

f. Installation

- 1) Landscape improvements in accordance with the construction documents submitted and approved by the Director of Community Development must be installed within thirty (30) days following the substantial completion of all major structures to be placed on the parcel, or as soon as practicable allowing for the seasons of the year. In no case shall landscape improvements be installed later than ninety (90) days following substantial completion of all major structures to be placed on the parcel. Once started, all landscape improvement construction shall be diligently pursued to completion. Such construction may not be left in a partly finished condition any longer than is reasonably necessary.
- 2) No deviations or changes to landscape improvements during installation shall be made from the approved construction documents without authorization of the Director of Community Development.
- 3) Soil in all areas requiring landscaping shall be properly amended and tilled to provide a medium suitable to the growth of all plant material.
- 4) Specifications shall be submitted with landscaping plans showing that adequate soil preparation will be undertaken based on soils analysis and recommendations by a qualified soils testing laboratory.

9. Signage

a. Administration and Authority

The Director of Community Development will have the authority to administer and interpret these criteria for general conformance, in order to allow for creativity in signage design. In all cases the full intent of these regulations shall apply. The major concern and emphasis of the Director of Community Development in reviewing applications for the approval of signs will be with signs intended to be placed in the front yard setback and all signs facing or visible from street front or external streets and highways. Signage is reviewed and approved as part of the Approval Process as described in the Implementation Section, Section VI.G. of this document.

b. Signage Concept

Signage is a critical element in the appearance, visual quality and efficient functioning of the specific plan area as a whole and each parcel. The concept of the Project's signage is:

- 1) To contribute to the quality, appearance and visual cohesiveness of the specific plan area's environment.
- 2) To clearly identify the entries, streets and uses within the Project.
- 3) To eliminate excessive and confusing sign displays.

- 4) To safeguard and enhance property values.
- 5) To provide signage which is integrated and harmonious with the site development.
- 6) To allow for individual expression and identity.

c. *General Requirements*

Sign Design

- Signage shall be visually complementary, compatible with and subordinate to the architectural and landscape design of all improvements within the Fox Field Specific Plan area.
- Signage is limited to the identification, as distinguished from advertisement of, businesses and services.
- The minimum number of signs shall be used.
- Signs shall be legible from the street, but shall be designed and located in a manner in which the sign is subsidiary in its visual impact to the design of the buildings and the landscape.

Sign Construction

- All signs shall be of materials compatible with the exterior building colors, materials and finishes. Fabrication shall be of a high quality.
- Sign lighting may be accomplished by: individual letter internal illumination (not neon tube lighting); back lighted letters; or flood lights designed as an integral part of the building or located within the landscape area.
- No signs or any contrivance shall be devised or constructed to rotate, gyrate, flash, blink, change light intensity, brightness or color, or move or simulate movement in any animated fashion.
- Pylon, pole post, or audible signs are not permitted, except that they may be allowed, subject to a Conditional Use Permit, along the freeway for "significant retail" sites of a minimum of 20 acres in size.
- No exposed conduit, wiring, ballasts, tubing, raceways, conductors, transformers, braces, supports or other equipment shall be permitted. Signs are to be free of all labels and fabricator's advertising, except for those required by code. All electrical service to a sign shall be fully concealed, and shall be on the owner/tenant's meter. No tube, bulb or filament shall be visible, except for the back portion of a spotlight oriented away from public exposure.

- All signs will conform to appropriate building and electrical codes, and bear the U.L. label if illuminated. The owner/tenant and contractor shall be responsible for obtaining any and all permits required.
- Letters painted on buildings are not permitted.
- Wooden signs are not permitted.

d. *Requirements Relating to Specific Sign Types*

1) *Permanent Signs On-Site*

- *Parcel Entry Monument Sign*

This standard entry sign is designed as a free-standing monument of dimensions and materials which are uniform throughout the Fox Field specific plan area. One sign only is to be located at each entrance (or primary entrance) serving one or more parcels. The sign is to be placed perpendicular to the street right-of-way and should be double sided. The sign shall be consistent with the signage identified in Exhibit 30, *Project Entry Monument Signs*. The sign, provided for both single or multi-tenant parcels, is limited to containing the name and the address for all buildings on the parcel. In the case of multiple tenants, the building name as well as the names of each tenant may be shown. Applied letters with or without internal illumination as well as a logo or other identifying graphic may be used. Applied letters and numbers shall be individually formed. Type faces used on entry monument signs shall be highly legible and consistent with the type faces used on other signs on the parcel.

