

APPROVED
City of West Covina
Planning Department

Sign Criteria for restaurant
plaza

Signature: *[Signature]* Date: 1/21/04

T H E
CURVE

BARRANCA & I-10 FREEWAY

S I G N C R I T E R I A

FEBRUARY 2004



National Sign & Marketing Corporation

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4881 Murrieta Street • Chino, CA 91710 • Tel: 909.591.4742 • FAX: 909.591.5356 • Toll Free: 877.877.NSMC

The Curve

Barranca & I-10 Freeway, West Covina, CA

DEVELOPER

Barranca I, LLC

8311 HAVEN AVENUE, SUITE 200
RANCHO CUCAMONGA, CA 91730
Tel. (909) 980-6868 Fax (909) 987-8183

SIGN CONSULTANT

National Sign & Marketing Corp.

4881 MURRIETA STREET
CHINO, CALIFORNIA 91710
Tel. 909.591.4742 Fax. 909.598.5356

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S I G N C R I T E R I A



Drawing Number
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Revised:



Client Approval:
Date:

Project: Barranca I, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: Account Mgr. C. Filina
Designer: Lisa L. Scabin, NCSID Date: 9/15/2005

National Sign & Marketing Corporation
4881 Murrieta Street Chino, CA 91710
Tel 909.591.4742 Fax 909.591.4556
e-mail sales@nsmc.net

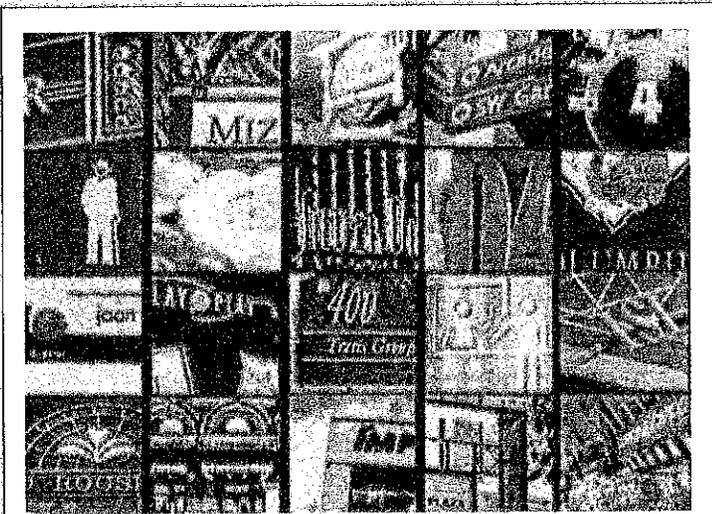


The Curve

Barranca & I-10 Freeway, West Covina, CA

Objective

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size variety and placement for Tenant signs throughout this project. These criteria are also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is often achieved through open and frequent dialogue between Tenant, Landlord and the project's graphic design consultant. Signing The Curve, West Covina, California is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural façade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation of individual tenants and contribute to the project's overall success.



S I G N C R I T E R I A

Revisions:



Client Approval:

Date: _____

Project: Barranca I, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: _____ Account Mgr. C. Elena
Designer: Lisa L. Scales Date: 9/15/2009

The Curve

Barranca & I-10 Freeway, West Covina, CA

Overview

The overview of this sign criteria is to assist the Landlord/Tenant and City of West Covina relationship. The Landlord is responsible to:

- (a) Provide base building design and construction information requested by tenant's sign design consultant.
- (b) Expedite the review, revision and approval of tenant sign submissions.

The Tenant will be responsible for:

Design fabrication, permitting and installation of signs, including any structural support and electric service and any special installation requiring addition or modification to the shell building approved by the Landlord.

SIGN MAINTENANCE

The Tenant shall employ sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept.

The Tenant will abide by all provisions, guidelines and criteria contained within The Curve, West Covina, California Sign Program and these sign criteria.

Only those signs types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense, correct, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission.

Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation.

PRIMARY TENANT IDENTIFICATION

- Signs may identify the business name and a minimum generic word description of the service.
- Based upon enhancement of mixed media and three dimension presentation, Landlord may at its sole discretion allow an increase of 20% to the maximum sign area. (With final approval from City of West Covina and Barranca I, LLC)

S I G N C R I T E R I A



Drawing Number
21013
Page 2 of 18

Revisions:



Client Approval:
Date:

Project: Barranca I, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: _____ Account Mgr. C. Elena
Designer: Lisa T. _____ Scale: 1/8"=1'-0" Date: 9/15/2008

National Sign & Marketing Corporation
4981 Murrieta Street Chino CA 91710
Tel 909.831.7749 Fax 909.581.6866
e-mail sales@nsmc.net



The Curve

Barranca & I-10 Freeway, West Covina, CA

Sign Styles

Creative and imaginative signage is strongly encouraged and will be the standard for Landlords review/approval of all sign design submittals.

There are many acceptable sign treatments, however, a mixed media three-dimensional approach combining several different fabrication and lighting techniques is preferred.

Tenants are strongly encouraged to consider the specific architectural style of their façade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of its size and placement.

Acceptable sign styles include:

1. Front and halo 5" deep illuminated channel letters.
2. Note: acrylic face, internally illuminated channel letters will not be permitted unless successfully used as a part of an approved mixed media three-dimensional sign.
3. 3" deep halo illuminated letters.
4. Mixed media/3 dimensional signs using images, icons, logos, etc.
5. Signs painted gold, silver or copper leaf.
6. LED accents will be approved at the sole discretion of the landlord and should be proposed only if a part of the overall tenant design concept; Dimensional geometric shapes.
7. Sand blasted, textured and/or burnished metal-leaf faced dimensional letters, pin mounted from façade.
8. Signs mounted to hard canopies, eyebrows or other projecting architectural elements.
9. Screens, grids, or mesh; Etched, polished, patina or abraded materials.

