

# **PLANNING DEPT APPROVED**

Landlord/Developer Architect







# **Master Signage Program**

Retail Signs only. Industrial sign criteria to follow under a separate submittal.



## LANDLORD

### Orbis

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## **ARCHITECT**

### AO

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Signage Design Criteria

Planning Department

### PROJECT DESCRIPTION

Tenant signage is expected to enhance and extend the spirit of the architectural character of The Vine. The Vine's architecture is identified within an Italian winery style which features a light building color palette with accent materials/colors. The design will feature metal shade devices. Wood rafters and trellis members, brick veneer columns, distressed wood planks and fieldstone veneer. Tenant graphic design shall be imaginative, simple and clear.

Creative and expressive signage solutions using a variety of materials are strongly encouraged as a means of enhancing customer experience. Signage shall be limited to the logo and/or name of the Tenant, Additional icon/imagery will be considered at the sole discretion of the Landlord, provided it contributes to the overall identity and design of the building. Tenants shall retain the services of a professionally trained graphic designer to create their identity and sign program. The design of signs shall be harmonious with the materials, color, texture, size, scale, shape, height, placement and design of Tenant premises and the Landlord buildings, Strict adherence to these sign design criteria shall insure that the character of the Vine is maintained and that a lively and evocative environment is created.

### PURPOSE OFTENANT SIGNAGE DESIGN CRITERIA

This Signage Design Criteria is provided to guide designers, architects, and Tenants in the development of Tenant identity signs at The Vine.

#### A. The objectives are

- To generate varied and creative Tenant signage through application of imaginative design treatments, distinctive logos and unique typestyles.
- To establish signage as a design element that contributes to a premium environment unique to The Vine.
- To provide standards of acceptability for signs in order to facilitate the review and approval process.
- 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.
- The Tenant Signage Design Criteria is part of the Tenant's Lease and the Tenant is required to comply with these requirements.



### SIGNAGE DETAILS AND SPECIFICATIONS

### Operational Signs

Operational signage indicating hours of operation, telephone numbers, specialty rules and regulations are specific to each Tenant. Operational signs are required. No tag lines or slogans allowed.

- 1. Maximum letter height of 2".
- Mounted to interior surface of glass, on or adjacent to entrance door and mounted no 2. higher than 48" from finished floor.
- 3. Total area of sign shall not exceed 2 square feet.

#### B. Regulatory Signs

Regulatory signs are not considered optional signs and are not included in the sign area calculation. Examples of regulatory signs include the following:

- Certificates issued by the County, State or Federal Government
- 2. Health Department letter grades
- 3. ADA Signs

### **Temporary Signage**

- All temporary signage is subject to approval by Landlord prior to submission for a temporary sign permit.
- Refer to the Ontario Development Code for temporary sign criteria. 2.

### PROHIBITED SIGN TYPES

### The following sign types and finishes shall be prohibited at The Vine

- Illuminated sign boxes (can signs).
- Signs with tag lines, slogans, phone numbers, service description, or advertising of 2. products. Service descriptions are only allowable in Blue Districts and must be approved by the Landlord, Signage must also be approved by the City of Ontario Design Review Board.
- Signs with exposed raceways, conduit, junction boxes, transformers visible lamps, tubing, or neon crossovers of any type.
- Rotating, animated and flashing signs.
- Pole signs and other signs with exposed structural supports not intended as a design element, except for code-required signs.
- Pennants, banners, or flags identifying individual Tenants.
- 7. A-frame sandwich boards.
- 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.
- Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
- 10. Any sign designed to be moved from place to place.
- Signs attached, painted or otherwise affixed to awnings (other than those indicated in criteria), tents or umbrellas; however, such signs may be permitted in conjunction with special design review by the Landlord and are subject to the City of Ontario Design Review Board's approval.
- Balloons and inflatable signs. 12.
- Any signs, including freestanding signs, advertising the availability of employment opportunities.
- Signs which emit sound, odor or visible matter, or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
- Back plates behind signage are typically prohibited, but maybe considered on a case-by-case basis. Not to exceed 20% larger than overall max sign dimension and must be an integral part of the sign design.
- 16. Roof Signs
- 17. Fence Signs

### CALCULATING SIGN AREA

Copy area shall be computed by surrounding each graphic element with a rectangle or 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 shall be included as part of the copy area.



