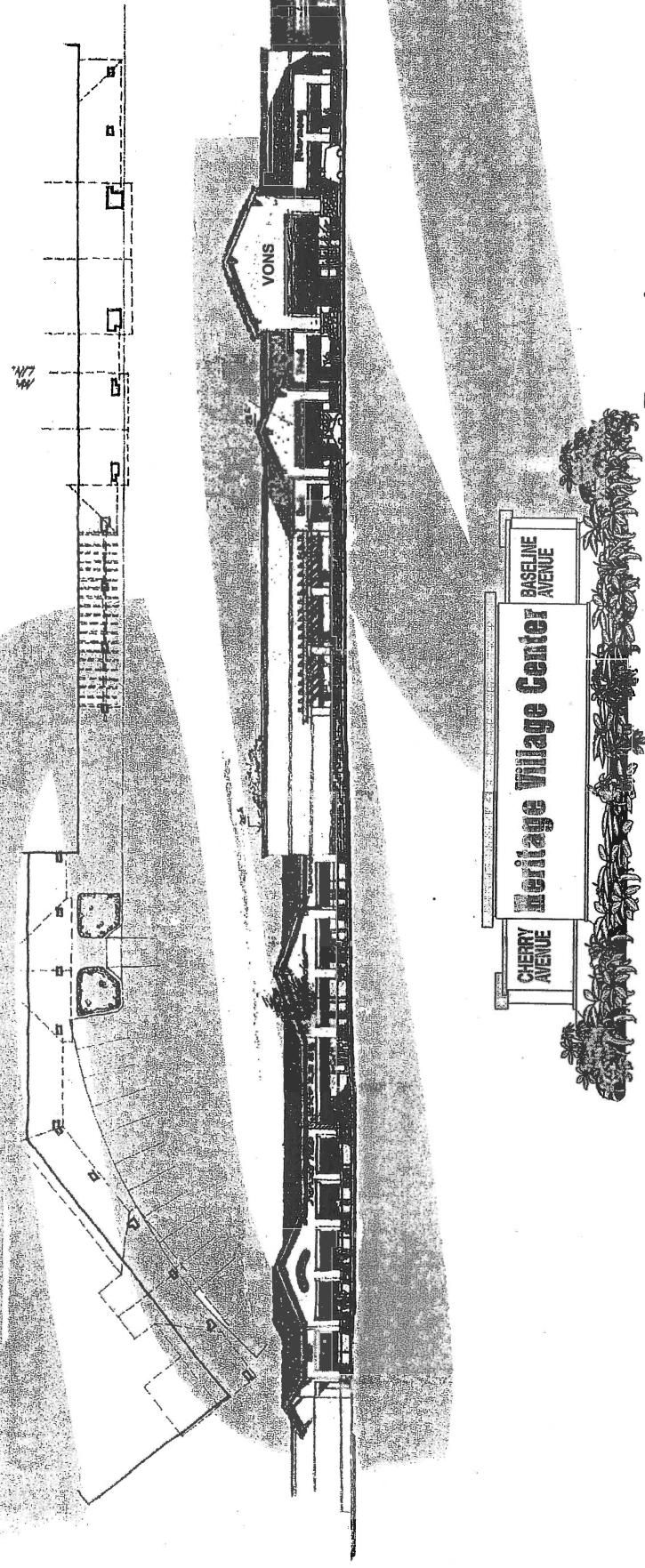


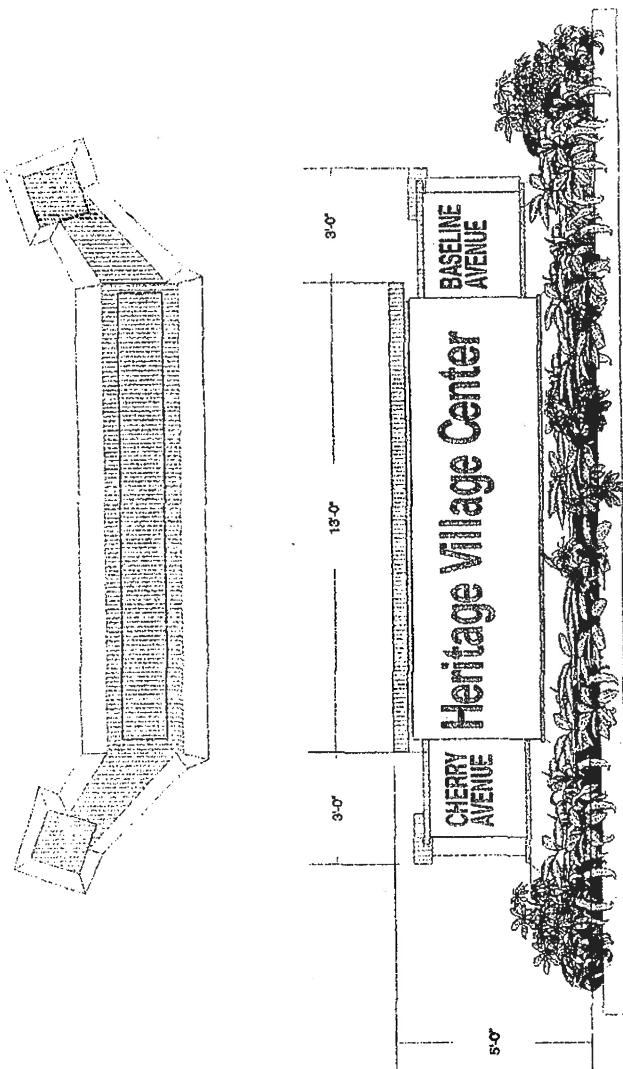
# Heritage Village Center

Baseline & Cherry Avenues, Fontana CA



Lewis Retail Centers  
a member of the Lewis group of companies

HERITAGE VILLAGE CENTER  
SIGNAGE CRITERIA



FRONT IDENTITY SIGN

SPECIFICATIONS:  
SUPERIOR CUSTOM FABRICATED INTERNALLY ILLUMINATED ALUMINUM MARK-10 CABINET  
WITH ITS EXCLUSIVE PATENTED SWING PIN HINGED FACE RETENTION SYSTEM  
FOR EASY SERVICE ACCESS TO LAMPS, BALLASTS AND WIRING.

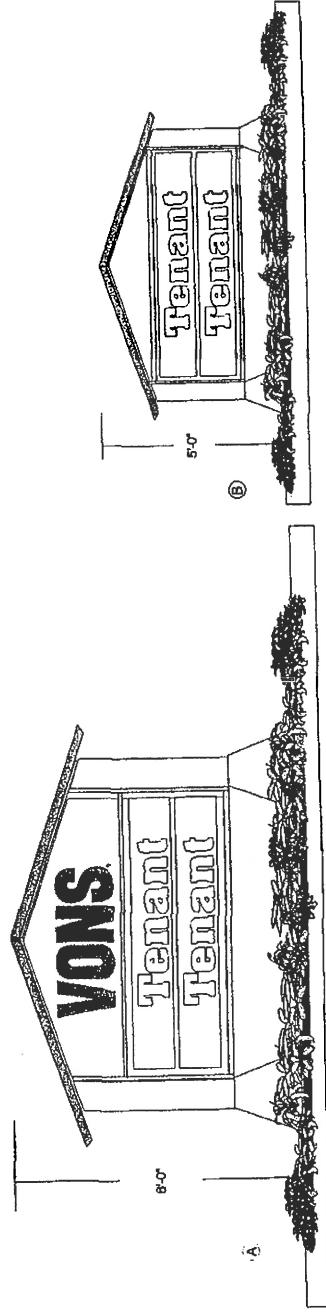
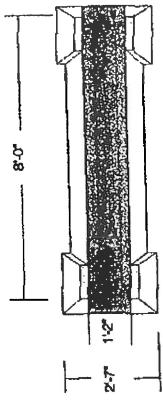
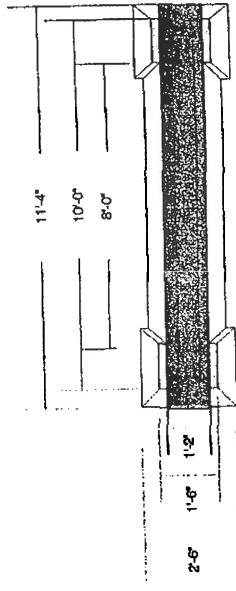
FACES TO BE ALUMINUM ROUTED OUT AND BACKED WITH ACRYLIC PLASTIC.

