



## Tenant Design Criteria

Section **es** Exterior Signage Criteria  
Updated: January 2009



## ADDENDUM LOG

ADDENDUM DATE:

*December, 2008*

*Revision*



# Lakewood Center

4645 Candlewood St Lakewood, CA 90712

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## GENERAL SIGNAGE REQUIREMENTS

### Sign Criteria

Signs at Lakewood Center are used to create a lively atmosphere, to establish the identities of the Tenants, and to give clear functional information. Graphic design, materials, construction and installation of all Tenant signs must be reviewed and approved by the Landlord according to the procedure outlined in the Tenant Submission Requirements section of this handbook.

Signs will be reviewed on the basis of how well they integrate into the architectural storefront elements to form an attractive composition. All signs must be illuminated.

Each Tenant shall have one Primary Sign mounted adjacent to the shop entrance. Tenants utilizing an additional entrance shall install a second Primary Sign.

- Graphic design should be lively, simple and clear. Signage shall be limited to Tenant's Legal name.
- Tenants shall select typestyles which are clearly legible but also enhance the identity of the Tenant and his/her merchandise.
- Inferior material such as formed plastics, paper, injection molded plastic and boxtype signs are strictly prohibited.
- No advertising including banners, product names, insignia, trademarks, or other descriptive or promotional material may be affixed or main tained on the glass planes and supports of show windows, doors, or exterior walls of the storefront.

The following general criteria applies:

- All signs must be controlled/operated on a separate circuit via a seven (7) day time clock.
- Sign size is to be appropriate in relation to the design of the storefront, and will be subject to review in context. Landlord shall approve or disapprove proposed sign based on this review.
- Signage should not overpower the Tenants storefront, but should be used in conjunction and integrated into the storefront for maximum identity.
- Illumination may be achieved by concealed halo lighting, light cove washes or remote illumination (provided the source is an integral part of the store design).
- Fabrication and installation shall comply with all applicable local, state and national electric codes, and all signage materials shall be UL rated.
- Sign fabricator labels may not be visible from any part of the Common Area, unless required by code.
- Conformance to detailed sign drawings and specifications which have obtained the prior approval of the Landlord, will be strictly enforced and any nonconforming sign must be brought into conformance at the sole expense of the Tenant erecting the sign.

### General Requirements For Primary Sign Design

The following requirements apply to all tenant signs:

1. Sign shop drawings for all signs, logos and graphics visible from the common area are to be submitted to the Landlord for final approval prior to fabrication/installation.
2. Sign wording is limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regard-less of the Tenant's legal name. Corporate crests, logos or insignia may be acceptable pending the Landlord's approval and provided they are part of the Tenant's name.
3. One sign is permitted per store frontage. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two (2) signs, or one sign on a diagonal corner.
4. Signs shall be designed as an integral part of the storefront, with letter size and location proportional to the overall storefront design, and in compliance with design district criteria
5. Signs may project as shown in storefront conditions.
6. Sign height above floor: bottom of sign to be A.F.F. 9'-0" minimum.
7. Letter size: proportional letters required; 24" maximum leading capital. Logos cannot exceed 30" square depending upon the application.
8. Letter dimensions of greater proportions may be considered if, in the Landlord's opinion,

## GENERAL SIGNAGE REQUIREMENTS (Cont'd.)

*the sign design is of exceptional merit and architectural quality.*

9. *Signs are to remain on during shopping center business hours. Signs are to be controlled by a time clock and must be on a separate circuit from other lighting.*
10. *Advertising placards, banners, pennants, names, insignia, trade-marks and other descriptive material may not be attached to the storefront or glazing.*
11. *Backlit components must be contained wholly within the depth of the letter. Maximum brightness may not exceed one hundred foot-Lamberts.*
12. *Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceway's, conduit and other mechanisms are to be concealed from public view.*
13. *Electrical raceways are not to be visible.*
14. *High quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceways, conduit, and other mechanisms are to be concealed. All labels must be away from public view.*
15. *Signs must comply with all codes and regulations, must bear the U.L. label, and must have current sign permits.*
16. *Storefront signs are to state the store name and/or logo as stated on the Lease, and may not advertise or list items sold.*
17. *Threaded rods or anchor bolts shall be used to mount sign letters spaced out from background pane. Angle clips attached to letter sides will not be permitted. All bolts, fastenings, and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze, and no black iron materials of any type shall be permitted.*
18. *All signage shall not exceed a maximum brightness of one hundred (100) foot-candles*

