

# UNIFORM SIGN PROGRAM #44

## EXHIBIT "E" SIGN CRITERIA FOR DEER CREEK VILLAGE SHOPPING CENTER RANCHO CUCAMONGA, CALIFORNIA

This sign program will incorporate all properties on the following parcels:  
A 1077-401-29, 30, 31 & 32

This criteria has been established for the purpose of assuring an outstanding shopping center, and for the mutual benefit of all tenants. It has been developed in conformance with provisions of the City of Rancho Cucamonga.

Conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the expense of the tenant.

### A. Administration

All proposed signage design shall be submitted to the Owner, Mobile Park Investment, Inc. DBA Deer Creek Village Plaza 7930 Haven Ave. #25, Rancho Cucamonga, CA 91730

Upon approval, two (2) prints signed by the Owner and Architect will be returned to the tenant. Design prints shall delineate graphics (minimum scale 1/2" - 1'-0") and placement on the storefront (minimum scale 1/8" - 1' -0"), as well as specifying materials, colors, illumination and method of attachment. The Owner reserves the right to withhold approval of graphics, colors, etc. for reasons of aesthetics.

### B. General Requirements

1. Owner's approval is required prior to submittal to the City. Tenants shall submit a colored elevation of their proposed sign to the City Planning Divisions for approval. Tenant signs may be approved over the counter provided they conform to the approved sign criteria for Deer Creek Village.
2. All permits and approvals for signs and their installation shall be obtained by the tenant or his representative.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications.
4. All signs shall be constructed and installed at the tenant's expense.
5. All signs shall be reviewed by the Owner for conformance with his criteria and over all design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner.
6. Tenant shall be responsible for penetrations, leaks and/or defacement caused by his sign contractor.
7. Owner shall have the right to remove, at tenant's expense upon seven (7) days written notice, any signs installed contrary to these criteria.
8. No tenant shall install nor employ any cabinet wall signs, projecting signs, roof signs, or animated or audible attention attracting devices. No paper, cloth, cardboard, decal, or similar signs shall be applied to any storefront or window, except as described herein.
9. Signs shall be limited to names of business and may include products only when a part of the tenant's name.

PLANNING DIVISION

C. Dennis 3/18/88

Planning Division Approval  
City of Rancho Cucamonga

Date: 1/20/00 By: RZ

File No.: USP #44 AMMENDMENTS

For:

Please contact the Planning Division at (909) 477-2750 for final inspection.

10. No projections above or below the sign panel shall be permitted. Sign must be within dimensioned limits, indicated on the attached Exhibit "D"
11. The edge of the tenant fascia sign shall not exceed of the width of the store or shop. Sign shall center store and shall meet all city requirements.
12. Tenant shall be fully responsible for the operations the tenant's sign contractor.
13. Electrical service to all signs will be connected to tenant's meter.
14. Only one (1) sign per building face and no more than three (3) signs – combination wall and monument signs are to identify any one business within Deer Creek Village.
15. Tenant shall provide a color rendering for each build sign indication color, size, location and submit color chips for approval by owner.

C. Construction

1. Wall signs shall consist of individual letters or graphics, not to exceed 5" deep. Faces shall be of thick plastic and side walls shall be of metal. Metal retainers, if used, shall match the side walls. Plastic shall be rohm and haas Plexiglas or approved equal. Letter height shall be 18" to 24" for tenant wall sign and 18" to 30" for major tenants. (Major tenants are defined as a single tenant occupying a ~~freestanding~~ <sup>FREE</sup> building or chain store tenants, those with five (5) more stores, who will occupy a store in excess of 5,000 square feet.)
2. All wall signs shall be secured by concealed stainless steel fasteners, and pegged out from the background and minimum of 1/2". All penetrations shall be sealed watertight and shall be installed under permit, from local authorities, and in compliance with all application codes.
3. No exposed tubing, raceways conduit, crossovers, ect. shall be permitted.
4. No labels may be displayed except as required by government authorities, inconspicuously placed.
5. Letter faces may be white (015-2) Acrylite or 7328 Rohman All trimcap edging shall be 3/4" bronze aluminum. Letter faces for major tenants ~~must~~ <sup>may</sup> also be Terra cotta (RO 1740)
- 5A Single user pad building may use anodized gold lettering.
6. Trade-marked logo type styles shall be restricted to colors and sizes and approved by owner. Size shall not exceed 24" high nor be longer than 48" long.
7. Tenants may use established, registered trademark letter styles (to be approved by Landlord). Tenants without trademark letter style shall use the Helvetica Medium style.
8. Signs approved prior to 12/1/87 with Terra Cotta (RO1740) may remain. All new signs shall be white (015-2) Acrylite or 7328 rohman haus.

