

B. SIGNAGE AND GRAPHICS

A master program for signage and graphics has been developed for the Crossroads Business Park 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 Table VI-A-1, Master Sign Plan, and Table VI-B-1, Sign Criteria, at the end of this section.

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 letter-form 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*

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 signage 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 Table VI-A-1 and Table VI-B-1.
- 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 the City of Ontario.

These drawings shall be of 1" = 1' scale 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, See Tables VIA-1 and VI-B-1.
- (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. 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. No more than two signs per driveway shall be permitted.

a. Traffic Control Signage

All street signage shall conform to City of Ontario standards.

6. TEMPORARY SIGNS

a. Free-standing Signs

The developer of each facility may display one temporary free-standing sign, the purpose of which is to disseminate information pertinent to a site and its stage of development. The sign is to be designed to conform to the Crossroads Business Park 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, 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.

- *Maximum Height*

15 feet

- *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.

- *Materials*

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

- *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.

- *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.

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:

- 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.
- 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.

Table VI-A-1

MASTER SIGN PLAN INDUSTRIAL

CATEGORY	MONUMENT SIGNS AT FOCAL ENTRY (Figure 31)	COMPLEX IDENTIFICATION	TENANT IDENTIFICATION
SIGN TYPE	Monument Sign	Monument Sign	Wall Sign
NUMBER OF SIGNS	1 per street corner	1 per complex per street frontage	1 sign per tenant per street frontage for a max. of 2 wall signs per tenant
PLACEMENT & LOCATION	45° to street and outside of clear sight triangle	Perpendicular or 45° (on corners) to street, min. 20' from driveway, min. 15' from curb	Shall not extend above top of wall
SIGN AREA	108 sq. ft. Max.	60 sq. ft. Max.	40 sq. ft. Max.
LETTER SIZE	12"	8"	20" Max. Height
SIGN HEIGHT	72" Max. Height to Length ratio not to exceed 1:3	54" Max. Height to length ratio not to exceed 1:3	N/A
FORMS & MATERIALS	Concrete or similar	Must relate to architectural style	Individual letter; metal, fiberglass, and acrylic plexiglass
MESSAGE AND LAYOUT	Name of business park/owner	May be 2 sided; name of owner/tenant or building & street address, centered layout	Tenant or business name and/or logo
COLOR	Must relate to architectural design	Must relate to architectural Style	Must obtain association approval
ILLUMINATION	Ground lit	Ground lit	Ambient or interior illuminated

Table VI-B-1

SIGN CRITERIA

- Multiple Story Buildings -

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"

C. 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 36, 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 end landscape features, shipping and loading areas, and any additional exterior areas.

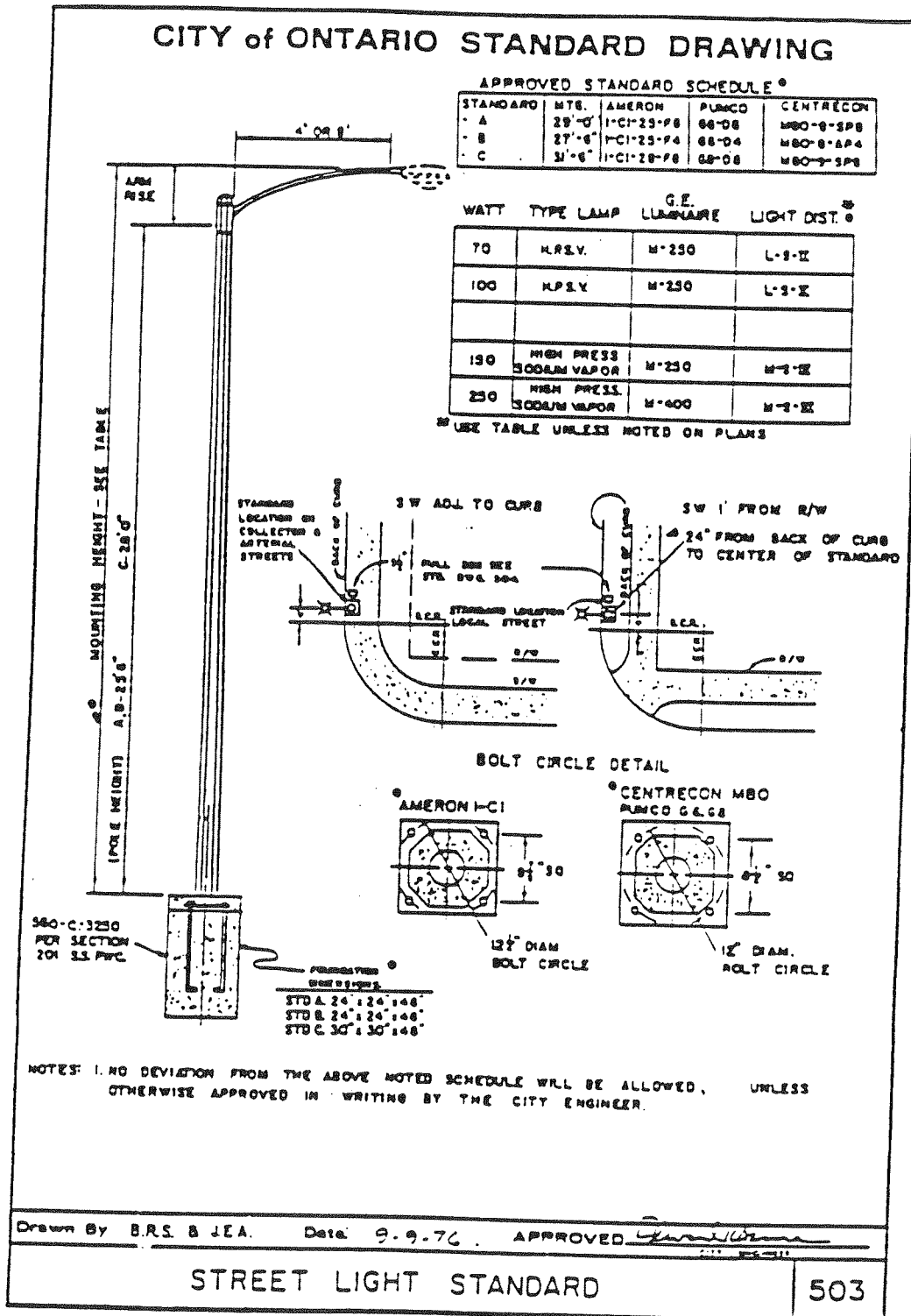
The concept for on-site lighting is intended to be low-key. Overall high levels of illumination are not required; intensity should be *no* greater than required for automobile and pedestrian safety. Within these parameters, light sources should convey a sense of safety, direction and movement (see Figure 37, 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 indirect 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 should 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 pointed 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
37



SITE LIGHTING

FIGURE
38

