

RANCHO VISTA TOWN CENTER

S I G N P R O G R A M

Palmdale, California

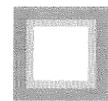
SOUTH SIDE OF RANCHO VISTA
BLVD.
AT
TOWN
CENTE
DRIVE

APPROVED	
-SUBJECT TO CONDITIONS-	
CITY OF PALMDALE PLANNING DEPARTMENT	
SIGN PROGRAM 06-02	
DATE	3/21/07

South side of Rancho Vista Blvd. at
Town Center Drive - 5 acre parcel

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06-02



PROJECT DIRECTORY

LANDLORD: R.Y. PROPERTIES, INC.
212 2ND FLOOR, S. PALM AVE
ALHAMBRA, CA
TEL (626) 282 -8198

ARCHITECT: Mc KENTLY MALAK ARCHITECTS
234 EAST COLORADO BLVD. STE. 725
PASADENA, CA 91101-2201
TEL (626) 583-8348
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CONSULTANT: ULTRASIGNS ELECTRICAL ADVERTISING
9025 BALBOA AVENUE, STE 150
SAN DIEGO, CA 92123-1520
TEL (858) 569-1400 x104
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ATTN: JOHN HADAYA



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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 Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and will 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 center.

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

B 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 Tenant's 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, paint surface to match the existing color, and restore surface to original condition.



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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 waterproof in color and finish to match existing exterior.
5. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
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 will not be acceptable. The Landlord 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 raceways will be allowed.
10. Signs must be made of durable rust –inhibiting 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 oil 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 not permitted.
16. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.

D SHOP TENANT 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. Signs must be architecturally compatible with the entire center.

STOREFRONT SIGNAGE

The following types of construction will be allowed:

- Acrylic face channel letters
- Through face and halo channel letters
- Reverse pan channel letters
- Skeleton neon behind flat cut out shapes and letters.
- Open pan channel letters(Only in an artistic letter style/font)
- Push thru letters and logos in aluminum cabinets
- Flat cut out dimensional shapes and accents
- Metal screen mesh accents
- Exposed skeleton neon accents

The idea of using dissimilar materials and creating signs with varying colors, layers, and textures will create an exciting and appealing retail environment.

Sign area for all tenants will be calculated as follows:

1.5 square feet of sign area for every linear foot of leased frontage. Tenants with multiple elevations will be allowed the same formula for each elevation. Stacked copy is permitted

SIGN AREA CALCULATION METHODOLOGY

In order to allow creativity and artistic designs, ascending and descending shapes will be allowed to extend beyond the envelope limits provided that the overall allocated square footage is not exceeded. In other words, these areas shall be calculated individually and the sum total of all squares will be the total area.



Descender: (The part of the lowercase letters, such as g, p, and y, which extends below the other lowercase letters)

Irregular shaped icons & logos should be considered in sign design for increased visual impact.



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. Signs painted directly on a building surface will not be permitted.

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

5. There shall be no signs that are flashing, moving or audible.

6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached exhibit for tenants.

7. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are use for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited. (I.e. Delivery trucks with tenant signage is OK!)

8. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception 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. No signs shall be permitted on elevations facing residential property.

10. Banners, except as permitted under Section 88.07 of the Palmdale Zoning Ordinance.

11. Pennants and balloons are not permitted.

12. Billboard Signs are not permitted.

13. The use of permanent "sale" signs are 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. All temporary signs not mentioned in this criteria fall under the city of the Palmdale Zoning Ordinance Section 88.07

14. No standard plex faced cabinet construction allowed.

15. This sign program doesn't allow the use of any signs prohibited under the Palmdale zoning ordinance.

F ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

G INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

H MAINTENANCE:

It is the Tenant's responsibility to maintain their signs in proper working and clean conditions at all times. Otherwise, landlord reserves the right to hire his own contractor, make the necessary corrections, and bill tenant should it be deemed necessary.

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Section A

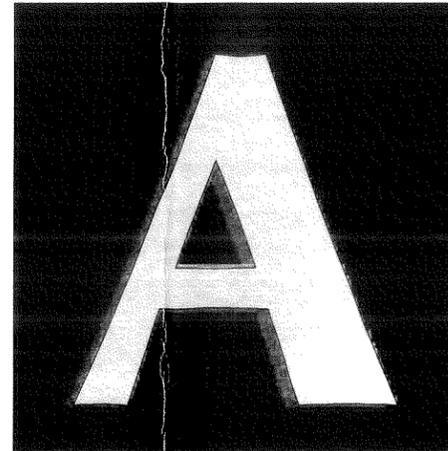
Illuminated LEXAN FACED CHANNEL display with THROUGH FACE ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces use translucent Lexan with trim cap.

