City of Ontario
Planning Department
303 East B Street
Ontario, California 91764
Phone: 909.395.2036
Fax: 909.395.2420

Sign Program Application Form

GENERAL INFORMATION

Business: Neighborhood Shopping Center
Address: 3460 E Ontario Ranch Road

Phone: 949 378 8610
Email: gavin@frontierrei.com

Business License No. _____ Exp. Date: _____

Applicant: Frontier Real Estate Investments
Address: 610 Newport Center Dr. Suite 1520

Phone: 949 800 8341 Email: gavin@frontierrei.com

Applicant's Representative: Gavin Reid
Address: 610 Newport Center Dr. Suite 1520

Phone: _____ Email: _____

For Staff Use Only
File No.: PSGP18-005
Related Files: PDEV17-051
Submitted: FRONTEIR
Rec'd By: HN
Fees Paid: $ 1225
☐ *Cash* ☒ *Check (#* 1078)
☐ *Credit Card*
Receipt No.: _____

Action:
☒ *Approved* ☐ *Denied*
By: NN
Date: 12/6/18

PROJECT INFORMATION

Address: 3460 E. Ontario Ranch Road

Assessor Parcel No(s).: 0218-412-02

Development Name: New Haven Marketplace

Zone: _____

Is the project site located within the Downtown District (Note: The Downtown District is bordered by "I" Street on the north, Vine Avenue on the west, railroad tracks (immediately south of Emporia Street) on the south, and Sultana Avenue on the east)? ☐ Yes ☒ No

DEVIATIONS FROM PROPOSED SIGN STANDARDS

A Sign Program may allow certain minor deviations from prescribed sign standards, limited to: **[1]** a 20 percent increase in maximum sign area, **[2]** an increase in the maximum total number of signs allowed, and **[3]** the use of decorative exposed neon. The Planning Director may approve such deviations, provided the below-listed findings are clearly established.

(1) The Plan's contribution to the overall design quality of the site and the surrounding area will be superior to the quality that would otherwise result under regulations normally applicable to the site;

(2) The proposed signs are compatible with the style or character of existing improvements on the site and are well-related to each other; and

(3) Any deviations from the prescribed sign standards are fully consistent with the purposes of the Development Code.

Attach to this application form, a description of all requested deviations, and the reasons supporting each of the above-listed findings. Failure to clearly establish each finding will result in denial of the deviation request.

APPLICANT CERTIFICATION

I, the undersigned, certify and say that I am the applicant in the foregoing application, that I have read the foregoing application and know the content thereof, and state that the same is true and correct to the best of my knowledge and belief.

Furthermore, I hereby agree to defend, indemnify, and hold harmless the City of Ontario or its agents, officers, and employees, from any claim, action or proceeding against the City of Ontario or its agents, officers or employees, to attack, set aside, void, or annul any approval by the City of Ontario, whether by its City Council, Planning Commission, or other authorized board or officer, as it pertains to this application. The City of Ontario shall promptly notify the applicant of any such claim, action or proceeding, and the City of Ontario shall cooperate fully in the defense.

Date: 10-29-18 Signature: G ~ R

Name (print or type): GAVIN REID

PROPERTY OWNER OR APPROVING AGENT CERTIFICATION

I, the undersigned, certify and say that I am the ☐ **owner,** ☒ **approving agent,** for the property in the foregoing application, that I have read the foregoing application and know the content thereof, and agree to the filing of this application with the City of Ontario.

Date: 10-29-18 Signature: G ~ R

Name (print or type): GAVIN REID

Address: 610 Newport Center Dr. St. 1520

Phone: 949 378 8610

[TY OF ONTARIO
EVENUE DEPARTMENT
)3 E. B STREET
ITARIO, CA 91764
?09)395-2022
(**********
:f#: 002
:pt#: 294531
:ct Date: 12/06/2018 12:38:13PM
:te/Time: 12/06/2018 12:38:17PM
yor: FRONTIER REAL ESTATE
IVESTMENT LLC
:**********
.rmit #: PSGP18-005
gn Program $1,225.00

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CEIPT SUMMARY
****
OUNT PAID = $1,225.00
SH TENDERED = $0.00
ECK TENDERED = $1,225.00
EDIT CARD TENDERED = $0.00
LTIPLE TENDERS = $0.00
HER TENEDERS = $0.00
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ANGE DUE = $0.00
APPLIED = $0.00

Qty	Fee
1,225	$1,225.00

Total Fee: $1,225.00

NEW HAVEN MARKETPLACE

CITY SIGNAGE SUBMITTAL

OCTOBER 12, 2018

CITY OF ONTARIO
PLANNING DEPARTMENT

APPROVED

File No.: *PSGP18-005*

Comments: *Approval of a Sign Program for New Haven Marketplace.*

Approved By: _____ **Date:** *12/06/2018*

Name & Title: *Henry K. Noh, Senior Planner*

FRONTIER
REAL ESTATE INVESTMENTS

rsmdesign

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PROJECT DESCRIPTION

New Haven Marketplace is Ontario's newest retail destination. A neighborhood center that provides much more than a typical grocer and drug center. Unique restaurants will provide nightlife amenities anchored by an outdoor plaza. Architectural and signage elements will resemble and be inspired by the surrounding agrarian community.

The quality and design of the Tenant signage should be consistent with the setting. These guidelines are intended to assist the tenant in the development of identity signage that will enrich and support the overall character of the project.

GENERAL SIGNAGE DESIGN GUIDELINES

This Signage Design Criteria Manual is provided to guide designers, architects, and tenants in the development of tenant identity signs at New Haven Marketplace.

A. The objectives are:

1. To generate the appropriate tenant signage through the application of specific design treatments.
2. To establish signage as a design element that contributes to an environment unique to New Haven Marketplace.
3. To provide standards of acceptability for signs in order to facilitate the review and approval process.

B. A map of designated areas is located on the Tenant Zoning Plan on page 8. Tenants and their designers are to refer to that map.

C. Any signs fabricated and installed without prior approval in writing from the Landlord will be removed by the Landlord. All costs for removal, including but not limited to patch and repair of the building, will be at the tenant's expense.

D. The Tenant Signage Criteria is part of the Tenant's Lease and the Tenant is required to comply with these requirements.

E. Tenants must adhere to all Ontario City Development Codes & Guidelines.

SPECIFIC SIGNAGE DESIGN GUIDELINES

A. DESIGN GUIDELINES

1. Signs may be located above or adjacent to entries or storefronts only; exceptions will be considered for corner tenants.
3. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to concept development of any sign.
4. Store name to consist of "Trade Name" only. Tag lines, bylines, merchandise or service descriptions are not allowed.
5. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In all cases, the copy area shall maintain a margin at least 6" from any edge of the perceived sign area.
6. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are approved by the Landlord.
7. Any special conditions or deviations from the guidelines in the sign criteria are to be approved in writing after submittal to the Landlord.
8. When a tenant's façade is located in multiple signage "zones", each particular façade is dictated by the regulations for that zone.

B. TYPESTYLES

Tenants may adapt established typestyles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

C. LIGHTING

The use of high quality signage lighting is expected and encouraged with the following criteria:

1. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
2. Only letters and logos shall transmit light. No illuminated backgrounds or boxes are allowed.
3. Lighting for all tenant signs shall be controlled by a time clock. The hours will be determined by Landlord.
4. Exposed fixtures, shades, or other elements are to contribute to the design of the sign. For sign elements with external illumination, individual fixtures must be approved by the landlord prior to installation. See storefront criteria for additional criteria.

