

THE PROMENADE
at Downey

■ **TENANT SIGN CRITERIA** ■

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Design Brief + Project Goals

The Promenade at Downey: Design Qualities

Enhance the visual and experiential qualities of the project through:

Quality of Light:

- buildings become lanterns through creative use of translucent towers, storefronts and lighting elements
- signage and other elements will use illumination to reinforce the notion of light
- use warm, distinctive and attractive lighting in landscaping and signage elements

Richness

- through patterns in materials, unique striking, layering and modulation
- through visual textures and relief to break up larger surfaces
- through the use of colors that are predominantly warm and inviting
- through a variety of forms and materials to avoid repetition

Timeless Contemporary Architecture

- buildings should be simple, elegant compositions with a focus on illumination and transparency
- should be cost-effective and incorporate a variety of native and honest materials, reflecting the California vernacular

Integrated, Native Landscaping

- develop a colorful and comfortable environment through the distinctive use of native plant species, rocks and trees
- use vertical landscaping to assist in breaking up large facades
- create relief from the parking fields by emphasizing planters, ring roads and through streets

Branding Opportunities

- develop a vocabulary of interchangeable graphic displays that help merchandise individual tenants

Signage Approach

Development Concept + Character

The Promenade at Downey is being developed as a power center in the City of Downey. While this format of retail development is not unique to Downey, the design/development team for The Promenade at Downey have composed an assembly of the best brands and tenants with a program of architectural and environmental design that will prove a distinctive and stylish retail center.

The intent of this criteria is to ensure that tenant signage within the The Promenade at Downey development will contribute to the intent of the project architecture as well as create a lively and provocative atmosphere, establishing the identities of tenants, and providing clear, functional information.

All elevations, photographs, signs and storefronts shown in this criteria document are included for illustrative purposes only in describing design intent. The tenant is solely responsible for designing and documenting their own signage program and for incorporating the actual elevations and details of the specific lease space in required submittals.

Project Monument and Directional Signage

The Promenade at Downey signage was designed specifically for The Promenade at Downey, working closely with the developer. Special considerations were taken to ensure signing becomes an extension of the architecture and the landscape. Specific tenants will be listed on the pylon signs as well as vehicular directional signs within the site. Tenant listings to be at the sole discretion of the Landlord.

Retail Signage

Tenants are encouraged to maximize their exposure to the street within constraints of materials, color and illumination that fits the design character of The Promenade at Downey.

Criteria Application

The following specific signage criteria will govern signage at The Promenade at Downey. Other criteria of the City of Downey Municipal Code not modified in this document shall remain applicable to the project.

PDACC Review

The Promenade at Downey Architectural Control Committee will review the Tenant's submittal and provide an approval letter to the City of Downey. Final approval of all signage will be by the City of Downey.

Development Site Plan

The criteria for tenant signage is divided into sections which align with the scale and variety of leasable districts on the site.

- **Large Format**
 Larger tenants that are nationally recognized brands located at the northern and southern edges of the site.
- **Entertainment District**
 The pedestrian design character for the project emphasizing modern characteristics of an eclectic urban neighborhood.
- **Entertainment District Pad Sites**
 Restaurant Pad sites that border Apollo Way.
- **Fitness Center**
 Two-storey nationally recognized fitness center.
- **Historic/Existing**
 NASA and aeronautical engineering labs renovated and expanded into unique office and retail space.
- **Cinema**
 Multiplex theater that anchors the entertainment district.



Tenant Submittals and Landlord Approval

Tenant signage is expected to enhance and extend the spirit of the architecture for the retail, expressing clearly the retail name, while also serving as an expression of the high quality of merchandise and services within.

Graphic Design shall be imaginative, simple and clear. Signage shall be limited to the logo and/or name of the tenant. Additional icon/imagery for tenants will be considered (at the sole discretion of the Landlord) as long as it contributes to the overall identity of the store. Tenants are expected to retain the services of a professionally trained graphic designer to create their identity and sign program.

The developers of The Promenade at Downey require tenants within all districts to submit their individual, creative schemes for their signage. Graphic Design, materials, construction and installation of all tenant signs will be subject to the Landlord's approval and will be done solely at tenant's expense (including approval process). The design submittal must be completed as outlined. Each application is considered on its individual merit. No design will be approved until all documents are received. Proposed signs shall be shown on tenant's elevation in all tenant submittals. Fabricator shop drawings shall be submitted for final approval.

A. Tenant Submittal Requirements:

The tenant shall submit for review and written approval a complete set of sign drawings to the Landlord prior to any submittal to the City of Downey for a sign permit for sign fabrication. The tenant shall submit to the Landlord all drawings and details required for City of Downey Sign Permit and shall include:

1. Elevation of all facades with tenant signage, showing designs, locations, sizes and layouts of each sign drawn to scale indicating dimensions, attachment devices and construction details including electrical connections and conduits.
2. Plan view of signs on the building drawn to scale indicating dimensions.
3. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the method of illumination as well as attachment devices and construction details including electrical connections and conduits.
4. Sample board showing actual materials and Matthews Paint Specification.

Submittal to the City will require items 1-4 along with a signed approval from the Landlord.

B. Landlord's Approval:

The Landlord shall approve tenant's signage prior to submittal to the City of Downey. If the city requests any modification to the Landlord approved sign set, Landlord shall have the opportunity to review and approve any of the modifications prior to City of Downey's issuance of a sign permit.

Note: The Landlord reserves the right to reject any tenant signage that is deemed to be contrary to the design or fabrication quality for the standards of The Promenade at Downey Development.

Make all submittals to:

Alberta Development Partners, LLC
One Park Plaza, # 600
Irvine, CA 92614
P: 949-852-7355
Contact: Larry L. Harden
LLH@albdev.com

Sign Fabrication Performance Requirements

Signs shall be constructed in accordance with the following requirements:

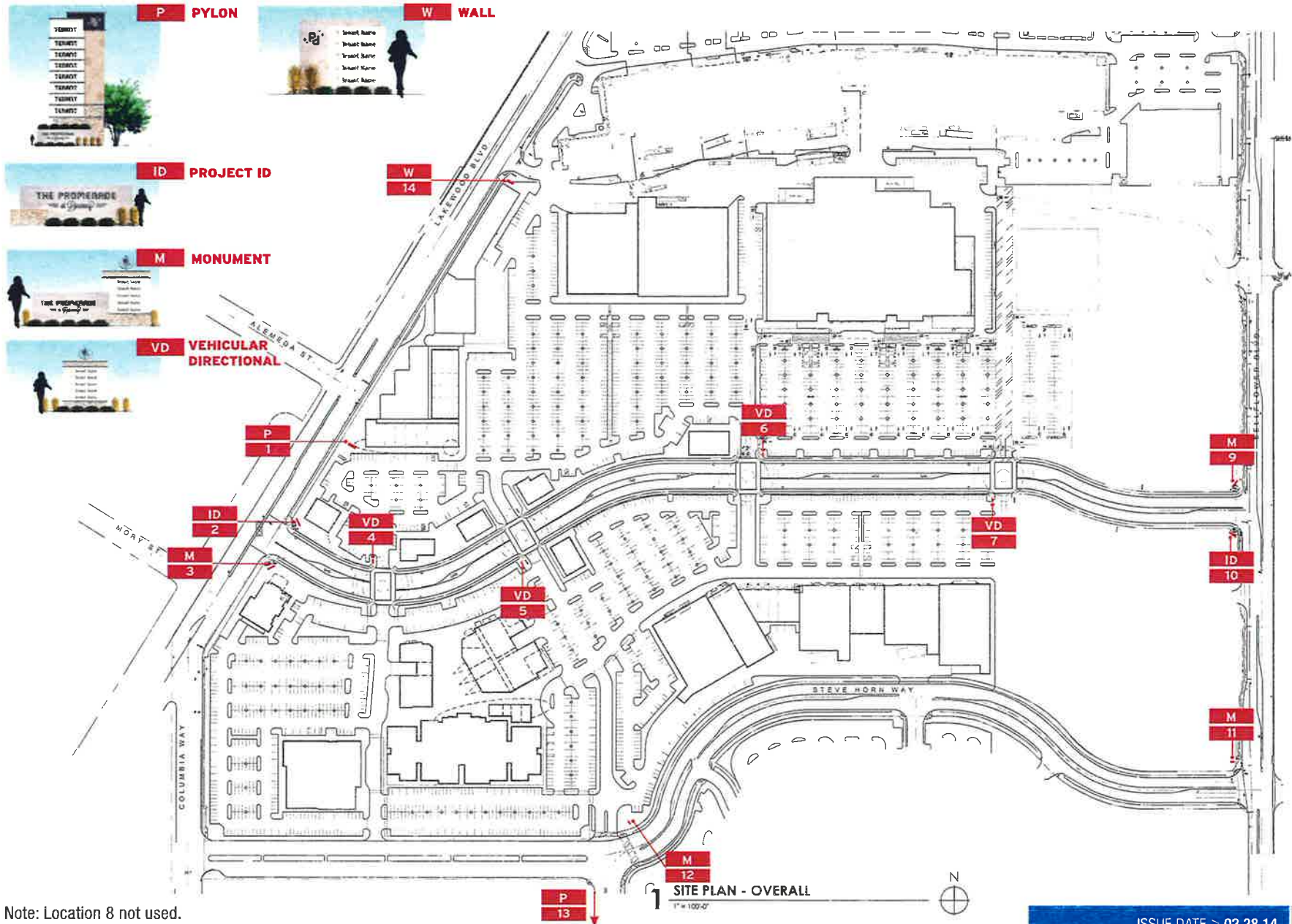
1. Tenant shall have its sign contractor submit the Landlord's required insurance certificate to the Landlord prior to commencement of any work on the property.
2. Tenant shall have its sign contractor meet with the Landlord for a pre-construction meeting prior to the placement of Tenant's sign.
3. Tenant shall be responsible for having sign contractor immediately repair any damage caused by its work on the property.
4. All signs shall be fabricated and installed in compliance with all applicable building and electrical codes and bear a U.L. label concealed from public view. Electrical signs shall be marked with input amperes at full load.
5. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed.
6. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronzed; or carbon-bearing steel with painted finish.
7. Separate all ferrous and non-ferrous materials with non-conductive gaskets to prevent electrolysis. In addition to gaskets, provide stainless steel fasteners to secure ferrous to non-ferrous metals.
8. Sign fabricator's labels shall not be visible and shall list fabricator's name, installation date and permit number.
9. Suitable material for fabricated letter forms:
 - a. Aluminum
 - b. Sheet Metal
 - c. Acrylic
 - d. Polycarbonate
10. Non-suitable material for letter forms:
 - a. Expanded and/or extruded PVC sheet (Komacel and Sintra)
 - b. Wood
 - c. Sign Foam

Tenant Sign Fabricator Submittal Requirements

1. Electronic shop/fabrication drawings in PDF format to include the following:
 - a. Elevation of storefront with all proposed sign(s).
 - b. Larger scale detail elevation of proposed storefront sign(s) with overall size, letter and logo size sign area in sq. ft., color and finish indications, fabrication and attachment details.
 - c. Detail(s) showing method of illumination (if appropriate) with ballast or transformer location.
 - d. Drawings to be submitted in PDF format clearly legible at 8.5 x 11 page size.
2. Elevations, details, and layouts of additional sign types, including storefront window graphics and identification.
3. Color copy of current logotype used in proposed sign.

Please see the page(s) following each chart for specific examples of sign area and square footage measurement methods.

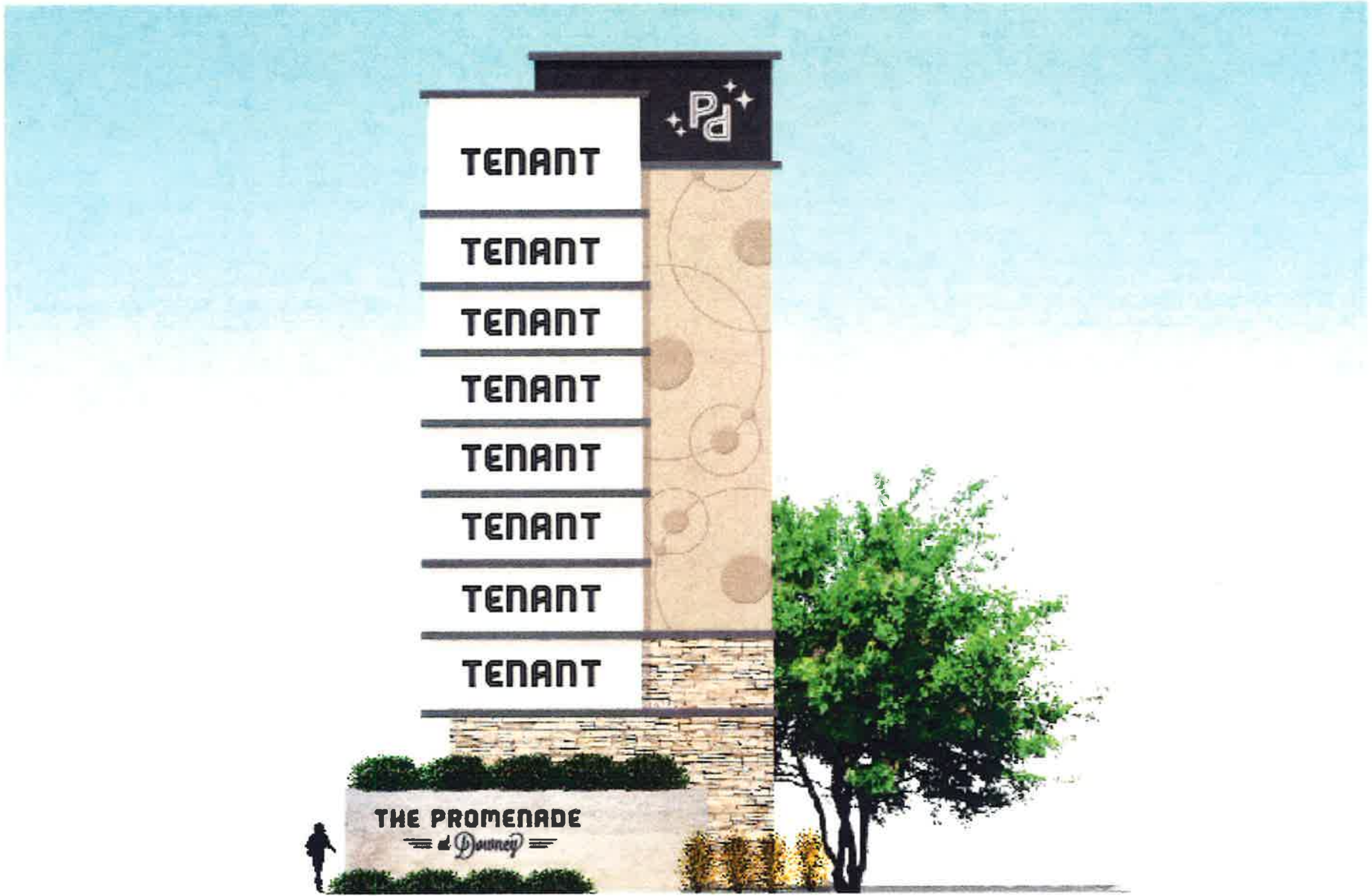
Monument and Directional Sign Location Plan



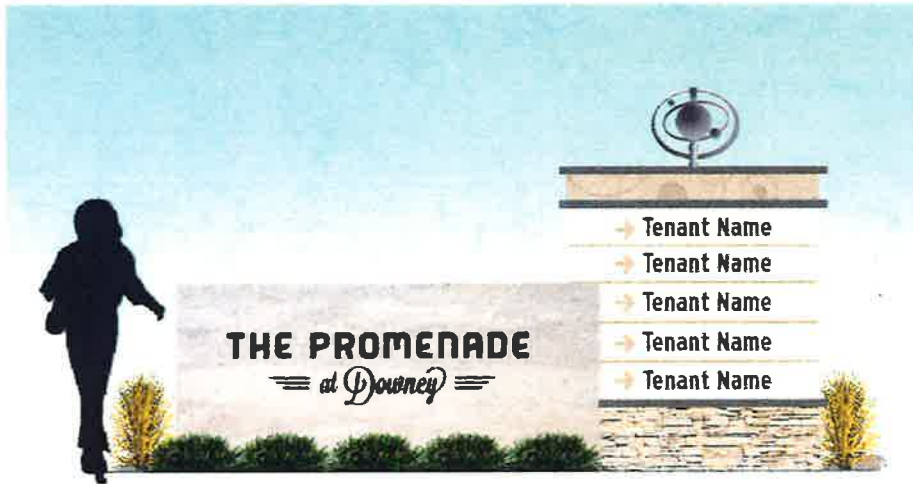
Note: Location 8 not used.

