
peninsula
shopping center
SIGN PROGRAM

 **PROJECT
DIRECTORY**




LANDLORD: VESTAR DEVELOPMENT
7575 CARSON BLVD.
LONG BEACH, CA 90808
562-938-1722

ARCHITECT: PERKOWITZ + RUTH
111 W OCEAN BLVD.
LONG BEACH, CA 90802
(562) 628-8000

CONSULTANT: JONES SIGN
9025 BALBOA AVENUE, STE 150
SAN DIEGO, CA 92123-1520
TEL (858) 569-1400 x106
FAX (858) 569-1453
ATTN: JOHN HADAYA

SIGN ADVANTAGE
2062 BUSINESS CENTER DRIVE SUITE 130
IRVINE, CA 92612
TEL (949) 553-2433
FAX (949) 553-2436
ATTN: CONNIE O'CONNOR

 **TABLE
OF CONTENTS**

TITLE	1
PROJECT DIRECTORY	2
SUBMITTALS & APPROVALS	3
CONSTRUCTION REQUIREMENTS	4
SIGNAGE SPECIFICATIONS	5
PROHIBITED SIGNS	6
SIGN OPTIONS	7
SITE PLAN	8-10
 WALL SIGNS	
MAJOR TENANTS	12
SUB MAJOR TENANTS	13
SHOP TENANTS	14-16
PAD TENANTS	17
 GROUND SIGNS	
PYLON DISPLAY	18
MONUMENT DISPLAY	19
VEHICULAR DIRECTIONAL SIGN	20
PEDESTRIAN DIRECTIONAL SIGNS	21-22
 MISC.	
WALL DIRECTIONAL	23
BLADE SIGNS/UNDERCANOPY SIGNS	24

A. INTRODUCTION

The intent of this sign program is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment that is harmonious with the architecture of the project, sufficient to provide clear information to patrons of the shopping center and provides for individual graphic expression for individual retail tenants.

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 Landlord.

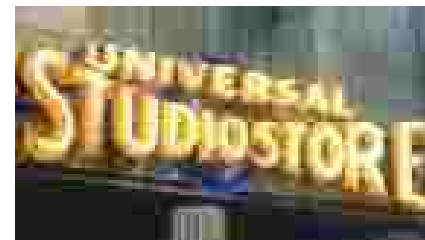
Exceptions to these standards shall not be permitted without approval from the Landlord and may require approval of a modification to the sign program by the city.

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

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

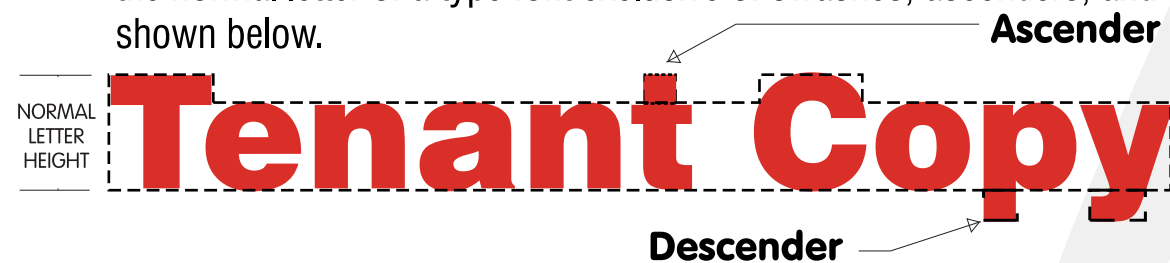
B. GENERAL LANDLORD/TENANT REQUIREMENTS:

1. Each tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of the proposed sign, indicating conformance with the sign program 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 final inspection costs).
4. The tenant shall obtain all necessary permits.
5. The tenant shall be responsible for fulfillment of all requirements of this sign program.
6. It is the responsibility of the tenant's 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 repair all damage including patching all holes and painting surface to match the existing color.



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 have full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed, waterproofed and in colors to match exterior of building.
5. Internal illumination to be LED or Neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications" (except as noted otherwise).
6. Painted surfaces to have a semi gloss finish. Only paint containing acrylic polyurethane products can be used (except as noted otherwise).
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal letter of a type font exclusive of swashes, ascenders, and descenders as shown below.



Ascender: (The part of the lowercase letters, such as b, d, and h, that extends above the other lowercase letters),
Descender: (The part of the lowercase letters, such as g, p, and q, that

8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. The Landlord 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 with out specific approval by the Landlord.
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 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 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 junction boxes, lamps, tubing, or neon crossovers of any type are not permitted.



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:(see page 7 for details)

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.

The use of dissimilar materials and creating signs with varying colors, layers and textures will create an exciting and appealing retail environment.

The use of dimensional and layered icons is also encouraged.

Stacked copy is permitted.



1. Wall/Building Signs:

Identifying signs shall be permitted on the exterior of each side of any tenant occupied building that faces a street, freeway, a project driveway or a parking lot. Each such side shall be deemed a building frontage.

In no event shall a sign be permitted to exceed 75 percent of the length of the elevation upon which it is located.

a) Multi-Tenant Buildings: The maximum sign area for any multi-tenant building shall be calculated as if the building housed a single tenant. Each tenant occupying a multi-tenant building shall be permitted maximum sign area calculated based upon that tenant's pro rata share of the lineal footage of the applicable exterior

2. Freestanding Signs:

Freestanding signs that identify the shopping center, and/or individual tenants shall be permitted at such locations and sizes and with such design as set forth in this criteria document.

The rights of any tenant to participate in a freestanding sign shall be determined by the Landlord in his sole discretion.

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.

5. There shall be no signs that are flashing, moving or audible unless approved by the Landlord and City of Rolling Hills Estates.

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

7. Vehicle Signs: Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity are prohibited. Also, vehicle signs shall not be used as an additional advertising mechanism for tenants.

8. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting, 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.

9. Banners used for advertising purposes:

Temporary banners may be permitted subject to City of Rolling Hills Estates Code requirements, Landlord's, and City approval.

10. Billboard Signs are not permitted.

11. The use of permanent sale sign is prohibited. The temporary use of these signs is 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.

12. Any sign or display affixed to directly to windows. Signs that are displayed in window area must be at least 18" back from window and not larger than 30% of entire window area.

F. ABANDONMENT OF SIGNS:

Any tenant sign left more than thirty (30) days after the tenant vacates the premises shall become the property of Landlord.



Section A

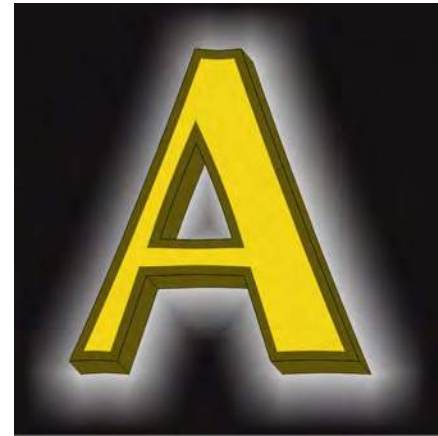
Illuminated LEXAN FACED CHANNEL display with THROUGH FACE ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces use translucent Lexan with trim cap.

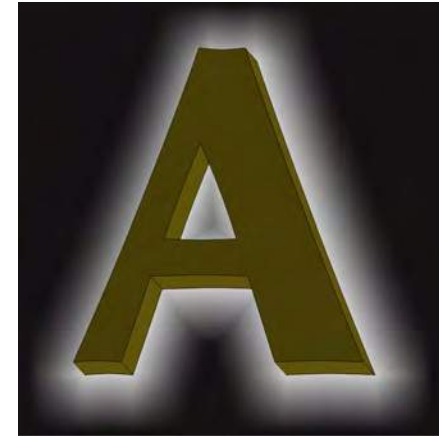
Illuminate with LED'S

Paint returns any color.



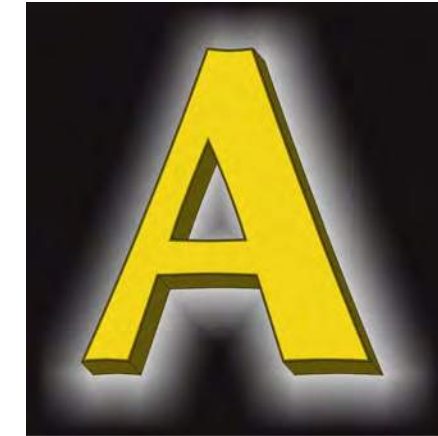
Section A

LEXAN FACED CHANNEL WITH THROUGH FACE ILLUMINATION.



