

**NORTH MAIN PLAZA  
Corona, California**

**MASTER SIGN PROGRAM**

**OWNER:  
Main River Partners, LLC  
(480) 368-0111**

**Signage & Graphics:  
Signs & Services Company  
10980 Boatman Ave.  
Stanton, CA 90680  
Phone: (714) 761-8200  
Fax: (714) 761-2451**

**November 10, 2003**

## **SUBMITTALS & APPROVAL**

There is a formal process for the creation, review and approval of Tenant sign at North Main Plaza. All Tenant's signage is subject to the Owner's, or its managing agent's (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign program, and the North Main Street District specific plan area.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for North Main Plaza.
3. Signs shall be regulated and controlled as specified under the Corona Municipal Code.

### **A. SUBMITTAL TO OWNER:**

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to City submittal or sign fabrication. Sign drawings are to be prepared by a licensed sign contractor. All signs must conform to the city requirements of Corona Planning and Building Department.

Submittals shall include the following:

#### **1. STOREFRONT ELEVATION:**

Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.

#### **2. SHOP DRAWINGS:**

Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, timesteps, materials, colors, means of attachment, illumination, electrical specifications, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the provisions of this sign program will be submitted to the Owner for approval and then submitted to the City of Corona for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to:

- a. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- b. Mitigate problems in the application of this sign program.

### **B. SUBMITTAL TO CITY:**

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or its sign contractor must submit to the City of Corona, and will be responsible for all applicable applications, permit fees for the Planning and Building Departments.

Tenant and its Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and city's approval shall be on file in the Owner's office.
2. Owner must receive the Sign Contractor's Certificate of Insurance prior to construction of signs.
3. The Owner must be notified 48 hours in advance prior to sign installation.

- C. Tenant's Sign Contractor shall install required signage within 45 days after approval of shop drawings. If signage is not in place by that date, Owner may order sign fabrication and installation on Tenant's behalf and at the Tenant's expense.
- D. The Owner may, at its sole discretion correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.
- E. If the Tenant chooses to change its exterior sign anytime during the term of its lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of its lease agreement.
- F. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

## **TENANT'S RESPONSIBILITY**

Tenant shall be responsible for the following expenses relating to signage for its store.

- Design consultant fees (if applicable).
- 100% of permit processing costs and application fees.
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, including repair of any damage to the building.

## **DESIGN GUIDELINES**

The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the center's success. High quality signage, which reflects the integrity of the architecture, will be encouraged. Tenant individual signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the restaurant, entertainment and retail visitors. Encouraged sign treatments include:

### **A) MIXED MEDIA FORMS AND EMBELLISHMENTS**

- Dimensional, geometric shapes or icon representing a Tenant's product or service.
- Painted, polished, etched, or abraded metals.
- Screens grids or mesh.
- Cut or fabricated aluminum.
- Neon accents or trim.
- Dimensional letter forms with seamless edges.
- Opaque acrylic materials with matte finishes.
- Fauxstone effect finish.
- Gold, silver or copper leaf or metallic Paint finish.
- Oxidized and patina finishes.

### **B) ILLUMINATION**

Tenant signage should incorporate one or more of the following acceptable lighting methods:

- Reverse/halo channel neon.
- Open and/or exposed channel neon.
- Silhouette illumination.

### **C) SIGN COLORS AND FINISHES**

All Tenants colors must be approved by the Owner prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- Colors within each sign should be compatible.
- Color of letter returns should contrast with face colors for optimum daytime readability. Interior of open channel letters should be painted dark when against lighted backgrounds.
- Neon colors should compliment related signage elements.
- All background color for pylon faces, white.
- Signs shall be limited to three (3) sign colors. Exception for established corporate Logos, subject to City staff review and approval.

### **D) TYPESTYLES**

The use of logos and distinctive typestyles is encouraged for all Tenants' signs. Tenants may adapt established typestyles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. These images must be architecturally compatible and approved by Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

### **E) SIZES AND QUANTITIES**

Sizes and quantities for Tenant signs shall be outlined in this criteria for each sign type. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that they appear balanced in scale in relation to their backgrounds.

## **PROHIBITED SIGNS**

Only those sign types provided herein and specifically approved in writing by the Owner will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures.
- Can (cabinet) signs.
- Roof Signs.
- Freestanding Signs.
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use or which serve as an attention getting device are prohibited
- Off premise signs: (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located:
  - Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with storefront design.
- Others as detailed per the City of Corona.

