

# CARNELIAN PLAZA

## SIGN CRITERIA

Planning Department Approval

City of Rancho Cucamonga

Date: 1/25/16 By: N. Cayazos

File No: Uniform Sign Program # 2

Notes: Updated Uniform

Sign Program

DRC 2015-00871

Please contact the Planning Department at  
(909) 477-2750 for Final Planning Inspection.

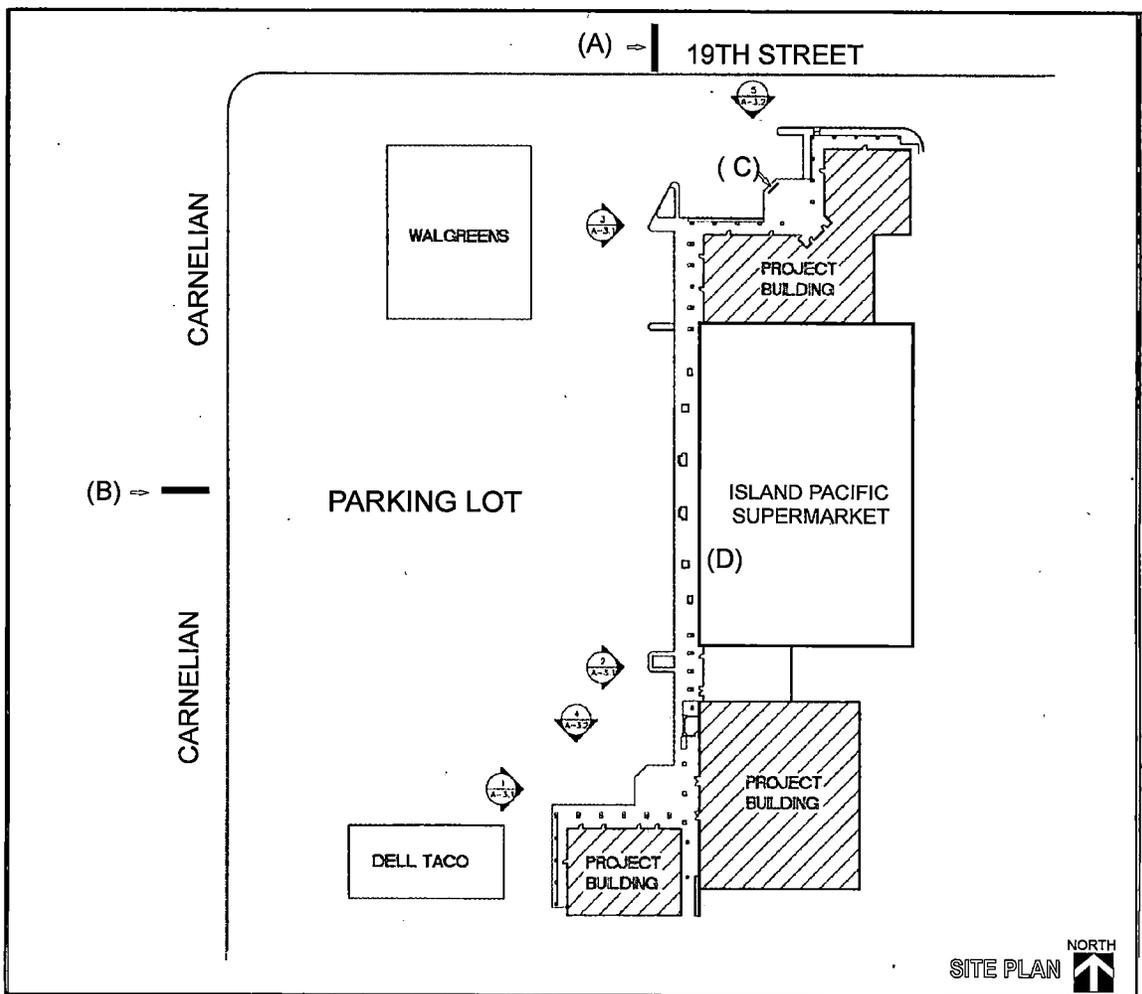
6701 – 6799 Carnelian Street  
Rancho Cucamonga, California 91701

