

FIVE | LAGUNAS



TENANT SIGNAGE CRITERIA



PROJECT DESCRIPTION

Five Lagunas is designed as a urban village. The quality and design of the tenant signage should be consistent with a high-end urban setting. As such, these guidelines are intended to assist the tenant in the development of a quality identity signage that will enrich and support the overall character of the project

PURPOSE OF TENANT SIGNAGE DESIGN CRITERIA

This Signage Design Criteria Manual is provided to guide designers, architects, and tenants in the development of tenant identity signs at Five Lagunas.

- A. The objectives are:
 - 1. To generate varied and creative tenant signage through application of imaginative design treatments and distinctive logos and type styles.
 - 2. To establish signage as a design element that contributes to a “shopping district” environment unique to Five Lagunas.
 - 3. To provide standards of acceptability for signs in order to facilitate the review and approval process.
- B. A map of designated areas is located on the Tenant Zoning Plan. Tenants and their designers are to refer to that map and select a combination of at least two sign types, and no more than four, from the designated district assigned to their store.
- C. Any signs fabricated and installed without prior approval in writing from the Landlord will be removed by the Landlord. All costs for removal, including but not limited to patch and repair of the building, will be at the tenant’s expense.
- D. The Tenant Signage Criteria is part of the Tenant’s Lease and the Tenant is required to comply with these requirements.

TENANT SIGNAGE ALLOWED WITHIN EACH DISTRICT

The tenant signage for Five Lagunas is divided into five distinct zones to assist the tenant in choosing the appropriate signage type, location, and quantity for their identity. All tenants and each elevation fits within a particular district. Please refer to the included map for the location. The tenants in each district must have a minimum of one of the Primary Sign types indicated. In addition to these signs, tenants are allowed to have additional signage in the indicated areas. A maximum of four signs are allowed per tenant.

The maximum allowable square footage area of each sign is to be determined based on the size of the store, its location in Five Lagunas, and this document, which is part of the master sign program.

ZONE GUIDELINES:

A. ZONE 1 GUIDELINES:

The primary viewing of the tenant signage will be from the interior pedestrian concourse of the mall. As such, tenant signage should respond to the appropriate scale. To ensure variety in the zone, adjacent tenants will be required to use different sign types, materials, and colors.

Allowable Sign Types:

1. Primary Signage: **REQUIRED**
 - a. Reverse pan channel halo lit individual channel letters
 - b. Dimensional letters, externally illuminated with external fixtures
 - c. Internally illuminated plex face letters
 - d. Canopy Raceway Signage
2. Secondary Signage: **OPTIONAL**
 - a. Blade sign
3. Optional Signage:
 - a. Wall Mounted Plaques
 - b. Window Graphics
 - c. Awning Sign
 - d. Inlaid Entry Vestibule Floor Signs

B. ZONE 2 GUIDELINES:

The primary viewing of the tenant signage will be from the pedestrian areas within the Plaza. As such, tenant signage should respond to the appropriate scale. To ensure variety in the zone, adjacent tenants will be required to use different sign types, materials, and colors.

Allowable Sign Types:

1. Primary Signage: **REQUIRED**
 - a. Reverse pan channel halo lit individual dimensional letters
 - b. Dimensional letters, externally illuminated with external fixtures
2. Secondary Signage: **REQUIRED**
 - a. Blade sign
3. Optional Signage:
 - a. Wall Mounted Plaques
 - b. Window Graphics
 - c. Awning Sign
 - d. Inlaid Entry Vestibule Floor Signs
 - e. A-frame sign – food service tenants only

C. ZONE 3 GUIDELINES:

The primary viewing of the tenant signage will be from vehicular areas and streets, but will incorporate a strong pedestrian thoroughfare component. As such, tenant signage should respond to the appropriate scales.

Allowable Sign Types:

1. Primary Signage: **REQUIRED**
 - a. Reverse pan channel halo lit individual channel letters
 - b. Dimensional letters, externally illuminated with external fixtures
 - c. Internally illuminated plex face letters
2. Secondary Signage: **REQUIRED**

- a. Blade sign

3. Optional Signage:

- a. Wall Mounted Plaques
- b. Window Graphics
- c. Awning Sign
- d. Inlaid Entry Vestibule Floor Signs
- e. A-frame sign – food service tenants only

D. ZONE 4 GUIDELINES:

The primary viewing of the tenant signage will be from vehicular areas and streets. As such, tenant signage should respond to the appropriate scale.