Planning Division Approval CITY OF RANCHO CUCAMONGA  
 City of Rancho Cucamonga

Date: 3/6/02 By: *[Signature]*

File No: \_\_\_\_\_ MAR 14 2002

For: U.S.P. # 44

Please contact the Planning Division at (909) 477-2750 for final inspection. RECEIVED - PLANNING

AMENDED: 3/14/88  
 1/20/00  
 3/6/02

D. Miscellaneous Requirements

1. Each tenant shall be permitted to place upon each entrance of its demised premises not more than 44 square inches of white helvetica medium decal application lettering not to exceed two inches (2") in height indicating hours of business and emergency telephone numbers.
2. Except as provided herein, no advertising placards, banners, pennants, names insignia, trademarks, or other descriptive material, shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of buildings and/or storefronts. Temporary signs shall be allowed in compliance with city code and must be approved by owner or authorized representative.
3. Each tenant who has a non-customer door for receiving merchandise may have uniformly applied on said door in location, as directed by the Project Architect, in two inch (2)" high helvetica medium black letters the tenant's name and address. Where more than one tenant uses the same door, each name and address shall be applied.
4. Tenant is to install on the front door area the numbers only for the street address in exact location stipulated by the Project Architect. Size, type, and color of numbers shall be as stipulated by the Project Architect. Refer to Exhibit "D".

E. MONUMENT SIGN

1. Two monument signs will be allowed per street frontage. The existing sign at Town Center and Haven will remain unchanged. They must not be larger than 6' 0" x 4' 0". The maximum height is 8' 0" including the mound.
  - a. Three names will be allowed on the original monument sign, the center name, "Deer Creek Village Plaza", El Pollo Loco and "Deer Creek Brunswick Lanes".
  - b. The second monument sign will have up to six tenant names, which will be subject to owner's approval.
  - c. The monument sign detail is attached.

PLANNING DIVISION

C. Norris 3/18/80

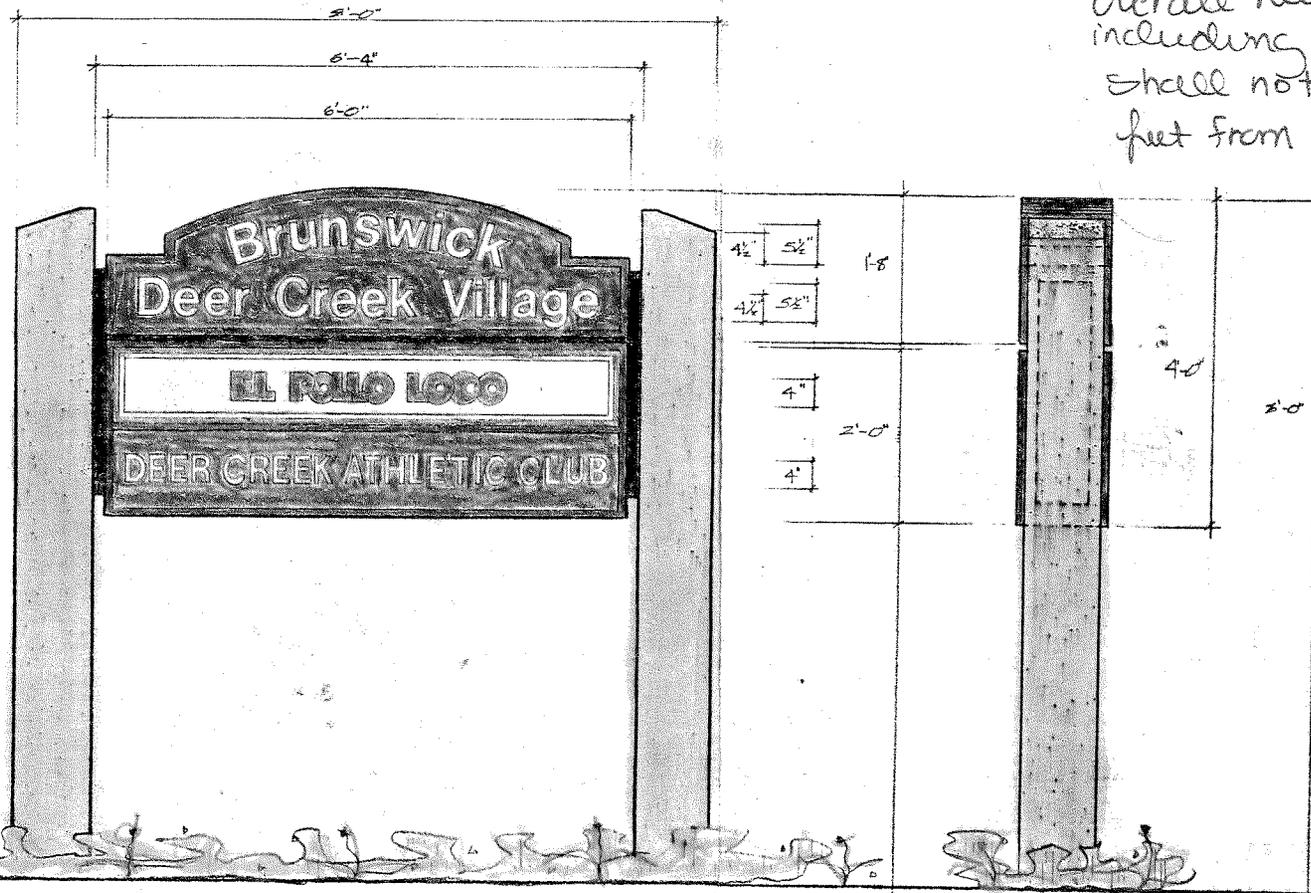
Planning Division Approval  
City of Rancho Cucamonga

