

COACHELLA GATEWAY

SIGN PROGRAM AMENDMENT

PROJECT DIRECTORY

OWNER: CHANDI & KARAN LLC
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INDIO, CA, 92203
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A. INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

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 the owner.

Exceptions to these standards shall not be permitted without the approval from the Landlord and will require approval of a modification to the sign program application by the city.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

This sign program is designed in coordination with the Coachella Municipal Code Zoning Ordinance (Section 17.56.010)

B. GENERAL LANDLORD/TENANT REQUIREMENTS:

1. Prior to city submittal or sign fabrication, each tenant shall submit to landlord for written approval, three (3) copies of the fully detailed shop drawings of their proposed sign, indicating conformance with the sign criteria herein outlined.
2. The Landlord shall determine and approve the availability and position of a tenant name on any ground sign(s).
3. The tenant shall pay for all signs, related materials and installation fees (including all inspection costs).
4. The tenant shall obtain all necessary permits.
5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. It is the responsibility of the Tenants sign company to verify all conduit and transformer locations and service access prior to fabrication.
7. Should a sign be removed, it is the Tenant's responsibility to patch and paint all holes to match finish and color of adjacent surface.
8. The Landlord may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.
9. If the Tenant chooses to change his exterior sign at anytime during the term of his lease, then the Tenant must comply with the requirements set forth herein and any future modifications, amendments, revisions or changes which have been made to this sign program for this center after the execution of his lease agreement.

C. GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. Label.
3. Sign company to be fully licensed with the City and State and shall provide proof of full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed, waterproof, and in color & finish to match existing exterior.
5. Internal illumination to be 30 milliamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications". Or L.E.D.'S which ever sign company decided.
6. Painted surfaces to have a semi gloss finish. Only paint containing acrylic polyurethane products can be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles shall not be acceptable. The Owner reserves the right to reject any fabrication work deemed to be below standard.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or race ways will be allowed.
10. Signs must be made of durable rust -inhibited materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
13. Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design and acceptable to the Landlord.
16. Exposed junction boxes, lamps, tubing, or neon crossovers of any kind are prohibited.
17. All materials used in signage construction and installation must be new. No used materials will be allowed.

D. SIGNAGE SPECIFICATIONS:

The intent of this criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project.

The following types of construction will be allowed:

- Acrylic face channel letters
- Through face and halo channel letters
- Reverse pan channel letters
- Open pan channel letters
- Push thru letters and logos in aluminum cabinets
- Logo modules with applied vinyl graphics.
- Flat cut out dimensional shapes and accents
- Metal screen mesh

The use of at least two types of the above to be incorporated into each sign design is encouraged unless otherwise approved by Landlord. The idea of using dissimilar materials and creating signs with varying colors, layers and textures will create an exciting and appealing retail environment.

Stacked copy is permitted

Ascending and descending shapes shall not be included in allocated square footage except for the area they occupy.

E. ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord. Cost for the removal of abandoned sign shall be in accordance with lease agreement.

F. INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

G. PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard

No person shall install or maintain, or 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 words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

2. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

3. Painted letters will not be permitted.

4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.

5. **Electronic message board** signs shall not include flashing, blinking, audible, scrolling images or messages. Electronic message board signs shall not be placed within 1,000 feet of any other existing electronic message board sign.

6. Signs must be architecturally compatible with the entire center.

7. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached Exhibit for minor and major tenants.

8. Vehicular Signs.

Vehicles of any type or trailers displaying advertising for a business, services, merchandise or products may not be parked adjacent to or along a public right-of-way in such a way as to be used for advertising purposes.

9. **Roof Signs.**

Signs painted or mounted on a roof, including a mansard roof, are prohibited. Signs that extend above the peak of the roof or the parapet are prohibited. Signs that are mounted on a mansard or other roof type and are not integrated into the design of the building are also prohibited.

10. Sandwich or "A" Frame Signs.

The use of sandwich or "A" frame type signs shall be prohibited.

11. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting or holiday displays, which consist of unshielded light bulbs, festoons, and/or strings of open light bulbs are prohibited.