Tenant Panels on Site Monument Signage, Primary Pylon

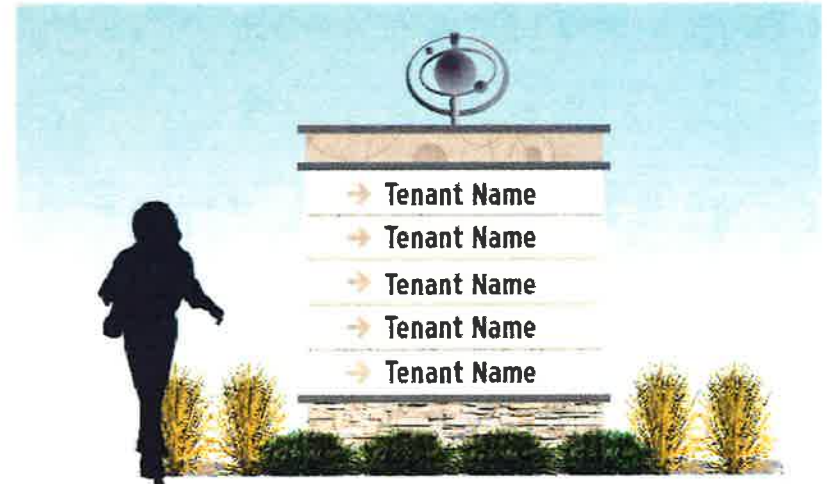
1. Specific Tenants will be allowed one or more panels on the Promenade at Downey Primary Pylon.
2. All final tenant listings, exact locations and quantities are as identified by the Landlord and are at the sole discretion of the Landlord.
3. There are 8 panels per side; 16 panels per pylon. Tenants allowed signage on the panels are allowed sign area equal to chart on page 1.5.
4. The pylons will be installed with blank tenant panels. The tenant will be responsible for purchasing and installing a new panel, finished to match the existing blank panel with minimum 3/4" push-through acrylic letterforms. Internal illumination as per the previous pages is to be provided by the Landlord.
5. Tenant's push-thru signs may consist of logotype, logo graphic or symbol. Sign construction may be single layer push thru translucent letterforms or fabricated push-thru letterforms with both opaque and translucent acrylic material. Translucent materials that allow the interior of the sign to be visible are not allowed.
6. Attachments are to be as indicated on the drawings provided by the Landlord. The tenants sign company is to match the fasteners exactly. Field verify drilling and fastener specification prior to fabrication. Touch up fasteners to match panel finish and color.
7. No signage element may extend beyond 3" from the painted metal panel surface.
8. The new panel is the responsibility of the tenant for the duration of their lease and must be properly maintained at the tenant's expense. Should the tenant remove their sign for any reason, the original blank panel must be replaced. At no time is the sign permitted to bear a missing panel.
9. No additional light sources beyond what is provided by the Landlord will be permitted.
10. Although paint specification information is attached, it is suggested that the tenant's sign company procure paint directly from Matthews Paint Company to ensure an exact match. Three six inch square painted .125 aluminum samples are to be submitted for review and must be approved prior to fabrication of the tenant panels.
11. The background color for the pylon panels is to be Matthews 58 MP05575 Bianco Crema.
12. Tenant panels are subject to the submission and approval processes outlined in the Tenant Sign Criteria.



Pylon



Monument



Vehicular Directional

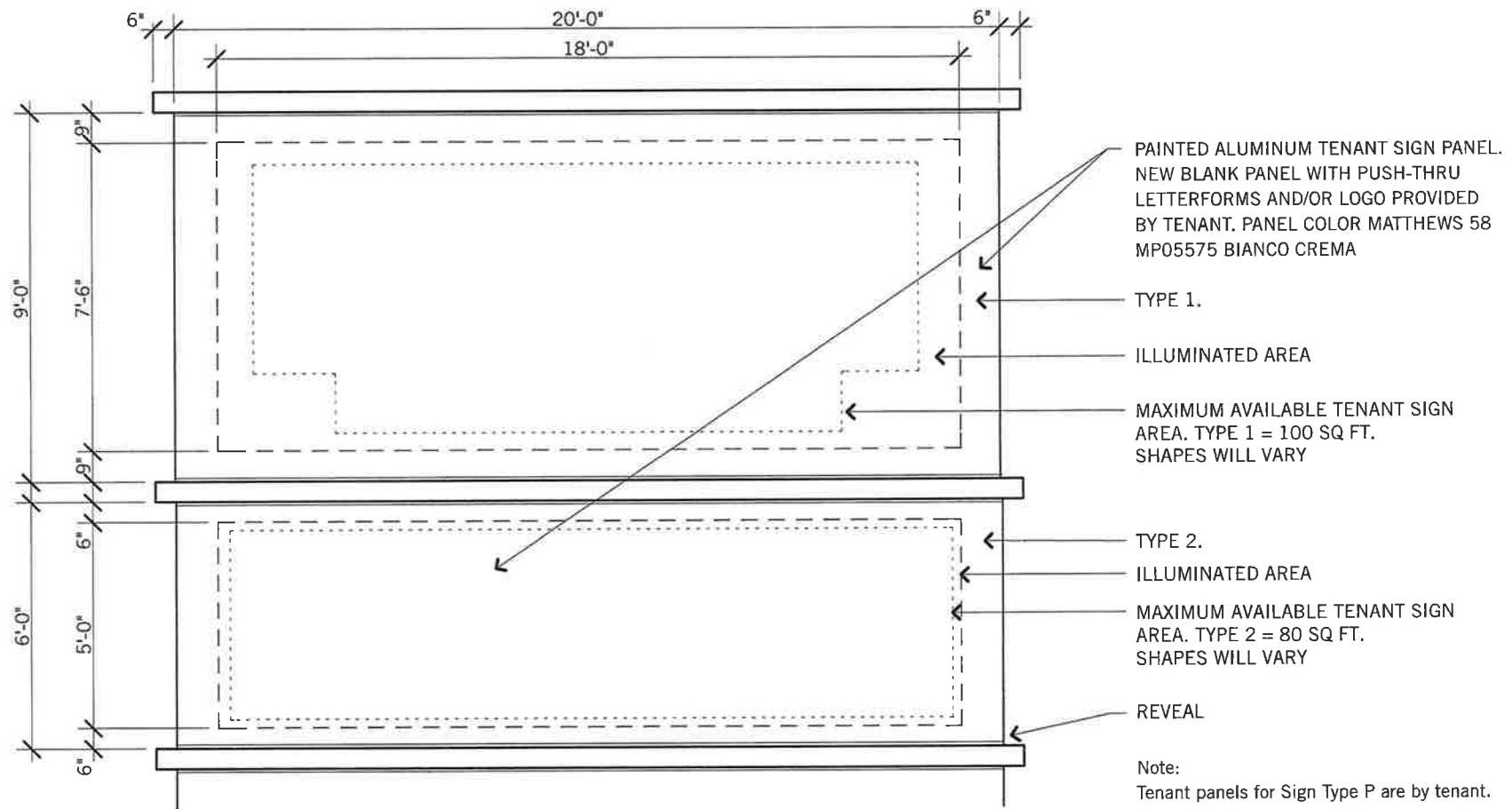


ID Sign



Wall Sign

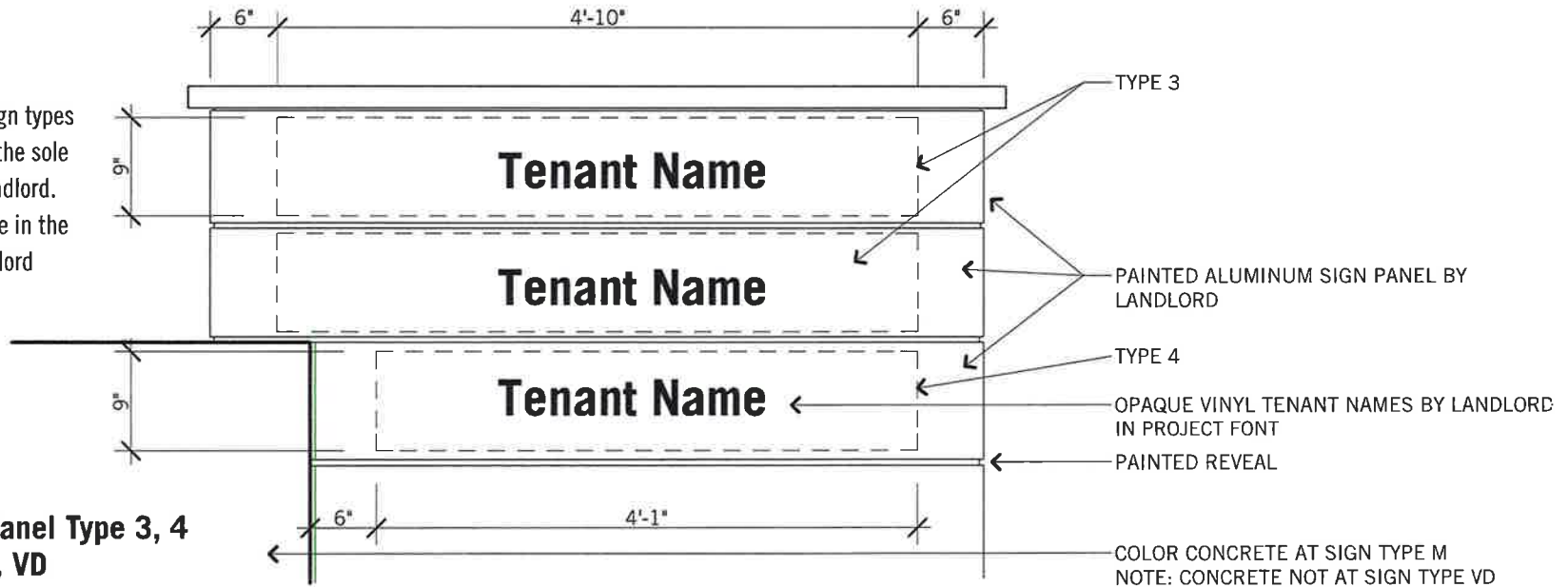
Project Monuments



Tenant Sign Panel Type 1, 2 Pylon

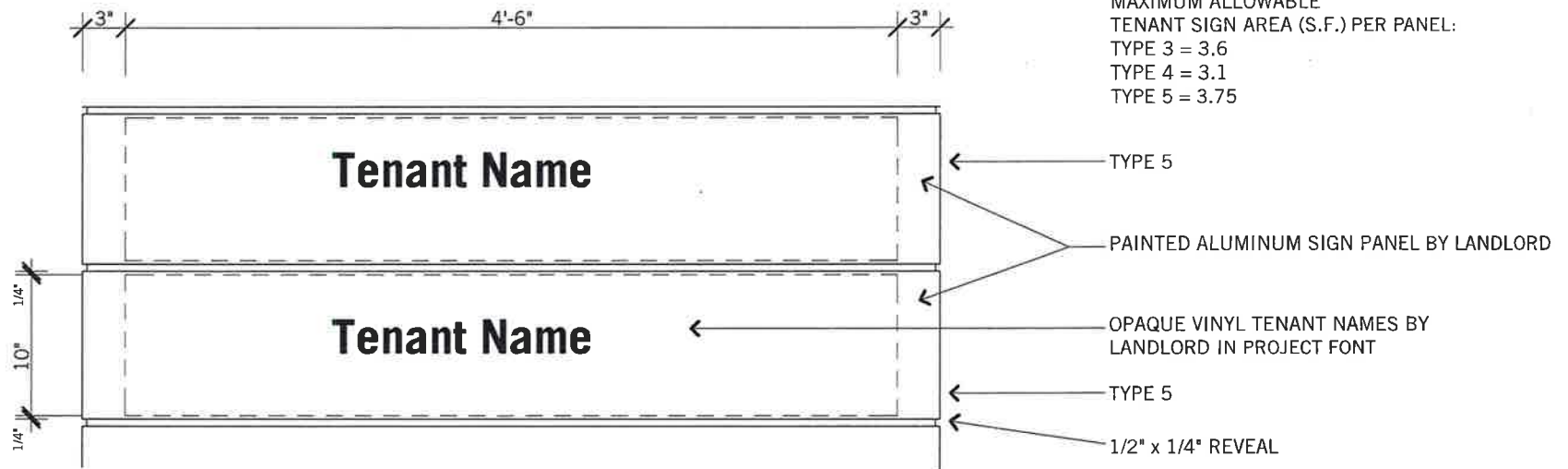
1/4" = 1'-0"

Note:
 Tenant names for sign types M, VD and W are at the sole discretion of the Landlord. Tenant names will be in the project font on Landlord provided signage.



Tenant Sign Panel Type 3, 4
Sign Types M, VD
 3/4" = 1'-0"

MAXIMUM ALLOWABLE
 TENANT SIGN AREA (S.F.) PER PANEL:
 TYPE 3 = 3.6
 TYPE 4 = 3.1
 TYPE 5 = 3.75



Tenant Sign Panel Type 5
Sign Types W
 1" = 1'-0"



Large Format

The design for the Large Format buildings at The Promenade at Downey are simple elegant compositions that express illumination, warmth and transparency. This project is the most distinctive Large Format retail offering in the region. The signing and branding criteria for these buildings will reflect the quality of architectural design at The Promenade at Downey as well as enhance each tenants brand image. In addition to the individual signage for each tenant, this criteria allows and encourages large scale graphics to augment and enliven the traditional retail signage program.

Maximum Allowable Tenant Sign Area: Large Format

SIGN TYPES AND LOCATIONS						
	Tenants less than 50,000 SF		Tenants 50,000 SF up to 125,000 SF		Tenants greater than 125,000 SF	
PRIMARY IDENTITY SIGN Building-mounted tenant name and logo located at Tenant's primary entry.	One sign maximum per Tenant.		One sign maximum per Tenant.		One sign maximum per Tenant.	
Sign types include:	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	200	3'-0"	250	4'-6"	300	6'-0"
Freestanding Letter Sign (Canopy-mounted)	150	3'-0"	150	3'-6"	150	3'-6"
Hybrid Sign	200	3'-0"	250	4'-0"	300	4'-6"
SECONDARY IDENTITY SIGN Building-mounted tenant name and logo located on Tenant's Secondary façade(s).	One sign per Tenant's secondary façade. A maximum of three façades can be signed.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.	
Sign types include:	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	120	3'-0"	200	3'-6"	250	4'-6"
SERVICE/IDENTITY SIGNS Additional building-mounted, non-tenant signs located on any Tenant's façade. E.G: Groceries, Pharmacy, Service etc. Signs placed on a façade that also includes a Primary or Secondary tenant name identity sign must be reviewed and approved by the City of Downey Community Development Director.	Two signs maximum per Tenant.		Four signs maximum per Tenant.		Four signs maximum per Tenant.	
Sign types include:	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	60	1'-6"	80	2'-0"	150	3'-0"
AUXILIARY SIGNS Additional building-mounted and located on any Tenant's façade.	See chart below for maximum per Tenant.		See chart below for maximum per Tenant.		See chart below for maximum per Tenant.	
Sign types include:	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
Graphic Panel; Large-Scale lifestyle graphics.*	400 per panel, 600 total	4"	400 per panel, 900 total	4"	400 per panel, 1200 total	4"
Window Sign	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"
Awning Valance Sign; May not exceed 66% of awning width.	60 per sign, 200 total	66% of awning height	60 per sign, 250 total	66% of awning height	60 per sign, 300 total	66% of awning height
Plaque Sign	8 per sign, one sign per public entry	8"	8 per sign, one sign per public entry	8"	8 per sign, one sign per public entry	8"
PYLON SIGN PANEL(S) Tenant sign panels on Landlord-provided Pylons and Primary Monument.	Number of panels and locations are at the sole discretion of the Landlord. See General Criteria.		Number of panels and locations are at the sole discretion of the Landlord. See General Criteria.		Number of panels and locations are at the sole discretion of the Landlord. See General Criteria.	
Sign types include:	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
Pylon	80	NA	80	NA	100	NA

* Large-Format graphics are to be lifestyle images, not intended to be specific advertisements for the Tenant or any manufacturer. The Tenant name is not allowed. Maximum copy size is 4", maximum copy area is 20 SF. Dimensions of Large Scale Graphics shall be reviewed and approved by the City of Downey Community Development Director.

Note: The maximum allowable area for the tenant's Primary Sign shall be what is shown on the above chart or three (3) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less. For signage on the Tenant's secondary facades, if any, the maximum square footage shall be what is shown on the above chart or one and one half (1-½) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less.

