

**SIGN CRITERIA  
FOR  
WEST COVINA PARKWAY PLAZA**

**I. General Notes & Specifications**

**A. Introduction**

This criteria has been established for the purpose of maintaining a continuity of quality and aesthetics throughout the West Covina Parkway Plaza development for the mutual benefit of all tenants and to comply with the regulations of the City of West Covina. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs installed after the adoption of this sign criteria must be brought into conformance at the expense of the tenant.

**B. General Owner/Tenant Requirements**

1. Three (3) copies and one (1) colored original of all sign designs as described herein shall be submitted to landlord by tenant. Tenant must receive landlord's written approval before sign can be manufactured or installed at the following address:

West Covina Parkway Plaza Associates  
c/o Burnham USA Equities  
3636 Birch Street, Suite 100  
Newport Beach, California 92660

Attention: Bruce Bearer or Ernie Estrada

Phone: 714-474-9150  
FAX: 714-863-9698

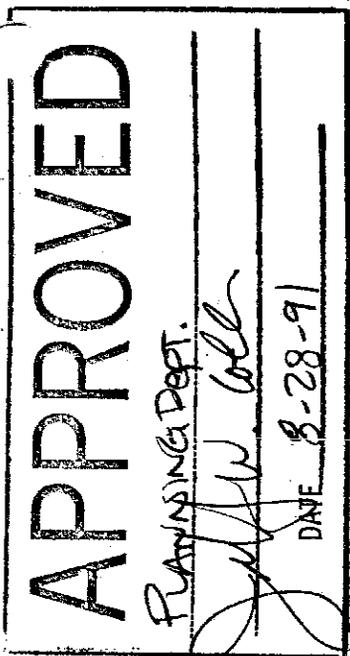
Failure to have written approval can result in the tenant being required to remove the sign at tenant's sole cost and expense. Landlord's approval will be based on conformity to this sign criteria and harmony of the proposed sign with the standards of the center and co-tenants:

2. The sign drawings will be prepared by a reputable State licensed sign contractor. The sign drawings must include as a minimum the following information:

- a. A scaled storefront drawing reflecting the proposed sign design in all dimensions as it relates to the store front elevation of tenant's premises, with address of tenant, suite number and phone number.
- b. Sizes of sign letters must be accurately dimensioned and spaced.
- c. All construction details will match those shown on this criteria.
- d. Colors, paint finishes, and types of all materials.

Samples of all colors for plexiglass and metal cabinet shall be submitted with drawings.

3. Tenant must obtain a sign permit for each proposed sign or changes of copy from appropriate



governmental authority prior to the installation of sign.

4. Each tenant shall install one (1) illuminated Channel Letter sign located only on the space and surface specifically provided on the building exterior shown on the drawings. NO box or can-type signs will be permitted. Tenants with a corner unit will be permitted two (2) signs (one on each facade), providing the sign area does not exceed the maximum allowed by City code or impact on other tenants' sign rights in the center. Anchor tenants (occupying a single building of 10,000 square feet or more) will be permitted signage on three (3) sides of the building, providing the sign area does not exceed the maximum allowed by City code or impact on other tenants' sign rights in the center. Three (3) tenants maximum may utilize the elevated sign facade located at the elbow of the project.
5. Sign length shall not exceed eighty percent (80%) of leased frontage. Signable area should be centered on the fascia horizontally with the bottom of the fascia and vertically as shown in the drawing (not applicable to anchor tenants). In the case that two (2) tenants utilize the elevated sign facade located at the elbow of the project, signable area will be of equal size and located on either side of the facade's vertical center as shown on the drawing. In the event that three (3) tenants utilize the elevated sign facade, signable area for the largest tenant will be the top half of the facade's vertical center. Signable area for the remaining two (2) tenants will be of equal size and located in the bottom half of the facade's vertical center on either side of the facade's horizontal center as shown on the drawing.
6. The advertising and information content on the sign shall be limited to letters designating the store name and/or services or products sold or offered within.
7. Signs may include a logo and registered trademarks, if specifically approved by landlord.
8. Letters or logos, if approved, are to be 5.5 inches deep with sides and faces of gloss finish. Letters may have a maximum height of 48 inches and a minimum height of 10 inches for anchor tenants and a maximum of 24 inches and a minimum of 8 inches for all other tenants. In the event that only one (1) tenant utilizes the elevated sign facade located at the elbow of the project, a maximum of 36 inches and a minimum of 9 inches shall apply to the letter heights. Signs will be mounted flush to the building or sign fascia as shown. The fabrication and installation of the letters are subject to the following restrictions:
  - a. All Channel Letters to be fabricated of 22GA sheet metal with welded seams filled and buffed prior to painting.
  - b. Letter faces shall be minimum one-eighth inch thick, flat service colored Plexiglass as manufactured by Rohm & Haas or approved equal.
  - c. Retainer trim cap shall be three-quarter inch Dark Bronze or Black "Plasco" brand trim cap