12. Banners, Pennants & Balloons Used for Advertising Purposes:

Temporary 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 Municipal Code requirements, Landlord's, and City approval. Temporary signs that are torn, misshapen, broken, or generally in disrepair shall be removed, replaced, or repaired.

13. Billboard Signs are not permitted.

14. The use of permanent sale signs is prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.

15. **Obscene or Unlawful Signs.**

Signs displaying obscene, indecent, immoral or unlawful matter are not permitted.

16. Signs Affixed to Windows or Doors.

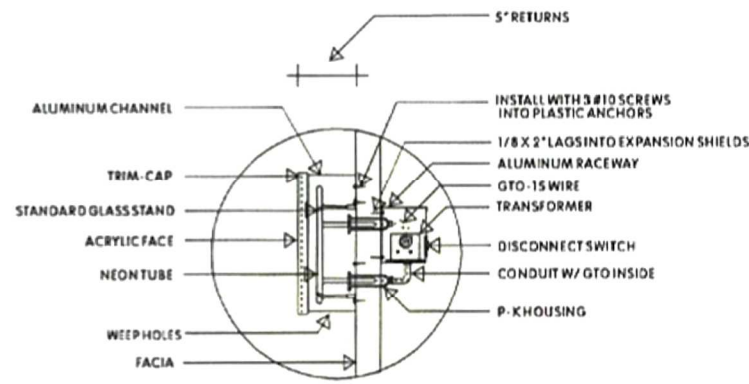
Any sign, merchandise, or graphic, otherwise affixed to windows or doors, interior or exterior shall be prohibited. Allowable signs affixed to windows shall in no case exceed 20% of the occupancy frontage window area.

17. Exterior Merchandise Signs.

Signs attached, affixed to or from the interior or exterior of any merchandise or products displayed outside of permanent buildings.

18. **Pylon Directory Sign:**

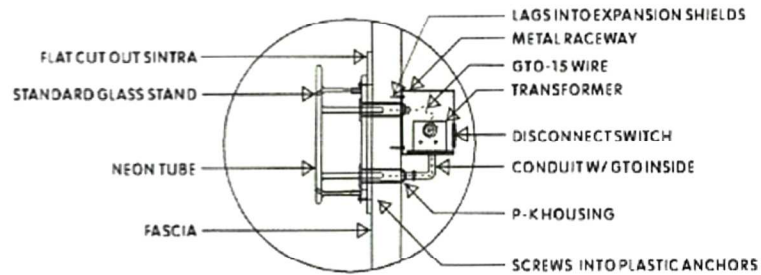
- a. Flat signs shall be prohibited. Signs shall be individual channel letters or embossed.
- b. Moving electronic signs shall be prohibited.
- c. Light should only shine through individual letters.



SECTION A

SIGN TO BE UL APPROVED AND BEAR UL LABEL

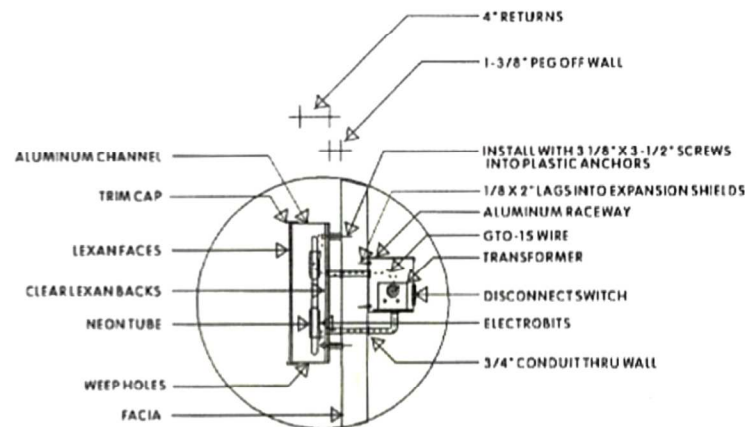
ACRYLIC FACED CHANNEL LETTERS
PK HOUSINGS



