

GORDON RANCH MARKETPLACE

2545-2593 Chino Hills Parkway

SIGNAGE MASTER PLAN

APPROVED BY
PLANNING COMMISSION

MAY 16 2017

CITY OF CHINO HILLS



1. **OBJECTIVES OF THE SIGN PLAN**

- a. Signage is one of the most important layers of visual information for Gordon Ranch Marketplace.
- b. This signage criteria is intended to provide a uniform framework to provide attractive and effective signage for the tenants of Gordon Ranch Marketplace.
- c. This criteria is intended to provide adequate signage for the tenants of Gordon Ranch Marketplace that conforms to the aesthetic values and sign ordinances of the City of Chino Hills.
- d. Whether it is brand-driven or inspired by the existing building, signage reinforces the tenant identification. Each component of storefront signage contributes to the overall look and character of the storefront which contributes to the overall character and feel of Gordon Ranch Marketplace.

2. **STREET MONUMENT SIGNAGE**

- a. The decorative "Water Tower" at the property shall also serve as the primary monument signage location for the shopping center.
- b. The total sign area of the individual sign panels mounted to each side of the Chino Hills Parkway Water Tower shall not to exceed 240 square feet in area per side of the tower. This will allow the signs to accommodate up to 2 anchor tenants, and 10 non-anchor tenant signs on each side of the tower.
- c. Anchor tenant panels to be backlit acrylic faces.
- d. Non-anchor panels to be ¼" thick aluminum painted dusty gray color similar to the color of the aged wood of the water tower and shall be spotlight lit. Panel text to be surface mouted ½ thick routed sintra. Panel text to be either yellow, green, red, or white to match the color scheme of the shopping center. Tenants with recognized color and text style shall be exempt from this requirement.
- e. Panel text shall be balanced design and no graphic shall be within 2 inches of any panel edge.
- f. See attached Exhibit 1.

3. INDIVIDUAL TENANT SIGNS (INCLUDING ATRIUM TENANTS)

- a. Wall Mounted Signs are intended for immediate recognition of the Tenant's premises by the public. All signs shall be designed for day and night-time visibility. Signage is limited to the trade name only. One sign is permitted per Tenant. The locations of these signs shall be located above the entry doors or above the storefront windows depending on the configuration of the unit.
- b. Each tenant may have at least 1 sign which shall not exceed 100 square feet in area.
- c. For a tenant which backs onto a major arterial, an additional sign shall be permitted and the maximum total sign area shall be increased to 150 square feet.
- d. A tenant on the periphery of the shopping center site and with street frontage may also have one monument sign. In this case, the total sign area of the tenant shall be increased to 200 square feet provided, however, the monument sign may not exceed 100 square feet in size. The Final location and design of the monument signs must be approved by the Chino Hills Community Development Department. Optionally, a tenant may exchange its monument sign for an additional wall sign facing the street. In this case the maximum allowable signage shall be increased to 150 square feet.
- e. Tenant signs shall consist of individually illuminated, halo lit channel letters.
- f. The signs shall be centered on the sign band per architect's specifications.
- g. Signage shall be restricted to 70% of a tenant's store front.
- h. The letters of the typical tenant sign shall consist of 1 line of letters measuring 18 inches in height. Pursuant to the landlord's discretion, certain tenants may use larger letters.
- i. If a tenant's identification will not fit using 1 line of 18 inches letters, the tenant may use 2 lines of 9 inch letters, and possibly a combination of both. There shall be 4 inches separation between the 2 rows of 9 inch letters.
- j. The letter style shall be Cooper Bold.
- k. The letter coloring shall be compatible with the colors of the shopping center buildings and provide sufficient contrast against the building color.
- l. Certain tenants with recognized colors and/or lettering styles shall be exempt from requirements e. through k.
- m. Certain situations may necessitate the waiving of one or more of the above requirements e through k. In all cases, signage is subject to the approval of the landlord. Said approval may be withheld at the landlord's sole discretion. Additionally, all signage shall be installed after obtaining proper permits and in conformance with the Chino Hills city municipal codes.
- n. All signs and their installation must comply with all local building and electrical codes.
- o. Faces shall use 3/16 in Plexiglass or Lexon.
- p. All internal illumination shall be 30 milliamp neon tubing or LED.
- q. All penetrations of the building structure required for sign installation, shall be sealed in a watertight condition and shall be patched to match adjacent finish.
- r. All metal surfaces shall be primed with a rust inhibitor primer.

