

4.8 SIGN REGULATIONS

4.8.1 Purpose and Intent

The purpose of this section is two-fold. First, general guidelines and standards are established for the uniform regulation of exterior signs throughout the Empire Center (Sections 4.8.2 through 4.8.5), and in doing so, provide signing complimentary to the architecture and uses described in this Specific Plan. Second, specific signage standards are established (see Section 4.8.6) from time to time for each development phase in the Empire Center. Such a specific sign program may also incorporate modifications to the general guidelines and standards. Each development phase sign program shall be approved by the Planning Commission prior to the issuance of building permits for that particular phase. An approved development phase Sign Program becomes a part of this chapter.

4.8.2 General Requirements

The following general provisions shall apply to all signs erected or installed within the Specific Plan area except as such provision may contradict a requirement of this chapter:

- A. Except as otherwise specified herein, signage for uses within the Empire Center Specific Plan area shall be in accordance with the City's adopted sign code as found in Chapter 3 of the Fontana Municipal Code.
- B. No freestanding sign or structure shall be permitted closer than five (5) feet to a sidewalk or thirteen (13) feet to a street curb.
- C. Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no intermittent, rotating, or moving lighting or lights are permitted. In no event shall an illuminated sign or light device be so placed or so directed as to permit the illumination therefrom 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.
- D. Sign Programs: A sign program shall be required for each development phase or Specific Plan Planning Area. The purpose of the sign program shall be to encourage incentive and latitude in order to achieve and appealing design throughout the overall Specific Plan area while fostering the consistent application of materials, colors, and styles within individual development projects.
- E. No sign shall be permitted which may detract from the architectural theme of the Specific Plan area or the specific development phase. All signs shall be designed to be architecturally consistent with their surroundings as well as properly in scale and proportional with the structure or landscape area with which they are associated.

- F. Any sign that is easily accessible (i.e. freestanding monument type) shall be constructed and finished so as to discourage the application of graffiti and ease the removal of graffiti.

#### 4.8.3 Definitions

- A. Animated Audible or Moving Signs. Any sign or part of a sign which changes physical position by any movement or rotation or which gives the visual impression of such movement or rotation.
- B. Announcement, Billboard or Bulletin Board Signs. Signs permanent in character designed to accept changeable copy, handbills, posters and matters of a similar nature.
- C. Center Identification Sign. Freestanding freeway oriented sign which advertises or directs attention to a shopping center or planning area having three or more separate businesses which does not identify the individual business or activities therein and which may or may not be located on a single parcel or lot.
- D. Center Identification Frontage Signs. Center frontage signs are intended to be located along street frontages within the Specific Plan area and to identify the primary tenants within each planning area.
- E. Construction Signs. Signs stating the names of those individuals or businesses, such as architects, engineers, contractors, or owners directly connected with a construction project and/or the name of the project, the address of the business, and emergency telephone numbers.
- F. Directional Signs. Signs which contain any of the following "Entrance," "enter," "one-way," or other words, or words which contain non-flashing arrows or other characters indicating traffic direction.
- G. Flashing Signs. Lighted signs which in whole or in part disappear and reappear at periodic intervals, or are intermittently on and off, and which are placed so as to attract vehicular traffic with emphasis on the recurrence of light as in those types generally referred to as "nervous" signs, arrows, stars, etc.; and/or beacon signs.
- H. Freestanding Pad Building. Any freestanding building located along public and/or private street frontage (not attached to in-line buildings).
- I. Freestanding Pad Building Tenant(s). Any tenant(s) of those buildings located along public and/or private street frontage (not attached to in-line buildings).
- J. Freestanding Signs. Signs supported by one or more uprights, braces, poles, or other similar structural components when utilizing earth as the holding base.

- K. Freeway identification Signs. Signs to identify the overall Empire Center and principal land uses (i.e., regional mall, individual shopping centers and business/office parks). In doing so, primary tenants may also be identified.
- L. In-line Building. A contiguous building that may be demised into smaller units.
- M. Major Tenant. Any single tenant occupying 20,000 to 50,000 square feet or more of Gross Building Area.
- N. Menu Board. A freestanding sign adjacent to a drive-thru lane that depicts the items available at the particular business.
- O. Monument Sign. A freestanding sign, other than a pole sign no taller than six (6) feet in height from the ground plane at the sign's base and which is incorporated as an integral part of a project's landscape design.
- P. Nameplate. Signs naming the occupant of the premises, his business and/or address.
- Q. Off-site Signs. Any sign which advertises or informs in any manner businesses, services, goods, persons or events at some location other than that upon which the sign is located.
- R. Painted Signs. Signs painted on the exterior surface of a building or structure; provided, however, that if such signs have raised borders, letters, characters, decorations or lighting appliances, they shall be considered wall signs.
- S. Pole Sign. A freestanding sign, the supports or uprights of which have received no substantial architectural enhancement.
- T. Political Signs. Any sign designating candidates for political office, political campaign or ballot issues.
- U. Portable Signs. Signs not designed to be attached to a building or anchored to the ground, including "\/" boards, sandwich signs and fence signs.
- V. Poster Signs. Any sign attached to the ground in a manner approved by the building official, which may be visible from adjacent streets or highways.
- W. Primary Tenant. Any single tenant occupying more than 50,000 square feet of Gross Building Area.
- X. Projecting Signs. Signs other than wall signs which are suspended from or supported by a building or wall or which project.
- Y. Real Estate Signs. All signs and sign structures relating to the sale, lease or other disposition of the real property on which the sign is located and which are temporary in nature. In this case, temporary means a period of time not to exceed ninety (90) days.

- Z. Revolving Signs. Signs, all or a portion of, which rotate in a circular manner.
- AA. Roof Signs. Signs erected, constructed and maintained upon, or connected to, the roof or the highest horizontal place of any building or structure.
- BB. Sign. Any device or part thereof capable of visual communication or attraction including any announcement, declaration, association, corporation, institution, organization, product, service, event, location or other business entity by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images. "Sign" shall not include any official notice, directional, warning, or information signs or structures issued by any federal, state, county or municipal authority.
- CC. Sign Area. Means, and is computed as, the entire area within a geometric pattern enclosing the limits of writing, representation, emblem, or any figure together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed, provided that in the case of a sign designed with more than one exterior surface, the area shall be computed as including only the maximum single display surface visible from any ground position. The supports, uprights, architectural features or structures on which any sign is supported shall not be included in determining the sign area unless such supports, uprights, or structures are designed in such a manner as to form an integral background of the display.
- DD. Specialty Tenant. A permanent or seasonal tenant occupying less than 100 square feet of Gross Building Area.
- EE. Street Frontage. A building having street frontage is defined a building that is within thirty-five (35) feet of a street curb or within five (5) feet of the rear limit of a required street adjacent landscaped setback or parkway.
- FF. Subentry Signs. These signs are intended to be located along street frontages and to identify primary tenants within a planning area.
- GG. Submajor Tenants. Any single tenant occupying 5,000 to 20,000 square feet of Gross Building Area.
- HH. Temporary Signs. Signs erected for a temporary purpose generally not exceeding fifteen days, including banners, pennants, valances, or advertising displays constructed of cloth, canvas, light fabric, cardboard, wallboard, wood or other light materials.
- II. Typical Shop Tenant. Any single tenant occupying 100 to 5,000 square feet of Gross Building Area.
- JJ. Under-Canopy Signs. Unlighted or luminous signs attached to the underside of a projecting canopy perpendicular to the building frontage.

- KK. Wall Signs. Signs which are in any manner affixed to any exterior wall of a building or structure, the exposed face of which is in a plane parallel to the plane of the wall and which projects not more than twelve inches from the building or structure wall.
- LL. Window Signs. Signs painted, attached, glued or otherwise affixed to a window or otherwise easily visible from the exterior of the building.
- MM. Wall Murals. The decoration of the exterior surface of a structure with scenic, architectural, or artistic paintings which in themselves do not identify or advertise any product, service or business.

4.8.4 Uses Permitted and Standards - General *Entire Specific Plan*

This section contains standards for the uniform regulation of signs throughout the Empire Center Specific Plan #16 area. Signs shall be established as part of an approved Development Phase, Specific Plan Planning Area, or condition thereof, or a Sign Program, and all approvals shall be in accordance with these standards.

**A. Freestanding Signs**

Freestanding signs shall be permitted in the Specific Plan area only as identified below. The minimum distance between freestanding signs (center frontage, subentry or monument) shall be a factor in determining whether such a sign shall be allowed in the location requested by an applicant. In no case shall the minimum distance between freestanding signs be less than 100 feet. Sign locations shall be proven safe for traffic sight distance purposes. A traffic sight distance study shall be required with each specific freestanding sign being proposed. This study shall be provided by a registered traffic engineer at the time of plan check.

**1. Freeway Identification Signs.**

A maximum of two (2) freestanding signs may be permitted to identify the overall Empire Center and principal land uses (i.e., regional mall, individual shopping centers, and business/office parks). In doing so, primary tenants may also be identified. The following criteria shall apply to freeway identification signs:

- a. There shall be a minimum of 200 feet of distance between freeway identification signs.
- b. The maximum height to any portion of a freeway identification sign shall not exceed 100 feet.
- c. The maximum sign area of each freeway identification sign shall not exceed 1,500 square feet per sign face.
- d. No freeway identification sign shall have more than two (2) sign faces.

- e. Freeway identification signs shall be equipped with appropriate air safety equipment.

## 2. Center Frontage Signs.

Center frontage signs are intended to be located at arterial street frontages within the Specific Plan area and identify the primary tenants within each Planning Area. There shall be no more than one (1) center frontage sign per Planning Area with the exception of the regional mall area which shall be permitted two (2) such signs. Unless noted otherwise in a Specific Sign Program, the following criteria shall apply to center frontage signs:

- a. The maximum height from the ground plane to any portion of a center frontage sign shall not exceed forty (40) feet.
- b. The maximum sign area of each center frontage sign shall not exceed 800 square feet per sign face.
- c. No center frontage sign shall have more than two (2) sign faces.

## 3. Subentry Signs.

Subentry signs are intended to be located along public street frontages and to identify Primary tenants within a planning area. A maximum of two (2) subentry signs may be permitted per street frontage. A Primary tenant may be entitled to one (1) subentry sign. Unless noted otherwise in a Specific Sign Program, the following criteria shall apply to subentry signs:

- a. The maximum height from the ground plane to any portion of the subentry sign shall not exceed eighteen (18) feet.
- b. The maximum sign area of each subentry sign shall not exceed 120 square feet per sign face.

## 4. Monument Signs.

One (1) monument sign may be permitted as accessory to each building pad in lieu of an otherwise permitted wall sign. A maximum of two tenants may share one monument sign. A Primary tenant shall not be permitted signage on a monument sign. Unless noted otherwise in a Specific Sign Program, the following criteria shall apply to monument signs:

- a. The maximum height of a monument sign from the ground plane shall not exceed six (6) feet.
- b. The maximum monument sign area shall not exceed fifty (50) square feet per sign face.

e. No sign shall be installed as to exceed a width equivalent to 75% of the building frontage upon which it is located.

4. Theaters.

A maximum of one (1) wall-mounted theater marquee sign shall be permitted at the main entrance to the theater. One additional wall-mounted sign may be permitted, subject to approval by the Planning Manager.

