

Plaza Vallarta

SIGN PROGRAM

Palmdale, California

<p>APPROVED -SUBJECT TO CONDITIONS- CITY OF PALMDALE PLANNING DEPARTMENT</p> <p>SIGN PROGRAM 11-001 <i>Diana Holida</i></p> <p>DATE <u>3.1.11</u></p>
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ELECTRICAL ADVERTISING

Vallarta Plaza Sign Program

PROJECT DIRECTORY

LANDLORD: VALLARTA PLAZA

SIGN CONSULTANT: ULTRASIGNS ELECTRICAL ADVERTISING
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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 sign(s).
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.

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 ½) 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 hereto 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.

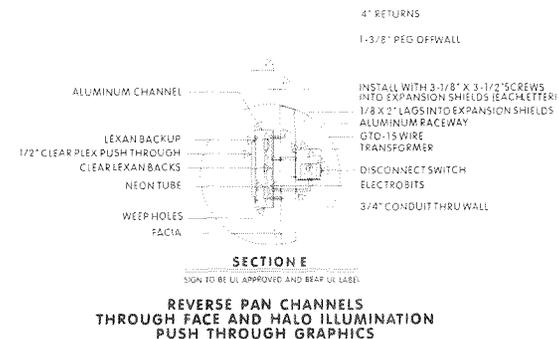
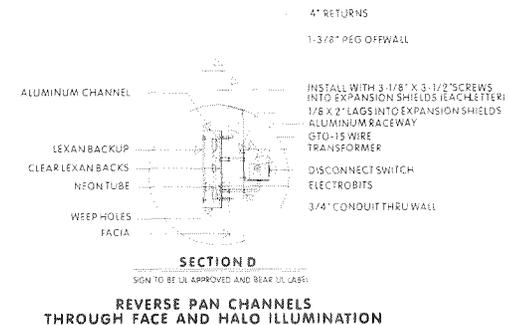
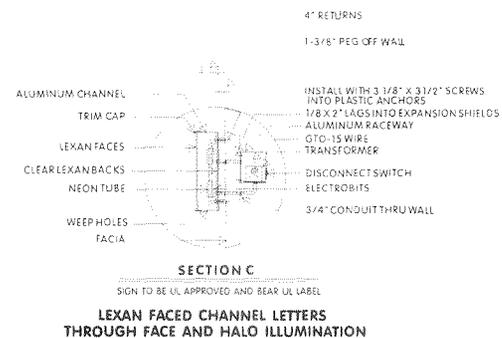
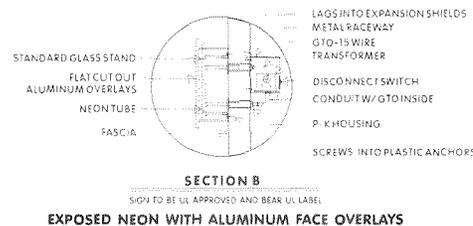
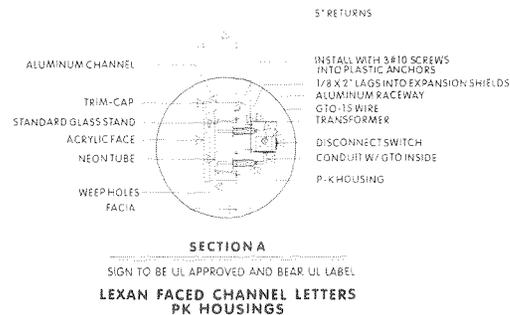
SECTION D

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.

