

DOWNEY GATEWAY

EXTERIOR SIGNAGE PROGRAM

DOWNEY GATEWAY
FIRESTONE BLVD. DOWNEY, CA.



8236-8274 FIRESTONE BLVD.
DOWNEY CA 90241

RECEIVED
AUG 02 2012
PLANNING

CREATED & PRESENTED BY:



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RANCHO CUCAMONGA, CA 91730
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CONTENTS

Purpose.....	2 (Maintenance, Abandonment, General Requirements & Sign Design)
Submittals.....	3 (Landlord and City of Downey Requirements, Enforcement)
Prohibited Signs.....	4
Calculating Total Signing Area.....	5
Wall Signs.....	6 (Wall Sign Construction, Placement, Quantity & Copy)
Above-Canopy Mounted Signs/Marquee Signs.....	7
Project Identification Projecting Sign.....	8
Blade Signs/Projecting-Hanging Signs.....	9
Exempt Signs.....	10
Monument Sign.....	11
Canopy/Awning Signs.....	12
Site/Plot Plan.....	13 (Project Identification Projecting & Monument Sign Locations)
Exhibit A1-A4 (Building #1).....	14 - 17
Exhibit B1-B4 (Building #2).....	18 - 21
Exhibit C1-C4 (Building #3).....	22 - 25
Exhibit D1-D4 (Building #4).....	26 - 29
Project Identification Projecting Sign.....	30
Parking Projecting Directional Sign.....	31
Sign Fabrication & Attachment Details.....	32 & 33
Monument Sign Details.....	34

Approved by the City of Downey
Planning Commission 8/15/12
Subject to conditions per
Resolution No. 12-2783
By: Mat [Signature]

PURPOSE

The purpose of this criteria is to promote the orderly display of signs which are necessary to identify locations and businesses, and to provide standards in order to maintain and enhance the aesthetic environment of the center.

Signage is one of the most cost effective forms of advertising to attract customers and growth. It is the intent of this sign criteria to attract customers to the center and to safeguard and enhance the property by regulating quality design, quality of materials, construction, illumination, location and maintenance of signs.

Maintenance and Abandonment:

It is expected that all tenants will keep their signs well maintained and in good working order, clean in appearance and illuminated. After proper written notice by the landlord to the tenant, the sign may be repaired or removed by the landlord at the tenant's expense in accordance with the City of Downey Zoning Ordinance.

Any tenant who vacates their space is expected to remove their sign and to patch and paint the fascia leaving it in like-new condition. The landlord will remove and dispose of any sign remaining after tenant vacates within fourteen (14) days of a tenant's departure, considering the sign abandoned and withhold the cost of the removal from the tenant's deposit.

General Sign Requirement:

All signs shall be designed, constructed, and installed by a licensed sign contractor and shall be manufactured meeting NEC, UL and City of Downey building requirements. All signs must be installed by a licensed and insured contractor.

All signs installed in the center shall require a permit from the City of Downey wherever applicable and must pass any and all necessary inspections. All permit fees and necessary inspections are the tenant's responsibility.

Sign Design

Signs shall be vibrant and alive in appearance, incorporating such elements as exposed neon, bright colors, layered or sculptural 3-D forms and tenant logos. Signs shall be over-scaled and visually exciting, to create a fun ambience by day and an even greater urgency by night. To ensure the greatest variety and uniqueness, adjacent tenants are required to use differing sign types, materials and colors.

Note: It is the intention of this criteria to establish a program for tenant signage for the Downey Gateway project. The landlord encourages individual tenants to be creative in regards to design with respect to their contemplated sign proposals. All sign proposals shall be approved by the landlord and the City of Downey Planning Division.

SUBMITTALS

STEP #1 LANDLORD SUBMITAL

Submit three copies of plans to:
Attn: Commercial Property Manager
Westland Real Estate Group
6665 Long Beach Blvd.
Long Beach, CA 90805
310.369.7130

You may e-mail plans in .pdf format to: customerservice@westlandreg.com

STEP #2 SUBMITAL

Submit three sets of Landlord approved plans to:
City of Downey/Building and Safety Division
11111 Brookshire Ave. Downey, CA 90241
(562)904-7142
www.downeyca.org

Plans should meet the same requirements Approved listed for Landlord, Tenant and City.

Landlord, Tenant and City Requirements:

Plans should include:

- Building elevations showing sign location, dimensions of signs & sign area.
- Electrical information, including method of illumination.
- Placement of transformers
- Method of attachment.
- Color, acrylic, aluminum, vinyl & paint specifications.
- Site plan indicating tenant location;

No permit will be issued by the City of Downey without landlord approval.

ENFORCEMENT

The City of Downey is responsible for enforcing the applicable licensing, permit, design, size and other requirements of City's sign regulations. Enforcement of any restrictions or requirements of the Signage Program beyond the City's sign regulations, as specified herein, shall be the sole responsibility of the landlord.

Note: The signs and the sign locations shown on the program's elevation sheets (Exhibits A1 through D2) are based on the buildings' current floor plan configurations and thus are subject to change if a building's floor plans are reconfigured.

PROHIBITED SIGNS

No sign is permitted that:

1. Is dangerous or confusing to motorists on the public right-of-way, including any sign which by its color, wording, design, location or illumination resembles or conflicts with traffic control or impedes the safe and efficient flow of traffic.
2. Is in a condition which presents a danger of injury to the public.
3. Incorporates mechanical movement or, in any way, gives the illusion of motion, moving parts, rotation or any flashing, or intermittent lighting other than a sign providing time and temperature or public service and display or an approved electronic display.
4. Impedes free ingress and egress from any door, window or exit way required by building and fire regulations.
5. Emits sound, smoke, visible particles or odors.
6. Is attached to or maintained upon any public utility pole or structure or tree.
7. Does not have a permit or is prohibited.
8. No person, except a public officer or employee in the performance of a public duty or a private person in giving a legal notice, shall paste, post, paint, nail or tack or fasten any card, banner, handbill, sign, poster, advertisement or notice of any kind upon a property without written consent of the owner, holder, agent or trustee thereof.
9. Is a temporary banner, flag, canopy or other display, except as permitted by a special event or temporary sign permit approved by the landlord and the City of Downey (Planning Division).
10. Is a sculpted, molded or otherwise fabricated representational object used for the purpose of visually conveying business identification or product advertising.
11. Duplicates or repeats copy on the same sign.
12. Is a graphic of paint or other material on a building for the purpose of amplifying or directing attention to a sign, unless, approved by the landlord and the Community Development Department.
13. The lettering and advertising should be relative to the nature of the business or service. Detailed advertising information such as telephone numbers and prices of the product or services are prohibited from permanent signage.
14. No person shall advertise or display any unlawful act, business or purpose.
15. External illumination is prohibited unless proper lenses and guards concentrate illumination so as to prevent glare upon the street or adjacent property. No sign shall emit radiation or harmful glare.
16. Is a balloon, blimp or any other type of inflatable signage, except as permitted by a special event or temp sign permit.
17. Roof Sign. Any sign erected upon or over the roof of any building or which is partially or totally supported by the roof or roof structure of the building.
18. Is on the public right-of-way

CALCULATING TOTAL SIGNING AREA

Maximum total signing area of all permit signs for each individual business shall not exceed one and three quarters (1.75) square feet of area for each lineal foot of building frontage of the tenant space. For the purpose of this sign program, building frontage is defined as "that portion of the tenant space that is most nearly parallel to a street, parking area, courtyard, or project walkway; and in the event the space has multiple frontages, the applicant can use the longest frontage in determining maximum total signing area.

WALL SIGNS

Wall Signs

Individual channel letters are allowed with interior illumination or without. Exterior illumination such as gooseneck lamps is not permitted without the approval of the landlord and City of Downey Planning Division.

Placement

No sign shall extend above the mansard or top of parapet. Maximum letter height cannot exceed 36" and maximum logo height cannot exceed 36" unless sign is a registered trademark with a combined name and logo and therefore letters can be 36" in height. All signage to be mounted to a raceway (painted to match sign band).

Quantity

Each tenant may be permitted no more than one (1) wall sign for each façade (building frontage) that is facing a street, parking area, courtyard or project walkway.

Maximum Width

Signs shall not exceed 66% of the length of tenant space frontage.

Size

The total size of a wall sign shall not exceed 1.5 square feet for each lineal foot of frontage of tenant space.

Maximum Projection From Wall

Maximum six inches (6") from the face of the wall.

Copy

Sign copy shall be limited to the business name, product, service and logo. No more than two lines of copy are allowed. When a background feature is part of the logo or trademark such as Staples or Casual Male, it shall be allowed but may not be manufactured as a single face cabinet sign. Lettering and logo are both counted towards sign area.

ABOVE-CANOPY MOUNTED SIGNS/MARQUEE SIGNS

- Signs shall only be permitted on approved marquees. Marquees that project above the public right-of-way are subject to Section 2.4.4 of the Downtown Specific Plan.
- Quantity: Each tenant may be permitted no more than one (1) above-canopy mounted sign/marquee sign for each façade (building frontage) that is facing a street, parking area, courtyard or project walkway.
- Maximum Width: Signs shall not exceed 75% of the width of the tenant space frontage. Signs shall be centered on the canopy and marquee.
- Maximum Letter Height: Letters shall not exceed three feet (3')
- Maximum Logo Height: 3'

PROJECT IDENTIFICATION PROJECTING SIGN

Quantity: The project may include one (1) Project Identification Projecting Sign, as shown on page 30 of this Exterior Signage Program. Any deviation from what is shown on page 30 with respect to dimensions, design, colors, materials or placement will require the approval of the City of Downey Planning Division.

Maximum Sign Area: The sign shall not exceed 76.56 square feet ((One-third (1/3) square feet per lineal foot of property frontage with a minimum of 15 square feet of sign area)).

BLADE SIGNS/PROJECTING-HANGING SIGNS

BLADE SIGNS

- One blade sign per frontage. Additional signs may be permitted with tenant spaces that are wider than 25', provided there is a minimum of 25' between signs.
- Signs may have either internal or external illumination.
- Creative use of logos is encouraged, as are varied colors, graphic elements and type styles.
- Signs shall be painted metal; woods and plastics are prohibited.
- Signs shall be 8 feet above the finished sidewalk with no more than 4 feet of projections. Top of sign maximum 14' above sidewalk.
- Signs brackets shall be cast iron, wrought iron or aluminum. The Tenant's bracket design shall relate to the sign's design, the tenant storefront and the building.
- Sign placement shall be considerate of sight lines to all nearby signs.
- Encroachment Permit: Signs that project into the public right of way are subject to section 2.4.4 of the Downtown Specific Plan.
- Blade signs will be limited to an area of 8 square feet.

BLADE SIGNS/PROJECTING-HANGING SIGN EXAMPLES



EXEMPT SIGNS

The following signs are exempt from the sign regulations, provided they conform to the standards contained in Section 9162 of the Zoning Ordinance.