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Design No.	98-06-9123
Req. No.	
Revisions	
Customer Approval	
Project	LEWIS RETAIL
Address	HERITAGE MARKET PLACE FONTANA, CA
Contcted	GARY G. BAUER
Place Attn.	J.R.BLUE
Stale	AS NOTED
Date	6/1/98

PLEASE NOTE: ALL PRINTED COLORS ARE REPRESENTATIONS OF THE INDICATED SPECIFICATIONS, AND MAY NOT BE AN EXACT MATCH TO ACTUAL COLORS USED.
Revisions

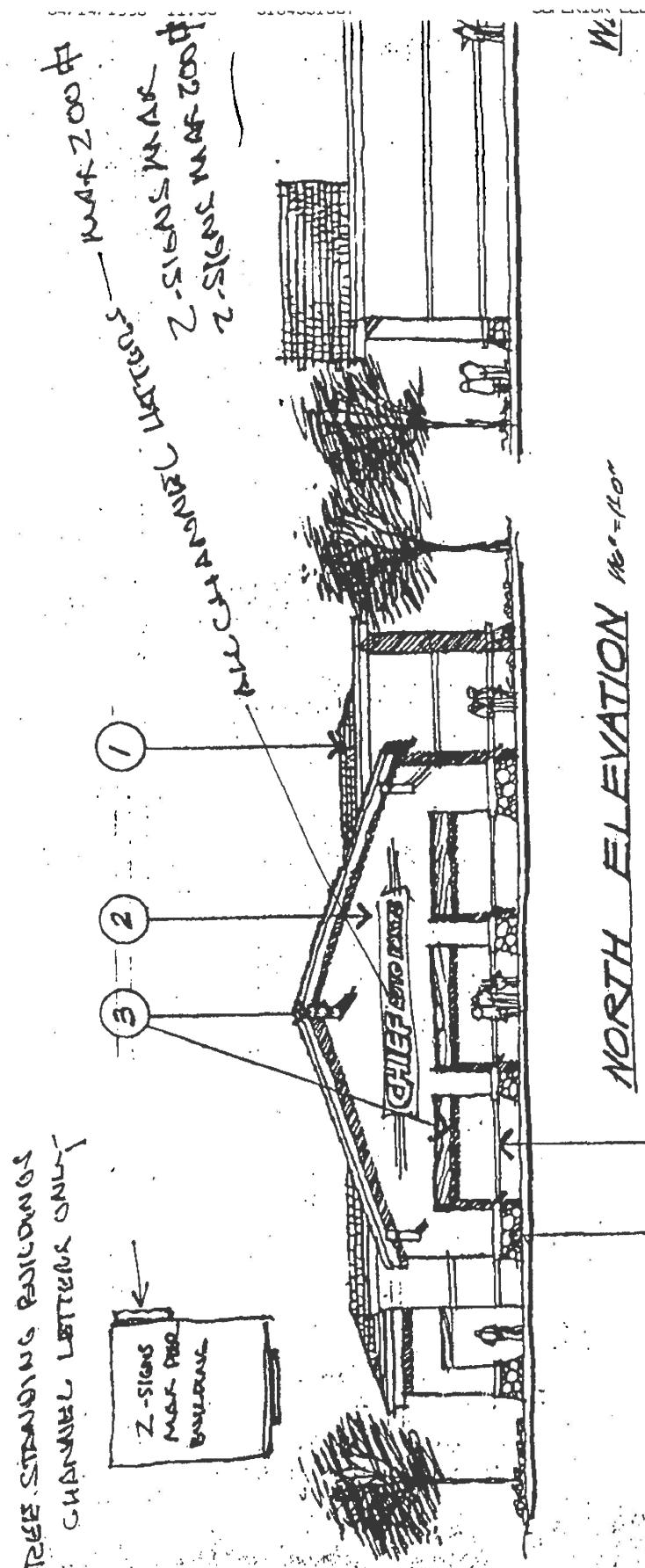


A: VONS'S MULTI TENANT SIGNS B: MULTITENANT MONUMENT SIGNS

SPECIFICATIONS:  
SUPERIOR'S CUSTOM FABRICATED INTERNALLY ILLUMINATED ALUMINUM MARK-10 CABINET  
WITH IT'S EXCLUSIVE PATENTED SWING PIN HINGED FACE RETENTION SYSTEM  
FOR EASY SERVICE ACCESS TO LAMPS, BALLASTS AND WIRING.

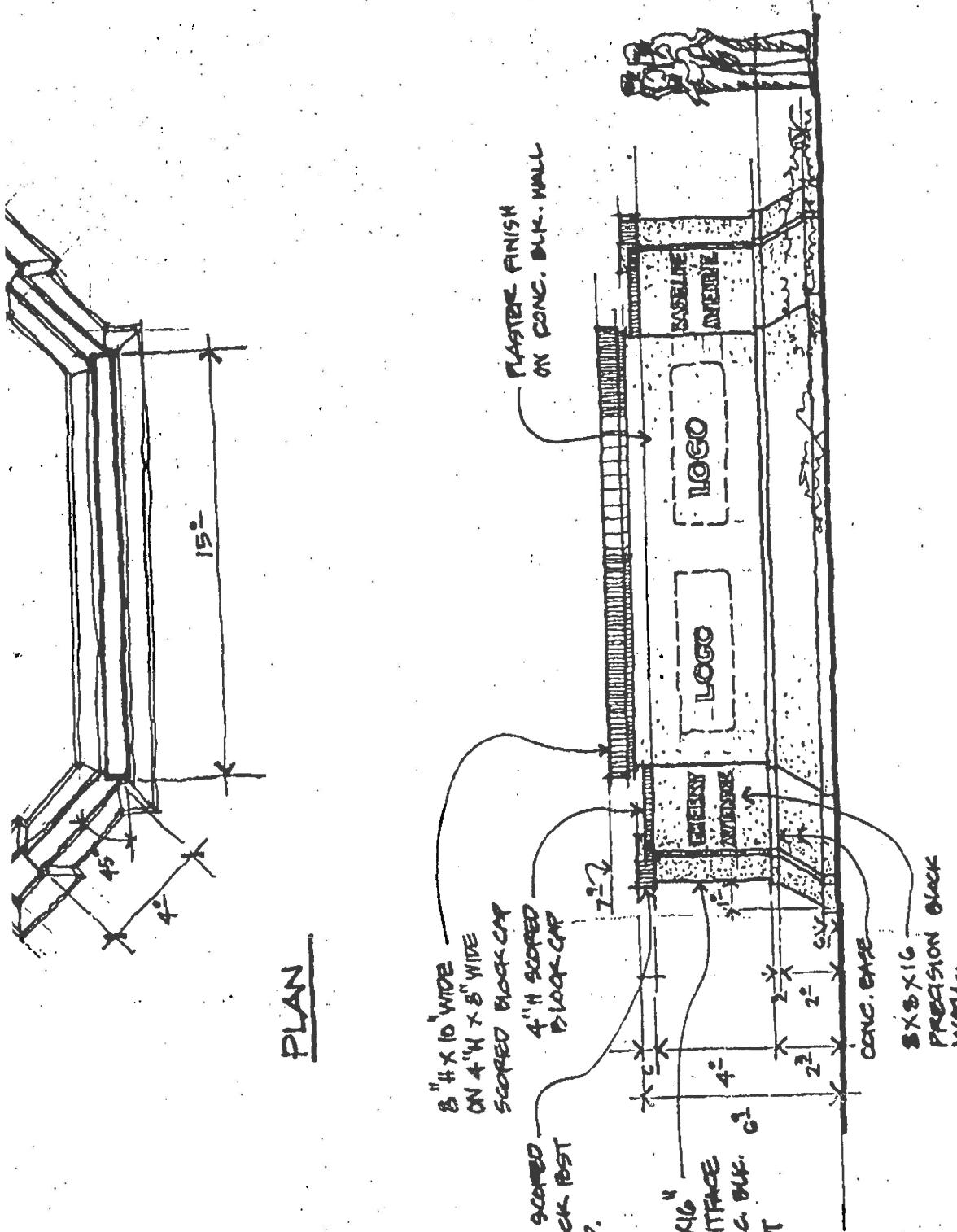
FACES TO BE ALUMINUM ROUTED OUT AND BACKED WITH ACRYLIC PLASTIC. INDIVIDUAL PANELS TO BE HELD IN PLACE WITH ALUMINUM "H" BAR.

