



4635 FIRESTONE BOULEVARD, SOUTH GATE, CA

## Sign Criteria

11 March 2013



prepared by:

**Selbert Perkins Design Collaborative**

432 Culver Boulevard, Playa Del Rey, CA 90293

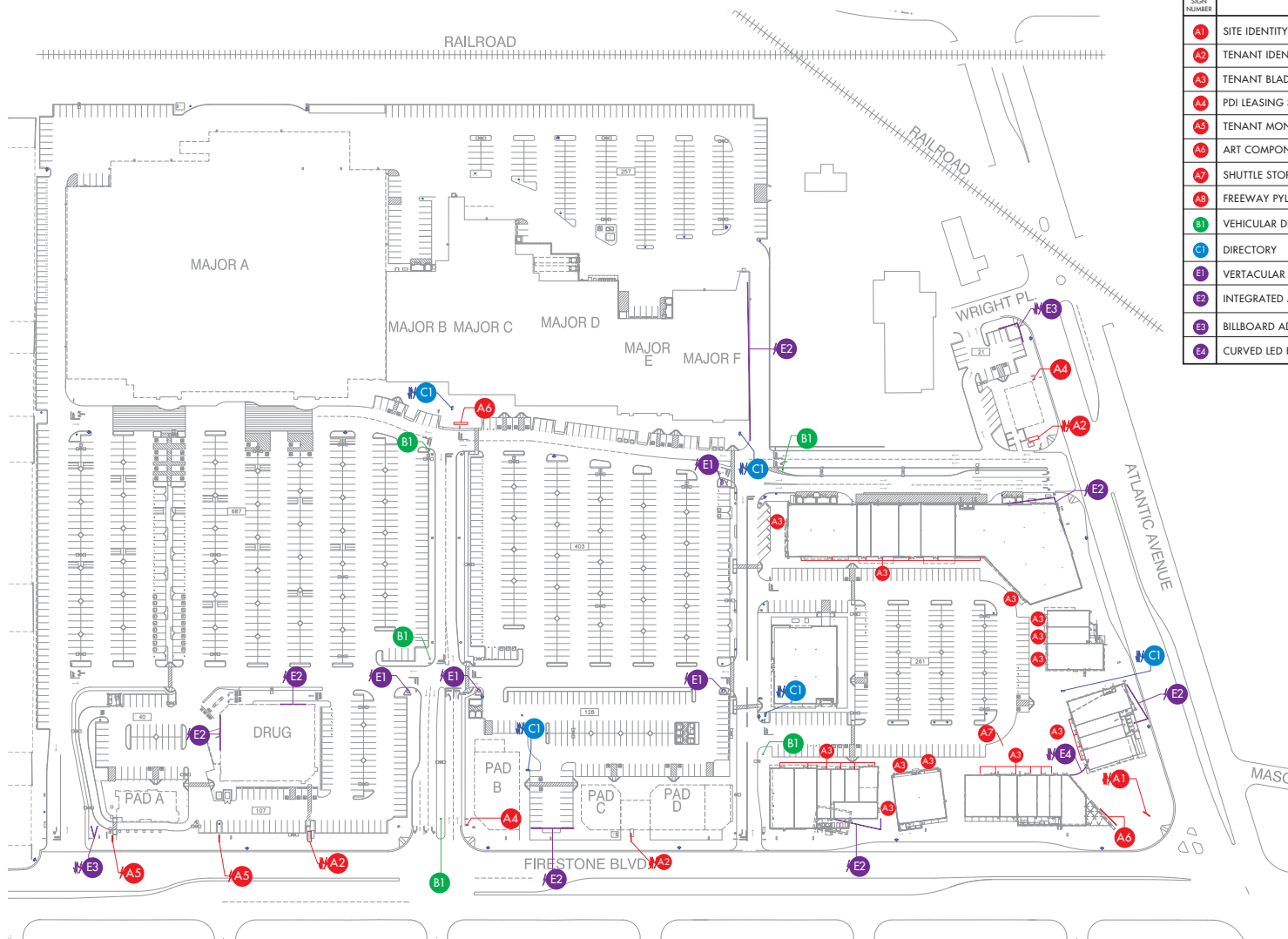
**T** 310 822 5223

**F** 310 822 5203

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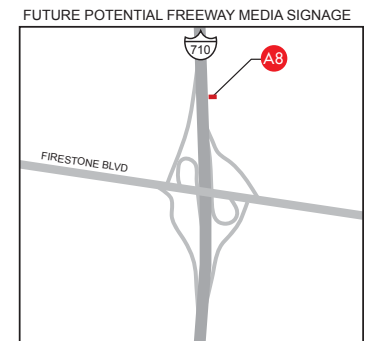
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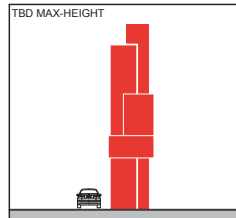


# SIGN LEGEND

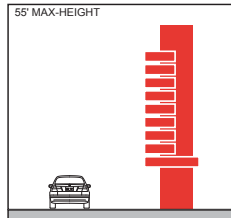
SIGN NUMBER	SIGN TYPE	QTY	DIMENSIONS
A1	SITE IDENTITY ELEMENT	1	6'0" MAX HEIGHT - 3-SIDED APPROX. 3,000SF
A2	TENANT IDENTITY PYLON	3	55'-0" MAX HEIGHT - DOUBLE-SIDED APPROX. 2,500SF
A3	TENANT BLADE SIGN	30	3' X 3' MAX - DOUBLE-SIDED APPROX. 180SF
A4	PDI LEASING SIGN	2	55'-0" MAX HEIGHT - DOUBLE-SIDED APPROX. 2,500SF
A5	TENANT MONUMENT	2	15'-0" MAX HEIGHT - DOUBLE-SIDED APPROX. 320SF
A6	ART COMPONENT	2	20'-0" MAX HEIGHT APPROX. 1,800SF
A7	SHUTTLE STOP	1	7'-0" MAX HEIGHT - DOUBLE-SIDED
A8	FREEWAY PYLON IDENTITY	1	FUTURE POTENTIAL FREEWAY MEDIA SIGNAGE
B1	VEHICULAR DIRECTION	5	10'-0" MAX HEIGHT - DOUBLE-SIDED APPROX. 360SF
C1	DIRECTORY	5	8'-0" MAX HEIGHT - DOUBLE-SIDED APPROX. 240SF
E1	VERTACULAR	4	52'-0" MAX HEIGHT - 3-SIDED APPROX. 770SF
E2	INTEGRATED ADVERTISING	7	12'-0" MAX HEIGHT APPROX. 450SF
E3	BILLBOARD ADVERTISING	2	20'-0" MAX HEIGHT APPROX. 672SF
E4	CURVED LED FEATURE	1	30'-0" MAX HEIGHT APPROX. 900SF