1. Directional Signs: Directional signs to aid vehicle or pedestrian traffic, with a limit of one per entrance/exit and provided further that the number and location are approved by the landlord and City of Downey Planning Division. Directional signs that project above a public right of way are subject to section 2.4.4 (Encroachments) of the Downtown Specific Plan.
2. Official flags of the United States and State of California; Does not include government signs that are displayed as part of a commercial advertisement.
3. Political Signs may be installed on the property but only with the landlord's consent. Political signs must be removed by the Monday following the election. Signs not removed within seven (7) days of the specified deadline shall be removed by the landlord or by the City at the expense of the tenant or the political candidate or organization involved. Political signs shall comply with the provisions of Section 9612-Political Sign, non-residential.
4. Commercial Real Estate Signs: Not more than two (2) Commercial Real Estate Sign with a maximum of thirty-two (32) square feet, advertising property for sale, for rent, or for lease shall be allowed per street frontage not to exceed eight (8) feet in height.
5. Window Signs shall cover no more than ten percent (15%) of individual window area and 30% of total area of all windows. Anything 18" beyond the glass is not considered a window sign. Changeable copy is permitted. Signs shall not rotate, move, or cause uncontrolled direction of lights, flash, reflect, scroll, or blink.
6. The LED Screen secured to the east elevation of Building 1 cannot be used for advertising purposes.

MONUMENT SIGN PROVISIONS

Quantity: The project may include one (1) monument sign that will feature a maximum of nine (9) tenant panels, plus a project-identification sign, as shown on page 34 of this Exterior Signage Program. Any deviation from what is shown on page 34 with respect to dimensions, design, colors, materials or location will require the approval of the City of Downey Planning Division.

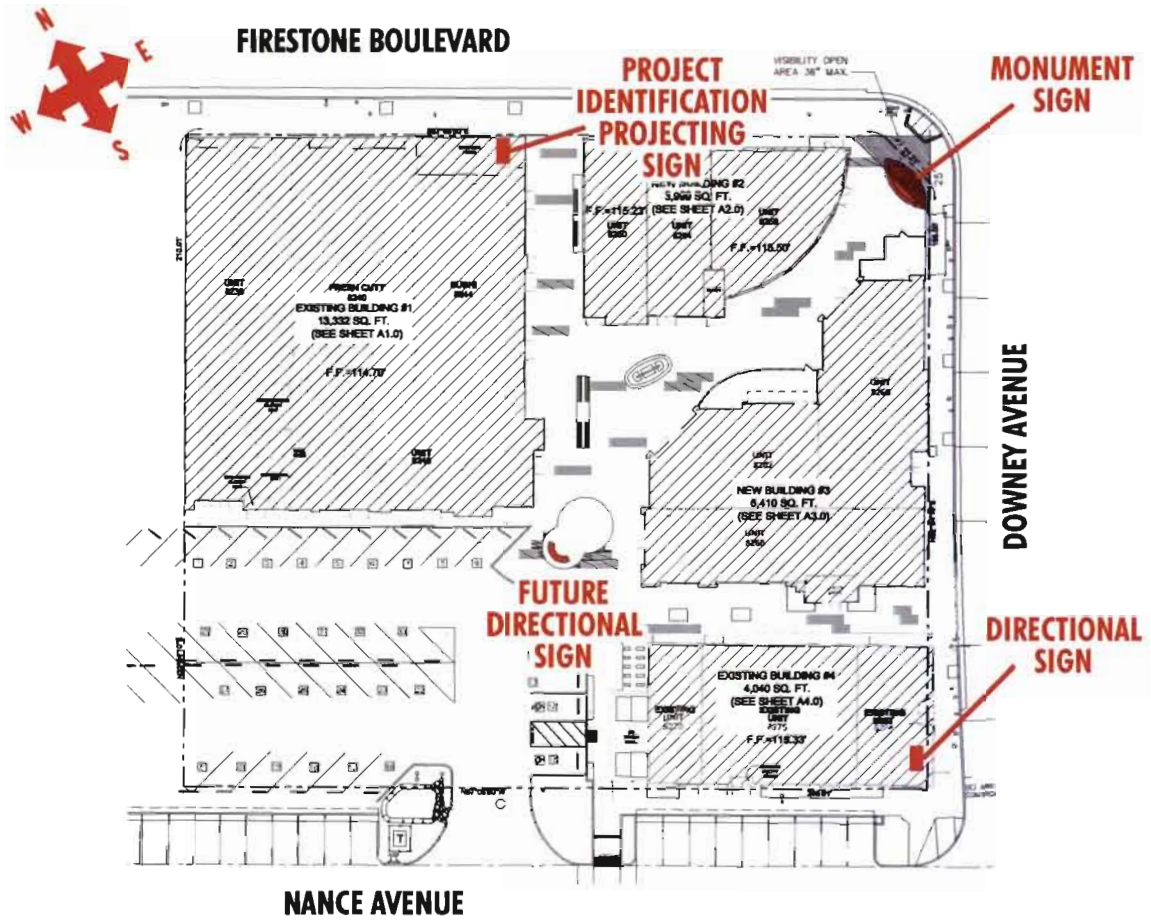
Maximum Sign Area: The sign shall not exceed 76.56 square feet and that includes the combined area of both the nine (9) panels, plus the project -identification sign ((One-third (1/3) square feet per lineal foot of property frontage with a minimum of fifteen (15) square feet of sign area)).

Maximum Height: Shall not exceed 6'-8" including the base of the sign.

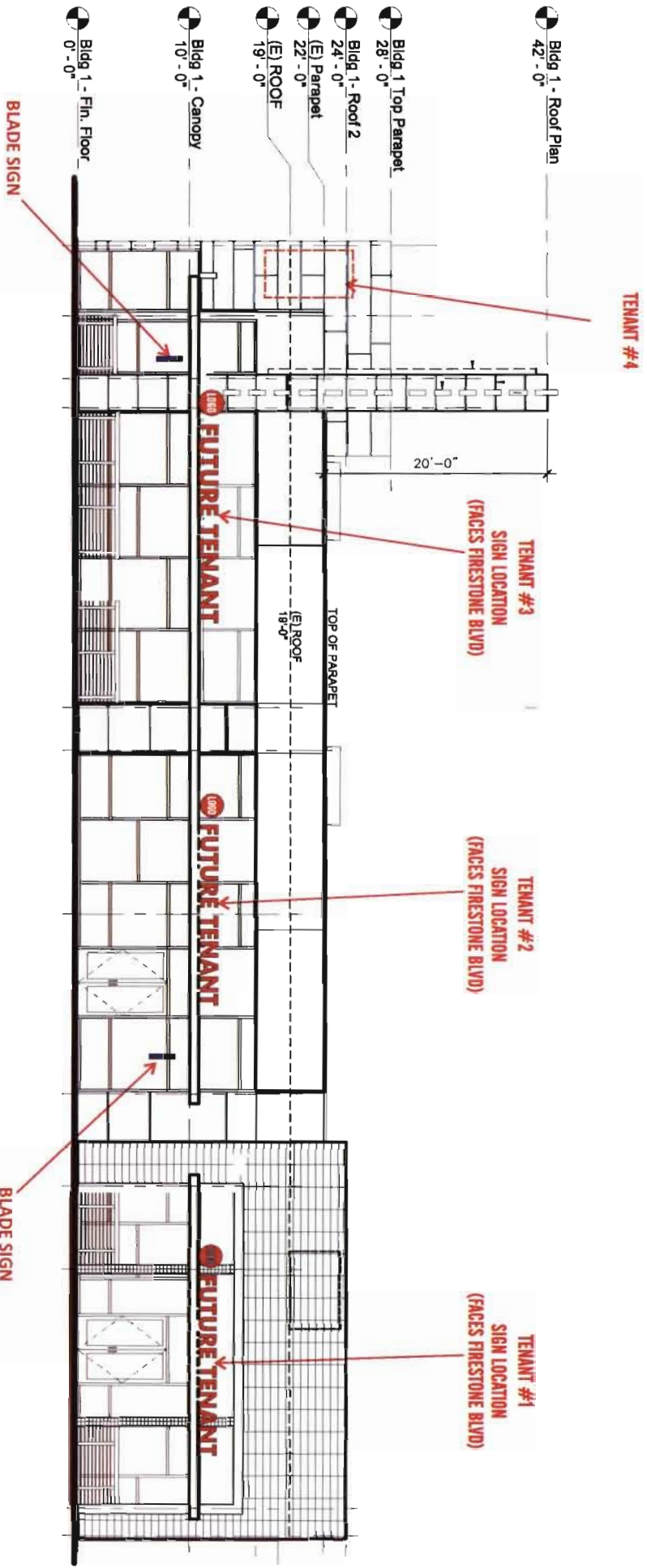
CANOPY/AWNING SIGNS

- Signs shall only be permitted on the flap/valance of the canopy/awning.
- Maximum Sign Width: Up to 66% of the canopy/awning width. Sign shall be centered on the canopy/awning.
- Lettering Height: Maximum of 66% of valance height, with the letter height not to exceed eleven inches (11"). Maximum one line of text.
- Supplemental Text/Graphics: Any combination of text, supplemental text and or logo is permitted. No graphics are permitted.
- Canopy/Awning Approval: Approval of the canopy/awning (exclusive of signs) shall be subject to Section 2.4.4 (Encroachments) and 3.6.11.A (Awning and Canopy Standards and Guidelines) of the Downtown Specific Plan.

SITE/PLOT PLAN SIGN LOCATIONS



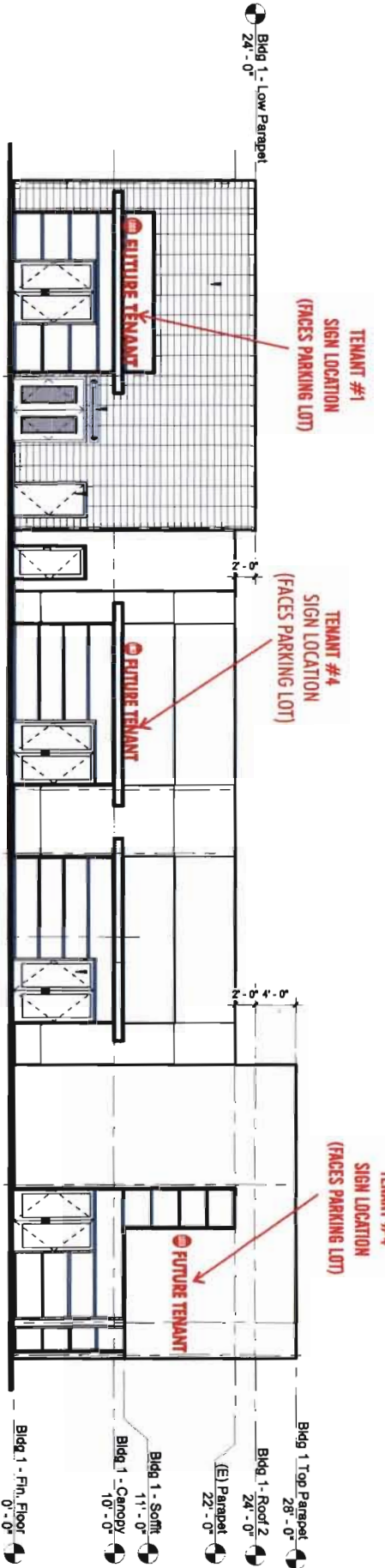
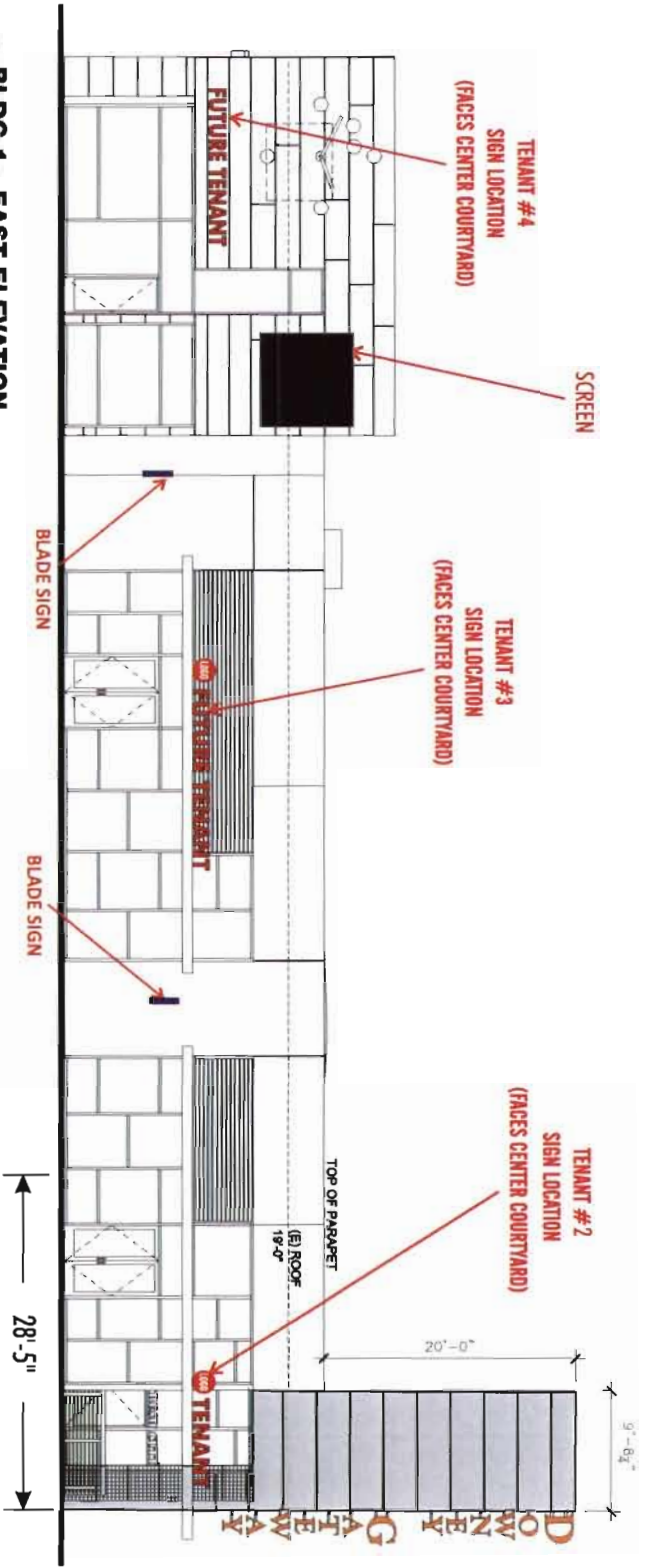
ALLOWABLE TENANT SIGN LOCATIONS
SIGNAGE (FACING FIRESTONE BLVD)