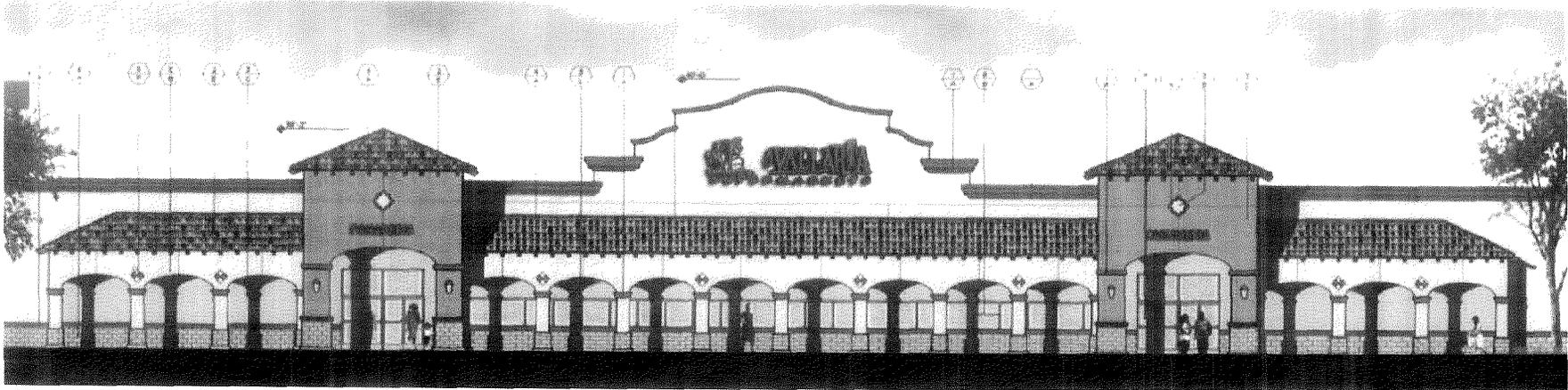
ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

TYPEFACE: CUSTOM LOGO AND TYPE OK

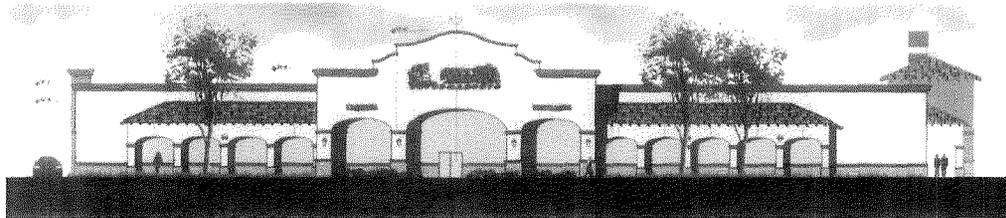
COLORS: CUSTOM COLORS OK

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



TYPICAL ANCHOR TENANT ELEVATION

SCALE 1/16" = 1'-0"



WEST ELEVATION

SCALE 1/32" = 1'-0"

WEST ELEVATION = 314.98 SQ. FT.

28'

7'-11"  **VALLARTA** 217
SUPERMARKETS

25.99

15'-8 3/4"

PESCADERIA

1'-8"

21.58

13'-2 3/4"

CREMERIA

1'-8"

27.74

TORTILLERIA

1'-8"

16'-10 3/4"

22.67

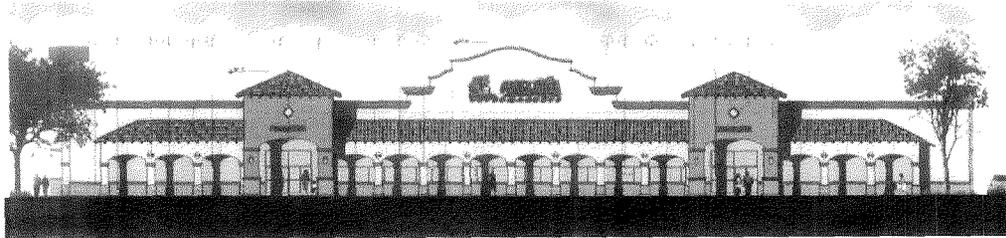
13'-8 3/4"

TAQUERIA

1'-8"

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SOUTH ELEVATION

SCALE 1/32" = 1'-0"

SOUTH ELEVATION = 319.71 SQ. FT. TOTAL

28'

7'-11"  **VALLARTA** 217
SUPERMARKETS

26.57

27.74

CARNICERIA

TORTILLERIA

16'-2 1/4"

16'-10 3/4"

25.73

22.67

15'-5 1/2"

13'-8 3/4"

PANADERIA

TAQUERIA

1'-8"

1'-8"

1'-8"

1'-8"

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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.