Date: 1/20/00 By: RZ

File No.: 15P # 44 AMENDMENTS

For:

Please contact the Planning Division at (909)  
477-2750 for final inspection.



PLANNING DIVISION APPROVAL

BY *C. Nordin* DATE *10/24/87*  
 CITY OF RANCHO CUCAMONGA  
 Please contact the Planning Division at (714) 989-1861 for final inspection.

ONE INTERIOR ILLUMINATED MONUMENT SIGN TO REPLACE EXISTING SIGN.

DEER CREEK VILLAGE:  
 RUST TRANSLUCENT FILM (# 3620-63) OVER IVORY PLEX  
 FACE W/ LTRS. & LOGO TO SHOW IVORY

EL PELLO LOCO:  
 BKGD-IVORY PLEX FACE  
 TRANSLUCENT FILM { OUTSIDE BORDER - RUST  
 { INSIDE BORDER - WHITE  
 { COPY - RUST

DEER CREEK ATHLETIC CLUB  
 BKGD-RUST VINYL OVER IVORY PLEX  
 COPY-IVORY

PART SHEETMETAL CABINETS DK BROWN & TEX-COAT SHEETMETAL PILLARS TO MATCH BUILDING.

**ONTARIO NEON CO., INC.**  
 ELECTRICAL SIGNS AND RELATED PRODUCTS SINCE 1945 • STATE LICENSE #268330

303 WEST MAIN STREET  
 ONTARIO, CALIFORNIA 91762  
 714-986-4632 • 986-4676

Project: DEER CREEK VILLAGE

Address: HAVELI AVE.  
 RANCHO CUCAMONGA, CA

Scale: 1" = 1'-0"