1 BLDG 1 - NORTH ELEVATION
1/8" = 1'-0"

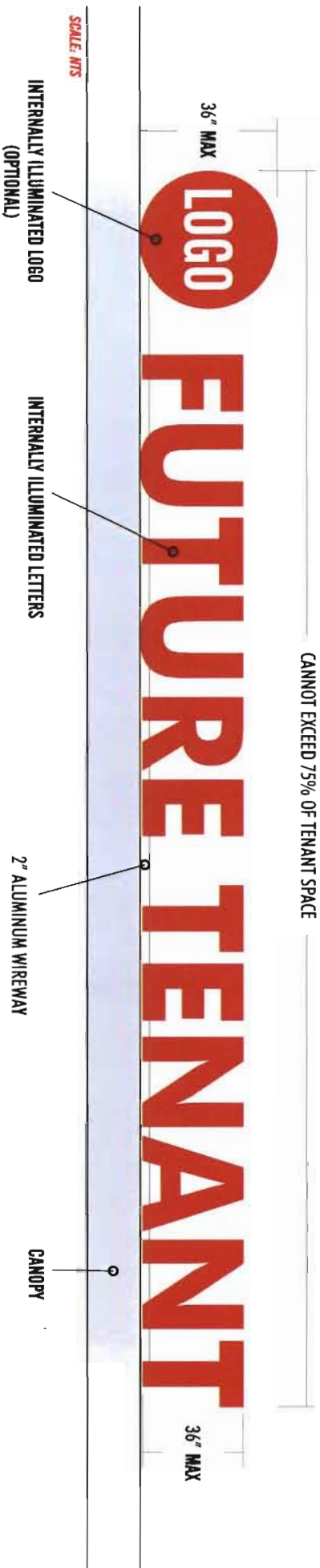
Building 1/Tenant Space No. 3 North Elevation

Tenant No. 3 in addition to the above-canopy mounted sign shown on the east elevation of Exhibit A2, (see page 15) is also permitted to install another above canopy mounted sign on the north elevation of the easternmost section of Building, as illustrated on Exhibit A1. This sign shall comply with the width and area requirements prescribed in the sign program for above canopy mounted signs. The tenant shall assume a tenant space frontage that is 35'-1" wide in calculating the dimensions of the sign.

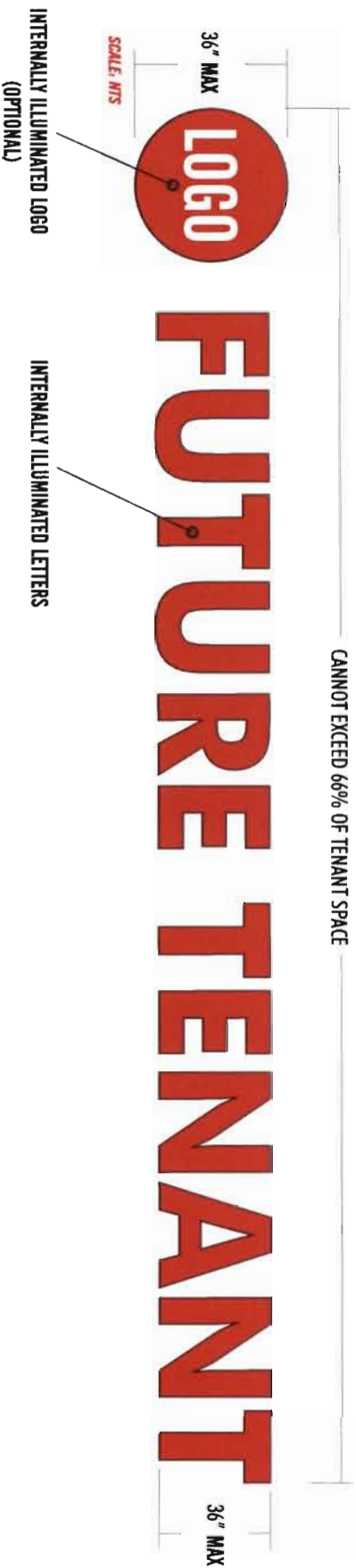


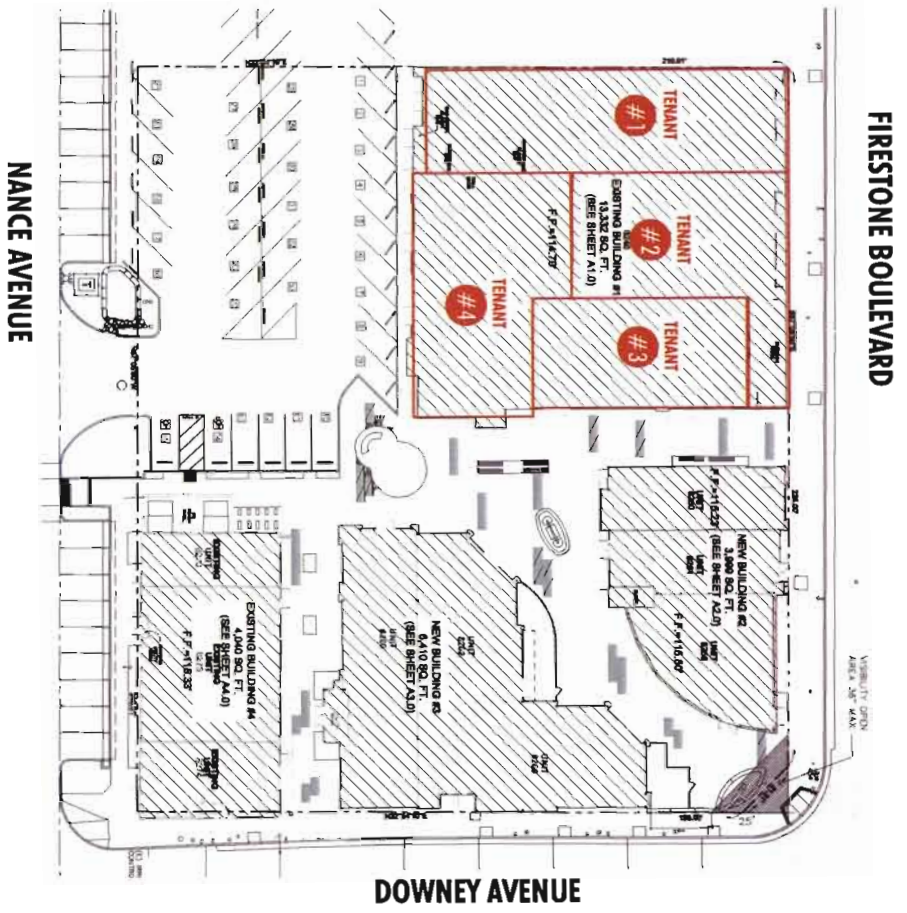
- Bldg 1 - Low Parapet 24'-0"
- Bldg 1 - Top Parapet 28'-0"
- Bldg 1 - Roof 2 24'-0"
- (E) Parapet 22'-0"
- Bldg 1 - Soffit 11'-0"
- Bldg 1 - Canopy 10'-0"
- Bldg 1 - Fin. Floor 0'-0"

