PALM SQUARE SHOPPING CENTER

TENANT SIGN CRITERIA

Approved:
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PURPOSE OF CRITERIA

The purpose of these criteria is to establish standards and specifications to assure that all signage and the project as a whole will be consistent and enhance the identity of all the retail tenants at Palm Square Shopping Center.

A) SUBMITTALS AND APPROVALS

1. Prior to sign fabrication, Tenant or his sign contractor shall submit for Landlord approval three (3) sets of complete and fully-dimensioned and detailed shop drawings. In addition to the aforementioned drawings, these submissions shall include elevations, color and material boards, and cross-sectional diagrams. All Tenant submittals shall be reviewed by Landlord and/or its agent for conformance with the provision of the City-approved signage program.

2. Following Landlord’s approval of proposed signage, Tenant or his agent shall submit to the City sign plans signed by Landlord and applications for all permits for fabrication and installation by sign contractor.

3. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these criteria and in the final approved plans and shop drawings. Any work deemed unacceptable shall be rejected and shall be corrected or modified at Tenant’s expense as required by the landlord or its agent.

B) SIGN TYPES

1. The signs are to be composed of channel letters or dimensional letters in accordance with the definitions below.

2. Channel letters are to be defined as individual channel letters or as connected channels that may be composed of script letters with connected serifs, or as non-script letters that are connected by heavy outlines into an integrated shape or “channel box”. Secondary channel boxes containing a logo mark or underlining the primary text and containing a secondary message shall be permitted. Illumination may be with either LEDs or neon.

3. Dimensional letters are to be made of ½" thick clear acrylic, ½" black PVC or 1-1/2” thick black Ultraboard Plus (available from Montroy Supply in Montebello, CA). These substrates must have a laminated metal face that may be a colored baked enamel finish or an anodized metal finish.
Secondary colors or outlines may be added to these finishes with high-grade vinyl overlays. Dimensional letters shall be defined to include both individual dimensional letters or as connected dimensional letter forms where individual characters may be connected script serifs, or by heavy outlines into an integrated shape. Dimensional letters may be either flush mounted onto the surface of the building façade, or mounted with studs and stand-offs to “float” the letters off the stucco surface. Dimensional letters may also be backlit with LED modules to give them a glow or halo effect at night. **NOTE:** Ultraboard substrate shall not be considered an acceptable substitute for Ultraboard-Plus as it is known to degrade and warp very quickly in outdoor conditions.

4. Exposed channel letter raceways are prohibited. All channel letter signs must be mounted directly to the stucco surface of the building with raceways concealed behind the parapet. However, raceways for backlit dimensional letters are allowed. These must measure 1” wide by ½” deep and must be painted to match the stucco color of the building.

5. Electric sign requirements: All electric signs are to be UL listed and meet all local and state codes. They must be installed by a licensed and bonded electric sign contractor (Class C-45).

6. Tenant signs will be no larger than 65% of leasehold width, with a maximum width of thirty (30’) feet.

7. Logos marks or illustrations may be a maximum of 30% of the net sign area.

8. For one line, letters may be a maximum of 48” in height. For two lines, the total height of the sign may be 48”.

C) **SIGNAGE**

Each tenant may have one (1) on-building sign. Tenants with more than one street frontage may have two (2) on-building signs. Secondary signage shall not be allowed.

D) **COLORS**

Signs may consist of a total of three colors. Background color, black, and white are considered colors.

E) **LIGHTING**

Signs that are internally illuminated with neon shall be powered by a transformer with a maximum of 60 m.a. However, LED illumination is allowed for both channel letters and to illuminate dimensional letters with the halo effect.
F) MONUMENT SIGNS

The design of the monument signs shall be commensurate with architecture of existing buildings in the Palm Square Shopping Center.

1) One monument sign (8’ x 16’) to be located south of the entrance on North H Street. This sign identifies multiple tenants in the shopping center at the discretion of the property owner; and

2) One monument sign (6’ x 11’) to be located east of the entrance on North Avenue. This sign identifies a single tenant at the discretion of the property owner.

Owner, at Owner’s sole discretion, will determine which tenants will have signage on these signs. Signs shall not exceed 8’ in height and 16’ in length and the total sign area of each shall not exceed 60 square feet per side. Additionally, a landscaped area of not less than 70 square feet shall surround the base of each sign.

Each sign shall be located at least one foot away from all utilities and the public right-of-way; and shall not restrict sight distances of motorists using the main driveway.

Internal illumination is permissible. The color of the lettering shall match the tenant’s on building signage. See attached Exhibit A for reference.

G) GENERAL SPECIFICATIONS AND REQUIREMENTS

1. All sign circuits are to be provided to sign locations by Landlord.

2. All local, state and national codes are to be strictly complied with. Fabrication and installation to be Underwriter Laboratory (UL) approved with the required markings.

3. Signs shall be continuously maintained, without dark spots, light leaks, or manufacturing defects. Visible seams in acrylic faces, unplated steel, and black iron materials are prohibited. All metal must be rust inhibited or aluminum with the appropriate finish. All conduits, crossovers, transformers, wiring, and manufacturing labels shall be concealed.

4. All neon is to be powered by 30 to 60 m.a. transformers, and shall have a cut off switch at the transformer or on the metal enclosure for the transformer in compliance with the National Electrical Code.
5. All signs are to be laid out so as to be proportionate to the area in which it is placed, as well as comply with the square footage limitations. They should also be centered at the appropriate location on the elevation so it would be balanced with the buildings as a whole. (Not necessarily centered on the Tenant space.) The appropriate location is to be coordinated with Landlord.

6. The Landlord reserves the right to reject any fabrication or installation that is below standard.

7. All building penetrations are to be sealed and completely waterproof.

8. Signs identifying a business no longer occupying a tenant space must be removed within 90 days and the face of the building must be repaired.

H) PROHIBITED SIGNS

Temporary wall signs, pennants, flags, over-roof signs, inflatable displays, exposed neon, secondary signage, or sandwich boards as listed in Section 8844 of the City Sign Regulations. Temporary banners advertising specials or sales are allowed in accordance with City code.

Attachments:
Exhibit A - Monument Sign Site Plan and Elevation
Exhibit B - On Building Sign Locations