- *On-Site Directional Signs*

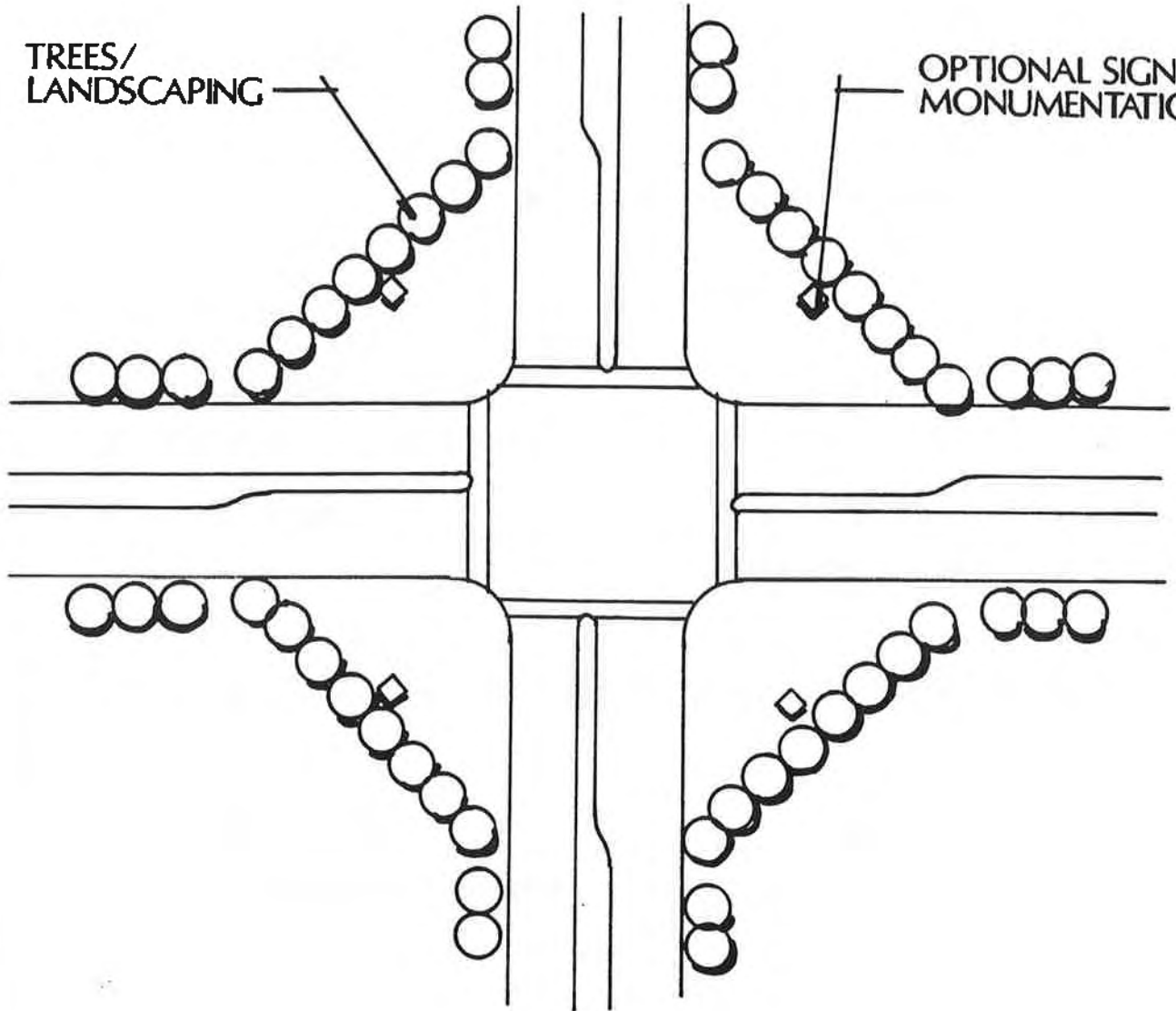
Directional signs not exceeding six (6) square feet each in area per face, double faced, shall be permitted in connection with off-street parking and loading. Sign area of directional signs shall not be calculated as part of the permitted sign area. This sign shall not exceed four (4) feet above grade in vertical height (refer to Exhibit 31).