C. LIGHTING, CONT…

5. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.
6. All signs fabricated and installed with UL approved components in compliance with all applicable building and electrical codes. Sign fabricators will supply a UL label if required by local authorities and be placed on top of returns out of the public view.
7. LED illumination must be comparable to neon illumination value. Fabricator to ensure full, even illumination of face and halo lighting. Free of dark spots and streaking.

D. COLORS

1. A maximum of two colors are allowed for each sign.
2. The color of the letter face and letter return shall be the same, no multi-colored letter faces allowed.
3. Color of letter face and returns are to contrast with building colors for good daytime readability.
4. All sign colors are subject to review and approval by the Landlord as part of the tenant signage submittal.

E. MATERIALS

1. Acceptable sign material treatments are:
   a. Fabricated steel or aluminum
   b. Painted metal
   c. Dimensional letter forms with seamless edge treatments.
   d. White acrylic (for push through applications only)
   e. Painted signage directly on architecture, only allowed on woodside barn street facing facade and must inlcude decorative gooseneck lighting or similar.
   f. Canvas
   g. Exposed Neon, only allowed in Zone E and Zone F.
   h. Wood (with Landlord approved sample)
2. The following materials are prohibited on all signs:
   a. Sintra
   b. Cardboard
   c. Simulated materials, i.e. wood-grained plastic laminate and wall covering

CALCULATING SIGNAGE AREA:

Copy area shall be computed by surrounding each graphic element with a square, calculating the area contained within the square, and then computing the sum of the areas. Elements such as swashes, simple lines, back plates or other decorative touches must be included within limits of the geometric shape shall be included as part of the copy area.

Letter height shall be determined by measuring the tallest letter of a tenant's identity, inclusive of swashes, ascenders, and descenders.

Dimension Metal Letters

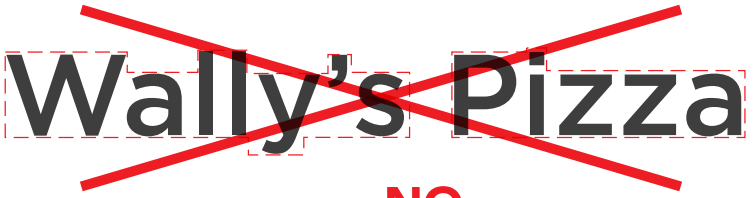
Exposed Neon

Painted metal

Vinyl on Windows

Canvas Banner

Wood



NO

YES

SIGNAGE DETAILS AND SPECIFICATIONS:

A. WALL SIGNS:

Tenant logos.

Trade Name only. Tag lines, bylines, merchandise or service descriptions are not allowed.

(Sizes limits are noted in the zone sheets)

1. INDIVIDUAL LETTERS WITH AMBIENT OR EXTERNAL ILLUMINATION
    a. Individual letters shall be at least 1/2" thick metal. Letter thickness is subject to Landlord approval and based on thickness-to-height proportion. Letter channel depths shall be no more than 4".
    b. If peg-mounted, individual letters shall be mounted a minimum of 1 1/2" from the face of the wall.
    c. If this sign type is illuminated submission shall indicate a separate external light source, such as a gooseneck or cove lighting elements. Any visible fixture must integrate with the overall design of the storefront
2. INDIVIDUAL LETTERS WITH EXPOSED LIGHTING
    a. This sign construction category includes exposed neon or individual light bulbs.
    b. Lighting element should follow the form of the letter.
    c. Lighting element to be nested within a channel letter. Clear acrylic faces to be used to protect exposed lighting elements.
    d. All exposed or skeletal neon must be backed with an opaque coating.
    e. All housings and posts for exposed neon signs must be painted to match the sign background immediately behind them.
    f. Letter channel depths shall be no more than 4".
    g. If peg-mounted, individual letters shall be mounted a minimum of 1 1/2" from the face of the wall.
3. INDIVIDUAL LETTERS MOUNTED TO STOREFRONT GLASS
    a. This sign is a considered a primary sign, not window graphics.
    b. Letters will be metal and mounted to the storefront with discreet fasteners. Letters may be mounted with glue to both sides of the storefront to appear as if they are extruded through the glass plane.
    c. Use of integral metal colors is strongly encouraged. Use of painted metal letters may be permitted at landlord's discretion.
    d. Ambient illumination or internally illuminated channel letter. See diagram for channel letter details
4. PAINTED LETTERS DIRECTLY ON TENANT FACADE THAT FRONTS ONTO R.O.W.
    a. This option is available only on solid areas of the facade and is only permitted on wood or metal panels.
    b. Signs shall indicate a separate external light source, such as a gooseneck or cove lighting elements. Any visible fixture must integrate with the overall design of the storefront.

INDIVIDUAL LETTERS WITH AMBIENT OR EXTERNAL ILLUMINATION

INDIVIDUAL LETTERS WITH EXPOSED LIGHTING

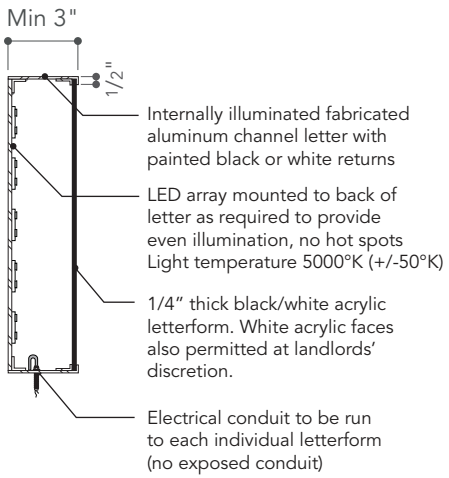
INDIVIDUAL LETTERS MOUNTED TO STOREFRONT GLASS

PAINTED LETTERS DIRECTLY ON TENANT STOREFRONT

SPECIFICATION B1:

CANOPY LETTER DETAIL WITH ACRYLIC FACE

A1: Day-Night Plex: Black during the day
White at night
A2. White Acrylic Only
No colors permitted. White or Day-Night only.

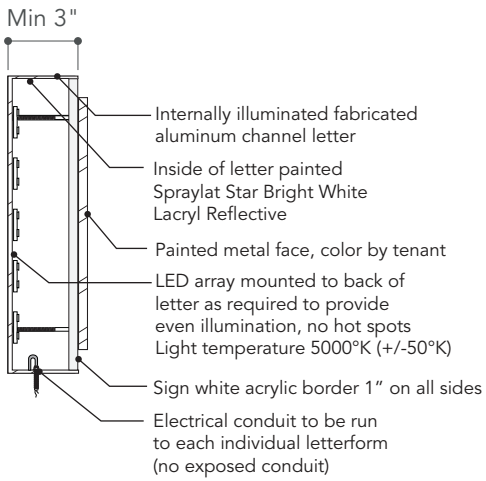


1 Section
Scale 3/4" = 1'-0"

SPECIFICATION B2:

CANOPY LETTER DETAIL WITH ILLUMINATED OUTLINE

Color of letter faces varies by tenant
White internally lit letter outline



2 Section
Scale 3/4" = 1'-0"

B. CANOPY SIGN. Canopy sign refers to sign mounted to or integrated with rigid metal canopies projecting from the storefront. Canopy signs are an alternate to wall sign as primary sign and not to be used in addition to wall signs.

a. LOCATION. Canopy signs are strongly encouraged to be located centered above the tenant entry doors. As architectural elements, structural components of the canopy itself may limit sign locations. In these cases, sign should be centered between canopy beams.

b. Signs should be limited to a maximum of two colors per sign, but will be reviewed by the Landlord for approval on a case-by-case basis.

d. OPTION A: Letters must be located within the vertical face of the canopy. Custom canopy designs encouraged. Internally illuminated push-through recommended. Tenant store name may be located on three sides of the sign (ie sides of canopy).

e. OPTION B: Individual dimensional metal letters pin-mounted above or below the architectural canopy. See detail at right for internal illumination. Ambient illumination also permitted.