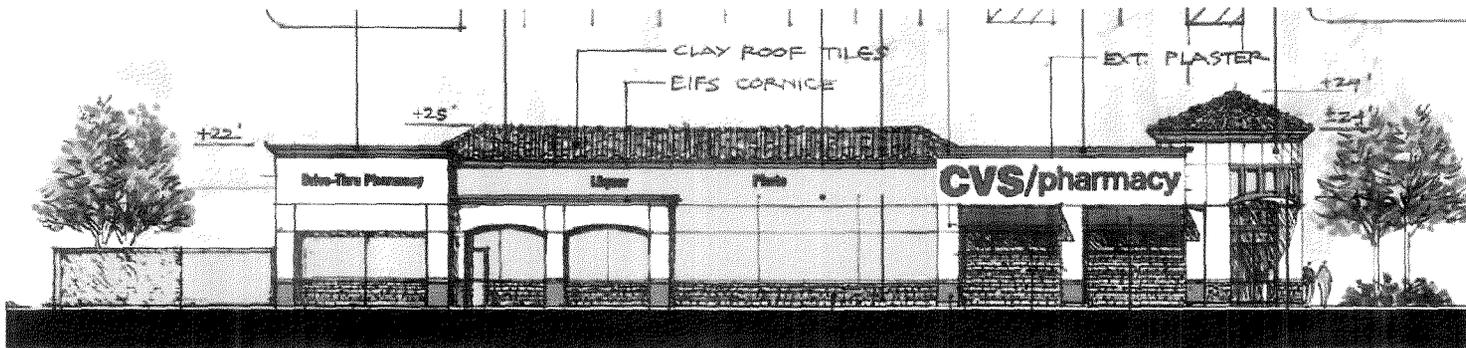


TYPICAL ANCHOR TENANT ELEVATION

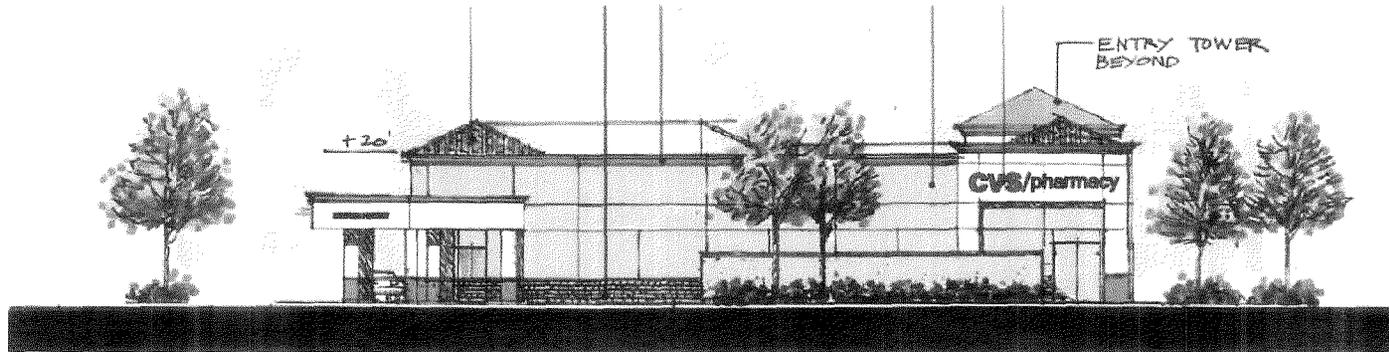
SCALE 3/32" = 1'-0"