ALLOWABLE TENANT SIGN SIZES
ABOVE CANOPY SIGNAGE

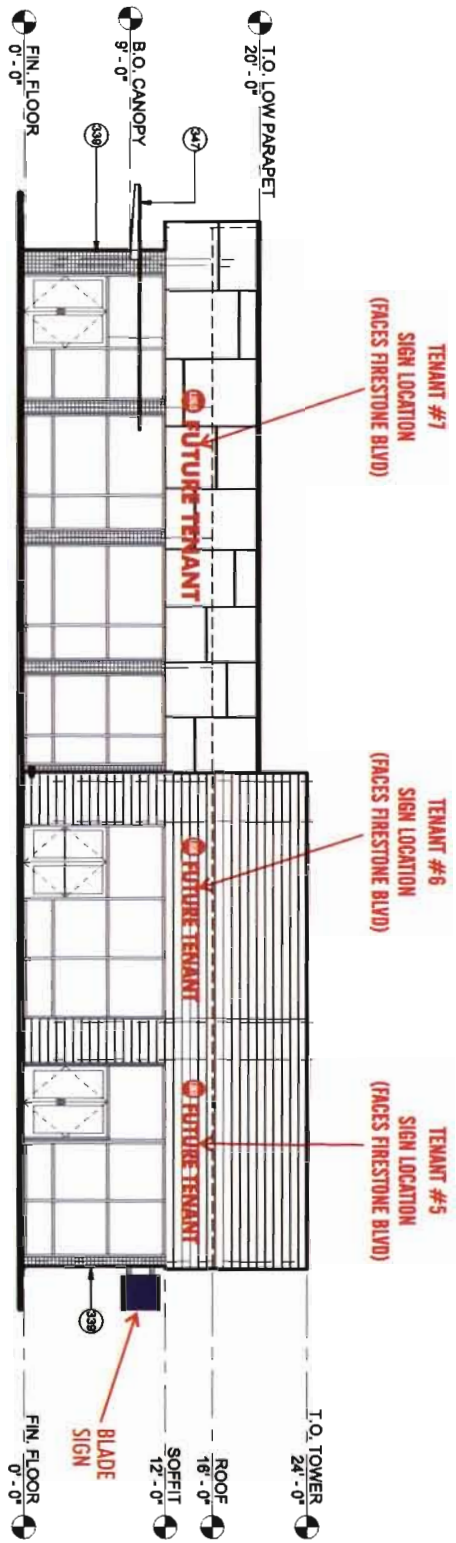


ALLOWABLE TENANT SIGN SIZES
WALL SIGNAGE

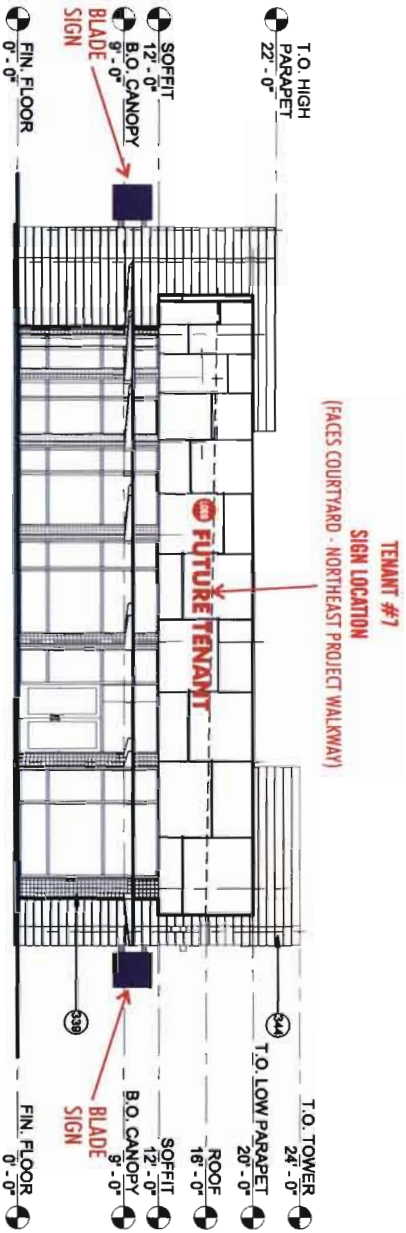




ALLOWABLE TENANT SIGN LOCATIONS

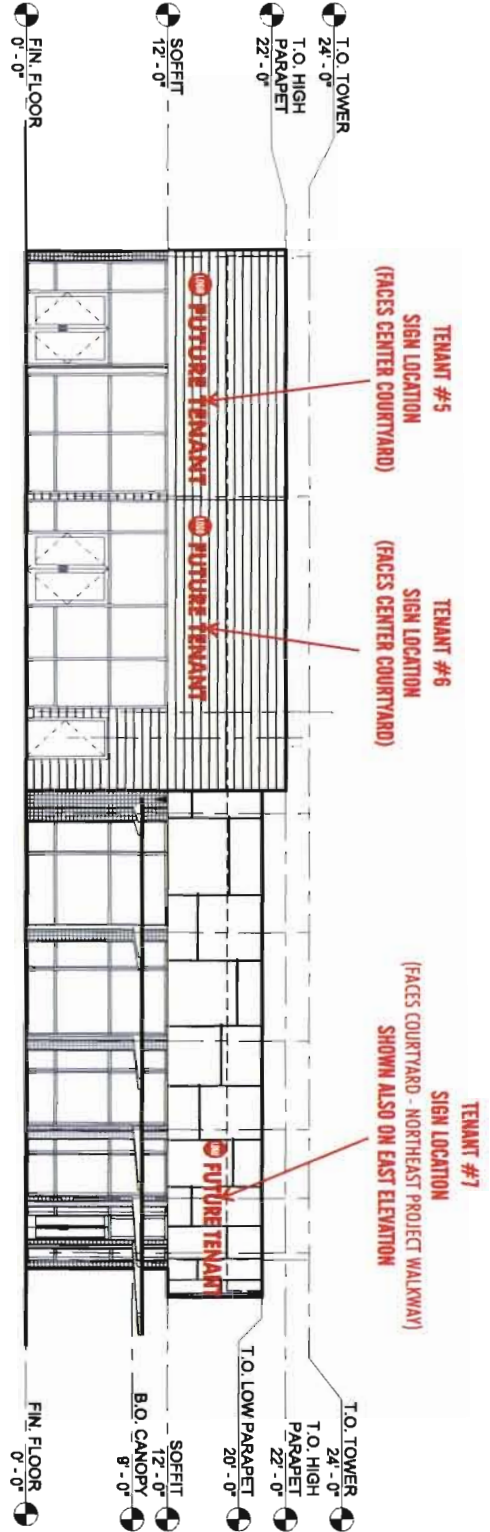


1 BLDG 2 - NORTH ELEVATION
1/8" = 1'



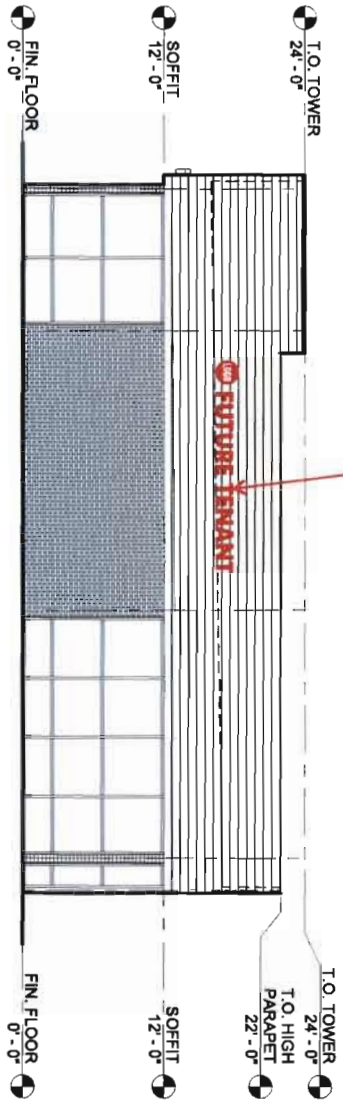
2 BLDG 2 - EAST ELEVATION
1/8" = 1'

ALLOWABLE TENANT SIGN LOCATIONS



1 BLDG 2 - SOUTH ELEVATION

1/8" = 1'

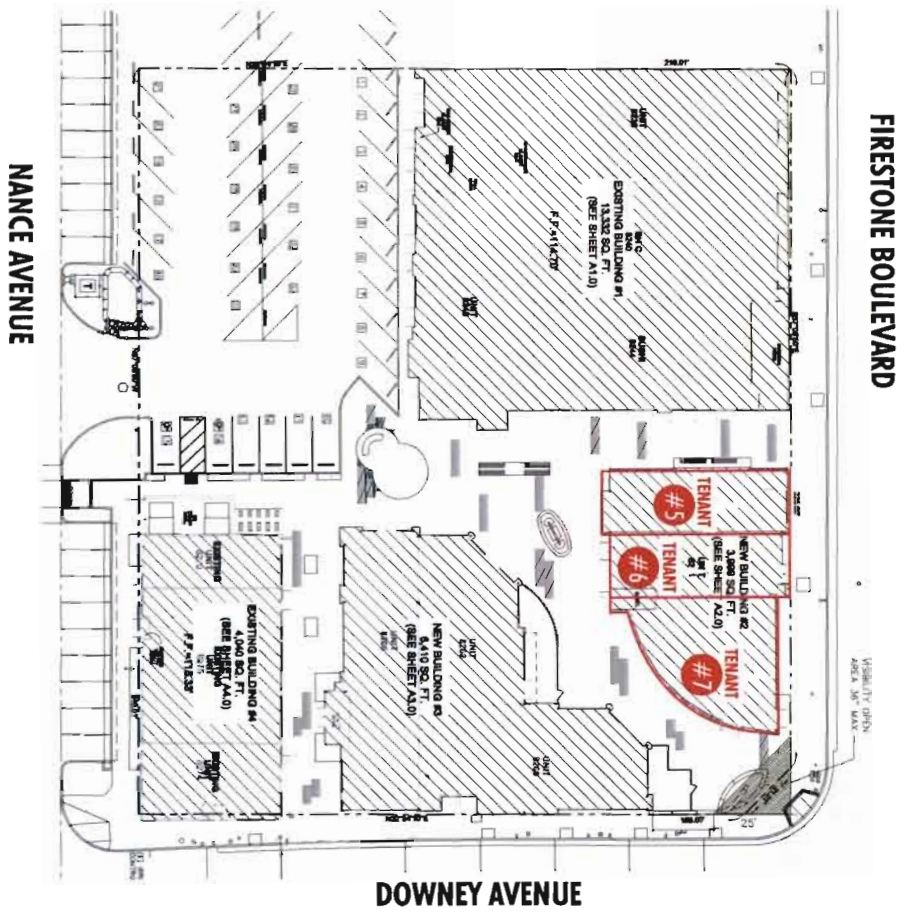


2 BLDG 2 - WEST ELEVATION

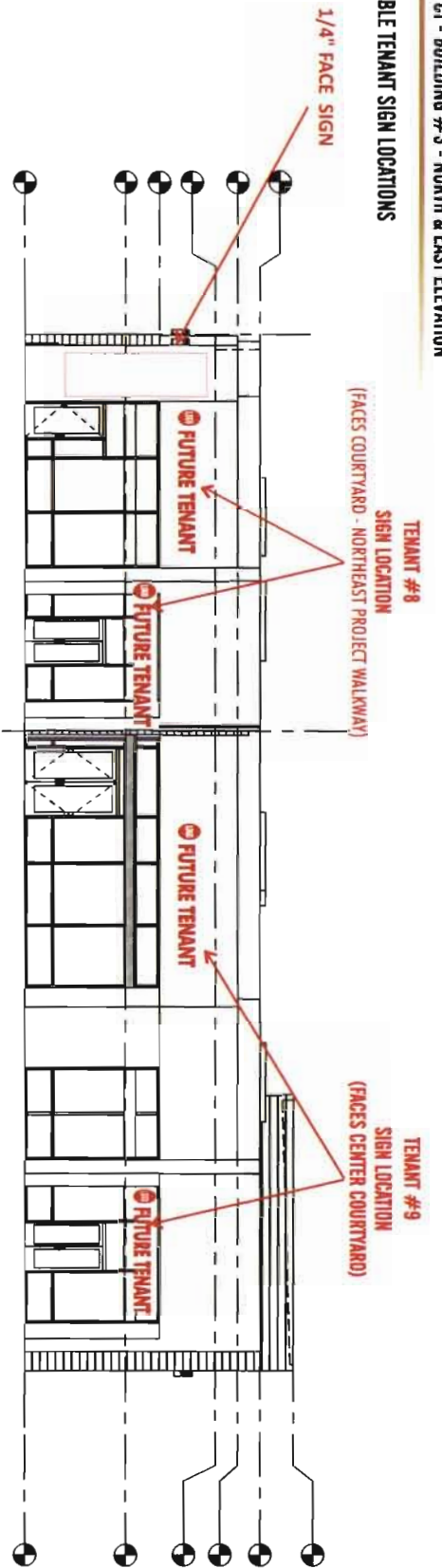
1/8" = 1'

