



**MASTER SIGN PROGRAM**

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**September 2014**



## Project Team

Developer

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Architect

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**SIGN APPROVAL PROCESS****1. Design Submittals**

- a. It is expected that professional designers will prepare all artwork for every tenant and that such artwork will include the following;
  - i. Site plan and building plan locations
  - ii. Scaled drawings, relevant elevations and displays
  - iii. Detailed specifications, shop drawings, construction and installation methods
  - iv. Color exhibits and/or renderings
  - v. Use of LED illumination for all channel letters must be specified
  - vi. Material and/or finish samples may also be required by the Landlord
- b. Submittals will be made to the landlord for approval. After receiving approval from the Landlord, the applicant shall then submit to City of Calexico for a sign permit in accordance with this document and the City of Calexico City Code Standards. Any work done without required approvals will be considered non-conforming and will be subject to removal.
- c. All sign designs should be congruent with the project architecture, style and environment. It is intended that each tenant uniquely express its identity and location with the use of a creative, imaginative sign design and within the boundaries of the guidelines set forth in this document. Visual interest is central to the design of each sign type with the goal of creating a visually interesting experience for visitors to the project.
- d. Each sign design shall be considered on a case-by-case basis by the landlord. The Landlord reserves the right to refuse acceptance of any design for aesthetic compliance with the theme of Gran Plaza, as interpreted by the Landlord.
- e. Tenants selected by the Landlord may display its identity in one or more of the "Common Area" locations.

**SIGN DETAILS****2. Tenant Signs Allowed/Required**

- a. Tenants shall be allowed to display sign(s) on each elevation of its leasehold and as approved by the Landlord. Tenants selected by the Landlord may display their identity on one or more of the tenant display areas as described in the "Common Area" section of this document.
  - i. Shop Tenants (5,000 sq. ft. or less)
  - ii. Pad Tenants are any free-standing building Tenants.
  - iii. Sub-Anchor Tenants (Greater than 5,000 sq. ft. to less than 20,000 sq. ft)

- iv. Anchor Tenants (20,000 sq. ft. or greater)
- b. Sign type(s) allowed:
  - i. Primary ID (one per eligible elevation)
  - ii. Secondary ID (one per eligible elevation)
  - iii. Projecting or hanging blade signs (one per eligible elevation)
  - iv. Super Graphic display (dependent on location, see actual elevation for location)
  - v. Pad Tenants occupying 100% of a pad building are allowed 1 (one) signage area on the Center's monument sign if available at the sole discretion of the Landlord. Pad Tenants with drive thrus can have two directional signs and two menu boards. Small monument signs shall be at Landlord's sole discretion and government approval.
- c. Sign height/Channel letters: Primary ID and Secondary: Maximum of 84" for one-line layouts and Maximum of 84" for two-line layouts for sub-anchor and anchor tenants. Shop tenants are limited to 48" for one-line layouts and 60" for two-line layouts. The shop tenants must have the top of their signs 42" below the top of parapet.
- d. Sign Width/Channel letters: The overall width for each sign shall not exceed 80% per Anchor and Sub-Anchor Tenants (70% for Shop and Pad Tenants) of the width of the eligible elevation to which the sign is to be displayed and shall be centered horizontally. A twelve-inch space must be maintained between any sign and an architectural element such as expansion lines, fascia columns or change of finished materials, unless otherwise approved by the Landlord.
- e. Sign Area/Channel Letters:
  - i. The maximum sign area for primary and secondary identity signs is five hundred (500) square feet for sub-anchor and anchor tenants. Shop tenants have a maximum of two hundred fifty (250) square feet
  - ii. The sign area for projecting and hanging blades signs is six square feet
  - iii. The sign area for Super Graphics is as shown in the exhibits section of this document (12'-7" x 9'-3").
- f. Illumination:

- i. Halo-illuminated channel letters
    - ii. Internally illuminated channel letters
    - iii. Indirect illumination for Super Graphics
    - iv. Indirect illumination for blade signs
  - g. Exhibits: Refer to the exhibits section for approved examples of sign types allowed, construction and illumination methods, layouts and locations.
3. Projecting and Hanging Blade Signs-All Tenants
- a. Under canopy signs are to be attached to the underside of an installed metal canopy, canvas awning or arcade ceiling. All under canopy and projecting blade signs shall be installed at right angles to the public path of travel as shown in the exhibits section of this document.
  - b. The under-canopy displays are to be constructed as per the exhibits section in this document. The tenant name and/or logo or graphic shall be decorated with 3M opaque vinyl. The colors proposed by a Tenant shall be considered on a case-by-case basis by the Landlord.
  - c. The maximum copy area and height shall not exceed those shown in the exhibits section of this document.
  - d. Refer to the exhibits section for approved examples of sign types allowed, construction and illumination methods, layouts and locations.
4. Window Signs/Promotional Window Displays/Frame Style
- a. Window signs and poster displays shall not exceed 25% of the window area upon which the sign is to be applied up to a maximum of fifteen (15) sq. ft. per sign. A maximum of ten (10) signs are allowed on a primary frontage and a maximum of four (4) signs on secondary elevation.
  - b. The window signs or posters must be applied to the interior side of the glazing (second surface) and use opaque materials only.
  - c. Window signs or posters must be professionally fabricated/framed/mounted and may not be taped to the glazing.
5. Window Graphics
- a. The Landlord reserves the right to approve window signs of any type.
  - b. Window sign designs are encouraged to include a graphic representation of the Tenant's products or services in addition to the display of the tenant name and/or logo. The window graphics may occupy up to 25% of available glazing area.

- c. The window signs must be applied to the interior side of the glazing (second surface).
- d. The use of plastic or paper materials is strongly discouraged. All window signage must be approved by the landlord and require the submittal of materials and/or finishes.

#### 6. Temporary Banners

- a. Temporary banner signs can advertise a Tenant's "Grand Opening" and such Grand Opening banner shall be removed 30 days following Tenant's grand opening. All such signs must be reviewed and approved by the Landlord.
- b. Temporary banners must be professionally designed and fabricated from durable and weatherproof materials. The maximum area for any temporary banner is:
  - i. 20 sq.ft. for Shop Tenants, one banner only
  - ii. 30 sq.ft. for Pad Tenants, two banners maximum
  - iii. 40 sq ft. for Sub-Anchor Tenants, two banners maximum
  - iv. 60 sq.ft. for Anchor Tenants, up to two banners per side, four banners maximum
- c. Each tenant is allowed one temporary banner that may be displayed for no more than 14 days per year.
- d. All banners must be submitted for approval by the Landlord in advance of display.

#### 7. Incidental Tenant Signage-All Tenants

- a. Tenant address numerals are to be fabricated and installed on the entrance door using 3" high medium Helvetica numerals. The material shall be Scotchcal, matte white, 220/225-20.
- b. Rear entry signs shall be uppercase medium Helvetica style numerals and letters. The copy is limited to the Tenant name and address numerals only. Copy height shall be 3" inches, and centered horizontally from top of each door with 2" space between address numbers and Tenant name and located 5' from grade. The material shall be Scotchcal, matte white, 220/225-20.
- c. Entry door decals shall be limited to the display of the Tenant hours of operation (not including address numerals describe above) and no more than 5 credit card decals. See exhibits section for example.
- d. Refer to the exhibits section for example layouts and locations.

### **FABRICATION AND INSTALLATION**

## 8. Electrical and Illumination

- a. All fabrication and installation shall comply with all Underwriters Laboratories requirements and all applicable building codes. All components shall bare the U.L. label indicating approval and be installed by a licensed contractor.
- b. All conductors, transformers, ballasts and other equipment shall be concealed.
- c. Primary electric service to all Tenant building signs shall be placed on the Tenant's electric service. Tenants may be required to provide time clocks and photocells for use in conjunction with the electric service for each sign.

## 9. Construction/Installation/Maintenance

- a. Shop drawings are required prior to start of any work detailing all specifications and methods of construction, and must be approved by the Landlord.
  - b. No manufacturer or sign company decals may be visibly displayed on any tenant sign. All required UL and/or permit labels shall be placed on the top surface of any sign or display so as to not be visible from the pedestrian path-of-travel. Manufacturer labels are not allowed.
  - c. All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.
  - d. All contractors for installation, removal or service must be fully licensed and provide the Landlord with certificates of insurance prior to commencing any work.
  - e. Sign removals shall include the patching and repairing of entire work areas plus the repainting of any "ghosted" areas or as directed by the Landlord. Tenant shall reimburse the Landlord if the Landlord or its agent performs removal and/or repair.
  - f. Should the Tenant's sign or signs require repair or maintenance the Tenant is required to perform such action within five (5) days of written notice from the Landlord. The Landlord, at its option, may bill the Tenant for such work as required.
- c. Installed and operational when Tenant open for business.