SECTION B

SIGN TO BE UL APPROVED AND BEAR UL LABEL

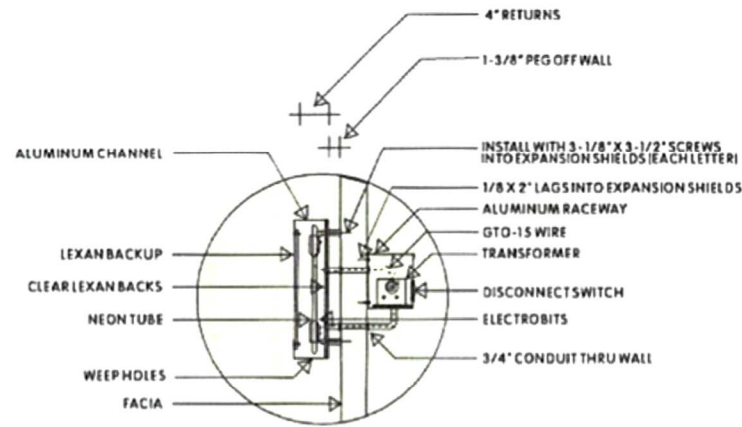
EXPOSED NEON WITH SINTRA BACKS



SECTION C

SIGN TO BE UL APPROVED AND BEAR UL LABEL

LEXAN FACED CHANNEL LETTERS
THROUGH FACE AND HALO ILLUMINATION



SECTION D

SIGN TO BE UL APPROVED AND BEAR UL LABEL

REVERSE PAN CHANNELS
THROUGH FACE AND HALO ILLUMINATION

SECTION A

New single faced internally illuminated Lexan faced channel letter display. Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish. Faces use acrylic with 3/4" bronze trim cap, illuminate with 30 ma neon or LED. Paint 5" deep returns duronodic bronze.

SECTION B

New single faced illuminated wall display. Use multi layered flat cut out 1/2" Sintra graphics with applied neon OR LED overlays. Flush mount Sintra to wall. Paint Sintra Matthews (or equivalent) semi gloss acrylic polyurethane. Use neon OR LED overlays with PK type housings.

SECTION C

New single faced internally illuminated Lexan faced channel letter display with through face and halo illumination. Use standard aluminum construction with Matthews (or

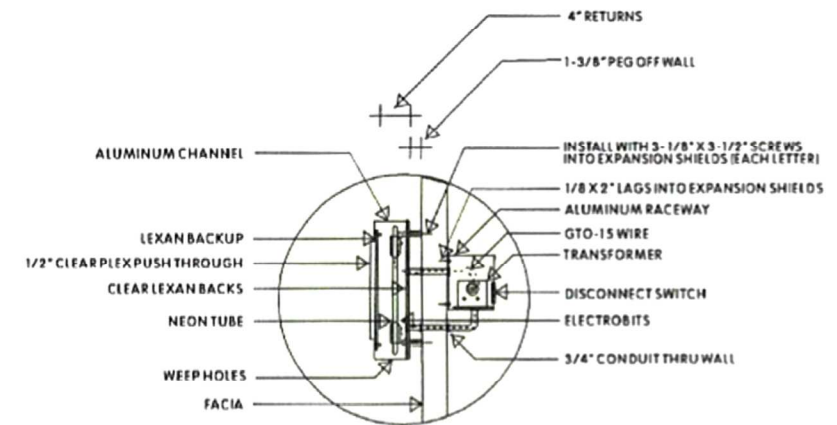
equivalent) semi gloss acrylic polyurethane finish, Faces use Lexan with 3/4" trim cap. Illuminate with 30 ma neon OR LED through face and halo. Paint returns duronodic bronze.

SECTION D

New single faced internally illuminated aluminum faced channel letter display with through face and halo illumination. Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish. Route out where graphics occur and back up with Lexan. Illuminate with 30 ma neon or LED through face and halo. Paint aluminum face and returns.

SECTION E

Same as "D" except route out where graphics occur and push through 1/2" clear plex with applied vinyl overlays. Note: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.

