



LAKESHORE PLAZA

Tenant Sign Guidelines

1 February 2008

Prepared by:

Selbert Perkins Design Collaborative
200 Culver Blvd.

Playa Del Rey, CA 90293

T 310.822.5223 **F** 310.822.5203 **W** www.selbertperkins.com



Table of Contents

SUBMITTALS & APPROVALS..... p. **2, 3**
DESIGN GUIDELINES..... p. **3, 4**
PROHIBITED SIGNS..... p. **4**
FABRICATION REQUIREMENTS p. **4, 5**
SIGN AREA ALLOWANCE / MAX. WEIGHT p. **5**
GLOSSARY OF TERMS p. **6**
Site Plan..... p. **7**
Tenant Sign Location Elevations..... p. **8**
Sign Type A3a Tenant ID - Top-of-Building p. **9**
Sign Type A3b Tenant ID - Eyebrow..... p. **10**
Sign Type C1 Building Directory..... p. **11**
Tenant Sign Design Application..... p. **12**
Sign Permit Application p. **13**

SUBMITTALS & APPROVALS

The Owner, or his managing agent, shall review all tenant sign submittals and grant approval based on the following:

1. Design, fabrication and method of installation shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design intent provided by Owner.

A. SUBMITTAL TO OWNER:

Tenant shall submit three (4) copies of detailed shop drawings to the Owner for approval prior to city submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to requirements of City of Corona.

Submittals shall include the following:

1. Building elevation(s):
Scaled building elevation depicting the proposed sign design and all dimensions as they relate to the building facade.
2. Shop Drawings:
Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors,

means of attachment, illumination, electrical specifications and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

3. Sample Board:
Provide a sample board showing colors, materials, including building fascia, letter faces, trim cap, returns and other details. If shop drawings are denied, Tenant must resubmit revised plans until Owner approval is obtained. Request to implement signs that vary from the provisions of this sign program will be submitted to Owner for approval and then submitted to the City of Corona for approval. The Owner may approve signs that deviate from the specific provisions and constraints of this sign program in order to:
 - a. Encourage exceptional design.
 - b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
 - c. Mitigate problems in the application of this sign program.
- B. SUBMITTAL TO THE CITY:**
A full set of plans must be approved and

stamped by the Owner prior to permit application. The Tenant or authorized sign contractor must submit proposed design to the City of Corona and will be responsible for all applications and permit fees required by City of Corona.

Tenant and his Sign Contractor will not be permitted to commence installation of the exterior signs unless a stamped set of final drawings reflecting the Owner's and City's approvals is on file in the Owner's office.

Note: Attachment methods to existing pre-cast building material must be approved per Clark Pacific, manufacturer.

C. TENANT'S RESPONSIBILITY:

1. All sign contractors must be fully insured and approved by Owner prior to installation. Owner must receive the sign contractor's Certificate of Insurance.
2. The Owner must be notified 48 hours in advance prior to sign installation.
3. Tenant's Sign Contractor shall install required signage within 45 days after approval of shop drawings. If signage is not in place by that date, Owner may order sign fabrication and installation on Tenant's behalf at the Tenant's expense.
4. The Owner may, at his sole discre-

tion and at the Tenant's expense, correct, replace or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.

5. If the Tenant chooses to change his exterior sign at any time during the term of his lease, Tenant must comply with the requirements set forth herein and any future modifications made to this sign program by the Owner or his assignee, after execution of the Tenant's lease agreement.

6. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

7. The Tenant shall be responsible for the following expenses relating to signage for his store:

- Design consultation fees (if applicable).
- 100% of permit processing cost and application fees.
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, includ-

ing repair of any damage to the building.

DESIGN GUIDELINES

The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the project's success. High quality signage which reflects the integrity of the architecture will be encouraged. Individual tenant signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the store and restaurant visitors. Encouraged sign treatments include:

A. MIXED MEDIA FORMS AND EMBELLISHMENTS:

- Dimensional, geometric shapes or icons representing the Tenant's product or services.
- Sculpted wood, metal or Signfoam forms.
- Painted, polished, etched or abraded metals.
- Etched or sandblasted glass or acrylic.
- Screens, grids or mesh.
- Glazed ceramic tile patterns or mosaic designs.
- Cut or fabricated steel.
- Neon accents or trim.

