



# PALMDALE

*a place to call home*

June 28, 2004

JAMES C. LEDFORD, JR.  
*Mayor*

JAMES A. "JIM" ROOT  
*Mayor Pro Tem*

MIKE DISPENZA  
*Councilmember*

STEVEN D. HOFBAUER  
*Councilmember*

RICHARD J. LOA  
*Councilmember*

Mr. Harry Sinanian  
Gerard Limited Partnership  
18980 Ventura Boulevard, Suite 200  
Tarzana, CA 91356

**RE: Sign Program for Plaza Del Centro – 509-565 East Palmdale Boulevard**

Dear Mr. Sinanian

We have received your letter of June 17, 2004, requesting the withdrawal of the existing sign program for the Plaza Del Centro shopping center, located at 509-565 East Palmdale Boulevard.

As of the date of this letter, all signs for stores located within this shopping center will be required to comply with all requirements of the City's current Sign Ordinance. Any sign application does require landlord approval prior to City review.

If at any time in the future your company wishes to have a new sign program approved, an application form obtained from the Planning Department shall be completed and submitted along with the required fee.

Should you require any additional information, I can be contact at 661/267-5200.

Sincerely

A handwritten signature in black ink that reads "Susan Koleda".

Susan Koleda  
Assistant Planner

*Auxiliary aids provided for*

*communication accessibility*

*upon 72 hours' notice and request.*

# **GERARD LIMITED PARTNERSHIP**

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June 17, 2004

VIA FACSIMILE: (661) 267-5233 & US Mail

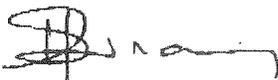
Ms. Susan Kolada  
Planning Department  
City of Palmdale  
38250 Sierra Highway  
Palmdale, CA 93550

Re: 509-565 E. Palmdale Blvd., Palmdale, CA  
Letter for the sign criteria for the shopping center to withdraw

Dear Ms. Kolada,

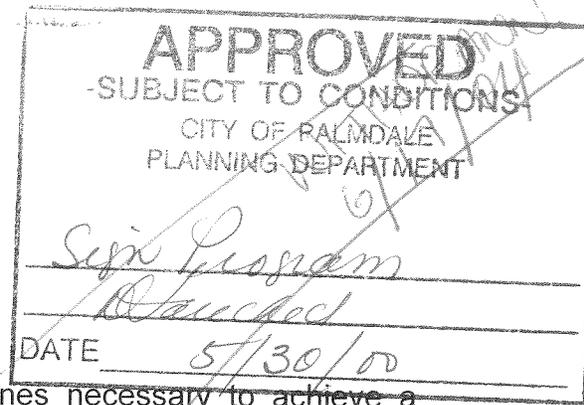
Pursuant to our phone conversation, this letter is to acknowledge we are the owners of Plaza Del Centro located at 509-565 E. Palmdale Blvd., Palmdale, CA 93550. We would request to have the sign criteria in place for the shopping center withdrawn.

Sincerely,



By: Harry Sinanian  
By: Gerard Limited Partnership  
By: Jass Investment, Inc.

**PLAZA DEL CENTRO  
SIGN CRITERIA**



**INTRODUCTION**

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at:

PLAZA DEL CENTRO  
509, 533, and 565 E. Palmdale Boulevard  
Palmdale, CA 93550

Performance of this sign criteria shall be rigorously enforced and any non-conforming 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 this center.

**I. GENERAL OWNER/TENANT REQUIREMENTS**

- A. Each tenant shall submit to the architect for written approval, four (4) copies of the detailed shop drawings of his proposed sign, (one in full color) indicating conformance with the sign criteria herein outlined. Send Shop drawings to:

Sinnian Development, Inc.  
Att: Harry  
18980 Ventura Boulevard, Suite 200  
Tarzana, CA 91356

*NOTE: all costs of removal of any non-conforming sign, as determined by owner or architect, due to failure to submit shop drawings prior to fabrication or installation shall be incurred by tenant.*

- B. The tenant shall submit a sign drawing approved by the owner and architect to the appropriate city authority for approval prior to the start of any sign construction.
- C. The tenant shall pay for all sign components (except as noted herein), their installation (including final connection, transformers and all other labor/materials) and maintenance.

