

Resolution NO. 19-200-10

APPROVED

BY: _____


DATE: _____ **11/26/2024**

CITY OF OXNARD PLANNING

10.28.2024
Version 8.5

THE	LANDING
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Shea Properties
The Landing
Oxnard, California



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Tenant Signage Design Criteria

The Landing Business Signage Design Criteria

Master Developer's (MD) Objective

The objective of the Signage Design Criteria guidelines is to provide standards and specifications that assure consistent quality, size, variety and placement for Business signs throughout the project. The criteria are intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence can best be achieved through open and frequent dialogue between Business, MD and the project's graphic design consultant. Signing at The Landing is an integral part of the center's image and appeal, so signs shall be carefully placed and proportioned to the individual architectural facade on which they are located. Care in the design and installation of store signs will enhance the customer's appreciation of individual Business's and contribute to the project's overall success.

Master Developer's (MD) Work

- Timely process the review, revision and approval of the Business's sign design submissions.
- All Signage to be reviewed and stamped APPROVED by the MD prior to submittal to the City.

Business's Work

- Design, fabrication, permitting and installation of signs, including any structural support, time-clocks, connection to photocells, and electrical service from Business's panel and any special installation requiring addition or modification to the shell building approved by the MD, if applicable.
- Signs shall be powered through concealed conduit from Business's electrical panel.
- Maintenance and repair of the sign.
- The Business shall employ sign fabricators and installers who are licensed and are well qualified in the techniques and procedures required to implement the sign design concept and approved by the Landlord.
- The Business shall abide by all governmental regulations and by all provisions, guidelines and criteria contained within The Landing Retail Guidelines and these Signage Design Criteria.

- Only those sign types provided for and specifically approved by the MD in Business's sign submission documents will be allowed. The MD is to review and approve the sign design and plans prior to submittal to the City.
- The sign shall be maintained in like-new condition.
- Businesses shall furnish the MD with a copy of all sign fabrication and installation plans and permits prior to installation.
- Sign illumination shall be turned on by means of a photocell and turned off by means of an astrological time clock set to center hours of operation determined by the MD.

Submission and Review Process

The MD may engage the services of a sign consultant for the entire project that will assist in the review and approval of Business sign submissions and insure their conformance to the Project's overall Signage Criteria. The MD has the discretionary rights to allow for design flexibility in their approval of the signage subject to the concurrent approval of the governing agencies.

At least thirty (30) days prior to the Business's scheduled delivery of the Premises, Business shall have provided the following information to the MD for review. This information is separate from sign approval submission (and may be in addition to store design and drawing submissions), and will be used to begin the sign design process.

- Store name
- Store logo (in color with colors identified)

Businesses may also submit rendered elevations or photographs recently executed locations.

Final Design Submission

Allowing reasonable time for MD's review and Business's revision of submissions in advance of sign fabrication (but not less than 30 days), Business shall submit to the MD for approval three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign. (Electronic plans may be provided at the owners discretion.)

Shop drawings shall include at least the following:

- Business's entire building facade elevation, showing the proposed sign, in color, drawn to a scale of 1/8" = 1'-0".

- Storefront (partial building) elevation at 1/4" = 1'-0" scale, showing the location, size, color and construction and installation details (brackets, braces, etc.) of the Business'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. Specify neon color or LED and intensity (if applicable).
- Color and material samples together with a photograph (if possible) of a similar installation.
- A floor plan of the Business's space with the identified location, type and quantity of signs.

Within fourteen (14) calendar days of receipt of the final sign shop drawings, the MD will approve, approve as noted, or disapprove with comments the Business's sign design. Business shall respond to the MD's comments and re-submit within five (5) calendar days, repeating this process until all sign design, fabrication and installation issues are resolved to the MDs and Business's satisfaction.

Upon receipt of final sign approval, Business shall submit the proposed sign to the City of Oxnard for the required fabrication and installation permits.

Note: All Business signs shall bear the UL or equivalent testing laboratory label, and shall be fabricated by a qualified shop. No labels, plaques, or stickers may be affixed to the sign which are visible to the public.

Sign Contractor Responsibilities

The Business shall insure that their sign fabricator and installer understand their responsibilities before they begin sign fabrication.

The Business's sign contractor(s) are responsible for the following:

- Obtain all required sign permits from the City of Oxnard and deliver copies to the Landlord.
- Keep a MD approved set of sign shop drawings on site when installing the sign.
- Insure the site and project location are in the same condition as it was prior to the commencement of work



Tenant Signage Design Criteria

Sign Design and Placement Criteria

There are many acceptable sign treatments and a mixed media approach of several different elements and lighting techniques is allowed. Businesses are strongly encouraged to consider the 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 graphics and signs for the storefront.

Permitted Sign Types



Acceptable sign treatments include:

- Front and halo illuminated channel letters, white LED or neon halo only. Note: acrylic face, internally illuminated channel letters which are not also halo lit will not be permitted unless successfully used as a part of an approved mixed media sign.
- Three (3") to four (4") inches deep halo illuminated letters, white LED or neon halo only.
- Two (2") inches deep channel letter with exposed LED or neon. Exposed LED or neon will be approved at the sole discretion of the MD and should be proposed only if a part of the overall Tenant design concept.
- Dimensional, geometric shapes.
- Screens, grids, or mesh.
- Etched, polished, patina or abraded metals and materials.
- Sand blasted, textured, and/or burnished metal-leaf faced dimensional letters, pin mounted from facade.
- Rounded face letter forms with radius faces and eased edges.
- Layered letterforms with face and liner. Letter face shall be at least one (1") inch thick, and the liner shall be a minimum of two (2") inches thick.
- Exposed neon as a graphic accent.

- Signs mounted to hard canopies, eyebrows or other projecting architectural elements.
- Awning signs and logos.
- Signs mounted to canopies and marquees.

Note: Mixed media signs employ two or more illumination and fabrication methods (for example, halo lit reverse channel letters with fiber optic accents).

Prohibited Sign Types



- Unadorned rectangular cabinet signs with translucent or opaque faces.
- Temporary wall signs, pennants, banners, inflatable displays, flag signs, or sandwich boards, unless specifically approved by the Landlord.
- Window signs unless approved by the Landlord (Note: box signs hanging in display windows are not allowed and use of exposed neon in window displays may be allowed subject to Landlord approval).
- Exposed junction boxes, wires, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
- Signs using trim-cap retainers that do not match the color of letter and logo returns (polished gold, silver or bronze trim caps are not permitted).
- Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria.
- Paper, cardboard or Styrofoam signs, stickers, or decals hung around or behind storefronts.
- Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
- Simulated materials such as wood grained plastic laminates or wall coverings.
- Flashing, oscillating, animated lights or other moving sign components, except as specifically approved by the Landlord.
- Signs on roofs or equipment screens.
- Advertising or promotional signs on parked vehicles.
- "Open" or "Closed" signs in storefront doors or display windows.
- Hand painted Signs

Tenant Signage Design Criteria

Business Signs

The following outline provides guidance for each Business building or lease space sign allowance. In addition, building diagrams with possible sign placement follows this criteria. These elevations illustrate the various tenant spaces as:

- Luxury Retirement Community Building
- Hotel Buildings
- Single Tenant Building
- Multi-Tenant Building
- Service Station

Primary Identification Sign

The Landing Retail Signage Design Criteria supersedes all less restrictive Sign Codes by the City of Oxnard. If the Tenant can show good cause for a deviation from the size limitations outlined within, which does not violate any City of Oxnard written Sign Code or regulation regarding the size and placement or storefront signs, the MD will consider such requests.

1.1 Luxury Retirement Building

- Building is allowed (1) monument sign located at the entry to their site. The monument sign shall not exceed 5'-0" in height, and sign area is not to exceed 40 square feet.

1.2 Hotel 1 & 2 Buildings

- Total sign area for each building is not to exceed 450 square feet.
- Businesses are allowed two primary identification signs and one secondary identification sign at the hotel entry or port cohere.
- Businesses are allowed signage up to 1.5 square feet per linear foot on two elevations of the area of each building face.
- Businesses are allowed one monument sign located at the entry to their site. The monument sign shall not exceed 6'-0" in height, and sign area is not to exceed 50 square feet per face.
- Square Footage to be used for primary and secondary identity as well as branded content or services. No product identity.

1.3 Single Tenant Buildings



- Businesses are allowed 3 square feet of primary sign area per linear foot of store frontage on up to three elevations of the area of each building face provided that the overall maximum allowance square footage is not exceeded. Square Footage is to be used for primary tenant identification as well as branded content or services. No product identity.

1.4 Multi-Tenant Building



- Businesses are allowed 1.5 square feet of primary sign area per linear foot of store frontage on up to three elevations of the area of each building face provided that the overall maximum allowance square footage is not exceeded. Square Footage is to be used for primary tenant identification as well as branded content or services. No product identity.
- Specific suites with building elevations facing multiple

exposures may incorporate one additional primary identification sign per active storefront exposure, subject to MD's approval.

- Sign size is based upon the Business's Leased frontage, as measured in a straight line from Lease line to Lease line for each store front elevation. Businesses are allowed 2 sq. ft. of primary sign area per lineal foot of store frontage. The total allowed is not an aggregate total of the building. Sign square footage is measured by drawing a simple rectangular box around the wording of the sign, whether upper and/or lower case letters are used.
- The overall width of any sign shall not exceed 80% of any uninterrupted architectural treatment.

Note: Specific locations and surrounding architectural treatments can dictate the maximum sign height and length, which may differ from the general guidelines proposed above. The MD reserves the right to approve or reject any proposed sign on the basis of its size and placement.

- Signs may identify the business name and a minimum generic word description of the service. No brand product identity or specific service descriptions may be displayed.
- Unless otherwise restricted by City Codes, treated as the primary identification sign, blade signs, flags, banners and window text signs shall not count against the Tenant's overall sign square footage allowance.

1.5 Service Station

- Service Stations are subject to the same criteria as outlined in 1.3 Single Occupied Buildings. In addition, Service Stations have special requirements for station bays and pricing rates. These are identified on pages 22 - 26.

Tenant Signage Design Criteria

2 Projecting Signs



The size and placement of these projecting signs will vary depending upon the store frontage and location, and will be determined at the sole discretion of the MD. Projecting signs will be sized to compliment the architectural elements on which they are placed. However, the ultimate size of the individual sign will be determined during the design and submission process, and will be subject to the MD's sole discretion and approval.

Projecting Sign Placement

Other Businesses may propose projecting signs if essential for visibility or to compliment the building architectural style. Projecting signs for other Businesses, if approved by the MD, may be limited to a maximum projection of three feet eight inches (3'-8") from the building and have a maximum height of ten feet (10'0"). The final size of the sign will be determined during the design and submission process and shall compliment the architectural style and scale of the area receiving the sign subject to the sole discretion of the Landlord.

Where a projecting sign becomes the Business's primary identification sign, the Landlord may permit a secondary storefront facade sign or marquee sign visible to pedestrians at the level of entry.

3 Blade Signs (allowed but not required)



Businesses in Arcades, with awnings or fixed canopies are allowed one blade sign per store front exposure. The blade sign program has been established to work with each Business's graphic identity and transform it into a three dimensional double-faced sign. The MD encourages the Business to propose blade sign designs that enrich the pedestrian environment with creative use of colors and materials combined with strong store name identification. Blade signs may be illuminated or non-illuminated. Illuminated signs shall have an internal light source, or a decorative external light source that is well integrated into the sign design. Blade signs shall project no more than three feet six inches (3'-6") from the building face, and shall be no more than three feet 3'-0" in overall height, with a maximum of six (6) square feet of area for each face.

Blade signs may be attached to wall or suspended from fixed canopy with decorative bracket consistent with the design of the blade.

Blade signs are generally intended to have a horizontal proportion. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of seven feet six inches (7'-6").

Proposals for blade sign designs will be reviewed at the time of the Business's overall sign design submission. It is the responsibility of the Business to ensure that the fabrication and installation by their contractor includes adequate support for the blade sign.

4 Wall Plaque Signs



There may be conditions where a building plaque sign may be preferred in place of a blade sign. The Business plaque sign will be placed flush to the building surface adjacent to the Business's entry.

Plaques shall project no more than the material depth or no more than 1" from wall surface. Plaques are non-illuminated and will have a maximum of 6 sq. ft. in area. Plaques can be flat or have limited dimensional design. Plaques can be painted, silk screened, etched or carved. No vinyl letters. Content is limited to Business name, logo or brand. No other graphic content shall be allowed unless specifically requested and approved by the MD.

Tenant Signage Design Criteria

5 Window Signs



Window applied signs are allowed on second surface of glass. Window signs may not be larger than 20% of total window glazing. Signs may be decal, hand painted or gilded presenting the Tenant name, logo or brand. No other graphic content shall be allowed unless specifically requested and approved by the MD.

Drive Through Sign



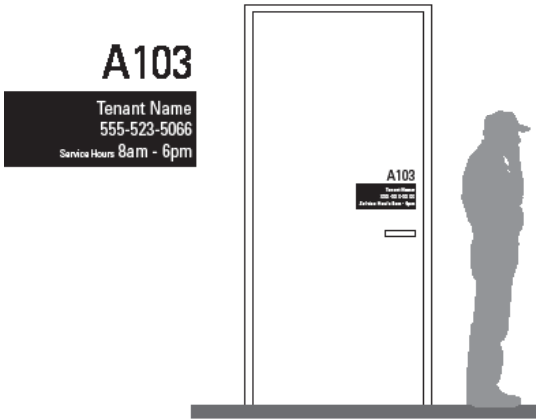
Businesses with drive through service will be allowed (1) one freestanding illuminated entry drive directional sign mounted in landscaped area adjacent to entry drive with a maximum 4 sq. ft. of sign area and 4 ft. off grade.