Sign area shall include the entire name, not individual letters or words.

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

### GENERAL SIGNAGE DESIGN GUIDELINES

### **Design Objective**

- The primary objective of the sign design criteria is to generate high quality, creative Tenant signage. Tenants are encouraged to combine a variety of materials, lighting methods, colors, typestyles, and graphic elements for unique storefront signage at The Vine.
- Primary and secondary signs shall be located above or adjacent to entries or storefronts only; exceptions will be considered for corner Tenants.
- 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.
- Signs that incorporate creative logos or graphic elements along with the business identity are encouraged.
- Tenant signs to consist of "Trade Name" and/or logo only. Tag lines, bylines, merchandise or 5. service descriptions are not allowed.
- 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 sign face area.
- 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.
- Any special conditions or deviations from the quidelines in the sign criteria are to be approved in writing by the Landlord prior to submittal to the City. Signage must also be approved by the City of Ontario Design Review Board.

### 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.

### Lighting

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

- Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte
- Only letters and logos shall transmit light while the back plate or background remains solid opaque. No illuminated backgrounds or boxes are allowed except as part of an official standard logo.

Signage Design Criteria 2



- Exposed fixtures, shades, or other elements are to contribute to the design of the sign
- Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.

#### D. Colors

- 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.
- The color of the letter face and letter return shall be the same and no multi-colored letter 2.
- Color of letter face and returns are to contrast with building colors for good daytime 3.
- 4. The interior of open channel letters is to be painted dark when against light backgrounds.
- 5. All sign colors are subject to review and approval by the Landlord as part of the Tenant signage submittal. Variations from these standards must be approved by the Landlord.

#### **Materials** E.

- Acceptable sign material treatments are: 1.
  - Dimensional geometric shapes in metal coated or burnished for variety in color and texture
  - Painted metal
  - C. Wood
  - Screens, grids, or mesh
  - Etched or brushed metal
  - Cut, abraded, or fabricated steel or aluminum
  - Dimensional letter forms with seamless edge treatments g.
  - h.
- The following materials are prohibited on all signs:
  - Sintra a.
  - Cardboard b.
  - Colored plastics or acrylics
  - d. Simulated materials, i.e. wood-grained plastic laminate and wall covering
  - Trim cap retainers

### CONSTRUCTION REQUIREMENTS

### General

- 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.
- All signs must meet all standards set forth by The Vine Tenant Sign Criteria and must be approved by the Landlord before permit submittal.
- The Tenant must submit three sets of plans, with Landlord approval signature, to City for approval 3. prior to receiving permits for fabrication.
- The Landlord does not accept the responsibility of checking for compliance with any codes having jurisdiction over The Vine nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.

### **Fabrication Requirements**

- 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.
- Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of The Vine.
- All formed metal, such as letterforms, shall be fabricated using full-weld construction with all joints ground smooth.
- 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.
- 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.
- Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
- Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, vellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss
- 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.
- Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs. All signs shall have a uniform surface conforming to the highest standards of the industry.
- All lighting must match the exact specifications of the approved working drawings.
- 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.
- 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.
- 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 beindicated by the sign contractor on the above shop drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.
- 16. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.

### APPROVALS OFTENANT SIGNAGE

### A. Artwork Submittals

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
development of any signage.

### B. Preliminary Drawing Submittal

- Prior to shop drawings and sign fabrication, Tenant shall submit for Landlord approval three sets of Preliminary drawings reflecting the design of all sign types.
- Sign preliminary drawing shall show sign and building colors.
- Sign preliminary drawings are to be submitted concurrently with storefront design and awning design. Partial submittals will not be accepted.
- 4. Tenant shall then provide, to the city, written Landlord approval and city application in order for the City to process the Tenant's signage package.

