



FOOTHILL PARKWAY & CHASE  
CORONA, CA

## SIGN PROGRAM

PROVIDED BY



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**EXHIBIT 3.J**

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## PROPERTY OWNER

## SIGN DESIGNER

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## OBJECTIVE

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project. This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project's graphic design consultant. Signage at Bedford Marketplace in Corona, CA is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation.

## OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and City relationship.  
The Landlord will be responsible to:

- Provide base building design and construction information requested by Tenant's sign design consultant.
- Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:

Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.

## PROPERTY SIGNAGE

1. Entry Monuments At Corners – Two (2) 4'x13' Corten Steel with Community logo cut out and backlit.
2. Keystone Wall Sign – One (1) 5'x30' Perforated backlit Corten steel letters.
3. Residential Entry Monument – One (1) 1'6"x12' Village lettering with limestone veneer.
4. Bridge Sign - One (1) 5'x30' Corten Steel mounted on the Bridge backlit. Colors and style shown in image below.



## BUILDING ADDRESS NUMBERS

- 12" tall (minimum) address numbers per building.
- Address numbers shall be fabricated out of 1/2" deep painted acrylic and pin mounted into fascia.
- Color to be contrasting to the fascia it is installed on.
- (Note: stroke of number may not be less than 1/2" in accordance to CBC section 501.2)

## TENANT SIGNAGE

### WALL SIGNS

- Creative design and materials will be encouraged.
- Sign area per each Tenant shall be calculated as follows: One (1) square foot of sign area per each linear foot of store frontage, up to 200 sqft maximum
- One or two lines of copy is permitted and may consist of upper and/or lower case letters.
- Signage is permitted on four elevations, provided that the allowable sign area is not exceeded.
- Signage is permitted on three sides of a building, provided that the allowable sign area is not exceeded, by the Tenant's leased storefront, and will be included as part of the overall allowable sign area.
- The maximum width of any Tenant's storefront sign may not exceed seventy-five percent (75%) of the Tenant's leased storefront.
- In no case may a sign extend beyond the roof parapet or adjacent building eave line unless specifically approved by the City and the Landlord. Signs are not permitted on or against any roof structures.
- All signs shall be measured for area by drawing a shape (rectangular or other) around each element of the individual signs. For example, measure the area of letters and area of icon and/or logo separately. The sign height shall be the total height of all letter and graphics combined. Ascenders and descenders will not be calculated in the overall sign area except capital letters.

### Deviation from requirements:

When it is found that the strict or literal interpretation of the provisions set forth in this criteria would cause undue difficulties and unnecessary hardship inconsistent with the purpose and intent of this criteria, a minor deviation may be granted subject to specific requirements and findings as set forth below.

- The sign is in proportion to the structure or use to which it relates.
- The sign's external features are in balance and unity, and present a harmonious appearance.
- The sign is consistent with the objectives of the overall general plan.



## CALCULATING SIGN AREA



### WALL SIGN STYLES

Creative and imaginative signage is strongly encouraged and will be the standard for Landlord review/approval of all sign design submittals.

There are many acceptable sign treatments, however a Mixed Media \* three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

\* Mixed Media signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with exposed neon accents. Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet. However, the panel / cabinet sign should not exceed 50% of the total sign area. With the Landlord's approval, complex shaped (i.e. Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.

### ACCEPTABLE SIGN STYLES INCLUDE:

1. Standard front-illuminated channel letters.
2. Trim-capless channel letters.
3. Trim-capless channel letters with push-thru acrylic.
4. Halo-illuminated channel letters, 3" deep minimum.
5. Halo-illuminated channel letters with contour cabinet.
6. Halo-illuminated, reverse channel letters.
7. Mixed media / dimensional signs using images, icons, logos, etc.
8. Signs mounted to hard canopies, eyebrows, or other projecting architectural elements.
9. Exposed neon if used as an accent, subject to approval by the Landlord and the City of Corona, California as applicable.

## TYPE/FONT STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business. The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord. The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

## LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques. One or more of the following are allowed:

1. Light Emitting Diodes (LED's)
2. Cove Lighting (Indirect Illumination)
3. Incandescent light bulb
4. Digital signage

If it is determined by Landlord at any time that the primary lighting of Tenant's wall sign or blade sign is too intense, the Landlord may require at Tenant's expense to install a dimmer switch.

Digital signage to have automatic dimmers for nighttime hours.

## COLORS

The following guidelines are for selecting colors of Tenant's signage.

The project and the individual building facade will consist of a variety of colors and materials. The Landlord encourages the tenant to consider these colors when choosing sign colors.