ALLOWABLE TENANT SIGN SIZES
WALL SIGN

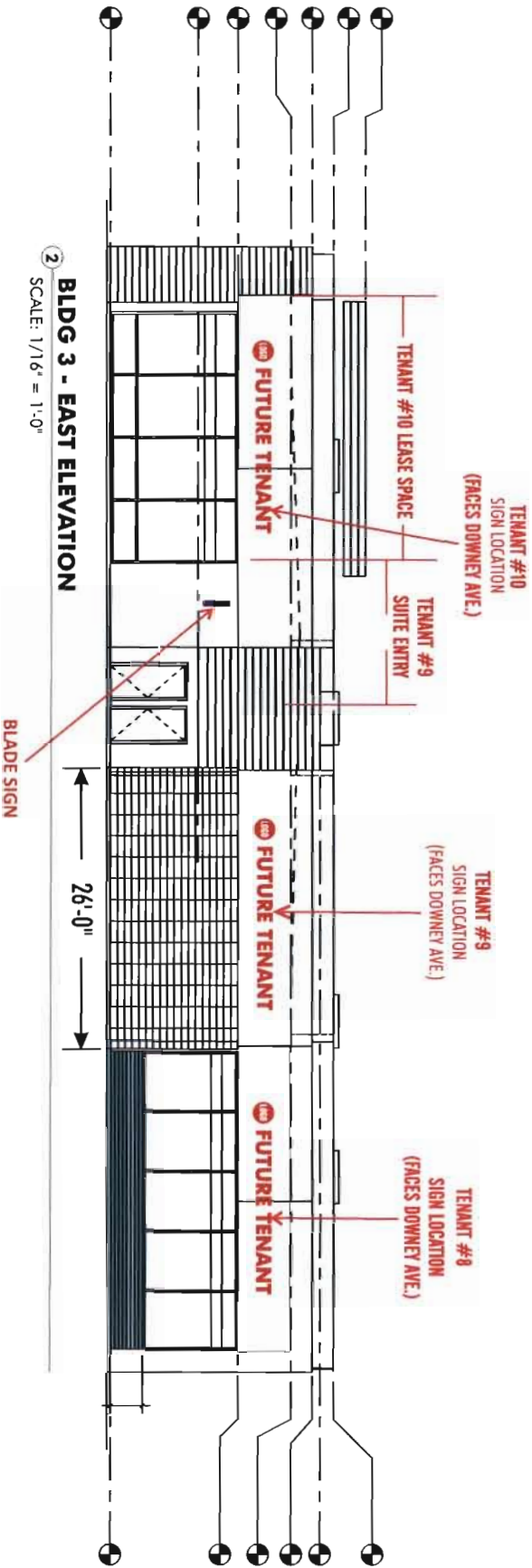




ALLOWABLE TENANT SIGN LOCATIONS



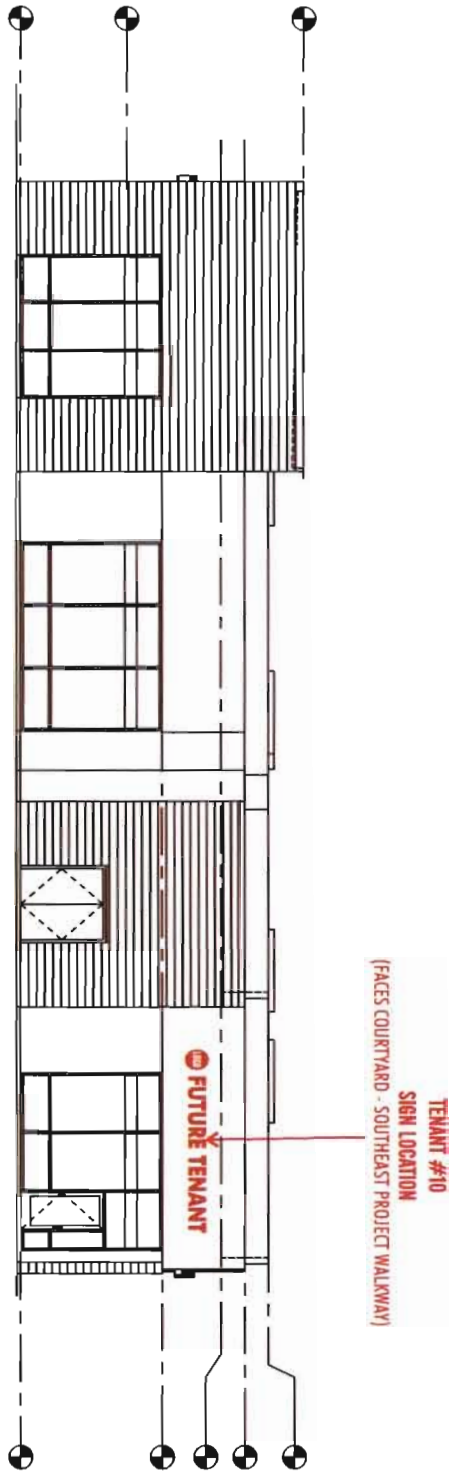
1 BLDG 3 - NORTH ELEVATION
SCALE: 1/16" = 1'-0"



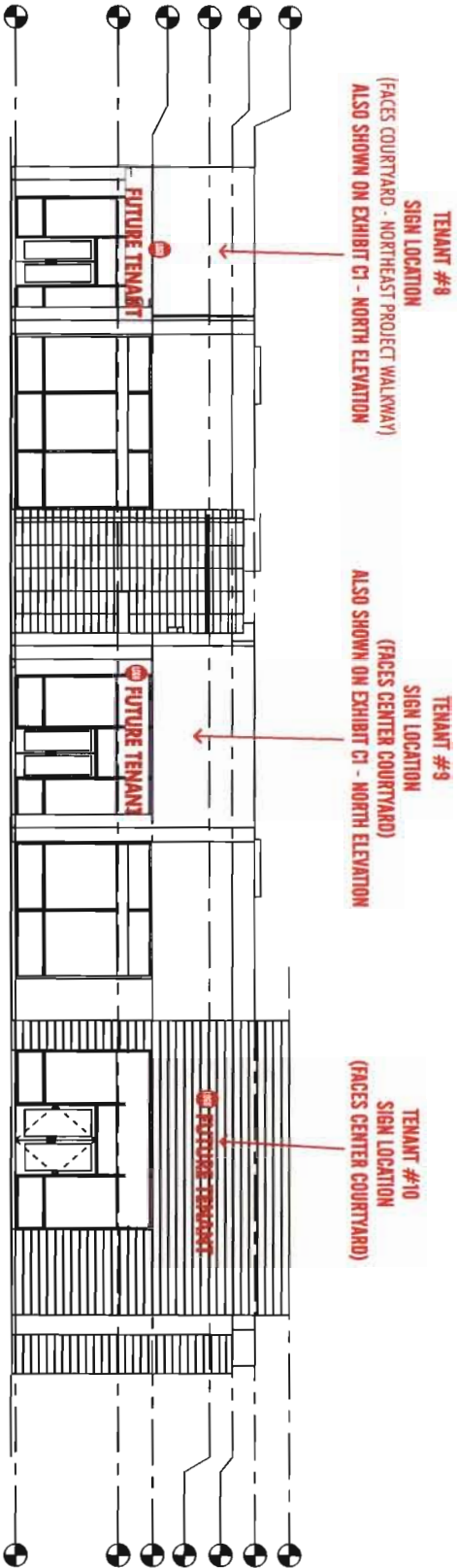
2 BLDG 3 - EAST ELEVATION
SCALE: 1/16" = 1'-0"

Building 3/Tenant Space No. 9 East Elevation

Tenant space #9 in addition to the wall sign and above-mounted canopy sign shown on the north elevation of Exhibit C1, is also permitted to have a wall sign on the east elevation of Tenant Space No. 8, as shown on Exhibit C1. This sign shall comply with the width and area requirements prescribed in the sign program for wall signs. Please note that the applicant shall assume a tenant space that is 26 feet wide in calculating the dimensions of the sign, as shown on the submitted floor plan. And in order for the tenant to maintain a wall sign at this location, the background façade shall maintain its own distinct design, separate from the rest of the facade.

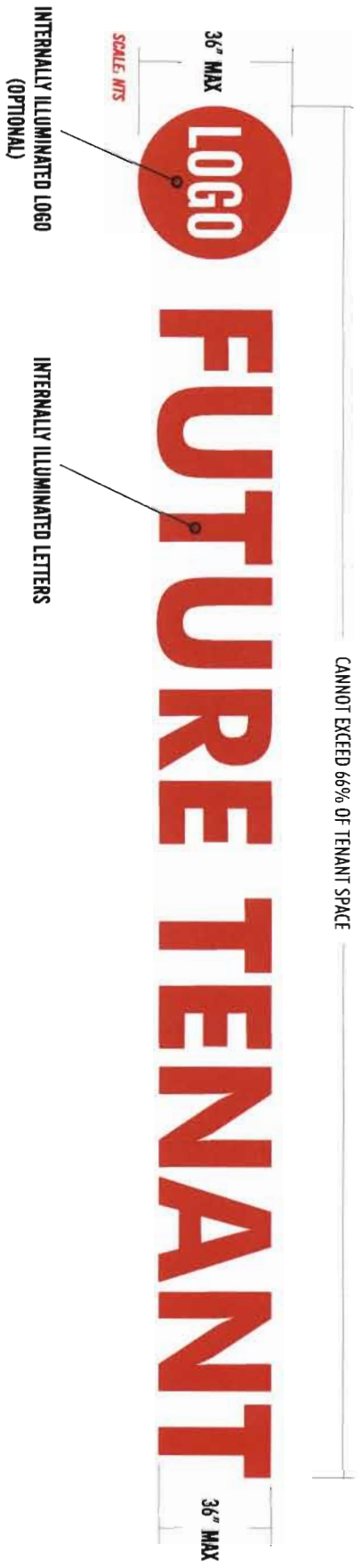


1 **BLDG 3 - SOUTH ELEVATION**
SCALE: 1/16" = 1'-0"