## 10. Restrictions and Prohibited Signs

- a. Conformance to the guidelines for signs at Gran Plaza will be strictly enforced. All non-conforming or unapproved signs will need to be removed immediately upon notice from Landlord.
- b. Tenant shall not place, construct, or maintain on the premises any advertisement media, including, without limitations to: searchlights, flashing lights, loudspeakers, sound systems, or any other similar visual or audio media without Landlord's consent. Tenant shall not solicit business in, on, or about the project identity areas, or distribute handbills or other advertising or promotional media in, on, or about the project identity areas.
- c. Any sign or Tenant name on a vehicle parked for a duration of time that, in the Landlord's sole judgment, is used for the purpose of advertising a particular Tenant, service or product is prohibited.
- d. Signs that are movable or transportable or placed in vehicular or pedestrian traffic areas are prohibited.
- e. Prohibited Signs/Materials
  - i. Vacuum-formed or injection-molded plastic signs
  - ii. Exposed tube or skeleton neon
  - iii. Temporary or "sales" signs attached to storefront
  - iv. Flashing, moving, sequencing, audible or odor producing elements other than that specified for use with Common Area signs
  - v. Paper, cardboard and Styrofoam signs
  - vi. Internally illuminated (face lit) awnings
  - vii. Simulated materials (i.e., wood grained plastic laminates)
  - viii. Exposed raceways, conduit, or connection boxes
  - ix. Signs of any kind not specifically allowed by this document
  - x. Other signs deemed unsuitable by the Landlord

## 11. Exceptions

- a. Exceptions must be submitted to Landlord in advance for consideration. The Landlord reserves the right to make specific exceptions that it deems will enhance the quality of the Gran Plaza Power Center and that are in keeping with the purpose and intent of this document. Requests for exceptions that are denied approval by the Landlord may be resubmitted for consideration after a period of six months from date of notification of denial. All requests for exceptions shall be submitted to the City of Calexico Planning Department for approval.