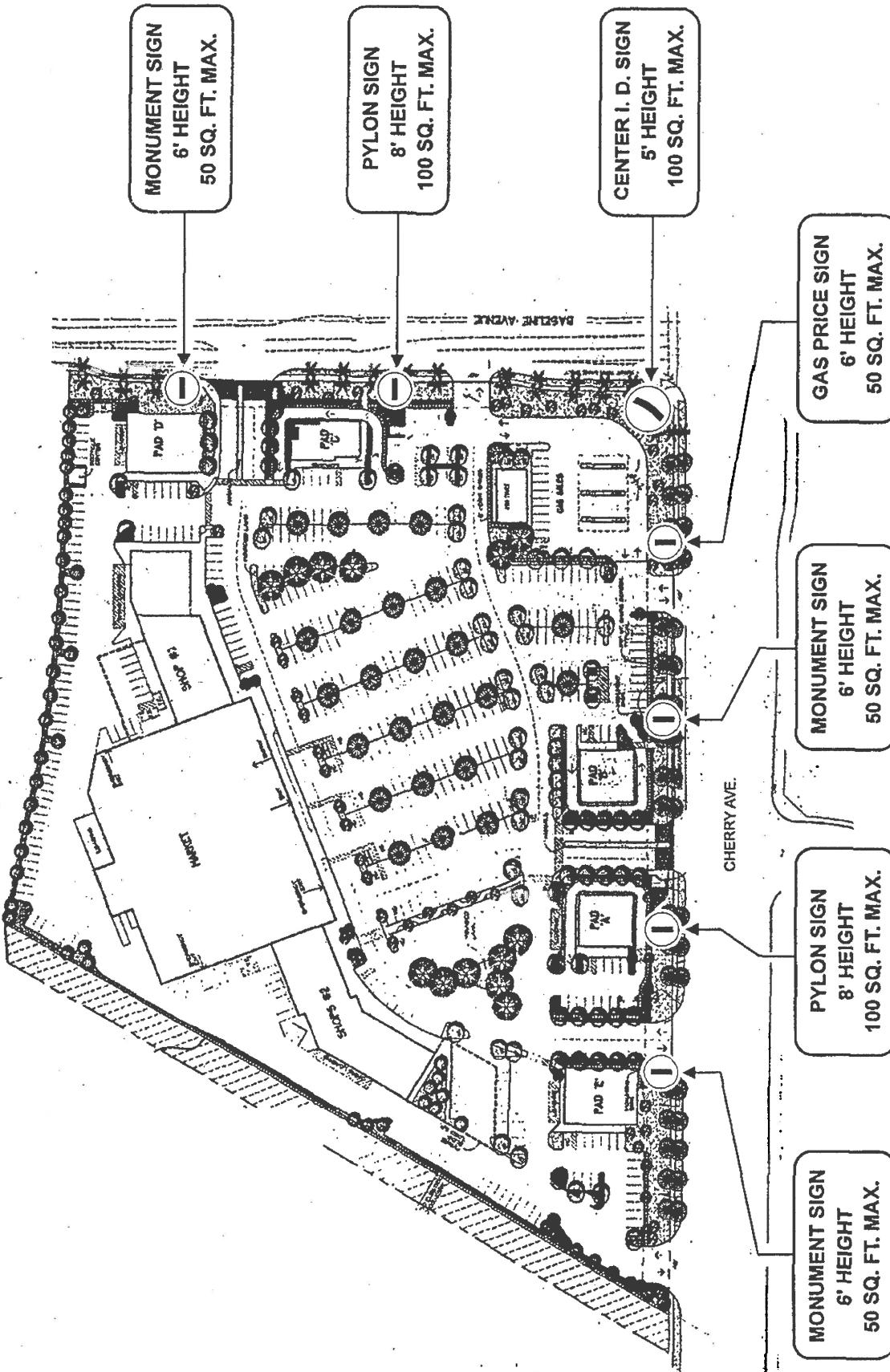
© 2000 Superior		Project: LEWIS RETAIL		Design No: 98-06-9123	
		Address: HERITAGE MARKET PLACE FONTANA, CA		Reg. No. _____	
		Contact: GARY G. BAUER		Phone: _____	
		Acct. No: J.R.BLUE		Designer: J.R.B.	
				Date: 6/1998	
				Scale: AS NOTED	
				Comments: Approved	
				Revisions: _____	
				PLEASE NOTE: ALL PRINTED COLORS ARE REPRESENTATIONS OF THE INDICATED SPECIFICATIONS, AND MAY NOT BE AN EXACT MATCH TO ACTUAL COLORS USED	



FRESE, STANDING POSITION  
CHANNEL LETTERS ONLY

Note: PAD 'E' EXTERIOR ELEVATION DESIGN TYPIC





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**superior**  
electrical advertising

662.983.1668  
662.436.1667 FAX  
1700 West Anaheim Street  
Long Beach, CA 90813-3186

Project LEWIS HOMES - FONTANA - CA  
Address SHOPPING CENTER FONTANA  
Contact \_\_\_\_\_  
Acct. Mgr. BOB DOOLEY  
Scale AS NOTED

Phone \_\_\_\_\_  
Designer CARLOS L.  
Date 4-15-98 Type CD7

CUSTOMER APPROVAL

PLEASE NOTE: ALL PRINTED COLORS ARE REPRESENTATIONS OF THE INDICATED SPECIFICATIONS, AND MAY NOT BE AN EXACT MATCH TO ACTUAL COLORS USED.

REVISIONS

Design No. 98-04-8963-00  
Reg. No.

BASELINE AVENUE

SIGNAGE CRITERIA  
HERITAGE VILLAGE CENTER  
BASELINE & CHERRY, FONTANA

DRS 99-92  
(Free Copy)

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**SIGNAGE CRITERIA  
HERITAGE VILLAGE CENTER  
BASELINE & CHERRY, FONTANA**

**I. GENERAL**

Signs are not only effective as store identification, but are a source of interest, excitement, and good advertising when designed with taste and in harmony with the design standards of the shopping center. The sign regulations herein have been established for the purpose of achieving the best possible effect for store identification and overall design, while allowing each Tenant creativity within the limits of their leasehold. Experience has proven that all stores in the Center benefit by the establishment of sign controls such as herein set forth.

**II. APPROVALS**

**A.** It is a mandatory requirement that the design and construction of Tenant's exterior signs receive written approval by Lewis Retail Centers prior to fabrication and installation, and for the purpose of this document from hereon to be known as "Landlord."

Landlord's approval shall be based on:

1. Conformity to the sign criteria established for the center, including the fabrication and method of installation.
2. Harmony and compatibility of the proposed sign with the design standards of "Heritage Village Center" and co-tenants.
3. Landlord has the specific right to refuse approval of any sign design which does not conform to the specific criteria set forth herein.

**B.** To secure Landlord's approval, Tenant agrees to conform to the following procedures:

1. Three (3) copies of the detailed sign design, one with a color swatch, submitted to Landlord at:

**LEWIS RETAIL CENTERS  
1156 N. Mountain Ave.  
P.O. Box 670  
Upland, CA 91785  
Attn: Commercial Construction and Project Management**

**C.** Unless Landlord has received the required three (3) copies of a detailed sign design as set forth above, Landlord will not approve Tenant's exterior signage.