- Dimensional letterforms with seamless edges.

- Opaque acrylic materials with matte finishes.

- Faux stone effect finish.

- Gold, silver or copper leaf or metallic paint finish.

- Oxidized and patina finishes.

B. ILLUMINATION:

Tenant signage should incorporate one or more of the following acceptable lighting methods:

- Reverse/halo channel neon or LED illumination.

- Face illumination.

- Silhouette illumination.

The following are prohibited:

- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with building design.

C. SIGN COLORS AND FINISHES:

All Tenant's sign colors must be approved by the Owner prior to fabrication. To assist in achieving a harmonious blend of color throughout the project, the following guidelines are to be adhered to:

- Sign colors should be selected to provide sufficient contrast against building background colors and to be compatible with them.
- Colors within each sign should be compatible.
- Sign colors should provide variety and excitement.
- Color of letter returns should contrast with face colors for optimum daytime readability. Interiors of open channel letters should be painted dark when against light backgrounds.
- Neon colors should complement related signage elements.

D. TYPESTYLES:

The use of logos and distinctive typestyles is encouraged for all tenant signs. Tenants may adapt established typestyles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. These images must be architecturally compatible and approved by the Owner. Type may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters.

E. SIZES AND QUANTITIES:

Approximate sizes and quantities for ten-

ant signs shall be outlined in this criteria for each sign type. Actual allowable sign area shall be determined on a case-by-case basis via the submittal/approval process. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that they appear balanced and in scale in relation to their background.

PROHIBITED SIGNS

Only those sign types proved herein and specifically approved in writing by the Owner will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures.
- Roof signs
- Animated, audible or moving signs: Signs which move, swing, rotate, flash, except as provided in this text.
- Vehicle signs: Signs affixed to or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use are prohibited.
- Off-premise signs.

FABRICATION REQUIREMENTS

The fabrication and installation of all signs shall be subject to the following restrictions:

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.
- B. Sign manufacturer shall supply a UL label, if required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street or walkway at a normal viewing angle.
- C. Sign permit stickers shall be affixed to the bottom edge of signs and only that portion of the permit sticker that is legally required to be visible shall be exposed.
- D. Signs shall be made of durable rust inhibited materials that are appropriate and complementary to the building.
- E. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no visible screws, seams, rivets or fastening devices. Finished surfaces shall be uniform and smooth - free from "oil canning" or warping.
- G. Separate all ferrous from non-ferrous

- metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- H. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off from the wall or background. Mounts shall consist of all-thread post and spacer sleeves for consistency or other means recommended by Clark Pacific, precast concrete manufacturer. Spacers shall be painted to match the building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon-bearing steel with painted finish. No black iron will be permitted. Angle clips attached to letter sides will not be permitted.
- I. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- J. Surfaces with color hues prone to fading (e.g. pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.
- K. All sign finishes shall be free of dust, orange peel, drips and runs. Finishes should have uniform coverage and be of the highest quality (e.g. Matthews Paint Company)
- L. Letter returns shall be painted to contrast with the color of letter faces.
- M. Neon tubing shall be 12-13 mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps shall be single-pin (slim-line) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- N. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
- O. The backs of all exposed neon are to be painted opaque.
- P. All signs shall be maintained in "like new" condition and replaced as needed at the discretion of the Community Development Director.
- SIGN AREA ALLOWANCE / MAX. WEIGHT**
- Total tenant sign area and maximum sign weight load to be determined via Tenant sign submittal/approval process.

GLOSSARY OF TERMS

Sign (General)

- Any arrangement of letters, numerals, or designs superimposed or painted on, suspended from or incised into a surface and used as an outdoor display or notice, pictorial or otherwise, for the purpose of delineating identity, advertising available services and/or products, or for giving instructions and/or directions and/or information.

Permanent Signs

- Those of substantial, durable materials and finishes intended for long-term use.

