

# COACHELLA GATEWAY

S I G N P R O G R A M

**APPROVED**

DEPT. INITIALS DATE

BUILDING

PLANNING

ENGINEERING

\_\_\_\_\_  
*Jc*  
\_\_\_\_\_  
G-13-17  
\_\_\_\_\_  
\_\_\_\_\_

## PROJECT DIRECTORY

### OWNER:

CHANDI GROUP USA INC  
42270 SPECTRUM ST  
INDIO, CA, 92203  
PH: (760) 396-9260

### DESIGNER:

ALEX CUEVAS  
AGC DESIGN CONCEPT INC  
28524 CONSTELLATION WAY  
VALENCIA, CA 91355  
PH: (661) 295-1111

### SIGN CONSULTANT:

SERGIO RODRIGUEZ  
81211 INDIO BLVD. STE 2B  
INDIO, CA 92201  
PH: (760) 619-6565

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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 070.04)

#### 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 wish 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. 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. There shall be no signs that are flashing, moving or audible.

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. 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 activity are prohibited.

9. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting installed by landlord which consists of unshielded light bulbs are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

10. 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.

11. Billboard Signs are not permitted.

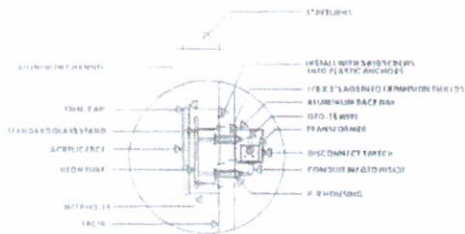
12. The use of permanent sale signs is prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days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

F. ABANDONMENT OF SIGNS:

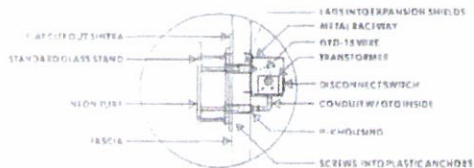
Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord. Cost for the removal of abandoned sign shall be in accordance with lease agreement.

G. INSPECTION:

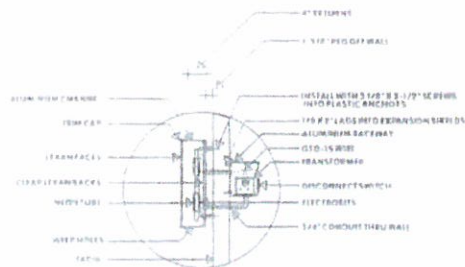
Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.



**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**

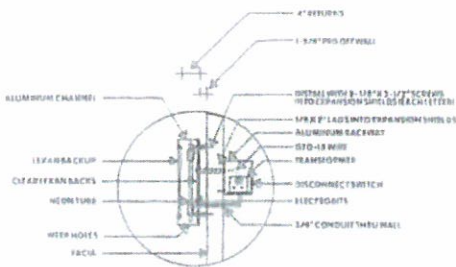


**SECTION C**  
SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**LEXAN FACED CHANNEL LETTERS**  
THROUGH FACE AND HALO ILLUMINATION

**SECTION 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.  
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 overlays.  
Flush mount Sintra to wall. Paint Sintra Matthews (or equivalent) semi gloss acrylic polyurethane.  
Use neon 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



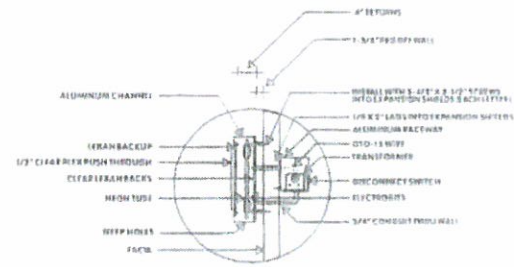
**SECTION D**  
SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**REVERSE PAN CHANNELS**  
THROUGH FACE AND HALO ILLUMINATION

equivalent) semi gloss acrylic polyurethane finish,  
Faces use Lexan with 3/4" trim cap. Illuminate with 30 ma neon 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 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)

MAXIMUM 75% OF ADJACENT SURFACE

# MAJOR TENANT

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

SIZE: TWO 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)

MAXIMUM 70% OF ADJACENT SURFACE

# PAD TENANT

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)

