

The Lakes Entertainment Center

Corner of Glendora Avenue and Glendora Square
West Covina CA



CUSTOM MANUFACTURING
Designers and Builders of Signs

The Lakes Entertainment Center

SIGN PROGRAM

May 4th 2005

APPROVED	
City of West Covina Planning Department	
<i>Sign Criteria for Restaurant Buildings near Edwards Theater</i>	
Signature. <i>[Signature]</i>	Date: <i>5/6/05</i>

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PROJECT DIRECTORY

Owner: Hillcrest Lakes Development
800 W. 6th Street
Los Angeles, CA 90017
Contact: Ted Slaught
(213) 534-3257
(Fax) 481-0758

Project Architect: Environments Group, Inc.
120 West Bellvue Drive
Pasadena, CA 91105
Contact: Scott Sayre
(626) 792-6600
(Fax) 793-9445

Signage Consultant: LNI Custom Manufacturing
12536 Chadron Avenue
Hawthorne, CA 90250
Contact: Craig Watterson
(310) 978-2000
(Fax) 978-4000

City Planning: City of West Covina
Planning Department
1444 W. Garvey Avenue
West Covina, CA 91790
(626) 939-8422
(Fax) 939-8660
Building Division
(626) 939-8425

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SIGN TYPE SCHEDULE

ITEM	SIGN TYPE	PAGE
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Tenant Wall Signs

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Ground Mounted Signs

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Note: *Pylon and entry monument signs require separate review and approval to follow at a later date.*

The Lakes Entertainment Center

SUBMITTALS & APPROVALS

There is a formal process for the creation, review and approval of Tenant signs at The Lakes Entertainment Center. All Tenants' signage is subject to the Owner's, and the governing agent (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. Design, fabrication and method of installation of all signs shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms to the design standards for The Lakes Entertainment Center.

A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to 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 the city requirements of West Covina Planning and Building Department. Approval of plans by Owner shall not constitute a waiver of tenant requirement to comply with sign program.

Submittals shall include the following:

1. STOREFRONT ELEVATION:

Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.

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.

If shop drawings are rejected, Tenant must resubmit revised plans until Owner's approval is obtained. Requests to implement signs that vary from the provisions of this sign program will be submitted to the owner for approval and then submitted to the City of West Covina, CA for approval. The Owner may approve signs that depart 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.

3. SAMPLE BOARD:

Provide a sample board showing colors, materials, including building fascia, letter faces, trim cap, returns, and other details.

B. SUBMITTALS TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or his sign contractor must submit to the City of West Covina, CA, and will be responsible for all applicable applications and permit fees for the Planning and Building departments.

Tenant and his Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be on file in the Owner's office.
 2. All Sign Contractors must be fully insured and approved by landlord prior to installation. Landlord must receive the Sign Contractor's Certificate of Insurance.
 3. The Owner must be notified 48 hours in advance prior to sign installation.
- C. 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 expense.

D. The Owner may, at his sole discretion 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. Tenant is responsible for sign maintenance or Owner may do at tenant's expense.

E. If the Tenant chooses to change his exterior sign at any time during the term of his lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of his lease agreement.

F. 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.

TENANT'S RESPONSIBILITY

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

1. Design consultant fees (if applicable).
2. 100% of permit processing cost and application fees.
3. 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
4. All cost relating to sign installation, removal and including repair of any damage to the building.
5. If tenant sign goes dark, tenant must remove signs at Owner's request.
6. All roof penetrations must be repaired by Owner at tenant's expense.

DESIGN GUIDELINES

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

A. MIXED MEDIA FORMS AND EMBELLISHMENTS:

1. Dimensional, geometric shapes or icon representing a tenant's product or service.
2. Sculpted wood, metal or Sign foam forms.
3. Painted polished, etched, patina or abraded metals.
4. Etched or sandblasted glass or acrylic.
5. Screens, grids or mesh.
6. Glazed ceramic tile patterns or mosaic designs.
7. Cut steel or fabricated steel.
8. Dimensional letter forms with seamless edges.
9. Opaque acrylic materials with matte finishes.
10. Faux stone effect finish.
11. Mixed media, three dimensional signs painted gold, silver or copper leaf or metallic paint finishes.
12. Oxidized and patina finishes.
13. Mixed media/3 dimensional signs using images, icons, logos, etc.
14. Front and halo illuminated channel letters.
15. Halo illuminated letters, 3" deep minimum.
16. Dimensional, geometric shapes.
17. Sand blasted, textured and/or burnished metal leaf faced

dimensional letters pin mounted from façade.