### C. Shop Drawing Submittal

- Upon approval of concept plans in writing from Landlord, three complete sets of shop drawings are to be submitted for Landlord approval, including:
  - Fully-dimensioned and scaled shop drawings @ 1/2"=1'-0" specifying exact dimensions, copy layout, typestyles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
  - Elevations of storefront @ 1/2"=1'-0" showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction



### detail.

- Sample board showing colors and materials including building fascia, letter faces, returns, and other details as requested by the Landlord.
- d. Section through letter and/or sign panel @ 1/2"=1'-0" showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
- Cut-sheets of any external light fixtures, including color.
- Full-size line diagram of letters and logo may be requested for approval if deemed necessary by the Landlord.
- Golored elevations showing representation of actual signage colors as well as actual building colors. Color call outs to be provided.
- 2. All Tenant sign shop drawing submittals shall be reviewed by the Landlord for conformance with the sign criteria and with the concept design as approved by the Landlord.
- 3. Within ten (10) working days after receipt of Tenant's working sign drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal. Approval or disapproval shall remain the sole right and discretion of the Landlord. The Tenant must continue to resubmit revised plans until approval is obtained. A full set of final shop drawings must be approved and stamped by the Landlord prior to permit application or sign fabrication.
- 4. Requests to establish signs that vary from the provisions of this sign criteria shall be submitted to the Landlord for approval. The Landlord may approve signs that depart from the specific provisions and constraints of this Sign Plan in order to:
  - Encourage exceptional sign design and creativity.
  - Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign criteria.
  - c. Approval by landlord does not constitute approval by the City of Ontario Design Review
- 5. Following Landlord's approval of sign shop drawings and with a wet signature approval attached, Tenant or his agent shall submit to the City of Ontario sign plans signed by the Landlord and applications for all permits for fabrication and installation by Sign Contractor. Tenant shall furnish the Landlord with a copy of said approved permits prior to installation of Tenant's sign.
- Signs shall be inspected upon installation to assure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.
- D. In addition, where the master signage program is silent, applicable provisions of the City of Ontario Development Code shall be utilized.



### **FUEL CENTER SIGNS**

### **Approval Required:**

All signs shall be attached to the building only at a location approved by the Landlord and the City of Ontario.

#### Primary Wall Sign: 2.

The main business identification sign shall be located on the building fascia at the location shown on elevation pages. One primary wall sign per building elevation, not to exceed 3 signs. Maximum allowable sign area of 50 square feet per elevation. Maximum height is 2'-0" tall for alphanumeric characters and 2'-6" tall for graphic icons / logos.

#### 3. Fuel Canopy Sign:

One logo identification sign per fuel pump face, not to exceed 2 signs per pump. Maximum allowable sign area is 2.25 square feet. Maximum height is 1'-6" for graphic icons / logos.

### **Building Address Numerals**

The building address numerals to be face and halo illuminated channel letters placed on the building per fire department requirement.

#### 5. Suite Address Number Sign:

The suite number or address of the lease space shall be centered above the door per fire department requirement with white vinyl film.

#### Sign Type: 6.

Tenant signs shall be composed of channel letters and logos. (Face illuminated, halo illuminated or a combination of both will be allowed)

#### 7. Materials:

- Face material shall be acrylic. Landlord must approve colors prior to sign permit submittal.
- Letter returns shall be aluminum, painted to match building colors or Landlord approved colors.

### Monument Sign:

- One (1) monument fuel pricing sign per street frontage is permitted.
- Maximum sign area is 25 square feet per sign face, and 50 square feet per sign face when combined with business identification signage. Sign height shall not exceed 7'-0".
- Letter return depth shall not exceed 7" from the face of the building.
- Trim cap size: 1" for letters and logo elements.

### Lighting:

- All signs shall be internal LED illuminated with no exposed lighting.
- All signs shall be U.L. listed

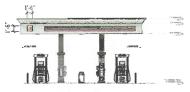




**EXTERIOR ELEVATION - SOUTH (FACING RIVERSIDE DR.)** SIGN AREA - 33.1 SF



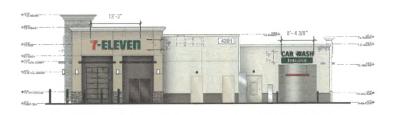
**EXTERIOR ELEVATION - WEST** SIGN AREA - 14.4 SF



FUEL CANOPY - EAST (FACING MILLIKEN AVE.) SIGN AREA = 2.25 SF



**EXTERIOR ELEVATION - NORTH** SIGN AREA = 33.1 SF



EXTERIOR ELEVATION - EAST (FACING MILLIKEN AVE.) SIGN AREA = 47 SF



FUEL CANOPY - SOUTH (FACING E. RIVERSIDE DR.) SIGN AREA = 2.25 SF

### **PAD & RETAIL BUILDING SIGNS**

### Approval Required:

All signs shall be attached to the building only at a location approved by the Landlord and the City of Ontario.