MAXIMUM 70% OF ADJACENT SURFACE

# SHOP TENANT

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

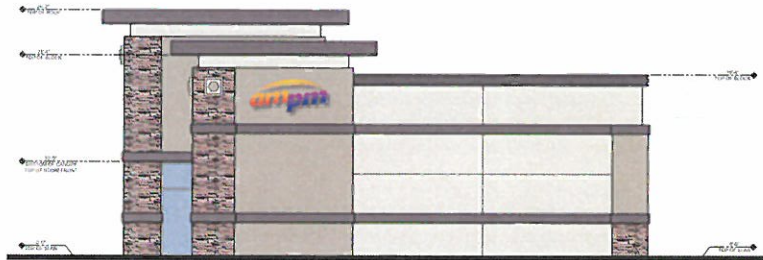








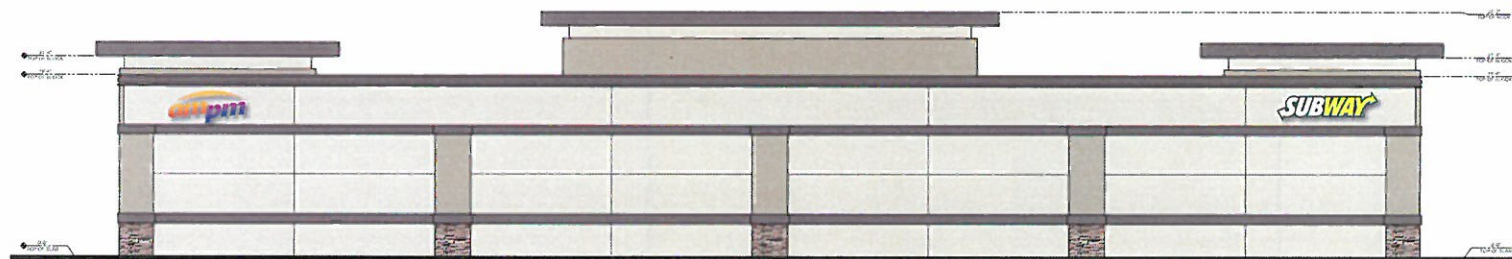
1 MAIN ENTRANCE ELEVATION  
SCALE: 1/8" = 1'-0"



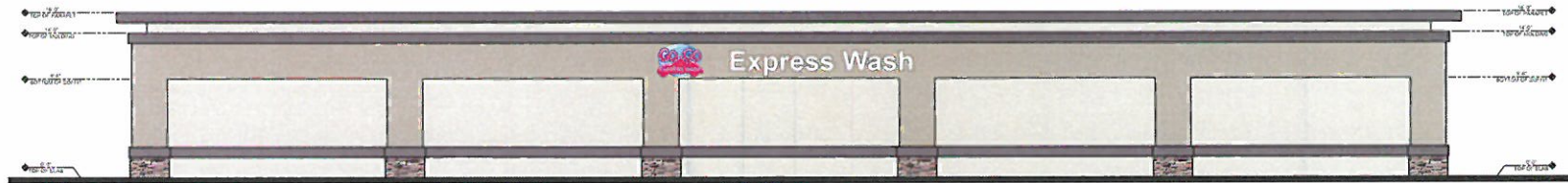
2 RIGHT ELEVATION  
SCALE: 1/8" = 1'-0"



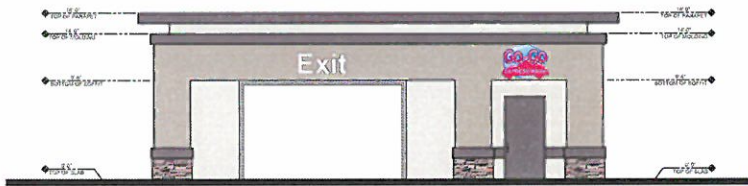
4 LEFT ELEVATION  
SCALE: 1/8" = 1'-0"



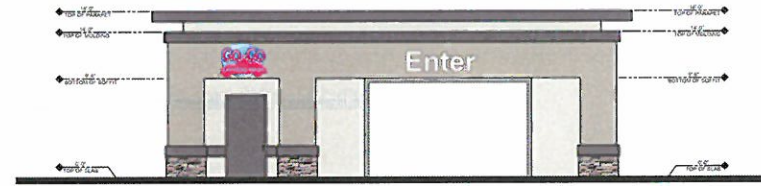
3 REAR ELEVATION  
SCALE: 1/8" = 1'-0"