18. Signs mounted to hard canopies, eyebrows or other projecting architectural elements.

For example:

- a. Prismatic face letter forms with full strokes.
- b. Rounded face letter forms with radius faces and eased edges.
- c. Layered letter forms with face and liner. Letter face must be at least 1" thick, and the liner must be a minimum of ½" thick.
- d. Channel letters with clear plex faces.

B. ILLUMINATION:

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

1. Reverse/halo channel neon.
2. Channel letters with neon.
3. Silhouette illumination.
4. Bud light sculptures or rope lighting.
5. Fiber optics.
6. Internal and/or external illumination.
7. Custom light fixtures and/or seamless opaque faces with "backed up" or "push thru" letters.
8. L.E.D.

All front lighting should be baffled and obscured in channels where possible. Any exposed fixtures, shades or other elements should be designed to contribute to the design of the storefront. All exposed or skeletal neon must be backed with an opaque coating, unless otherwise specified herein or approved in writing by the Owner.

The following are prohibited:

- a. Exposed conduits.
- b. Electrified neon attached to glass tubing surrounds or crossbars.
- c. Front lighting fixtures that compete with storefront design.

C. SIGN COLORS AND FINISHES:

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

1. Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
2. Colors within each sign should be compatible.
3. Sign colors should provide variety and excitement.
4. Color of letter returns should contrast with face colors for optimum daytime readability.
5. Interior of open channel letters should be painted dark when against light backgrounds.

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:

Sizes and quantities for tenant signs shall be outlined in these criteria for each sign type. 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 backgrounds. In the event a tenant is identified on the multi tenant blade sign as proposed on page 11, the square footage for the blade sign panel must be subtracted from the allowable square footage for signs to be installed on the respective storefront.

PROHIBITED SIGNS

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

1. Outdoor advertising or advertising structures except for outdoor retail merchandising/advertising units.
2. Freestanding signs, except as provided in this text.
3. Animated, audible, flashing, oscillating or moving signs: Signs which move, swing, rotate, flash, except as provided in this text or as approved by the Owner.
4. Vehicle Signs: Signs affixed 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.
5. Off premise signs: (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located. Such sign may be allowed upon Owner approval.
6. No billboard signs.
7. Unadorned rectangular cabinet sign with translucent or opaque faces.
8. Temporary wall signs, pennants, banners, inflatable displays or sandwich boards.
9. Window signs except for as provided in the sign program or approved by the Owner (Note: box signs hanging in display windows are not allowed.)
10. Gold leaf treatments on windows, box signs and exposed neon window displays without Owner's written approval. Note: Approval is at Owner's sole discretion. Off-the shelf signs are discouraged.
11. Exposed junction boxes, wires, plug in wires on window signs, transformer, lamps, tubing, conduits, or neon crossovers of any type.
12. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are not permitted).
13. Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria.
14. Paper, cardboard or Styrofoam signs, stickers, or decals hung around or behind storefronts.
15. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
16. Simulated materials such as wood grained plastic laminates or wall coverings.
17. Flashing, oscillating, animated lights or other moving sign components, except as specifically approved by the Owner.
18. Rooftop signs or signs projecting above roof lines or parapets.
19. Signs on mansard roofs or equipment screens.
20. Advertising or promotional signs on parked vehicles.
21. Sign company decals in full view (limit to one placement only).
22. Signs with exposed raceways when use of remote (interior of wall) or self contained (within the sign) transformer system is possible.
23. Non-Illuminated signs unless a non-illuminated portion of the sign is integral to the overall design and has been approved by Owner.
24. Signs installed in addition to multi tenant blade sign where combined square feet for both exceed allowable square footage for storefront as outlined in these criteria.