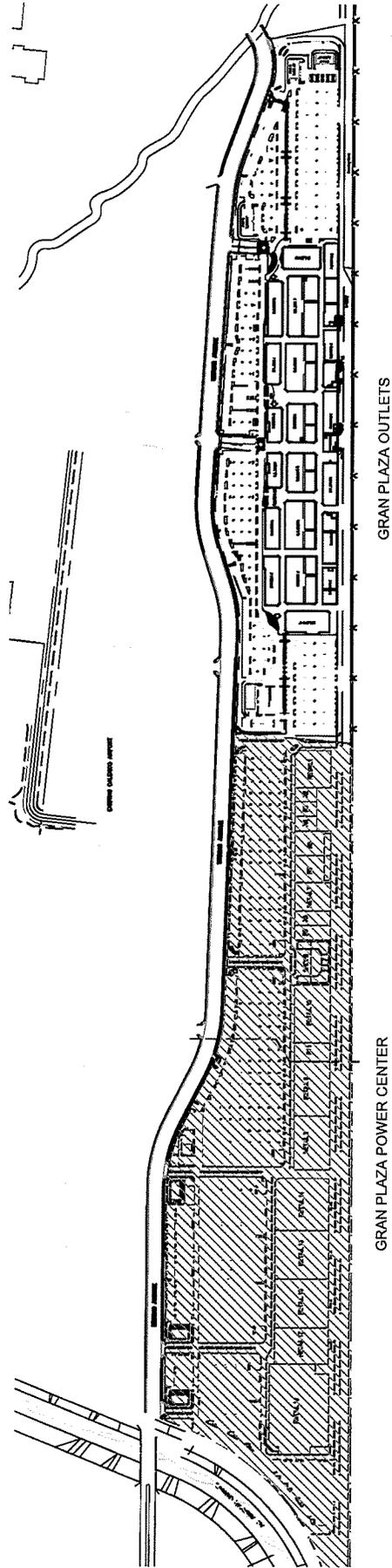


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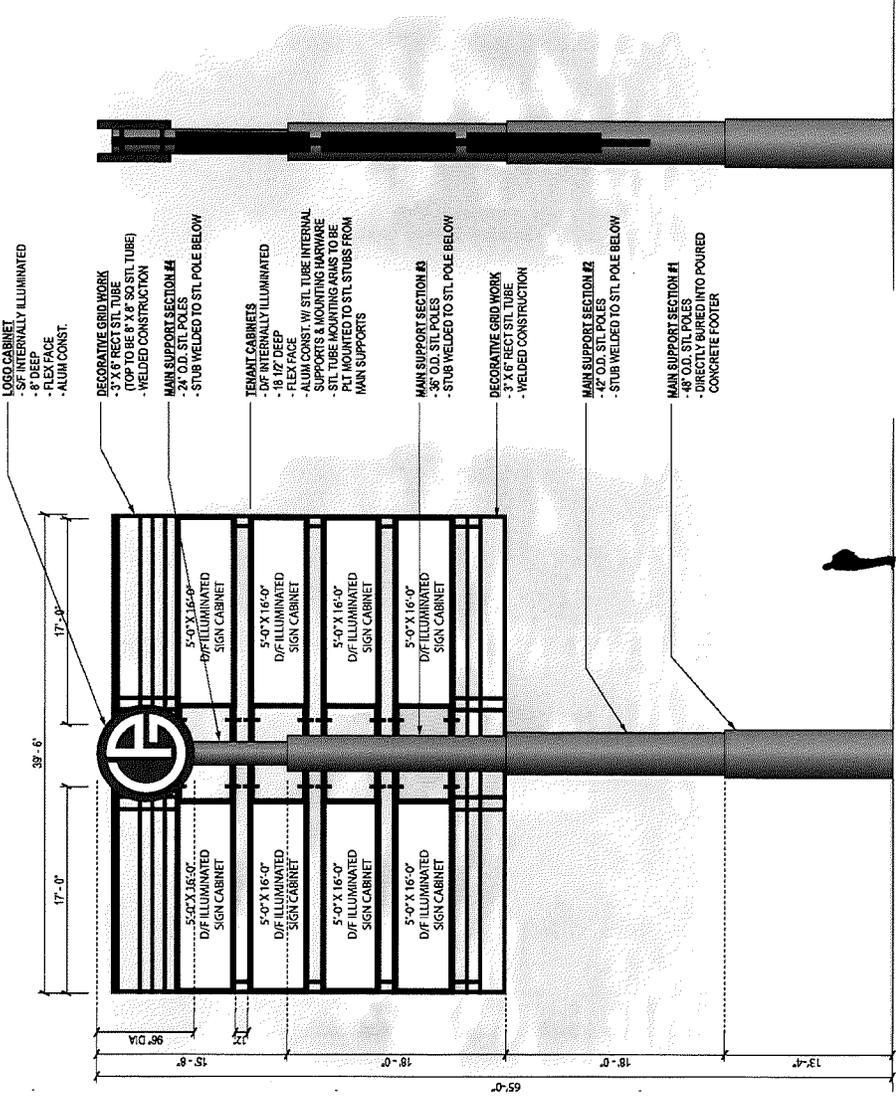
**Exhibits**



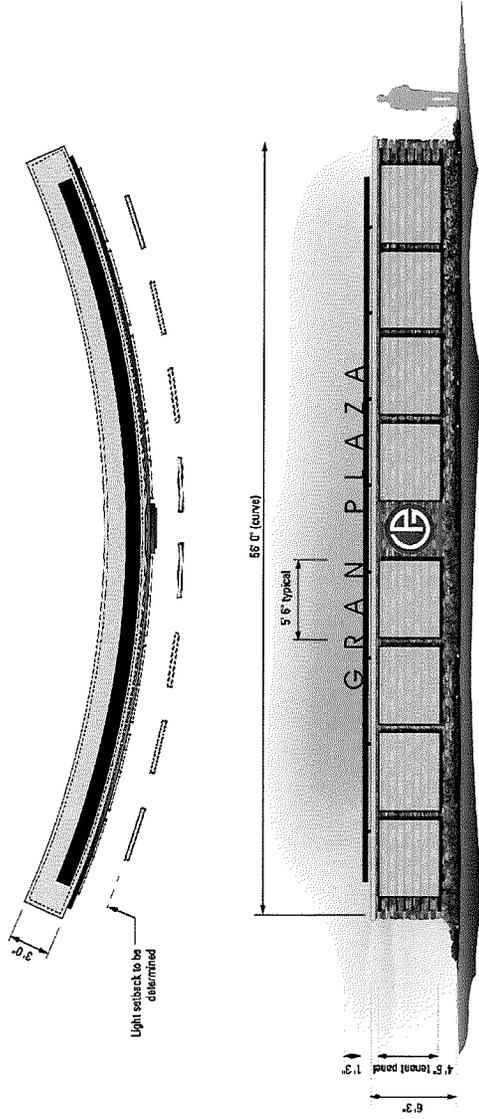




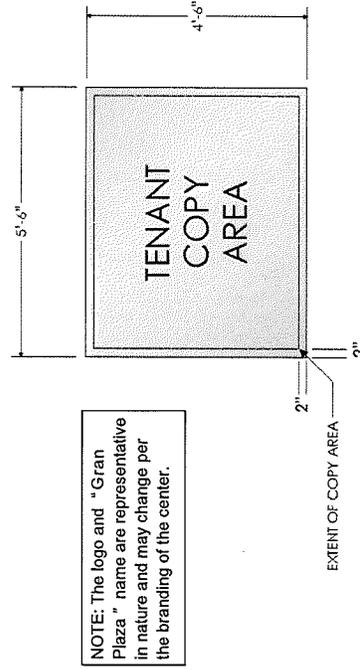
NOTE: The logo and "Gran Plaza" name are representative in nature and may change per the branding of the center.



