

ONTARIO/SIGNAL COMMERCENTRE SPECIFIC PLAN

VI. ARCHITECTURAL DESIGN CONCEPTS

A. ARCHITECTURAL DESIGN CONCEPTS

Objective:

Recognizing that the Signal Ontario Commercentre is an industrial park, these architectural standards and guidelines strive to integrate the structures in an aesthetic, contextual setting. As industrial structures are necessarily large with somewhat unbroken planes, these design guidelines encourage each building to utilize architectural details such as trellis areas, theme walls, surface plane variations, screen landscaping, or similar detail to avoid nondescript, imposing structures.

Special attention to articulation shall be given to elevations fronting onto Mission Boulevard and Archibald Avenue. In keeping with the Mission Boulevard Corridor Plan and City of Ontario Resolution 2392, Mission Boulevard shall be addressed as the structure's frontage elevation. Elevations facing Archibald Avenue shall also incorporate frontage type site design and articulation. The Archibald Avenue elevations shall architecturally compliment the Business Park structures of the adjacent California Commerce Center South.

Guidelines:

1. All design shall appear as an integrated part of the overall site design concept.
2. Precision block and pre-engineered metal buildings will not be permitted.
3. Design considerations should be given to:
 - a. views and vistas
 - b. orientation toward major streets
 - c. solar orientation
 - d. vehicular and pedestrian circulation
 - e. the facility's functional organization

- f. energy conservation through facility design

Consideration should be given to the incorporation of design features such as:

- a. trellised areas
- b. architectural detailing in visitor parking areas and pedestrian entrances
- c. decorative pedestrian plazas and walkways
- d. accent and screen landscaping
- e. architecturally enhanced building forms
- f. light and shadow patterns
- g. color or material accents
- h. punched openings to create light and shadow
- i. entrance plazas
- j. detail shall occur at the building frontages or entrances, less detail is needed at screened landscape areas

B. SIGNAGE AND GRAPHICS

A master program for signage and graphics has been developed for the Ontario/Signal Commercentre 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. All signage must be reviewed and approved by the City of Ontario Planning and Building Departments.

DEFINITIONS

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 free-standing 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 the 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 Band

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. Signage shall 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 may 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. Owner/tenants will be responsible for the design, fabrication and installation of individual owner/tenant signs.
- j. Each individual owner/tenant shall submit three (3) sets of professionally executed sign drawings for review and 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.
- k. 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.
- l. No sign shall have visible moving parts or simulate movement by means of fluttering, rotating or reflecting devices.
- m. 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.
- n. All building-mounted signs shall be constructed so as not to have exposed wiring, raceways, ballasts, conduit, and transformers.
- o. Freestanding monolith signs shall be incorporated into landscaping berms to minimize visual mass.
- p. Metal signs shall include aluminum or brass signs.

- q. Freestanding signs shall be integrated with landscaping.

3. Master Sign Plan

a. Complex Identification - Monument and Signage

- (1) Monument signs monolith(s) shall be placed adjacent to the main entry (entrances) to the property.
- (2) The sign will be positioned perpendicular or 45 degrees (on corners only) to the street and set back behind the property line, per the requirements of Table VI-A-1.
- (3) The sign will be harmonious 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 shall be constructed of materials consistent with the primary structure's 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 groundlit.

b. Tenant Identification - Wall Signage

- (1) One sign shall be allowed per street frontage
- (2) The maximum sign area shall be 40 square feet.
- (3) The maximum letter size shall be 20 inches.
- (4) Graphics on the sign shall consist of the Tenant or business name, and/or logo.
- (5) The sign may utilize either ambient or interior illumination

- (6) Typography may vary according to the user's identity

4. Multiple Tenant Office, Industrial, 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.

5. Directional And Regulatory Signs

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.

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.

6. 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 Ontario/Signal Commercentre 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.

o Form

Free-standing monolith with panels which meet the grade.

o Height

The height of the temporary sign shall be no higher than twelve feet (12').

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 (\$500) dollars 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 Planning Department.

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.

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

- 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.

