

SAN GORGONIO VILLAGE

BEAUMONT CALIFORNIA

Sign Program

Amended 11/29/18

Encore Image



City of Beaumont	
PLANNING DEPARTMENT	
APPROVED	
PROJECT/PERMIT: PLAN2020-0454	
DESC.: SGV Sign Program Amendment	
	
SENIOR PLANNER	10:27 am, May 14, 2020



PROJECT DIRECTORY

OWNER: BEAUMONT LAND LLC,
2950 AIRWAY AVE.
SUITE A-9
COSTA MESA, CA 92626

ARCHITECT: MCG ARCHITECTURE
111 PACIFICA
SUITE 280
IRVINE, CA 92618

SIGN CONSULTANT: ENCORE IMAGE INC.
303 WEST MAIN STREET
P.O. BOX 9297
CLAUDE ELLENA
ONTARIO, CA. 91762
TEL: (909) 230-5586
FAX: (909) 230-6488

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SAN GORGONIO VILLAGE

San Gorgonio Village SIGN PROGRAM

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the above mentioned project. Adherence to this Sign Criteria shall be rigorously enforced and any nonconforming signs shall be removed by the tenant at their expense, upon demand by the landlord or the City of Beaumont. Exceptions to these standards shall be reviewed by the landlord, and the City of Beaumont to determine their validity. The City of Beaumont Development Code governs all signage not addressed in this sign program.

A. GENERAL REQUIREMENTS

1. Prior to applying for a sign permit the tenant shall submit to the landlord for approval, four copies of scaled drawings indicating the size, location, design and color of the proposed sign, with manufacturing and installation details and the width of the leased store front.
2. Prior to manufacturing, the tenant shall submit to the City of Beaumont Planning Department at least three copies of the sign drawing approved by the Landlord and obtain a valid sign permit from the Building Department.
3. The tenant shall pay for all of their signs, installation, (including final connection), permit labor and permit fees.
4. The tenant shall be responsible for fulfillment of all the requirements of this sign criteria.
5. Sign contractor will repair any damage caused by his work, and tenant shall be fully responsible for the operations of his sign contractor(s).
6. Upon termination of the lease, the tenant shall be responsible for removing their sign, patching any holes in the fascia, and painting them to match the surrounding wall color in a manner acceptable to the Landlord. If the tenant has space on a pylon or monument sign, the tenant will replace their sign panel(s) with a blank panel(s) to match the color and texture.
7. Promotional or special event signs, banners and flags shall be in conformance with the City of Beaumont Sign Ordinance and must be approved by the Landlord prior to submission to the City.
8. No other types of signs except those specifically mentioned within this criteria will be allowed without prior approval from the Landlord and the City.
9. It is understood that there may be the need for additional signs for information and directional purposes. These signs will be reviewed by the Landlord and the City Planning Department for consistency of design with the Shopping Center prior to installation.
10. Any sign on which stains or rust appear, or which becomes damaged in any way, or which in any manner whatsoever is not maintained properly, shall be promptly repaired by tenant. Landlord may remove and store, at tenants expense, any signs not maintained properly or not in accordance with this sign program.

SIGN DESIGN GUIDELINES FOR ALL SIGNS

1. Signs shall be designed in a manner compatible with the shape and layout of the architectural features of the building. Signs shall be consistent with the scale and proportions of the building elements within the facade.
2. Incorporating logos and/or images to enhance the signage identity is encouraged. Designs and colors to be approved by the landlord and the City of Beaumont.
3. Wall signs shall not have any visible attachments unless the attachments make an intentional statement or are architectural elements.
4. All exterior (exposed) sign surfaces shall be primed and painted or pre-coated.
5. Wall signs shall consist of individual, interior-illuminated, plastic faced metal channel letters. Reverse channel letters are allowed with indirect and direct lighting. Can signs as logos may be allowed on a case by case basis by the Landlord and City of Beaumont, providing it is a registered trademark or symbol commonly used by the applicant.
6. Wall sign placement must be centered both vertically and horizontally within the sign fascia area.
7. Sign square footage shall be calculated by drawing up to four straight lines around copy and logo.
8. Freestanding signs shall be placed a minimum of 100' apart. They shall be placed in a planter or landscaped area with a minimum of 125 square feet. Pylon and monument signs shall be a minimum of five (5) feet from any right-of-way, sidewalk or drive way.



OTHER SIGNAGE:

FREE STANDING SIGNS:

A total of one (1) freeway pylon sign and four (4) monument signs for parcel C, and four (4) monument signs for Parcel D will be allowed for this property (refer to Site Plan for locations). These double-faced freestanding signs herein described will be located in planters or landscaped areas with a minimum 125 square feet. See elevation drawings for dimensions.

DIRECTIONAL SIGNS:

Directional signs are allowed with a maximum of ten (10) square feet of area and four (4) feet of overall height. Such directional signs shall only contain information necessary for on-site circulation, parking, and information. No advertising is allowed. Tenant identity will be allowed. All directional signs must be approved by the Landlord prior to submission to the City of Beaumont.

MENU BOARD SIGNS:

Menu boards located on the interior driveways of drive-through facilities shall not exceed forty two (42) square feet in area and seven 7 feet in overall height. Speakers shall face away from residential property. No more than three (3) menu boards per drive-through shall be permitted.

AWNING SIGNS:

No sign affixed to or incorporated into an awning shall exceed ten (10) percent of the awning elevation.

PROHIBITED SIGNS

Signs painted directly on the wall.

Window painted signs.

Roof or ground inflated balloons / figures.

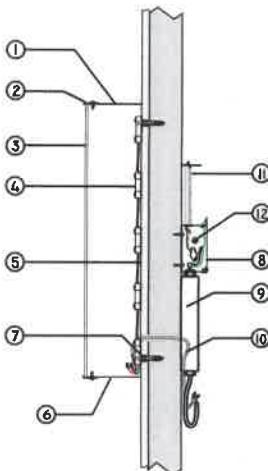
A-frame signs.

Advertising flag poles.

Signs affixed to trucks, trailers or other vehicles that advertise or promote the activity of the business.

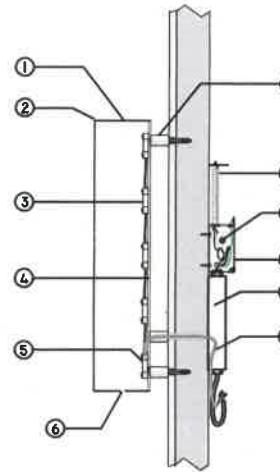
Signs deemed to be immoral, obscene, or unlawful.

L.E.D. DIRECT AND INDIRECT LIGHTING OPTIONS



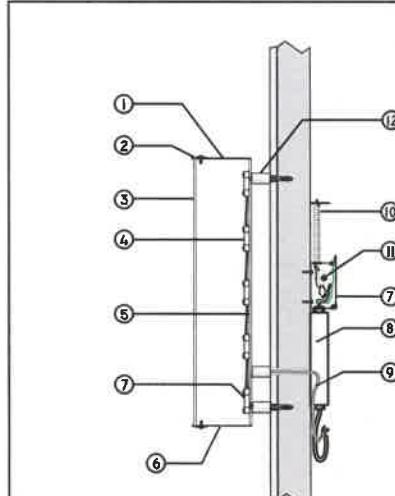
TYPICAL CHANNEL LETTER

L E G E N D	
1	5" DEEP ALUMINUM LETTER RETURN
2	3/4" TRIM CAP
3	ACRYLIC FACES
4	WHITE LED MODULES
5	.050 ALUMINUM LETTER BACKS
6	1/4" DRAIN HOLES (MIN. 2 PER LTR)
7	#10 SCREWS INTO NYLON ANCHORS (MIN. 3 PER LTR.)
8	POWER SUPPLY JUNCTION BOX
9	12 VOLT LED POWER SUPPLY
10	18AWG 2 CONDUCTOR INSULATED WIRE
11	PRIMARY ELECTRICAL SOURCE
12	DISCONNECT SWITCH



