

## **APPENDIX B: SIGN PROGRAM**

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# SAN GORGONIO VILLAGE

BEAUMONT CALIFORNIA

## Sign Program

Presented by



DATE: 2-07-07

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## PROJECT DIRECTORY

### OWNER:

LCG BEAUMONT, LLC  
1850 SIDEWINDER DRIVE  
SECOND FLOOR  
PARK CITY, UT 84060

### ARCHITECT:

NADEL RETAIL  
3080 BRISTOL STREET STE. 500  
COSTA MESA, CA. 92626

### SIGN CONSULTANT:

ONTARIO NEON COMPANY, INC.  
303 WEST MAIN STREET  
P.O. BOX 9297  
JIM BARNETT  
ONTARIO, CA. 91762  
TEL: (909) 230-5581  
FAX: (909) 988-6376

# San Gorgonio Village

# San Gorgonio Village SIGN PROGRAM

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the above mentioned project. Adherence to this Sign Criteria shall be rigorously enforced and any nonconforming signs shall be removed by the tenant at their expense, upon demand by the landlord or the City of Beaumont. Exceptions to these standards shall be reviewed by the landlord, and the City of Beaumont to determine their validity. The City of Beaumont Development Code governs all signage not addressed in this sign program.

## A. GENERAL REQUIREMENTS

1. Prior to applying for a sign permit the tenant shall submit to the landlord for approval, four copies of scaled drawings indicating the size, location, design and color of the proposed sign, with manufacturing and installation details and the width of the leased store front.
2. Prior to manufacturing, the tenant shall submit to the City of Beaumont Planning Department at least three copies of the sign drawing approved by the Landlord and obtain a valid sign permit from the Building Department.
3. The tenant shall pay for all of their signs, installation, (including final connection), permit labor and permit fees.
4. The tenant shall be responsible for fulfillment of all the requirements of this sign criteria.
5. Sign contractor will repair any damage caused by his work, and tenant shall be fully responsible for the operations of his sign contractor(s).
6. The Landlord shall furnish an electrical circuit for each sign. The Landlord shall have control over the hours of illumination of all building signs.
7. Upon termination of the lease, the tenant shall be responsible for removing their sign, patching any holes in the fascia, and painting them to match the surrounding wall color in a manner acceptable to the Landlord. If the tenant has space on a pylon or monument sign, the tenant will replace their sign panel(s) with a blank panel(s) to match the color and texture.
8. Promotional or special event signs, banners and flags shall be in conformance with the City of Beaumont Sign Ordinance and must be approved by the Landlord prior to submission to the City.
9. No other types of signs except those specifically mentioned within this criteria will be allowed without prior approval from the Landlord and the City.
10. It is understood that there may be the need for additional signs for information and directional purposes. These signs will be reviewed by the Landlord and the City Planning Department for consistency of design with the Shopping Center prior to installation.
11. Any sign on which stains or rust appear, or which becomes damaged in any way, or which in any manner whatsoever is not maintained properly, shall be promptly repaired by tenant. Landlord may remove and store, at tenants expense, any signs not maintained properly or not in accordance with this sign program.



## SIGN DESIGN GUIDELINES FOR ALL SIGNS

1. Signs shall be designed in a manner compatible with the shape and layout of the architectural features of the building. Signs shall be consistent with the scale and proportions of the building elements within the facade.
2. Incorporating logos and/or images to enhance the signage identity is encouraged. Designs and colors to be approved by the landlord and the City of Beaumont.
3. Wall signs shall not have any visible attachments unless the attachments make an intentional statement or are architectural elements.
4. All exterior (exposed) sign surfaces shall be primed and painted or pre-coated.
5. Wall signs shall consist of individual, interior-illuminated, plastic faced metal channel letters. Reverse channel letters are allowed with indirect and direct lighting. Can signs as logos may be allowed on a case by case basis by the Landlord and City of Beaumont, providing it is a registered trademark or symbol commonly used by the applicant.
6. Wall sign placement must be centered both vertically and horizontally within the sign fascia area. Wall signs are not to exceed 70 percent of fascia/building width or (1) square foot of sign area for each lineal footage of the building. Anchor tenants are allowed up to 72" letter height. Major tenants are allowed up to 54" letter height. Shop and pad tenants are allowed up to 30" letter height.
7. Sign square footage shall be calculated by drawing up to four straight lines around copy and logo.
8. Freestanding signs shall be placed a minimum of 100' apart. They shall be placed in a planter or landscaped area with a minimum of 125 square feet. Pylon and monument signs shall be a minimum of five (5) feet from any right-of-way, sidewalk or drive way.

## OTHER SIGNAGE:

### FREE STANDING SIGNS:

A total of three (3) freeway pylon signs (one for parcels C and D and two for reference only) and four (4) monument signs for parcel C, and four (4) monument signs for Parcel D will be allowed for this property (refer to Site Plan for locations). These double-faced freestanding signs herein described will be located in planters or landscaped areas with a minimum 125 square feet. See elevation drawings for dimensions.

### DIRECTIONAL SIGNS:

Directional signs are allowed with a maximum of ten (10) square feet of area and four (4) feet of overall height. Such directional signs shall only contain information necessary for on-site circulation, parking, and information. No advertising is allowed. Tenant identity will be allowed. All directional signs must be approved by the Landlord prior to submission to the City of Beaumont.