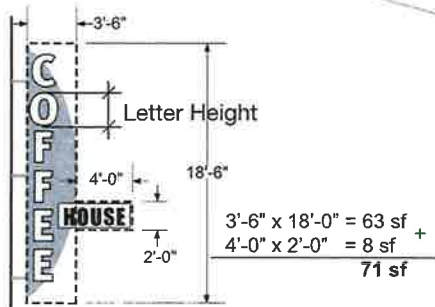
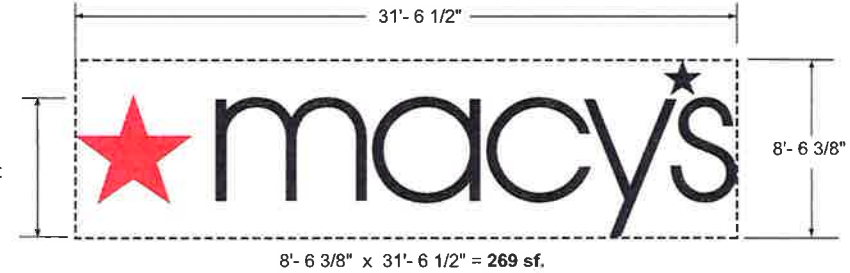
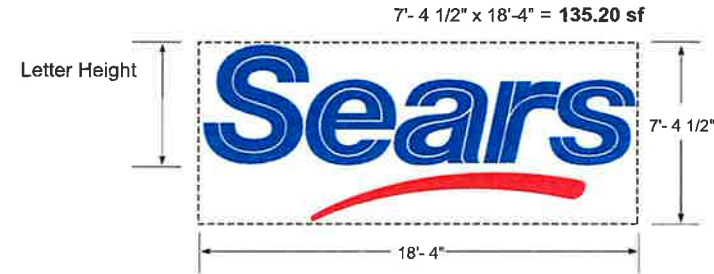
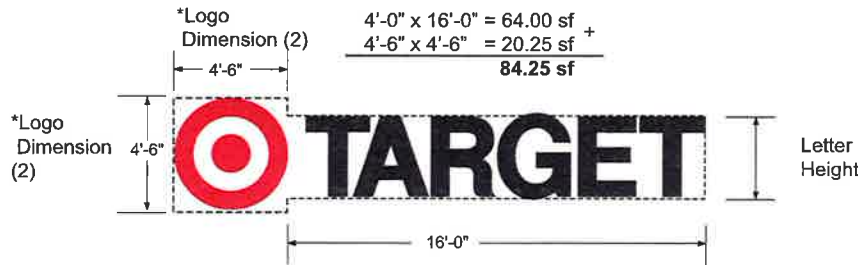
Note: All areas shown in this chart are subject to the specific architectural features and limitations of the buildings at The Promenade at Downey. The tenant is responsible for providing a signage design appropriate to the architectural design of lease space exterior. The tenant may not exceed the limits outlined in this criteria. Refer to the illustrations for diagrammatic signage mounting requirements.

See Signage Sq. Ft. Measurement Guidelines on the following page for specific examples of how these numbers are created.

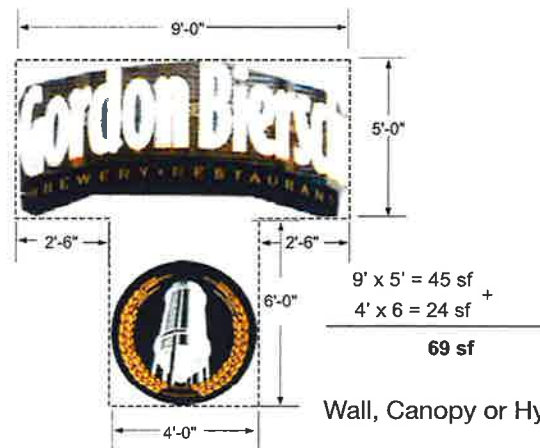
Typical Sign Area Calculation Method

Note: Dimensions are approximate, not actual.

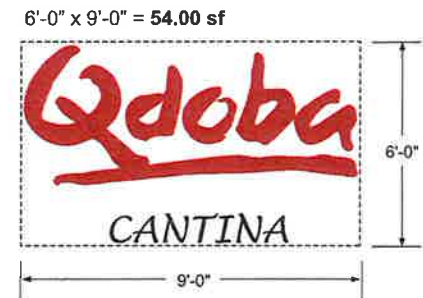
WALL OR CANOPY SIGNS EXCEPT AS NOTED



Blade or Grand Projecting



Wall, Canopy or Hybrid



Additional Notes:

1. The maximum allowable area per sign is equal to the total area of the logo and type inclusive of all design imagery measured as shown above.
2. Logos may be measured as shown above but have the same maximum height restriction as the largest letter and must fit within the total allowable area.
3. Dimensions and areas shown on this sheet are for illustrative purposes only and are not intended to represent allowable heights and/or areas.
4. To be considered separate from the tenant name, a logo must be a stand-alone image, trademark or icon clearly recognizable as the tenant's identifier.
5. Underlines, decorative borders, scroll work etc. associated with the font or letterforms are not considered logos for the purpose of this criteria document.
6. See chart on previous page for all area and letter height allowances.

Recommended Sign Types

Wall Mounted Fascia Sign

The following construction methods are encouraged:

1. Internal illuminated channel letters.
2. Halo illuminated channel letters.
3. Open pan channel with exposed neon.
4. Internally illuminated push-through letters.

Total projection shall not exceed 8" for any portion of the sign.

Signs shall not overlap or cover features of the building, such as cornices, eaves, windows, door frames, columns and other decorative elements.



Recommended Sign Types

Freestanding Letters or Logos on Canopies

This sign type shall occur at specific locations where the tenant has the appropriate architectural elements. Signs shall include the tenant name and/or logo. Three dimensional character for this signage is strongly recommended. The sign may be internally or externally illuminated. The tenant must submit a proposal for freestanding letter forms that should include but is not limited to the following elements:

1. Spot illuminated, 3 dimensional painted or gilded letters.
2. Internally illuminated or open pan channel letters with exposed neon (colors subject to approval).

Maximum letter thickness shall be no greater than 8".

The tenant is responsible for providing adequate structural connection for signs mounted to architectural canopies.



Auxiliary Signs

Window Sign

The tenant may apply a logo to second surface of storefront glazing with traditional storefront graphic material. The logo/tenant ID should be centered horizontally in the window and be no higher than 4'0" above the floor. All vinyl graphics are to be applied to the storefront glazing by professional installers.

Plaque Signs

The tenant may propose additional identity features which emphasize the tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface. All such proposals shall be submitted to the Landlord for review according to the procedures outlined in the General Criteria. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Awning Valance Sign

Tenants may elect to include store name or logo on the valance panels of approved architectural awnings. For text on valance panels, the letter height shall not exceed 8 inches or 66% of valance height whichever is smaller and may not exceed 66% of the valance length. One line of text allowed. Maximum sign width shall not exceed 66% of valance width. Internally illuminated awning signs such as Panaflex type material stretched over structural frame will not be permitted.



Hybrid Sign

Hybrid signs, such as the wall painted sign shown at right, are those which do not fit neatly into any of the other recommended sign types listed. Hybrid signs will be allowed at the Landlord's sole discretion and should express the characteristics which elude to the classic, artisan type and handcrafted storefront. The tenant is required to provide a high quality design submission due to the varied applications of this sign type.



A. Wall painted graphic with Tenant name or logo.
To be included in total square footage.



B. Historical reference sign. Not included in total square footage.



C. Freestanding dimensional sign



D. Hybrid sign. Combines canopy pan-channel with 3D fabricated object incorporating various signage elements.

Large Scale Graphics

Large Scale Graphics

Large Scale Graphics are intended for use at specific building installations and storefronts to identify and emphasize prominent tenants.

Large Scale Graphic displays will not be included in the overall sign inventory for tenants. The following restrictions will apply for application of large format graphics to tenant storefronts:

RESTRICTIONS

1. Only specific tenants with pre-existing, building mounted display systems integrated into the building architecture are allowed to apply a large scale graphic program. The size, location and quantity for any large format scale displays will be limited to the specific dimensions that are indicated for display systems shown on the storefront elevations. They are not moveable from the positions shown, nor can they be modified to accommodate additional image area.
2. **CONTENT:** Images or artwork shall be lifestyle graphic images that do not contain product logos or messages.
3. The tenant is required to provide a high quality design submission that includes a proposal for the content for large scale graphics. The submission will then undergo review and approval by the Landlord and review and approval by the Community Development Director for the City of Downey.
4. The following methods for application are required:
 - a. Large scale digital printed vinyl applied to building mounted panels.
 - b. Digitally printed fabrics or vinyl mesh stretched over building mounted armatures.

The criteria for the location of Large Scale Graphics will be based on specific buildings that have been selected by the Landlord for such displays.



Large Format, Fitness Center and Cinema

Tenants located in the highlighted buildings on the site plan are currently allowed to apply Large Scale Graphics programs and are subject to the guidelines and restrictions in this document.

Prohibited Sign Types

1. Premanufactured (i.e. non-custom) internally illuminated sign boxes with acrylic faces
2. Internally illuminated awnings
3. Vacuum formed plastic faces
4. Expanded and/or extruded PVC sheet (Komacel and Sintra)
5. NON-Sealed or exposed Sign Foam
6. Unedged or uncapped plastic letters without returns
7. Signs employing exposed raceways, ballast boxes, transformers, crossovers or conduit
8. The name, stamps, or decals of the sign manufacturer
9. Non-ornamental hardware used to attach sign to storefront
10. Exposed lamps except decorative neon with protection
11. Parapet wall signs, mansard roof signs, backlit awnings, and false front wall signs
12. Signs with animated components or flashing lights
13. Banners, flags, pennants or streamers of any type or material except Landlord and city approved temporary building-mounted vinyl with tenant name. Non-tenant banners may be provided by the landlord.
14. Balloons and inflatables
15. Searchlights and lasers
16. Sandwich boards (A-Frame signs)

Logotype

If tenant has no usable logo or if logo is deemed unsuitable for application, tenant shall use one (1) of the following typeface(s):

1. Sans Serif: Gotham Bold
2. Serif: Archer Bold

All caps are recommended. Lower case descenders and ascenders are discouraged. For long logotype lengths, stacking of words is recommended.

Color

Tenant logotype colors must be approved by the Landlord prior to fabrication. Tenant colors shall contrast 75% with applicable background.

Illumination

Lighting of signage is required and electrical service to tenant's signs shall be from tenant's electrical service and on a 24-hour time clock. Operating times to be determined by Landlord. All proposed lighting schemes shall be included in tenant's submission to the Landlord for approval prior to construction or installation.

Temporary Signs

The tenant may utilize temporary signage when approved by the Landlord and the City of Downey. All such proposals shall be submitted to the Landlord for review according to procedures outlined in the General Criteria. Temporary signs are intended to be displayed for a limited time of 30 days maximum per year and do not incorporate a permanent armature or structural attachment to a building, sidewalk or similar architectural feature.

Temporary signs must be professionally designed and fabricated using appropriate materials and finishes, including paper, vinyl, mylar or acrylic. Allowable temporary signs shall include but are not limited to:

1. Coming Soon Signs
2. Sale Signs
3. Special Promotions
4. Seasonal Displays
5. Window Signs. Temporary window signs shall not exceed 15% of any one window and 30% of the total area of all windows. Any portions of a sign located within thirty-six (36) inches of a window will be considered a window sign. Temporary window signs and permanent window signs may not be simultaneously displayed on the same window.



Entertainment District

The High Visibility district at The Promenade at Downey is being developed as an exciting outdoor pedestrian area mixing retail, restaurants and entertainment. Distributed throughout the area are interactive historical kiosks and decorative elements celebrating and describing the rich aerospace history of Downey. Shaded seating, outdoor dining, fountains, feature landscaping and retail kiosks complement the major uses. Just adjacent to and anchoring this district is the Cinema.

Maximum Allowable Tenant Sign Area: High Visibility

SIGN TYPES AND LOCATIONS							
		In-Line Tenants less than 5,000 SF		In-Line Tenants 5,000 SF up to 20,000 SF		In-Line Tenants 20,000 SF or Greater	
PRIMARY IDENTITY SIGN Building-mounted tenant name and logo located at Tenant's Primary entry.		One sign maximum per Tenant.		One sign maximum per Tenant.		One sign maximum per Tenant.	
Sign types include:		Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
	Wall Fascia Sign	80	2'-6"	120	3'-0"	180	3'-0"
	Freestanding Letter Sign (Canopy-mounted)	80	2'-0"	100	2'-6"	120	2'-0"
	Grand Projecting	80	2'-6"	120	3'-0"	180	3'-0"
	Hybrid Sign	80	2'-6"	120	3'-0"	180	3'-0"
SECONDARY IDENTITY SIGN Building-mounted tenant name and logo located on Tenant's Secondary facades.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.	
Sign types include:		Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
	Wall Fascia Sign	60	1'-6"	80	2'-0"	120	2'-6"
PROJECTING OR SUSPENDED BLADE SIGN Building-mounted and located at Tenant's primary entry.		One sign maximum per Tenant.		One sign maximum per Tenant.		One sign maximum per Tenant.	
Sign types include:		Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
	Projecting Blade Sign	8 per face	1'-6"	8 per face	1'-6"	8 per face	1'-6"
	Suspended Blade Sign	8 per face	1'-6"	8 per face	1'-6"	8 per face	1'-6"
AUXILIARY SIGNS Additional building-mounted and located on any Tenant's façade.		See chart below for maximum per Tenant.		See chart below for maximum per Tenant.		See chart below for maximum per Tenant.	
Sign types include:		Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
	Window Sign	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"
	Menu Display Case	8 SF, one sign per public entry	N/A	8 SF, one sign per public entry	N/A	8 SF, one sign per public entry	N/A
	Awning Valance Sign; May not exceed 66% of awning width.	60 per sign, 200 total	66% of awning height	60 per sign, 250 total	66% of awning height	60 per sign, 300 total	66% of awning height
	Plaque Sign	8 per sign, one sign per public entry	8"	8 per sign, one sign per public entry	8"	8 per sign, one sign per public entry	8"

Note: The maximum allowable area for the tenant's Primary Sign shall be what is shown on the above chart or three (3) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less. For signage on the Tenant's secondary facades, if any, the maximum square footage shall be what is shown on the above chart or one and one half (1-½) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less.

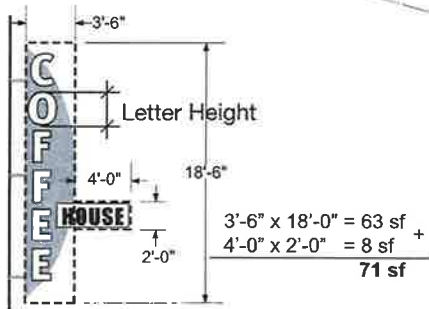
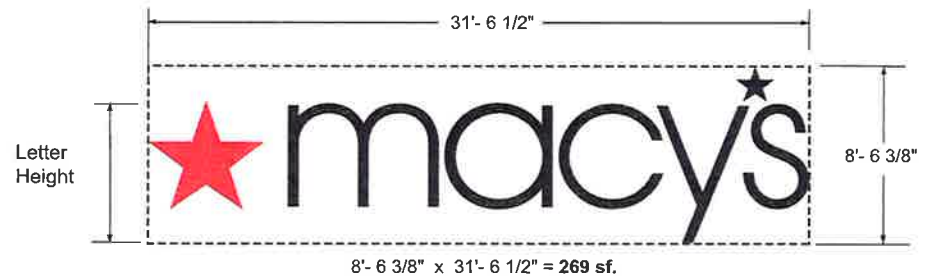
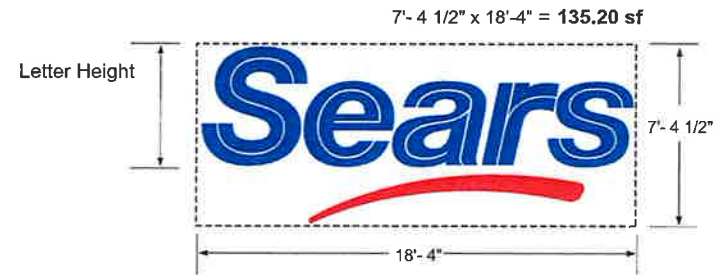
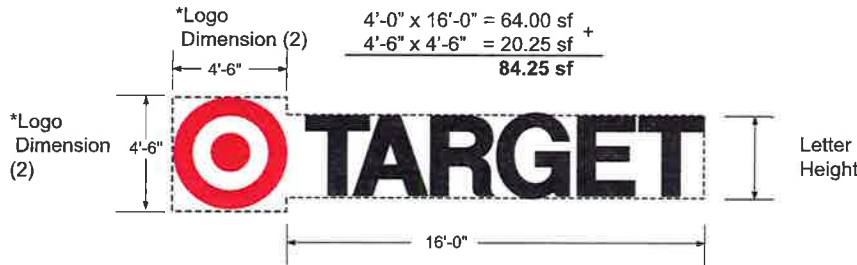
Note: All areas shown in this chart are subject to the specific architectural features and limitations of the buildings at The Promenade at Downey. The tenant is responsible for providing a signage design appropriate to the architectural design of lease space exterior. The tenant may not exceed the limits outlined in this criteria. Refer to the illustrations for diagrammatic signage mounting requirements.