5. Typical Shop tenants other than Primary, Major or Submajor Tenants.

Unless noted otherwise in a Specific Sign Program, the following criteria shall apply to wall signs for shop tenants:

- a. A tenant shall be allowed a maximum of two (2) signs. One (1) wall sign per building face which faces a public street or parking area.
- b. Type of wall sign shall be individual, internally illuminated letters; provided however, that shop tenants may be permitted other forms of signage when they can demonstrate that the alternative is representative of their typical signage predominant in Southern California.
- c. A wall sign shall only be placed on the front of the shop if the primary access to the shop is from one side.
- d. Maximum height of letters shall be twenty-four (24) inches. If a double row is required because of the tenant's predominate Southern California signage style, the maximum height of letters shall be eighteen (18) inches. A maximum of two (2) rows shall be allowed.
- e. Maximum area of sign: There shall be no maximum sign area. However, each sign shall only display the business name.
- f. No sign shall be installed as to exceed a width equivalent to 75% of the building (unit) frontage upon which it is located.

6. Freestanding Pad Tenants.

Each tenant in a freestanding pad building shall be allowed one (1) sign per tenant per building face up to a maximum of two (2) signs per tenant. A monument sign that advertises the tenant shall count as one building face and one sign. A monument sign and a wall sign shall not be allowed on the same building side.

C. Under-Canopy Signs.

Under-canopy signs are intended to provide identification of tenants to pedestrians using covered walkways. Such signs shall be located under the canopy and have a maximum sign area of four (4) square feet per sign face. No sign shall have more than two faces.

D. Temporary Signs.

1. Temporary real estate signs advertising the sale, lease or rental of the property upon which the sign is located. One (1) such sign is allowed per parcel, and the sign must be located on the particular parcel it is related to. Such signs shall not exceed a vertical height of seven (7) feet, a horizontal length of seven (7) feet, nor a total sign area of thirty-two (32) square feet. Temporary real estate signs are not permitted in the landscape setback adjacent to a public or private street.
2. Temporary signs denoting the architect, engineer or contractor placed on the premises where construction, repair or renovation is in progress. Such signs shall not exceed a vertical height of seven (7) feet, a horizontal length of eight (8) feet, nor a total sign area of thirty-two (32) square feet. Such signs must be removed within 24 hours after the completion of the work.
3. Temporary signs advertising of future construction on the site upon which the sign is located. Such signs shall not exceed a vertical height of eighteen (18) feet, a horizontal length of twelve (12) feet, nor a total area of one hundred twenty (120) square feet per face.

E. Electronic Message Boards.

Electronic message boards including temperature and time displays may be permitted in the Specific Plan area by the Planning Commission subject to design review.

F. Service Station Signage.

Automobile service station signs. Signs for automobile service station sites in the Specific Plan area are permitted subject to the following limitations:

1. Permitted Signs.

a. Monument Signs:

- 1) One (1) monument identification sign may be permitted as accessory to each building pad. Where the building pad abuts more than one (1) street, one (1) additional such identification sign is



c. Monument signs proposed to be located in the public right-of-way landscape area may be permitted following City Council approval for their encroachment. No sign or structure shall encroach on any public utility easement, except as noted above. Location and design shall also have approval of any utility company having structures or lines closer than five (5) feet horizontally from a sign within public right-of-way.

5. Theater Marquee Signs.

A maximum of one (1) freestanding theater marquee sign is permitted per street frontage. Freestanding theater marquee signs shall be considered part of the overall Entertainment Center sign allocation.

**B. Wall Signs.**

Wall signs identifying the name and association logo of business within the Specific Plan area may be permitted subject to the following:

1. Primary Tenants.

Unless noted otherwise in a Specific Sign Program, the following criteria shall apply to wall signs for primary tenants:

- a. One (1) wall sign per building face with a maximum of two (2) signs per tenant.
- b. Type of sign shall be individual, internally illuminated letters; provided however, that primary tenants may be permitted other forms of signage when they can demonstrate that the alternative is representative of their typical signage predominant in Southern California.
- c. Maximum height of letters shall be eight (8) feet. If a double row is required because of the tenant's predominate Southern California signage style, the maximum height of letters shall be six (6) feet. A maximum of two (2) rows shall be allowed.
- d. Maximum sign area of wall sign: There shall be no maximum sign area. However, each wall sign shall only display the business name.
- e. Ancillary signs may be permitted subject to approval by the Project Case Planner, the Planning Manager, and Community Development Director. In no case shall these signs exceed a height of 18 inches or 1/3 the letter height of the business name, whichever is less.

2. Major Tenants.

Unless noted otherwise in a Specific Sign Program, the following criteria shall apply to wall signs for major tenants:

- a. One (1) wall sign per building face which faces a public street or parking area.
- b. Type of sign shall be individual, internally illuminated letters; provided however, that major tenants may be permitted other forms of signage when they can demonstrate that the alternative is representative of their typical signage predominant in Southern California.
- c. Maximum height of letters shall not exceed five (5) feet. If a double row is required because of the tenant's predominate Southern California signage style, the maximum height of letters shall be four (4) feet. A maximum of two (2) rows shall be allowed.
- d. Maximum area of sign: There shall be no maximum sign area. However, each sign shall only display the business name.
- e. Ancillary signs may be permitted subject to approval by the Project Case Planner, the Planning Manager, and Community Development Director. In no case shall these signs exceed a height of 18 inches or 1/3 the letter height of the business name, whichever is less.

3. Submajor Tenants.

Unless noted otherwise in a Specific Sign Program, following criteria shall apply to wall signs for submajor tenants:

- a. One (1) wall sign per building face which faces a public street or parking area.
- b. Type of sign shall be individual, internally illuminated letters; provided however, that submajor tenants may be permitted other forms of signage when they can demonstrate that the alternative is representative of their typical signage predominant in Southern California.
- c. Maximum height of letters shall be four (4) feet. If a double row is required because of the tenant's predominate Southern California signage style, the maximum height of letters shall be three (3) feet. A maximum of two (2) rows shall be allowed.
- d. Maximum area of sign: There shall be no maximum sign area. However, each sign shall only display the business name.

permitted on each additional street frontage. In no case shall there be more than one (1) such sign on each street frontage for each building site. Price signs shall be incorporated into permitted monument signs.

- a) The maximum height to any portion of the monument sign shall not exceed ten (10) feet.
- b) The maximum horizontal length of a monument sign area shall not exceed ten (10) feet.
- c) The maximum monument sign area shall not exceed seventy-five (75) square feet.

b. Wall Signs:

- 1) One (1) wall sign may be permitted for each frontage of the main building (excluding pump canopies) which faces a public right-of-way.
- 2) The maximum size of any sign shall not exceed one (1) square foot for each one (1) lineal foot of building frontage.
- 3) Wall signs shall be affixed to the main building only fifty-four (54) square feet in area.
- 4) Signs shall be limited to identification of station name and associated logo.
- 5) Except for any window signs, no sign or advertising except as provided by this section shall be permitted.

4.8.5 Signs Prohibited

Unless otherwise specifically allowed by this chapter, the following signs shall be prohibited within the Specific Plan area:

1. Signs Constituting a Traffic Hazard:

No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER", or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

2. Immoral or Unlawful Advertising:

It shall be unlawful for any person to exhibit, post or display cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.

3. 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 to or egress from any door. No sign of any kind shall be attached to a standpipe except those signs as required by code or ordinance.

4. Animated, Audible or Moving Signs:

Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light, except seasonal decorations not subject to this prohibition.

5. Off-Premise Signs:

Any signs, other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located.

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 services from such vehicles.

7. Light Bulb Strings and Exposed Tubing:

External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and exposed neon or gaseous light tubing. An exception hereto may be permitted when the display is an integral part of the design character of the activity to which it relates.

8. Banners, Pennants, and Balloons Used for Advertising Purposes:

Flags, banners, tethered balloons, or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project or to announce a Grand Opening of a business (maximum 30 days) may be permitted subject to approval by the Property Owner and the Project Case Planner, Planning Manager and Community Development Director.

9. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California.

10. Roof signs, except as may be required by the Police Department for address location.

11. Freestanding signs, except as provided in this text.
12. Advertising devices and advertising displays.
13. Real estate signs that are: 1) not architecturally related to other on-site signs; or 2) not incorporated as an integral part of the center's or a project's landscape design.
14. Freestanding Announcement or Bulletin Board signs within any parking area or along drive aisles.

4.8.6 Specific Sign Programs

Promotional Retail Center *Sign Rosam (PALM COURT)*

The Promotional Retail Center (also known as "Palm Court") totals approximately 67-acres and is generally bounded by Slover Avenue on the south, Sierra Avenue on the west, the 1-10 Freeway and Southern Pacific rail lines on the north, and the Weyerhauser property on the east. The Center will consist of approximately 660,000 square feet of commercial/retail sales space with several primary and major anchor stores plus numerous smaller shops and freestanding stores and businesses along Slover Avenue.

A. General Sign Specifications - Promotional Retail Center

1. ~~No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.~~
2. All lettering shall be restricted to the "net sign area" and have a matte finish. See accompany design criteria for specific information.
3. No projection above or below the "net sign area" will be permitted (except as otherwise approved in writing by the Property Owner and the Project Case Planner, Planning Manager, and Community Development Director).
4. All signs and their installation must comply with all local building and electrical codes and bear a U.L. label placed in an inconspicuous location.
5. No manufacturer's or approval agencies, labels exposed to public view will be permitted.
6. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of decal application lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone, etc. The number and letter type shall be subject to Owner's approval. (See Door Signage Design Criteria.)
7. Typical Under-Canopy Sign (Hanging from Soffit or wall face):
  - a. Shops signs shall be attached in designated areas only.

- b. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner for written approval prior to fabrication.
  - c. Tenants shall display only their established trade name of their basic product name, e.g., "John's Jeans", combination thereof.
8. Typically Internally Illuminated, Individual Letter Sign Specifications:
- a. Shop signs shall be attached in designated areas only and may not exceed 75% of the leasehold width.
  - b. The face of individual letters and logos shall be constructed of acrylic plastic (1/8" thick minimum) and fastened to the metal plaque in an approved manner. All surrounds, returns or trim in a single sign shall be a dark bronze with matte finish.
  - c. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner and Architect for written approval prior to fabrication.
  - d. Individual shop logos may be located anywhere within the "net sign area", provided their heights do not exceed the height of the "net sign area".
  - e. No more than two rows of letters are permitted, provided their maximum total height does not exceed the height of the "net sign area".
  - f. Tenants shall display only their established trade of their basic product name e.g., "John's Jeans", or combination thereof. Manufacturer's product name(s) allowed only if part of an established company name.
  - g. Internal illumination to be 60 milli-amp neon installed and labeled in, accordance with the "National Board of Fire Underwriters Specifications".
  - h. Signs shall be installed with a minimum of 3/4" space between back of letter and mount surface and all penetrations shall be sealed against infiltration by water.
9. All sign structures shall, at a minimum, be designed and constructed to resist the effects of lateral forces as provided in the latest edition of The Uniform Building Code and as follows:
- a. Seismic Zone 4.
  - b. Wind loading based on a minimum wind speed of 80 mph.