PYLON SIGN DETAIL



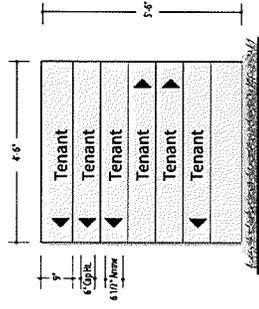
ENTRY MONUMENT



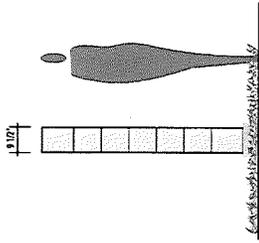
TENANT PANEL DETAIL



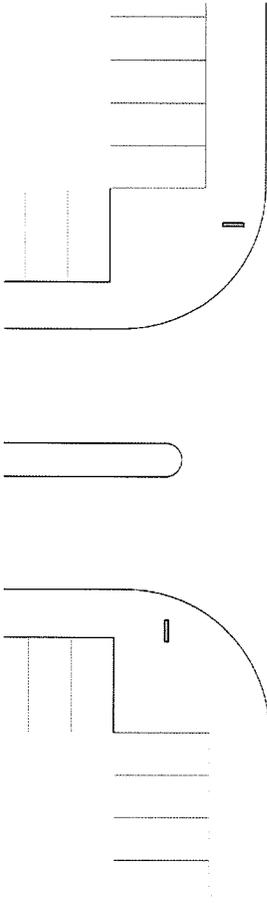
NOTE: The logo and "Gran Plaza" name are representative in nature and may change per the branding of the center.



