

The Crossings at Bob Hope

North East Quadrant
Bob Hope Drive & HW 10
Cathedral City, California

SIGN PROGRAM

August 29th 2016

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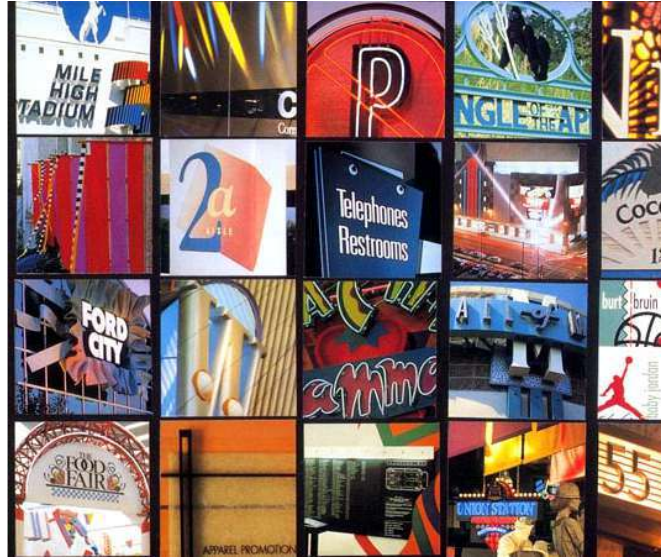


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T A B L E O F C O N T E N T S

Objective	Page 1
Sign Size Parameters	2
Sign Styles	3
Type Styles & Logos	4
Approval Process	5
Prohibited Signs + Fabrication and Installation	6
Site Plan	7
Gas Station Elevations	8
McDONALD'S Elevations	9
Taco Bell Elevations	10
Pylon Sign (P)	11
Monument Sign (M.1)	12
Monument Sign (M.2)	13
Monument Sign (M.3)	14
Monument Sign (M.4)	15
Stop and Handicap Signs	16
Parking Code Entry Signs	17
Window Graphics and Rear Entry Signs	18
Building Address Numbers	19



O B J E C T I V E

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project. This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project's graphic design consultant. Signing at The Crossings at Bob Hope in Cathedral City, California is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation.

OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and City relationship.

The Landlord will be responsible to:

- Provide base building design and construction information requested by Tenant's sign design consultant.
- Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:

Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.

Maintenance of the Sign

The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within The Crossings at Bob Hope Sign Program.

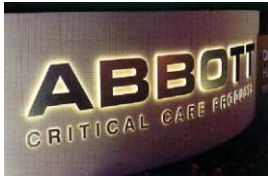
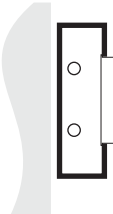
Only those sign types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation.

Note: It will be the responsibility of the Tenant to satisfactorily repair and patch holes of their storefront sign area should the Tenant vacate these premises.

Graphic Examples



Halo Illumination



Routed Pushed Through Copy



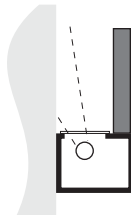
Standard Channel Letters



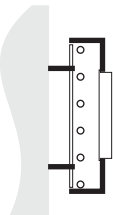
Metal Cut Out Panel with Halo Illumination



Front and Halo lit Channel Letters



Cove lighting effect for free standing letters



A combination of routed and backed up copy out of a halo illuminated panel

SIGN SIZE PARAMETERS

- (A) **Pylon Sign (Exhibit P.1)**
One (1) pylon sign with Seven (7) Tenant names.
- (B) **Monument Sign (Exhibit M.1)**
One (1) monument signs with Three(3) Tenant names.
- (C) **Monument Sign (Exhibit M.2)**
One (1) monument signs with One (1) Tenant name.
- (D) **Monument Sign (Exhibit M.3)**
One (1) monument signs with One (1) Tenant name.
- (E) **Monument Sign (Exhibit M.4)**
One (1) monument signs with Gas ID and pricing.
- (F) **Wall Signs**
Each Tenant is allowed one (1) storefront ID sign above their storefront.
Tenants with building elevations facing multiple exposures such as a parking lot or street may incorporate one (1) additional sign per face.
- The maximum surface area of signs affixed to a building shall be as follows:
- Each Tenant sign area not to exceed one (1) square foot of sign area for each linear foot of the Tenant's store frontage.
 - The maximum length of the sign shall not exceed seventy-five (75%) of the Tenant's leased building frontage



Mixed Media: Halo illuminated channel letters with an aluminum panel and routed copy.



Mixed Media: Halo illuminated dimensional "M" logo w/perforate aluminum face and open-faced channel letters on decorative ledge.



Mixed Media: Halo letters on wire mesh background and exposed neon accents.