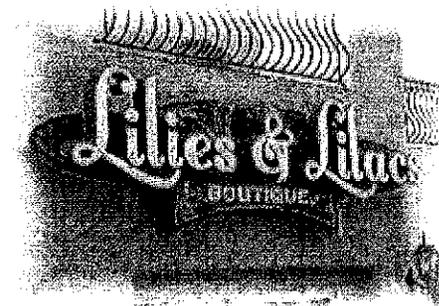
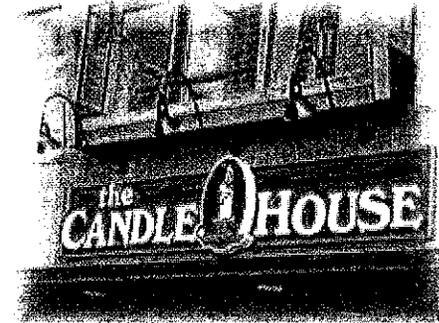
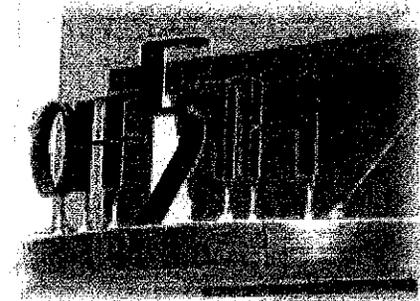
FABRICATION REQUIREMENTS

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

- A. All signs and related lighting components 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 from normal viewing angles.
- 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 complimentary 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 free from "oil canning" or warping.
- G. Separate all ferrous and 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 consist of all thread post and spacer sleeves for consistency. Spacer painted to match 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.

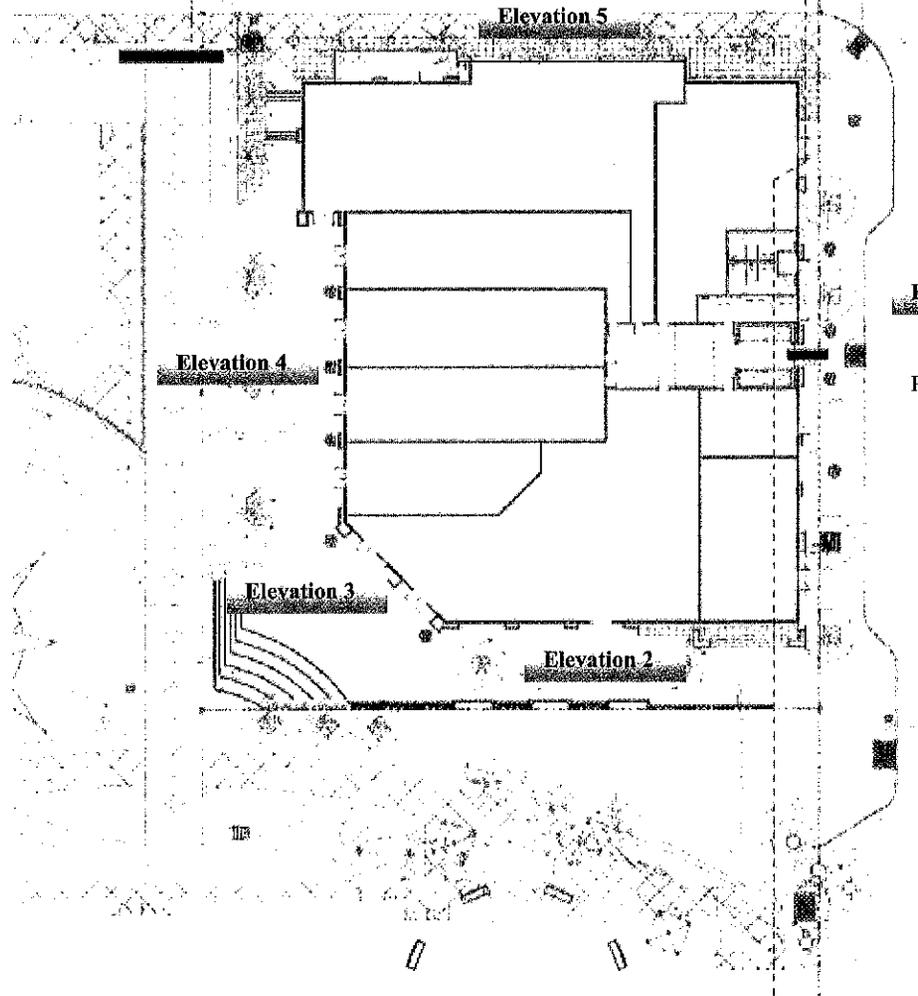
- I. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- J. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting 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., Mathews Paint Company (800) 323-6593).
- L. Letter returns shall be painted to contrast with color of letter faces.
- M. Neon tubing shall be 12-13mm, 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. Landlord to provide one (1) 120V junction box within 5 feet of sign location. Powered and controlled by house panel. Tenant to make all connections.





