Vallarta Plaza Sign Program

PROJECT DIRECTORY

LANDLORD: VALLARTA PLAZA

SIGN CONSULTANT: ULTRASIGNS ELECTRICAL ADVERTISING
9025 BALBOA AVE, STE 150
SAN DIEGO, CA 92123
TEL (858) 569-1400 X104
FAX (858) 569-1453

TABLE OF CONTENTS

1 COVER PAGE
2 TABLE OF CONTENTS
3 SUBMITTALS & APPROVALS
4 GENERAL CONSTRUCTION REQUIREMENTS
5 SIGNAGE SPECIFICATIONS
6 PROHIBITED SIGNS
7 CROSS SECTIONS
8 ANCHOR TENANT WALL SIGNS (VALLARTA)
9 ANCHOR TENANT WALL SIGNS (CVSI)
10 SHOP TENANT WALL SIGNS
11 PAD TENANT WALL SIGNS
12 GROUND SIGNS
13 SITE PLAN
14 MULTI TENANT MONUMENT SIGN
15 SINGLE TENANT MONUMENT SIGN
16 DOUBLE TENANT MONUMENT SIGN
A. INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

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

Exceptions to these standards shall not be permitted without approval from the Landlord and may require approval of a modification to the sign program application by the city.

Accordingly, the Landlord will retain full rights of approval for any sign used in the project.

No sign shall be installed without the written Landlord approval and the required City permits.

B. GENERAL LANDLORD/TENANT REQUIREMENTS:

1. Each tenant shall submit to landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.

2. The Landlord shall determine and approve the availability and position of a tenant name on any ground signs.

3. The tenant shall pay for all signs, related materials and installation fees (including final inspection costs).

4. The tenant shall obtain all necessary permits.

5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.

6. It is the responsibility of the tenants sign company to verify all conduit and transformer locations and service access prior to fabrication.

7. Should a sign be removed, it is the tenant's responsibility to patch all holes and paint surface to match the existing color.
C. GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.

2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. Label.

3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.

4. All penetrations of building exterior surfaces are to be sealed, waterproofed and in colors to match exterior of building.

5. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the “National Board of Fire Underwriters Specifications” (except as noted otherwise).

6. Painted surfaces to have a semi gloss finish. Only paint containing acrylic polyurethane products can be used (except as noted otherwise).

7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.

8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles shall not be acceptable. The Owner reserves the right to reject any fabrication work deemed to be below standard.

9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or race ways will be allowed.

10. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.

11. Color coatings shall exactly match the colors specified on the approved plans.

12. Joining of materials (e.g., seams) shall be finished in way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.

13. Finished surfaces of metal shall be free from 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.

14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.

15. Exposed raceways are only permitted if they are incorporated into the overall sign design and specifically approved by Landlord.

16. Exposed junction boxes, lamps, tubing, or neon crossovers of any type are not permitted.

VALLARTA PLAZA SIGN CRITERIA  REVISED FEBRUARY 16, 2011  VI / JC
D. SIGNAGE SPECIFICATIONS:

The intent of this criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project.

The following types of construction will be allowed:

- Acrylic face channel letters
- Through face and halo channel letters
- Reverse pan channel letters
- Open pan channel letters
- Push thru letters and logos in aluminum cabinets
- Logo modules with applied vinyl graphics
- Flat cut out dimensional shapes and accents
- Metal screen mesh

The use of at least two types of the above to be incorporated into each sign design is encouraged. The idea of using dissimilar materials and creating signs with varying colors, layers and textures will create an exciting and appealing retail environment.

The use of dimensional and layered icons is also encouraged.

Stacked copy is permitted.

Ascending and descending shapes shall not be included in allocated square footage except for the area they occupy.

Each tenant is allowed one (1) storefront identification sign above their storefront. Tenant with building elevations facing multiple exposures such as a parking lot or street, may incorporate additional signs per elevation.

The area of each sign on additional elevations must be calculated using the same formula as per front elevation.

Signs may identify the business name and a generic word description of the service.

Secondary signs will be permitted provided that the total allowable square footage for the Tenant's building exceeded.

The size of each Tenant's sign area is based on the following calculation:

One and a half (1 1/2) square feet of sign area per lineal foot of leased storefront or elevation.

