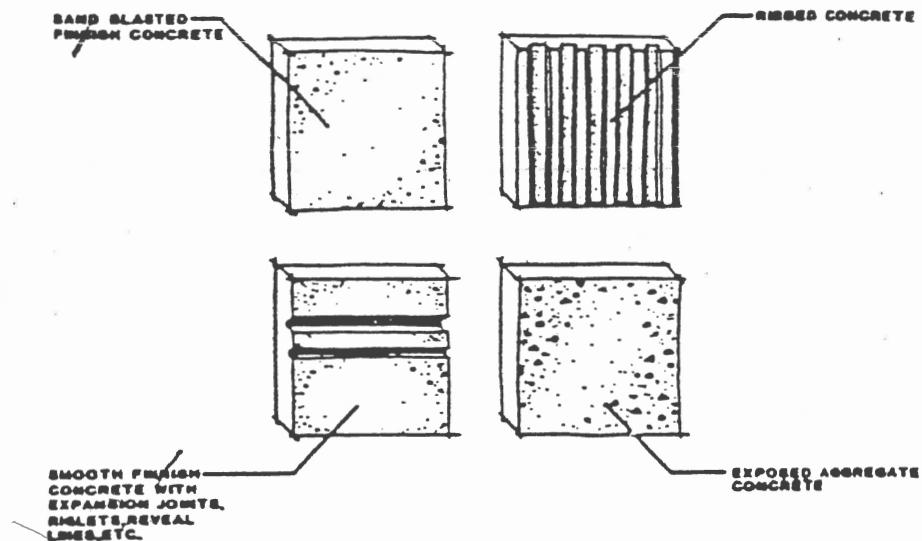


o Storage/Screen Walls: 8' to 12'



**EXAMPLES OF SCREENWALL TEXTURES**

**4.10 SIGN REGULATIONS**

**4.10.1 Permitted Signs**

Signs shall be used for identification, direction and establishing uniform sign regulation for the project area. The intent is to permit adequate signing while discouraging unnecessary and unsightly signs. All signage within each planning area shall conform to the sign standard matrix (Table 6).

**4.10.2 Sign Programs**

Sign programs shall be required and shall comply with the above criteria.

- o A Sign Program is intended to encourage creativity and innovativeness; expressing variety and diversity in design. At the same time, however, the program should foster the consistent application of materials and styles.
- o In addition to the requirements of this section, the application for a Sign Program shall be accompanied by the following documents:

-Coverage area: A map, drawn to scale, delineating the site proposed to be included within the Sign Program.

-Building elevation: Drawings and/or sketches indicating the exterior surface details of all structures on the site.

-Signing: Drawings of a uniform scale shall be used to indicate

the sign copy size, method and intensity of illumination, height, sign area and general location of all signs.

- o Applications for monument signs shall be accompanied by scale drawings indicating the size, materials, sign copy, colors, method and intensity of illumination, height, sign area and general location of all signs on the building site.

#### **4.10.3 Prohibited Signs**

- o Outdoor advertising signs
- o Outdoor advertising structures
- o Roof signs
- o Freestanding signs, except as provided in this text
- o Advertising devices and advertising displays
- o Rotating, revolving, flashing or moving signs
- o Banners
- o Flagpoles used for advertising
- o Vehicles or other signs or devices in the public right-of-way used as advertising devices or displays
- o Vehicles or other signs or devices not permitted by this section used as advertising devices or displays.

#### **4.10.4 General Requirements**

- o No freestanding sign or structure shall be permitted closer than five (5) feet from the property line.
- o Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving lighting or lights. In no event shall an illuminated sign or light device be so located or so directed as to permit the illumination to be directed upon a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.

### **4.11 SIGN DESIGN REGULATIONS**

#### **4.11.1 General Requirements**

Signs and other graphic devices should be used to take advantage in defining architectural scale, adding accent color, variety and character to buildings within the Specific Plan area. These Design Standards are based on the following characteristics of signs:

- o **CHARACTER** – The overall character of the signage should reflect a quality, industrial image ("high tech"), with a clean, uncluttered appearance.
- o **SIGN TYPE AND SIZE** – There are two basic types of identification signs allowed in the Fontana Gateway Specific Plan Area; wall and monument.