edge or approved equal. All trim caps retaining screws must be painted to match trim cap.

- d. Letter returns shall be painted with a minimum of two coats of Dark Bronze or Black DuPont Central acrylic enamel, as manufactured by DuPont or approved equal. Enamel finish is to be "semigloss".
- e. Double neon tubing to be used. Single tubing may be allowed where double is not practical.
- f. 30 MA high power factor transformers shall be used.
- g. All sign illumination other than exposed neon lighting shall be from the interior of the sign. No indirect lighting will be permitted.
- h. All signs shall be fabricated and installed with U.L. approval and in compliance with all applicable building and electrical codes.
- i. No sign company labels will be permitted on the exposed surfaces of any sign.
- j. All signs shall conceal the necessary wiring transformers, ballast, starters, and other necessary equipment within the individual letters or per approved detail.
- k. Exposed neon accents are permitted as part of the signage. All neon shall comply with the requirements of the West Covina Sign Ordinance and are subject to review and approval by the landlord and the Planning Department.
- l. Logos may contain nationally recognized (registered trademark) colors. Tenant copy may only contain the following colors:

Rohm Haas - White 7328  
Red 2793  
Blue 2329  
Green 2047  
Yellow 2037  
Turquoise 2308  
Orange

or variations or combinations of these as may be approved by landlord and City Planning Department.

- 9. No more than two (2) lines of copy are permitted for each tenant. Proportionate spacing shall be provided between lines of copy and top and bottom of fascia. No more than one (1) line of copy is permitted for the tenant(s) located on the elevated sign facade located at the elbow of the project.
- 10. Advertising signs may cover a maximum of twenty-five percent (25%) or 100 square feet, whichever is less, of the front or side plate glass windows, but must be of attachable gold or silver leaf or similar material or of protected neon.
- 11. No signs, except those described above, shall be allowed. No flashing or rotating signs will be allowed.

12. The tenant shall pay for all signs, installation (including connections), permits, maintenance, removal (at end of lease), and any and all other charges. Should 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 undertake repairs and tenant shall reimburse landlord within ten (10) days from receipt of invoice.
13. All signs shall be illuminated until 10:00 P.M. every day.
14. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the City of West Covina.
15. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of landlord. Landlord in its sole discretion may approve a sign that due to special or unique circumstances does not conform to this criteria, but, however, is aesthetically harmonious with the remainder of the project and is in conformance with the City of West Covina Sign Ordinance.

C. Specifications

1. All companies bidding to manufacture these signs are advised that no substitutes whatsoever will be accepted by the purchaser unless it is so indicated in the specifications and approved by landlord and tenant. Any deviation from these specifications may result in purchaser's refusal to accept same.
2. All manufacturers are advised that prior to acceptance and final payment, each unit will be inspected for conformance by landlord. Any signs found not in conformance will be rejected and removed at tenant's expense.
3. No exposed crossovers or conduit will be permitted.
4. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
5. The location of all signs shall be per the accompanying design criteria. See exhibits.
6. Note!! No sign shall be constructed until approved building permits from the City Planning and Building & Safety Departments are received.

D. Guarantee

Entire display shall be guaranteed for six (6) months from date of installation against defects in material and workmanship. Defective parts shall be replaced without charge.