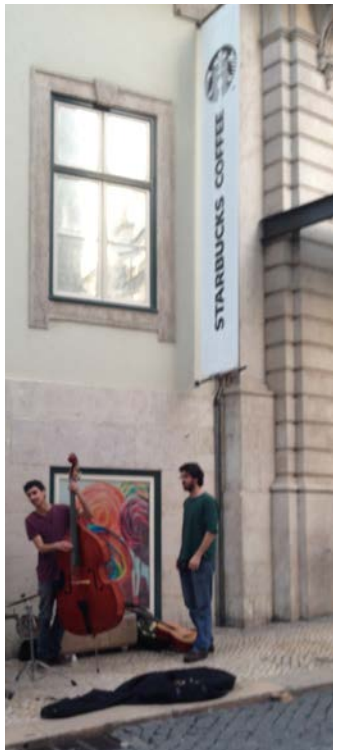
f. OPTION C: Custom canopy with logo integrated into the horizontal plane of the canopy. Logo may be painted on canopy material or cut out of metal with open areas for the letterform. Use of frosted glass can be incorporated into this option. Creative integration of the tenant logo into the construction of the canopy is strongly encouraged. Letter height may exceed limit in matrix, as determined on a case-by-case basis at landlord discretion.

CANOPY SIGN: OPTION A

CANOPY SIGN: OPTION B

CANOPY SIGN: OPTION C

AWNING



TENANT IDENTITY BANNER

C. AWNING GRAPHICS. Awning are made of canvas and the requirements for the detailing can be found within storefront criteria.

a. Letters to be silkscreen, printed or sewn on the vertical surface of the awning valance only and contrast with awning color.

b. Signs should be limited to a maximum of two colors per sign. Awning color is one color. Letter color will be counted as the second color. No striped or patterned awning permitted.

c. Only the trade name and/or logo may be on awning valance. No tag lines, merchandise descriptions, services or advertisements allowed.

d. Light fixtures to illuminate the awning, as well as back lit awnings, will be considered on a cases by case basis.

e. Only one logo/brand name per awning.

f. Size will be limited based on the height of the valance.

D. TENANT IDENTITY BANNER A identity banner is a double-sided canvas or painted metal sign element mounted perpendicular to the building facade and suspended on a metal bracket.

a. Sign color, bracket details, and other design elements of the blade sign should compliment the storefront. Design compliance at the landlord's discretion.

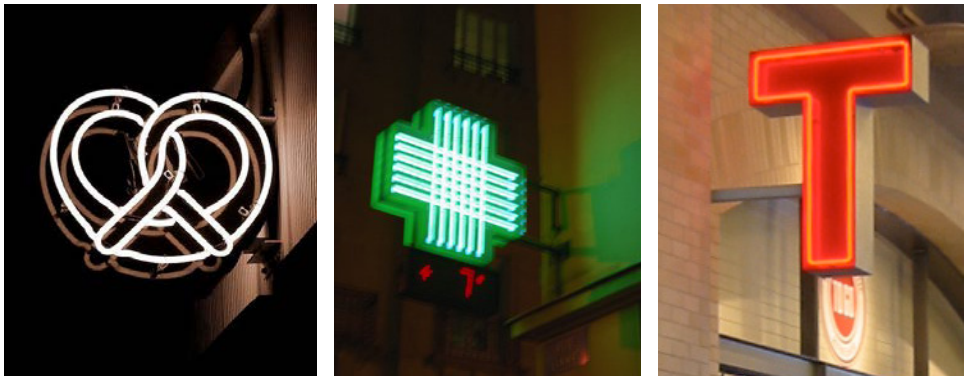
b. Banner shall be wall mounted from a metal bracket

c. Letters to be silkscreen or masked and painted. No dimensional letters or other graphic elements

d. No goosenecks or ornamental lighting.

d. Signs shall be mounted with a minimum of 8'-6 of clearance from the bottom of the blade sign to the finished floor.

BLADE SIGN, OPTION 1 WITH WHITE ACRYLIC PUSH-THOUGH LETTERS



BLADE SIGN, OPTION 2 WITH EXPOSED NEON

BLADE SIGN, OPTION 3 PAINTED METAL

E. BLADE SIGN A blade sign is a double-sided sign mounted perpendicular to the building facade and suspended on a metal bracket, usually placed near the entrance(s) to a retail space.

1. Quantity: Each retail space is allowed one blade sign. For tenants with corner locations, two blade signs are permitted. Maximum one blade sign per elevation.
2. Materials and Construction
    a. Blade signs are encouraged to be fabricated of painted metal.
    b. Materials, sign color, fastener details, lighting, light temperature and other design elements of the blade sign should integrate with the storefront. Design compliance at the landlord's discretion.
    c. Blade signs shall be wall mounted from a metal bracket or suspended from the architectural canopy with metal supports.
    d. No goosenecks or ornamental lighting. If used, lighting should be integrated into the sign panel, such as cove lighting or mounted to the storefront and directed at sign panel.
    e. No molded fiberglass or other plastic signs.
3. Locations
    a. Signs shall be mounted with a minimum of 8'-6 of clearance from the bottom of the blade sign to the finished floor.
    b. No two tenants shall locate their blade sign on the same demising pier.
    c. Where possible existing electrical locations are recommended for sign locations on demising piers.
4. Permitted Construction Options for all blade signs, including suspended and vertical projecting blade signs

OPTION A: Push-through white acrylic letters with internal illumination. Letter faces may be finished with cut metal or opaque vinyl to create a halo effect for the lighting. Rectangular shape only.

OPTION B: Painted metal sign with exposed neon tubing. Sign panel may include painted graphics. Custom shapes encouraged

OPTION C: Painted metal or wood with ambient illumination. Custom shapes considered on a case-by-case basis

Other options. Additional options not shown here may be considered on a case by case basis and permitted at landlord discretion.

5. Messaging. See zone detail for criteria. Unless otherwise noted sign to include trade name and/or logomark only. Sign may include graphic element only with no type based on landlord approval.

APPLIED WINDOW GRAPHICS

STOREFRONT SIGN

A-FRAME

F. APPLIED WINDOW GRAPHICS (excluding "Operational Signs", addressed below):

1. Only trade name or graphic logo may be used. Store description, advertisements, or tag lines not allowed.
2. Metallic colored, white or "etch-look" vinyl graphics are to be used.
3. The entire graphic to be mounted below 48" from finished floor.
4. All applied graphics to be adhered to interior side of glass.
5. Applied window graphics are to be submitted to the Landlord and approved in writing prior to installation.

H. STOREFRONT SIGN

1. Sign located behind storefront glass, either within the tenant control zone or other exterior facing window display box.
2. Sign mounted parallel to the building facade and suspended on a decorative metal bracket.
3. All graphics and images shall be submitted to landlord for approval prior to fabrication and installation
4. Metal construction encouraged.
5. Illumination permitted at landlord's discretion

J. A-FRAME

1. Free standing sign to be constructed for outdoors use, weatherproof and movable.
2. Location to be near main entry to establishment and cannot be located within public R.O.W.
3. All graphics and images shall be submitted to landlord for approval prior to fabrication and installation
4. Metal or wood construction only. Maximum two paint colors only. Stained wood may be included as a third finish option.

