

BEAUMONT POINTE SPECIFIC PLAN

SIGN PROGRAM

May 11, 2023

Contents

1.0 Overview 3

2.0 Signage Guidelines..... 3

3.0 Signage Solutions 3

 3.1 General Sign Information 5

4.0 Permitted Signs 7

 4.1 Monumentation..... 7

Figure 1: Conceptual Primary Entry Monumentation..... 9

Figure 2: Conceptual Secondary Project and Tenant Monumentation 10

Figure 3: Freeway Oriented Pylon Sign..... 11

Figure 4: Signage in Planning Areas 1 & 2 (General Commercial) 12

Figure 5: Signage in Planning Areas 3, 4 & 5 (Industrial) 13

Figure 6: Signage in Planning Areas 6, 7 & 8 (Industrial) 14

Figure 7: Signage in Planning Areas 9 & 10 (Industrial) 15

1.0 Overview

The Beaumont Pointe Sign Program serves a variety of purposes and is an integral part of the design of the site and experience of its visitors. Signs identify Beaumont Pointe and its building occupants and ensure the efficient circulation of vehicle traffic within the site by identifying vehicular entry points and directing vehicles to their destinations. Signage should enhance the pedestrian experience through the design of wayfinding components: directories, directional signage, and destination identifiers. Monumentation has been created to identify arrival points to Beaumont Pointe, distinguish individual Planning Areas and tenants and to establish a sense of place consistent with the overall Beaumont Pointe theme. The entry treatments have been designed to create a distinctive visual statement that emphasizes Beaumont Pointe's image as a high quality, contemporary development.

2.0 Signage Guidelines

Clear, concise, and easy-to-understand signage that is also visually appealing is vitally important for positive employee and visitor experiences at Beaumont Pointe. This Sign Program provides adequate and appropriate project, pylon, building, and commercial tenant identification for the anticipated variety of building sizes, designs, and uses to ensure that all project signage is designed with a single vision and theme, generally outline below:

1. Building signage should be in scale with and in proportion to the primary building facades so that the signage is not "overpowering" and does not dominate the overall experience.
2. Direction signs should be located at each vehicular or pedestrian decision point.

3.0 Signage Standards

1. The City of Beaumont Planning Commission shall review and approve this Sign Program as well as any proposed modifications.
2. This Sign Program shall be consistent with the applicable portions of the Beaumont Pointe Specific Plan and the City's Zoning Ordinance.
3. Implementation and review of proposed individual sign designs (including plans, construction, lighting, electrical, and installation) shall be the responsibility of the Beaumont Pointe Master Property Owners Association and the City of Beaumont Planning, Building and/or Public Works.

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4. The design of the signage shall reflect the type of business and/or uses through its design, material, shape, and graphic form.
Signage is encourage to use natural materials where possible.
5. Excluding pylon signs, signs shall be contained within the parcel to which applicable and shall be so oriented as to preclude hazardous obstructions to person and/or vision of pedestrians and/or vehicle operators.
6. Tenant monumentation signage shall be in keeping with the character established for the Beaumont Pointe Specific Plan with variations allowed to accommodate individual user identities/corporate branding standards.
7. The method of attaching the signage to the building shall be integrated into the Sign Program.
8. Signs shall not cover up windows or important architectural features.
9. All lighting shall match the exact specification of the approved working drawings and comply with City of Beaumont Municipal Code, Chapter 8.50.
10. All conductors, conduits, tubing, crossovers, transformers, and other equipment for the illumination of signs shall be concealed and/or incorporated into the building architecture.
11. Exposed wiring, raceways, cords, plugs, or the like shall be prohibited.
12. Vehicular direction signs shall clearly direct to specific locations within Beaumont Pointe, including on-site parking areas, and truck routes.
13. Vehicular direction signs shall be consistent in size, shape, and design throughout Beaumont Pointe.
14. Typography on vehicular direction signs shall be readable from an appropriate windshield viewing distance.
15. Vehicular direction signs shall incorporate reflective vinyl copy for night-time illumination.
16. Freeway-oriented pylon signs shall be permitted provided that such signs are limited to the project's name, project's logo, tenant logos, and/or tenant text.
17. All signs and their installation shall comply with all local building and electrical codes.
18. Each Sign Company preparing signage for use within the Beaumont Pointe Specific Plan shall be fully licensed with the City and State and shall maintain full Workman's Compensation and General Liability Insurance.
19. All logo images and type-styles shall be accurately reproduced. The Master Property Owners Association reserves the right to reject the any fabrication work deemed to be below standard.
20. Signs shall be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
21. Color coating shall exactly match the colors specified on the approved plans.
22. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.

