

**WEST COVINA HEIGHTS**  
**SHOPPING CENTER**  
**SIGN PROGRAM**

<p><b>APPROVED</b> City of West Covina Planning Department <i>Sign Criteria</i></p> <hr/> <hr/> <hr/> <hr/> <p>Signature: <i>[Signature]</i> 2/16/07</p>
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**2007**

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# **West Covina Heights Shopping Center Sign Program**

## **I. INTRODUCTION**

### **Sign Program Purpose**

The sign program has been established: (i) for the purpose of assuring that the design and production of all signage and graphic elements within West Covina Heights retail and commerce center are consistent with the project of development plan and established architectural standards and (ii) in compliance with the requirements of the Landlord and the City of West Covina. This program shall serve as the singular guideline for all signage design on or around the exterior of the project and visible from public right-of-ways.

The Landlord reserves the right to revise this Sign Criteria in accordance with the West Covina Heights Sign Plan and the City of West Covina's Sign Ordinance for up to sixty (60) days before the Tenant's Rent Commencement date. Moreover, this Sign Criteria will be revised at any time if so required by any governmental agency having jurisdiction over its contents.

## **II. TENANT SIGNS - Sign Criteria**

### **Sign Criteria for Users of greater than 10,001 sq.ft.:**

1. The Primary wall-mounted sign shall have a square footage area not to exceed two and one-half (2.5) multiplied by the lineal frontage of the store width. The secondary wall-mounted sign(s) shall have no more than one-half of the area of the primary sign.
2. Signage may be individual letters only. The individual letters of each User sign shall be no more than four (4) feet tall; unless the User occupies more than 15,000 square feet, in which case the individual letters of each sign shall be no more than six (6) feet tall.
3. Any logo box or marquee shall be no more than six (6) feet tall; unless the User occupies more than 100,000 square feet in which case, the logo box or marquee shall be no more than twelve (12) feet tall.
4. No more than two (2) stacked lines of text are allowed.

### **Sign Criteria for Users of 10,000 sq.ft. or less - See Exhibits "A" & "B"**

1. Signs shall be located on the spaces and on the surfaces specifically provided for them on the building elevations. Sign area shall be centered architecturally on façade, generally between columns, in front of Tenant's lease space; horizontal location to be determined by Landlord & City. No other illuminated signage is permitted on the exterior of the premises or within the first five feet of the store interior.
2. The rate of calculation of individual Tenant signs shall not exceed one and one-half (1.5) square foot of sign per lineal foot of store width, or twenty feet (20') in sign length, whichever of the two results in a smaller sign.
3. Tenant Spaces Addressed from 2340 to 2368. Because the Tenant spaces are located at a great distance from Azusa Avenue, the Tenant's sign shall not exceed two and one-half (2.5) square foot of sign per lineal foot of store width and twenty-five feet in sign length.

4. Registered Trade Logos permitted (symbol icons only) are deducted from the allowable sign area, by taking the square foot area of a rectangular box enclosing the icon and multiply by one half (0.5).

**Example:**

*20' store width x 1.5 square foot multiplier = 30 square foot of allowable sign area*

*logo area = 3' x 4' = 12 square foot x multiplier = 6 square foot of calculated logo area*

*30 square foot – 6 square foot = 24 square feet allowable for sign letters, at 24" tall letters, sign length would be 12' 0".*

5. Letter Height Permitted for Users of 10,000 sq.ft. or less of different sizes.
  - A. Maximum letter height for all Users under 10,000 sq.ft. on single line shall be 24" overall.
  - B. User Spaces of less that 6,000 square feet, the maximum sign height on double-line signs shall be 40" overall, with a maximum letter height of 24" tall.
  - C. Tenant Spaces Addressed from 2340 to 2368. Because the Tenant spaces are located at a great distance from Azusa Avenue, the maximum sign height on double line signs shall be 54" overall, with a maximum letter height of 34" in height.
  - D. User Spaces of less than 6,000 square feet the maximum sign height on double-line signs shall be 40" overall, with a maximum letter height of 24" tall. Where the User Space is less than 6,000 square feet, and the depth of said space is greater than 80', then the maximum sign height on double-line signs shall be 54" overall, with a maximum letter height of 34" tall.
  - E. User Spaces in excess of 6,000, but less than 9,000 sq. ft. shall be permitted a max letter height of 34" with 54" double line height.
  - F. User spaces in excess of 9,000, but less than 10,000 sq. ft. shall be permitted a max letter height of 40" with 60" for double line straight height.
5. No more than two (2) stacked lines of text are allowed.