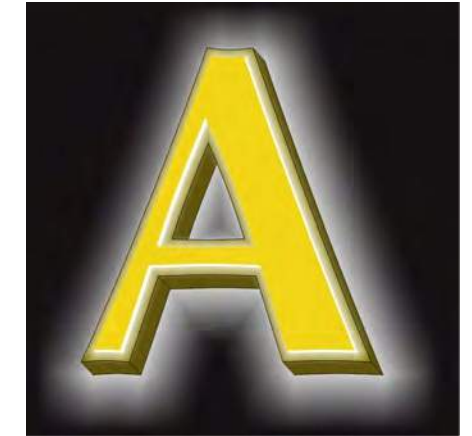
Section B

REVERSE PAN CHANNEL WITH HALO ILLUMINATION



Section C

LEXAN FACED CHANNEL WITH THROUGH FACE AND HALO ILLUMINATION.



Section D

ALUMINUM FACED CHANNEL WITH PUSH THROUGH GRAPHICS AND THROUGH FACE & HALO ILLUMINATION



Section B

Illuminated REVERSE PAN CHANNEL display with HALO ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Illuminate with LED'S

Paint faces and returns any color.



Section C

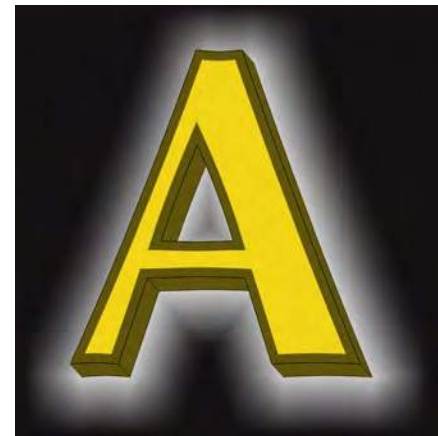
Illuminated LEXAN FACED CHANNEL display with THROUGH FACE AND HALO ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces use Lexan with trim cap.

Illuminate with LED'S

Paint returns any color.



Section E

ALUMINUM FACED CHANNEL WITH BACKED UP GRAPHICS AND THROUGH FACE & HALO ILLUMINATION



Section F

FLAT CUT OUT GRAPHICS WITH HALO ILLUMINATION



Section D

Illuminated ALUMINUM FACED CHANNEL display with THROUGH FACE AND HALO ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Route out aluminum faces where graphics occur and push through lexan graphics.

Illuminate with LED'S

Paint face and returns any color.



Section E

Illuminated ALUMINUM FACED CHANNEL display with THROUGH FACE AND HALO ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Route out aluminum faces where graphics occur and back up with lexan graphics.

Illuminate with LED'S

Paint face and returns any color.



Section F

Illuminated FLAT CUT OUT GRAPHIC display with HALO ILLUMINATION.

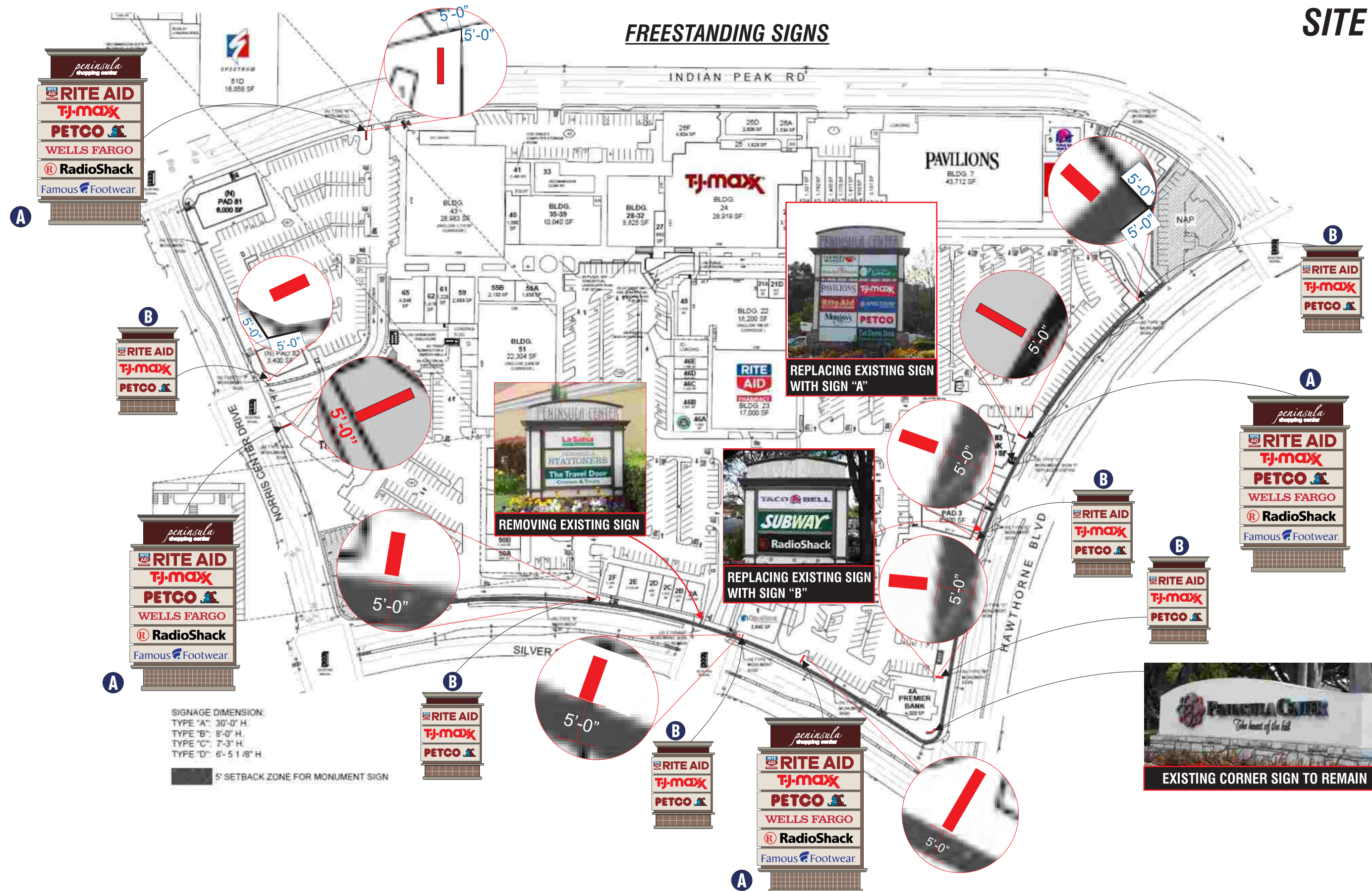
Use standard aluminum, acrylic or sintra construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Illuminate with LED'S

Paint faces and returns any color.

NOTE: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.

FREESTANDING SIGNS

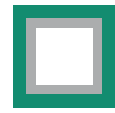


PENINSULA SHOPPING CENTER

SITE PLAN

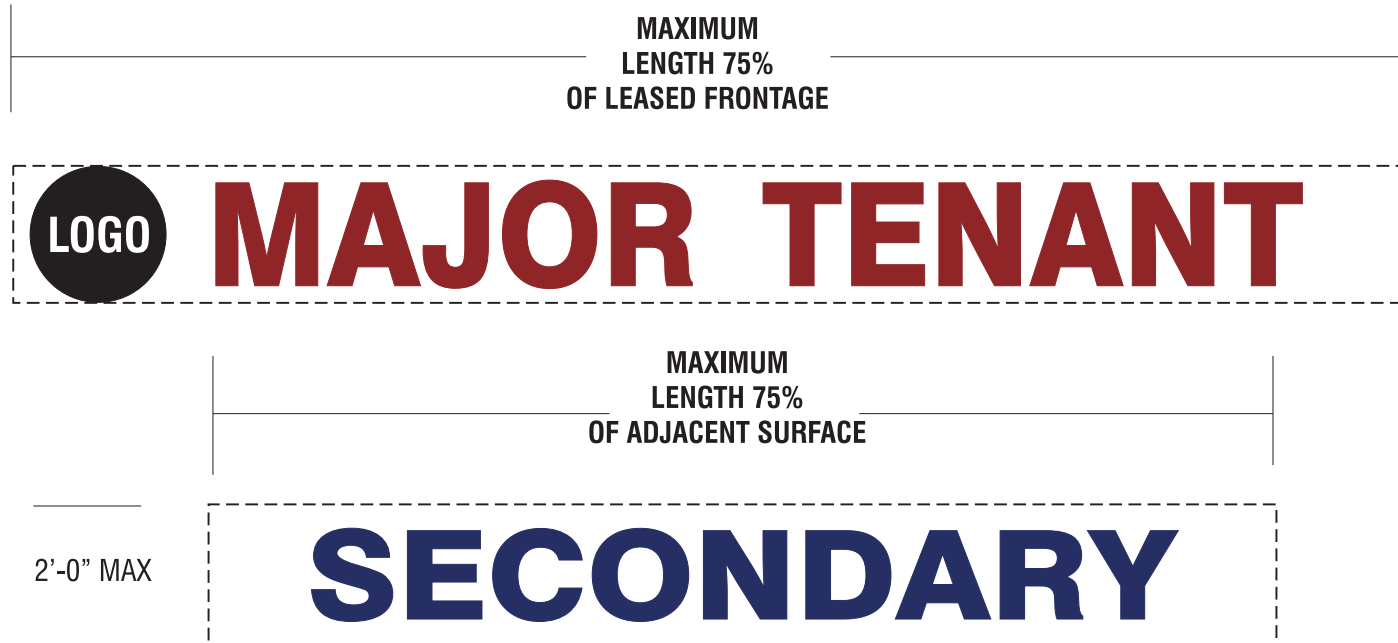


PENINSULA SHOPPING CENTER



MAJOR TENANT ID WALL SIGNAGE (15,000 SQ. FT AND ABOVE)

5'-0" MAX LOGO
4'-0" MAX LETTER HEIGHT



MAJOR TENANTS



QUANTITY: ONE (1) PRIMARY SIGN ALLOWED PER ELEVATION

MATERIALS: SEE PAGE 7.