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

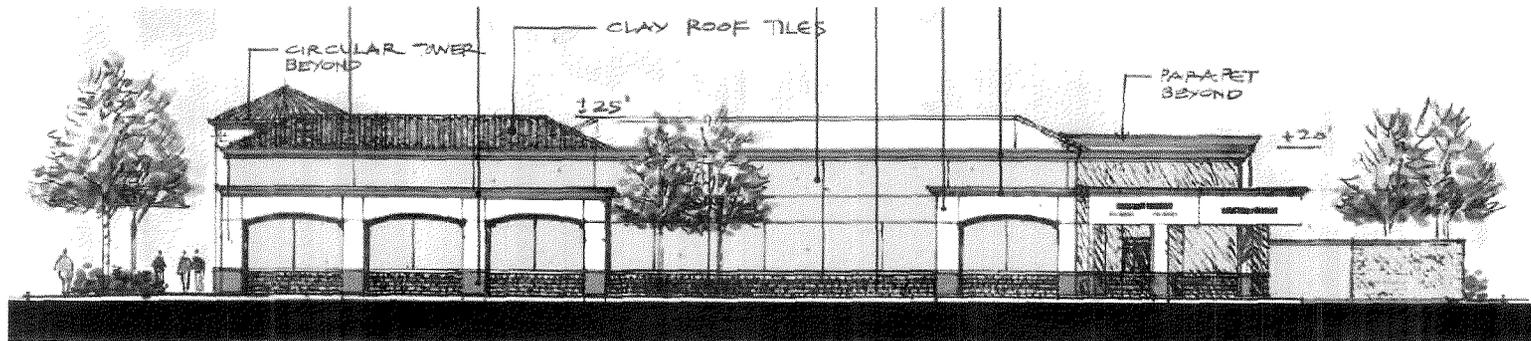


WEST ELEVATION SCALE 1/16" = 1'-0"



