

APPROVED

SIGN CRITERIA

DATE 7/24/90

Shez Plaza
(Above the Rim Sportscards)
1104 Wescove Pl.

SHEZ PLAZA

1104 WESCOV PLACE

WEST COVINA, CALIFORNIA

OBJECTIVE

The purpose of this sign criteria is to provide the guidelines to achieve a visually co-ordinated, balanced and appealing signage environment at SHEZ PLAZA.

GENERAL SIGN SPECIFICATIONS.

1. Tenant signs to be internally illuminated channel letters mounted to the fascia of the store front. The copy area for the lower level tenants is 18" max height by 75% of the leased frontage and for the upper level not to exceed 14" height max by 75% of the leased frontage. These signs may be of the individual or semi-individual type, (see detail) to allow for design creativity. (1.5")

All signs and their installation must comply with all local sign and building codes and their specifications. Illuminated signs must comply with all electrical codes and bear a U.L. label.

(a) Two rows of letters are permitted. Providing that the overall sign height does not exceed the specified "copy area" for that particular tenant.

(b) Individual shop logos are allowed and will be permitted per the owners written consent and City approval. Shop logos shall be counted as part of the sign copy area.

(c) The copy (letter style) and logos shall be submitted to the owner for written approval prior to obtaining city permits and fabrication.

(d) Channel letters shall be a minimum of 24 gauge zinc coated sheet steel with internal illumination to be 30 milli-amp neon installed and labeled in accordance with the National Board of Fire Underwriters Specifications.

(e) All signs will be mounted flat on the wall. See detail number 2.

(f) There shall be no cross over neon or wiring permitted.

(g) The faces of the individual channel letters and logos shall be constructed of acrylic plastic (1/8" minimum thickness) and fastened to the channelized metal with a minimum of four 3/8" x #8 screws painted to match the trimcap color.

✓ (h) It is not recommended that any two neighboring tenants have the same color sign.

(i) No roof mounted signs will be permitted.

2. For purposes of store identification only, tenants may place upon each entrance to its store not more than 144^{12" x 12"} square inches of vinyl lettering. Letter height not to exceed 2" in height. Tenants may deviate from this only after obtaining written approval from the landlord and the city, there is no charge for a permit in this form of signage.

TENANT RESPONSIBILITIES.

1. The tenants shall be responsible for adhering to all sign requirements herein or as may be modified by the owner and city in writing.
2. All tenants are required to have internally illuminated signage.
3. Tenants shall submit to the owner for written approval three (3) copies of the detailed shop drawings of his proposed signs, indicating conformance with the sign criteria herein outlined.

Send submittals to: Shez Center Management
1135 S. Sunset, Suite 308
West Covina, Ca. 91790

- * 4. Tenant shall submit 3 sign drawings APPROVED BY THE OWNER, with site plan and scaled store front elevation to the City authority for approval and permits prior to the start of any sign construction.
5. Tenant shall pay for all plan checks, permits and signs, their installation, final connection, transformers and all other labor and materials.
6. Maintenance of signs is tenant's sole responsibility.
7. Performance of this sign criteria shall be rigorously enforced and any non-conforming signs shall be removed or corrected by the tenant at his expense.

PROHIBITED SIGNS

1. No person shall install or maintain or cause to be installed or maintained 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. No cabinet signs will be allowed.
2. It is unlawful for any person to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything that is obscene, indecent, immoral or unlawful.
3. No window signs will be permitted except as noted herein. No sign shall be installed, relocated or maintained so as to prevent free ingress or egress for any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.
4. Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited, except for time and temperature displays.
5. Any signs, other than a direction sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located, are prohibited.
6. Signs on or 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 sales or merchandise or rendering of services from such vehicles, are prohibited.
7. External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception thereto may be granted by the owner when the display is an integral part of the design character of the activity to which it relates.

MONUMENT SIGN

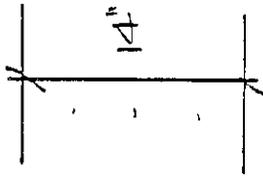
The monument sign will be a maximum of 30 square feet. This space will be divided up as follows;

The first 25% will be used for center identification. This also allows those tenants that do not have space on the monument sign to use the center name for identification.

The second 25% will be used for a major tenant, determined by square foot leased. A minimum of 2,000 square feet is required to qualify. If there is more than one tenant with more than 2,000 square feet it will be given on a first come first serve basis.

