



## S I G N P R O G R A M

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# *Pico Rivera Towne Center Sign Program*

## PROJECT DIRECTORY

### LANDLORD:

VESTAR DEVELOPMENT COMPANY  
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LONG BEACH, CA 90808  
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### ARCHITECT:

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### SIGN CONSULTANT:

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20321 BIRCH STREET, # 200  
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## TABLE OF CONTENTS

- 1 COVER PAGE
- 2 TABLE OF CONTENTS
- 3 SUBMITTALS & APPROVALS
- 4 GENERAL CONSTRUCTION REQUIREMENTS
- 5 SIGNAGE SPECIFICATIONS
- 6 PROHIBITED SIGNS
- 7 CROSS SECTIONS
- 7-A DIAGRAM OF CONSTRUCTION TYPES
- 8 SITE PLAN

## GROUND SIGNS

- 9 MULTI TENANT PYLON
- 10 SINGLE PAD TENANT MONUMENT
- 11 FOOD COURT TENANT MONUMENT
- 12 CENTER I.D. MONUMENT
- 13 CENTER I.D. MONUMENT ELEVATION
- 14 CENTER I.D. MONUMENT ELEVATION

## WALL SIGNS

- 15 ANCHOR TENANT
- 16 MAJOR TENANT
- 17 SHOP TENANT

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# *Pico Rivera Towne Center Sign Program*

## 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 within 30 days of notice, upon demand by the owner.

Exceptions to these standards shall not be permitted without 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 prior to receiving written Landlord approval 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 this 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 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 criteria.
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 patch all holes and paint surface to match the existing color within 30 days.

## *Pico Rivera Towne Center Sign Program*

### 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 waterproof in color and finish to match existing exterior.
5. Internal illumination to be 30 millamp neon, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
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 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. Special logo designs may incorporate multi layered construction.
16. Exposed junction boxes, lamps, tubing, or neon crossovers of any type are not permitted.

## *Pico Rivera Towne Center Sign Program*

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

A primary sign is defined as displaying the name/logo/tagline of the business. A secondary sign includes services, accessories, etc...

Sign area is calculated at 3 square feet of sign for every linear foot of frontage for each elevation which faces public streets and parking lots. Pages 15,16, and 17 of this criteria identify the maximum allowed sign area for all elevations for each tenant (i.e. Anchor, Major, Minor, Pad, and Shop tenant) according to their leased square footage.

For tenants with multiple elevations, and as long as the aggregate maximum sign area as defined by this criteria is not exceeded, more than one sign will be allowed. The additional sign(s) may be placed on any building elevation.

In no case however, on any one elevation, the sign size shall exceed what is allowed by the formula above (i.e. 3 square feet of sign area for one linear foot of frontage). For example, on an elevation which measures 30 feet in length, the sign on this particular elevation cannot exceed 90 square feet!

Stacked copy is permitted

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

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## *Pico Rivera Towne Center Sign Program*

### 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. External illumination (i.e spot and flood light) will not be permitted unless it is a decorative design element integrated into an internally illuminated sign.

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

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

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

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

#### 9. 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.

#### 10. 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.

#### 11. 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.

12. Billboard Signs are not permitted.

13. The use of permanent sale sign 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:

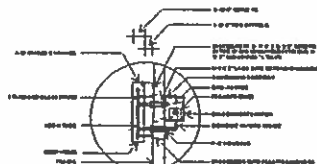
Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

### 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.

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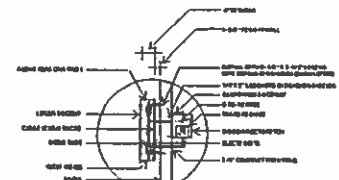
# Pico Rivera Towne Center Sign Program



**SECTION A**  
SIGN TO BE IN APPROVED AND SEAL IN LATE  
REVERSE PAN CHANNELS  
PK HOUSINGS

## SECTION A

New single faced internally illuminated reverse pan channel letter display.  
Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish. Paint aluminum face and 2 3/4" returns.  
Illuminate with 30 ma neon halo.



**SECTION B**  
SIGN TO BE IN APPROVED AND SEAL IN LATE  
REVERSE PAN CHANNELS  
THROUGH FACE AND HALO ILLUMINATION

## SECTION B

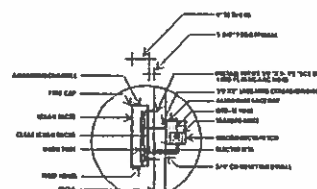
New single faced internally illuminated aluminum faced channel letter display with through face and halo illumination.  
Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish.  
Route out where graphics occur and back up with Lexan. Illuminate with 30 ma neon through face and halo.  
Paint aluminum face and 4" returns.

## SECTION C

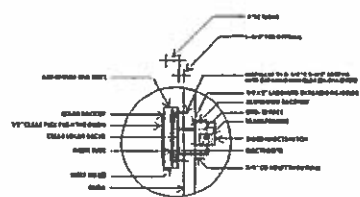
New single faced internally illuminated open pan channel letter display.  
Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish.  
Illuminate with 30 ma neon. Paint inside channel and 2 1/2" returns.

## SECTION D

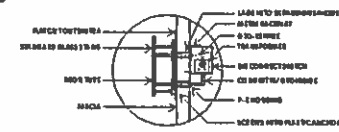
New single faced internally illuminated Lexan faced channel letter display.  
Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish.  
Faces use translucent Lexan with 3/4" bronze trim cap,  
Illuminate with 30 ma neon.  
Paint 5" deep returns.



**SECTION E**  
SIGN TO BE IN APPROVED AND SEAL IN LATE  
LEXAN FACED CHANNEL LETTERS  
THROUGH FACE AND HALO



**SECTION F**  
SIGN TO BE IN APPROVED AND SEAL IN LATE  
REVERSE PAN CHANNELS  
THROUGH FACE AND HALO ILLUMINATION  
PUSH THROUGH GRAPHICS



**SECTION G**  
SIGN TO BE IN APPROVED AND SEAL IN LATE  
EXPOSED NEON WITH SINTRA BACKS

## SECTION E

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 through face and halo.  
Paint 5" returns.

## SECTION F

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.

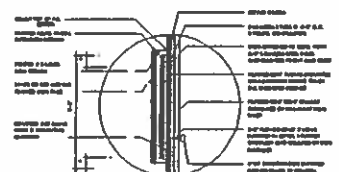
## SECTION G

Same as "D" except route out where graphics occur and push through 1/2" clear plex with applied vinyl overlays.