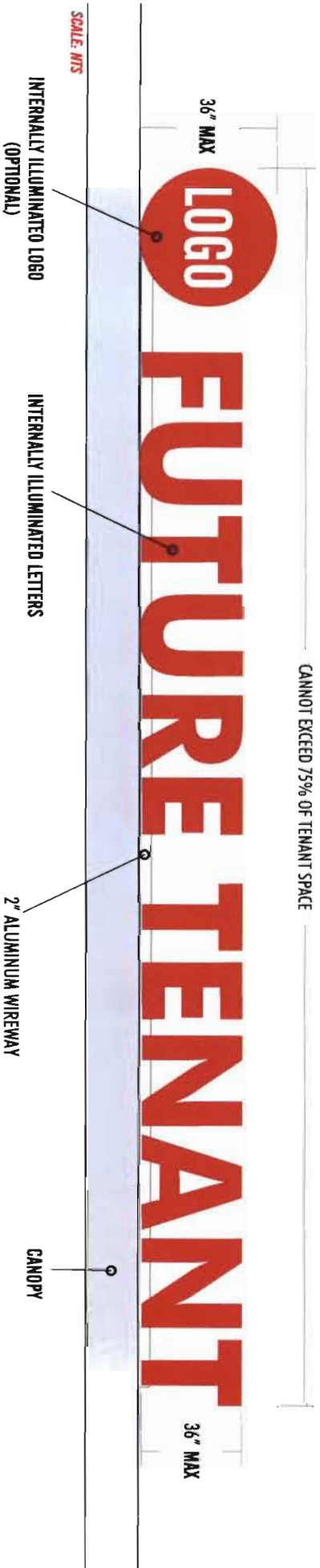


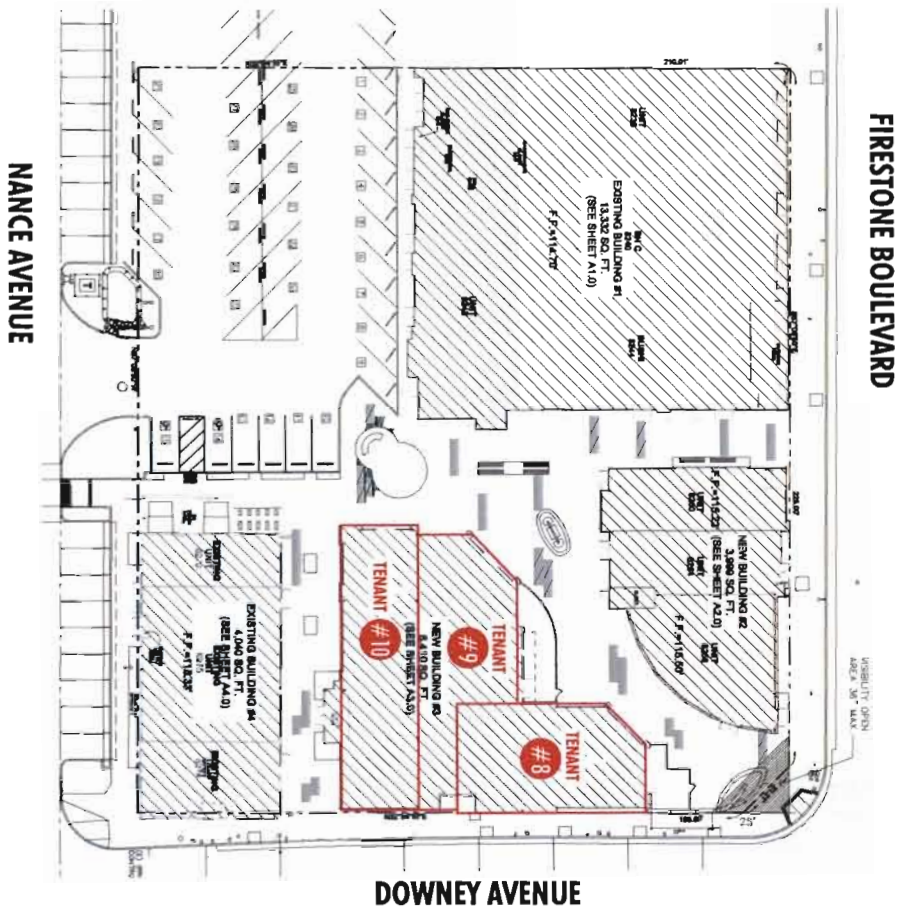
2 **BLDG 3 - WEST ELEVATION**
SCALE: 1/16" = 1'-0"

ALLOWABLE TENANT SIGN SIZES
WALL SIGN

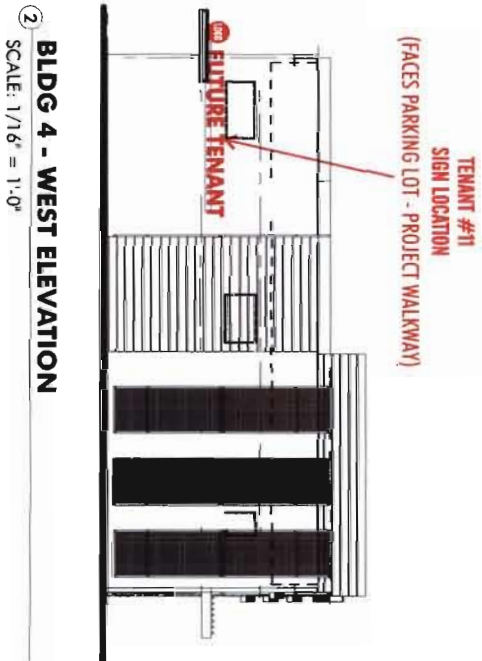
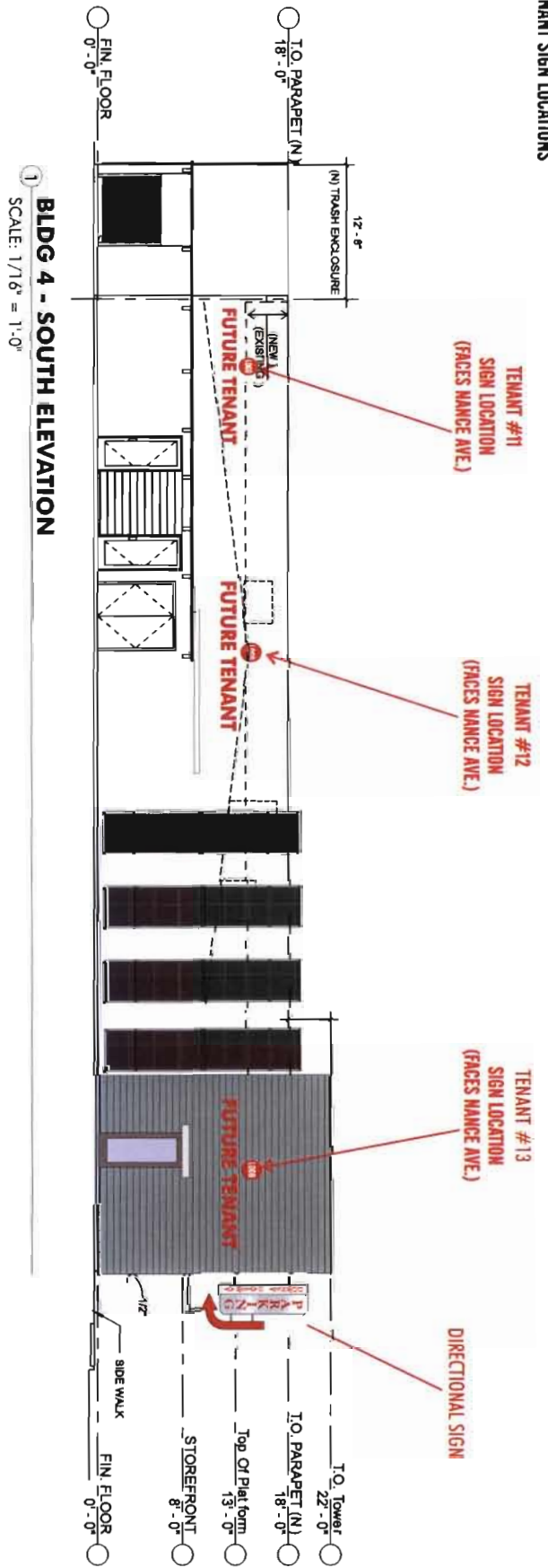


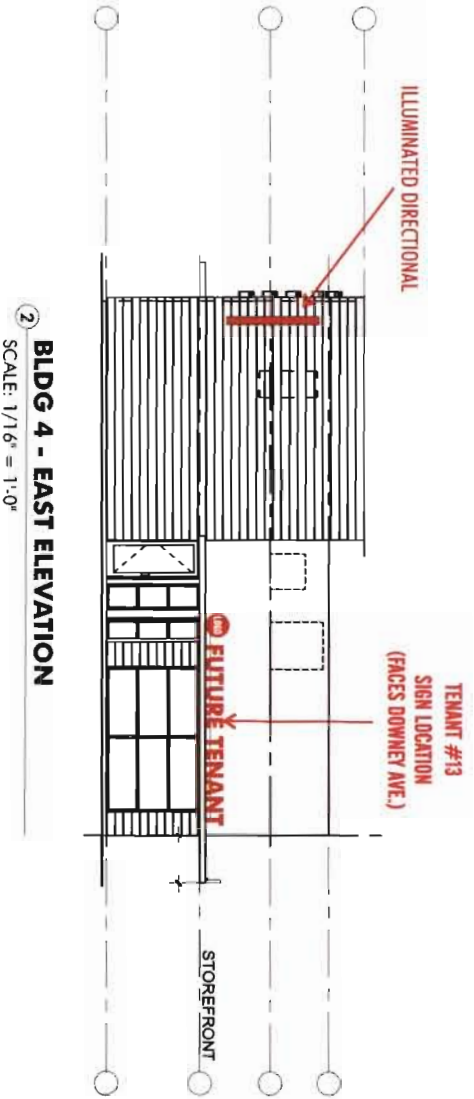
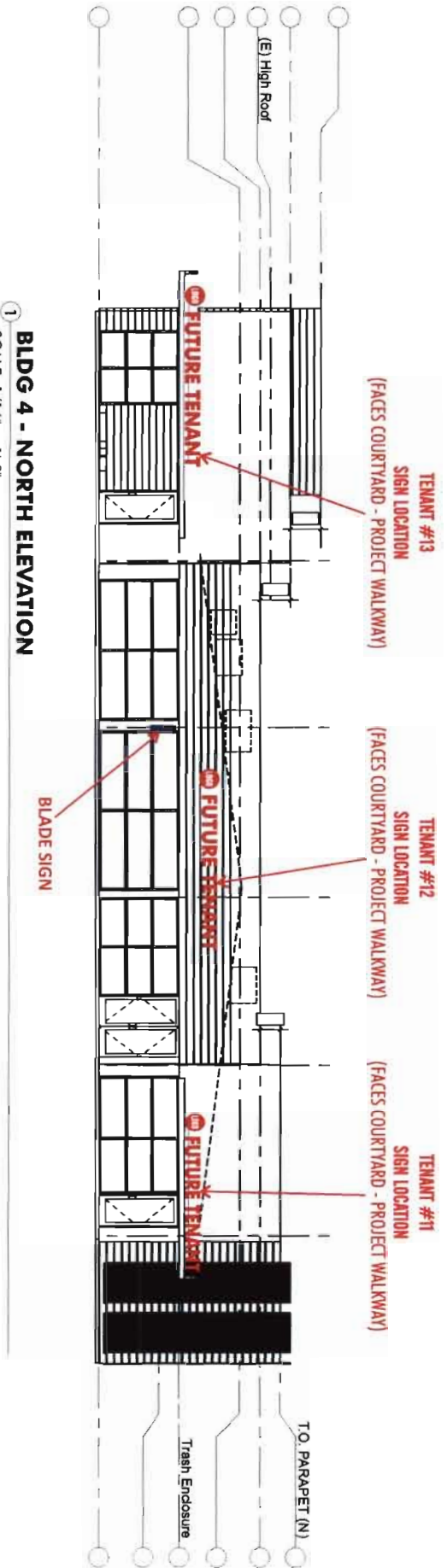
ALLOWABLE TENANT SIZES
CANOPY SIGN