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

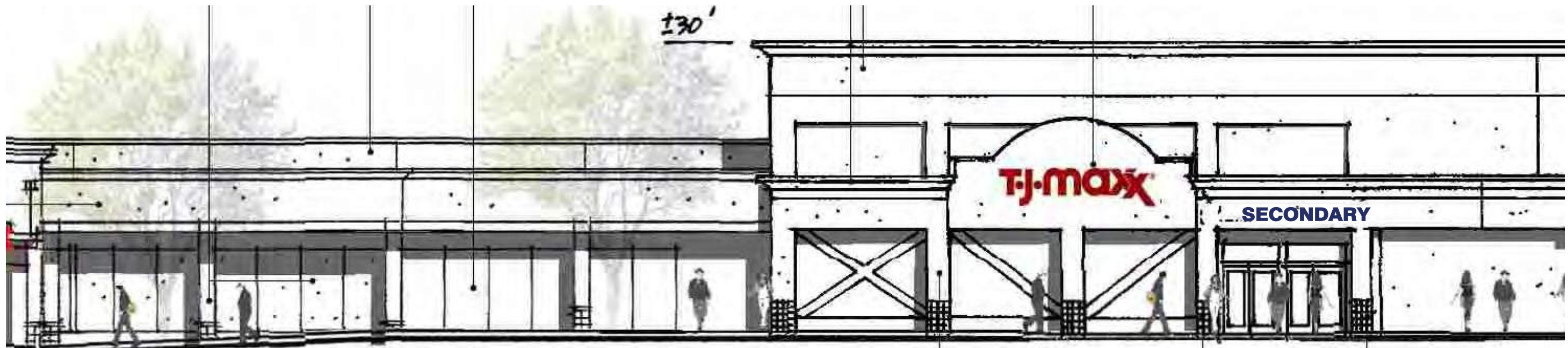
HEIGHT: 48" MAXIMUM LETTER HEIGHT, 60" MAXIMUM LOGO HEIGHT

LENGTH: 75% OF LEASED FRONTAGE

TYPEFACE: CUSTOM LOGO AND TYPE OK WITH OWNER'S APPROVAL

COLORS: CUSTOM COLORS OK WITH OWNER'S APPROVAL

SECONDARY SIGNS: ADDITIONAL SIGNAGE DESCRIBING PRODUCTS AND SERVICES IS EXPRESSLY PERMITTED AS PART OF PRIMARY SIGNAGE. QTY (2) PER ELEVATION

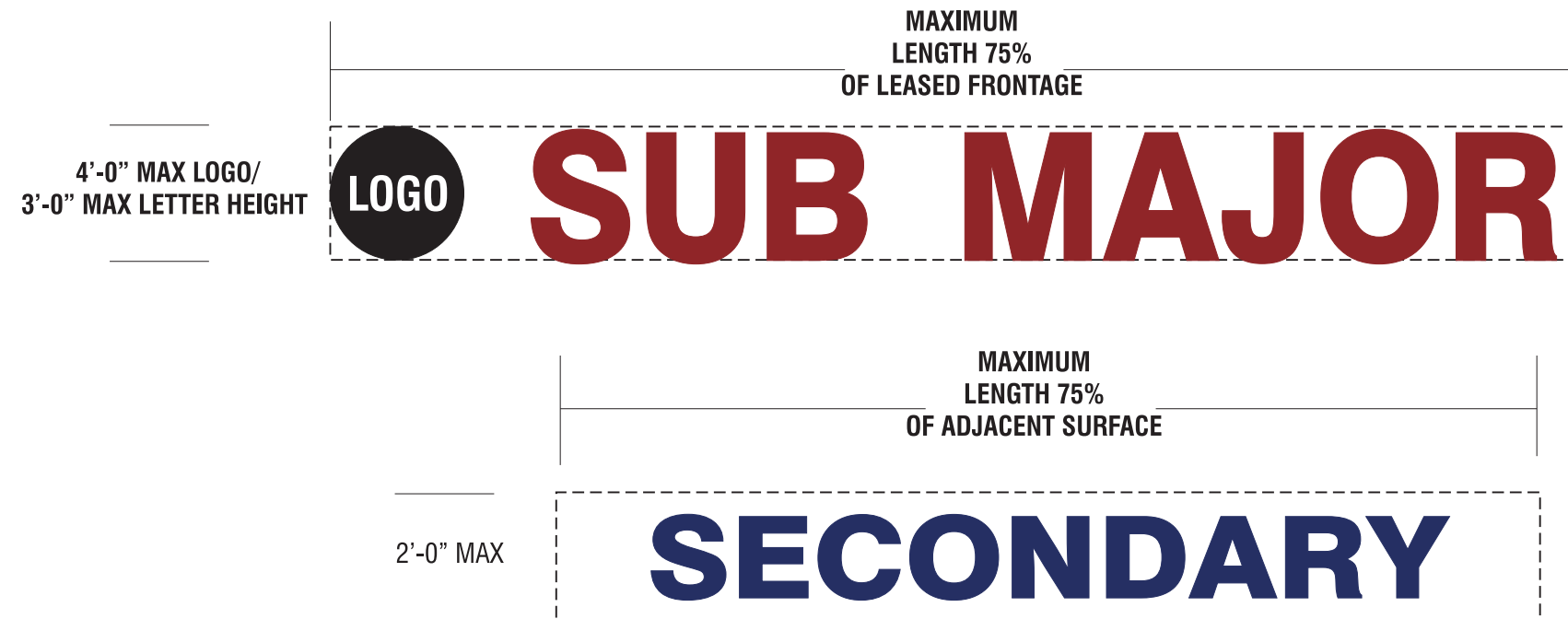


TYPICAL MAJOR TENANT ELEVATION

SCALE: 3/32" = 1'-0"



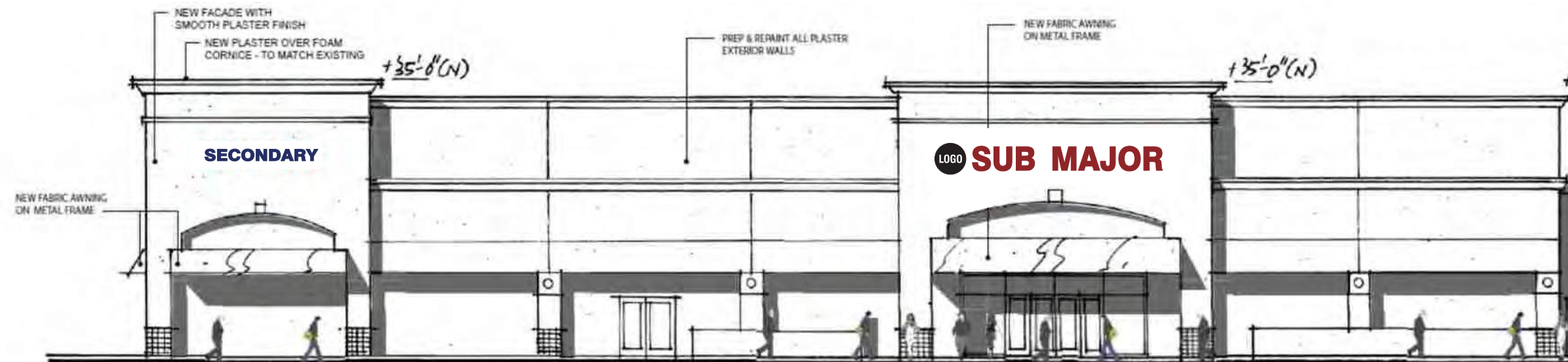
**SUB MAJOR TENANT ID WALL SIGNAGE
(5,000-15,000 SQ. FT AND ABOVE)**



SUB MAJOR TENANTS



- QUANTITY:** ONE (1) PRIMARY SIGN ALLOWED PER ELEVATION
- MATERIALS:** SEE PAGE 7.
- ILLUMINATION:** YES
- COPY:** TENANT NAME AND / OR LOGO
- HEIGHT:** 36" MAXIMUM LETTER HEIGHT, 48" MAXIMUM LOGO HEIGHT
- LENGTH:** 75% OF LEASED FRONTAGE
- TYPEFACE:** CUSTOM LOGO AND TYPE OK WITH OWNER'S APPROVAL
- COLORS:** CUSTOM COLORS OK WITH OWNER'S APPROVAL
- SECONDARY SIGNS:** ADDITIONAL SIGNAGE DESCRIBING PRODUCTS AND SERVICES IS EXPRESSLY PERMITTED AS PART OF PRIMARY SIGNAGE. QTY (2) PER ELEVATION



TYPICAL SUB MAJOR TENANT ELEVATION

SCALE: 1/16" = 1'-0"



SHOP TENANTS ID WALL SIGNAGE (UNDER 5,000 SQ.)