All sign designs and specifications are to be prepared by a reputable licensed sign contractor. The sign drawings must indicate the following information:

1. A scaled storefront drawing reflecting the proposed sign design and all dimensions, as it relates to the storefront elevation and rear or side elevation of Tenant's building.
2. A plot plan and elevation indicating the exact location of each Tenant's sign as it relates to the building.
3. A detailed thorough section of the sign and building fascia to show its construction and method of attachment.
4. All Plexiglas colors, paint finish colors with color swatch and material specifications.
5. Neon tubing sizes, colors, and intensity.

**D.** All drawings marked "Disapproved" or "Approved as Noted" must be re-submitted as here and above set forth in paragraph "B" with the required corrections. Tenant or its sign contractor will not be permitted to commence installation of any exterior sign, unless the following conditions are met:

1. A stamped set of the final sign drawings reflecting Landlord's approval are received and retained on Tenant's premises at all times during the installation of sign or signs for a period of thirty (30) days thereafter.

## HERITAGE VILLAGE CENTER

2. No sign shall be installed until a design review *Sign Application* is approved by the City of Fontana Planning Division and permits from the City of Fontana Building and Safety Department have been secured by the sign contractor.

### III. GENERAL SIGN CRITERIA AND RESTRICTIONS

#### MAJOR TENANTS: (over 40,000 sq. ft.)

- A. Quantity: Front Elevation – One (1) set of signing, including typical logo type identification, Signage and typical secondary identification.
- B. Size: Total combined signing area for each major tenant shall not exceed 200 square feet. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
- C. Tenants with more than one street frontage may apply to Landlord for signing an additional building elevation subject to the requirements of item B.
- D. Location: Landlord shall reasonably approve location of major Tenant signs which shall be in keeping with the architectural design of the building and center.
- E. Maximum height of letters major anchor Tenant five (5) feet.

#### IN LINE SHOPS: (0 to 39,999 sq. ft.)

- A. Each tenant shall be permitted a maximum of one (1) illuminated channel letter sign on the front elevation. Signs to be located only within the space and the surface specifically provided for same on the building in accordance with the requirements of the Landlord.
- B. The total aggregate sign area for such signs shall not exceed one hundred (100) square feet for each such use. Sign area shall be centered vertically and horizontally on the front fascia of Tenant's building. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
- C. Maximum height of sign is twenty four (24) inches for single line and thirty (30) inches for double line.

#### PAD TENANTS: Single User

- A. Each single user pad tenant shall be permitted a maximum of three (3) illuminated channel letter signs, one (1) on the front elevation, one (1) on the side, and one (1) on the rear elevation or as approved by Landlord. Signs to be located only within the space and surface specifically provided for same on the building in accordance with the requirements of the Landlord.
- B. All channel letter signs mounted on the front, side, or rear elevation of Tenant's leasehold premises shall not exceed one hundred (100) square feet of the total allowable sign area for such use. Total combined length of signage shall not exceed 70% of building frontage per street frontage.
- C. Maximum height of sign is twenty four (24) inches for single line and thirty (30) inches for double line.

#### PAD TENANTS: Multi User

- A. Each multi user pad Tenant shall be permitted a maximum of two (2) illuminated channel letter signs, one (1) the front elevation and one on the side or rear elevation or as approved by Landlord. Signs to be located only within the space and the surface specifically provided for same on the building in accordance with the requirements of the Landlord.
- B. All channel letter signs mounted on the front, side, or rear elevation of Tenant's leasehold premises shall not exceed one hundred (100) square feet of the total allowable sign area for such use. Total combined length of signage shall not exceed 70% of building frontage per street frontage.
- C. Maximum height Maximum height of sign is twenty four (24) inches for single line and thirty (30) inches for double line.

#### MONUMENT SIGNS

- 1.1 Description: Project developer shall erect four (4) internally illuminated multi-tenant monument signs.
- 1.2 Size: Height shall not exceed 5'-0" overall. Signage area shall not exceed forty (40) square feet in size.
- 1.3 Location: Monument signs to be placed on both bordering streets as per attached plot plan.
- 1.4 Each pad Tenant shall be allowed space on a monument sign subject to Landlord approval. Actual tenant panel placement to be negotiated between Landlord and Tenant.

## HERITAGE VILLAGE CENTER

### MAJOR ANCHOR / MULTI-TENANT PYLON IDENTIFICATION SIGNS

- 2.1 Description: Project developer shall erect two internally illuminated major anchor/multi-tenant pylon identification signs.
- 2.2 Size: Height shall not exceed 8' -0" overall. Signage area shall not exceed eighty (80) square feet in size.
- 2.3 Location: Pylon signs to be placed on both major center entrances as per attached plot plan.
- 2.4 Major anchor Tenant to be allowed top Tenant panel of both signs
- 2.5 Inline Tenants shall be allowed space on a pylon sign subject to Landlord approval. Actual tenant panel placement to be negotiated between Landlord and Tenant.

### CENTER ADDRESS IDENTIFICATION SIGN

- 3.1 Description: Project developer shall erect one (1) internally illuminated center address identification sign.
- 3.2 Size: Height shall not exceed 5' -0" overall. Signage area shall not exceed one hundred (100) square feet in size.
- 3.3 Location: Signs to be placed on intersection of bordering streets as per attached plot plan.
- 3.4 Sign to display center name "Heritage Village Center" on center section and street names "Cherry Avenue" and "Baseline Avenue" on outside wings.

### GENERAL SIGN SPECIFICATIONS

- 4.1 The advertising or information content on the sign shall be limited to letters designating the store name and established trade logo as registered with the appropriate State or Federal authority and as set forth in signed lease documents between Tenant and Landlord.
- 4.2 All letters shall be Channel Letters with face colors and type styles subject to Landlord's approval. In the event the Tenant does not have an established exterior sign identity, the Landlord recommends that the lettering style be designed by the sign contractor to reflect an acceptable letter style. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.
- 4.3 Logo plaques used in conjunction with individual letters will be considered a part of the sign area, and are subject to Landlord's approval.
- 4.4 The Tenant shall pay for all signs, their installation, (including final connection, transformers, and all other labor and materials) and maintenance. Tenant sign contractor must file, pay for, and obtain any licenses, permits, and variances as required for sign installation by the City of Fontana.
- 4.5 Each Tenant or its sign contractor shall be responsible for the repair of any damage to the building caused by the installation of said Tenant's sign. Only state licensed sign contractors shall perform sign installations.
- 4.6 Each Tenant shall be responsible for the performance of its sign contractor.
- 4.7 Tenant shall be responsible for removal of his sign within thirty (30) days after vacating the site. Removal of the sign shall include the repair and restoration of the wall surface back to the original condition, and must undergo final inspection sign off by Landlord.
- 4.8 Individual shop address numerals will be installed by the Landlord.
- 4.9 Each occupant shall be responsible for keeping all signage or graphics on its premises in a state of good repair, in the sole judgement of Landlord. Landlord shall inform occupant, in writing, of non-compliance with the sign criteria. Remedy of specified non-acceptance condition(s) shall be made by occupant within thirty (30) days from receipt of such written notification.

## IV. FABRICATION AND INSTALLATION OF ILLUMINATED CHANNEL LETTERS

### A. The fabrication and installation of all signs shall be subject to the following restrictions:

1. All channel letters are to be fabricated .050 to .125 aluminum sheet. Letters must be fabricated of welded or stapled aluminum with aluminum backs. No pop-riveted letters shall be allowed. Channelume, Channel Classic, and Channel Letter edge type letters will not be permitted due to the rapid deterioration factor (no exceptions).
2. Letter faces shall be a minimum of 1/8" thick, flat surface colored Plexiglas as manufactured by Rohm & Haas or approved equivalent. Colors are subject to Landlord approval.
3. Retainer trimcap shall be  $\frac{3}{4}$ " "Plasco" brand medium bronze trimcap edge, unless otherwise approved by Landlord. Retaining screws shall be #7 x 3/8" Phillip type sheet metal screws. All trimcap retaining screws must be painted to match trimcap color. Five inch (5") deep letter returns shall be painted a minimum of two (2) coats of "Du Pont" medium bronze Century acrylic enamel as manufactured by Du Pont, unless otherwise approved by the Landlord.
4. Neon tubing will be 13 to 15 mm, 4" on center or less.
5. Normal power 30 MA factor transformers shall be used.
6. PK: Housings, Hage, or other approved connectors shall be used for all neon tube system. Letters shall be UL labels.