E. SUITE NUMBER

1. Tenant space address shall be located in the lower left corner of the storefront.
2. Size, location, type, scale and color of all address signs shall be per project standard as prescribed by Landlord.
3. *See sign drawing for additional details.*

F. OPERATIONAL SIGNAGE

In order to maintain consistent, Tenant hours may only be posted on the Tenant storefront glass. The Exit placard and Handicap insignia shall be specified by Landlord. Please contact your Property Assistant for information.

CONSTRUCTION REQUIREMENTS

A. General

1. All signs shall be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in these regulations and all other applicable codes and ordinances.
2. All signs must meet all standards set forth by these Criteria and must be approved by the Landlord before permit submittal.
3. The Landlord does not accept the responsibility of checking for compliance with any codes having jurisdiction over the project nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.
4. All Tenant Signs can have a maximum of two colors unless approved by Landlord.

B. Fabrication Requirements

1. All sign fabrication work shall be of excellent quality and identical of Class A workmanship. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
2. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of architecture.
3. All formed metal, such as letterforms, shall be fabricated using full-welded construction with all joints ground smooth.
4. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
5. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel and must be finished to blend with the adjacent surface. Angle clips will not be permitted.
6. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
7. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
8. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
9. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
10. All lighting must match the exact specifications of the approved working drawings.
11. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
12. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron material will be allowed.
13. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes.
14. Penetrations into building walls, where required, shall be made waterproof by the tenant's sign contractor.
15. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor in the shop drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings. Landlord approval required prior to installation.
16. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.
17. All signs shall conceal all wiring, conduit, ballasts, transformers, starters and other necessary equipment within their components or behind storefront construction.
18. All letter & logo elements to be separate, i.e. dots of "i", apostrophes. No cross overs are permitted.

C. Submittal Requirements

1. Sign vendor should submittal shop drawings to the Landlord for final approval.
2. Documents should include:
    a. STOREFRONT ELEVATIONS: Signs drawn in location with dimensions showing letter height and widths, and a calculation of total sign area.
    b. DETAILED SIGN DRAWINGS: Fully dimensioned and scaled shop drawings with exact dimensions, copy layout and type styles including front and side views, typical section details, material and color call-outs , illumination specifications, light temperature, attachment and mounting details, and penetrations into the building.
3. Following Landlord's written approval of sign shop drawings, Tenant shall submit sign plans signed by the Landlord to the local authorities. Tenant shall furnish the Landlord with a copy of the applicable permits prior to Tenant's installation of its signage.
4. Signs shall be inspected upon installation to ensure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.

PROHIBITED SIGN TYPES

A. The following sign types and finishes shall be prohibited:

1. Illuminated sign boxes.
2. Signs with tag lines, slogans, phone numbers, service description, or advertising.
3. Monument style signage.
4. Temporary signage.
5. Illuminated canopies.
6. Signs with exposed raceways, conduit, junction boxes, transformers visible lamps, tubing, or neon crossovers of any type.
7. Rotating, animated and flashing signs.
8. Pole signs and other signs with exposed structural supports not intended as a design element except for code-required signs.
9. Pennants, banners, or flags identifying individual tenants.
10. Vehicle signs, except for the identification of a business enterprise or advertisement upon a vehicle used primarily for business purposes, provided the identification is affixed in a permanent manner.
11. Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
12. Any sign designed to be moved from place to place, other than approved A-frame signs.
13. Signs attached, painted or otherwise affixed to awnings, tents or umbrellas, however, such signs may be permitted in conjunction with special design review by the Landlord.
14. Balloons and inflatable signs.
15. Any signs including freestanding signs advertising the availability of employment opportunities.
16. Signs which emit sound, odor or visible matter or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
17. Fluorescent or reflective sign colors.
18. Simulated materials, i.e. wood grained plastic laminate, wall covering, paper, cardboard or foam.
19. Roof top signs.
20. Signs made with plastic, lexan, or acrylic, translucent or opaque. Clear faces are allowed if used to protect neon.
21. Back plates behind signage are prohibited.
22 . Registered Trade Marks not allowed on signage.

ZONE PLAN

A Major Anchor 1
Signage for primary anchor tenant

B Major Anchor 2
Signage for secondary anchor tenant

C East Retail
In-line retail connected to anchor tenants

D Pad Retail
Interior facing signage for Pad tenants 1,2 and 3

E Brewery/Restaurant
Feature brewery Pad with water tower feature

F Plaza Restaurants
Restaurants with outdoor seating, anchored by project plaza

G Corner Monuments
Anchor and other tenant signage on Ontario Ranch Road at project corners

H Entry Monuments
Anchor and other tenant signage at primary project entries.

ZONE A: MAJOR ANCHOR 1

A. MAXIMUM COMBINED SIGN AREA

150 SF / building elevation

B. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

a. **WALL SIGN:** Required

Quantity: One primary and 2 descriptor wall signs per building elevation, not to exceed 3 signs.

Max width: N/A

Max letter height: 48 in. (Primary), 18 in. (Descriptor)

Max sqft: 150 SF per building elevation

Location: Overhead or on solid wall surface as shown on storefront diagram

Construction: Individual painted metal letters, characters or graphic logos/icons with internal illumination

See detail in description of sign types

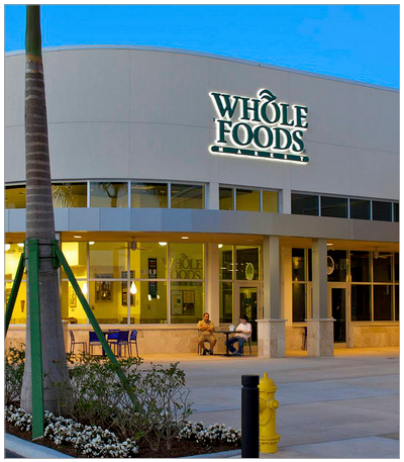
Illumination: Internal/halo

2. Secondary / Optional sign(s)

a. **PAINTED MURAL:** Required

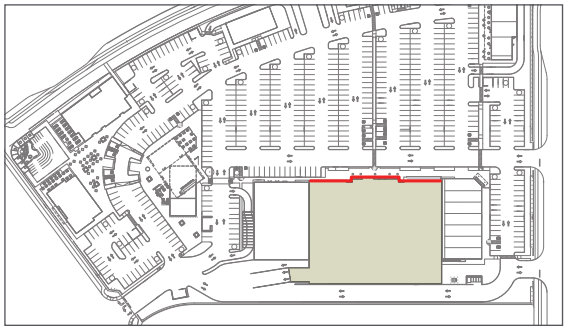
Quantity: 2

Max sqft: 200 sqft



PRIMARY SIGNS: INTERNALLY ILLUMINATED IDENTITY SIGNAGE, SECONDARY IDENTITY OR DRIVE-THRU SIGNS.

Zone Location



ZONE A: MAJOR ANCHOR 1

NORTH ELEVATION

Zone A
Major Anchor 1

PRIMARY / REQUIRED

- Wall Sign
- Descriptor Sign

SECONDARY / REQUIRED

- Painted Mural

ZONE B: MAJOR ANCHOR 2

A. MAXIMUM COMBINED SIGN AREA

100 SF / building elevation

B. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

a. **WALL SIGN:** Required

Quantity: One primary and 2 descriptor wall signs per building elevation, not to exceed 3 signs per elevation.