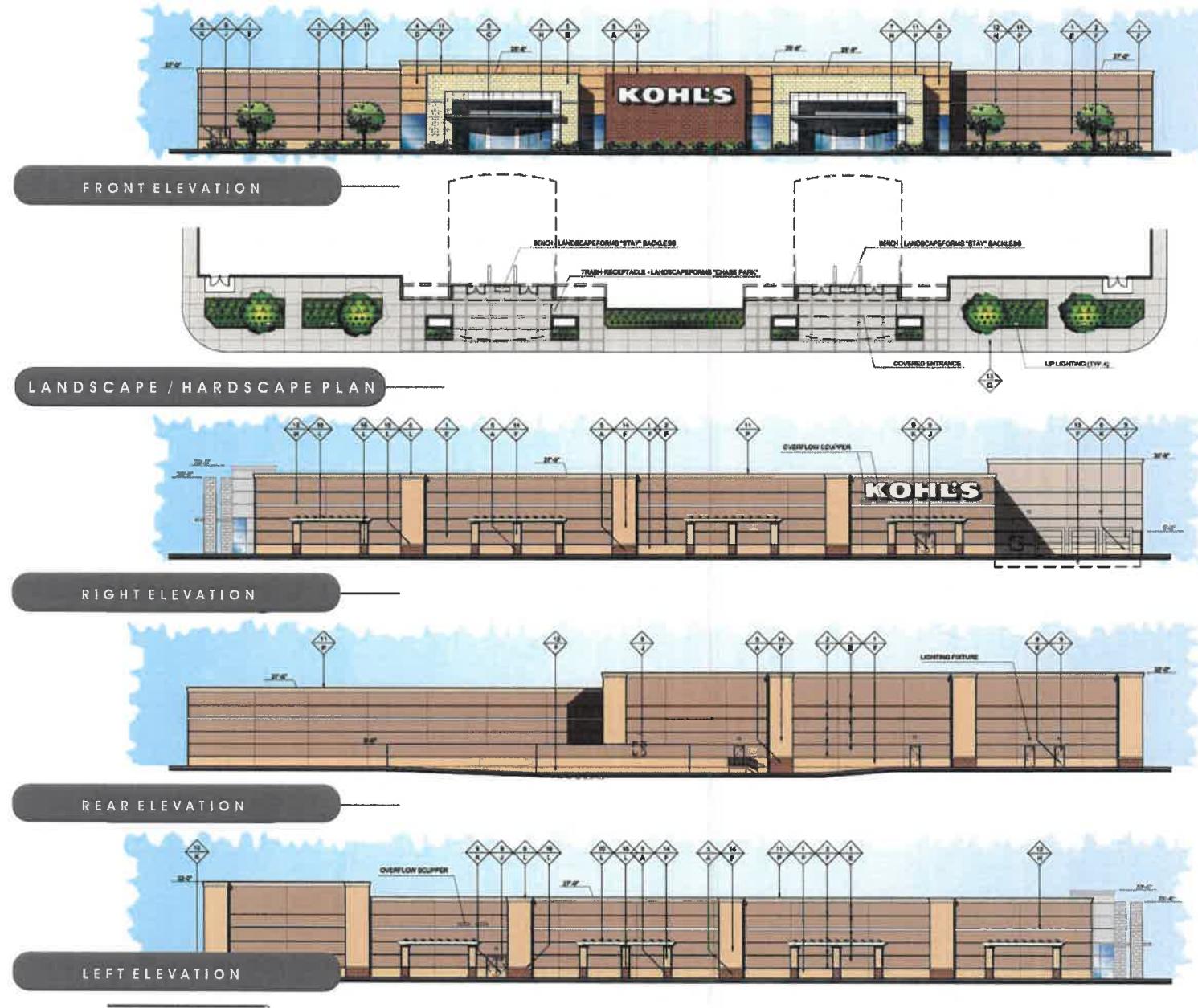
TYPICAL HALO LIT CHANNEL LETTER

L E G E N D	
1	3" DEEP ALUMINUM LETTER RETURN
2	ALUMINUM FACE
3	WHITE LED MODULES
4	CLEAR POLYCARBONATE BACKS
5	#10 SCREWS INTO NYLON ANCHORS (MIN. 3 PER LTR.)
6	1/4" DRAIN HOLES (MIN. 2 PER LTR)
7	POWER SUPPLY JUNCTION BOX
8	12 VOLT LED POWER SUPPLY
9	18AWG 2 CONDUCTOR INSULATED WIRE
10	PRIMARY ELECTRICAL SOURCE
11	DISCONNECT SWITCH
12	1/2" SPACERS

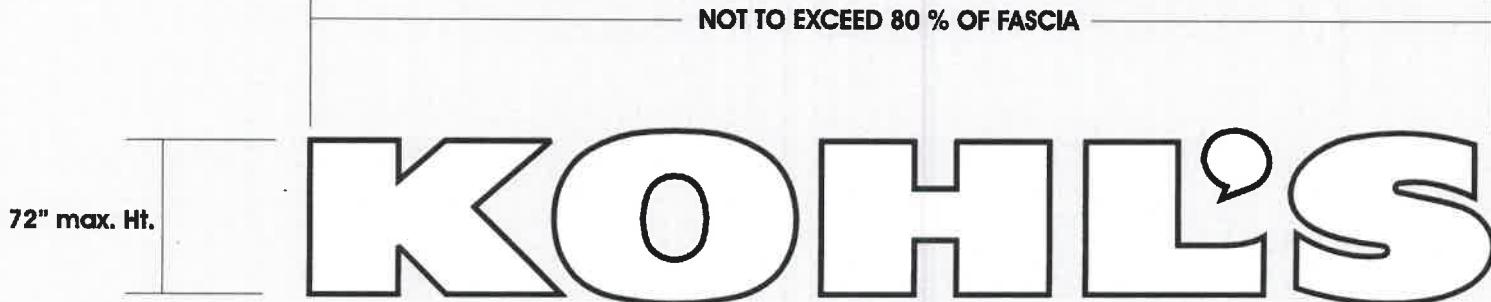


TYPICAL FACE-LIT / HALO LIT CHANNEL LETTER

L E G E N D	
1	3" DEEP ALUMINUM LETTER RETURN
2	3/4" TRIM CAP
3	ACRYLIC FACES
4	WHITE LED MODULES
5	CLEAR POLYCARBONATE BACKS
6	1/4" DRAIN HOLES (MIN. 2 PER LTR)
7	POWER SUPPLY JUNCTION BOX
8	12 VOLT LED POWER SUPPLY
9	18AWG 2 CONDUCTOR INSULATED WIRE
10	PRIMARY ELECTRICAL SOURCE
11	DISCONNECT SWITCH
12	1/2" SPACERS



SAN GORGONIO VILLAGE SIGN PROGRAM



PRIMARY WALL SIGN ON FRONT ELEVATION

ANCHOR TENANT

ANCHOR TENANT - 10,000 SQUARE FEET OF LEASED SPACE OR MORE.

WALL SIGNS

Sign Copy:

Letter size shall be proportional to the background and overall sign size.
72" Maximum letter height.

Sign Area = 2 square foot of signage per lineal foot of lease frontage per building elevation.

Primary Wall Sign:

Anchor tenants are allowed one primary wall sign per building elevation, not to exceed 80% of the portion of the facade or building element where it is placed.

Secondary Wall Sign:

Major tenants are allowed secondary signage, not to exceed 80% of the portion of the facade or building element where it is placed.

NOT TO EXCEED 80 % OF FASCIA

54" max. Ht.

TENANT

PRIMARY WALL SIGN ON FRONT ELEVATION

MAJOR TENANT

MAJOR TENANT - 5,000 SQUARE FEET OF LEASED SPACE TO A MAXIMUM OF 9,999 SQUARE FEET.

WALL SIGNS

Sign Copy:

Letter size shall be proportional to the background and overall sign size.
54" Maximum letter height.

Sign Area = 1.5 square foot of signage per lineal foot of lease frontage per building elevation.