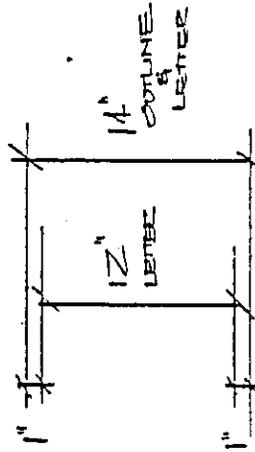
The remainder 50% will be divided up among the next two or four larger tenants, also determined by square foot leased. If there are two tenants that have the same amount of square footage it will be determined on a first come first serve basis.

SIGNS



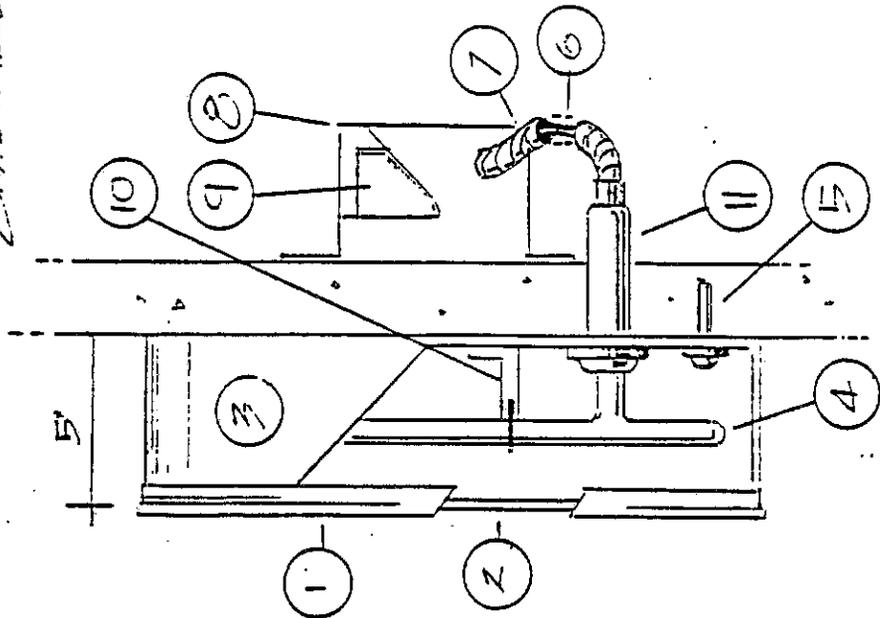
INDIVIDUAL CHANNEL LETTERS

SIGNS



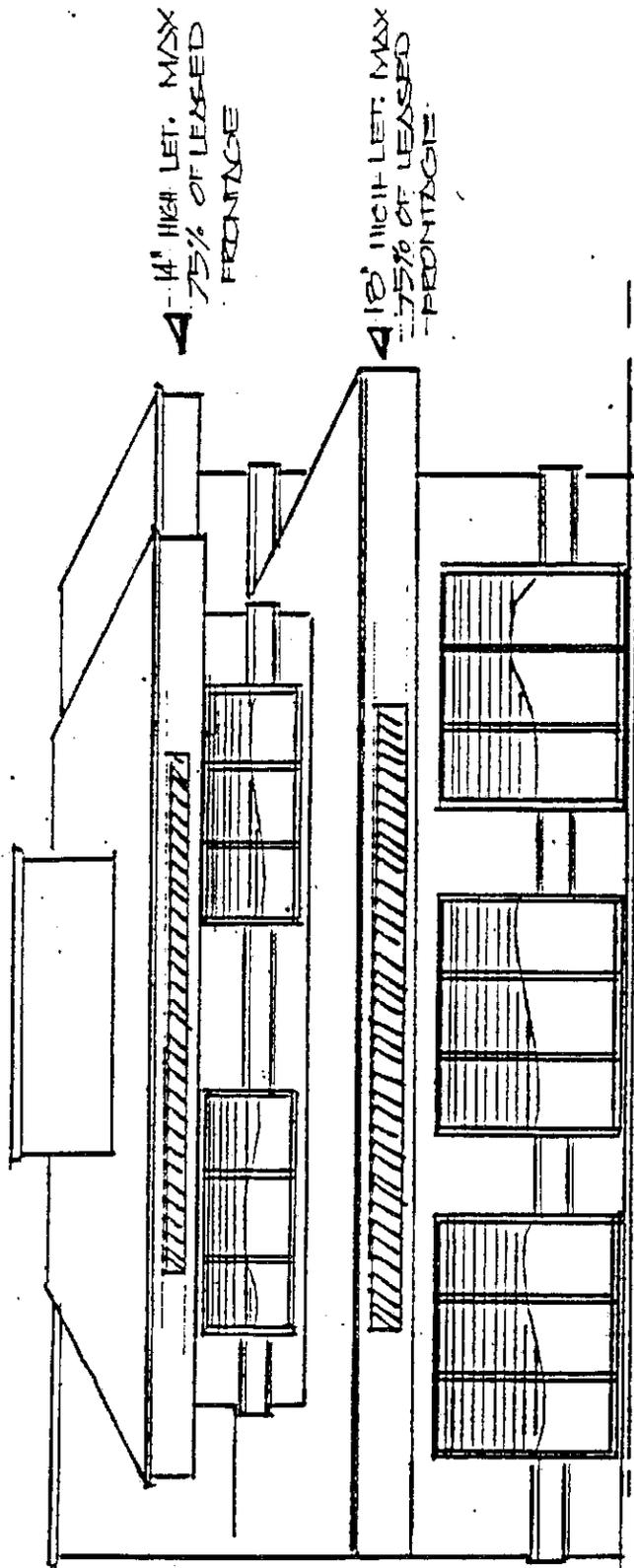
SEMI-INDIVIDUAL CHANNEL LETTERS

DETAILS FOR ILLUMINATED
CHANNEL LETTER



1. 3/4" trim cap
2. 1/8" plexiglas face
3. Metal letter: 24 ga., spot-weld construction
4. Neon tube 13mm
5. Mounting fastener lag bolt with lead anchor or toggle bolts
6. 610 wire
7. Flexible conduit with connector
8. Transformer box, installed in a convenient location
9. 30 ma. transformer
10. Neon tube support
11. P.K. housing