PYLON AND MONUMENT SIGN LOCATION

WEST COVINA FASHION PLAZA REGIONAL MALL  
(ACROSS STREET)

PYLON SIGN

WEST COVINA PARKWAY

MONUMENT SIGN

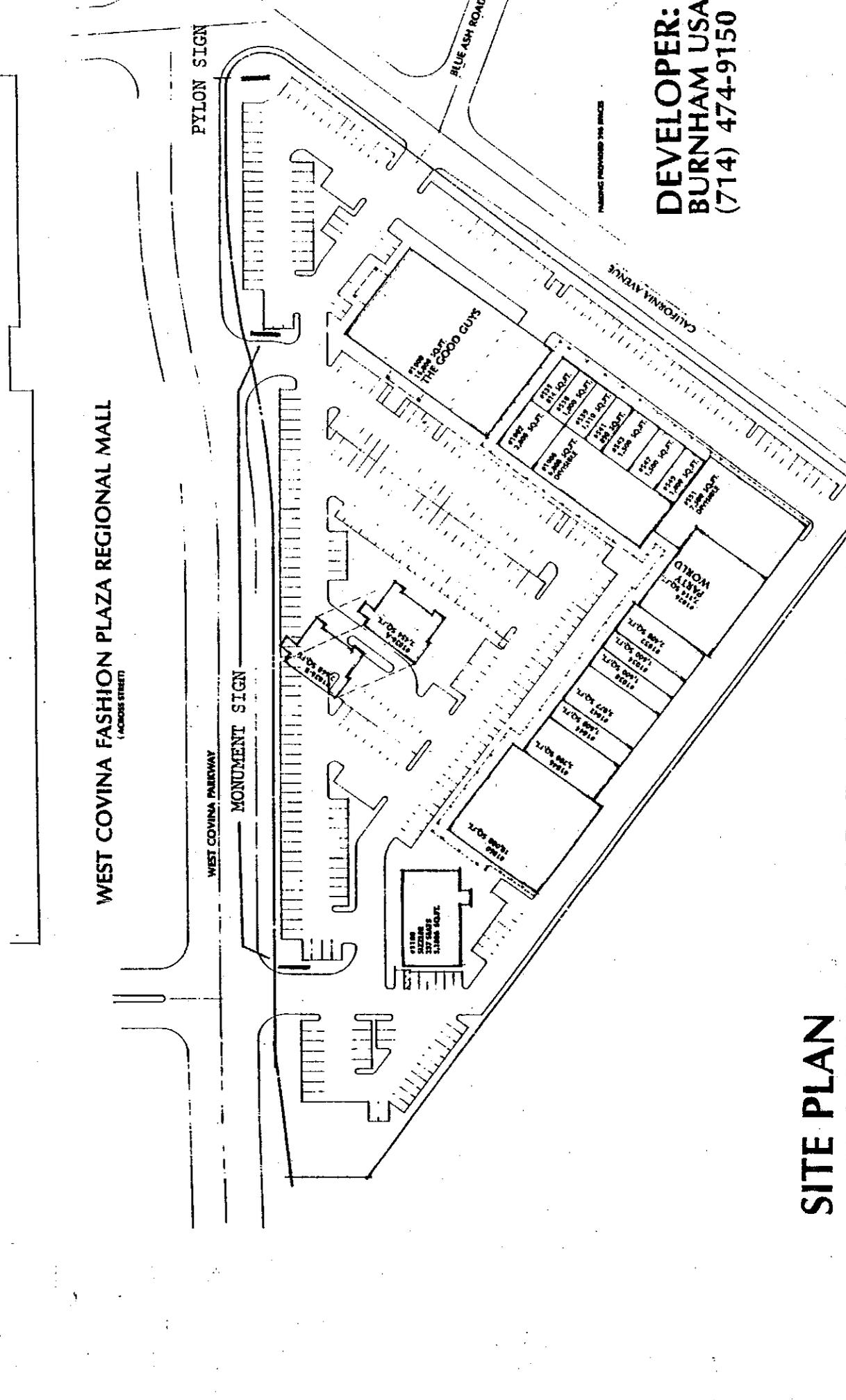
BLUE ASH ROAD

CALIFORNIA AVENUE

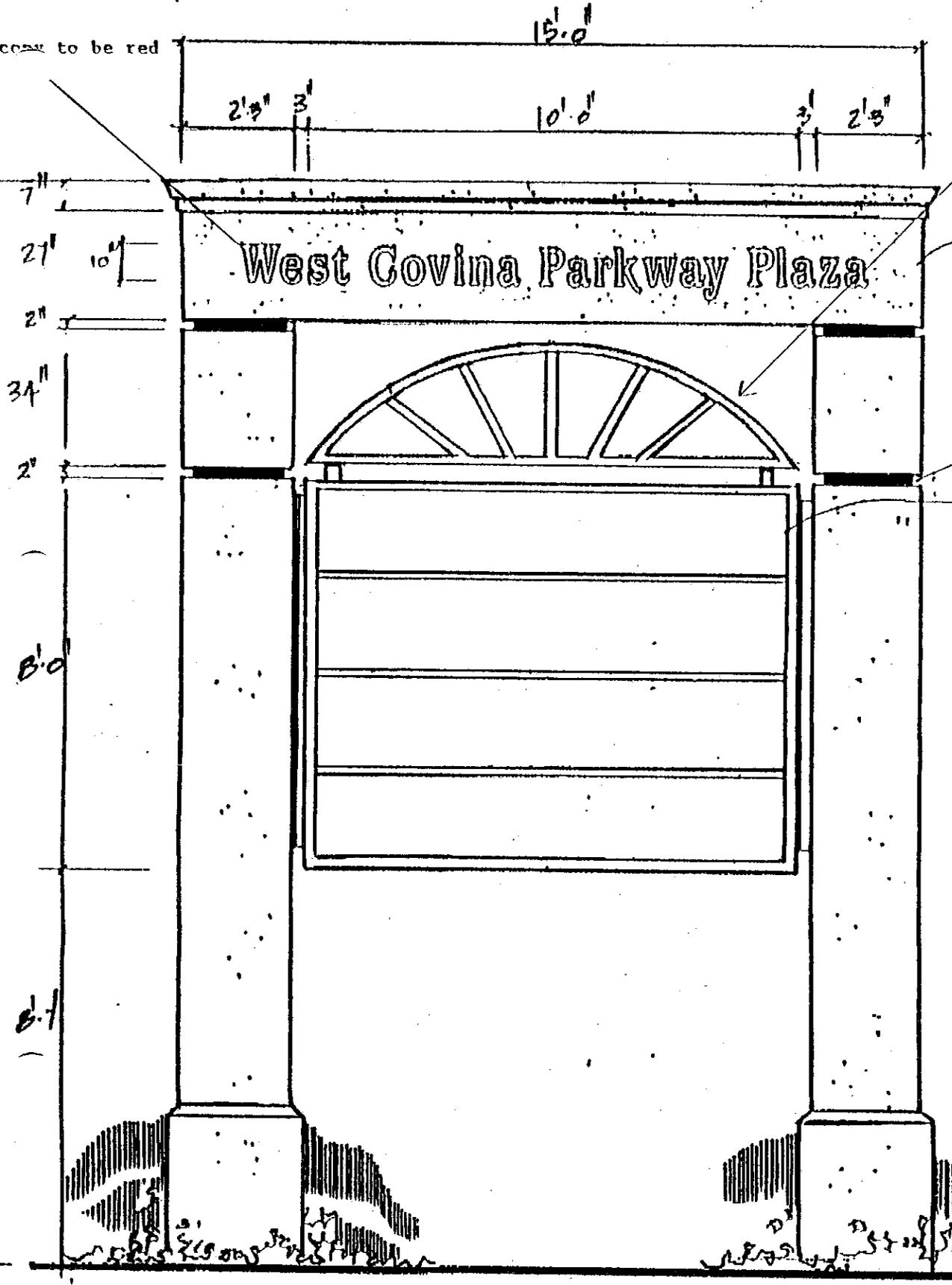
DEVELOPER:  
BURNHAM USA EQUITIES  
(714) 474-9150