Primary Wall Sign: Major tenants are allowed one primary wall sign per building elevation, not to exceed 80% of the portion of the facade or building element where it is placed.

Secondary Wall Sign:

Major tenants are allowed secondary signage, not to exceed 80% of the portion

SHOP TENANT

WALL SIGNS

Tenants are allowed one primary wall sign per frontage, not to exceed 80% of the portion of the facade or building element where it is placed. Maximum of three (3) wall signs total per end tenant.

Sign Copy:
Letter size shall be proportional to the background and overall sign size.
30" Maximum letter height.

Sign Area = 1 square foot of signage per lineal foot of lease frontage per building elevation.



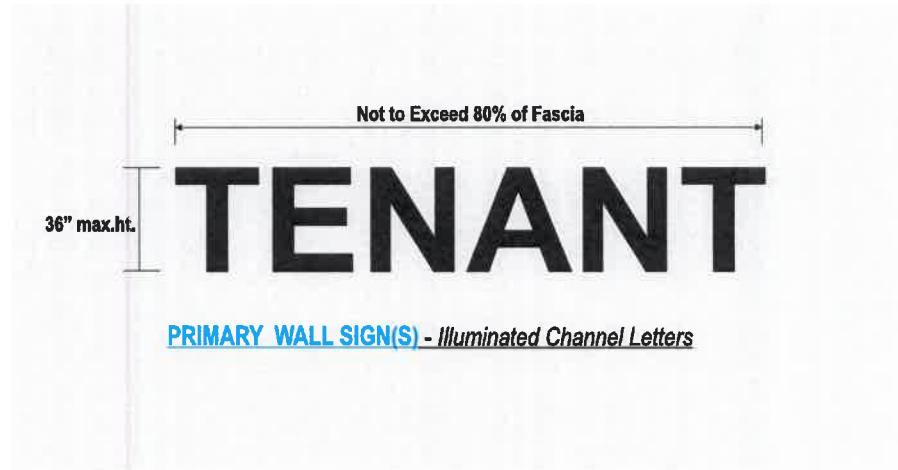
PAD TENANT

WALL SIGNS

Tenants are allowed one primary wall sign per frontage, not to exceed 80% of the portion of the facade or building element where it is placed. Maximum of four (4) wall signs for pad tenants.

Sign Copy:
Letter size shall be proportional to the background and overall sign size.
36" Maximum letter height for a single-line copy and a maximum overall height of 48" feet for a double-line copy.

Sign Area = 1.5 square foot of signage per lineal foot of lease frontage per building elevation.





NORTH ELEVATION



EAST ELEVATION



WEST ELEVATION

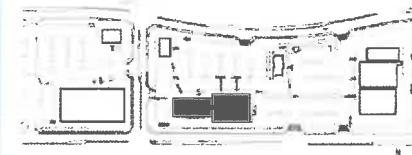


SOUTH ELEVATION

EXTERIOR ELEVATIONS
IN LINE MAJOR BUILDING

Scale: 1" = 10'
0 10 20 30

WOOD INVESTMENT
2920 AIRWAY AVE. SUITE A-9
COSTA MESA, CA 92627



KEY PLAN

FINISH SCHEDULE:

1. EXTERIOR CEMENT PLASTER FINISH	15. CERAMIC TILE ACCENT
2. CLAY ROOF TILE	16. CLAY TILE ACCENT
3. FABRIC AWNING	17. PLANTER QUATREFOIL ACCENT
4. WOOD FAÇADE CLAPBOARDS	18. STONE VENEER
5. BUDING DOOR	19. CMU BLOCK
6. METAL AWNING, DOORS	20. GREEN SCREEN
7. ALUMINUM STOREFRONT	21. STONE VENEER BY: CORONADO STONE

COLORS AND MATERIAL:

A. KILO #DVN 378
B. REPOSE GRAY #DVN 7015
C. VERONA BEACH #DE 6138
D. TERRACOTTA BAND #DE 6138
E. TAN PLAIN #DE 6137
F. BURNT SIENNA #SMW1196
G. PAINT METAL AWNING, RAL 9007
H. NAVY BY BURGELLA
I. BURGANDY #8031 BY BURGELLA
J. ALCA CLAY ROOF - CUSTOM BLEND 70% CAMEL ISLAND 30% BERMUDA BLEND
K. YARROW MOUNTAIN LEDGE
L. WOOD STAIN TO MATCH PPG1077-1 'COFFEE HOUSE' BY PPG PAINT
M. DARK BRONZE ANODIZED BY KAWNEER
N. TILE ACCENT PATTERN COMPRISING: 6' X 6' 'BOTTLE GREEN' BY DALTILE 6' X 6' 'COPPER' BY DALTILE 6' X 6' 'COBALT' BY DALTILE 6' X 6' 'WILD ROSE' BY DALTILE
O. CANYONCLIFF SPLIT FACE CAX PRECISON
P. SANTA BARBARA BY CORONADO COLOR: BROOKSHIRE

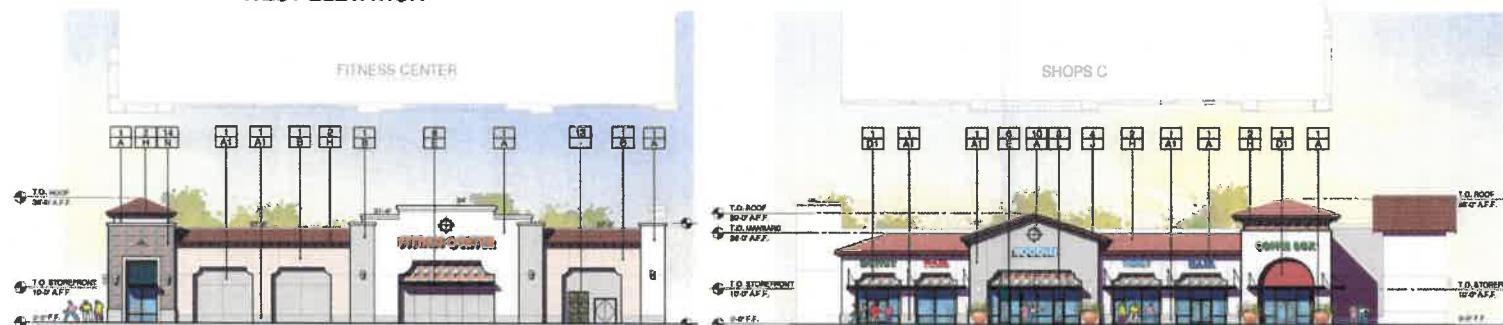
NTS

SAN GORGONIO VILLAGE SIGN PROGRAM

Encore
IMAGE



WEST ELEVATION



SOUTH ELEVATION



NORTH ELEVATION



EAST ELEVATION

EXTERIOR ELEVATIONS
IN LINE MAJOR BUILDING

Scale: 1" = 10'
0 8 16 32



KEY PLAN

FINISH SCHEDULE:

1	EXTERIOR CEMENT PLASTER FINISH	8	CERAMIC TILE ACCENT
2	CLAY ROOF TILE	9	CLAY TILE ACCENT
3	FABRIC AWNINGS	10	PLASTER QUATREFOIL ACCENT
4	WOOD FASCIA	11	STONE VENEER
5	SLIDING DOOR	12	CMU BLOCK
6	METAL AWNING	13	GARDEN SCENEN
7	ALUMINUM STOREFRONT	14	STONE VENEER BY: GORGONIO STONE

COLORS AND MATERIAL:

A	IGLOO #DEV 376
B	REPOSE GRAY #SW 7015
C	VERONA BEACH #DE 9135
D	TERRACOTTA SAND #DE 9136
E	TAN PLAIN #DE 9137
F	BURNT SIENNA #DE 91196
G	PAINT METAL AWNING (RAL 8037)
H	NAVY BY BURGESSLA
I	BURGUNDY #8031 BY SUNRELLA
J	MCA CLAY ROOF - CUSTOM BLEND 70% CARMEL BLAND 30% BERMUDA BLEND
K	YUON MOUNTAIN LEDGE
L	WOOD STAIN TO MATCH PPG1027-7 'COFFEE HOUSE' BY PPG PAINT
M	DARK BRONZE ANODIZED BY KMEWER
N	TILE ACCENT BY TERRA COTTA - BURGUNDY VENEER SLAB BY DALTE 6'x18' 'CHARITY' #C004 BY DALTE 6'x18' 'GALAXY' #1489 BY DALTE 6'x18' 'SPRING' #2044 BY DALTE 6'x18' 'SUNSET' #C018 BY DALTE 6'x18' 'VALSTARD' #D018 BY DALTE
O	CANYONBLUFF SPLIT FACE CMX PRECISON
P	SANTA BARBARA BY: GORGONIO COLOR: BROOKSHIRE

NTS

WOOD INVESTMENT
2920 AIRWAY AVE, SUITE A-9
COSTA MESA, CA 92627

SAN GORGONIO VILLAGE SIGN PROGRAM

Encore
IMAGE



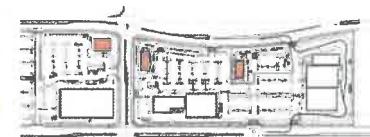
EAST ELEVATION



WEST ELEVATION



EAST ELEVATION



KEY PLAN



NORTH ELEVATION



SOUTH ELEVATION



NORTH ELEVATION



SOUTH ELEVATION



WEST ELEVATION

RESTAURANT



EAST ELEVATION

PAD BUILDING 2



WEST ELEVATION

PAD BUILDING 1

FINISH SCHEDULE:

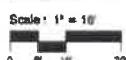
1	EXTERIOR CEMENT PLASTER FINISH	7	ALUMINUM STOREFRONT
2	CLAY ROOF TILE	8	CERAMIC TILE ACCENT
3	FABRIC AWNING	9	CLAY TILE ACCENT
4	WOOD FASCIA	10	PLASTER QUATREFOIL ACCENT
5	SLIDING DOOR	11	STONE VENEER
6	METAL AWNING	12	CMU BLOCK
		13	GREEN SCREEN

COLORS AND MATERIAL:

A	REPOSE GRAY #4N 7018
B	VERONA BEACH #4E 6198
C	TERACOTTA SAND #DE 6194
D	TAN PLAN #DE 6197
E	PAINT METAL AWNING RAL 8027
F	NAVY BY SUNBELLA
G	BURGUNDY #8051 BY SUNBELLA
H	USA CLAY ROOF: CUSTOM BLEND 70% CAMEL ISLAND 20% IMPERIA BLEND
I	YUNG MOUNTAIN LEDGE
J	WOOD STAIN TO MATCH IPS 1977-7 "COFFEE HOUSE" BY PRO PAINT
K	DARK BRONZE ANODIZED BY KAWNEER
L	THE ACCENT PATTERN COMPRISING: 6" X 6" "BOTTLE GREEN" BY DALTE 6" X 6" "CANARY" BY DALTE 6" X 6" "COBALT" BY DALTE 6" X 6" "VAL ROSE" BY DALTE
M	CANYONBLUFF SPLIT FACE OAK PRECISION

NTS

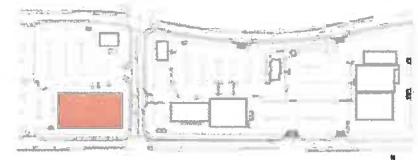
EXTERIOR ELEVATION
PAD BUILDINGS 1, 2 & RESTAURANT



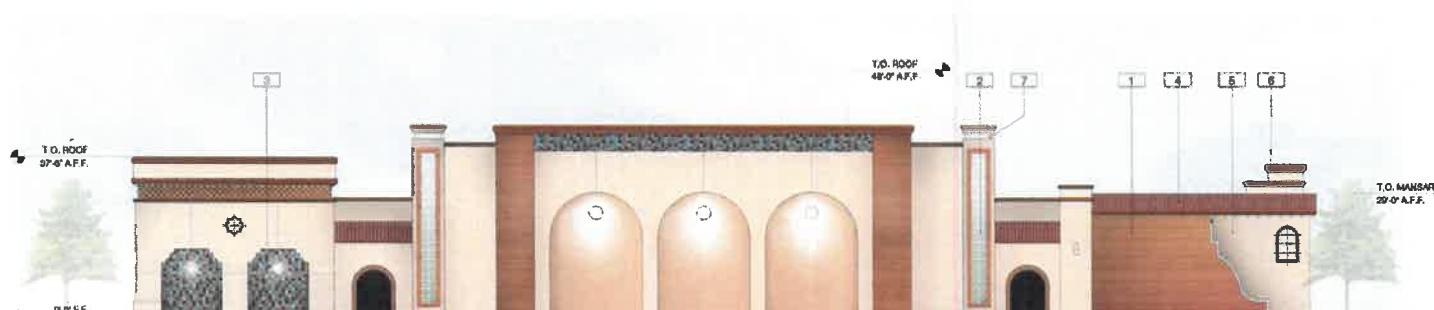
WOOD INVESTMENT
2920 AIRWAY AVE. SUITE A-9
COSTA MESA, CA 92627