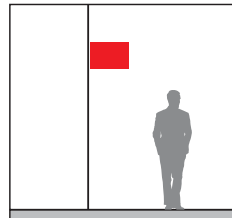
## IDENTIFICATION



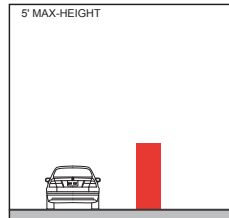
A1 SITE IDENTITY LED PYLON



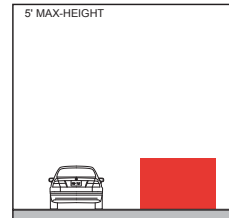
A2 TENANT IDENTITY PYLONS



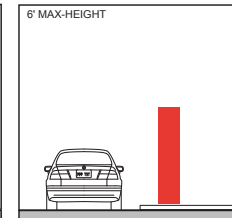
A3 TENANT BLADE IDENTITY



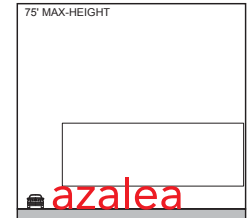
A4 PDI LEASING SIGN



A5 TENANT MONUMENT

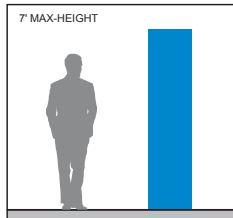


A7 SHUTTLE STOP



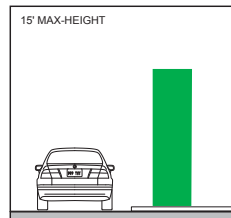
A6 ART ELEMENT CORNER

## INFORMATION



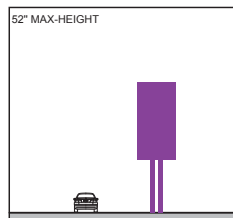
C1 DIRECTORY

## DIRECTION

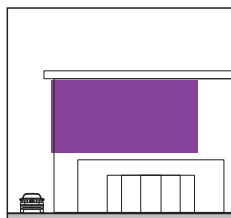


B1 VEHICULAR DIRECTION

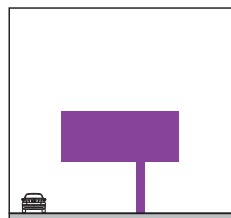
## ADVERTISING & AMENITIES



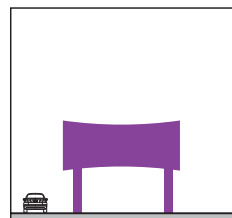
E1 VERTACULAR



E2 INTEGRATED ADVERTISING

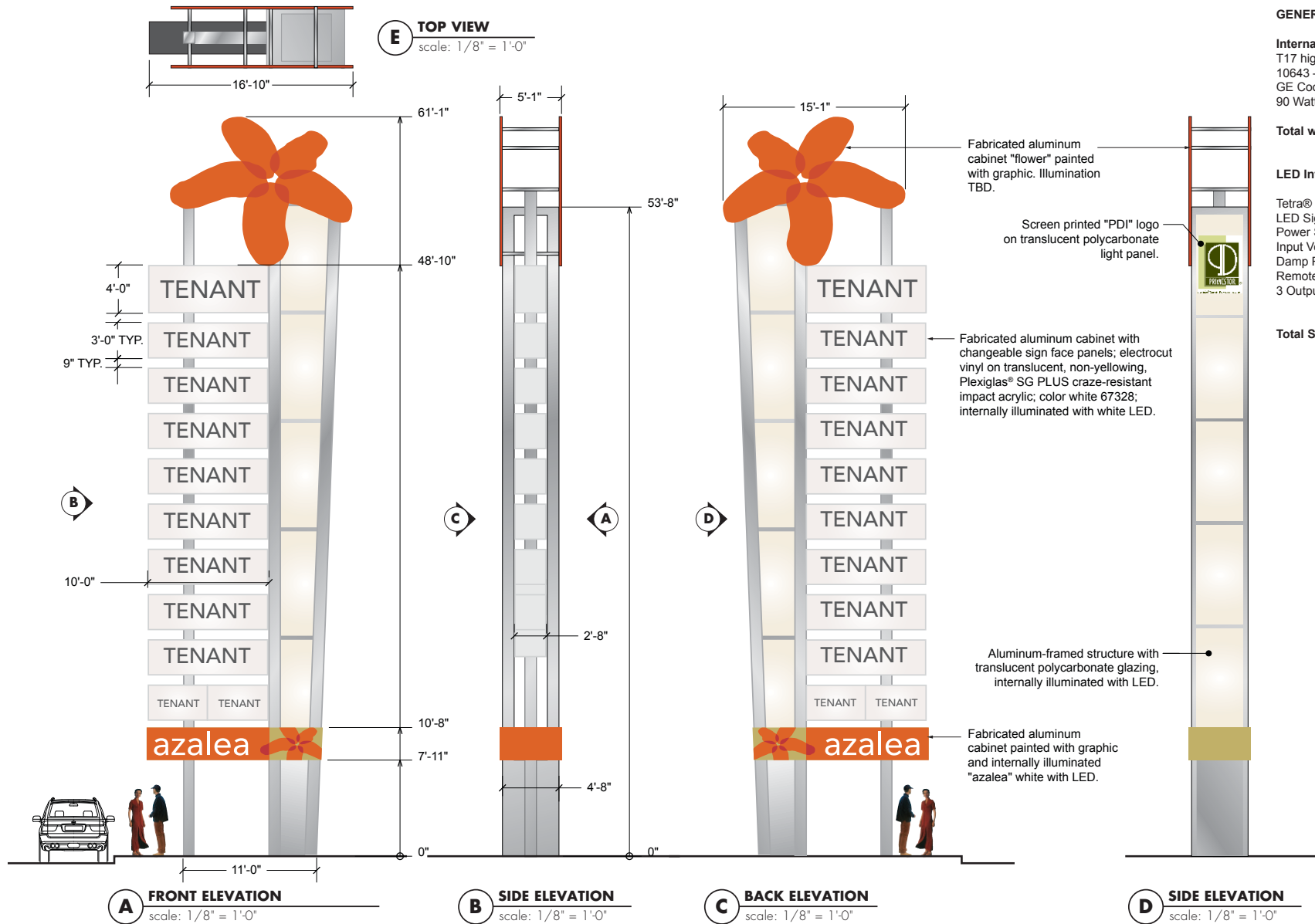


E3 BILLBOARD ADVERTISING



E4 CURVED LED FEATURE





#### GENERAL NOTES

**Internal fluorescent cabinet illumination**  
T17 high output lamps: 30 (estimate)  
10643 – F90T17/CW  
GE Cool White T17  
90 Watts - 65 Volts/lamp

**Total watts: 4,860**

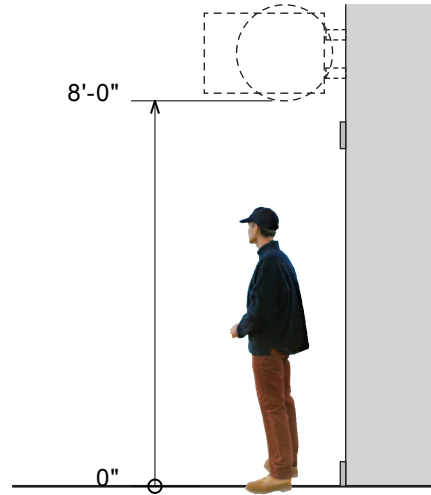
#### LED Internal Illumination "azalea":

Tetra® MAX  
LED Signage Lighting  
Power Supply (12VDC/180W both sides),  
Input Voltage: 90-305VAC;  
Damp Rated; Self-Contained,  
Remote or Raceway;  
3 Output Banks; Class 2

**Total Sign Watts = 5,220 Watts**



**4 PERSPECTIVE**  
scale: NTS

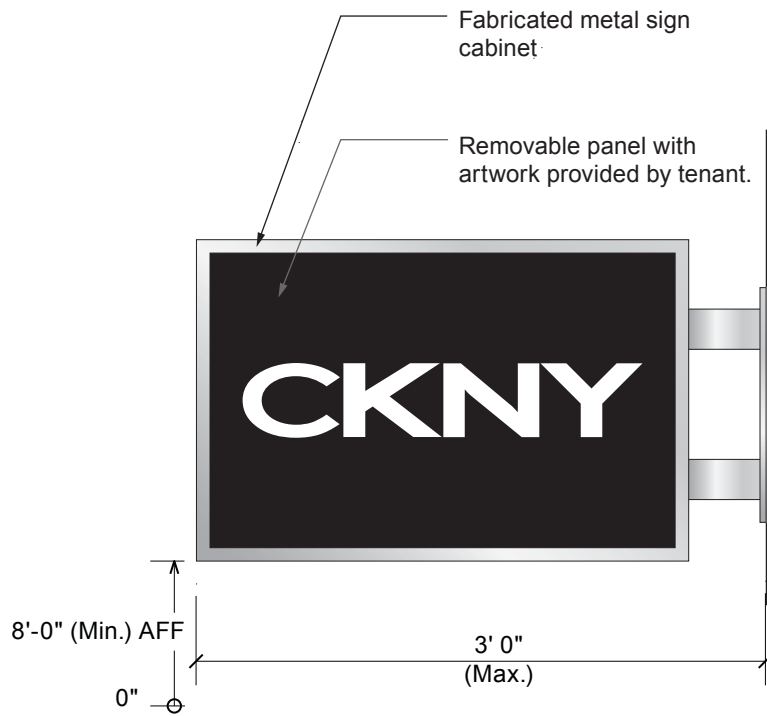


**3 CONTEXT**  
scale: 1/4" = 1'

**NOTES:**  
Blade signs are to be illuminated.  
Total square footage not to exceed 4 sq. ft.

Sign bracket and power provided by Landlord. Sign cabinet, panels and light fixtures provided by the Tenant.

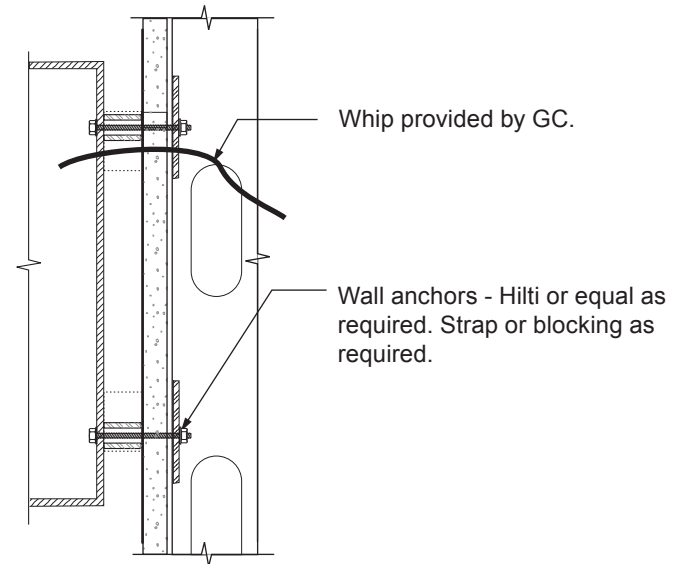
Illustration for reference only. All designs subject to owner's approval.