### **Sign Criteria for Users of Buildings on Pads 1, 4, 5, & 6**

1. Signs shall be located on the spaces and on the surfaces specifically provided for them on no more than three of the building elevations. Sign area shall be centered architecturally on façade, generally between columns, in front of Tenant's lease space; horizontal location to be determined by Landlord & City, or as otherwise approved by the City and Landlord in writing. No other illuminated signage is permitted on the exterior of the premises or within the first five feet of the store interior.
2. The rate of calculation of individual Tenant signs shall not exceed one and one-half (1.5) square foot of sign per lineal foot of store width, or twenty feet (20' – 0") in sign length, whichever of the two results in a smaller sign.
3. Registered Trade Logos permitted (symbol icons only) are deducted from the allowable sign area, by taking the square foot area of a rectangular box enclosing the icon and multiply by one half (0.5).

***Example:***

*20' store width x 1.5 square foot multiplier = 30 square foot of allowable sign area*

*Logo area = 3' x 4' = 12 square foot x multiplier = 6 square foot of calculated logo area*

*30 square foot – 6 square foot = 24 square feet allowable for sign letters, at 42" tall letters.*

4. The Letter Height Permitted for the Pad Users on single line shall be 42" overall.

### **GENERAL SIGN CRITERIA - Applicable to All Users**

1. Creativity, uniqueness, and high-quality materials shall characterize signage elements used to identify retail tenants in West Covina Heights. Each storefront will be a custom design with graphics appropriate to the individual storefront's design vocabulary.
2. Sign area for tenant signage will be calculated around the sign copy only, as contained by a box of up to eight (8) continuous straight lines (with right angles) formed around the extreme outer limits of the sign message and will not include elements integral to the storefront design.
3. Tenant signage shall include only the business name, as registered on the Lease Agreement, and established logo symbol or national

recognized trademark including tag line (product & service). Logo marks and corporate identity elements (such as mascots, symbols, special shapes, etc.) are encouraged, but will be considered signage and are subject to all regulations contained in these guidelines if the mascot, symbols and special shapes if they are larger than the letters by one (1) foot.

4. Maintenance of each sign is the responsibility of the Tenant who erected and installed it. Letter forms or letter faces which require repair will be placed or repaired within thirty (30) days of damage or notice from Landlord, if the signage is not rectified within the thirty (30) day period, the Landlord will immediately repair the sign at the Tenant's expense.
5. Signs will be free of all labels and manufacturer's advertising with the exception of code requirements.
6. Tenant signs must be visually appropriate, well proportioned, creatively designed on the Tenants' designated area, and approved by the Landlord, the City of West Covina, and West Covina Community Development Commission.
7. Tenant shall immediately remove all signs representing a discontinued service and/or project within thirty (30) days, if not the Landlord within sixty (60) days, shall remove the sign at the Tenant's expense.
8. Upon vacation of space by Tenant, any damage to the building fascia or sign area will be repaired by Tenant or by the Landlord at Tenant's expense. Repair work to be completed within a three (3) day period from date of approval.
9. Lighting fixtures must be designed as an integral part of the signage and storefront design.
10. Exposed neon will be permitted only if submitted as part of an overall storefront design scheme and must meet all U.L. and local building code standards. Where used other than in letters, neon, will not be considered a sign, but will be subject to all general storefront design criteria.
11. In the event Tenant changes its exterior sign at anytime during the term of their lease, Tenant must comply with any future modifications, revisions or changes that have been made to the Sign Criteria for the center after the execution of their Lease Agreement.