For Example: Prismatic face letter forms with full facet strokes:

Rounded face letter forms with radius faces and eased edges.

Layered letter forms with face and liner. Letter face must be at least one (1) inch thick and the liner must be a minimum of 1/2" inch thick.

Notes:

Mixed media signs are signs employing two or more illumination and fabrication methods (for example, halo lit reverse channel letters with exposed neon accents).

Although simple rectangular cabinet signs are generally not allowed, mixed media signs may be composed of several elements, one of which may be a cabinet. However, the cabinet sign should not exceed 50% of the total sign area.

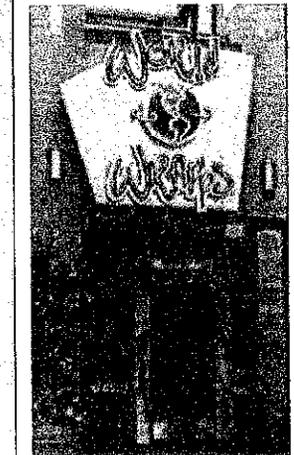
With the Landlord's approval, complex shaped (i.e. polyhedron) sign cabinets may be used alone if they incorporate dimensional elements such as push-thru letters and/or exposed neon.



Front and halo illuminated letters



Halo illuminated channel letters



Dimensional geometric shapes

S I G N C R I T E R I A

ASCO
ELECTRONIC SIGNS

Drawing Number
21013
Page 3 of 16

Revisions:

Client Approval: _____
Date: _____

Project: Barranca I, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: _____ Account Mgr. C. Elara
Designer: Lisa L. Seabrook, Nilsa D. Dalar 915/202-5588
e-mail: sales@nascosign.com

National Sign
& Electronic Corporation 81710
15000 West Loop West, Suite 1000, Houston, TX 77040-1500
Tel: 281-581-5888 Fax: 281-581-5888
e-mail: sales@nascosign.com

The Curve

Barranca & I-10 Freeway, West Covina, CA

Type Styles & Logos

- The use of logos and distinctive type styles is encouraged for all tenants signs.
- Sign lettering should be combined with other graphic and or dimensional elements denoting the type of business.
- The tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the tenant in California, provided that these images are architecturally compatible and approved by the Landlord.
- The typeface may be arranged in one or two lines of copy and may consist of upper and/or lower case letters.
- The tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

THE FOLLOWING SIGN STYLES AND ELEMENTS ARE PROHIBITED

1. Unadorned rectangular cabinet signs with translucent or opaque faces.
2. Flashing, oscillating, animated lights or other moving sign components, except as specifically approved by the Landlord.
3. Advertising or promotional signs on parked vehicles.
4. Non-illuminated signs (Foam, Gator Foam, Sintra, etc.).
5. Temporary wall signs, pennants, banners, inflatable displays or sandwich boards.
6. Window signs unless approved by the Landlord (Note: box signs hanging in display windows are not allowed).
7. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlords written approval. Note: Approval is at Landlords sole discretion.
8. Off-the-shelf signs are prohibited.
9. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
10. 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).
11. Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria.
12. Paper, cardboard or Styrofoam signs, stickers or decals hung around or behind storefronts.
13. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
14. Rooftop signs or signs projecting above roof lines or parapets
15. Exposed raceway. Exception: Raceway must display architectural compatibility with building and sign.



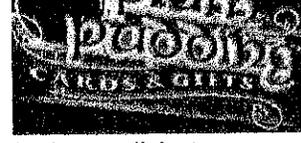
Mixed Media;
Exposed neon, halo neon, painted letters, burnished leaves, patina cabinets



Rounded face letter forms



Exposed neon as a graphic element



Channel letter with exposed neon



S I G N C R I T E R I A



The Curve

Barranca & I-10 Freeway, West Covina, CA

Colors

The following guidelines are for selecting colors for Tenant signing. The project and the individual building façade will consist of a variety of colors and materials. The Landlord encourages the Tenant to consider these colors when choosing his sign colors, and where feasible the Landlord will consider the Tenants color scheme when making final building color and material choices. Tenants are requested to make early color submission for review by the Landlord although, final determination of building colors will follow from on-site mock-ups and draw downs reviewed and approved during construction of the base building shell.

Signs may incorporate regionally recognized logo colors.

Sign colors should be selected to provide sufficient contrast against building background colors.

Sign colors should provide variety, sophistication and excitement.

Color of letter returns shall match the color of the face of the letter or match the wall surface color.

Interior of open channel letters should be painted dark when placed against light backgrounds.

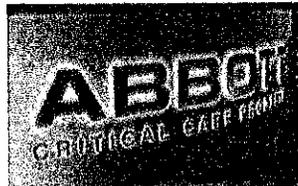
Accent neon colors should complement related signing elements.

LIGHTING

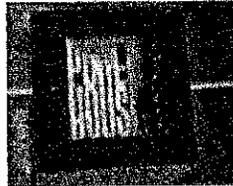
Tenant signs should be creatively illuminated using a variety of lighting techniques.