Max width: N/A

Max letter height: 36 in. (Primary), 12 in. (Descriptor)

Max sqft: 100 SF per building elevation

Location: Overhead or on solid wall surface as shown on storefront diagram

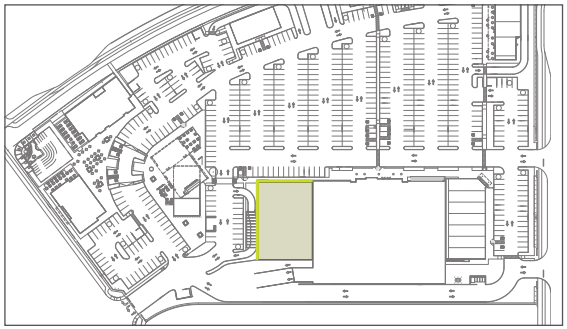
Construction: Individual painted metal letters, characters or graphic logos/icons with internal illumination

See detail in description of sign types

Illumination: Internal/halo

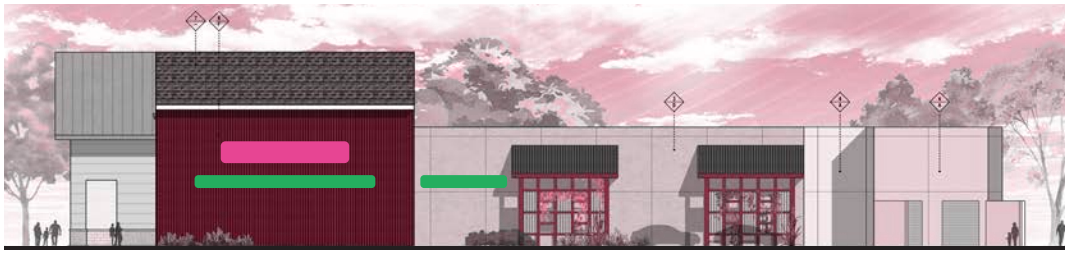
PRIMARY SIGNS: INTERNALLY ILLUMINATED IDENTITY SIGNAGE, SECONDARY IDENTITY OR DRIVE-THRU SIGNS.

Zone Location



ZONE B: MAJOR ANCHOR 2

NORTH ELEVATION



WEST ELEVATION

PRIMARY / REQUIRED

- Wall Sign
- Descriptor Sign

Zone B
Major Anchor 2

ZONE C: EAST RETAIL

A. MAXIMUM COMBINED SIGN AREA

1.5 sqft / linear foot of frontage

B. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

a. **WALL SIGN:** Required
Quantity: One wall sign per tenant elevation
Max width: (60% of sign area)
Max letter height: 24 in.
Max sqft: 50 SF per building elevation
Location: Overhead or on solid wall surface as shown on storefront diagram
Construction: Individual metal letters with single color white face
See detail in description of sign types
Illumination: Internal

b. **CANOPY SIGN:** Alternate to Wall Sign
Quantity: 1
See detail in description of sign types.

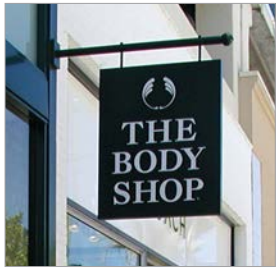
c. **BLADE:** Required
Quantity: 1
Construction: Option 1: Internally illuminated with white acrylic push-thru. Option 2: Painted metal
See detail in description of sign types.

d. **SUSPENDED BLADE:** Alternate to Blade
Quantity: 1
Construction: Option 1: Internally illuminated with white acrylic push-thru Option 2: Painted metal
See detail in description of sign types.

2. Secondary / Optional sign(s)

a. **WINDOW GRAPHIC:** Optional
Quantity: 1 per window
Max combined sqft: 6 sqft

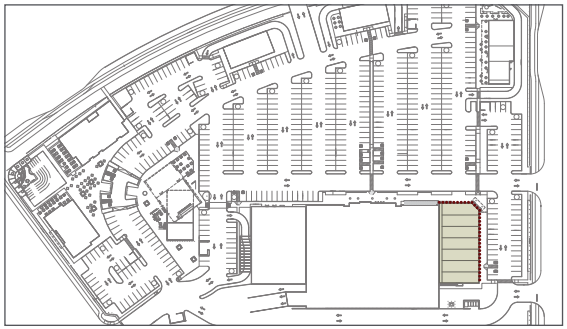
PRIMARY SIGNS: WALL OR STOREFRONT SIGN



BLADE SIGN OPTIONS: PROJECTING OR SUSPENDED SIGN

SECONDARY SIGNS: WINDOW & STOREFRONT GRAPHICS

Zone Location



NORTH ELEVATION

EAST ELEVATION

Zone C
East Retail

PRIMARY / REQUIRED

- Wall/Canopy Sign
- Blade/Suspended Blade Sign

SECONDARY / OPTIONAL

- Window Graphic

ZONE D: PAD RETAIL

A. MAXIMUM COMBINED SIGN AREA

1.5 sqft / linear foot of frontage

B. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

a. **WALL SIGN:** Required
Quantity: One wall sign per tenant elevation (3 Elevations Max)
Max width: (60% of sign area)
Max letter height: 24 in.
Max sqft: 50 SF per building elevation
Location: Overhead or on solid wall surface as shown on storefront diagram
Construction: Individual painted metal letters, characters or graphic logos/icons
See detail in description of sign types
Illumination: Internal or external

b. **CANOPY SIGN:** Alternate to Wall Sign
Quantity: 1
See detail in description of sign types.

c. **BLADE:** Required
Quantity: 1
Construction: Option 1: Exposed neon Option 2: Internally illuminated with white acrylic push-thru. Option 3: Painted metal
See detail in description of sign types.
Messaging: Mark only. No type elements

d. **SUSPENDED BLADE:** Alt to blade
Quantity: 1
Construction: Option 1: Internally illuminated with white acrylic push-thru Option 3: Painted metal
See detail in description of sign types.
Messaging: Trade Name only

2. Secondary sign(s)

a. **WINDOW GRAPHIC:** Optional
Quantity: 25% Coverage
Max combined sqft: 6 sqft

b. **STOREFRONT:** Optional
Quantity: 1
Max sqft: 12 sqft

c. **PAINTED MURAL:** Required
Quantity: 1
Max sqft: 150 sqft

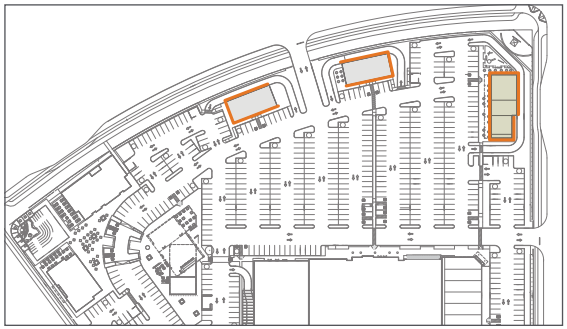
d. **MENU BOARD:** Optional
Quantity: 1 pre-order board and 1 order board per business
Max sqft: 36 sqft per face
Max hieght: 6 ft

PRIMARY SIGNS: WALL OR STOREFRONT SIGN. EXPOSED NEON ENCOURAGED

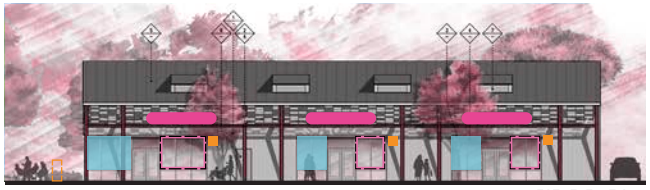
BLADE SIGN OPTIONS: SUSPENDED WITH TRADE NAME OR BLADE WITH ICONS/MARK ONLY.