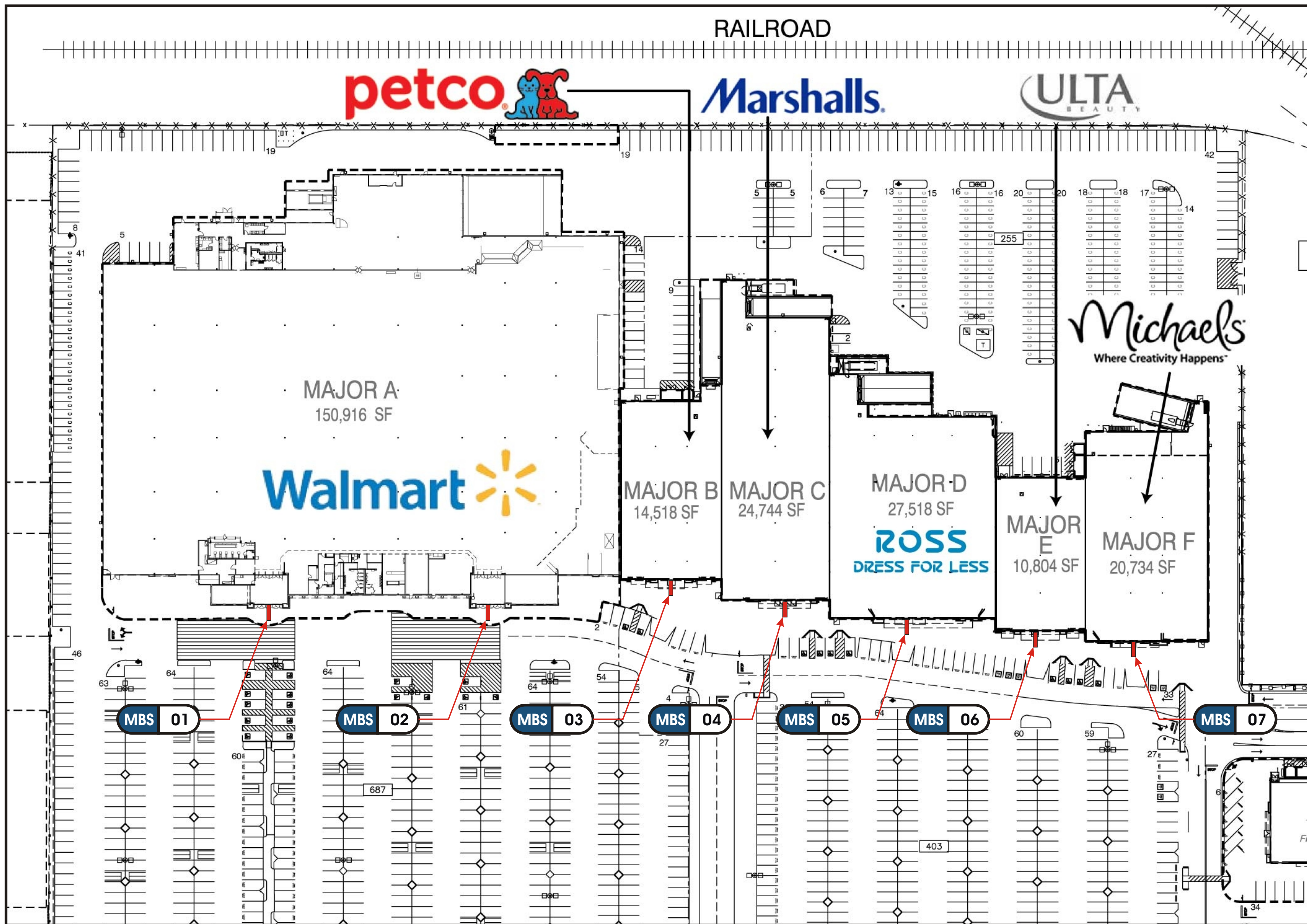
**1 ELEVATION**  
scale: 1" = 1'



**2 SIDE VIEW**  
scale: 1" = 1'



**A TYPICAL SECTION**  
scale: NTS



**CLIENT**  
 PRIMESTOR DEVELOPMENT, INC.  
 201 S. FIGUEROA STREET  
 SUITE 300  
 LOS ANGELES, CA 90012

**PROJECT**  
 azalea  
 MAJOR TENANT BLADE SIGN  
 4635 FIRESTONE  
 SOUTH GATE, CA 90280

**JOB NO.** 13-002-0

**DATE** 07.04.2013

**QUANTITY** (7) TOTAL

**SCALE** AS NOTED

**DRAWN BY:** MIKE N.

**REVISIONS**

△	
△	
△	
△	

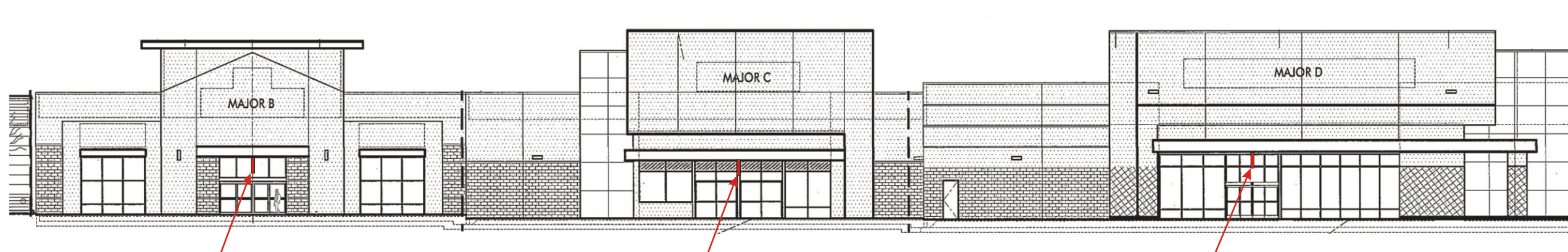


**SIGNSOURCE**  
 ARCHITECTURAL FABRICATORS  
 204 W Carleton Ave., Unit A  
 Orange, CA 92867  
 714/979-9979  
 714/979-9909 fax  
 www.signsource.com

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**"This drawing shows possible placement of blade signs for the Major Tenant storefronts. We have not done any designs for these signs because these retailers have their own approved sign companies under contract and those companies would do the specific design based on the corporate sign guidelines of each retailer."**



**MBS 03**

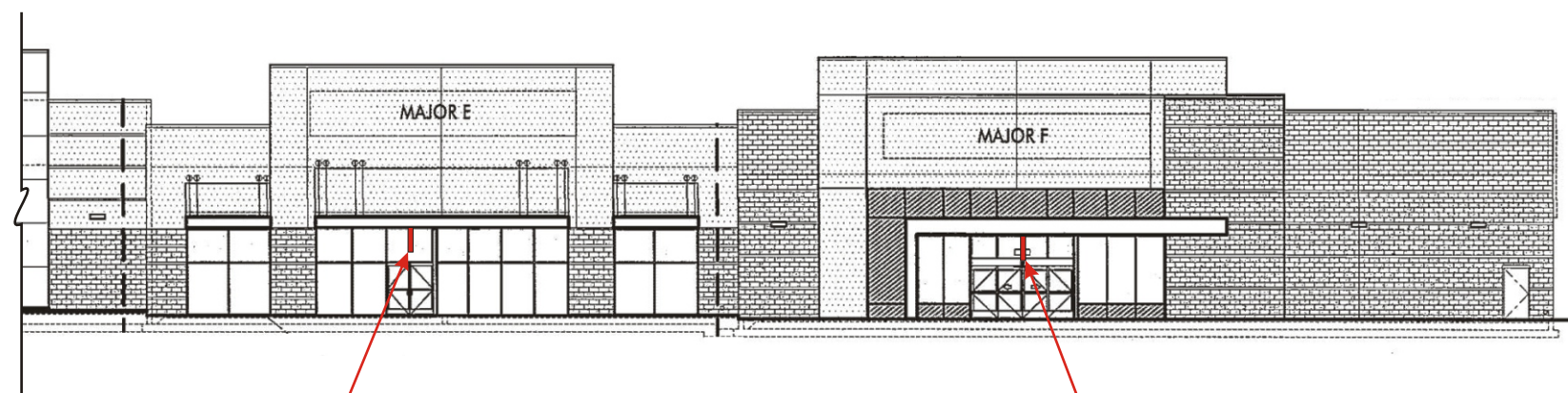
D/F Internally illuminated  
suspended blade sign.

**MBS 04**

D/F Internally illuminated  
suspended blade sign.

**MBS 05**

D/F Internally illuminated  
suspended blade sign.



**MBS 06**

D/F Internally illuminated  
suspended blade sign.

**MBS 07**

D/F Internally illuminated  
suspended blade sign.