Allowable Sign Types:

1. Primary Signage: REQUIRED

- a. Reverse pan channel halo lit individual channel letters
- b. Dimensional letters, externally illuminated with external fixtures
- c. Internally illuminated plex faced letters

2. Secondary Signage: OPTIONAL

- a. Blade sign

3. Optional Signage:

- a. Wall Mounted Plaques
- b. Window Graphics
- c. Awning Sign
- d. Inlaid Entry Vestibule Floor Signs
- e. A-frame sign

E. ZONE 5 GUIDELINES:

The primary viewing of the tenant signage will be from vehicular areas and streets. As such, tenant signage should respond to the appropriate scale.

Allowable Sign Types:

1. Primary Signage: REQUIRED

- a. Reverse pan channel halo lit individual dimensional letters
- b. Dimensional letters, externally illuminated with external fixtures

2. Secondary Signage: REQUIRED

- a. Blade sign

3. Optional Signage:

- a. Wall Mounted Plaques
- b. Window Graphics
- c. Awning Sign
- d. Inlaid Entry Vestibule Floor Signs
- e. A-frame sign – food service tenants only

SIGNAGE DETAILS AND SPECIFICATIONS

NUMBER OF PRIMARY SIGNAGE OPTIONS

All tenants are to have one Primary Sign. If noted in the Matrix, the tenants may have additional primary signs.

A. Inline tenants: One additional primary sign

B. Corner tenants: Two additional primary signs*

C. Freestanding tenants: Three additional primary signs

* Corner tenants 15k sq. ft. or larger will be reviewed on a case-by-case basis.

SIGNAGE DETAILS AND SPECIFICATIONS

A. ADDRESS SIGNAGE:

The suite number or building address needs to be applied to the exterior façade. The numbers must be visible to the street and color to contrast to with façade for visibility.

1. Vinyl numbers applied to glass with a maximum number height of 4".
2. Numbers to be white or frosted vinyl.
3. Numbers to be mounted to exterior surface of glass in the bottom left hand corner of the window next to the door.

B. A-FRAME SIGN:

An A-Frame or Sandwich Board is a two sided sign that is displayed only during hours of operation. Painted metal or wood construction with hinge on the top.

1. Chalkboard or hand-painted graphics only.
2. Printed vinyl graphics or changeable letters are not allowed.

C. APPLIED WINDOW GRAPHICS *(excluding "Operational Signs", which are addressed below):*

1. Logo Graphics
 - a. Only trade name or graphic logo may be used. Store description, advertisements, or tag lines not allowed.
 - b. Metallic, colored, or "etch-look" vinyl graphics are to be used.
 - c. The entire graphic to be mounted below 48" from finished floor.
 - d. All applied graphics to be adhered to interior side of glass.
 - e. Applied window graphics are to be submitted to the Landlord and approved in writing prior to installation.
2. Lifestyle Graphics
 - a. Only 50% of window area is allowed to be covered
 - b. Lifestyle Graphics are patterns, graphics or images that help to convey the character of the brand
 - c. All lifestyle graphics applied to the windows are to be submitted to the landlord and approved in writing prior to installation.

SIGNAGE DETAILS AND SPECIFICATIONS

D. AWNING GRAPHICS:

The name of the Tenant is applied to the awning valance, on the lower, vertical portion of the canopy only. Awnings and awning signage will not have any illumination.

1. Letters to be silkscreen, printed or sewn on the vertical surface of the awning valance only and contrast with awning color.
2. Trade name and/or logo may be on awning valance only. No tag lines, merchandise descriptions, services or advertisements allowed.
3. Light fixtures to illuminate the awning are prohibited, as well as back lit awnings.
4. Only one logo/brand name per awning.
5. Size will be limited based on the height of the valance, to be reviewed on a case-by-case basis.

E. BACK DOOR SIGNS:

Signs placed on the back entrance of Tenants for purposes of delivery and access.

1. Maximum 1 square foot.
2. Painted aluminum plaque with vinyl applied name and suite number only. No tag lines or slogans allowed.
3. Mounted to access door or immediate adjacent wall

F. BLADE SIGNS:

A double-sided sign mounted perpendicular to the building facade and suspended on a decorative metal bracket. Usually placed near the storefront entrances.