ALL ELECTRICAL COMPONENTS &
INSTALLATION U.L. APPROVED

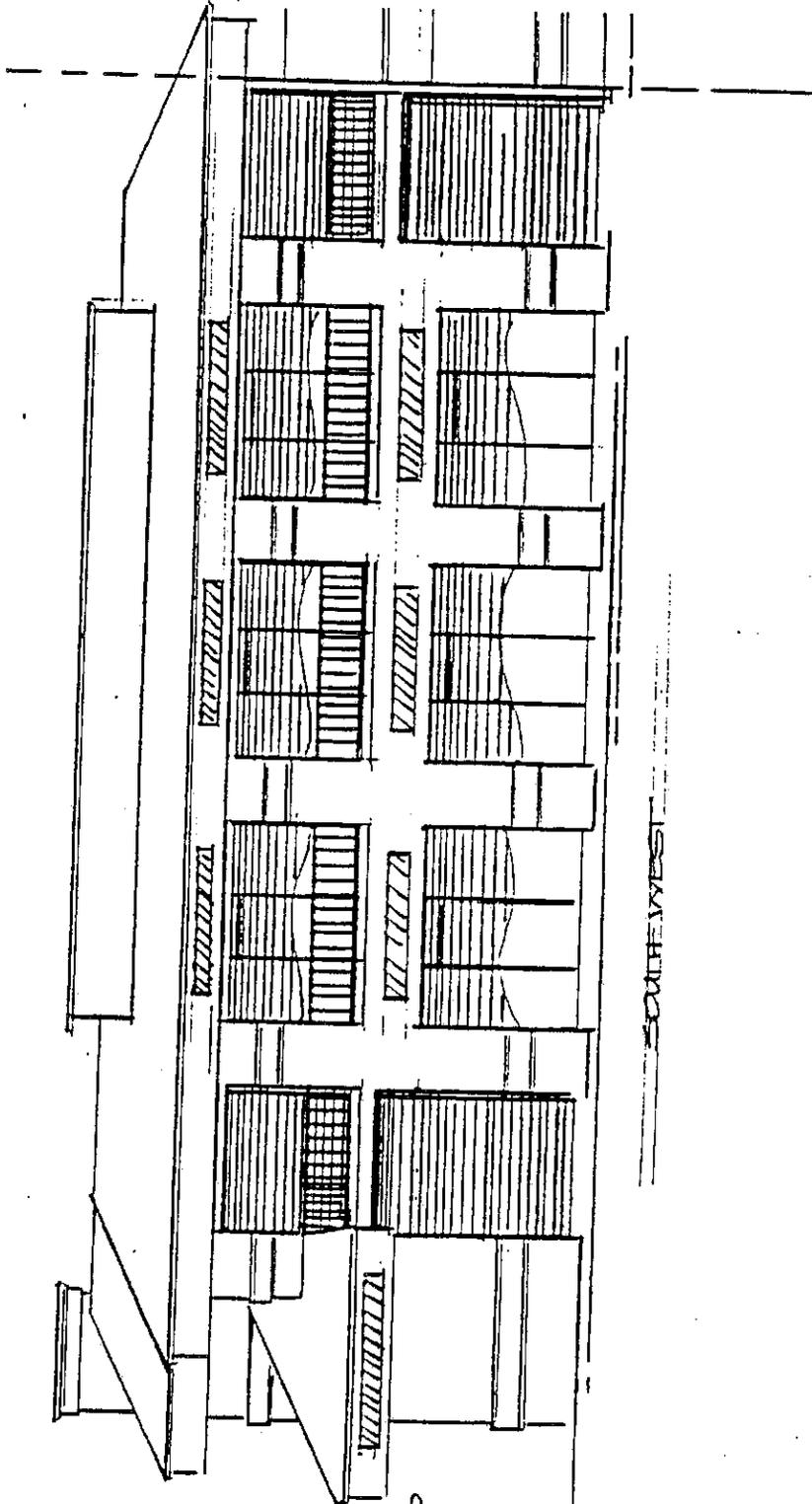


4'-14" HIGH LET. MAX
75% OF LEASED
FRONTAGE

4'-18" HIGH LET. MAX
75% OF LEASED
FRONTAGE

NOETH WEST

TOP FLOOR
14' HIGH LET. MAX