# CARNELIAN PLAZA

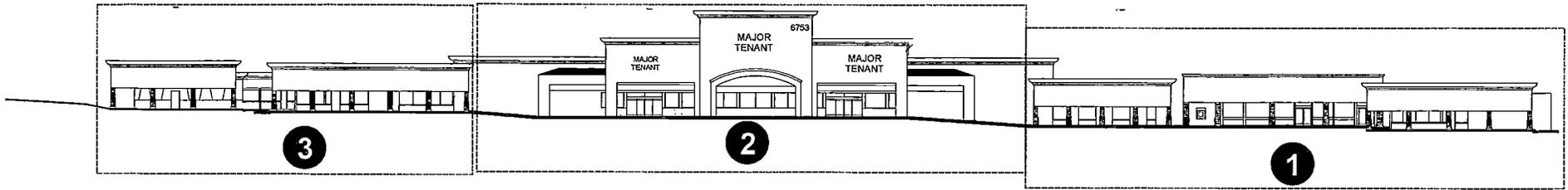
## MASTER SIGN PROGRAM

6701 CARNELIAN AVE,  
RANCHO CUCAMONGA  
CA 91701

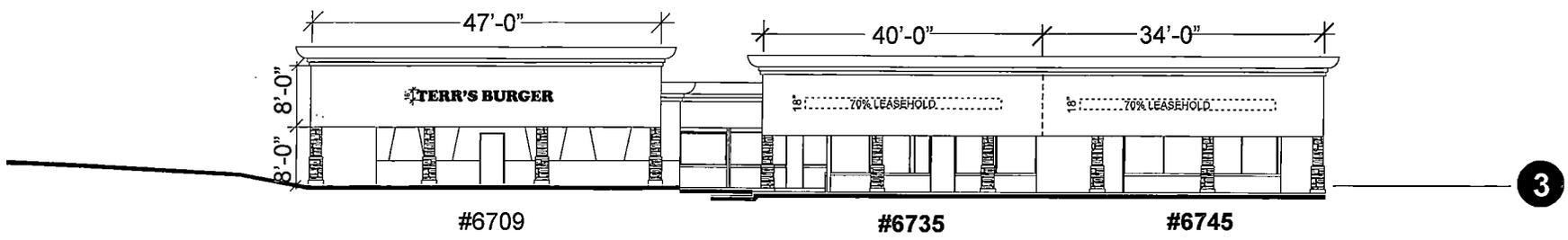
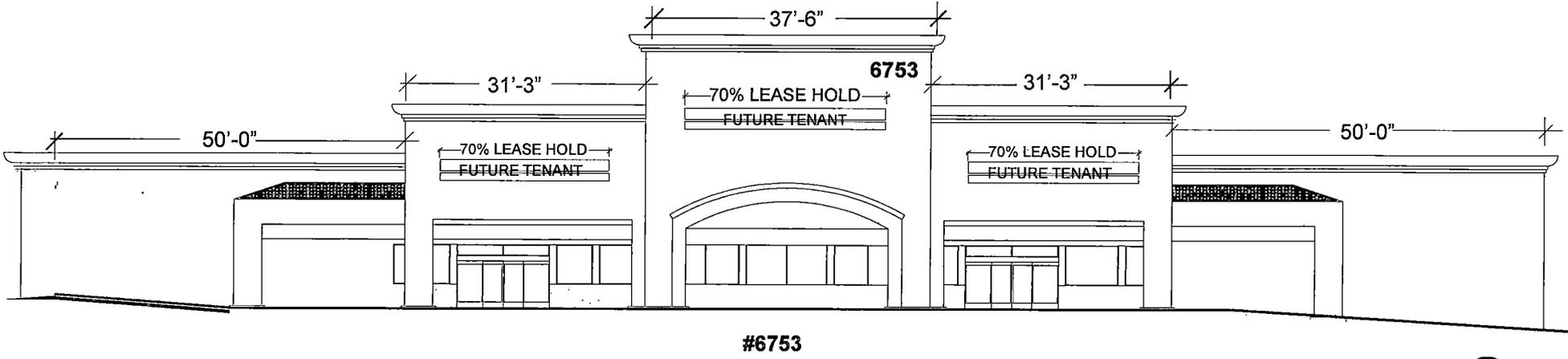
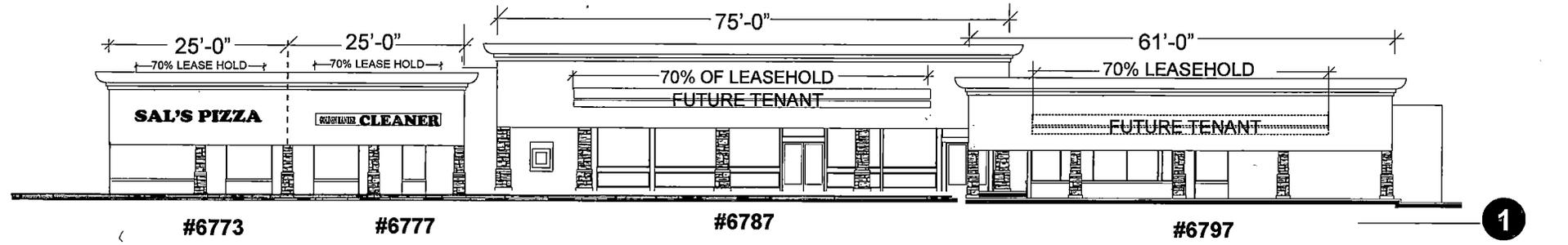
## SITE PLAN