### MENU BOARD SIGNS:

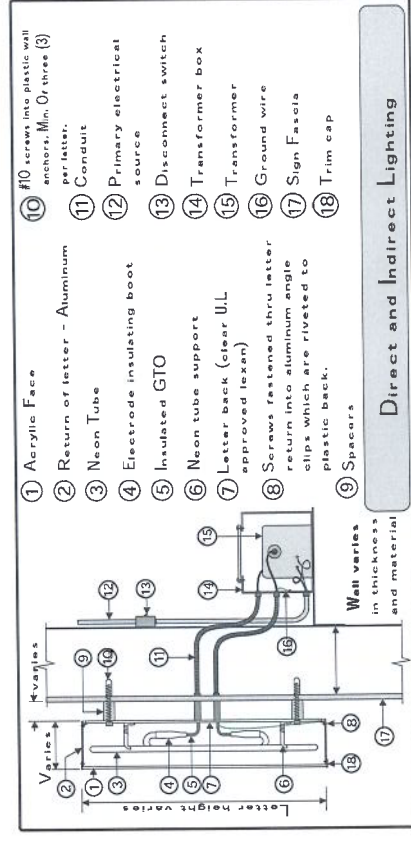
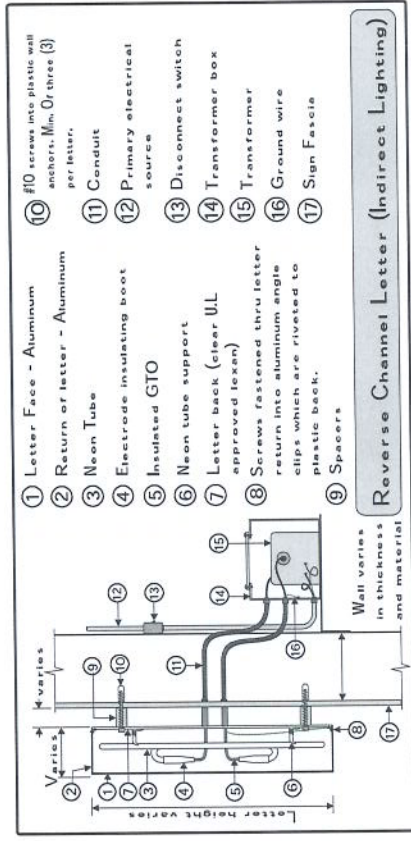
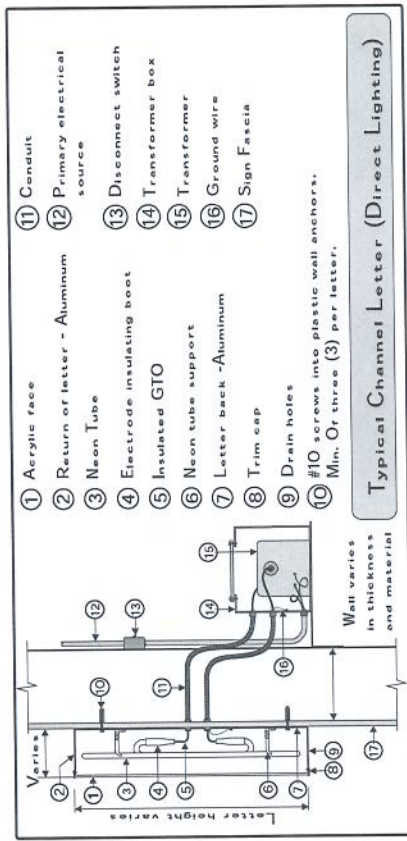
Menu boards located on the interior driveways of drive-through facilities shall not exceed forty two (42) square feet in area and six (6) feet in overall height. Speakers shall face away from residential property. No more than three (3) menu boards per drive-through shall be permitted.

### AWNING SIGNS:

No sign affixed to or incorporated into an awning shall exceed ten (10) percent of the awning elevation.

### PROHIBITED SIGNS

Signs painted directly on the wall.  
Window painted signs.  
Roof or ground inflated balloons / figures.  
A-frame signs.  
Advertising flag poles.  
Signs affixed to trucks, trailers or other vehicles that advertise or promote the activity of the business.  
Signs deemed to be immoral, obscene, or unlawful.