#### 2. **Primary Wall Sign:**

The main business identification sign shall be located on the building fascia at a location approved by the Landlord and the City of Ontario.

### Window Sign:

The business identification window sign shall be centered on the store front glass nearest the main pedestrian entrance. The sign shall not exceed three (3) square feet or less than 10% of the window area, whichever is less, and shall be composed of white vinyl Helvetica medium lettering. Copy shall consist of name of business, hours of operation and emergency phone numbers.

### **Building Address Numerals:**

The building address numerals to be face illuminated channel letters placed on the building per fire department requirement.

#### 5. Suite Number Sign:

The suite number or address of the lease space shall be centered above the door 4" high with white vinvl film.

### Sign Type:

Tenants signs shall be composed of channel letters and logos. (Face illuminated, halo illuminated or a combination of both will be allowed)

#### 7. **Tenant Identification Signs:**

- The maximum size for the main identification sign shall not exceed 1.5 square feet per linear foot of frontage with a maximum height of five (5) feet for a single-line copy sign or five (5) feet for any double-line copy sign. Icons/Logos a maximum height of five (5) feet.
- Tenants with building elevations facing multiple exposures such as a parking lot or street, may incorporate signage on each additional elevation with a total of four (4) signs.
- Every business with a drive thru facility is permitted a maximum of two (2) menu/order board signs. The sign shall be adjacent to the drive thru aisle. The sign shall not be located



- as to impair the vision of the driver of a vehicle traveling either into, out of, or through the drive thru aisle. The size of each sign shall be per the tenant's established menu board dimensions. Overhead signs, such as bang bars denoting maximum vehicle heights shall be allowed per the tenant's established standard dimensions.
- Exit and Enter signs shall be placed as needed to insure traffic flow and will not be included in the overall square footage allowed. A plot plan showing all signs (Menu Boards and Exit and Enter signs must be approved by the Owner and City of Ontario. No more than four (4) signs are allowed
- Location: Landlord shall reasonably approve location of tenant signs which shall be in keeping with the architectural design of the building. Signs to be located only within the space and surface specifically provided for on the building.
- f. Maximum length shall not exceed 80 percent of any street or parking lot frontage.

### Materials:

- Sign face shall be acrylic. Landlord must approve colors prior to sign permit submittal.
- Letter returns shall be aluminum, painted to match building colors or Landlord approved colors.
- Letter return depth shall not exceed 7" from the face of the building. C.
- Trim cap size: 1" for letters and logo elements.

#### 9. Lighting:

- All signs shall be internal LED illuminated with no exposed lighting.
- All signs shall be U.L. listed



### **DRIVE-THRU SIGNS**

### **Drive-Thru Directional Monuments**

- One drive-thru directional monument is permitted on Riverside Drive to identify tenants featuring a drive-thru. Maximum allowable sign height is 6'-0" and 50 square feet of tenant copy sign area.
- The screen wall monument on Milliken Avenue may be used to identify tenants featuring a drive-thru. Maximum allowable sign height is 5'-0" and 50 square feet of tenant copy sign area.

#### 2. **Drive-Thru Directional Signs:**

Tenants with drive-thru service are permitted two (2) directional, wayfinding, or identifying signs for the drive-thru within the center. Signs shall be no larger than 5 square feet and shall be limited to a maximum of 4'-0" in height.