B. Definitions

1. Primary tenants are located in the Target building, the IKEA building, and Building "H".
2. A Major tenant is located in Building "D".
3. Submajor tenants are located in Buildings "B" and "F".
4. Typical Shop tenants are located in Buildings "A", "C", "E" and "G".
5. In-line Buildings are identified as "J", "K", "L" and "M".
6. Freestanding Pad Buildings are numbered "1-7".
7. Notwithstanding the above definitions; in the event the leasing of the project results in building tenants occupying spaces of greater or lesser area than initially anticipated, the definitions contained in the general requirements shall apply as to the tenant classification (i.e., major, submajor, shop).

C. Specific Sign Design Criteria - Promotional Retail Center

The following sketches (1-17 below) depict the specific sign type, general location, numbers of signs, and design criteria for certain types of sign that are allowed in the Promotional Retail Center. All other permitted signs in the Promotional Retail Center shall adhere to standards found in Section 4.8.4 (Uses Permitted and Standards - General).

1. General Sign Location Plan
2. Center Identification Sign (oriented to 1-10 Freeway)
  - a. A maximum of five (5) sign panels with a maximum of six (6) tenants, including the three (3) Primary tenants and the tenants in Buildings B, D and F (not to exceed one (1) tenant for each building), may be identified on this sign.
3. Center Frontage Sign (along Slover Avenue)
  - a. A maximum of four (4) tenants (including major or submajor tenants) may be identified on this sign.
4. Subentry Sign
  - a. A maximum of three (3) subentry signs are permitted along the north side of Slover Avenue.
  - b. Each subentry sign may identify only one (1) Primary tenant.

5. Monument sign (pad tenants)
  - a. A maximum of two (2) tenants may be identified on a monument sign.
  - b. If Buildings L and M have multiple tenancies, then a maximum of four (4) tenants may be identified on a monument sign.
6. Wall signs
  - a. Each tenant in a freestanding pad building shall be allowed one (1) sign per tenant per tenant building face up to a maximum of three (3) signs per tenant. A monument sign that advertises the tenant shall count as one building face and one sign. A monument sign and a wall sign shall not be allowed on the same building side.
7. Primary Tenant Signs
  - a. Target
  - b. IKEA
  - c. Mervyn's
8. Major Tenant
  - a. Major "D"
9. Submajor Tenant
  - a. Submajor "B"

The first tenant for this building will be permitted to have signage letters not-to-exceed six (6) feet height. All future tenants shall be permitted to have signage letters not-to-exceed four (4) feet in height. Double row signage is permitted, sub-copy signage is only permitted for the first tenant.
  - b. Submajor "F"
10. Typical Shop Tenant
11. Under Canopy Signs
12. Buildings "J" and "K" Sign Criteria
13. Typical Tenant Address Signage
  - a. Store front.
  - b. Rooftop address per Police Department specifications.
14. Typical Loading Door Signage



15. Temporary signs may be permitted for installation on the Freeway Identification Sign and/or Center Frontage Sign for tenants which tenants would not otherwise be eligible for location on said signs.

Such temporary signs shall conform to the design of the permanent sign and shall be subject to the approval of the Community Development Director or a designee of the Community Development Director and to the requirements for sign design review.

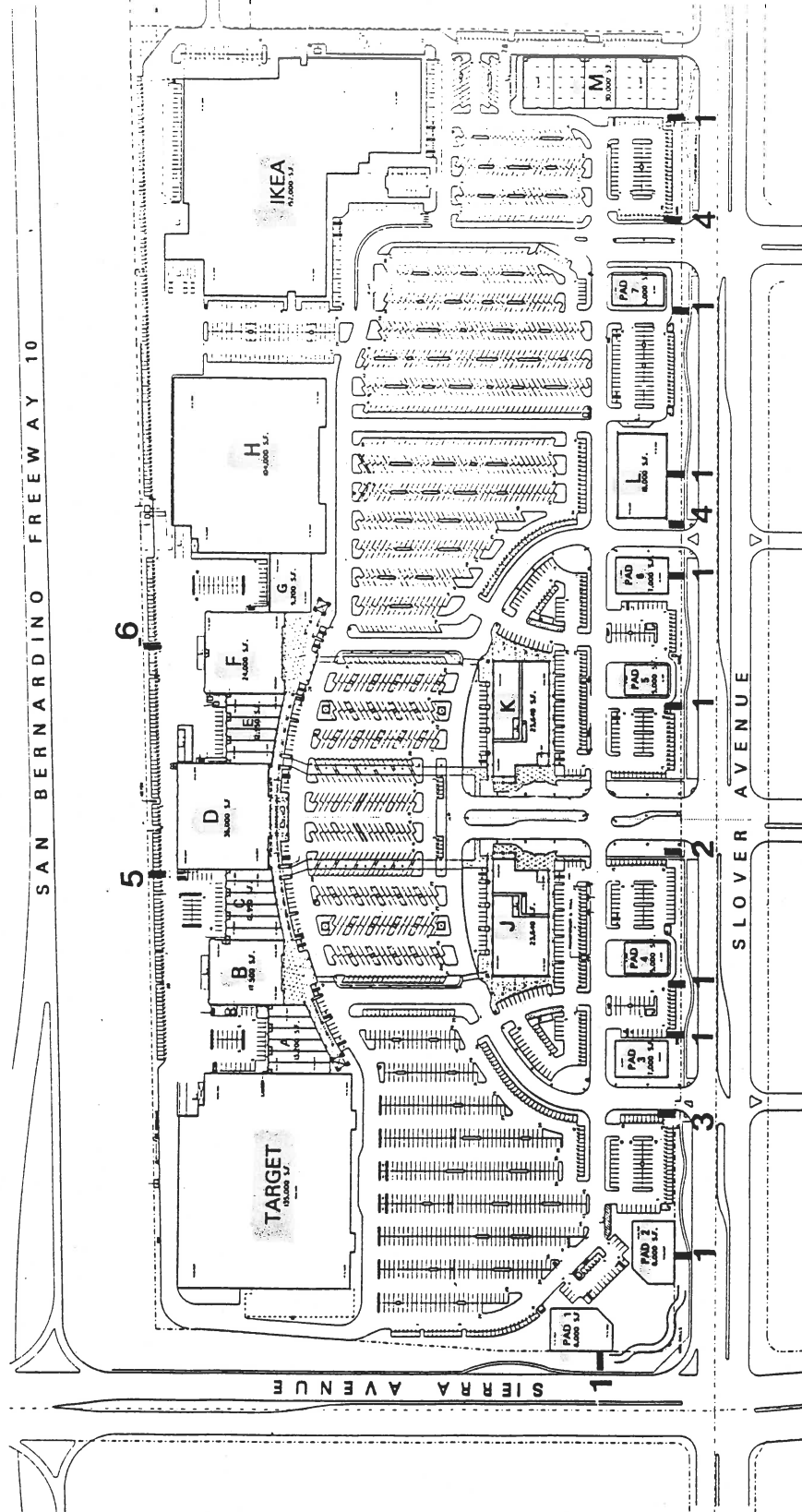
Such temporary signs shall be permitted for a period not to exceed six (6) months subject, however, to time extensions of up to an additional six (6) months with the approval of the Community Development Director or designee of the Community Development Director.

D. Prohibited Signs

See Section 4.8.5.



Amended: 10/19/93  
 Ordinance: 1093



SKETCH 1

LEGEND

- 1. PAD TENANT MONUMENT SIGN
- 2. CENTER FRONTAGE SIGN
- 3. SUBENTRY SIGN
- 4. SUBENTRY SIGN
- 5. PROMOTIONAL CENTER - FREEWAY SIGN
- 6. EMPIRE CENTER - FREEWAY PYLON SIGN