ALLOWABLE TENANT SIGN LOCATIONS

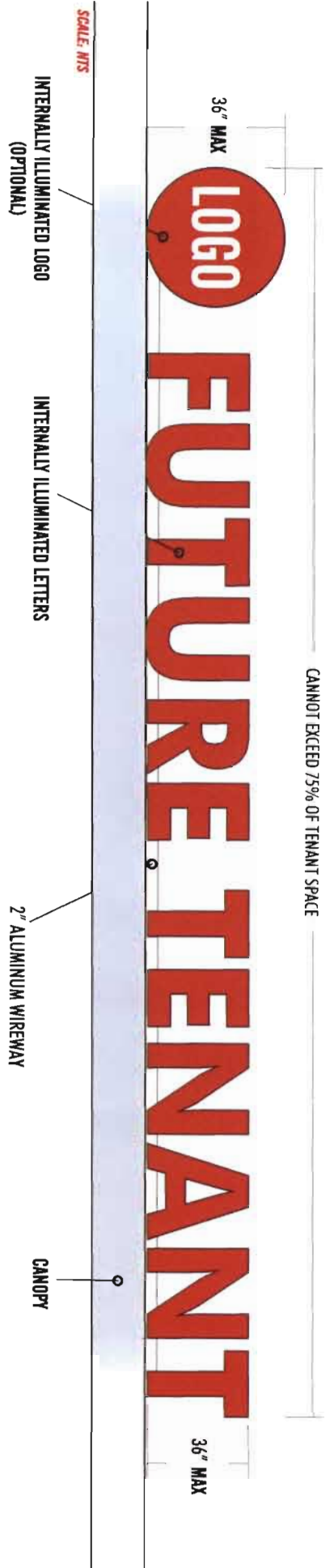


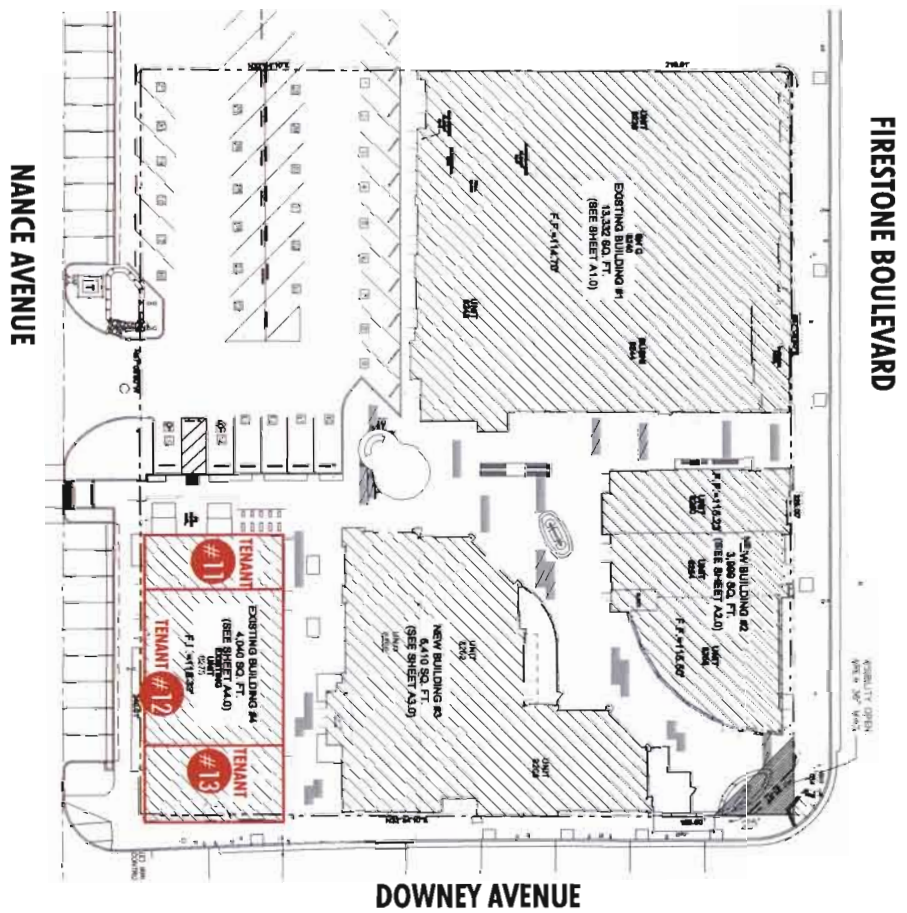


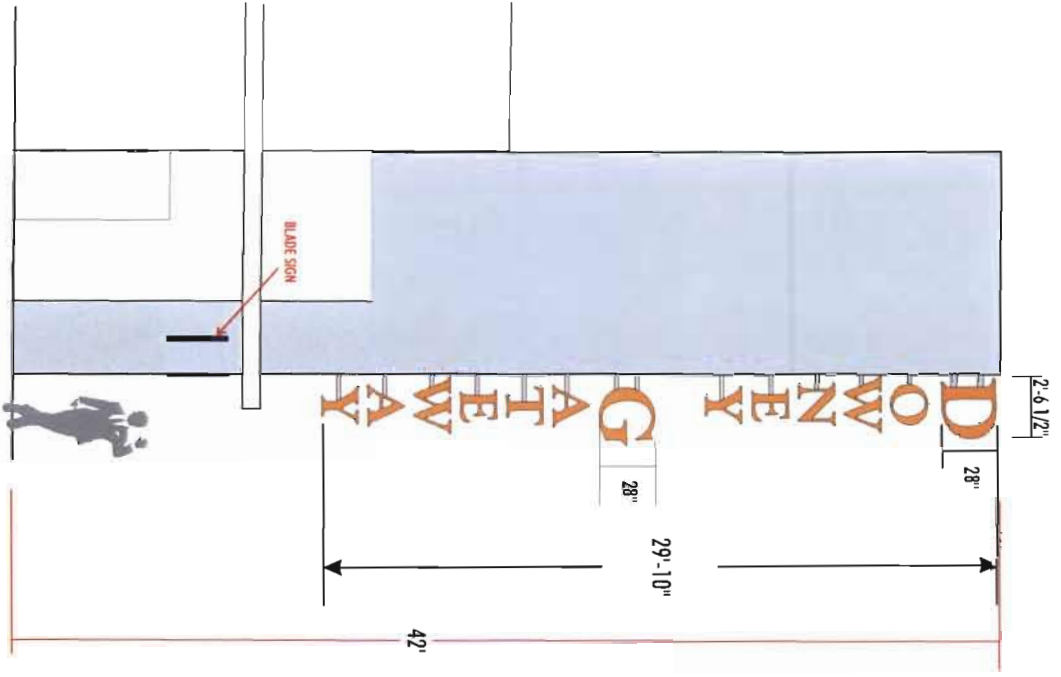
ALLOWABLE TENANT SIGN SIZES
WALL SIGN



ALLOWABLE TENANT SIZES
CANOPY SIGN

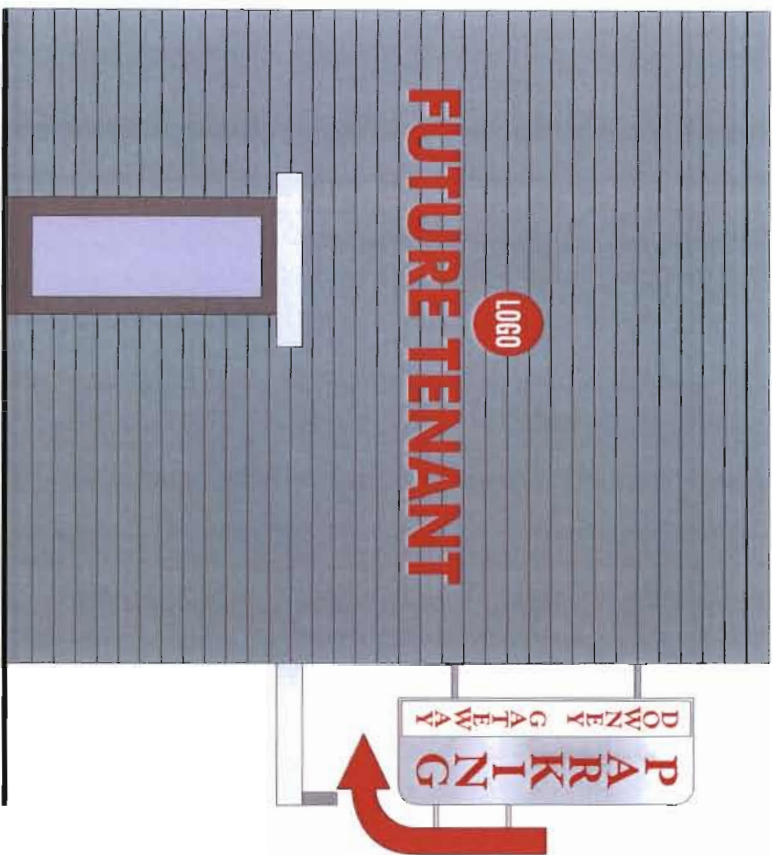




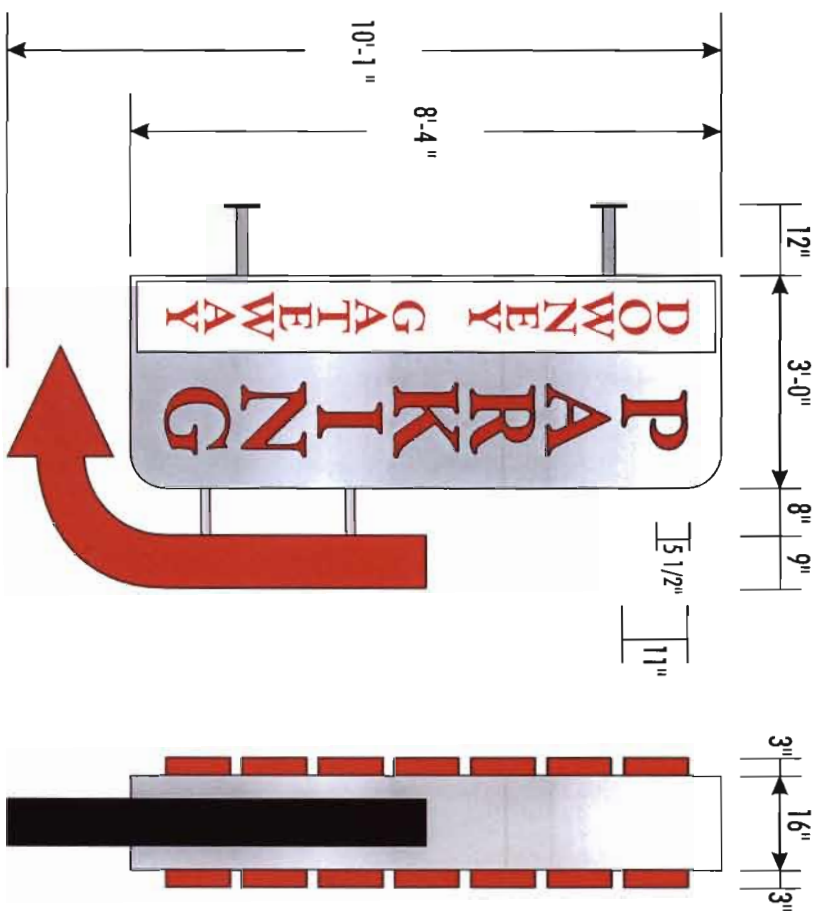


- FABRICATED ALUMINUM LETTERS WITH 3" RETURNS
- 2" ALUMINUM SQUARE TUBING FOR SUPPORT
- NON ILLUMINATED LETTERS
- SIGN AREA: 75.83 SQ. FT.

