

## REGIONAL COMMERCIAL/MIXED-USE DESIGN GUIDELINES

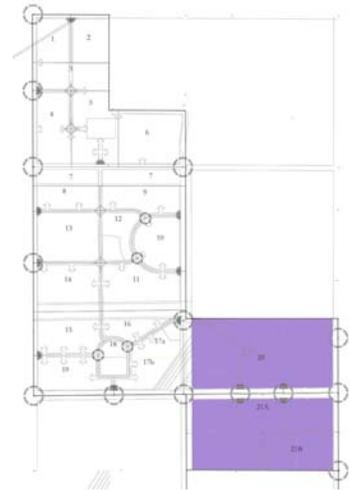
Regional Commercial/Mixed-Use guidelines apply to Planning Areas 20 and 21. Refer to Section 6.3 for High Density guidelines which apply to Planning Areas 17A, 17B, 18, 19, and the Stand Alone Residential Overlay and residential components within Planning Areas 20 and 21.

It is the intent of these guidelines to provide guidance and a framework for development of vibrant and viable Regional Commercial Mixed-Use services, including office/professional, hospitality, retail, commercial, civic, quasi-public, and high density residential uses.

The Regional Commercial/Mixed-Use district provides for immediate office/professional/service needs of the Rich-Haven neighborhoods and the greater regional areas. In addition, the Regional Commercial/Mixed-Use District may have the capacity to provide day-to-day commercial retail services, truly enabling this area to serve as a "community gathering place" where residents may stop and linger while enjoying a cup of coffee, reading the newspaper, or socializing with their neighbors in a pleasant pedestrian environment.

These guidelines will further serve to implement the objectives, policies and principles of the New Model Home Colony (NMC) General Plan by drawing upon the rich architectural diversity, quality and history of Ontario's established neighborhoods. Architecture of all commercial buildings, mixed-use or single use, shall complement the overall traditional community image of the Rich-Haven Specific Plan. The intent is to allow for a variety of building size, types, configuration, and uses to coexist while providing sufficient architectural direction to ensure a unified, cohesive development.

### 6.5



### 6.5.1 COMMUNITY DESIGN OBJECTIVES

- Secure the long term vitality of the NMC General Plan by implementing its objectives, policies and principles.
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- Create a Mixed-Use land use concept that seamlessly transitions high density living into commercial/service activities.
- Create a community of cohesive land uses, which provide for a wide variety of architectural configurations and housing prototypes.
- Create a palette of landscape materials, features and details that blend diverse architectural elements into cohesive neighborhoods.
- Create a palette of way finding signage that infuses the community with character and reinforces the viability of mixed land uses.
- Create a hierarchy of pedestrian and vehicular circulation within the community.
- Provide safe and convenient pedestrian links from residential areas to school, park and commercial sites that serve the community.
- Create a palette of architectural styles and community features that evoke traditional, timeless qualities.
- Utilize architectural massing to define use and public/private spaces.
- Create mixed-use neighborhoods where interactive architecture dominates the primary street scene.

### 6.5.2 ARCHITECTURAL PHILOSOPHY



The purpose of the Regional Commercial/Mixed-Use land use is to foster dynamic neighborhoods. This place making land use enables a main street environment where bustling pedestrian activity is as important to the streetscape as vehicular activity; a place where the town center atmosphere is a short walk for residents to enjoy the goods and services at the heart of the mixed use district. Commercial components stand alone or mixed-use elements, within the Regional Commercial/Mixed-Use district should reflect an architectural style reminiscent of small-town American town centers. Architectural execution of this style is described in subsequent sections.

## GENERAL DESIGN ELEMENTS & OBJECTIVES

A palette of styles, massing, materials, and details shall convey a timeless sense of place.

- Use appropriate finish materials and detailing.
- Vary vertical/horizontal scale and massing within and between buildings.
- Visual massing/style breaks between commercial/retail and residential uses are encouraged.
- Roof styles and materials shall be architecturally and aesthetically compatible, not uniformly consistent, among and between buildings/uses.
- Architectural styles shall be authentic; mixing of details between styles is allowed where details are complementary.

Active architecture shall orient toward Edison Avenue and primary auto and pedestrian circulation corridors.

- Offset wall planes should be used, where appropriate, as an integral part of the building design.
- Building offsets or recesses should be used to accentuate building entries and form pedestrian nodes.
- Windows and doors shall be positioned sensitively to engage public spaces while maintaining privacy.
- Articulation of tenant entries for pedestrian identification should be achieved through wall plane offsets, architectural detailing and color schemes.
- Signage, monumentation, and landscaping shall supplement pedestrian corridor and plaza spaces created by articulated architecture.