- D. The tenant shall obtain all necessary governing agency permits.
- E. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
- F. The owner shall provide primary electrical service terminations at the center of the allowed signage area as follows: **INTERNALLY ILLUMINATED INDIVIDUAL CHANNEL LETTER SIGNS MOUNTED AT SIGN BAND.**
- G. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
- H. The location of all signs shall be per the accompanying design criteria. (Also see Attachments II & III)
- I. One sign space shall be allowed for each tenant (except as otherwise approved in writing). The tenant shall verify his sign location and size with owner prior to fabrication.
- J. All shop tenants are required to have an identification sign mounted at the sign band area as designated in the Architect's drawings.
- K. Address numbers shall be applied to each store by the tenant's sign company during regular course of construction. (See Attachment III.)
- L. Special signs which vary from this sign criteria must first be approved by the owner and respective city authority.

## II. GENERAL SIGN SPECIFICATIONS

- A. No Exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.

- B. All lettering shall be restricted to the net sign area and have a matte finish, See accompanying design criteria for specific information. (See Attachment II.)
- C. No projections above or below the net sign area will be permitted (except as otherwise approved in writing).
- D. 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.
- E. For purposed 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 two (2) inches in height, indicating hours of business, emergency telephone, etc. The number and letter type face shall be subject to architect's approval (See Attachment III for backdoor lettering.)
- F. Typical internally illuminated individual channel letters; specifications:
  - 1. Shop signs shall be attached in designated areas only and may not exceed 60% or 75% of the leasehold width as described in Attachments I & II.
  - 2. The copy (letter type), logos and their respective colors shall be submitted to the property owner for written approval prior to fabrication.
  - 3. No more than two rows of letters are permitted, provided their maximum total height does not exceed 36 inches.
  - 4. Tenants shall display only their established trade name of their basic product name, i.e., Susan's Flowers, or combination thereof.
  - 5. Maximum sign area allowed on the primary frontage with a tower feature (one per building), not to exceed 75 square feet or 75% of

the primary frontage , which ever is less. On frontages without the tower feature the maximum sign area allowed is 60% of the primary frontage, or 50 square feet, which ever is less.

- G. Color of exposed portions of sign can and frame shall be determined by the architect and noted herein. (See Attachment II)
- H. All penetrations of the building structure required for sign installation shall be sealed in water tight condition and shall be patched and painted to match adjacent finish.
- I. Cut-out dimensional letters shall be of acrylic with integral color and matte finish. Internal illumination to be 60 milli-amp neon, installed and labeled in accordance with National Board of Fire Underwriter's Specifications.

### III. PROHIBITED SIGNS

- A. 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 as to interfere with, mislead or confuse traffic.
- B. 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.
- C. Signs on 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 standpipe except those signs as required by code or ordinance.

- D. Animated, Audible or Moving Signs - Signs consisting of any moving , swinging, rotating, flashing, blinking, twinkling/sparkling, fluctuating or otherwise animated light is prohibited, except for Time and Temperature displays approved by architect and governing agencies.
- E. Off-Premise Signs - Any signs, other than a directional sign, installed for the purpose of advertising a product, event, person or subject not related to the premises upon which said sign is located is prohibited.
- F. Vehicle Signs - Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identity or provide directional to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicle, is prohibited.
- G. Light Bulb Strings and Exposed Tubing - External displays, other than temporary decorative holiday lighting, which consists of unshielded light bulbs or 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 related. (See IV Miscellaneous Notes, 2.)
- H. 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.
- I. 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.

#### IV. MISCELLANEOUS NOTES

- A. 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 project, it being understood and agreed that these occupants may have their usual sign 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.

- B. Decorative script exposed neon tube signage may be permitted subject to architect and city approval. All penetrations through plaster at sign band due to installation of such neon shall be patched and painted to match surrounding area as previously outlined (See: II, "General Sign Specifications"; Item H). All costs incurred due to damage by neon sign contractor to surrounding areas will be the responsibility of tenant and tenant's sign contractor.