#### 3. Menu Boards, Preview Boards, Digital Order Screens, Overhead Signs:

- Menu boards and preview boards are permitted, per the tenant's established standard menu and preview board dimensions.
- Menu boards and preview boards shall not obstruct safe travel for vehicles.
- Audio for menu boards and interactive display boards shall be able to be remotely. programmed and kept to a reasonable volume as approved by the Landlord and in compliance with the City's Noise Ordinance.
- One digital order screen is allowed, per the tenant's established standard dimensions.
- Overhead signs, such as bang bars denoting maximum vehicle heights shall be allowed per the tenant's established standard dimensions.





**EXTERIOR ELEVATION - SOUTH** SIGN AREA = 7 SF



**EXTERIOR ELEVATION - EAST** SIGN AREA = 7 SF



**EXTERIOR ELEVATION - NORTH** SIGN AREA = 7 SF + 6.96SF = 13.96SF



**EXTERIOR ELEVATION - WEST** 



### LIGHT INDUSTRIAL BUILDING SIGNS

### 1. Approval Required:

a. All signs shall be attached to the building only at a location approved by the Landlord and the City of Ontario. Locations shown on sign program are conceptual only, exact sign location and placement to be determined through the sign permit approval process.

### 2. Primary Wall Sign:

a. The main business identification sign shall be located on the primary building elevation. All tenant signs shall comprise of 3" deep standard internally illuminated channel letters. However, these letters may also be non-illuminated, but must be fabricated out of aluminum with a 3" return.

### 3. Building Address Numerals:

a. The building address numerals to be face illuminated channel letters placed on the building per fire department requirement .

### 4. Suite Address Number Sign:

 The suite number or address of the lease space shall be centered above the door per fire department requirement with white vinyl film.

### 5. Materials:

- a. Face material shall be painted metal or acrylic. Landlord must approve colors prior to sign permit submittal.
- b. Letter returns shall be aluminum, painted to match building colors or Landlord approved colors.
- c. Letter return depth shall not exceed 7" from the face of the building.
- Trim cap size: 1" for letters and logo elements.

### 6. Lighting:

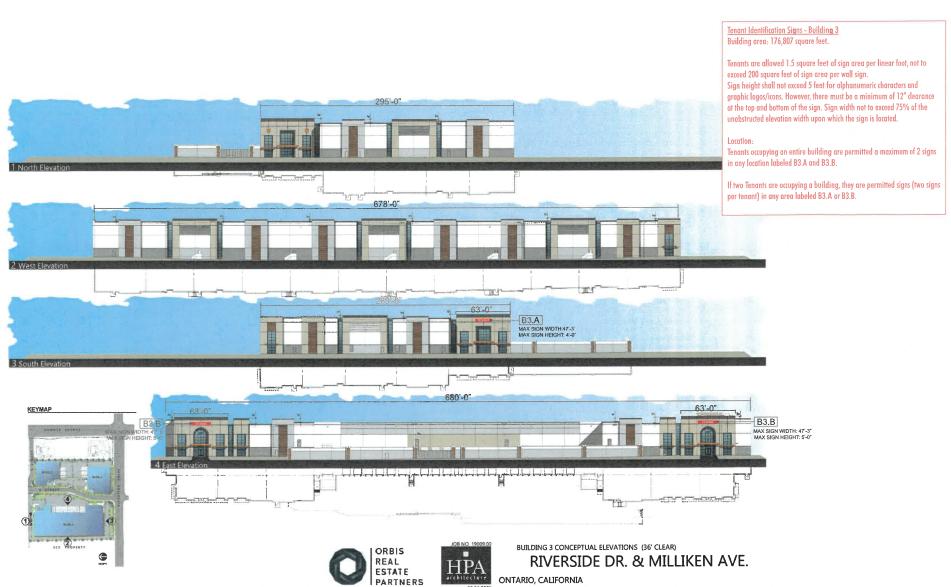
- a. All signs shall be internal LED illuminated with no exposed lighting.
- b. All signs shall be U.L. listed