12. All signs (size, design, type, & color) are subject to Landlord's approval, based on aesthetics and relationship to neighboring tenant signs. **THE SPECIFIC TENANT SIGN LOCATIONS AND SURROUNDING ARCHITECTECTURAL TREATMENTS CAN DICTATE MAXIMUM SIGN HEIGHT & LENGTH SET BY LANDLORD, WHICH IN MANY CASES MAY BE LESS THAN THE MAXIMUM DEFINED HEREIN.**

### **III. INSTALLATION PROCESS**

#### **Approvals and Compliance Process**

1. First, the Retailer shall submit to the Landlord through the Retailer's sign company for approval. Second, once approved by the Landlord, the Retailer shall submit through the City of West Covina Planning Department for review, and approval. Fabrication shall not commence before approval by both Landlord and the City has been received in writing.
2. All signage plans, permanent or temporary, shall be sent for review and approval by an authorized agent of West Covina Heights Retail Development Partnership, L.P., at West Covina Heights S.C., LLC, prior to submittal the City of West Covina, to:

West Covina Heights  
17802 Skypark Circle, Suite 200  
Irvine, California 92614

3. All signage, permanent or temporary, must comply with the approved Shopping Center Sign Program for West Covina Heights prior to installation.
4. Where interpretation of these guidelines is not clear, The Director of Planning for the City of West Covina and/or his/her designee shall make decision and clarification.
  - A. The Tenant shall be ultimately responsible for understanding this Sign Criteria and conforming to the requirements. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the City of West Covina and the Uniform Electrical Code.
  - B. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or Disapproval of sign

submittals based on aesthetics of design shall remain the sole right of the Landlord or its authorized representative.

5. All Signs to be installed must previously have permits issued by and the completed work is to be inspected by the City of West Covina Building Department. ***It is the responsibility of the sign installer to obtain all required permits and final inspections.***
6. Prior to approval by Landlord, the Sign Fabricator shall provide Landlord with Certificate of Insurance naming Landlord and any other designated party as additional insured showing evidence of worker's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000. per occurrence.

### **Fabrication & Installation Requirements**

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

1. The Tenant shall pay for all signs, their installation (including required electrical connection) and all other labor, materials and future maintenance.
  - A. Neon tubing shall be 15 millimeter, 6500 voltarc or equal. No exposed lamps will be permitted.
  - B. Standard 60 MA transformers shall be used. Maximum of 9KV transformers are permitted for fire and safety reasons.
  - C. Electrodes with GTO connectors shall be used for all neon tube systems. PK Housings are not permitted.
  - D. Prismatic and Radiused face letters must be cast resin material or shaped from high-density urethane sign foam.
  - E. All sign mounts to be attached by pin-mounting. Mounts consist of 3/16" to 1/4" 'all thread' with 3/8" aluminum spacer sleeve for rigidity. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and patched to match adjacent finish.
2. All signs shall be fabricated and installed with U.L. approved components in compliance with all applicable building and electrical codes. Sign manufacturer will supply a U.L. label, if required by local

authorities, in an inconspicuous location. No sign company labels will be permitted on exposed surfaces of the signs in public view. All signage shall comply with NEC and have UL labels.

3. All channel letters are to be fabricated from a minimum of .090" aluminum with concealed welded seams. Stencil panel must be fabricated from a minimum of .125" aluminum. Painted components must have two coats of acrylic polyurethane paint. Weld points must not be visible through finish.
4. Registered Trademark Symbols ® must be cut-out ¼" aluminum or sintra. Finished to match sign and must be pinned-off 1" from face of building.
5. All signs shall conceal all necessary wiring, conduit, transformers, ballasts, starters and other necessary equipment within their individual letters or behind storefront construction. All disconnect switches must be mounted on raceway or transformer boxes concealed behind wall of parapet. All signs shall be fabricated and designed with no visible screws, rivets or fastening devices.
6. It is the responsibility of the Tenant's sign contractor to verify all conduit, transformer locations and electrical service prior to installation. All sign circuits shall be energized from the tenant electrical panels and controlled from a relay connected to the Landlords master time clock control system.
7. No ladders, no installation equipment and no installation crews are permitted to lean on building and storefront. All installation equipment must be scaffolding type to avoid contact with or damage to building or storefront. Rubber wheeled vehicles are not permitted on sidewalks unless wheels are protected to prevent skid marks. Avoid stepping on the fire sprinkler piping inside the canopy to prevent the escutcheon covers from falling.
8. Installation crews are responsible for establishing a Safety Zone around their work area. Crews must possess Caution Tape and Safety Cones and must utilize these devices to secure walkways and doors. Electrical cords cannot be extended outside of this Safety Zone.
9. Each Tenant, or their sign contractor, shall be responsible for the repair of any damage to the building caused by the installation of said Tenant's sign. Particular attention must be paid in and around access panels into the canopy area. If required, repainting these areas will be at Tenant's cost. After the signs are installed and

inspected, all penetrations (holes made on the walls) shall be sealed and all stucco dust and debris removed from the fascia to ensure that no leaks or stains remain on the walls.