## HERITAGE VILLAGE CENTER

7. All sign letters shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
8. No exposed incandescent or fluorescent lamps will be permitted. All exposed neon must be approved by Landlord and City Building Department.
9. All penetrations of the building structure required for sign installation shall be sealed a watertight condition.
10. No sign company labels will be permitted on the exposed surfaces of signs except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location on first letter only.
11. All channel letters must have a 3/16" diameter drain hole at bottom of every letter. All signs shall be fabricated and installed with UL approval in compliance with all applicable building and electrical codes.
12. The Landlord shall be responsible for providing primary electrical service terminations to the signage area on the rear side of the fascia wall.
13. All signs shall conceal all necessary wiring, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
14. It is the responsibility of the Tenant's sign contractor to verify all conduit, transformer locations and point of service prior to fabrication.

### V. NON-CONFORMANCE

- A. No field installation changes are permitted without first notifying Landlord in writing. If in the event any sign is changed as to placement and location which differs from plan, sign company will be responsible to repair and relocate sign to proper placement at sign company's expense.
- B. Any sign that is installed by Tenant which is not in conformance to approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct said sign at Tenant's expense.

### VI. PROHIBITED SIGNS

1. NO BOX-TYPE SIGNS WILL BE PERMITTED EXCEPT FOR STATE OR FEDERALLY REGISTERED LOGO'S APPROVED BY LANDLORD. No animated, flashing or audible signs will be allowed. No exposed lamps will be permitted.
2. No signs will be permitted on any Roof Tops, Awnings or other areas not intended for sign installations.
3. No temporary signs of any nature will be accepted without prior written approval by the Landlord and the City of Fontana.
4. SIGNS ON DOORS, WINDOWS, OR FIRE ESCAPES  
No window signs will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs, as required by code or ordinance.
5. ANIMATED, AUDIBLE , OR MOVING SIGNS  
Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating, or otherwise animated light are prohibited.
6. VEHICLE SIGNS  
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of service from such vehicles, is prohibited.
7. LIGHT BULB STRINGS AND EXPOSED TUBING  
External 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.
8. NO BANNERS, PENNANTS OR BALLOONS USED FOR ADVERTISING PURPOSES  
No flags, banners, or pennants, or a combination of same may be permitted except as approved by Landlord and City approval.

## DIVISION 1. GENERALLY

### **Sec. 3-81. Purposes of article.**

The city recognizes the need for signs as a means to identify businesses within the community. The city finds that signing is an important design element of the physical environment and an important aspect of business communication. The city is committed to preserving and improving its appearance and is striving to provide an economically stable and visually attractive community through site planning, building design, landscaping and signing. As a planned architectural feature, a sign can be pleasing and can harmonize with the physical character of its environment. The city finds that some signs detract from the city's aesthetic value and have the result of decreasing property values. The city finds further, that some signs present a hazard to both pedestrians and motorists. The city is committed to eliminating this hazard, to preserving and improving the city's aesthetic value, and to preserving and maintain the property values of parcels located within the city.

### **Sec. 3-82. Definitions.**

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

*Abandoned sign.* A sign is abandoned where for a period of 90 days or more, there is no sign copy appearing on the sign or where the establishment to which the sign is attached has ceased operation and where it is clear that the sign has been forsaken or deserted.

*Animated signs.* Signs designed to attract attention through movement or the semblance of movement of the whole or any part.

*Area of a sign.* The entire area within a single continuous perimeter composed of squares or rectangles that enclose the extreme limits of writing, representation, emblem, or any figure of similar character, with any frame, background area of sign, structural trim, or other material or color forming an integral part of the display or used to differentiate such signs from the background against which it is placed. If a sign is designed with more than one exterior surface, the area shall be computed as including only the maximum single display surface that is visible from any ground position at one time. The supports or uprights on which any such sign is supported shall not be included in determining the sign area unless such supports or uprights are designed in such a manner as to form an integral background of the display.

Ordinance No. 1240

*Awning signs.* A sign painted or printed on the exterior surface of an awning. An alternative to a wall sign, permitted as a wall sign.

*Banner.* A fabric, fabric-like, or paper material on which an advertising message is painted or otherwise affixed.

*Commercial complex.* Any group of three or more commercial uses on a parcel or combination of parcels which are generally served either by common access or common parking.

*Commercial speech.* Any message, the prevailing thrust of which is to propose a commercial transaction.

*Contour sign.* A cabinet sign where the outline of the cabinet follows the outline of the letters.

*Directional signs.* Signs which contain any of the following words: "Entrance," "enter," "out," "one-way" or other similar words, or words which contain non-flashing arrows or other characters indicating traffic direction.

*Electronic message signs.* Signs having the capability of presenting variable message displays, including time and temperature, by projecting an electronically controlled light pattern against a contrasting background and which can be programmed to change the message display periodically.

*Face of building.* The wall of a building fronting on a street, excluding any appurtenances, such as projecting fins, columns, pilasters, canopies, marquees, showcases or decorations, but including any required parapet wall.

*Flag.* A device, generally made of flexible materials, usually cloth, paper or plastic, usually used as a symbol of a government, school, religion, etc. It may or may not contain any copy.

*Flashing signs.* Lighted signs which in whole or in part disappear and reappear at periodic intervals, or are intermittently on and off.

*Frontage.* The length of a lot along a street or other principal public thoroughfare, but not including such length along an alley, railroad or freeway.

*Height of signs.* The distance from the average ground level immediately surrounding the base of the sign to the top of its highest element, including any structural or architectural element.

*Hospital or medical center complex.* Any group of medical or hospital

Ordinance No. 1240

buildings under single ownership on a parcel or combination of parcels that contain a minimum of 20 acres or more.

*Industrial complex.* Any group of three or more industrial uses on a parcel or combination of parcels which are generally served either by common access or common parking.

*Line of sight.* The point of visibility from the street to an object, e.g. sign. The longer the line of sight, the further the sign is visible from the street.

*Logo.* Logo means any symbol or any combination thereof adopted and used by an individual or corporation to identify goods made or sold or services rendered by an individual or corporation and to distinguish them from goods made or sold or services rendered by others and that is Nationally or State of California registered.

*Major tenant.* A single tenant occupying an area of 20,000 to 50,000 square feet in a commercial complex.

*Monument signs.* Signs with an overall height of four feet or less, standing directly on the ground or on a base or where supporting poles or structures are enclosed by decorative covers. A decorative frame as required by this code will not be included in determining the sign area.

*Noncommercial speech.* Any message which is not determined to be commercial speech as defined herein.

*Office complex.* Any group of three or more office uses on a parcel or combination of parcels which are generally served either by common access or common parking.

*Offsite signs.* Signs which advertise or inform in any manner businesses, services, goods, persons or events at some location other than that upon which the signs are located.

*Painted signs.* Signs painted on the exterior surface of a building or structure.

*Pennant.* A device generally made of flexible materials, usually cloth, paper or plastic.

*Pylon signs.* Signs with an overall height exceeding four feet and having one or more decorative supports permanently attached directly into or upon the ground.

Ordinance No. 1240

*Political signs.* Political signs are signs setting forth a political message with respect to an upcoming federal, state or local governmental election.

*Portable signs.* Signs not designed to be attached to a building or anchored to the ground, including "A" boards, sandwich signs and signs attached to a fence or wall.

*Primary tenant.* A single tenant occupying an area more than 50,000 square feet in a commercial complex.

*Real estate signs.* All signs and sign structures relating to the sale, lease or other disposition of the real property on which the signs are located and which are temporary in nature.

*Shopping center.* The same as commercial complex.

*Sign.* Any card, cloth, plastic, paper, metal or other material or painted character visible from outside of a structure for advertising purposes, mounted to the ground or any tree, building, wall, bush, rock, fence or structure, whether privately or publicly owned. Sign means any graphic announcement, declaration, demonstration, display, illustration, insignia or object used to advertise or promote the interest of any person or business when the sign is placed out-of-doors in view of the general public.