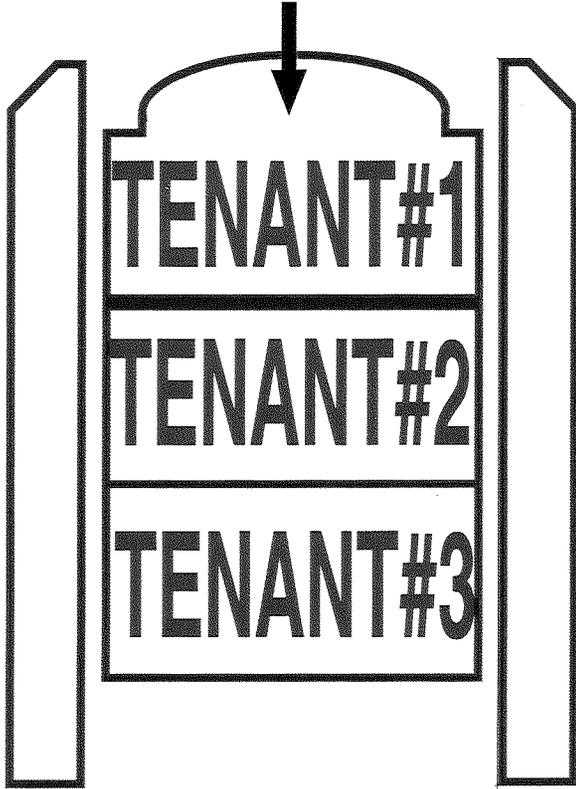
Date: 9-16-87

Drawn by: KEVIN LAMBRECHT

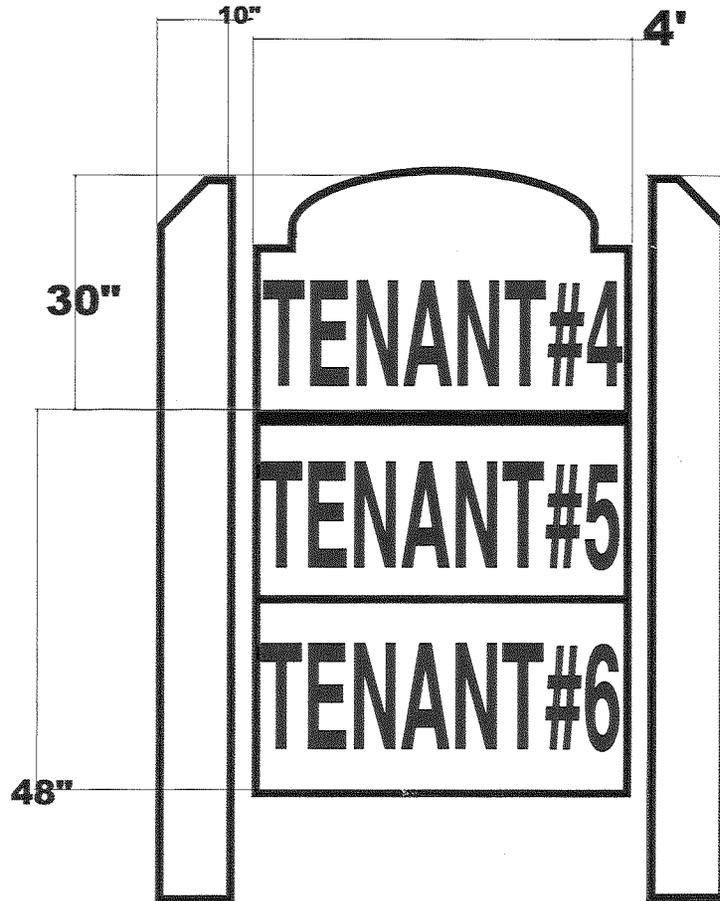
Approved: \_\_\_\_\_  
 Design # 9579 R-7

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RED TRANSLUCENT FILM OVER IVORY PLEX  
MINIMUM LETTER SIZE NO LESS THAN 8"



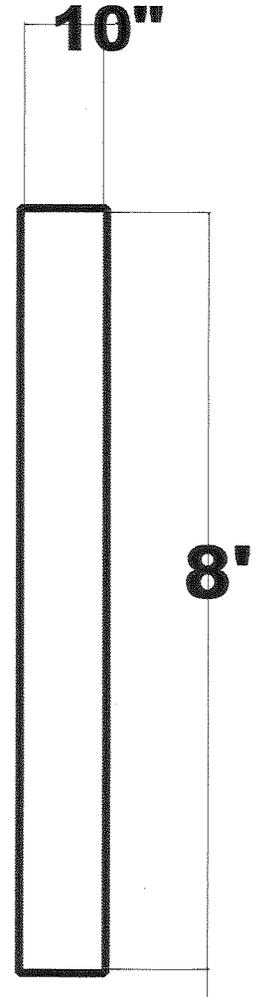
**face 1**



**face 2**

Planning Division Approval  
City of Rancho Cucamonga  
Date: 1/22/00 By: [Signature]  
File No.: USP #44  
For: AMERIDIRECT  
Please contact the Planning Division at (909) 477-2750 for final inspection.