SAN GORGONIO VILLAGE SIGN PROGRAM

Encore
IMAGE



KEY PLAN



EXTERIOR ELEVATION
ENTERTAINMENT

NTS

WOOD INVESTMENT
2920 AIRWAY AVE. SUITE A-9
COSTA MESA, CA 92627

SAN GORGONIO VILLAGE SIGN PROGRAM

Encore
IMAGE



EAST ELEVATION



KEY PLAN

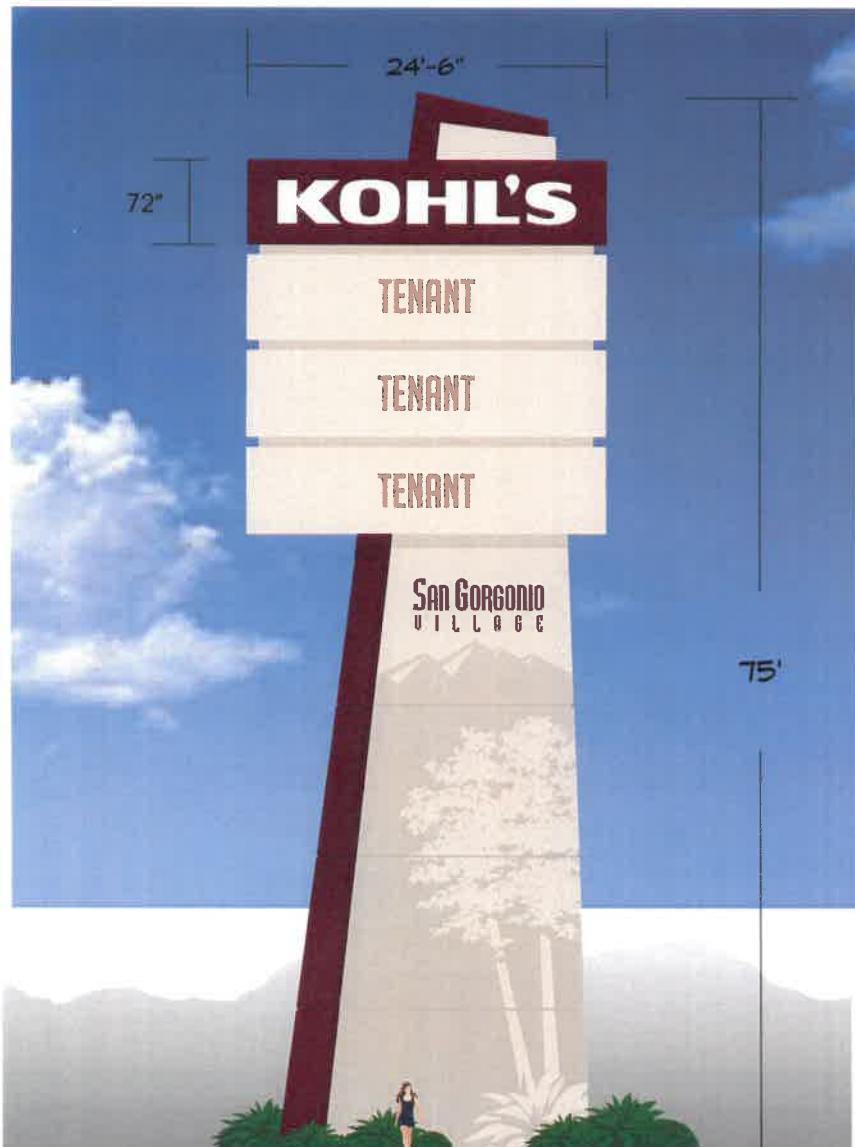


WEST ELEVATION

EXTERIOR ELEVATION
ENTERTAINMENT

NTS

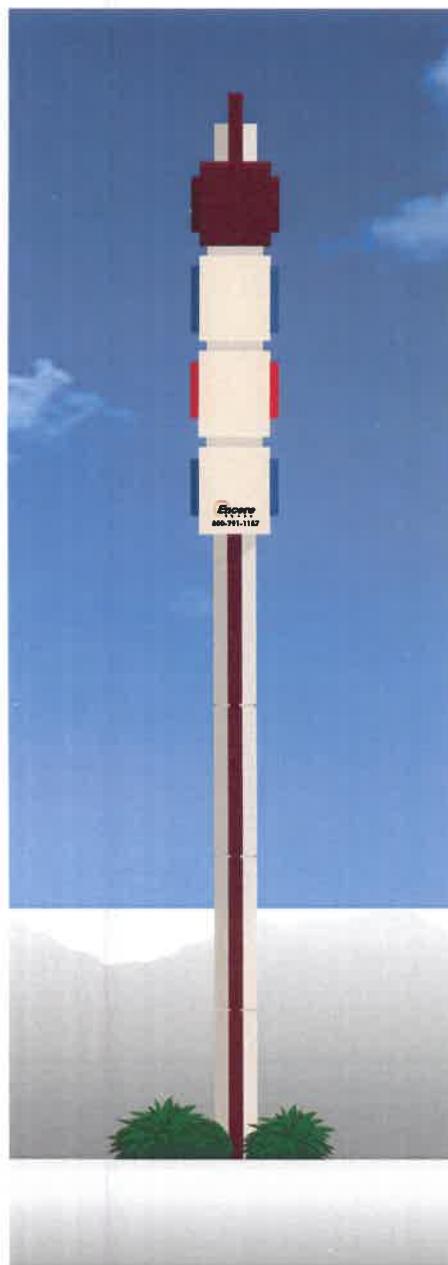
WOOD INVESTMENT
2920 AIRWAY AVE. SUITE A-9
COSTA MESA, CA 92627



**Double Faced Internally Illuminated
FREEWAY "EXISTING" PYLON Sign P1**

Tenant copy is subject to change

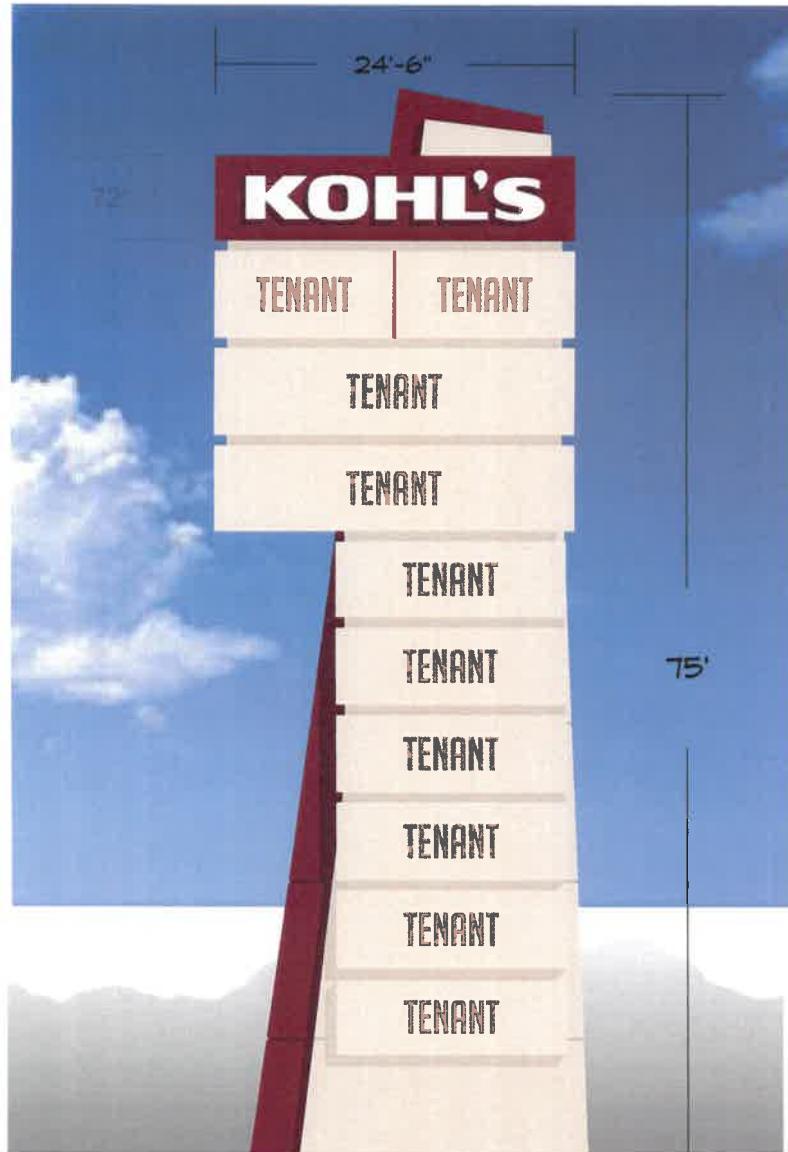
SAN GORGONIO VILLAGE SIGN PROGRAM



FOUR (4) DOUBLE FACED TENANT CABINETS.
.125 ALUMINUM FACES WITH CHANNEL LETTERS, COPY AND LOGO'S PER TENANT DESIGNS AND COLORS.

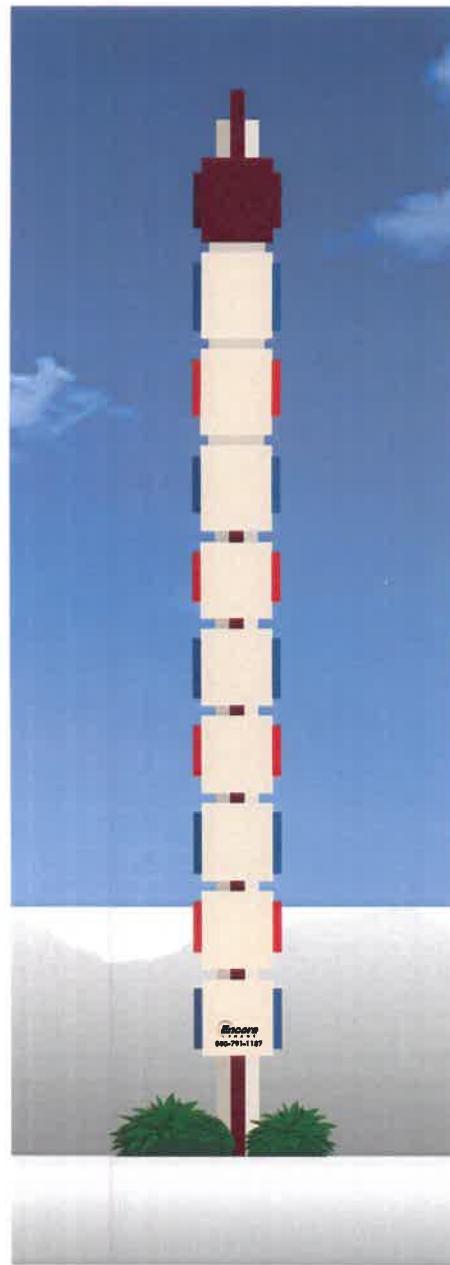
KOHL'S FACES: PAINTED TO MATCH BURGUNDY PMS 188C SUEDE FINISH WITH WHITE COPY. REMAINING FACES PAINTED TO MATCH LIGHT BUILDING COLOR SUEDE FINISH.