**CLIENT**  
PRIMESTOR DEVELOPMENT, INC.  
201 S. FIGUEROA STREET  
SUITE 300  
LOS ANGELES, CA 90012

**PROJECT**  
azalea  
MAJOR TENANT BLADE SIGN  
4635 FIRESTONE  
SOUTH GATE, CA 90280

**JOB NO.** 13-002-0

**DATE** 07.04.2013

**QUANTITY** (7) TOTAL

**SCALE** AS NOTED

**DRAWN BY:** MIKE N.

**REVISIONS**

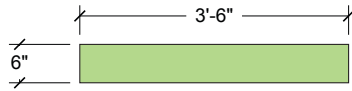
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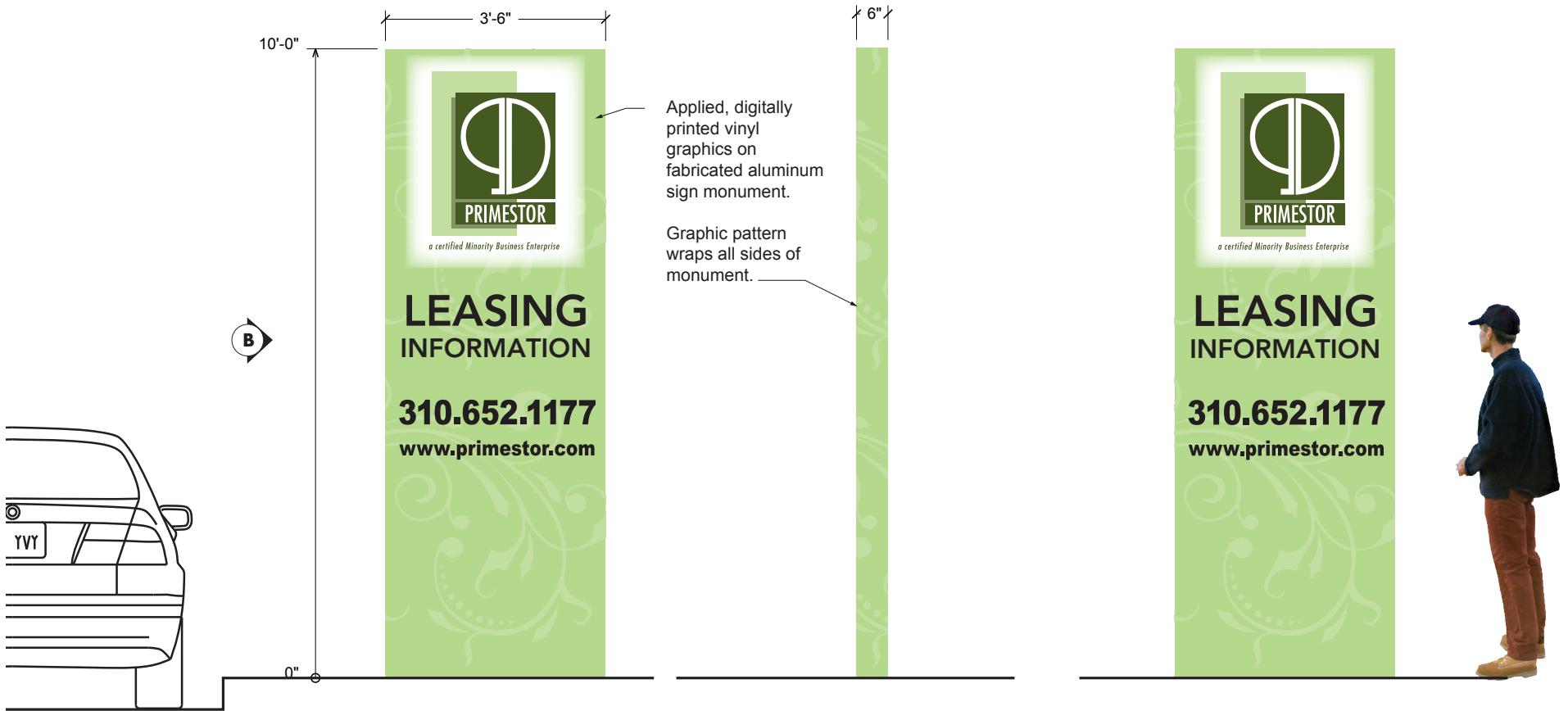
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ARCHITECTURAL FABRICATORS

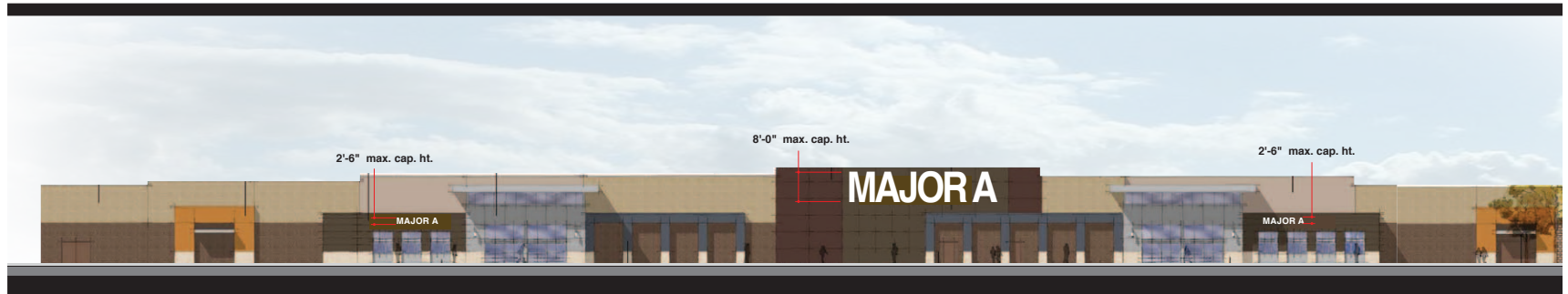
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Orange, CA 92867  
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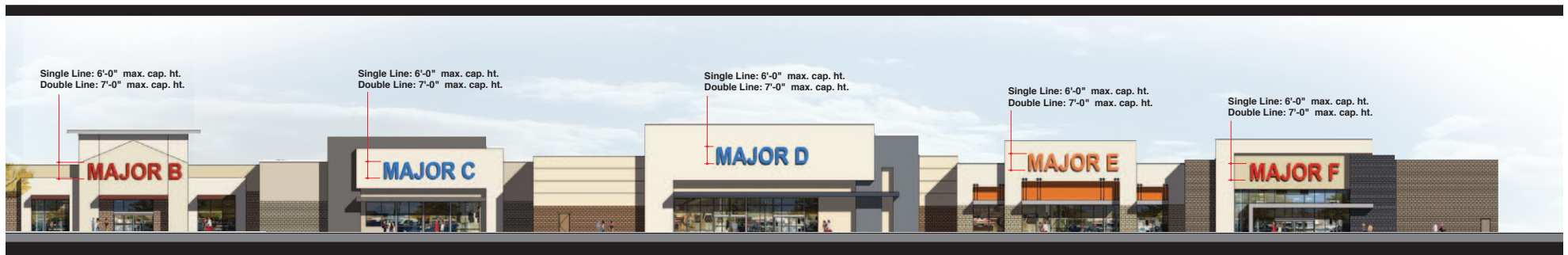