See Signage Sq. Ft. Measurement Guidelines on the following page for specific examples of how these numbers are created.

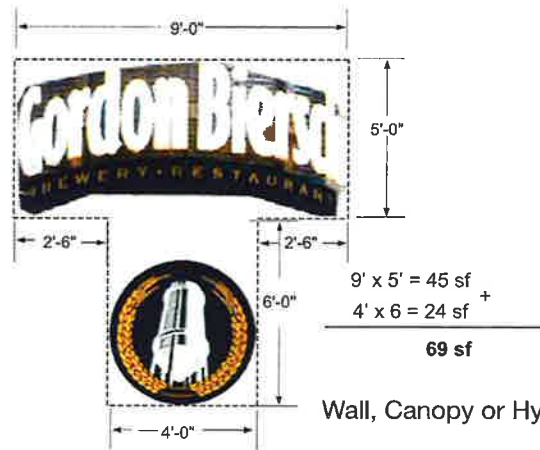
Typical Sign Area Calculation Method

Note: Dimensions are approximate, not actual.

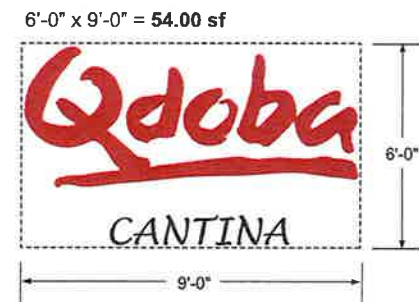
WALL OR CANOPY SIGNS EXCEPT AS NOTED



Blade or Grand Projecting



Wall, Canopy or Hybrid



Additional Notes:

1. The maximum allowable area per sign is equal to the total area of the logo and type inclusive of all design imagery measured as shown above.
2. Logos may be measured as shown above but have the same maximum height restriction as the largest letter and must fit within the total allowable area.
3. Dimensions and areas shown on this sheet are for illustrative purposes only and are not intended to represent allowable heights and/or areas.
4. To be considered separate from the tenant name, a logo must be a stand-alone image, trademark or icon clearly recognizable as the tenant's identifier.
5. Underlines, decorative borders, scroll work etc. associated with the font or letterforms are not considered logos for the purpose of this criteria document.
6. See chart on previous page for all area and letter height allowances.

Recommended Sign Types

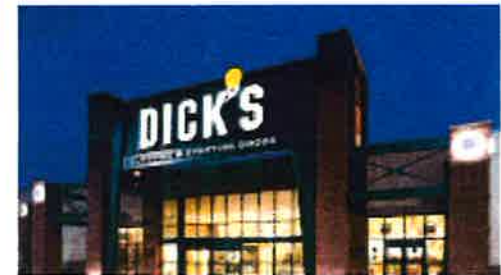
Wall Mounted Fascia Sign

The following construction methods are encouraged:

1. Internal illuminated channel letters.
2. Halo illuminated channel letters.
3. Open pan channel with exposed neon.
4. Internally illuminated push-through letters.

Total projection shall not exceed 8" for any portion of the sign.

Signs shall not overlap or cover features of the building, such as cornices, eaves, windows, door frames, columns and other decorative elements.



Recommended Sign Types

Freestanding Letters or Logos on Canopies

This sign type shall occur at specific locations where the tenant has the appropriate architectural elements. Signs shall include the tenant name and/or logo. Three dimensional character for this signage is strongly recommended. The sign may be internally or externally illuminated. The tenant must submit a proposal for freestanding letter forms that should include but is not limited to the following elements:

1. Spot illuminated, 3 dimensional painted or gilded letters.
2. Internally illuminated or open pan channel letters with exposed neon (colors subject to approval).

Maximum letter thickness shall be no greater than 8".

The tenant is responsible for providing adequate structural connection for signs mounted to architectural canopies.



**Grand Projecting Signs
Corner Feature Signs**

Grand Projecting signs are intended for use at specific building corners to identify and emphasize prominent Tenants. The Landlord encourages this sign type. Due to the visual impact that can be created with this sign type, the Tenant is required to provide a high quality design submission that will undergo review by the Landlord.

In addition, the Tenant is responsible for engineering the sign design and working closely with the Landlord to ensure structural condition at the chosen location. The Tenant will be responsible for the costs associated with the design and engineering as well as the upgrades to the base building structure.

Grand Projecting Signs may include the following elements:

1. Exposed neon letters, symbols and line work.
2. Open pan channel letters with exposed neon.
3. Three-dimensional painted or gilded letters.
4. Internally illuminated pan channel letters.

The Grand Projecting sign may be mounted at the corner of the building on a diagonal, providing visibility from two directions. The view to the sign must not be obstructed by building mounted awnings or other architectural elements.

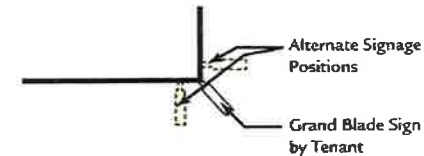
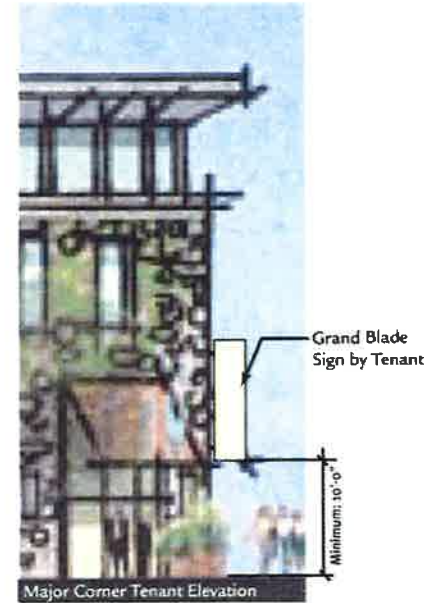
Mounting Height: Bottom of the sign must be a minimum of 10 feet to the finished grade.



Three-sided sign with exposed neon



Two-sided sign with exposed neon



Internally illuminated three-dimensional letters



Internally illuminated

Projecting Blade Signs

The body of the projecting sign may be a custom shape or combination of three-dimensional objects and forms to be determined by the tenant. The tenant shall submit the design of the proposed sign and sign armature for review. Projecting blade signs may project from the face of a building or structural component more than 18 inches.

Height: Minimum clear distance from the bottom of a projecting sign to a pedestrian or vehicular surface shall be 8'-0". When projecting awnings or entry canopies are present on the storefront, the mounting height of the sign should be selected to avoid being obscured by the awning or canopy frame.

Illumination: Projecting signs may be externally illuminated with appropriately designed lighting outriggers, internally illuminated or non-illuminated. Light boxes with acrylic faces are not permitted.

Quantity: Tenants with Landlord provided architectural canopies shall install a minimum of one (1) suspended blade sign at the storefront of the building. Tenants with a corner location may elect to install one sign on each building facades for optimum exposure. Tenants choosing to mount a suspended blade sign may not install a projecting blade sign.

Sign Thickness: The overall thickness of the sign panel can vary according to whether the sign is intended to be a 2 sided panel or a three-dimensional sign panel.



Externally illuminated painted-screen printed



Externally illuminated dimensional letters



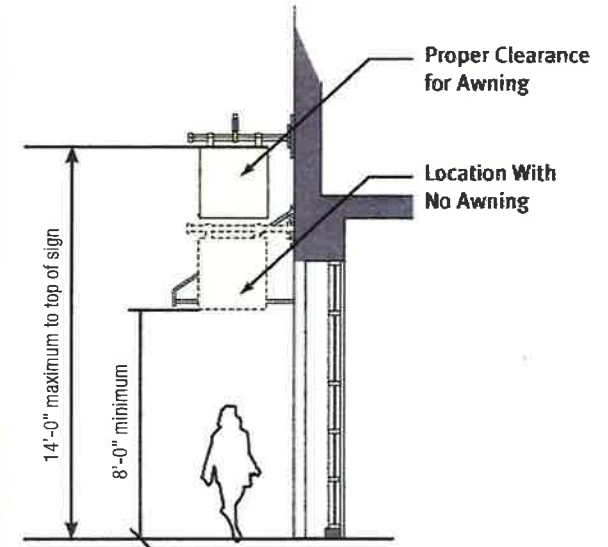
Externally illuminated faux painted sign panel



Externally illuminated with incised and gilded type



Sign panel with exposed neon



Suspended Canopy Blade Signs

Suspended canopy signs may occur in locations where the Landlord has provided architectural canopies as part of the base building. Generally, one suspended blade sign is permitted for each tenant with the exception of a corner location, where one sign would be permitted for each face of storefront.

Position: The sign shall be positioned at the centerline of the canopy.

Height: Minimum clear distance from the bottom of a suspended sign to the pedestrian surface shall be 8'-0".

Illumination: Projecting signs must be externally illuminated with appropriately designed lighting outriggers or internally illuminated. Light boxes with acrylic faces will not be permitted.

Quantity: Tenants with Landlord provided architectural canopies install a minimum of one (1) suspended blade sign at the storefront of the building. Tenants with a corner location may elect to install one sign on each building facade for optimum exposure. Tenants choosing to mount a suspended blade sign may not install a projecting blade sign.

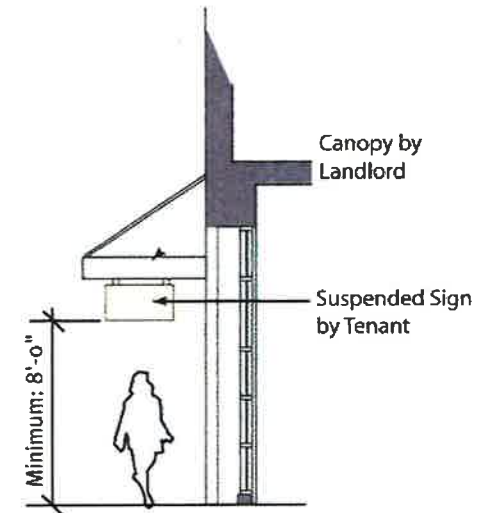
Sign Thickness: The overall thickness of the sign panel can vary according to whether the sign is intended to be a 2 sided panel or a three-dimensional sign panel.



Externally illuminated suspended blade sign



Sign panel with dimensional letters



Prismatic gilded letters mounted to a glass substrate

Auxiliary Signs

Window Sign

The tenant may apply a logo to second surface of storefront glazing with traditional storefront graphic material. The logo/tenant ID should be centered horizontally in the window and be no higher than 4'0" above the floor. All vinyl graphics are to be applied to the storefront glazing by professional installers.

Printed Menus-Displays – For Restaurants Only

The tenant has the option of displaying the printed table menu in a tamper resistant enclosure fabricated in materials appropriate to the restaurant design. Menus adhered to the backside of storefront glazing are prohibited. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Plaque Signs

The tenant may propose additional identity features which emphasize the tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface. All such proposals shall be submitted to the Landlord for review according to the procedures outlined in the General Criteria. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Awning Valance Sign

Tenants may elect to include store name or logo on the valance panels of approved architectural awnings. For text on valance panels, the letter height shall not exceed 8 inches or 66% of valance height whichever is smaller and may not exceed 66% of the valance length. One line of text allowed. Internally illuminated awning signs such as Panaflex type material stretched over structural frame will not be permitted.



Hybrid Sign

Hybrid signs, such as the wall painted sign shown at right, are those which do not fit neatly into any of the other recommended sign types listed. Hybrid signs will be allowed at the Landlord's sole discretion and should express the characteristics which elude to the classic, artisan type and handcrafted storefront. The tenant is required to provide a high quality design submission due to the varied applications of this sign type.



A. Wall painted graphic with Tenant name or logo.
To be included in total square footage.



B. Historical reference sign. Not included in total square footage.



C. Freestanding dimensional sign



D. Hybrid sign. Combines canopy pan-channel with 3D fabricated object incorporating various signage elements.

Prohibited Sign Types

1. Premanufactured (i.e. non-custom) internally illuminated sign boxes with acrylic faces
2. Internally illuminated awnings
3. Vacuum formed plastic faces
4. Expanded and/or extruded PVC sheet (Komacel and Sintra)
5. NON-Sealed or exposed Sign Foam
6. Unedged or uncapped plastic letters without returns
7. Signs employing exposed raceways, ballast boxes, transformers, crossovers or conduit
8. The name, stamps, or decals of the sign manufacturer
9. Non-ornamental hardware used to attach sign to storefront
10. Exposed lamps except decorative neon with protection
11. Parapet wall signs, mansard roof signs, backlit awnings, and false front wall signs
12. Signs with animated components or flashing lights
13. Banners, flags, pennants or streamers of any type or material except Landlord and city approved temporary building-mounted vinyl with tenant name. Non-tenant banners may be provided by the landlord.
14. Balloons and inflatables
15. Searchlights and lasers
16. Sandwich boards (A-Frame signs)

Logotype

If tenant has no usable logo or if logo is deemed unsuitable for application, tenant shall use one (1) of the following typeface(s):

1. Sans Serif: Scala Sans
2. Serif: Gill Sans Regular

All caps are recommended. Lower case descenders and ascenders are discouraged. For long logotype lengths, stacking of words is recommended.

Color

Tenant logotype colors must be approved by the Landlord prior to fabrication. Tenant colors shall contrast 75% with applicable background.

Illumination

Lighting of signage is required and electrical service to tenant's signs shall be from tenant's electrical service and on a 24-hour time clock. Operating times to be determined by Landlord. All proposed lighting schemes shall be included in tenant's submission to the Landlord for approval prior to construction or installation.

Temporary Signs

The tenant may utilize temporary signage when approved by the Landlord and the City of Downey. All such proposals shall be submitted to the Landlord for review according to procedures outlined in the General Criteria. Temporary signs are intended to be displayed for a limited time of 30 days maximum and do not incorporate a permanent armature or structural attachment to a building, sidewalk or similar architectural feature.

Temporary signs must be professionally designed and fabricated using appropriate materials and finishes, including paper, vinyl, mylar or acrylic. Allowable temporary signs shall include but are not limited to:

1. Coming Soon Signs
2. Sale Signs
3. Special Promotions
4. Seasonal Displays
5. Window Signs. Temporary window signs shall not exceed 15% of any one window and 30% of the total area of all windows. Any portions of a sign located within thirty-six (36) inches of a window will be considered a window sign. Temporary window signs and permanent window signs may not be simultaneously displayed on the same window.



Entertainment District Pads

The High Visibility Pads arranged on both sides of Apollo Way are intended for restaurant uses that will complement the retail, office, entertainment and outdoor uses of The Promenade at Downey.

Maximum Allowable Tenant Sign Area: High Visibility Pads

SIGN TYPES AND LOCATIONS		
PRIMARY IDENTITY SIGN Building-mounted tenant name and logo located at Tenant's Primary entry.		One sign maximum per Tenant.
Sign types include:		Maximum allowable area (SF) Maximum letter height
Wall Fascia Sign		180 3'-0"
Freestanding Letter Sign (Canopy-mounted)		120 2'-0"
Grand Projecting		180 3'-0"
Hybrid Sign		180 3'-0"
SECONDARY IDENTITY SIGN Building-mounted tenant name and logo located on Tenant's Secondary facades.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.
Sign types include:		Maximum allowable area (SF) Maximum letter height
Wall Fascia Sign		120 3'-0"
SERVICE/IDENTITY SIGNS Additional building-mounted, non-tenant signs located on any Tenant's façade. E.G: Groceries, Pharmacy, Service etc. Signs placed on a façade that also includes a Primary or Secondary tenant name identity sign must be reviewed and approved by the City of Downey Community Development Director.		Two signs maximum per Tenant.
Sign types include:		Maximum allowable area (SF) Maximum letter height
Wall Fascia Sign		60 1'-6"
PROJECTING OR SUSPENDED BLADE SIGN Building-mounted and located at Tenant's primary entry.		One sign maximum per Tenant.
Sign types include:		Maximum allowable area (SF) Maximum letter height
Projecting Blade Sign		8 per face 1'-6"
Suspended Blade Sign		8 per face 1'-6"
AUXILIARY SIGNS Additional building-mounted and located on any Tenant's façade. E.G: Install, Groceries, Pharmacy, Service etc.		See chart below for maximum per Tenant.
Sign types include:		Maximum allowable area (SF) Maximum letter height
Window Sign		Not to exceed 15% of the individual glazing area or 30% of the total opening area. 8"
Menu Display Case		8 SF, one sign per public entry NA
Drive Thru Directional Signs, maximum height=3'-0"		3 8"
Drive Thru Menu Signs, maximum height=8'-0"		32 8"
Awning Valance Sign; May not exceed 66% of awning width.		60 per sign, 200 total 66% of awning height
Plaque Sign		6 SF, one per public entry 8"
MONUMENT SIGN Free-standing monument sign by tenant within pad lease area.		One two-sided sign allowed per Tenant
Sign types include:		Maximum allowable area (SF) Maximum letter height
Monument, maximum height 6'-0"		40 per side 1'-6"

Note: The maximum allowable area for the tenant's Primary Sign shall be what is shown on the above chart or three (3) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less. For signage on the Tenant's secondary facades, if any, the maximum square footage shall be what is shown on the above chart or one and one half (1-1/2) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less.