- *Single Tenant or Owner Occupied Building Identification Signs*

One wall-mounted or one on-site monument building identification sign per each street frontage shall be allowed for each building occupied by a single business. These signs are in addition to the monument sign at the street. Each sign shall not exceed fifty (50) square feet. The total sign area of all building identification signs on a building shall not exceed one hundred (100) square feet (refer to Exhibit 32).

TREES/
LANDSCAPING

OPTIONAL SIGNAGE
MONUMENTATION

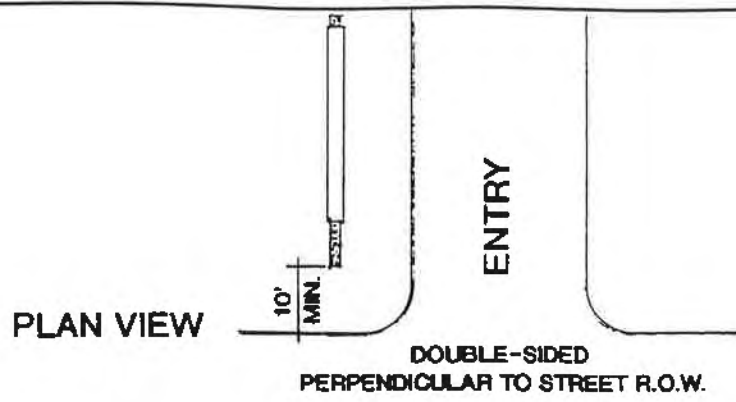


FOX FIELD INDUSTRIAL CORRIDOR
Avenue G
Primary Intersection

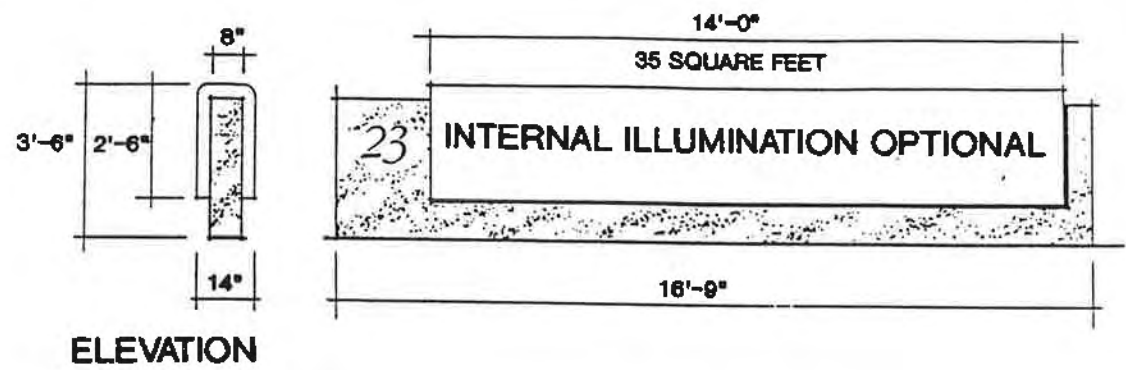


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JN 29133-4314

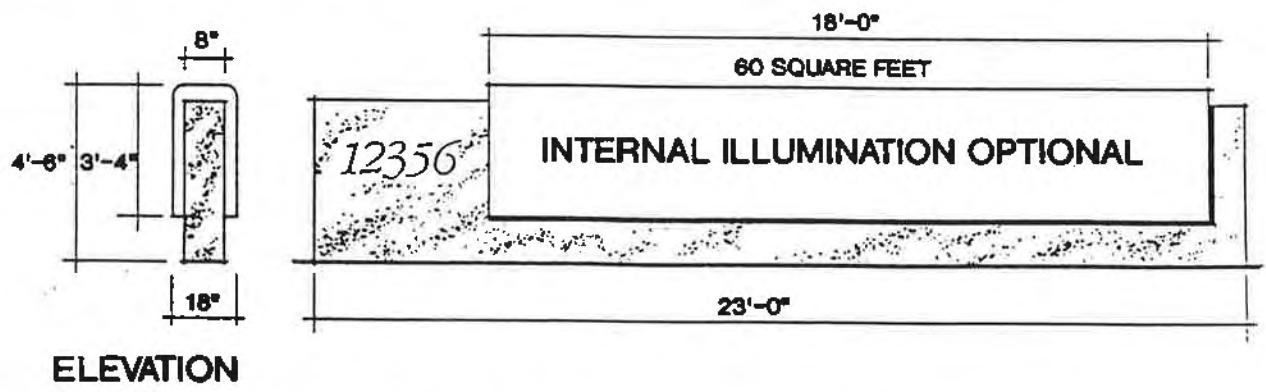
Exhibit 29



INTERNAL BUSINESS COLLECTOR



MAJOR ARTERIAL STREET (Aves. F, G, H, 30th - 60th)