Suite Identification Signs

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Suite identification signs shall be provided to the MD standard at the Tenant's expense. Signs shall be centered on the window panel immediately above the primary entrance door. Alternatively, signs may be placed in the lower right hand corner of the storefront adjacent to the primary entrance. Numerals shall be gold, silver or white Mylar, four inches (4") in height, Univers 57 Condensed font.

Service Door Signs



Businesses shall be required to identify their service door for delivery and emergency purposes. Tenants shall provide dark brown die cut vinyl transfer letters indicating the suite letter or number affixed to service door centered at five feet (5'-0") above the threshold. Letter height shall be three inches for Suite ID and 1" max. for name, phone number and business hours, Univers 57 Condensed font.

Building Address Signs

Building address sign are to be placed at a prominent location such as at front of a building. Numbers shall contrast with their background and shall not be less than 4" in height. Font is to match project font, Univers 57 Condensed. See Building Address Sign Criteria for example on page 22.

Other Required Storefront Signs

Most Business suites will include the primary storefront entry doors as a legal means of egress from the interior. If required by code, Business provide a sign at storefront entrance doors identifying "these doors are to remain unlocked during business hours" in an upgraded surface mounted panel matching the

storefront finish. Vinyl letters or tape will not be permitted. If required by code, Businesses shall also provide an upgraded surface mounted accessibility plaque in a material compatible with the storefront finish. Vinyl letters will not be permitted. Tenants shall provide a suite address number at a size, design material and location designated by the MD.

Sign Lighting Recommendations



Business signs shall be creatively illuminated using a variety of lighting techniques. One or more of the following may be allowed:

- Internally illuminated acrylic faced channel letters, pin mounted, with halo illumination.
- Opaque faced reverse channel letter with silhouette illumination (neon or LED).
- Open channel with exposed neon or border tube LED.
- Fiber optics.
- Incandescent light bulbs.
- Front lighting (including custom decorative light fixtures)

Tenant Signage Design Criteria

approved by the Landlord).

- Internally illuminated signs with seamless opaque cabinets and push-through lettering and/or neon or LED.
- LED or neon shall be white and 3500k. Use of colored neon is subject to MD approval.
- LED's shall substitute for neon, but will be warm white in color. All front lighting fixtures and light sources shall be baffled and/or obscured from direct visibility with recessed channels that are fully integrated into the building facade elements. Alternatively, decorative shrouds or housings custom designed and fabricated to maintain or enhance the architectural integrity of the building may be used to conceal "off-the-shelf" standard fixtures subject to MD's approval. Visible standard (Non-custom) "gooseneck" lamps and similar fixtures will not be approved. All housings and posts for exposed neon signs shall be painted to match or compliment the building facade color immediately behind and adjacent to the sign.

Type Styles and Logos

The use of logos and distinctive type styles is encouraged for all Business's signs. Sign lettering should be combined with other graphic and or dimensional elements denoting the type of business. The Business may adapt established type styles, logos and/or images that are in use on similar buildings operated by the Business in other locations, provided that these images are architecturally compatible and approved by the MD. The typeface may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

The Business shall identify trademark protected type and marks in their sign submission to assist the MD in the review process.

Colors

The following guidelines are for selecting colors for Tenants' signing. The Project and the individual building facade will consist of a variety of colors and materials. The MD encourages the Business to consider these colors when choosing their sign colors, and where feasible the Landlord will consider the Business's color scheme when making final building color and material choices. Businesses are requested to make early color submissions for review by the MD, although final determination of

building colors will follow from on site mock-ups and draw downs reviewed and approved during construction of the base building shell.

- Signs may incorporate regionally and nationally recognized logo colors.
- Sign colors shall be selected to provide sufficient contrast against building background colors.
- Sign colors shall be compatible with and compliment building background colors.
- Sign colors shall provide variety, sophistication and excitement.
- Color of letter returns shall match the face of the letter or be a contrasting dark bronze for good daytime readability (black returns are generally not permitted).
- Interior of open channel letters shall be painted dark when placed against light backgrounds.
- LED or neon colors shall compliment related signing elements.

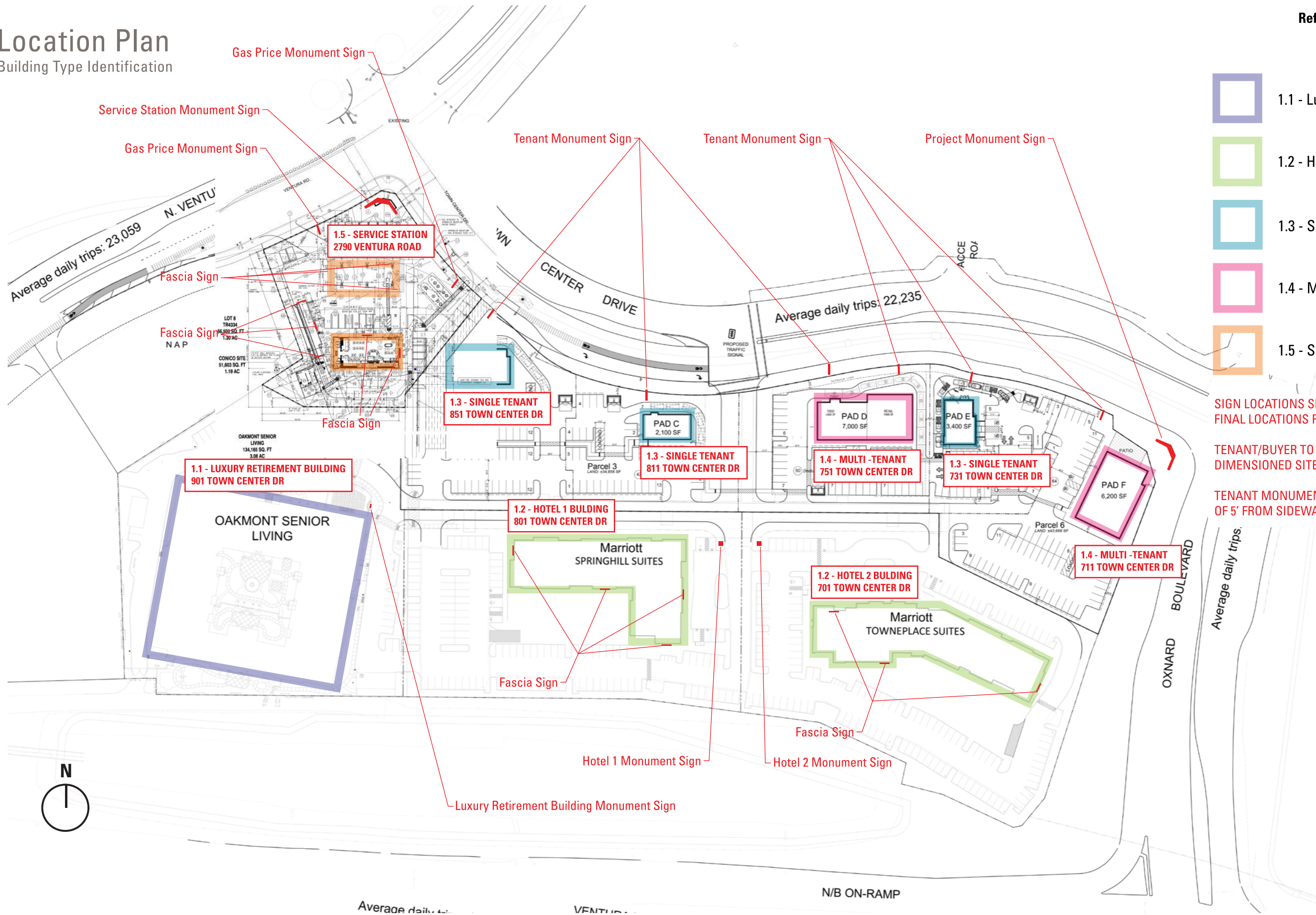
General Sign Fabrication Criteria

- Signs shall be fabricated of durable appropriate weather resistant materials complimentary to the base building materials.
- 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.
- 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.
- Colors, materials and finishes shall exactly match those submitted to and approved by the Landlord.
- Visible welds and seams shall be filled with auto body compound and ground smooth before painting. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
- Finished metal surfaces shall be free from oil 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.

- Reverse channel letters shall be pinned two inches (2") off the wall. The letter return depth shall be three (3") to four (4") inches, and letters shall have a clear Lexan backing. LED or neon light as required for even light distribution.
- No labels, plaques, or stickers may be affixed to the sign which are visible to the public.
- Tenant Monument Signage to be fabricated and installed by Artistic Sign Group for signage consistency. Contact information: John Iadipaolo, 805-232-4302

Location Plan

Building Type Identification



- 1.1 - Luxury Retirement Building
- 1.2 - Hotel 1 & 2 Buildings
- 1.3 - Single Tenant Buildings
- 1.4 - Multi-Tenant Buildings
- 1.5 - Service Station

SIGN LOCATIONS SHOWN ARE APPROXIMATE. FINAL LOCATIONS PENDING.

TENANT/BUYER TO PROVIDE DETAILED DIMENSIONED SITE PLAN UPON SUBMITTAL.

TENANT MONUMENT SIGN TO BE A MINIMUM OF 5' FROM SIDEWALK OR ANY STRUCTURES.

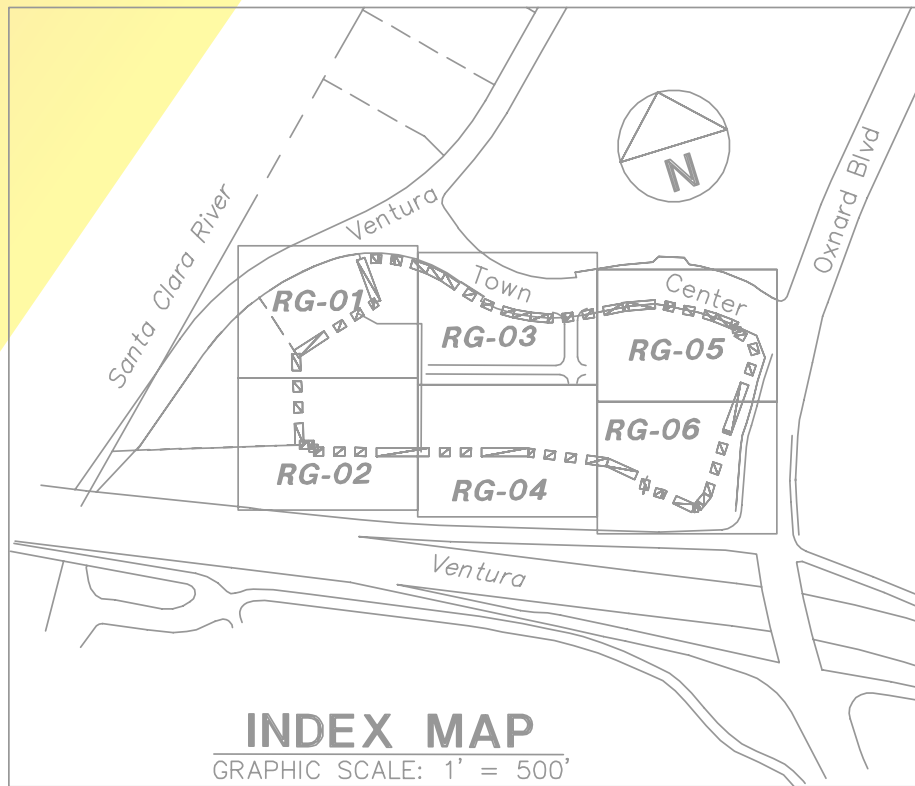
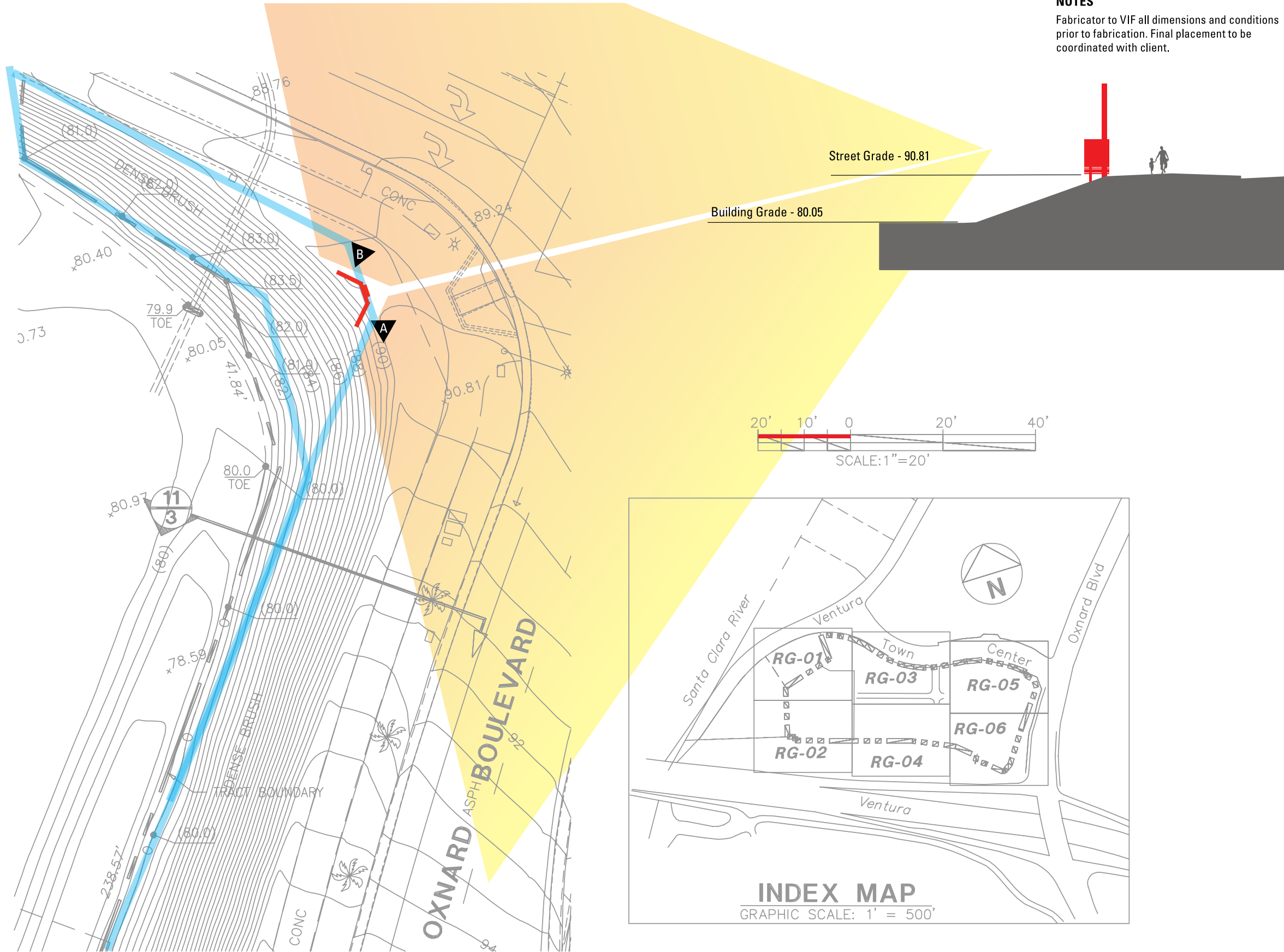


Location Plan

Project Monument Sign

NOTES

Fabricator to VIF all dimensions and conditions prior to fabrication. Final placement to be coordinated with client.