**D TOP VIEW**  
scale: 1/2" = 1'-0"





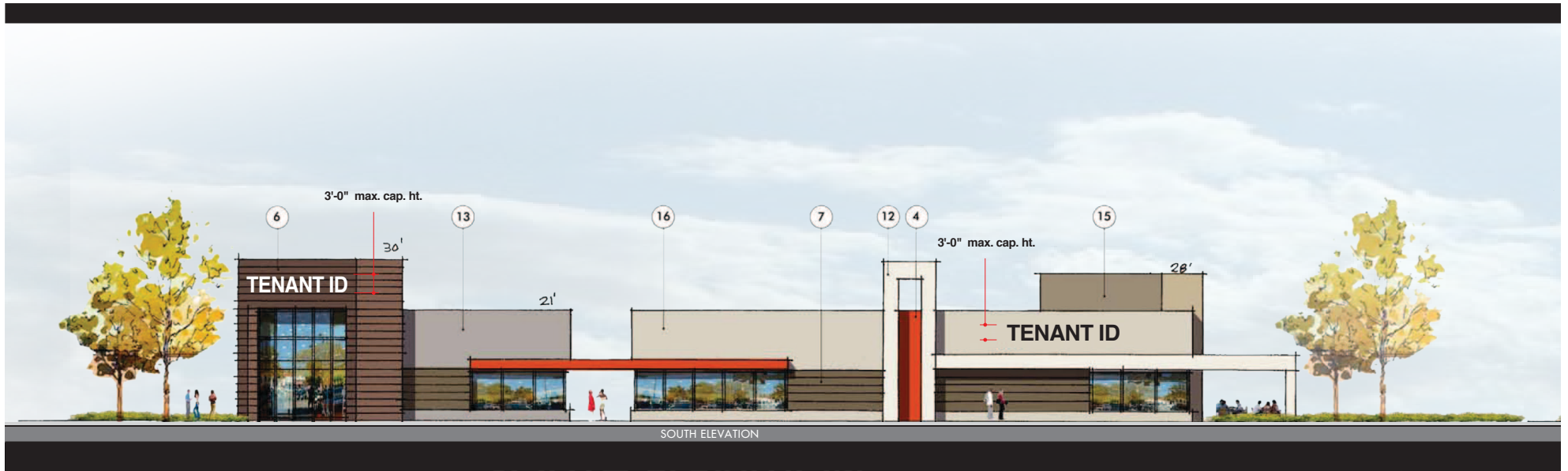
Major A - South Elevation



Majors B-E - South Elevation



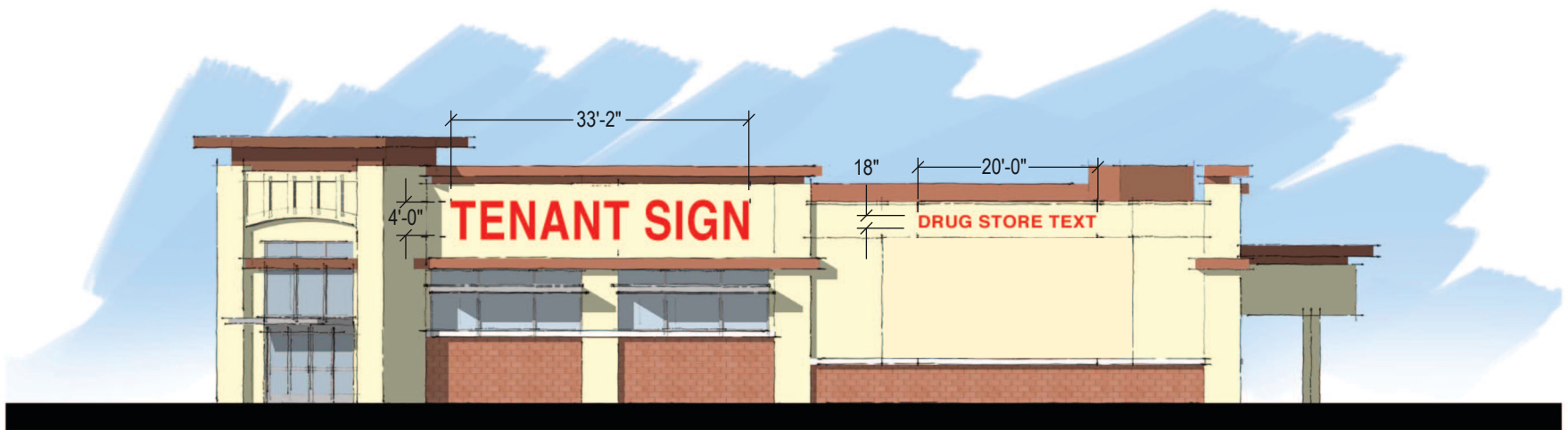






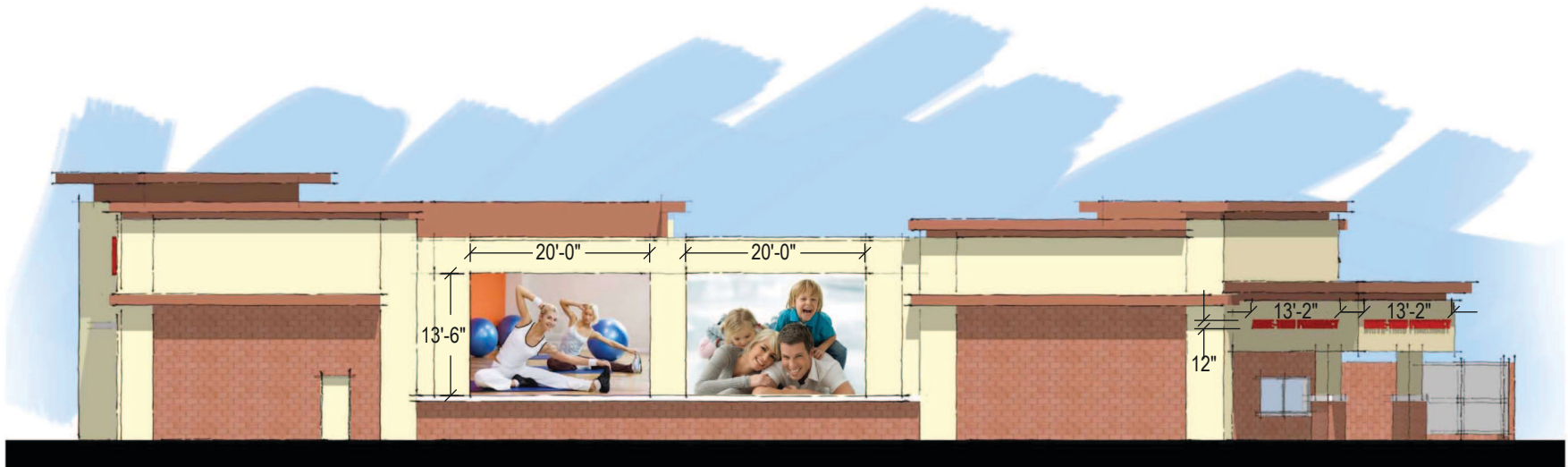


South Elevation



East Elevation





North Elevation



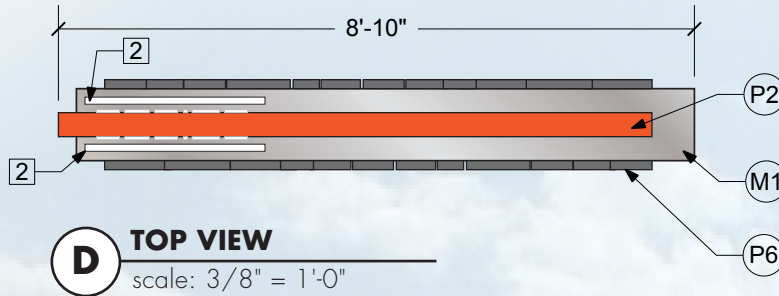
West Elevation



**NOTE:** Monument by Tenant; power provided by Landlord.

## Color Key

C:0 M:0 Y:0 K:0	C:0 M:81 Y:95 K:0	C:12 M:99 Y:75 K:0	C:12 M:99 Y:45 K:0	C:20 M:22 Y:61 K:0	C:0 M:0 Y:0 K:80	M-1 Horizontal Brushed Stainless Steel	M-2 Horizontal Brushed Aluminum - Clearcoat
P-1	P-2	P-3	P-4	P-5	P-6		



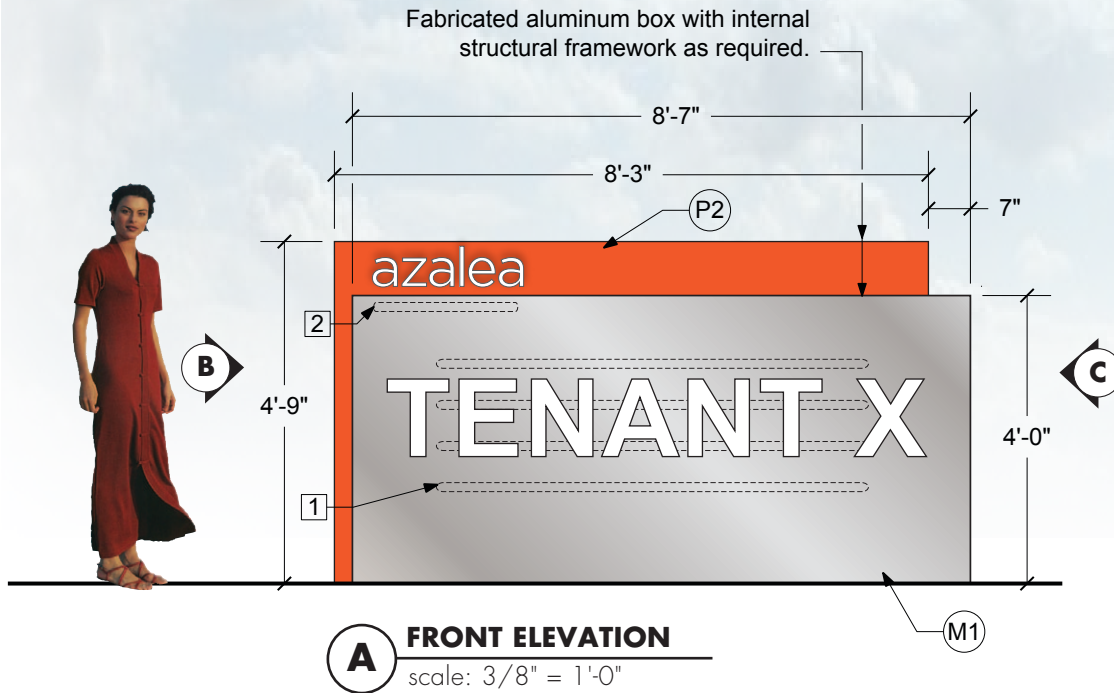
## GENERAL NOTES

**Internal fluorescent cabinet illumination**  
T12 high output lamps:

- QTY 8 (estimate) - F72T12/CW/HO  
T12, 4100K, 72 in. L, 85W  
85 Watts - 65 Volts/lamp
- QTY 2 - F24T12/CW/HO  
T12, 4100K, 24 in. L, 35W

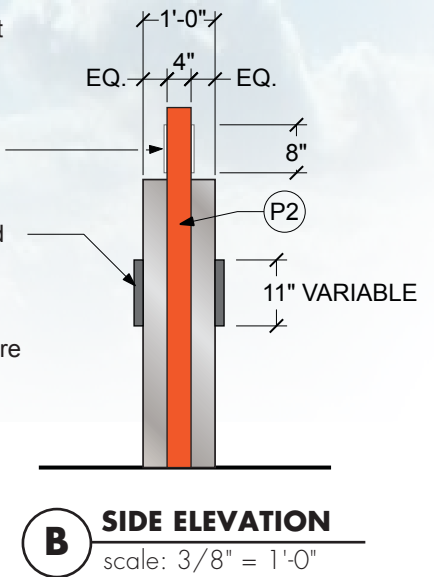
**Total watts: 750**

**Total Sign Area = 15 SQ. FT**  
**Maximum Height = 5 FT.**



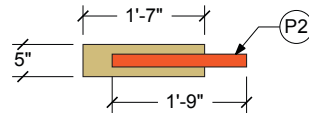
1/2" deep waterjet-cut aluminum letters, pin-mounted flush to surface; letter face color is white, returns painted white

