

MASTER SIGN PROGRAM
DOWNEY RETAIL CENTER
8812 - 8832 IMPERIAL HWY, DOWNEY, CA

DRAFT VERSION #9
DATE: 09-01-20

PACKAGE PROVIDED BY



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OBJECTIVE

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project. This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project's graphic design consultant. Signage at Downey Retail is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation.

OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and City relationship.

The Landlord will be responsible to:

- a. Provide base building design and construction information requested by Tenant's sign design consultant.
- b. Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:

Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.

PROPERTY IDENTIFICATION

PROPERTY ID SIGNS

Multi-Tenant Monument Sign

One (1) double-sided multi-tenant monument sign, internally illuminated, not to exceed eight feet (8'-0") in height and 35 square feet of sign area.

Multi-Tenant Pylon Sign

One (1) double-sided multi-tenant pylon sign, internally illuminated, not to exceed fourteen feet (14'-0") in height and 60 square feet of sign area.

TENANT SIGNAGE

WALL SIGNS

- Sign area allowed for each Tenant shall be calculated as follows: One and one-half (1.5) square feet of sign area per each linear foot of Tenant store frontage. Tenants whose stores have frontages facing a parking lot or street are allowed signage on each of those elevations.
- A secondary wall sign not exceeding one-half (1/2) of the allowable area of the primary wall sign may be established on a second frontage, provided that the frontage sides onto either a street, required off-street parking on the same lot, or a driveway with access to required off-street parking. The secondary wall sign shall not exceed the area of the primary wall sign.
- The maximum width of any Tenant's sign may not exceed seventy five (75%) percent of the Tenant's frontage.
- One (1) or two (2) lines of copy are permitted and may consist of upper and/or lower case letters.
- All signs shall be measured for area by drawing a shape (rectangular or other) around each element of the individual signs. For example, measure the area of letters and area of icon and/or logo separately. The sign height shall be the total height of all letter and graphics combined. Ascender and descenders will not be calculated in the overall sign area except capital letters.
- Maximum height shall be 36" (inches) and maximum projection shall 12" (inches).
- All exposed framing shall be painted black.

CALCULATING SQUARE FOOT:



WALL SIGN STYLES

Creative and imaginative signage is strongly encouraged and will be the standard for Landlord review/approval of all sign design submittals.

There are many acceptable sign treatments, however a Mixed Media * three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

* Mixed Media signs are signs employing two or more illumination and fabrication methods.

Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet. However, the panel / cabinet sign should not exceed 50% of the total sign area. With the Landlord approval, complex shaped (i.e Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.

Acceptable sign styles include:

1. Creative use of standard illuminated channel letters.
2. Front and halo-illuminated channel letters.
3. Mixed media / dimensional signs using images, icons, logos, etc.
4. Dimensional geometric shapes.



WALL SIGN: TYPE/FONT STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business. The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord and the City of Downey. The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord and the City of Downey in the review process.

WALL SIGN: COLORS

The following guidelines are for selecting colors of Tenant's signage:

The project and the individual building facade will consist of a variety of colors and materials. Signs may incorporate regionally and nationally recognized logo colors. Sign colors should be selected to provide sufficient contrast against building background colors. Sign colors should be compatible with and complement building background colors. Sign colors should provide variety, sophistication and excitement.

WALL SIGN: LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques.

One or more of the following are allowed:

1. Light Emitting Diodes (LED's)
2. Cove Lighting (Indirect Illumination)

If it is determined by Landlord at any time that the primary lighting of Tenant's wall sign or blade sign is too intense, the Landlord may require at Tenant's expense to install a dimmer switch.



UNDER-CANOPY SIGNS

Each Tenant is permitted one (1) under canopy sign per customer entrance. The under-canopy sign program requires that each Tenant's graphic identity be transformed into a 3-dimensional double-faced sign. The Landlord encourages the Tenant to propose under-canopy sign design, which enrich the pedestrian environment with a creative use of color and material combined with a strong store name identification.