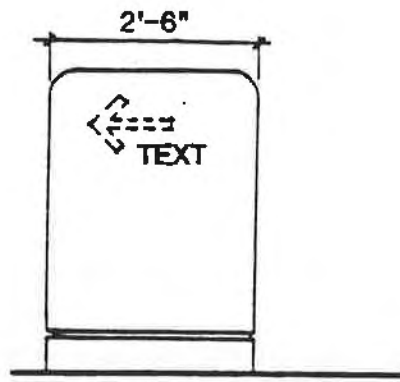


NOTES: ILLUMINATED CABINET (OPTIONAL)
ON CONCRETE BASE WITH
LIGHT SANDBLASTED FINISH.
TENANT GRAPHICS AND
COLORS TO VARY.
ALUMINUM CABINET

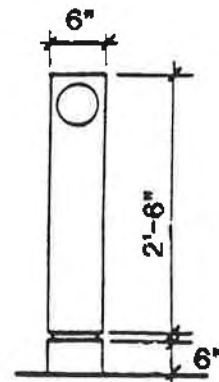
ADDRESS NUMBERS SHALL
BE 6" ALUMINUM, ANODIZED
DARK BRONZE OR PAINTED
BLACK.

Source: Langdon • Wilson

FOX FIELD INDUSTRIAL CORRID
Project Entry Monument Signs

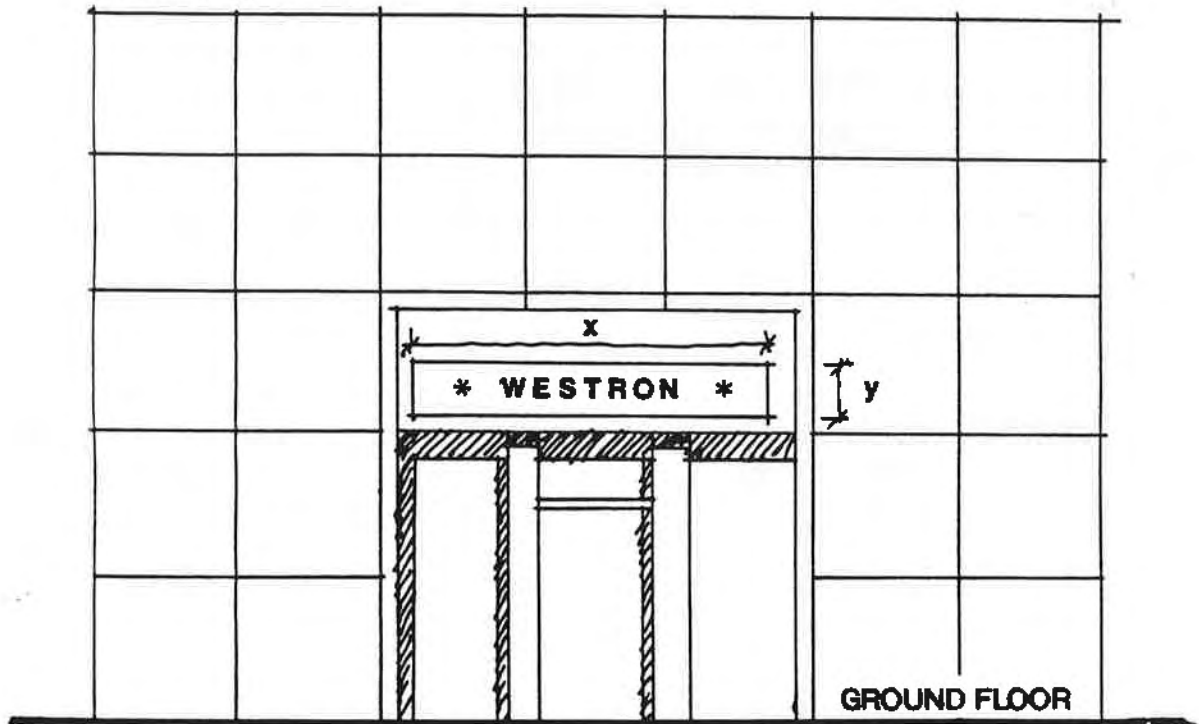


ELEVATION FACE



SIDE ELEVATION

PARTIAL ELEVATION



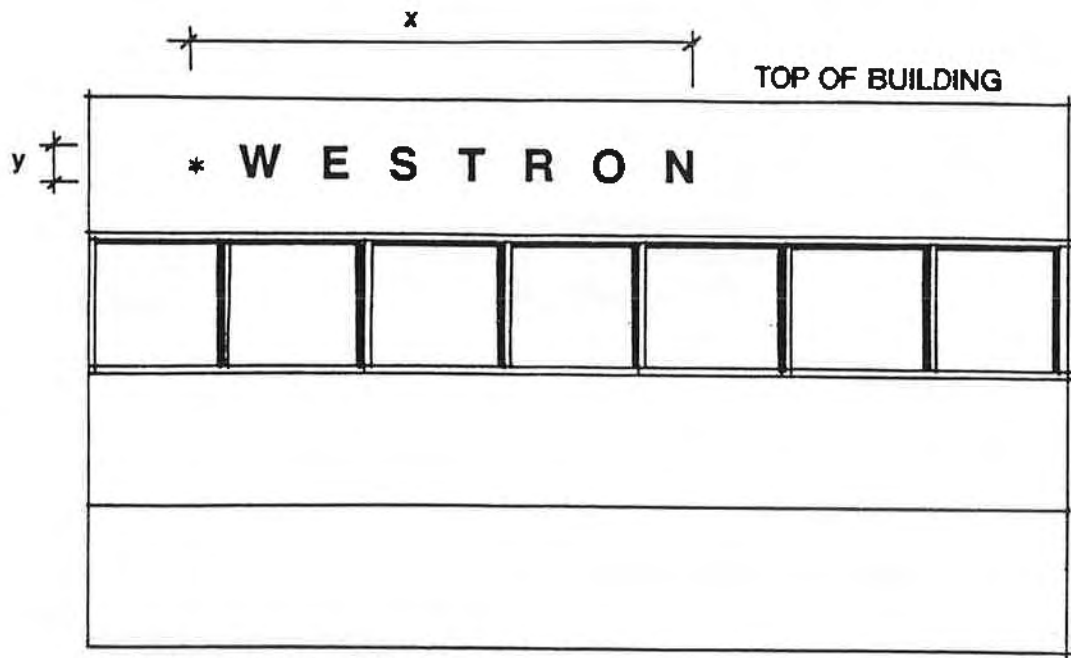
X TIMES Y IS NOT GREATER THAN 10 SQUARE FEET.

Source: Langdon + Wilson

FOX FIELD INDUSTRIAL CORRIDOR
**On-site Directional Signs and
 Exterior Entry Door Signs**

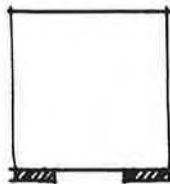


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 3-05 JN 20133-4180

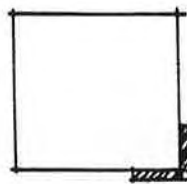


DIMENSION OF X & Y VARIES.

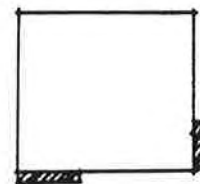
X TIMES Y IS NOT GREATER
THAN 50 SQUARE FEET.



no



no



yes

Source: Langdon • Wilson

FOX FIELD INDUSTRIAL CORRIDOR
**Single Tenant or Owner-Occupied
Building Identification Sign**



