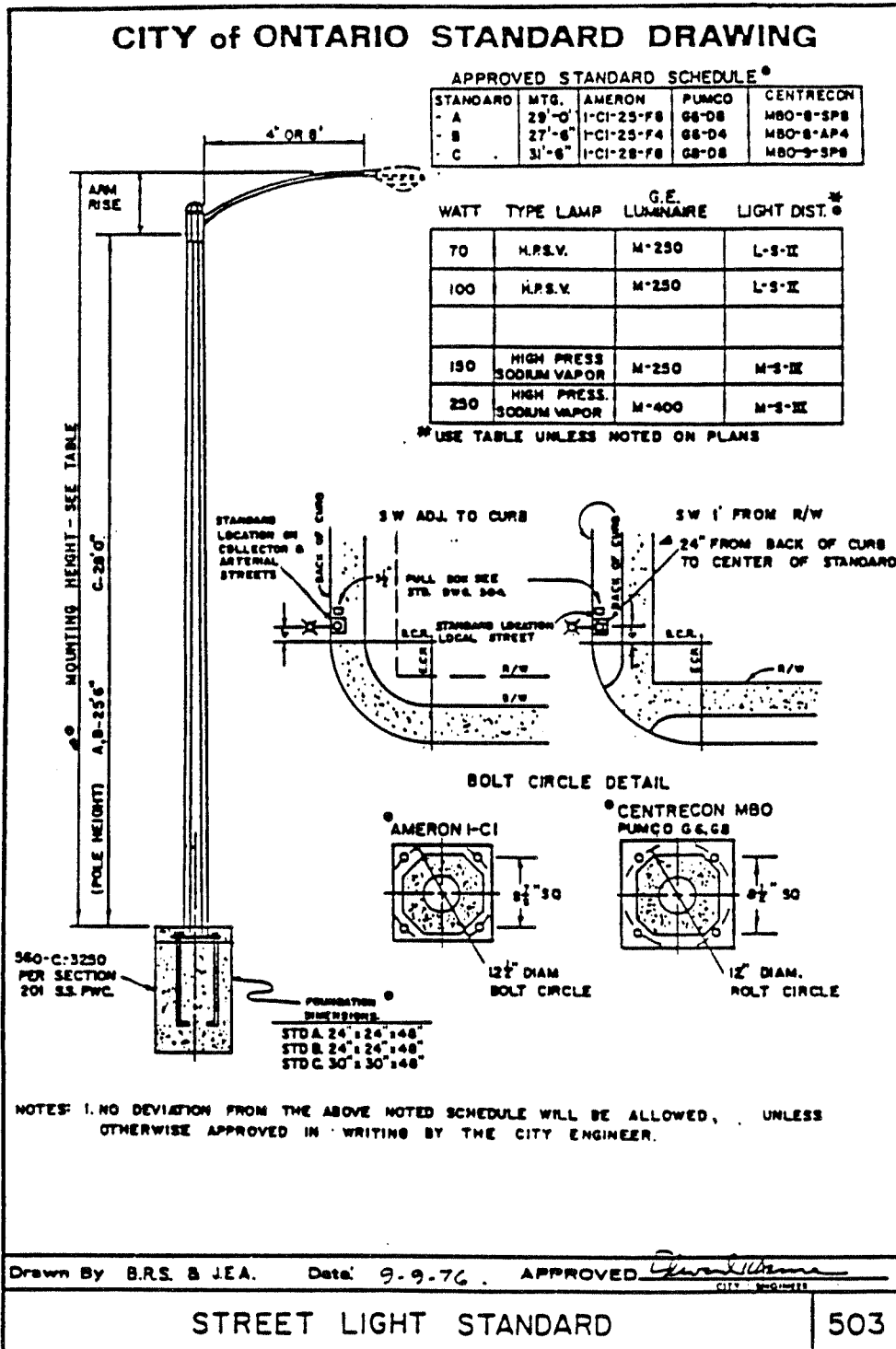
The concept for on-site lighting is intended to be low-key. Overall high levels of illumination are not required; intensity should be no greater than required for automobile and pedestrian safety. Within these parameters, light sources should convey a sense of safety, direction and movement. (See Figure VI-B-2, Site Lighting.)

On each site, all lighting fixtures shall be from the same family of fixtures with respect to design, materials, color of fixture, and color of light. Lighting sources shall be shielded, diffused or directed to avoid glare to pedestrians and motorists. Lighting fixtures shall be selected and located to confine the area of illumination within the site boundaries. To minimize the number of light standards and overhead clutter, overflow light from inside the building should be wall-mounted.