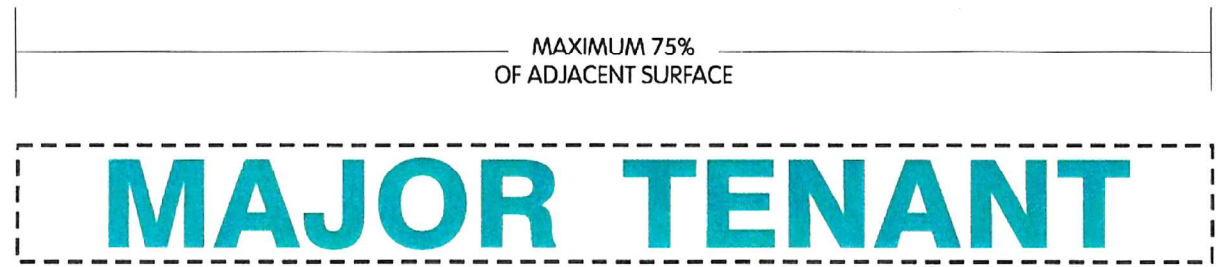


SECTION E

SIGN TO BE UL APPROVED AND BEAR UL LABEL

REVERSE PAN CHANNELS
THROUGH FACE AND HALO ILLUMINATION
PUSH THROUGH GRAPHICS

60% OF ADJACENT SURFACE OR 6'-0" MAX LETTER (WHICHEVER IS LESS)



MAJOR TENANTS (7,501 TO 99,999 SQUARE FEET)

SIZE: 2 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES, MAXIMUM OF 350 SQUARE FEET TOTAL PER ELEVATION.

MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, SINGLE OR MULTIPLE TYPES OF CONSTRUCTION ALLOWED.

ILLUMINATION: YES

COPY: TENANT NAME AND/OR LOGO

HEIGHT: SIXTY PERCENT OF ADJACENT SURFACE

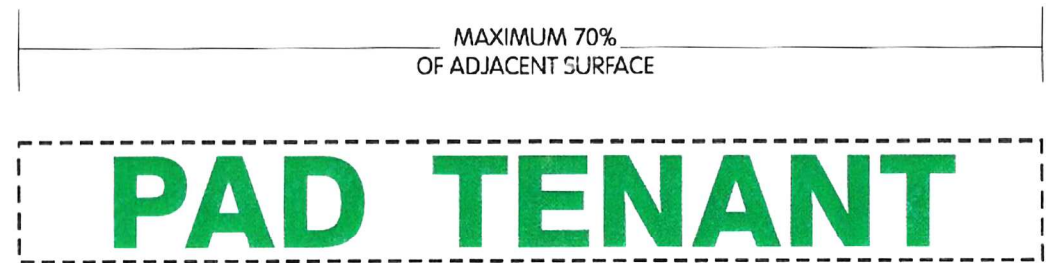
LENGTH: SEVENTY FIVE PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: YES (NOT TO EXCEED 25% OF TOTAL ALLOWABLE SIGN AREA). TOTAL COMBINED SIGNAGE NOT TO EXCEED MAXIMUM SQUARE FOOTAGE PER FRONTAGE.

60% OF ADJACENT SURFACE OR 4'-0" MAX LETTER (WHICHEVER IS LESS)



SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES, MAXIMUM OF 250 SQUARE FEET TOTAL PER ELEVATION.

MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, TWO TYPES OF CONSTRUCTION REQUIRED UNLESS OTHERWISE APPROVED BY LANDLORD

