

C2  
Positive Review  
Marked Areas.

**SIGN CRITERIA - EXHIBIT "F"**  
**FOR SHOP BUILDING TENANTS LOCATED IN**  
**BALDWIN PARK TOWNE CENTER**  
**PUENTE AVE. & GARVEY BLVD., BALDWIN PARK, CALIFORNIA**  
**MCG PROJECT NO. 85.059.50**

**A. INTRODUCTION**

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the above mentioned project.

Performance of this Sign Criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by Owner.

Exceptions to these standards shall be reviewed by the Owner and Architect. However, based upon our field experience, deviations will generally result in serious inequities between tenants. Accordingly, the Owner, through the Architect, will retain full rights of approval of any sign used in the center.

**B. GENERAL OWNER/TENANT REQUIREMENTS**

1. Each tenant shall submit to the Architect for written approval, five (5) copies of the detailed shop drawings of his proposed sign, (one in full color) indicating conformance with the sign criteria herein outlined, Send to:  

MCG Architects  
18201 Von Karman Avenue, Suite 250  
Irvine, California 92715-1028
2. Design prints shall delineate graphics (minimum scale 1/2" = 1'-0") and placement on the storefront fully dimensioned (minimum scale 1/8" = 1'-0"), as well as specifying materials, colors, illumination and method of attachment.
3. The tenant shall submit a sign drawing approved by the Owner and/or Architect to the appropriate City authority for approval prior to the start of any sign construction or fabrication.
4. The tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
5. The tenant shall obtain all necessary permits.
6. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
7. Tenant's sign contractor shall repair any damage to any property caused by his work.
8. Tenant shall be fully responsible for the operations of the Tenant's sign contractors.
9. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
10. The location of all signs shall be per the accompanying design criteria.
11. One "sign space" shall be allowed for each tenant (except as otherwise approved in writing). The tenant shall verify his sign location and size with Owner prior to fabrication.
12. All shop tenants are required to have both a sign band and an undercanopy sign per the accompanying design criteria.
13. Address numbers shall be applied to each store by the tenant's sign company during regular course of construction, where applicable.
14. Special signs which vary from this sign criteria must first be approved by the Owner and respective City authority.

15. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and convenience signs) shall be as noted herein.
16. **NOTE!** No sign shall be constructed until approved building permits from City Planning and Building and Safety Departments are received.
17. Landlord shall have the right to remove, at Tenant's expense upon seven (7) days written notice, any signs installed contrary to this Criteria.

C. GENERAL SIGN SPECIFICATIONS

1. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. All lettering shall be restricted to the "net sign area" and have a matte finish. See accompanying design criteria for specific information.
3. No projection above or below the "net sign area" will be permitted (except as otherwise approved in writing).
4. All signs and their installation must comply with all local building and electrical codes and bear a U.L. label placed in an inconspicuous location.
5. No manufacturer's or approval agencies' labels exposed to public view will be permitted.
6. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised premises not more than 144 square inches of decal application lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone, etc. The number and letter types shall be subject to Architect's approval. (See Door Signage Design Criteria, Page 6).
7. Typical Undercanopy Sign: (Hanging from Beams)
  - a. Shops signs shall be attached in designated areas only.
  - b. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner and Architect for written approval prior to fabrication.
  - c. Tenants shall display only their established trade name of their basic product name, e.g. "John's Jeans", or combination thereof.
8. Typical Internally Illuminated, Individual Letter Sign Specifications:
  - a. Shop signs shall be attached in designated areas only and may not exceed 66% of the leasehold width.
  - b. The face of the individual letters and logos shall be constructed of acrylic plastic (1/8" thick minimum) and fastened to the individual channelized metal letter in an approved manner. All surrounds or trim in a single sign shall be a single color with matte finish.
  - c. The "copy" (letter type), logos and their respective colors shall be submitted to the Owner and Architect for written approval prior to fabrication.
  - d. Individual shop logos may be located anywhere within the "net sign area", provided their heights does not exceed the height of the "net sign area".
  - e. No more than two rows of letters are permitted, provided their maximum total height does not exceed the height of the "net sign area".
  - f. Tenants shall display only their established trade name of their basic product name e.g. "John's Jeans", or combination thereof.
  - g. Internal illumination to be 60 milli-amp neon installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".

9. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.