SIGN STYLES

There are many acceptable sign treatments, however a **Mixed Media** * three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

Acceptable sign styles may include:

It is the intention of this Criteria, subject to review, to permit:

1. Standard illuminated channel letters.
2. Front and halo illuminated channel letters.
3. Mixed media/dimensional signs using images, icons, logos, etc.
4. Mixed media, 3-dimensional signs painted gold, silver or copper leaf.
5. Halo illuminated letters, 3" deep minimum.
6. Dimensional geometric shapes.
7. Sandblasted; textured, and/or burnished metal-leaf faced letters, pin mounted from facade.
8. Exposed neon if used as an accent, subject to approval by the Landlord.

* **Mixed Media** signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with exposed neon accents.

Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet. However, the panel / cabinet sign should not exceed 50% of the total a sign area.

With the Landlord approval, complex shaped (i.e Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.



TYPE STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business. The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord. The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques. One or more of the following are allowed:

1. Neon or fluorescent contained in letters and panel cabinets
2. Light Emitting Diodes (LED's)
3. Fiber Optics
4. Cove Lighting (Indirect Illumination)
5. Exposed neon accents
6. Incandescent light bulb

If it is determined by Landlord at any time that the primary lighting of Tenant's wall sign or blade sign is too intense, the Landlord may require at Tenant's expense to install a dimmer switch.

COLORS

The following guidelines are for selecting colors of Tenant's signing. The project and the individual building facade will consist of a variety of colors and materials.

Signs may incorporate **regionally** and **nationally** recognized logo colors.

Sign colors should be selected to provide sufficient contrast against building background colors.

Sign colors should be compatible with and complement building background colors.

Sign colors should provide variety, sophistication and excitement.

Color of letter returns shall be a contrasting color to the face of the letter.

Neon accent colors should complement related signing elements.

Bright colors such as "Hot Pink" will not be allowed.



APPROVAL PROCESS

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

- Store Name;
- Store Logo (in color with colors identified);
- Store interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Landlord's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's Tenant Development Director.

Shop drawings shall include at least the following: Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" = 1'-0".

Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.

Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits. Tenants are required to provide one (1) set of the Landlord approved drawings to the City of Cathedral City Planning Department when submitting for building permits.

THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet signs with translucent or opaque faces.
2. Temporary wall signs, pennants, banners, inflatable displays or sandwich boards, unless with specific prior approval from Landlord
3. Window signs or signs blocking doors or fire escapes, unless approved by the Landlord
4. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord's written approval.
Note: Approval is at Landlord's discretion. Off the shelf signs are discouraged.
5. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
6. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
7. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
8. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts. (Except those required by governmental agencies)
9. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
10. Simulated materials such as wood grained plastic laminates or wall coverings.
11. Flashing, oscillating, animated lights or other moving sign components.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Signs on mansard roofs or equipment screens.
14. Advertising or promotional signs on parked vehicles.
15. Sign company decals in full view (limit to one placement only).
16. Painted signs.
17. Portable and A-frame signs.
18. Wind-activated and balloon signs.
19. Outdoor advertising structures (billboards).
20. Signs on awnings or awning valences are not permitted unless approved by Landlord.

FABRICATION

The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication.

The Tenant's sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment devise shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
8. Reverse channel letters shall be pinned two (2") inches from the wall. The letter return depth shall be minimum three (3") inches and letters shall have a clear acrylic backing.
9. All Signs to be pegged a minimum of a half (½") inch from wall or facade onto which the letters are attached.

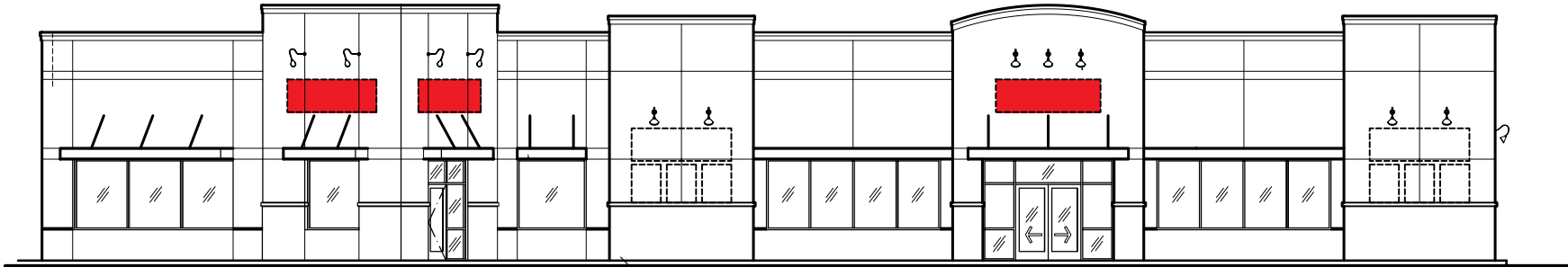
INSTALLATION

The Tenant's sign installer will provide the following:

1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
2. Obtain all required sign permits from the City of Cathedral City, California and deliver copies to the Landlord before installing the sign(s).
3. Keep a Landlord approved set of sign drawings on site when installing the sign(s).
4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

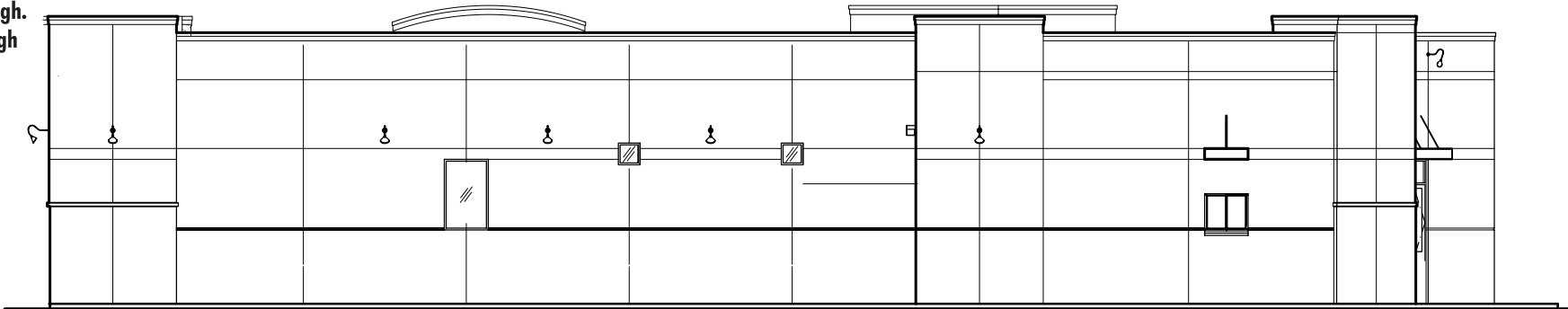


GAS STATION ELEVATIONS

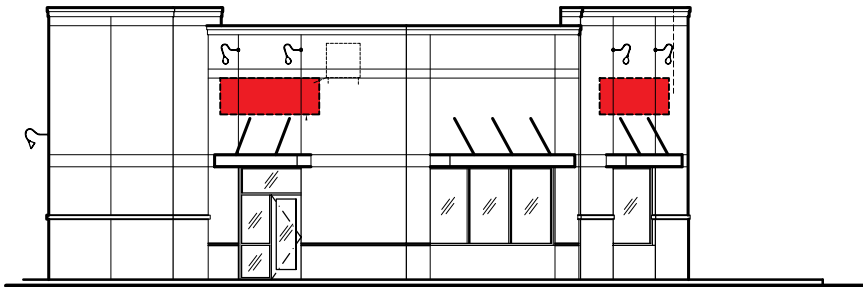


EAST ELEVATION

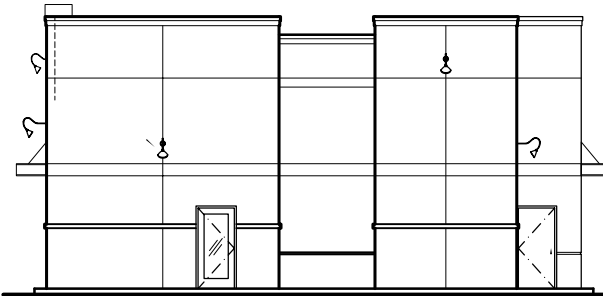
Note:
All "ARCO" signs to be submitted
under separate submittal.
No letters will be larger than 24" high.
Except Logos which may be 4'-0" high