Illuminate with 30 ma neon.

Paint returns any color.



Section A



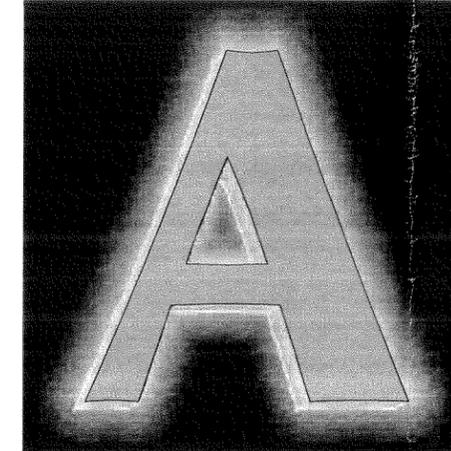
Section B

Illuminated REVERSE PAN CHANNEL display with HALO ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Illuminate with 30 ma neon.

Paint faces and returns any color.



Section B



Section C

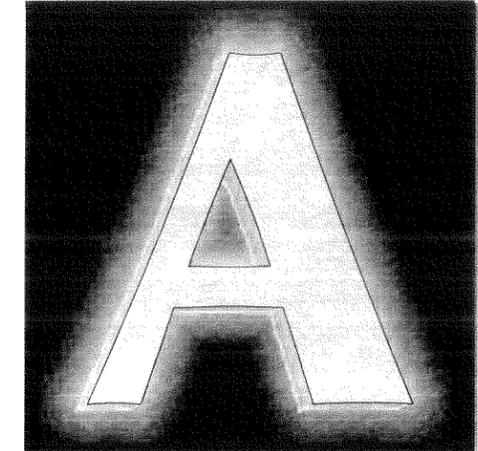
Illuminated LEXAN FACED CHANNEL display with THROUGH FACE AND HALO ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces use Lexan with trim cap.

Illuminate with 30 ma neon.

Paint returns any color.



Section C



Section D

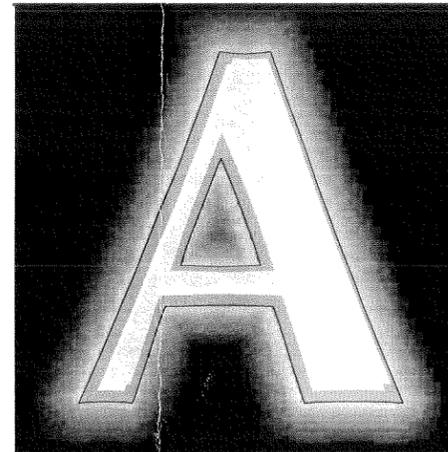
Illuminated ALUMINUM FACED CHANNEL display with THROUGH FACE AND HALO ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Route out aluminum faces where graphics occur and back up or push through lexan graphics.

Illuminate with 30 ma neon.

Paint face and returns any color.



Section D



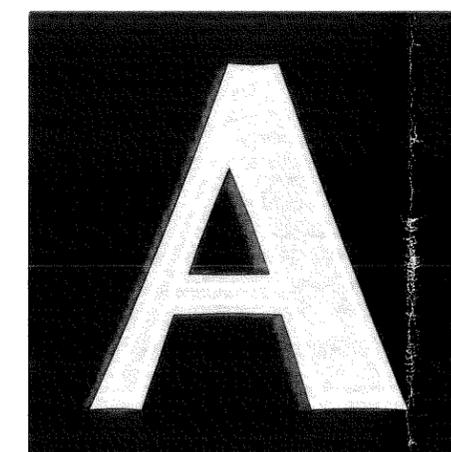
Section E

Illuminated OPEN PAN CHANNEL display with EXPOSED NEON ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Illuminate with 30 ma neon.