## SECTION H

New single faced internally illuminated acrylic faced channel letter display.  
Use standard aluminum construction with Matthews (or equivalent) semi gloss acrylic polyurethane finish. Paint 5" deep returns.  
Illuminate with high output fluorescent lamps.

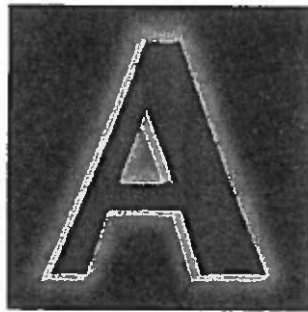
Note: All signs may utilize digital vinyl printing on faces of illuminated or non illuminated surfaces.



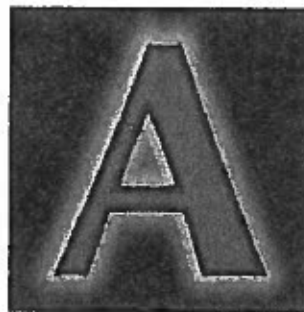
**SECTION H**  
SIGN TO BE IN APPROVED AND SEAL IN LATE  
PLEX FACE CHANNELS  
FLUORESCENT TUBE ILLUMINATION

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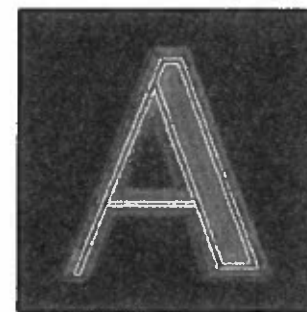
*Pico Rivera Towne Center Sign Program*



**SECTION A**  
REVERSE PAN CHANNELS  
PK HOUSINGS



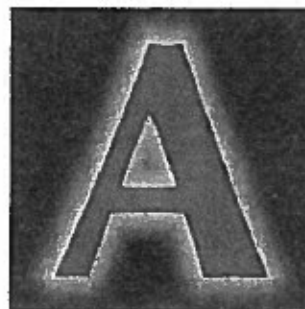
**SECTION B**  
REVERSE PAN CHANNELS  
THROUGH FACE AND HALO ILLUMINATION



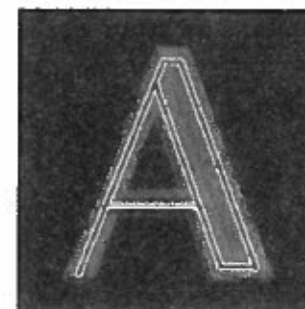
**SECTION C**  
OPEN FACED CHANNELS  
WITH EXPOSED NEON



**SECTION D**  
LEXAN FACED CHANNEL LETTERS  
PK HOUSINGS



**SECTION E**  
LEXAN FACED CHANNEL LETTERS  
THROUGH FACE AND HALO



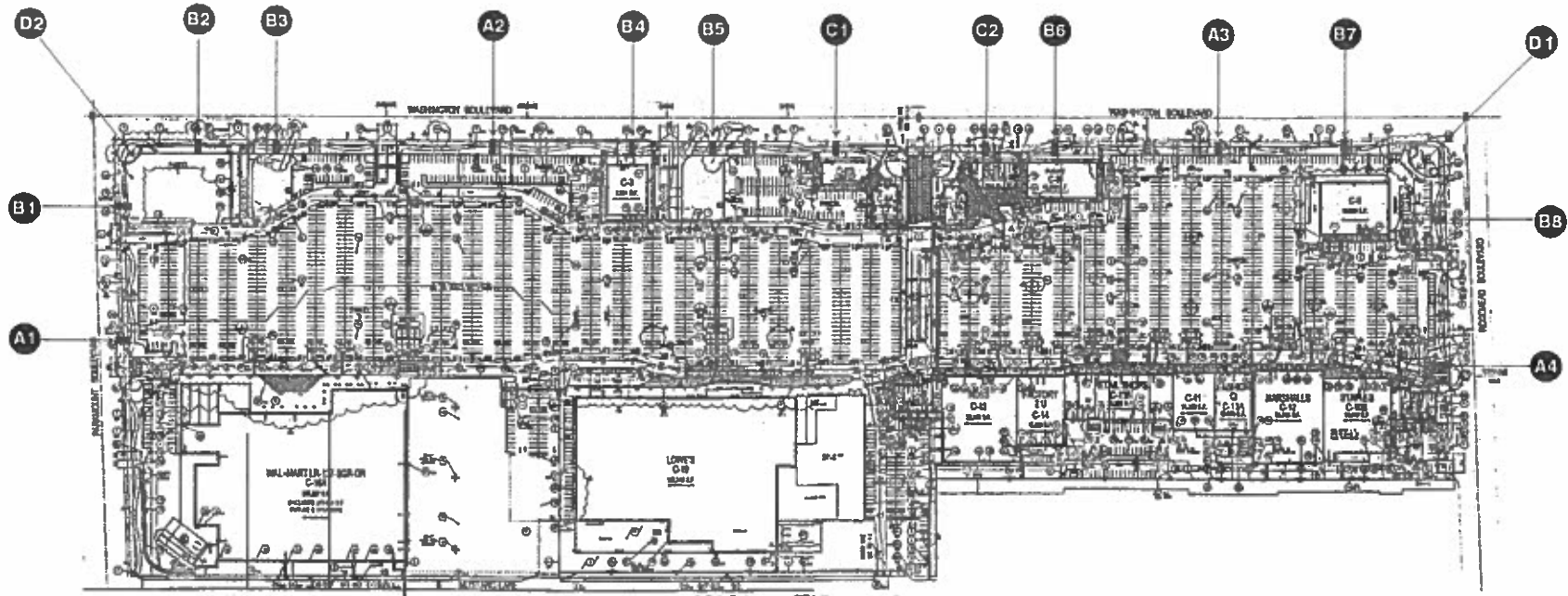
**SECTION F**  
EXPOSED NEON WITH SINTRA BACKS

**SECTION H**  
PLEX FACE CHANNELS  
FLUORESCENT TUBE ILLUMINATION

DIAGRAM SHOWS VARIOUS ILLUMINATION  
AND CONSTRUCTION OF A RED LETTER WITH RED SIDES.