FIGURE
VI-A-1

MASTER SIGN PLAN

INDUSTRIAL

CATEGORY	COMPLEX IDENTIFICATION	TENANT IDENTIFICATION
SIGN TYPE	Monument Sign	Wall Sign
NUMBER OF SIGNS	1 per complex per street frontage	1 per street frontage
PLACEMENT & LOCATION	Perpendicular or 45 degree angle (on corners) to street, min. 20' from driveway, min. 15' from curb	1 per street frontage
SIGN AREA	60 sq. ft. Max.	40 sq. ft. Max.
LETTER SIZE	8"	20" Max. Height
SIGN HEIGHT	54" Max. Height to length ratio not to exceed 1:3	N/A
FORMS & MATERIALS	Must relate to architectural style	Individual letter; metal, fiberglass, and acrylic plexiglass
MESSAGE & LAYOUT	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 obtain association approval
ILLUMINATION	Ground lit	Ambient or Interior illuminated

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.

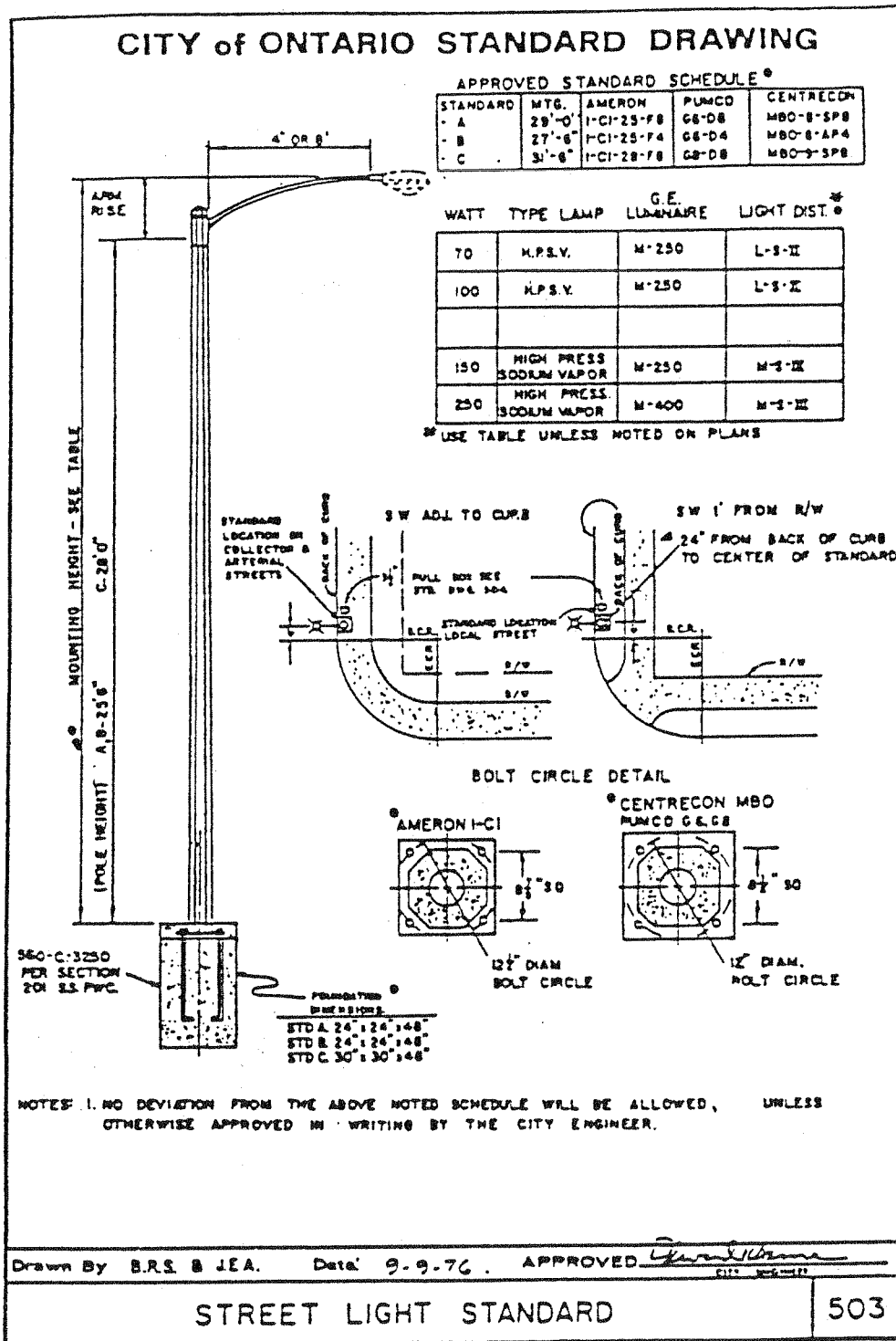
The concept for on-site lighting is intended to be low-key. Overall high levels of illumination are not required; intensity should be no greater than required for automobile and pedestrian safety. Within these parameters, light sources should convey a sense of safety, direction and movement. (See Figure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