Sign Area Table

Project and Tenant Signs

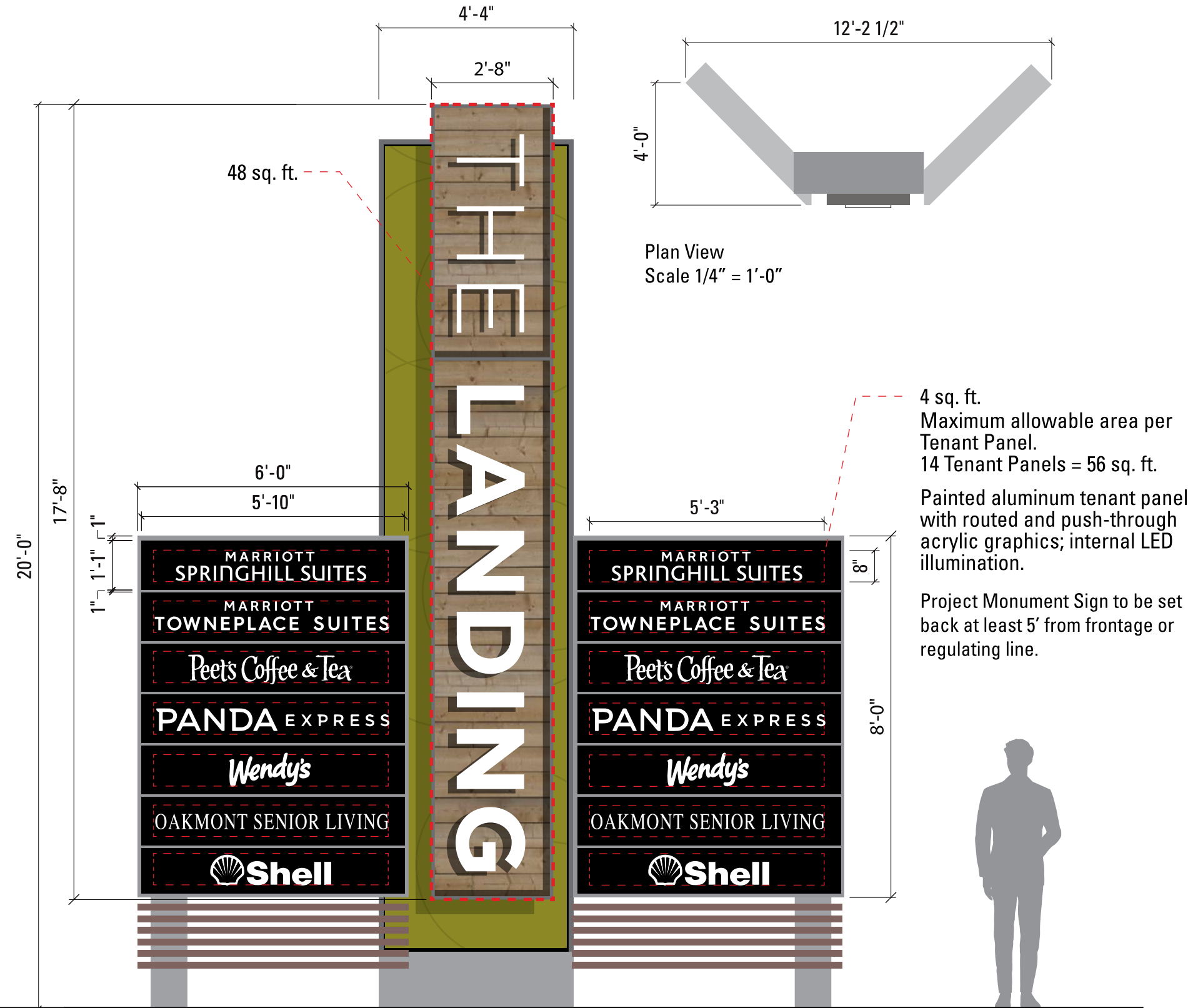
Project	Sign Type	Max Letter Height	Max Logo Height	Sign Height	Sign Area	Quantity	Max Total Sign Area
Project Monument Sign	Monument	n/a	n/a	20 ft.	104 sq. ft.	1	104 sq. ft.
Tenant Monument Sign	Monument	n/a	n/a	4 ft.	10 sq. ft. for each side * double-sided	6	120 sq. ft.

Tenants	Sign Type	Max Letter Height	Max Logo Height	Sign Height	Sign Area	Quantity	Total Sign Area
1.1 - Luxury Retirement Building	Monument	12 in.	n/a	5 ft.	40 sq. ft.	1	40 sq. ft.
1.2 - Hotel 1 Building	Fascia, South Elevation	30 in.	n/a	2 ft. 8 in.	210 sq. ft.	2	210 sq. ft.
	Fascia, East Elevation	32 in.	n/a	4 ft. 3 in.	144 sq. ft.	1	144 sq. ft.
	Fascia, West Elevation	30 in.	n/a	7 ft. 11 in.	154 sq. ft.	1	154 sq. ft.
	Monument Sign	n/a	n/a	6 ft.	25 sq. ft. for each side * double-sided	1	50 sq. ft.
1.2 - Hotel 2 Building	Fascia, South Elevation	24 in.	n/a	7 ft. 3 in.	146 sq. ft.	1	146 sq. ft.
	Fascia, North Elevation	30 in.	n/a	4 ft. 2 in.	122 sq. ft.	1	122 sq. ft.
	Fascia, East Elevation	14 in.	n/a	4 ft. 2 in.	53 sq. ft.	1	53 sq. ft.
	Monument Sign	n/a	n/a	6 ft.	25 sq. ft. for each side * double-sided	1	50 sq. ft.
1.3 - Single Tenant Buildings	Fascia	TBD	TBD	TBD	TBD	ALLOWED UP TO 3 BUSINESS TENANT SPECIFIC ELEVATIONS	3 sq. ft. per 1 Linear ft.
1.4 - Multi-Tenant Buildings	Fascia	TBD	TBD	TBD	TBD	ALLOWED UP TO 3 BUSINESS TENANT SPECIFIC ELEVATIONS	1.5 sq. ft. per 1 Linear ft.
1.5 - Service Station: Gas Station	Monument Sign	n/a	n/a	20 ft.	144 sq. ft.	1	144 sq. ft.
	Gas Price Monument Sign	n/a	n/a	6 ft. 4 in.	40 sq. ft. for each side * double-sided	2	160 sq. ft.
	Fascia	n/a	2 ft. 10 in.	2 ft. 10 in.	8 sq. ft.	3	24 sq. ft.
1.5 - Service Station: PAD A - Convenience Store	Fascia, East Elevation	11 in.	4 ft. 1 in.	5 ft. 8 in.	41 sq. ft.	1	41 sq. ft.
	Fascia, North Elevation	11 in.	4 ft. 1 in.	5 ft. 8 in.	41 sq. ft.	1	41 sq. ft.
1.5 - Service Station: PAD A - Car Wash	Fascia, North Elevation	11 in.	4 ft. 3 in.	5 ft. 11 in.	45 sq. ft.	1	45 sq. ft.
	Fascia, South Elevation	11 in.	4 ft. 3 in.	5 ft. 11 in.	45 sq. ft.	1	45 sq. ft.
	Fascia, East Elevation	1 ft. 9 in.	3 ft. 10 in.	3 ft. 10 in.	87 sq. ft.	1	87 sq. ft.



Tenant Signage Design Criteria

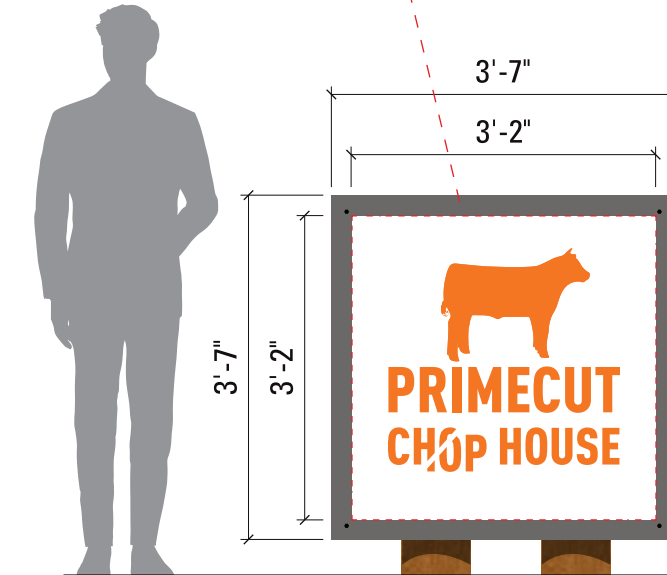
Project Monument and Tenant Monument Signs



Project Monument Sign - Front View, (Flattened)
Scale 3/8" = 1'-0"

10 sq ft per sign face for a total sign area of 20 sq ft. This sign criteria regulates size and materials of tenant monuments signs only. Location, branding, and colored logos to be provided by Tenant upon such time as tenant's signage submittal.

10 sq. ft. Maximum allowable area per Tenant.



Tenant Monument Sign - Front View
Scale 1/2" = 1'-0"

Painted aluminum tenant panel with routed and push-through acrylic graphics; internal LED illumination.

Tenant's allowed to use their own branded colors & logos.

Tenant artwork shown for position only. Final artwork to be provided by client/tenant.

Individual Tenant Sign Panels will be submitted for review and approval separately, not to exceed sign areas herein.

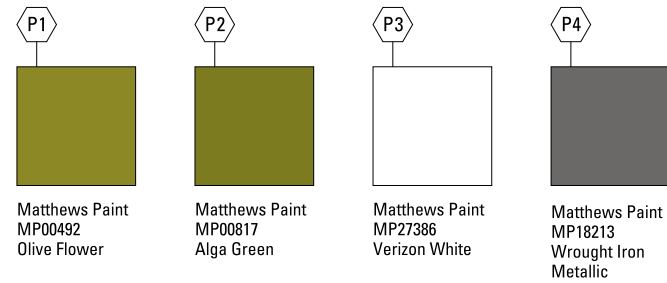
Tenant Monument Sign to be set back at least 5' from frontage or regulating line.