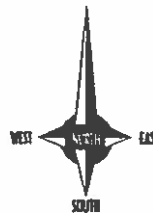


# *Pico Rivera Towne Center Sign Program*



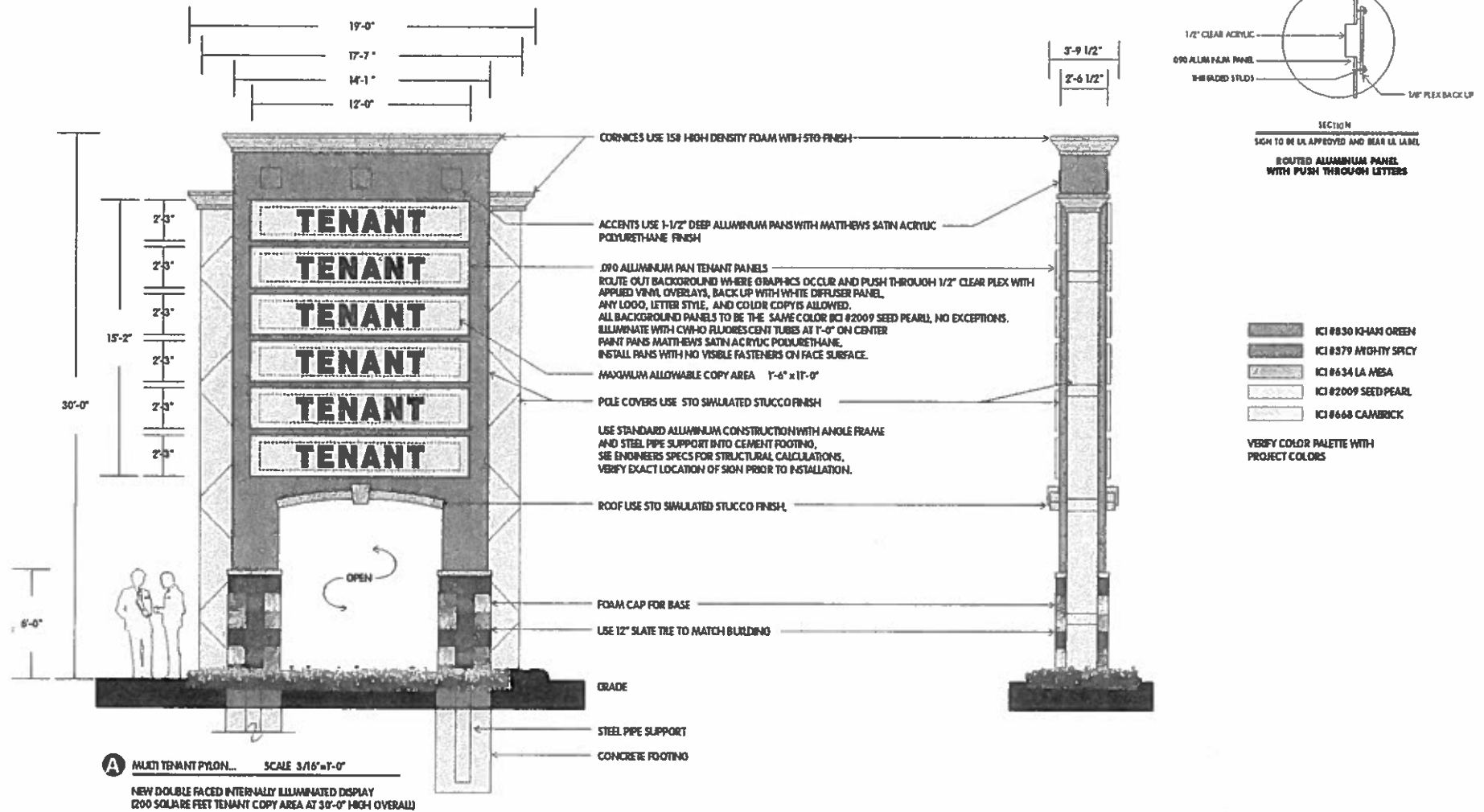
## LEGEND OF GROUND SIGNS

- A** MULTI TENANT PYLON
- B** SINGLE PAD TENANT MONUMENT
- C** FOOD COURT MONUMENT
- D** CENTER I.D. MONUMENT



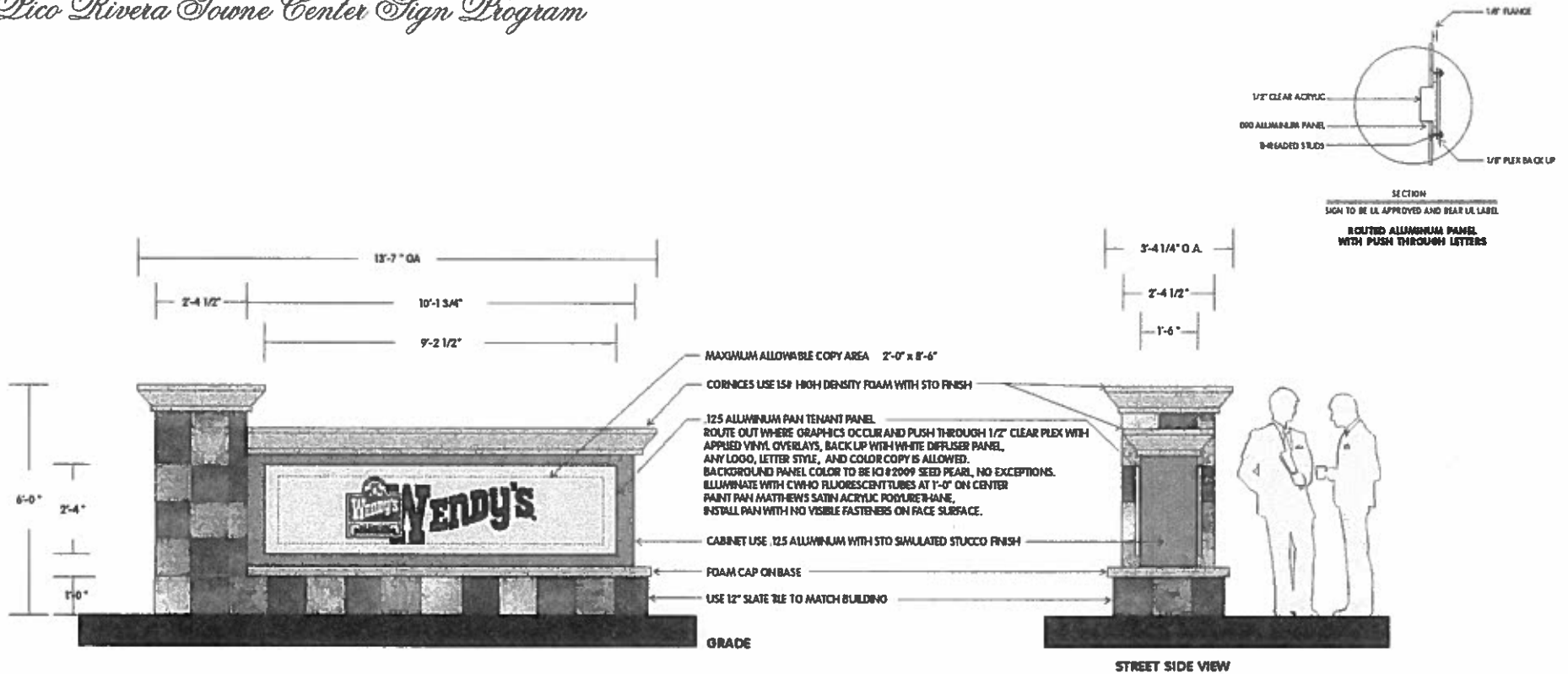
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# Pico Rivera Towne Center Sign Program