3.1 General Sign Information

3.1.1 Responsibility

The overview of this criteria is to assist the Master Property Owners Association/Landlord/Tenant and City relationship.

The Master Property Owners Association/Landlord shall be responsible to:

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

In return, the Tenant shall be responsible for:

- A. Design, fabrication, permitting, and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to shell building approved by the Master Property Owners Association/Landlord and the City of Beaumont Planning, Building and/or Public Works.

Note: Planning Commission approval is only required for modifications to this Sign Program.

3.1.2 Maintenance

1. The Tenant shall employ professional sign fabricators and installers approved by the Master Property Owners Association/Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant shall abide by all provisions, guidelines, and criteria contained within the Beaumont Pointe Sign Program.
2. Only those sign types provided for and specifically approved by the Master Property Owners Association/Landlord in the Tenant's sign submission documents will be allowed. The Master Property Owners Association/Landlord may, at their discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without the Master Property Owners Association/Landlord's consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Master Property Owners Association/Landlord with a copy of appropriate insurance and all sign fabrication and installation permits prior to installation.

3.1.3 Installation

The Tenant's sign installer shall:

- A. Obtain all required permits from the City of Beaumont, California and deliver copies to the Master Property Owners Association/Landlord before installing the sign(s).
- B. Keep the Master Property Owners Association/Landlord approved set of sign drawings on site when installing the sign(s).
- C. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

3.1.4 Inspection

Master Property Owners Association/Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and require Tenant to have discrepancies and/or code violations corrected at the Tenant's expense.

3.1.5 Abandonment of Signs

Any tenant sign left after thirty (30) days from date of tenant vacating premises shall become property of the Master Property Owners Association/Landlord, and tenant will be billed for removal of said sign and restoration of building, as required.

3.1.6 Prohibited Signs

The following types of signs are prohibited:

- A. Signs constituting a Traffic Hazard (e.g., any sign which simulates or imitates in size, color, lettering, or design any traffic sign or signal, or which makes use of the words STOP, LOOK, DANGER, or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead, or confuse traffic).
- B. Signs in proximity to Utility Lines. All signs must maintain clearance from all communication and electrical power lines as required by State of California laws.
- C. Signs painted directly onto a building surface.
- D. Flashing, moving, or audible signs.
- E. Vehicle signs (e.g., signs on or affixed to trucks, automobiles, trailers, or other vehicles which are used for advertising, identity, or to provide direction to a specific use or activity not related to its lawful activity).
- F. Raceways (as indicated on page 4, Signage Standards #11).
- G. Signs referred to in the City of Beaumont Municipal Code 17.07.070.B.

3.1.7 No Assurances

1. The Master Property Owners Association/Landlord gives no assurances that a sign approved by the Master Property Owners Association/Landlord, which is in accordance with provision of these criteria, will be acceptable to the City of Beaumont.
2. The Tenant shall be solely responsible for bringing its own sign into compliance with all local rules and ordinances.

4.0 Permitted Signs

4.1 Monumentation

The Conceptual Primary and Secondary Project/Tenant Monumentation examples illustrated within this Sign Program represent consistent interpretations of Beaumont Pointe's character and theme. Implemented monumentation need not match these examples exactly and may be designed with enough flexibility to respond to physical contexts and the needs and desires of specific tenants, but all entry monuments should be consistent in theme and character. Consistency should be established through the use of matching or complementary logos, type styles, and color schemes throughout the area being identified. The conceptual location of Monumentation Signs are depicted on Figures 4, 5, 6, and 7 in this document. Not that while these Figures identify the conceptual locations of Monumentation, the final locations of entry monuments will be determined by the approved implementing project(s).

4.1.1 Primary Monumentation

The Primary Monumentation provided within Beaumont Pointe creates an inviting atmosphere for employees and visitors by providing a form of wayfinding and sense of identity to Beaumont Pointe.

1. Primary Entry Monuments may be provided at the intersection of Jack Rabbit Trail and 4th Street.
2. As shown on "Figure 1: Conceptual Primary Entry Monumentation", the Primary Monumentation is made of plaster and corten steel, with steel cut out letters of the project name. The trees, shrubs, and groundcovers planted in the background and foreground of the Primary Entry Monument are in accordance with the Beaumont Pointe Specific Plan.