CUSTOM MANUFACTURING
Designers and Builders of Signs

Entry Monument
Requires separate review and approval



Elevation 1

Multi Tenant Blade Sign
Requires separate review and approval

The Lakes Entertainment Center

Exhibit

A



Site Plan

SAN BERNARDINO FREEWAY 10

Pyron Sign Requires separate review and approval

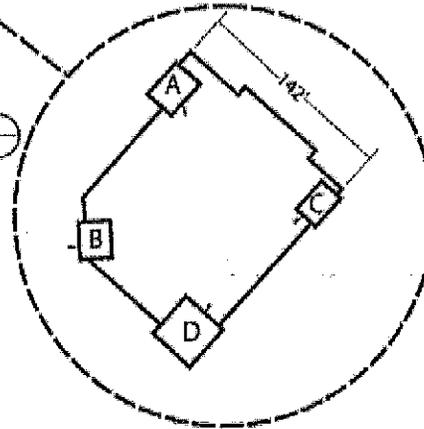


Entry Sign Requires separate review and approval

Blade Sign

No Accent Neon Tower "B"

Accent Neon Towers A, C, D



The Lakes Entertainment Center

EXHIBIT

B



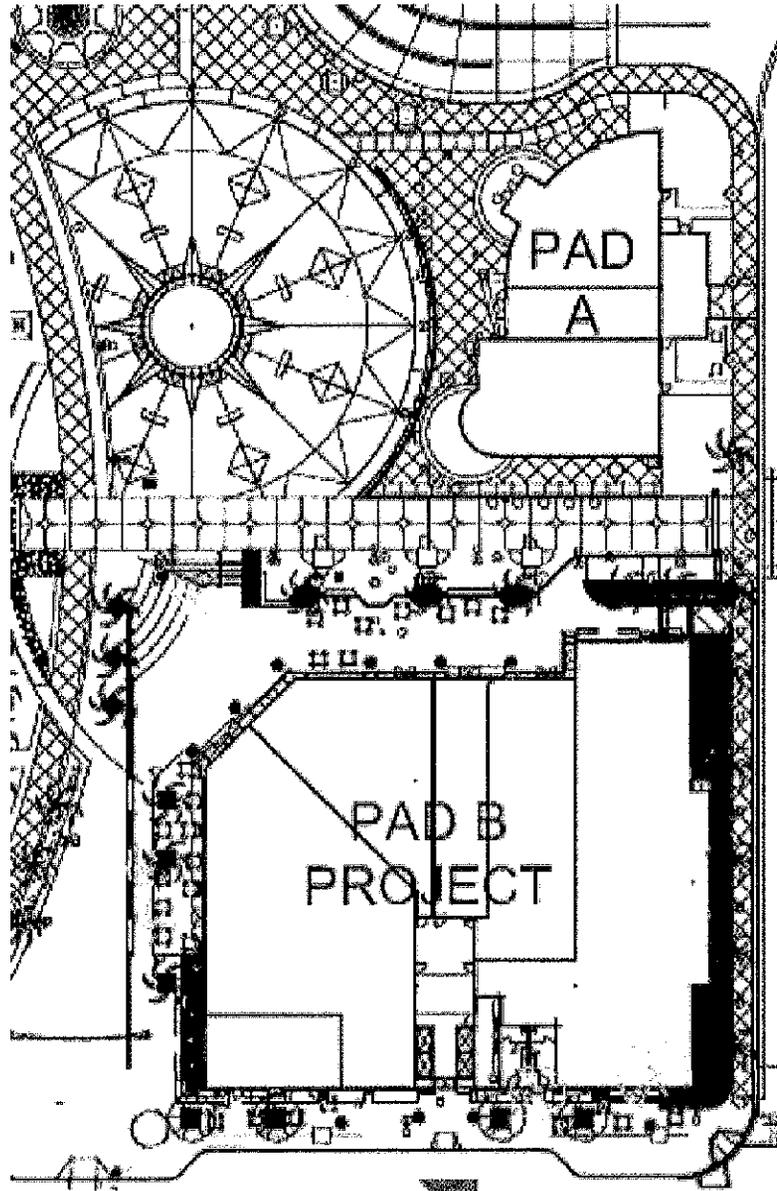
Overall Site Plan



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The Lakes Entertainment Center

EXHIBIT



Site Plan Pad A and B

WS- SHOP TENANT SIGNAGE

Materials: A variety of wall treatments is encouraged. Signs may use any acceptable treatments as provided for in the Tenant Sign Criteria, excepts as restricted below.

