

McClellan/Cruz/Gaylord
Architecture • Planning • Interiors
Sign Criteria

Project: **PALMDALE MARKETPLACE SHOPPING CENTER**
Avenue " S " and 47th Street East (Highway 138)
Palmdale, California

MCG Job No. : 88191.01

Date: 16 May 1990

Revision: 24 January 1991

A. INTRODUCTION

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the southwest corner of Avenue " S " and 47th Street East (Highway 138), Palmdale, California.

Performance of this Sign Criteria shall be rigorously enforced and any nonconforming signs shall be removed by the tenant or his sign contractor at their expense, upon demand by Owner.

Exceptions to these standards shall be reviewed by the Owner and Architect. However, based upon our field experience, deviations will generally result in serious inequities between tenants. Accordingly, the Owner, through the Architect, will retain full rights of approval of any sign used in the center.

B. GENERAL OWNER/TENANT REQUIREMENTS

1. Each tenant shall submit to the Architect or Landlord for written approval, four (4) copies of the detailed shop drawings of his proposed sign, indicating conformance with the sign criteria herein outlined, Send to:

MCG Architects
199 So. Los Robles Avenue, Suite 400
Pasadena, California 91101-2457
(213) 681-8461 or (818) 793-9119

2. The tenant shall submit a sign drawing approved by the Owner and/or Architect or the Project Architect to the appropriate City authority for approval prior to the start of any sign construction or fabrication.
3. The tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. The tenant shall obtain all necessary permits.
5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. The Owner shall provide primary electrical service terminations at the interior of wall or canopy located in the center of the allowed signage area.
7. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
8. The location of all signs shall be per the accompanying design criteria

9. One "sign space" shall be allowed for each tenant (except as other-wise approved in writing). The tenant shall verify his sign location and size with Owner prior to fabrication.
10. All shop tenants are required to have a sign band per the accompanying design criteria.
11. Address numbers shall be supplied and applied to each store by the General Contractor during regular course of construction, where applicable.
12. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and convenience signs) shall be as noted herein.
13. **NOTE!** No sign shall be constructed until approved building permits from City Planning and Building and Safety Departments are received.

C. GENERAL SIGN SPECIFICATIONS

1. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. All lettering shall be restricted to the "net sign area" and have a matte finish. See accompanying design criteria for specific information.
3. No projection above or below the "net sign area" will be permitted (except as otherwise approved in writing).
4. All signs and their installation must comply with all local building and electrical codes and bear a U.L. label placed in an inconspicuous location.
5. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of gold leaf or decal application lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone, etc. The number and letter type shall be subject to Architect's approval. (See Door Signage Design Criteria, Page 4).
6. Typical Internally Illuminated Sign-Can Specifications:
 - a. Shop signs shall be attached in designated areas only and may not exceed 75% of the leasehold frontage.
 - b. The face of the sign-can shall be constructed of acrylic plastic (3/16" thick minimum) and fastened to the metal can in an approved manner. Plastic sheet seam joints shall be by electric weld only.
 - c. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner and Architect for written approval prior to fabrication.
 - d. The exposed neon sign-can shall be enclosed in metal with sign face to be colored or clear acrylic plastic (3/16" thick minimum) and fasten to metal can in an approved manner.
 - e. No more than two rows of letters are permitted, provided their maximum total height does not exceed the height of the "net sign area".
 - f. Tenants shall display only their established trade name of their basic product name, e.g. "John's jeans", or combination thereof.
 - g. Internal illumination to be 60 milli-amp neon installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
7. Color of exposed portions of sign-can and frame shall be either black or dark brown color.

8. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.
9. Maximum allowable sign area:
 - a. Major tenants of 30,000 square feet or more in size are allowed one and one half (1 1/2) square feet of sign area for each linear foot of building frontage on the primary frontage with a maximum total sign area of one hundred (100) square feet for the primary frontage. If any of the other sides of the business face a secondary street frontage, mall, arcade, or parking area, an additional one half (1/2) square foot of sign area for each linear foot of building frontage on the secondary frontage is allowed for use on that side with a maximum sign area of seventy five (75) square feet.
 - b. Tenants less than 30,000 square feet in size are allowed one and one half (1 1/2) square feet of signage for each linear foot of building frontage on the primary frontage with a maximum total sign area of seventy-five (75) square feet for the primary frontage. If any of the other sides of the business face a secondary street frontage, mall, arcade, or parking area, an additional one half (1/2) square foot of sign area for each linear foot of building frontage on the secondary frontage is allowed for use on that side with a maximum sign area of fifty (50) square feet.
10. The maximum allowable lettering size for tenant spaces shall be as follows:
 - a. 60 inch high letters maximum for tenant spaces of 7,500 square feet or larger.
 - b. 36 inch high letters maximum for tenant spaces from 3,000 square feet to less than 7,500 square feet in size.
 - c. 24 inch high letters maximum for tenant spaces less than 3,000 square feet in size.
11. One monument sign shall be permitted for each principal street frontage subject to the following conditions:
 - a. Monument signs shall be set back a minimum of 10 feet from all property lines.
 - b. Signs shall be located a minimum of 100 feet or one half (1/2) the width of the lot, whichever is least, from all residential property.
 - c. The size of the monument signs shall not exceed the following:
 1. 10 feet maximum height above the surrounding finished grade.
 2. 10 feet maximum dimension in any direction.
 3. 60 square feet maximum total area of each monument sign face.
 - d. Signage shall be limited to two (2) faces per monument sign, with copy identifying only the name of the shopping center at top, the super market tenant directly below that, and the drug store tenant below the market.