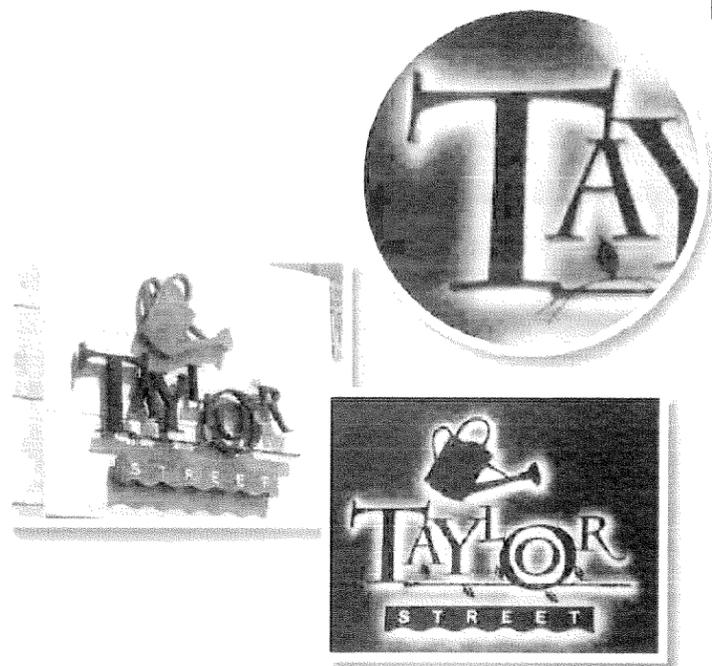
Paint face and returns any color.



Section E

NOTE: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.

PHOTO SAMPLES - VARIOUS SIGN TYPES



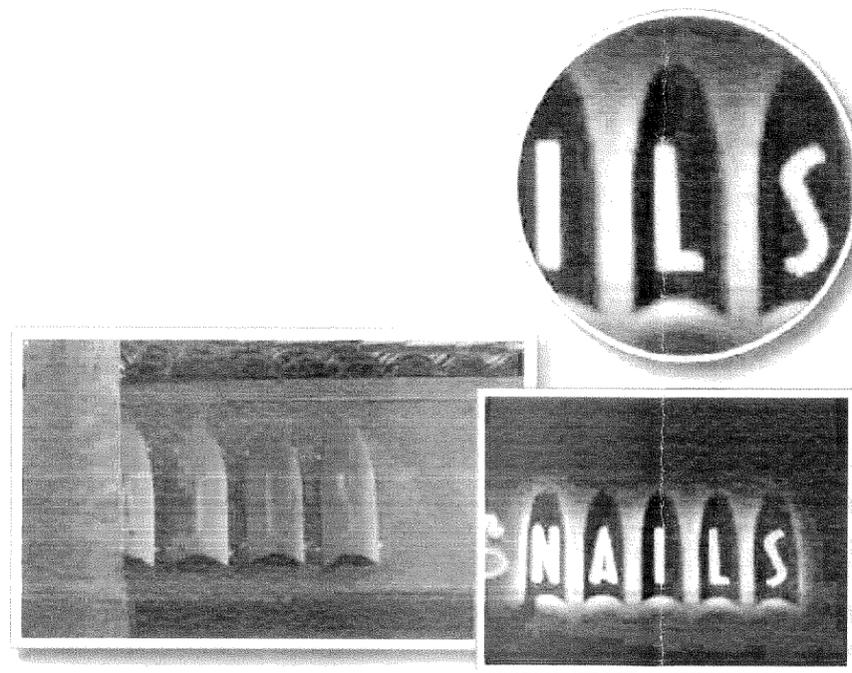
Reverse pan channels with halo illumination.