## FABRICATION REQUIREMENTS

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

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.
- B. Sign manufacturers shall supply UL label, if required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- C. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed
- D. Signs shall be made of aluminum materials that are appropriate and complementary to the building.
- E. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices, other than trim cap. Finished surfaces shall be free from "oil canning" or warping.
- G. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- H. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off from the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No Black iron will be permitted. Angle clips attached to letter sides will not be permitted. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match the specified colors on the approved plans.
- I. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.
- J. All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company 800-628-8439).
- K. Letter returns shall be painted to contrast with color of letter faces.
- L. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 M.A. Fluorescent. Lamps shall be single pin (slim line) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications.
- M. Surfaces brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted
- N. The backs of all exposed neon are to be painted opaque.

## BUILDING SIGNS

### A. GENERAL CRITERIA

1. One sign only per Tenant is permitted and shall be mounted on specified fascia on front face of building. Except end units which face street, parking lot, or driveway which are allowed one sign per building face, on a maximum of 3 sides of the building
2. Signs shall be individually mounted letters, reverse channel, metal or acrylic plastic. Letters may be opaque or translucent with back light neon or similar source. No exposed tubes, wiring transformers or other devices will be permitted.
3. All letters are to be "pegged-out" from face of wall a minimum of one (1) inch to back of sign and a maximum of eighteen (18) inches to the outer face of sign letters
4. All signs to be centered on the leased premise frontage as near as practicable.
5. No signs shall be permitted on front columns, pylons or other building facades unless otherwise specified in lease.
6. Signs shall contain only the name of the business which it identifies and shall not contain change panels.
7. All signs shall face, generally, toward parking area, with exception to end units.
8. All signs shall be approved by Landlord.

### B. WINDOW AND DOOR SIGNS

1. Upon written approval from Landlord.
2. White vinyl letters are permitted on doors only. Letters shall not exceed 3" in height. No lettering or logos are permitted on windows.

### C. WALL/BUILDING MOUNTED SIGNAGE

1. **MINOR INLINE & MINOR PADS** are those containing 19,999 S.F. or less
2. **MAJOR INLINE & MAJOR PADS** are those containing 20,000 S.F. or greater
3. **Number:** The total number of Wall/Building Mounted Signs shall be no greater than the number of tenants in said building, with the exception that:
  - ◆ Minor tenants may have up to two wall mounted signs with no more than one sign allowed per building face, and
  - ◆ Major tenants with a floor area of greater than 20,000 sq.ft. may have up to one wall mounted sign for each building face, provided that no building shall be deemed to have more than three building faces.
4. **Locations:** Signs should be located to promote visibility. The Location(s) as it appears on the building(s) shall be shown submitted to the City of Corona as part of the sign permit review process.
5. **Sign Area & Size for Minor Tenants:** The permitted size of the wall mounted signs for each tenant shall not exceed 50 sq. ft. in area.
6. **Sign Area & Size for Major Tenants:** The permitted size of the wall mounted signs for each tenant shall be calculated as follows: One sq. ft of signage shall be permitted for each linear foot of building frontage on the side of the building where the main entrance is located, provided that no sign shall exceed 75% of the building frontage length (for example, if a building has an 100 foot long front façade, then each permitted wall mounted sign could

- have an area of up to 5 sq.ft.). For buildings with multiple tenants, the building frontage shall be defined as the portion of the front façade that relates to that particular building tenant.
7. **Design:** Individual channel letters are recommended for wall/Building Mounted Signs. **Can Signs are prohibited.** All Wall/Building Mounted Signs shall be built as 3-Dimensional signs and shall incorporate dimensional elements. No sign, including any light box or structural part, shall project more than 18" from building face.
  8. **Colors, Materials and Finishes:** Signage colors, materials, and finishes should compliment those used on the wall or building to which the sign is attached. Vibrant colors are encouraged. Graphic elements and dimensional logos should be incorporated into signs. A variety of wall sign treatment is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted the Sign Program. Custom colors in logo type or colors may be approved by Owner. Custom Tenant logo type / name with Owner approval. Secondary copy identifying incidental services (e.g., Pharmacy) allowed with Owner approval.
  9. **Lighting:** Signs may be illuminated by external and/or internal light sources. Neon lighting and fiber optics are encouraged. No can lighting is permitted.
  10. **Maximum Height:** Primary copy: maximum letter height 24" for minor tenants and 60" for major tenants  
Secondary copy: maximum letter height 12". **NOTE: All signs are subject to requirement noted in items 5 & 6.**