8"



**side view**

**ONE INTERIOR ILLUMINATED MONUMENT SIGN.**

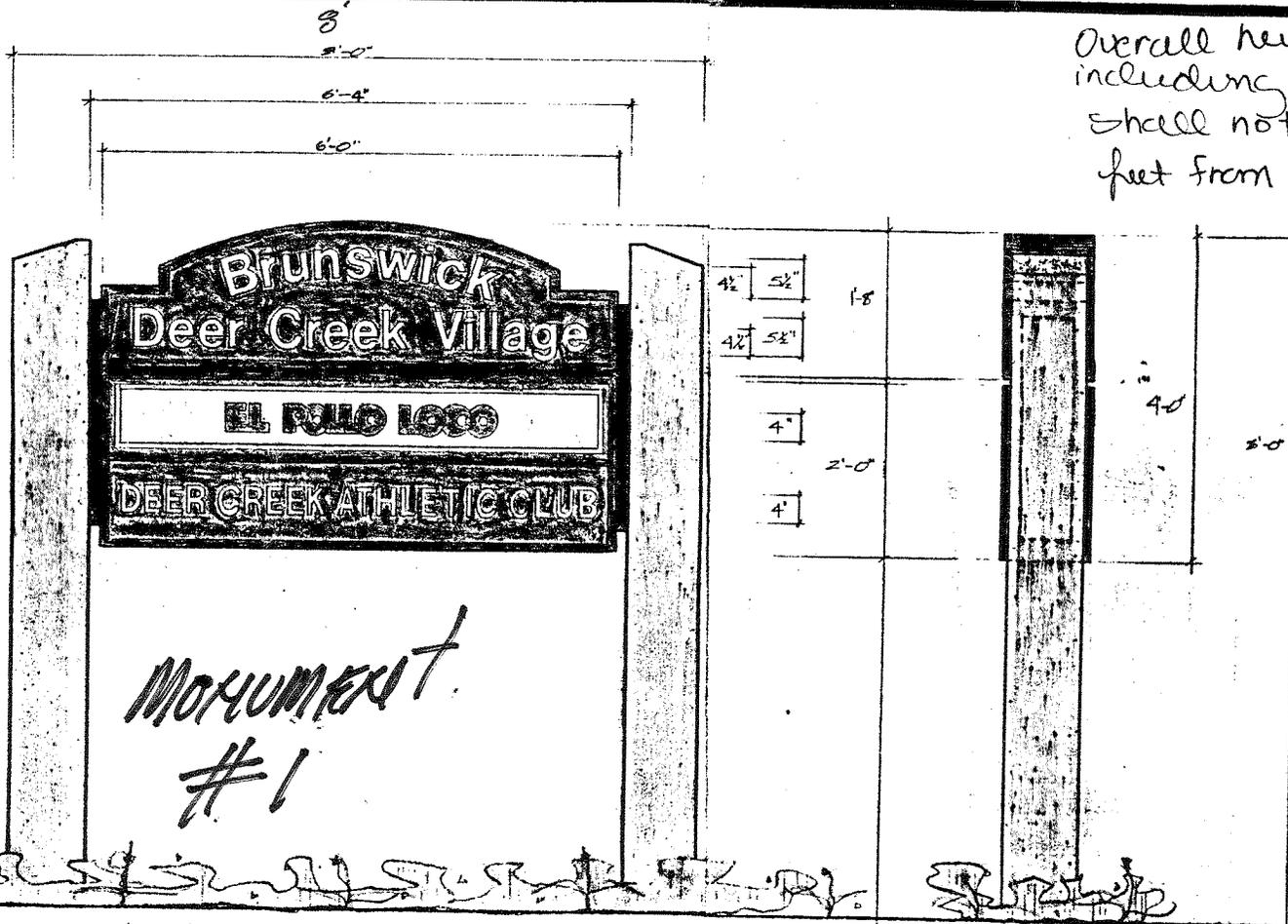
RED TRANSLUCENT FILM OVER IVORY PLEX FACE. COPY TO READ AS SEEN ABOVE.

SHEET METAL CABINETS PAINTED DK.BROWN WITH TEXTURE COATED PILLARS TO MATCH BUILDING

*MONUMENT SIGN #2*

*USP #44*

Overall height of the sign - including the mounding - shall not exceed eight (8) feet from curb height.