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4. UNDER CANOPY SIGNS

- a. Each tenant may have under-canopy, double faced sign perpendicular to each of their public entrances. (In most cases, a tenant will only have one public entrance and one under-canopy sign.)
- b. The under canopy signs shall be made of sandblasted wood.
- c. Each sign shall measure a maximum of 18 inches by 4 feet.
- d. In all case, signage is subject to the approval of the landlord. Said approval may be withheld at the landlord's sole discretion.

5. 2569 ATRIUM FRONT ENTRANCE SIGNAGE

- a. Building identity signage will be installed directly above the front entrance to the atrium shops at 2569 Chino Hills Parkway. The signage to read "The Shops at Gordon Ranch" in white, individually illuminated 24" halo lit channel letters.
- b. Below the above mentioned signs and above the entrance to the Atrium shall be up to 4 individual tenant signs to be available for those tenants located in the atrium. These signs shall conform to the criteria set forth in Paragraph 1.
- c. See attached Exhibit 2.

6. FREE-STANDING DIRECTIONAL SIGNS

- a. Free standing directional signs will assist patrons in locating buildings in the center as well as direct them to locate the additional parking in the rear of the center.
- b. Up to 6 directional signs may be placed in the parking areas.
- c. The sign frames shall consist of aged wood, with lettering and arrows routed out and painted black.
- d. See attached Exhibit 3.

7. PROJECTING BLADE SIGNS FOR ATRIUM TENANTS

- a. Atrium retail tenants shall have the option to install Projecting Blade Signs with their trade name. These signs are intended to provide additional visibility to the atrium tenants as well as add additional decorative elements to the interior of the atrium.
- b. Wherever possible these signs shall be located directly in front of the main entrance of the business it represents.
- c. The body of the Projecting Blade Sign may be a custom shape or combination of three-dimensional objects and forms however the surface area of each side shall be no larger than 16 sq ft. The signs shall be no wider than 4 ft, project no farther than

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5 feet from the storefront, and the bottom of the sign shall be a minimum of 8 feet from the finished floor.

- d. These Projecting Blade Signs should display the unique character of each individual Tenant and be consistent with the western theme of the Gordon Ranch Marketplace.
- e. Signs shall be fabricated/sculpted from durable materials, either aged/sandblasted wood or metal. All tenants may create unique and individualized brackets for connecting their signage to the building subject to approval of Landlord.
- f. See attached Exhibit 4.

8. **INTERIOR ATURIM DIRECTION SIGNAGE**

- a. Two free standing directory signs shall be installed at each entrance of the 2569 Atrium.
- b. These directory signs will contain a list of the retail and office tenants along with a list of the amenities located within the Atrium. The directory will contain a map for directional orientation.
- c. Materials shall consist of wood, metal, or glass.
- d. See attached Exhibit 5.

9. **INTERIOR OFFICE TENANT SIGNAGE**

- a. Individual office signage will consist of 10X4 oval acrylic plates with metal standoffs and shall be mounted on the wall next to the entrance door to each office suite.
- b. See attached Exhibit 6.

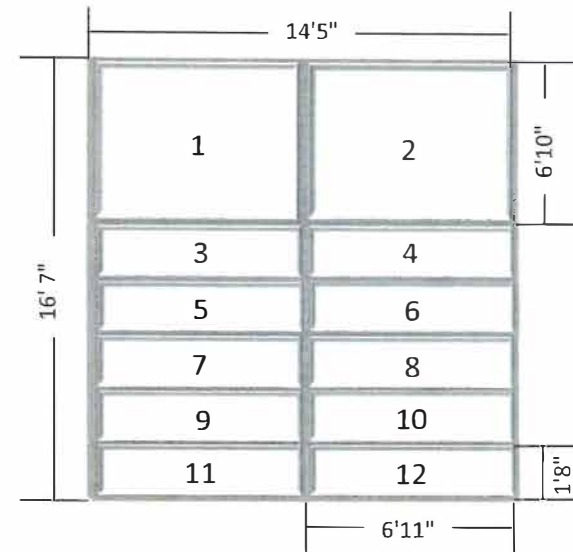
10. **ADDITIONAL SIGNAGE**

- a. Additional non-permanent signage such as Banner signs, Window Graphics, Restaurant Menu Boards, and Free Standing Sidewalk signs shall require landlord approval and shall be subject to City of Chino Hills ordinances and permitting process.