Wall Sign

- Any sign attached to, painted on or erected upon the facade of a building or structure.

Facade

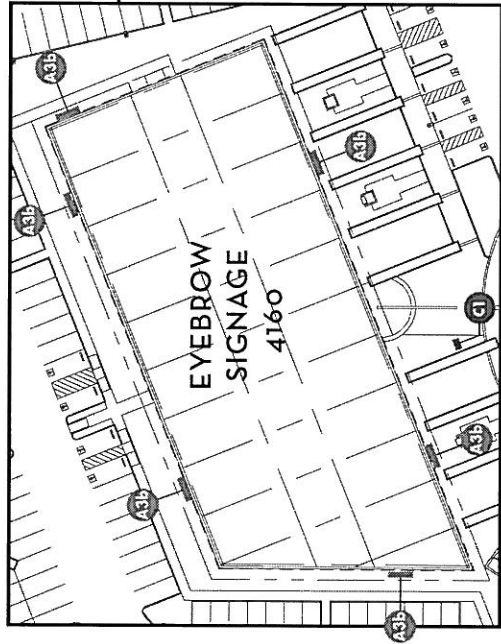
- The exterior wall of a building exclusive of projecting signs, columns, pilasters, canopies, marquees, decorations, or the like.

Sign Area

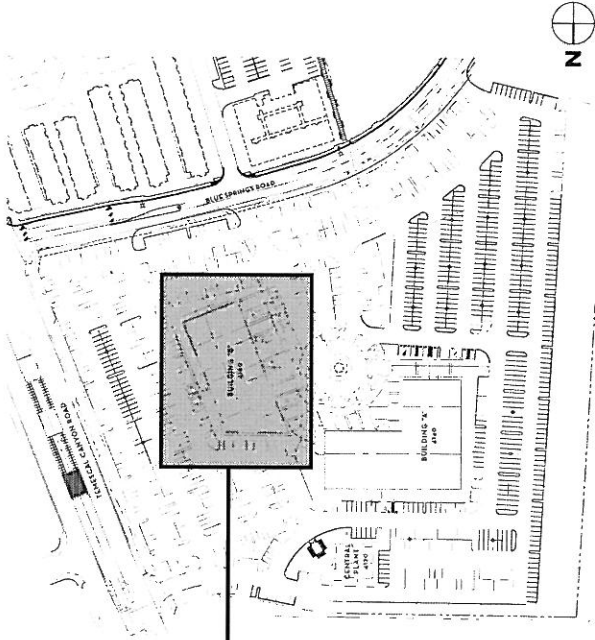
- The sum of the areas enclosed within parallelograms drawn around each letter and/or pictorial or architectural embellishment. Where letters or embellishments are connected, as in script writing, the parallelograms shall encompass each group connected. Where a frame or backing for the letters, embellishments, etc., constitutes an integral part of the sign, the total area enclosed shall be considered.



2 ENLARGED PLAN - TOP OF BUILDING SIGNAGE
scale: nts



3 ENLARGED PLAN - EYEBROW SIGNAGE
scale: nts

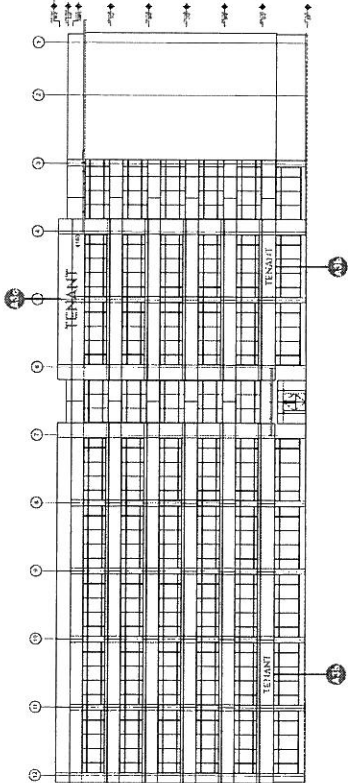


1 KEY PLAN - SITE
scale: nts

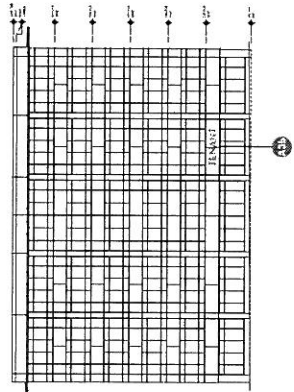
SIGN LEGEND - TENANTS

IDENTIFICATION	
	A3C Tenant ID - Top-of-Building
	A3B Tenant ID - Eyebrow
INFORMATION	
	C1 Building Directory