*MONUMENT #1*

PLANNING DIVISION APPROVAL

CITY OF Rancho Cucamonga  
DATE 10/22/87  
Please contact the Planning Division at (714) 989-1861 for final inspection.

OUR INTERIOR ILLUMINATED MONUMENT SIGN TO REPLACE EXISTING SIGN.

DEER CREEK VILLAGE:

RUST TRANSLUCENT FILM (# 3630-63) OVER IVORY PLEX  
FACE W/ LTRS & LOGO TO SHOW IVORY

EL PULO LOCO:

BACK-IVORY PLEX FACE  
OUTSIDE BORDER - RUST  
INSIDE BORDER - WHITE  
COPY - RUST  
TRANSLUCENT FILM

DEER CREEK ATHLETIC CLUB  
BACK-RUST VINYL OVER IVORY PLEX  
COPY-IVORY

PAINT SHEETMETAL CABINETS DK BROWN & TEX-COAT SHEETMETAL PILLARS TO MATCH BUILDING.

**ONTARIO NEON CO., INC.**  
ELECTRICAL SIGNS AND RELATED PRODUCTS SINCE 1943 • STATE LICENSE #268330

303 WEST MAIN STREET  
ONTARIO, CALIFORNIA 91762  
714-986-4632 • 986-4670

Project: DEER CREEK VILLAGE

Address: HAVEL AVE.  
RANCHO CUCAMONGA, CA

Scale: 1" = 1'-0"