Copy: Tenant name/logo.

Sign Area: The maximum allowable letter height is not to exceed thirty six inches (36") for a single line.

Double line of copy shall not exceed thirty six inches (36") in height.
Maximum sign length not to exceed seventy five percent (75%) of storefront.

Tenants with recognized logo graphics may use their business identity graphics. If a logo symbol is used on the shop tenant sign, it must be confined with an area of thirty six inches (36"). Logo symbol will be included in overall sign area.

Tenants with excess of 6,000 square feet of tenants space may have three (3) line stacked copy with a maximum over all sign height of five feet (5').

The maximum allowable sign area is not to exceed one and a half square feet (1 1/2 sf) per lineal foot of tenant store frontage. One (1) shop tenant sign is allowed per elevation with exception to tenants who opt to be identified via the multi tenant blade sign as detailed on page 11. In the event this occurs, the square footage for the blade panel must be subtracted from the allowable square footage for the storefront as outlined in these criteria. Any other exceptions to the overall number of signs allowed would be subject to review by the City and Owner approval. Signs must maintain a four inch (4") buffer between architectural features (i.e. cornices and arches).

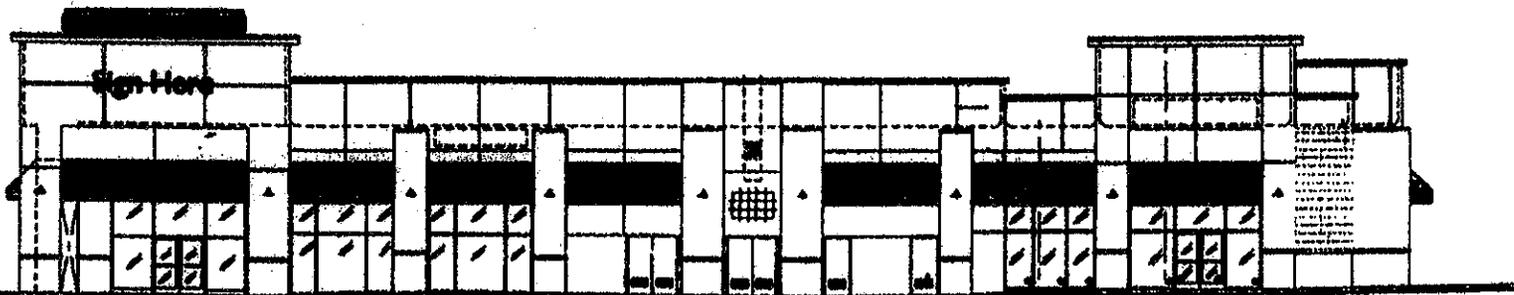
Typeface: Custom tenant logotype/name with Owner approval.

Colors: Custom colors logotype/or colors with Owner approval.

Lighting: Signs will be internally illuminated with neon or flourescent lamps or externally illuminated with goose neck lamps, compact spot lighting or equal. Non-illuminated signs are not generally permitted. Use of remote transformers or self contained transformers is strongly encouraged.



The Lakes Entertainment Center



EAST ELEVATION

WS- SHOP TENANT SIGNAGE

Materials: A variety of wall treatments is encouraged.
Signs may use any acceptable treatments as provided for in the Tenant Sign Criteria, excepts as restricted below.

Copy: Tenant name/logo.

Sign Area: The maximum allowable letter height is not to exceed thirty six inches (36") for a single line.

Double line of copy shall not exceed thirty six inches (36") in height.
Maximum sign length not to exceed seventy five percent (75%) of storefront.

Tenants with recognized logo graphics may use their business identity graphics. If a logo symbol is used on the shop tenant sign, it must be confined with an area of thirty six inches (36"). Logo symbol will be included in overall sign area.

The maximum allowable sign area is not to exceed one and a half square feet (1 1/2 sf) per lineal foot of tenant storefrontage. One (1) shop tenant sign is allowed per elevation with exception to tenants who opt to be identified via the multi tenant blade sign as detailed on page 11. In the event this occurs, the square footage for the blade panel must be subtracted from the allowable square footage for the storefront as outlined in these criteria. Any other exceptions to the overall number of signs allowed would be subject to review by the City and Owner approval. Signs must maintain a four inch (4") buffer between architectural features (i.o.e. cornices and arches).