10. The installation crew is responsible for **REMOVING ALL DEBRIS** and cleaning the work area after installation is done.
11. The landlord shall provide primary electrical service terminations to the signage area on the rear side of either the parapet wall or within the arcade soffit for the interior façade sign only.
12. The crew must check sign to ensure proper illumination prior to leaving site.
13. Each Tenant shall be responsible for the performance of their sign contractor.
14. Each Tenant shall be responsible for the installation and maintenance of its sign. Should the Tenant's sign require maintenance or repair, Landlord shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do same, Landlord shall effect said maintenance or repair and Tenant shall reimburse Landlord within ten (10) days from receipt of invoice. The Tenant will be fully responsible for the operation of his sign contractor and will indemnify, defend and hold harmless the Landlord and their agents from damages or liabilities resulting from the Tenant contractor's work.
15. Each Tenant shall be responsible for the removal of their sign within three (3) days of vacating site. Removal of the sign shall include the repair of the wall surface back to its original condition. If Tenant does not repair wall surface to Landlord's satisfaction, Landlord will perform repairs at Tenant's expense.
16. When removing signs from exterior plaster walls, the lathing paper must be sealed with silicone material and nothing other than stucco (plaster) shall be used to fill the holes to ensure waterproofing. The wall area shall be repainted to make the patched area indiscernible from the original work. If necessary the entire wall panel to the nearest edge or plaster expansion joint shall be repainted.
17. When removing signs from brick veneer walls, the hole penetrations shall be fully sealed with grout matching either the brick or wall grout color.

- A. If the roof needs to be penetrated, it is the responsibility of the sign installer to inform West Covina Heights S.C., LLC, before any work is performed. The roofing contractor shall be the only one to penetrate and re-seal the roof; otherwise the warranty will be voided.
  - B. It is the responsibility of the installer to repaint the hole patches on the building.
- 18. No field installation changes are permitted without first notifying Landlord in writing. If any sign is changed as to placement, location, and/or size which differs from approved sign plan, Tenant will be responsible for repair, change, and/or relocation of sign to proper placement at Tenant's expense.
  - 19. Any sign that is installed by Tenant which is not in conformance to the approved drawings shall be corrected by Tenant 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 non-conforming sign at Tenant's expense.
  - 20. Entire display shall be guaranteed by sign fabricator for one [1] year from date of installation against defects in material and workmanship. Defective parts shall be replaced without charge.

#### **IV. PROHIBITED SIGNS**

- 1. Signs constituting a traffic hazard.

No person shall install or cause to be installed or maintain 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 other words, phrases, symbols or characters in such a manner to interfere with, mislead or confuse traffic.

- 2. Immoral or unlawful advertising.

It shall be unlawful for any person to exhibit, post or display, cause to be displayed, posted or displayed upon any sign, anything of any obscene, indecent, or immoral nature or unlawful activity.

- 3. Signs on doors, window or fire escape paths.

No window signs will be permitted in the walkway area in front of store. No signs shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door.

4. Animated, audible or moving signs.

Signs consisting of, or giving the effect of moving, swinging, rotation, flashing, blinking, scintillating, fluctuating or having animated light area are prohibited.

5. Off Premise Signs

Any sign installed for the purpose of advertising a project, event, person or subject occurring off the Center property is prohibited.

6. Vehicle Signs

Signs affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of merchandise or service, are prohibited.

7. Light Bulb Strings and Exposed Tubing

External displays, other than temporary, decorative holiday lighting, which consist of unshielded light bulbs, open, exposed neon or gaseous light tubing are prohibited. An exception hereto may be granted by the landlord with prior written approval when the display is an integral part of the design character of the activity to which it relates.