- Signs may incorporate regionally and nationally recognized logo colors.
- Sign colors should be selected to provide sufficient contrast against building background colors.
- Sign colors should be compatible with and complement building background colors.
- Sign colors should provide variety, sophistication and excitement.
- Neon accent colors should complement related signage elements.



SKYLINE VILLAGE  
CORONA, CA



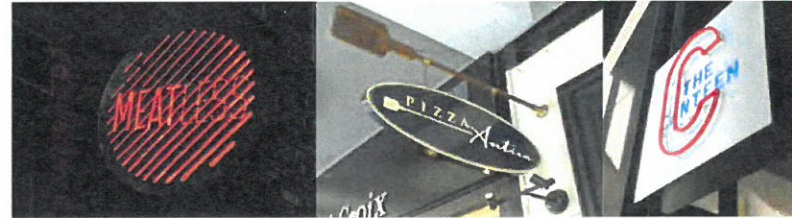
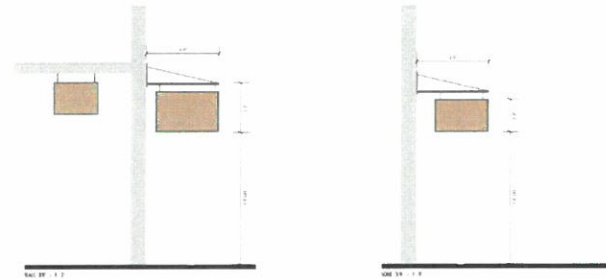
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### PROJECTING BLADE / UNDER CANOPY SIGN

Each tenant is permitted one (1) blade / under canopy sign per tenant space. The blade sign program requires that each Tenant's graphic identity be transformed into a dimensional double-faced sign. The Landlord encourages the Tenant to propose blade / under canopy sign designs, which enrich the pedestrian environment with a creative use of color and material combined with a strong store name identification.

- Blade / under canopy signs may be illuminated or non-illuminated. Illuminated signs may have an internal or external light source. The blade sign may use creative shapes and be three-dimensional.
- Blade / under canopy signs shall project no more than 3.5' from the building face and shall be no more than three feet (3'-0") in height, with a maximum of eight (8) square feet of area for each face. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight (8'-0") feet.
- Proposals for blade / under canopy sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that his or her fabrication and installation contractor includes adequate support for the blade sign and all required electrical services and connections.
- The blade sign may not be the Tenant's primary store identification sign and will not be included in the calculation for the overall sign area permitted.

Note: Tenant reserves the right to choose blade sign style but not location. Each location to be determined by Landlord.

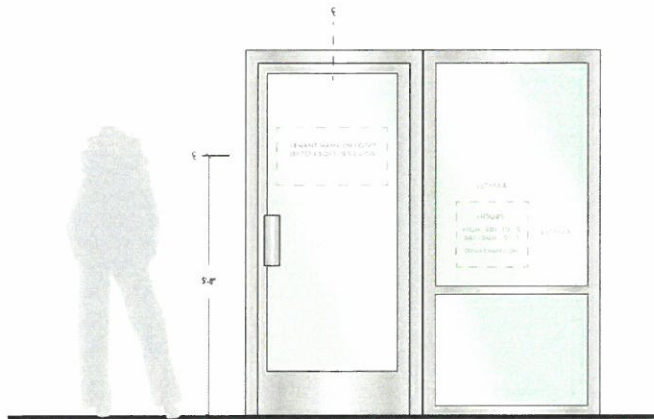


### WINDOW DISPLAY GRAPHICS

Each Tenant is allowed a limited amount of window signage on their storefront windows and doors.

1. Two (2) square feet of company vinyl name and/or logo on the storefront window Note: Exposed neon is not permitted in windows
2. 1.5 square feet of company store hours, to be white vinyl non lit copy.
3. Second surface vinyl graphics on storefront windows permitted, subject to Landlord approval.
4. No more than twenty-five percent (25%) of a window shall be used for any type of signage
5. Alcohol & tobacco advertisements will not be permitted, unless specifically approved by Landlord.

NOTE: All of the above requires approval from the Landlord and the content will be at the sole discretion of the Landlord. County Health Cards are to be displayed on an interior wall rather than a window, unless required by Health Code.



### REAR ENTRY SIGNS

4" tall vinyl address numbers

2" tall vinyl tenant name

2 square feet maximum sign area

Vinyl to be applied to door and to be contrasting to door color.