Typeface: Custom tenant logotype/name with Owner approval.

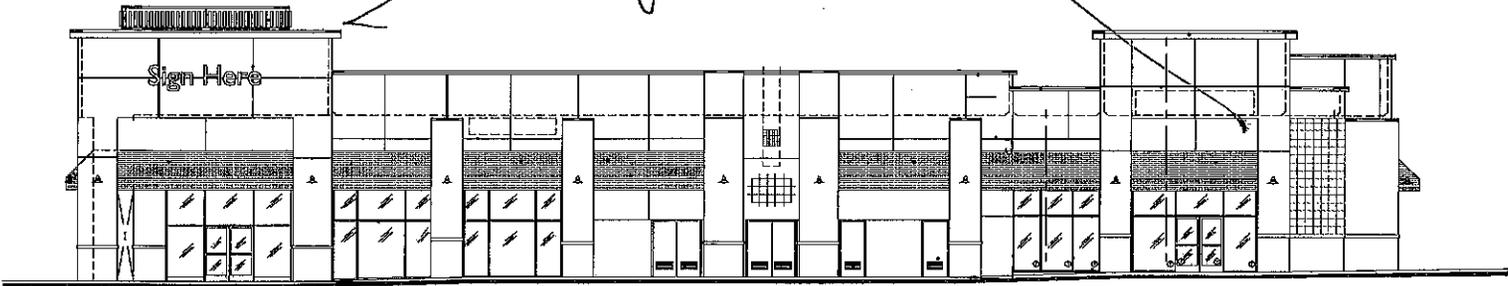
Colors: Custom colors logotype/or colors with Owner approval.

Lighting: Signs will be internally illuminated with neon or flourescent lamps or externally illuminated with goose neck lamps, compact spot lighting or equal. Non-illuminated signs are not generally permitted. Use of remote transformers or self contained transformers is strongly encouraged.