Under-canopy signs may be illuminated or non-illuminated.

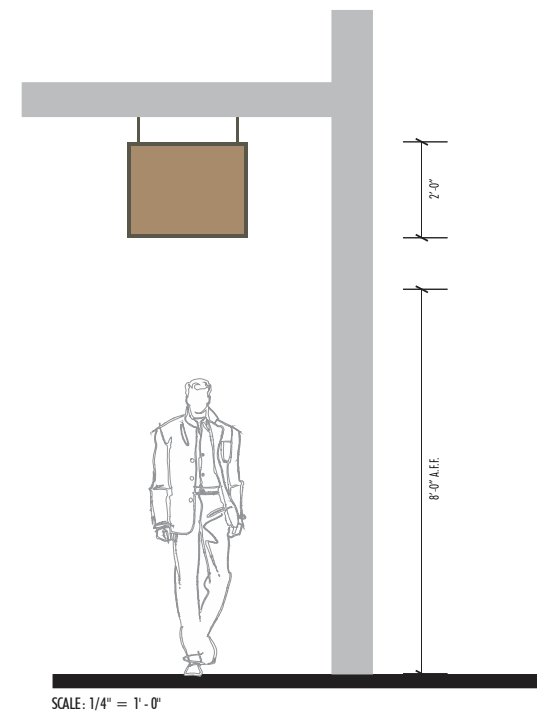
Under-canopy signs shall be no more than two feet (2'-0") in height, with a maximum of five (5) square feet of sign area. Clearance from the underside of the under-canopy sign to the finished common area paving shall be a minimum of eight (8'-0") feet.

Proposals for under-canopy sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that his fabrication and installation contractor includes adequate support for the under-canopy sign and all required electrical services and connections.

The under-canopy sign may not be the Tenant's primary store identification sign and will not be included in the calculation for the overall wall sign area permitted.

The under-canopy sign may use creative shapes and be 3-dimensional.

Landlord is not responsible for structural backing or the dedicated primary electrical power that may be required to support the under-canopy sign. This must be coordinated with Tenant's Improvement Contractor prior to installation.



MENU BOARDS AND DRIVE THRU DIRECTIONALS

Tenants featuring a drive-thru service, as approved by the City and the Landlord, shall be allowed signs necessary for the safe use and operation of the drive-thru. These signs shall be designed to easily and safely identify, navigate, and use the drive-thru, while maintaining a clean design which is in keeping with the Tenant's brand.

Menu boards and preview boards are permitted, per City standards.
Signs shall not obstruct safe travel for vehicles.

One (1) digital order screen system is allowed, per City standards.

Overhead signs, such as bang bars denoting maximum vehicle heights shall be allowed, per the tenant's established standard dimensions.

Tenants with drive-thru service are permitted three (3) directional, wayfinding, or identifying signs for the drive-thru within the center. Signs shall be no larger than 6 square feet and shall be limited to a maximum of 4'-0" in height.

Audio for menu boards and interactive display boards shall be able to be remotely programmed and kept to reasonable volume as approved by the Landlord, and in compliance with the City's Noise Ordinance.

Drive-thru signs' square footage calculations shall not be counted towards the Tenant's allowable wall sign area.

WINDOW DISPLAY GRAPHICS

Window signage is allowed in compliance with the Downey Municipal Code and by approval of the City of Downey Planning Division.

REAR ENTRY SIGNS

- 4" tall vinyl address numbers
- 2" tall vinyl tenant name
- 2 square feet maximum sign area
- Vinyl to be applied to door and to be contrasting to door color.

BUILDING ADDRESS NUMBERS

- 10" tall (minimum) address numbers per building.
- Address numbers shall be fabricated out of 1/2" deep painted acrylic and pin mounted into fascia.
- Color to be contrasting to the fascia it is installed on.