8. Credit Check/Telecheck/Security Signage

Vendor provided adhesive signs are prohibited

9. Hand Lettered Signs

Un-professional hand-lettered signs are prohibited in public view from the storefront. Absolutely no signs are permitted to be taped to the storefront or any other surface visible.

10. City Signs

Signs not permitted by the City of West Covina .

11. Roof mounted signage will not be allowed, nor shall any sign extend above building parapet.
12. No sign will be painted directly onto a wall or surface of any building
13. Banners, pennants, or temporary signs may not be displayed on any building or in the parking area, and temporary signs may not be placed on the inside surface of any window or hung closer than three (3) feet behind the inside window without prior approval of the Landlord, and compliance with the City of West Covina signage standards.
14. Motion signs will not be allowed.
15. No sign shall extend above the wall that it is mounted to.
16. Sign cabinets are prohibited, except for logo boxes.

## **V. OTHER SIGNS**

### **Entry Door/Storefront Window Signage - See Exhibit "CB"**

1. Maximum size of vinyl die-cut graphic area is two square feet per pair of entrance doors. VDC restricted to store name identification and corporate trade logo/graphic.
2. VDC must be applied 'Second Surface' (inside of door). One color acceptable for copy and possible accent color from Corporate Logo Permitted.
3. Submit complete copy/graphic scaled elevation illustrating location of same on door and dimensions for Landlord & City Approval.
4. Material must be 3M Scotchcal, or equivalent. Reference product number with shop drawing submittal or submit samples.
5. Certain generic typestyles such as "Helvetica" may be unacceptable.
6. For the purpose of store identification, the Tenant may propose to the Landlord a design layout of Tenant name and/or logo in white or black vinyl die-cut graphics for placement on the inside of entry doors. Each door is permitted 1 sq. ft. of vinyl die-cut sign area. The area must be centered 60" from grade.

7. For the purpose of additional store or brand/logo identification, the tenant may also propose to the Landlord a design layout of store name or brand/logo in white or black vinyl die-cut graphics for placement on the inside of every other (*alternating*) display window. The maximum permitted area on each window may not exceed 1 sq. ft. and placement must occur in the centered area measured a minimum of 8" inward toward the window's center from the vertical edges of the window and may not exceed 42" above grade.
8. Permanent store or brand/logo signage as a part of window background display is limited to one (1) sq. ft. of sign area per one (1) lineal foot of store frontage.
  - A. Tenant supplied "Help Wanted" signs are prohibited.
    - ii. "Help Wanted" and other standard information signs as deemed necessary by Landlord, are provided by Landlord and shall be affixed to the inside left edge window immediately adjacent immediately to the right of the entry doors and no higher than 48" above grade. Such signage shall only be permitted to be affixed with clear suction cups.
    - iii. Standard information signage icons such as hours, no food, drink, smoking, etc. shall be provided by Landlord only.
9. Other than as provided in Items 6, 7 and 8, no signage of any type is permitted to be placed in or affixed to storefront windows.
10. Credit card or check acceptance signs or logos placed on storefront windows or doors are prohibited.
11. Alarm company stickers shall be limited to one per entry door and be located only at the extreme lower right corner of the glass area on the door.
12. Handicap access stickers are permitted and shall be placed according to A.D.A. or local jurisdiction under the supervision and approval of the landlord.
13. The Landlord reserves the right to require a Tenant, at its expense, to remove any storefront signage it considers to be non-complying or unprofessional.

14. Security alarm boxes shall not be installed on or above storefronts. All alarm boxes are to be placed on the rear façade of the building only.