POLE COVER: PAINTED TO MATCH BUILDING COLORS.



Double Faced Internally Illuminated
FREEWAY "PROPOSED" PYLON Sign P1A

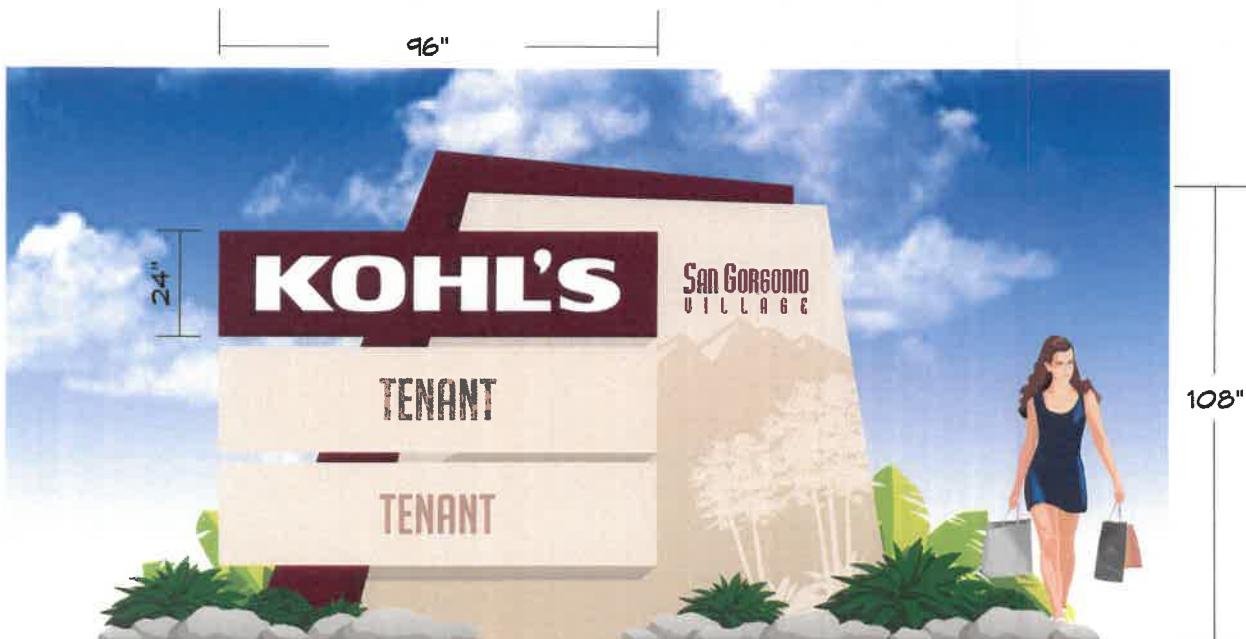
Tenant copy is subject to change



FOUR (11) DOUBLE FACED TENANT CABINETS.
.125 ALUMINUM FACES WITH CHANNEL LETTERS. COPY
AND LOGO'S PER TENANT DESIGNS AND COLORS.

KOHL'S FACES: PAINTED TO MATCH BURGUNDY
PMS 188C SUEDE FINISH WITH WHITE COPY.
REMAINING FACES PAINTED TO MATCH LIGHT BUILDING
COLOR SUEDE FINISH.

POLE COVER: PAINTED TO MATCH BUILDING COLORS.



Double Faced Internally Illuminated Existing MONUMENT Sign M1



Double Faced Internally Illuminated Existing MONUMENT Sign M2

Tenant copy is subject to change

CABINET: ALUMINUM CONSTRUCTION.
FACES: .125 ALUMINUM ROUTED OUT
 AND BACKED WITH ACRYLIC PER
 TENANT COPY / LOGO DESIGNS
 AND COLORS.
 FACES PAINTED SUEDE FINISH.

KOHL'S: FACES PAINTED TO
 MATCH BURGUNDY PMS 188 C
 WITH WHITE COPY

CABINET: ALUMINUM CONSTRUCTION.
FACES: .125 ALUMINUM ROUTED OUT
 AND BACKED WITH ACRYLIC PER
 TENANT COPY / LOGO DESIGNS
 AND COLORS.
 FACES PAINTED SUEDE FINISH.

KOHL'S: FACES PAINTED TO
 MATCH BURGUNDY PMS 188 C
 WITH WHITE COPY

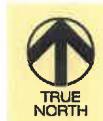
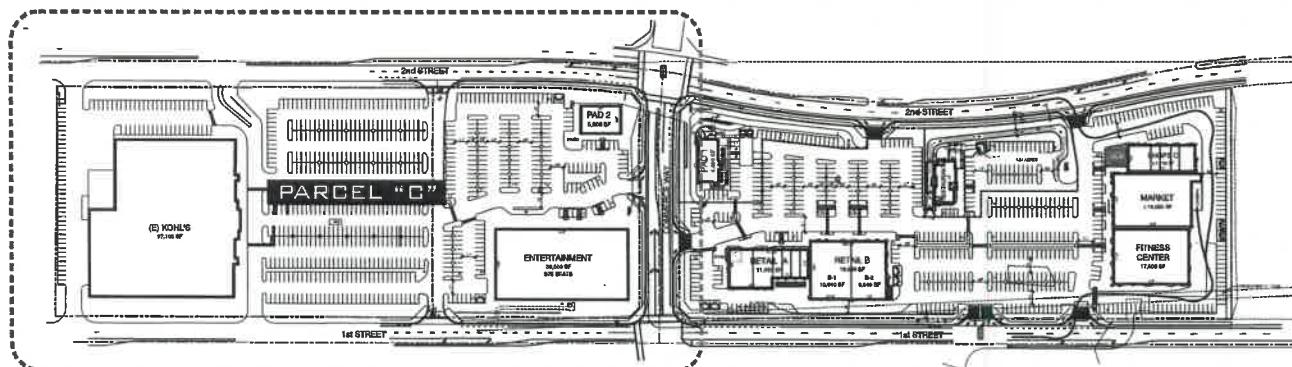
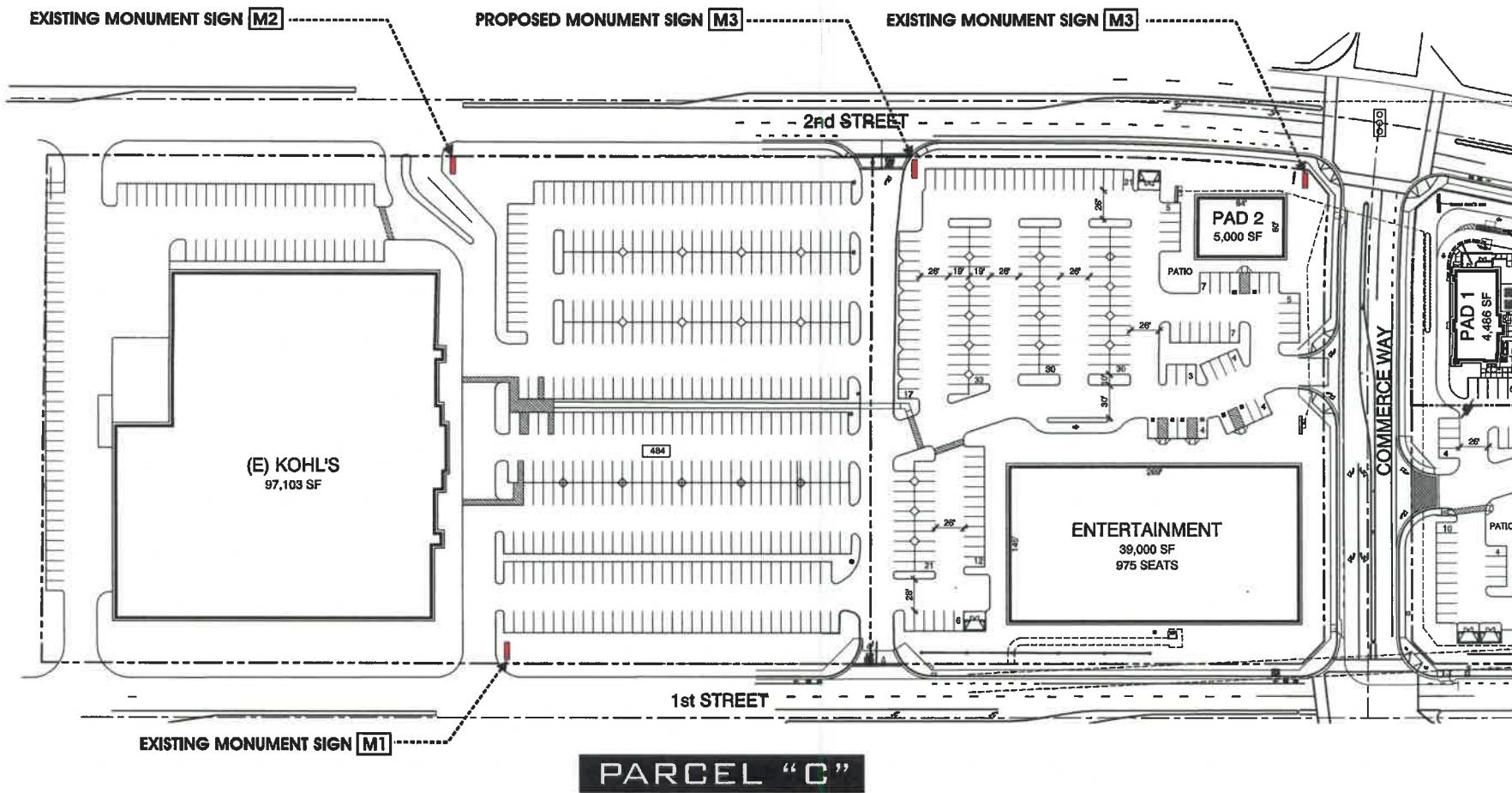