1 1/2" deep fabricated acrylic letterforms, push-thru laser-cut aluminum cabinate surface; letter faces are internally illuminated, letter returns are painted to match P6



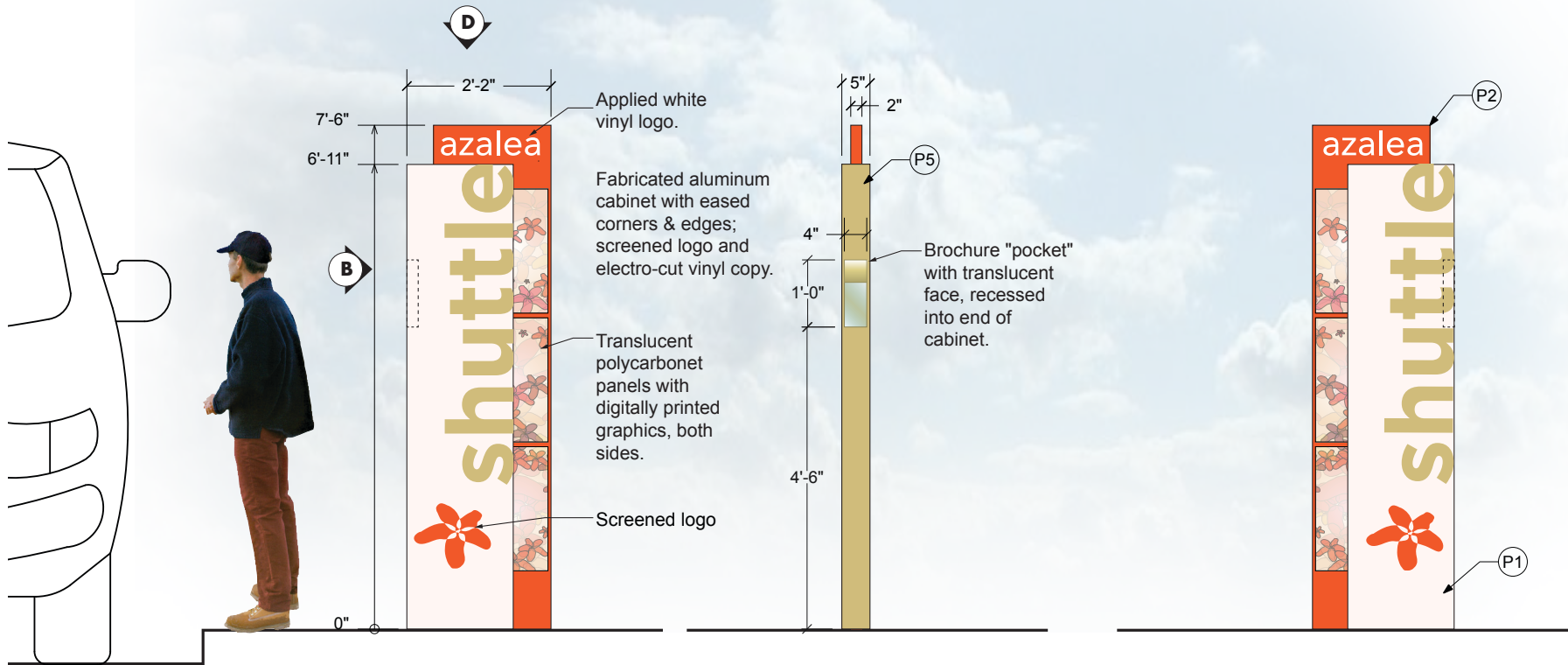
## Color Key

C:0 M:0 Y:0 K:0	C:0 M:81 Y:95 K:0	C:12 M:99 Y:75 K:0	C:12 M:99 Y:45 K:0	C:20 M:22 Y:61 K:0	C:0 M:0 Y:0 K:80	M-1 Horizontal Brushed Stainless Steel	M-2 Horizontal Brushed Aluminum - Clearcoat
P-1	P-2	P-3	P-4	P-5	P-6		



### D TOP VIEW

scale: 1/2" = 1'-0"



### A FRONT ELEVATION

scale: 1/2" = 1'-0"

### B SIDE ELEVATION

scale: 1/2" = 1'-0"

### C BACK ELEVATION

scale: 1/2" = 1'-0"



**azalea REGIONAL SHOPPING CENTER**  
**April 2, 2012**

**I. GENERAL**

Signs are not only effective as store identification, but are a source of interest, excitement and good advertising when designed with taste and in harmony with the design standards of the azalea Shopping Center. The sign regulations herein have been established for the purpose of achieving the best possible effect for store identification and overall design, while allowing tenant creativity within the limit of their leasehold. Experience has proven that all stores in the Shopping Center will benefit by the establishment of sign controls such as herein set forth.

This sign criteria is not a guarantee of signage, and is subject to all signage regulations established by the City of South Gate. The design elements, as referenced in the Sign Criteria, shall be subject to review and approval by the Landlord and City of South Gate.

**II. APPROVALS**

- A. It is a mandatory requirement that the design and construction of the Tenant's exterior signs receive written approval by Landlord prior to City submittals, fabrication and installation.

Landlord's approval shall be based on:

1. Conformity to this sign criteria established for the center, including the fabrication and method of installation.
2. Harmony and compatibility of the proposed sign with the approved design standards of the Shopping Center and co-tenants.
3. Conformity to City of South Gate's requirements.

Landlord has the specific right to refuse approval of any sign design, which does not conform to the specific criteria set forth herein. A request for an exception to any of the provisions of the Sign Criteria shall be made in writing by the tenant and shall be subject to review and approval by the landlord and the City of South Gate.

- B. To secure Landlord's approval, Tenant agrees to conform to the following procedures:
1. Submit full-size PDF format package of the detailed sign design to Landlord's representative.

2. All sign design and specifications shall be prepared by a reputable licensed sign contractor. The sign drawing shall indicate the following information:
  - a. A scaled storefront drawing reflecting the proposed sign design and all dimensions, as it relates to the storefronts elevation and rear or side elevation of Tenant's building.
  - b. A site plan and elevation indicating the exact location of each Tenant's sign as it relates to the building.
  - c. A detailed through section of the sign and building fascia to show its construction and method of attachment.
  - d. All Plexiglas colors, paint finish colors with color swatches and material specifications.
  - e. Neon tubing sizes, colors and intensity.
3. Unless Landlord has received the required submittal of a detailed sign design as set forth above, Landlord will not approve Tenant's exterior signage.
4. All drawings marked "Disapproved" or "Approved as Noted" shall be re-submitted as here and above set forth in section II paragraph "B" with the required corrections. Tenant or its sign contractor shall not be permitted to commence installation of any exterior sign, unless the following conditions are met:
  - a. A stamped set of the final sign drawings reflecting Landlord's approval are received and retained on Tenant's premises at all times during the installation of sign and signs for a period of thirty (30) days thereafter.
  - b. No sign shall be installed unless the Landlord approved signage plans are submitted to the City of South Gate for permits and approval. The sign contractor shall ensure that all signs and the installation thereof complies with all applicable zoning, building and electrical codes.

**III. GENERAL SIGN CRITERIA AND RESTRICTIONS**

- A. ANCHOR TENANTS: (150,000 sq. ft or greater)

1. Each Tenant shall be permitted a maximum of three (3) illuminated channel letter sign, including logotype identification, on the front elevation of Tenant's Premises. The total combined signage area for each Anchor Tenant shall be subject to compliance with all applicable City of South Gate's Municipal Code provisions but not to exceed a total of 500 square feet. The sign area shall be centered vertically and horizontally on the front fascia of the tenant's building above the entrance. Signs shall be located only within the space and surface specifically provided for it on the building in accordance with the requirements of the approved sign criteria. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.

2. Landlord shall reasonably approve location of Tenant signs, which shall be in keeping with the architectural design of the building and center.
3. Maximum letter height of Tenant shall not exceed eight (8) feet and shall be subject to compliance with all applicable City of South Gate's Municipal Code regulations.
4. Request for double line letters and established trade logos may be approved by Landlord at its sole discretion and shall be in compliance with all applicable City of South Gate municipal code regulation.

**B. JUNIOR ANCHOR TENANTS: (45,000 sq. ft – 149,999 sq. ft)**

1. Each Tenant shall be permitted a maximum of one (1) illuminated channel letter sign, including logotype identification, on the front elevation of Tenant's Premises.
2. The total combined signage area for each Junior Anchor Tenant shall be subject to compliance with all applicable City of South Gate's Municipal Code provisions. The sign area shall be centered vertically and horizontally on the front fascia of the tenant's building above the entrance. Signs shall be located only within the space and surface specifically provided for it on the building in accordance with the requirements of the approved sign criteria. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
3. Tenants with more than one street frontage may apply to the Landlord for additional building signs subject to compliance with all applicable City of South Gate's Municipal Code provisions.
4. Landlord shall reasonably approve location of Tenant signs, which shall be in keeping with the architectural design of the building and center.
5. Maximum letter height of Tenant shall not exceed seven (7) feet and shall be subject to compliance with all applicable City of South Gate's Municipal Code regulations.
6. Request for double line letters and established trade logos may be approved by Landlord but shall not exceed seven-feet, 6-inches (7'-6"), at its sole discretion and shall be in compliance with all applicable City of South Gate municipal code regulation.