1. Each tenant is allowed to have one double-faced hanging sign per building entrance.
2. The creative use of logo shapes is encouraged in the design of the blade sign.
3. Tenants are encouraged to utilize a variety of colors and graphic elements along with type style to create an energetic signing solution. Painted flat forms layered to give a 3-dimensional effect are encouraged.
4. Blade signs and decorative components are to be fabricated of painted metal. Applied acrylic lettering or shapes not allowed.
5. Signs are to be wall mounted from a metal bracket, or suspended from the trellis with metal supports.
6. Placement to be reviewed with consideration of all adjacent signs.
7. External or ambient illumination of blade signs is encouraged for the mall interior, while interior illumination is recommended and encouraged for exterior applications.
8. Signs to be mounted with minimum of 8' of clearance from finished floor.
9. Unless suspended from canopy, signs to project a maximum of 3.5', from shopfront facade inclusive of bracket.
10. Trade name or logo only, no taglines, slogans, or advertising allowed.

SIGNAGE DETAILS AND SPECIFICATIONS

G. PRIMARY SIGNS:

1. Entry signs:

To help create pedestrian friendly project, tenants will be required to install a pedestrian scaled Entry Sign. Entry signs shall be located over the entry doors and located below 12' from finished floor.

- a. See Matrix for size limitations.
- b. See Zone Guidelines for which type of illumination is allowed.

2. Facade signs:

- a. If allowed in the designated zone, facade signs are only allowed at 20' above finished floor or higher.
- b. See Matrix for size limitations.
- c. See Zone Guidelines for which type of illumination is allowed.

3. Illumination guidelines for Primary Signs are as follows:

- a. Reverse channel – halo illumination
 - i. Reverse channel letters are to be fabricated out of aluminum with a minimum metal thickness of .06 with a painted finish.
 - ii. All seams are to be welded and ground smooth.
 - iii. Channel depth to be no more than 4".
 - iv. Letter channels are to be stud mounted 2" maximum from face of wall.
 - v. Stud mounts are to be threaded anchor bolts with round sleeves and are to be painted the color of the fascia.
 - vi. When mounted to a canopy, the sign must have a "cloud" style backplate. The backplate must not exceed the letter form by more than 2".
- b. External illumination
 - i. External illumination to be provided by a separate light fixture(s) of a design that is complimentary to the overall sign design concept and the building architecture.
 - ii. Fixtures with arm extensions or gooseneck extensions are encouraged.
 - iii. "Light-bars" are prohibited.
 - iv. Pre-manufactured square or rectangle light boxes are not allowed
 - v. Individual letters to be at least 1/2" thick metal. Letter thickness is subject to Landlord approval and based on thickness-to height proportion.
 - vi. If stud-mounted, the individual letters are to be stud mounted minimum 1 1/2" from face of wall.
 - vii. All light fixture designs are to be submitted to the Landlord for approval prior to purchase and installation.

SIGNAGE DETAILS AND SPECIFICATIONS

c. Internally Illuminated Plex Face Letters

- i. Channel depth to be no more than 3 1/2".
- ii. The attachment of acrylic faces to the aluminum channel of letter must have integral retainers, no vinyl trim caps.
- iii. All letter retainers to be a minimum of .06 returns with concealed metal welded seams.
- iv. No visible screws, rivets or fastening devices. Countersink any fasteners on letter returns, pan heads not allowed.
- v. Acrylic letter face must have a matte finish to avoid reflections in the letter when not illuminated.

H. OPERATIONAL SIGNS:

Operational signage indicating hours of operation, telephone numbers, specialty rules and regulations is specific to each Tenant. No tag lines or slogans allowed.

1. Maximum letter height of 3/4".
2. Mounted to interior surface of glass, on or adjacent to entrance door and mounted no higher than 60".
3. Total area of sign shall not exceed 6 square feet.

I. WALL MOUNTED PLAQUE

1. Wall mounted plaques with concealed fasteners or exposed fasteners designed as a feature treatment approved by Landlord.
2. Allowable materials are cast metal, glass, or durable hard surface material.
3. Non-illuminated or externally illuminated only.
4. Size to be submitted for approval.
5. Location to be adjacent to entry doors and submitted for approval.
6. No taglines, slogans, service or product descriptions allowed in text.