- o DESIGN AND CONFIGURATION – All signs, except traffic regulation signs, for each parcel will be designed as a single system of like materials and construction methods and shall follow these guidelines.

–Architectural Style. Each sign is to be designed to relate to the architectural style of the main building or buildings upon the site, and shall incorporate at least one of the predominantly visual design elements common or similar to all such buildings.

Each sign will be composed of one piece. It will have no moving parts. (See Graphics)

- o COLOR – All signs, except temporary signs, traffic regulating signs and logos, will have a maximum of two colors, one for the face, posts and base, and another for the lettering. A third color may be introduced for a complex with two or more buildings, when used in a consistent manner to distinguish buildings or phases. When a business name is in itself a business logo, it is exempt from color restrictions.

- o LETTERING STYLE – All lettering on all signs, except traffic regulating signs and corporate logos, will be of the same lettering style on each parcel. Clean, sleek, industrial oriented lettering such as italicized Helvetica shall be encouraged.

- o MATERIAL – All sign posts shall be of a permanent, quality construction of: aluminum, copper, brass or sheet metal; if painted, paint with a fade-resistant, durable, exterior finish; edges shall be eased with no visible welds; natural stone or concrete with free-standing letters or letters cast into sign are also allowed. Exposed bases shall have a smooth, durable, even architectural finish.

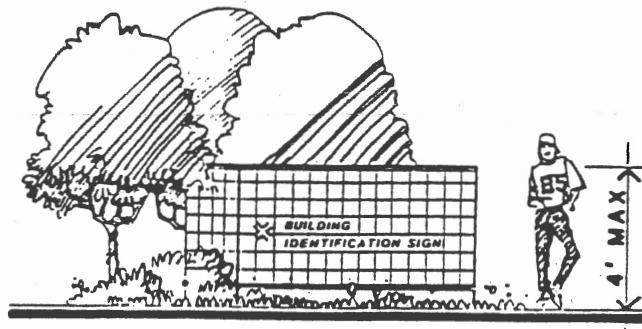
- o ILLUMINATION – Detached identification signs may be illuminated by continuous and uniform internal illumination, or ground lighting.

Identification wall signs may be illuminated by internal illumination (individual channel letters) provided that the color and intensity of such lighting appears as an integral part of the overall architectural and site concept.

No sign illumination should cast a glare which will be visible from any street or access drive.

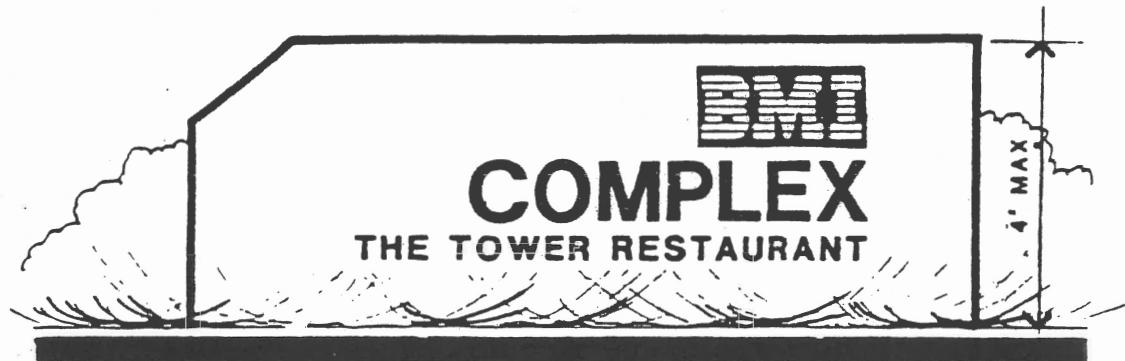
- o SETTING – Monument signs shall be integrated into the landscape. Turf berms and colorful accent plantings are encouraged to define and

enhance monument signage.



