

TENANT SIGN CRITERIA

E. AMAR PLAZA

WEST COVINA, CA

JULY 24, 2014

Site Address range shall be from 1531 to 1551-B, East Amar Road, West Covina

This criteria will set forth the basic guidelines by which individual Tenant sign(s) at East Amar Plaza. The purpose of the sign criteria is to ensure a consistent and quality signing of all Tenants located in the shopping center that complies with the West Covina Zoning Bylaw. Tenant shall not commence any procurement, fabrication and installation of signs without first obtaining such consent in writing by Landlord and West Covina City Planning Department.

I. PRIMARY STOREFRONT SIGN: Primary storefront signs may be permitted on each building.

Dimensions for the Primary Storefront Sign:

The Primary Storefront sign shall be against the wall of the building projecting no more than 12 inches from the building surface. Store Logos shall not exceed 25% of the total sign area.

Building signs shall be sized for a maximum of 10% of the aggregate square footage of the front wall area, but in no case more than 200 square feet, cannot exceed 30" in height and cannot exceed 80% of the length of their storefront.
Double lines of copy shall not exceed 36" in height.

II. TAG-LINE TO A PRIMARY STOREFRONT SIGN: A concise additional line of signage text clarifying the tenant's offerings (e.g. "European Cuisine") located below a restaurant's name) which may be permitted when located adjacent to the primary sign, provided that the area of the primary storefront sign plus the tag-line do not exceed the overall area allowed as outlined in Section I.

Dimensions Tag-Line Signs:

Tag-line signs shall be against the wall of the building projecting no more than 12 inches from the building surface.

signs shall be sized for a maximum length of the Primary Storefront Sign and no more than 12" in height

III. SUPPLEMENTARY WALL SIGNAGE: Any tenant with an exterior wall in addition to their storefront wall the faces a roadway or a parking area may install a Supplementary Wall Sign on those wall. The Supplementary Wall Signs shall not exceed the size of the Tenant's Primary Storefront Sign.

General Requirements and Restrictions for Primary Storefront Sign, Tag-Line to Primary Storefront Sign and Supplementary Wall Signs:

- 1 All exterior storefront signs shall be individual channel letters.
- 2 Lettering shall be restricted to the Tenant's Trade Name. Such designation shall not include any specification of ancillary uses or departments.
- 3 Letter type shall be selected from the standard catalogues of commercially available letters type designs.
- 4 No can signs shall be allowed
- 5 No sign shall be intermittently illuminated. Traveling lights, animated or flashing lights, or exposed neon-type signs shall not be permitted
- 6 Formed plastic or injection-molded signs are not permitted.
- 7 No sign shall in whole or in part be moving, revolving, animated or flashing.
- 8 Exposed supports, electrical supply, including but not limited to raceways, transformers, etc are not permitted.
- 9 No roof signs are permitted.
- 10 Visible sign company names are not permitted.
- 11 Decals and lettering on show window glass, door glass, or any other parts of storefront are not permitted without the specific approval of the Landlord and City Officials.
- 12 All signs must be mounted so as to have the transformer concealed from customers view.
- 13 All signs, including fastening devices and final electrical connection, shall be furnished and installed by the Tenant at its expense. Sign construction shall be in accordance with applicable state and/or local authorities. Components shall bear the "UL" inspection labels (transformer, wire, etc). Tenants must obtain their own permit.
- 14 Illumination: Signs shall be illuminated in the following manner:
 - Externally illuminated
 - Internally illuminated or,
 - Illumination with a wall mounted backlit letter sign

III. HANGING SIGNS:

Tenants where wall signs on their storefront are not feasible can have a hanging sign limited to 5 square feet maximum size, or as allowed by the current municipal code. The location shall be determined by the Landlord's property manager.

IV. DESIGN REQUIREMENT:

Tenants shall submit sign design for review by the Property manager and City of West Covina Planning Department. The following are minimum plans required:

- Scaled drawing/elevation for each proposed sign
- Plot plan with the location of the site indicated
- Section drawing of construction methods

All work, labor and material shall be first class quality and performed in accordance with all laws and City of West Covina Municipal codes.