N  
W  
E  
S

SITE PLAN  
WEST COVINA PARKWAY PLAZA



color to be red



Steel element to be painted red

excelsior cabinet w/ Routed Copy Backed w/ Plex

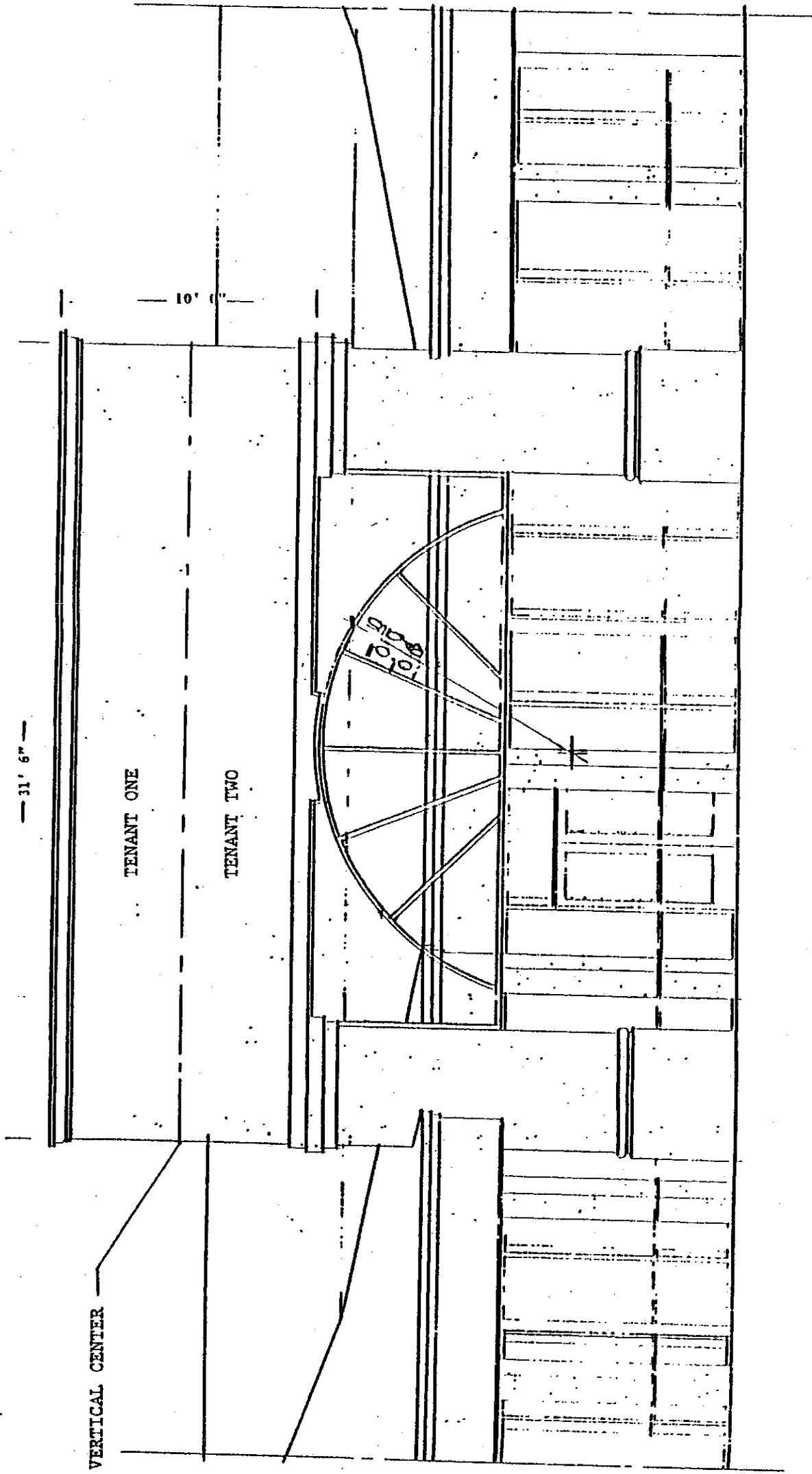
Color to match shopping center building color  
Red Reveal