#### **4.11.2 Business Identification Monument Sign**

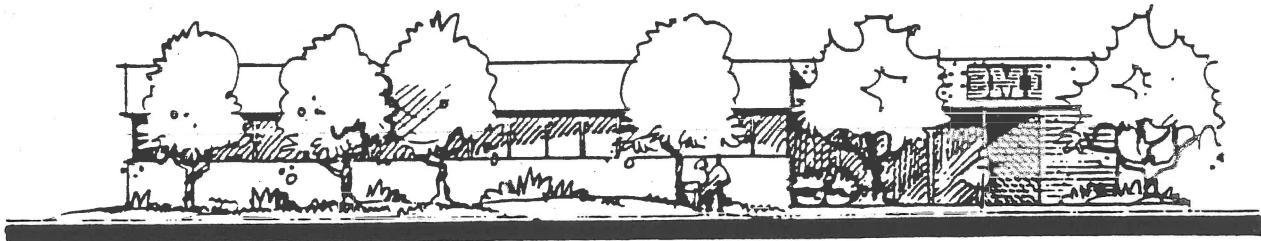
- o This sign identifies a single building or a cluster of buildings which is an entity. It may identify no more than one tenant in addition to the complex namesake (i.e. BMI Building and The Tower Restaurant.)



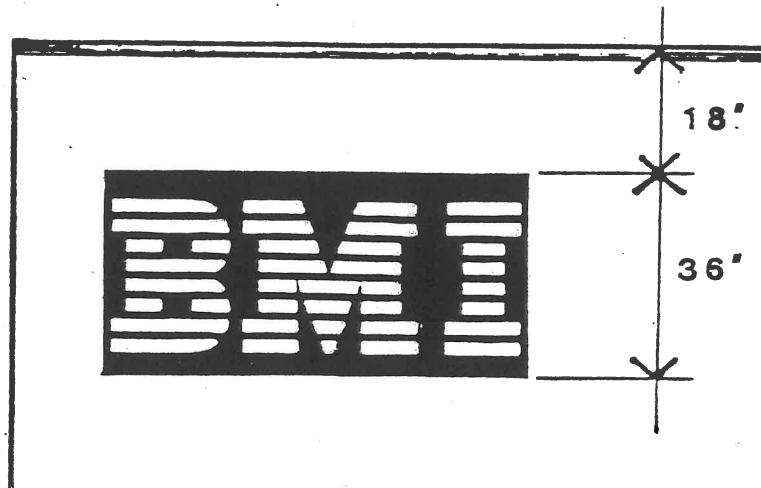
#### **4.11.3 Wall Signs (Building Mounted)**

- o A building mounted sign is limited to the display of the building name and addresses or the name and/or symbol (logo) of the tenant or business occupying the building, and the building address. No more than the name of one tenant or

the building name may be displayed, together with the building address.



- o Only the name and/or symbol in free standing individual channel type letters (no sign board or canned signs) or letters integral with the architecture style should be allowed. The symbol or logo and letters may be used. Symbols or logos, and names should be integral and proportional with the architecture and other building signage.



- o In no case may the top of the sign be closer to the roofline than one half the vertical dimension of the sign.