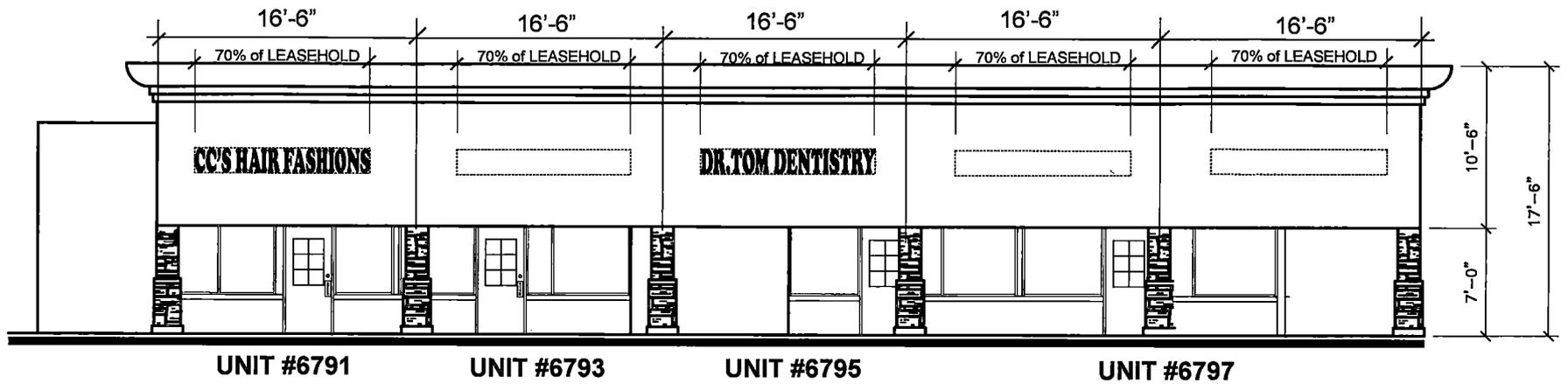
**OWNER:** MR. KIM LEE  
CARNELIAN PLAZA  
2817 CHICO AVE, #107  
SOUTH EL MONTE  
CA 91733



**WEST ELEVATION**



**WEST ELEVATION (FACING CARNELIAN)**



NORTH ELEVATION

4



NORTH ELEVATION

5

## **INTRODUCTION**

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinate, balanced and appealing signage environment.

Conformance to this sign criteria shall be rigorously enforced and any nonconforming signs shall be removed by the Tenant or his sign Contractor at their expense, upon demand by landlord.

Tenant agrees to design, construct and install signage at Tenant's sole cost and expense in accordance with this sign criteria as set forth below, and with the Landlord's prior written consent, prior to the Tenant opening for business in the center. Conformance to detailed sign drawings and specifications which have obtained prior approval of the Landlord and the City of Rancho Cucamonga will be strictly enforced and any non-conforming sign must be brought into conformance at the sole cost of the tenant erecting the sign. Landlord shall administer and interpret this sign criteria and such administration and interpretation shall be binding upon all Tenants of the shopping center.

Exceptions to these standards shall be reviewed by the Landlord. However, based upon our field experience, deviations will generally result in serious inequities between tenants. Accordingly, the Landlord, will retain full rights of approval of any sign used in the center.