Robert Bein, William Post & Associates
3-85 JN 29133-4180

Exhibit 32

- *Signs on Buildings*

- Wall-mounted signs shall be located in the upper part of the building above the highest level of windows (e.g., above first story windows in a one story building, or above second story windows in a two story building). The sign shall consist of applied letters, the height of which shall not exceed ten (10) percent of the building height.
- Signs are limited in subject matter to identifying the building name and/or the name of the owner, operator, builder, sales agent, lessor or lessee of the premises. Signage may also identify the activities (including merchandise handled or services rendered) on the premises on which the sign is located. A design, logo or trademark may also be incorporated. Signage is not to include any advertising, including commercial advertising unrelated to the principal use of the building on which the sign is located.
- Allowed signage for both tenants and owner-occupants shall consist of separate raised letters constructed of permanent materials, placed flat against the building. Included in the allowed area may be a company logo, provided that the logo does not exceed the allowed size or letter height as determined by the wall height on which it is placed.
- Typefaces shall be chosen for their legibility as well as visual quality. Letters shall be arranged to maximize legibility through the proper choice of typefaces, the spacing of individual letters, words, graphics and lines, and the color and value contrast between the letters and their background.
- To the extent possible, all lettering and numbers on signage within each parcel shall use a single typeface.
- Lettering, text or logos identifying the name, address, business or firm on approved signs shall be consistent with the applicant's use of such information on stationary, business cards, and advertising. Proof of such may be required. This requirement is waived if the sign uses a standard typeface common to all signs on the parcel.
- Lighting of signs, if provided, shall be by internal illumination, backlighting, or from concealed ground-mounted sources. Box-type signs with internal lighting which are attached to a building are not permitted.
- Signs cannot be painted directly on the building.
- The color of all letters and of all signs shall be the same for all buildings on the parcel. Colors shall also be compatible with exterior building materials and are subject to approval.

- No signs of any sort shall be permitted on canopy roofs or on building roofs. Signs may not project above the building or top of the wall upon which they are mounted.
 - *Monument Signs*
 - If the allowed sign is a monument sign located in the setback area, it shall not exceed fifty (50) square feet per sign face per frontage and shall be designed to complement the overall design of the structure and landscaping.
- 2) *Multi-Tenant Building Identification Signs*
- *Building Signs:*
 - One wall-mounted sign facing each frontage shall be allowed for each building occupied by multiple tenants, in addition to the monument sign at the street. This sign shall not exceed fifty (50) square feet. The sign shall consist of applied letters the height of which shall not exceed ten (10) percent of the building height. The sign shall be located in the upper part of the building above the level of the highest level of windows (e.g., above first story windows in a one story building, or above second story windows in a two story building). The sign is limited to identifying the name of the building.
 - *Multi-tenant Identification Signs*
 - Each tenant shall be allowed one (1) business identification sign of a maximum size determined by Table 9, *Allowable Maximum Area of Multi-Tenant Signs*. However, for multi-tenant buildings, the total sign area for the building shall not exceed one hundred (100) square feet.
 - Notwithstanding, the maximum allowable areas, the size and location of each sign shall be complimentary and proportional to each individual building. In no case may the sign exceed two (2) feet in height nor exceed fifty (50) percent of the horizontal dimension of the building in width.
 - The signs identifying each tenant should be carefully related to each other and to the design of the elevation on which it is located, in order that each sign is an integral design element of the elevation and does not appear arbitrary and scattered. If possible, the signs should be grouped. Other methods of relating the signs are establishing a common baseline for the lettering; using identical typefaces for all lettering; and/or using the same color for all lettering.

TABLE 9
ALLOWABLE MAXIMUM AREA OF MULTI-TENANT SIGNS*

Building Square Footage	Sign Square Footage
Less than 1200	15
1200 - 1500	20
1500 - 1800	25
1800 - 2400	30
2400 - 3000	40
3000 - 3500	45
3500 - 4000	50
More than 4000	50

*Multi-Tenant sign area for each building shall not exceed one hundred (100) square feet.

- *Building Address Signs*

- All buildings shall have easily identifiable addresses twenty-four (24) inches in height posted on the street side of the building. On corner parcels, addresses shall be installed on each elevation with street frontage. The addresses shall be of individually-cut letters surface-mounted on the building, or cast within the building wall. Addresses shall be located for legibility from the street, and shall use a type face chosen for legibility and consistent with the type face used on the entry monument sign. Addresses may also be placed on the entry monument sign as shown in Exhibit 30. The Fire Department may require larger numbers on address signs.