MAXIMUM
LENGTH 75%
OF LEASED FRONTAGE

2'-0" MAX LOGO/
1'-6" MAX LETTER HEIGHT

LOGO **TENANT SIGNAGE**

ON TOWER ELEVATIONS

- THREE LINES OF COPY IS ALLOWED
- 18" MAX LETTER HEIGHT
- 75% OF TOWER WIDTH



STOREFRONT ELEVATION

SCALE: NO SCALE



STOREFRONT ELEVATION

SCALE: NO SCALE

SHOP TENANTS



QUANTITY: ONE (1) PRIMARY SIGN ALLOWED PER ELEVATION, TENANTS WITH BOTH INLINE AND TOWER FASCIAS WITHIN THEIR LEASEHOLD WILL BE ALLOWED A SECOND SIGN ON THE TOWER.

MATERIALS: SEE PG. 7

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

HEIGHT: 18" MAXIMUM LETTER HEIGHT, 24" MAXIMUM LOGO HEIGHT

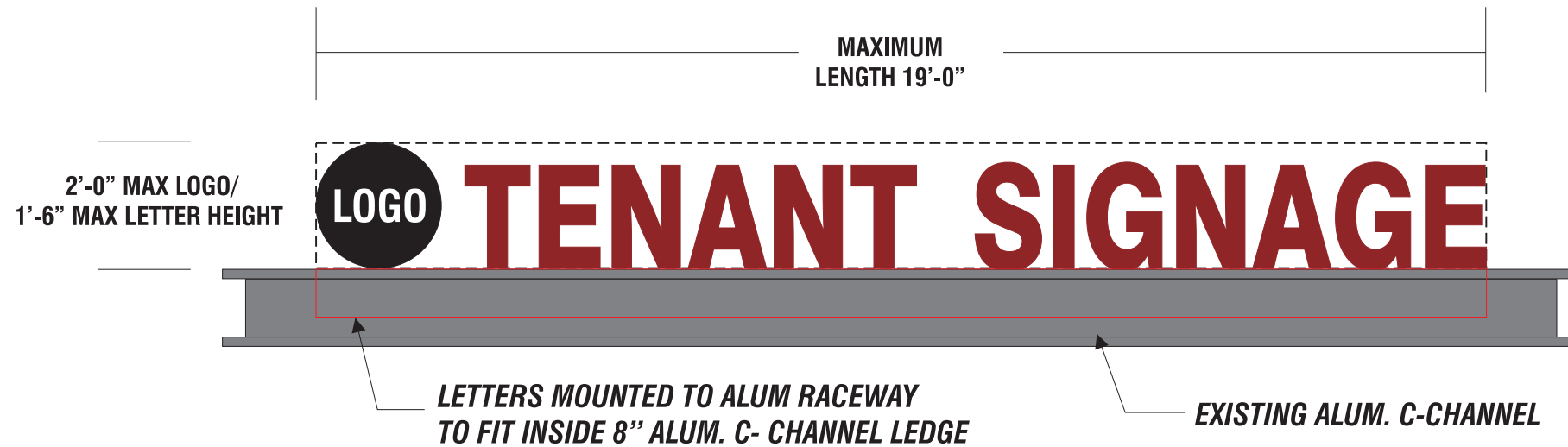
LENGTH: MAX LENGTH 75% OF LEASED FRONTAGE/TOWER

TYPEFACE: CUSTOM LOGO AND TYPE OK WITH OWNER'S APPROVAL

COLORS: CUSTOM COLORS OK WITH OWNER'S APPROVAL



**SHOP TENANTS ID WALL SIGNAGE
(UNDER 5,000 SQ.)**



STOREFRONT ELEVATION

SCALE: NO SCALE

**SHOP TENANTS
(ON RACEWAY)**



QUANTITY: ONE (1) PRIMARY SIGN ALLOWED ON FRONT ELEVATION.

MATERIALS: PLEX FACE CHANNEL LETTERS MOUNTED TO C-CHANNEL W/ ALUM RACEWAY, LETTERS SPACED 1 3/4" OFF WALL

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

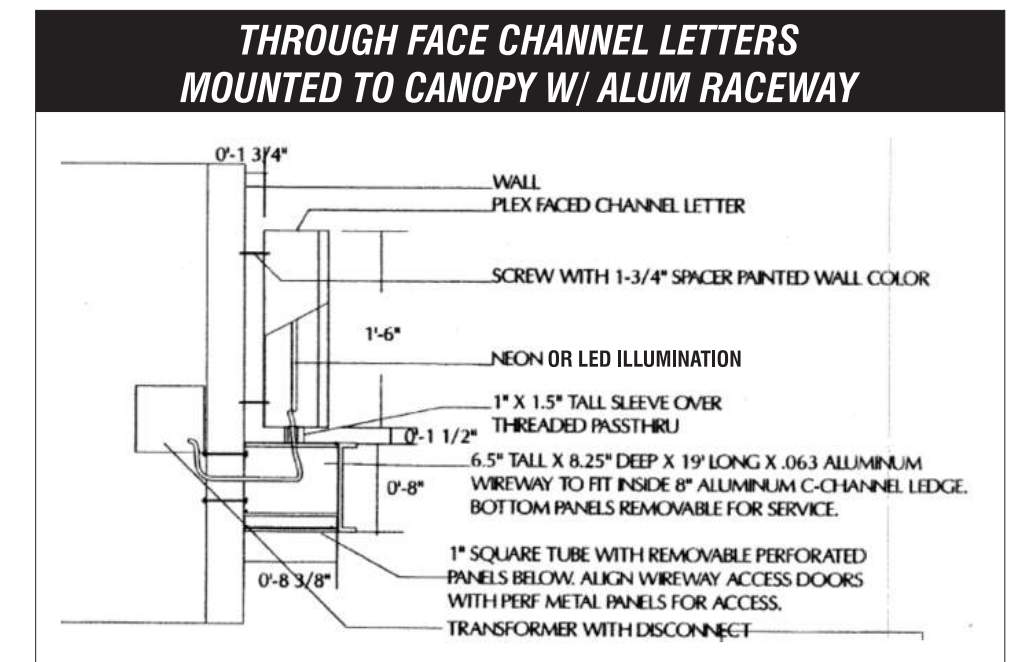
HEIGHT: 18" MAXIMUM LETTER HEIGHT, 24" MAXIMUM LOGO HEIGHT

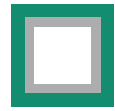
LENGTH: 19'-0" MAXIMUM LENGTH

TYPEFACE: CUSTOM LOGO AND TYPE OK WITH OWNER'S APPROVAL

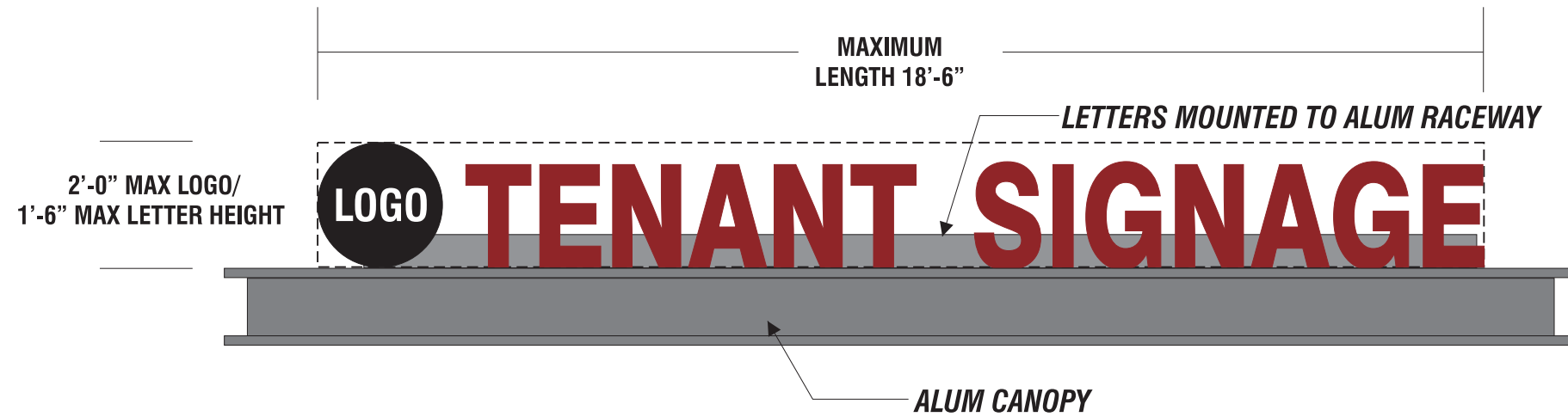
COLORS: CUSTOM COLORS OK WITH OWNER'S APPROVAL

RACEWAY COLOR
(LANDLORD TO PROVIDE COLOR SPEC.)