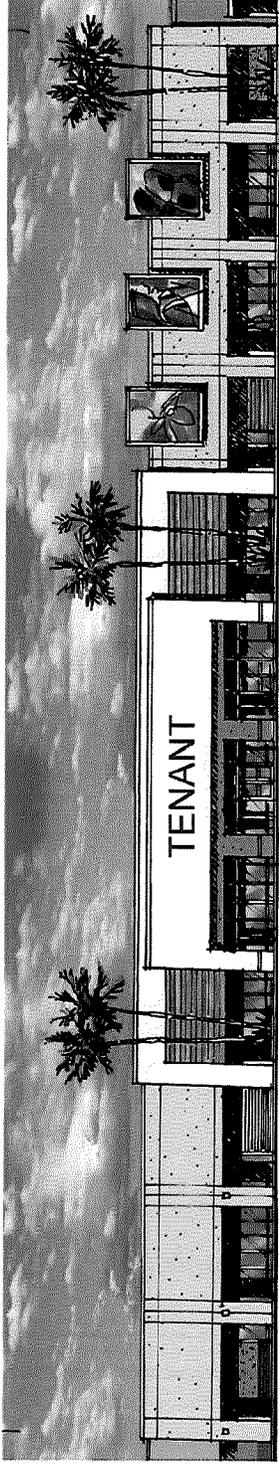
WAYFINDING SIGN - DOUBLE SIDED



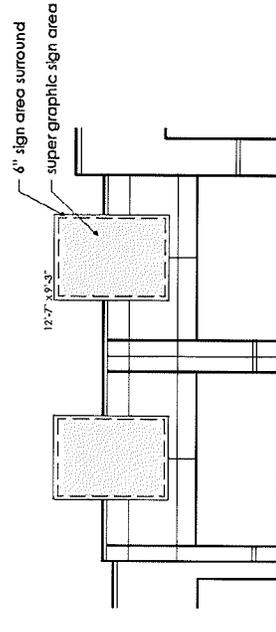
WAYFINDING SIGN - PROFILE



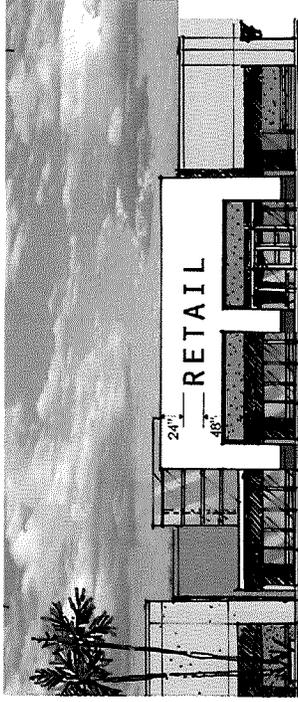
WAYFINDING SIGN - TYPICAL PLAN



SUPER GRAPHICS ELEVATIONS - TYPICAL CONDITION



SUPER GRAPHICS ELEVATIONS - TYPICAL CONDITION



ELEVATION - TYPICAL CONDITION/CHANNEL LETTER DISPLAY



SUB-ANCHOR TENANT - ONE LINE TYPICAL



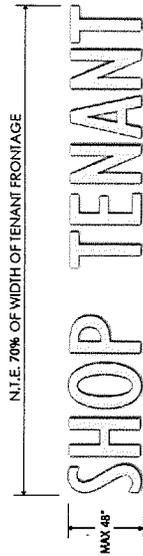
SUB-ANCHOR TENANT - TWO LINE TYPICAL



ANCHOR TENANT - ONE LINE TYPICAL



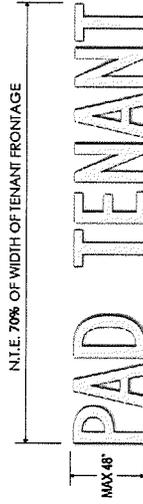
ANCHOR TENANT - TWO LINE TYPICAL



SHOP TENANT - ONE LINE TYPICAL



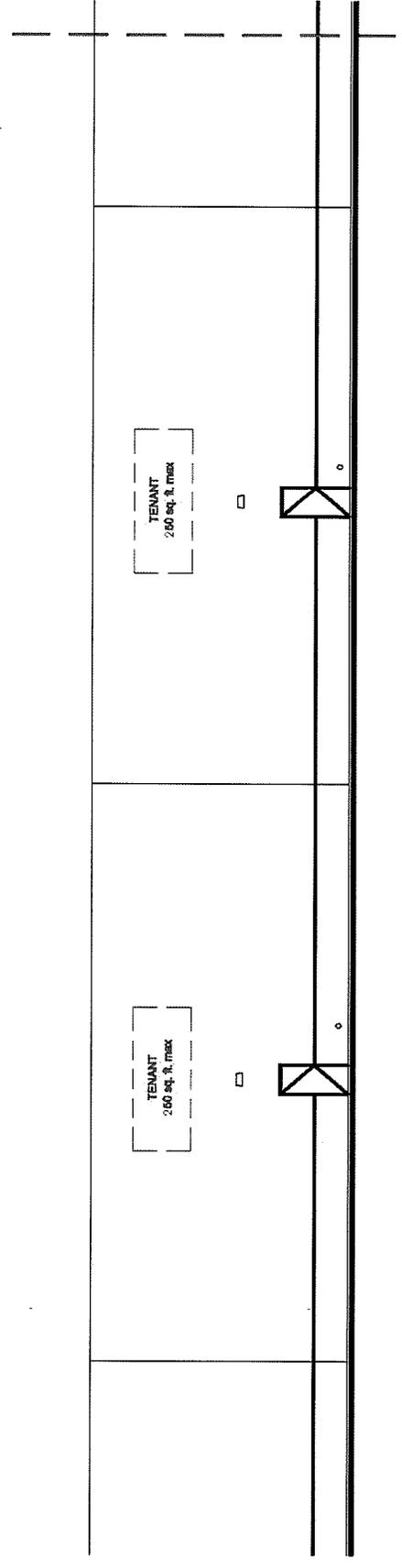
SHOP TENANT - TWO LINE TYPICAL



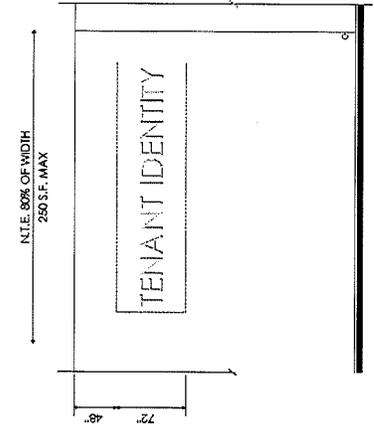
PAD TENANT - ONE LINE TYPICAL



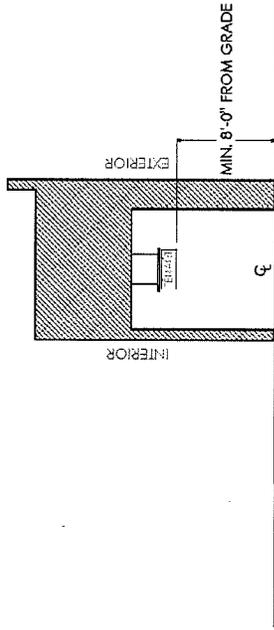
PAD TENANT - TWO LINE TYPICAL



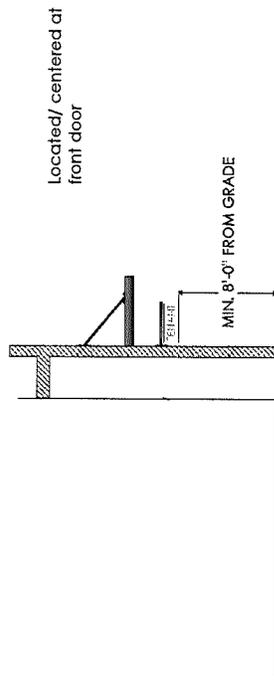
PERIMETER WALL DISPLAYS - TYPICAL CONDITION