ILLUMINATION: YES

COPY: TENANT NAME AND/OR LOGO

HEIGHT: SIXTY PERCENT OF ADJACENT SURFACE

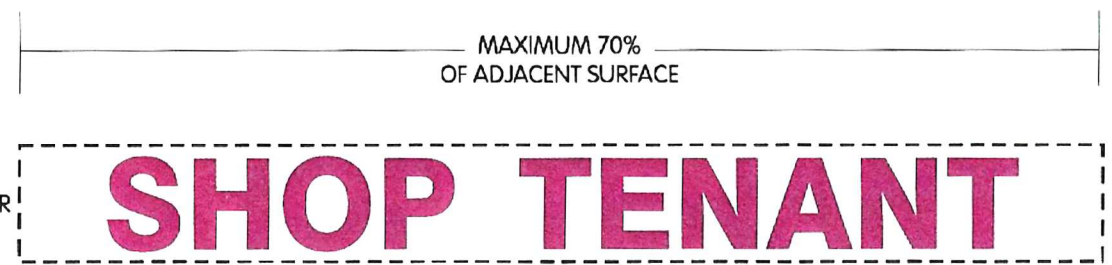
LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: YES (NOT TO EXCEED 25% OF TOTAL ALLOWABLE SIGN AREA). TOTAL COMBINED SIGNAGE NOT TO EXCEED MAXIMUM SQUARE FOOTAGE PER FRONTAGE.

60% OF ADJACENT SURFACE OR 3'-0" MAX LETTER (WHICHEVER IS LESS)



SHOP TENANTS (UP TO 7,500 SQUARE FEET)

SIZE: 1.5 SQUARE FOOT OF SIGN AREA PER LINEAR FOOT OF LEASED PREMISES, MAXIMUM OF 150 SQUARE FEET TOTAL PER ELEVATION.

MATERIALS: VARIETY OF TYPES PER SIGN CRITERIA, TWO TYPES OF CONSTRUCTION REQUIRED UNLESS OTHERWISE APPROVED BY LANDLORD

ILLUMINATION: YES

COPY: TENANT NAME AND/OR LOGO

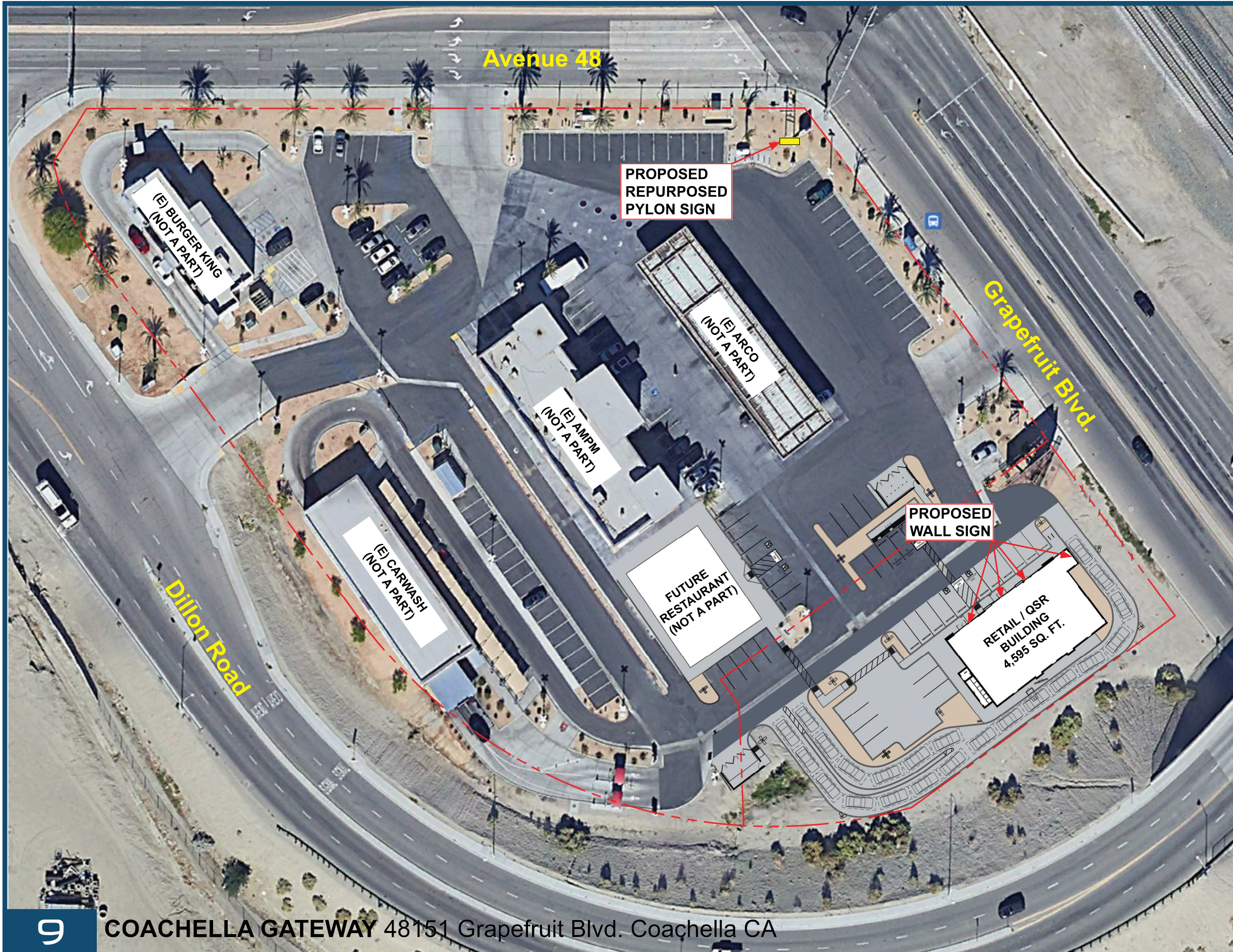
HEIGHT: SIXTY PERCENT OF ADJACENT SURFACE