One or more of the following are allowed:

- Front and halo illuminated channel letters
- Halo illuminated pin-mounted reverse channel letters
- Reverse channel LED with silhouette illumination
- Fiber optics
- Incandescent light bulbs
- Internally illuminated signs with seamless opaque cabinets and pushed-thru lettering and/or neon.
- Cove lighting



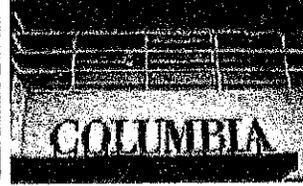
Cabinet with 3/4" pushed through letters



Illuminated cabinet with frosted copy backed with acrylic. Cabinet also has halo



Front illuminated with incandescent light bulbs



Cove lighting

If it is determined by Landlord that the primary lighting of tenant's wall sign or blade sign is too intense, the Landlord may require at Tenant's expense to install a dimmer switch.

All front lighting must be baffled and obscured from direct visibility with recessed channels, which are fully integrated into the building façade elements.

Decorative shrouds or housings custom designed and fabricated to maintain or enhance the architectural integrity of the building may be used to conceal "off the shelf" standard fixtures subject to Landlord's approval.

S I G N C R I T E R I A

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Barranca & I-10 Freeway, West Covina, CA

Approval

The landlord has engaged the services of a sign consultant for the entire project who will assist in the review and approval of restaurant sign submissions and insure their conformance to the project's overall Sign Criteria.

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, tenant shall provide the following information to the Landlord for review.

Note:

This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Tenant name:

Tenant logo (in color with colors identified);

Tenant interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and tenant's revision of submission in advance of sign fabrication, tenant shall submit for Landlord's approval five (5) sets of complete and fully dimensioned shop drawings of the tenant's sign to the Landlord's tenant coordinator.

Daniel W. Richards
Barranca I, Partners LLC
8311 Haven Avenue #200
Rancho Cucamonga, CA 91730
Tel: (909) 980-6868 Fax: (909) 987-8183

Shop drawings shall include at least the following:

- Tenant's entire building façade elevation, showing the proposed sign, in color drawn to scale of 1/4" - 1'-0".
- Storefront (partial building) elevation showing the location, size, color, construction and installation details of the tenant's proposed sign.
- Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.
- Color and material samples together with a photograph (if possible) of a similar installation.
- Within **ten (10) days** of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the tenant's sign design.

Tenant must respond to the Landlord's comments and re-submit within ten (10) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval by Landlord, tenant must submit sign submission to City of West Covina for the required fabrication and Installation permit.

Upon approval Tenants are required to provide two (2) sets of City of West Covina approved drawings to the Landlord.

S I G N C R I T E R I A



Drawing Number
21013
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Revisions:



Client Approval:
Date:

Project: Barranca I, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: Account Mgr. C. Elena
Designer: Lisa Y. Scaler, NCSi
Date: 9/15/2022

National Sign
& MARKETING CORPORATION
4881 Murrieta Street, Chino, CA 91710
Tel: 909.591.4748 Fax: 909.591.4365
e-mail: sales@nsmc.net



The Curve

Barranca & I-10 Freeway, West Covina, CA

Fabrication

The tenant must insure that his sign fabricator and installer understand their responsibilities before they begin sign fabrication.

The tenant's sign contractor(s) are responsible for the following:

Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.

Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally, stainless steel fasteners shall be used to attach dissimilar metals;

Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will not be permitted.

Colors, materials and finishes shall exactly match those submitted to and approved by the Landlord.

Visible welds and seams will be ground smooth and filled with auto body compound before painting.

No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point;

Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free from dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards;

Reverse channel letters shall be pinned 2" off the wall. The letter return depth shall be a minimum of 3" and letters shall have a clear Lexan backing.

Double neon tube shall be used where the width of the letter stroke exceeds 2½ inches.

INSTALLATION

The Tenant's sign installer will:

Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in the amount of One Million Dollars (\$1,000,000) prior to beginning fabrication;

Obtain all required sign permits from the City of West Covina and deliver copies to the Landlord before installing the sign/s/s;

Warrant the sign against latent defects in materials and workmanship for a minimum of one year.

S I G N C R I T E R I A



Dranding Number
21013
Page 7 of 18

Revisions:



Client Approval:
Date:

Project: Barranca I, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: Account Mgr. C. Blyden
Designer: Lisa L. Scale: 1/8" = 1' Date: 9/15/2023

National Sign
& MARKETING CORPORATION
4881 Marwick Street, Chino, CA 91710
Tel: 909.591.4748 Fax: 909.591.5356
e-mail: sales@nsmc.net



The Curve

Barranca & I-10 Freeway, West Covina, CA

Restaurant Signage - Multi-Pad Building

(see exhibit page #16)

MATERIALS:

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

COPY:

Tenants name and logo
Signs may identify the business name and a minimum generic word description of the service.
No product identity or specific service descriptions may be displayed.

SIGN AREA:

- The maximum allowable letter height is not to exceed twenty-four inches (24").
- In addition, an oversized letter in a word may be up to thirty-six inches (36") in height.
- Double line of copy shall not exceed forty-eight inches (48") in height.

Maximum sign length not to exceed seventy five percent (75%) of storefront.
National and recognizable logo graphics allowed with Landlord approval.

If a logo symbol is used on the pad tenant sign, it must be confined within an area of four (4) square feet, or unless otherwise approved by Landlord. Logo symbol will be excluded in overall sign area.

The maximum allowable sign area is not to exceed one-and-a-half (1.5) square feet per lineal foot of tenant store frontage. One (1) pad tenant storefront identification sign is allowed per elevation facing street, parking lot or main entrances with up to a maximum of three (3) signs per tenant.