*Submajor tenant.* A single tenant occupying an area of 10,000 to 20,000 square feet in a commercial complex.

*Window area.* Window area shall be computed by calculating each window pane or panel. The area shall be separate for each building face and for each window. A group of window panes or panels may be considered one window if they are adjoining on the building face and are less than six inches apart.

**Sec. 3-83. Duty of Community Development Director.**

It shall be the duty of the Community Development Director or his/her designee to enforce all of the provisions of this article.

**Sec. 3-84. Sign permit - Required.**

No sign shall hereafter be erected, re-erected, constructed or altered except as provided by this article and until a permit for the sign has been issued by the Community Development Department. Where signs are illuminated by lighting, either internally or externally, a separate electrical permit shall be obtained.

height.

- e). One unlighted sign per entrance or exit, not to exceed two square feet, may be placed on or at the rear of the building for service and delivery purposes.

**Sec. 3-114. C-1 local, C-2 community, and C-3 general commercial zones.**

- (a) The following regulations shall be applicable to uses constructed or maintained in the C-1 local, C-2 community and C-3 general commercial zones.
- (b) Signs specifically permitted for commercial uses located within a commercial complex include:
  - (1) Wall signs.
    - a. One wall sign is permitted on each wall face fronting on a dedicated street or parking lot.
    - b. Sign area shall in no event exceed one square foot of sign for each linear foot of building frontage and shall not exceed 100 square feet per sign.
    - c. Maximum height of letters:
      - 1. Primary tenant - 5 feet.
      - 2. Major tenant - 4 feet.
      - 3. Submajor tenant - 3 feet.
      - 4. Tenant - 24 inches.
    - d. Corporate/national logos registered with the State of California are permitted to a maximum height of five feet. However, both the logo and/or letter height may be increased in size with the approval of a Conditional Use Permit and must meet the following criteria:
      - 1. The elevation of the street in relation to the elevation of the abutting property justifies the height requested, and is the minimum necessary.
      - 2. The use identified, as well as its type, size and intensity, justifies the increased size of the logo and/or letters requested.

3. The needs of the traveling public and the use justifies the increased size requested.
- e. Channel letters are required.
- f. Contoured cabinet signs are permitted.

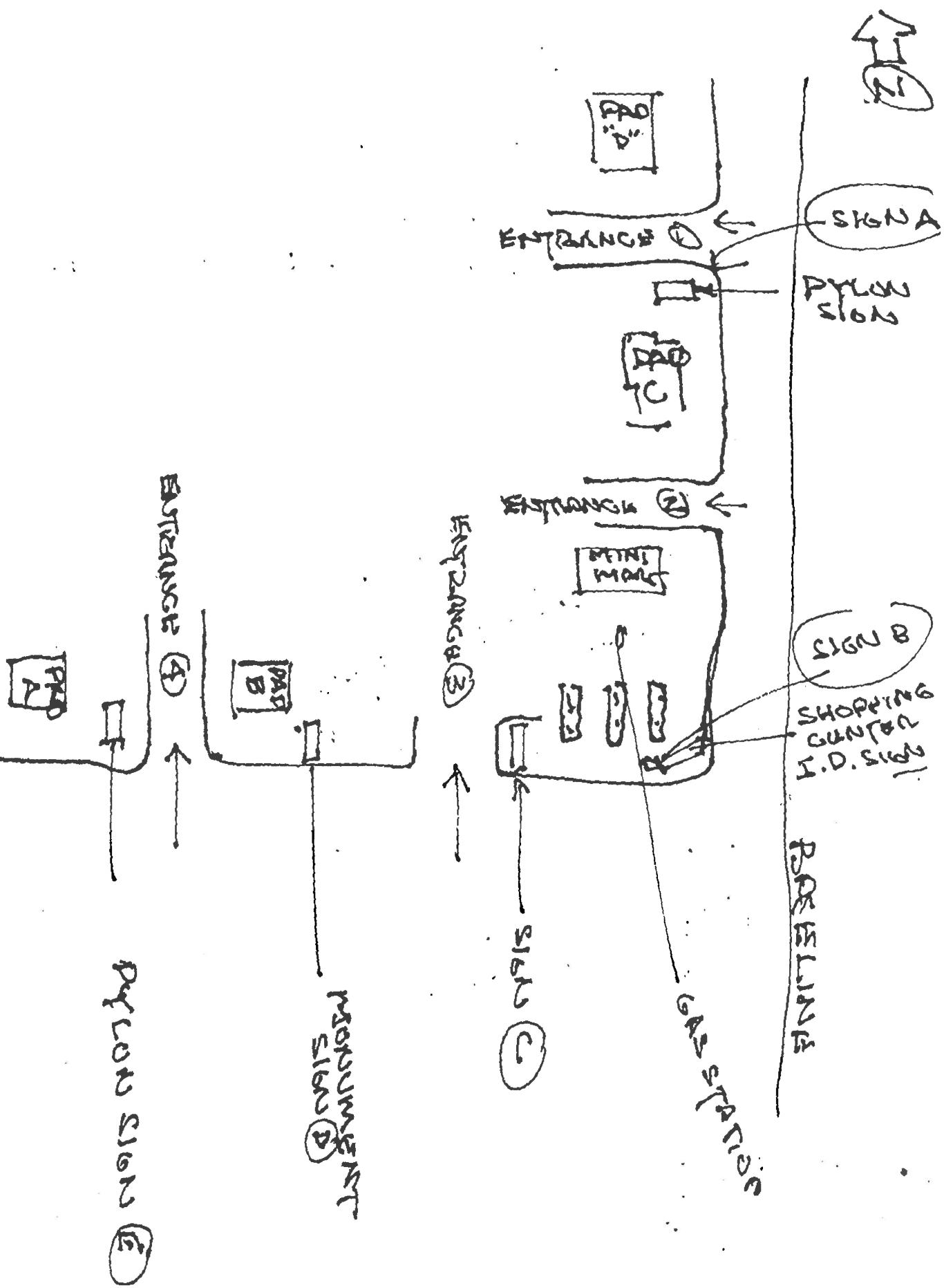
(2) *Monument signs.* One monument sign not to exceed 30 square feet in sign area which may be permitted to identify separate businesses or uses in the commercial complex. The monument sign structure shall not exceed four feet in height. The monument sign can not impede line of sight of vehicles and must be placed 5 feet behind the sidewalk and 20 feet away from any point of egress and ingress, with the exception of Sierra Avenue, south of Foothill Boulevard, which will permit monument signs to be placed up to the edge of the sidewalk. Additional monument signs may be permitted on parcels having more than one frontage, and the signs are located at least 200 feet apart. If the subject parcel is a corner lot the maximum size can be increased by 50% in sign area and an additional one (1) foot in height with the elimination of the second monument sign.

(3) *Pylon signs.* One pylon sign not to exceed 100 square feet in sign area which may be permitted to identify separate businesses or uses in the commercial complex. The pylon sign structure shall not exceed 25 feet in height. For each secondary street frontage with at least 300 feet of length, one additional pylon sign may be permitted not to exceed 100 square feet in sign area and shall not exceed 25 feet in height.

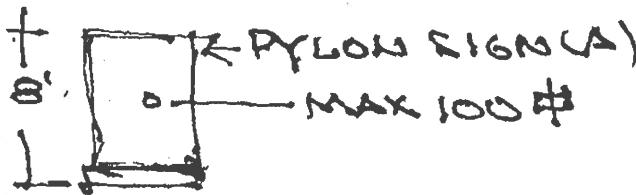
- a. Where pylon signs are placed on both major and secondary street frontages, each such sign shall be placed as near to the middle of the street frontage as practical or at a major driveway entrance to the commercial complex from the street frontage.

(4) *Directional signs.* The city has a compelling interest in ensuring traffic safety. To directly advance that interest, a maximum of two onsite directional signs per drive approach, each not to exceed a total of ten square feet in area and four feet in height.