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# Pico Rivera Towne Center Sign Program



## B SINGLE PAD TENANT MONUMENT SCALE 3/8"=1'-0"

NEW DOUBLE FACED INTERNALLY ILLUMINATED DISPLAY  
USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING.  
SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS.  
VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.

|  |                       |
|--|-----------------------|
|  | ICI 8830 KHAKI GREEN  |
|  | ICI 8379 MIGHTY SPICY |
|  | ICI 0634 LA MESA      |
|  | ICI #2009 SEED PEARL  |
|  | ICI 0668 CAMBRICK     |

VERIFY COLOR PALETTE WITH  
PROJECT COLORS

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# Pico Rivera Towne Center Sign Program



## FOOD COURT TENANT MONUMENT. SCALE 3/8" = 1'-0"

NEW DOUBLE FACED INTERNALLY ILLUMINATED DISPLAY USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE SUPPORT INTO CEMENT FOOTING. SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS. VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.

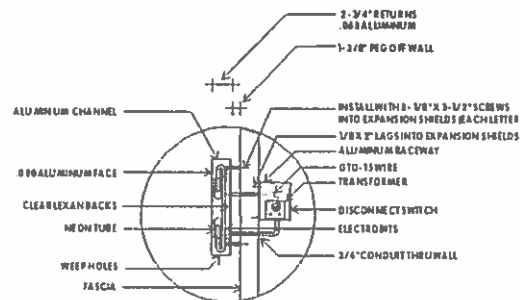
41'-0"

2'-5"

2'-0"

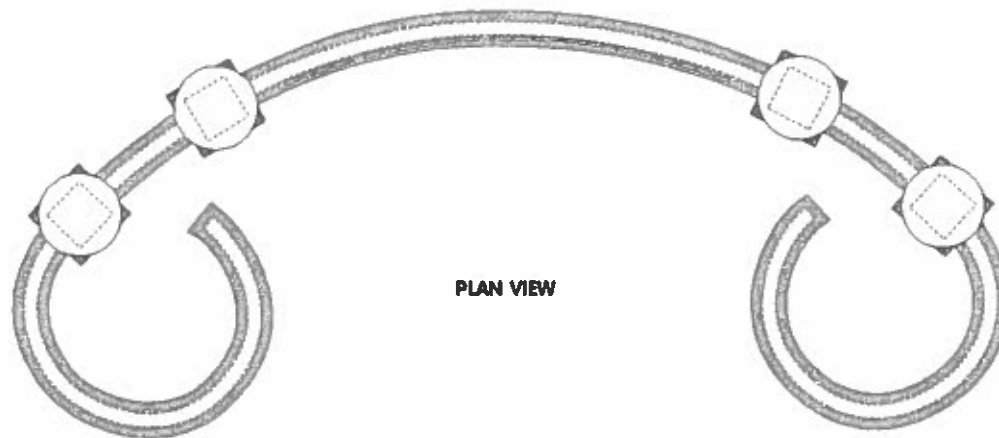
# PICO RIVERA TOWNE CENTER

- D1 D2** NEW SINGLE FACED INTERNALLY ILLUMINATED REVERSE PAN CHANNEL LETTER DISPLAYS, (MAKE TWO) SCALE 1/4"=1'-0"  
 USE .090 ALUMINUM FACE AND .063 RETURN CONSTRUCTION WITH MATTHEWS SATIN ACRYLIC POLYURETHANE FINISH,  
 PAINT FACES AND RETURNS DURENOXIC BRONZE,  
 ILLUMINATE WITH 30 ma #4350 WHITE NEON HALO,  
 PALM TREE GRAPHIC USE PLAT CUT OUT 1/2" STRIPS, PAINT FACE AND RETURNS #246 TEAL,  
 PEO MOUNT LETTERS AND TREE GRAPHIC 1 3/8" OFF WALL,  
 VERIFY EXACT TRANSFORMER LOCATION PRIOR TO INSTALLATION.