4.1.2 Secondary Project and Tenant Monumentation

1. The Secondary Project and Tenant Monumentation may be provided at individual building sites within Planning Areas 1 through 8 to announce the arrival into the Industrial and General Commercial areas for employees and visitors.
2. As shown on "Figure 2: Conceptual Secondary Project and Tenant Monumentation", the Secondary Project and Tenant Monumentation consist of plaster with steel cut out plaques of the project name and building tenants. Sight distance exhibits shall be provided at the time of implementation. The trees, shrubs, and groundcovers planted in the background and foreground of the Secondary Project and Tenant Monument are in accordance with the Beaumont Pointe Specific Plan.

4.1.3 Freeway Pylon Signs

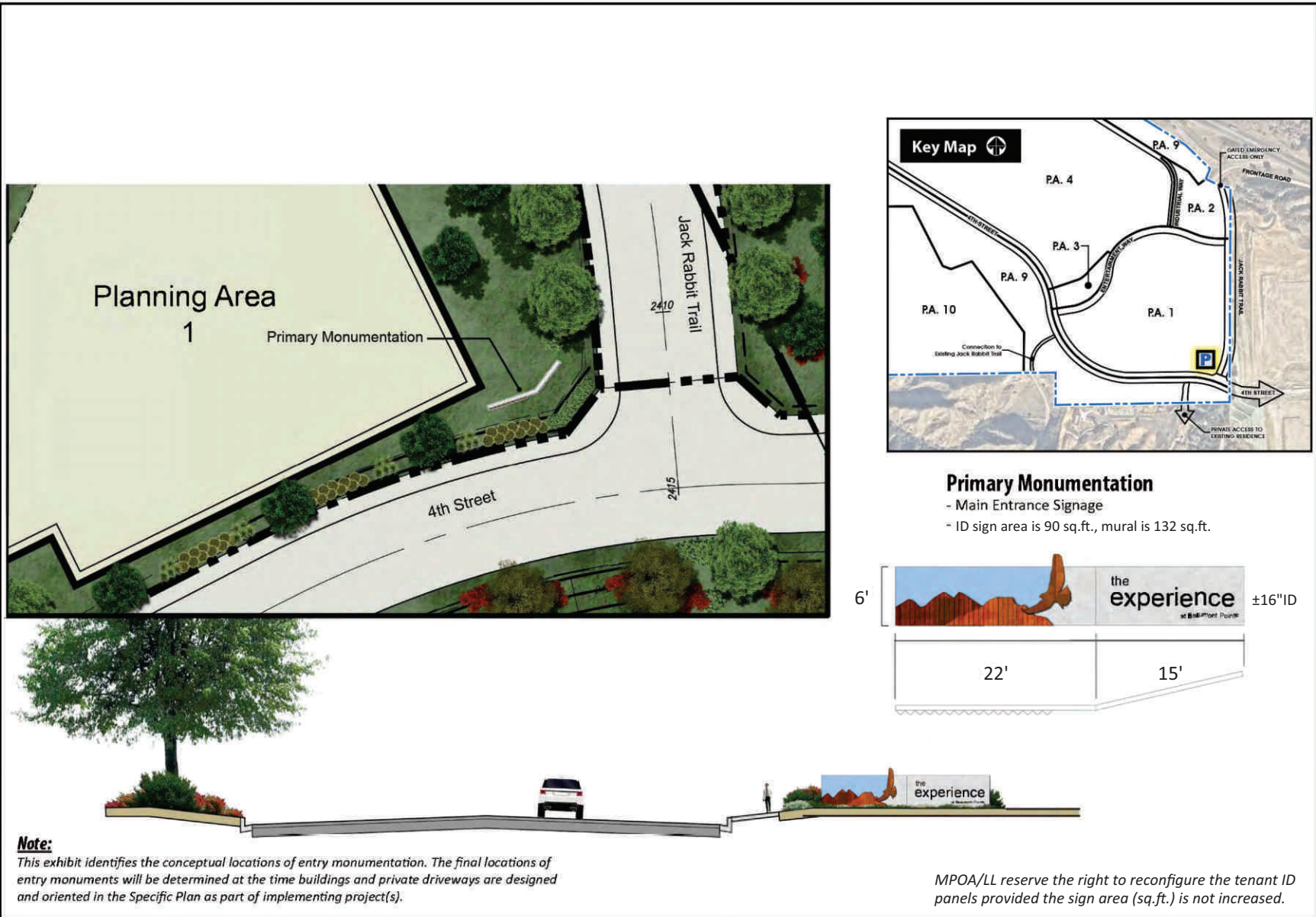
1. Location: The conceptual locations of Freeway Oriented Pylon Signs are depicted on Figures 4, 5, 6 and 7 in this document. The final location of Freeway Oriented Pylon Signs will be determined by the approved implementing project(s) and may be provided to maximize exposure and enhance the visibility of Beaumont Pointe by orienting the signs toward the CA-60 Freeway.
 - A. Four (4) Freeway Oriented Pylon Signs are permitted within the project: One (1) at maximum 50 feet height is permitted in Planning Area 2, Two (2) at maximum 50 feet heights are permitted in Planning Area 9 (abutting CA-60) separated by minimum 600 feet, and One (1) at maximum 50 feet height is permitted in Planning Area 1.
 - B. Freeway Pylon Signs are prohibited within Planning Area 8 and along the boundary of Planning Area 8.
2. Types: Freeway Oriented Pylon Signs may include freestanding monument signs, freestanding pylon signs, and freestanding tenant signs.
3. Design: As shown in "Figure 3: Freeway Oriented Pylon Sign", Freeway Oriented Pylon Signs may consist of the project's name, project's logo, tenant logos, and/or tenant text. Freeway Oriented Pylon Signage is encouraged to use natural materials where possible.