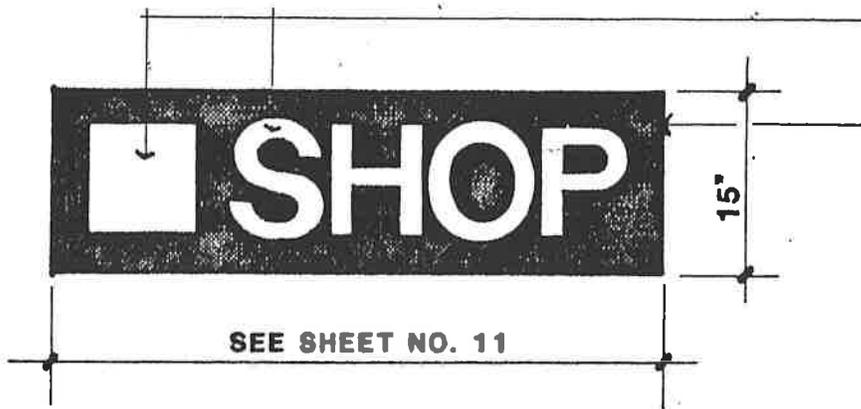
D. PROHIBITED SIGNS

1. Signs Constituting a Traffic Hazard:  
No person shall install or maintain a cause to be installed or maintained any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER", or any other words, phrases, symbols, or characters in such a manner to interfere with, mislead or confuse traffic.
2. Immoral or Unlawful Advertising:  
It shall be unlawful for any person to exhibit, post or display cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
3. Signs on Doors, Windows or Fire Escapes:  
No window signs will be permitted except as noted herein. No sign shall be installed, relocated, or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a stand pipe except those signs as required by code or ordinance.
4. Animated, Audible or Moving Signs:  
Signs, consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light are prohibited.
5. Off-Premise Signs:  
Any signs, other than a directional sign, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located, is prohibited.
6. Vehicle Signs:  
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, is prohibited.
7. Light Bulb Strings and Exposed Tubing:  
External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the Architect when the display is an integral part of the design character of the activity to which it relates.
8. Banners, Pennants, and Balloons Used for Advertising Purposes:  
Flags, banners, or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Architect and City approval.
9. Signs in Proximity to Utility Lines:  
Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of Nevada are prohibited.

E. MISCELLANEOUS NOTES

1. The provisions of this Exhibit, except as otherwise expressly provided by this Exhibit, shall not be applicable to the identification signs of Department Stores or other occupancy designated by the Landlord as a "Major" or "Special" tenant that may be located in the Shopping Center, it being understood and agreed that these occupants may have their usual signage on similar buildings operated by them in Nevada; provided, however, there shall be no rooftop signs which are flashing, moving, or audible and provided said sign is architecturally compatible and has been approved by the Architect.

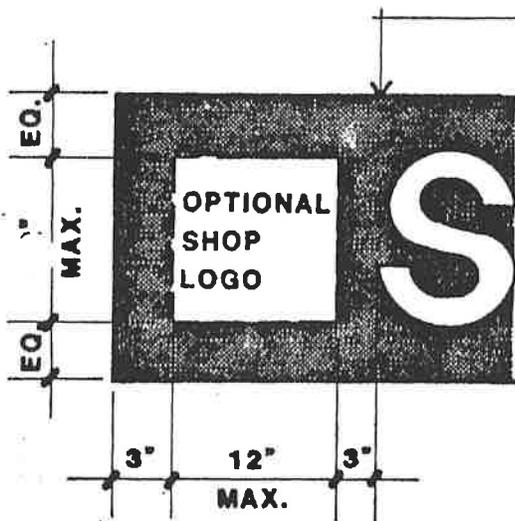




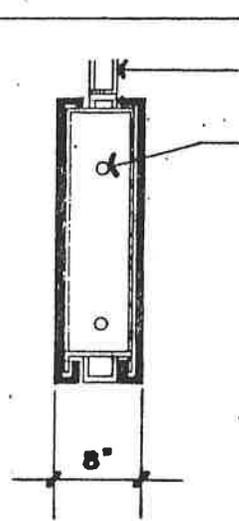
TENANT TYPE FACE AND  
OPTIONAL LOGO (SUBJECT  
TO ARCHITECT'S APPROVAL)

MOLDED FIBERGLAS  
BACKGROUND TO BE  
ARCHITECTURAL SIGNING  
INC., COLOR NO. SC/904,  
DARK GRAY

TYPE FACE AND LOGO  
COLORS TO BE APPROVED  
BY ARCHITECT



**DETAIL**



**SECTION**

COLORED BACKGROUND

METAL CHANNEL MOUNTING  
PAINT FLAT DARK GRAY

FLUORESCENT LAMPS

SIGNS TO BE INTERNALLY  
ILLUMINATED WITH  
FLUORESCENT LIGHTING  
INSTALLED IN ACCORDANCE  
WITH THE NATIONAL BOARD  
OF FIRE UNDERWRITER'S  
SPECIFICATIONS.