**C. JUNIOR ANCHOR TENANTS: (10,000 sq. ft. – 44,999 sq. ft) (Major Tenants)**

1. Each Tenant shall be permitted a maximum of one (1) illuminated channel letter sign, including logotype identification, on the front elevation of Tenant's Premises.
2. The total combined signage area for each Junior Anchor Tenant shall be subject to compliance with all applicable City of South Gate's Municipal Code provisions. The sign area shall be centered vertically and horizontally on the front fascia of the tenant's building above the entrance. Signs shall be

located only within the space and surface specifically provided for it on the building in accordance with the requirements of the approved sign criteria. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.

3. Tenants with more than one street frontage may apply to the Landlord for additional building signs subject to compliance with all applicable City of South Gate's Municipal Code provisions.
4. Landlord shall reasonably approve location of Tenant signs, which shall be in keeping with the architectural design of the building and center.
5. Maximum letter height of Tenant shall not exceed six (6) feet and shall be subject to compliance with all applicable City of South Gate's Municipal Code regulations.
6. Request for double line letters and established trade logos may be approved by Landlord but shall not exceed seven (7) feet, at its sole discretion and shall be in compliance with all applicable City of South Gate municipal code regulation.

**D. LARGE IN-LINE PLAZA TENANTS: (4,000 sq. ft. or greater)**

1. Each Tenant shall be permitted a maximum of one (1) illuminated channel letter sign, including logotype identifications, on the front elevation of Tenant's Premises. Signs shall be located only within the space and the surface specifically provided for it on the building in accordance with the requirements of the approved sign criteria.
2. The total combined signage area for each Inline Shop shall be subject to compliance with all applicable City of South Gate's Municipal Code provisions. The sign shall be centered vertically and horizontally on the front fascia of Tenant's building above the entrance. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
3. Tenants with more than one street frontage may apply to the Landlord for additional building signs subject to compliance with all applicable City of South Gate's Municipal Code regulations.
4. Landlord shall reasonably approve location of Tenant signs, which shall be in keeping with the architectural design of the building and center.
5. Maximum letter height of sign shall not exceed four (4) feet for single line and five (5) feet for double line. All signs must be in compliance with all applicable City of South Gate's Municipal Code regulations.
6. Request for double line letters and established trade logos may be approved by Landlord at its sole discretion and shall be in compliance with all applicable City of South Gate municipal code regulation.

E. INLINE SHOPS TENANTS: (Up to 3,999 sq. ft.)

1. Each Tenant shall be permitted a maximum of one (1) illuminated channel letter sign, including logotype identifications, on the front elevation of Tenant's Premises. Signs shall be located only within the space and the surface specifically provided for it on the building in accordance with the requirements of the approved sign criteria.
2. The total combined signage area for each Inline Shop shall be subject to compliance with all applicable City of South Gate's Municipal Code provisions. The sign shall be centered vertically and horizontally on the front fascia of Tenant's building above the entrance. Total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
3. Tenants with more than one street frontage may apply to the Landlord for additional building signs subject to compliance with all applicable City of South Gate's Municipal Code regulations.
4. Landlord shall reasonably approve location of Tenant signs, which shall be in keeping with the architectural design of the building and center.
5. Maximum letter height of sign shall not exceed three (3) feet for single line and four (4) feet for double line. All signs must be in compliance with all applicable City of South Gate's Municipal Code regulations.
6. Request for double line letters and established trade logos may be approved by Landlord at its sole discretion and shall be in compliance with all applicable City of South Gate municipal code regulation.

F. SINGLE USER PAD TENANTS (12,000 sq. ft or greater)

1. Each single user pad tenant shall be permitted a total of three (3) illuminated channel letter signs, including logotype identification, on the front, side or rear of Tenant's Premises, subject to compliance with all applicable City of South Gate's Municipal Code regulations. Signs shall be located only within the space and surface specifically provided for it on the building in accordance with the requirements of the approved sign criteria.
2. All channel letter signs shall be mounted on the elevations of Tenant's leasehold premises with the total combined signage area for each Single User Pad subjected to compliance with all applicable City of South Gate's Municipal Code provisions. The sign shall be centered vertically and horizontally and total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
3. Landlord shall reasonably approve the location of the Tenant signs, which shall be in keeping with the architectural design of the building and center
4. Maximum letter height of sign shall be four (4) feet and shall be in compliance with all applicable City of South Gate's Municipal Code regulations.
5. Request for double line letters and established trade logos may be approved by Landlord at its sole discretion and shall be in compliance with all applicable

City of South Gate municipal code regulation.

6. Subject to Landlord approval, Tenant, at its sole cost may erect one (1) internally illuminated single-tenant freestanding monument sign on the side of the project site fronting Firestone Avenue.
  - a. Size: The overall height of the sign shall not exceed five (5) feet and is subject to the City of South Gate regulations.
  - b. Location: A site plan indicating the exact location of the freestanding sign and as shown on this sign criteria shall be submitted to the South Gate's Planning Department for approval. The freestanding sign shall be placed within a landscaping planter area and shall be located a minimum of five (5) feet from any property line and 3'-0" from all driveways and drive aisles proposed on the site.
  - c. Design: Prior to installation, the Tenant shall submit elevations and construction plans for the proposed sign to the Landlord and to City of South Gate for approval and permits. The monument sign shall include design features and decorative building materials to compliment the architectural style of the center.

G. SINGLE USER PAD TENANTS (up to 11,999 sq. ft)

1. Each single user pad tenant shall be permitted a total of three (3) illuminated channel letter signs, including logotype identification, on the front, side or rear of Tenant's Premises, subject to compliance with all applicable City of South Gate's Municipal Code regulations. Signs shall be located only within the space and surface specifically provided for it on the building in accordance with the requirements of the approved sign criteria.
2. All channel letter signs shall be mounted on the elevations of Tenant's leasehold premises with the total combined signage area for each Single User Pad subjected to compliance with all applicable City of South Gate's Municipal Code provisions. The sign shall be centered vertically and horizontally and total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
3. Landlord shall reasonably approve the location of the Tenant signs, which shall be in keeping with the architectural design of the building and center
4. Maximum letter height of sign shall be four (4) feet and shall be in compliance with all applicable City of South Gate's Municipal Code regulations.
5. Request for double line letters and established trade logos may be approved by Landlord at its sole discretion and shall be in compliance with all applicable City of South Gate municipal code regulation.

H. MULTI-USER PAD TENANTS

1. Each multi-user pad Tenant shall be permitted a maximum of two (2) illuminated channel letter signs, including logotype identification, on the front and rear of Tenant's Premises, subject to compliance with all applicable City of South

Gate's Municipal Code regulations. Signs shall be located only within the space and surface specifically provided for it on the building in accordance with the requirements of the sign criteria.

2. All channel letter signs shall be mounted on the elevations of Tenant's leasehold premises with the total combined signage area for each Single User Pad subjected to compliance with all applicable City of South Gate's Municipal Code provisions. The sign shall be centered vertically and horizontally and total combined length of signage shall not exceed 70% of leasehold frontage of Tenant's building.
3. Tenants with more than one street frontage and/or located on an "End Cap" may apply to the Landlord for a third elevation sign subject to compliance with all applicable City of South Gate's Zoning Ordinance regulations.
4. Landlord shall reasonably approve location of Tenant signs, which shall be in keeping with the architectural design of the building and center.
5. Maximum letter height of sign is three (3) feet for single line and four (4) feet for double line. All signs must be in compliance with all applicable City of South Gate's Zoning Ordinance regulations.
6. Request for double line letters and established trade logos may be approved by Landlord at its sole discretion and shall be in compliance with all applicable City of South Gate municipal code regulation.

#### I. DRIVE-THRU SIGNAGE

1. Drive-Thru Directional: Shall comply with all applicable City of South Gate's Zoning Ordinance regulations. Drive-Thru tenants may provide a maximum of two (2) directional signs. The overall height of the signs shall not exceed 4'0". Sign area shall not exceed six (6) square feet. Each tenant shall be permitted one (1) neon illuminated "Open" sign not-to-exceed two (2) square feet in size.
2. Menu Signs: Drive-thru tenants may provide one (1) freestanding menu sign. The overall height of the sign shall not exceed seven (7) feet. Sign area shall not exceed eighteen (18) square feet in size.
  - a. Location: The applicant shall indicate the location of all proposed signs on the final site plan to be approved by Landlord and the City of South Gate.
  - b. Detail: Details for precise menu signs shall be submitted by individual tenants for approval by the Landlord and the City of South Gate.
  - c. Directional Wall Signs: Drive-thru tenants may provide up to two (2) directional wall signs. The size, design and location of the sign shall be subject to review and approval by the Landlord and the City of South Gate.