SECTION

SIGN TO BE UL APPROVED AND BEAR UL LABEL  
**REVERSE PAN CHANNELS**



- ICI 0830 H-LAK GREEN
- ICI 0379 MIGHTY SPICY
- ICI 0634 LA MESA
- ICI 02009 SEED PEARL
- ICI 0668 CAMBRICK

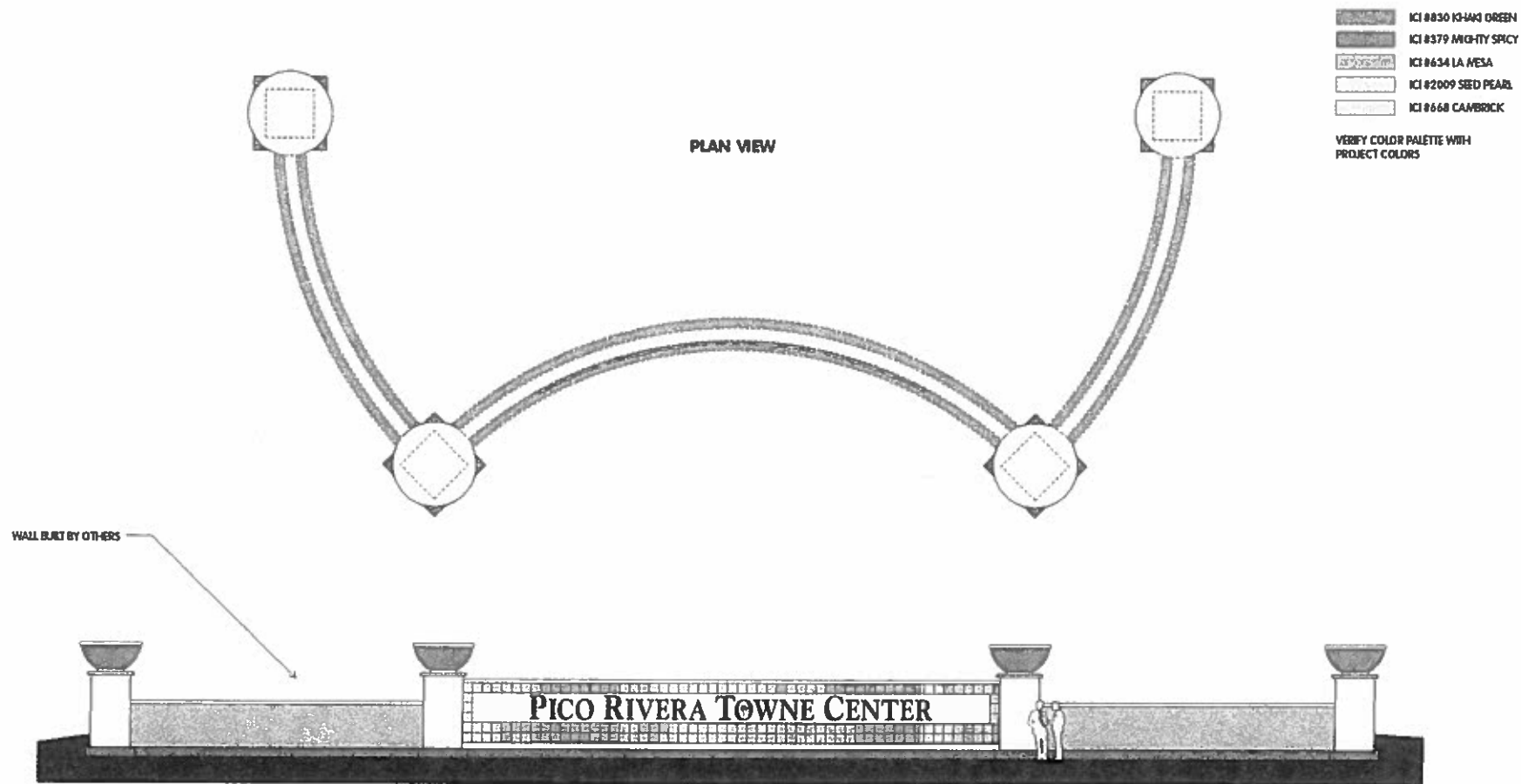
VERIFY COLOR PALETTE WITH  
PROJECT COLORS

WALL BUILT BY OTHERS



D1 CENTER I.D. MONUMENT (ROSEMEAD BLVD. & WASHINGTON BLVD.) SCALE 3/32"=1'-0"

PRIMARY ELECTRICAL TO SIGN LOCATIONS IS TO BE PROVIDED BY OTHERS.  
A DEDICATED CIRCUIT WITH NO SHARED NEUTRALS AND A GROUND RETURNING  
TO THE PANEL IS REQUIRED FOR ALL INSTALLATIONS.



**D2** CENTER I.D. MONUMENT (PARAMOUNT BLVD. & WASHINGTON BLVD) SCALE 3/32"=1'-0"

PRIMARY ELECTRICAL TO SIGN LOCATIONS IS TO BE PROVIDED BY OTHERS.  
A DEDICATED CIRCUIT WITH NO SHARED NEUTRALS AND A GROUND RETURNING  
TO THE PANEL IS REQUIRED FOR ALL INSTALLATIONS.

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## *Pico Rivera Towne Center Sign Program*

MAXIMUM  
70 PERCENT  
OF FASCIA HEIGHT

MAXIMUM  
80 PERCENT  
OF FASCIA LENGTH

# ANCHOR TENANT

ANCHOR TENANT SECONDARY SIGNAGE  
USE SAME SPECIFICATIONS AS PRIMARY  
SIGN EXCEPT LETTER HEIGHT MAXIMUM  
OF 3'-0".

ANCHOR TENANT PRIMARY AND SECONDARY SIGNAGE MAXIMUM 500 SQUARE FEET, MAXIMUM LETTER HEIGHT 8 FEET  
SIGN AREA TO BE CALCULATED AT 3 SQUARE FEET OF SIGN PER LINEAL FOOT OF LEASED PREMISES.  
ANCHOR TENANTS ARE DERIVED BY A LEASE SPACE OVER 80,000 SQUARE FEET.

#### ADDITIONAL SIGNAGE PROVISION:

FOR EVERY 10,000 SQUARE FOOT SPACE EXPANSION IN EXCESS OF 150,000 SQUARE FEET, ANCHOR TENANTS WILL BE ALLOCATED AN ADDITIONAL 35 SQUARE FEET OF SIGNAGE. THIS ADDITIONAL SIGN ALLOCATION ONLY APPLIES IN INCREMENTS OF 35 SQUARE FEET UP TO A MAXIMUM OF 250 SQUARE FEET IN ADDITIONAL SIGNAGE.



TYPICAL MAJOR TENANT ELEVATION

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# Pico Rivera Towne Center Sign Program

# WAL★MART

03.01.02



Authorized Manufacturer by  
**VIRTUAL**  
Signs by Design, Inc. 1200 S. Broadway, Suite 100  
Brea, CA 92621-1200 • 714.941.8377 • www.virtualsigns.com

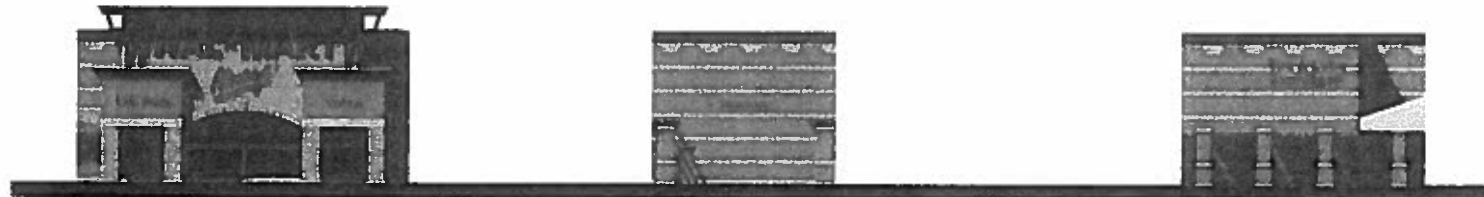
William Perlick  
Design Development Consultant  
William Perlick & Associates, Inc.  
10000 Wilshire Blvd., Suite 1000  
Beverly Hills, CA 90210 • 310.274.1100



Proposed Project - Pico Rivera, CA



Section 1



Section 2

Section 3

Section 4

- A** - "The Pico Rivera" Sign  
Area: 12.50 S.F.
- B** - "WAL★MART" Sign  
Area: 12.50 S.F.
- C** - "The Pico Rivera" Sign  
Area: 12.50 S.F.
- D** - "The Pico Rivera" Sign  
Area: 12.50 S.F.