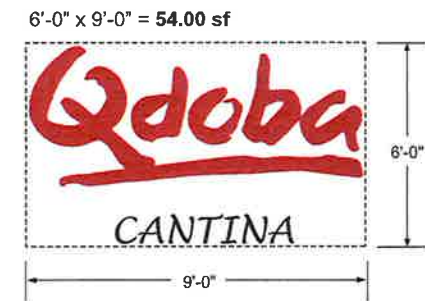
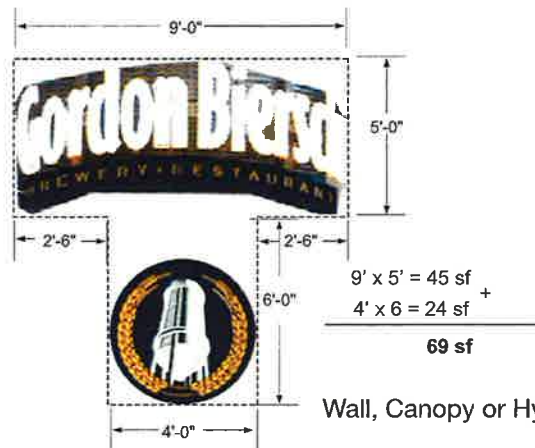
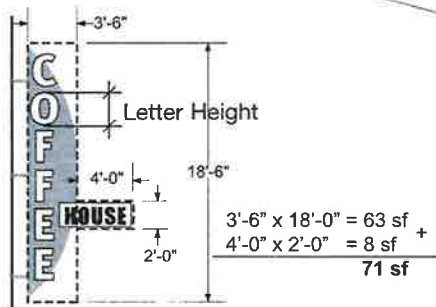
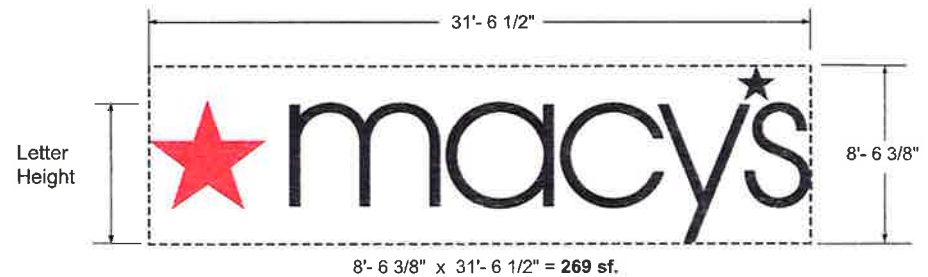
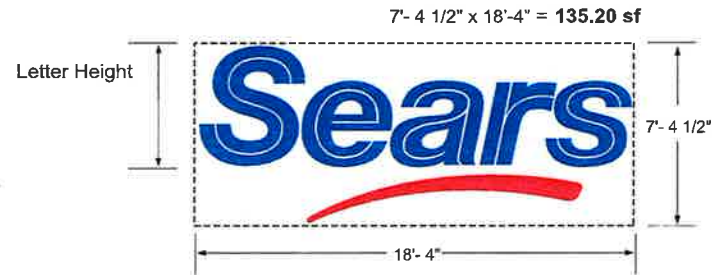
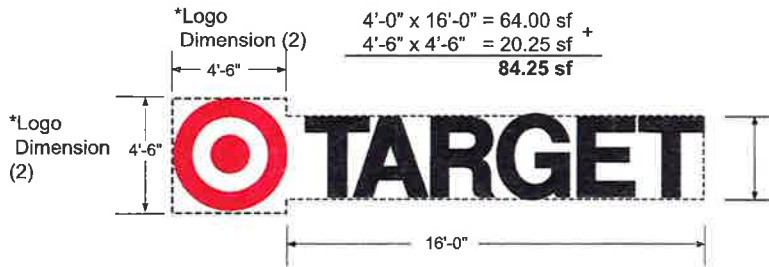
Note: All areas shown in this chart are subject to the specific architectural features and limitations of the buildings at The Promenade at Downey. The tenant is responsible for providing a signage design appropriate to the architectural design of lease space exterior. The tenant may not exceed the limits outlined in this criteria. Refer to the illustrations for diagrammatic signage mounting requirements.

See Signage Sq. Ft. Measurement Guidelines on the following page for specific examples of how these numbers are created.

Typical Sign Area Calculation Method

Note: Dimensions are approximate, not actual.

WALL OR CANOPY SIGNS EXCEPT AS NOTED



Blade or Grand Projecting

Wall, Canopy or Hybrid

Additional Notes:

1. The maximum allowable area per sign is equal to the total area of the logo and type inclusive of all design imagery measured as shown above.
2. Logos may be measured as shown above but have the same maximum height restriction as the largest letter and must fit within the total allowable area.
3. Dimensions and areas shown on this sheet are for illustrative purposes only and are not intended to represent allowable heights and/or areas.
4. To be considered separate from the tenant name, a logo must be a stand-alone image, trademark or icon clearly recognizable as the tenant's identifier.
5. Underlines, decorative borders, scroll work etc. associated with the font or letterforms are not considered logos for the purpose of this criteria document.
6. See chart on previous page for all area and letter height allowances.

Recommended Sign Types

Wall Mounted Fascia Sign

The following construction methods are encouraged:

1. Internal illuminated channel letters.
2. Halo illuminated channel letters.
3. Open pan channel with exposed neon.
4. Internally illuminated push-through letters.

Total projection shall not exceed 8" for any portion of the sign.

Signs shall not overlap or cover features of the building, such as cornices, eaves, windows, door frames, columns and other decorative elements.



Recommended Sign Types

Freestanding Letters or Logos on Canopies

This sign type shall occur at specific locations where the tenant has the appropriate architectural elements. Signs shall include the tenant name and/or logo. Three dimensional character for this signage is strongly recommended. The sign may be internally or externally illuminated. The tenant must submit a proposal for freestanding letter forms that should include but is not limited to the following elements:

1. Spot illuminated, 3 dimensional painted or gilded letters.
2. Internally illuminated or open pan channel letters with exposed neon (colors subject to approval).

Maximum letter thickness shall be no greater than 8".

The tenant is responsible for providing adequate structural connection for signs mounted to architectural canopies.



**Grand Projecting Signs
Corner Feature Signs**

Grand Projecting signs are intended for use at specific building corners to identify and emphasize prominent Tenants. The Landlord encourages this sign type. Due to the visual impact that can be created with this sign type, the Tenant is required to provide a high quality design submission that will undergo review by the Landlord.

In addition, the Tenant is responsible for engineering the sign design and working closely with the Landlord to ensure structural condition at the chosen location. The Tenant will be responsible for the costs associated with the design and engineering as well as the upgrades to the base building structure.

Grand Projecting Signs may include the following elements:

1. Exposed neon letters, symbols and line work.
2. Open pan channel letters with exposed neon.
3. Three-dimensional painted or gilded letters.
4. Internally illuminated pan channel letters.

The Grand Projecting sign may be mounted at the corner of the building on a diagonal, providing visibility from two directions. The view to the sign must not be obstructed by building mounted awnings or other architectural elements.

Mounting Height: Bottom of the sign must be a minimum of 10 feet to the finished grade.



Three-sided sign with exposed neon



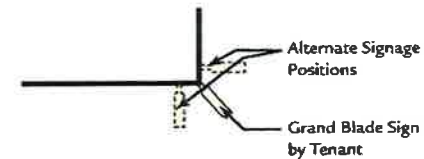
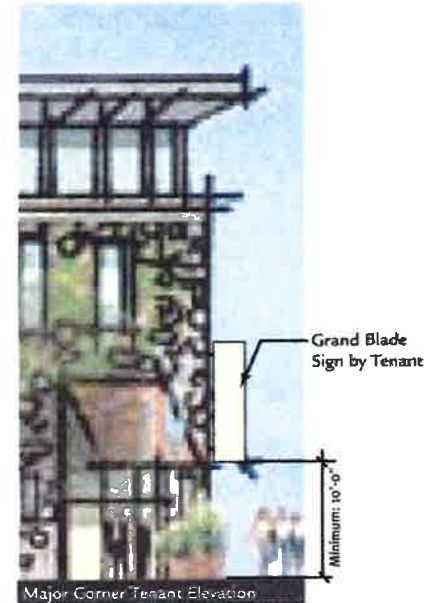
Two-sided sign with exposed neon



Internally illuminated three-dimensional letters



Internally illuminated



Projecting Blade Signs

The body of the projecting sign may be a custom shape or combination of three-dimensional objects and forms to be determined by the tenant. The tenant shall submit the design of the proposed sign and sign armature for review. Projecting blade signs may project from the face of a building or structural component more than 18 inches.

Height: Minimum clear distance from the bottom of a projecting sign to a pedestrian or vehicular surface shall be 8'-0". When projecting awnings or entry canopies are present on the storefront, the mounting height of the sign should be selected to avoid being obscured by the awning or canopy frame.

Illumination: Projecting signs may be externally illuminated with appropriately designed lighting outriggers, internally illuminated or non-illuminated. Light boxes with acrylic faces are not permitted.

Quantity: Tenants with Landlord provided architectural canopies shall install a minimum of one (1) suspended blade sign at the storefront of the building. Tenants with a corner location may elect to install one sign on each building facades for optimum exposure. Tenants choosing to mount a suspended blade sign may not install a projecting blade sign.

Sign Thickness: The overall thickness of the sign panel can vary according to whether the sign is intended to be a 2 sided panel or a three-dimensional sign panel.



Externally illuminated painted-screen printed



Externally illuminated dimensional letters



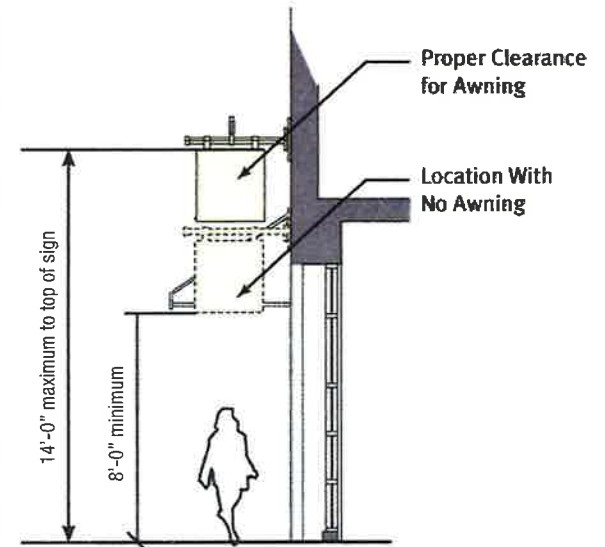
Externally illuminated faux painted sign panel



Externally illuminated with incised and gilded type



Sign panel with exposed neon



Suspended Canopy Blade Signs

Suspended canopy signs may occur in locations where the Landlord has provided architectural canopies as part of the base building. Generally, one suspended blade sign is permitted for each tenant with the exception of a corner location, where one sign would be permitted for each face of storefront.

Position: The sign shall be positioned at the centerline of the canopy.

Height: Minimum clear distance from the bottom of a suspended sign to the pedestrian surface shall be 8'-0".

Illumination: Projecting signs must be externally illuminated with appropriately designed lighting outriggers or internally illuminated. Light boxes with acrylic faces will not be permitted.

Quantity: Tenants with Landlord provided architectural canopies install a minimum of one (1) suspended blade sign at the storefront of the building. Tenants with a corner location may elect to install one sign on each building facade for optimum exposure. Tenants choosing to mount a suspended blade sign may not install a projecting blade sign.

Sign Thickness: The overall thickness of the sign panel can vary according to whether the sign is intended to be a 2 sided panel or a three-dimensional sign panel.



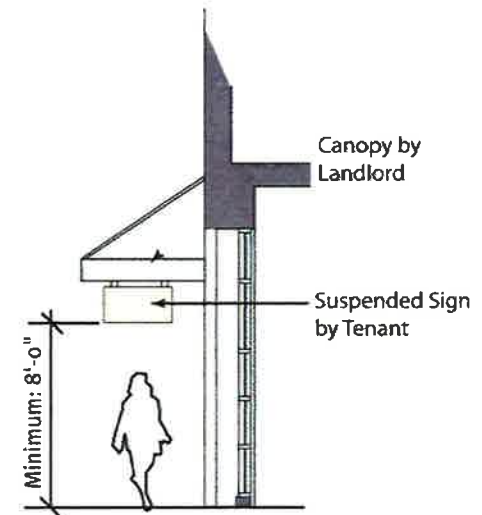
Externally illuminated suspended blade sign



Sign panel with dimensional letters



Prismatic gilded letters mounted to a glass substrate



Auxiliary Signs

Window Sign

The tenant may apply a logo to second surface of storefront glazing with traditional storefront graphic material. The logo/tenant ID should be centered horizontally in the window and be no higher than 4'0" above the floor. All vinyl graphics are to be applied to the storefront glazing by professional installers.

Printed Menus-Displays – For Restaurants Only

The tenant has the option of displaying the printed table menu in a tamper resistant enclosure fabricated in materials appropriate to the restaurant design. Menus adhered to the backside of storefront glazing are prohibited. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Plaque Signs

The tenant may propose additional identity features which emphasize the tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface. All such proposals shall be submitted to the Landlord for review according to the procedures outlined in the General Criteria. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Awning Valance Sign

Tenants may elect to include store name or logo on the valance panels of approved architectural awnings. For text on valance panels, the letter height shall not exceed 8 inches or 66% of valance height whichever is smaller and may not exceed 66% of the valance length. One line of text allowed. Internally illuminated awning signs such as Panaflex type material stretched over structural frame will not be permitted.



Hybrid Sign

Hybrid signs, such as the wall painted sign shown at right, are those which do not fit neatly into any of the other recommended sign types listed. Hybrid signs will be allowed at the Landlord's sole discretion and should express the characteristics which elude to the classic, artisan type and handcrafted storefront. The tenant is required to provide a high quality design submission due to the varied applications of this sign type.



A. Wall painted graphic with Tenant name or logo.
To be included in total square footage.



B. Historical reference sign. Not included in total square footage.



C. Freestanding dimensional sign



D. Hybrid sign. Combines canopy pan-channel with 3D fabricated object incorporating various signage elements.

Prohibited Sign Types

1. Premanufactured (i.e. non-custom) internally illuminated sign boxes with acrylic faces
2. Internally illuminated awnings
3. Vacuum formed plastic faces
4. Expanded and/or extruded PVC sheet (Komacel and Sintra)
5. NON-Sealed or exposed Sign Foam
6. Unedged or uncapped plastic letters without returns
7. Signs employing exposed raceways, ballast boxes, transformers, crossovers or conduit
8. The name, stamps, or decals of the sign manufacturer
9. Non-ornamental hardware used to attach sign to storefront
10. Exposed lamps except decorative neon with protection
11. Parapet wall signs, mansard roof signs, backlit awnings, and false front wall signs
12. Signs with animated components or flashing lights
13. Banners, flags, pennants or streamers of any type or material except Landlord and city approved temporary building-mounted vinyl with tenant name. Non-tenant banners may be provided by the landlord.
14. Balloons and inflatables
15. Searchlights and lasers
16. Sandwich boards (A-Frame signs)

Logotype

If tenant has no usable logo or if logo is deemed unsuitable for application, tenant shall use one (1) of the following typeface(s):

1. Sans Serif: Scala Sans
2. Serif: Gill Sans Regular

All caps are recommended. Lower case descenders and ascenders are discouraged. For long logotype lengths, stacking of words is recommended.

Color

Tenant logotype colors must be approved by the Landlord prior to fabrication. Tenant colors shall contrast 75% with applicable background.

Illumination

Lighting of signage is required and electrical service to tenant's signs shall be from tenant's electrical service and on a 24-hour time clock. Operating times to be determined by Landlord. All proposed lighting schemes shall be included in tenant's submission to the Landlord for approval prior to construction or installation.