(Note: stroke of number may not be less than 1/2" in accordance to CBC section 501.2)



THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet signs with translucent or opaque faces.
2. Temporary wall signs, Canvas signs, Pennants, Sale /Promotional Banners, Inflatable displays or Sandwich boards, unless with specific prior approval from Landlord, and must be in accordance with City of Downey, California, as applicable.
3. Window signs or signs blocking doors or fire escapes.
4. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord's written approval.
Note: Approval is at Landlord's discretion.
5. Off the shelf signs are discouraged.
6. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
7. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
8. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
9. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts. (Except those required by governmental agencies)
10. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
11. Simulated materials such as wood grained plastic laminates or wall coverings.
12. Flashing, oscillating, animated lights or other moving sign components.
13. Roof signs or signs projecting above roof lines or parapets.
14. Advertising or promotional signs on parked vehicles.
15. Sign company decals in full view (limit to one placement only).
16. Portable and A-frame signs.
17. Wind-activated and balloon signs.
18. Abandoned and/or dilapidated signs and sign structures.
19. Obscene or offensive signs.
20. Signs erected in a manner that a portion of its surface or supports will interfere in any way with the free use of a fire escape, exit, or standpipe or obstruct a required ventilator, door, stairway, or window above the first story.
21. Signs emitting audible sounds, odors, or visible matter.
22. Fence signs.
23. Billboard signs.
24. Signs on public property or projecting within the public right-of-way, except with an encroachment permit issued by the City of Downey.
25. Signs that constitute a hazard to the safe and free flow of traffic by obstructing or restricting the vision of drivers of motor vehicles, pedestrians, and equestrians.
26. Exposed neon.
27. Painted wall signs.
28. Noncompliant signs are to be removed immediately upon request.

APPROVAL PROCESS

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review. Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

- Store Name;
- Store Logo (in color with colors identified);
- Store interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Landlord's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's designated representative.

Shop drawings shall include at least the following:

- Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale.
- A site plan with the marked locations of the proposed sign(s).
- Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.
- Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits. Tenants are required to provide three (3) sets of the Landlord approved drawings to the City of Downey, California as applicable: when submitting for building and electrical permits.

FABRICATION

The Tenant must ensure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication. The Tenant's sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.