**SHOP TENANTS ID WALL SIGNAGE
(UNDER 5,000 SQ.)**



**SHOP TENANTS
(ON CANOPY MOUNTED RACEWAY)**



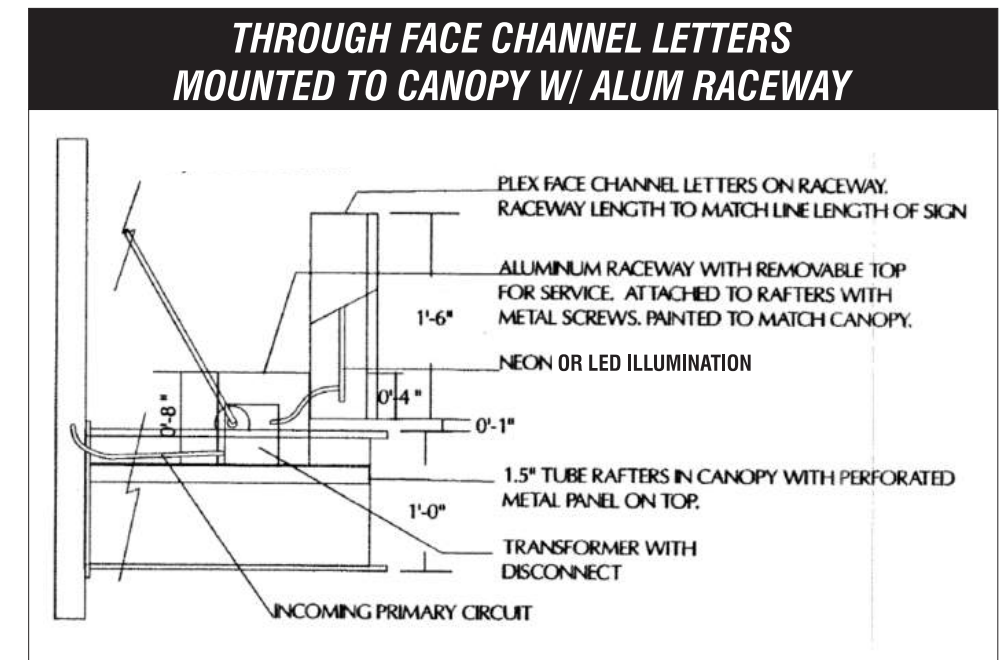
- QUANTITY:** ONE (1) PRIMARY SIGN ALLOWED ON FRONT ELEVATION.
- MATERIALS:** PLEX FACE CHANNEL LETTERS MOUNTED TO CANOPY W/ ALUM RACEWAY
- ILLUMINATION:** YES
- COPY:** TENANT NAME AND / OR LOGO
- HEIGHT:** 18" MAXIMUM LETTER HEIGHT, 24" MAXIMUM LOGO HEIGHT
- LENGTH:** 18'-6" MAXIMUM LENGTH
- TYPEFACE:** CUSTOM LOGO AND TYPE OK WITH OWNER'S APPROVAL
- COLORS:** CUSTOM COLORS OK WITH OWNER'S APPROVAL

RACEWAY COLOR
(LANDLORD TO PROVIDE COLOR SPEC.)



STOREFRONT ELEVATION

SCALE: NO SCALE



PENINSULA SHOPPING CENTER

THE PASEO STORE FRONTS



QUANTITY: ONE (1) PRIMARY SIGN ALLOWED PER ELEVATION. TENANTS WITH BOTH INLINE AND TOWER FASCIAS WITHIN THEIR LEASEHOLD WILL BE ALLOWED A SECOND SIGN ON THE TOWER.

MATERIALS: 1/4" ALUMINUM PAINTED WITH SATIN FINISH SPACED 3/4" FROM WALL

ILLUMINATION: NO

COPY: TENANT NAME AND / OR LOGO

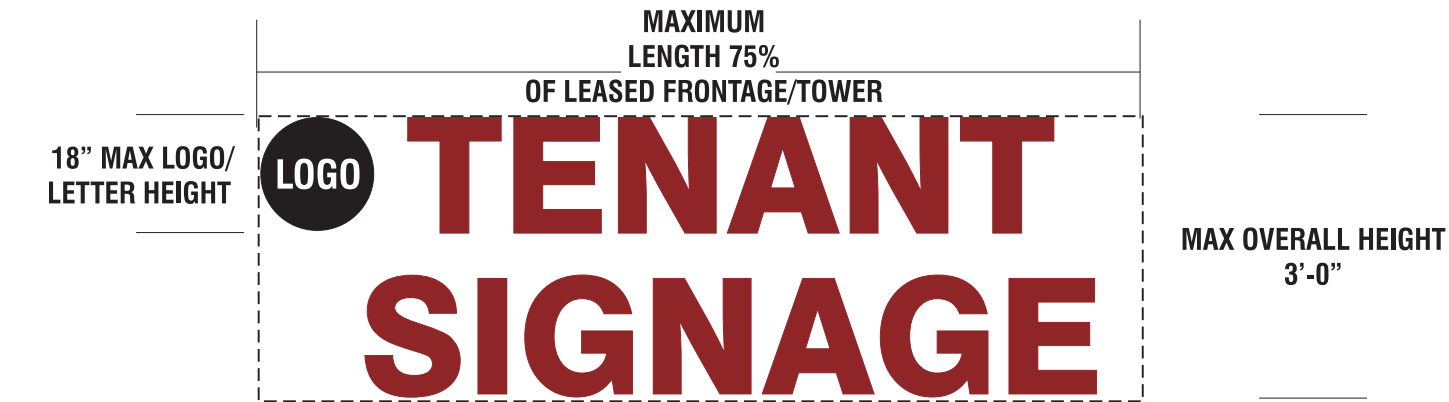
HEIGHT: 24" MAX LETTER HEIGHT/ 24" MAX LOGO HEIGHT

LENGTH: MAX LENGTH 75% OF LEASED FRONTAGE/TOWER

TYPEFACE: CUSTOM LOGO AND TYPE OK WITH OWNER'S APPROVAL

COLORS: CUSTOM COLORS OK WITH OWNER'S APPROVAL

TOWER ELEVATION: TWO LINES OF COPY IS ALLOWED MAX LETTER/LOGO HEIGHT OF 15" AND 6" SPACE BETWEEN LINES. MAXIMUM SIGN HEIGHT OF 36"



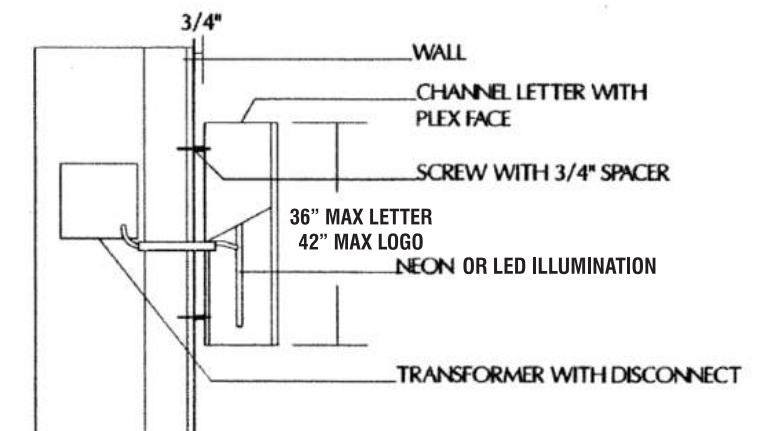
TYPICAL PASEO STOREFRONT ELEVATION

SCALE: NO SCALE



TYPICAL PASEO STOREFRONT ELEVATION

1/4" PIN MOUNTED ALUMINUM LETTERS



PAD TENANTS



QUANTITY: ONE (1) SIGN ALLOWED PER ELEVATION, MAXIMUM OF 3 TOTAL WALL SIGNS .