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

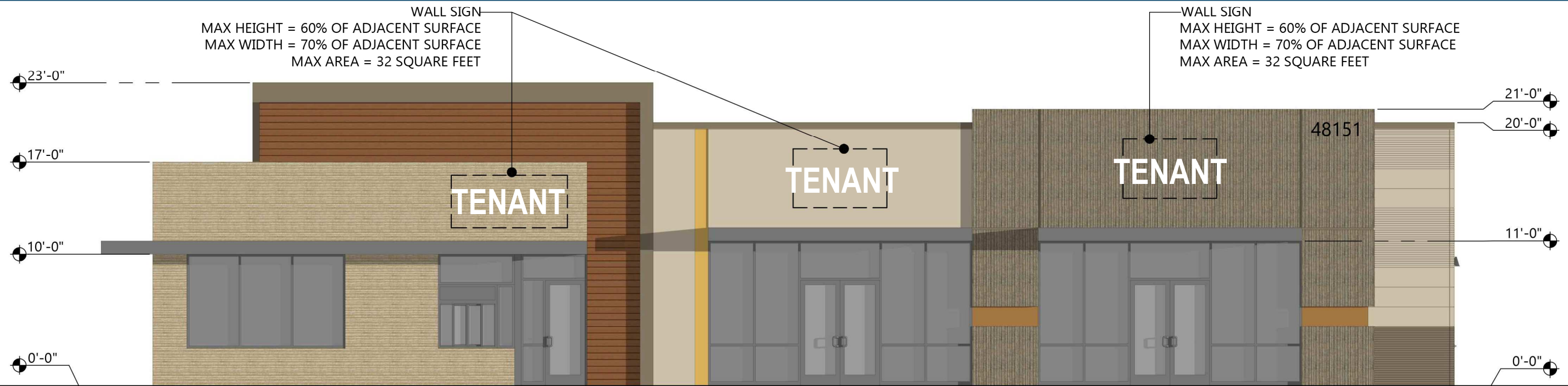
COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: NO