SIGN LOCATION PLAN

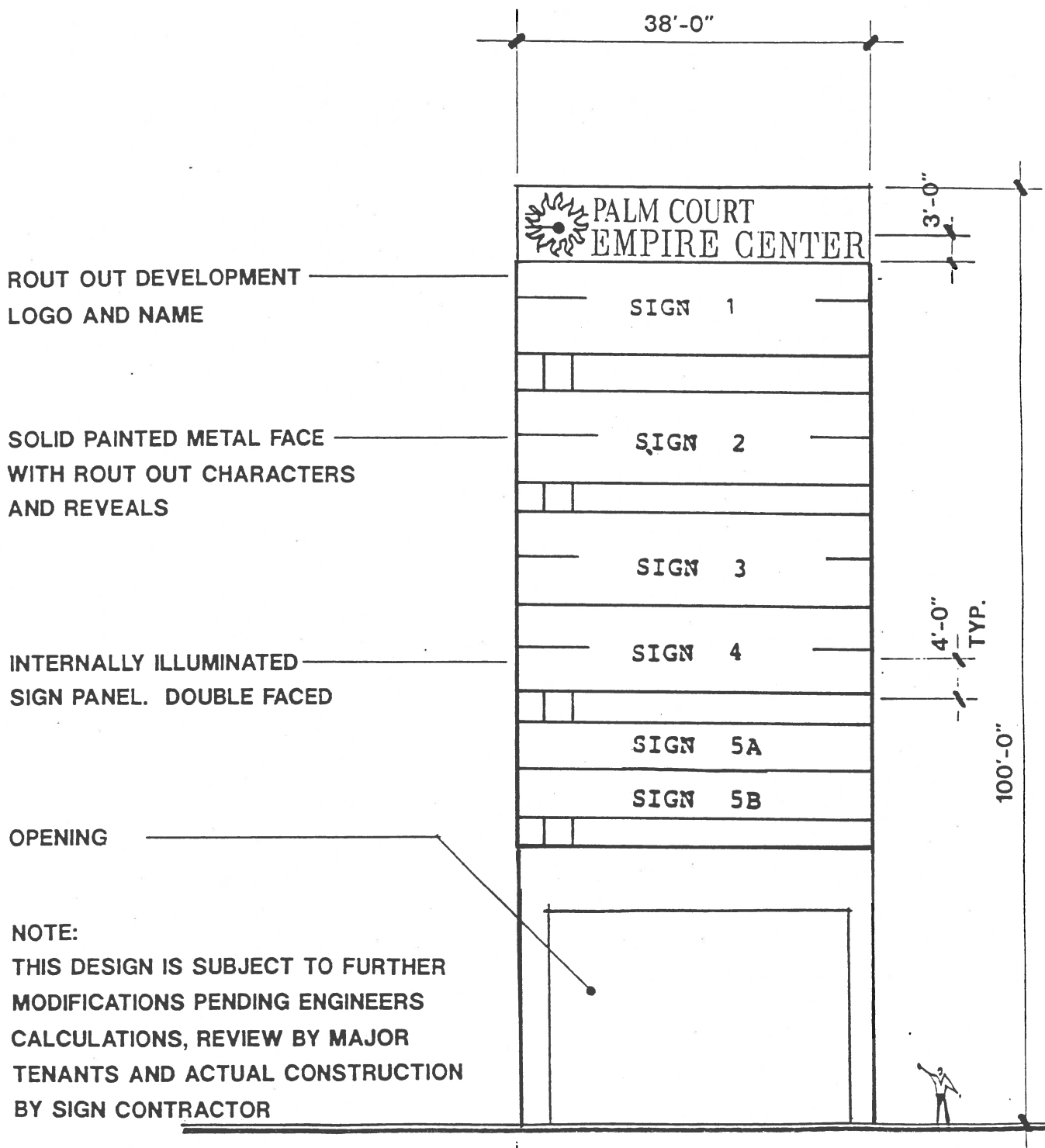
EMPIRE CENTER  
 MONTANA, CALIFORNIA



NTS

LPA  
 ARCHITECTS

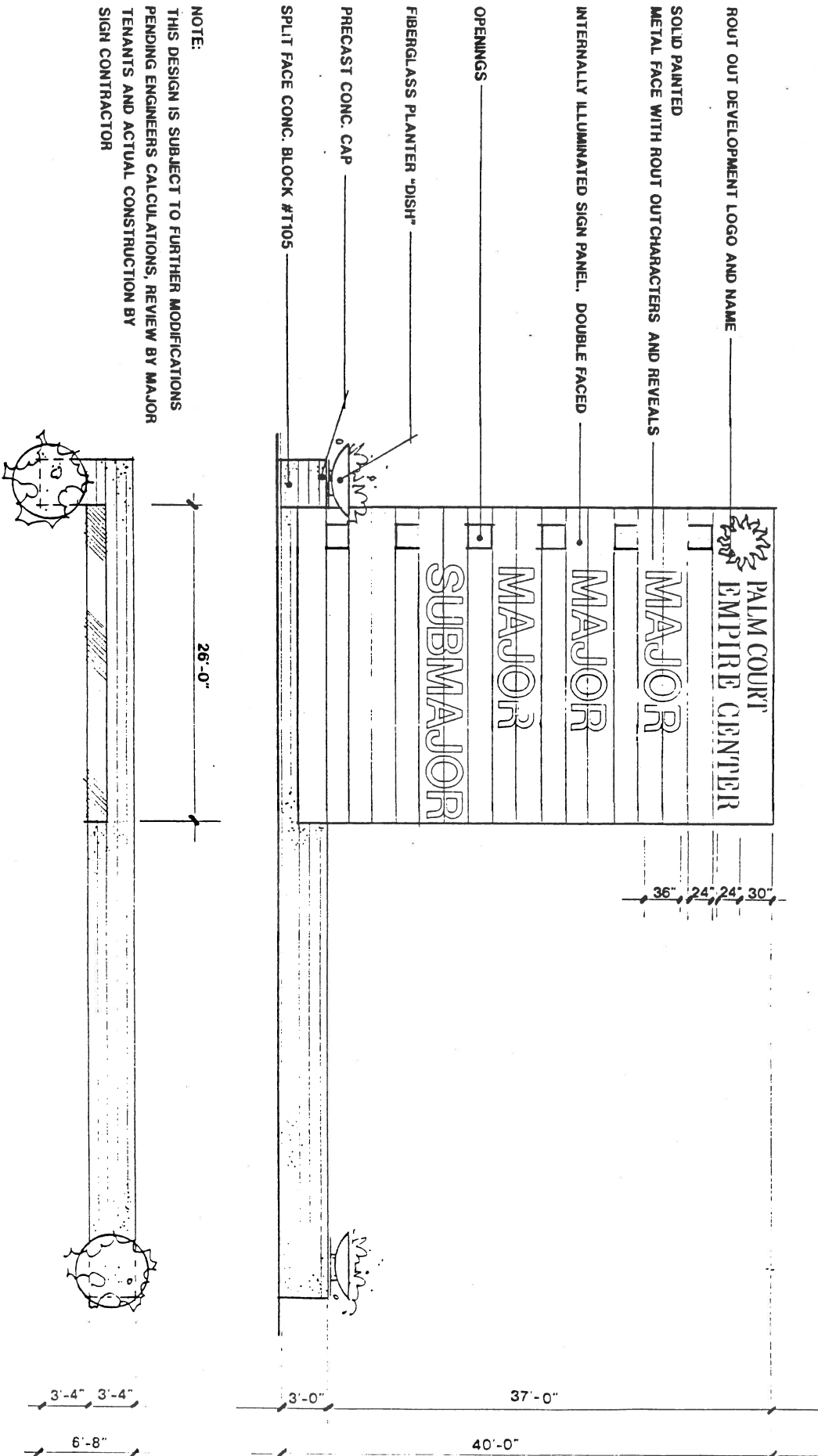




**FREEWAY PYLON SIGN**

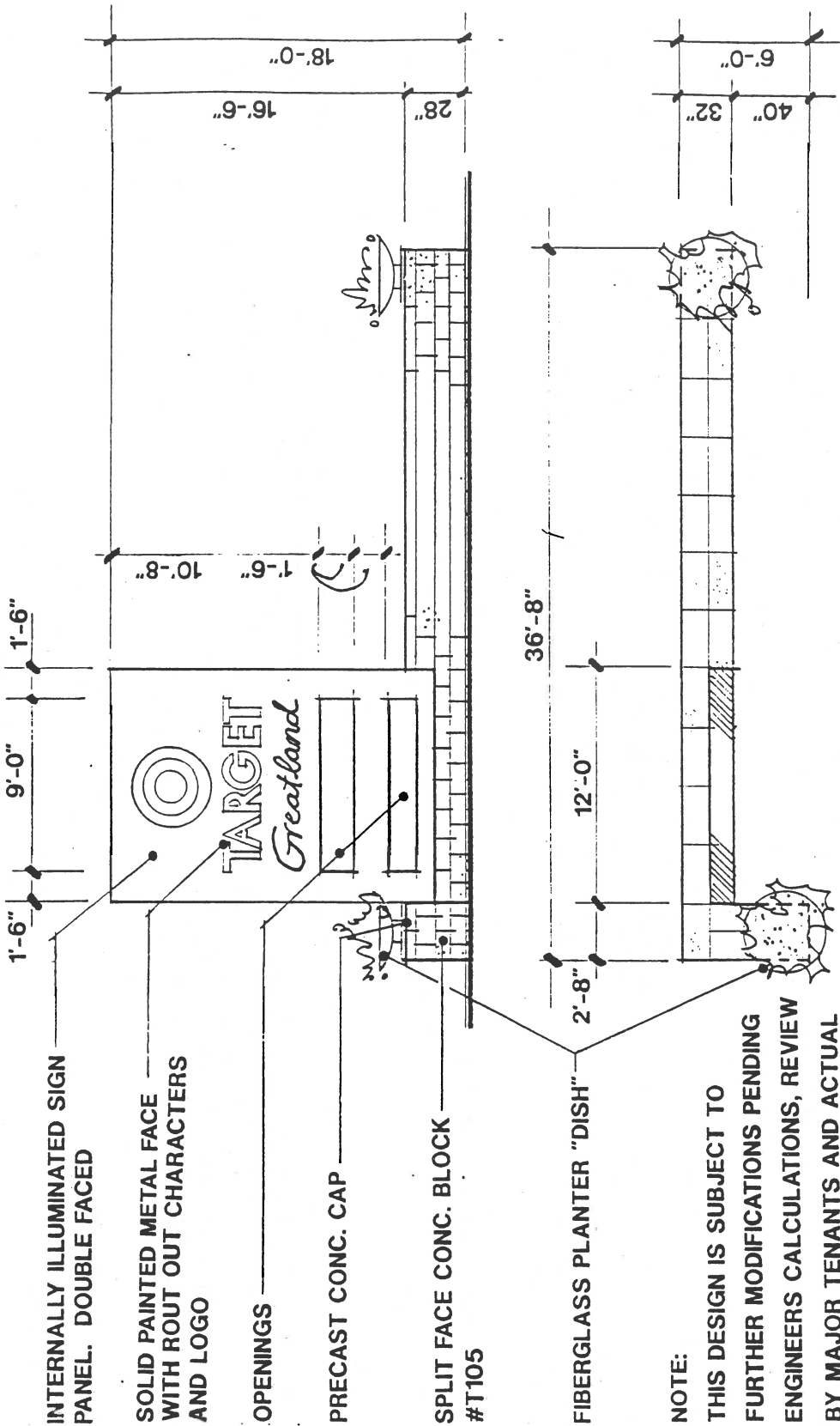
SKETCH 2

SKETCH 3



CENTER FRONTAGE SIGN

EMPIRE CENTER

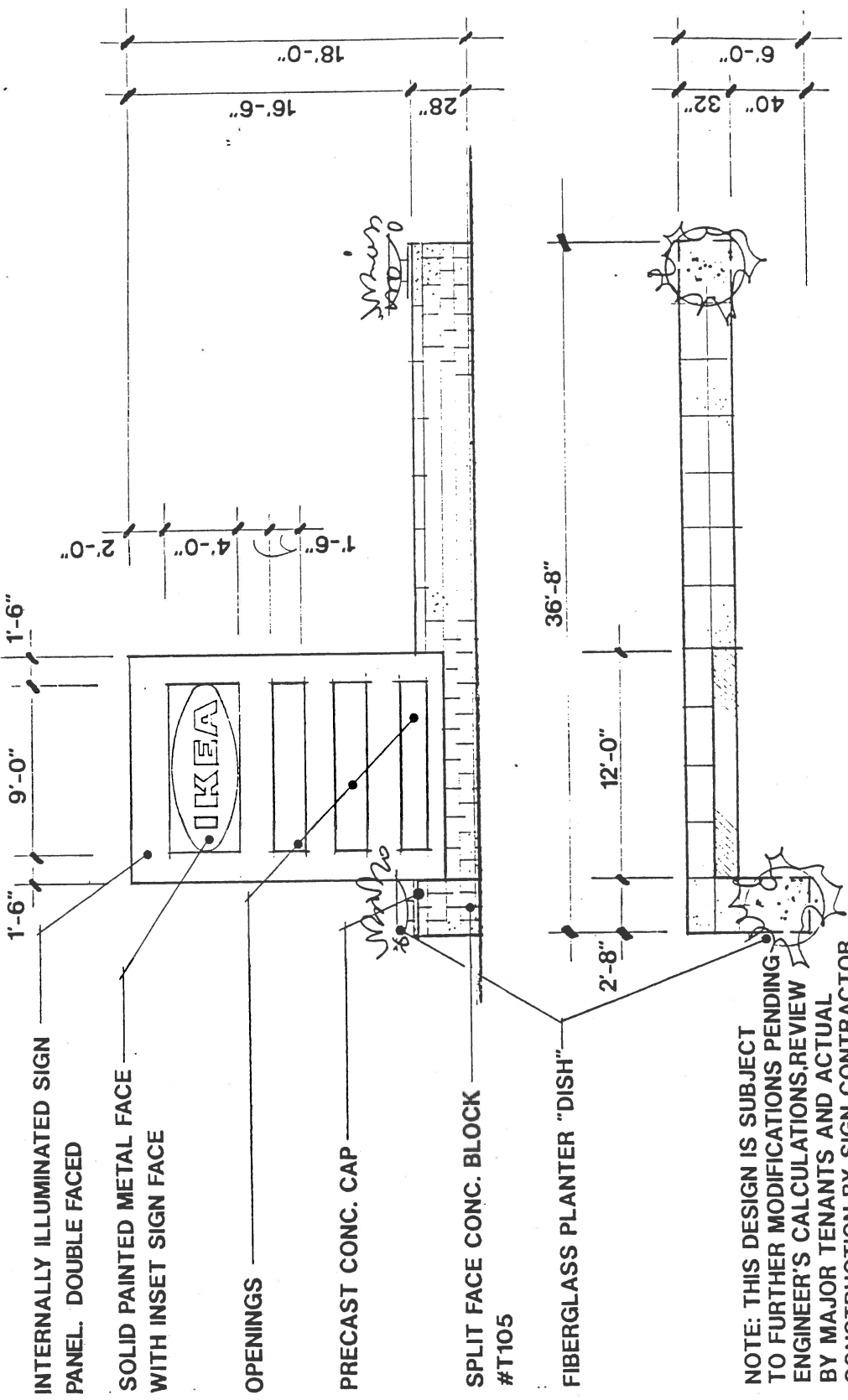


SKETCH 4

Amended: 10/19/93  
Ordinance: 1093

**TARGET SIGN**

**EMPIRE CENTER**  
FONTANA, CALIFORNIA



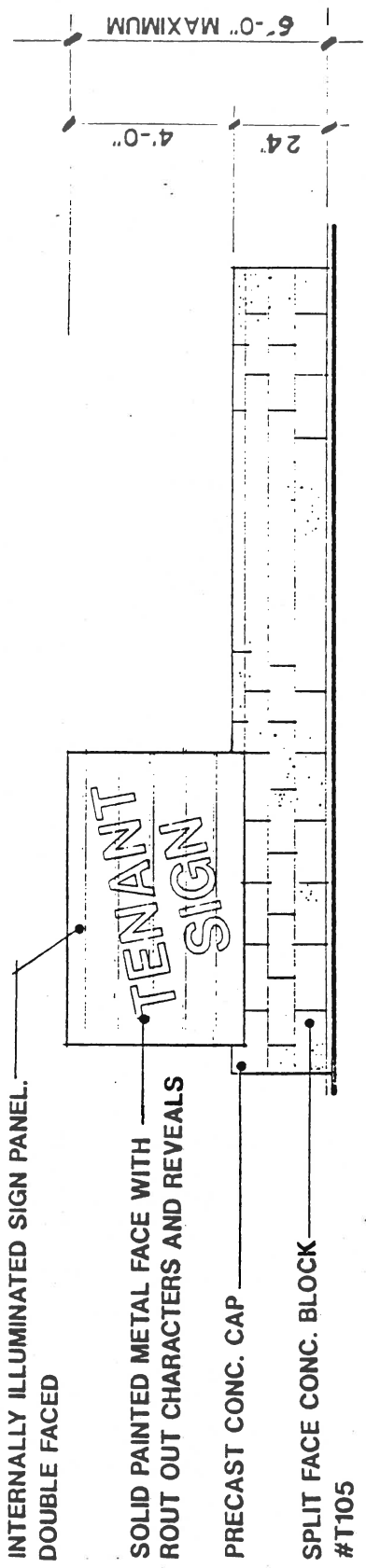
Amended: 10/19/93