Double Faced Internally Illuminated Existing MONUMENT Sign M3

Tenant copy is subject to change

CABINET: ALUMINUM CONSTRUCTION.
FACES: .125 ALUMINUM ROUTED OUT
 AND BACKED WITH ACRYLIC PER
 TENANT COPY / LOGO DESIGNS
 AND COLORS.
 FACES PAINTED SUEDE FINISH.

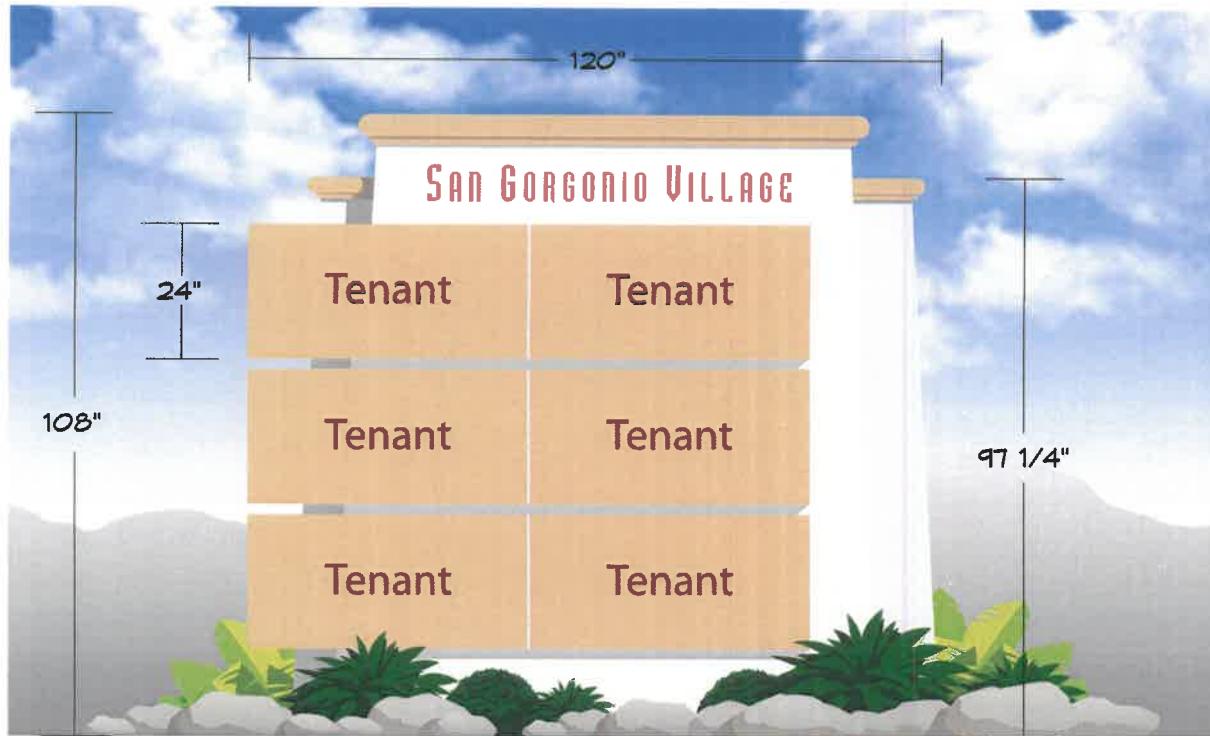
KOHL'S: FACES PAINTED TO
 MATCH BURGUNDY PMS 188 C
 WITH WHITE COPY