J. SPECIALTY SIGNS

Landlord to review specialty signs or signs that fall outside of these guidelines on a case by case basis. Tenant should identify these exceptions in their submittal. Specialty signs will be required to go through a design review process with Landlord's Design and Construction team to ensure that signage proposed visually belongs to the family of project signage found throughout the property and does not stand out as an anomaly. Special consideration and attention should be made to staying within an appropriate scale, using shapes and proportions found within project signage, incorporating lighting types and methods found in project signage or described within the tenant signage criteria, and using exact matching materials (not approximations or replicas) of project signage where fitting.

PROHIBITED SIGN TYPES

A. The following sign types and finishes shall be prohibited:

1. Illuminated sign boxes.
2. Signs with tag lines, slogans, phone numbers, service description, or advertising.
3. Monument style signage. (Except those approved on a case by case basis per section k. Specialty Signs (above))
4. Temporary signage.
5. Signs located on the rear elevation(except those signs required for delivery).
6. Illuminated canopies.
7. Signs with exposed raceways, conduit, junction boxes, transformers visible lamps, tubing, or neon crossovers of any type.
8. Rotating, animated and flashing signs.
9. Pole signs and other signs with exposed structural supports not intended as a design element except for code-required signs.
10. Pennants, banners, or flags identifying individual tenants.
11. Vehicle signs, except for the identification of a business enterprise or advertisement upon a vehicle used primarily for business purposes, provided the identification is affixed in a permanent manner.
12. Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
13. Any sign designed to be moved from place to place (except those approved on a case by case basis).
14. Signs attached, painted or otherwise affixed to awnings, tents or umbrellas, however, such signs may be permitted in conjunction with special design review by the Landlord.
15. Balloons and inflatable signs.
16. Any signs including freestanding signs advertising the availability of employment opportunities.
17. Signs which emit sound, odor or visible matter or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
18. Fluorescent or reflective sign colors.
19. Simulated materials, i.e. wood grained plastic laminate, wall covering, paper, cardboard or foam.
20. Roof top signs.
21. Back plates behind signage are typically prohibited, but maybe consider when halo letters is desired when mounting on a canopy.
22. Registered Trade Marks not allowed on signage.

CALCULATING SIGNAGE AREA

Copy area shall be computed by surrounding each graphic element with a square, calculating the area contained within the square, and then computing the sum of the areas. Elements such as swashes, simple lines, back plates or other decorative touches must be included within limits of the geometric shape shall be included as part of the copy area.

Letter height shall be determined by measuring the tallest letter of a tenant's identity, inclusive of swashes, ascenders, and descenders. Sign width not to exceed 75% of building frontage width.

GENERAL SIGNAGE DESIGN GUIDELINES

A. Design Objective

1. The primary objective of the sign design criteria is to generate high quality, creative tenant signage. Tenants are encouraged to combine a variety of materials, lighting methods, colors, type styles, and graphic elements for unique storefront signage.
2. Primary signs may be located above or adjacent to entries or storefronts only; exceptions will be considered for corner tenants.
3. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to concept development of any sign.
4. Signs that incorporate creative logos or graphic elements along with the business identity are encouraged.
5. Store name to consist of "Trade Name" only. Tag lines, bylines, merchandise or service descriptions are not allowed.
6. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In all cases, the copy area shall maintain a margin at least 6" from any edge of the sign face area.
7. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are approved by the Landlord.
8. Any special conditions or deviations from the guidelines in the sign criteria are to be approved in writing after submittal to the Landlord.
9. When a tenant's façade is located in multiple signage "zones", each particular façade is dictated by the regulations for that zone.
10. Any issue not covered by these signs criteria shall be addressed by the relevant ordinance.

B. Type styles

Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

SIGNAGE DETAILS AND SPECIFICATIONS

C. Lighting

The use of creative signage lighting is expected and encouraged with the following criteria:

1. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
2. Only letters and logos shall transmit light while the back plate or background remains solid opaque. No illuminated backgrounds or boxes are allowed.
3. Lighting for all tenant signs shall be turned off after closing or reduced between the hours determined by Landlord.
4. Exposed fixtures, shades, or other elements are to contribute to the design of the sign.
5. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.
6. All signs fabricated and installed with UL approved components in compliance with all applicable building and electrical codes. Sign fabricators will supply a UL label if required by local authorities and be placed on top of returns out of the public view.
7. LED illumination must be comparable to neon illumination value. Fabricator to ensure full, even illumination of face and halo lighting that is free of dark spots and streaking.

D. Colors

1. No multicolored letter faces allowed.
2. Color of letter face and returns are to contrast with building colors for good daytime readability.
3. All sign colors are subject to review and approval by the Landlord as part of the tenant signage submittal.