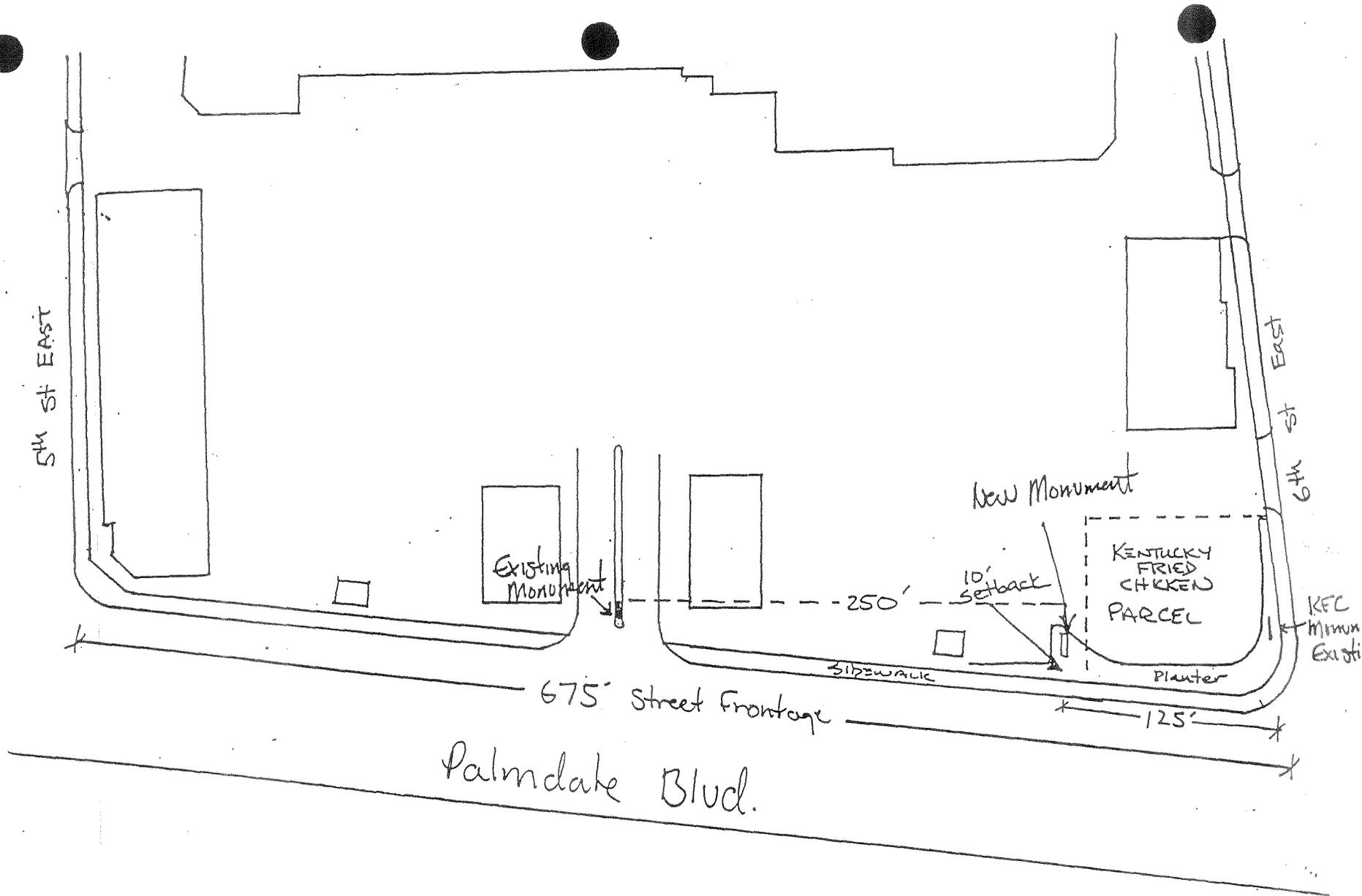
## ATTACHMENT I

### MONUMENT SIGN

On-site freestanding signs shall consist of monument signs only.

The monument sign area shall not exceed 50 square feet per face and shall not exceed 10 feet in length and 5 feet in height. Up to three (3) monument signs shall be allowed along the East Palmdale Boulevard frontage.

There are currently two (2) existing monument signs on the property, shown on the following page. They are non-conforming and any sign which does not conform to the sign program, may be abated according to the City Zoning Ordinance. Any sign which is not brought into conformance with the requirements of this program within that time shall be subject to abatement as a public nuisance. Such non-conforming signs are not considered legal unless a sign permit is obtained and the sign adheres to the standards set forth within the sign program.