Drive Thru Lane Directional Signs require a City of Palmdale Permit, cannot exceed 36 inches in height and 4 square feet.
E. 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 words, phrases, symbols, or
   characters in such a manner as to interfere with, mislead or confuse
   traffic.

2. Signs in Proximity to Utility Lines:
   Signs which have less horizontal or vertical clearance from authorized
   communication or energized electrical power lines that are prescribed
   by the laws of the State of California are prohibited.

3. Painted letters will not be permitted.

4. Wall signs may not project above the top of a parapet, the roof line
   at the wall, roof line or attached to the building.

5. There shall be no signs that are flashing, moving or audible unless
   approved by the landlord and city of Palmdale.

6. Signs must be architecturally compatible with the entire center.

7. 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 activity are prohibited. Also, vehicle
   signs shall not be used as an additional advertising mechanism for
   tenants.

8. Light Bulb Strings:
   External displays, other than temporary decorative holiday lighting
   which consists of unshielded light bulbs are prohibited. An exception
   here to may be granted by the Landlord when the display is an integral
   part of the design character of the activity to which it relates.

9. Banners used for advertising purposes:
   Temporary banners may be permitted subject to Palmdale Zoning
   Code requirements, Landlord's, and City approval.

10. Billboard Signs are not permitted.

11. The use of permanent sale sign is prohibited. The temporary use of
    these signs are limited to a thirty-day period and is restricted to signs
    affixed to the interior of windows which do not occupy more than 20% of
    the window area. Each business is permitted a total of not more
    than ninety (90) days of temporary window sale signs per calendar
    year.

F. ABANDONMENT OF SIGNS:
Any tenant sign left after thirty (30) days from vacating premises shall
become the property of Landlord.
SECTION A
NEW SINGLE FACED INTERNALLY ILLUMINATED LEXAN FACED CHANNEL LETTER DISPLAY
USE STANDARD ALUMINUM CONSTRUCTION WITH MATTHEWS (OR EQUIVALENT) SEMI GLOSS ACRYLIC POLYURETHANE FINISH, FACES USE TRANSLUCENT LEXAN WITH 3/4" TRIM CAP, ILLUMINATE WITH 30 mA NEON, PAINT RETURNS.

SECTION B
NEW SINGLE FACED ILLUMINATED WALL DISPLAY, USE FLAT CUT OUT .090 ALUMINUM GRAPHICS WITH NEON BEHIND, PAINT ALUMINUM MATTHEWS (OR EQUIVALENT) SEMI GLOSS ACRYLIC POLYURETHANE, USE NEON WITH PK TYPE HOUSINGS.

SECTION C
NEW SINGLE FACED INTERNALLY ILLUMINATED LEXAN FACED CHANNEL LETTER DISPLAY WITH THROUGH FACE AND HALO ILLUMINATION, USE STANDARD ALUMINUM CONSTRUCTION WITH MATTHEWS (OR EQUIVALENT) SEMI GLOSS ACRYLIC POLYURETHANE FINISH, FACES USE LEXAN WITH 3/4" TRIM CAP, ILLUMINATE WITH 30 mA NEON THROUGH FACE AND HALO, PAINT RETURNS.

SECTION D
NEW SINGLE FACED INTERNALLY ILLUMINATED ALUMINUM FACED CHANNEL LETTER DISPLAY WITH THROUGH FACE AND HALO ILLUMINATION, USE STANDARD ALUMINUM CONSTRUCTION WITH MATTHEWS (OR EQUIVALENT) SEMI GLOSS ACRYLIC POLYURETHANE FINISH, ROUTE OUT WHERE GRAPHICS OCCUR AND BACK UP WITH LEXAN, ILLUMINATE WITH 30 mA NEON THROUGH FACE AND HALO, PAINT ALUMINUM FACE AND RETURNS.

SECTION E
SAME AS "D" EXCEPT ROUTE OUT WHERE GRAPHICS OCCUR AND PUSH THROUGH 1/2" CLEAR PLEX WITH APPLIED VINYL OVERLAYS.