SECONDARY SIGNS: MENU BOARD, PAINTED BRAND ELEMENTS, WINDOW & STOREFRONT GRAPHICS

Zone Location

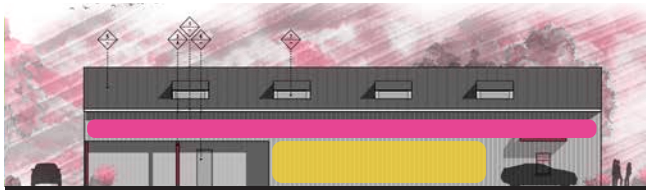


ZONE D: PAD RETAIL



WEST ELEVATION

NORTH ELEVATION



EAST ELEVATION

SOUTH ELEVATION

Zone D
Pad Retail

PRIMARY / REQUIRED

- Wall/Canopy Sign
- Blade/Suspended Blade Sign

SECONDARY

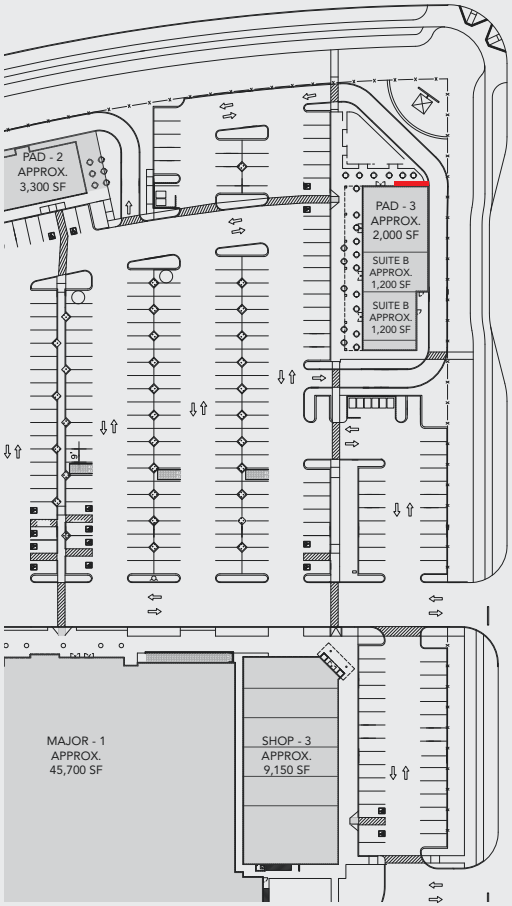
- Window Graphic
- Storefront Sign
- Freestanding
- Painted Mural (Required)

ZONE D: PAD RETAIL

SPECIALTY ART INSTALLATION

Sculptural facade treatment to mimic traditional orange crates with distressed painted graphics.

Approx. Size: 15’-0”W x 10’-0”H

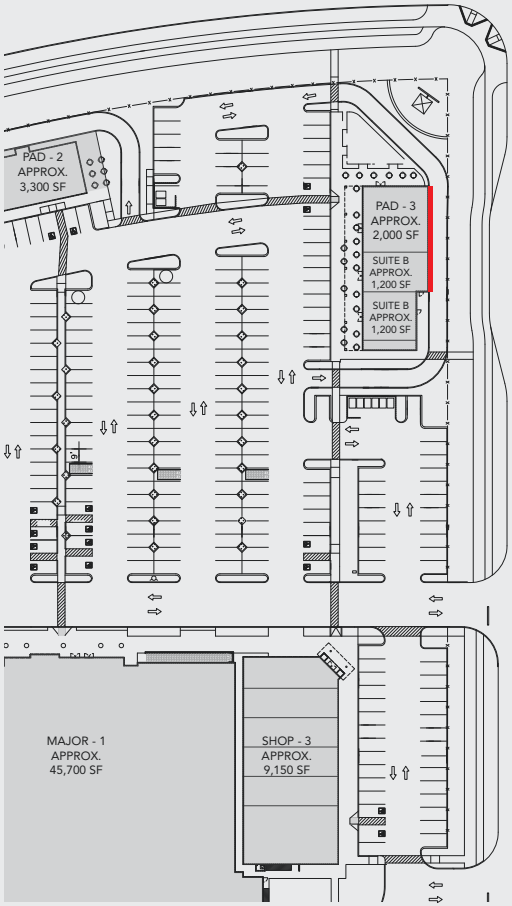


ZONE D: PAD RETAIL

SPECIALTY ART INSTALLATION

Painted mural at drive-through lane to celebrate local region.

Approx. Size: 40’-0”W x 10’-0”H



ZONE E: BREWERY / RESTAURANT

A. MAXIMUM COMBINED SIGN AREA

1.5 sqft / linear foot of frontage

B. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

a. **WATER TOWER SIGN:** Required
Quantity: 1
Max width: N/A
Max letter height: N/A
Max sqft: TBD
Location: Water tower located in hardscape east of Pad
Construction: Painted mural
Illumination: External or ambient

a. **WALL SIGN:** Required
Quantity: One wall sign per building elevation, not to exceed 3 signs
Max width: (60% of sign area)
Max letter height: 24 in.
Max sqft: 50 SF per building elevation
Location: Overhead or on solid wall surface as shown on storefront diagram
Construction: Individual metal letters, exposed neon OR painted graphics
See detail in description of sign types
Illumination: Internal or External

c. **BLADE SIGN:** Required
Quantity: 1 per elevation
Max combined sqft: 6 sqft
Location: *Under canopy*

2. Secondary sign(s)

a. **CANOPY:** Optional
Quantity: 1 for in-line tenant, 2 for corner locations with landlord permission
Max letter height: TBD
Max sqft: 1.0 sqft/ linear foot of frontage
Location: On architectural canopy
Construction: Individual metal letters or open face channel letter with exposed neon
See detail in description of sign types
Illumination: Internal or ambient

b. **WINDOW GRAPHIC:** Optional
Quantity: 1 per window
Max combined sqft: 6 sqft
Location: *See elevation*

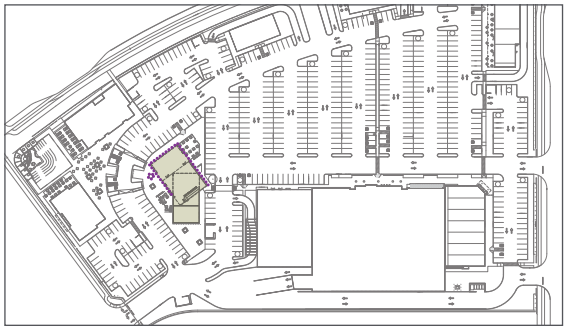
c. **PAINTED MURAL:** Required
Quantity: 2
Max sqft: 200 sqft

PRIMARY SIGNS: CANOPY SIGN.