Pedestrian linkages shall be active, useable transition spaces between uses.

- Hard distinct edges between uses are discouraged.
- Signage, paving, landscaping shall visually identify pedestrian linkages/corridors.
- Pedestrian circulation shall be continuous from residential to commercial/regional sections of the district.
- Articulation can include, but is not limited to:
  1. Vertical and horizontal offsets
  2. Color blocking
  3. Appropriate use of detail elements

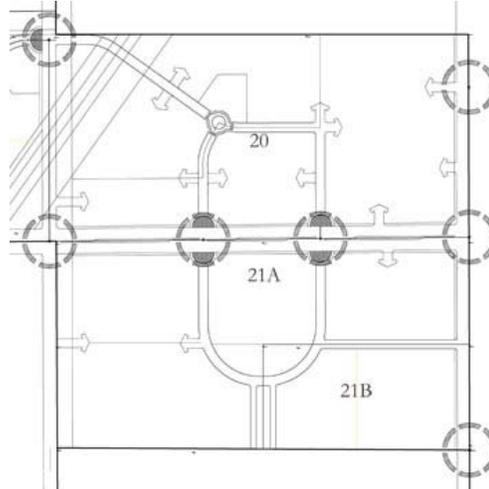
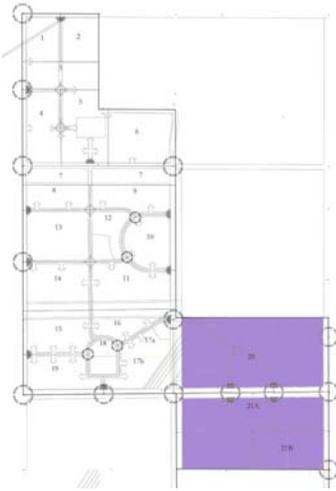
The primary goal for the Rich Haven Regional Commercial /Mixed-Use District is to create a dynamic environment for the interaction of vibrant commercial, retail, regional services and high density residential neighborhoods. Sensitive spatial and architectural form, massing, and transitions are critical to the relationship between compatible uses. The following principles establish the essential characteristics that will promote the support these goals.



Visual breaks between commercial and residential uses



Pedestrian linkages



#### Neighborhood Design Criteria:

- Visual and practical interaction of mutually supporting commercial and residential uses.
- Integration of open space and pedestrian linkages with regional commercial tenant needs
- Foster clustering of high density residential buildings to create smaller “neighborhoods” within planning area.
- Maximize architecture along theme streets
- Limit direct garage access along theme streets
- Provide Community entry at Haven and Theme Street
- Provide theme street intersection treatment
- Provide pedestrian link to neighborhoods and High School site to north.

## ARCHITECTURAL COMPONENTS

### 6.5.4

Quality architectural and aesthetic design of a project has its foundations in the primary forms of the buildings. Guidelines for the following component intend to cultivate varied and interesting architecture while allowing room for creativity and project stylization.

#### Building Form and Mass

Building forms shall be simple and well proportioned resulting in a balanced composition of elements.

- Layering of wall planes and volumes should provide a rhythm of dynamic building shadows.
- Building massing shall consist of a mix of building heights to provide visual interest to the commercial area.
- Tower elements and other vertical/prominent building features should be used to accentuate key elements such as building entries, pedestrian nodes, plazas or courtyards.
- Taller buildings shall have greater articulation.

Modulation and variation of building masses between adjacent buildings is encouraged. Three and four story elevations should have varied massing and architecture, both in height and depth, along the façade. The preference is for the project to feel less like a set of monolithic structures and more like a collection of distinct building in the eclectic style of the district. This can be accomplished through massing, color blocking, wall plane breaks, and variations in architectural styling and façade treatment.

Building mass shall be proportional to the tenant use to create obvious and identifiable delineation between uses.

#### Materials and Colors

Materials and colors should be applied to create cohesive and authentic architectural styles and streetscapes.

- All surface treatments or materials should be designed to appear as an integral part of the design, not merely an application.
- All materials should wrap architectural elements in their entirety, on primary elevations and where exposed to primary public spaces.
- Material changes should occur at inside corners.
- Materials applied to any elevations shall turn the corner of the building a minimum of 8', or to a logical termination point in relation to architectural features or massing.
- Highly reflective surfaces/materials, including colored glass and highly polished materials, are not allowed.
- Rough cut, rustic appearances through the use of stone, brick, or siding are encouraged. Only finished materials are allowed, no exposed or untreated concrete masonry units, unless consistent with the architectural style.



