APPROVED
City of West Covina
Planning Department
Revised Sign Criteria /AMC Plaza
Signature: Date: 9/17/09

AMC Plaza
2889 E. Valley Blvd
West Covina, California

Tenant Sign Criteria

This sign criterion has been established for the purpose of assuring an outstanding commercial center to the mutual benefit of all tenants. Conformance will be strictly enforced. Any installation of non-conforming or unapproved signs shall be brought into conformance oat the expense of the tenant.

A. GENERAL REQUIREMENTS

1. Each tenant shall submit to the owner, drawings to be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the owner.

2. Each tenant shall submit for approval, in landlord's sole and absolute discretion, before fabrication at least three copies of detailed drawings on (11" x 17") sheets indicating the location, size, layout design and color of the proposed signs, Including all lettering and/or graphics, prior to submitting to the city for review and approval.

3. All permits for signs and their installation shall be obtained and comply with local planning, building, and electrical codes. These permits shall be obtained by tenant or tenant's representative prior to installation and shall be reviewed and approved by the Planning Department.

4. Tenant's sign contractor will be responsible for obtaining all required city approvals.

5. No exposed lamps, crossovers, conduits, conductors, transformers or similar devices shall be permitted.

6. All tenants must have installed approved signs before opening for business.

7. Any damage to the building fascia or sign area resulting from the installation or removal of any sign by tenant will be repaired by the landlord at the tenant's expense.

8. All signs shall meet U.L. specifications.

9. Tenants shall be responsible for the fulfillment of all the requirements and specifications set forth in this sign program.

B. GENERAL SPECIFICATIONS

1. Tenant's sign contractor shall have C-45 license and be insured by an admitted carrier for the total aggregate of $1,000,000.00 (One million dollars) and provide proof acceptable to landlord, that landlord is named as additional insured.

2. No projection above or below the sign area will be permitted. Sign must be within dimensional letter limits as indicated in this sign program.

3. Tenant shall be responsible for the installation and maintenance of its sign.

4. Tenant shall be fully responsible for the operations of the tenant's sign contractor.

5. Tenant's sign contractor shall repair under landlord's supervision, any damage caused by installation.

6. Electrical service to all signs will be connected to tenant's electrical meter.

C. CONSTRUCTION REQUIREMENTS

1. No labels will be permitted on the exposed surface of signs, except those required by local ordinance which shall be placed in an inconspicuous location.

2. Design, layout, and materials for tenant's signs shall conform in all respects with the sign design drawings included with this criteria.

3. All penetrations of building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.

4. All signs shall be individually internally illuminated with 30 MA neon gas systems.

5. The interior of sign shall be painted glossy white.

D. SIGN SPECIFICATIONS

1. Signs shall be fabricated of either halo letters or illuminated channel letters in landlord's sole and absolute discretion.

2. Halo letters to be fabricated from aluminum with clear lexan backs, pegged off the wall 1-1/2".

3. Color of illumination and metal faces for halo letters to be at landlord's discretion.

4. Channel letters to be fabricate from either sheet metal or aluminum pan channel construction.

5. Colors and letter style subject to owner's approval. Owner at owner's discretion will review all signs with the intention of varying the sign colors and letter style of the adjacent signs on a case by case basis. Logo cans shall be permitted only at the discretion of the landlord and not to exceed 25% of the sign area.

6. 1/8" thick acrylic faces with ¾" trim cap edge.

7. Letter sides to be finished in automotive enamel finish over primer undercoat.

8. Letter interior to have white reflective paint finish for even lighting.

9. Letters to be mounted on exterior side of wall. Electrical system to be in transformer box with flex crossovers on interior wall.

10. Corporations with five (5) of more locations will be allowed their corporate signage in regards to colors, shape, and design. Sign heights will be regulated to the sign criteria.

E. TENANTS SPECIFICATIONS

1. MAJOR TENANTS
   Tenant's space with 2,000 square foot or more will be allowed 1.5 square feet of sign area for each lineal front foot of building frontage with a maximum of 60 square foot for primary sign and 30 square foot for secondary sign (See Definitions below). Logos not to exceed 25% of sign area. Maximum of 30" sign and logo height. Two (2) lines of text will be allowed, not to exceed 36" in combined height.

2. STANDARD TENANTS
   Tenant's space that is less than 2,000 square foot will be allowed 1.5 square foot of sign area for each front foot of lineal building frontage with a maximum of 45 square foot for primary sign and 25 square foot for secondary sign (See Definitions below) not to exceed 75% of leasehold frontage. Maximum of 24" sign and logo height. Logos not to exceed 25% of sign area. Two (2) lines of text will be allowed not to exceed 24" in combined height.

3. BUILDING IDENTIFICATION SIGN- (AMC PLAZA)

Building identification signs are allowed on the second floor facing Sentous & Valley Blvd. Signs will be allowed up to 30" in height. Building Identification sign shall be mounted on the exterior of the wall. Building identification signs will be allowed not to be illuminated.

4. SECOND FLOOR TENANT SIGN
   No tenant signage is allowed on the second floor and above except as allowed for office building in the municipal code.
   Painted window sign will be allowed on inside of glass panel. Sign shall not cover more than 25% of total glass area up to a maximum of 100 s.f.

5. MONUMENT SIGN
   Tenant directory sign will be located on the landscaping area along Valley blvd. The total area of the sign will not exceed 40 s.f. in area and 6' in height. The monument will be illuminated from interior of sign housing.

6. DEFINITIONS

   a. Primary Sign – The sign on the elevation with the primary entrance or the elevation of a corner tenant space that can be seen from Valley Boulevard or Sentous Avenue. For the tenant on the corner of Valley Boulevard or Sentous Avenue, the sign on Valley Boulevard is the primary sign.

   b. Secondary Sign – A sign that is not located on the elevation with the primary entrance or the second sign on a corner tenant space.

F. MISCELLANEOUS REQUIREMENTS

1. Each tenant shall be permitted to place upon each entrance on it's premises not more than 144 square inches of gold leaf decal application lettering not to exceed two (2) inches in height, indicating hours of business, emergency telephone numbers, and other similar identification.

2. Address lettering will be per city codes in accordance with specifications to be supplied by Landlord.

3. Except as provided herein, no advertising placards, banners, pennants, names, insignia trademarks or other descriptive signs or materials shall be affixed or maintained upon the glass pane supports of the windows and doors, or upon the exterior walls of the building, without the prior written approval of the Landlord and The City of West Covina.

4. No projections beyond the sign area will be permitted. The sign area is to be within the limits as indicated by the Landlord and these criteria.

5. No animated, flashing, or audible signs will be permitted.

6. No cabinet signs will be permitted.

7. **Immoral or Unlawful Advertising:**
   Tenant shall not exhibit, post or display, upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.

8. **Vehicle Sign:**
   Signs on or affixed to trucks, truck beds, automobiles, trailers, or any other vehicles which advertise, identify, or provide direction to use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, is prohibited.

9. Tenant sign contractor will be liable for repairs and any work damaged by their activity.

10. Their entire display shall be guaranteed for one year against defects in materials and workmanship. Defective parts shall be replaced without charge.

11. Any signs not in conformance with these rules and all governmental regulations will be rejected and removed at the Tenant's expense.

12. Tenant's signs installed without approval from the landlord, The City of West Covina, and/or the issuance of building permits may be cited by code enforcement.

12. No banners are allowed on the second floor except as permitted by the municipal code.

G. Exceptions

Exceptions to the above may be submitted for review to The City of West Covina. Before any such submittal, all changes must be approved by the landlord.

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