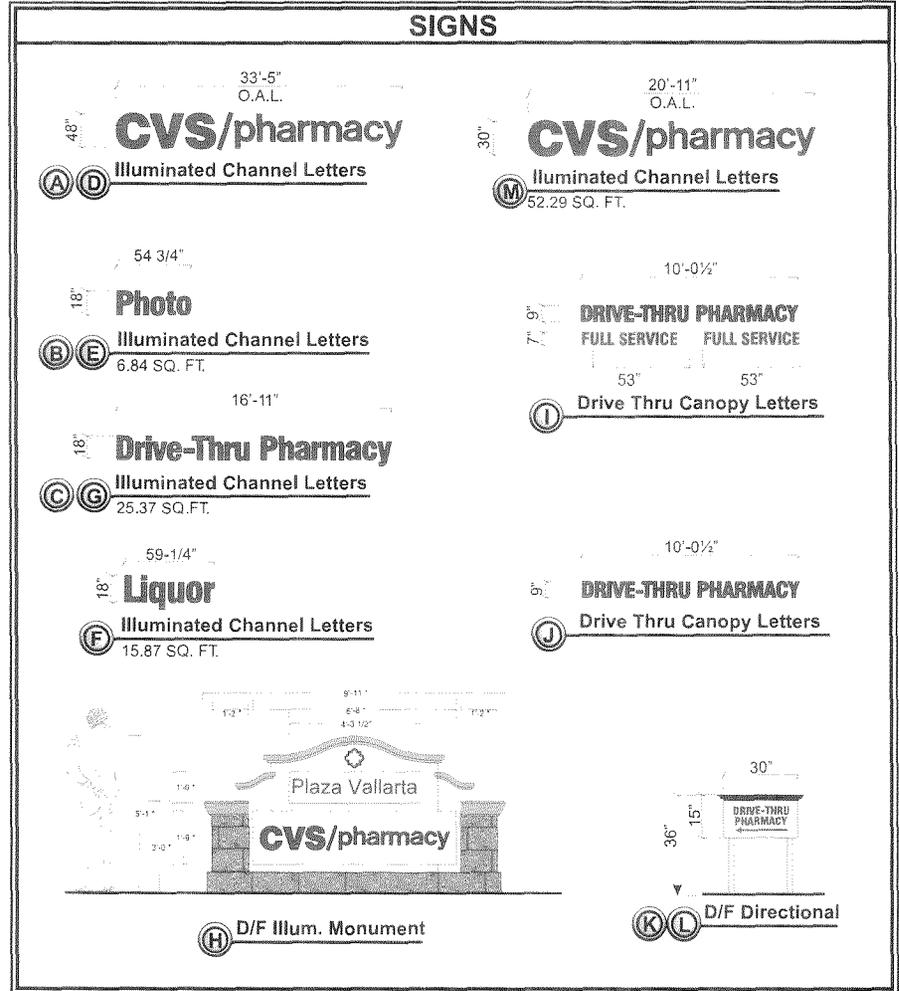
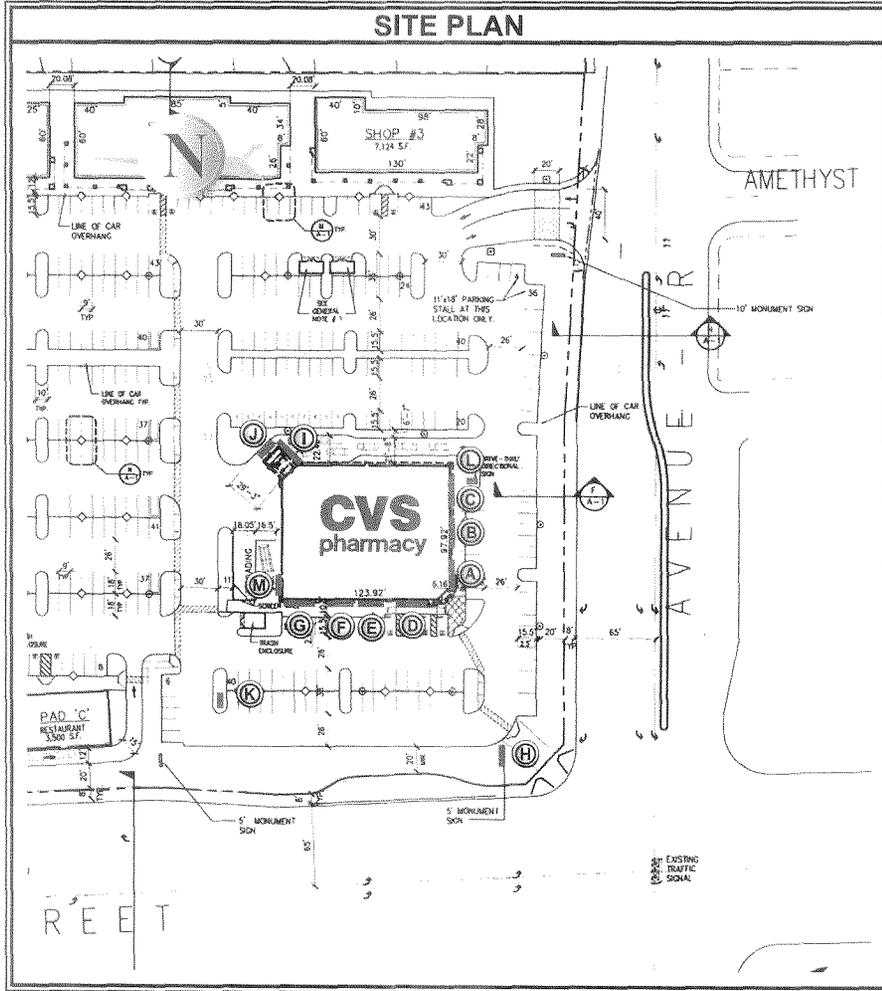
NORTH ELEVATION

SCALE 1/16" = 1'-0"