SECONDARY SIGNS: BANNER OR BLADE SIGNS

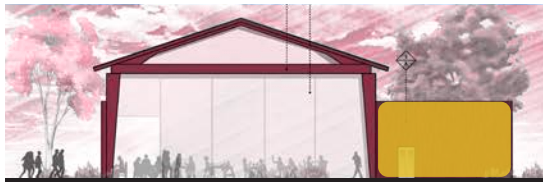
TERTIARY SIGNS: WINDOW GRAPHICS & PAVING

Zone Location

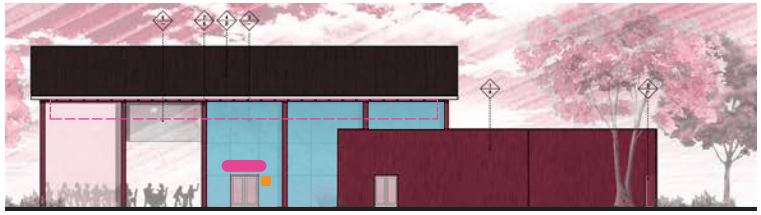


ZONE E: BREWERY / RESTAURANT

NORTHEAST ELEVATION



NORTHWEST ELEVATION



SOUTHWEST ELEVATION

PRIMARY / REQUIRED

- Water Tower Sign
- Wall Sign
- Blade Sign

SECONDARY

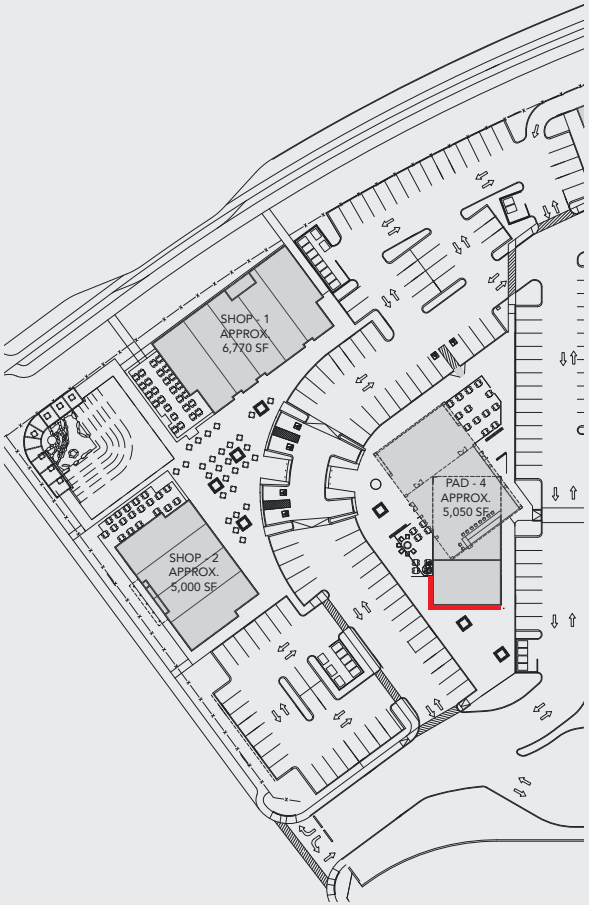
- Canopy Sign
- Window Graphic
- Painted Mural (Required)

Zone E
Brewery

ZONE E: BREWERY / RESTAURANT

SPECIALTY ART INSTALLATION

Painted mural at landscaped plaza to celebrate local region.



ZONE E: BREWERY / RESTAURANT

SPECIALTY ART INSTALLATION

Painted mural at water tower feature.
Approx. Size: 10’-0”W x 10’-0”H

2-sided illuminated blade sign with exposed neon.
Approx. Size: 6’-0”W x 15’-0”H

Illuminated rooftop identity sign.
Approx. Size: 20’-0”W x 5’-0”H

ZONE F: PLAZA RESTAURANTS

A. MAXIMUM COMBINED SIGN AREA

1.5 sqft / linear foot of frontage

B. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

a. **WALL SIGN:** Required

a. **WALL SIGN:** Required
Quantity: One wall sign per tenant elevation (3 Elevations Max)
Max width: (60% of sign area)
Max letter height: 24 in.
Max sqft: 50 SF per building elevation
Location: Overhead or on solid wall surface as shown on storefront diagram
Construction: Individual metal letters, exposed neon OR painted graphics
See detail in description of sign types
Illumination: Internal, external or ambient

b. **BLADE SIGN:** Required
Quantity: 1 per elevation
Max combined sqft: 6 sqft
Location: *Under canopy*

2. Secondary sign(s)

a. **CANOPY:** Optional
Quantity: 1 for in-line tenant, 2 for corner locations with landlord permission
Max letter height: TBD
Max sqft: 1.0 sqft/ linear foot of frontage
Location: On architectural canopy
Construction: Individual metal letters or open face channel letter with exposed neon
See detail in description of sign types
Illumination: Internal or ambient

b. **WINDOW GRAPHIC:** Optional
Quantity: 1 per window
Max combined sqft: 6 sqft
Location: *See elevation*

c. **PAINTED MURAL:** Required
Quantity: TBD
Max sqft: 150 sqft

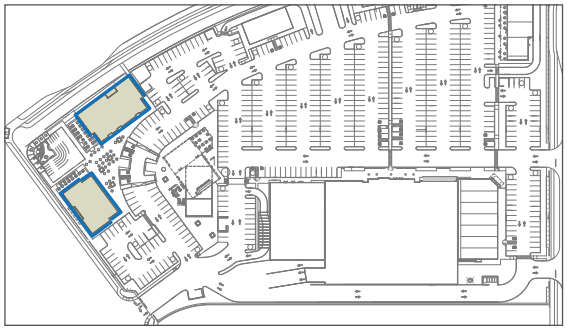
d. **ART PANELS:** Required
Quantity: 4
Max sqft: 100 sqft
Restrictions: Cannot advertize tenant or tenant products and shall be decorative and tie into Ontario Ranch heritage.

PRIMARY SIGNS: CANOPY SIGN.

SECONDARY SIGNS: BANNER OR BLADE SIGNS

TERTIARY SIGNS: WINDOW GRAPHICS & PAVING

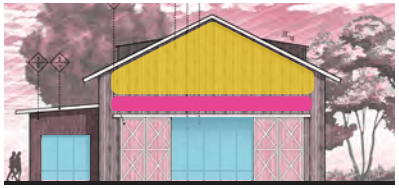
Zone Location



ZONE F: PLAZA RESTAURANTS

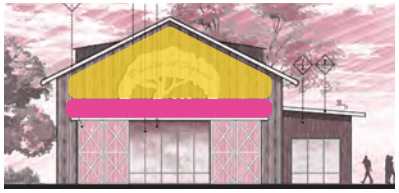
SHOP 1

SOUTHEAST ELEVATION



NORTHEAST ELEVATION

NORTHWEST ELEVATION



SOUTHWEST ELEVATION

Zone F
Plaza Restaurants

PRIMARY / REQUIRED

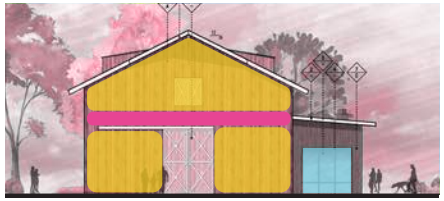
- Wall Sign
- Blade Sign

SECONDARY

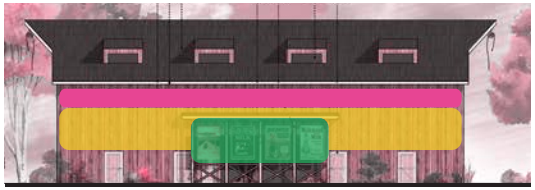
- Canopy Sign
- Window Graphic
- Painted Mural (Required)

SHOP 2

NORTHEAST ELEVATION



SOUTHEAST ELEVATION



SOUTHWEST ELEVATION

NORTHEAST ELEVATION

Zone F
Plaza Restaurants

PRIMARY / REQUIRED

- Wall Sign
- Blade Sign

SECONDARY

- Canopy Sign
- Window Graphic
- Painted Mural (Required)
- Art Panels (Required)

ZONE F: PLAZA RESTAURANTS

SPECIALTY ART INSTALLATION

Sculptural mirrored installation to celebrate local All State Picnic tradition that began in 1939.