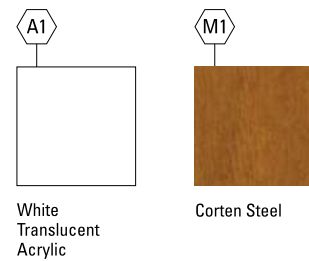
Tenant Monument Sign

Design Requirements and Specifications

PAINT COLORS



SPECIALTY MATERIAL - ACRYLIC/METAL/STONE/TILE (A1, M1, S1, T1)



NOTES

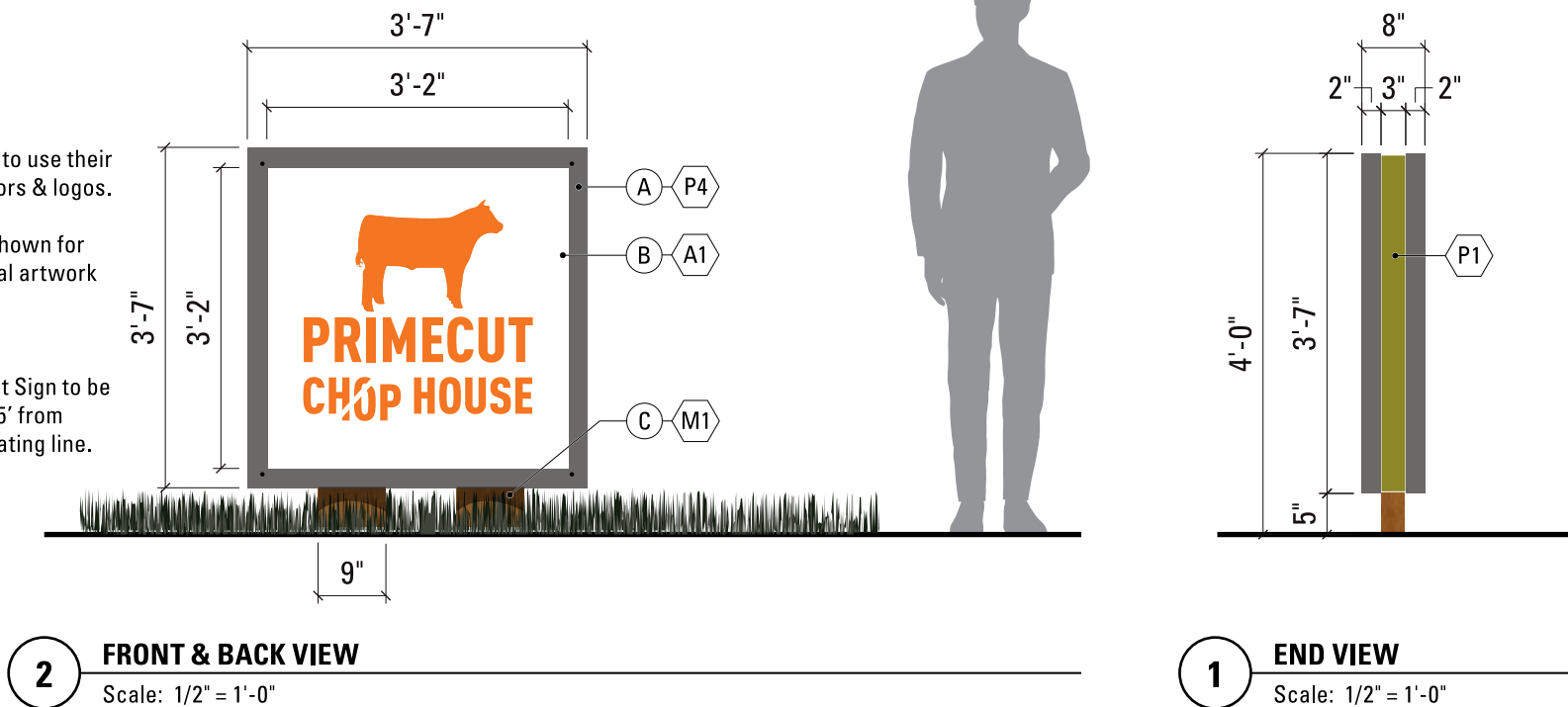
Fabricator to VIF all dimensions and conditions prior to fabrication. Final placement to be coordinated with client.

- (A)** Fabricated aluminum sign cabinet with no visible seams or fasteners; all welds ground for smooth even appearance; with no visible distortions or "oil canning"; all corners & edges eased; painted satin finish all exposed surfaces; Internal LED illumination.
- (B)** Aluminum sign faces with no visible seams or fasteners; all welds ground for smooth even appearance with no visible distortions or "oil canning"; all corners & edges eased; painted all visible surfaces in satin finish. Tenant names routed out of boxed face and push-through translucent white acrylic.
- (C)** Aluminum base with aluminum (or post-fabrication galvanized steel) structure with corten steel finish; footings to be determined by a licensed engineer and shall comply with all state and local code requirements.

Tenant's allowed to use their own branded colors & logos.

Tenant artwork shown for position only. Final artwork to be provided by client/tenant.

Tenant Monument Sign to be set back at least 5' from frontage or regulating line.



Tenant Monument Signs to be Fabricated and Installed by Artistic Sign Group (AGS)

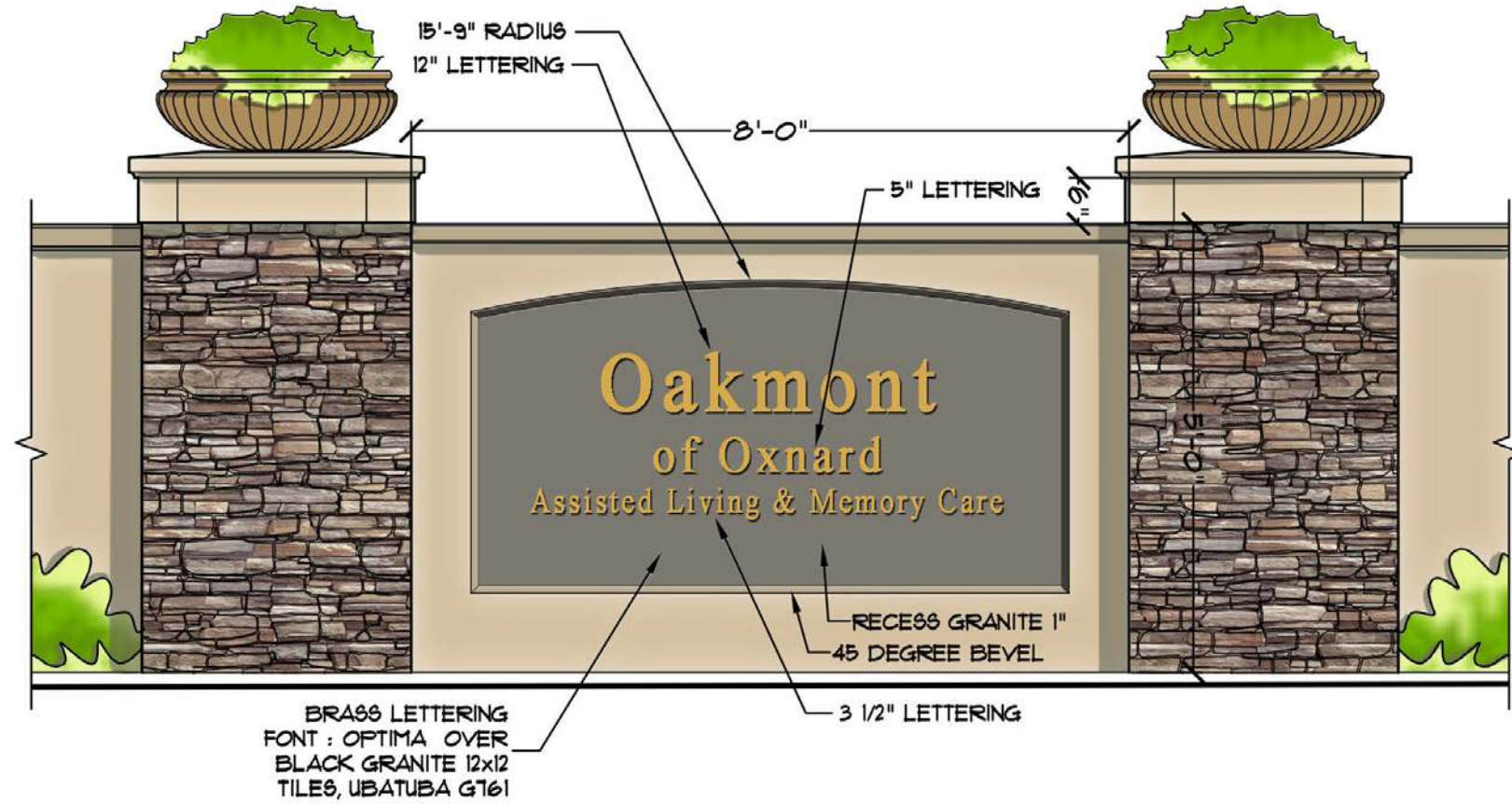
John Iadipaolo
 Account Manager
 ASG / Artistic Sign Group, Inc.

john@artisticsigngroup.com

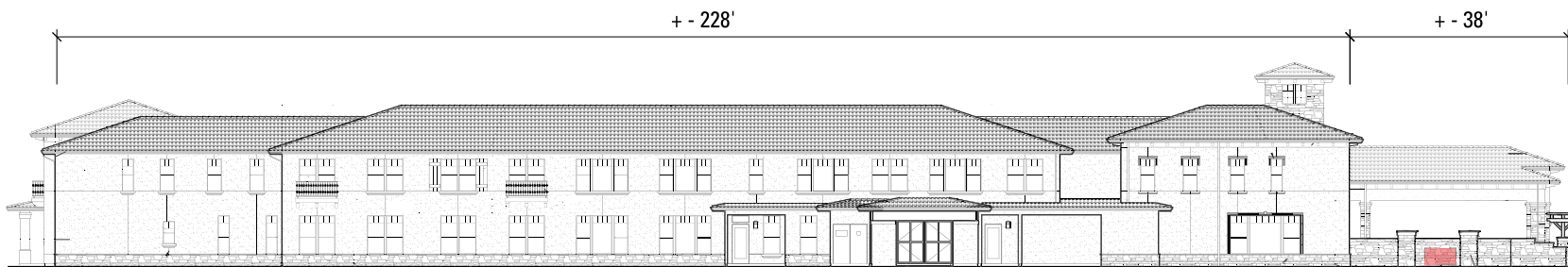
(877) 357-7446 Free
 (805) 232-4302 Office
 (310) 897-5722 Direct

Primary Identification: 1.1 - Luxury Retirement Building

Maximum Square Footage Allowances and Signage Placement Guidelines

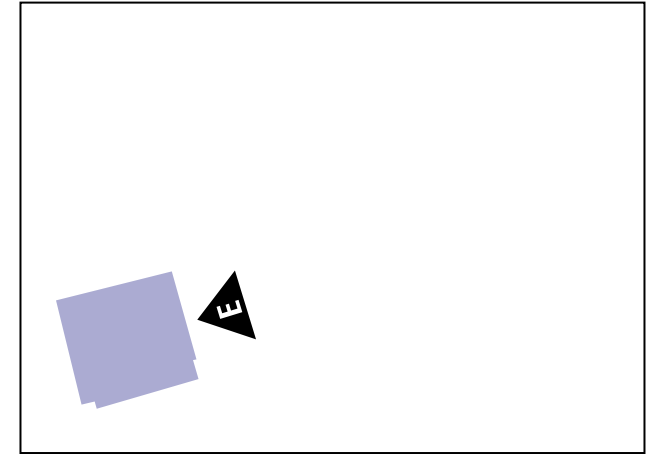


Monument Sign, 1/2" = 1'-0"



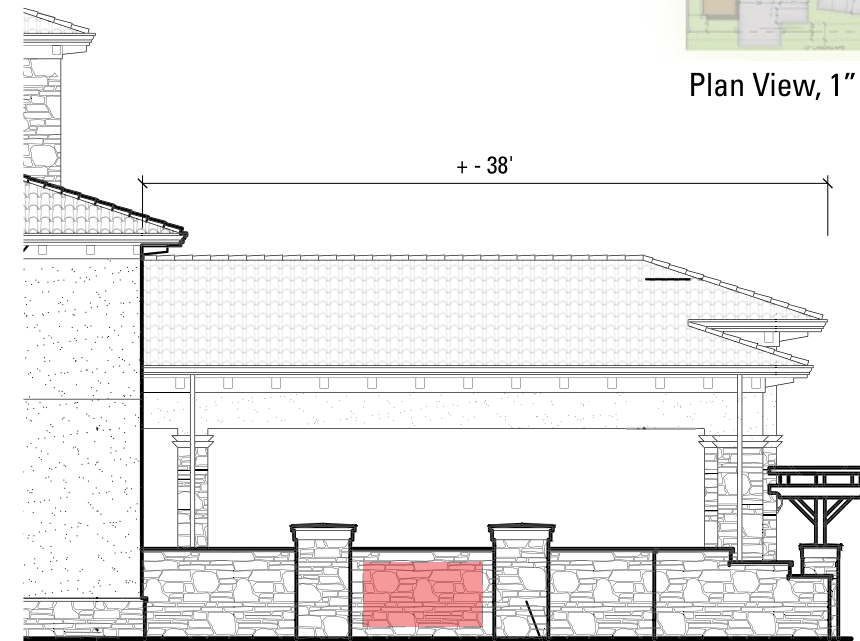
East Elevation, 1/32" = 1'-0"

Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



Plan View, 1" = 120'-0"

Monument Sign

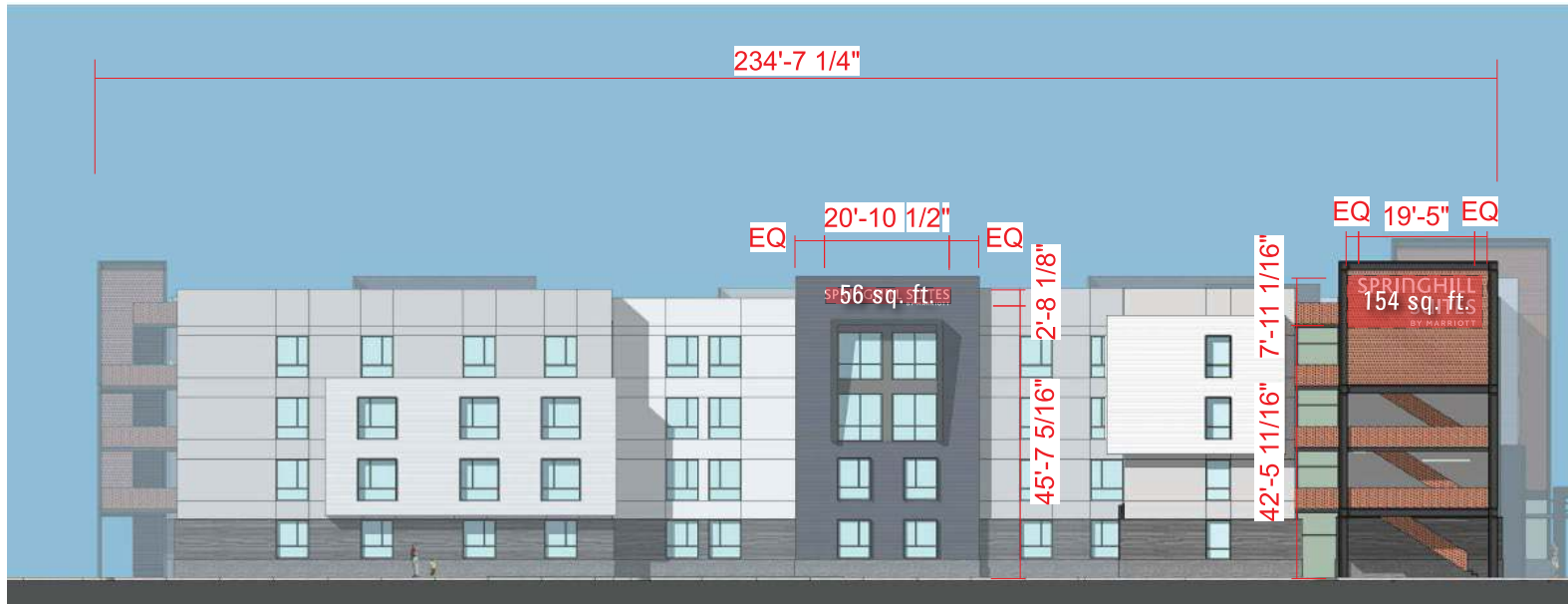


Partial East Elevation, 3/32" = 1'-0"