EAST ELEVATION

SCALE 1/16" = 1'-0"



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



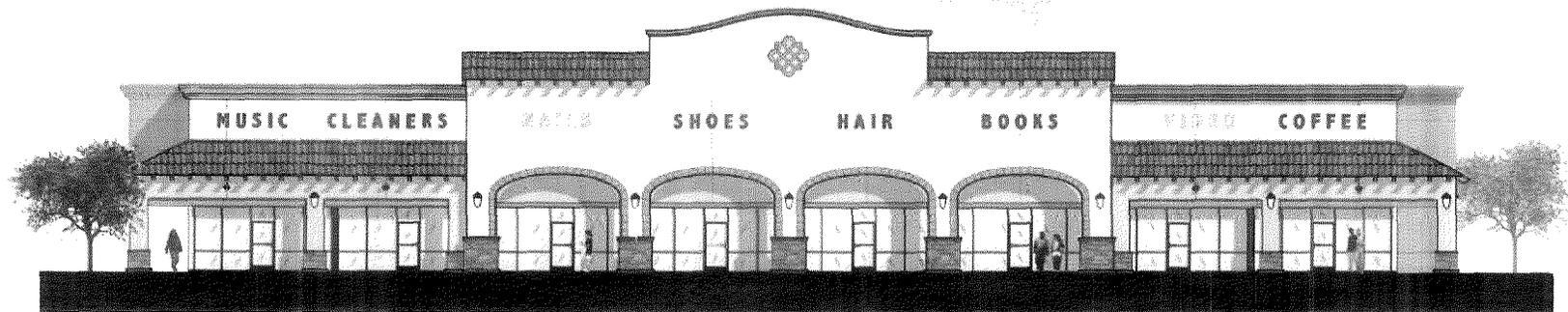
TYPICAL SHOP TENANT ELEVATION

SCALE 1/16" = 1'-0"



SHOP #1 TENANT ELEVATION

SCALE 1/16" = 1'-0"



SHOP #2 TENANT ELEVATION

SCALE 1/16" = 1'-0"

PAD 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.