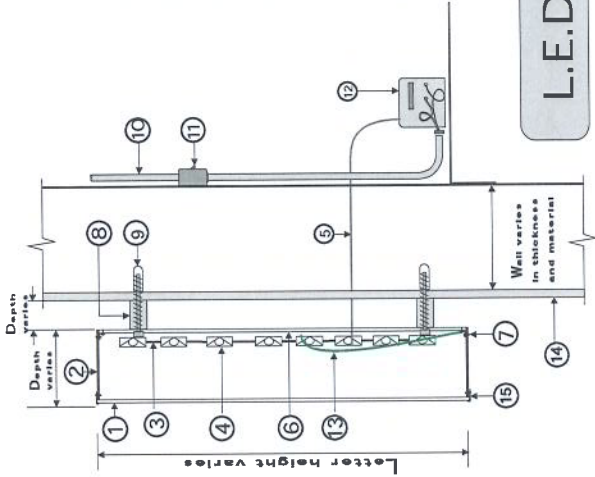


## CONSTRUCTION REQUIREMENTS FOR ALL SIGNS

1. Sign contractors must be U.L. approved, fully licensed with the city and state, with full Workman's Compensation and general liability insurance.
2. Signs must be constructed of durable, rust-inhibited materials that complement the design intent of the tenants identity and are complementary to the architecture.
3. No exposed conduit, transformers, or wiring will be permitted on the fascia. Exposed raceways are not allowed unless they are incorporated into the overall design of the sign. All penetrations of the building required for sign installation shall be neatly sealed in a watertight condition. Color and finish to match existing wall.
4. No sign manufacturer labels shall be permitted on the surfaces of the letters that are visible from the ground.
5. All signs shall bear the Underwriters Laboratories label, and shall comply with local building and electrical codes.
6. It is the responsibility of the tenant's sign company to obtain a sign permit from the City of Beaumont and verify the location of each sign and the type of wiring method required.
7. All sign fabrication and lighting must match the specifications of the approved working drawings. Internal illumination to be 30 milliamp neon or L.E.D. modules, Sloan or Gelcore are the approved L.E.D. systems to be used.
8. L.E.D. or Neon accent lighting may be approved on a case by case basis by Landlord and City of Beaumont.

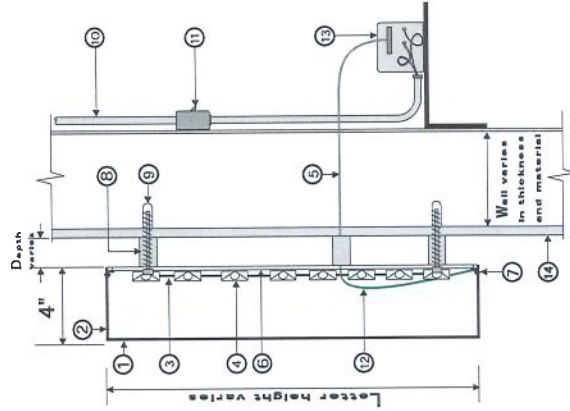
\*SEE PAGE #6 FOR L.E.D. DETAILS

- ① Acrylic Face
- ② Return of letter (-ALUMINIUM)
- ③ 14 AWG Power Supply Leads
- ④ L.E.D. Module
- ⑤ 14 AWG Wire
- ⑥ Letter back -clear U.L. Approved lexan.
- ⑦ Screws fastened thru letter return & into aluminum angle clips which are riveted to plastic back.
- ⑧ Spacers
- ⑨ #10 screws into plastic wall anchors. Min. Or three (3) per letter.
- ⑩ Primary electrical source
- ⑪ Disconnect switch
- ⑫ Transformer
- ⑬ Ground wire
- ⑭ Sign Fascia
- ⑮ Trim cap



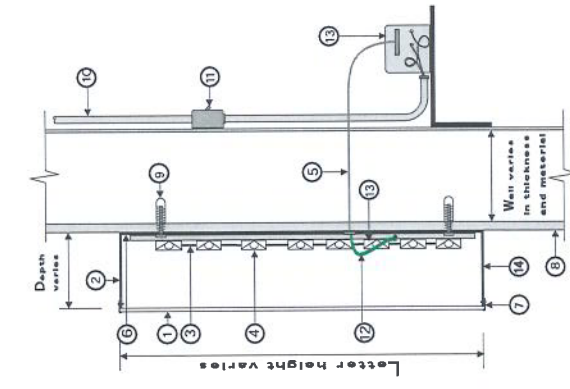
## L.E.D. DIRECT AND INDIRECT LIGHTING

- ① Letter face -aluminum
- ② Return of letter -aluminum
- ③ 14 AWG Power Supply Leads
- ④ L.E.D. Module
- ⑤ 14 AWG Wire
- ⑥ Letter back-clear U.L. Approved lexan.
- ⑦ Screws fastened thru letter return & into aluminum angle clips which are riveted to plastic back.
- ⑧ Spacers
- ⑨ #10 screws into plastic wall anchors. Minimum of three (3) per letter
- ⑩ Primary electrical source
- ⑪ Disconnect switch
- ⑫ Ground wire
- ⑬ Transformer
- ⑭ Sign fascia



## L.E.D. INDIRECT LIGHTING

- ① Acrylic face
- ② Return of letter -Aluminum
- ③ 14 AWG Power Supply Leads
- ④ L.E.D. Module
- ⑤ 14 AWG Wire
- ⑥ Letter back -Aluminum
- ⑦ Trim cap
- ⑧ Sign Fascia
- ⑨ #10 screws into plastic wall anchors. Min. Or three (3) per letter.
- ⑩ Primary electrical source
- ⑪ Disconnect switch
- ⑫ Ground wire
- ⑬ Transformer
- ⑭ Drain holes (min.2 per letter)



## L.E.D. DIRECT LIGHTING





DOUBLE FACED INTERNALLY ILLUMINATED DIRECTIONAL SIGN CABINET. .090 ALUMINUM FACES ROUTED OUT AND BACKED WITH ACRYLIC PER TENANT DESIGN AND COLORS. FACES PAINTED TO MATCH BUILDING COLORS W/SUEDE FINISH. (KOHL'S BACKGROUND PAINTED TO MATCH BURGUNDY PMS 188C WITH WHITE COPY.)