Signs must maintain a twelve (12") inch buffer between architectural features (i.e. cornices and arches).

TYPE FACE:

- Custom tenant logo-type/name with Landlord approval.

COLORS:

- Custom colors logo-type/or colors with Landlord approval.

LIGHTING:

- Signs will be internally illuminated with LED, flourescent lamps, neon or externally illuminated with gooseneck lamps, compact spot lighting or equal.
- Exposed neon is prohibited.



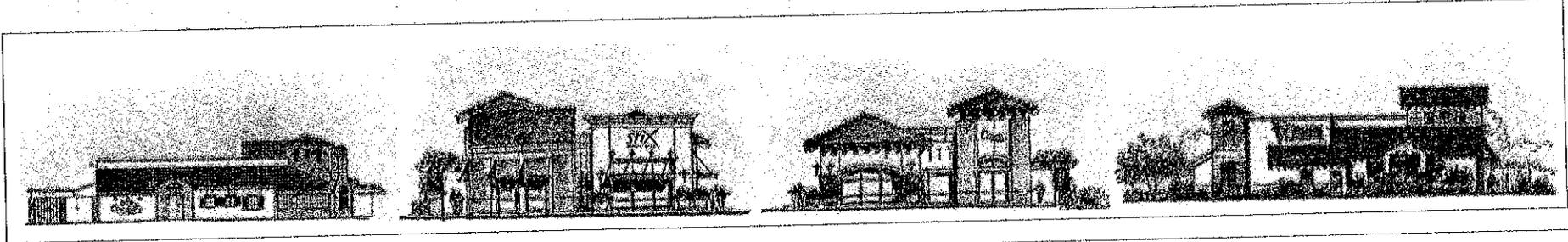
The Curve

Barranca & I-10 Freeway, West Covina, CA

Restaurant Signage - Single Pad Building

(see exhibit page #15 & 17)

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below.
- COPY:** Tenants name and logo
Signs may identify the business name and a minimum generic word description of the service.
No product identity or specific service descriptions may be displayed.
- SIGN AREA:**
- The maximum allowable letter height is not to exceed twenty-four inches (24"). In addition the initial letter of sign may have up to a twenty-six inch (26") high letter.
 - Double line of copy shall not exceed forty-eight inches (48") in height.
 - Maximum sign length not to exceed seventy five percent (75%) of storefront.
 - If a logo symbol is used on the shop tenant sign, it must be confined within an area of four (4) square feet. Logo symbol will be included in overall sign area.
 - The maximum allowable sign area is not to exceed one-and-a-half (1.5) square feet per lineal foot of tenant store frontage. One (1) shop tenant sign is allowed per elevation facing parking lot, street and main entrances with up to a maximum of four (4) signs per building. Signs must maintain a four (4") inch buffer between architectural features (i.e. cornices and arches).
- TYPE FACE:** Custom tenant logo-type/name with Landlord approval.
- COLORS:** Custom colors logo-type/or colors with Landlord approval.
- LIGHTING:**
- Signs will be internally illuminated with LED or flourescent lamps or externally illuminated with gooseneck lamps, compact spot lighting or equal.
 - Exposed neon is prohibited.



S I G N C R I T E R I A

NSC
ELECTRONIC SIGNS

Drawing Number
21013
Page 9 of 18

Revisions:

Client Approval: _____ Date: _____

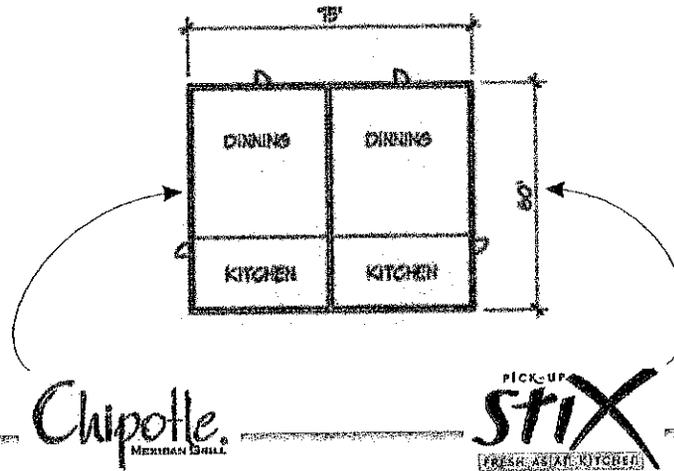
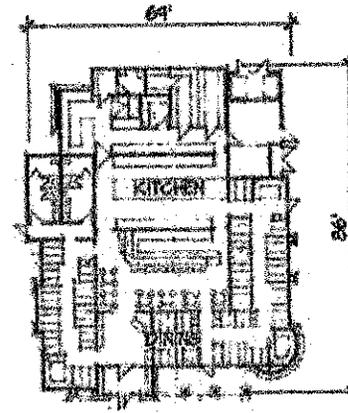
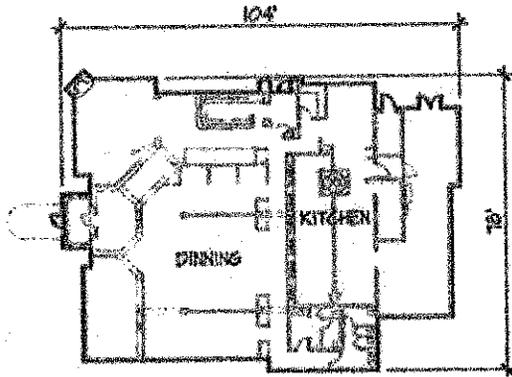
Project: Barranca, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: _____ Account Mgr. C. Filmer
Designer: Lisa J. Scale, Model Date: 5/15/2023