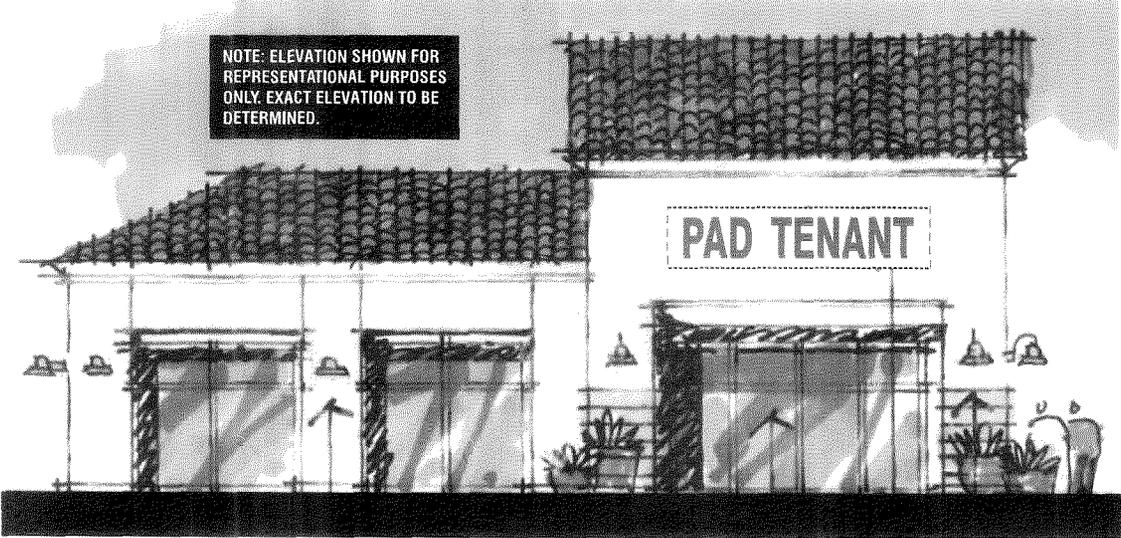
COPY: TENANT NAME AND / OR LOGO

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

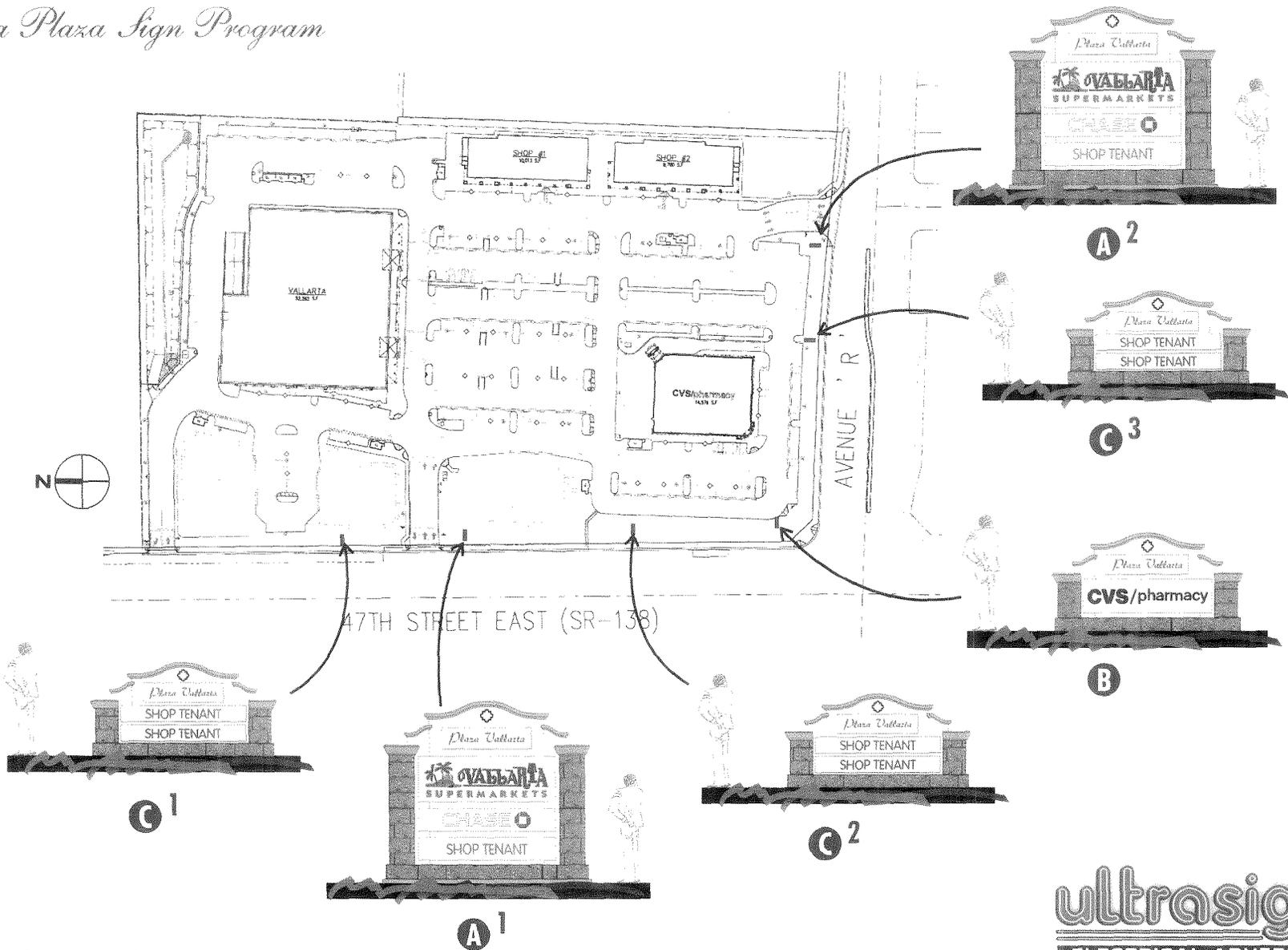


TYPICAL PAD TENANT ELEVATION

SCALE 3/32" = 1'-0"