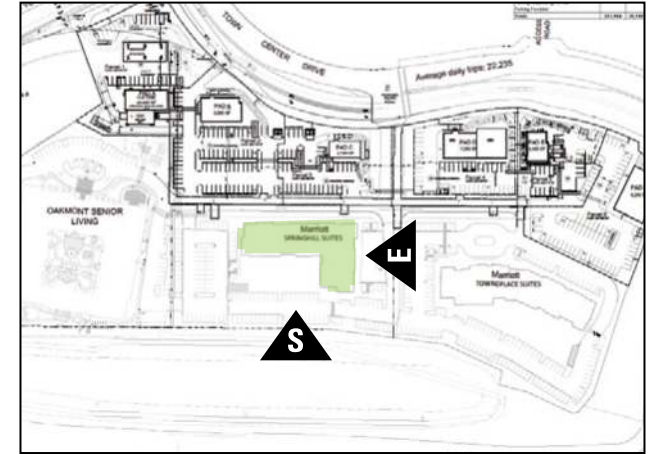


Primary Identification: 1.2 - Hotel 1 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



Total Sign Area of Building not to exceed 450 sq. ft.
 1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
 234 ft. = 351 sq. ft. allowed per frontage



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.

South Elevation, 1/32" = 1'-0"

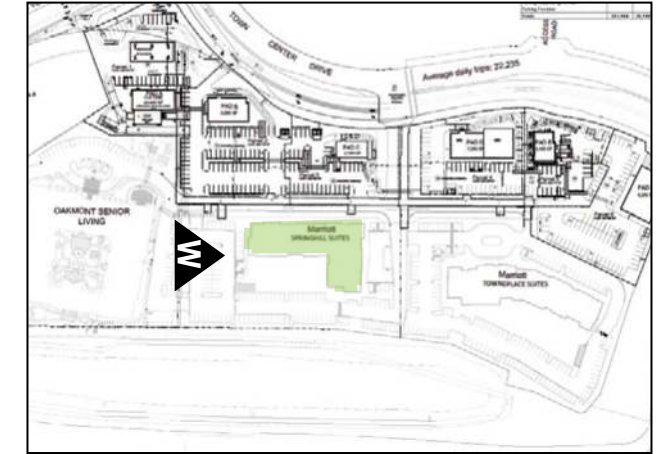


Total Sign Area of Building not to exceed 450 sq. ft.
 1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
 141 ft. = 211.5 sq. ft. allowed per frontage

East Elevation, 1/16" = 1'-0"

Primary Identification: 1.2 - Hotel 1 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



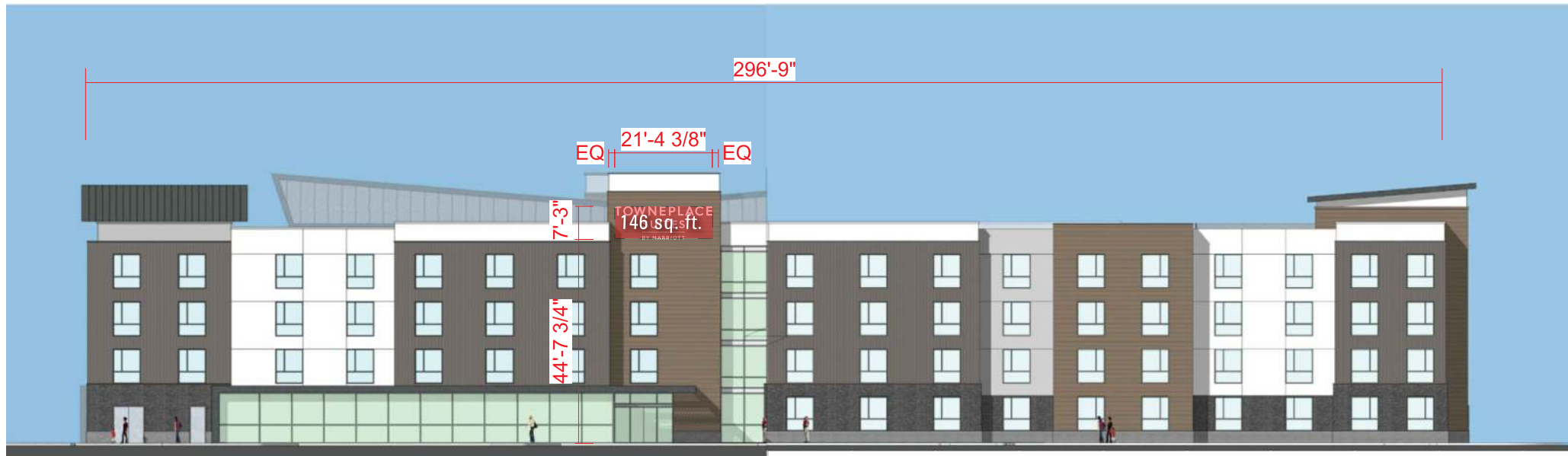
West Elevation, 1/16" = 1'-0"

Total Sign Area of Building not to exceed 450 sq. ft.
1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
136 ft. = 204 sq. ft. allowed per frontage



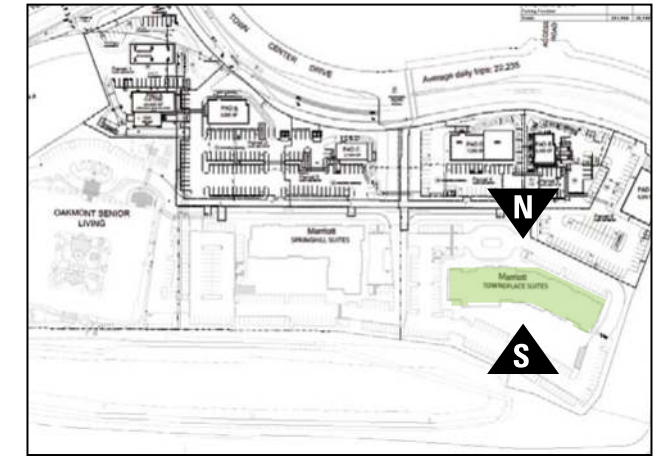
Primary Identification: 1.2 - Hotel 2 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



South Elevation, 1/32" = 1'-0"

Total Sign Area of Building not to exceed 450 sq. ft.
 1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
 297 ft. = 445.5 sq. ft. allowed per frontage



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



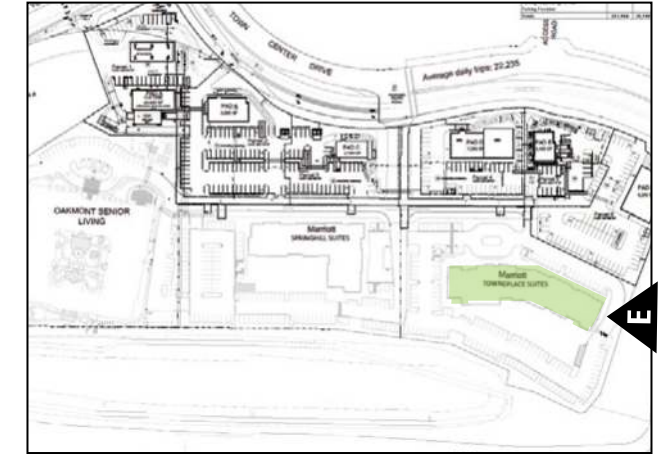
North Elevation, 1/32" = 1'-0"

Total Sign Area of Building not to exceed 450 sq. ft.
 1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
 321 ft. = 481.5 sq. ft. allowed per frontage

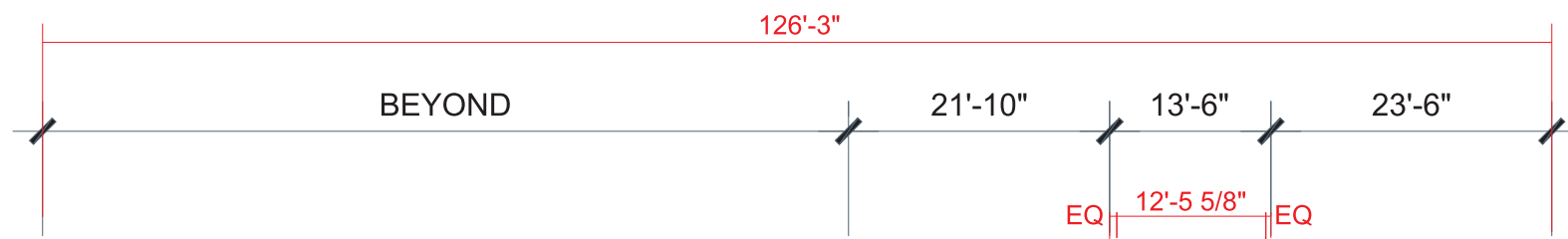


Primary Identification: 1.2 - Hotel 2 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



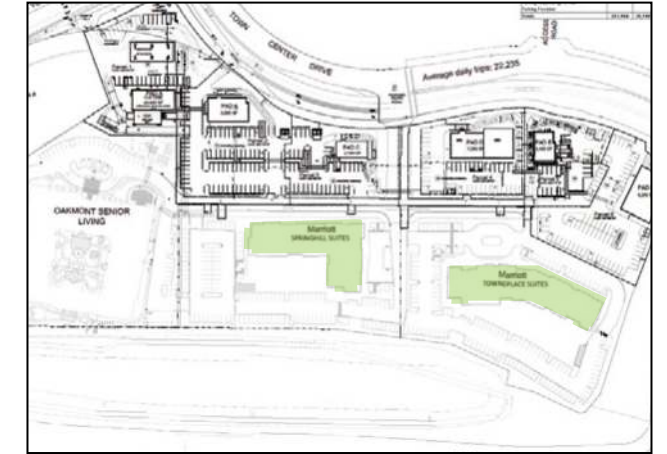
Total Sign Area of Building not to exceed 450 sq. ft.
 1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed per frontage
 59 ft. = 88.5 sq. ft. allowed per frontage

East Elevation, 1/16" = 1'-0"



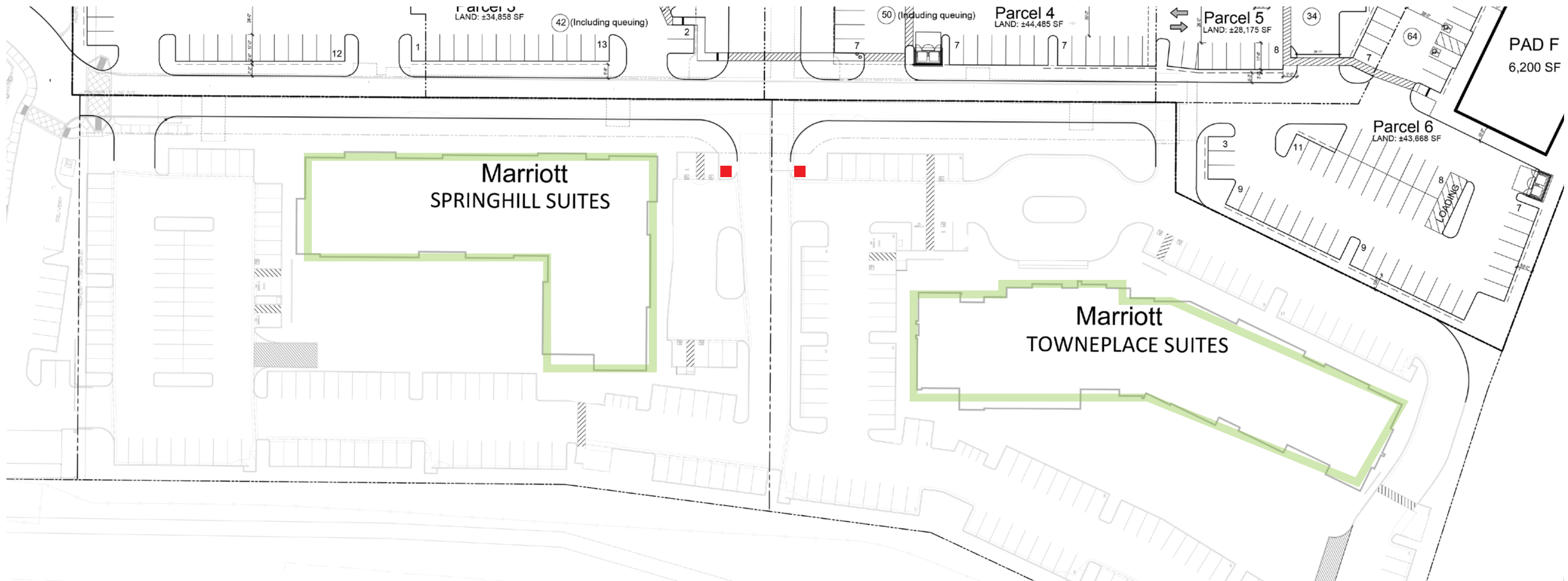
Monument Sign: 1.2 - Hotel 1 & 2 Buildings