National Sign & ELECTRONIC CORPORATION
7881 Mainline Dr., West Covina, CA 91710
Tel: 626-891-5266 Fax: 626-891-5268
http://www.nscsign.com

The Curve

Barranca & I-10 Freeway, West Covina, CA

Floor Plans



S I G N C R I T E R I A

Revisions:



Client Approval:

Date: _____

Project: Barranca L.L.C. - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: _____ Account Mgr: C. Etkina
Designer: Lisa T. Sealer, HOK Date: 8/16/2008

National Sign & MARKETING CORPORATION
4881 Barnhart Street, Chino, CA 91710
Tel: 909-591-1300 Fax: 909-591-1306
E-mail: sales@nsms.net



The Curve

Barranca & I-10 Freeway, West Covina, CA

S/F Monument Sign (ILLUM. w/TENANT PANELS)

LANDSCAPING
(IF ANY) BY OTHERS

ILLUMINATED ALUMINUM
TENANT PANELS PAINTED
BRASS w/ROUTED-OUT
PUSH-THRU LOGO COPY
(110v/40amp each)

ALUMINUM FRAMED CABINET
LIGHTLY TEXCOATED AND PAINTED
LIGHT BEIGE/TAN TO COMPLIMENT
STONE WALL (BY OTHERS)

20" BRASS HALO-LIT
REVERSE CHANNEL
LETTERS & 2"
HALO-ILLUMINATED BARS
(110v/40amp)

MONUMENT
PILLARS &
STONE CAPS
BY OTHERS

MONUMENT
WALL & STONE
EXTERIOR
BY OTHERS

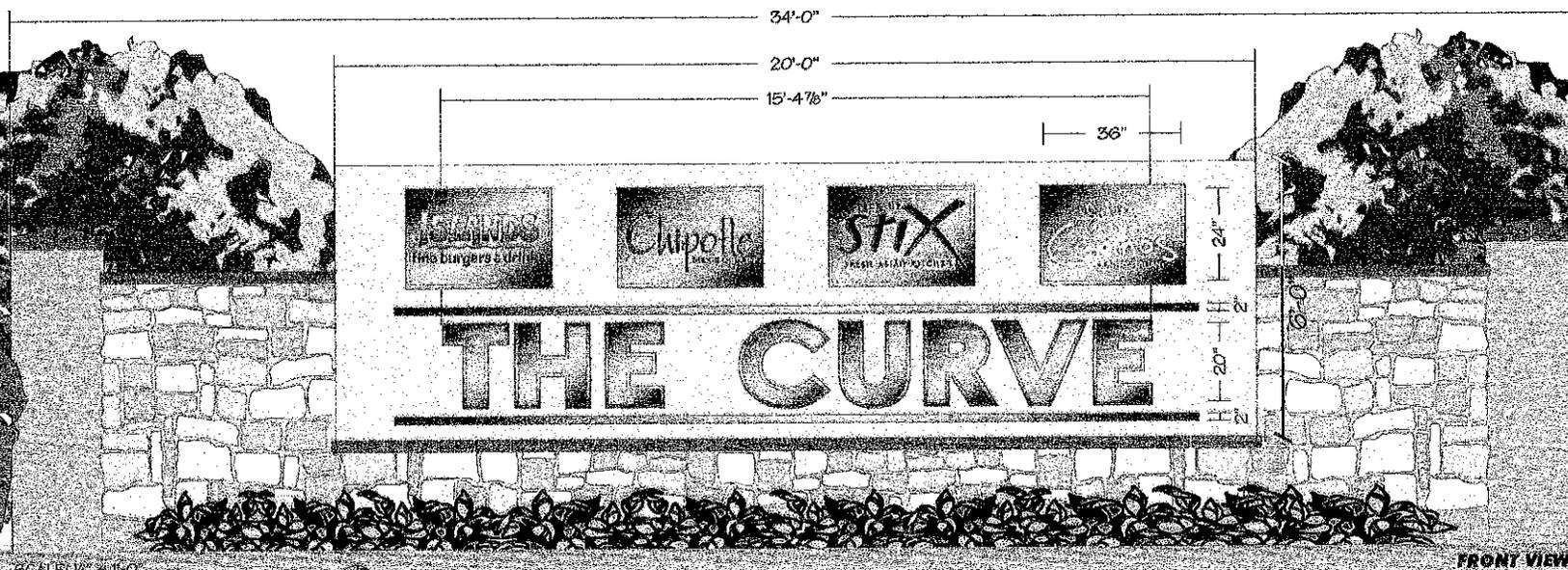
MANUFACTURE & INSTALL ONE NEW S/F MONUMENT
WALL CABINET WITH ROUTED OUT-PUSHED-THRU
TENANT PANELS & 20" HALO-LIT BRASS REVERSE
CHANNEL LETTERS WITH 2" ILLUMINATED UPPER &
LOWER ACCENT BARS. TENANT PANELS TO BE
ALUMINUM PAINTED BRASS.