INSTALLATION

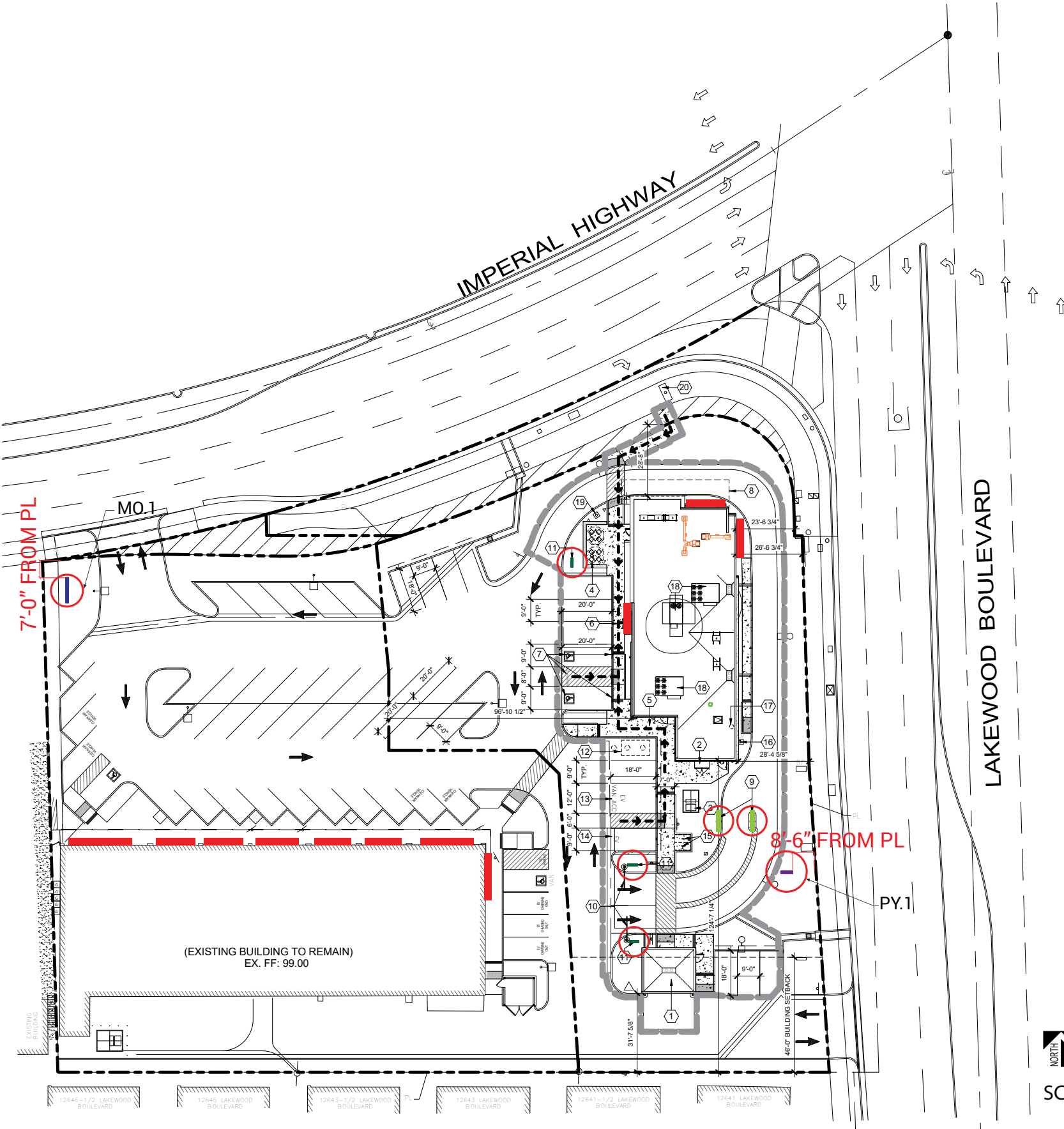
The Tenant's sign installer will provide the following:

1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
2. Obtain all required sign permits from the City of Downey, California as applicable and deliver copies to the Landlord before installing the sign(s).
3. Keep a Landlord approved set of sign drawings on site when installing the sign(s).
4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

MAINTENANCE OF THE SIGN

The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this "Downey Retail" Sign Program. Only those sign types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation. It will be the responsibility of the Tenant to remove its storefront sign and/or blade sign and to satisfactorily repair and patch holes of their storefront sign area should they vacate the premises.

PROPOSED SITE PLAN | SIGN LOCATION PLAN



SIGN TYPE LEGEND	
PY	Pylon Sign
MO	Monument Sign
TS	Tenant Sign
MB	Menu Board
DD	Directional & Wayfinding Sign



SCALE: 1" = 50'-0"