Approx. Size: 10’-0”W x 10’-0”H x 10’-0”D

ZONE G: CORNER MONUMENTS

A. PERMITTED SIGNTYPES AND PARAMETERS

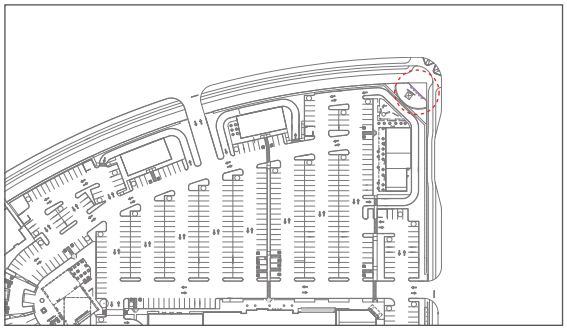
1. Primary / Required sign(s)

a. **MONUMENT SIGN:** Required

Quantity: 1 for each approved anchor and other tenants
Max width: N/A
Max letter height: 18" (Major)
9" (Tenant)
Max sqft: N/A
Location: Corner of Ontario Ranch Road and Haven Avenue
Construction: Individual metal letters pin-mounted to wall surface with LED halo-illumination. Image shown is placeholder only. Tenants will be allowed their brand specific fonts and logos.
Illumination: Halo-illumination

CORNER MONUMENT: **ONTARIO RANCH & HAVEN**

Zone Location



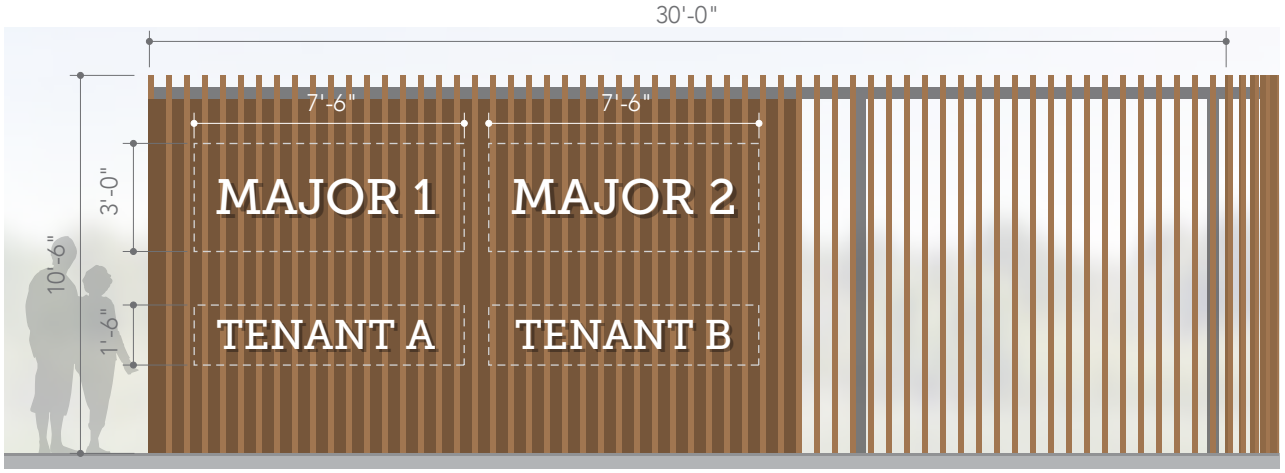
ZONE G: CORNER MONUMENTS (CONT.)

A. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

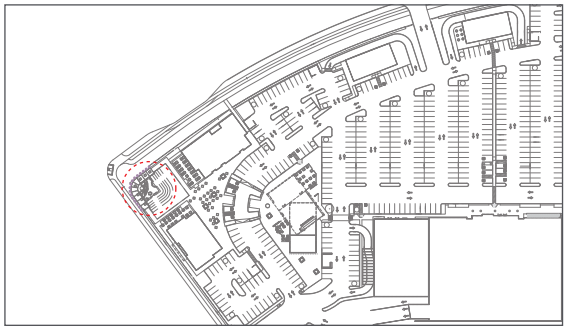
a. **MONUMENT SIGN:** Required

Quantity: 1 for each approved anchor and other tenants
Max width: 7'-6"
Max letter height: N/A
Max sqft: 22.5 sq. ft. (Major)
11.25 sq ft (Tenant)
Location: Corner of Ontario Ranch Road and New Haven Avenue
Construction: Individual metal letters pin-mounted to wall surface. Tenants will be allowed their brand specific fonts and logos.
Illumination: Internal or Halo-illumination



CORNER MONUMENT: **ONTARIO RANCH & NEW HAVEN**

Zone Location



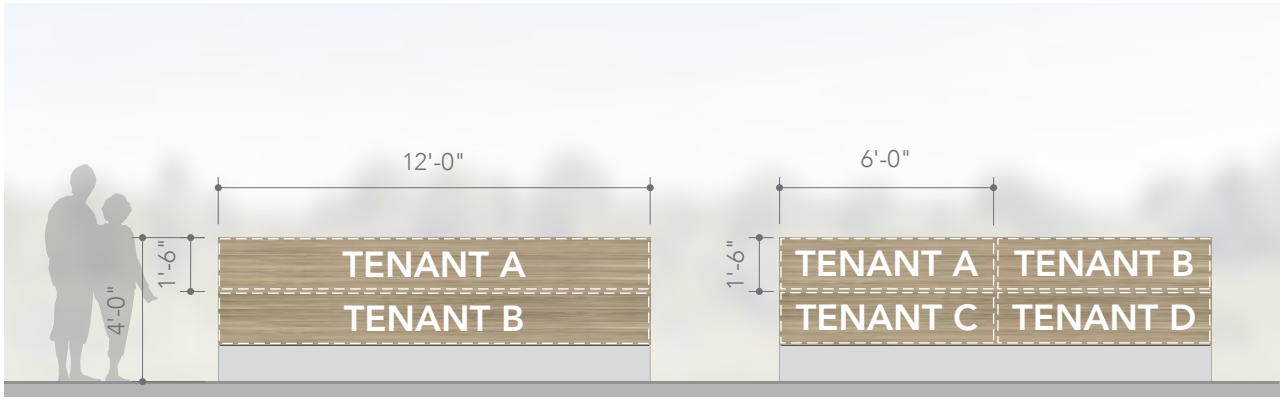
ZONE H: ENTRY MONUMENTS

A. PERMITTED SIGNTYPES AND PARAMETERS

1. Primary / Required sign(s)

a. **MONUMENT SIGN:** Required

Quantity: 1 for each approved anchor and other tenants
Max width: 12'-0"
Max letter height: 9"
Max sqft: N/A
Location: Freestanding
Construction: 1-Sided monument with individual metal letters pin-mounted to wall surface, street facing.
Illumination: Halo-illumination

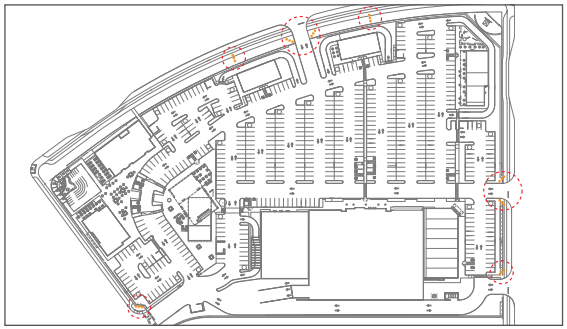


ENTRY MONUMENT: **OPTION 1**

ENTRY MONUMENT: **OPTION 2**

ENTRY MONUMENT: **OPTION 3**

TENANT MONUMENT: **PAD 1 & PAD 2***

*Two-Sided monument only used for freestanding single-tenant pads.

Zone Location