A

TOP VIEW

ILLUMINATED ALUMINUM
TENANT PANELS PAINTED
BRASS w/ROUTED-OUT
PUSH-THRU LOGO COPY

20" BRASS HALO-LIT
REVERSE CHANNEL
LETTERS & 2"
HALO-ILLUMINATED BARS



S I G N C R I T E R I A

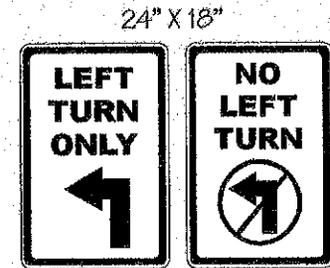
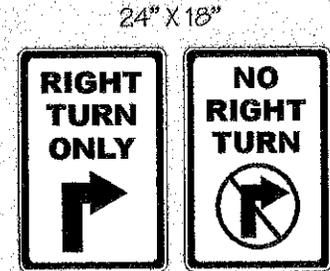
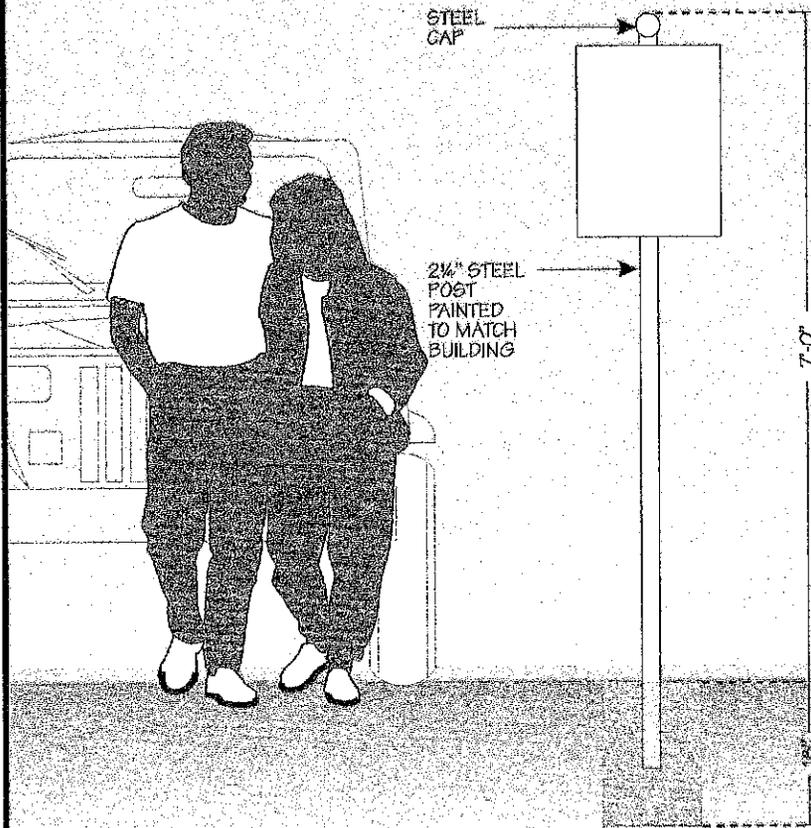
"THE CURVE" SIGN AREA = 28.24 SQ. FT.



The Curve

Barranca & I-10 Freeway, West Covina, CA

Parking & Regulatory Signs (EXAMPLES)



ALL PANELS TO MEET LOCAL STATE AND FEDERAL REQUIREMENTS

S I G N C R I T E R I A

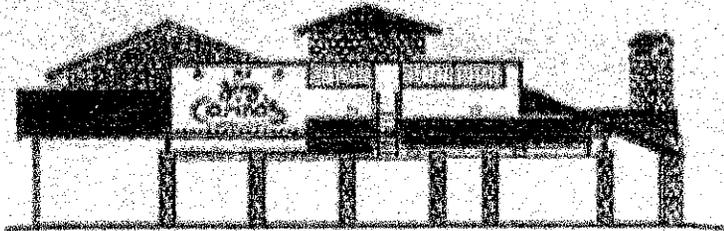
The Curve

Barranca & I-10 Freeway, West Covina, CA

Restaurant Elevations (JOHNNY CARINO'S)



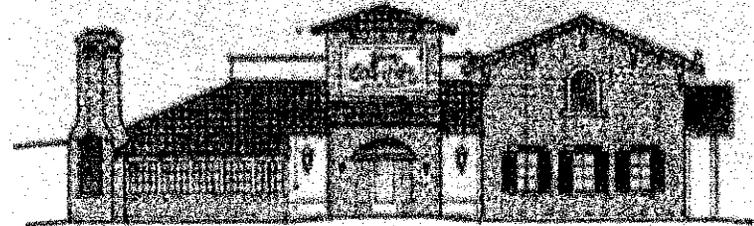
NORTH ELEVATION



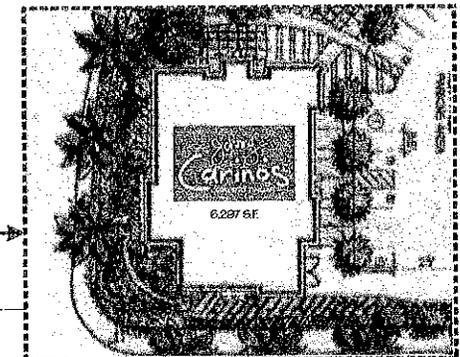
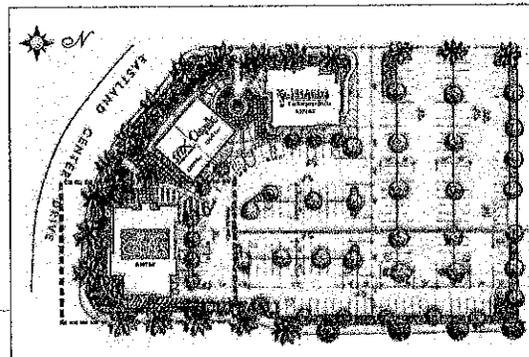
EAST ELEVATION