SKETCH 5

IKEA SIGN

EMPIRE CENTER  
ANA, CALIFORNIA



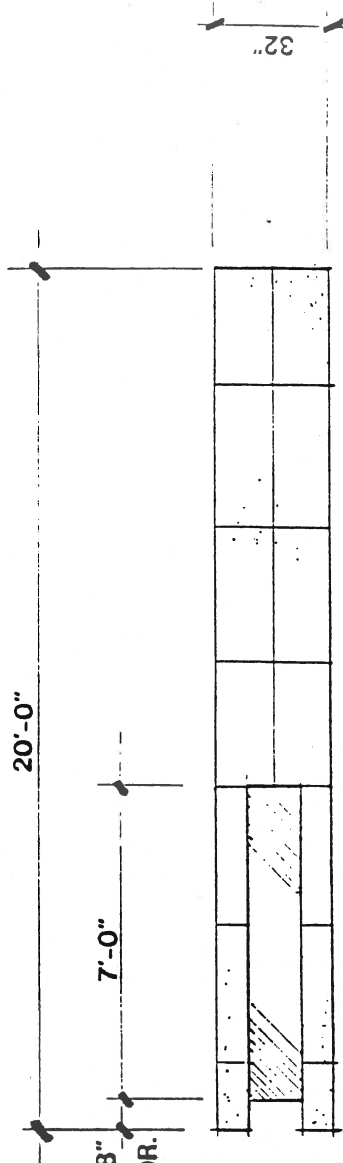


INTERNALLY ILLUMINATED SIGN PANEL.  
DOUBLE FACED

SOLID PAINTED METAL FACE WITH  
ROUT OUT CHARACTERS AND REVEALS

PRECAST CONC. CAP

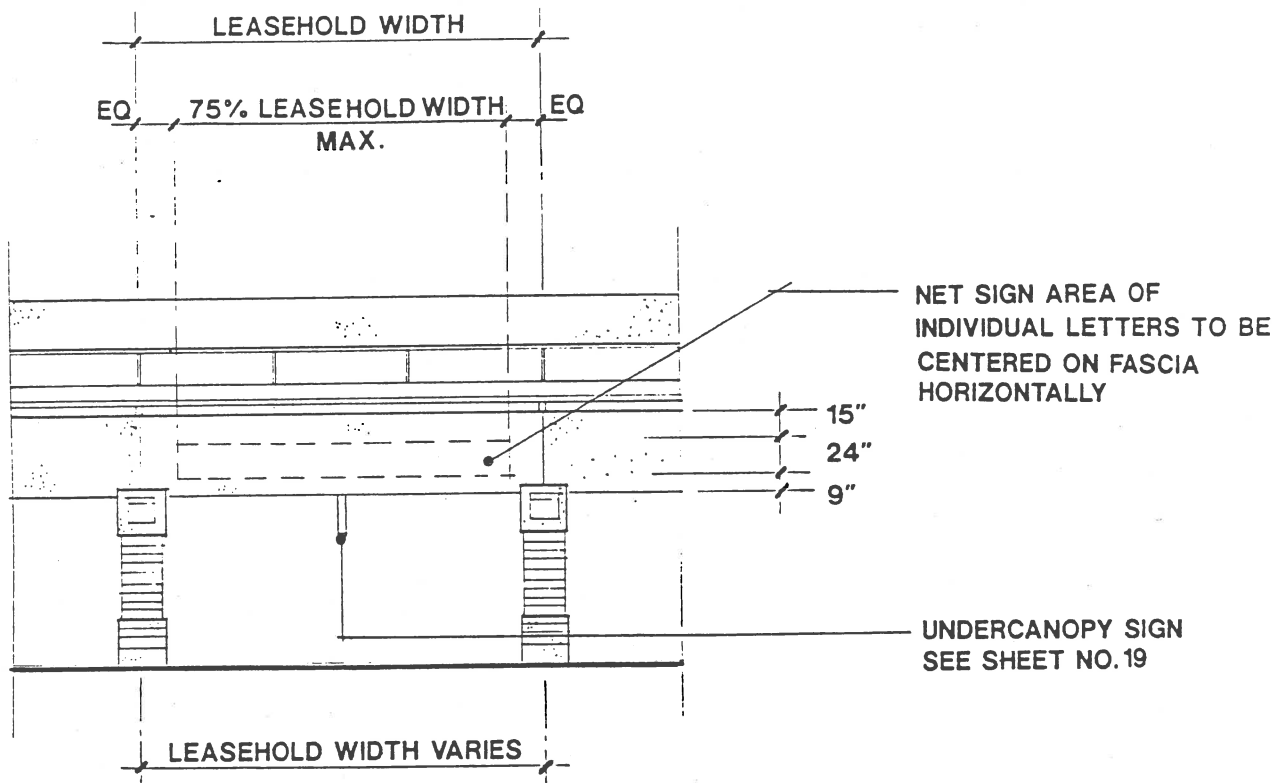
SPLIT FACE CONC. BLOCK  
#T105



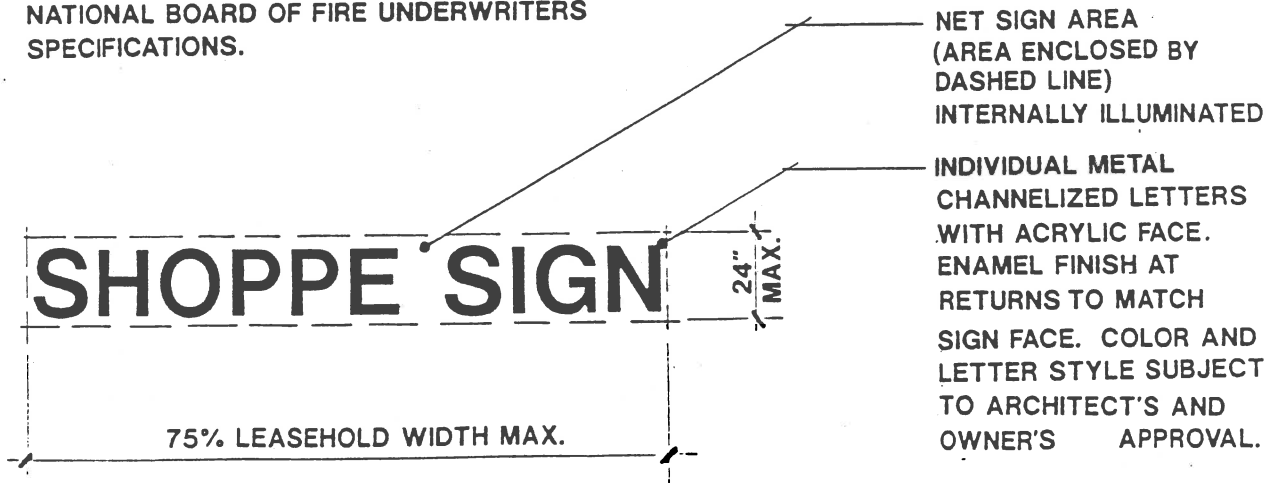
NOTE: THIS DESIGN IS SUBJECT TO  
FURTHER MODIFICATIONS PENDING  
ENGINEER'S CALCULATIONS. REVIEW  
BY MAJOR TENANTS AND ACTUAL  
CONSTRUCTION BY SIGN CONTRACTOR.