4.1.4 Industrial Tenant Building Mounted Signs

1. Industrial building facades may include freeway visible business identification signs, murals, or other visual works to be used to enhance building walls, particularly along the CA-60 Freeway. Murals may include down-lighting only, to allow passing motorists to view the mural. Such signs, murals, or other visual works are prohibited from including moving, flashing, or otherwise visually distracting elements, or materials that are highly reflective.
2. For a freeway facing elevation the maximum allowed sign size shall be 25% of the elevation surface area if building is occupied by a single tenant, and shall be maximum 15% per tenant if building has multi-tenant occupancy. Regardless of tenancy, all other elevations may have a maximum sign size of 7.5% per elevation.
3. The final location of Industrial Tenant Building Mounted Signs will be determined by the approved implementing project(s).

4.1.5 General Commercial Tenant Building Mounted Signs

1. General Commercial building facades may include visible business identification signs, murals, or other visual works to be used to enhance building walls. Murals may include down-lighting only, to allow passing motorists to view the mural. Such signs, murals, or other visual works are prohibited from including moving, flashing, or otherwise visually distracting elements, or materials that are highly reflective.
2. Each Tenant is allowed 1.5 square feet of sign area for every linear foot of frontage per elevation, with a maximum of 200 square feet for a single elevation.
3. The final location of General Commercial Tenant Building Mounted Signs will be determined by the approved implementing project(s).



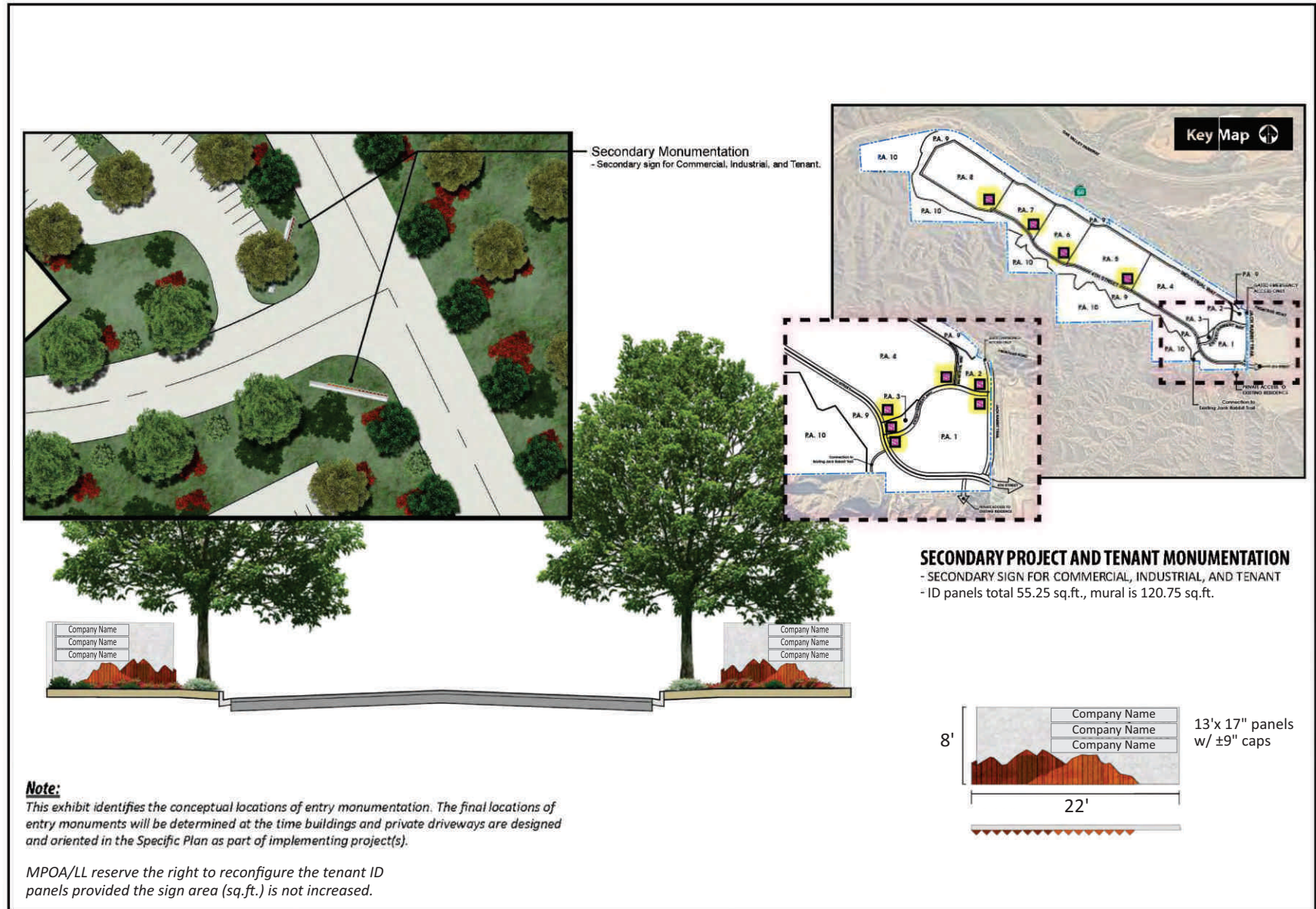
Source(s): Hunter Landscape (03-03-2021)