SOUTH ELEVATION



WEST ELEVATION



SIGN CRITERIA



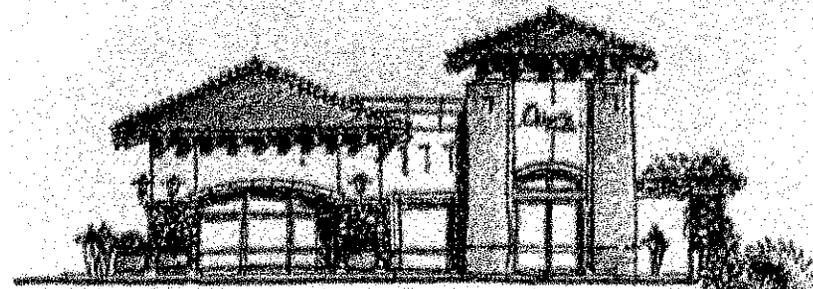
The Curve

Barranca & I-10 Freeway, West Covina, CA

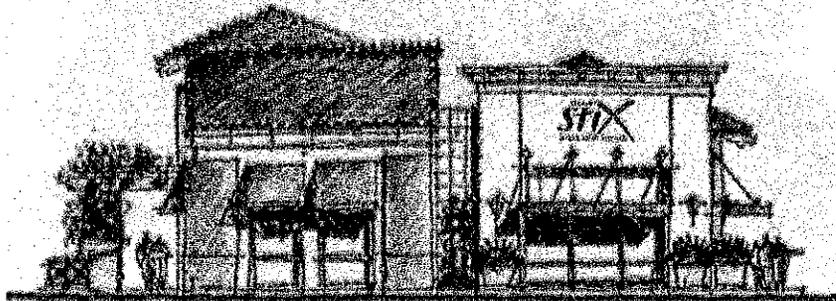
Restaurant Elevations
(PANDA EXPRESS & CHIPOTLE)



NORTHEAST ELEVATION



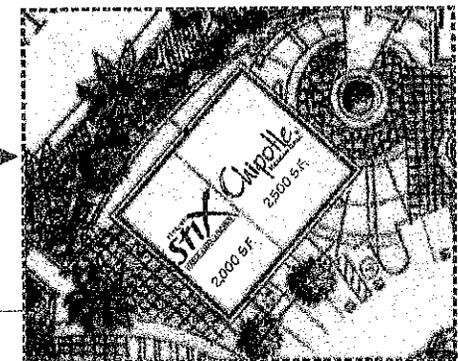
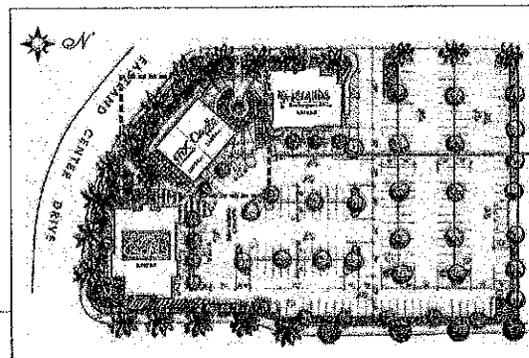
NORTHWEST ELEVATION



SOUTHEAST ELEVATION



SOUTHWEST ELEVATION



S I G N C R I T E R I A

NSI
ELECTRONIC SIGNS

Drawing Number
21013
Page 16 of 18

Revisions:



Client Approval:
Date:

Project: Barranca I, LLC - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: Account Mgr. C. Ellena
Designer: Lisa T. Scater, Nilsal Date: 8/29/2009

National sign
A MARKETING CORPORATION
4981 Mustang Street, Chiro, CA 91710
Tel: 909.591.4742 Fax: 909.591.2326
e-mail: sales@nsme.net



The Curve

Barranca & I-10 Freeway, West Covina, CA

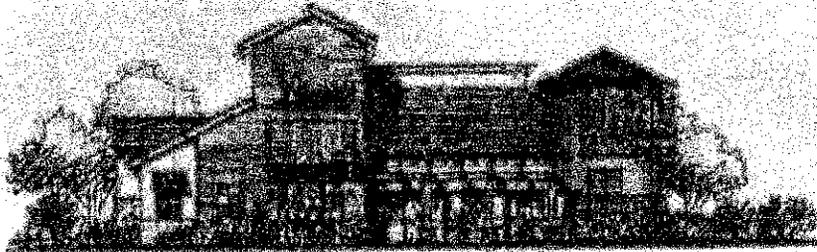
Restaurant Elevations (ISLANDS RESTAURANT)



NORTH ELEVATION



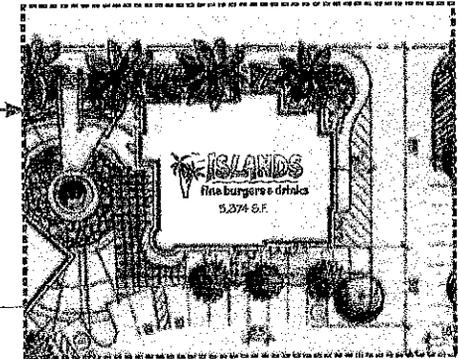
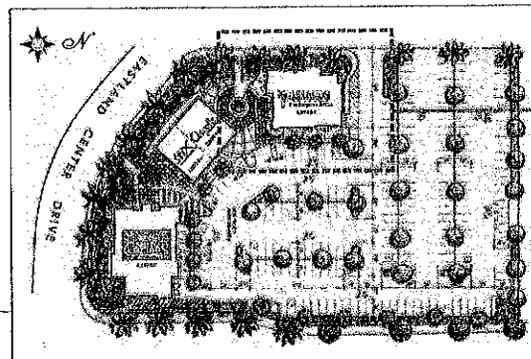
EAST ELEVATION