MATERIALS: SEE PG. 7

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

HEIGHT: 24" MAXIMUM LETTER HEIGHT, 24" MAXIMUM LOGO HEIGHT

LENGTH: MAX LENGTH 75% OF LEASED FRONTAGE/TOWER

TYPEFACE: CUSTOM LOGO AND TYPE OK WITH OWNER'S APPROVAL

COLORS: CUSTOM COLORS OK WITH OWNER'S APPROVAL

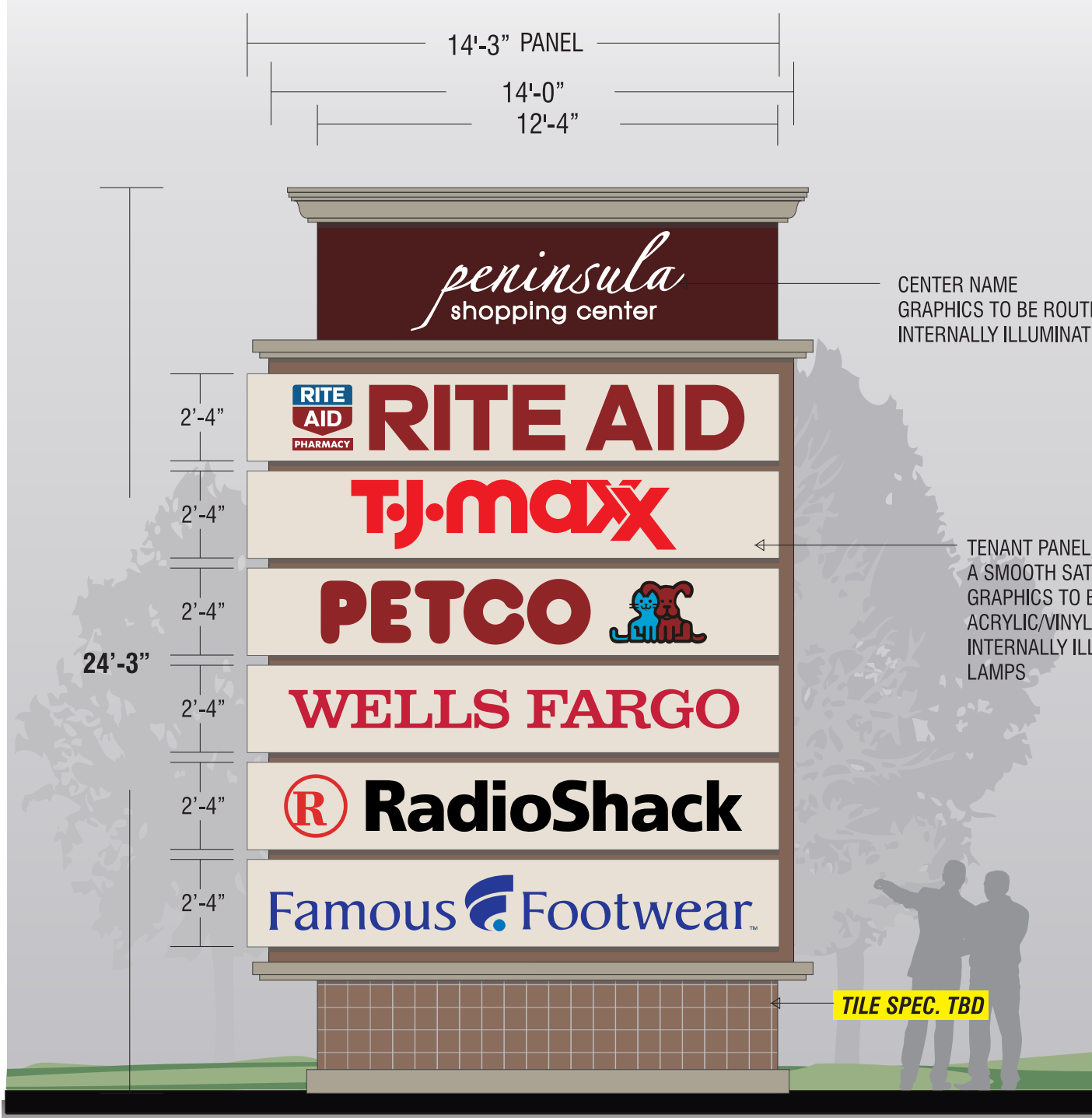


TYPICAL PAD TENANT ELEVATION

SCALE: NO SCALE

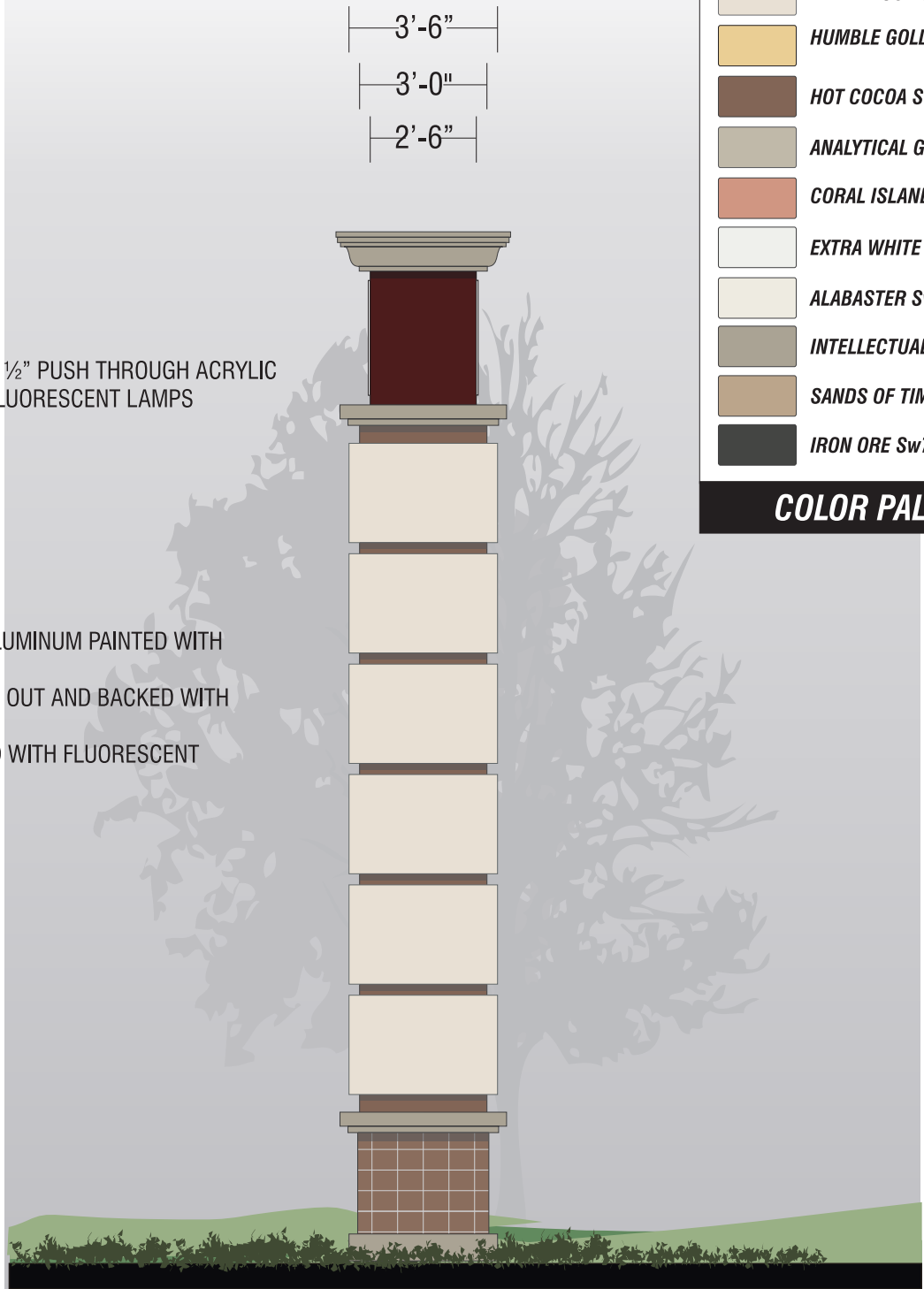
PENINSULA SHOPPING CENTER

A TENANT SHALL NOT BE LISTED MORE THAN TWICE ON ANY SIGNS FOR ALL STREET FRONTAGES



CENTER NAME GRAPHICS TO BE ROUTED OUT W/ 1/2" PUSH THROUGH ACRYLIC INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS

TENANT PANELS TO BE ALUMINUM PAINTED WITH A SMOOTH SATIN FINISH, GRAPHICS TO BE ROUTED OUT AND BACKED WITH ACRYLIC/VINYL OVERLAY, INTERNALLY ILLUMINATED WITH FLUORESCENT LAMPS