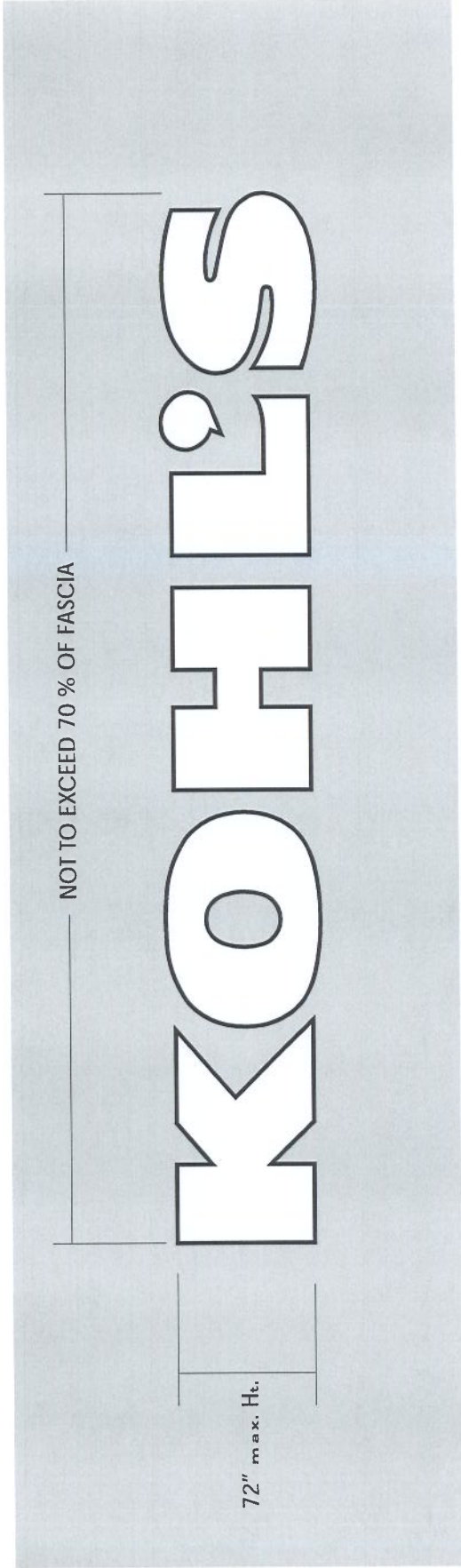
SUPPORTS PAINTED TO MATCH BUILDING COLOR

TO BE INSTALLED AS NEEDED WITH THE APPROVAL OF THE OWNER AND THE CITY OF BEAUMONT

ILLUMINATED DIRECTIONAL SIGN







NOT TO EXCEED 70 % OF FASCIA

72" max. Ht.

**PRIMARY WALL SIGN ON FRONT ELEVATION**

**ANCHOR TENANT**

ANCHOR TENANT - 10,000 SQUARE FEET OF LEASED SPACE OR MORE.

**WALL SIGNS**

**Sign Copy:**

Letter size shall be proportional to the background and overall sign size.  
72" Maximum letter height.

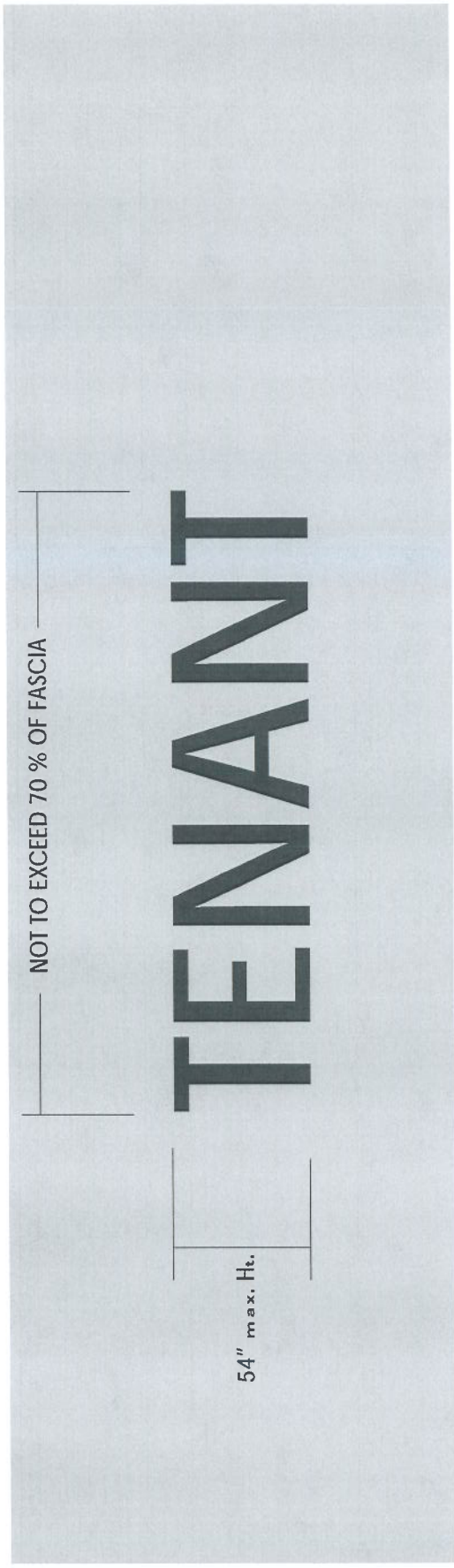
Sign Area = 1 square foot of signage per lineal foot of lease frontage per building elevation.