- E** - "The Pico Rivera" Sign  
Area: 12.50 S.F.

- F** - "The Pico Rivera" Sign  
Area: 12.50 S.F.

# Pico Rivera Towne Center Sign Program

# WAL★MART

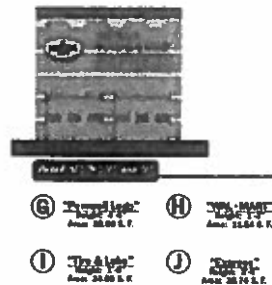
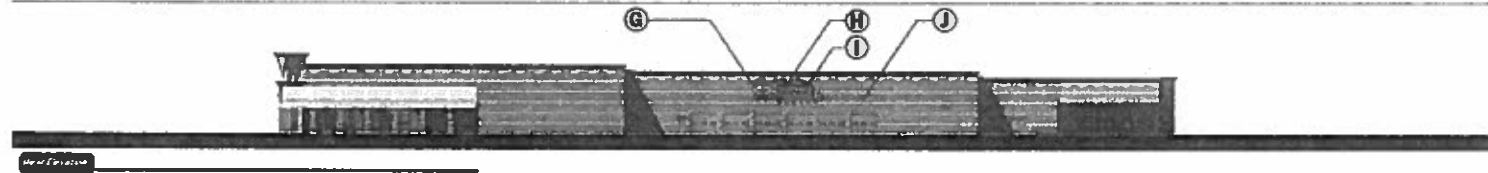
05-01-02

**VIRTUAL**  
DESIGN & CONSTRUCTION SERVICES  
10000 WILSON AVENUE, SUITE 100  
PICO RIVERA, CA 90660-3000  
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William Parish  
and Associates  
10000 WILSON AVENUE, SUITE 100  
PICO RIVERA, CA 90660-3000  
TEL: (310) 584-1000 FAX: (310) 584-1001



Proposed Project - Pico Rivera, CA



| Signage                  | Height | Area                |
|--------------------------|--------|---------------------|
| A. "1-Hr. Photo"         | 1'- 6" | 16.5 S. F.          |
| B. "WAL★MART"            | 5'- 0" | 189.00 S. F.        |
| C. "Optical"             | 1'- 6" | 10.26 S. F.         |
| D. "Always"              | 6'- 7" | 80.08 S. F.         |
| E. "Pharmacy"            | 1'- 6" | 14.56 S. F.         |
| F. "Tire & Lube Express" | 2'- 0" | 51.30 S. F.         |
| G. "Pennzoil Logo"       | 4'- 0" | 30.00 S. F.         |
| H. "WAL★MART"            | 1'- 3" | 11.54 S. F.         |
| I. "Tire & Lube"         | 1'- 9" | 24.69 S. F.         |
| J. "Express"             | 2'- 6" | 38.74 S. F.         |
| <b>Total Signage</b>     |        | <b>466.67 S. F.</b> |

# Pico Rivera Towne Center Sign Program

**WAL★MART**  
SUPERCENTER

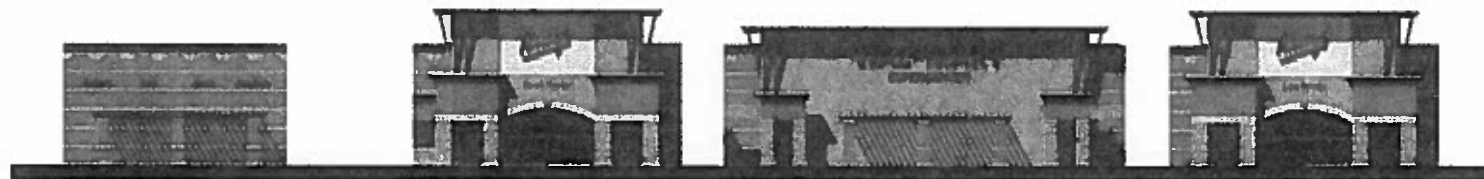
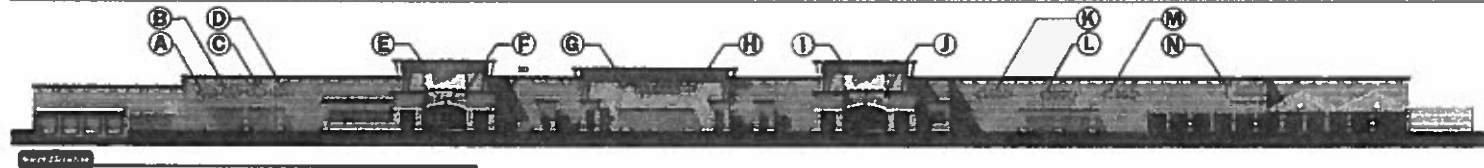
05.01.02

Architectural illustrations provided by  
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William Purcell  
Design Development Unit/Division  
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Proposed Project - Pico Rivera, CA



Section 1 - East Elevation

Section 2 - East Elevation

Section 3 - East Elevation

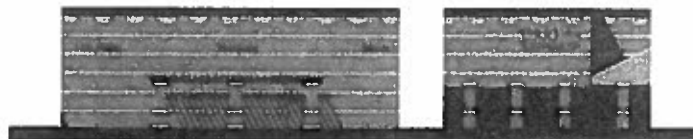
Section 4 - East Elevation

- A** "Walmart" Sign  
Area: 15.00 S.F.  
**B** "Walmart" Sign  
Area: 15.00 S.F.  
**C** "Walmart" Sign  
Area: 15.00 S.F.  
**D** "Walmart" Sign  
Area: 15.00 S.F.

- E** "Walmart" Sign  
Area: 15.00 S.F.  
**F** "Walmart" Sign  
Area: 15.00 S.F.

- G** "WAL★MART" Sign  
Area: 15.00 S.F.  
**H** "Walmart" Sign  
Area: 15.00 S.F.

- I** "Walmart" Sign  
Area: 15.00 S.F.  
**J** "Walmart" Sign  
Area: 15.00 S.F.