Gordon Ranch Marketplace Sign Master Plan
EXHIBIT 1



WATER TOWER MONUMENT SIGN



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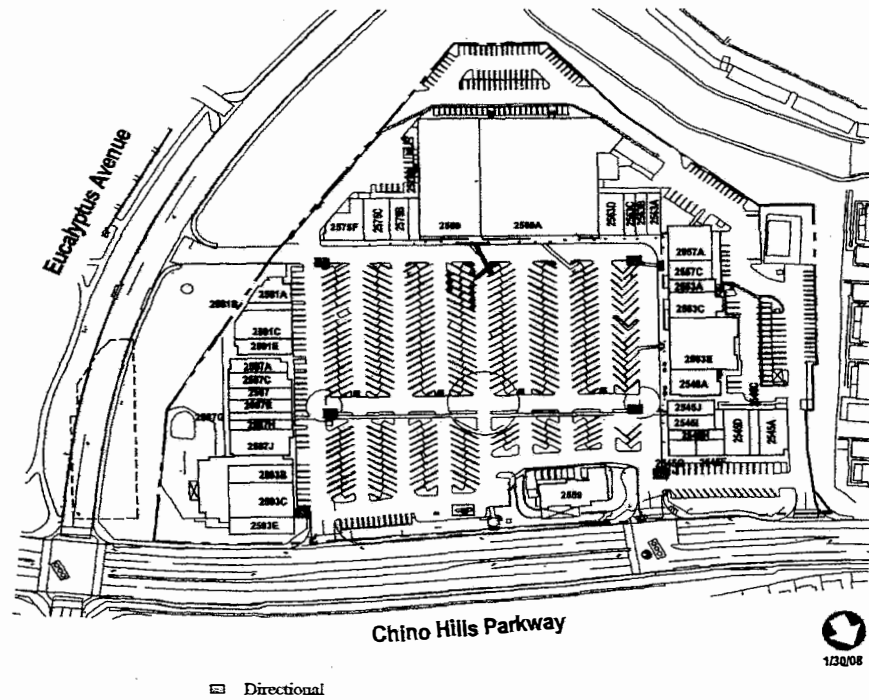
EXHIBIT 2

Atrium Shops Entrance Signage

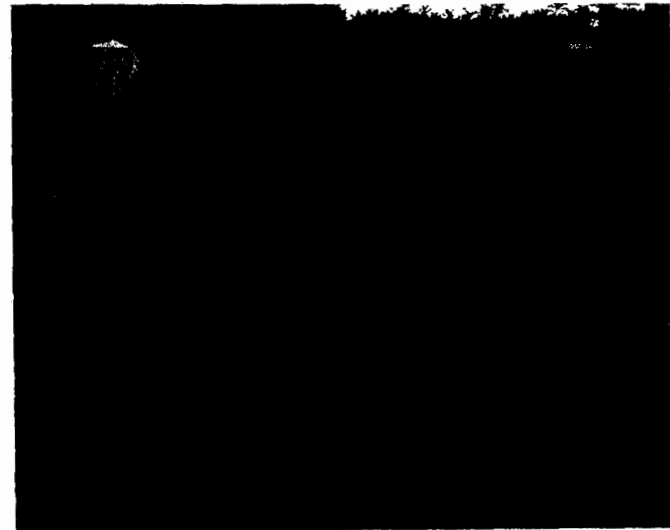


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EXHIBIT 3 Parking Lot Directional Signage



Wooden panels with routed
out lettering painted black



1/20/08

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EXHIBIT 4 Atrium Tenant Projecting Blade Sign Samples



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EXHIBIT 5 Atrium Directory Signage



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EXHIBIT 6 Office Tenant Door Signage