Articulation through the use of color blocking and detail elements



### Exterior Design

Buildings shall have articulation along auto and pedestrian corridors to generate pedestrian scaling and visual interest along the streetscape.

- No single building shall have a singular wall plane or building height on the primary elevation.
- Front wall planes of commercial/mixed-use buildings, including retail/shop space veneer configurations, shall be articulated.
- Articulation can include, but is not limited to:
  1. Vertical and horizontal offsets.
  2. Color blocking.
  3. Appropriate use of detail elements.
  
- Mixed-Use buildings, multi-tenant shop buildings with more than one ground floor tenant: no more than sixty six percent (66%) of the front elevation may consist of a single contiguous wall plane on a tenant by tenant basis

#### OR

- On an overall building, a cumulative total of no more than sixty six percent (66%) of the front elevation may have the same setback dimension; with no more than forty percent (40%) of the elevation comprising a continuous wall plane.
- Massing of large expanses of street exposure or pedestrian corridor exposure walls are encouraged to be visually broken down through the use of architectural features and treatments, and color changes, including but not limited to, pilasters, trellis elements, decorative light fixtures, and material inlays, murals, graphics, or other visual variations.

Primary exposures/elevations shall be appropriately detailed and articulated consistent with the architectural style and character of the development, as established by these guidelines.

- First-story pedestrian scale character and commercial retail exposure is crucial to business viability. In-line retail/commercial/service space shall be designed for the optimization of space, exposure, and aesthetic articulation.

Architectural massing and style among buildings shall be compatible.

- No two adjacent mixed-use buildings shall have identical architectural appearance, or use of materials, or color palette unless pairing is integral feature of project design theme.
- Combinations and composition shall be varied, although massing may be comparable.
- Some repeat materials may be used; however, they may not be used with the same color palette unless architectural pairing is integral feature of project design theme.
- Offset wall planes should be used, where appropriate, as an integral part of the building design.
- Projections, overhangs and recesses may be used to provide shadow articulations, and scale to building elevations.
- Building offsets or recesses may be used to accentuate building entries and form pedestrian nodes.
- At least 40% of the ground floor of the primary exposure of an in-line/shop-space/free standing show use, excluding restaurant pads, shall be devoted to transparent windows and/or doors.
- Big-box tenants shall use appropriate glass frontage, subject to tenant by tenant review and approval.
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Offset Wall Planes



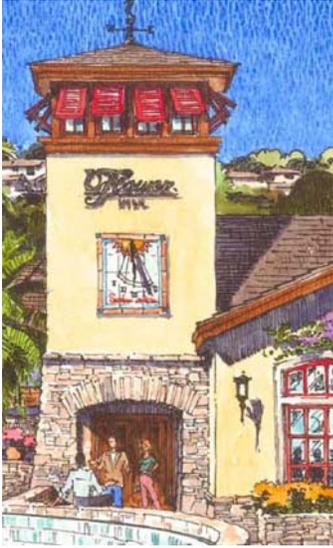
Variety in building height

Variety in massing and articulation emphasizes pedestrian scale.

- Primary exposure of commercial buildings greater than one story should suggest the presence of a “usable” second story and shall reduce the impact of higher volumes through the use of details consistent with the architectural style.

Secondary exposure of commercial buildings greater than one story shall provide an appropriate level of articulation to engage the streetscene.

- Articulation can be achieved through the use of wall plane offsets, break of parapet lines, details such as windows and shutters, material inlays, and color or texture changes.
- Secondary exposures shall be architecturally compatible, though not as detailed, with primary exposures.



Tower Elements

### Roof Form and Slope

Building height shall be varied to provide visual interest to the commercial center as viewed from community streets, open space, or other public spaces.

- Variety in roof forms, ridge heights and direction of gables is required.
- Tower elements or other prominent building features should be used to accentuate key elements such as building entries, pedestrian nodes, plazas, or courtyards.
- Form and materials should be integrated with the overall character of the development.
- Although the majority of commercial roof area may be flat, visible elevations should be treated with sloping roof elements, including hips or gable forms (as appropriate to the primary architectural style), or parapet treatments.
- Roof pitch shall be in proportion to the design of the building and in conformance with code regulations for the roof material.
- Secondary roof elements that accentuate special features may have more gentle or extreme slopes, as consistent with the primary architectural style.
- Architecturally exposed roof materials shall consist of flat, barrel, or "S" concrete or slate tiles or shakes.
- Metal roofs are permitted as feature elements consistent with the architectural style.
- Fascia elements should be consistent with the primary architectural style.