Temporary Signs

The tenant may utilize temporary signage when approved by the Landlord and the City of Downey. All such proposals shall be submitted to the Landlord for review according to procedures outlined in the General Criteria. Temporary signs are intended to be displayed for a limited time of 30 days maximum and do not incorporate a permanent armature or structural attachment to a building, sidewalk or similar architectural feature.

Temporary signs must be professionally designed and fabricated using appropriate materials and finishes, including paper, vinyl, mylar or acrylic. Allowable temporary signs shall include but are not limited to:

1. Coming Soon Signs
2. Sale Signs
3. Special Promotions
4. Seasonal Displays
5. Window Signs. Temporary window signs shall not exceed 15% of any one window and 30% of the total area of all windows. Any portions of a sign located within thirty-six (36) inches of a window will be considered a window sign. Temporary window signs and permanent window signs may not be simultaneously displayed on the same window.



Fitness Center

The fitness center is adjacent to the entertainment zone and complements the California life style strengthening the diverse appeal of The Promenade at Downey.

Maximum Allowable Tenant Sign Area: Fitness Center

SIGN TYPES AND LOCATIONS		
PRIMARY IDENTITY SIGN Building-mounted tenant name and logo located at Tenant's Primary entry.		One sign maximum per Tenant.
Sign types include:	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	300	3'-6"
Freestanding Letter Sign (Canopy-mounted)	150	3'-6"
Hybrid Sign	250	3'-6"
SECONDARY IDENTITY SIGN Building-mounted tenant name and logo located on Tenant's Secondary façades.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.
Sign types include:	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	250	3'-6"
SERVICE/IDENTITY SIGNS Additional building-mounted, non-tenant signs located on any Tenant's façade: E.G. Groceries, Pharmacy, Service, etc. Any additional signs placed on a façade that also includes a Primary or Secondary tenant name identity sign must be reviewed and approved by the City of Downey Community Development Director		Four signs maximum per Tenant.
Sign types include:	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	100	2'-0"
AUXILIARY SIGNS Additional building-mounted and located on any Tenant's façade.		See chart below for maximum per Tenant.
Sign types include:	Maximum allowable area (SF)	Maximum letter height
Graphic Panel; Large-Scale lifestyle graphics.*	200 per panel, 600 total	4"
Window Sign	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"
Awning Valance Sign; May not exceed 66% of awning width.	60 per sign, 200 total	66% of awning height"
Plaque Sign	8 per sign, one sign per public entry	8"
PYLON SIGN AND MONUMENT SIGN PANEL(S) Tenant sign panels on Landlord-provided Pylons and Primary Monument.		Number of panels and locations are at the sole discretion of the Landlord. See General Criteria.
Sign types include:	Maximum allowable area (SF)	Maximum letter height
Pylon	80	NA
* Large-Format graphics are to be lifestyle images, not intended to be specific advertisements for the Tenant or any manufacturer. The Tenant name is not allowed. Maximum copy size is 4", maximum copy area is 20 SF. Dimensions of Large Scale Graphics shall be reviewed and approved by the City of Downey Community Development Director.		

Note: The maximum allowable area for the tenant's Primary Sign shall be what is shown on the above chart or three (3) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less. For signage on the Tenant's secondary façades, if any, the maximum square footage shall be what is shown on the above chart or one and one half (1-½) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less.

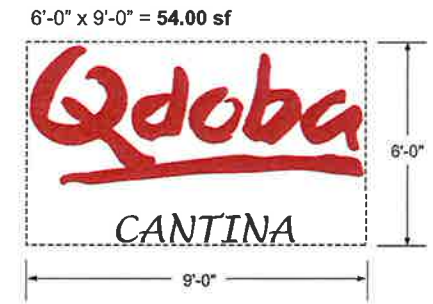
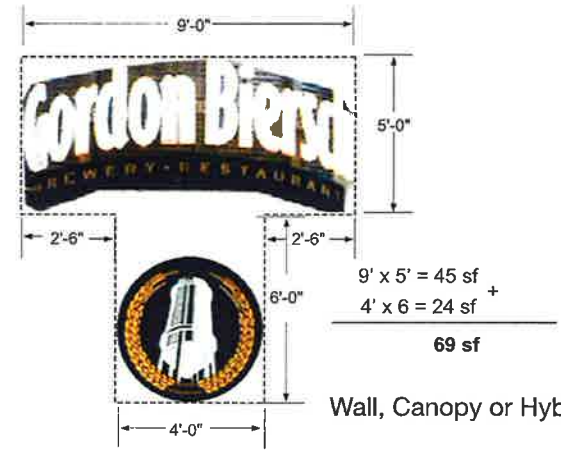
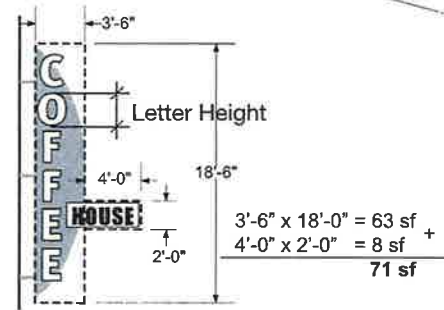
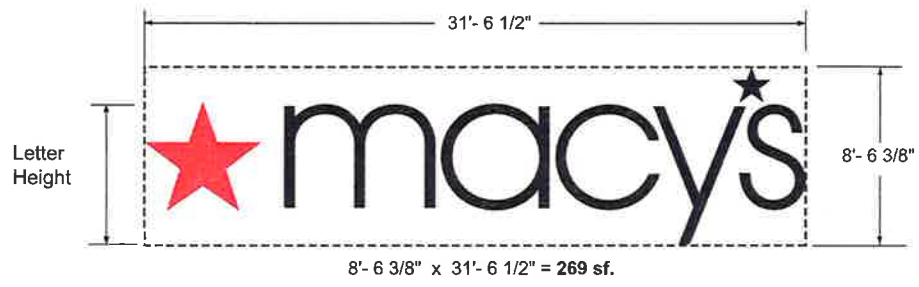
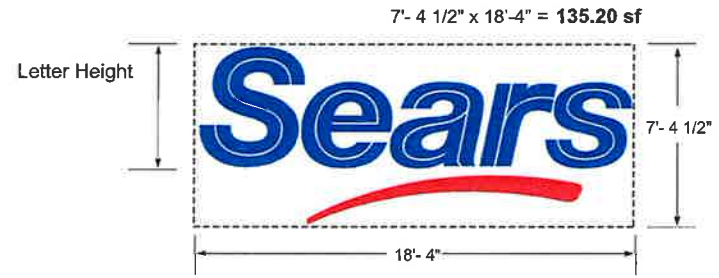
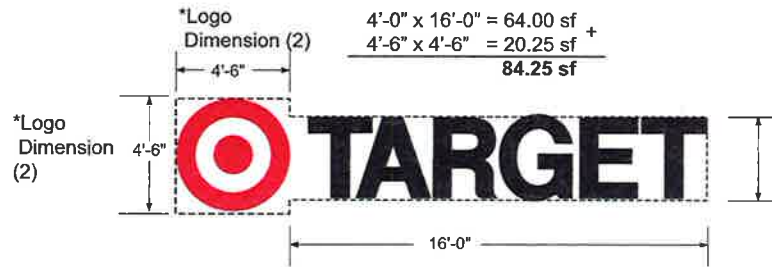
Note: All areas shown in this chart are subject to the specific architectural features and limitations of the buildings at The Promenade at Downey. The tenant is responsible for providing a signage design appropriate to the architectural design of lease space exterior. The tenant may not exceed the limits outlined in this criteria. Refer to the illustrations for diagrammatic signage mounting requirements.

See Signage Sq. Ft. Measurement Guidelines on the following page for specific examples of how these numbers are created.

Typical Sign Area Calculation Method

Note: Dimensions are approximate, not actual.

WALL OR CANOPY SIGNS EXCEPT AS NOTED



Blade or Grand Projecting

Wall, Canopy or Hybrid

Additional Notes:

1. The maximum allowable area per sign is equal to the total area of the logo and type inclusive of all design imagery measured as shown above.
2. Logos may be measured as shown above but have the same maximum height restriction as the largest letter and must fit within the total allowable area.
3. Dimensions and areas shown on this sheet are for illustrative purposes only and are not intended to represent allowable heights and/or areas.
4. To be considered separate from the tenant name, a logo must be a stand-alone image, trademark or icon clearly recognizable as the tenant's identifier.
5. Underlines, decorative borders, scroll work etc. associated with the font or letterforms are not considered logos for the purpose of this criteria document.
6. See chart on previous page for all area and letter height allowances.

Recommended Sign Types

Wall Mounted Fascia Sign

The following construction methods are encouraged:

1. Internal illuminated channel letters.
2. Halo illuminated channel letters.
3. Open pan channel with exposed neon.
4. Internally illuminated push-through letters.

Total projection shall not exceed 8" for any portion of the sign.

Signs shall not overlap or cover features of the building, such as cornices, eaves, windows, door frames, columns and other decorative elements.



Recommended Sign Types

Freestanding Letters or Logos on Canopies

This sign type shall occur at specific locations where the tenant has the appropriate architectural elements. Signs shall include the tenant name and/or logo. Three dimensional character for this signage is strongly recommended. The sign may be internally or externally illuminated. The tenant must submit a proposal for freestanding letter forms that should include but is not limited to the following elements:

1. Spot illuminated, 3 dimensional painted or gilded letters.
2. Internally illuminated or open pan channel letters with exposed neon (colors subject to approval).

Maximum letter thickness shall be no greater than 8".

The tenant is responsible for providing adequate structural connection for signs mounted to architectural canopies.



Auxiliary Signs

Window Sign

The tenant may apply a logo to second surface of storefront glazing with traditional storefront graphic material. The logo/tenant ID should be centered horizontally in the window and be no higher than 4'0" above the floor. All vinyl graphics are to be applied to the storefront glazing by professional installers.

Plaque Signs

The tenant may propose additional identity features which emphasize the tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface. All such proposals shall be submitted to the Landlord for review according to the procedures outlined in the General Criteria. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Awning Valance Sign

Tenants may elect to include store name or logo on the valance panels of approved architectural awnings. For text on valance panels, the letter height shall not exceed 8 inches or 66% of valance height whichever is smaller and may not exceed 66% of the valance length. One line of text allowed. Internally illuminated awning signs such as Panaflex type material stretched over structural frame will not be permitted.



Hybrid Sign

Hybrid signs, such as the wall painted sign shown at right, are those which do not fit neatly into any of the other recommended sign types listed. Hybrid signs will be allowed at the Landlord's sole discretion and should express the characteristics which elude to the classic, artisan type and handcrafted storefront. The tenant is required to provide a high quality design submission due to the varied applications of this sign type.



A. Wall painted graphic with Tenant name or logo.
To be included in total square footage.



B. Historical reference sign. Not included in total square footage.



C. Freestanding dimensional sign



D. Hybrid sign. Combines canopy pan-channel with 3D fabricated object incorporating various signage elements.

Auxiliary Signs

Window Sign

The tenant may apply a logo to second surface of storefront glazing with traditional storefront graphic material. The logo/tenant ID should be centered horizontally in the window and be no higher than 4'0" above the floor. All vinyl graphics are to be applied to the storefront glazing by professional installers.

Plaque Signs

The tenant may propose additional identity features which emphasize the tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface. All such proposals shall be submitted to the Landlord for review according to the procedures outlined in the General Criteria. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Awning Valance Sign

Tenants may elect to include store name or logo on the valance panels of approved architectural awnings. For text on valance panels, the letter height shall not exceed 8 inches or 66% of valance height whichever is smaller and may not exceed 66% of the valance length. One line of text allowed. Internally illuminated awning signs such as Panaflex type material stretched over structural frame will not be permitted.



Large Scale Graphics

Large Scale Graphics

Large Scale Graphics are intended for use at specific building installations and storefronts to identify and emphasize prominent tenants.

Large Scale Graphic displays will not be included in the overall sign inventory for tenants. The following restrictions will apply for application of large format graphics to tenant storefronts:

RESTRICTIONS

1. Only specific tenants with pre-existing, building mounted display systems integrated into the building architecture are allowed to apply a large scale graphic program. The size, location and quantity for any large format scale displays will be limited to the specific dimensions that are indicated for display systems shown on the storefront elevations. They are not moveable from the positions shown, nor can they be modified to accommodate additional image area.
2. **CONTENT:** Images or artwork shall be lifestyle graphic images that do not contain product logos or messages.
3. The tenant is required to provide a high quality design submission that includes a proposal for the content for large scale graphics. The submission will then undergo review and approval by the Landlord and review and approval by the Community Development Director for the City of Downey.
4. The following methods for application are required:
 - a. Large scale digital printed vinyl applied to building mounted panels.
 - b. Digitally printed fabrics or vinyl mesh stretched over building mounted armatures.

The criteria for the location of Large Scale Graphics will be based on specific buildings that have been selected by the Landlord for such displays.



Large Format, Fitness Center and Cinema

Tenants located in the highlighted buildings on the site plan are currently allowed to apply Large Scale Graphics programs and are subject to the guidelines and restrictions in this document.

Prohibited Sign Types

1. Premanufactured (i.e. non-custom) internally illuminated sign boxes with acrylic faces
2. Internally illuminated awnings
3. Vacuum formed plastic faces
4. Expanded and/or extruded PVC sheet (Komacel and Sintra)
5. NON-Sealed or exposed Sign Foam
6. Unedged or uncapped plastic letters without returns
7. Signs employing exposed raceways, ballast boxes, transformers, crossovers or conduit
8. The name, stamps, or decals of the sign manufacturer
9. Non-ornamental hardware used to attach sign to storefront
10. Exposed lamps except decorative neon with protection
11. Parapet wall signs, mansard roof signs, backlit awnings, and false front wall signs
12. Signs with animated components or flashing lights
13. Banners, flags, pennants or streamers of any type or material except Landlord and city approved temporary building-mounted vinyl with tenant name. Non-tenant banners may be provided by the landlord.
14. Balloons and inflatables
15. Searchlights and lasers
16. Sandwich boards (A-Frame signs)

Logotype

If tenant has no usable logo or if logo is deemed unsuitable for application, tenant shall use one (1) of the following typeface(s):

1. Sans Serif: Scala Sans
2. Serif: Gill Sans Regular

All caps are recommended. Lower case descenders and ascenders are discouraged. For long logotype lengths, stacking of words is recommended.

Color

Tenant logotype colors must be approved by the Landlord prior to fabrication. Tenant colors shall contrast 75% with applicable background.

Illumination

Lighting of signage is required and electrical service to tenant's signs shall be from tenant's electrical service and on a 24-hour time clock. Operating times to be determined by Landlord. All proposed lighting schemes shall be included in tenant's submission to the Landlord for approval prior to construction or installation.

Temporary Signs

The tenant may utilize temporary signage when approved by the Landlord and the City of Downey. All such proposals shall be submitted to the Landlord for review according to procedures outlined in the General Criteria. Temporary signs are intended to be displayed for a limited time of 30 days maximum and do not incorporate a permanent armature or structural attachment to a building, sidewalk or similar architectural feature.

Temporary signs must be professionally designed and fabricated using appropriate materials and finishes, including paper, vinyl, mylar or acrylic. Allowable temporary signs shall include but are not limited to:

1. Coming Soon Signs
2. Sale Signs
3. Special Promotions
4. Seasonal Displays
5. Window Signs. Temporary window signs shall not exceed 15% of any one window and 30% of the total area of all windows. Any portions of a sign located within thirty-six (36) inches of a window will be considered a window sign. Temporary window signs and permanent window signs may not be simultaneously displayed on the same window.



Historic/Existing

The historic and existing architecture remaining from the many years of aviation and aerospace research, development and production is being developed into unique offices and retail space that will complement The Promenade at Downey and the rich history of the area.