Obsolete



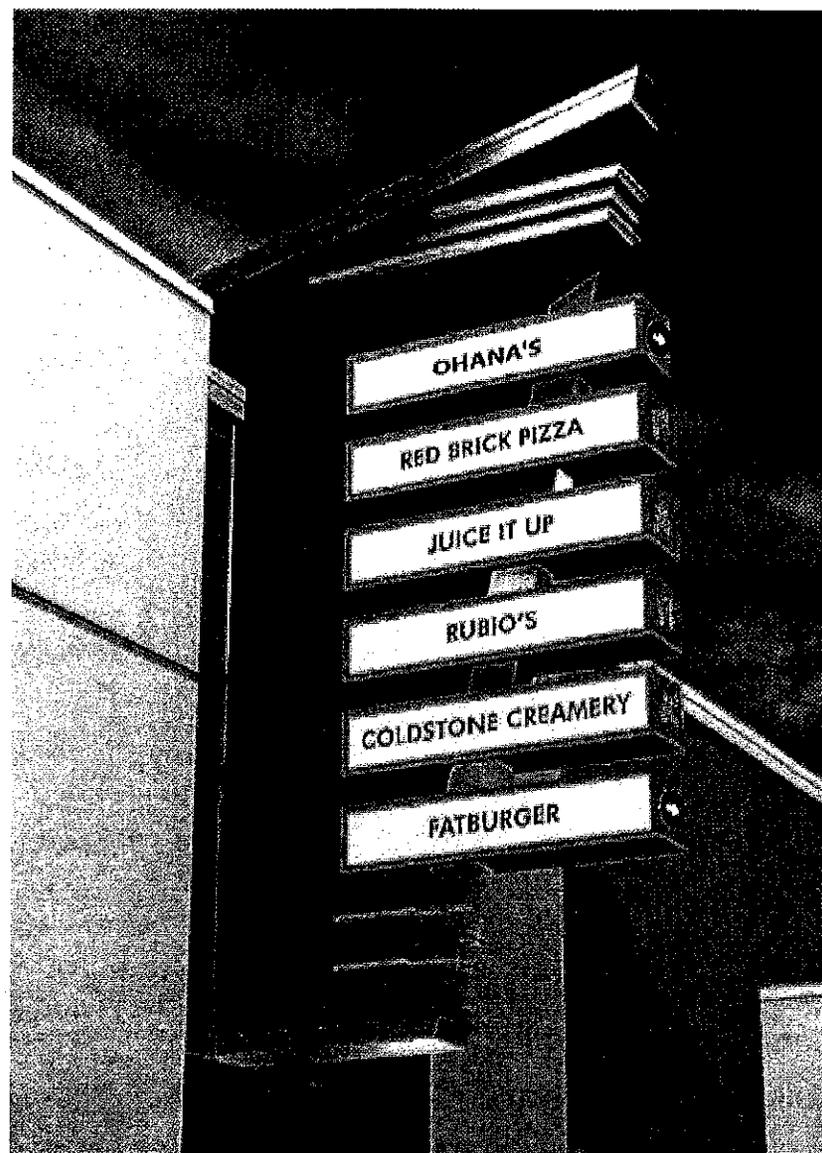
The Lakes Entertainment Center



EAST ELEVATION

Multi Tenant Blade Sign

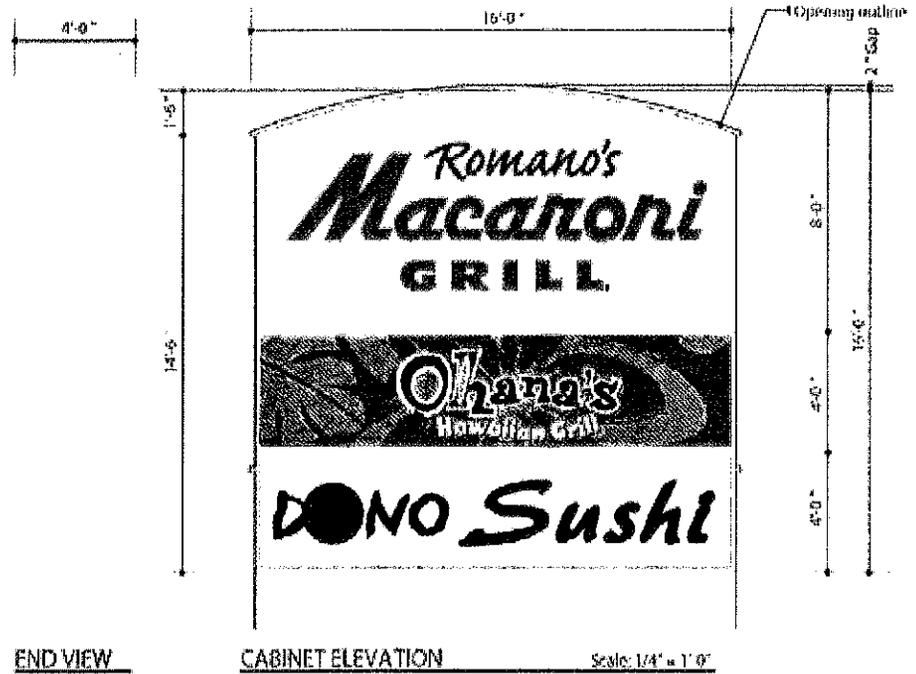
- Materials:** Panel shall be in quantity of two and be made of 3/16" thick, translucent white lexan.
- Copy:** Tenant name only, no logo unless specifically approved by Landlord.
- Sign Area:** Panel shall be 1' x 5' in size. Copy is not to exceed 4'-06" in width or 8" in height. If necessary, two lines may be used so long as the overall height does not exceed 8". Area of sign shall be considered as 5 square feet and will be included in the square footage allowed each tenant for their respective store front. If used, the area of this sign panel must be subtracted from the authorized area for store front signs afforded each tenant as outlined for shop tenant signage. Each tenant may not have more than one double sided panel for this sign. Only tenants without a Glendora avenue facing store front sign shall be considered for blade sign identification.
- Typeface:** Custom tenant logotype/name with Owner approval.
- Colors:** Custom colors logotype/or colors with Owner approval. Not to exceed 2 colors including background (White lexan panel does not count).
- Lighting:** To be internal and built into the sign. No other lighting treatments will be considered.