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

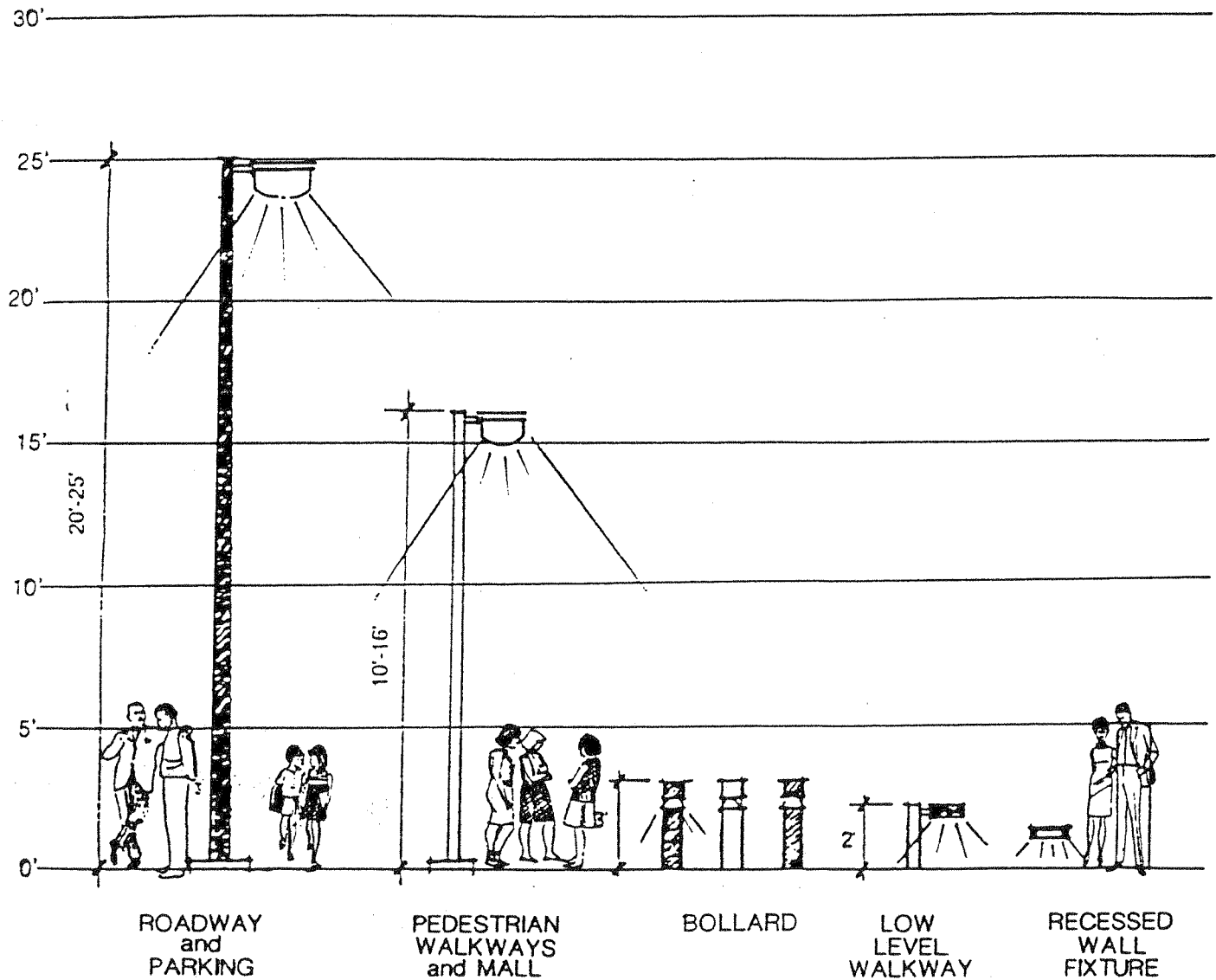


PLANNING NETWORK

2940 INLAND EMPIRE BLVD
SUITE 105, ONTARIO, CA 91764
(714) 945-2738

SITE LIGHTING

FIGURE
VI-B-2



PLANNING NETWORK

2940 INLAND EMPIRE BLVD
SUITE 105, ONTARIO, CA 91764
(7 1 4) 9 4 5 - 2 7 3 8