**Primary Wall Sign:**

Anchor tenants are allowed one primary wall sign per building elevation, not to exceed 70% of the portion of the facade or building element where it is placed.

**Secondary Wall Sign:**

Major tenants are allowed secondary signage, not to exceed 70% of the portion of the facade or building element where it is placed.



**PRIMARY WALL SIGN ON FRONT ELEVATION**

**MAJOR TENANT**

**MAJOR TENANT - 5,000 SQUARE FEET OF LEASED SPACE TO A MAXIMUM OF 9,999 SQUARE FEET.**

**WALL SIGNS**

**Sign Copy:**

Letter size shall be proportional to the background and overall sign size.  
**54" Maximum letter height.**

**Sign Area = 1 square foot of signage per lineal foot of lease frontage per building elevation.**

**Primary Wall Sign:** Major tenants are allowed one primary wall sign per building elevation, not to exceed **70%** of the portion of the facade or building element where it is placed.

**Secondary Wall Sign:**

Major tenants are allowed secondary signage, not to exceed **70%** of the portion



## SHOP TENANT / PAD TENANT

### WALL SIGNS

Tenants are allowed one primary wall sign per frontage, not to exceed 70% of the portion of the facade or building element where it is placed.

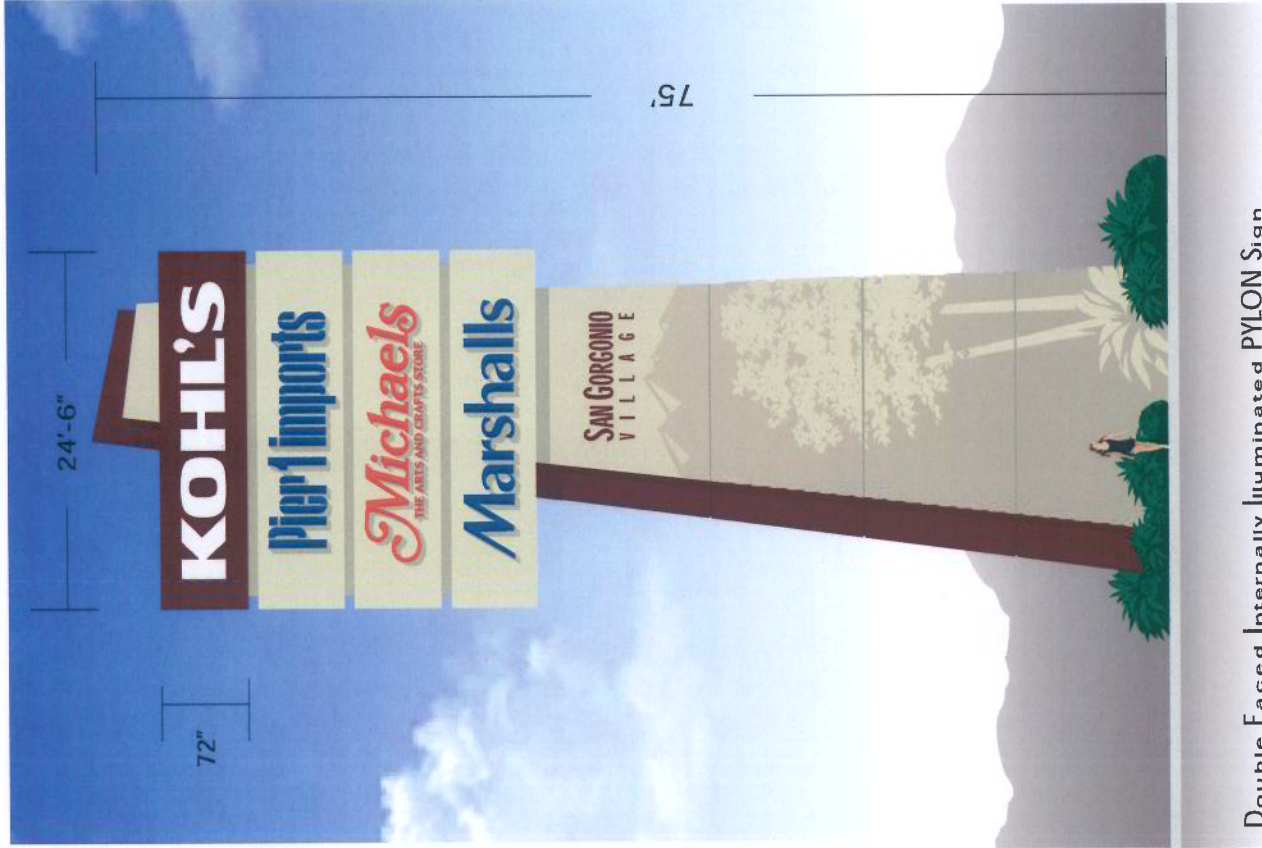
Maximum of three(3) wall signs total per end tenant and four(4) for pad tenants.

Sign Copy:

Letter size shall be proportional to the background and overall sign size, 30" Maximum letter height.