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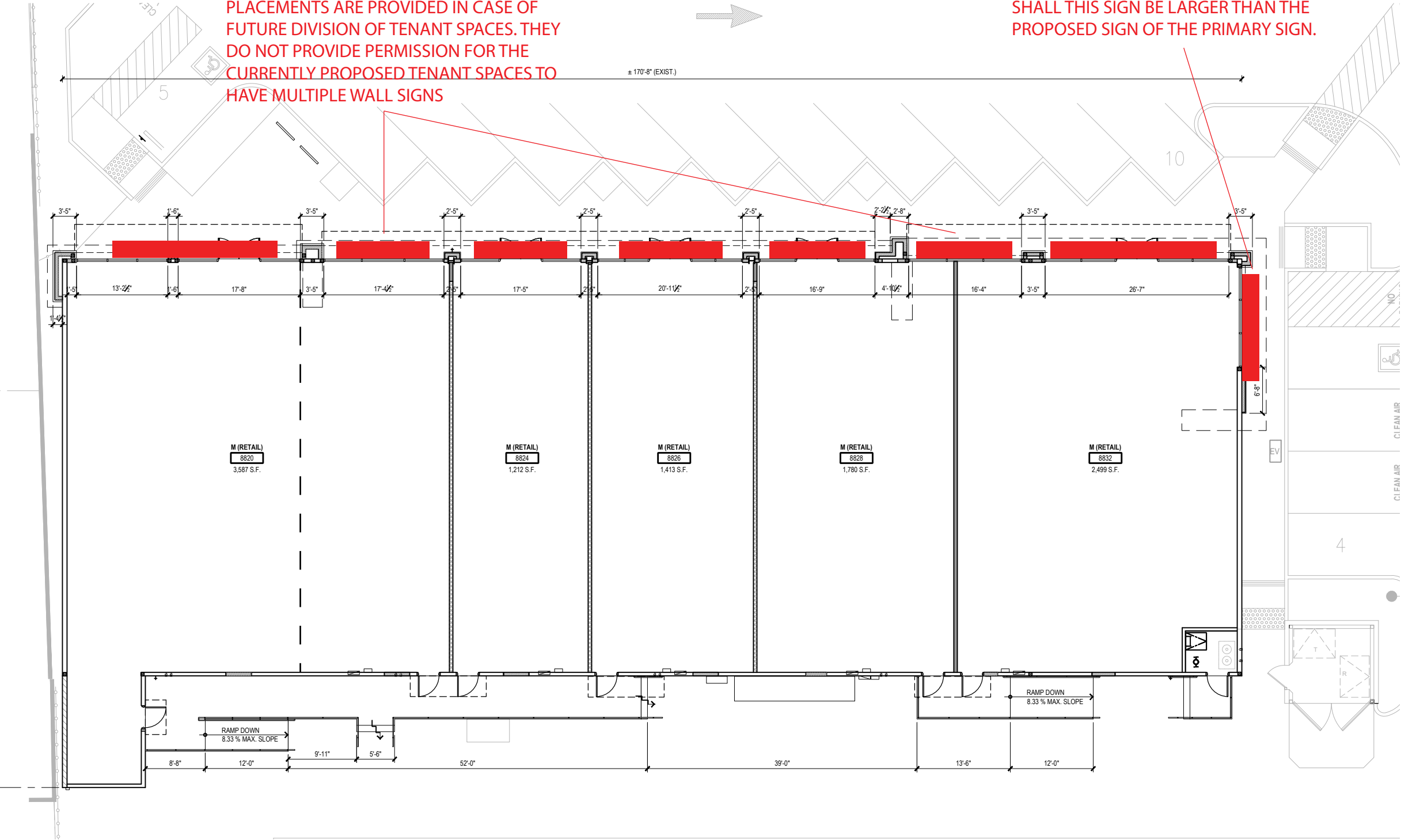