## 6.5.4.1 Architectural Features and Accents

### Buildings and/or Tenant Entries

Entries shall be visually appealing and identifiable to users.

Each commercial building and/or tenant shall provide well articulated, identifiable path of entry for pedestrian and vehicular users from the site into the buildings themselves.

- Commercial/retail entryways shall be clearly identifiable from the perceived “face” of the building so as not to confuse or mislead patrons.
- Landscaping, hardscaping, and architectural design elements for the project site and building entries shall work together to create a sense of arrival.
- Appropriate signage and lighting shall be provided for emphasis.
- Mixed-use buildings should incorporate design features such as porches, bays, balconies, arcades, street-level windows, and second story windows where feasible.

### Patio Dining

Outdoor seating is encouraged to enliven the streetscene along mixed-use edges.

- Outdoor business activity is permitted in the interior circulation ROW only if additional public sidewalk is provided greater than the required 8 foot width.
- Seating areas shall be 5 feet in minimum dimension from the store/building front. Edge of seating area shall be a minimum of 8 feet from the ROW/landscape.
- Seating areas shall have a maximum 20 foot encroachment onto park/paseo areas.
- Patio areas may be enclosed by the tenant by open rail compatible to the architecture of the building, hedges or other suitable separation.
- Patio areas do not require railing or enclosure.

### Storefront Windows

Accenting of display windows on the first floor is a strong tool for the articulation of store frontage. Display windows shall be at pedestrian eye level to stimulate streetscene interest and promote viable business.

- A minimum of 40% glazing is required on all multi-tenant commercial buildings and the commercial base of a multi-story mixed-use building.
- Window treatments, where feasible are encouraged. Exterior window treatments include, but are not limited to:
  1. Recessing/surrounds of not less than 6”.
  2. Trim elements
  3. Headers and sills
  4. Awnings (cloth, metal, or trellises)
  5. Shutters (proportional to window where consistent with the architectural style).
  6. Mullion patterns, as appropriate to the architectural style.



Character is infused into architecture through the use of details, special features, and accents. Creativity and articulation at the human scale will help engender a stronger sense of place in the Regional Commercial/Mixed-Use District along pedestrian and auto corridors.

Technical site planning/architecture related to “back of house” retail, commercial, service needs shall be sensitively designed as integrated functions that do not interfere with auto or pedestrian circulation.

#### 6.5.4.2 Storefront Windows

- Awnings, when provided should be designed consistent with the architectural style and color palette of the main structure.
- Unacceptable awning treatments include: metal louvers (except Bermuda style shutters) or untreated fabric. Project names, texts, or logos are acceptable as decorative awning treatments, however not as primary signage.

#### Exterior Lighting

Exterior lighting fixtures shall be compatible with the architectural style of the building, and proportional in size to the scale of the building.

#### 6.5.4.3 Accessory Elements

##### Loading and Service Design

Site design shall specifically address the needs of pick-up, delivery, and service vehicles related to commercial/retail uses.

- Service entrances and vehicles shall be sited such that they do not interfere with owners/tenants/customer access.
- Appropriate on-site service vehicle parking/turnouts shall be provided in an efficient, non-obtrusive location appropriate to the scale and needs of the project.
- Loading vehicles, when parked, shall not impede normal traffic flow.
- Service and storage areas shall be effectively screened from public view.
- Screening shall be by fences or walls with aesthetically compatible landscaping, and/or comparable materials that effectively obscure loading/service areas.
- Loading zones, where adjacent to residential development (30 feet or closer), shall be partially roofed to dampen sound and screened from pedestrian view of the area.
- Enclosed service areas or service alleys serving multiple tenants need screen only access points of the service area.

##### Exterior Storage

- Storage buildings are discouraged.

##### Trash Enclosures

Trash enclosures and other service elements should be screened from view.

- Solid walls or fences compatible with the building architecture and enclosed with opaque metal gates shall be used for screening.
- No refuse collection or storage areas shall be located between a street and the front of a building.
- Refuse collection areas shall be designed to contain all refuse generated onsite between collections.

## Gutters and Downspouts

- Gutters and downspouts shall be internally routed, with a continuous paved path to storm drain system, or use decorative exposed gutters and downspouts.

## Mechanical Equipment

- All mechanical equipment including satellite equipment shall be screened from site by the use of parapets, decorative screens of compatible color, style, and material, or other appropriate architectural features.
- Devices are to be located in unobtrusive locations and care shall be taken to screen view from public thoroughfares at the pedestrian level.
- Where ground mounted, these devices shall be buffered by landscape or screening. All equipment must be shown on submitted plans as part of the Design Review process.