Figure 1

Conceptual Primary Entry Monumentation



Not to Scale



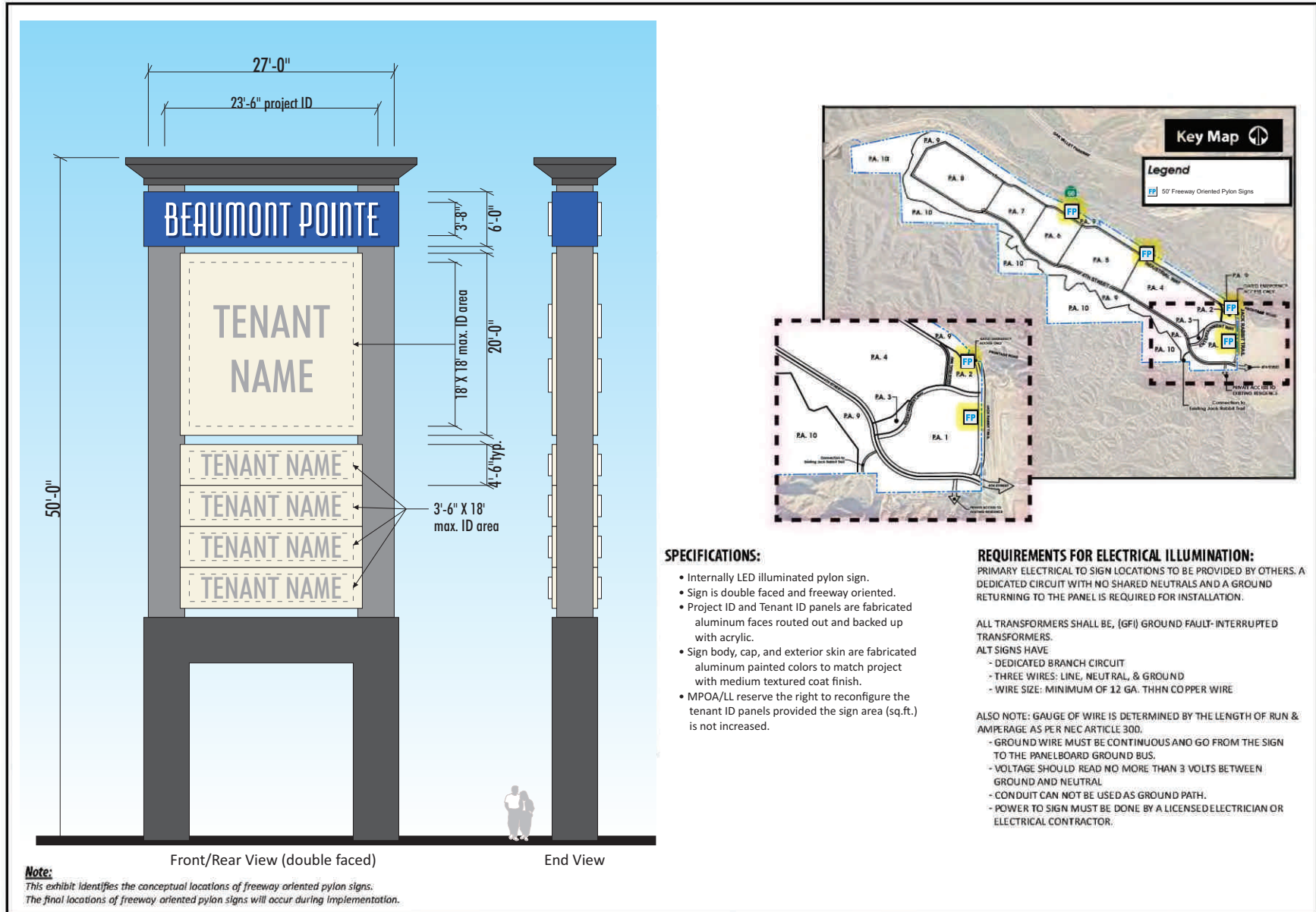
Source(s): Hunter Landscape (03-03-2021)