- *Exterior Entry Door Signs*

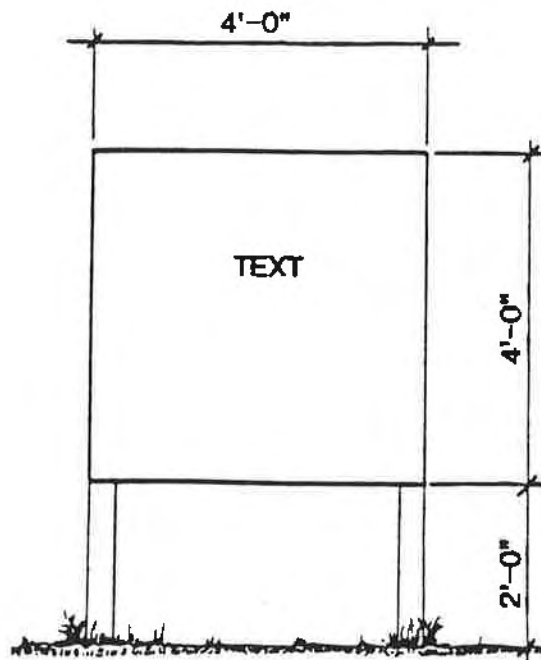
- This sign is limited to identifying exterior tenant entry doors and is located over or immediately adjacent to the door. Such signs are not allowed on street frontages unless approved by the Director of Community Development. The size and location of each sign is designed to be pedestrian-oriented, to be complementary and proportional to each individual building and entry area, and in no case shall the sign exceed eighteen (18) inches in height or ten (10) square feet in area (refer to Exhibit 31).

- *Other Permanent Signs*

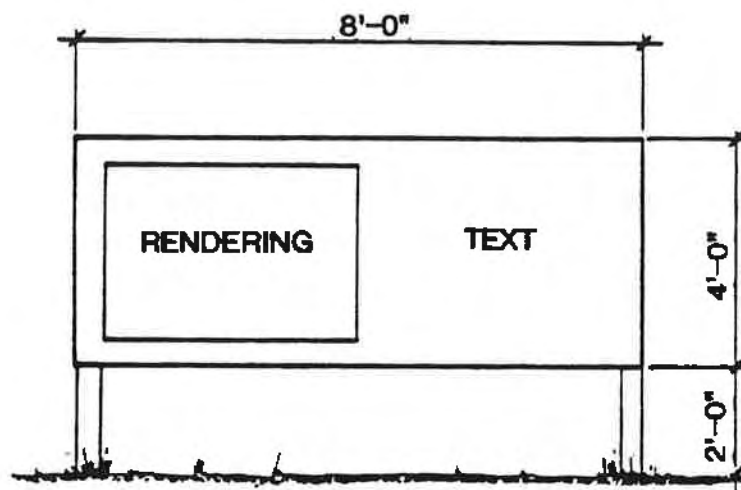
- Each occupant or tenant may place upon the front entrance door or door area of his business a sign indicating business name, hours of business, emergency telephone numbers, etc. This sign shall not contain more than two hundred eighty-eight (288) square inches of lettering and shall not exceed four (4) inches in height. Color shall be compatible with the building color theme. The typeface shall be compatible with the typeface(s) used on other signs on the parcel.
- Each multi-tenant building shall be allowed one directory sign for each entrance onto a public thoroughfare. The directory signs shall be a maximum of five (5) square feet each, and shall contain a site plan, the suite number and name of each individual tenant.

3) *Temporary Signs*

- Temporary ground signs are allowed, in order to provide information and facilitate sales during the construction and marketing of the Fox Field Specific Plan area.
- Temporary signs shall be designed to last the length of their intended use without significant fading, peeling, blistering, warping, cracking, rotting or delamination.
- The Director of Community Development reserves the right without liability to cause removal of any sign deemed to be in violation of the requirements for temporary signs due to deterioration or damage.
- *"For Rent," "For Sale," or "For Lease" Signs*
 - "For Rent," "For Sale," or "For Lease" signs shall not exceed sixteen (16) square feet in area and not more than two (2) such signs on any parcel shall be permitted. These signs shall be removed within five (5) days after the property to which they refer has been rented, leased or sold (refer to Exhibit 32).
- *Temporary Signs Denoting the Architect, Engineer, Contractor, Builder, etc.*
 - Temporary signs carrying the name of the architect, engineer, contractor or other party involved in the design and construction of parcel improvements may be erected on the building parcel on which any work under construction, alteration or removal is taking place. Such signs shall not exceed thirty-two (32) square feet and shall be removed from the parcel within seven (7) days after completion of the Project (refer to Exhibit 33).



TEMPORARY FOR RENT, SALE, OR LEASE SIGNS



TEMPORARY CONSTRUCTION TYPE SIGNS

Source: Langdon + Wilson

FOX FIELD INDUSTRIAL CORRIDOR
Temporary Signs