**Typical Undercanopy Sign**

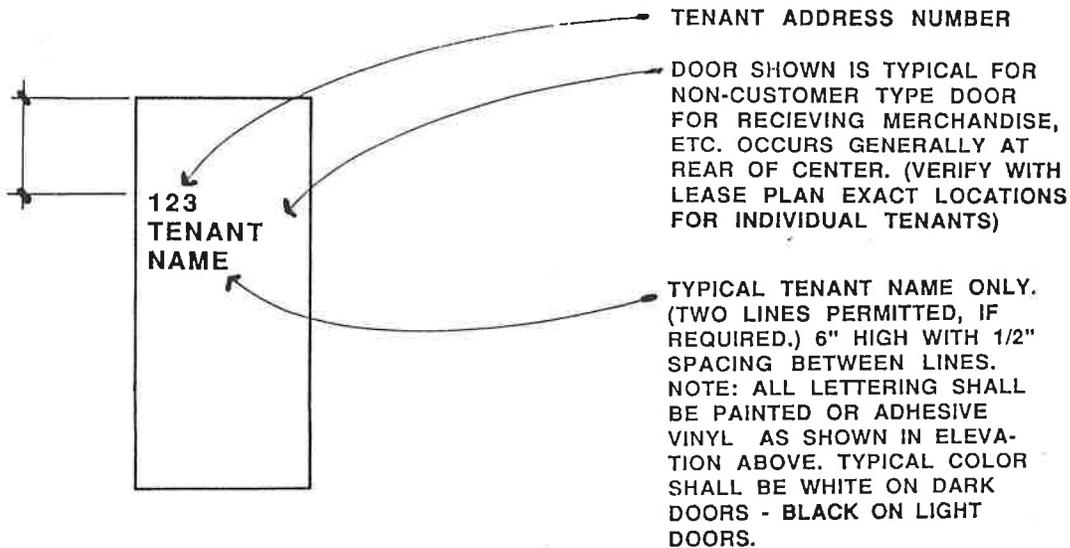
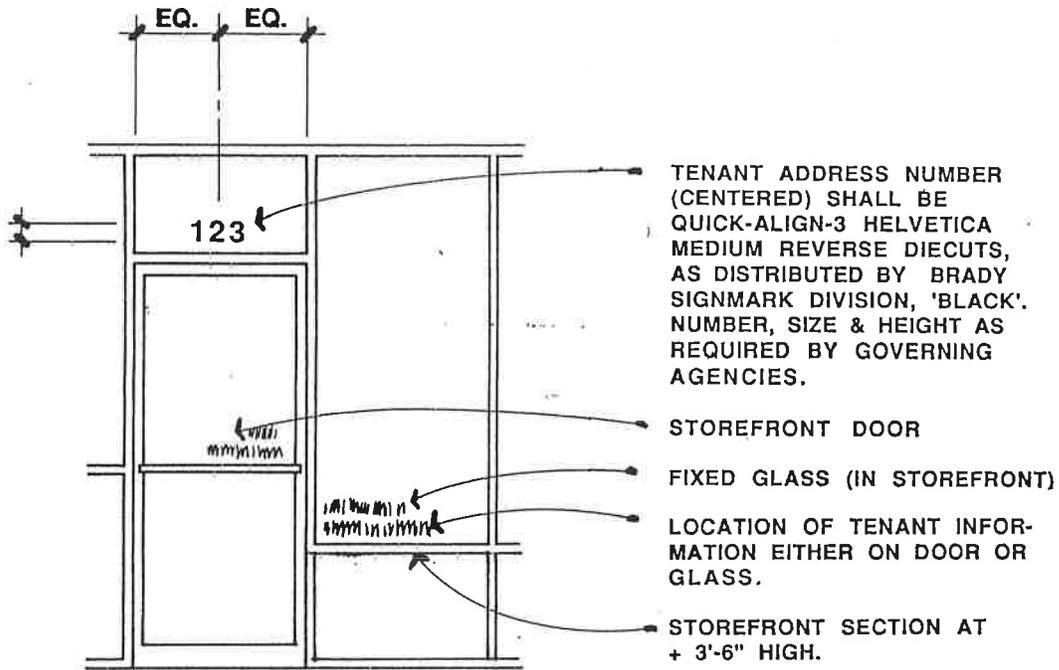
**Project: Baldwin Park Towne Center**

Dat: September 10, 1986  
MCG Project No. 85059.50  
Revision:

ll/ucs

**McClellan/Cruz/Gaylord**

Architecture/Planning/Interiors  
Pasadena/Newport Beach



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