**Refer to Sign Criteria Exhibit "CB" for additional information.**

## **XI. TEMPORARY PROMOTIONAL SIGNAGE**

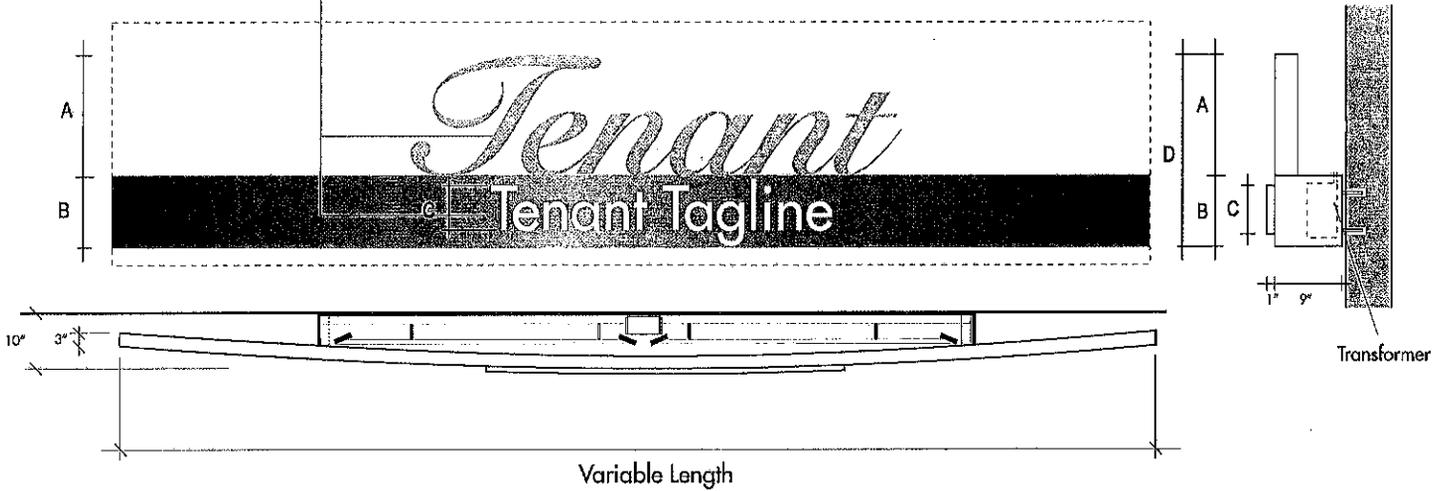
1. All temporary signage requires that an application be completed and submitted to the General Manager for review of Promotional Sign Variance.
2. Each Variance shall be limited to two weeks, and upon expiration may be renewed once with proof of supporting advertising (4 weeks maximum).
3. The total area of Promotional Signage is limited to 1 sq. ft. per lineal foot of store frontage.
4. All temporary promotional signage must be professionally produced. Handmade or personal computer graphics signs are prohibited.
5. Promotional Signs affixed in any manner to storefront windows or entry doors are prohibited. Such signs intended to be visible through storefront windows may be temporarily suspended with aircraft cable or monofilament no closer than 12" from the inside of the window.
6. Individual Sign Panels must be spaced a minimum of 6' from one another.
7. Fabric or lightweight posters must be weighted. Curled sign material is not permitted.
8. All interior banners shall be considered "Temporary Promotional Signage" and as such, be subject to all rules governing same. The area of interior banners may not exceed 1 sq. ft. per lineal foot of storefront. In no case may an interior banner be hung closer to the storefront than half the distance from the furthest back wall of the store, and may not be suspended with the lower edge less than 8' above the floor.
9. Exterior banners and balloons for promotional purposes are prohibited.

10. "A-Frame", poster holder, or other types of free-standing signs may not be placed outside of the Lease Line at any time. The Lease Line is defined as the boundary between storefront glazing and entrance doors, and common area.