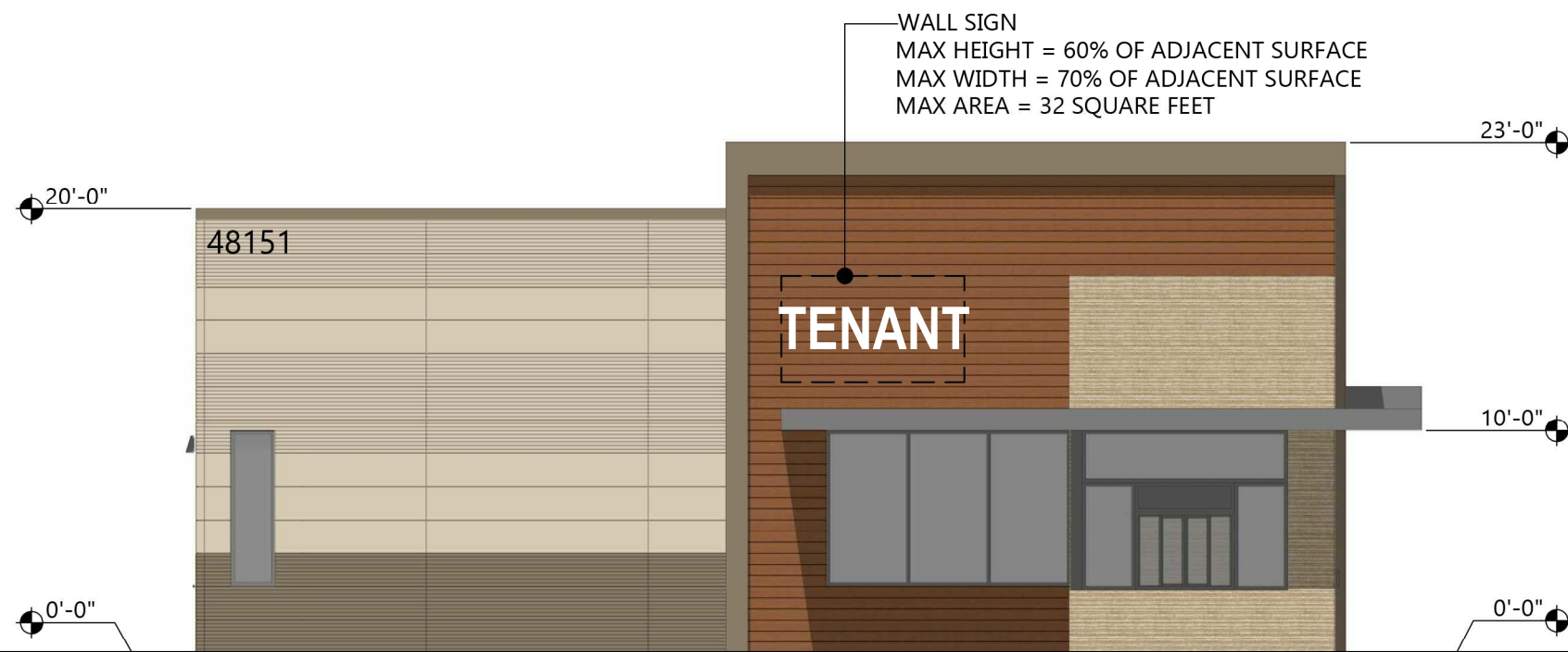


Sign plan for the center needs to be complete.
Signs for existing stores should be added as pages here.
Note Existing Monument Price Sign. I believe there is (2) on-site.
Add pages 10-13 and 16. I believe (14) was the old design of the new design building, so that will be replaced.