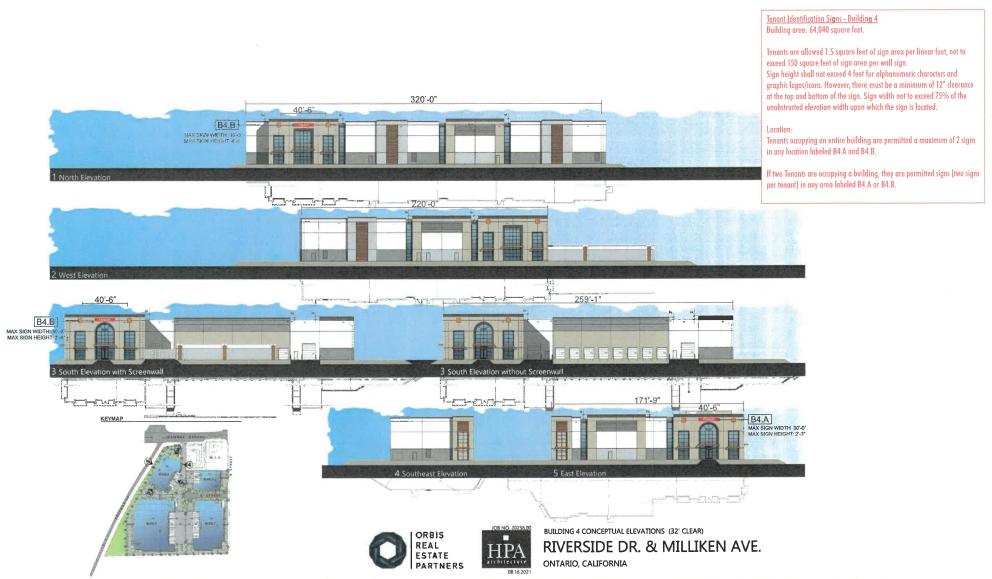
### 7. Tenant Identification Signs:

a. Refer to sign criteria for each building



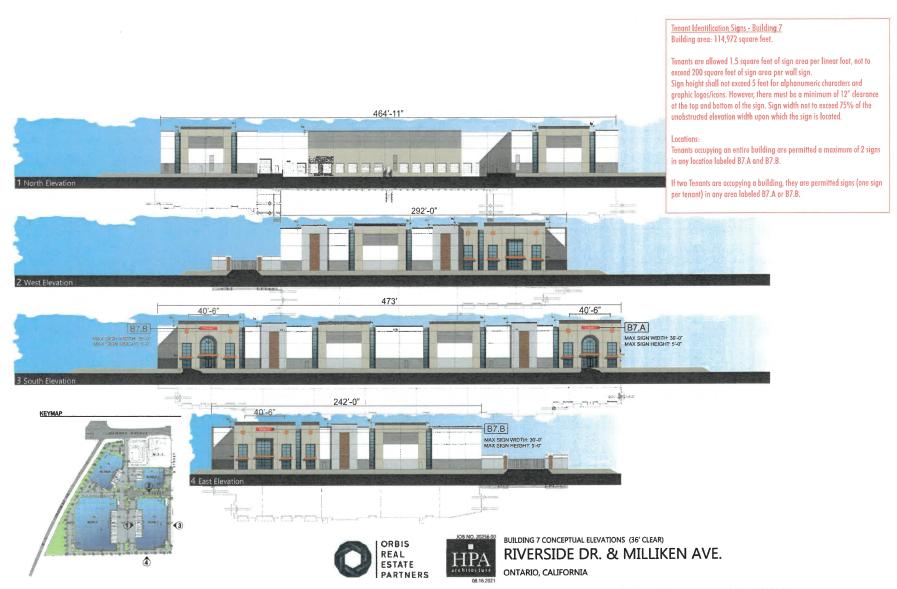












### PERMANENT WINDOW AND DOOR SIGNAGE IS LIMITED TO THE FOLLOWING:

### **Tenant Entry Information**

Materials:. Matte while vinyl letters on entry glass.

Copy: 8" overall height of suite letter or address numerals.

Tenant entry / Hours of operation information 12" X 12"

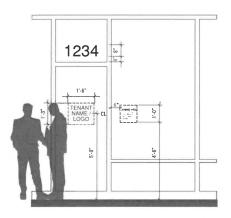
Credit card and social media information.

3.0 square foot maximum sign area. Sign Area:

Location: Address or suite number centered over the main entry door(s).