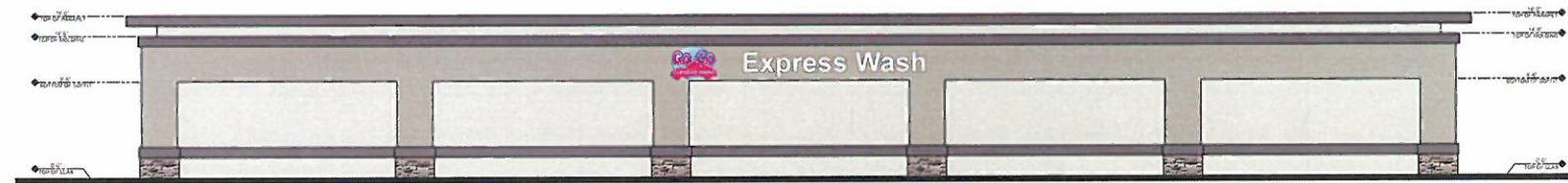
1 MAIN ENTRANCE ELEVATION



2 RIGHT ELEVATION



4 LEFT ELEVATION



3 REAR ELEVATION

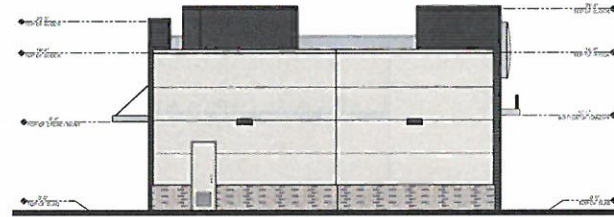




1 MAIN ENTRANCE ELEVATION  
SCALE: 1/8" = 1'-0"



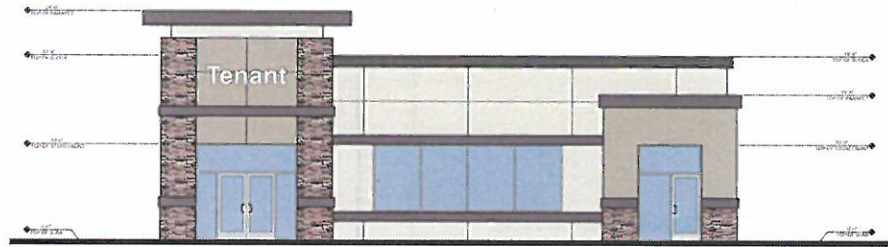
2 RIGHT ELEVATION  
SCALE: 1/8" = 1'-0"



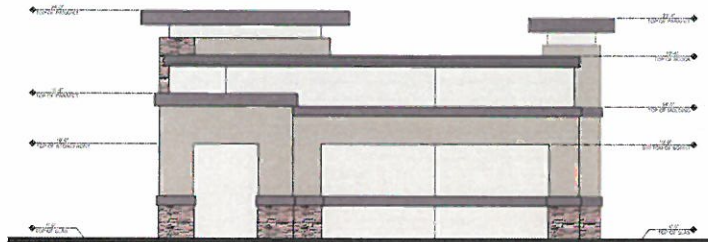
4 LEFT ELEVATION  
SCALE: 1/8" = 1'-0"