TABLE 6

1 OF 4

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	PLACEMENT FORM	MATERIAL	MESSAGE/LAYOUT	TYPE- COLOR	ILLUMINATION	LANDSCAPE	REMARKS	
											OGRAPHY	
BUSINESS IDENTIFICATION (MULTI-TENANT, SINGLE PARCEL)	WALL	ONE PER BUILDING NOT TO EXCEED TWO PER BUSINESS.	10% OF BUILDING FACE NOT TO EXCEED 100 SF.	SHALL NOT EXCEED ANY OF THE FOLLOWING: A. THE EAVE OF THE ROOF. B. THE PARAPET OF THE ROOF. C. 20 FEET.	INDIVIDUAL CHANNEL LETTERS.	METAL, ALUMINUM, FIBERGLASS, BRASS, ACRYLIC SHALL RELATE TO THE ARCHITECTURAL STYLE OF THE STRUCTURE.	IDENTIFICATION OF BUSINESS AND/OR BUSINESS LOGO, AND STREET ADDRESS ONLY.	STYLE MAY VARY.	INTERIOR LIT, INDIVIDUAL ILLUMINATED CHANNEL LETTERS.		WALL SIGNS SHALL BE LIMITED TO IDENTIFICATION OF BUSINESS AND TO BE PLACED ON BUILDINGS ONLY. NO WALL SIGN MAY BE PLACED ON OTHER STRUCTURES SUCH AS SILOS OR TOWERS. NO EXPOSED WIRING, BACKWALL, BALLASTS OR TRANSFORMERS.	
	MONUMENT	ONE PER BUSINESS ENTRY, NOT TO EXCEED TWO PER BUSINESS	50 SF OF EACH SIDE	4 FEET.  PERPENDICULAR TO THE STREET DRIVEWAY. MIN. 30' FROM DRIVEWAY. MIN. 5' FROM ROW ADJACENT TO ENTRY.	FREE-STANDING MONOLITH	POURED-IN-PLACE CONCRETE, TILE, STONE, MASONRY, SHALL RELATE TO THE ARCHITECTURAL STYLE OF THE STRUCTURE.	IDENTIFICATION OF BUSINESS AND/OR BUSINESS LOGO, AND STREET ADDRESS ONLY (MAY BE 2-SIDED).	STYLE MAY VARY.	GROUND LIT OR INTERIOR LIT, WITH INDIVIDUAL CHANNEL LETTERS.	INTEGRATED WITH BOARDING AND PLANT MATERIALS.		
BUSINESS IDENTIFICATION (MULTI-TENANT SITES)	WALL	ONE PER BUILDING NOT TO EXCEED TWO PER BUSINESS	10% OF CUMULATIVE BUILDING FACE NOT TO EXCEED 100 SF.	SHALL NOT EXCEED ANY OF THE FOLLOWING: A. THE EAVE OF THE ROOF. B. THE PARAPET OF THE ROOF. C. 10 FEET.	ADJACENT TO ENTRY.	INDIVIDUAL CHANNEL LETTERS OR WALL MOUNTED PLAQUES.	METAL, ALUMINUM, FIBERGLASS, BRASS, ACRYLIC, SHALL RELATE TO THE ARCHITECTURAL STYLE OF THE STRUCTURE.	WALL SIGNS SHALL IDENTIFY THE INDIVIDUAL BUSINESSES AND BE LOCATED AT THE MAIN PEDESTRIAN ENTRANCE AND STREET ADDRESS (MAY BE 2-SIDED).	ALL MULTI-TENANT SIGNS SHALL BE CONSISTENT IN TERMS OF BACKGROUND COLOR AND GRAPHIC COLOR.	STYLE MAY VARY.	INTERIOR, LIT INDIVIDUAL CHANNEL LETTERS.	A MONUMENT IDENTIFICATION SIGN MAY BE PERMITTED IN LIEU OF A BUSINESS DIRECTORY SIGN.