Maximum Allowable Tenant Sign Area: Historic/Existing

SIGN TYPES AND LOCATIONS							
		Retail Tenants		Office Tenants		Fire Station	
PRIMARY IDENTITY SIGN Building-mounted tenant name and logo located at Tenant's Primary entry.		One sign maximum per Tenant.		One sign maximum per Tenant.			
Sign types include:		Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
	Wall Fascia Sign	120	3'-0"	80	2'-6"	180	3'-0"
	Freestanding Letter Sign (Canopy-mounted)	100	2'-0"	80	2'-0"	120	2'-0"
SECONDARY IDENTITY SIGN Building-mounted tenant name and logo located on Tenant's Secondary facades.		One sign per Tenant's secondary façade. A maximum of two façades can be signed.		Not Allowed		One sign per Tenant's secondary façade. A maximum of three façades can be signed.	
Sign types include:		Maximum allowable area (SF)	Maximum letter height			Maximum allowable area (SF)	Maximum letter height
	Wall Fascia Sign	80	1'-6"			120	3'-0"
PROJECTING OR SUSPENDED BLADE SIGN Building-mounted and located at Tenant's primary entry.		One sign maximum per Tenant.					
Sign types include:		Maximum allowable area (SF)	Maximum letter height				
	Projecting Blade Sign	8 per face	1'-6"	Not allowed unless first floor office, then same as retail		Not allowed	
	Suspended Blade Sign	8 per face	1'-6"	Not allowed unless first floor office, then same as retail		Not allowed	
AUXILIARY SIGNS Additional building-mounted and located on any Tenant's façade.		See chart below for maximum per Tenant.		See chart below for maximum per Tenant.		See chart below for maximum per Tenant.	
Sign types include:		Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height	Maximum allowable area (SF)	Maximum letter height
	Window Sign	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"	Not to exceed 15% of the individual glazing area or 30% of the total opening area.	8"
	Awning Valance Sign; May not exceed 66% of awning width	60 per sign, 200 total	66%	60 per sign, 250 total	66%	Not allowed	NA
	Plaque Sign	8 SF per sign, one sign per public entry	8"	8 SF per sign, one sign per public entry	8"	8 SF per sign, one sign per public entry	8"

Note: The maximum allowable area for the tenant's Primary Sign shall be what is shown on the above chart or three (3) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less. For signage on the Tenant's secondary facades, if any, the maximum square footage shall be what is shown on the above chart or one and one half (1-1/2) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less.

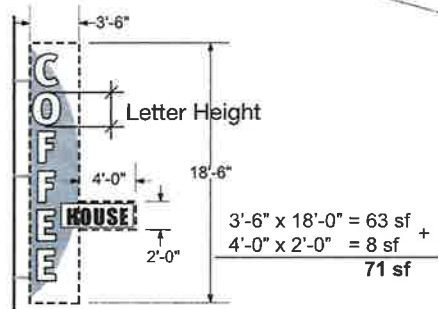
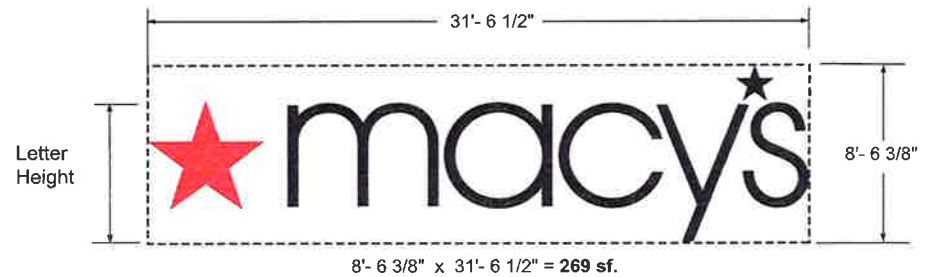
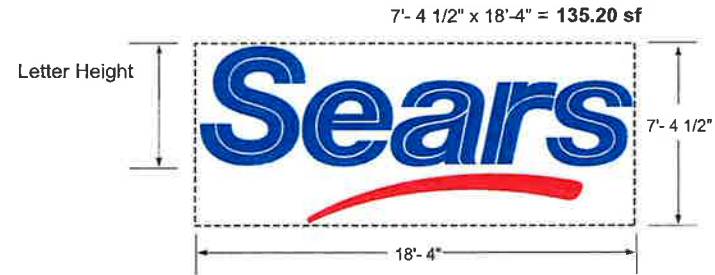
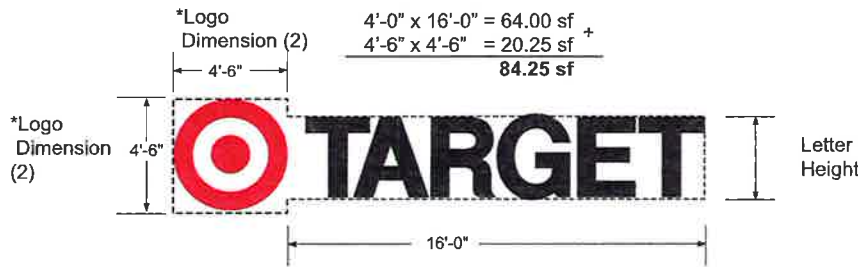
Note: All areas shown in this chart are subject to the specific architectural features and limitations of the buildings at The Promenade at Downey. The tenant is responsible for providing a signage design appropriate to the architectural design of lease space exterior. The tenant may not exceed the limits outlined in this criteria. Refer to the illustrations for diagrammatic signage mounting requirements.

See Signage Sq. Ft. Measurement Guidelines on the following page for specific examples of how these numbers are created.

Typical Sign Area Calculation Method

Note: Dimensions are approximate, not actual.

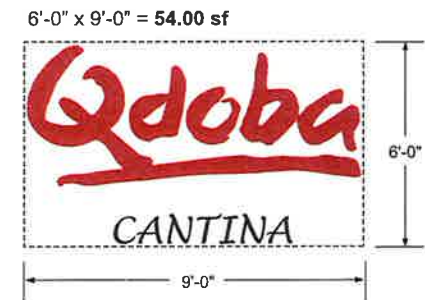
WALL OR CANOPY SIGNS EXCEPT AS NOTED



Blade or Grand Projecting



Wall, Canopy or Hybrid



Additional Notes:

1. The maximum allowable area per sign is equal to the total area of the logo and type inclusive of all design imagery measured as shown above.
2. Logos may be measured as shown above but have the same maximum height restriction as the largest letter and must fit within the total allowable area.
3. Dimensions and areas shown on this sheet are for illustrative purposes only and are not intended to represent allowable heights and/or areas.
4. To be considered separate from the tenant name, a logo must be a stand-alone image, trademark or icon clearly recognizable as the tenant's identifier.
5. Underlines, decorative borders, scroll work etc. associated with the font or letterforms are not considered logos for the purpose of this criteria document.
6. See chart on previous page for all area and letter height allowances.

Recommended Sign Types Historic

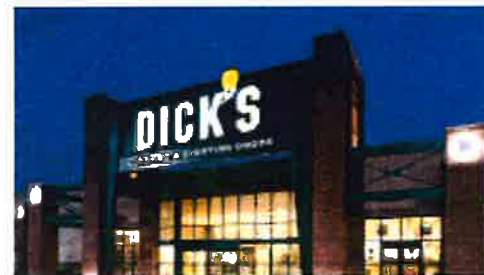
Wall Mounted Fascia Sign

The following construction methods are encouraged:

1. Internal illuminated channel letters.
2. Halo illuminated channel letters.
3. Open pan channel with exposed neon.
4. Internally illuminated push-through letters.

Total projection shall not exceed 8" for any portion of the sign.

Signs shall not overlap or cover features of the building, such as cornices, eaves, windows, door frames, columns and other decorative elements.



Recommended Sign Types

Freestanding Letters or Logos on Canopies

This sign type shall occur at specific locations where the tenant has the appropriate architectural elements. Signs shall include the tenant name and/or logo. Three dimensional character for this signage is strongly recommended. The sign may be internally or externally illuminated. The tenant must submit a proposal for freestanding letter forms that should include but is not limited to the following elements:

1. Spot illuminated, 3 dimensional painted or gilded letters.
2. Internally illuminated or open pan channel letters with exposed neon (colors subject to approval).

Maximum letter thickness shall be no greater than 8".

The tenant is responsible for providing adequate structural connection for signs mounted to architectural canopies.



**Grand Projecting Signs
Corner Feature Signs**

Grand Projecting signs are intended for use at specific building corners to identify and emphasize prominent Tenants. The Landlord encourages this sign type. Due to the visual impact that can be created with this sign type, the Tenant is required to provide a high quality design submission that will undergo review by the Landlord.

In addition, the Tenant is responsible for engineering the sign design and working closely with the Landlord to ensure structural condition at the chosen location. The Tenant will be responsible for the costs associated with the design and engineering as well as the upgrades to the base building structure.

Grand Projecting Signs may include the following elements:

1. Exposed neon letters, symbols and line work.
2. Open pan channel letters with exposed neon.
3. Three-dimensional painted or gilded letters.
4. Internally illuminated pan channel letters.

The Grand Projecting sign may be mounted at the corner of the building on a diagonal, providing visibility from two directions. The view to the sign must not be obstructed by building mounted awnings or other architectural elements.

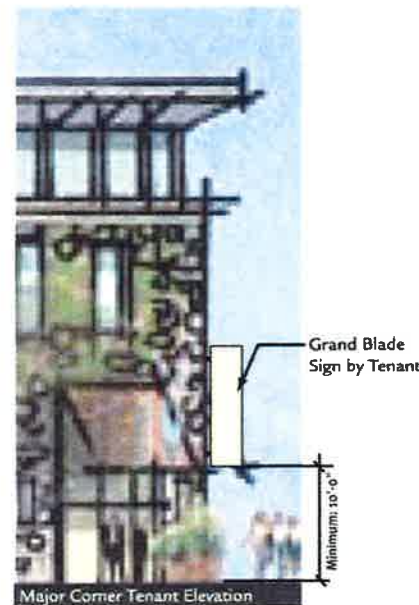
Mounting Height: Bottom of the sign must be a minimum of 10 feet to the finished grade.



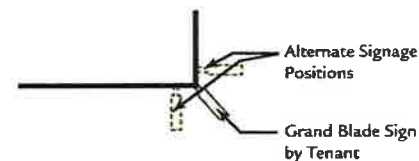
Three-sided sign with exposed neon



Two-sided sign with exposed neon



Major Corner Tenant Elevation



Internally illuminated three-dimensional letters



Internally illuminated

Projecting Blade Signs

The body of the projecting sign may be a custom shape or combination of three-dimensional objects and forms to be determined by the tenant. The tenant shall submit the design of the proposed sign and sign armature for review. Projecting blade signs may project from the face of a building or structural component more than 18 inches.

Height: Minimum clear distance from the bottom of a projecting sign to a pedestrian or vehicular surface shall be 8'-0". When projecting awnings or entry canopies are present on the storefront, the mounting height of the sign should be selected to avoid being obscured by the awning or canopy frame.

Illumination: Projecting signs may be externally illuminated with appropriately designed lighting outriggers, internally illuminated or non-illuminated. Light boxes with acrylic faces are not permitted.

Quantity: Tenants with Landlord provided architectural canopies shall install a minimum of one (1) suspended blade sign at the storefront of the building. Tenants with a corner location may elect to install one sign on each building facades for optimum exposure. Tenants choosing to mount a suspended blade sign may not install a projecting blade sign.

Sign Thickness: The overall thickness of the sign panel can vary according to whether the sign is intended to be a 2 sided panel or a three-dimensional sign panel.



Externally illuminated painted-screen printed



Externally illuminated dimensional letters



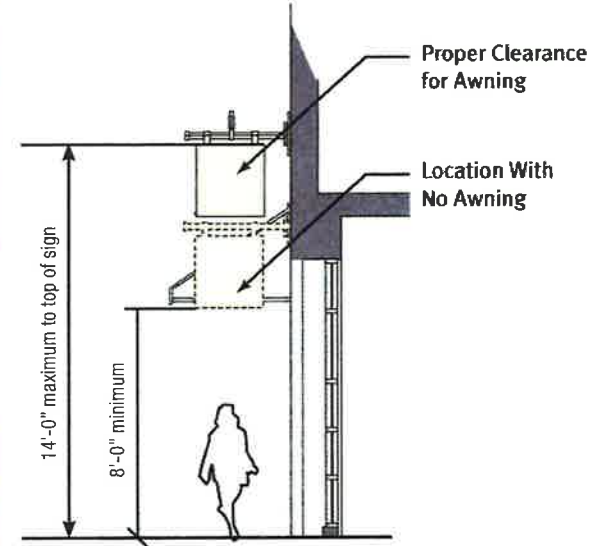
Externally illuminated faux painted sign panel



Externally illuminated with incised and gilded type



Sign panel with exposed neon



Suspended Canopy Blade Signs

Suspended canopy signs may occur in locations where the Landlord has provided architectural canopies as part of the base building. Generally, one suspended blade sign is permitted for each tenant with the exception of a corner location, where one sign would be permitted for each face of storefront.

Position: The sign shall be positioned at the centerline of the canopy.

Height: Minimum clear distance from the bottom of a suspended sign to the pedestrian surface shall be 8'-0".

Illumination: Projecting signs must be externally illuminated with appropriately designed lighting outriggers or internally illuminated. Light boxes with acrylic faces will not be permitted.

Quantity: Tenants with Landlord provided architectural canopies install a minimum of one (1) suspended blade sign at the storefront of the building. Tenants with a corner location may elect to install one sign on each building facade for optimum exposure. Tenants choosing to mount a suspended blade sign may not install a projecting blade sign.

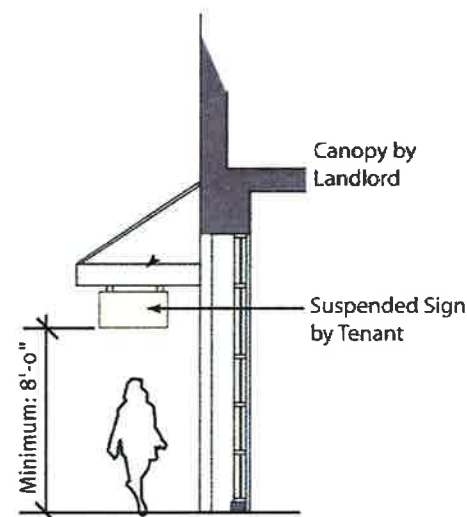
Sign Thickness: The overall thickness of the sign panel can vary according to whether the sign is intended to be a 2 sided panel or a three-dimensional sign panel.



Externally illuminated suspended blade sign



Sign panel with dimensional letters



Prismatic gilded letters mounted to a glass substrate

Auxiliary Signs

Window Sign

The tenant may apply a logo to second surface of storefront glazing with traditional storefront graphic material. The logo/tenant ID should be centered horizontally in the window and be no higher than 4'0" above the floor. All vinyl graphics are to be applied to the storefront glazing by professional installers.

Plaque Signs

The tenant may propose additional identity features which emphasize the tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface. All such proposals shall be submitted to the Landlord for review according to the procedures outlined in the General Criteria. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.

Awning Valance Sign

Tenants may elect to include store name or logo on the valance panels of approved architectural awnings. For text on valance panels, the letter height shall not exceed 8 inches or 66% of valance height whichever is smaller and may not exceed 66% of the valance length. One line of text allowed. Internally illuminated awning signs such as Panaflex type material stretched over structural frame will not be permitted.



Prohibited Sign Types

1. Premanufactured (i.e. non-custom) internally illuminated sign boxes with acrylic faces
2. Internally illuminated awnings
3. Vacuum formed plastic faces
4. Expanded and/or extruded PVC sheet (Komacel and Sintra)
5. NON-Sealed or exposed Sign Foam
6. Unedged or uncapped plastic letters without returns
7. Signs employing exposed raceways, ballast boxes, transformers, crossovers or conduit
8. The name, stamps, or decals of the sign manufacturer
9. Non-ornamental hardware used to attach sign to storefront
10. Exposed lamps except decorative neon with protection
11. Parapet wall signs, mansard roof signs, backlit awnings, and false front wall signs
12. Signs with animated components or flashing lights
13. Banners, flags, pennants or streamers of any type or material except Landlord and city approved temporary building-mounted vinyl with tenant name. Non-tenant banners may be provided by the landlord.
14. Balloons and inflatables
15. Searchlights and lasers
16. Sandwich boards (A-Frame signs)

Logotype

If tenant has no usable logo or if logo is deemed unsuitable for application, tenant shall use one (1) of the following typeface(s):

1. Sans Serif: Scala Sans
2. Serif: Gill Sans Regular

All caps are recommended. Lower case descenders and ascenders are discouraged. For long logotype lengths, stacking of words is recommended.

Color

Tenant logotype colors must be approved by the Landlord prior to fabrication. Tenant colors shall contrast 75% with applicable background.

Illumination

Lighting of signage is required and electrical service to tenant's signs shall be from tenant's electrical service and on a 24-hour time clock. Operating times to be determined by Landlord. All proposed lighting schemes shall be included in tenant's submission to the Landlord for approval prior to construction or installation.

Temporary Signs

The tenant may utilize temporary signage when approved by the Landlord and the City of Downey. All such proposals shall be submitted to the Landlord for review according to procedures outlined in the General Criteria. Temporary signs are intended to be displayed for a limited time of 30 days maximum and do not incorporate a permanent armature or structural attachment to a building, sidewalk or similar architectural feature.