## Meters

- All electrical meters shall be located on the rear or side elevation of a pure retail buildings and interior to an architectural feature compatible with the architectural style of the mixed-use or pad restaurant building and subject to all applicable building codes.
- Natural gas meters shall be grouped and screened by walls, on a secondary or rear elevation of the building.
- Electrical meters located on exterior street elevations shall be ganged and located behind doors.
- Screening electrical meters behind doors is not required where meters are located in screened service areas or in "back of house" areas not intended for general public access and service courts.
- Builders should contact the utility provider for minimum clearances.
- Screen walls and electrical enclosures should be designed integral to the primary commercial building's architecture.

## 6.5.5 SIGNAGE GUIDELINES

The purpose of these sign guidelines is to promote an overall “sense of place” through signage that is architecturally integrated and visually interesting while conforming to applicable code requirements.

### 6.5.5.1 Signage Design Objectives



- To identify the project with elements that convey a distinct character which enhances the collective architectural theme and “story”.
- To incorporate an environmental communication system categorized into five groups of sign types: identity, direction, information, regulation, and special amenities.
- To ensure the efficient circulation of vehicle traffic within the site.
- To clearly identify vehicular entry points and to direct vehicles to designated parking areas.
- To enhance the pedestrian experience through the design of way finding components: directories, directional signage and destination identifiers.
- To establish the tenant sign criteria to serve as the basis of the leaseholder submittal process for the review and approval of tenant sign proposals.

### 6.5.5.2 Definitions



*Sign* – Any arrangement of letters, numeral, or design superimposed or painted on, suspended from, or incised into a surface and used as an outdoor display or notice, pictorial or otherwise, for the purpose of delineating identity, advertising available services and/or products, or for providing instructions and/or direction and/or information.

*Advertising Sign* – Those which direct attention to the goods or services sold, leased, or otherwise provided and made available, which shall include the name of the leasehold premises and may include names or sub-tenancies located thereon.



*Awning Sign* – A message integrated into the surface of an architectural awning structure mounted parallel to the building façade.

*Blade Sign* – A wall-mounted projecting or canopy-suspended sign at the pedestrian level adjacent to a building entry.

*Pylon Sign* – Those which are vertically freestanding, providing site and major tenant identification oriented to principal vehicle thoroughfares and entries.

*Monument Sign* – Those which are horizontally freestanding, integrated into the landscape, providing primary or secondary identification of single tenants.

*Permanent Sign* – Those of substantial, durable materials and finishes intended for long-term use.

*Temporary Sign* – Those intended for short duration, normally during the planning and construction phase of development.

*Sign Area* – Shall be the sum of the areas enclosed within parallelograms drawn around each letter and/or pictorial or architectural embellishment. Where letters or embellishments are connected, as in script writing, the parallelograms shall encompass each group connected. Where a frame or backing for the letters, embellishments, etc., constitutes an integral part of the sign, the total area enclosed shall be considered.

*Façade* – The exterior wall of a building exclusive of projecting signs, columns, pilasters, canopies, marquees, decorations, or the like.

*Parapet* – That portion of the exterior wall of a building occurring above the roof.

*Marquee* – A rigid canopy extending outwards from the building façade, generally over the main entrance or along a principal façade.

## DEFINITIONS



### 6.5.5.3 General Sign Design & limits

- Tenant sign size and quantity must be compatible with architectural scale and structure as determined by the Owner and conform to City of Ontario Sign Code as determined by the Planning Department.
- The dimensions and shape of sign panels or elements mounted on building facades or marquees shall be scaled proportionately to the architecture.
- Double or multi-face signs shall count as one (1) unit when computing number of signs allowed.
- The area of one (1) face shall be used in computing area of double or multi-faced signs.
- Sign elements shall not project more than 2'-0" beyond the lease line unless reviewed and approved by the Owner.
- All projecting blade signs must maintain a minimum 8'-0" clearance height above grade.