**SIGNS  
& Designs**

821 E. AVE. Q-7  
 PALMDALE  
 CA. 93550  
 CONTRACTORS LIC. NO. 539147  
 805 947-4473  
 FAX 805 947-3559

Address 509, 533, 565 East Palmdale Blvd.

Palmdale, Ca, 93550  
 Business Center Plaza Del Centro

Developer's Approval X

Date \_\_\_\_\_ Scale \_\_\_\_\_ Job Save \_\_\_\_\_

This project involves confidential property rights of SIGNS & Designs, and all designs, manufacturing, reproduction, use and sale rights regarding the same are expressly reserved. It is submitted under a confidential relationship for a specific purpose, and the recipient, by accepting the same, agrees (a) that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner, for the purpose for which it was delivered, and (b) that any special features peculiar to this design will not be incorporated into any other projects, without the written consent of SIGNS & Designs. DESIGN IS PROPERTY OF SIGNS & DESIGNS.

## ATTACHMENT II

### Tenant Signage Criteria - Wall Signs

#### Wall Signs

Channel Letters with the following design criteria:

1. Individually illuminated.
2. 5 inch deep 22.g. metal channels or aluminum .043, to match building or as approved by the landlord. Accent color Ameritone paints #2H6F, Apricot Tint.
3. Letter faces to be Rohm and Hass Co. acrylic or Plexiglas acquivelent matte finish in color palette as approved by the owner.
4. Letters standardized 18 inch with a maximum of two rows at 18 inch per row. Signs not to exceed 36 inches in height and with a maximum sign area allowed as per #5.
5. Type style to be designated by tenant. Must be approved by owner. With submitted sign criteria as stated in lease.
6. Maximum area as stated to be as follows: on the primary frontage with a tower feature (one per building), not to exceed 75 square feet or 75% of the primary frontage, which ever is less. On frontages without the tower feature the maximum sign area allowed is 60% of the primary frontage feet, or 50 square feet, which ever is less.
7. Maximum one (1) tenant sign per building unless occupying corner store with primary frontage on both sides of the store. Units having a second frontage not to exceed 50% of the frontage for the second sign.
8. Internal illumination to be 60-milli-amp neon installed with UL Underwriter Laboratories Labels. Transformers to comply on installation after December

31, 1999 with the new Underwriters Laboratories 2161-48 transformers and the National Board of Fire Underwriters specifications.