# TENANT SIGN - TYPE 'A'

## WALL SURFACE BRICK OR MASONRY

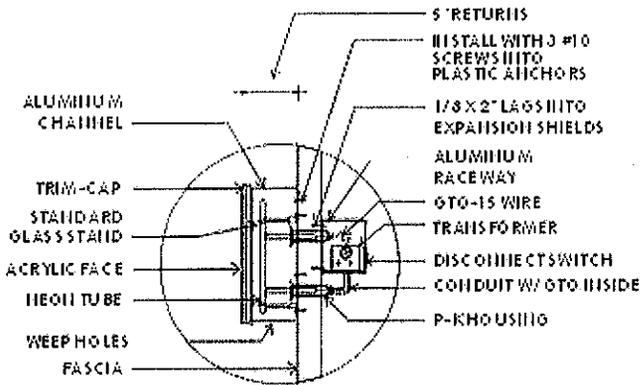
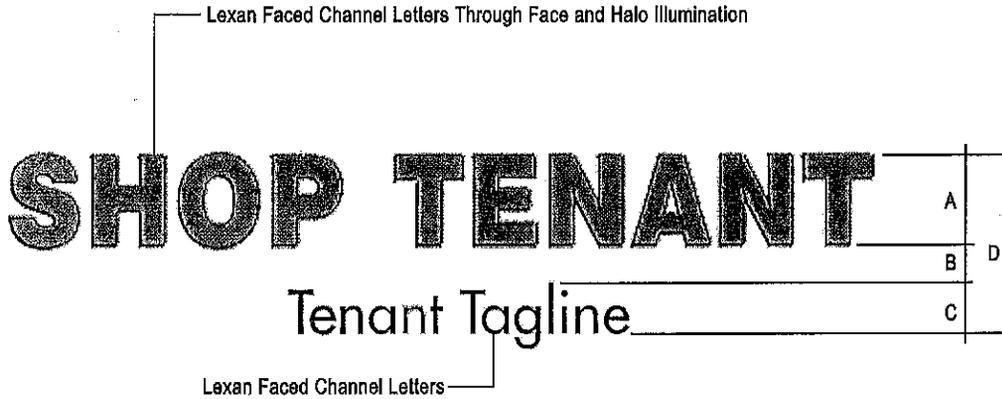
Tenant Name Reversed Channel Letters, Halo Lite  
 Tenant Tagline Internally Illuminated Curved Cabinet with  
 Routed Graphics and Push Through Plexiglas Letters for tag line.



SIGNAGE DIMENSIONS				
SUITE SF	A	B	C	D
< 6,000 SF	26"	12"	14"	40"
≥ 6,000 SF	34"	20"	16"	54"
≥ 9,000 SF	40"	20"	16"	60"

SIGN CRITERIA  
 EXHIBIT A

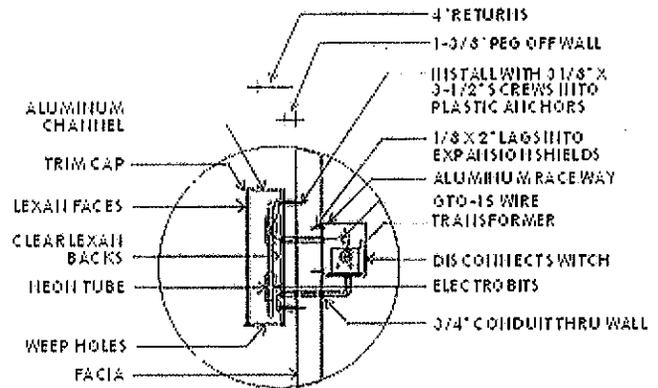
# TENANT SIGN - TYPE 'B' WALL SURFACE PLASTER