Vallarta Plaza Sign Program



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-  DEW#344
FROSTING CREAM
-  ADOQUIN STONE
CANTERA CAPE #2
-  DE#5172
LA TERRA

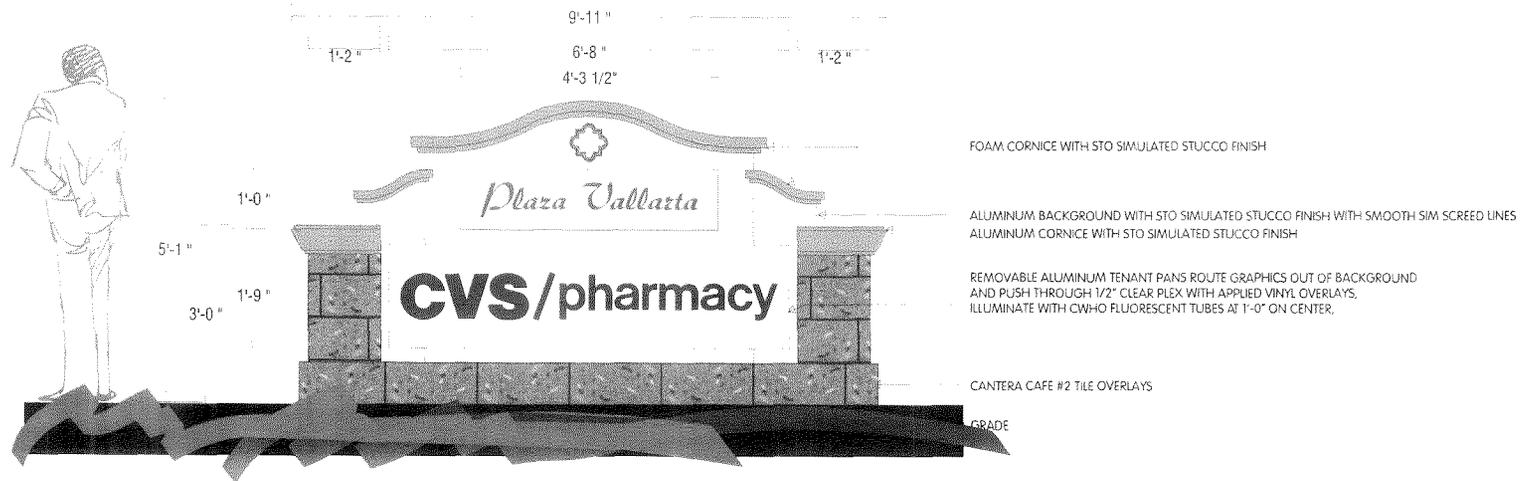


SIGN **A**¹ **A**² SIGN TYPE A-1.1 AND A-1.2 NEW DOUBLE FACED INTERNALLY ILLUMINATED GROUND DISPLAYS (MAKE TWO) SCALE 1" = 1'-0"

USE STANDARD RETAINER-LESS 090 ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING.
SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS,
VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.



-  DEW#344
FROSTING CREAM
-  ADOQUIN STONE
CANTERA CAFE #2
-  DE#5172
LA TERRA



SIGN **B** SIGN A-2.5 NEW DOUBLE FACED INTERNALLY ILLUMINATED GROUND DISPLAY SCALE 1/2"=1'-0"

USE STANDARD RETAINER-LESS 090 ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING, SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS, VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.

-  DEW#344
FROSTING CREAM
-  ADOQUIN STONE
CANTERA CAFE #2
-  DE#5172
LA TERRA

