

VI. DESIGN GUIDELINES

A. SIGNAGE AND GRAPHICS

A master program for signage and graphics has been developed for the Archibald Business Center 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. The City will have the authority to interpret these criteria for general conformance, in order to allow for creativity in architectural design (see Tables VI-A-1 , 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. Flush Left Layout: Typography begins at left margin, and any additional lines of typography are also flush with first line at left margin.
- o. Centered Layout: Each line of typography is centered horizontally within the sign panel.
- p. 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 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.
- 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 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.
- 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 ar-

chitecture. 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 VI-A-1.
- (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 the City through site plan review prior to implementation.

4. **Industrial 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 the City.

Directional and regulatory signs within a property will conform to the standard sign system for the entire Archibald Business Center . 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, with placement approved by the City. 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 standards and is to be submitted for approval to the City 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. The City 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 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 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.
- Prior to installation of the temporary sign, the proponent shall obtain approval from the City of Ontario.

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 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 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, 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

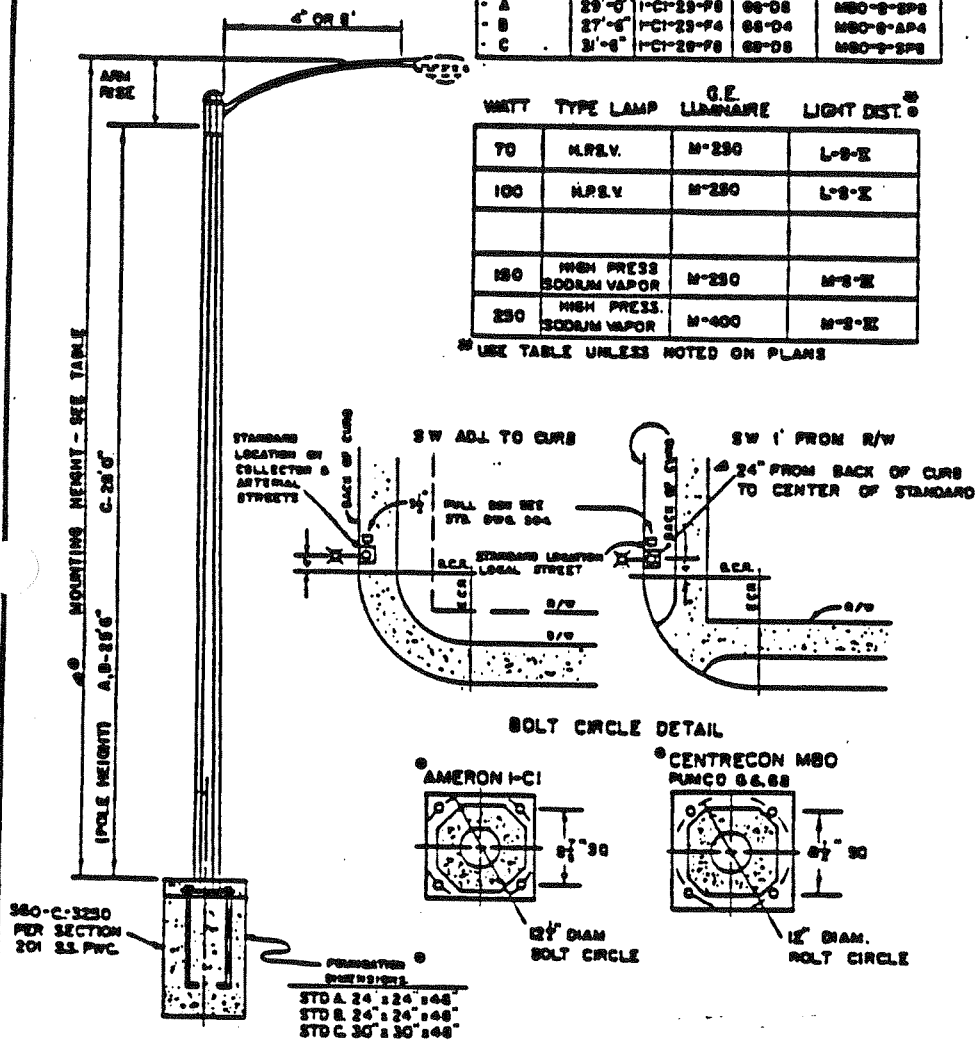
CITY of ONTARIO STANDARD DRAWING

APPROVED STANDARD SCHEDULE

STANDARD	MTG.	AMERON	PUMCO	CENTRECON
A	29'-0"	1-CI-28-78	66-08	MBO-8-SP8
B	27'-6"	1-CI-23-74	66-04	MBO-8-AP4
C	31'-6"	1-CI-28-78	66-08	MBO-8-SP8

WATT	TYPE LAMP	G.E. LUMINAIRE	LIGHT DIST. *
70	H.P.E.V.	M-250	L-8-X
100	H.P.E.V.	M-250	L-8-X
150	HIGH PRESS. SODIUM VAPOR	M-250	M-8-X
250	HIGH PRESS. SODIUM VAPOR	M-400	M-8-X

* USE TABLE UNLESS NOTED ON PLANS



NOTES: 1. NO DEVIATION FROM THE ABOVE NOTED SCHEDULE WILL BE ALLOWED, UNLESS OTHERWISE APPROVED IN WRITING BY THE CITY ENGINEER.

Drawn By B.R.S. & J.E.A. Date 9.9.76. APPROVED *[Signature]* CITY ENGINEER

STREET LIGHT STANDARD

503

SITE LIGHTING