Electric Sign [elec] power required]

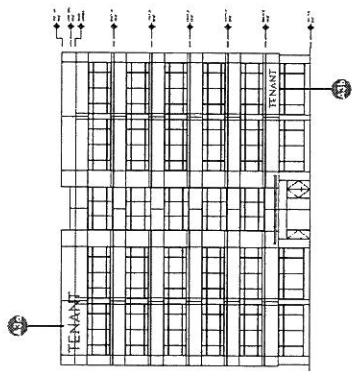


1 BUILDING B - EAST ELEVATION
scale: 1/64"=1'-0"

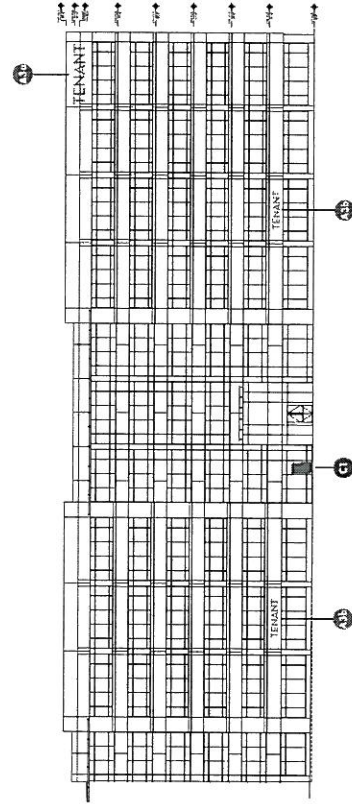


2 BUILDING B - NORTH ELEVATION
scale: 1/64"=1'-0"

No signage on this elevation.



4 BUILDING B - SOUTH ELEVATION
scale: 1/64"=1'-0"

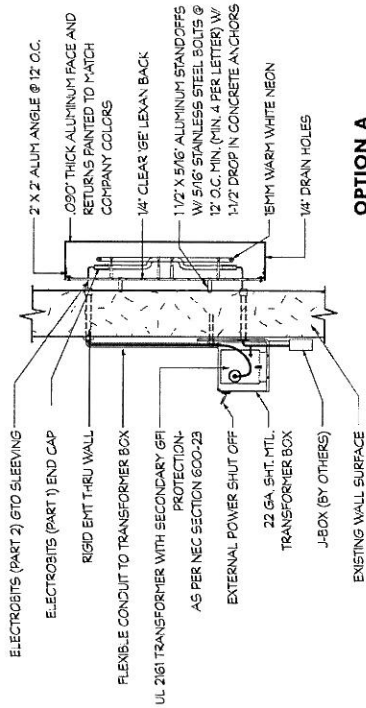


3 BUILDING B - WEST ELEVATION
scale: 1/64"=1'-0"

SIGN LEGEND - TENANTS

IDENTIFICATION	
A	Tenant ID - Top of Building
B	Tenant ID - Eyebrow
INFORMATION	
C1	Building Directory

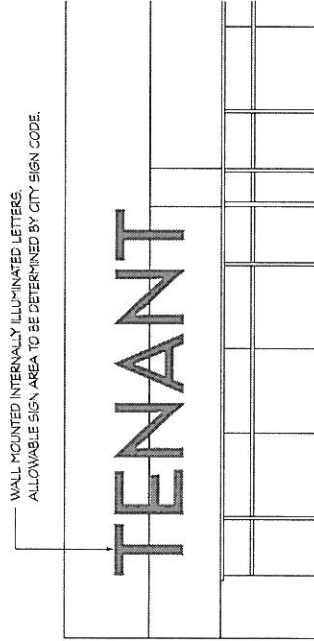
Electric Sign (elec. power required)