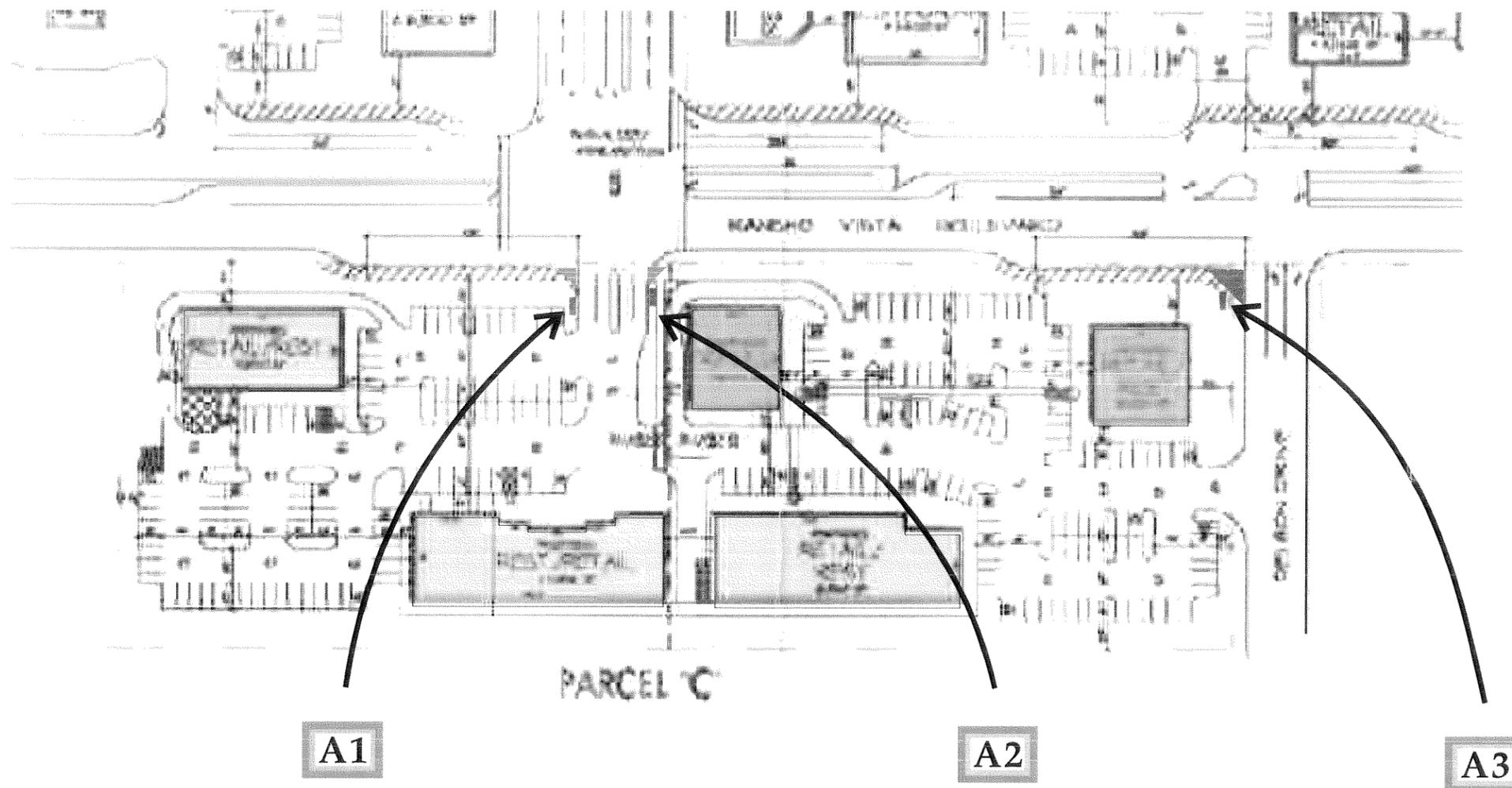
Single Faced Lexan Cabinet Display



Lexan faced channels with through face and halo illumination.



Reverse pan channels with through face and halo illumination.



PAD TENANT



SHOP TENANT

- ▲ 25'-0" LINE OF SITE TRIANGLE CLEARANCE FOR SIGNS AT INTERSECTIONS
- ▲ (10'-0" LINE OF SITE TRIANGLE CLEARANCE FOR SIGNS AT OTHER ENTRIES)

10'-0" MINIMUM SETBACK FROM PROPERTY LINE REQUIRED FOR ALL GROUND SIGNS



NORTH

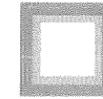
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RANCHO VISTA TOWN CENTER SIGN PROGRAM

70% OF ADJACENT SURFACE OR 4'-0" MAX (WHICHEVER IS LESS)