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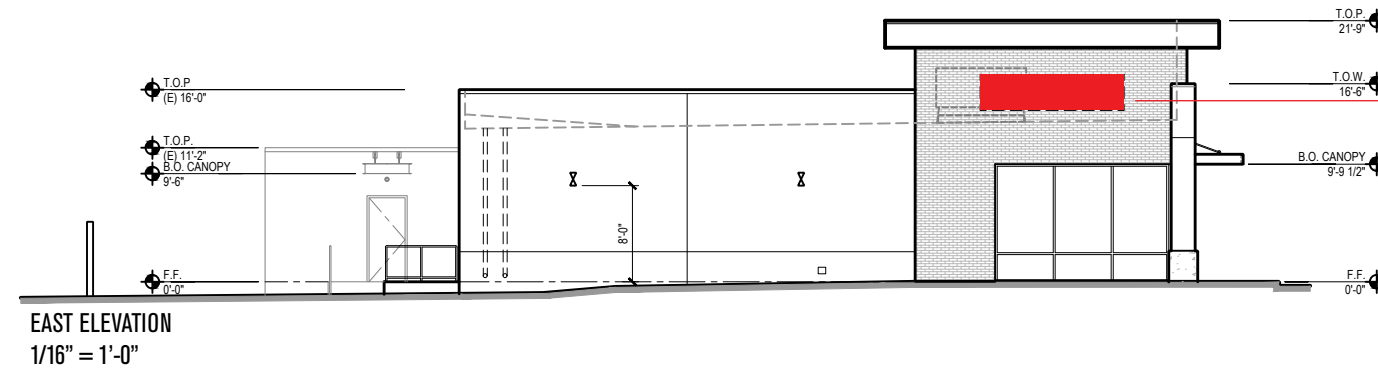
PROPOSED FLOOR PLAN | TENANT STOREFRONT FRONTAGE

EACH TENANT SPACE IS ALLOWED ONE WALL SIGN, UNLESS OTHERWISE SPECIFIED IN THIS PROGRAM. THESE PROPOSED SIGN PLACEMENTS ARE PROVIDED IN CASE OF FUTURE DIVISION OF TENANT SPACES. THEY DO NOT PROVIDE PERMISSION FOR THE CURRENTLY PROPOSED TENANT SPACES TO HAVE MULTIPLE WALL SIGNS

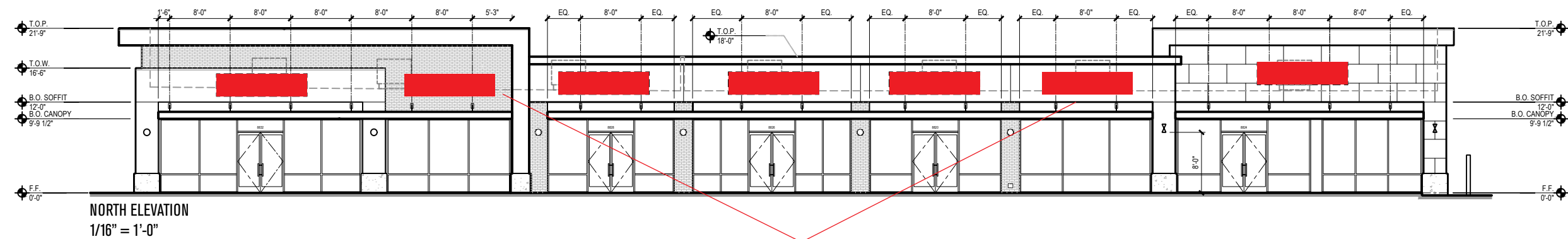
SECONDARY SIGN IS ALLOWED A MAXIMUM AREA EQUAL TO 50% OF THE ALLOWED SIGN AREA FOR THIS TENANT SPACE. IN NO EVENT SHALL THIS SIGN BE LARGER THAN THE PROPOSED SIGN OF THE PRIMARY SIGN.



RETAIL BUILDING ELEVATIONS



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PAD BUILDING ELEVATIONS



NORTH ELEVATION
SCALE: 3/32" = 1'-0"



SOUTH ELEVATION
SCALE: 3/32" = 1'-0"

PAD BUILDING ELEVATIONS



WEST ELEVATION
SCALE: 3/32" = 1'-0"



EAST ELEVATION
SCALE: 3/32" = 1'-0"



FRONT VIEW | SCALE: 1/2"=1'-0"

Brick Material: Manufacturer ACME Brick - Color "Crimson"



FRONT VIEW | SCALE: 3/8"=1'-0"

Brick Material: Manufacturer ACME Brick - Color "Crimson"

PARKING CODE SIGNS



FRONT VIEW

SCALE: 1/2"=1'-0"