Tenant and/or hours of operation on entry glass panel on the

same side as door handle or right side, as applicable



TYPICAL ELEVATION



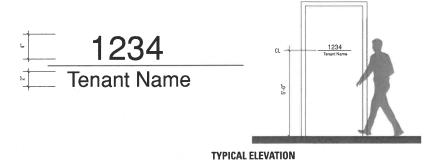
### Rear Entry I.D.

Materials:. Vinyl letters on door in contrasting color.

4" overall height of suite letter or address numerals. Copy:

2" high Tenant Name.

Sign Area: 2.5 square foot maximum sign area.



# **BUILDING ADDRESS:**

Fabricated aluminum face and halo channel letter numerals. Materials:.

TBD Quantity:

Typeface: **Arial Narrow** 

Colors:

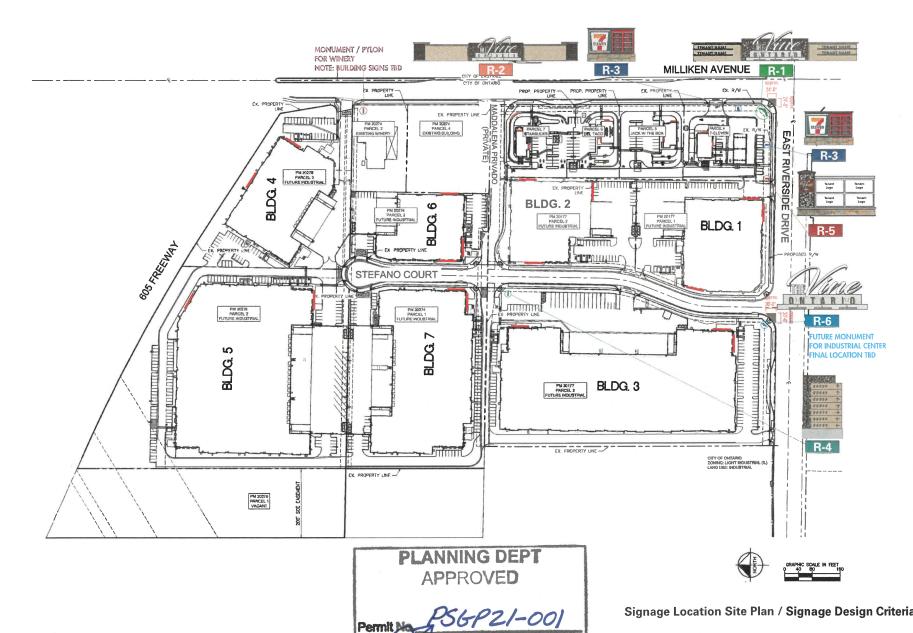
Pre-coated Duranodic Bronze

Lighting:

LED illuminated



Permanent Window and Door Signs Criteria/Signage Design Criteria 18



Signage Location Site Plan / Signage Design Criteria 19







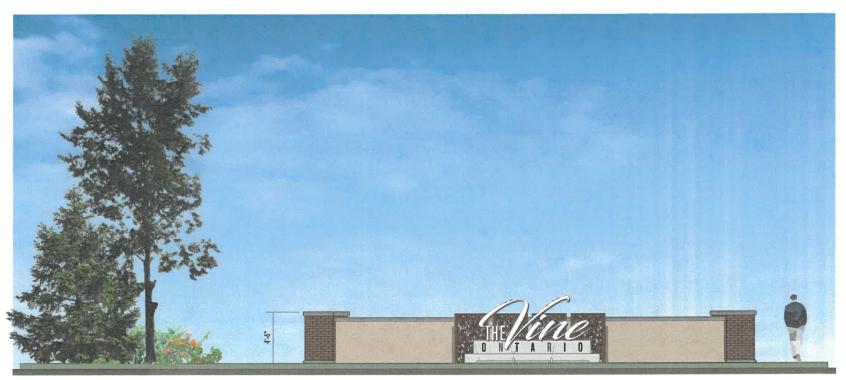




SCALE: 1/4" = 1'-0"