3 DRIVE-THRU ELEVATION  
SCALE: 1/8" = 1'-0"



1 MAIN ENTRANCE ELEVATION



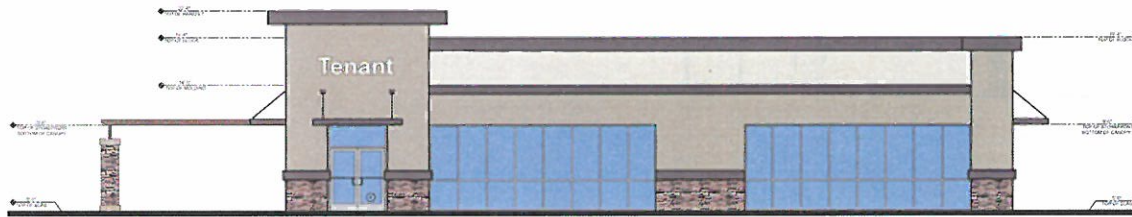
2 RIGHT ELEVATION



3 REAR ELEVATION



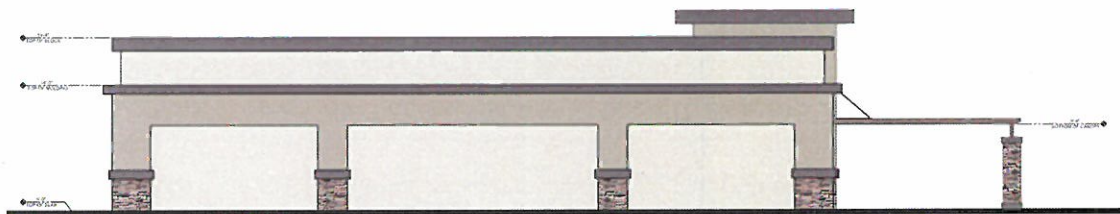
4 LEFT ELEVATION



1 MAIN ENTRANCE ELEVATION  
SCALE: 1/8" = 1'-0"



2 RIGHT ELEVATION  
SCALE: 1/8" = 1'-0"



3 REAR ELEVATION  
SCALE: 1/8" = 1'-0"



4 LEFT ELEVATION  
SCALE: 1/8" = 1'-0"





PRODUCT COPY:  
WHITE COPY ON BLUE OPAQUE BACKGROUND

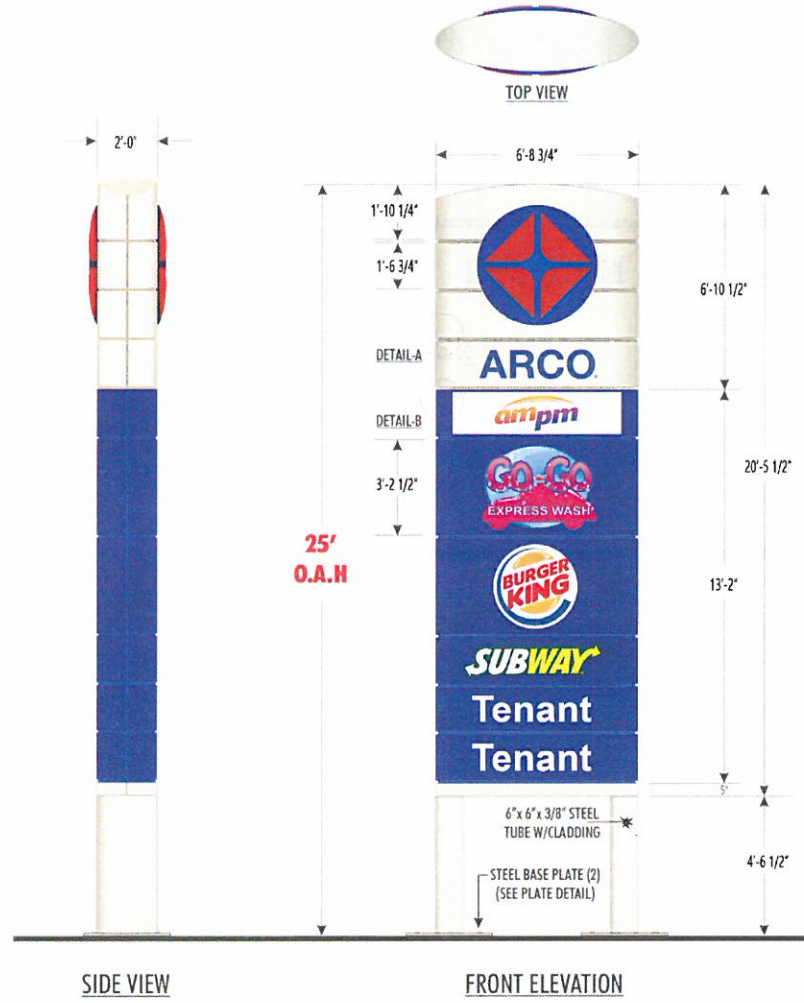
12" Tenant

ITEM	DECORATION
A	PMS 288C
B	WHITE
C	BLOCKOUT
D	LIGHT BLUE PMS 2935
E	RED PMS 485
F	PEARLESCENT
G	DIGITAL PRINT
H	PMS 348C GREEN
I	PMS 286C BLUE AMPM STRIPE

MATERIAL LIST

1	PLASTIC FACE
2	ALUMINUM

SECOND SURFACE DECORATION



(Pylon Directory Sign)



NIGHT ILLUMINATION VIEW

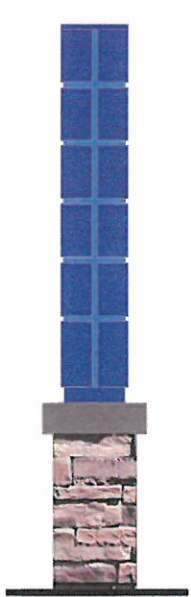


SIDE B

ITEM	DECORATION
A	PMS 288C
B	WHITE
C	BLOCKOUT
D	LIGHT BLUE PMS 2935
E	RED PMS 485
F	PEARLESCENT
G	DIGITAL PRINT
H	PMS 348C GREEN
I	PMS 286C BLUE AMPM STRIPE

MATERIAL LIST	
1	POLYCARBONATE - PANELS/ END CAP
2	POLYCARBONATE - SPARK/ TOP CAP
SECOND SURFACE DECORATION	



(3 New Monument Price Signs)