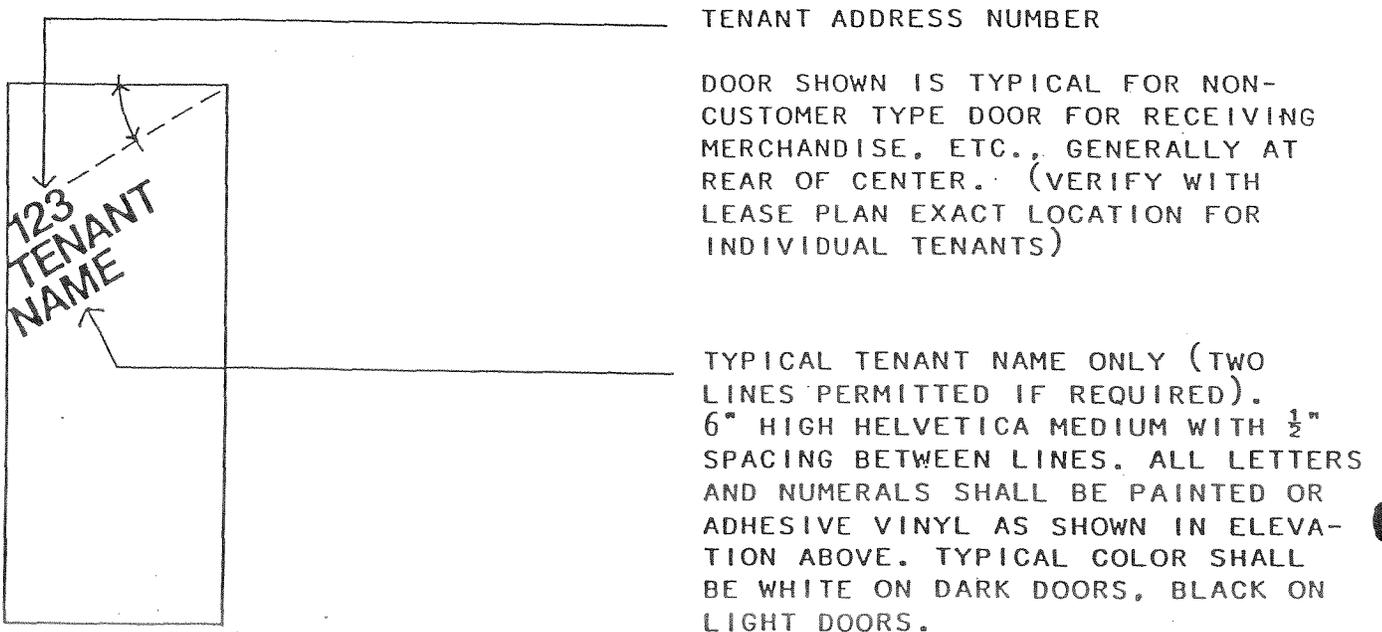
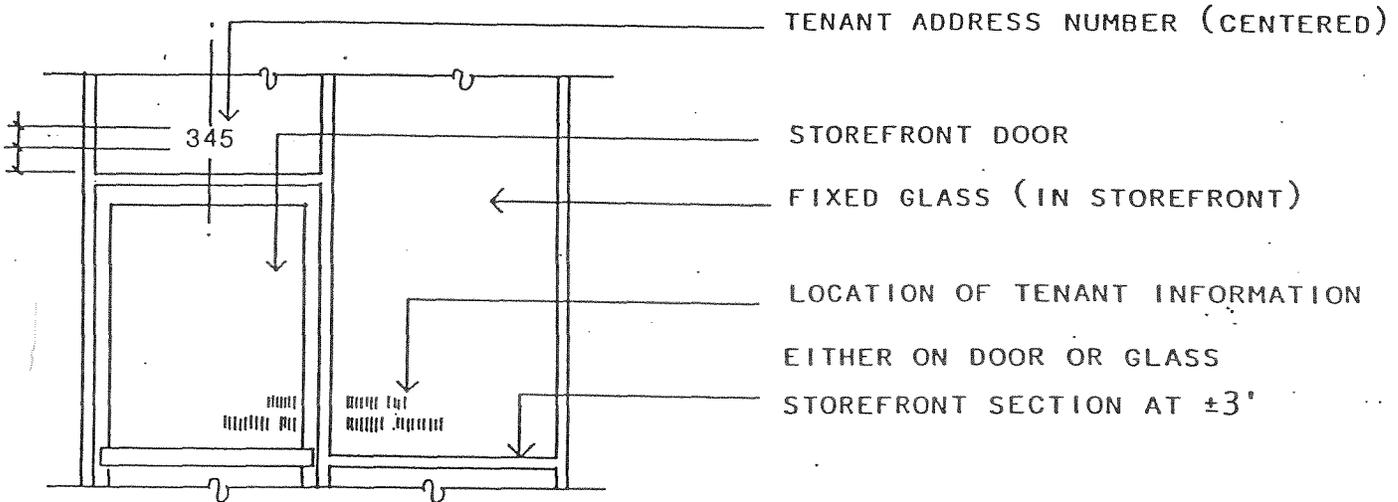
ATTACHMENT III

PLAZA DEL CENTRO  
RED #86-129

TENANT SIGNAGE CRITERIA - DOOR SIGNS

GOVERNED BY: City of Palmdale Sign Ordinance Criteria  
for Commercial and Industrial Zones,

DOOR SIGNAGE



**APPROVED**  
**-SUBJECT TO CONDITIONS-**  
CITY OF PALMDALE  
PLANNING DEPARTMENT

*all signs subject to review  
and approval by City of  
Palmdale Planning Dept. L*

*Sign Program*  
*L. Vaytilla*

S I G N C R I T E R I A

INTRODUCTION

DATE 9/15/92

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at:

**PLAZA DEL CENTRO**  
**509, 533 and 565 East Palmdale Boulevard**  
Palmdale, California

Performance of this sign criteria shall be rigorously enforced and any non-conforming 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.