#### 6.5.5.4 Identity Signs



- Primary project identity signs shall be situated at appropriate locations and may be any of the following: an entry-spanning gateway sign, entry flanking monument sign or double-sided pylon sign. The project identity signage should be creatively interesting and visually engaging.
- Secondary project or tenant identity signs are typically ground-mounted monument signs. The design of the monument sign shall be in keeping with the character established for the project with variations to include individual tenant identities.
- Commercial tenant identity wall signage shall adhere to the criteria set forth within the Commercial Sign Design Guidelines to be established and implemented as part of a comprehensive sign program for each project. The design of commercial tenant signage shall be in keeping with the character established for the project with variations to include individual tenant identities.
- Retail tenant identity signs shall adhere to individual national identity/corporate branding standards and remain in keeping with the character established for the project.
- Residential Development identity signs shall adhere to the criteria set forth within the Residential Sign Design Guidelines contained within the comprehensive sign program for each project. The design of the residential identity sign shall be in keeping with the character established for the project with variations to include individual tenant identities.
- Code-required identity signs are required for restrooms, telephones, fire extinguishers, elevators, escalators and stairs within the project. All code-required identity signs throughout the project shall incorporate the appropriate international symbols as established by the Society of Environmental Graphic Design (SEGD).



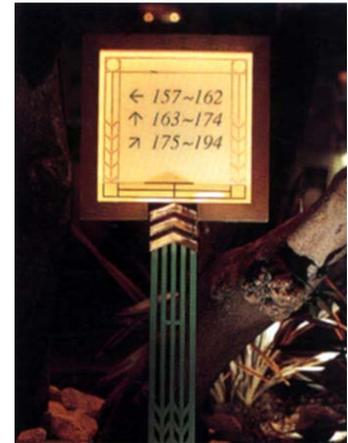
## 6.5.5.5 Directional Signs



- Direction signs shall be located at any vehicular or pedestrian decision point within the leaseholder project.
- Vehicular direction signs shall clearly direct to destination anchors within the leaseholder project and to on-premise parking areas.
- Vehicular direction signs shall be consistent in size, shape and design throughout the leaseholder project.
- Typography on vehicular direction signs should be legible and have

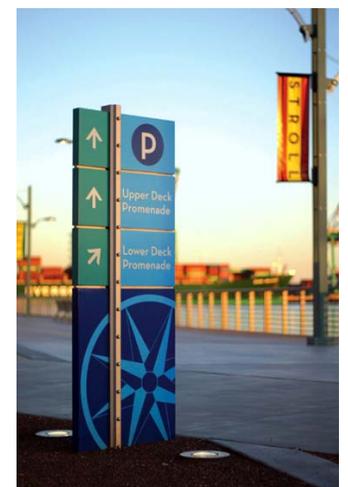
enough contrast to be read from an appropriate windshield viewing distance.

- Vehicular direction signs shall incorporate reflective vinyl copy for night-time illumination.
- Vehicular signs should have no more than three messages per sign.
- All direction signs throughout the project should incorporate the appropriate identity symbol as established by the Society for Environmental Graphic Design (SEGD) and comply with all state, local and federal regulations.



## 6.5.5.6 Information Signs

- Wall-mounted or freestanding directories are appropriate within a mixed-use district.
- Parking information signs should be located at parking entrances for mixed-use structured parking.



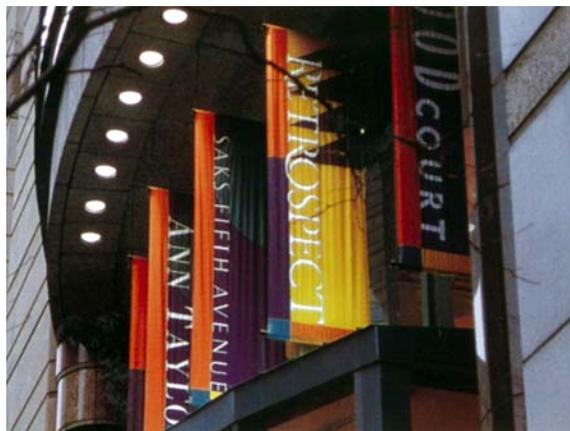


#### 6.5.5.7 Regulation Signs

- Regulatory signs that may be required within the project include: non smoking no parking, do not enter, no dogs, no skateboarding, and accessibility-related (ADA) signs.
- Vehicle regulatory signs including stop, yield, do not enter, wrong way, speed limit, no parking and one way are intended to impose legal obligations and/or restrictions on all traffic. It is essential, therefore, that their use be authorized by the public body or official having jurisdiction, and that signs conform with the Manual on Uniform Traffic Control Devices. A traffic engineering consultant is required to verify location of regulation signs on public right-of-way.
- Signs within the project must be in compliance with the following local and national guidelines:
  1. CalDAG 96 – Combined ADA and CA Title 24
  2. AASHTO Part 1 Guidelines for Supplemental signs
  3. MUTCD – Manual of Uniform Traffic Control Devices
  4. City of Ontario Municipal Code, except where modified by this document.
  5. San Bernardino County ordinances, except where modified by this document.