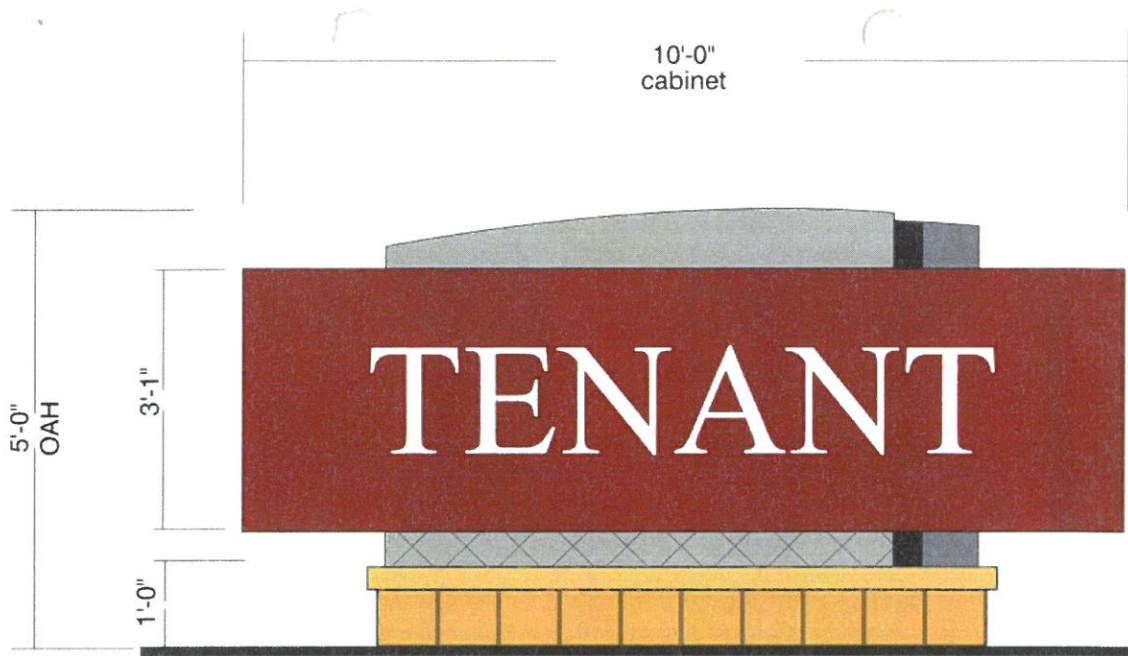
**MONUMENT SIGNS:**

- A. **Number of Signs:** One freestanding Monument Sign is permitted for each single-tenant pad. Signs may be double sided.
- B. **Location(s):** Monument Signs should be located for maximum visibility, close to the street right-of-way. However, the sign must not block cars entering or exiting the site; sightlines for the safe operation of motor vehicles must be preserved. The proposed location of the Monument Sign on-site shall be submitted to the City of Corona as part of the Comprehensive Sign Program required for the Precise Plan review process.
- C. **Size:** The primary body of each sign shall not exceed 5 feet in height, although architectural accents and embellishments may extend up to 6 feet in height. The total area of each sign) including architectural accents and embellishments shall not exceed 32 square feet.
- D. **Text (Copy):** Only the tenant name, tenant logo, and the building address are permitted on each Monument Sign. Copy may appear on both sides of the sign.
- E. **Colors, Materials and Finishes:** Signage colors, materials, and finishers should compliment those used on the architecture on-site.
- F. **Lighting:** Signs may be illuminated by external and/or internal light sources. Use of neon lighting and fiber optics is permitted.

**OTHER GENERAL SIGNAGE STANDARDS per the North Main Street Specific Plan:**

- The following provisions shall apply to all development within the *North Main Street District Specific Plan area*:
  - Unless authorized by other provisions of this Chapter, no person shall post, erect, or maintain any sign within the public right-of-way or upon public property.
  - The provisions of this Chapter shall not apply to signs posted, erected, or maintained by the City of Corona on public property for a proper, public purpose. Such signs include traffic/pedestrian control signs and other signage necessary to ensure human safety. All other City signs shall be subject to the regulations of this Chapter.
- No sign shall be posted, erected, or maintained:
  - So as to obstruct a clear view of any intersection formed by the crossing of two or more streets (applies to both public and private streets).
  - That is illuminated if the sign faces any residentially zoned property (provided, however, that signs in the Commercial Retail District may face uses in the Transitional Retail District
  - That interferes with the effectiveness of or obscures any public sign.
- No sign shall be erected so as to obstruct any door or fire escape of any building or to obstruct free passage over any public right of way.
- No sign shall be erected that would unreasonably obscure from any public view existing, conforming signs on adjacent properties.
- Prohibited signs shall include flashing and animated signs, and signs that generate sound, unless specifically approved Planning Director. Simulated motion lighted signage is permitted only within the Corona Entertainment Center only and shall not be permitted elsewhere within the *North Main Street District Specific Plan area*.
- No vehicle or trailer shall be parked that is utilized as a portable sign for the purpose of providing directional/information signage or additional on-site signage, or serving as an attention getting device.
- Where this Sign Program remains silent, the design standards of the North Main Street Specific Plan and the Corona Municipal Code shall apply.