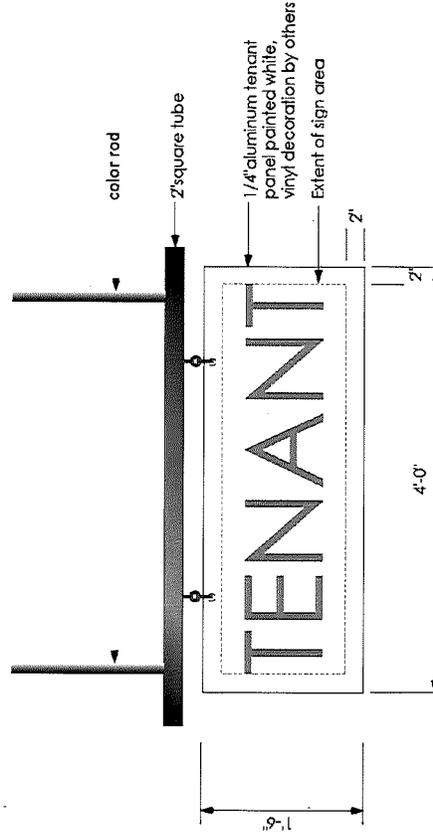
TYPICAL DISPLAY



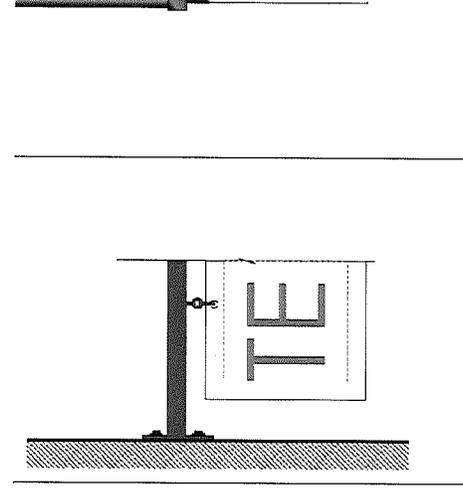
HANGING BLADE SIGN - ARCADE LOCATION



PROJECTING BLADE SIGN - TYPICAL LOCATION



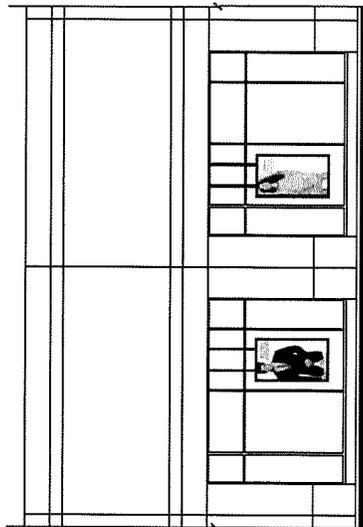
HANGING BLADE SIGN - ARCADE LOCATION



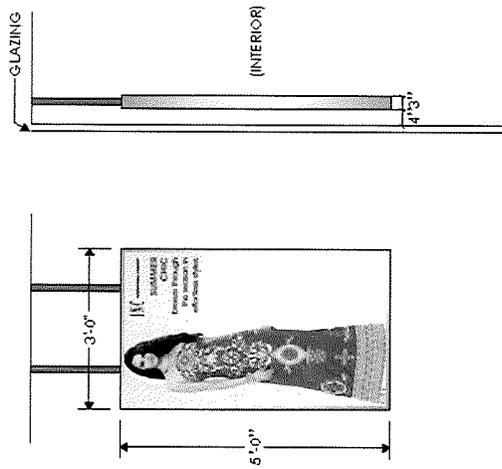
WALL MOUNTED



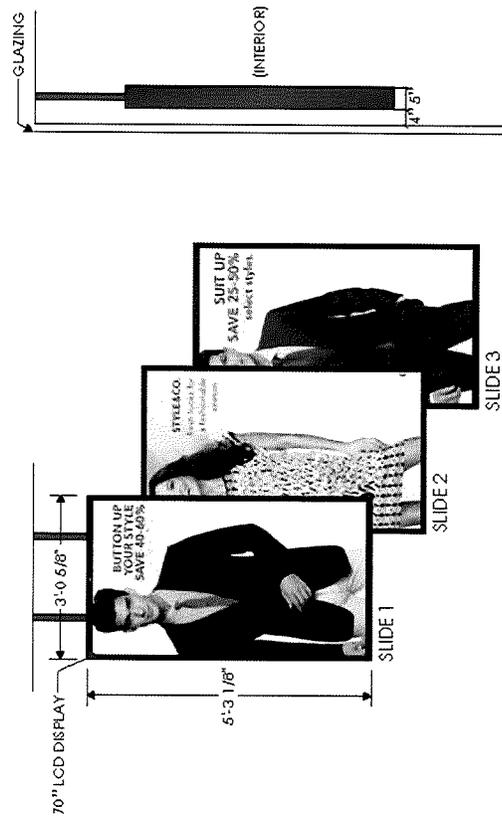
TYPICAL PROFILE



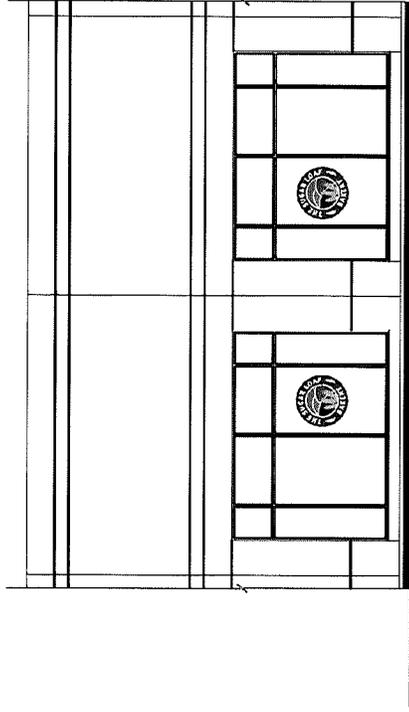
WINDOW SIGNS - TYPICAL LOCATION



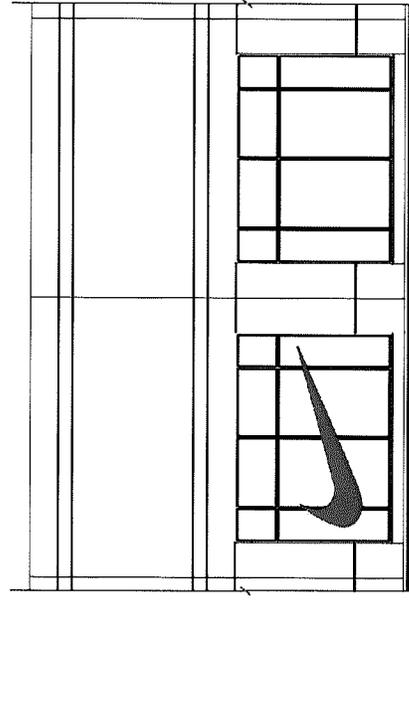