Along pedestrian movement corridors, the use of low mounted fixtures (bollard height) which reinforce the pedestrian scale and which reduce visual glare are encouraged. Parking areas should be lit with shielded, lower intensity 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 fixtures. The shields for security lighting are to be painted to match the surface to which the fixture is attached. These fixtures are not to project above the fascia or roof lines of the building. 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

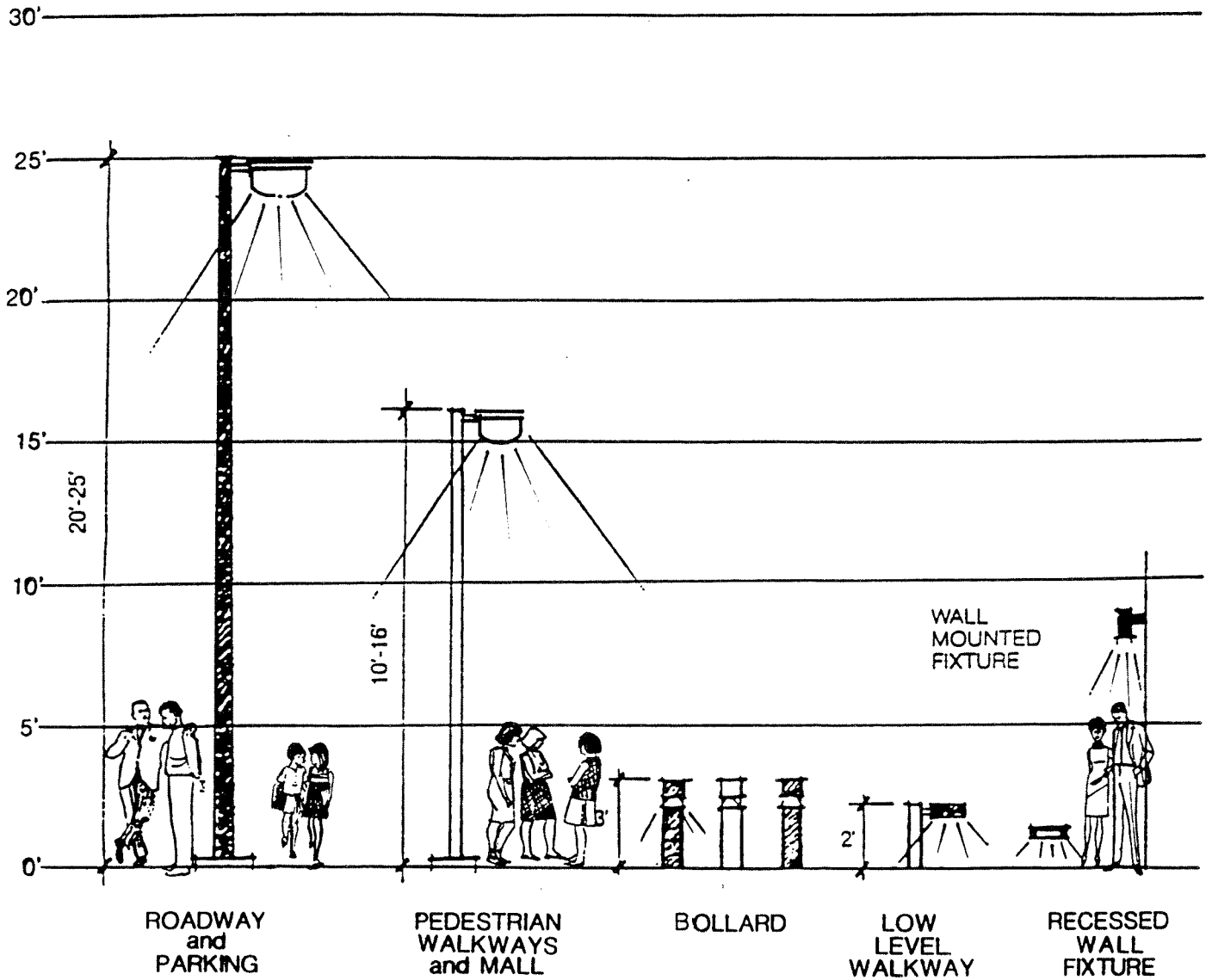
FIGURE VI-B-1



PACIFIC GATE - EAST GATE SPECIFIC PLAN  
SANTA FE PACIFIC REALTY CORPORATION

# SITE LIGHTING

FIGURE  
VI-B-2



PACIFIC GATE - EAST GATE SPECIFIC PLAN  
SANTA FE PACIFIC REALTY CORPORATION