### THE FOLLOWING SIGNS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet sign with translucent or opaque faces.
2. Temporary wall signs, pennants, sale /promotional banners, inflatable displays, unless with specific prior approval from Landlord and in accordance with City of Corona, California as applicable.
3. Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit, or standpipe or obstruct a required ventilator, door, stairway, or window above the first story.
4. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
5. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
6. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
7. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts (Except those required by governmental agencies).
8. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
9. Simulated materials such as wood grained plastic laminates or wall coverings.
10. Rooftop signs or signs projecting above roof lines or parapets.
11. Signs on mansard roofs or equipment screens.
12. Advertising or promotional signs on parked vehicles.
13. Sign company decals in full view (limit to one placement only).
14. Painted signs.
15. Wind-activated and balloon signs.
16. Outdoor advertising structures (billboards).
17. Abandoned and/or dilapidated signs and sign structures.
18. Obscene or offensive signs.
19. Signs emitting audible sounds, odors, or visible matter.
20. Signs on public property or projecting within the public right-of-way, except with an encroachment permit issued by the City of Corona.
21. Noncompliant signs are to be removed immediately upon request.

### APPROVAL PROCESS

The Landlord has engaged the services of a sign consultant for the entire project who will assist in the review and approval of tenant sign submissions and ensure their conformance to the project's overall Sign Criteria.

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Store Name;

Store Logo (in color with colors identified);

Store materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Landlord's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's designated representative.

Shop drawings shall include at least the following:

- Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" - 1'-0".
- A site plan with the marked locations of the proposed sign(s).
- Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign.
- Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.
- Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits.

Tenant is required to provide one (1) set of the Landlord approved drawings to the City of Corona, California when submitting for planning approval and building and electrical permits.

## **FABRICATION**

The Tenant must ensure that his or her sign fabricator and installer understand their responsibilities before they begin the sign fabrication. The Tenant's sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally, stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment devise shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.

## **INSTALLATION**

The Tenant's sign installer will provide the following:

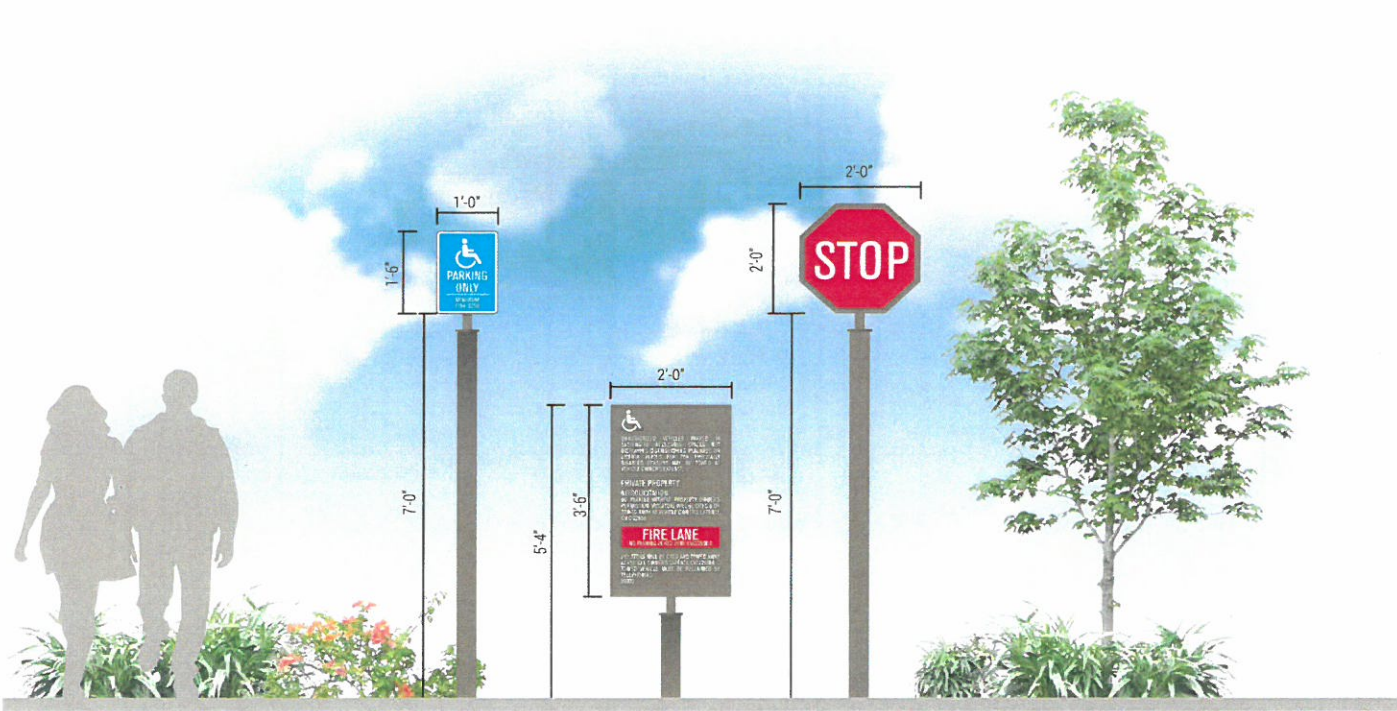
1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
2. Obtain all required sign permits from the City of Corona, California as applicable: and deliver copies to the Landlord before installing the sign(s).
3. Keep a Landlord approved set of sign drawings on site when installing the sign(s).
4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