Figure 2

Conceptual Secondary Project and Tenant Monumentation



Not to Scale



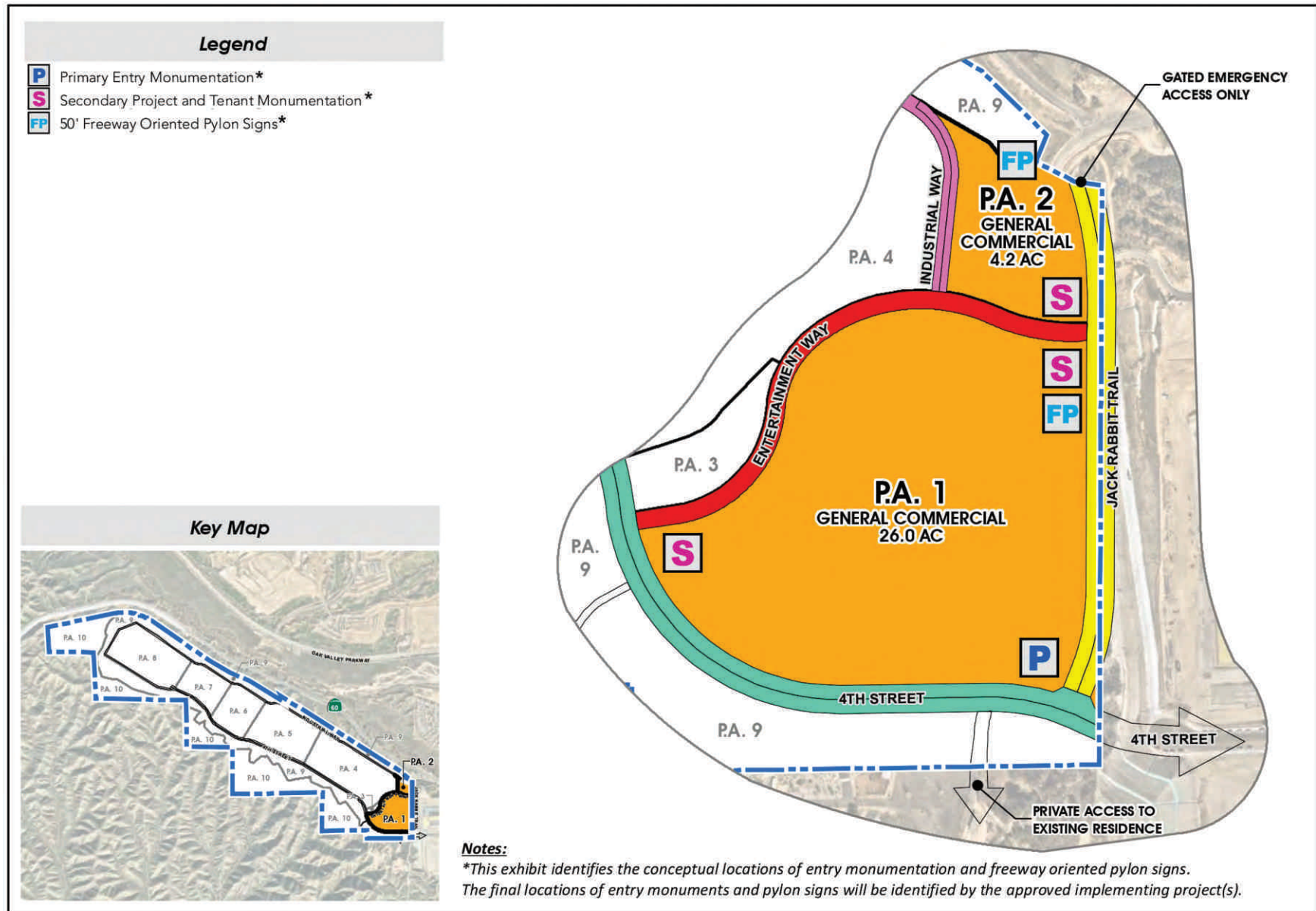
Source(s): Architectural Design and Signs (2023-02-10)