D. PROHIBITED SIGNS

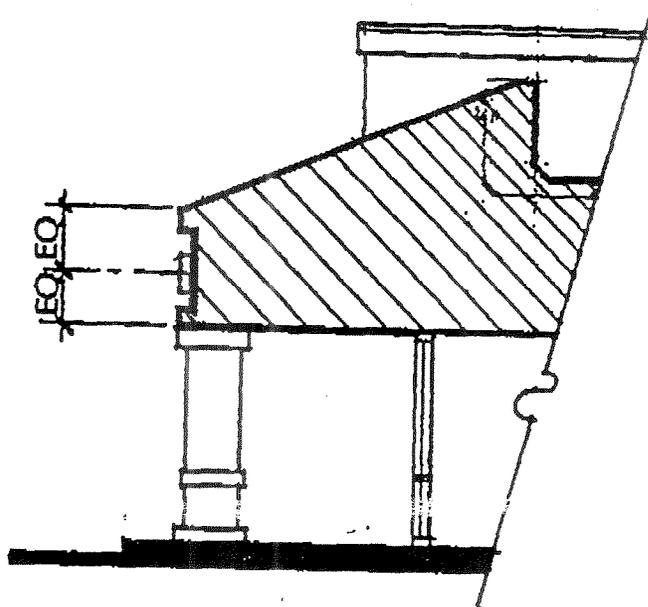
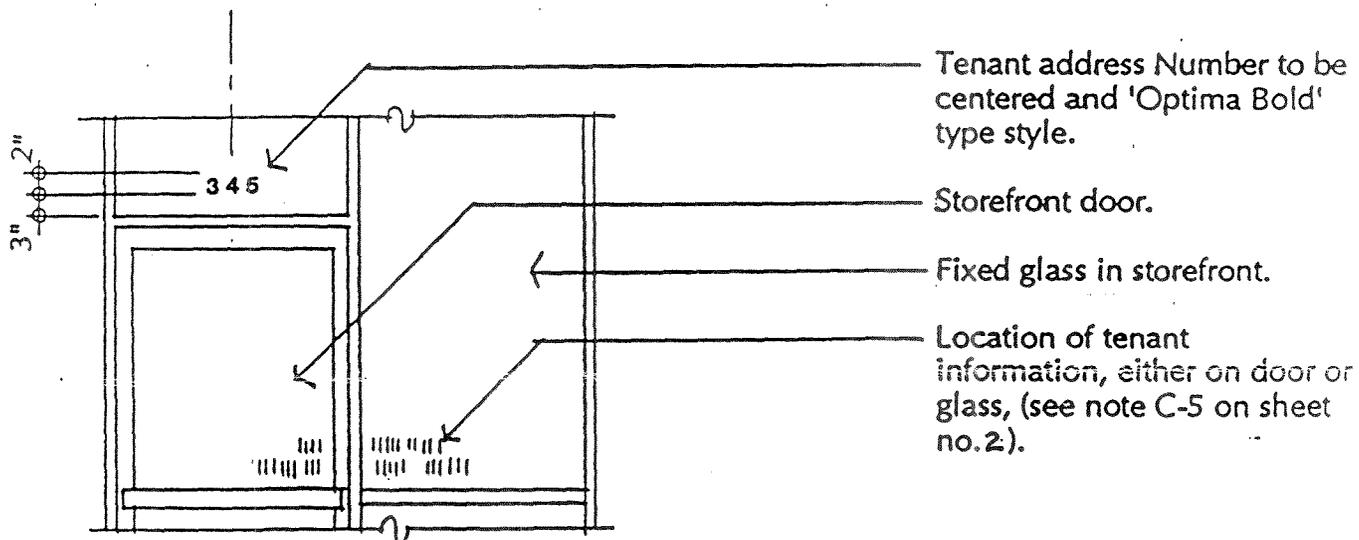
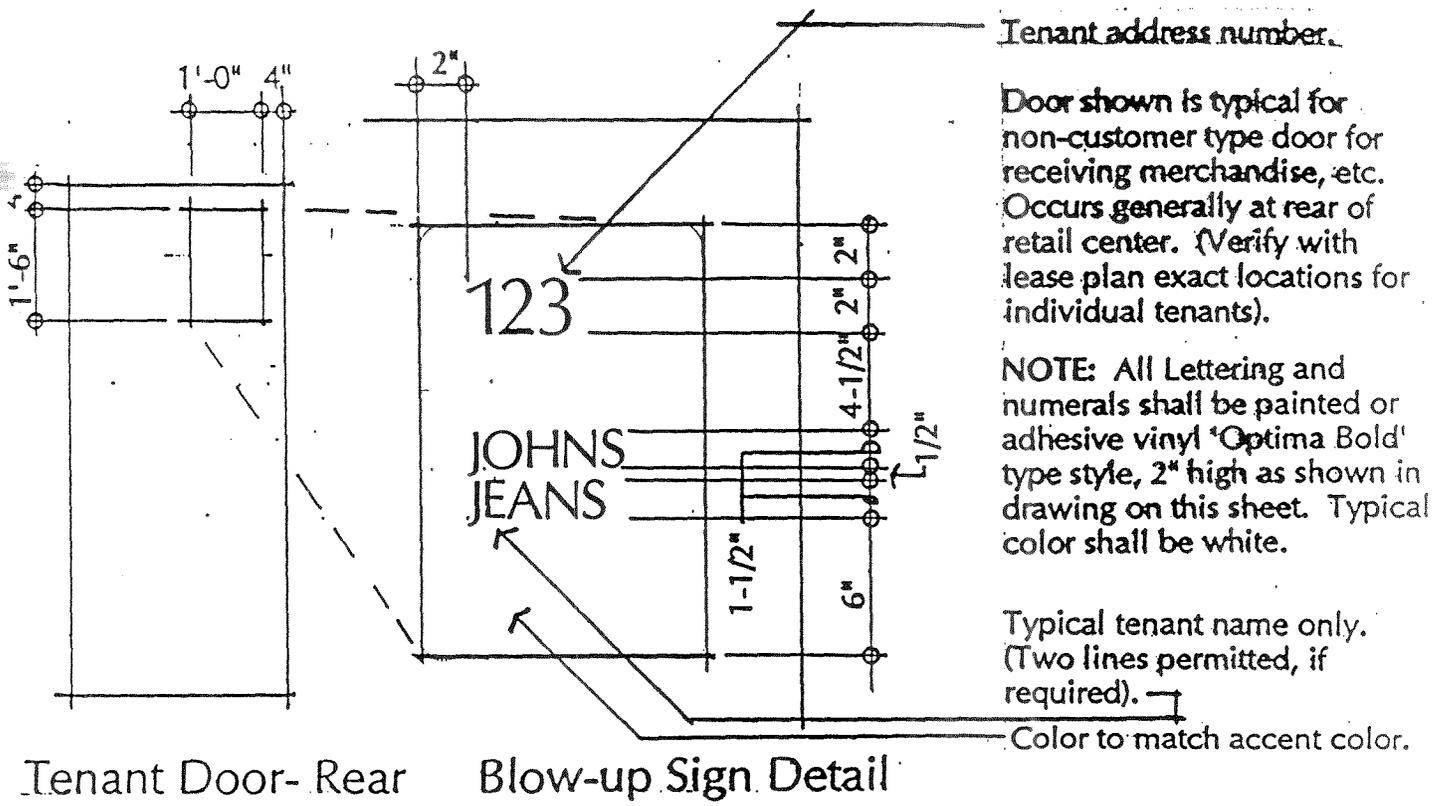
1. Signs Constituting a Traffic Hazard:
No person shall install or maintain or cause to be installed or maintained any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER", or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.