SITE PLAN
NOT TO SCALE

Encore
IMAGE

SAN GORGONIO VILLAGE SIGN PROGRAM



PROPOSED
Double Faced Internally Illuminated MONUMENT Sign NM1

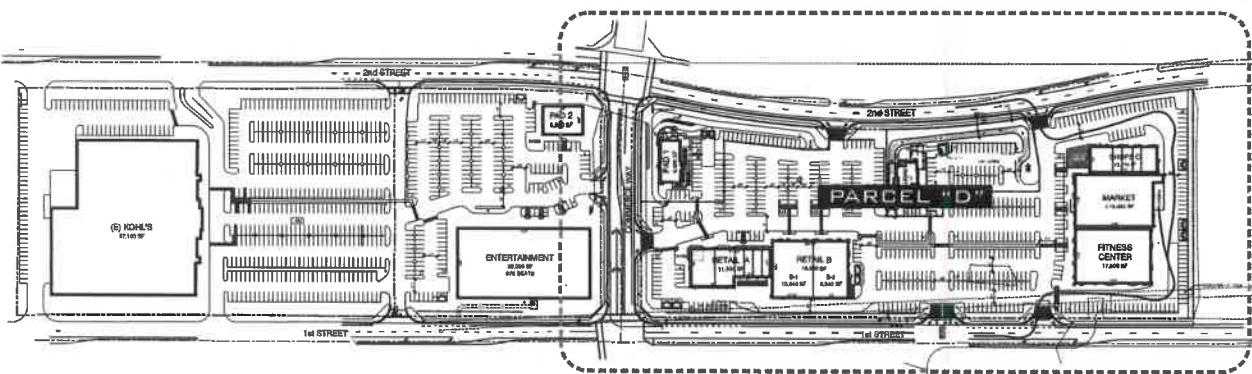
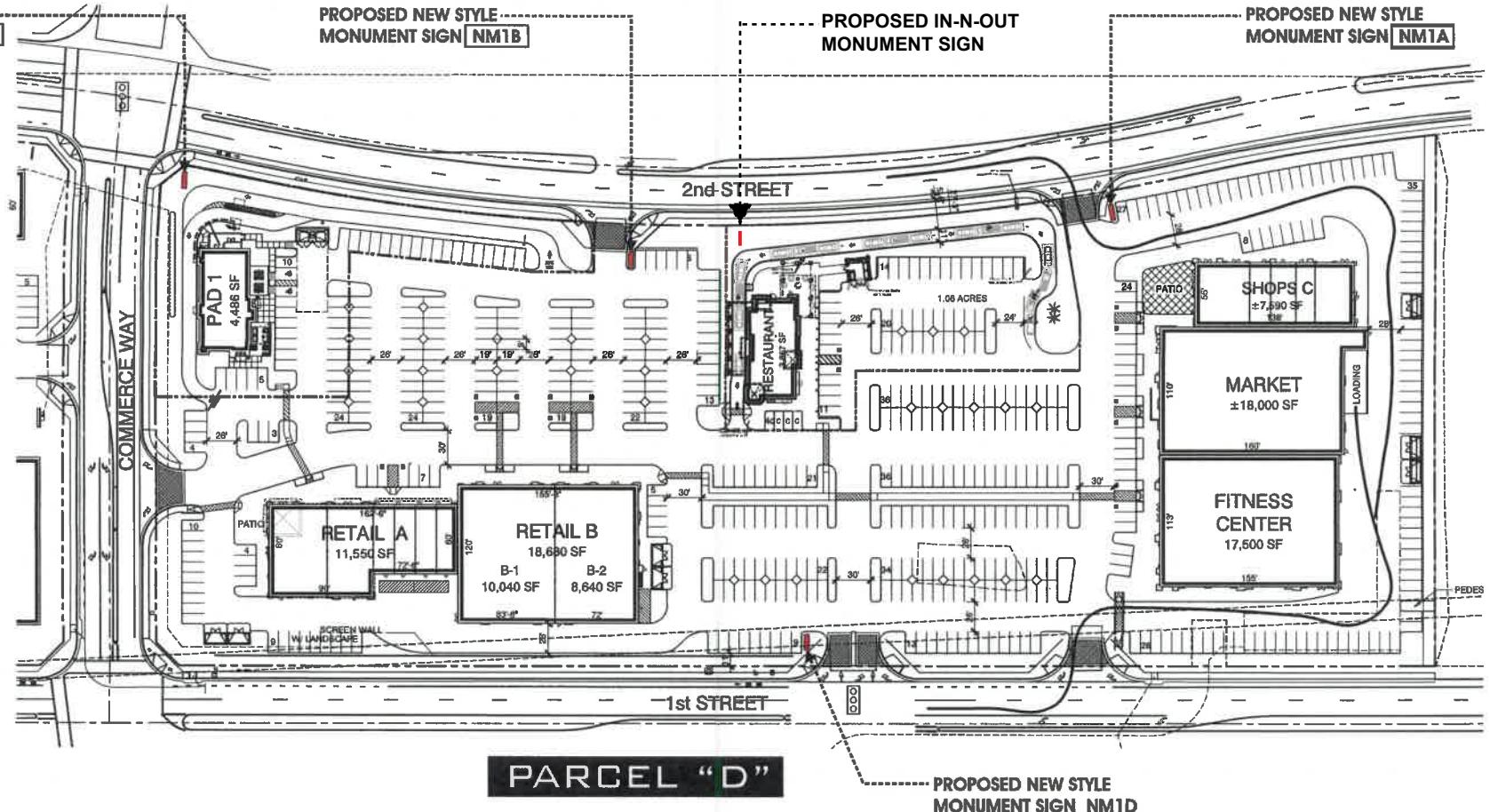
CABINET: ALUMINUM CONSTRUCTION.
FACES: .125 ALUMINUM ROUTED OUT
AND BACKED WITH ACRYLIC PER
TENANT COPY / LOGO DESIGNS
AND COLORS.
FACES PAINTED TO MATCH AS SHOWN.

PROPOSED NEW STYLE
MONUMENT SIGN NM1C

PROPOSED NEW STYLE
MONUMENT SIGN NM1B

PROPOSED IN-N-OUT
MONUMENT SIGN

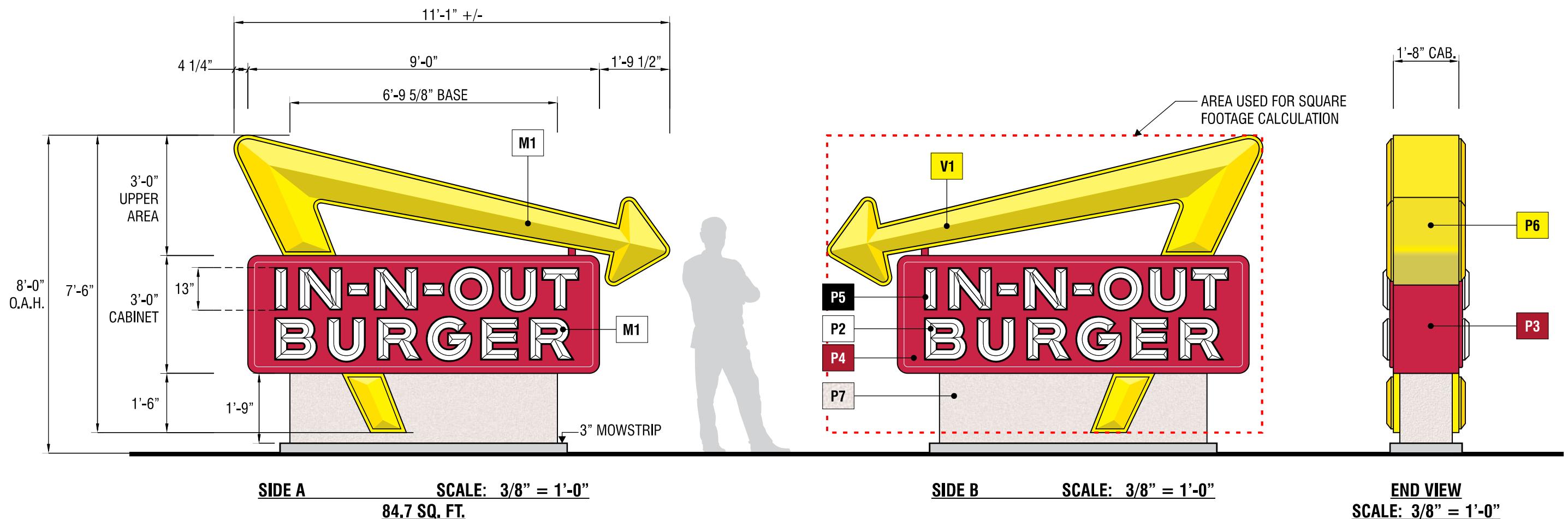
PROPOSED NEW STYLE
MONUMENT SIGN NM1A



SITE PLAN
NOT TO SCALE

SAN GORGONIO VILLAGE SIGN PROGRAM

Encore
IMAGE



A3 SIGNTYPE INO-MON-96X133

MANUFACTURE AND INSTALL ONE (1) D/F INTERNALLY ILLUMINATED MONUMENT SIGN

BASE: FABRICATED ALUMINUM

LETTER CABINET: FABRICATED ALUMINUM W/ FABRICATED RETAINERS AND FORMED ACRYLIC FACES WITH SECOND SURFACE PAINTED GRAPHICS AND LED ILLUMINATION - SLOAN SIGN BOX II 6500K DUAL SIDED

ARROW: FABRICATED CHANNEL WITH FORMED CLEAR MODIFIED ACRYLIC FACE. LED ILLUMINATION.

MATERIALS

M1 CLEAR MODIFIED ACRYLIC

VINYL

V1 3M VINYL #3630-235
'AUTUMN YELLOW'

PAINT

P2 WHITE

P3 TO MATCH 'IN-N-OUT RED'
W/ HIGH GLOSS FINISH

P4 INO 443 RED / 25% CLEAR

P5 BLACK

P6 PAINT TO MATCH 3M VINYL #3630-235
'AUTUMN YELLOW' W/ HIGH GLOSS FINISH

P7 TO MATCH 'BONE CHINA' BY
DUNN EDWARDS W/ MEDIUM TEXCOTE FINISH