SKETCH 6

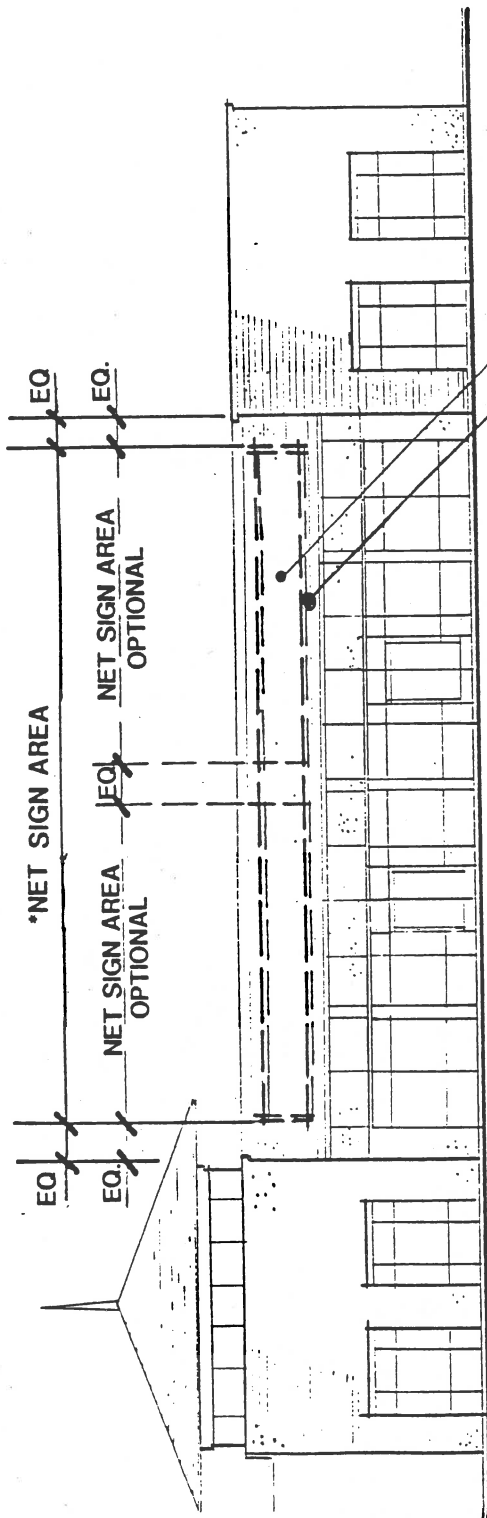
**PAD TENANT MONUMENT SIGN**



NOTE:  
 INDIVIDUAL CHANNELIZED LETTERS TO BE INTERNALLY ILLUMINATED WITH 60 MILLI-AMP NEON AND INSTALLED IN ACCORDANCE WITH THE NATIONAL BOARD OF FIRE UNDERWRITERS SPECIFICATIONS.



TYPICAL SHOP SIGN CRITERIA



NET SIGN AREA OF INDIVIDUAL LETTERS TO BE CENTERED ON FASCIA HORIZONTALLY

OPTIONAL SIGN AREA (IF TWO TENANCIES ARE REQUIRED)

**NOTE:**  
INDIVIDUAL CHANNELIZED LETTERS TO BE INTERNALLY ILLUMINATED WITH 60 MILLI-AMP NEON AND INSTALLED IN ACCORDANCE WITH THE NATIONAL BOARD OF FIRE UNDERWRITERS SPECIFICATIONS.

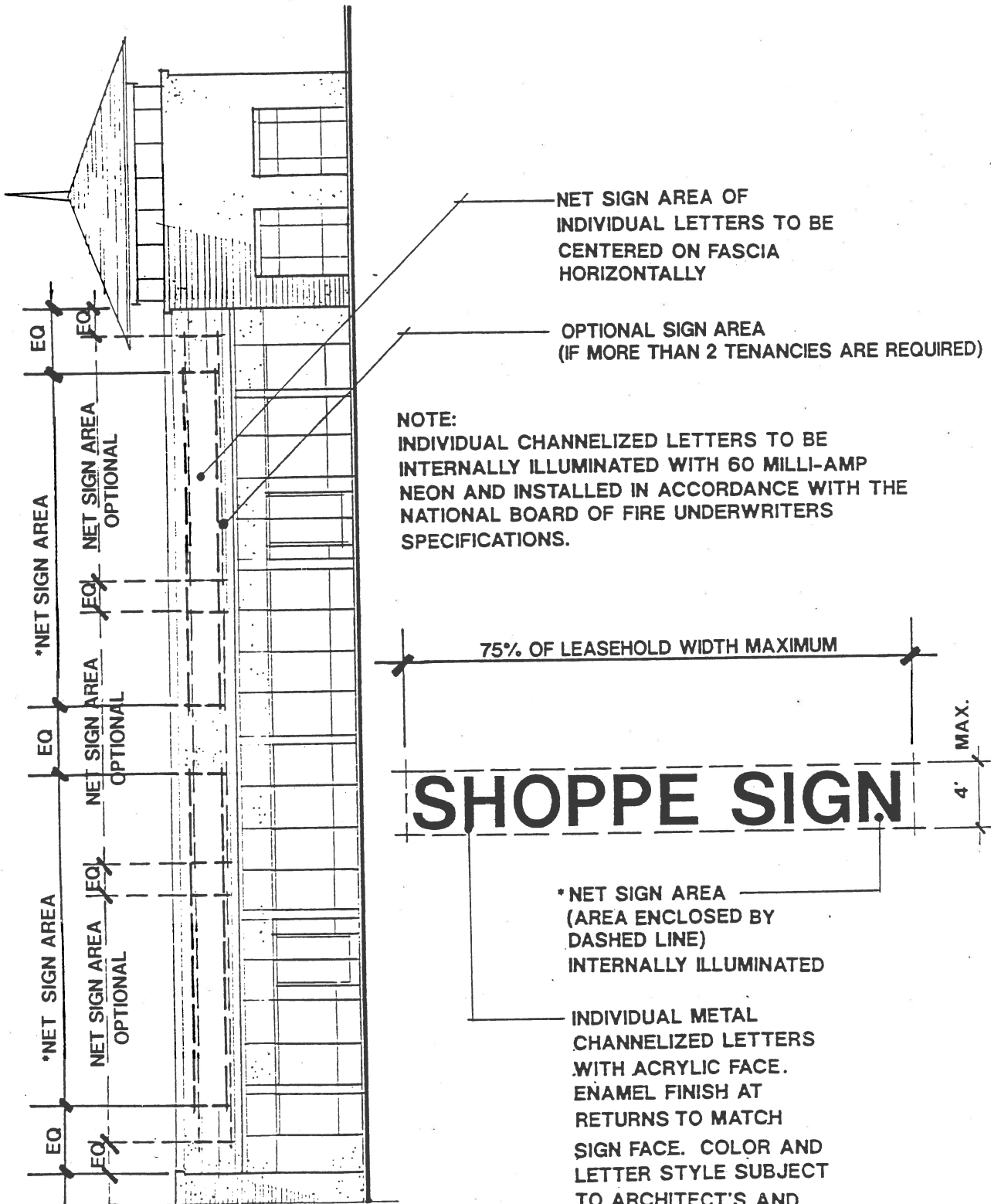
75% OF LEASEHOLD WIDTH MAXIMUM

**SHOPPE SIGN** 6" MAX.

\* NET SIGN AREA (AREA ENCLOSED BY DASHED LINE) INTERNALLY ILLUMINATED

INDIVIDUAL METAL CHANNELIZED LETTERS WITH ACRYLIC FACE. ENAMEL FINISH AT RETURNS TO MATCH SIGN FACE. COLOR AND LETTER STYLE SUBJECT TO ARCHITECT'S AND OWNER'S APPROVAL.

**SUB-MAJOR "B" SIGN CRITERIA**



NET SIGN AREA OF INDIVIDUAL LETTERS TO BE CENTERED ON FASCIA HORIZONTALLY

OPTIONAL SIGN AREA (IF MORE THAN 2 TENANCIES ARE REQUIRED)

NOTE:  
INDIVIDUAL CHANNELIZED LETTERS TO BE INTERNALLY ILLUMINATED WITH 60 MILLI-AMP NEON AND INSTALLED IN ACCORDANCE WITH THE NATIONAL BOARD OF FIRE UNDERWRITERS SPECIFICATIONS.

75% OF LEASEHOLD WIDTH MAXIMUM

**SHOPPE SIGN**

4' MAX.

\*NET SIGN AREA (AREA ENCLOSED BY DASHED LINE) INTERNALLY ILLUMINATED

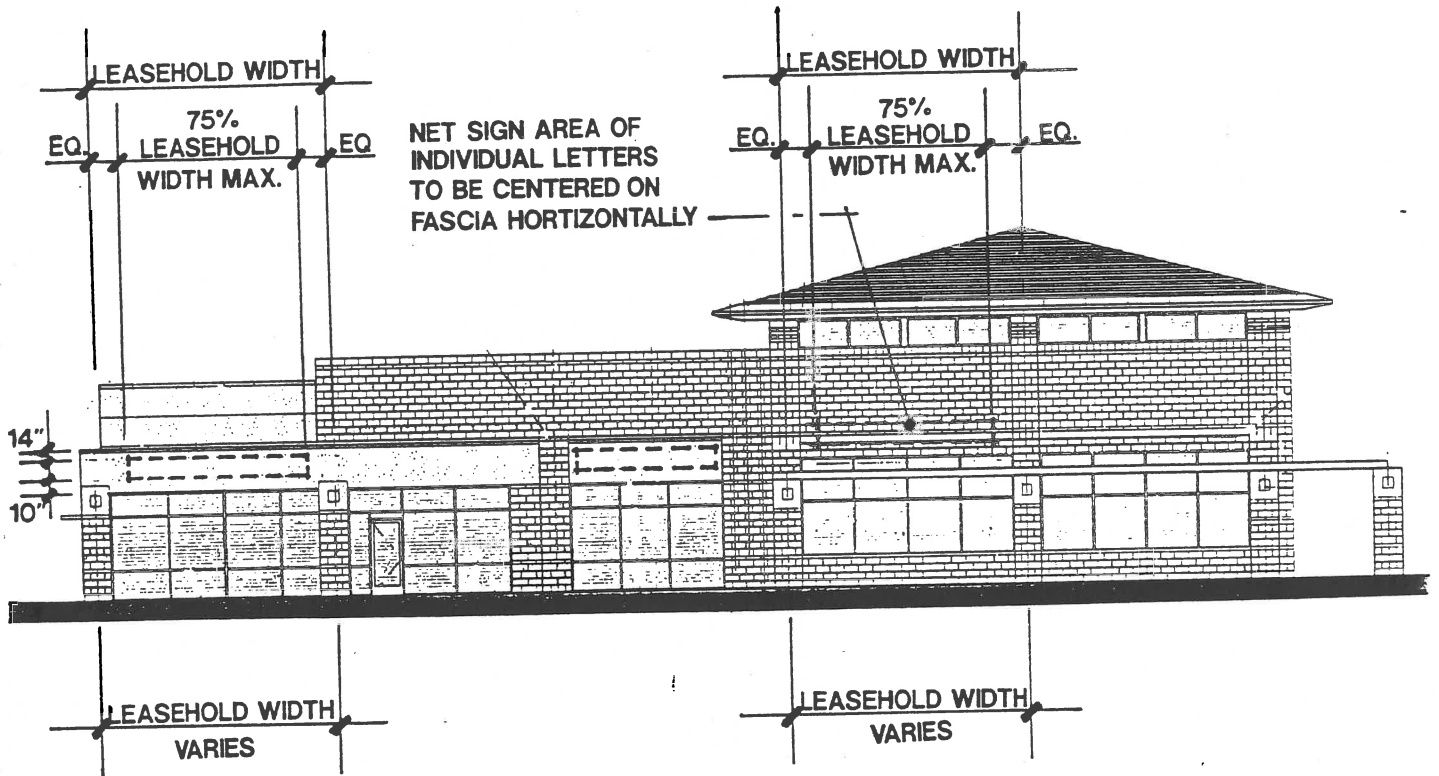
INDIVIDUAL METAL CHANNELIZED LETTERS WITH ACRYLIC FACE. ENAMEL FINISH AT RETURNS TO MATCH SIGN FACE. COLOR AND LETTER STYLE SUBJECT TO ARCHITECT'S AND OWNER'S APPROVAL.