OPTION A

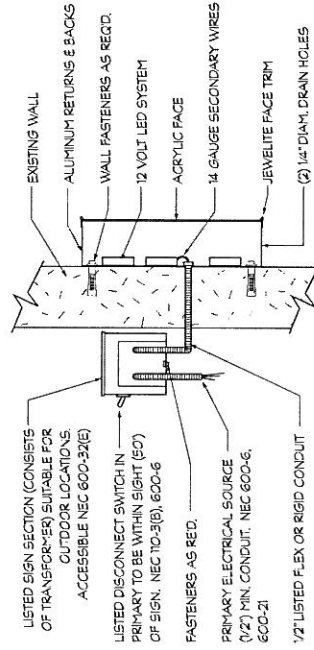
2 SECTION - NEON ILLUMINATED HALO CHANNEL LETTER

scale: nts



1 ELEVATION

scale: 3/32" = 1'-0"



OPTION B

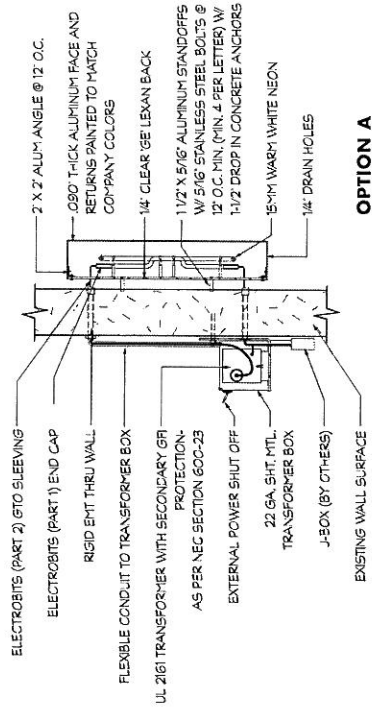
3 SECTION - LED ILLUMINATED FACE CHANNEL LETTER

scale: nts

SIGN LEGEND - TENANTS

A	IDENTIFICATION
A3C	Tenant ID - Top-of-Building
A3B	Tenant ID - Eyebrow
C	INFORMATION
C1	Building Directory

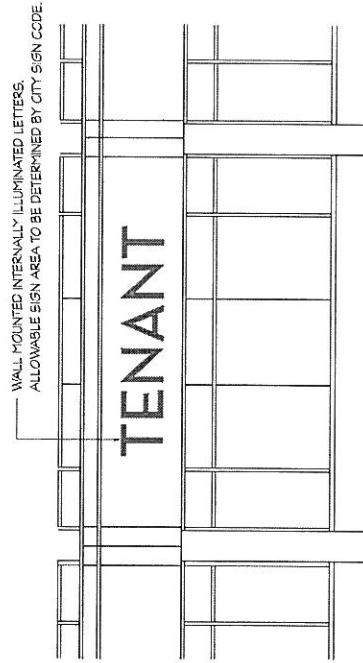
⚡ Electric Sign (elect. power required)



OPTION A

2 SECTION - NEON ILLUMINATED HALO CHANNEL LETTER

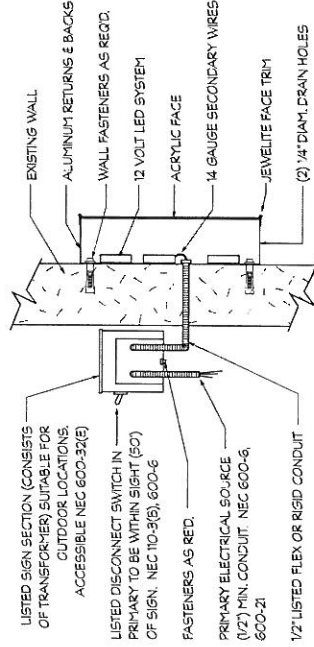
scale: nts



1 ELEVATION

scale: 3/32" = 1'-0"