E. Materials

1. Acceptable sign material treatments are:
 - a. Dimensional geometric shapes coated or burnished for variety in color and texture
 - b. Painted metal
 - c. Screens, grids, or mesh
 - d. Etched or brushed metal
 - e. Cut, abraded, or fabricated steel or aluminum
 - f. Dimensional letter forms with seamless edge treatments
 - g. Glass
2. The following materials are prohibited on all signs:
 - a. Sintra
 - b. Cardboard
 - c. Simulated materials, i.e. wood-grained plastic laminate and wall covering
 - d. Trim cap retainers

CONSTRUCTION REQUIREMENTS

A. General

1. All signs shall be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in these regulation and all other applicable codes and ordinances.
2. All signs must meet all standards set forth by Criteria and must be approved by the Landlord before permit submittal.
3. The Landlord does not accept the responsibility of checking for compliance with any codes having jurisdiction over the project nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.
4. Each tenant shall obtain and pay the entire cost of all permits, approvals, construction, installation and maintenance of its respective sign.
5. Tenant shall be responsible for the installation and maintenance of all signs.
6. Tenant shall be fully responsible for the operations of the tenant's sign contractor.
7. Electrical service to all signs will be connected to the tenant's meter.

B. Fabrication Requirements

1. All sign fabrication work shall be of excellent quality and identical of Class A workmanship. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
2. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of architecture.
3. All formed metal, such as letter forms, shall be fabricated using full weld construction with all joints ground smooth.
4. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
5. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel and must be finished to blend with the adjacent surface. Angle clips will not be permitted.
6. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
7. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
8. Joining of materials (e.g., seams) shall be finished in such a 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.
9. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
10. All lighting must match the exact specifications of the approved working drawings.
11. Surface brightness of all illuminated materials shall be consistent in all letters and components of

the sign. Light leaks will not be permitted.

12. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron material will be allowed.
13. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes.
14. Penetrations into building walls, where required, shall be made waterproof by the tenant's sign contractor.
15. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on the above shop drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.
16. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.
17. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps will be single pin (slimline) with 12" center-to-center lamp separation maximum.
18. All signs shall conceal all wiring, conduit, ballasts, transformers, starters and other necessary equipment within their components or behind storefront construction.
19. Exposed raceways and wiring is not permitted.
20. All letter & logo elements to be separate, i.e. dots of "i", apostrophes. No cross overs are permitted.

C. Installation Requirements

1. All work to fabricate, erect, or install signs (including connection to electrical junction box) shall be contracted and paid for by the tenant and subject to approval by landlord
2. All signs shall be designed, constructed and installed in accordance with local codes and ordinances. All permits shall be obtained by tenant's sign contractor prior to installation.
3. Signs not installed in strict conformance with previous approved plans and specifications shall be corrected by tenant, and tenant's cost and expense, upon demand by the landlord. If not corrected within thirty(30) days, sign may be corrected by landlord at tenant's expense
4. Erection of any sign shall be promptly and safely effected with as little disruption to business and traffic as possible and with minimum of inconvenience to the landlord and to the other tenants.
5. Upon removing any sign, tenant shall, at its own expense, repair any damage created by such removal and shall place the area from which the sign was removed back to its original condition. All debris from removal shall be promptly removed from the site.

D. Protection of Property

1. Tenant's sign contractor shall design and erect its sign in such a manner that will not over-stress, deface, or damage any portion of the building or grounds.
2. All exposed parts of any sign or sign support subject to corrosion or other similar damage shall be projected in the manner set forth in section B12 herein.
3. Any sign on which stains or rust appear, or which becomes bent, or which in any manner whatsoever is not maintained property, shall be promptly repaired.
4. Landlord may remove, store or repair at tenant's expense, any signs not maintained properly or not accordance with this criteria. If tenant does not make corrections or repairs within thirty (30) days, sign may be corrected or repaired by landlord at tenant's expense.

APPROVALS OF TENANT SIGNAGE

A. Artwork Submittals

1. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to development of any signage.