Existing Pylon

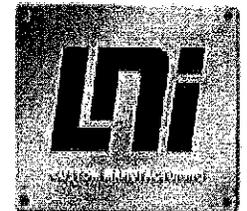


Existing Pylon Sign with proposed tenant panel Add-ons



Manufacture & install new internally illuminated LVP
Tenant cabinets on existing pylon sign

- Cabinets to be aluminum construction painted to match existing pole covers
- Faces to be White Lexan with film applied 1st surface
- Graphics to be approved corporate artwork
- Illumination by fluorescent tubes



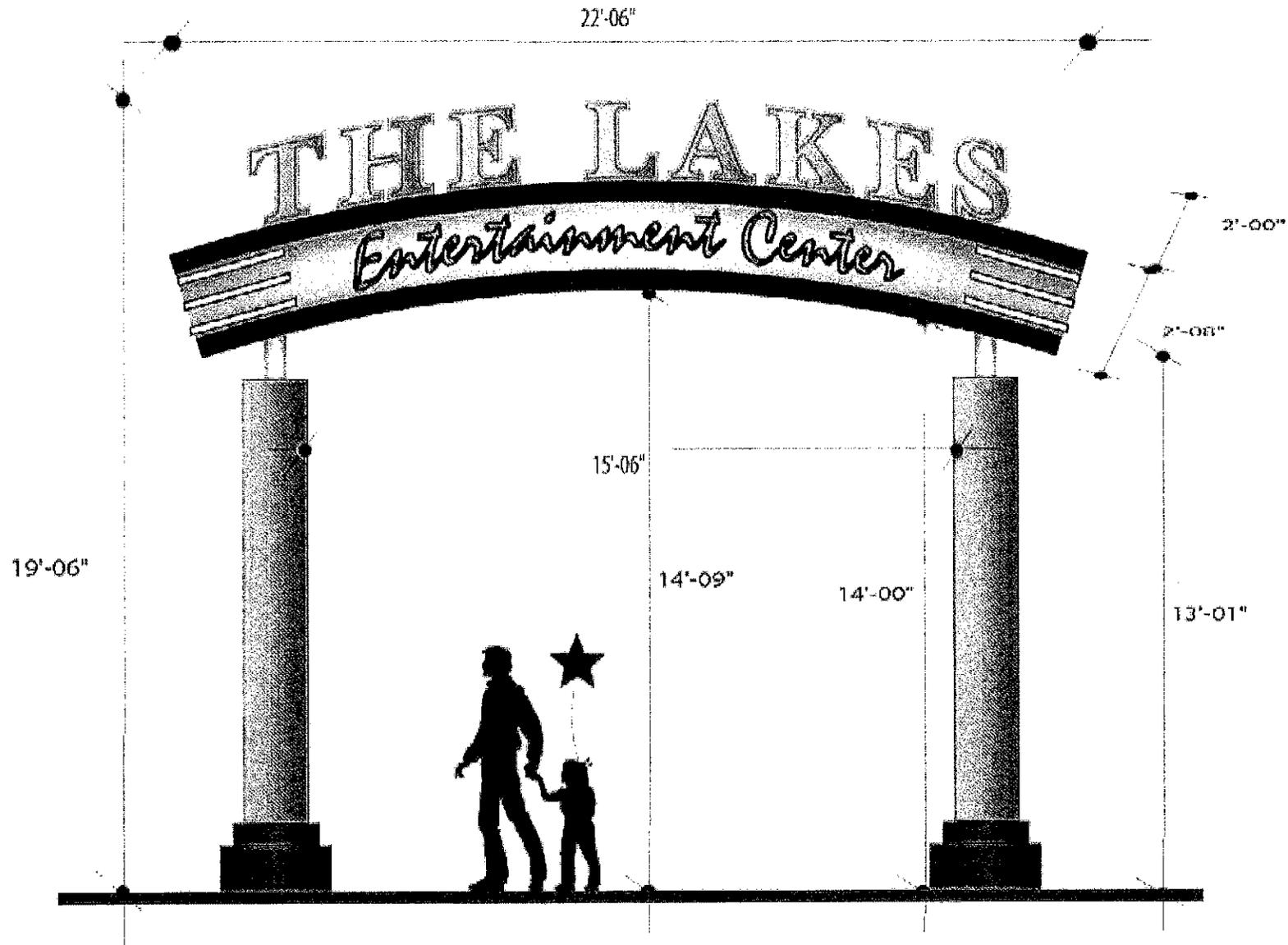
Requires separate review and approval

Entry Monument



Requires separate review and approval

Entry Monument



Requires separate review and approval