NOTE: ALL SIGNS MAY UTILIZE DIGITAL VINYL PRINTING ON FACES OF ILLUMINATED OR NON ILLUMINATED SURFACES.
ANCHOR: VALLARTA

ANCHOR 1 TENANT

SECONdARY

SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.
MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.
ILLUMINATION: YES
COPY: TENANT NAME AND / OR LOGO
TYPEFACE: CUSTOM LOGO AND TYPE OK
COLORS: CUSTOM COLORS OK
SECONDARY SIGNS: YES. ONLY MAJOR SERVICES' DEPARTMENTS ALLOWED. NO ADVERTISING OR SLOGANS.
SOUTH ELEVATION = 319.71 SQ. FT. TOTAL
28'

CARNICERIA
16'-2 1/4"
25.73
15'-5 1/2"

TORTILLERIA
16'-10 3/4"
22.67
13'-8 3/4"

PANADERIA

TAQUERIA

SOUTH ELEVATION
SCALE 1/32" = 1'-0"

ULTRASIGNS
ELECTRICAL ADVERTISING
ANCHOR: CVS

ANCHOR 2 TENANT

SECONDARY

SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.
MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.
ILLUMINATION: YES
COPY: TENANT NAME AND/OR LOGO
TYPEFACE: CUSTOM LOGO AND TYPE OK
COLORS: CUSTOM COLORS OK
SECONDARY SIGNS: YES, ONLY MAJOR SERVICES/DEPARTMENTS ALLOWED. NO ADVERTISING OR SLOGANS.

TYPICAL ANCHOR TENANT ELEVATION

SCALE 3/32" = 1'-0"
SOUTH ELEVATION  SCALE 1/16" = 1'-0"

WEST ELEVATION  SCALE 1/16" = 1'-0"
VALLARTA PLAZA SIGN CRITERIA  REVISED FEBRUARY 16, 2011  VJ / JC

SITE PLAN

SGNS

33'-5"
O.A.L.

3I4

le Thru Canopy Letters

le Thru Canopy Letters

54

3/4"

Photo

Illuminated Channel Letters

6.84 SQ. FT.

16'-11"

Drive-Thru Pharmacy

Illuminated Channel Letters

25.57 SQ. FT.

59'-1/4"

Liquor

Illuminated Channel Letters

15.87 SQ. FT.

Drive-Thru Canopy Letters

Drive-Thru Canopy Letters

D/F Illum. Monument

D/F Directional

CVS/pharmacy

Illuminated Channel Letters

52.28 SQ. FT.

10'-3/4"

DRIVE-THRU PHARMACY
FULL SERVICE  FULL SERVICE

Drive Thru Canopy Letters

33'-5"
O.A.L.

20'-11"
O.A.L.

ultrasigns

ELECTRICAL ADVERTISING
SHOP TENANT

SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.
MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.
ILLUMINATION: YES
COPY: TENANT NAME AND/OR LOGO
TYPEFACE: CUSTOM LOGO AND TYPE OK
COLORS: CUSTOM COLORS OK
SECONDARY SIGNS: NO

TYPICAL SHOP TENANT ELEVATION  SCALE 1/16" = 1'-0"
SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.

MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.

COPY: TENANT NAME AND / OR LOGO

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: YES. ONLY MAJOR SERVICES/DEPARTMENTS ALLOWED. NO ADVERTISING OR SLOGANS.

PAD TENANT IS LOCATED ON PADS A, B, OR C

NOTE: ELEVATION SHOWN FOR REPRESENTATIONAL PURPOSES ONLY. EXACT ELEVATION TO BE DETERMINED.

TYPICAL PAD TENANT ELEVATION  SCALE 3/32" = 1'-0"
SIGN 2.5

NEW DOUBLE FACED INTERNALLY ILLUMINATED GROUND DISPLAY

SCALE 1/2" = 1'-0"

USE STANDARD REBARLESS OR ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT AND CEMENT FOOTING.

SEE ENGINEERS SPEC FOR STRUCTURAL CALCULATIONS.

VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.
NEW DOUBLE FACED INTERNALLY ILLUMINATED GROUND DISPLAY

SCALE 1/2'' = 1'-0''

USE STANDARD RETAINER-LEVEL ALUMINUM CONSTRUCTION WITH ANCHOR FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING.

SEE ENGINEERS SPEC FOR STRUCTURAL CALCULATIONS.

VERIFY EXACT LOCATION OF SIGN prior to installation.

VALLARTA PLAZA SIGN CRITERIA
REVISED FEBRUARY 16, 2011
VJ / JC