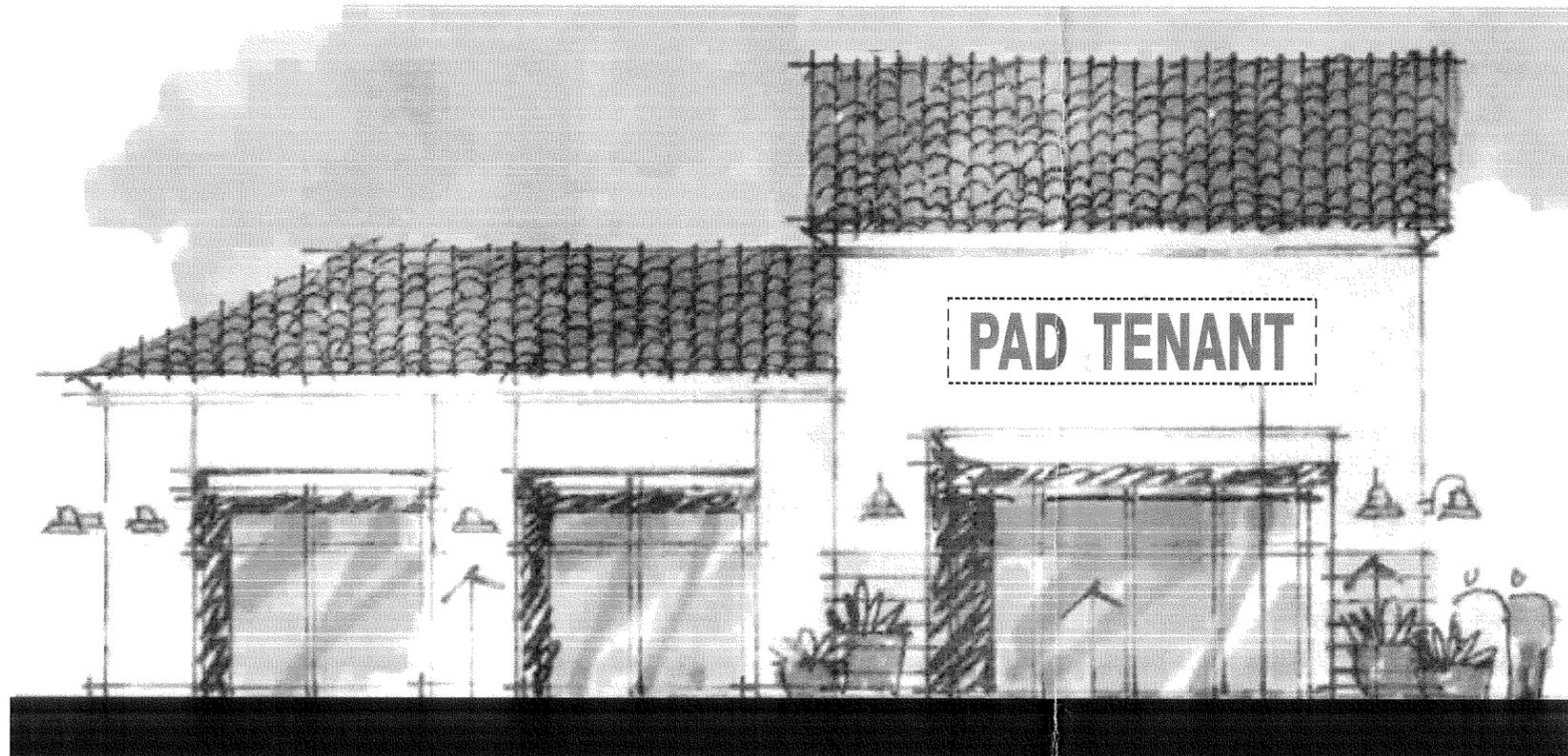
MAXIMUM 70% OF ADJACENT SURFACE

PAD TENANT



SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.
MAXIMUM OF 150 SQUARE FEET TOTAL PER ELEVATION.
MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, SINGLE TYPE OF CONSTRUCTION ALLOWED.
COPY: TENANT NAME AND / OR LOGO
HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE
LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE
TYPEFACE: CUSTOM LOGO AND TYPE OK
COLORS: CUSTOM COLORS OK
SECONDARY SIGNS: YES (NOT TO EXCEED 25% OF TOTAL ALLOWABLE SIGN AREA). ONLY MAJOR SERVICES/DEPARTMENTS ALLOWED. NO ADVERTISING OR SLOGANS.

PAD TENANT IS ANYTHING UNDER 20,000 SQUARE FEET



TYPICAL PAD TENANT ELEVATION

SCALE 3/32" = 1'-0"

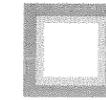
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RANCHO VISTA TOWN CENTER SIGN PROGRAM

70% OF ADJACENT SURFACE OR 2'-6" MAX (WHICHEVER IS LESS)

MAXIMUM 70% OF ADJACENT SURFACE

SHOP TENANT



SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES.