Figure 3

Freeway Oriented Pylon Sign



Pylon Illus. Scale: 1/16" = 1'-0"

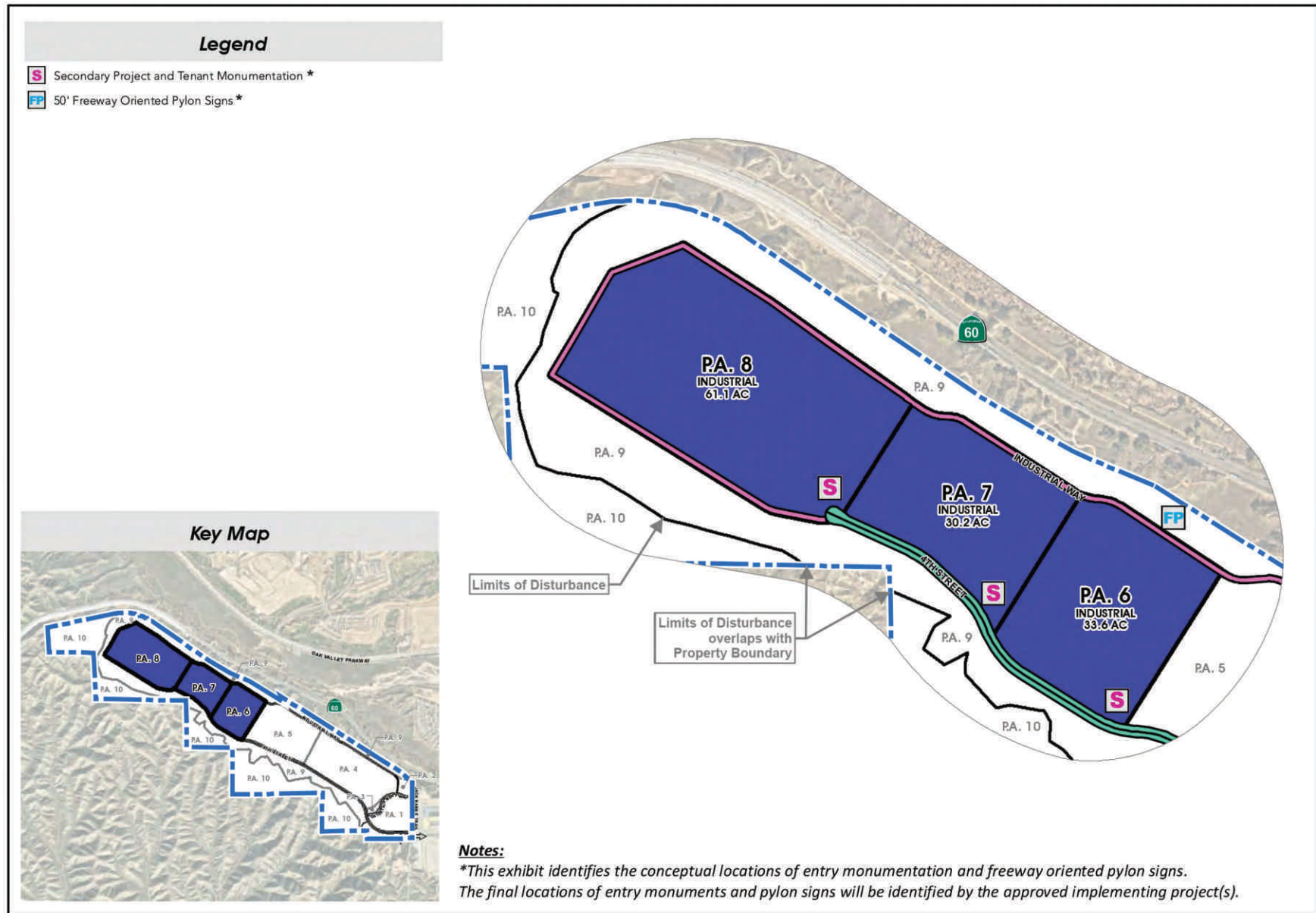


Source(s): ESRI, RCTLMA (2021), City of Beaumont (2004), Nearmap Imagery (2021)
 Composite: Proactive Engineering Consultants (2020)