I. GENERAL OWNER/TENANT REQUIREMENTS

- A. Each tenant shall submit to the architect for written approval, five (5) copies of the detailed shop drawings of his proposed sign, (one in full color) indicating conformance with the sign criteria herein outlined. Send shop drawings to:

Richard E. Dell, A.I.A. - Architects, Inc.  
1025 N. BRAND BL. # 225  
Glendale, CA 91202-2976

NOTE: All costs of removal of any non-conforming sign, as determined by owner or architect, due to failure to submit shop drawings prior to fabrication or installation shall be incurred by tenant.

- B. The tenant shall submit a sign drawing approved by the owner and architect to the appropriate city authority for approval prior to the start of any sign construction.
- C. The tenant shall pay for all sign components (except as noted herein), their installation (including final connection, transformers and all other labor/materials) and maintenance.

- D. The tenant shall obtain all necessary governing agency permits.
- E. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
- F. The owner shall provide primary electrical service terminations at the center of the allowed signage area as follows:

INTERNALLY ILLUMINATED INDIVIDUAL CHANNEL LETTER SIGNS  
MOUNTED AT SIGN BAND

- G. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
- H. The location of all signs shall be per the accompanying design criteria. (Also see Attachments II & III)
- J. One sign space shall be allowed for each tenant (except as otherwise approved in writing). The tenant shall verify his sign location and size with owner prior to fabrication.
- K. All shop tenants are required to have an identification sign mounted at the sign band area as designated in the Architect's drawings.
- L. Address numbers shall be applied to each store by the tenant's sign company during regular course of construction. (See Attachment III.)
- M. Special signs which vary from this sign criteria must first be approved by the owner and respective city authority.

II. GENERAL SIGN SPECIFICATIONS

- A. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.

- B. All lettering shall be restricted to the net sign area and have a matte finish. See accompanying design criteria for specific information. (See Attachment II.)
- C. No projections above or below the net sign area will be permitted (except as otherwise approved in writing).
- D. 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.
- E. 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 face shall be subject to architect's approval. (See Attachment III for backdoor lettering).
- F. Typical internally illuminated individual channel letters' specifications:
1. Shop signs shall be attached in designated areas only and may not exceed 60% of the leasehold width. (Maximum size as per Attachments I & II.)
  2. The copy (letter type), logos and their respective colors shall be submitted to the architect for written approval prior to fabrication.
  3. No more than two rows of letters are permitted, provided their maximum total height does not exceed the height of the net sign area.
  4. Tenants shall display only their established trade name of their basic product name, i.e., Susan's Flowers, or combination thereof.
  5. Wall signs not to exceed 75 sq. ft. on primary frontage and 50 sq. ft. on secondary frontage

- G. Color of exposed portions of sign can and frame shall be determined by the architect and noted herein. (See Attachment II.)
- H. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched and painted to match adjacent finish.
- J. Cut-out dimensional letters shall be of acrylic with integral color and matte finish. Internal illumination to be 60 milli-amp neon, installed and labeled in accordance with National Board of Fire Underwriters Specifications.

### III. PROHIBITED SIGNS

#### A. 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 as to interfere with, mislead or confuse traffic.

#### B. 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.

#### C. Signs on 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 standpipe except those signs as required by code or ordinance.

D. Animated, Audible or Moving Signs

Signs consisting of any moving, swinging, rotating, flashing, blinking, twinkling/sparkling, fluctuating or otherwise animated light is prohibited, except for Time and Temperature displays approved by architect and all governing agencies.

E. Off-Premise Signs

Any signs, other than a directional sign, installed for the purpose of advertising a product, event, person or subject not related to the premises upon which said sign is located is prohibited.

F. Vehicle Signs

Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide directional to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicle, is prohibited.

G. Light Bulb Strings and Exposed Tubing

External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs or 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. (See IV. Miscellaneous Notes, 2.)

H. 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.

J. 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.

IV. 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 project, it being understood and agreed that these occupants may have their usual sign 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.
  
2. Decorative script exposed neon tube signage may be permitted subject to architect and city approval. All penetrations through plaster at sign band due to installation of such neon shall be patched and painted to match surrounding area as previously outlined (See: II., "General Sign Specifications"; Item H.). All costs incurred due to damage by neon sign contractor to surrounding areas will be the responsibility of tenant and tenant's sign contractor.