SOUTH ELEVATION



WEST ELEVATION



SIGN CRITERIA

VP&CO
ELECTRONIC SIGNS

Drawing Number
21013
Page 17 of 18

Revisions:



Cheer Approval:
Date:

Project: Barranca, I.U.C. - The Curve
Address: Barranca & I-10 Freeway, West Covina, CA
Phone: Account Mgt. C. Elena
Designer: Lisa T. Scale: Noted Date: 9/16/2008

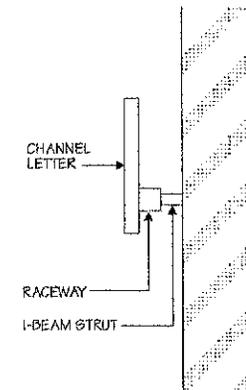
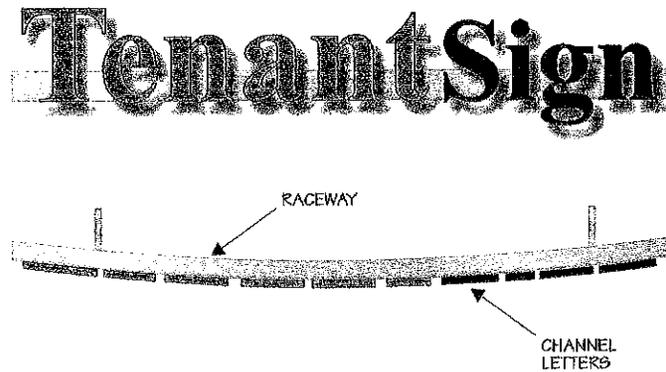
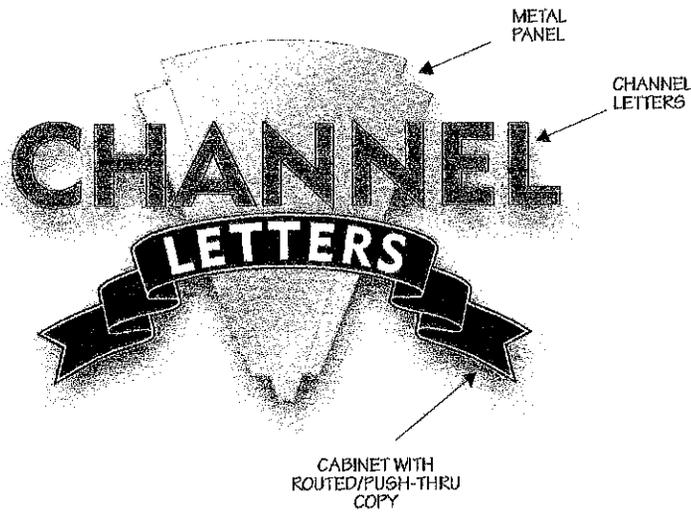
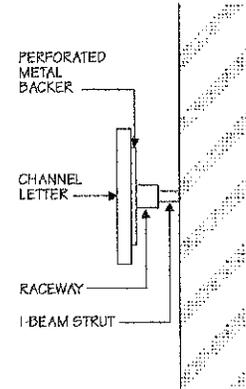
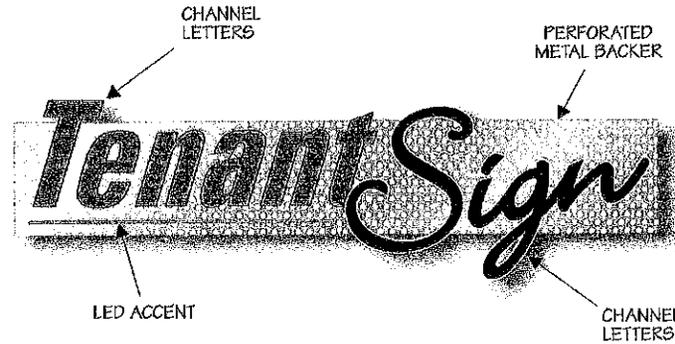
National Sign
& MARKETING CORPORATION
4811 Mainville Street, Chicago, IL 60630
Tel: 609.581.4742 Fax: 609.581.5266
e-mail: sales@nsmc.net



The Curve

Barranca & I-10 Freeway, West Covina, CA

Tenant Wall Signs (EXAMPLES)



S I G N C R I T E R I A

National Sign
 & Advertising Co., Inc.
 30100 2814742 • Fax 909.591.2555
 e-mail sales@nsc.net

Project: Barranca & I-10 Freeway, West Covina, CA
 Address: Barranca & I-10 Freeway, West Covina, CA 91710
 Phone: 909.591.4742 • Account Mgr.: C. Ellena
 Designer: Lisa T. Soutter • Date: 9/15/2009

Client Approval: _____
 Date: _____

Revisions: _____

Drawing Number: **21013**
 Page 18 of 18

VISO
 ELECTRONIC SIGNS