## **MAINTENANCE OF THE SIGN**

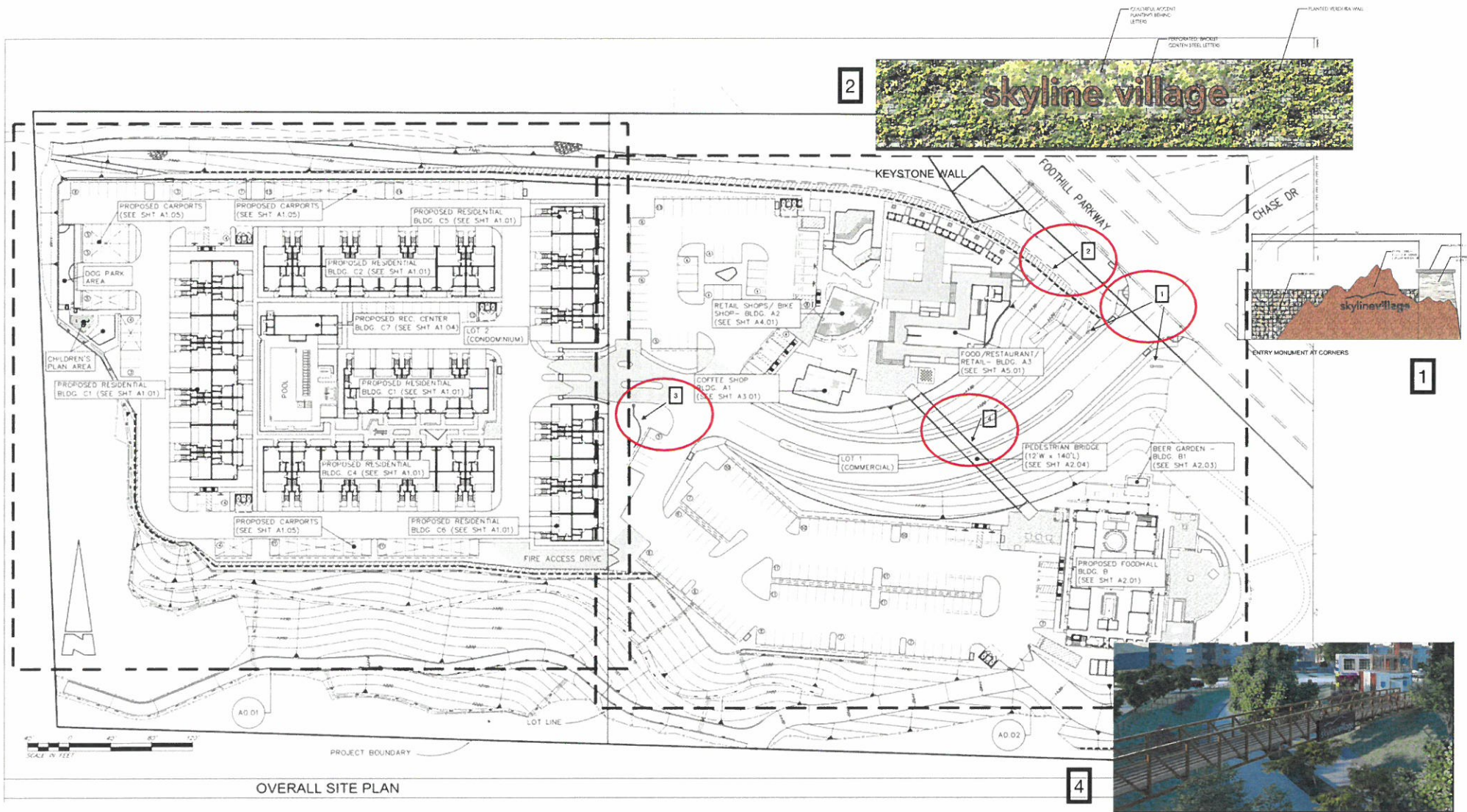
The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this "Skyline Village" Sign Program. Only those sign types provided for and specifically approved by the Land-lord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation. It will be the responsibility of the Tenant to remove its storefront sign and/or blade sign and to satisfactorily repair and patch holes of their storefront sign area should they vacate the premises.