2 BLDG 1 - EAST ELEVATION 75.83 SQ. FT.
NOT TO SCALE



BUILDING #4 - SOUTH ELEVATION

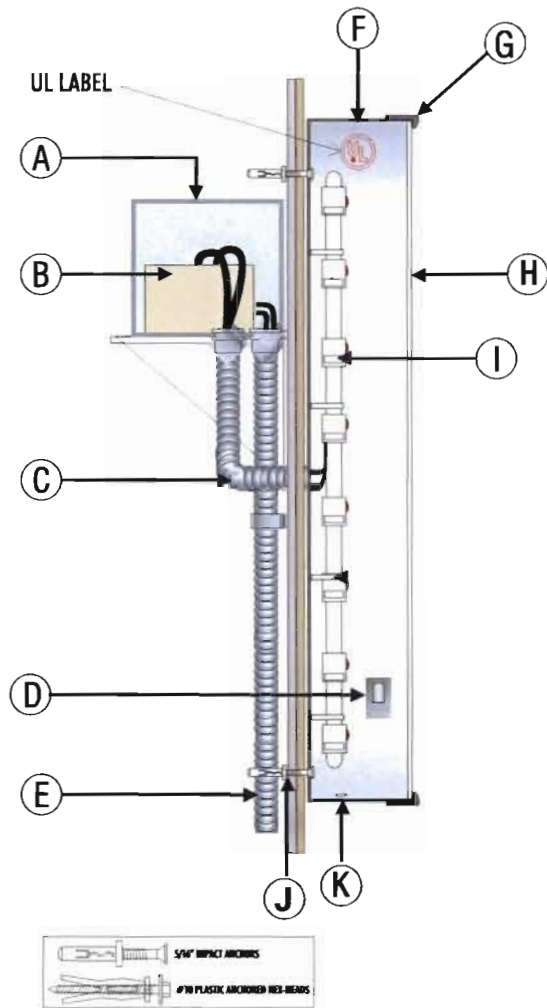


SCALE: 3/8" = 1'-0"

- ILLUMINATED DIRECTIONAL PARKING SIGN
- FRONT LIT ILLUMINATED CHANNEL LETTERS W/3" RETURNS
- ILLUMINATED ARROW
- ILLUMINATED "DOWNEY GATEWAY" ACRYLIC FACE
- 2" SQUARE TUBING

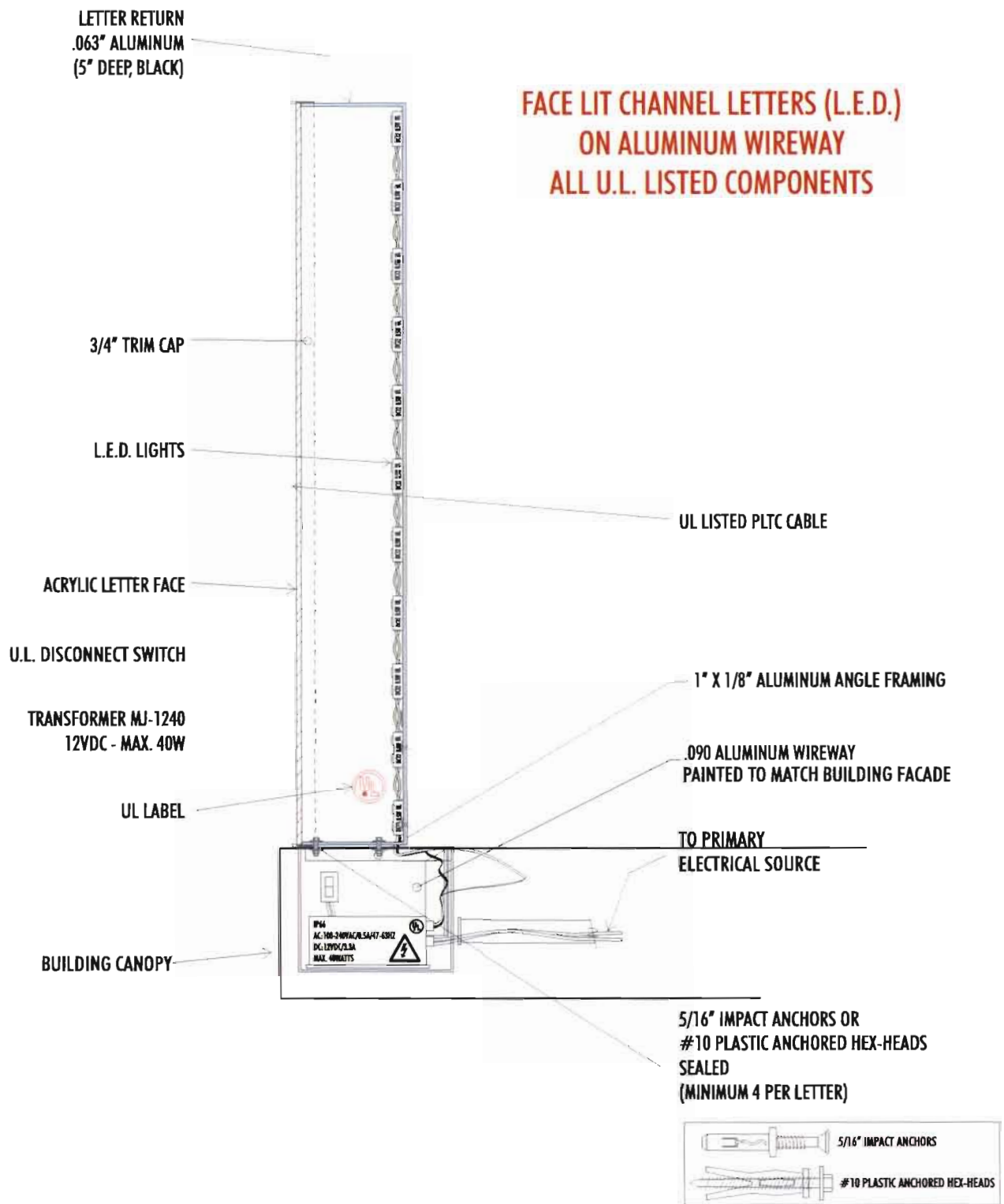
INTERNALLY ILLUMINATED SIGN DETAIL FOR WALL MOUNTED SIGNAGE

FACE-LIT CHANNEL LETTERS (L.E.D.) ALL U.L. LISTED COMPONENTS

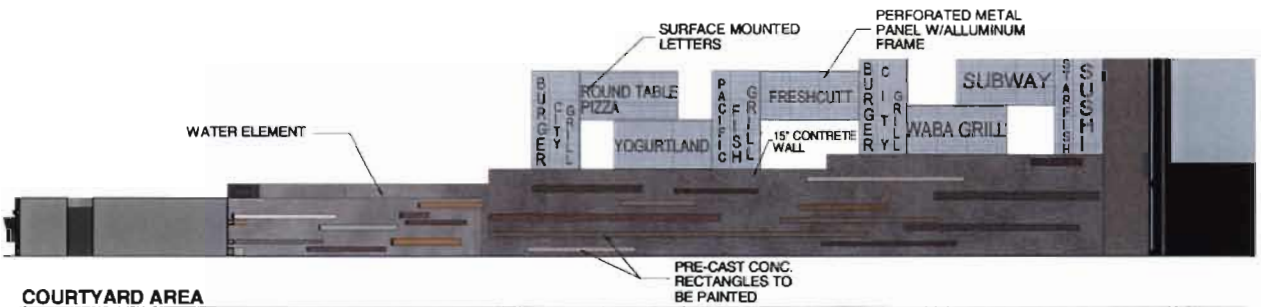
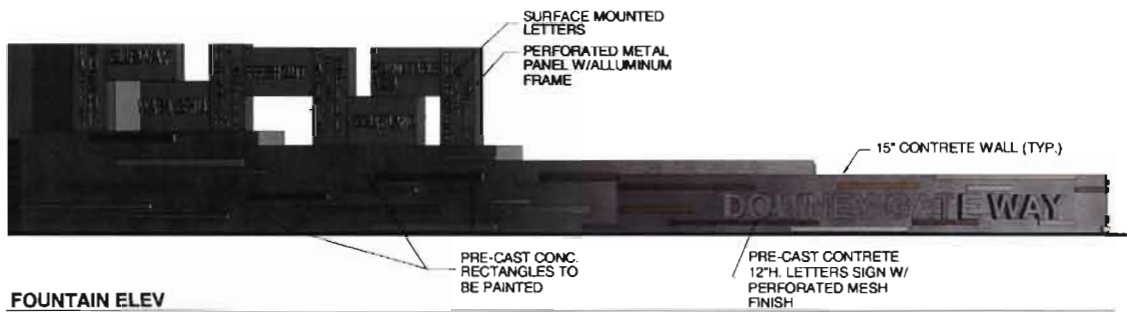
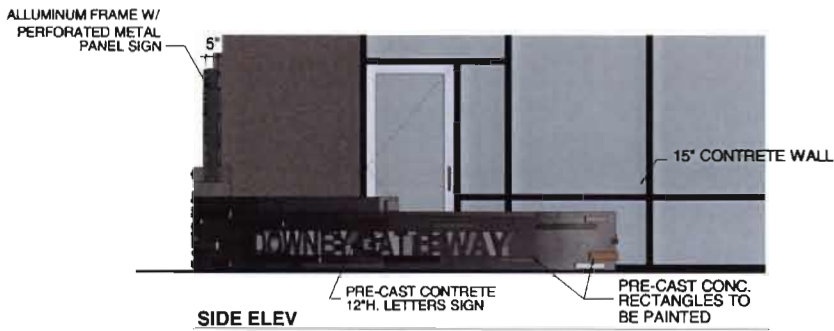
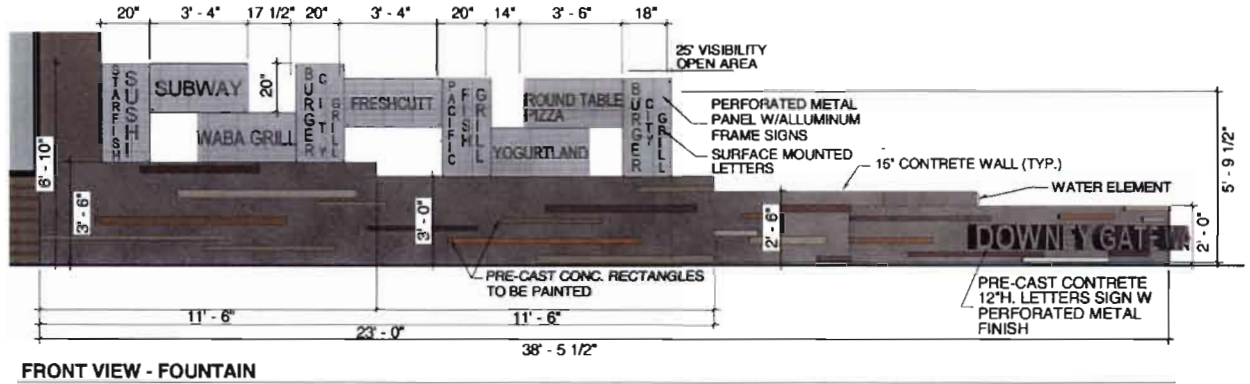


A	TRANSFORMER HOUSING
B	TETRA(R) LED SYSTEM TRANSFORMER 5 AMP MAX OUTPUT
C	CONDUIT (1/2" MIN) WATER PROOF
D	LISTED DISCONNECT SWITCH
E	PRIMARY ELECTRICAL SOURCE
F	5" (.063) BLACK ALUM RETURNS
G	3/4" BLACK TRIM CAP
H	1/8" RED ACRYLIC FACE
I	LED STRAND
J	5/16" IMPACT ANCHORS OR #10 PLASTIC ANCHORED HEX-HEADS (MINIMUM OF 4 PER LETTER)
K	DRAIN HOLES

INTERNALLY ILLUMINATED SIGN DETAIL FOR 'ABOVE-CANOPY' MOUNTED SIGNAGE



MONUMENT SIGN DETAILS



*Tenant names are for example and illustration purposes only. Landlord, in its sole discretion, shall determine the location of each tenant name and panel availability. This signage program does not guarantee any tenant a location on the shopping center's monument sign."