Figure 4



Signage in Planning Areas 1 & 2

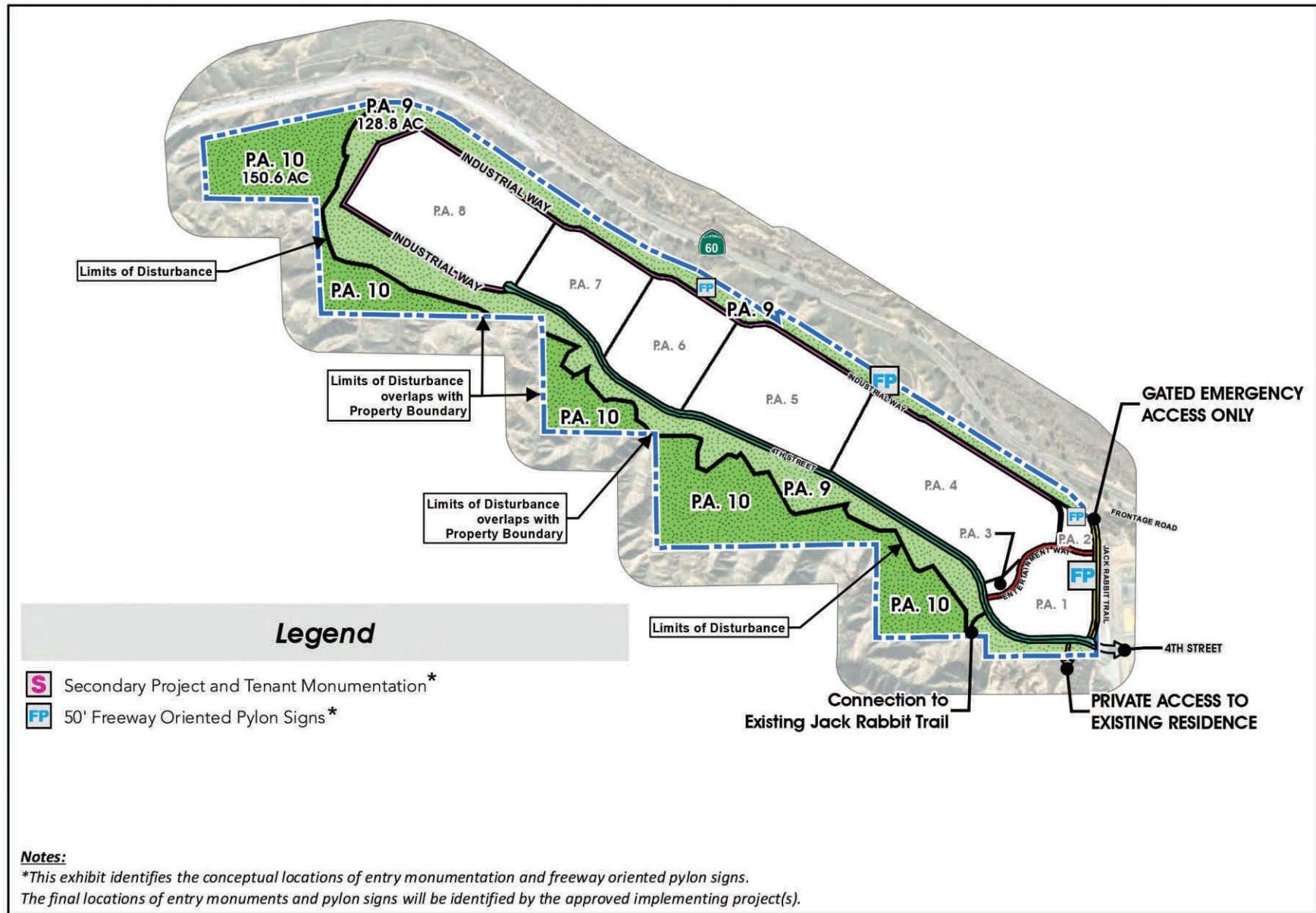


Source(s): ESRI, RCTLMA (2021), City of Beaumont (2004), Nearmap Imagery (2021)
 Composite: Proactive Engineering Consultants (2020)

Figure 6



Signage in Planning Areas 6, 7, & 8



Source(s): ESRI, RCTLMA (2019), City of Beaumont (2004), Nearmap Imagery (2021)
 Composite: Proactive Engineering Consultants (2020)

Figure 7

Signage in Planning Areas 9 & 10

