

## HARVEST LANDING SPECIFIC PLAN SIGNAGE

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### 6.0 SIGNAGE

#### 6.1 Introduction

The purposes of a sign program are to establish uniform sign design guidelines and sign area allocations for all uses and/or buildings on a site. In addition to the following specifications, signage within the Harvest Landing Specific Plan area shall adhere to Chapter 19.75, *Sign Regulations*, of the City's Zoning Code. An application for a sign program shall be approved by the Planning Manager. The signage package for the Harvest Landing Specific Plan can be found in Appendix B for references.

#### 6.2 Location

Location of signs shall be no closer than 5 feet from the property line and shall be located in a landscaped planter to aid in visual appearance.

On-site traffic circulation signage shall be organized to effectively direct vehicles to appropriate parking areas.

#### 6.3 Design

##### Harvest Landing Logo

Any sign program along a major roadway shall include signage at main and secondary entrances, and at major intersections, including the Harvest Landing logo and the City logo.

Figure 6.0-1 Harvest Landing Logo



Figure 6.0-2 City of Perris Logo



### Color Schemes

Color schemes for signage shall be related to other signs and graphics in the vicinity to achieve a coordinated sense of identity. The exposed backs and sides of signs shall be architecturally treated to blend with the exterior character of the buildings and site.

### Address Identification Signage

Address identification signs shall be 12 inches high and located on the upper corner of the building wall facing each applicable public right-of-way, pursuant to Perris Municipal Code Section 19.75.

### Lighting and Maintenance of Signage

"Canned" signs shall be prohibited. Interior illuminated channel letters should be used instead. All signs shall be maintained in good repair.

### Neon Signage

Neon signage shall comply with March Air Reserve Base/Inland Port Airport restrictions for lighting.

### Multiple Buildings and/or Tenants

Commercial, offices, industrial complexes, and similar facilities with multiple buildings and/or tenants shall submit a 'sign program' for the placement of on-site signs according to a compatible design that is common to all structures and uses.

### Major Roadway Zones/Freeway Corridor

Commercial, offices, industrial complexes, and similar facilities with multiple buildings and/or tenants will be required to include the Harvest Landing Logo in their main signage, as well as projects located along major roadways or freeway corridors. Projects along the Freeway Corridor will be required to include the City of Perris Logo or name in the main signage.

### Monument Signs

Monument signs shall be located such that visibility is not impaired by mature landscaping. They should also incorporate colors, materials and design of primary buildings.

### Gateway Monuments

Site identity signs located at intersections around the border of the Harvest Landing Specific Plan area shall include freeway monument/pylons where adjacent to the freeway/frontage road, and freestanding site monument/pylons and multi-tenant monuments at the other boundary intersections. Monuments at key intersections will help to identify entrance into Harvest Landing as shown in Figure 6.0-1, *Example Monuments*. Additionally, Figure 6.0-2, *Pylon and Monumentation Signage*, shows the locations for pylon and monument signage around the perimeter of Harvest Landing.

The Specific Plan will incorporate two pilot monument signs located as depicted in Figure 3.0-4. Locations of the monument signs were chosen to provide key visual aids to the patrons of Perris and provide visibility of the commercial tenants to the 215 Freeway.

**Figure 6.0-3, Pylon Monument Example**



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Figure 6.0-4, Pylon Monument Examples



Figure 6.0-5, Tenant Monument Sign Examples



Figure 6.0-6, Pylon and Monumentation Signage Locations





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### 6.4 Prohibited Signs

Other than Grand Opening Signs as permitted in Municipal Code Section 19.75.090.D, no banners, flags, pennants, balloons, tethered inflatable, signs within public right-of-way, projecting signs or off-site directional signs shall be permitted.