MAXIMUM OF 100 SQUARE FEET TOTAL PER ELEVATION.

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

COPY: TENANT NAME AND / OR LOGO

HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: NO

MAXIMUM 70% OF ADJACENT SURFACE

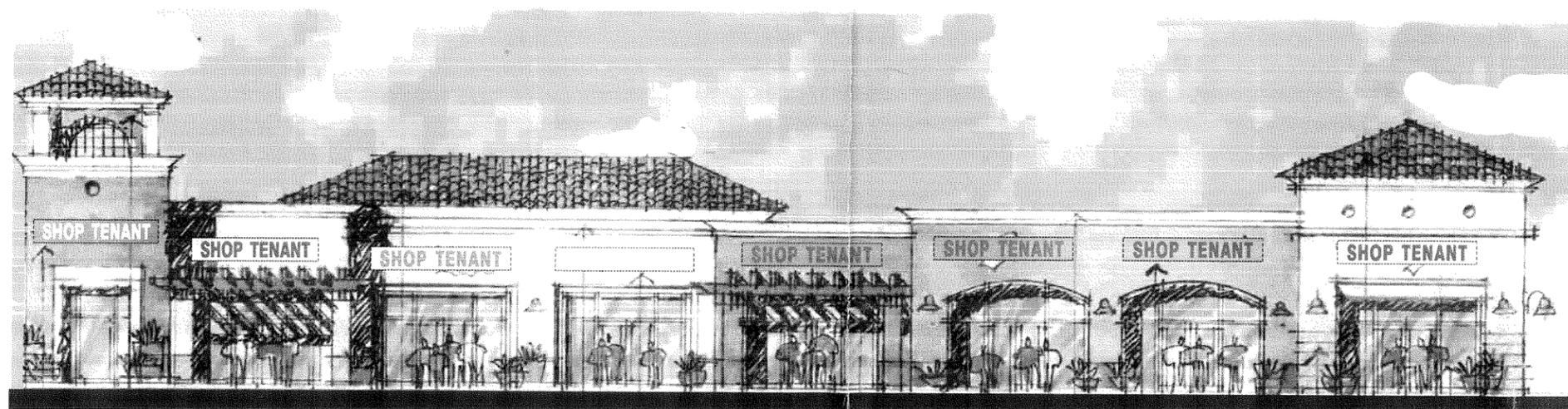
SHOP TENANT

70% OF ADJACENT SURFACE OR 3'-6" MAX (WHICHEVER IS LESS)

EXAMPLE OF STACKED COPY

(LOGO HEIGHT SHALL NOT EXCEED 3' 6")

NOTE: LETTER HEIGHT NOT TO EXCEED 2'-6"