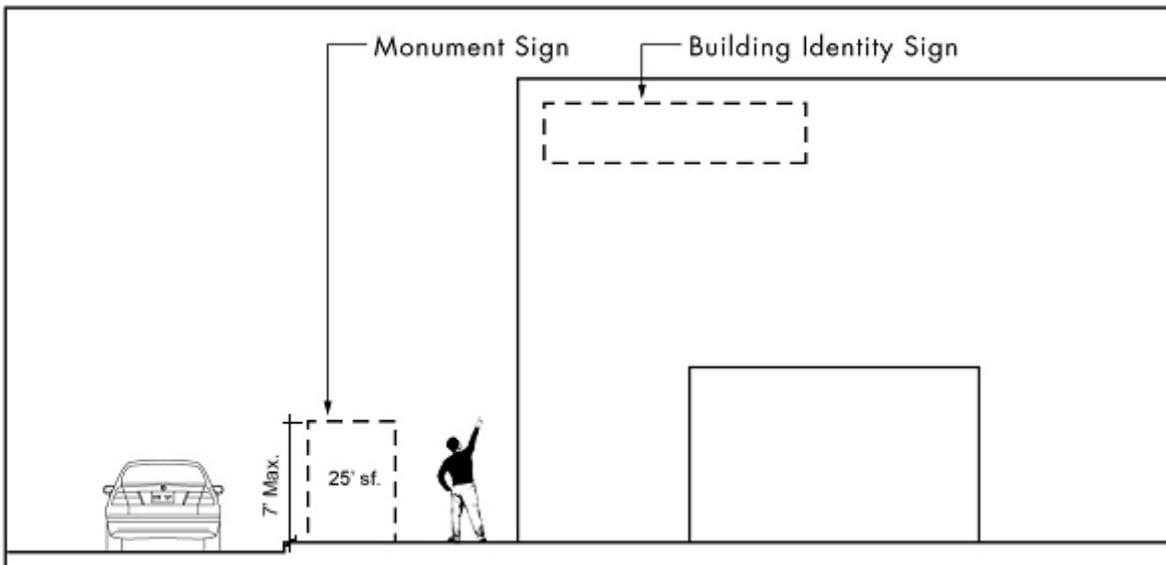
#### 6.5.5.8 Amenities

- Project banners may be incorporated on architectural features and light fixtures. The design and application of banner elements shall be subject to approval by Owner.



## 6.5.5.9 Commercial Sign Design Guidelines

- Commercial project leaseholders are allotted a total of one (1) square foot of signage per linear foot of frontage for building signs.
- Commercial project leaseholders are allowed the following signs:
  1. Building Identity Sign
  2. Monument Sign (as allocated and approved by Owner)
  3. Placement of Identity on an Information Sign
- Environmental graphics color palettes should be compatible with the architectural design of the buildings.