	WHITE DUCK Sw7010
	HUMBLE GOLD SW 6380
	HOT COCOA Sw6047
	ANALYTICAL GRAY Sw7051
	CORAL ISLAND Sw6332
	EXTRA WHITE Sw7006
	ALABASTER Sw7008
	INTELLECTUAL GRAY Sw7045
	SANDS OF TIME Sw6101
	IRON ORE Sw7069

COLOR PALETTE

A NEW D/F ILLUMINATED PYLON SIGN

SCALE 1/4" = 1'-0"

PENINSULA SHOPPING CENTER

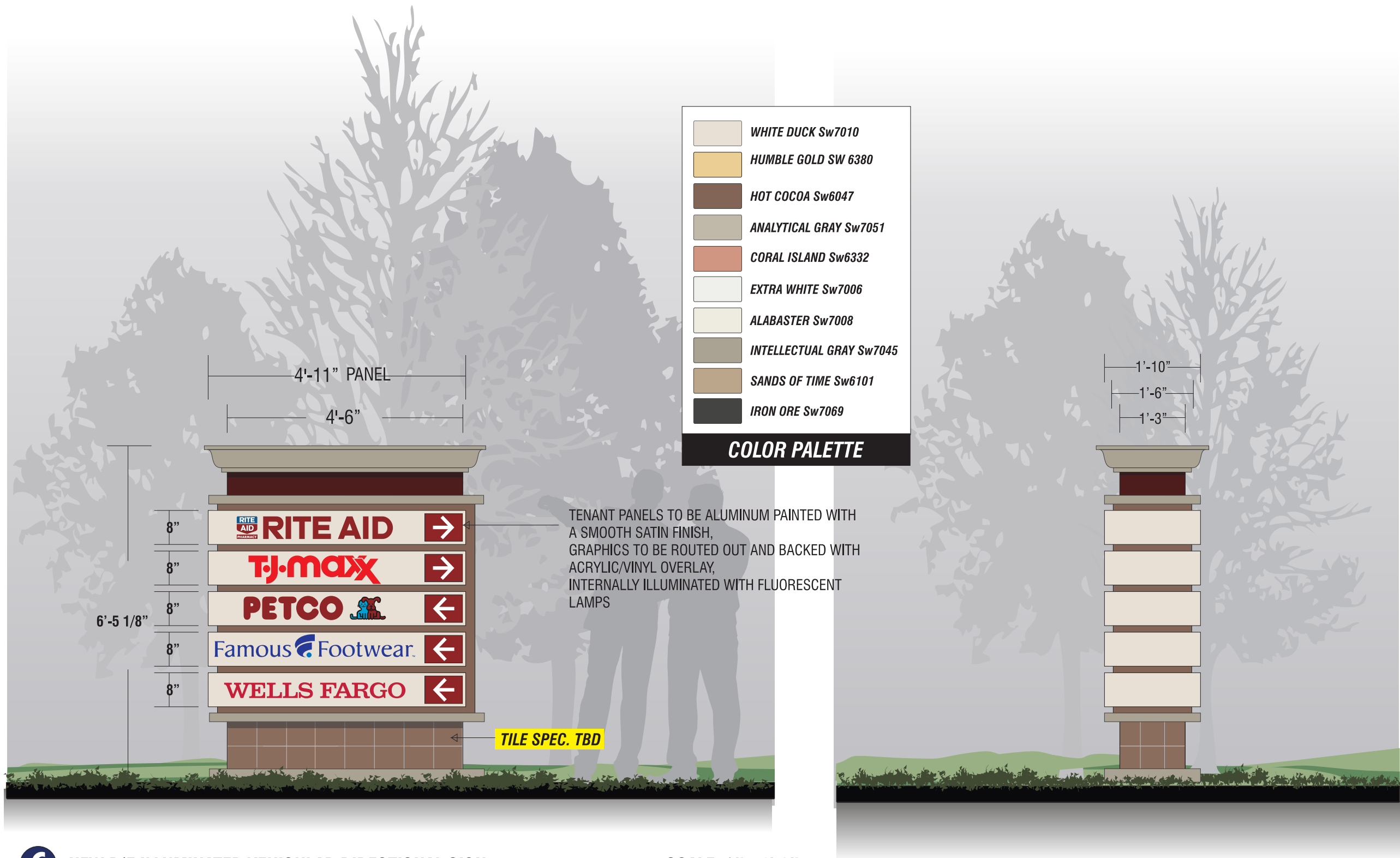
A TENANT SHALL NOT BE LISTED MORE THAN TWICE ON ANY SIGNS FOR ALL STREET FRONTAGES



B NEW D/F ILLUMINATED MONUMENT SIGN

SCALE 1/2" = 1'-0"

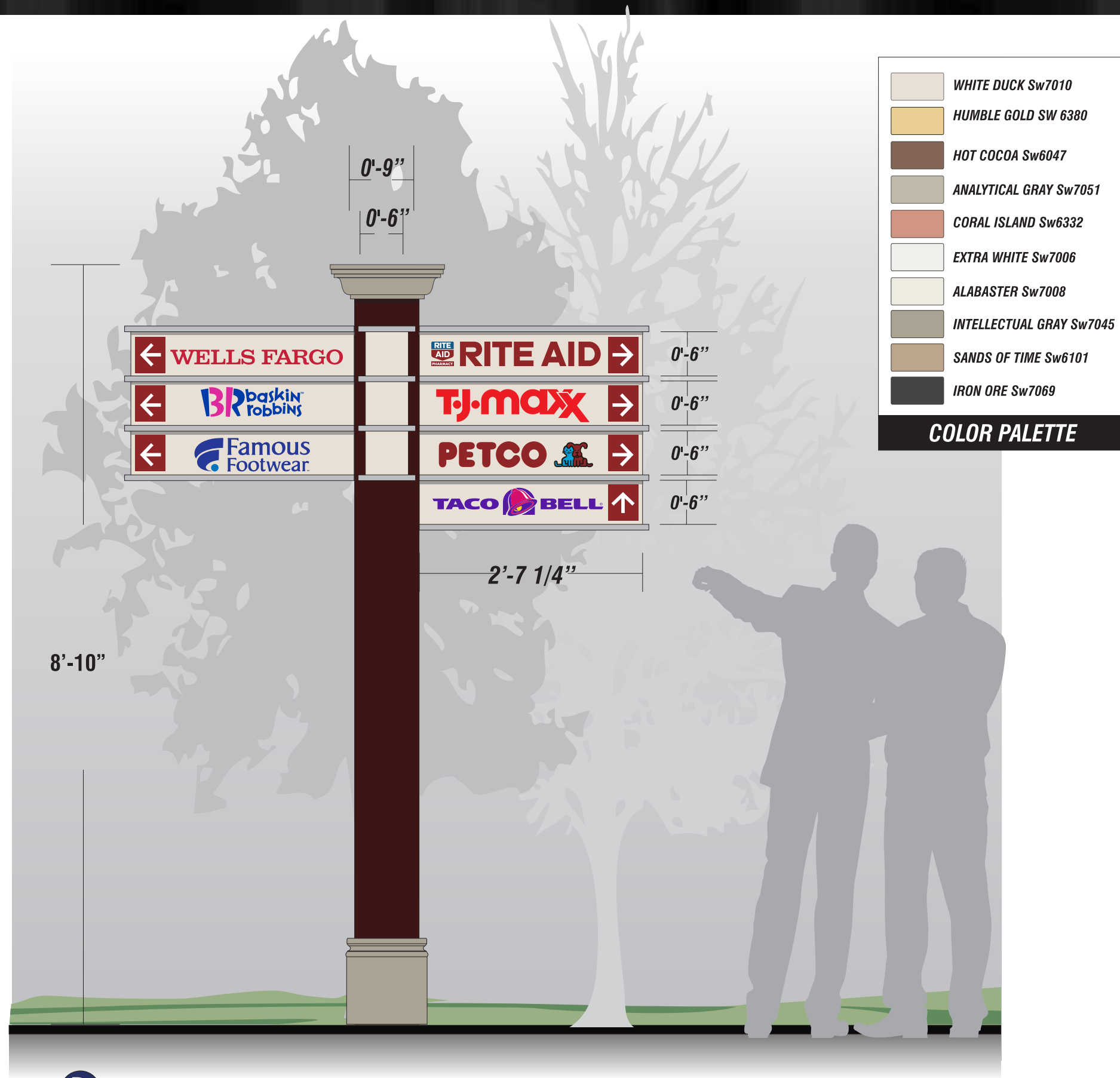
PENINSULA SHOPPING CENTER



C NEW D/F ILLUMINATED VEHICULAR DIRECTIONAL SIGN

SCALE 1/2" = 1'-0"

PENINSULA SHOPPING CENTER



	WHITE DUCK Sw7010
	HUMBLE GOLD SW 6380
	HOT COCOA Sw6047
	ANALYTICAL GRAY Sw7051
	CORAL ISLAND Sw6332
	EXTRA WHITE Sw7006
	ALABASTER Sw7008
	INTELLECTUAL GRAY Sw7045
	SANDS OF TIME Sw6101
	IRON ORE Sw7069