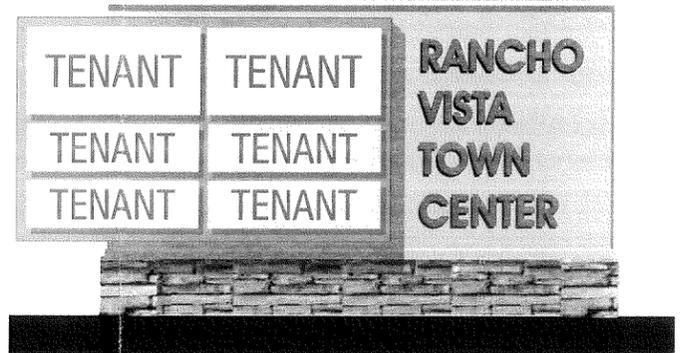
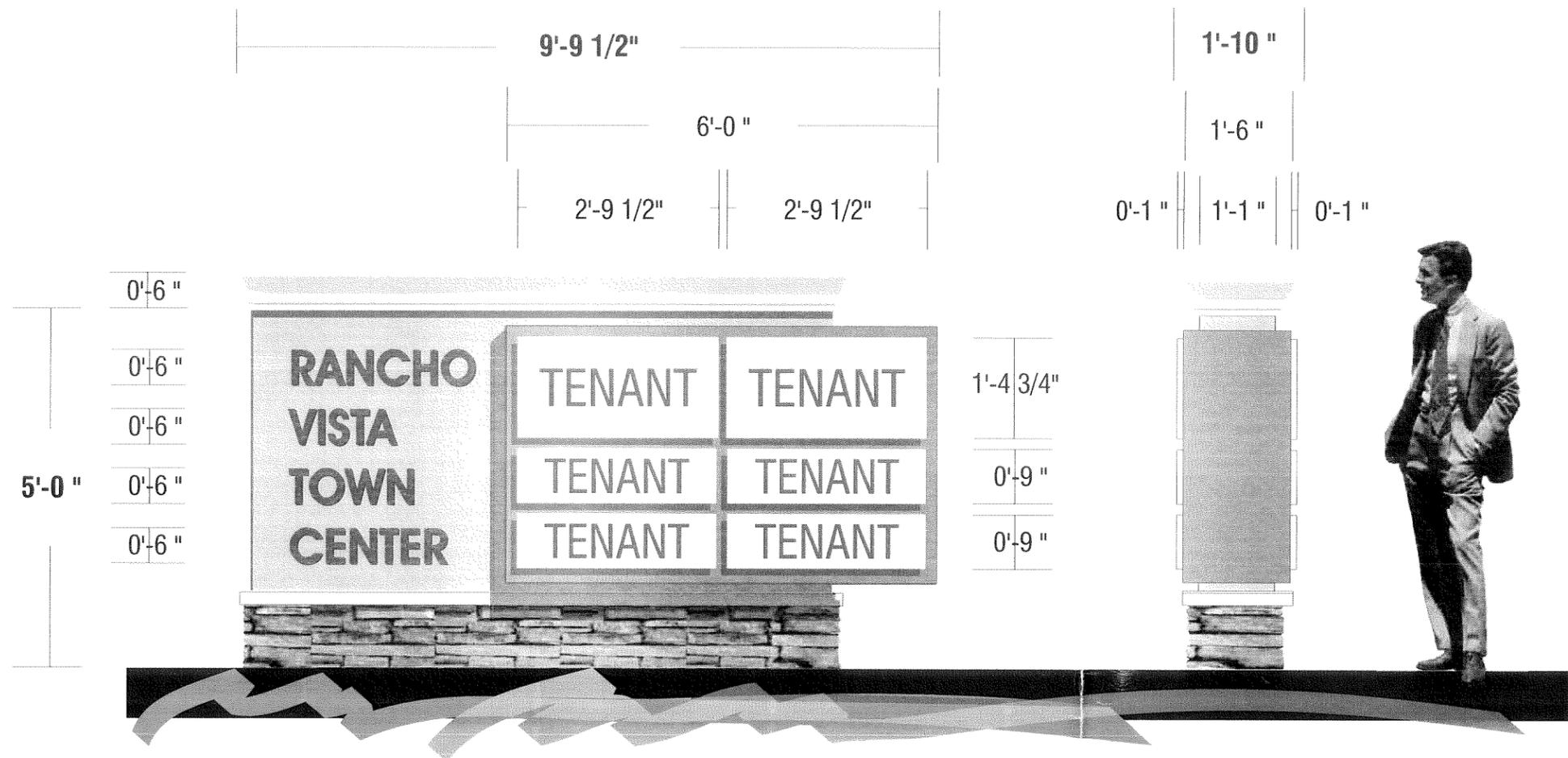


TYPICAL SHOP TENANT ELEVATION

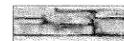
SCALE 1/16" = 1'-0"



RANCHO VISTA TOWN CENTER SIGN PROGRAM



VIEW OF OPPOSITE SIDE OF SIGN

-  RED #33
-  VERIFY
-  VERIFY
-  VERIFY
-  VERIFY

COLORS TO MATCH BUILDING

A1 **A2** **A3**

NEW DOUBLE FACED INTERNALLY ILLUMINATED MULTI-TENANT MONUMENT SIGNS (MAKE THREE)
 SCALE: 3/8" = 1'-0"
 USE STANDARD ALUMINUM CONSTRUCTION AND FINISH WITH MATTHEWS SATIN ACRYLIC POLYURETHANE
 "RANCHO VISTA TOWN CENTER" ROUTE OUT WHERE GRAPHICS OCCUR AND PUSH THROUGH 1/2" CLEAR ACRYLIC WITH APPLIED #33 RED VINYL OVERLAYS.
 TENANT PANELS ROUTE OUT WHERE GRAPHICS OCCUR AND BACK UP WITH ACRYLIC WITH APPLIED VINYL OVERLAYS.

SIDE VIEW

RANCHO VISTA TOWN CENTER SIGN PROGRAM