A3b TENANT ID - EYEBROW



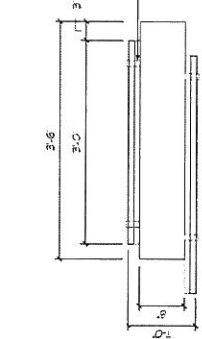
OPTION B

3 SECTION - LED ILLUMINATED FACE CHANNEL LETTER

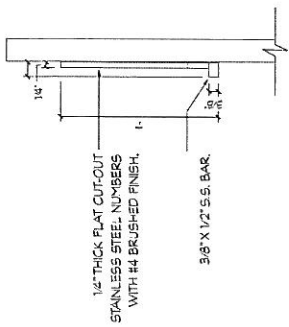
scale: nts

SIGN LEGEND - TENANTS

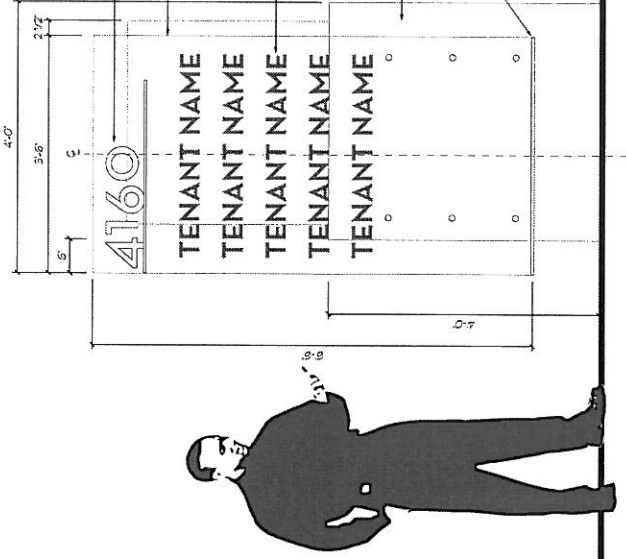
A	IDENTIFICATION
A3b	Tenant ID - Top of Building
A3c	Tenant ID - Eyebrow
C	INFORMATION
C1	Building Directory



2 PLAN
scale: 3/8" = 1'-0"

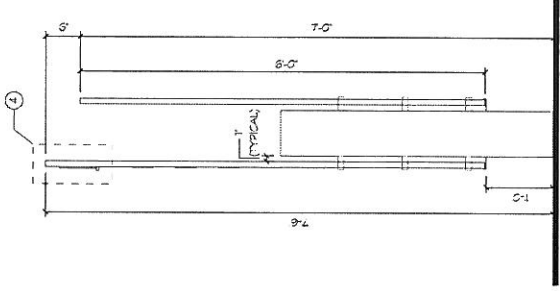


4 DETAIL
scale: 1 1/2" = 1'-0"



1 ELEVATION
scale: 3/8" = 1'-0"

C1 BUILDING DIRECTORY



3 SIDE VIEW
scale: 3/8" = 1'-0"

SIGN LEGEND - TENANTS

A	IDENTIFICATION
	Tenant ID - Top-of-Building
	Tenant ID - Eyebrow
C	INFORMATION
C1	Building Directory

Electric sign (elect. power required)

Date _____

Please provide the following with Application:

Tenant Business Name and Address:

1) Three (4) copies of this Application Form

2) Three (4) color copies of Sign Design Drawings.

3) Attach written description for consideration any design elements deviating from these standards.

Note: Upon written approval of the Preliminary Tenant Sign Design by Landlord, it shall be the responsibility of the Tenant to ensure that their signage is compliant with city code requirements and to procure all necessary Sign Permits prior to fabrication and installation.

Tenant Leaseholder's Representative:

Contact Phone Number:

Email Address:

Sign Permit Applications shall be submitted to:

City of Corona
Community Development Department
Code Enforcement Division
400 South Vicentia Avenue
Corona, CA 92882

Tel: 951-736-2262

Sign Types Submitted with this Application:
(refer to Sign Diagrams A3a & A3b)

1. _____
2. _____
3. _____
4. _____