SUB-MAJOR "F" SIGN CRITERIA  
MAJOR "D" ALTERNATE CRITERIA: SIMILAR

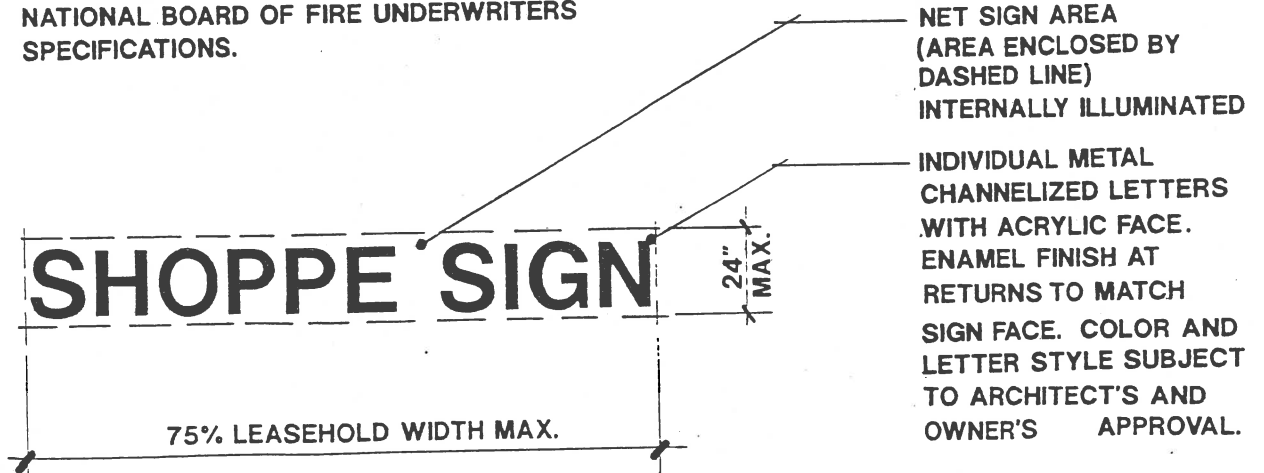
EMPIRE CENTER  
FONTANA, CALIFORNIA

SKETCH 9

Amended: 10/19/93  
Ordinance: 1093



**NOTE:**  
 INDIVIDUAL CHANNELIZED LETTERS TO BE INTERNALLY ILLUMINATED WITH 60 MILLI-AMP NEON AND INSTALLED IN ACCORDANCE WITH THE NATIONAL BOARD OF FIRE UNDERWRITERS SPECIFICATIONS.

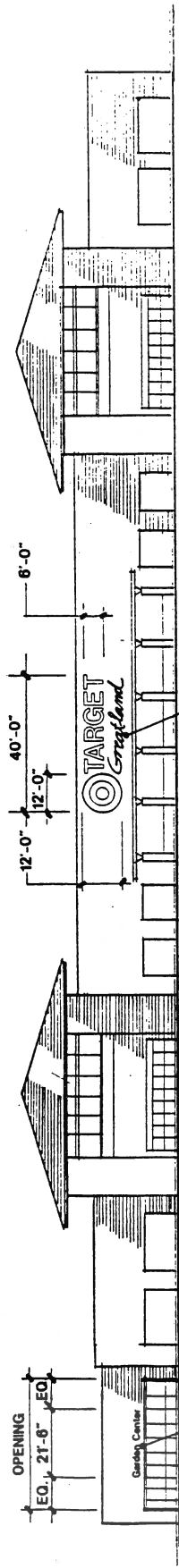


**BUILDINGS J AND K SIGN CRITERIA**

**EMPIRE CENTER**  
 FONTANA, CALIFORNIA

SKETCH 10

Amended: 10/19/93  
 Ordinance: 1093



"GARDEN CENTER" SIGN 32" HIGH LETTERS  
SIGN AREA 43 S.F. INDIVIDUAL CHANNELIZED LETTERS,  
RED ACRYLIC FACE ENAMEL FINISH AT RETURNS  
TO BE INTERNALLY ILLUMINATED  
WITH 60 MA NEON

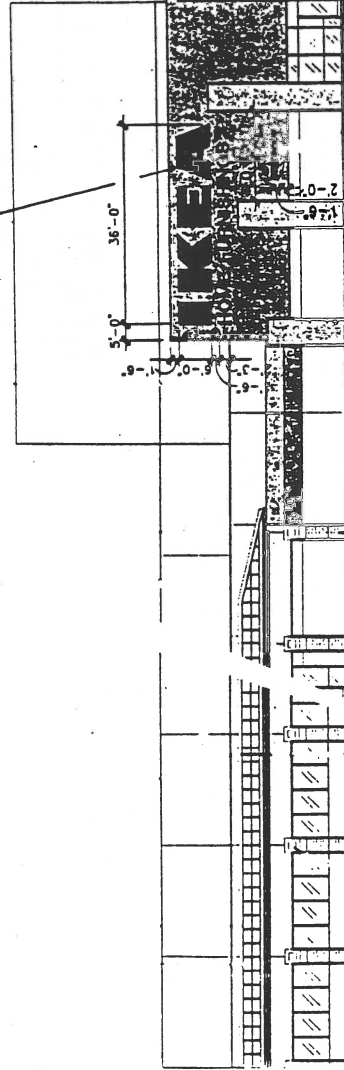
"TARGET" SIGN 6'-0" HIGH LETTERS RED ACRYLIC FACE  
"GREATLAND" SIGN 6'-0" HIGH LETTERS GREEN ACRYLIC FACE  
INDIVIDUAL CHANNELIZED LETTERS, ENAMEL FINISH AT RETURNS  
TO BE INTERNALLY ILLUMINATED WITH 60 MA NEON  
"LOGO" 12'-0" DIA.

NOTE:  
TYPEFACE SUBJECT TO TENANT'S CRITERIA  
AS WELL AS OWNER'S AND ARCHITECT'S APPROVAL.

TARGET SIGN CRITERIA

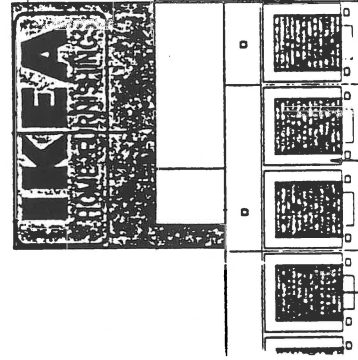
EMPIRE CENTER  
MANTANA, CALIFORNIA

"IKEA" SIGN: 6'-0" HIGH INDIVIDUAL CHANNELIZED INTERNALLY ILLUMINATED LETTERS. PAINT FINISH AT RETURNS.



NOTE: TYPEFACE SUBJECT TO TENANT'S CRITERIA AND OWNER'S/ARCHITECT'S APPROVAL

"IKEA" SIGN: 8'-0" HIGH INDIVIDUAL CHANNELIZED INTERNALLY ILLUMINATED LETTERS. PAINT FINISH AT RETURNS.



SOUTH ELEVATION

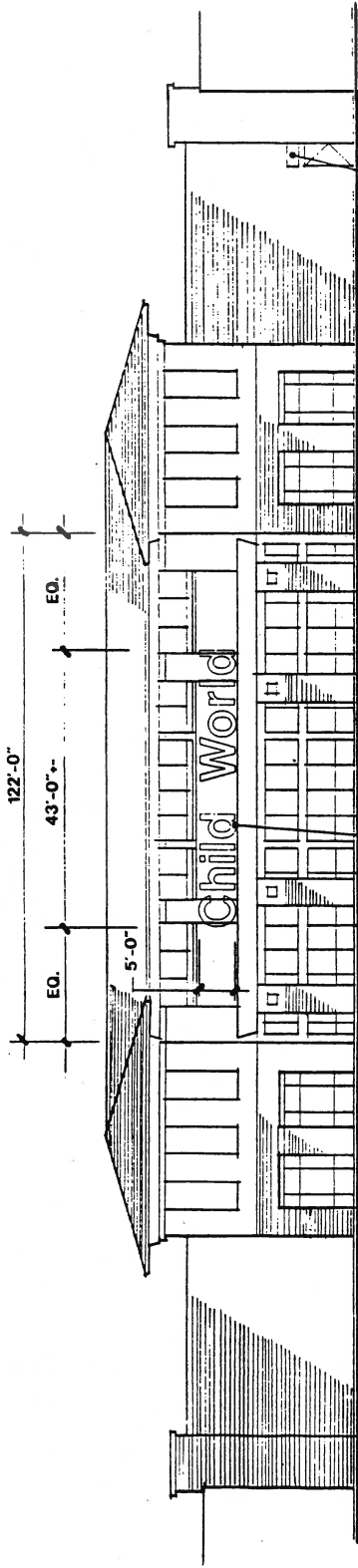
WEST ELEVATION

IKEA SIGN CRITERIA

SKETCH 12



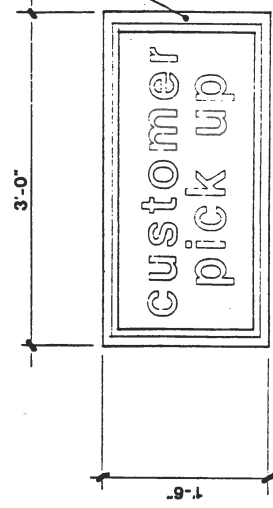




"CHILD WORLD" TO BE INDIVIDUAL METAL CHANNELIZED LETTERS, RED ACRYLIC FACE. ENAMEL FINISH AT RETURNS-"TEAL". TO BE INTERNALLY ILLUMINATED WITH 60 MILLI AMP NEON

CUSTOMER PICK UP SIGN

"CUSTOMER PICK UP" TO BE INTERNALLY ILLUMINATED SIGN WITH POLYCARBONATE FACE, ENAMEL FINISH AT RETURNS. LETTERS: RED ON WHITE BACKGROUND. WALL MOUNTED.