WINDOW DISPLAY OPTION 1 - PRINT/VINYL (STATIC)



WINDOW DISPLAY OPTION 2 - DIGITAL/LCD (DYNAMIC)



WINDOW SIGN - TYPICAL



WINDOW DISPLAY - TYPICAL

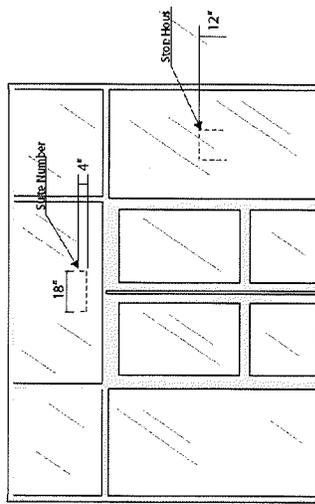
12345

4"

Mon: 9:00am - 4:00pm  
 Tue: 9:00am - 2:00pm  
 Wed: 9:00am - 4:00pm  
 Thur: 9:00am - 2:00pm  
 Fri: 9:00am - 4:00pm  
 Sat-Sun: CLOSED

12"

CUSTOMER ENTRY

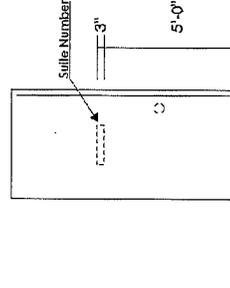


CUSTOMER ENTRY

12345

3"

SERVICE ENTRY



SERVICE ENTRY