SHT MIL tenant cabinet w/ Plex faces  
80 SQ FT  
Tenant copy to be red (logo may contain other colors)

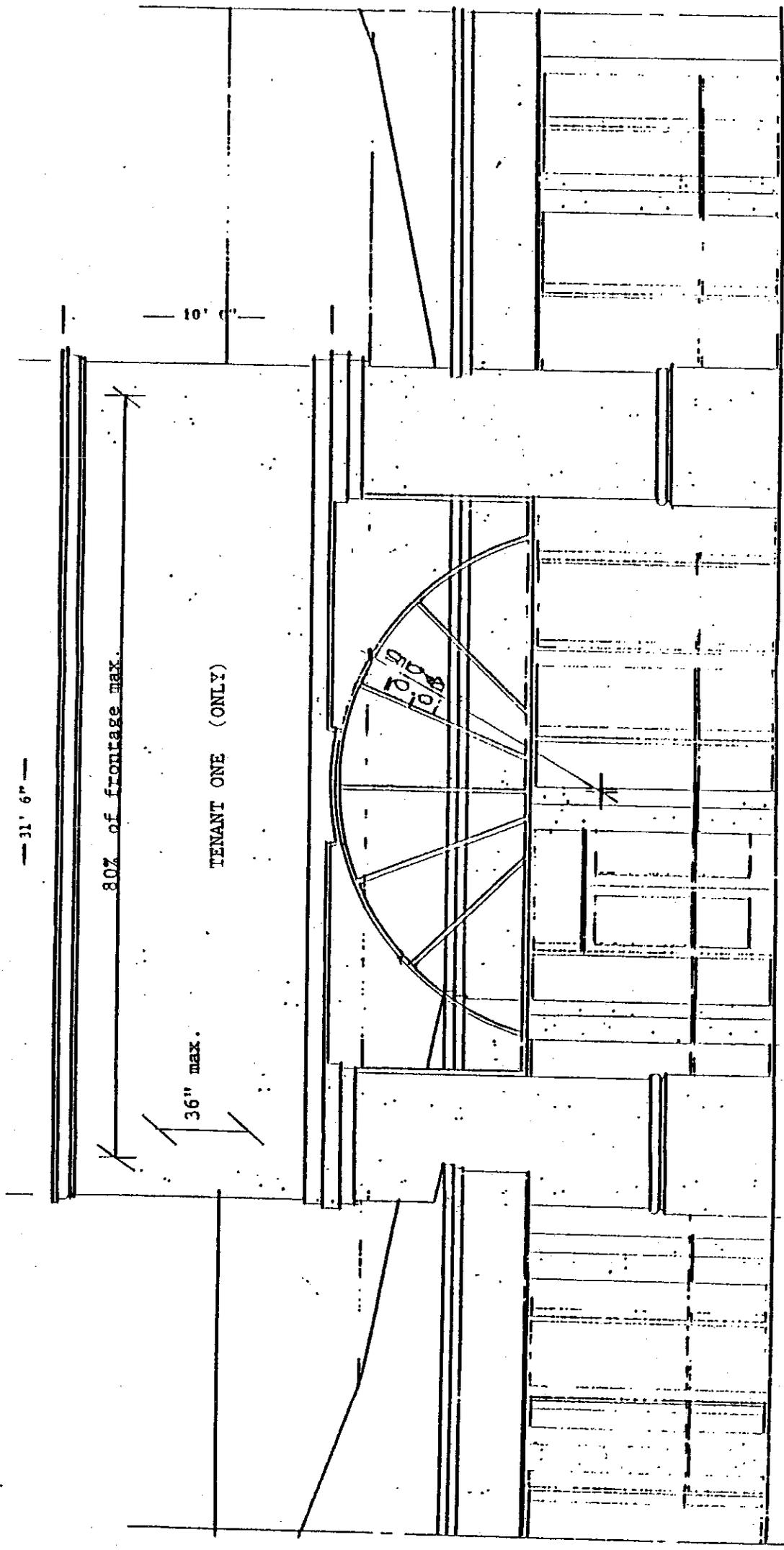
(A) D/E Pylon (ONE)