75% OF LEASED
REQUIREMENTS

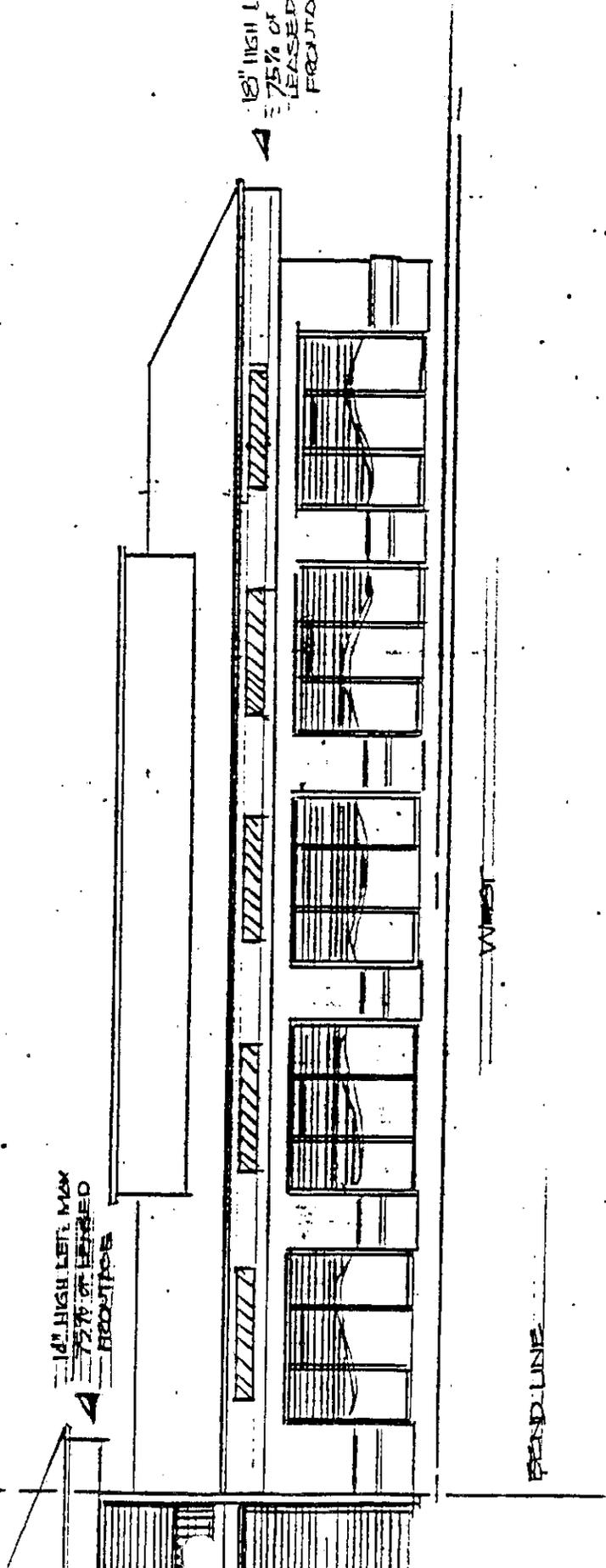


12' LET. MAX
75% OF LEASED
REQUIREMENTS
BOTTOM FLOOR

SOUTH WEST

14' HIGH LET. MAX
75% OF BEARER
FRONTAGE

18' HIGH LET.
75% OF
LEASED
FRONTAGE



WINDST

BEADLINE