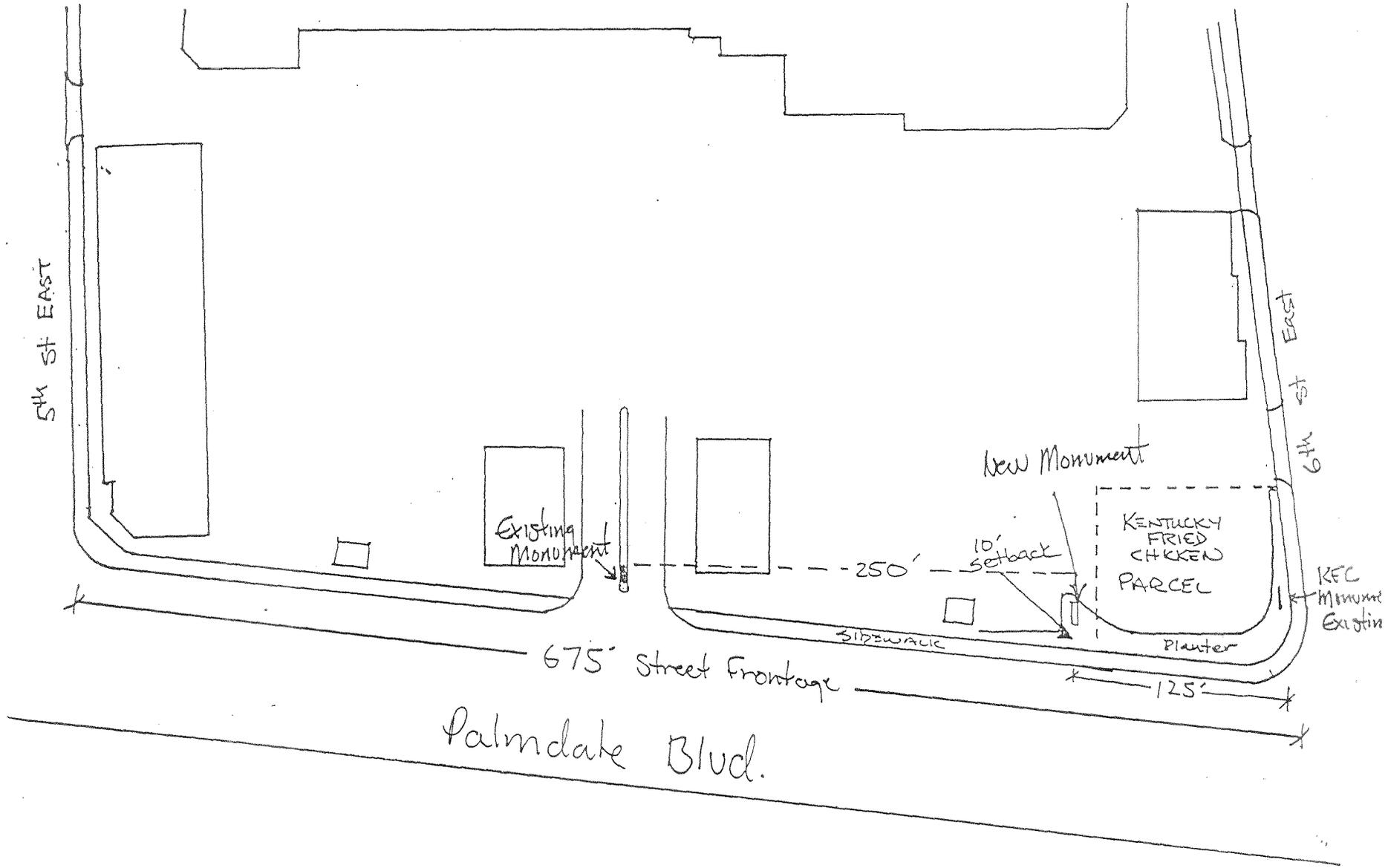
MONUMENT SIGN

On-site freestanding signs shall consist of monument signs only.

The monument sign area shall not exceed 50 square feet per face and shall not exceed 10 feet in length and 5 feet in height. Up to three (3) monument signs shall be allowed along the East Palmdale Boulevard frontage. There are currently (2) existing monument signs on the property, shown on the following page. They are non-conforming to the new ordinance, but were legal under the old ordinance.