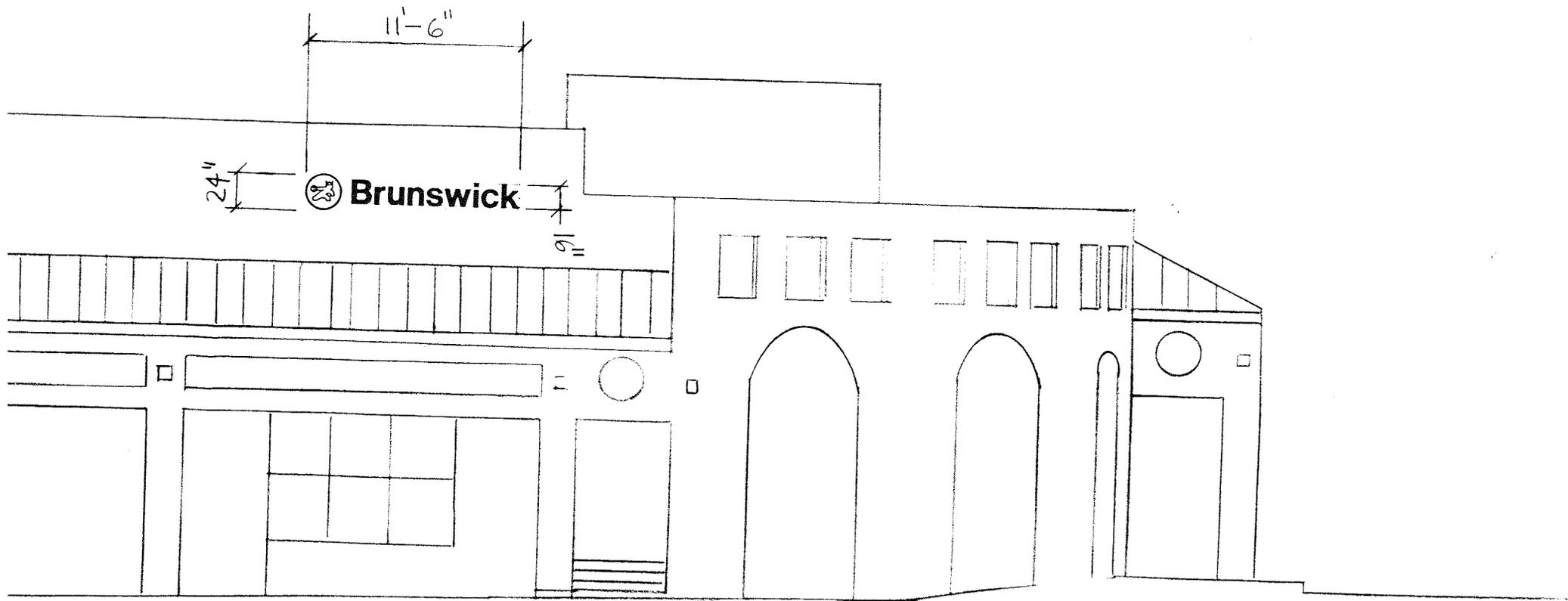
Date: 9-16-87

Approved: \_\_\_\_\_

Design: # 9579 R-7

Drawn by: KEVIN LAMBERT

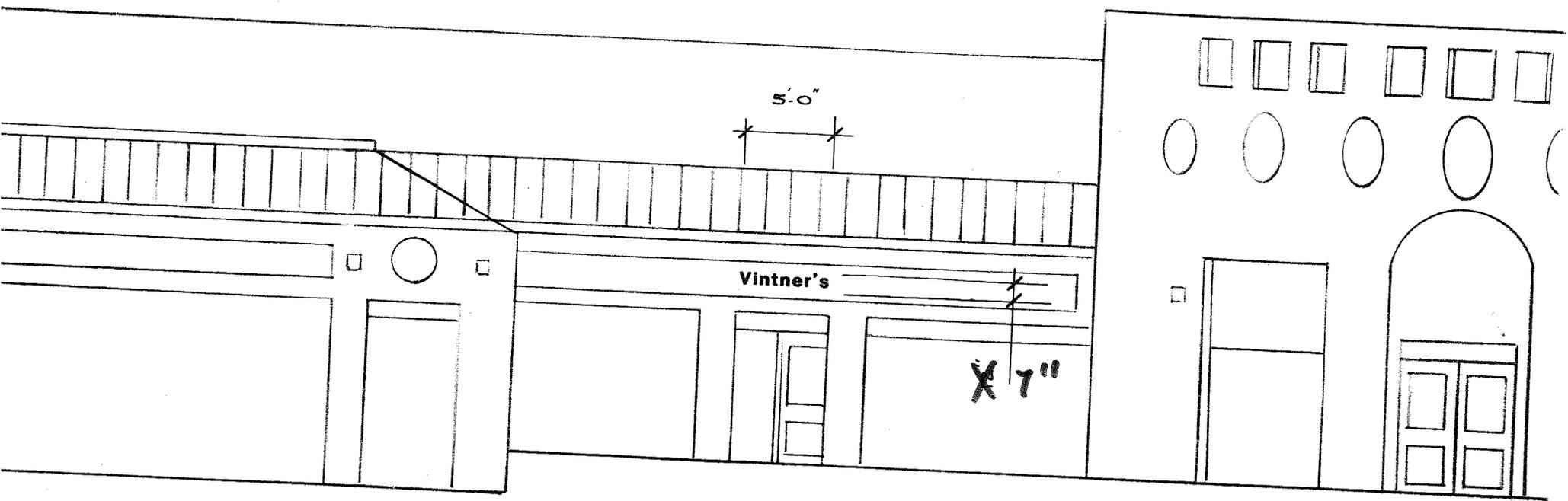
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PLANNING DIVISION  
APPROVAL

BY MA DATE 9/18/86  
CITY OF RANCHO CUCAMONGA

Please contact the Planning Division at  
(714) 989-1861 for final inspection.



# PLANNING DIVISION APPROVAL

BY MA DATE 9/18/82  
CITY OF RANCHO CUCAMONGA

Please contact the Planning Division at  
(714) 989-1861 for final inspection.

S/F INDIVIDUAL REVERSE CHANNEL LETTERS INT. ILLUM.

VINTNER, S

Deer Creek Channel

40 LANE BOWLING CENTER  
7930 Haven Avenue  
38,033 S.F.

RETAIL A  
7910-7830 Haven Avenue

RETAIL D  
7900 Haven Avenue

RETAIL B  
7900 Haven Avenue  
8,284 S.F.