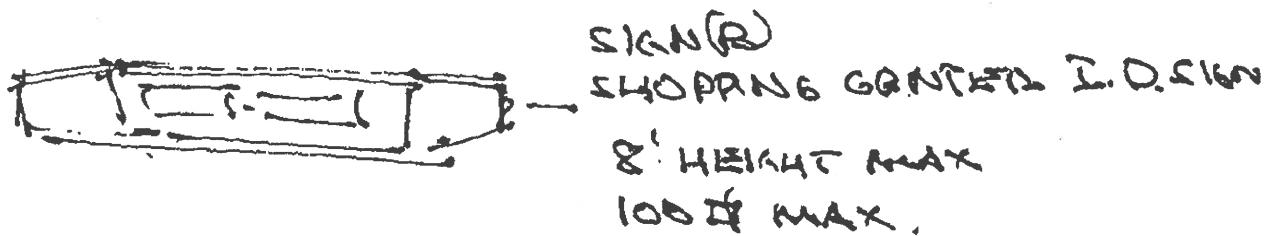
(5) *Window signs.* Window signs conforming to the provisions of section 3-52.



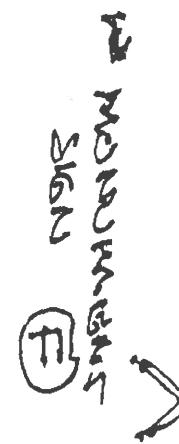
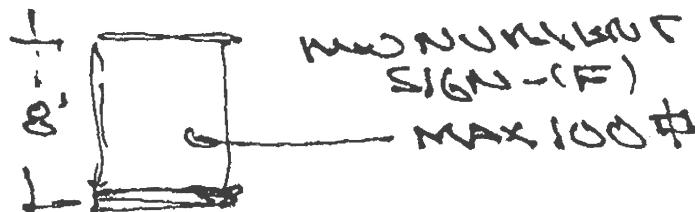
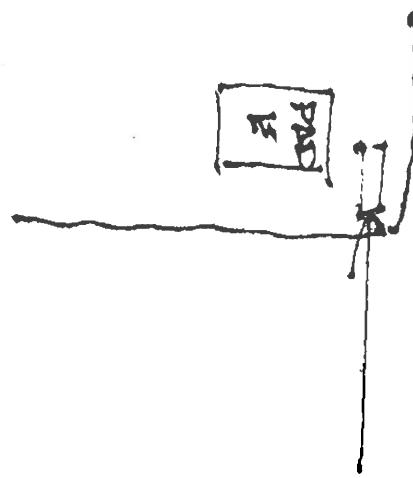
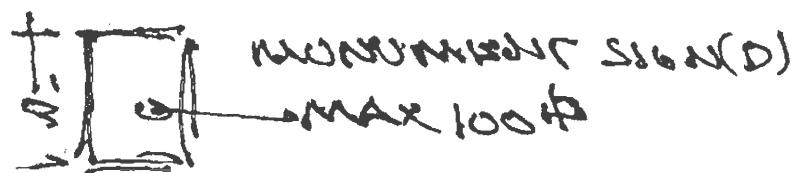
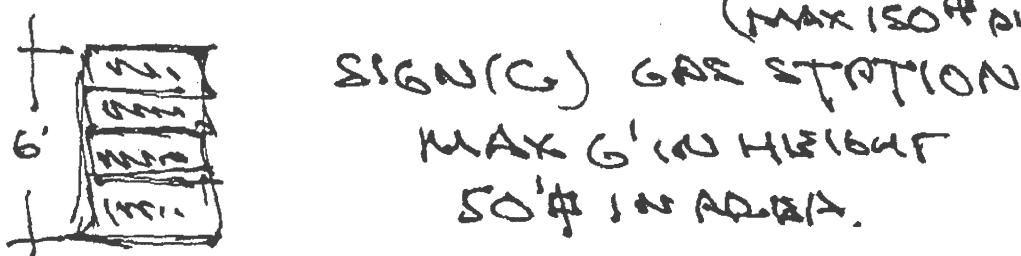
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SIGNAGE CRITERIA  
HERITAGE VILLAGE CENTER  
BASELINE & CHERRY, FONTANA

DRS 99-92  
(FICE COPY)

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**SIGNAGE CRITERIA  
HERITAGE VILLAGE CENTER  
BASELINE & CHERRY, FONTANA**

**I. GENERAL**

Signs are not only effective as store identification, but are a source of interest, excitement, and good advertising when designed with taste and in harmony with the design standards of the shopping center. The sign regulations herein have been established for the purpose of achieving the best possible effect for store identification and overall design, while allowing each Tenant creativity within the limits of their leasehold. Experience has proven that all stores in the Center benefit by the establishment of sign controls such as herein set forth.

**II. APPROVALS**

A. It is a mandatory requirement that the design and construction of Tenant's exterior signs receive written approval by Lewis Retail Centers prior to fabrication and installation, and for the purpose of this document from hereon to be known as "Landlord."

Landlord's approval shall be based on:

1. Conformity to the sign criteria established for the center, including the fabrication and method of installation.
2. Harmony and compatibility of the proposed sign with the design standards of "Heritage Village Center" and co-tenants.
3. Landlord has the specific right to refuse approval of any sign design which does not conform to the specific criteria set forth herein.

B. To secure Landlord's approval, Tenant agrees to conform to the following procedures:

1. Three (3) copies of the detailed sign design, one with a color swatch, submitted to Landlord at:

**LEWIS RETAIL CENTERS  
1156 N. Mountain Ave.  
P.O. Box 670  
Upland, CA 91785  
Attn: Commercial Construction and Project Management**

C. Unless Landlord has received the required three (3) copies of a detailed sign design as set forth above, Landlord will not approve Tenant's exterior signage.

All sign designs and specifications are to be prepared by a reputable licensed sign contractor. The sign drawings must indicate the following information:

1. A scaled storefront drawing reflecting the proposed sign design and all dimensions, as it relates to the storefront elevation and rear or side elevation of Tenant's building.
2. A plot plan and elevation indicating the exact location of each Tenant's sign as it relates to the building.
3. A detailed thorough section of the sign and building fascia to show its construction and method of attachment.
4. All Plexiglas colors, paint finish colors with color swatch and material specifications.
5. Neon tubing sizes, colors, and intensity.

D. All drawings marked "Disapproved" or "Approved as Noted" must be re-submitted as here and above set forth in paragraph "B" with the required corrections. Tenant or its sign contractor will not be permitted to commence installation of any exterior sign, unless the following conditions are met:

1. A stamped set of the final sign drawings reflecting Landlord's approval are received and retained on Tenant's premises at all times during the installation of sign or signs for a period of thirty (30) days thereafter.

## HERITAGE VILLAGE CENTER

2. No sign shall be installed until a design review Sign Application is approved by the City of Fontana Planning Division and permits from the City of Fontana Building and Safety Department have been secured by the sign contractor.

### III. GENERAL SIGN CRITERIA AND RESTRICTIONS

#### MAJOR TENANTS: (over 40,000 sq. ft.)

- A. Quantity: Front Elevation – One (1) set of signing, including typical logo type identification. Signage and typical secondary identification.
- B. Size: Total combined signing area for each major tenant shall not exceed 200 square feet. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
- C. Tenants with more than one street frontage may apply to Landlord for signing an additional building elevation subject to the requirements of item B.
- D. Location: Landlord shall reasonably approve location of major Tenant signs which shall be in keeping with the architectural design of the building and center.
- E. Maximum height of letters major anchor Tenant five (5) feet.

#### IN LINE SHOPS: (0 to 39,999 sq. ft.)

- A. Each tenant shall be permitted a maximum of one (1) illuminated channel letter sign on the front elevation. Signs to be located only within the space and the surface specifically provided for same on the building in accordance with the requirements of the Landlord.
- B. The total aggregate sign area for such signs shall not exceed one hundred (100) square feet for each such use. Sign area shall be centered vertically and horizontally on the front fascia of Tenant's building. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
- C. Maximum height of sign is twenty four (24) inches for single line and thirty (30) inches for double line.