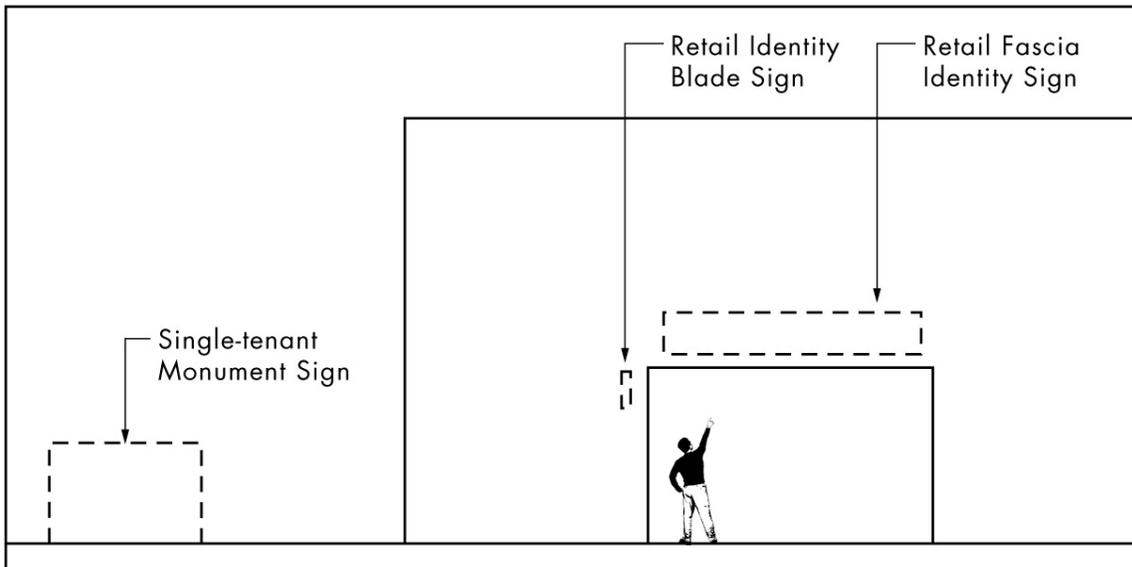
## 6.5

### SIGNAGE DESIGN GUIDELINES



#### 6.5.5.10 Retail Sign Design Guidelines

- Retail project leaseholders are allotted a total of one (1) square foot of signage per linear foot of frontage for building signs.
- Retail project leaseholders are encouraged to incorporate the following signs into their project:
  1. Retail Fascia Identity Sign
  2. Retail Blade Identity Sign (required 8'-0" clearance above grade)
  3. Single-tenant Monument Sign (where applicable)
  4. Building Awnings
  5. Multi-Tenant Pylon Signs
- Environmental graphics color palettes should be bold and vibrant within the Retail project.



## 6.5.5.11 Residential Sign Design Guidelines

- Residential developments are allotted a total of one (1) square foot of signage per linear foot of street frontage for building signs.
- Residential developments are encouraged to incorporate the following signs into their project:
  1. Fascia Identity Sign (into residential lobbies)
  2. Building/Tenant Address System
- Environmental graphics color palettes should be harmonious with the architecture and integrate bold accent colors.



#### 6.5.5.12 Fabrication & Installation

It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny.

##### **General Fabrication Specification**

- Construct all work to eliminate burrs, dents, cutting edges and sharp corners.
- Finish welds on exposed surfaces to be imperceptible in the finished work.
- Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps or other physical deformities.
- Except where approved otherwise by the Owner, conceal all fasteners.
- Make access panels tight-fitting, light-proof and flush with adjacent surfaces.
- Carefully follow manufacturer's recommended fabrication procedures regarding expansion/contraction, fastening and restraining of acrylic plastic.
- Exercise care to assure that painted, polished and plated surfaces are unblemished in the finished work.

##### **Non-Permitted Sign Construction**

The following construction methods are not permitted:

- Letters with exposed fastening and unfinished edges (unless architecturally consistent).
- Paper, cardboard, Styrofoam or untreated cloth.
- Signs employing flashing, flickering, rotating or moving lights (except as approved by owner).

#### 6.5.5.13 Sign Maintenance

All signs shall be kept in "like new" condition and shall be promptly restored to such condition if damaged or otherwise marred. Copy and text employed on signs shall be kept accurate and current.

#### 6.5.5.14 Sign Location

All signs shall be contained within the premises to which applicable and shall be so oriented as to preclude hazardous obstructions to person and/or vision of pedestrians and/or vehicle operators. All sign locations to be submitted in elevation and plan view for Owner approval per the Comprehensive Sign Program for each project.

## 6.5.5.15 Temporary Signs

Temporary signs may be authorized at the discretion of the Owner on leased premises during the period of initial planning and construction. For continued use subsequent to the first 60-days of leasehold operations justification in the form of written definition of intended permanent sign program shall be submitted to the Owner for consideration and disposition.

- Temporary signs should reflect the project design or brand to generate excitement for the project.
- Branded Construction Fence or Storefront Barricade may be used as a communication devise to generate excitement for the project.
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- Other Environmental Graphics may be utilized upon approval by Owner.

## 6.5.5.16 Sign Illumination

All sign elements must be internally and/or externally illuminated. Hot spots and light leaks are not permitted and must be repaired by the Leaseholder. All illuminated signs shall be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label. All signs shall conceal all identification labels and U.L. labels to conform to U.L. codes. All conductors, transformers, cabinets, housing and other equipment shall be concealed and/or incorporated into storefront and/or sign components.

- To protect the visual environment, all leaseholders' light fixtures in regards to brightness and glare, shall be subject to approval by Owner.
- No flashing or blinking lights or moveable sign parts shall be permitted.

Leaseholders' primary sign, secondary sign (if applicable) and canopy signs shall remain illuminated during business hours as designated by the owner. Lighting in these zones are required to be circuited and switched separately from other store fixtures on the leaseholders' panel and controlled by a time-clock. Leaseholder shall provide a disconnect switch at sign transformer or near electrical junction box per the Comprehensive Sign Program.