#### J. ATLANTIC AVENUE MULTI-TENANT FREESTANDING PYLON SIGN

1. Description: The developer shall erect one (1) internally illuminated multi-tenant freestanding PYLON sign on the side of the project site fronting Atlantic

Avenue.

2. Size: The overall height of the sign shall not exceed 55 feet.
3. Location: A site plan indicating the exact location of the freestanding sign shall be submitted to the Planning Department for approval. The freestanding sign shall be placed within a landscaping planter area and shall be located a minimum of five (5) feet from any property line and 3'-0" from all driveways and drive aisles proposed on the site.
4. Tenant's space on the freestanding sign shall be subject to Landlord approval. Each Tenant shall be responsible to reimburse Landlord its Pro-Rata share plus administrative costs to construct and permit such pylon sign. Furthermore, Tenant shall be responsible for its individual panel cost (creation and installation). The maintenance and lighting of such sign(s) shall be included in Tenants Common Area costs.
5. Design: Prior to installation, the developer shall submit elevations and construction plans for the proposed sign to the Planning Department for approval and permits. The free-standing pylon sign shall include design features and decorative building materials to complement the architectural style of the center.
6. Material: Acrylic faces of sign cabinets must be "Plexiglas® SG Plus Craze-Resistant Impact Acrylic" matching product color "White 67328."

#### K. FIRESTONE BOULEVARD MULTI-TENANT FREESTANDING PYLON SIGNS

1. Description: The developer shall erect two (2) internally illuminated multi-tenant freestanding PYLON signs on the side of the project site fronting Firestone Boulevard.
2. Size: The overall height of the signs shall not exceed 55 feet.
3. Location: A site plan indicating the exact locations of the freestanding signs shall be submitted to the Planning Department for approval. The freestanding signs shall be placed within a landscaping planter area and shall be located a minimum of five (5) feet from any property line and 3'-0" from all driveways and drive aisles proposed on the site.
4. Tenant's space on the freestanding signs shall be subject to Landlord approval. Each Tenant shall be responsible to reimburse Landlord its Pro-Rata share plus administrative costs to construct and permit such pylon signs. Furthermore Tenant shall be responsible for its individual panel cost (creation and installation). The maintenance and lighting of such sign(s) shall be included in Tenants Common Area costs.
5. Design: Prior to installation, the developer shall submit elevations and construction plans for the proposed signs to the Planning Department for approval and permits. The free-standing pylon signs shall include design



features and decorative building materials to complement the architectural style of the center.

6. Material: Acrylic faces of sign cabinets must be "Plexiglas® SG Plus Craze-Resistant Impact Acrylic" matching product color "White 67328."

#### L. FUTURE POTENTIAL FREEWAY MEDIA SIGNAGE

1. Description: The developer may erect one (1) internally illuminated multi-tenant freestanding PYLON sign at the 710 Freeway near the Firestone Boulevard exit.
2. Size: The overall height of the sign is to be determined.
3. Location: A site plan indicating the exact location of the freestanding sign shall be submitted to the Planning Department for approval. The freestanding sign shall be placed within a landscaping planter area.
4. Tenant's space on the freestanding sign shall be subject to Landlord approval. Each Tenant shall be responsible to reimburse Landlord its share plus administrative costs, as determined by Landlord, to construct and permit such pylon sign. Furthermore, Tenant shall be responsible for its individual panel cost (creation and installation). The maintenance and lighting of such sign(s) shall be included in Tenants Common Area costs.
5. Design: Prior to installation, the developer shall submit elevations and construction plans for the proposed sign to the Planning Department for approval and permits. The free-standing pylon sign shall include design features and decorative building materials to complement the architectural style of the center.

#### M. GENERAL SIGN SPECIFICATIONS

1. The advertising or information content on the sign shall be limited to letters designating the store name and established trade logo as registered with the appropriate State or Federal authority and as set forth in signed lease documents between Tenant and Landlord.
2. All letters shall be channel letters with face colors and type styles subject to Landlord and City of South Gate's approval. In the event the Tenant does not have an established exterior sign identity, the Landlord recommends that the lettering style be designated by the sign contractor to reflect an acceptable letter style. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.
3. Logo plaques used in conjunction with individual letters shall be considered a part of the sign area, and are subject to Landlord and City of South Gate's approval.
4. The Tenant shall pay for all signs, their installation, (including final connection,

transformers, and all other labor and materials) and maintenance. Tenant sign contractor must file, pay for, and obtain all required licenses, permits, and approvals from the City of South Gate prior to sign installation.

5. Each Tenant or its sign contractor shall be responsible for the repair on any damage to the building caused by the installation of said Tenant's sign. Only state licensed sign contractors shall perform sign installation.
6. Each Tenant shall be responsible for the performance of its sign contractor.
7. Tenant shall be responsible for removal of their sign within seven (7) days after vacating the site. Removal of the sign shall include the repair and restoration of the wall surface back to the original condition, and shall undergo final inspection sign off by Landlord and the City of South Gate Community Development Department.
8. Each occupant shall be responsible for keeping all signage or graphics on its premises in a state of good repair, in the sole judgment of Landlord. Landlord shall inform occupant, in writing, of non-compliance with the sign criteria. Occupant shall make remedy of specified non-acceptance condition(s) within thirty (30-days) from receipt of such written notification.

#### IV. FABRICATION AND INSTALLATION OF ALL SIGNS SHALL BE SUBJECT TO THE FOLLOWING RESTRICTIONS.

- A. The fabrications and installations of all signs shall be subject to the following restrictions.
  1. All channel letters shall be fabricated .050 to .125 aluminum sheets. Letters shall be fabricated of welded or stapled aluminum with aluminum backs. No pop-riveted letters shall be allowed. Channelume, Channel Classic, and Channel letter edge type letters shall not be permitted due to the rapid deterioration factor (no exceptions).
  2. Letter faces shall be a minimum of 1/8" thick, flat surface colored Plexiglas as manufactured by Rohm & Hass or approved equivalent. Colors shall be subject to Landlord approval (except for registered trade logos).
  3. Retainer trim cap shall be 3/4" "Plasco" brand medium bronze trim cap edge, unless otherwise approved by Landlord. Retaining screws shall be #07 x 3/8" Phillip type sheet metal screws. All trim cap-retaining screws shall be painted to match trim cap color. Five (5") inch deep letter returns shall be painted a minimum of two (2) coats of "Dupont", unless otherwise approved by Landlord.
  4. Neon tubing shall be 13 to 15mm, 4" on center or less.
  5. Normal power factor 30 MA transformers shall be used.
  6. PK Housings, Hage, or other approved connectors shall be used for all neon tube systems. Letters shall be UL Labeled.
  7. Concealed fasteners, stainless steel, shall secure all sign letters or nickel

cadmium plated.

8. No exposed incandescent or fluorescent lamps shall be permitted.
9. All penetrations of the building structure required for sign installation shall be sealed to a watertight condition.
10. No signs on raceways.
11. No sign company labels shall be permitted on the exposed surface of signs except those required by Underwriters Laboratories, which shall be placed in an inconspicuous location on first letter only.
12. All channel letters shall have a 3/16" diameter drain hole at bottom of every letter. All Signs shall be fabricated and installed with UL approval in compliance with all applicable building and electrical codes.
13. The landlord shall be responsible for providing primary electrical service terminations to the signage area on the rear side of the fascia wall.
14. All signs shall conceal all necessary wiring, transformers, ballasts, starters, and other necessary equipment within their individual letters or behind storefront construction.
15. The Tenant's sign contractor shall be responsible for verifying all conduit, transformer locations and point of service prior to fabrication.

## V. NON-CONFORMANCE

- A. Field installation changes shall not be permitted without first notifying the Landlord in writing. In the event that the placement and location of any sign differs from the approved plans, the sign company shall be responsible for all repairs and

relocation of the sign to its approved location at the expense of the sign company.

- B. Tenant shall correct any sign that is installed by Tenant, which is not in conformance to approved drawings, within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct said sign at Tenant's Expense.

## VI. PROHIBITED SIGNS

- C. NO BOX-TYPE SIGNS SHALL BE PERMITTED EXCEPT FOR STATE OR FEDERALLY REGISTERED LOGOS APPROVED BY LANDLORD- No animated, flashing or audible signs shall be allowed. No exposed lamps shall be permitted.
- D. No signs shall be permitted on any rooftops, awnings or other areas not intended for sign installations.
- E. No temporary signs of any nature shall be accepted without prior written approval by the Landlord and the City of South Gate.
- F. SIGNS ON DOORS, WINDOWS, and FIRE ESCAPES- No window signs shall be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress 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.
- G. ANIMATED, AUDIBLE, OR MOVING SIGNS- Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating, or otherwise animated light are prohibited.
- H. VEHICLE SIGNS - Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, to provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of service from such vehicles, is prohibited.
- I. LITE BULB STRINGS AND EXPOSED TUBING – External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. The Landlord hereto may grant an exception when the display is an integral part of the design character of the activity to which it relates.
- J. NO BANNERS, PENNANTS OR BALLOONS USED FOR ADVERTISING PURPOSES – No flags, banners, or pennants, or a combination of it shall be permitted except as approved by Landlord and the City of South Gate.