## **GENERAL OWNER/TENANT REQUIREMENTS**

1. Each tenant shall submit for written approval three (3) copies of the detailed shop drawings of his proposed sign, indicating conformation with the sign criteria herein outlined. Such submittal's shall include, but not be limited to site plan showing sign orientation, exterior elevations showing signage and storefront width, all pertinent dimensions, details and color callouts.
2. The Tenant shall submit a signed drawing approved by the Landlord to the City of Rancho Cucamonga Planning Department for approval prior to the start of any sign construction, and shall pay for all required approvals and permits.
3. The tenant shall pay for all signs and their maintenance.
4. The tenant shall obtain all necessary permits.
5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. All Tenants are required to have an individual letter sign per the accompanying design criteria.
7. Tenants shall display only their established trade name, eg. "Foster's Donuts."
8. All work shall be of excellent quality. Landlord reserves the right to reject any work determined to be of lesser quality as determined by Landlord.
9. This sign approval constitutes compliance with the Landlord's criteria only and does not modify the terms and conditions of any Lease Agreement whatsoever.

## **GENERAL SIGN SPECIFICATIONS**

1. Limit sign length to be no greater than seventy percent (70%) of the leased premises.
2. All lettering shall be restricted to the "net sign area". See accompanying design criteria for specific information.
3. No projections above or below the "net sign area" will be permitted (except as otherwise approved in writing).

4. One sign space shall be allowed for each Tenant with a single frontage (except as otherwise approved in writing). Corner Tenant or Tenant's with more than one (1) frontage shall be allowed maximum of two (2) signs.
5. Tenant shall be solely responsible for the installation and the maintenance of its own sign.
6. Tenant's sign contractor shall repair any damage to the premises or other property within the center caused by contractor's work. Should Tenant's contractor fail to adequately repair such damage, Landlord may, but shall not be required to, repair such damage at the Tenant's expense.

#### **SIGN SPECIFICATIONS/SHOP BUILDINGS**

1. Tenant shall install one (1) sign on the fascia in front of Tenant space.
2. Each sign shall consist of internally illuminated individual letters. Internally illuminated individual letters shall consist of (1) channel letters, (2) LED illuminated, (3) plastic face and (4) trim cap.
3. Channel letters shall be made of 0.040 thick factory coated 5" deep black & white. Channel letter shall be fastened to and be centered on the sign fascia.
4. Letters shall be internally illuminated via LED lighting. Power supply shall be housed in a raceway located behind the sign fascia and exposed raceways are prohibited.
5. Plastic faces shall be rimmed with a 3/4" trimcap (black) to match letter returns.
6. Letter height – 12" minimum and 18" maximum.
7. Colors – Red color will be permitted, custom colors logo type/or colors with owner approval and the City of Rancho Cucamonga Planning Department.
8. A trademark/logo may be combined with the individual letters if said trademark/logo is "registered" or nationally recognized with at least five (5) open stores and is within the allowable area and size requirement.
9. Sign shall be attached in designated areas and may not exceed 70% of the area of leasehold frontage by width. Sign shall be centered both from top to bottom on the fascia and from left to right on the storefront. Tenants with more than one (1) frontage shall be allowed two (2) signs whose total length shall not exceed 70% of the area of each respective side.
10. In addition to the signs described above, each Tenant shall be permitted to place white vinyl lettering (Ariel letter style) to provide store name and hours information. Total areas for this sign shall not exceed 180 square inches.
11. Promotional or special events signs shall be in conformance with the City of Rancho Cucamonga's sign ordinance and must be approved by Landlord prior to submission to the City.

#### **MAJOR TENANT SIGNAGE**

The provisions of this Exhibit, except as otherwise expressly provided in this Exhibit, shall not be applicable to the identification signs of Tenants designated by the Landlord as a "Major" or "Special" that may be located in the shopping center, and not shown here on. For the purpose of this sign criteria, Major or Special Tenants are defined as Major #1 and Major #2 and Pad #1 and Pad#2. It is understood and agreed that these occupants may have their typical signage as on similar buildings operated by them in California, provided, however, there shall be no rooftop signs which are flashing, moving or audible and provided said sign is architecturally compatible and has been approved by the Landlord and by the City for all signs not show as part of this criteria.

## **CONSTRUCTION REQUIREMENTS**

1. Landlord shall be given adequate notice prior to installation of all signs. Failure to notify Landlord may result in removal of sign to inspect penetration in building face.
2. All signs shall be fabricated and installed per UL and City standards.
3. Letter fastening and clips are to be concealed and be of galvanized stainless, aluminum, brass or bronze metals.
4. No labels will be permitted on the exposed surface of the signs, except those required by local ordinance, which shall be placed in an inconspicuous location.
5. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match the adjacent finish to Landlord's satisfaction.

## **SIGN COLORS AND FINISHES**

All Tenants' colors must be approved by the Owner and the City of Rancho Cucamonga Planning Department prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- a) Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- b) Colors within each sign should be compatible.
- c) Signs colors should provide variety and excitement.
- d) Color of letter returns should contrast with face colors for optimum daytime readability.
- e) Neon or LED color should compliment related signage elements.