Maximum Square Footage Allowances and Signage Placement Guidelines



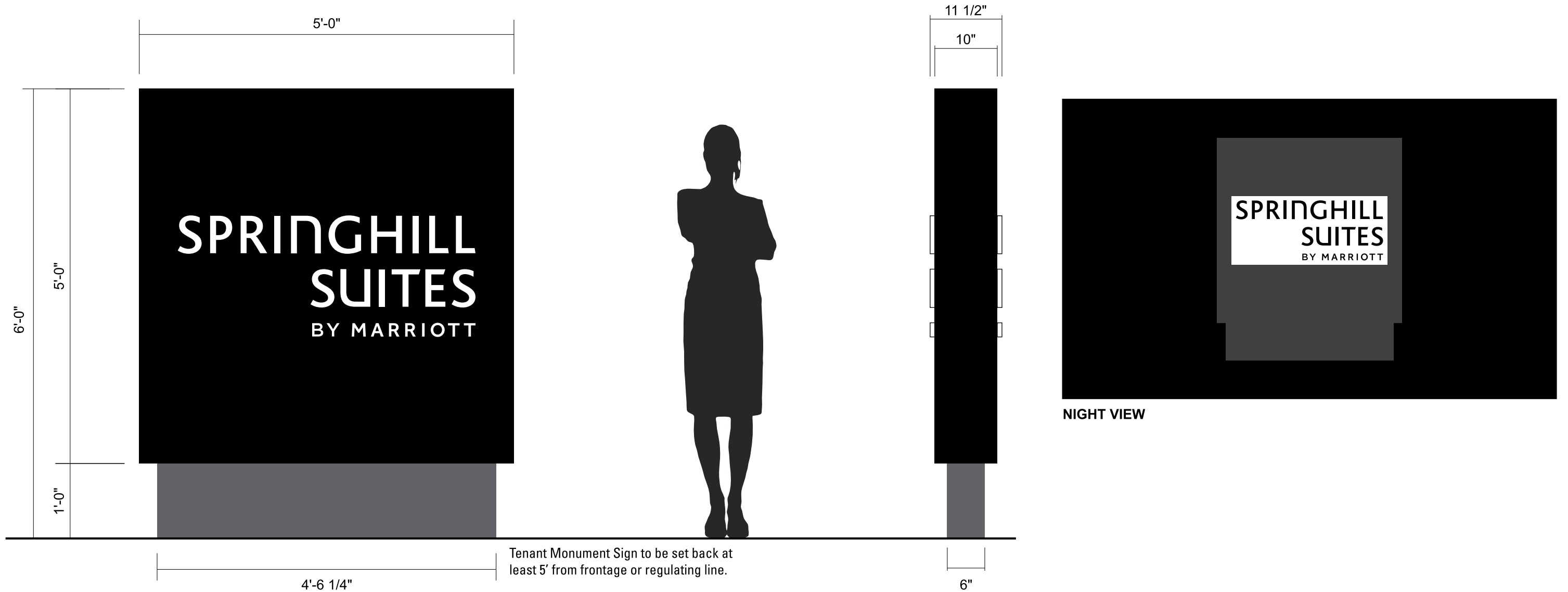
Each hotel is allowed one monument sign located at the entry to their site. The monument sign shall not exceed 6'-0" in height, and sign area is not to exceed 50 square feet per sign face.

 Monument



Monument Sign: 1.2 - Hotel 1 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



E 6FT OAH D/F HALO-ILLUM. MONUMENT SIGN

SCALE: 3/4" = 1'-0"

39.49 SQ. FT. PER FACE

Monument Specifications:

Construction: Aluminum angle frame with .125" aluminum shoe-box style faces

Face Construction: Routed aluminum with backer panel

Retainer: Bleed face

Illumination: GE White LED's

Exterior Finish: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 7545 C, satin finish for slate blue option) and Pantone® 877 C Silver, satin finish

Interior Finish: Paint reflective white

Monument Face Specifications:

Face Construction: Routed aluminum with backer panel

Face Decoration: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 7545 C, satin finish for slate blue option)

Backer Panel: Clear Plex with white opaque vinyl applied first surface. sides to be clear for halo-lit effect.

Pole Cover Specifications:

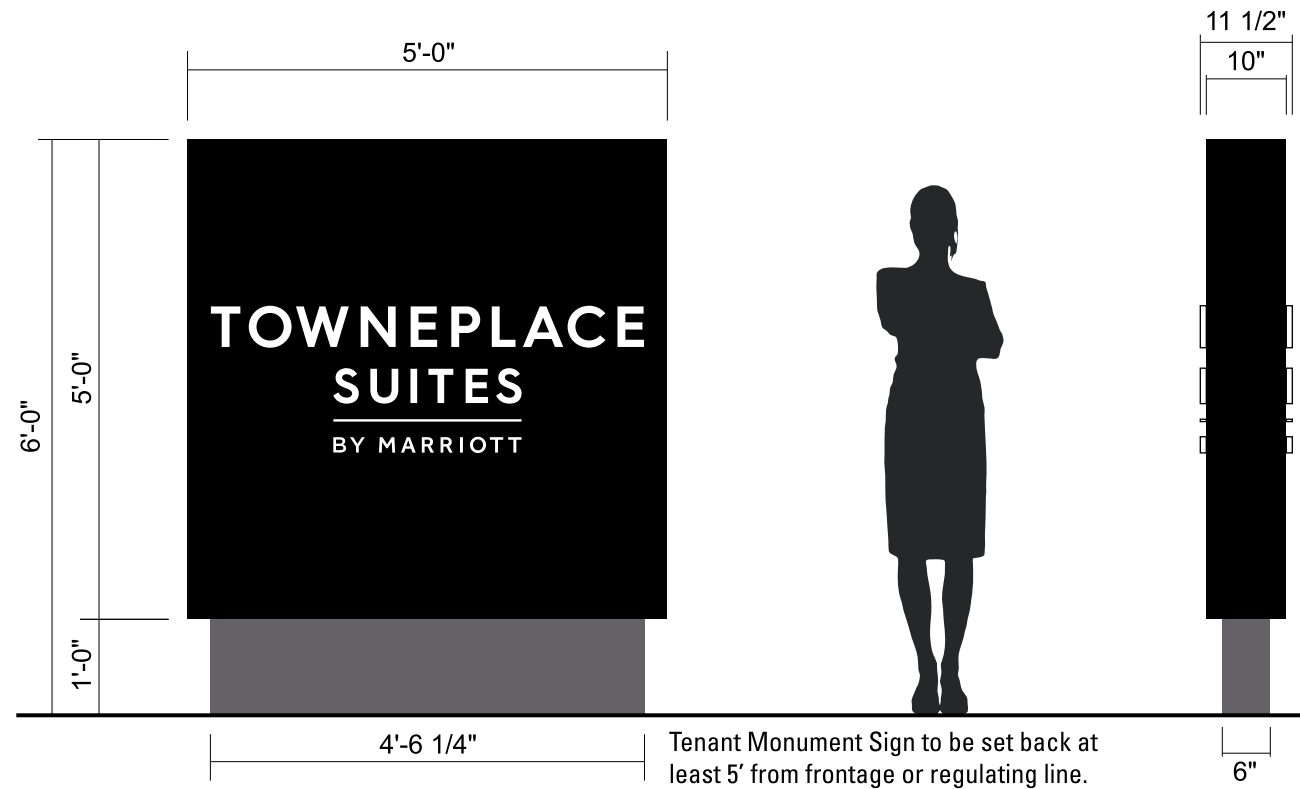
* Preferred method to have monument base match building hardscape (stone, brick, etc., provided by general contractor)

Construction: Aluminum angle frame with .080" aluminum skins

Exterior Finish: Paint Matthews 41342SP Brushed Aluminum, satin finish

Monument Sign: 1.2 - Hotel 2 Building

Maximum Square Footage Allowances and Signage Placement Guidelines



NIGHT VIEW

I 6FT OAH D/F HALO-LIT MONUMENT SIGN

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

25 SQ. FT.

Monument Specifications:

Construction: Aluminum angle frame with .125" aluminum shoe-box style faces

Face Construction: Routed aluminum with backer panel

Retainer: Bleed face

Illumination: GE White LED's

Exterior Finish: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 1795 C red, satin finish for red option)

Interior Finish: Paint reflective white

Monument Face Specifications:

Face Construction: Routed aluminum with backer panel

Face Decoration: Paint Matthews MAP-LVS929 Carbon Black, satin finish (or Pantone® 1795 C red, satin finish for red option)

Backer Panel: Clear Plex with white opaque vinyl applied first surface. sides to be clear for halo-lit effect.

Pole Cover Specifications:

* Preferred method to have monument base match building hardscape (stone, brick, etc., provided by general contractor)