32 SQ. FT. (Max.)

New D/F illuminated monument

**Colors:**

- ICI 'Opera House' (Lavender)
- ICI 'Abbey Cream' (Cream)
- ICI 'Downing Street' (Red/Brown)
- ICI 'Berkley Blue' (Dk.Teal)

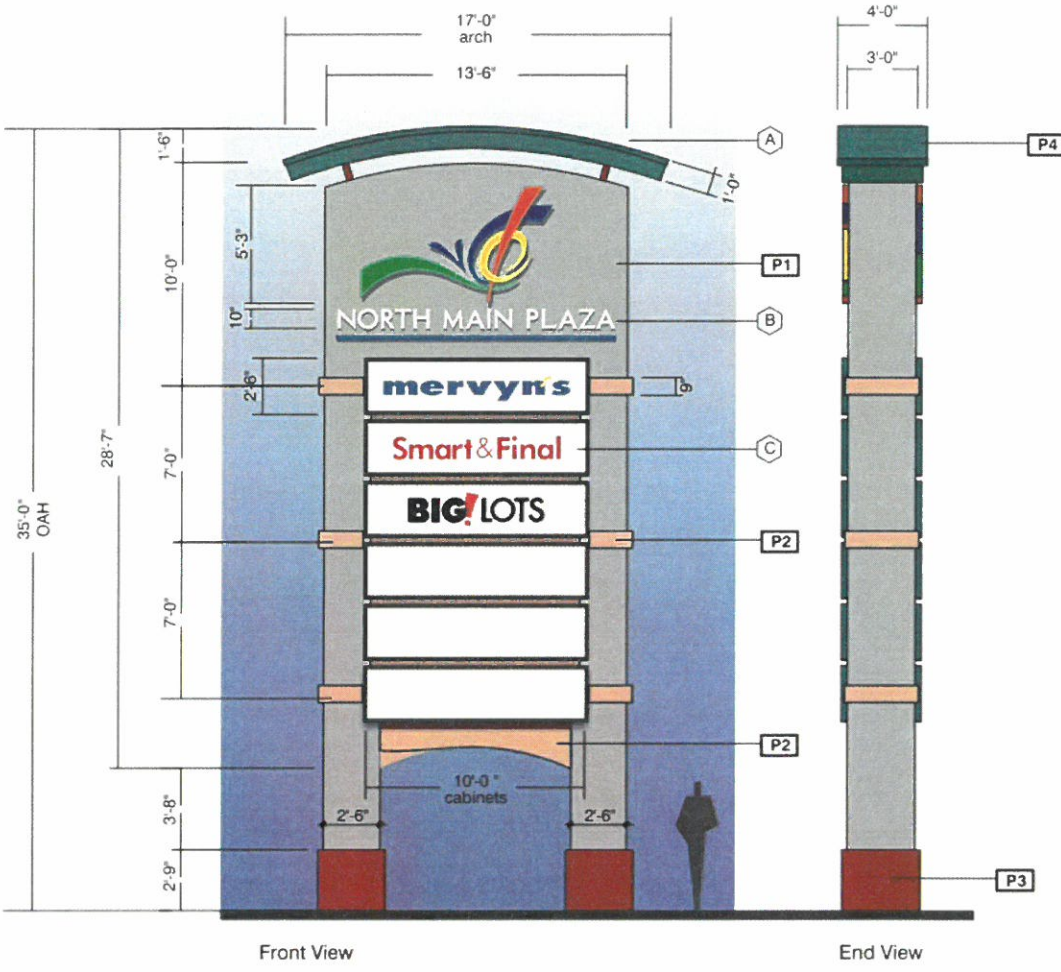
CW/HO fluorescent lamp illumination

**NOTE:**

Conceptual designs provided for illustrative purposes only, final design for each monument to be approved by the owner and City of Corona



10980 BOATMAN AVENUE  
 STANTON, CA 90680  
 PHONE 714.761-8200  
 FAX 714.761-2451  
 WWW.SIGNSANDSERVICESCO.COM



- New D/F illuminated pylon**  
**Colors:**
- P1** ICI Opera House 1589 (Lavender)
  - P2** ICI Abbey Cream 484 (Cream)
  - P3** ICI Downing Street 165 (Red/Brown)
  - P4** ICI Berkley Blue 1286 (Teal)



- Logo Colors:**
- P5** Red (PMS 1665) (Clear Red neon)
  - P6** ICI Green 1021 (Veep Green neon)
  - P7** ICI Berkley Blue 1286 (Blue neon)
  - P8** Yellow (Gold/Yellow neon)