#### PAD TENANTS: Single User

- A. Each single user pad tenant shall be permitted a maximum of three (3) illuminated channel letter signs, one (1) on the front elevation, one (1) on the side, and one (1) on the rear elevation or as approved by Landlord. Signs to be located only within the space and surface specifically provided for same on the building in accordance with the requirements of the Landlord.
- B. All channel letter signs mounted on the front, side, or rear elevation of Tenant's leasehold premises shall not exceed one hundred (100) square feet of the total allowable sign area for such use. Total combined length of signage shall not exceed 70% of building frontage per street frontage.
- C. Maximum height of sign is twenty four (24) inches for single line and thirty (30) inches for double line.

#### PAD TENANTS: Multi User

- A. Each multi user pad Tenant shall be permitted a maximum of two (2) illuminated channel letter signs, one (1) the front elevation and one on the side or rear elevation or as approved by Landlord. Signs to be located only within the space and the surface specifically provided for same on the building in accordance with the requirements of the Landlord.
- B. All channel letter signs mounted on the front, side, or rear elevation of Tenant's leasehold premises shall not exceed one hundred (100) square feet of the total allowable sign area for such use. Total combined length of signage shall not exceed 70% of building frontage per street frontage.
- C. Maximum height Maximum height of sign is twenty four (24) inches for single line and thirty (30) inches for double line.

#### MONUMENT SIGNS

- 1.1 Description: Project developer shall erect four (4) internally illuminated multi-tenant monument signs.
- 1.2 Size: Height shall not exceed 5'-0" overall. Signage area shall not exceed forty (40) square feet in size.
- 1.3 Location: Monument signs to be placed on both bordering streets as per attached plot plan.
- 1.4 Each pad Tenant shall be allowed space on a monument sign subject to Landlord approval. Actual tenant panel placement to be negotiated between Landlord and Tenant.

## HERITAGE VILLAGE CENTER

### MAJOR ANCHOR / MULTI-TENANT PYLON IDENTIFICATION SIGNS

- 2.1 Description: Project developer shall erect two internally illuminated major anchor/multi-tenant pylon identification signs.
- 2.2 Size: Height shall not exceed 8'-0" overall. Signage area shall not exceed eighty (80) square feet in size.
- 2.3 Location: Pylon signs to be placed on both major center entrances as per attached plot plan.
- 2.4 Major anchor Tenant to be allowed top Tenant panel of both signs
- 2.5 Inline Tenants shall be allowed space on a pylon sign subject to Landlord approval. Actual tenant panel placement to be negotiated between Landlord and Tenant.

### CENTER ADDRESS IDENTIFICATION SIGN

- 3.1 Description: Project developer shall erect one (1) internally illuminated center address identification sign.
- 3.2 Size: Height shall not exceed 5'-0" overall. Signage area shall not exceed one hundred (100) square feet in size.
- 3.3 Location: Signs to be placed on intersection of bordering streets as per attached plot plan.
- 3.4 Sign to display center name "Heritage Village Center" on center section and street names "Cherry Avenue" and "Baseline Avenue" on outside wings.

### GENERAL SIGN SPECIFICATIONS

- 4.1 The advertising or information content on the sign shall be limited to letters designating the store name and established trade logo as registered with the appropriate State or Federal authority and as set forth in signed lease documents between Tenant and Landlord.
- 4.2 All letters shall be Channel Letters with face colors and type styles subject to Landlord's approval. In the event the Tenant does not have an established exterior sign identity, the Landlord recommends that the lettering style be designed by the sign contractor to reflect an acceptable letter style. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.
- 4.3 Logo plaques used in conjunction with individual letters will be considered a part of the sign area, and are subject to Landlord's approval.
- 4.4 The Tenant shall pay for all signs, their installation, (including final connection, transformers, and all other labor and materials) and maintenance. Tenant sign contractor must file, pay for, and obtain any licenses, permits, and variances as required for sign installation by the City of Fontana.
- 4.5 Each Tenant or its sign contractor shall be responsible for the repair of any damage to the building caused by the installation of said Tenant's sign. Only state licensed sign contractors shall perform sign installations.
- 4.6 Each Tenant shall be responsible for the performance of its sign contractor.
- 4.7 Tenant shall be responsible for removal of his sign within thirty (30) days after vacating the site. Removal of the sign shall include the repair and restoration of the wall surface back to the original condition, and must undergo final inspection sign off by Landlord.
- 4.8 Individual shop address numerals will be installed by the Landlord.
- 4.9 Each occupant shall be responsible for keeping all signage or graphics on its premises in a state of good repair, in the sole judgement of Landlord. Landlord shall inform occupant, in writing, of non-compliance with the sign criteria. Remedy of specified non-acceptance condition(s) shall be made by occupant within thirty (30) days from receipt of such written notification.

### IV. FABRICATION AND INSTALLATION OF ILLUMINATED CHANNEL LETTERS

#### A. The fabrication and installation of all signs shall be subject to the following restrictions:

1. All channel letters are to be fabricated .050 to .125 aluminum sheet. Letters must be fabricated of welded or stapled aluminum with aluminum backs. No pop-riveted letters shall be allowed. Channelume, Channel Classic, and Channel Letter edge type letters will not be permitted due to the rapid deterioration factor (no exceptions).
2. Letter faces shall be a minimum of 1/8" thick, flat surface colored Plexiglas as manufactured by Rohm & Haas or approved equivalent. Colors are subject to Landlord approval.
3. Retainer trimcap shall be  $\frac{1}{4}$ " "Plasco" brand medium bronze trimcap edge, unless otherwise approved by Landlord. Retaining screws shall be #7 x 3/8" Phillip type sheet metal screws. All trimcap retaining screws must be painted to match trimcap color. Five inch (5") deep letter returns shall be painted a minimum of two (2) coats of "Du Pont" medium bronze Century acrylic enamel as manufactured by Du Pont, unless otherwise approved by the Landlord.
4. Neon tubing will be 13 to 15 mm, 4" on center or less.
5. Normal power 30 MA factor transformers shall be used.
6. PK: Housings, Hage, or other approved connectors shall be used for all neon tube system. Letters shall be UL labels.

## HERITAGE VILLAGE CENTER

7. All sign letters shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
8. No exposed incandescent or fluorescent lamps will be permitted. All exposed neon must be approved by Landlord and City Building Department.
9. All penetrations of the building structure required for sign installation shall be sealed a watertight condition.
10. No sign company labels will be permitted on the exposed surfaces of signs except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location on first letter only.
11. All channel letters must have a 3/16" diameter drain hole at bottom of every letter. All signs shall be fabricated and installed with UL approval in compliance with all applicable building and electrical codes.
12. The Landlord shall be responsible for providing primary electrical service terminations to the signage area on the rear side of the fascia wall.
13. All signs shall conceal all necessary wiring, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
14. It is the responsibility of the Tenant's sign contractor to verify all conduit, transformer locations and point of service prior to fabrication.

### V. NON-CONFORMANCE

- A. No field installation changes are permitted without first notifying Landlord in writing. If in the event any sign is changed as to placement and location which differs from plan, sign company will be responsible to repair and relocate sign to proper placement at sign company's expense.
- B. Any sign that is installed by Tenant which is not in conformance to approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct said sign at Tenant's expense.

### VI. PROHIBITED SIGNS

1. NO BOX-TYPE SIGNS WILL BE PERMITTED EXCEPT FOR STATE OR FEDERALLY REGISTERED LOGO'S APPROVED BY LANDLORD. No animated, flashing or audible signs will be allowed. No exposed lamps will be permitted.
2. No signs will be permitted on any Roof Tops, Awnings or other areas not intended for sign installations.
3. No temporary signs of any nature will be accepted without prior written approval by the Landlord and the City of Fontana.
4. SIGNS ON DOORS, WINDOWS, OR FIRE ESCAPES  
No window signs will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs, as required by code or ordinance.
5. ANIMATED, AUDIBLE , OR MOVING SIGNS  
Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating, or otherwise animated light are prohibited.
6. VEHICLE SIGNS  
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of service from such vehicles, is prohibited.
7. LIGHT BULB STRINGS AND EXPOSED TUBING  
External 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.
8. NO BANNERS, PENNANTS OR BALLOONS USED FOR ADVERTISING PURPOSES  
No flags, banners, or pennants, or a combination of same may be permitted except as approved by Landlord and City approval.