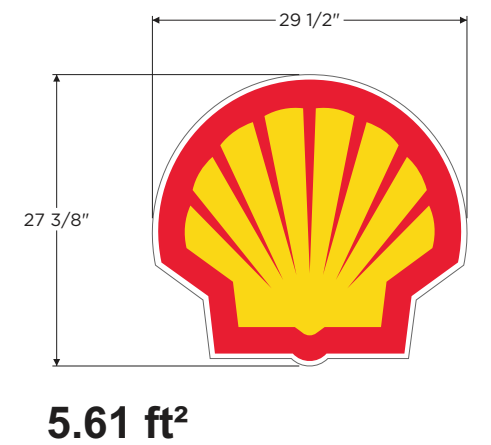
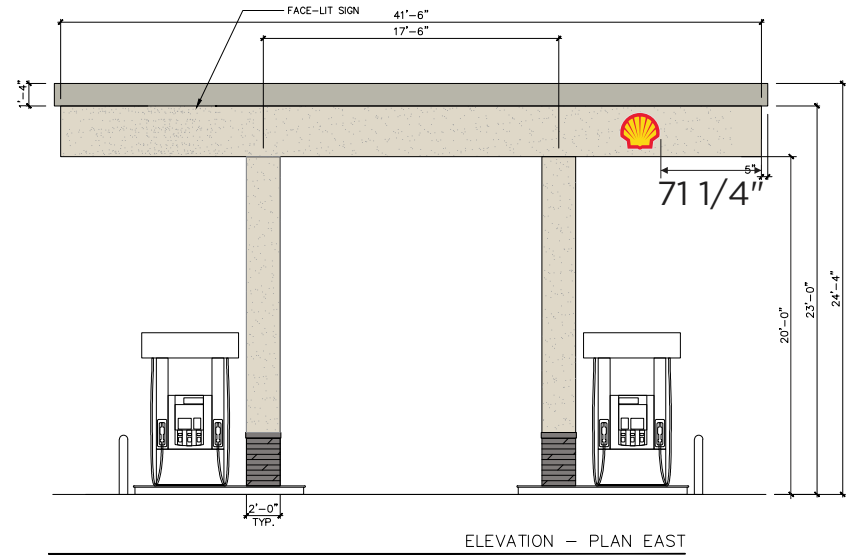
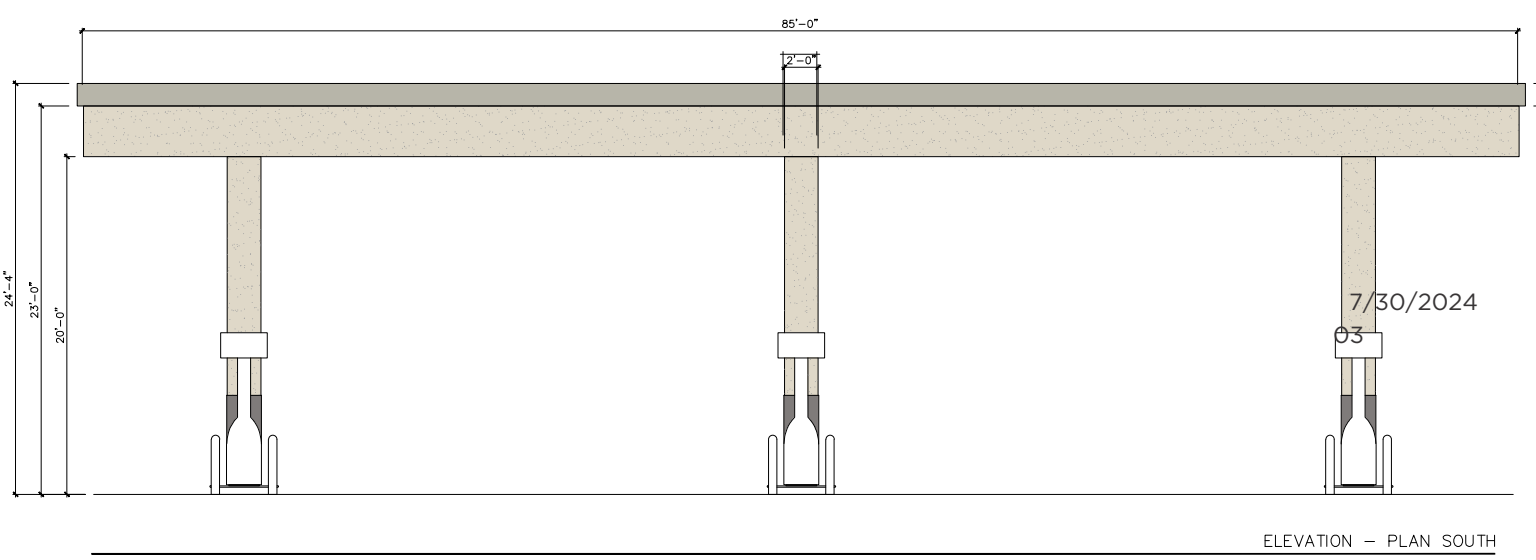
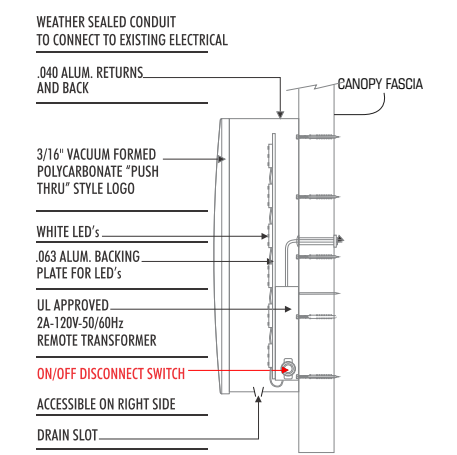
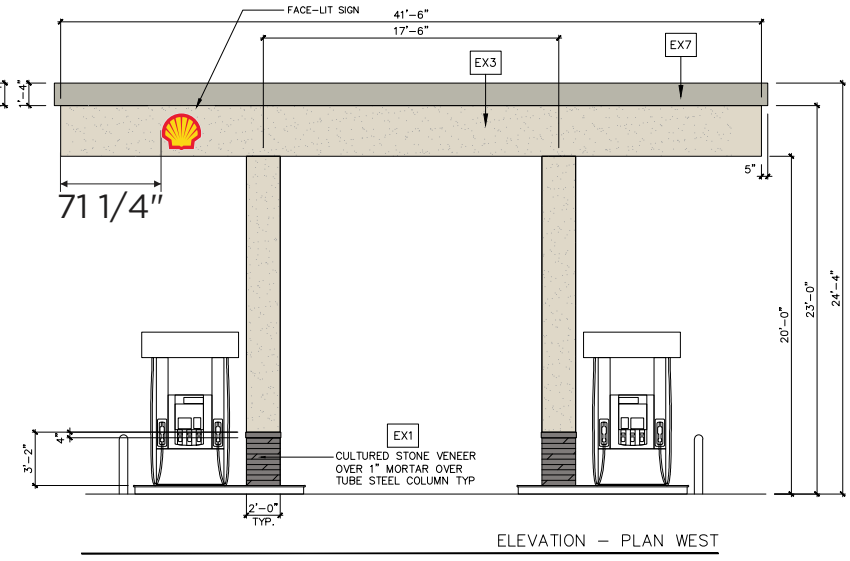
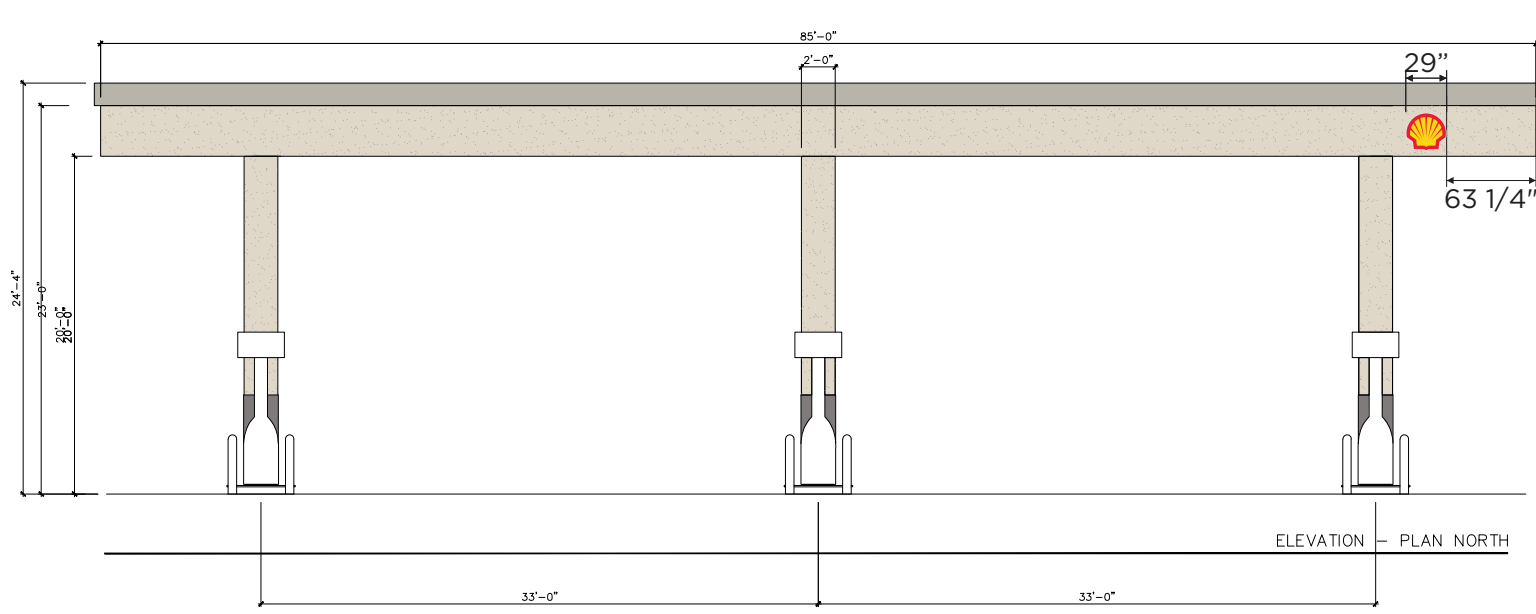
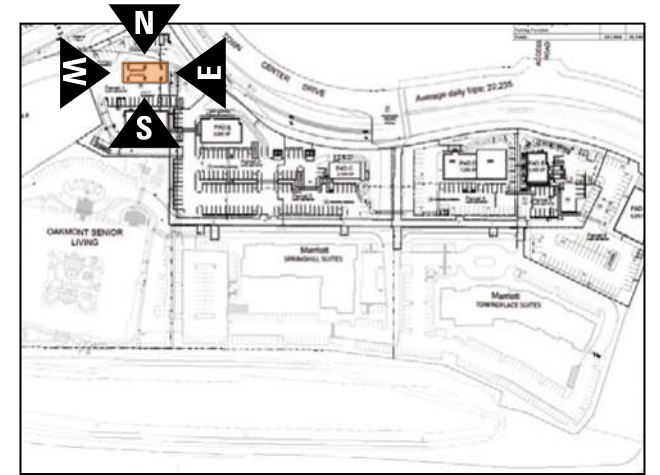
Construction: Aluminum angle frame with .080" aluminum skins

Exterior Finish: Paint Pantone® Cool Gray 11 C, satin finish

1.5 - Service Station: Gas Station, Fascia

Maximum Square Footage Allowances and Signage Placement Guidelines

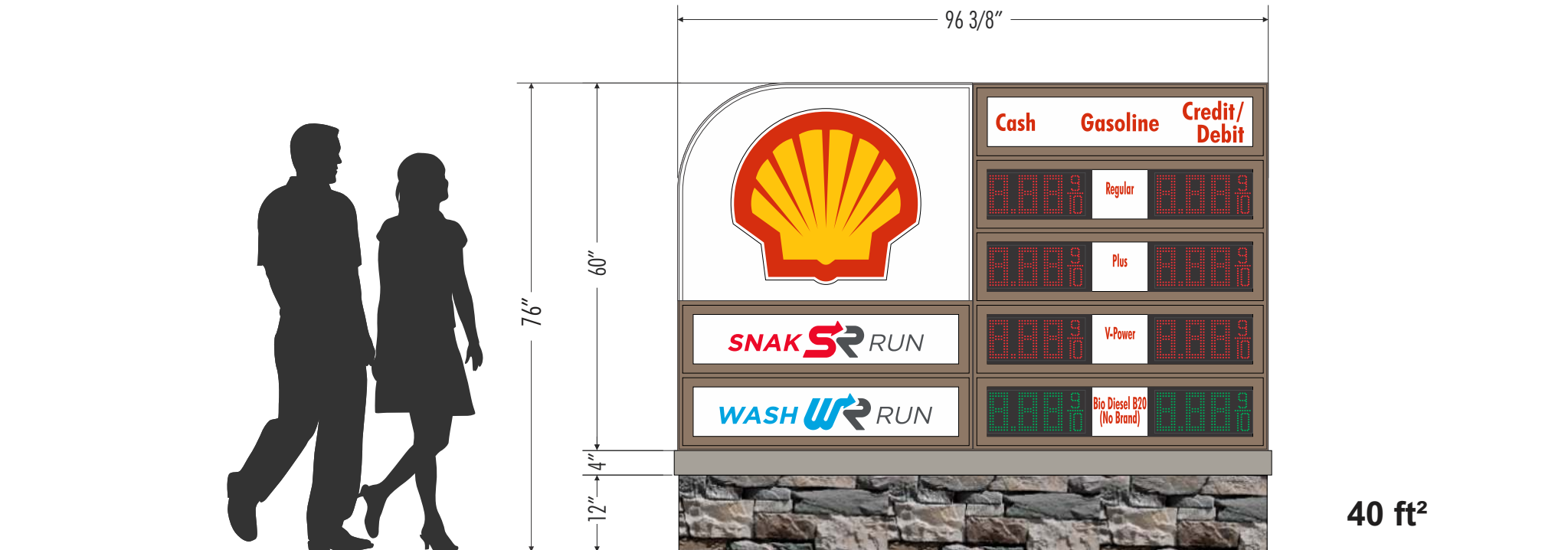
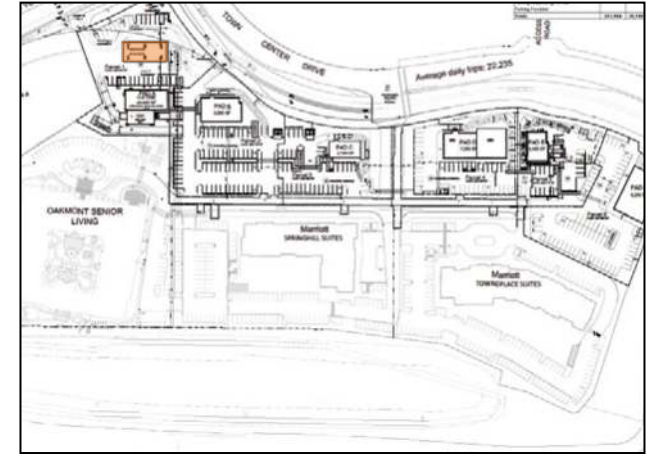
Note: All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.



1.5 - Service Station: Gas Station, Gas Price Monument Sign

Maximum Square Footage Allowances and Signage Placement Guidelines

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MVI Monument Price Sign | Double Sided

Internally LED Illuminated Cabinet
Routed-out Aluminum face w/ Plastic windows
2T 8P | 6" ABLE LED Digits (Red & Green)