### Sign Types

*The following sign types are acceptable at Lakewood Center:*

- *Reverse Halo Letters - The use of reverse channel solid letters lit from behind is encouraged, provided they are properly integrated into the storefront design. Each letter should be at least two inches (2") and not more than five inches (5") maximum depth.*
- *Non-illuminated individual Letters- Letters for non-illuminated signs shall be made from painted or polished metal. Remote illumination from lights mounted on the surface of the storefront is required.*
- *Push Thru with Cabinet - Cabinet must be fully recessed or an integral part of the storefront design. Push-thru plex must have a three quarter inch (3/4") thick projection.*



## GENERAL SIGNAGE REQUIREMENTS (Cont'd.)

The following types of signs are NOT permitted at any location in the storefront:

- Individually illuminated Plex face channel letter signs.
- Internally illuminated boxsigns.
- Signs made from paper, fabric or sheet polyethylene.
- Moving, rotating, flashing, or audible signs.
- Credit card signs or symbols.
- Non-illuminated signs (signs that are not accentuated by a remote illumination source).
- Illuminated or non-illuminated acrylic faced letters with plastic trim caps.
- Sandblasted or routed wood signs.
- Signs employing exposed raceways, ballast boxes, transformers, crossovers or conduits.
- 'Can' signs with illuminated translucent background and silhouetted letters.
- Vacuum-formed or injection-molded plastic signs.
- Signs with exposed lamps or tubes, other than neon.
- Signs employing luminous painted paper, cardboard signs, stickers or decals hung around or behind the storefront.
- Freestanding or pendant type signage.
- Names, stamps or decals of the sign manufacturer displayed on any portion of the sign.
- Exposed, non-ornamental hardware used for sign attachment.
- Internally illuminated awnings with signage.
- Any other materials and/or designs deemed unsuitable by the Landlord.

### Awning Signs

- Signage may occur on the valance of the awning only. Dimensional letters are not acceptable.
- Letters must be proportionate to valance.
- Wording is limited to Tenant trade name only.
- Logos are encouraged on the awning face and size/placement is at the discretion of the Landlord.
- The lowest point of the awning shall be at 8' above finished floor. It is the Tenant's responsibility to ensure that awnings meet all applicable codes.
- Awnings are not permitted to be enclosed or internally illuminated.



## GENERAL SIGNAGE REQUIREMENTS (Cont'd.)

- Awnings shall be cleaned and maintained in good condition with the entire storefront.

### Plaque Signs

Plaque signs are optional and provide a secondary, smaller scale pedestrian sign type typically mounted directly onto, or recessed into, solid elements of the storefront at eye level or lower. This type of sign is not to be used as a primary sign on main storefronts.

The following criteria apply:

- Plaques shall not exceed two square feet in area with individual letters not exceeding 10" high.
- Base-relief or three dimensional forms are encouraged in the design of plaque signs, as are unique shapes and profiles.

Appropriate durable materials include:

- Cast, polished or painted metal
- Painted, stained or natural wood
- Glazed or mosaic tile
- Etched, cut, or stained glass
- Cast, natural or polished stone
- Other unique materials are subject to review by Landlord

Miscellaneous Signage Requirements

- The Tenant is fully responsible for the actions of their sign contractors, including the repair of any damage caused by the contractors.
- Sign face color must contrast with background color.

- All illuminated signs shall be fabricated and installed in compliance with all applicable building and electrical codes and shall bear a U.L. label.
- All illuminated signs must be on during the hours of Lakewood Center. The signs shall be controlled by a time clock on a separate circuit.





## GENERAL SIGNAGE REQUIREMENTS (Cont'd.)

### *Sign Drawings Submittals*

*The Tenant's sign fabricator must submit shop drawings electronically to the Landlord for approval. Fax copies will not be reviewed.*

*Complete signage shop must include the following:*

- *Material designation and color sample*
- *Lighting specifications (if applicable)*
- *Actual letter style, type and dimensions*
- *Detail drawings of all ornamental hardware*
- *A drawing indicating the precise location on the storefront, overall dimensions and the location of all concealed hardware and equipment including transformers and access panels.*