Section 5 - East Elevation

Section 6 - East Elevation

- K** "Walmart" Sign  
Area: 15.00 S.F.  
**L** "Walmart" Sign  
Area: 15.00 S.F.  
**M** "Walmart" Sign  
Area: 15.00 S.F.

- N** "Walmart" Sign  
Area: 15.00 S.F.

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ELECTRICAL ADVERTISING

15-W3

PICO RIVERA TOWNE CENTER SIGN CRITERIA

REVISED JUNE 04, 2002 MAT/DAG

# Pico Rivera Towne Center Sign Program

## WAL★MART SUPERCENTER

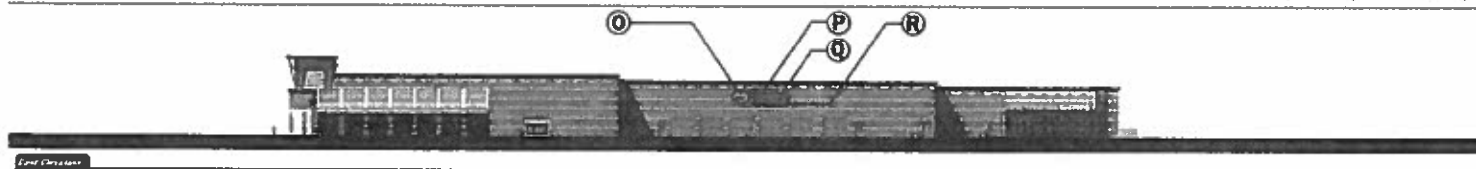
01-22-02

Virtual  
1970 S. Spring St. Suite 100, Los Angeles, CA 90007  
P 310.441.1100 F 310.441.1101

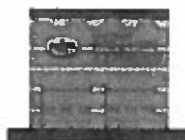
William Parrish  
City Engineer/Inspector



Proposed Project - Pico Rivera, CA



End Drawing



Area 11' 0" x 11' 0" x 11' 0"

O "Always" Area 10.25 S.F.  
 P "WAL★MART" Area 189.00 S.F.  
 Q "The Always" Area 10.25 S.F.  
 R "Express" Area 38.74 S.F.

| Signage                  | Height | Area                 |
|--------------------------|--------|----------------------|
| A. "Bakery"              | 1'-6"  | 10.25 S. F.          |
| B. "Deli"                | 1'-6"  | 5.30 S. F.           |
| C. "Meat"                | 1'-6"  | 6.84 S. F.           |
| D. "Produce"             | 1'-6"  | 11.87 S. F.          |
| E. "Always"              | 7'-0"  | 90.00 S. F.          |
| F. "Food Center"         | 1'-6"  | 19.13 S. F.          |
| G. "WAL★MART"            | 5'-0"  | 189.00 S. F.         |
| H. "Supercenter"         | 2'-0"  | 39.17 S. F.          |
| I. "Always"              | 7'-0"  | 90.00 S. F.          |
| J. "Low Prices"          | 1'-6"  | 16.125 S. F.         |
| K. "1-Hr. Photo"         | 1'-6"  | 16.50 S. F.          |
| L. "Pharmacy"            | 1'-6"  | 14.59 S. F.          |
| M. "Optical"             | 1'-6"  | 10.25 S. F.          |
| N. "Tire & Lube Express" | 2'-0"  | 51.30 S. F.          |
| O. "Pennzoil Logo"       | 4'-0"  | 30.00 S. F.          |
| P. "WAL★MART"            | 1'-3"  | 11.54 S. F.          |
| Q. "Tire & Lube"         | 1'-9"  | 24.69 S. F.          |
| R. "Express"             | 2'-6"  | 38.74 S. F.          |
| <b>Total Signage</b>     |        | <b>675.295 S. F.</b> |

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15-W4

PICO RIVERA TOWNE CENTER SIGN CRITERIA

REVISED JUNE 04, 2002 MAT/DAG

# Pico Rivera Towne Center Sign Program

MAXIMUM  
70 PERCENT  
OF FASCIA HEIGHT

MAXIMUM  
70 PERCENT  
OF FASCIA HEIGHT

MAXIMUM  
70 PERCENT  
OF FASCIA LENGTH

## MAJOR TENANT MINOR TENANT

**MAJOR TENANT:** MAXIMUM PRIMARY AND SECONDARY SIGN AREA NOT TO EXCEED 350 SQUARE FEET, MAXIMUM LETTER HEIGHT 7 FEET. SIGN AREA TO BE CALCULATED AT 3 SQUARE FEET OF SIGN PER LINEAL FOOT OF LEASED PREMISES. MAJOR TENANTS ARE DEFINED BY A LEASE SPACE OF BETWEEN 25,000 AND 79,900 SQUARE FEET.

**MINOR TENANT:** 5,000-24,999 SQUARE FEET SAME CALCULATIONS AS ABOVE EXCEPT  
MAX LETTER HEIGHT IS 6 FEET  
MAX SIGN AREA IS 175 SQUARE FEET

MAJOR TENANT SECONDARY SIGNAGE  
USE SAME SPECIFICATIONS AS PRIMARY  
SIGN EXCEPT LETTER HEIGHT MAXIMUM  
OF 2'-0"



TYPICAL MAJOR TENANT ELEVATION

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## Pico Rivera Towne Center Sign Program