EXTERIOR RENDERINGS MONUMENT SIGN

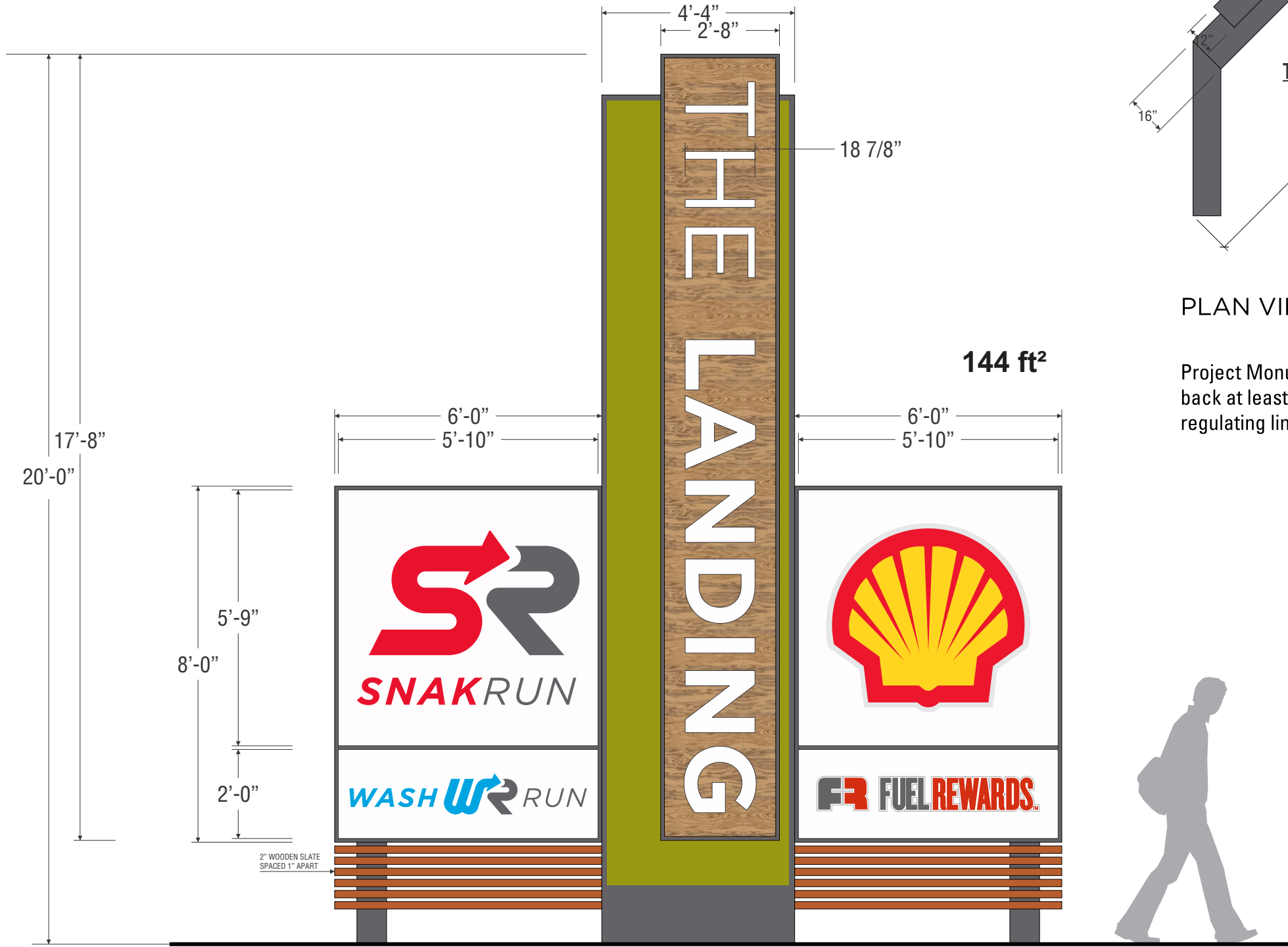


1.5 - Service Station: Gas Station, Monument Sign

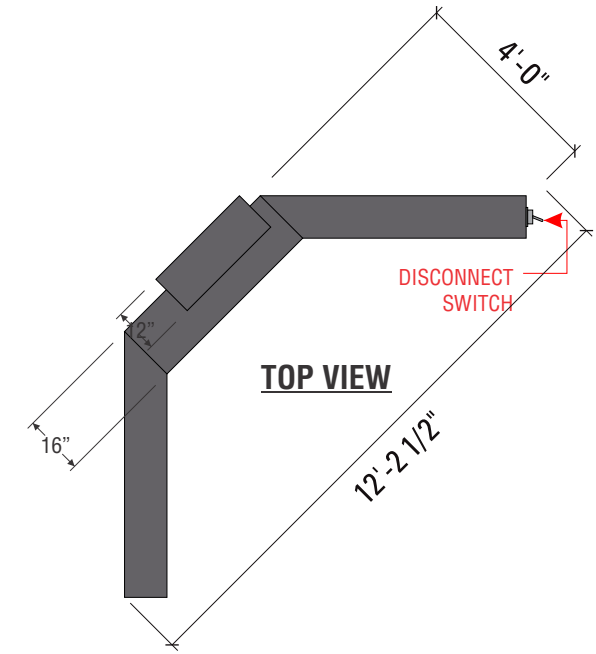
Maximum Square Footage Allowances and Signage Placement Guidelines

Illuminated Pylon

Internally Illuminated Aluminum Cabinets
 Pan Formed Shell, Fuel Rewards, Snak Run, & Wash Run Face
 3.5" Deep Front Lit "THE LANDING" Channel Letters w/ 1" White Trim Cap
 1st Surface Wood Grain Vinyl
 Custom PMS Green Paint



FRONT ELEVATION



TOP VIEW

PLAN VIEW

Project Monument Sign to be set back at least 5' from frontage or regulating line.

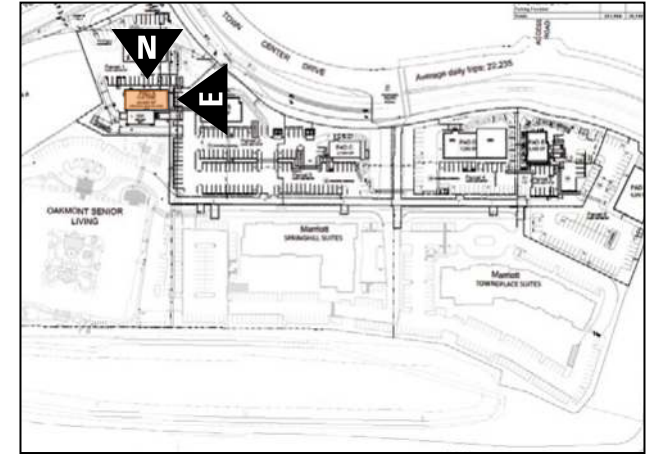
144 ft²



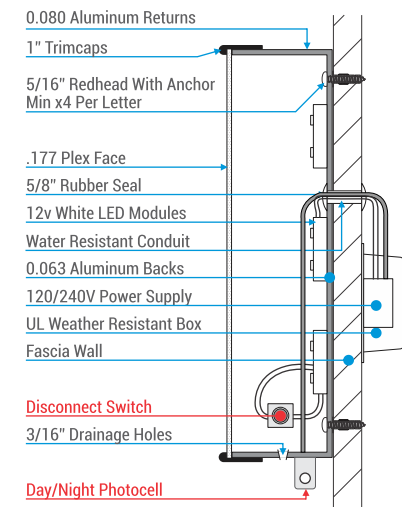
1.5 - Service Station: Pad A - Convenience Store

Maximum Square Footage Allowances and Signage Placement Guidelines

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East Elevation, 1/8" = 1'-0"



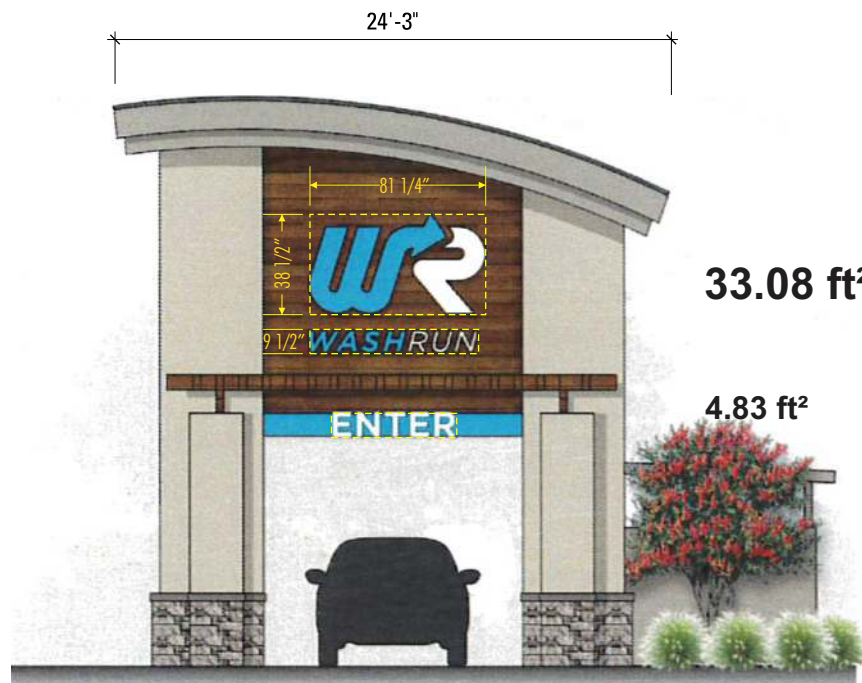
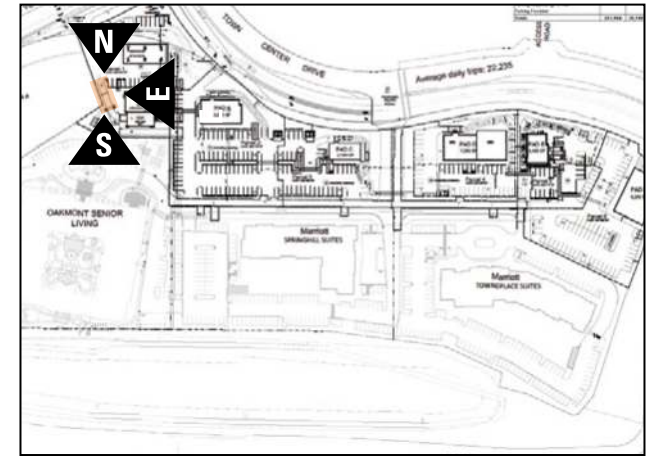
North Elevation, 1/8" = 1'-0"



1.5 - Service Station: Pad A - Car Wash

Maximum Square Footage Allowances and Signage Placement Guidelines

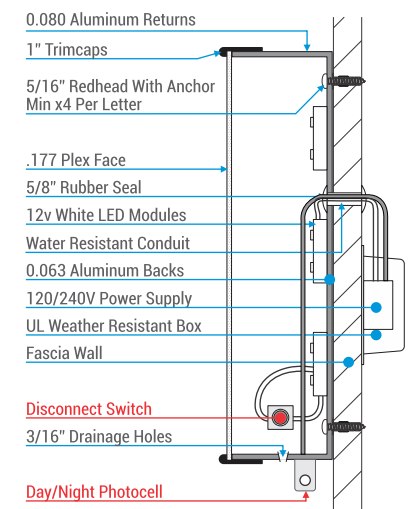
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South Elevation, 1/8" = 1'-0"



North Elevation, 1/8" = 1'-0"



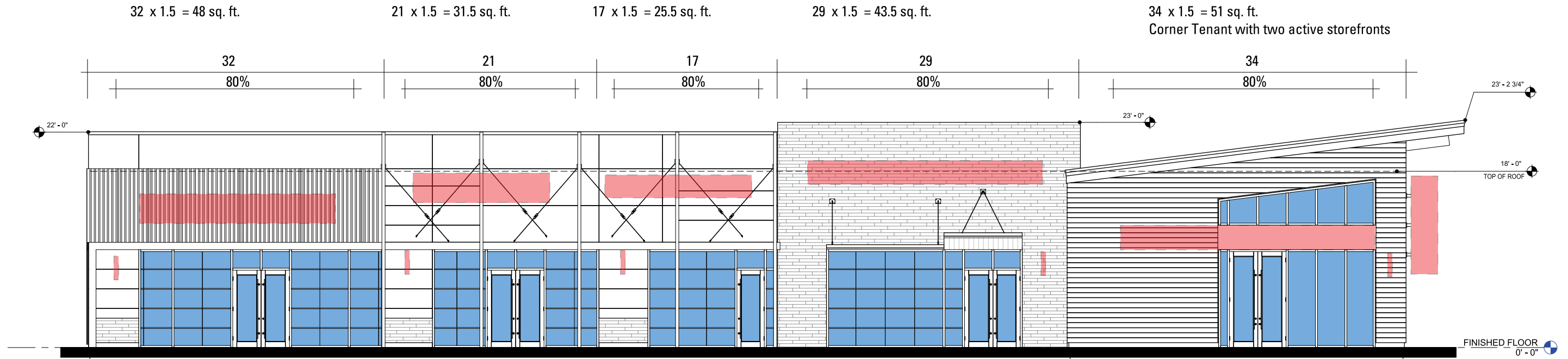
East Elevation, 3/32" = 1'-0"

Primary Identification: 1.3 & 1.4 - Single & Multi-Tenant Buildings

Maximum Square Footage Allowances and Signage Placement Guidelines

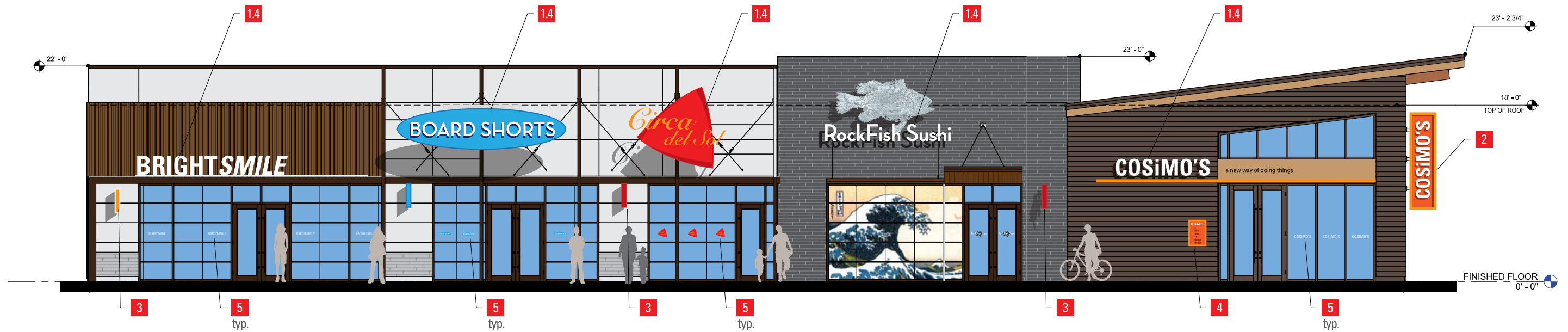
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NOTE: Elevations shown as Placeholder only. Awaiting Elevations of Multi-Tenant Building.



South Elevation, 3/32 = 1 - 0

Elevation Detail, Example of Tenant Sign Criteria - Multi-Tenant Building



South Elevation, 3/32 = 1 - 0

Building Address Sign Criteria

Details shown as an example only.



① Front Detail
Scale 1/2"=1'-0"



BERTHOLD AKZIDENZ GROTESK
MEDIUM CONDENSED

CAST METAL ADDRESS NUMBERS BY GEMINI
15" RIBBON CONDENSED, ALUMINUM FINISH: CLEAR ANODIZED FINISH



② Front Elevation
Scale 1/8"=1'-0"

NOTE:
- SIGN FABRICATOR TO DETERMINE EXACT FABRICATION METHODS/TECHNIQUES