B. Concept Drawing Submittal

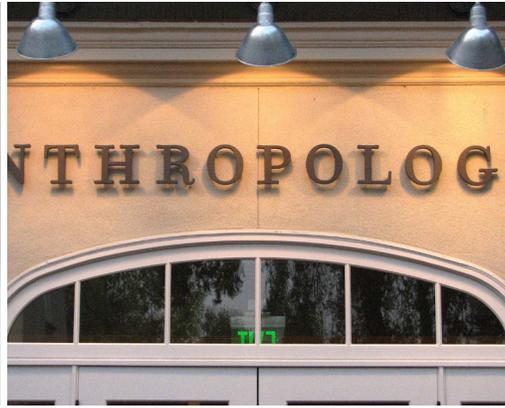
1. Prior to shop drawings and sign fabrication, tenant shall submit for Landlord approval three sets of Concept drawings reflecting the design of all sign types.
2. Sign concept drawings are to be submitted concurrently with storefront design and awning design. Partial submittals will not be accepted.

C. Shop Drawing Submittal

1. Upon approval of concept plans in writing from Landlord, three complete sets of shop drawings are to be submitted for Landlord approval, including:
 - a. Fully-dimensioned and scaled shop drawings @ 1/2"=1'-0" specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
 - b. Elevations of storefront @ 1/2"=1'-0" showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction detail.
 - c. Sample board showing colors and materials including building fascia, letter faces, returns, and other details as requested by the Landlord.
 - d. Section through letter and/or sign panel @ 1/2"=1'-0" showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
 - e. Cut-sheets of any external light fixtures.
 - f. Full-size line diagram of letters and logo may be requested for approval if deemed necessary by the Landlord.

2. All Tenant sign shop drawing submittals shall be reviewed by the Landlord for conformance with the sign criteria and with the concept design as approved by the Landlord.
3. Within fifteen (15) working days after receipt of Tenant's working drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Landlord. The Tenant must continue to resubmit revised plans until approval is obtained. A full set of final shop drawings must be approved and stamped by the Landlord prior to permit application or sign fabrication.
4. Requests to establish signs that vary from the provisions of this sign criteria shall be submitted to the Landlord for approval. The Landlord may approve signs that depart from the specific provisions and constraints of this Sign Plan in order to:
 - a. Encourage exceptional sign design and creativity.
 - b. Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign criteria.
5. Following Landlord's approval of sign shop drawings and with a wet signature approval attached, Tenant or his agent shall submit to the City, sign plans signed by the Landlord and applications for all permits for fabrication and installation by Sign Contractor. Tenant shall furnish the Landlord with a copy of said permits prior to installation of Tenant's sign.
6. Signs shall be inspected upon installation to assure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.