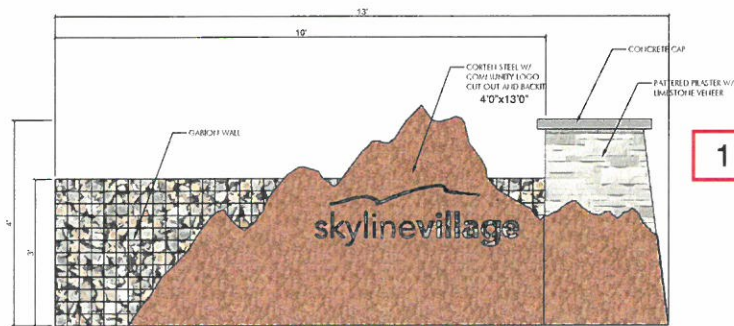
PARKING CODE SIGNAGE



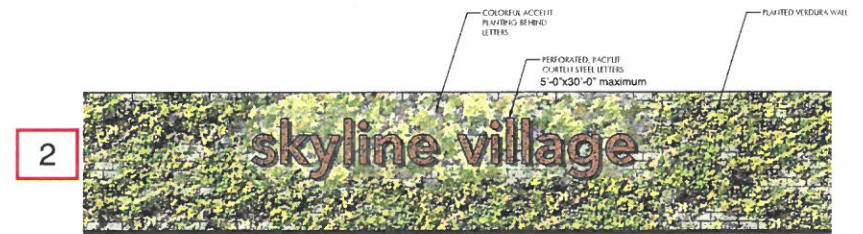
FRONT VIEW | SCALE: 1/2"=1'-0"



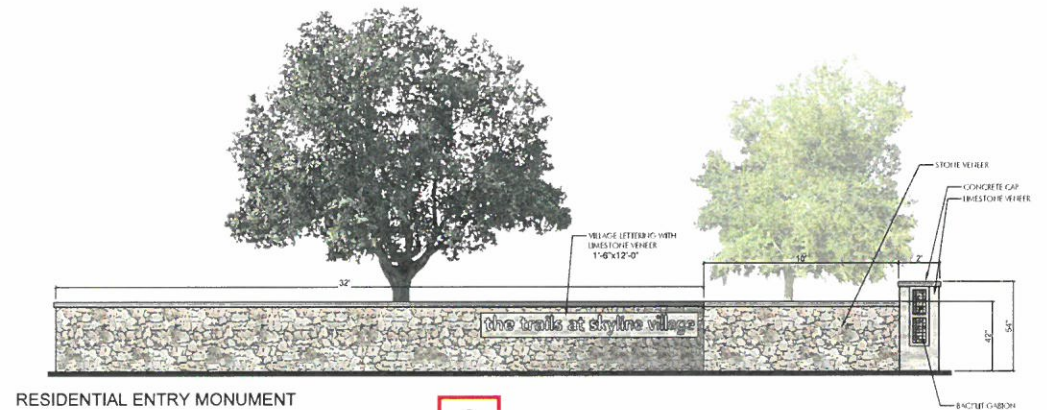




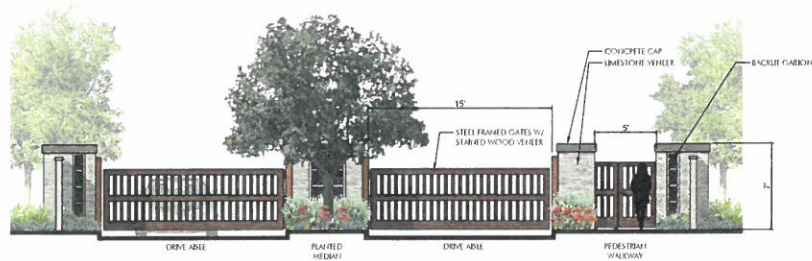
ENTRY MONUMENT AT CORNERS



KEYSTONE WALL



RESIDENTIAL ENTRY MONUMENT



RESIDENTIAL GATED COMMUNITY ENTRANCE

SKYLINE VILLAGE



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WALL AND FENCE ELEVATIONS  
PREPARED FOR GF INVESTMENTS

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