**SECTION A**

SIGN TO BE UL APPROVED AND BEAR UL LABEL

**LEXAN FACED CHANNEL LETTERS  
PK HOUSINGS**



**SECTION B**

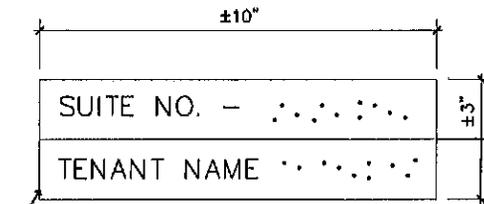
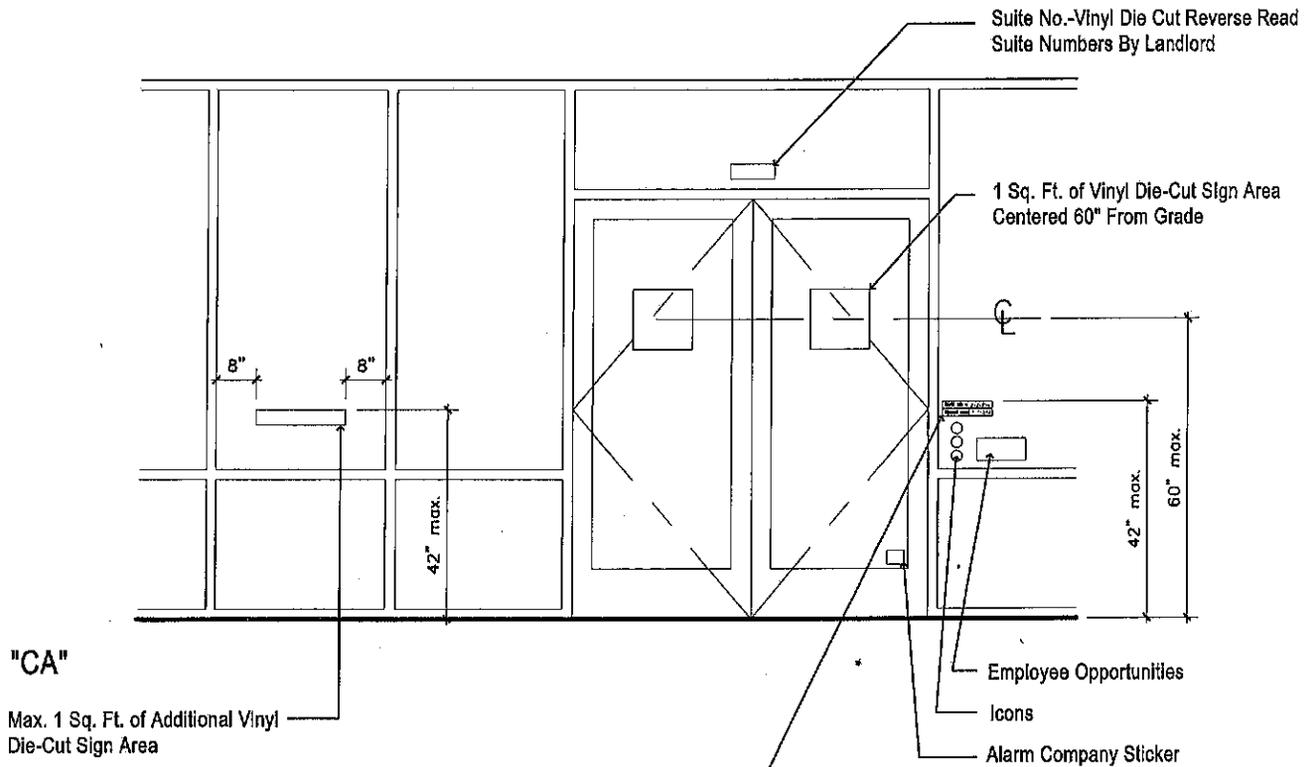
SIGN TO BE UL APPROVED AND BEAR UL LABEL

**LEXAN FACED CHANNEL LETTERS  
THROUGH FACE AND HALO ILLUMINATION**

SIGNAGE DIMENSIONS				
SUITE SF	A	B	C	D
< 6,000 SF	26"	2"	12"	40"
≥ 6,000 SF	34"	4"	16"	54"
≥ 9,000 SF	40"	4"	16"	60"

**SIGN CRITERIA  
EXHIBIT B**

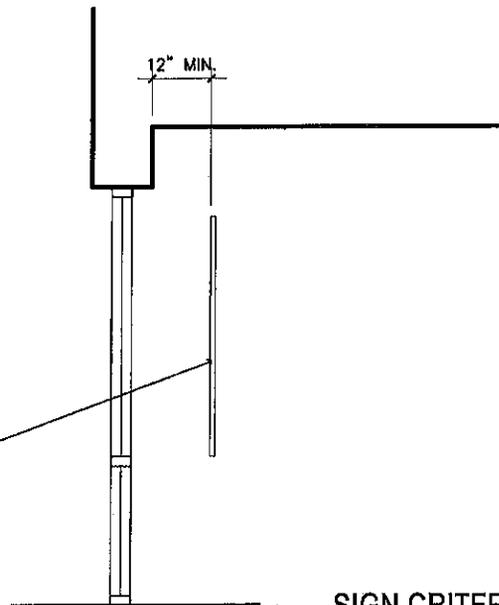
# TYPICAL FRONT DOOR AND STOREFRONT EXHIBITS



Suite Number and Tenant Name Sign Per ADA  
 Requirements Provided By Landlord

Promotional Signs Suspended  
 From The Ceiling No Closer  
 Than 12" From The Inside of  
 The Window

**"CB"**



**SIGN-CRITERIA  
 EXHIBIT C**