PRIMARY SIGNS - EXTERNAL ILLUMINATION



PRIMARY SIGNS - HALO ILLUMINATION



PRIMARY SIGNS - FACE ILLUMINATION



SECONDARY SIGNS - BLADE SIGN



OPTIONAL SIGNAGE- WALL MOUNTED PLAQUES



OPTIONAL SIGNAGE - WINDOW GRAPHICS



OPTIONAL SIGNAGE - AWNING SIGN



OPTIONAL SIGNAGE - A-FRAME SIGN

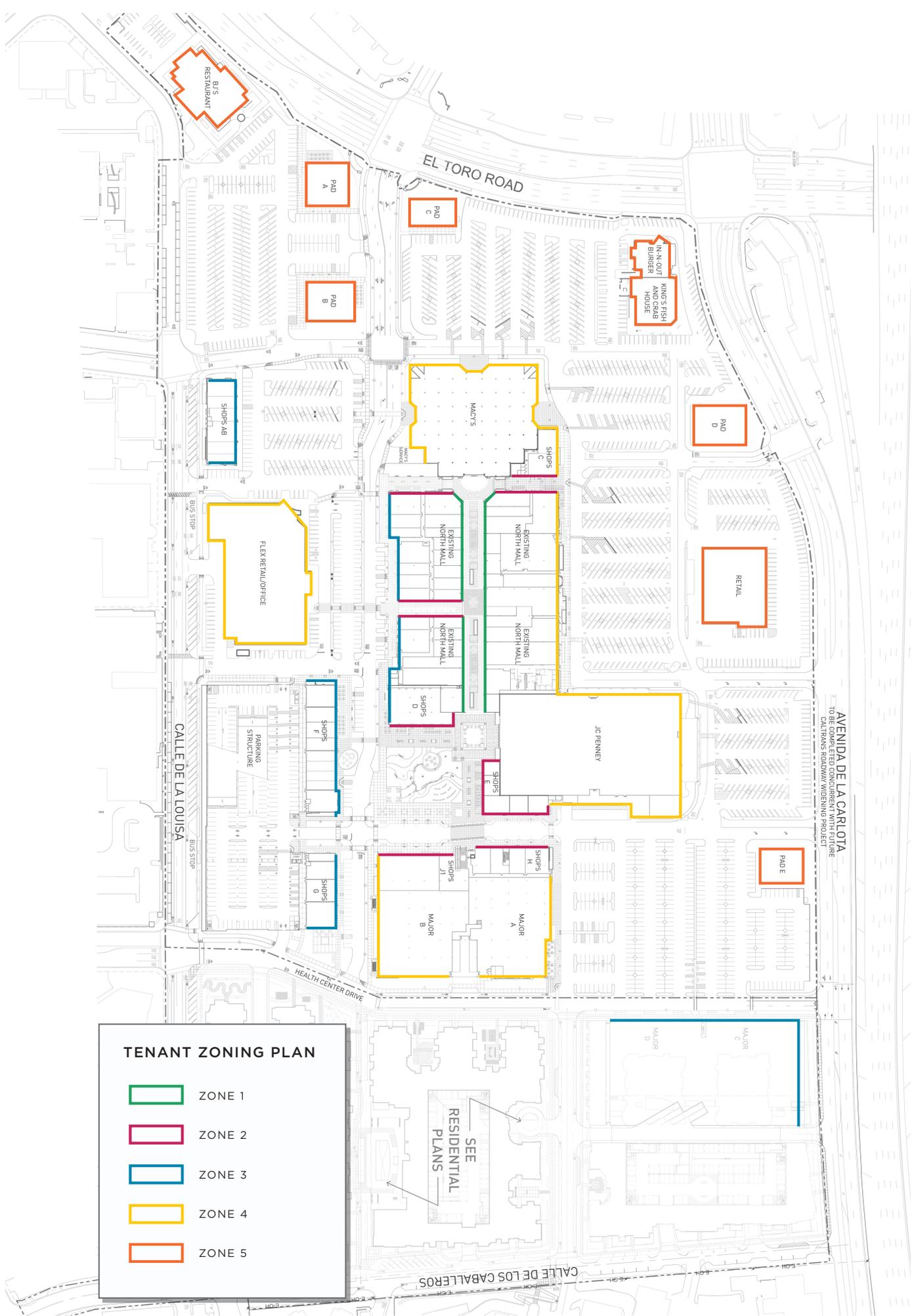


Sign Matrix

SIGN TYPE	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
PRIMARY SIGNS					
Entry Sign	Not Allowed	Required	Required	Required	Not Allowed
Sign Letter Max Height	-	18"	20"	24"	-
Façade Sign (allowed if sign band is above 25')	Required	Not Allowed	Optional	Optional	Required
Sign Letter Max Height	24"	-	48"	60"	24"
Sign Logo Max Height	30"	-	48"	60"	24"
Max sign height, if letters stacked	32"	-	50"	60"	30"
SECONDARY SIGNS					
Blade Signs	Optional	Required	Required	Optional	Optional
Sign Square Foot Max	5 sq ft	5 sq ft	6 sq ft	8 sq ft	8 sq ft
OPTIONAL SIGNS - additional signage allowed if tenant has not reached sq ft maximums					
Window Graphics					
Sign Letter & Logo Max Height	6"	6"	6"	8"	8"
Awning Sign					
Sign Letter Max Height	6"	6"	6"	8"	8"
Wall Mounted Plaque					
Sign Square Foot Max	2 sq ft	2 sq ft	3 sq ft	4 sq ft	4 sq ft
Inlaid Floor/Sidewalk**					
Sign Square Foot Max	20 sq ft	20 sq ft	20 sq ft	40 sq ft	40 sq ft
SIGNAGE AREA CALCULATION					
Maximim Sign Area	1.5 sq ft / 1 linear ft	1.5 sq ft / 1 linear ft	1.5 sq ft / 1 linear ft	2 sq ft / 1 linear ft	2 sq ft / 1 linear ft

(Sign Area/Linear Store Front)

**Excluded from area calculation formula



TENANT ZONING PLAN

- ZONE 1
- ZONE 2
- ZONE 3
- ZONE 4
- ZONE 5

AVENIDA DE LA CARLOTA
 TRANSPORTATION CENTER
 CALTRANS ROADWAY WIDENING PROJECT

SEE
 RESIDENTIAL
 PLANS