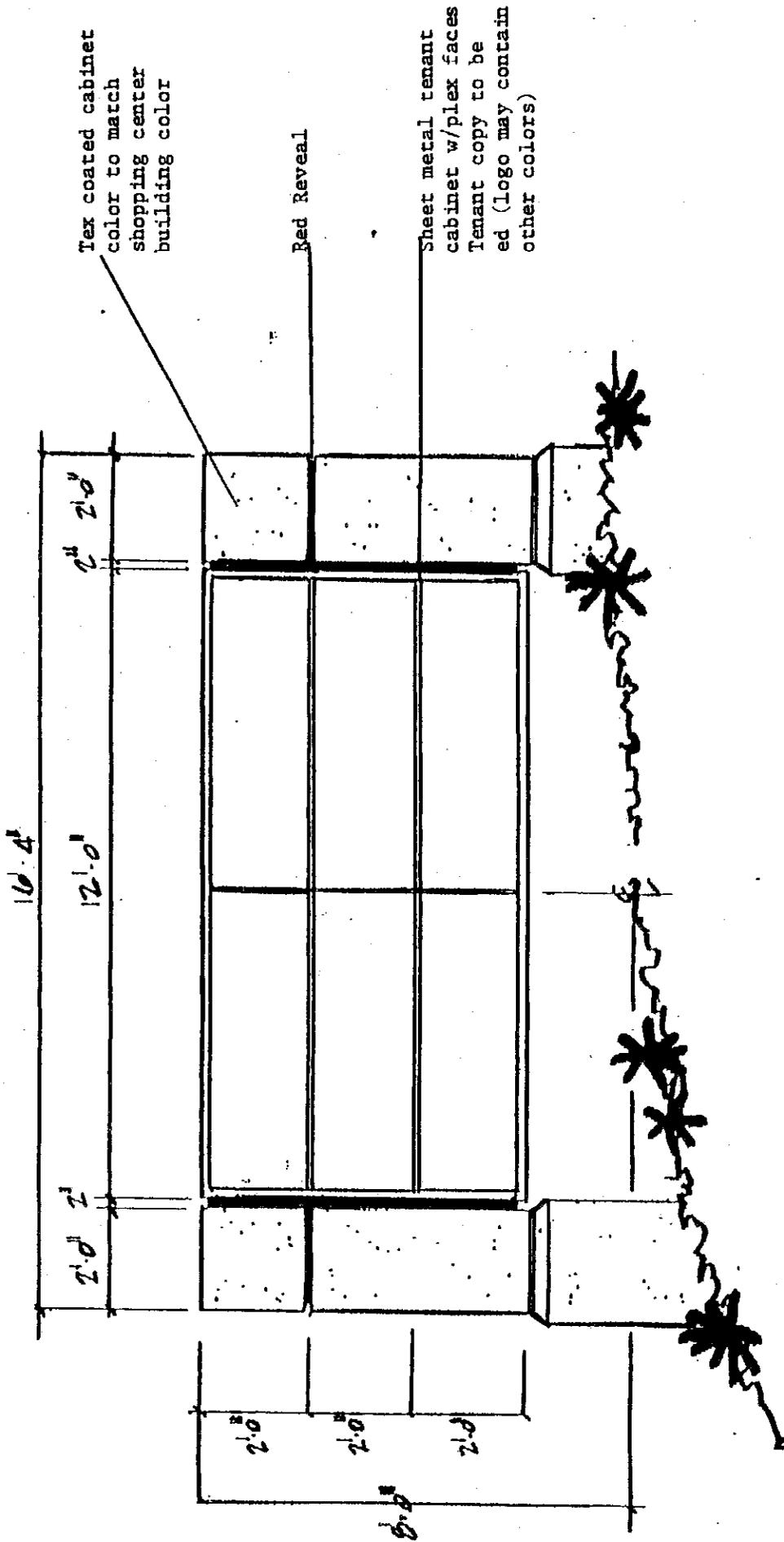


ELEVATED SIGN FACADE (TWO TENANTS)



ELEVATED SIGN FACADE (ONE TENANT)





(B) TWO (2) D/F TENANT MONUMENTS