## **TYPESTYLES**

The use of logos and distinctive typestyles is encouraged for all tenant signs. Tenants may adapt established typestyles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. This image must be architecturally compatible and approved by Owner and the City of Rancho Cucamonga Planning Department. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

## **SIGN SIZES**

- a) Maximum letter height is 18"
- b) Minimum letter height is 12"

## **PROHIBITED SIGNS**

1. Signs Constituting a Traffic Hazard – No person shall install or maintain or cause to be installed or maintained any sign which simulated or imitates in color, lettering or design any traffic sign or signal, or which makes use of the words "Stop", "Look", "Danger" or any other words, phrases, symbols or characters in such a manner to interfere with, mislead or confuse vehicular or pedestrian traffic.
2. Immoral or Unlawful Advertising – It shall be unlawful for any person to exhibit, post or display, cause to be exhibited, posted or displayed upon any sign, anything of obscene, indecent or immoral nature or unlawful activity.

3. Animated, Audible or Moving Signs – Signs consisting of any moving, swinging, rotation, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited, except for time and temperature displays.
4. Off-Premise Signs – Any signs, other than directional signs, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located is prohibited.
5. Vehicle Signs – Signs affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide directional to a use of activity not related to its lawful making of deliveries of sales or merchandise or rendering of service from such vehicles is prohibited.
6. Light Bulb Strings and Exposed Tubing – Exterior storefront displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.
7. Banners, Pennants and Balloons Used for Advertising Purpose – Flags, banners or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Landlord and City approval.

### MONUMENT SIGNS

The existing two (2) monument signs location marked "A" & "B" on the attached site plan shall remain. Individual sign panels to be routed aluminum facing with Plexiglas backing.



EAST ELEVATION



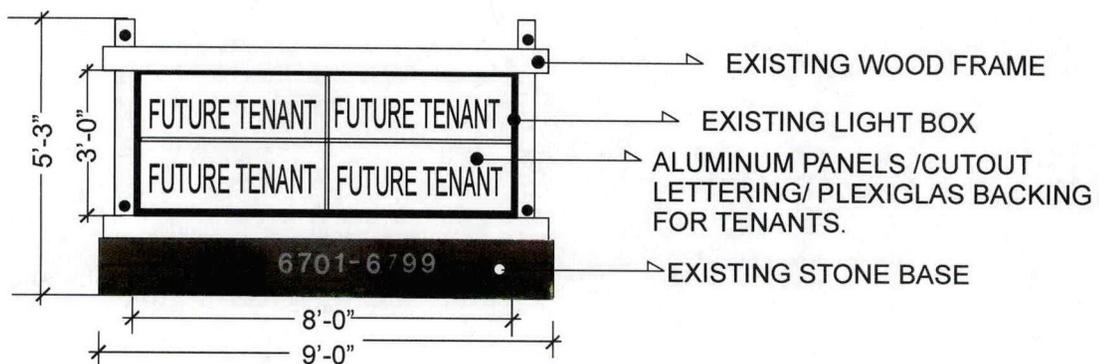
NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION



**EXISTING PYLON SIGN**

1. The existing pylon sign for Tenant's 6721, 6725 and 6727 shall remain as the sign location marked "C" on the attached site plan.
2. All existing light box signs which are mounted on the structure are to be removed. The structure will have a stucco finish and painted to match the building color.
3. Tenant for 6721, 6725 and 6727 shall install one (1) sign on the existing structure, the height of each sign shall follow the guidelines below:
  - a. Maximum letter height is 18"
  - b. Minimum letter height is 10"
  - c. Each Tenant's signage shall be single line only
  - d. Letter style and colors shall be approved by the Landlord and subject to City approval
4. Each sign shall consist of internally illuminated individual letters. Internally illuminated letters shall consist of (1) Channel letter (2) LED illuminated (3) Plastic face and (4) Trim Caps.
5. Channel letters shall be made of 0.040 thick factory coated white and black aluminum 4.5" deep with black returns.
6. Letters shall be internally illuminated LED lighting, power supplies shall be housed in an exposed raceway, exposed raceway color to match building color with stucco finish.
7. Plastic faces shall be trimmed with a 3/4" trim cap (black) to match letter returns.
8. Logo may be permitted, subject to Landlord and City approval.
9. All signs shall be fabricated and installed per UL and City standard.