COLOR PALETTE

SIGN **D** NEW NON-ILLUMINATED DIRECTIONAL SIGN

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

PENINSULA SHOPPING CENTER



	WHITE DUCK Sw7010
	HUMBLE GOLD SW 6380
	HOT COCOA Sw6047
	ANALYTICAL GRAY Sw7051
	CORAL ISLAND Sw6332
	EXTRA WHITE Sw7006
	ALABASTER Sw7008
	INTELLECTUAL GRAY Sw7045
	SANDS OF TIME Sw6101
	IRON ORE Sw7069

COLOR PALETTE

E NEW D/F ILLUMINATED DIRECTORY SIGN

SCALE 3/4" = 1'-0"

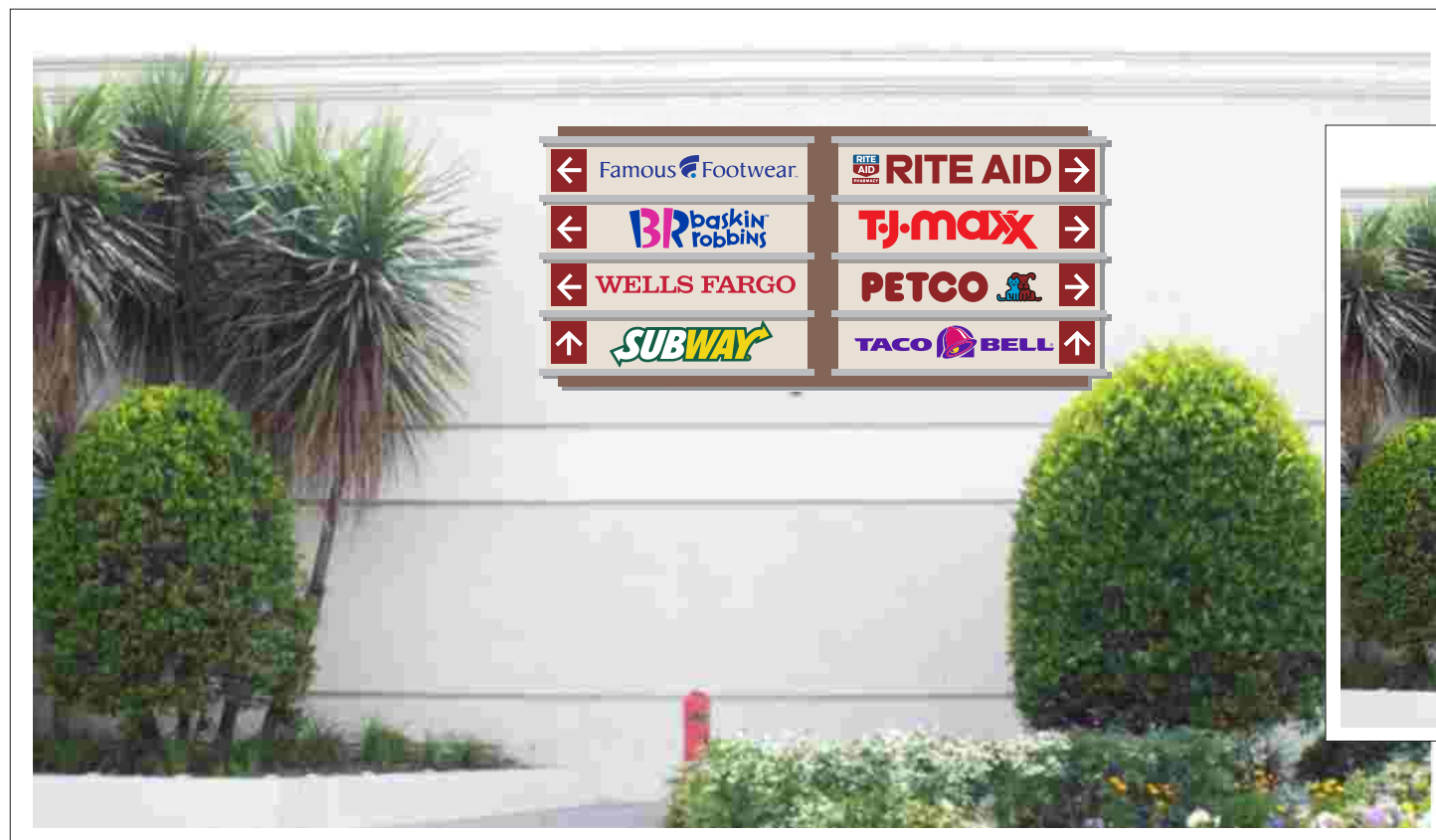
PENINSULA SHOPPING CENTER



	WHITE DUCK Sw7010
	HUMBLE GOLD SW 6380
	HOT COCOA Sw6047
	ANALYTICAL GRAY Sw7051
	CORAL ISLAND Sw6332
	EXTRA WHITE Sw7006
	ALABASTER Sw7008
	INTELLECTUAL GRAY Sw7045
	SANDS OF TIME Sw6101
	IRON ORE Sw7069

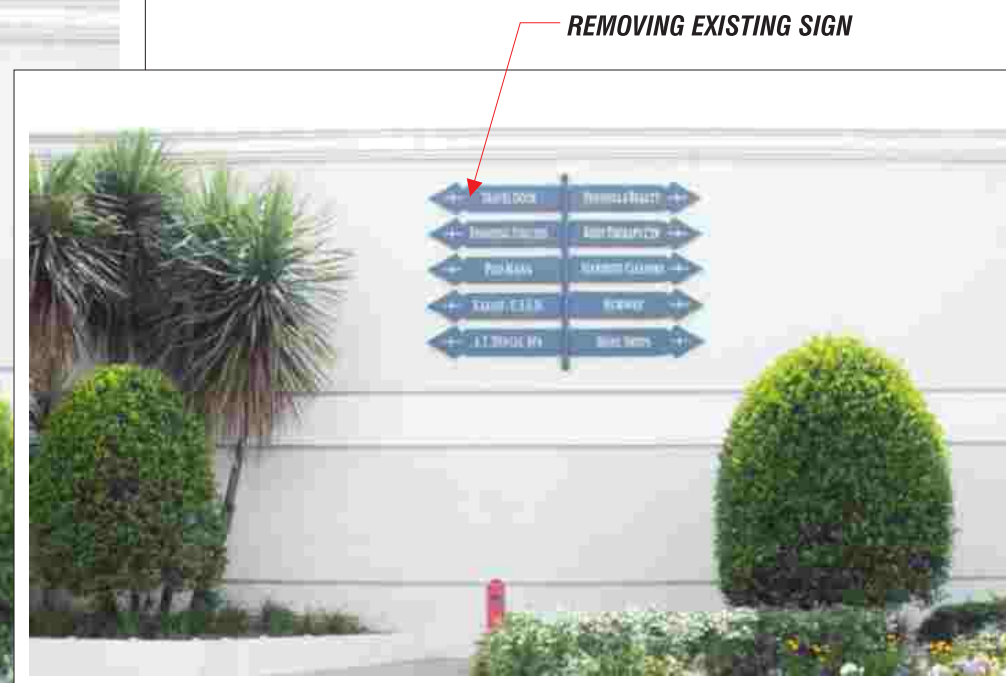
COLOR PALETTE

F NEW S/F ILLUMINATED WALL DIRECTIONAL SIGN SCALE 3/4" = 1'-0"



PROPOSED SIGN LOCATION

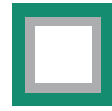
SCALE: NO SCALE



REMOVING EXISTING SIGN

EXISTING CONDITIONS

PENINSULA SHOPPING CENTER



**BLADE SIGN/
UNDER CANOPY BLADE SIGN**



QUANTITY: ONE (1) BLADE SIGN IS ALLOWED PER STOREFRONT ELEVATION. MAXIMUM OF (2) BLADE SIGNS PER TENANT SPACE.

MATERIALS: BLADE SIGN MATERIALS SHALL BE WOOD, HIGH DENSITY FOAM OR ALUMINUM. BLADE SIGNS WILL CONNECT WITH STEEL RODS OR CHAINS PAINTED BLACK TO EYE BOLTS ON CHOICE OF WROUGHT IRON BRACKETS

ILLUMINATION: NO

COPY: TENANT NAME AND / OR LOGO

LETTERING MAY BE PAINTED, SILK SCREENED, CARVED ROUTED OR DIMENSIONAL LETTER

SIGN AREA: MAXIMUM SIGN AREA 6 SQ. FT

COLORS: CUSTOM COLORS OK WITH OWNER'S APPROVAL

CLEARANCE: MINIMUM CLEARANCE OF 8 FT

STYLE: BLADE SIGNS ARE INTENDED TO BE CREATIVE ELEMENTS DESIGNED WITH HANDCRAFTED LOOK.