TENANT COPY: 8 1/2" H, BLACK, FRUTIGER LT 55 ROMAN





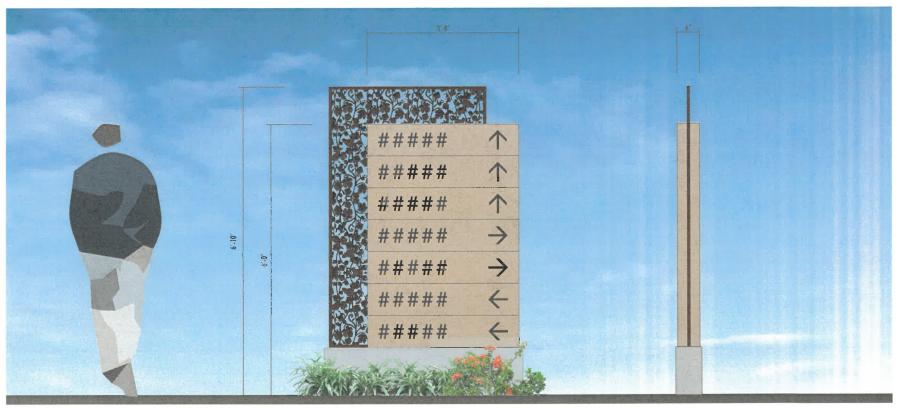
SCALE: 3/16" = 1'-0"





SCALE: 3/8" = 1'-0" FRONT ELEVATION SIDE ELEVATION REAR ELEVATION

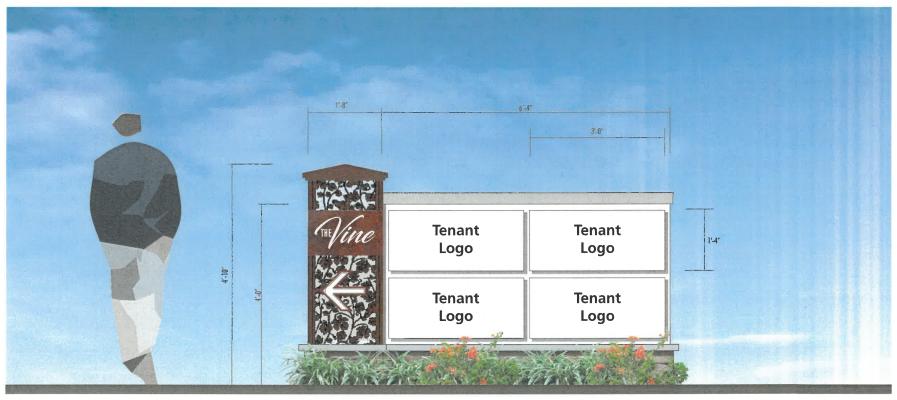




SCALE: 3/4" = 1'-0"

NON ILLUMINATED DIRECTIONAL FOR INDUSTRIAL TENANTS





SCALE: 3/4" = 1'-0"

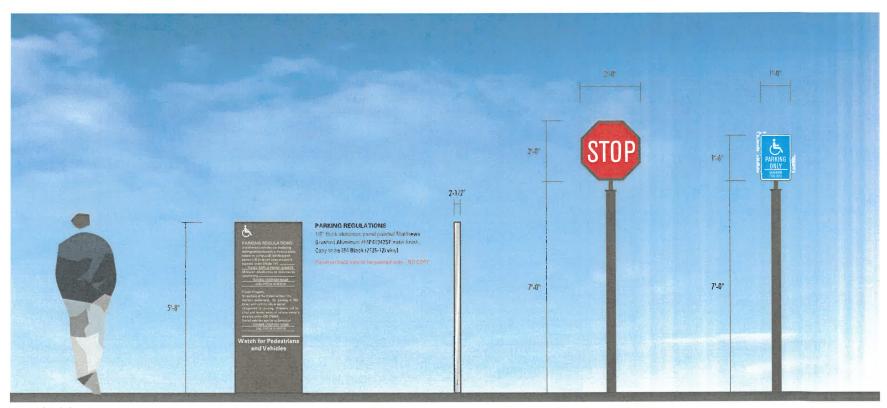
NOTE: EACH TENANT PANEL = 4 SQ. FT.





SCALE: 3/8" = 1'-0"





SCALE: 1/2" = 1'-0"