DESIGN REVIEW

Non-exempt signs on the site of a project subject to Design Review shall be reviewed by the Design Review Committee in the same manner as other project components.



**SIGNS  
& DESIGNS**

821 E. AVE. Q-7  
 PALMDALE  
 CA. 93550  
 CONTRACTORS LIC. NO. 539147;  
 805 947-4473  
 FAX 805 947-3559

This project involves confidential property rights of SIGNS & Designs, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly reserved. It is submitted under a confidential relationship for a specific purpose, and the recipient, by accepting this document assumes and agrees (a) that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any person except to meet the purpose for which it was delivered, and (b) that any special features peculiar to this design will not be incorporated in projects, without any money is exchanged or if contracts are signed. DESIGN IS PROPERTY OF SIGNS & DESI

Address 509, 533, 565 East Palmdale Blvd.

Palmdale, Ca, 93550

Business Center Plaza Del Centro

Developer's Approval X

Date \_\_\_\_\_ Scale \_\_\_\_\_ Job Save Code \_\_\_\_\_

PLAZA DEL CENTRO  
RED #86-129

TENANT SIGNAGE CRITERIA - WALL SIGNS

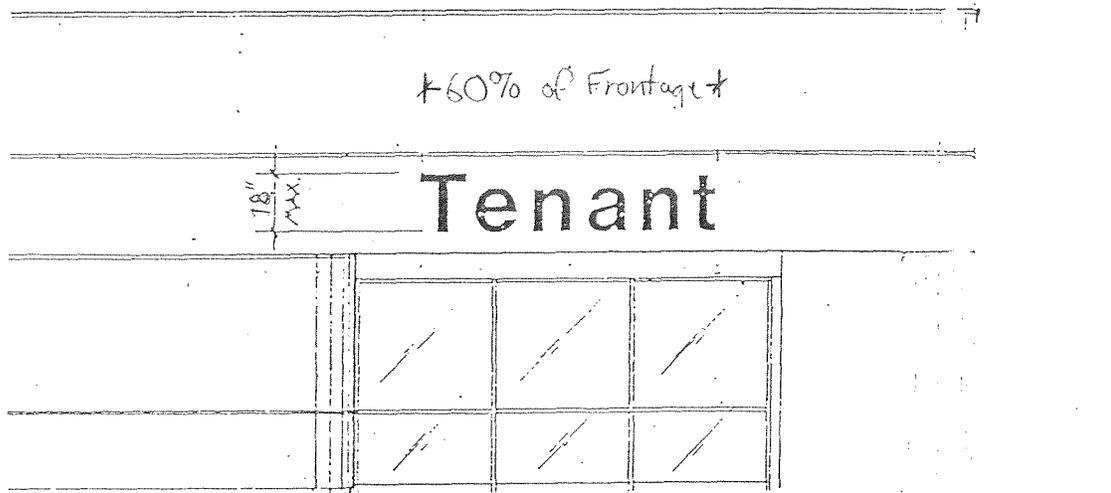
GOVERNED BY: City of Palmdale Sign Ordinance Criteria  
for Commercial and Industrial Zones

WALL SIGNS

1. Channel Letters with following design criteria:

- A. Individually illuminated.
- B. 5" deep, 22 ga. metal channels, painted to match plaster accent color, AMERITONE PAINTS #2H6F, Apricot Tint
- C. Letter face to be ROHM & HAAS CO. acrylic or plexiglas, matte finish in color palette as approved by Architect and Owner.
- D. Letters standardized 18" maximum height or two (2) rows of no more than 18" in height. Company logo's to comply with 18" height.
- E. Type style to be up to customer.
- F. Maximum area based on 60% of leasehold (lineal frontage) width, i.e., Tenant frontage x 60% x 18" = Max S.F. Area.
- G. Maximum one (1) tenant sign per frontage occupancy.
- H. Internal illumination to be 60 milli-amp neon installed and labeled in accordance with the National Board of Fire Underwriters specifications.

2. Wall Signage sample diagram:



ATTACHMENT III

PLAZA DEL CENTRO  
RED #86-129

TENANT SIGNAGE CRITERIA - DOOR SIGNS

GOVERNED BY: City of Palmdale Sign Ordinance Criteria  
for Commercial and Industrial Zones,

DOOR SIGNAGE