MAXIMUM  
70 PERCENT  
OF FASCIA LENGTH

3'-0"  
MAXIMUM  
HEIGHT

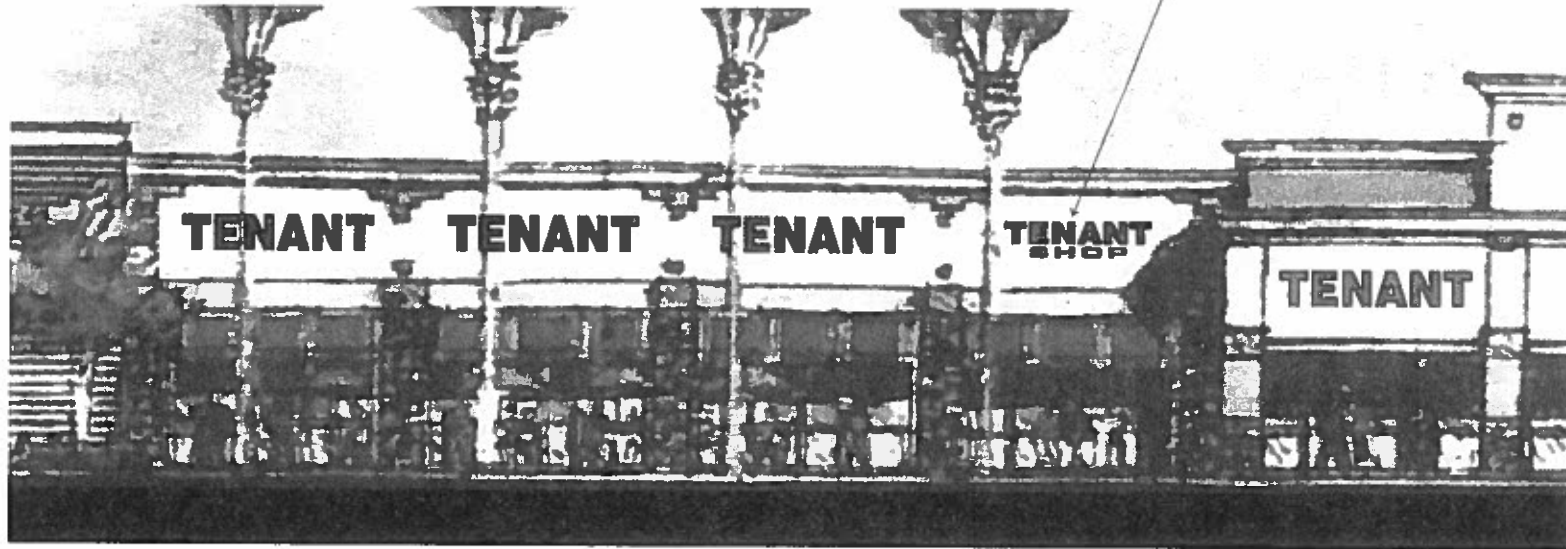
3'-0"  
MAXIMUM  
HEIGHT

# SHOP TENANT SINGLE PAD TENANT

**MULTI-SHOP TENANT:** PRIMARY AND SECONDARY SIGNAGE MAXIMUM 175 SQUARE FEET...  
SIGN AREA TO BE CALCULATED AT 3 SQUARE FEET OF SIGN PER LINEAL FOOT OF LEASED PREMISES.  
SHOP TENANTS ARE DEFINED BY A LEASE SPACE OF UNDER 4,999 SQUARE FEET.

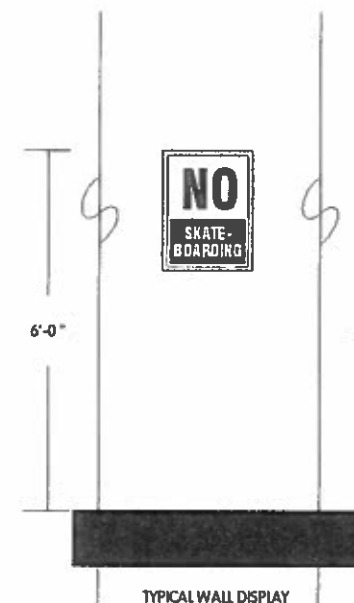
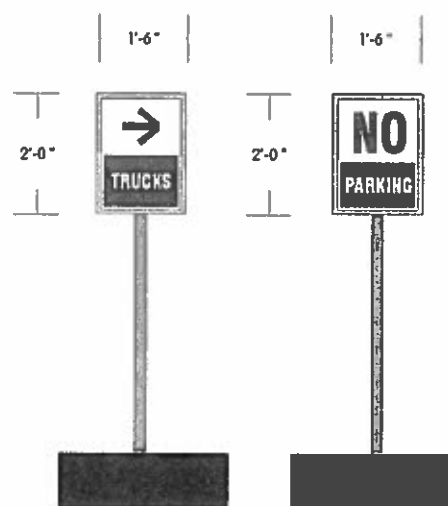
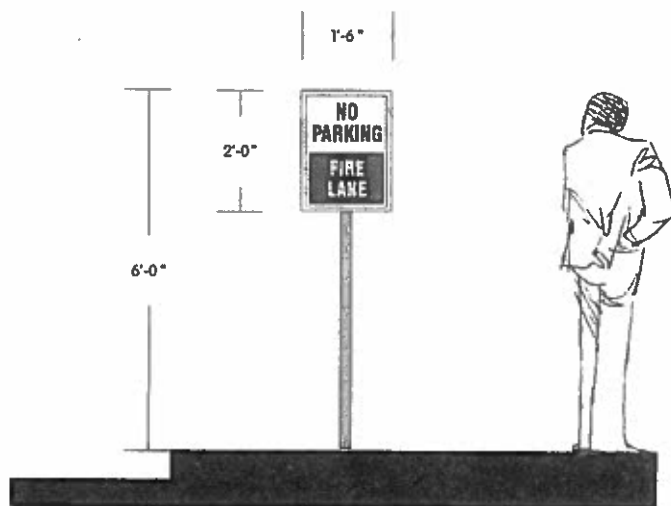
THE SAME APPLIES TO **SINGLE PAD TENANTS** WITH THE FOLLOWING EXCEPTIONS:  
MAXIMUM LETTER/SIGN HEIGHT IS 4 FEET.  
MAXIMUM SIGN AREA 200 SQUARE FEET.

TENANTS MAY UTILIZE TWO ROWS OF COPY...  
MAINTAIN MINIMUM OF 4" SPACE BETWEEN ROWS.  
OVERALL HEIGHT OF SIGN TO REMAIN AT 3'-0"



TYPICAL ANCHOR TENANT ELEVATION

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### INCIDENTAL SIGNAGE

NEW SINGLE FACED NON ILLUMINATED INCIDENTAL DISPLAYS SCALE 1/2"=1'-0"  
 BACKGROUND PANELS USE .250 ALUMINUM WITH MATTHEWS SATIN ACRYLIC POLYURETHANE FINISH.  
 USE REFLECTIVE VINYL BACKGROUND AND GRAPHICS.  
 INSTALL ON 3" X 3" METAL POST MOUNTED INTO CEMENT FOOTING.  
 PAINT BACK SIDE AND BORDER OF SIGN PANELS TO MATCH ADJACENT FACE COLORS.  
 VERIFY EXACT LOCATIONS OF SIGNS PRIOR TO INSTALLATION.

|  |                       |
|--|-----------------------|
|  | ICI #830 KHAKI GREEN  |
|  | ICI #379 MIGHTY SPICY |
|  | ICI #634 LA MESA      |
|  | ICI #2009 SEED PEARL  |
|  | ICI #668 CAMBRICK     |

VERIFY COLOR PALETTE WITH  
 PROJECT COLORS

TYPICAL WALL DISPLAY