Temporary signs must be professionally designed and fabricated using appropriate materials and finishes, including paper, vinyl, mylar or acrylic. Allowable temporary signs shall include but are not limited to:

1. Coming Soon Signs
2. Sale Signs
3. Special Promotions
4. Seasonal Displays
5. Window Signs. Temporary window signs shall not exceed 15% of any one window and 30% of the total area of all windows. Any portions of a sign located within thirty-six (36) inches of a window will be considered a window sign. Temporary window signs and permanent window signs may not be simultaneously displayed on the same window.



Cinema

The Cinema at The Promenade at Downey is an entertainment icon for the Downey region. The design is unique to this project and will anchor an entertainment neighborhood rich with outdoor life and pedestrian activity. The Cinema Tenant will work directly with the Landlord to develop a signage presence that fits the Cinema's needs and is cohesive with the overall Promenade at Downey design and signage program.

Maximum Allowable Tenant Sign Area: Cinema

SIGN TYPES AND LOCATIONS		
MARQUEE SIGN Building-mounted distinctive Cinema Marquee and located at Tenant's primary entry.		The design, size, location and all aspects of the Marquee Sign must be approved by the Landlord and the City of Downey Community Development Director. One sign maximum per tenant.
Sign types include:		
Marquee Sign	See note below.	See note below.
PRIMARY IDENTITY SIGN Building-mounted tenant name and logo located at Tenant's Primary entry.		Two signs maximum per Tenant.
Sign types include:		
	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	400	5'-6"
Freestanding Letter Sign (Canopy-mounted)	300	4'-0"
SECONDARY IDENTITY SIGN Building-mounted tenant name and logo located on Tenant's Secondary facades.		One sign per Tenant's secondary façade. A maximum of three façades can be signed.
Sign types include:		
	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	300	4'-6"
Hybrid	350	4'-0"
SERVICE/IDENTITY SIGNS Additional building-mounted, non-tenant signs located on any Tenant's façade. E.G: Groceries, Pharmacy, Service etc. Signs placed on a façade that also includes a Primary or Secondary tenant name identity sign must be reviewed and approved by the City of Downey Community Development Director.		Two signs maximum per Tenant.
Sign types include:		
	Maximum allowable area (SF)	Maximum letter height
Wall Fascia Sign	350	3'-6"
AUXILIARY SIGNS Additional building-mounted and located on any Tenant's façade.		
Sign types include:		
	Maximum allowable area (SF)	Maximum letter height
Graphic Panel: Large-Scale lifestyle graphics.*	400 per panel, 3,500 total	4"
Movie Poster Case	225 sf total, 15 cases maximum	NA
Movie Bus Stop Case	225 sf total, 6 cases maximum	NA
Movie Listing Sign	200, One per Tenant	6"
Information Sign	10 sf	8"
Plaque Sign	8 per sign, one sign per public entry	8"
PYLON SIGN AND MONUMENT SIGN PANEL(S) Tenant sign panels on Landlord-provided Pylons and Primary Monument.		Number of panels and locations are at the sole discretion of the Landlord. See General Criteria.
Sign types include:		
	Maximum allowable area (SF)	Maximum letter height
* Large-Format graphics are to be lifestyle images, not intended to be specific advertisements for the Tenant or any manufacturer. The Tenant name is not allowed. Maximum copy size is 4", maximum copy area is 20 SF. Dimensions of Large Scale Graphics shall be reviewed and approved by the City of Downey Community Development Director.		

Note: The maximum allowable area for the tenant's Primary Sign shall be what is shown on the above chart or three (3) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less. For signage on the Tenant's secondary facades, if any, the maximum square footage shall be what is shown on the above chart or one and one half (1-½) square feet per one (1) lineal foot of the Tenant's primary facade, whichever is less.

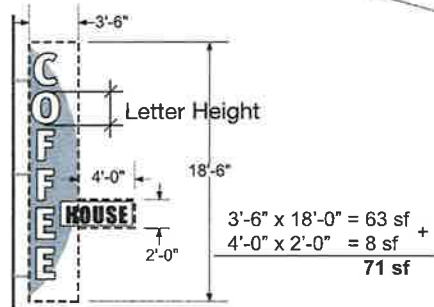
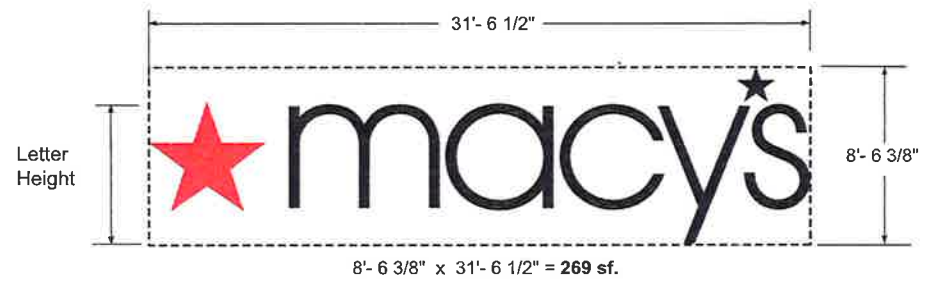
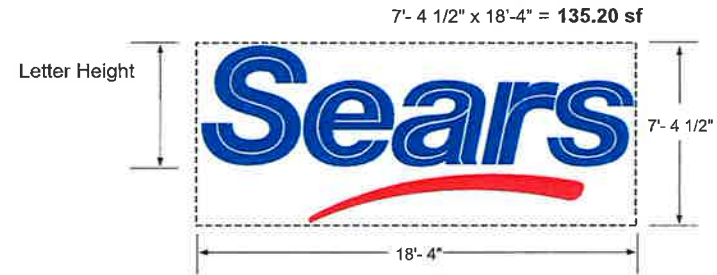
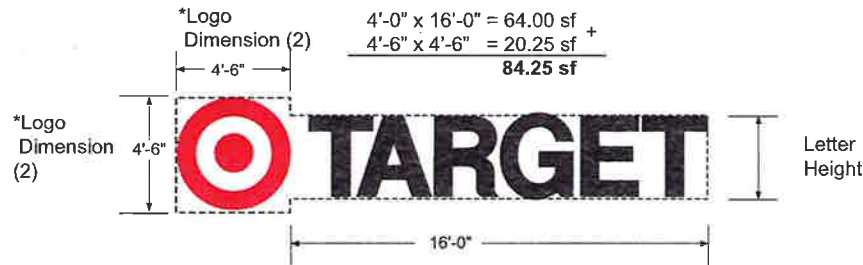
Note: All areas shown in this chart are subject to the specific architectural features and limitations of the buildings at The Promenade at Downey. The tenant is responsible for providing a signage design appropriate to the architectural design of lease space exterior. The tenant may not exceed the limits outlined in this criteria. Refer to the illustrations for diagrammatic signage mounting requirements.

See Signage Sq. Ft. Measurement Guidelines on the following page for specific examples of how these numbers are created.

Typical Sign Area Calculation Method

Note: Dimensions are approximate, not actual.

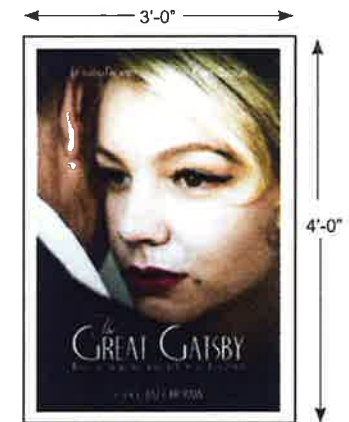
WALL OR CANOPY SIGNS EXCEPT AS NOTED



Blade or Grand Projecting



Wall, Canopy or Hybrid



$3'-0" \times 4'-0" = 12 \text{ sq ft}$

Movie Case

Additional Notes:

1. The maximum allowable area per sign is equal to the total area of the logo and type inclusive of all design imagery measured as shown above.
2. Logos may be measured as shown above but have the same maximum height restriction as the largest letter and must fit within the total allowable area.
3. Dimensions and areas shown on this sheet are for illustrative purposes only and are not intended to represent allowable heights and/or areas.
4. To be considered separate from the tenant name, a logo must be a stand-alone image, trademark or icon clearly recognizable as the tenant's identifier.
5. Underlines, decorative borders, scroll work etc. associated with the font or letterforms are not considered logos for the purpose of this criteria document.
6. See chart on previous page for all area and letter height allowances.

Recommended Sign Types

Grand Marquee

Grand Marquee is intended to identify and emphasize prominent tenants. Due to the visual impact that can be created with this sign type, the tenant is required to provide a high quality design submission that will undergo review by the Landlord and the City of Downey.

In addition, the Tenant is responsible for engineering the sign design and working closely with the Landlord to ensure a secure structural condition at the chosen location. The Tenant will be responsible for the costs associated with the design and engineering as well as the upgrades to the base building structure.

The Tower or Grand Marquee sign may include the following elements:

1. Exposed neon letters, symbols and line work.
2. Open pan channel letters with exposed neon.
3. Three-dimensional painted or gilded letters
4. Internally illuminated pan channel letters.

Mounting Height: Bottom of the sign must be at a minimum of 10 feet to the finished grade.

Appropriate color changing and slow moving motion graphics and lights shall be allowed with the Landlord's written permission when incorporated into the architectural forms of the cinema building. Such signs shall not be placed in a location on a perimeter of the project's architectural facades or at a location where they are directly visible from surrounding residential areas.



Internally illuminated marquee with exposed neon vertical sign.



Internally illuminated marquee with edge illuminated pan channel letters.



Wall Fascia Mounted Sign

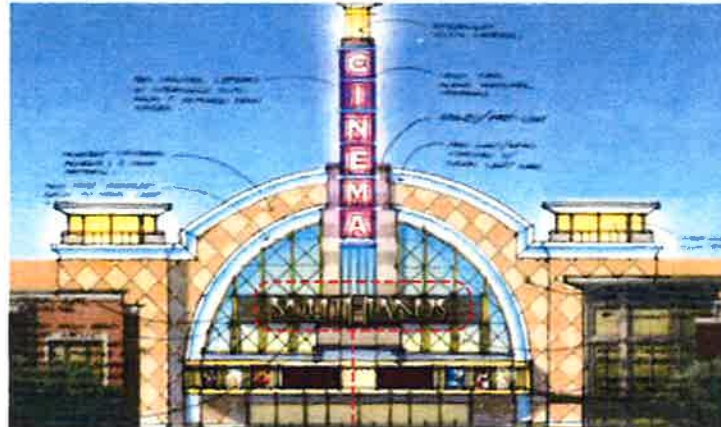
The following construction methods are encouraged:

1. Internally illuminated channel letters.
2. Halo illuminated channel letters.
3. Open pan channel with exposed neon.
4. Internally illuminated push-through letters

Wall mounted letters shall not exceed 8" in depth for self contained letters. Total projection must be approved by Landlord.

Signs shall not overlap or cover features of the building, such as cornices, eaves, windows, door frames, columns and other decorative elements.

Lighting Constraints: Fascia signs shall not be illuminated when adjacent to residential areas excepting existing signs to remain.



Externally illuminated gilded prismatic letters



Internally illuminated pan channel fascia letters

Freestanding Letter Forms on the Roof, Parapet or Canopies

This sign type shall occur at specific locations where the tenant has the appropriate architectural elements. Signs shall include the tenant name and/or logo. Three dimensional character for this signage is strongly recommended. The sign may be internally or externally illuminated. The tenant must submit a proposal for freestanding letter forms that should include but is not limited to the following elements:

1. Spot illuminated, 3 dimensional painted or gilded letters.
2. Internally illuminated or open pan channel letters with exposed neon (colors subject to approval).

Maximum letter thickness shall be no greater than 8".

The tenant is responsible for providing adequate structural connection for signs mounted to architectural canopies.



Freestanding exposed neon letters on marquee canopy.

Auxiliary Signs

Window Sign

The tenant may apply a logo to second surface of storefront glazing with traditional storefront graphic material. The logo/tenant ID should be centered horizontally in the window and be no higher than 4'-0" above the floor. All vinyl graphics are to be applied to the storefront glazing by professional installers.

Plaque Signs

The tenant may propose additional identity features which emphasize the tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface. All such proposals shall be submitted to the Landlord for review according to the procedures outlined in the General Criteria. Tenant shall be required to repair damage by these signs or replace Landlord wall finishes in the event that the tenant moves or closes.



Movie Poster Case

The tenant may provide up to 12 movie poster cases. The cases may be internally illuminated. All cases regardless of dimensions must be of a uniform size. The maximum size may not exceed 4'-0" wide by 6'-0" high or 24 sq ft in area.

Movie Bus Stop Case

The tenant may provide up to 4 movie bus stop cases. All cases regardless of dimensions must be of a uniform size. The maximum size may not exceed 5'-0" wide by 7'-0" high or 35 sq ft in area.

Movie Listing Sign

The tenant may propose an electronic or LED movie listing sign to be located on the primary facade.



Large Scale Graphics

Large Scale Graphics

Large Scale Graphics are intended for use at specific building installations and storefronts to identify and emphasize prominent tenants.

Large Scale Graphic displays will not be included in the overall sign inventory for tenants. The following restrictions will apply for application of large format graphics to tenant storefronts:

RESTRICTIONS

1. Only specific tenants with pre-existing, building mounted display systems integrated into the building architecture are allowed to apply a large scale graphic program. The size, location and quantity for any large format scale displays will be limited to the specific dimensions that are indicated for display systems shown on the storefront elevations. They are not moveable from the positions shown, nor can they be modified to accommodate additional image area.
2. **CONTENT:** Images or artwork shall be lifestyle graphic images that do not contain product logos or messages.
3. The tenant is required to provide a high quality design submission that includes a proposal for the content for large scale graphics. The submission will then undergo review and approval by the Landlord and review and approval by the Community Development Director for the City of Downey.
4. The following methods for application are required:
 - a. Large scale digital printed vinyl applied to building mounted panels.
 - b. Digitally printed fabrics or vinyl mesh stretched over building mounted armatures.

The criteria for the location of Large Scale Graphics will be based on specific buildings that have been selected by the Landlord for such displays.



Large Format, Fitness Center and Cinema

Tenants located in the highlighted buildings on the site plan are currently allowed to apply Large Scale Graphics programs and are subject to the guidelines and restrictions in this document.

Prohibited Sign Types

1. Premanufactured (i.e. non-custom) internally illuminated sign boxes with acrylic faces
2. Internally illuminated awnings
3. Vacuum formed plastic faces
4. Expanded and/or extruded PVC sheet (Komacel and Sintra)
5. NON-Sealed or exposed Sign Foam
6. Unedged or uncapped plastic letters without returns
7. Signs employing exposed raceways, ballast boxes, transformers, crossovers or conduit
8. The name, stamps, or decals of the sign manufacturer
9. Non-ornamental hardware used to attach sign to storefront
10. Exposed lamps except decorative neon with protection
11. Parapet wall signs, mansard roof signs, backlit awnings, and false front wall signs
12. Signs with animated components or flashing lights
13. Banners, flags, pennants or streamers of any type or material except Landlord and city approved temporary building-mounted vinyl with tenant name. Non-tenant banners may be provided by the landlord.
14. Balloons and inflatables
15. Searchlights and lasers
16. Sandwich boards (A-Frame signs)

Logotype

If tenant has no usable logo or if logo is deemed unsuitable for application, tenant shall use one (1) of the following typeface(s):

1. Sans Serif: Scala Sans
2. Serif: Gill Sans Regular

All caps are recommended. Lower case descenders and ascenders are discouraged. For long logotype lengths, stacking of words is recommended.

Color

Tenant logotype colors must be approved by the Landlord prior to fabrication. Tenant colors shall contrast 75% with applicable background.

Illumination

Lighting of signage is required and electrical service to tenant's signs shall be from tenant's electrical service and on a 24-hour time clock. Operating times to be determined by Landlord. All proposed lighting schemes shall be included in tenant's submission to the Landlord for approval prior to construction or installation.

Temporary Signs

The tenant may utilize temporary signage when approved by the Landlord and the City of Downey. All such proposals shall be submitted to the Landlord for review according to procedures outlined in the General Criteria. Temporary signs are intended to be displayed for a limited time of 60 days maximum and do not incorporate a permanent armature or structural attachment to a building, sidewalk or similar architectural feature.

Temporary signs must be professionally designed and fabricated using appropriate materials and finishes, including paper, vinyl, mylar or acrylic. Allowable temporary signs shall include but are not limited to:

1. Coming Soon Signs
2. Sale Signs
3. Special Promotions
4. Seasonal Displays
5. Window Signs. Temporary window signs shall not exceed 15% of any one window and 30% of the total area of all windows. Any portions of a sign located within thirty-six (36) inches of a window will be considered a window sign. Temporary window signs and permanent window signs may not be simultaneously displayed on the same window.