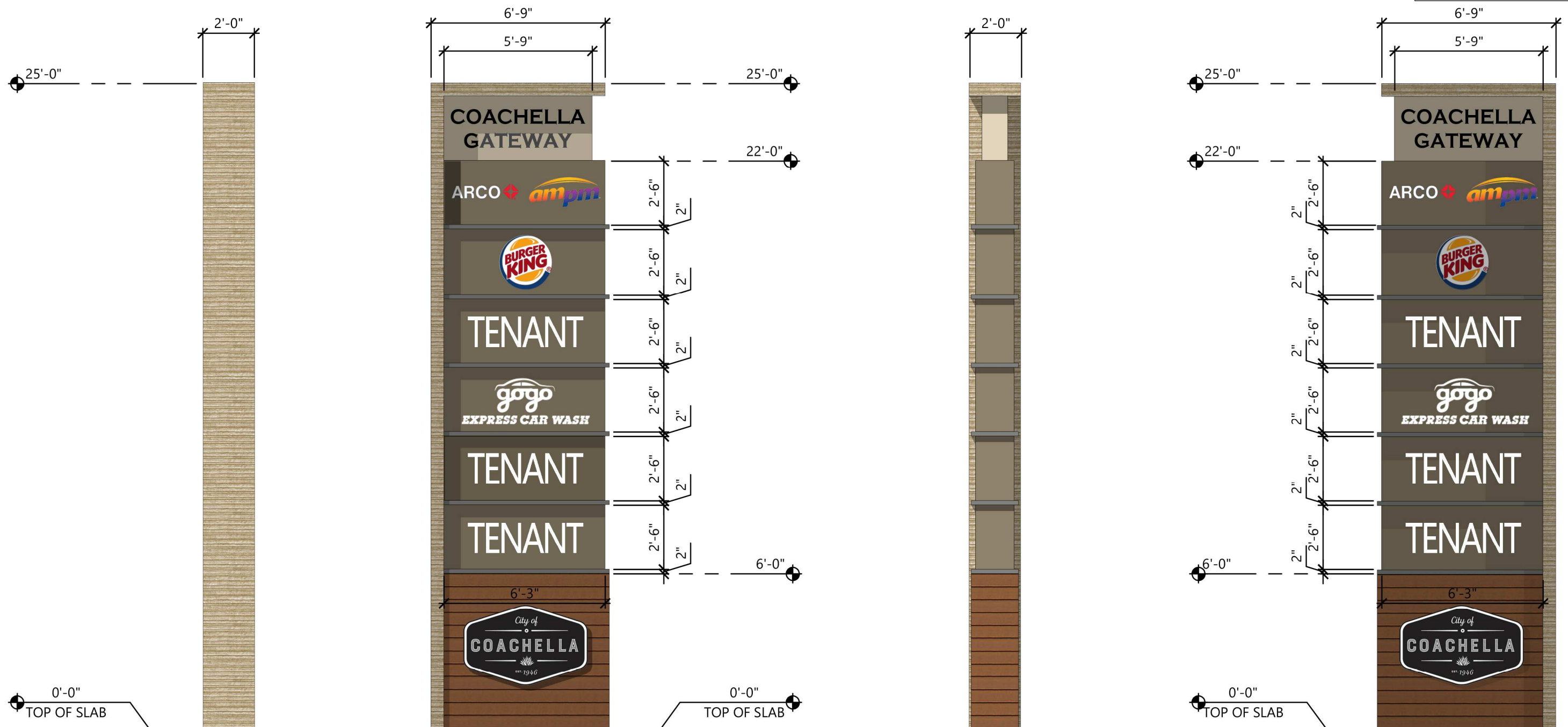


NORTH ELEVATION SCALE 1/8"=1'-0"



EAST ELEVATION SCALE 1/8"=1'-0"

FINISH SCHEDULE	
FINISH	DESCRIPTION
	STUCCO - FINE SAND FINISH PAINT MANUFACTURER: DUNN EDWARDS PAINT COLOR: DE6192 "NOMADIC TAUPE"
	STUCCO - COMBED FINISH PAINT MANUFACTURER: DUNN EDWARDS PAINT COLOR: DE6193 "BAMBOO SCREEN"
	REMOVABLE ACM PANEL ANODIZED TO MATCH DUNN EDWARDS DE6223 MISSION TRAIL
	CEMENT BOARD MANUFACTURER: NICHHA PRODUCT: ARCHITECTURAL WALL PANEL MODEL: VINTAGEWOOD "REDWOOD"
NOTE	
1. SIGN PANEL DIVIDERS TO BE EXTRUDED ALUMINUM TUBING, CLEAR ANODIZED	
2. TENANT SIGNS SHALL BE INTERNALLY LIT 3D POP SIGNS, AND INDIVIDUAL CHANNEL LETTERS, ATTACHED TO REMOVABLE SIGN PANELS.	



WEST ELEVATION

SOUTH ELEVATION

EAST ELEVATION

NORTH ELEVATION