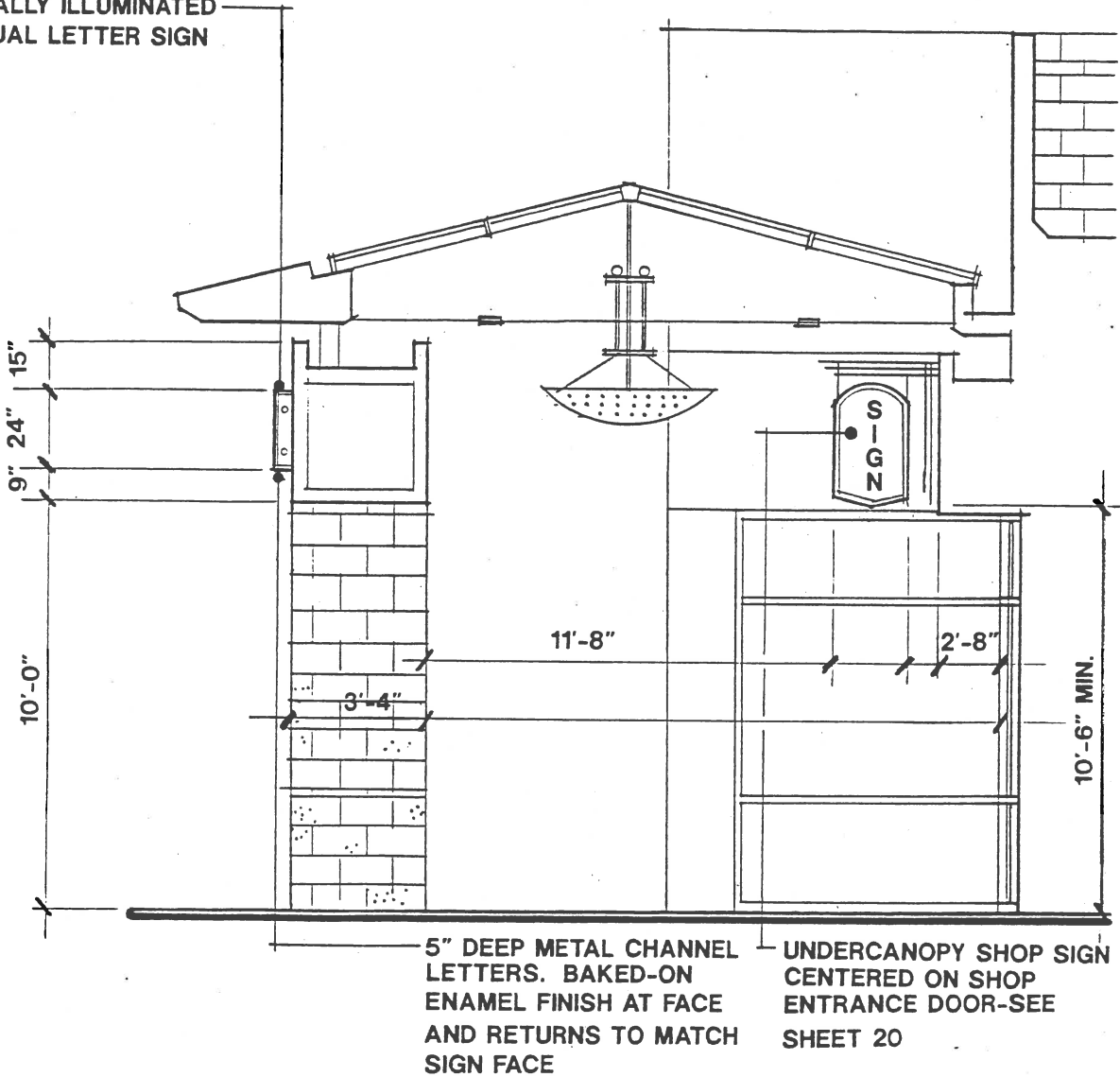


SIGN ELEVATION 1"=1'-0"

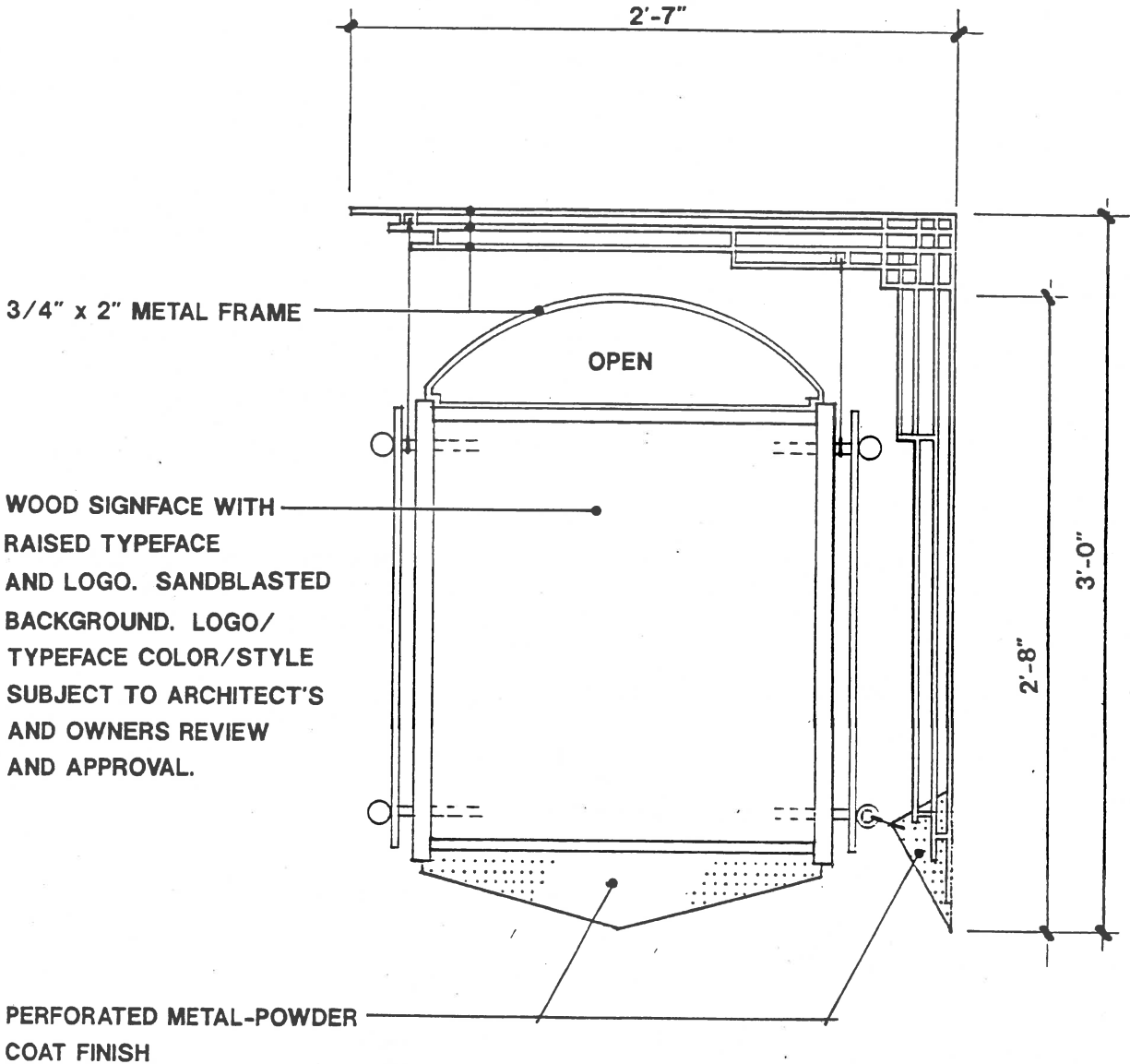
CHILD WORLD SIGN CRITERIA (MAJOR "D")  
 MAJOR "D" ALTERNATE SIGN CRITERIA: SEE SHEET NO. 9

EMPIRE CENTER  
 MONTANA, CALIFORNIA

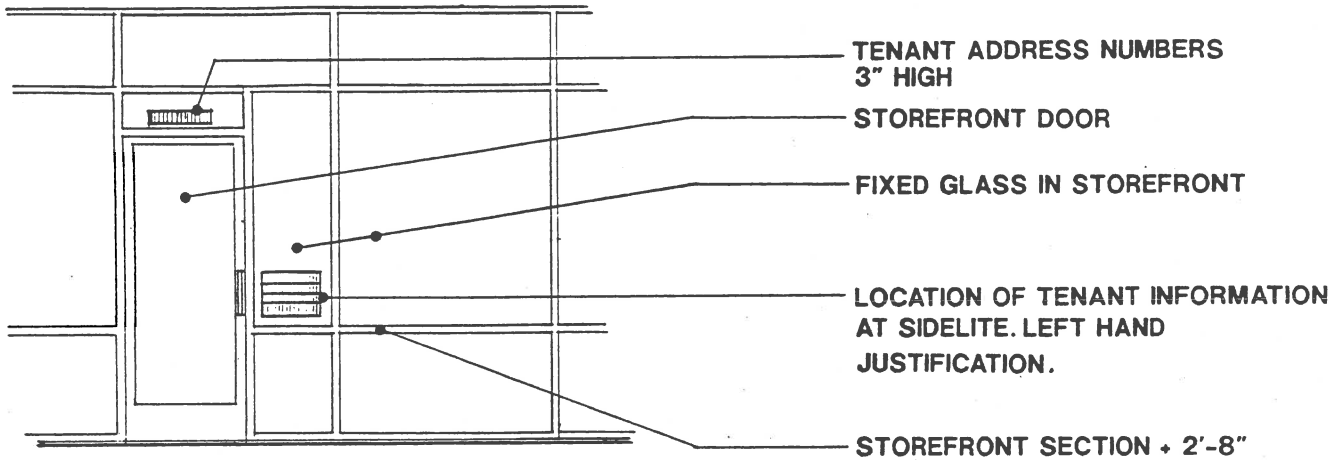
INTERNALLY ILLUMINATED  
INDIVIDUAL LETTER SIGN



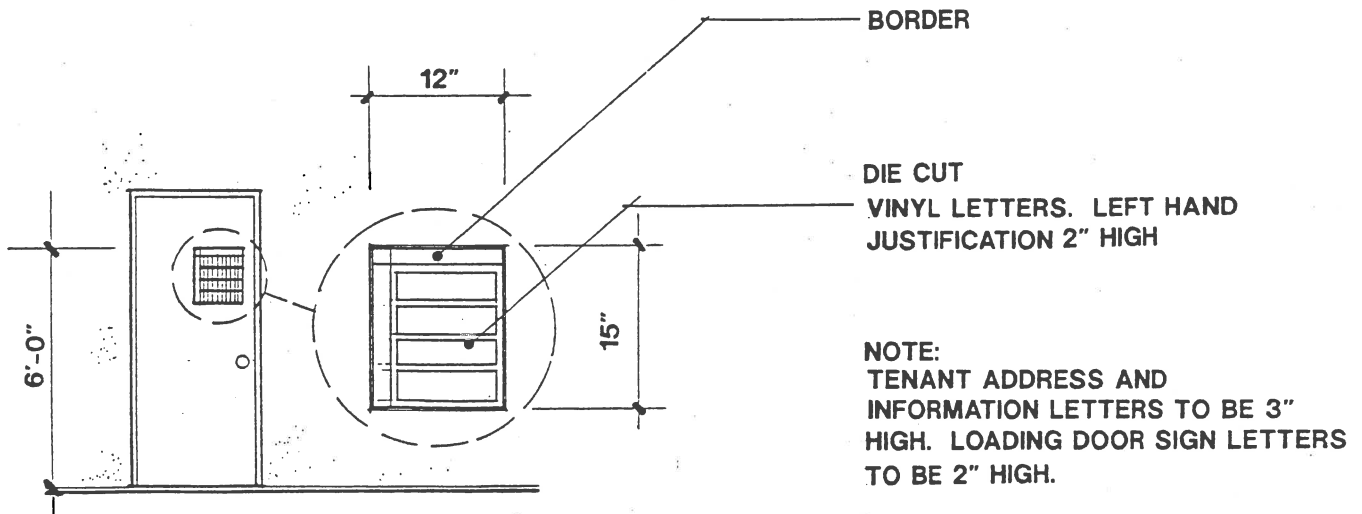
TYPICAL CANOPY SECTION



TYPICAL UNDER CANOPY SIGN



**TYPICAL TENANT ADDRESS SIGNAGE**



**TYPICAL LOADING DOOR SIGNAGE**

(NOTE: Pages 4-43 through 4-53 are purposely deleted)

Amended: 10/19/93  
Ordinance: 1093

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