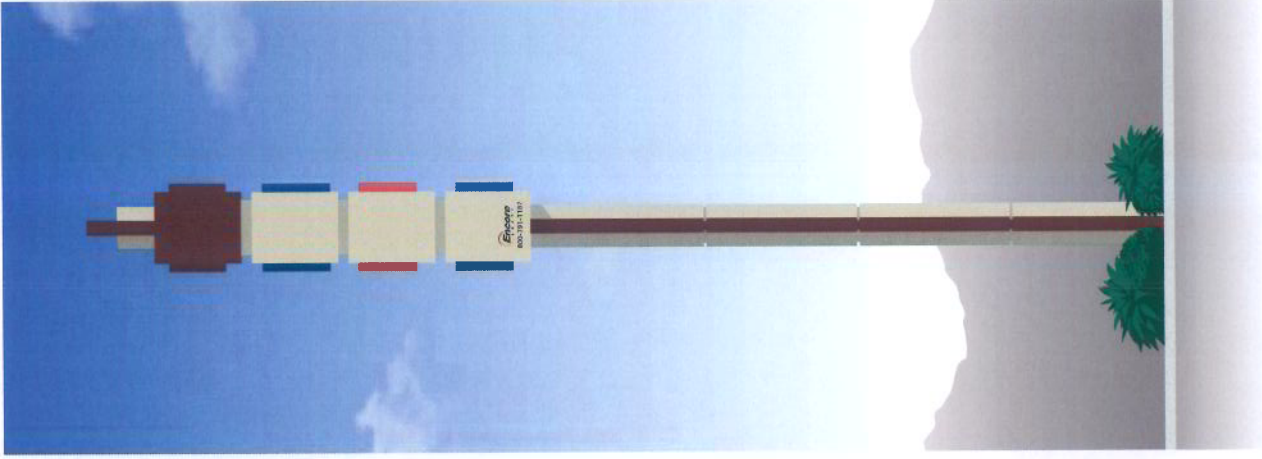
Sign Area = 1 square foot of signage per lineal foot of lease frontage per building elevation.





Double Faced Internally Illuminated PYLON Sign

Tenant copy is subject to change



FOUR (4) DOUBLE FACED TENANT CABINETS.  
 .125 ALUMINUM FACES WITH CHANNEL LETTERS. COPY  
 AND LOGO'S PER TENANT DESIGNS AND COLORS.

KOHL'S FACES: PAINTED TO MATCH BURGUNDY  
 PMS 188C SUEDE FINISH WITH WHITE COPY.  
 REMAINING FACES PAINTED TO MATCH LIGHT BUILDING  
 COLOR SUEDE FINISH.

POLE COVER: PAINTED TO MATCH BUILDING COLORS.



CABINET: ALUMINUM CONSTRUCTION.  
 FACES: .125 ALUMINUM ROUTED OUT  
 AND BACKED WITH ACRYLIC PER  
 TENANT COPY / LOGO DESIGNS  
 AND COLORS.  
 FACES PAINTED SUEDE FINISH.

KOHL'S: FACES PAINTED TO  
 MATCH BURGUNDY PMS 188 C  
 WITH WHITE COPY

Double Faced Internally Illuminated MONUMENT Sign



CABINET: ALUMINUM CONSTRUCTION.  
 FACES: .125 ALUMINUM ROUTED OUT  
 AND BACKED WITH ACRYLIC PER  
 TENANT COPY / LOGO DESIGNS  
 AND COLORS.  
 FACES PAINTED SUEDE FINISH.

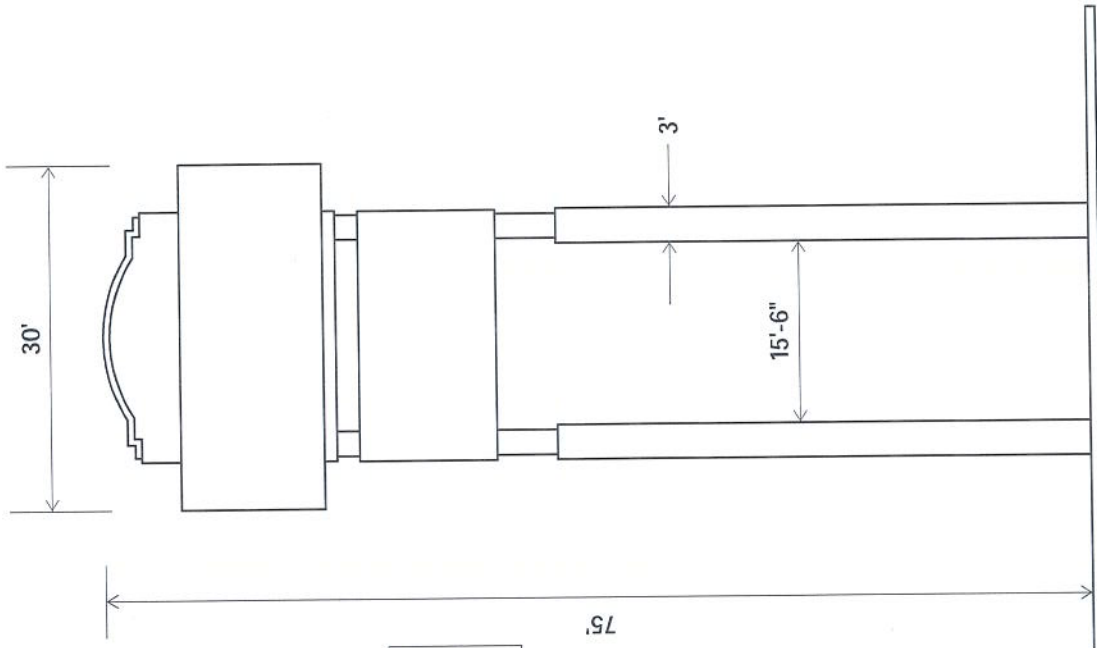
Double Faced Internally Illuminated MONUMENT Sign