FUTURE BUILDING PAD  
7870 Haven Avenue

FUTURE BLDG. PAD  
7810 Haven Avenue

PARCEL 2

PARCEL 3

PARCEL 4

B  
15'-0"  
18'

Haven Avenue

SITE PLAN

scale: 1" = 60'-0"



MONUMENT SIGN

~~MONUMENT SIGN~~

**NOT APPROVED LOCATION FOR  
MONUMENT SIGN**

# PLANNING DIVISION APPROVAL

BRUNSWICK  
7930 HAVEN AVE  
R. CUCAMONGA, CAL

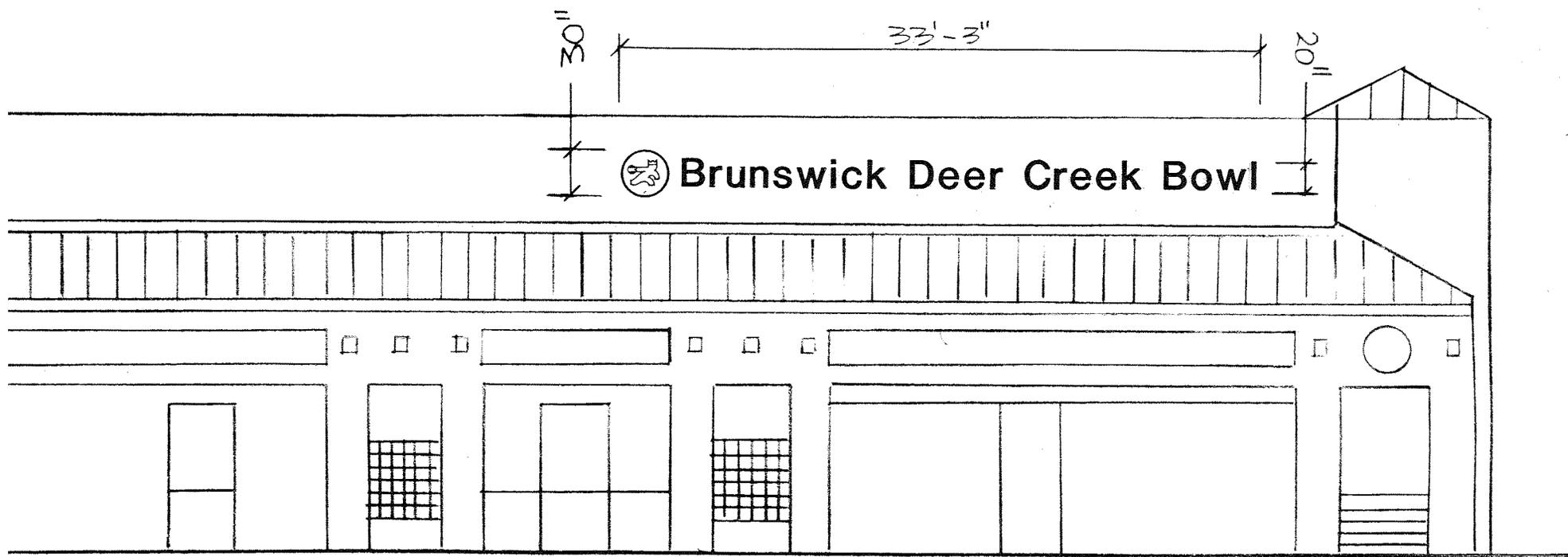
 ACME WILEY CORPORATION  
SIGNS AND SYSTEMS

9359 FERON STREET, RANCHO CUCAMONGA, CALIFORNIA 91730

BY \_\_\_\_\_ DATE \_\_\_\_\_  
CITY OF RANCHO CUCAMONGA

Please contact the Planning Division at  
(714) 989-1861 for final inspection

PROJ. DIR.	B.T.	DRAWN	SAW	DATE	8.8.86
APPROVED	REV. 8-12-86	-SAW			
	REV. 8-19-86	-SAW			
	REV. 8-29-86	-SAW			
SCALE	1" = 60'				
TITLE	PG 1 OF 2				86143



PLANNING DIVISION  
APPROVAL

BY MS DATE 9/18/06  
CITY OF RANCHO CUCAMONGA

Please contact the Planning Division at  
(714) 989-1861 for final inspection.

LOGO - "BRUNSWICK DEER CREEK BOWL"

TERRA COTTA FINISH  
20 GA SHEET METAL FACES AND RETURNS WITH  
RUST COLORED AUTOMOTIVE ENAMEL  
HALO EFFECT FROM 30 MA NEON TUBING  
STAND-OFFS PAINTED OFF-WHITE TO MATCH BLDG.

"VINTERS"

TERRA COTTA FINISH  
20 GA SHEET METAL FACES AND RETURNS WITH  
RUST COLORED AUTOMOTIVE ENAMEL  
NON-ILLUMINATED  
STAND-OFFS PAINTED OFF-WHITE TO MATCH BLDG.