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	PLACEMENT FORM	MATERIAL	MESSAGE/LAYOUT	TYPE-COLOR	ILLUMINATION	LANDSCAPE	REMARKS		
											OGRAPHY		
	MONU-MENT	ONE PER STREET FRONTOAGE, NOT TO EXCEED TWO PER DEVELOPMENT.	50 SF EACH SIDE.	4 FEET.	PERPENDI-CULAR TO MIN. 20' DRIVEWAY, MIN. 5' FROM ROW.	FREE-STANDING MONOLITH	POURED-IN-PLACE CONCRETE, TILE, STONE, MASONRY, SHALL RELATE TO THE ARCHITECTURAL STYLE OF THE COMPLEX.	IDENTIFI-CATION OF INDIVIDUAL BUSINESSES AND STREET ADDRESS.	ALL MULTI-TENANT SHALL BE CONSISTENT.	STYLE MAY VARY.	GROUND LIT OR INTERIOR LIT WITH INDIVIDUAL CHANNEL LETTERS.	INTEGRATED WITH SOUNDING AND PLANT MATERIALS.	ONLY ONE MONU-MENT SIGN, OR BUSINESS DIRECTORY MONUMENT SIGN SHALL BE ALLOWED PER STREET FRONTOAGE.
	BUSI-NESS DIR-ECTORY	ONE PER PARKING AREA.	24 SF.	4 FEET.	THE BUSI-NESS DIR-ECTORY MONUMENT SIGN SHALL BE LOCATED IN THE PARKING AREA OF THE DEVELOPMENT.	FREE-STANDING MONOLITH	POURED-IN-PLACE CONCRETE, TILE, STONE, MASONRY, WOOD SHALL RELATE TO THE ARCHITECTURAL STYLE OF THE COMPLEX.	IDENTIFICATION OF INDIVIDUAL BUSINESSES.	ALL MULTI-TENANT SIGNS BE CONSISTENT	STYLE SHALL BE CONSISTENT IN TERMS OF TYPE FACE BACK-GROUND.	GROUND LIT OR INTERIOR ILLUMINATED.	INTEGRATED WITH SOUNDING AND PLANT MATERIALS.	THE BUSINESS DIRECTORY MONUMENT SIGN SHALL LIST ONLY THE ADDRESS AND THE OFF-SITE ACTIVITIES AND DIRECTIONAL MAP OR DIAGRAM.
SUPPORT COMMERCIAL	WALL	ONE PER BUILDING FACE NOT TO EXCEED 50 SF.	10% OF BUILDING FACE NOT TO EXCEED 50 SF.	SHALL NOT EXCEED ANY OF THE FOLLOWING: A. THE EAVE OF THE ROOF. B. THE PARAPET OF THE ROOF C. 30 FEET.		INDIVI-DUAL CHANNEL LETTERS.	METAL, ALUMINUM, FIBERGLASS, BRASS, ACRYLIC SHALL RELATE TO THE ARCHITECTURAL STYLE OF THE STRUCTURE.	IDENTIFICATION OF BUSINESS AND/OR BUSINESS LOGO, ONLY.	SHALL BE CONSISTENT WITH THE ENTIRE COMPLEX.	SHALL BE CONSIS-TENT WITH THE ENTIRE COMPLEX.	INTERIOR LIT, INDIVIDUAL CHANNEL LETTERS.		A COMBINATION OF MONUMENT AND WALL SIGNS MAY BE USED, HOWEVER, ONLY A MAXIMUM OF THREE SIGNS MAY BE USED TO IDENTIFY ANY ONE BUSINESS. A UNIFIED SYSTEM MUST BE APPROVED.
	MONU-MENT	ONE PER STREET FRONTOAGE, NOT TO EXCEED TWO PER DEVELOPMENT.	50 SF.	4 FEET.	PERPENDI-CULAR TO THE STREET, MIN. 20' FROM DRIVEWAY, MIN. 5' FROM ROW.	FREE-STANDING MONOLITH	POURED-IN-PLACE CONCRETE, TILE, STONE, MASONRY, SHALL RELATE TO THE ARCHITECTURE OF THE COMPLEX.	IDENTIFICATION OF BUSINESS AND/OR BUSINESS LOGO, ONLY.	SHALL BE CONSISTENT WITH THE WALL SIGNAGE (MAY BE 2-SIDED).	SHALL BE CONSISTENT WITH WALL SIGNAGE.	GROUND LIT OR INDIVIDUAL ILLUMINATED CHANNEL LETTERS.	INTEGRATED WITH SOUNDING AND PLANT MATERIALS.	WALL SIGNS ARE LIMITED TO BUSINESS IDENTIFICATION ONLY.