Tenant copy is subject to change





DOUBLE FACED INTERNALLY ILLUMINATED PYLON SIGN  
 Tenant copy is subject to change (FOR REFERENCE ONLY)



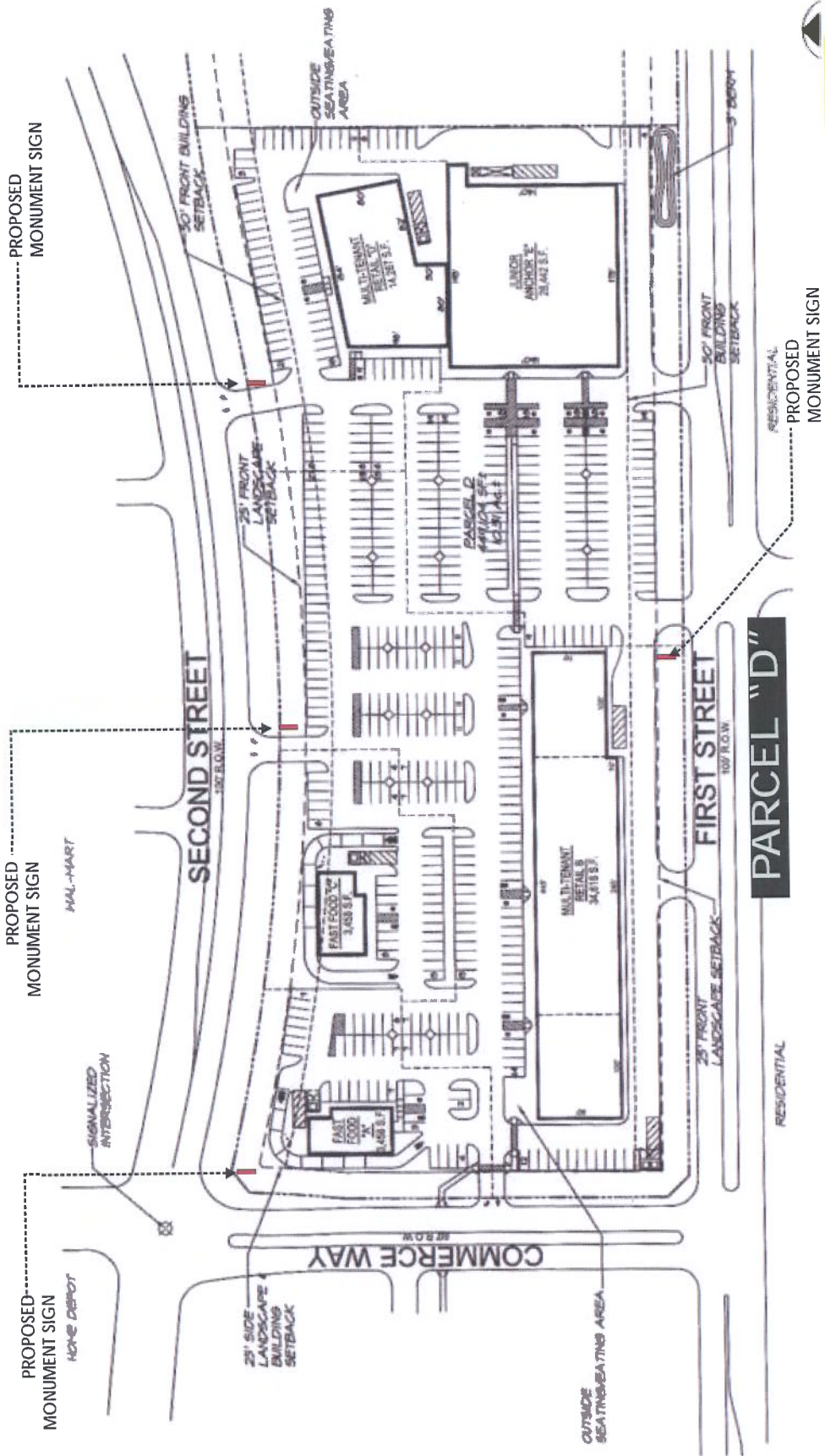
CINEMA SIGN:  
 FLEX FACES. COPY  
 AND COLOR  
 TO BE DETERMINED.

OPTIONAL ELECTRONIC  
 MESSAGE UNIT. FULL  
 COLOR, GRAYSCALE  
 OR MONOCHROME.