2. Immoral or Unlawful Advertising:
It shall be unlawful for any person to exhibit, post or display cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
3. Signs or Doors, Windows or Fire Escapes:
No window signs will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.
4. Animated, Audible or Moving Signs:
Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited.
5. Off-Premise Signs:
Any signs, other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located, is prohibited.
6. Vehicle Signs:
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, is prohibited.
7. Light Bulb Strings and Exposed Tubing:
External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the Architect when the display is an integral part of the design character of the activity to which it relates.
- ~~8. Banners, Pennants, and Balloons Used for Advertising Purposes:
~~Flags, banners, or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Architect and City approval.~~~~
9. Signs in Proximity to Utility Lines:
Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California are prohibited.

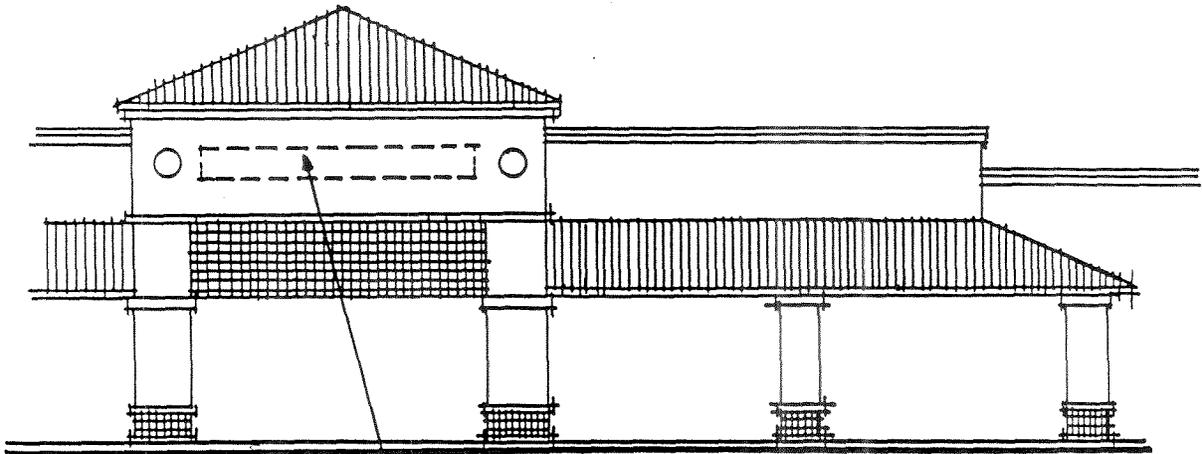
J.R.

E. MISCELLANEOUS NOTES

1. The provisions of this Exhibit, except as otherwise expressly provided by this Exhibit, shall not be applicable to the identification signs of Department Stores or other occupancy designated by the Landlord as a "Major" or "Special" tenant that may be located in the Shopping Center, it being understood and agreed that these occupants may have their usual signage on similar buildings operated by them in California; provided, however, there shall be no rooftop signs which are flashing, moving, or audible and provided said sign is architecturally compatible and has been approved by the Architect and Design Review Board.