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	PLACEMENT FORM	MATERIAL	MESSAGE/LAYOUT	COLOR	TYPE-OGRAPHY	ILLUMINATION	LANDSCAPE	REMARKS
SERVICE STATION	WALL	ONE PER STREET FRONTAGE MAXIMUM OF TWO.	10% OF BUILDING FACE NOT TO EXCEED 50 SF.	SHALL NOT EXCEED ANY OF THE FOLLOWING:  A. THE RAFT OF THE ROOF.  B. THE PARAPET OF THE ROOF.  C. 20 FEET.		TRANSLUCENT FACE, VACUUM FORM PLASTIC, ACRYLIC, FIBERGLASS.	IDENTIFICATION OF COMPANY AND/OR LOGO, ONLY.	COMPANY LOGO.	COMPANY LOGO.	INTERIOR LIT.		A CENTER IS ONE IN WHICH BUSINESSES AND STRUCTURES ARE DESIGNED IN AN INTEGRATED AND INTERRELATED DEVELOPMENT. SUCH DESIGN IS INDEPENDENT OF THE NUMBER OF STORES, BUILDING LOTS, OR PARCELS MAKING UP THE CENTER.
	MONUMENT	ONE PER STREET FRONTAGE, NOT TO EXCEED TWO PER STATION.  A COMBINATION OF MONUMENT AND WALL MAY BE USED, BUT NO MORE THAN A TOTAL OF THREE SIGNS.	24 SF.	4 FEET.	PERPENDICULAR TO THE STREET, MIN. 20' FROM DRIVEWAY, MIN. 6' FROM ROW.	FREE-STANDING MONOLITH	TRANSLUCENT FACE, VACUUM FORM PLASTIC, ACRYLIC, FIBERGLASS.	IDENTIFICATION OF COMPANY AND/OR LOGO, ONLY.	COMPANY LOGO.	COMPANY LOGO.	INTERIOR LIT.	INTEGRATED WITH BUILDING AND PLANT MATERIALS.  ALL SHOPPING CENTERS SHALL DEVELOP A COORDINATED SIGN PROGRAM FOR ALL TENANTS AND USERS. THIS INCLUDES SIZE, COLOR, SIGN TYPE AND LOCATION.
SPECIAL SERVICE SIGNS	WALL/POLE	ONE PER EACH PUMP ISLAND, NOT TO EXCEED 4 PER STATION.	2 SF.	WALL/POLE OF THE CANOPY: 8 FEET.	MOUNTED ON WALL OR POLE CANOPY SUPPORT	METAL OR ALUMINUM.	SIGNS SHALL BE LIMITED TO SUCH ITEMS AS SELF-SERVE, FULL SERVE, AIR, WATER, CASH.	CONSISTENT WITH COMPANY LOGO COLORS.	CONSISTENT WITH COMPANY LOGO TYPEFACE.	SHALL BE NON-ILLUMINATED.		LIMITED VARIATION IS PERMITTED, SUCH AS INCORPORATING INDIVIDUAL LOGOS AS LONG AS THE REMAINING COMPONENTS OF THE PROGRAM REMAIN THE SAME.

CLASS	SIGN TYPE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	PLACEMENT FORM	MATERIAL	MESSAGE/LAYOUT	COLOR	TYPE-OGRAPHY	ILLUMINATION	LANDSCAPE	REMARKS
SPECIAL ADVERTISING	WINDOW	TWO PER STATION	4 SF.	6 FEET.	INTERIOR WINDOW FACE.		SPECIAL ADVERTISEMENT SHALL BE LIMITED TO ADVERTISING SPECIAL SALES OR SERVICE, ONLY.					
TEMPORARY SIGNS												
*SALE/LEASE			32 SF. (EXCL. BASE)	8 FEET. (10 FT. HORIZ.)								
*OWNER/DEVELOPER/ETC.			32 SF. (EXCL. BASE)	8 FEET. (10 FT. HORIZ.)								
*FUTURE CONSTRUCTION			23 SF. (EXCL. BASE)	8 FEET. (10 FT. HORIZ.)								
PUBLIC USE FACILITY			100 SF.	8 FEET.								
REAL ESTATE SIGNS	WALL OR POLE	4 PER SITE	60 SF.	10 FEET.	PARALLEL TO STREET, MINIMUM 30 FEET.	MONOLITH	WOOD.	FOR SALE OR LEASE INFORMATION.	CONSISTENT WITH SUB-ROUNDING IMPROVEMENTS		SHALL NOT BE ILLUMINATED.	