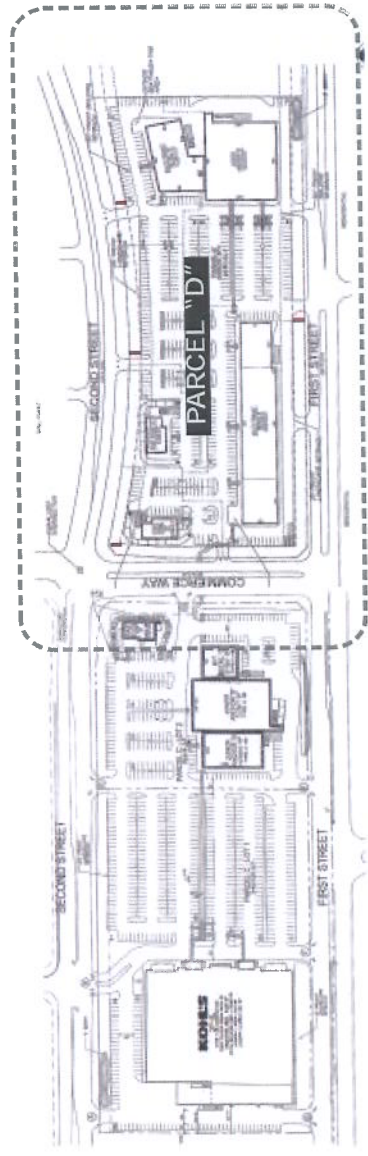
DOUBLE FACED TOP CABINET:  
 .125 ALUMINUM FACES ROUTED COPY/LOGO  
 AND BACKED WITH ACRYLIC. COLOR TO BE DETERMINED.







**SITE PLAN**  
NOT TO SCALE

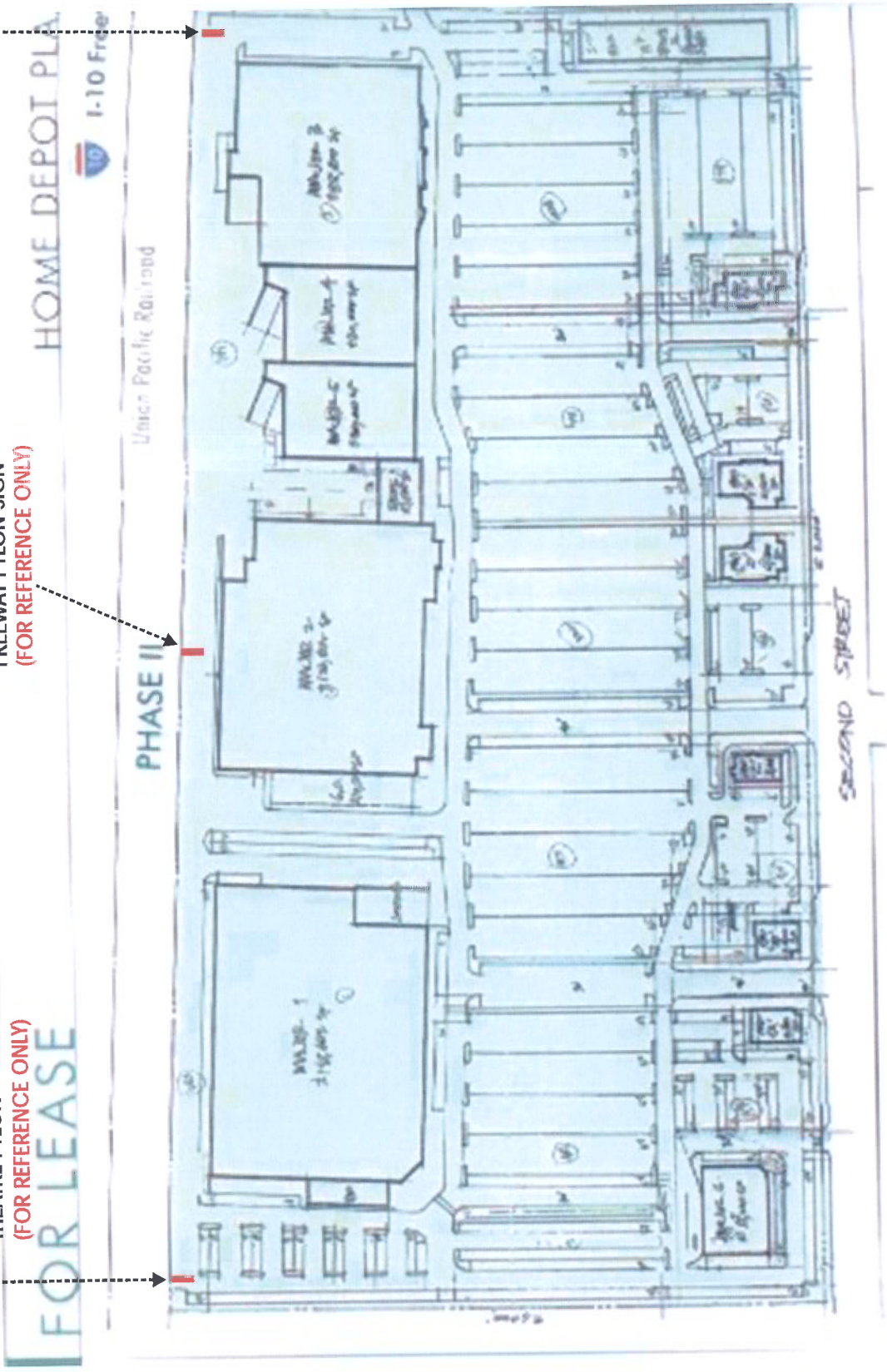




PROPOSED  
THEATRE PYLON  
(FOR REFERENCE ONLY)

PROPOSED  
FREEWAY PYLON SIGN  
(FOR REFERENCE ONLY)

PROPOSED  
PYLON FOR PARCELS "C" & "D"



NOT TO SCALE

### SITE PLAN - FREEWAY PARCEL