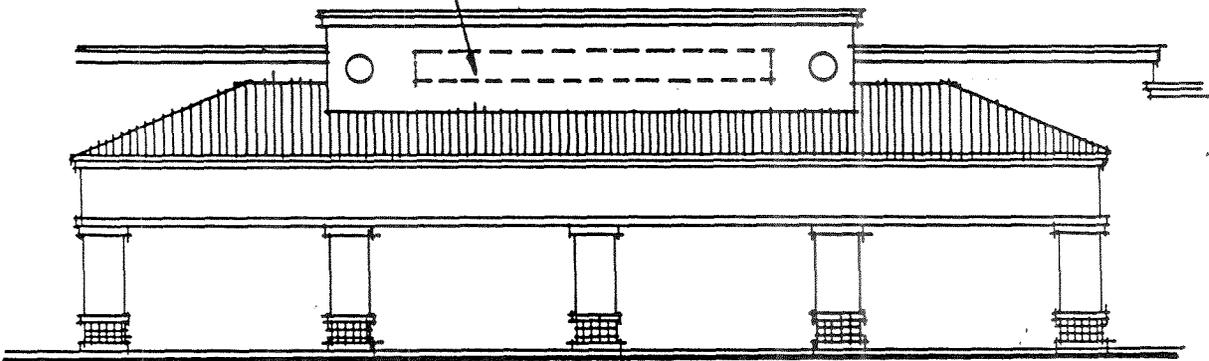


Typical Shop Canopy Section
NO SCALE



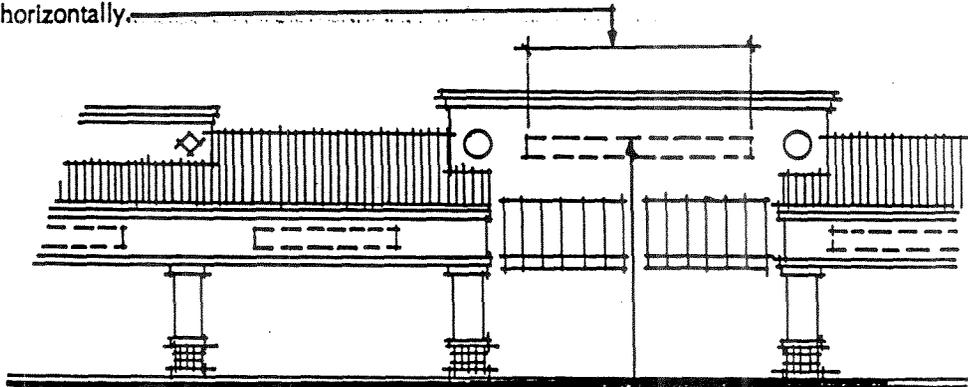
MAJOR MARKET TENANT ELEVATION

Internal illumination to be individual letters (centered on fascia horizontally & vertically and no limit as to length). Lettering size 60" high maximum for tenant spaces 7500 S.F. and larger. 60 milli-amp neon installed and labelled in accordance with the "National Board of Fire Underwriters Specifications"



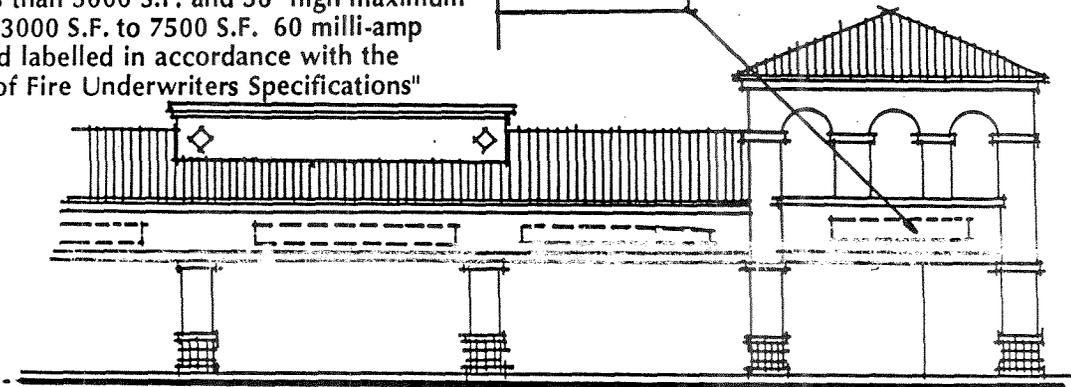
DRUG STORE TENANT ELEVATION

"Net Sign Area" of individual letters to be centered on vertically and horizontally.



TYPICAL SHOP ELEVATION 1

Internal illumination to be individual letters (centered on fascia horizontally & vertically and 75% of leasehold width max.) Lettering size 24" high maximum for tenant spaces less than 3000 S.F. and 36" high maximum for tenant spaces 3000 S.F. to 7500 S.F. 60 milli-amp neon installed and labelled in accordance with the "National Board of Fire Underwriters Specifications"



TYPICAL SHOP ELEVATION 2