WEST ELEVATION

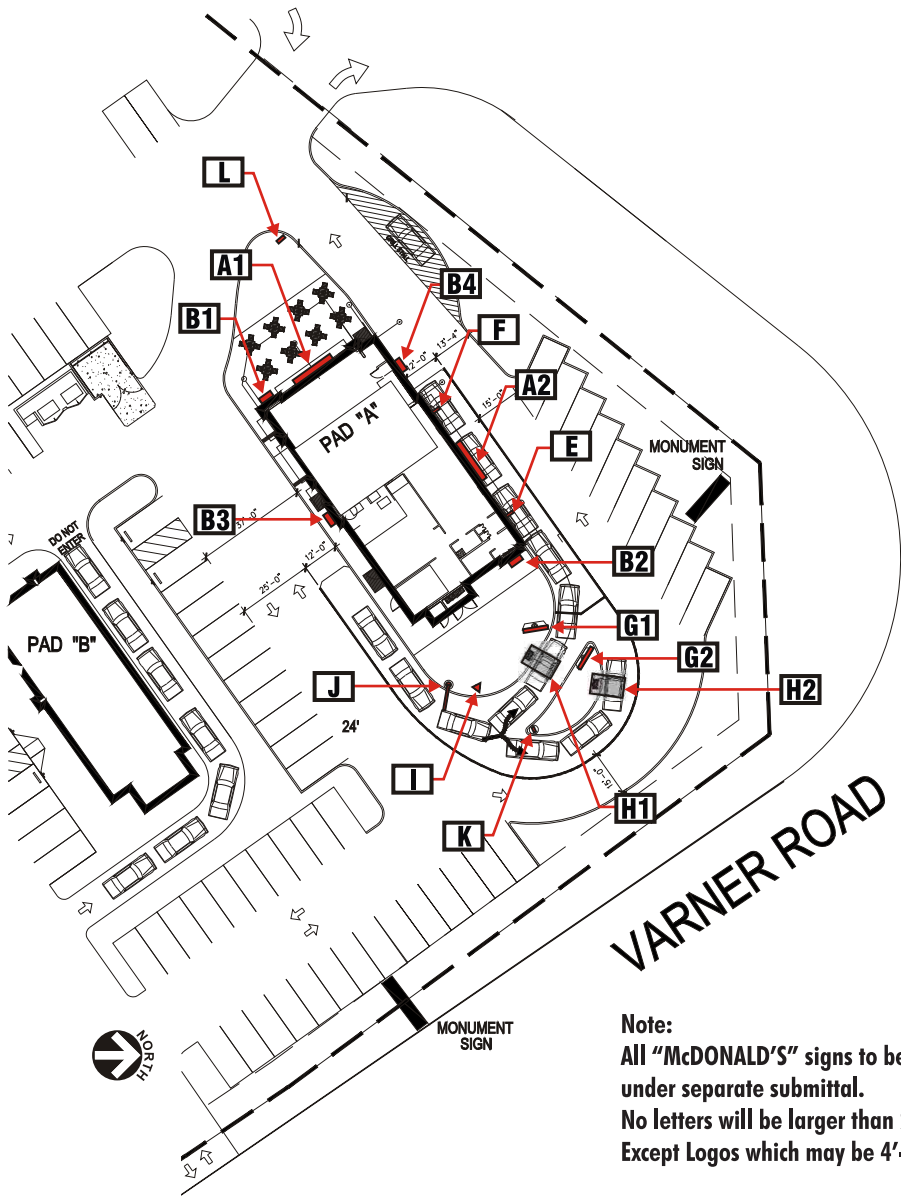


SOUTH ELEVATION



NORTH ELEVATION

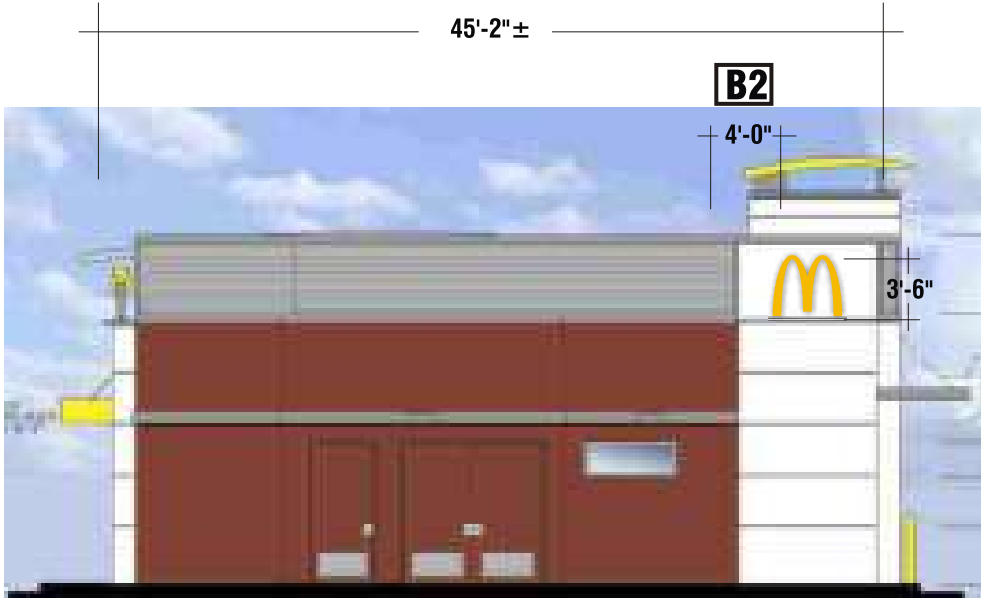
McDONALD'S BUILDING ELEVATIONS



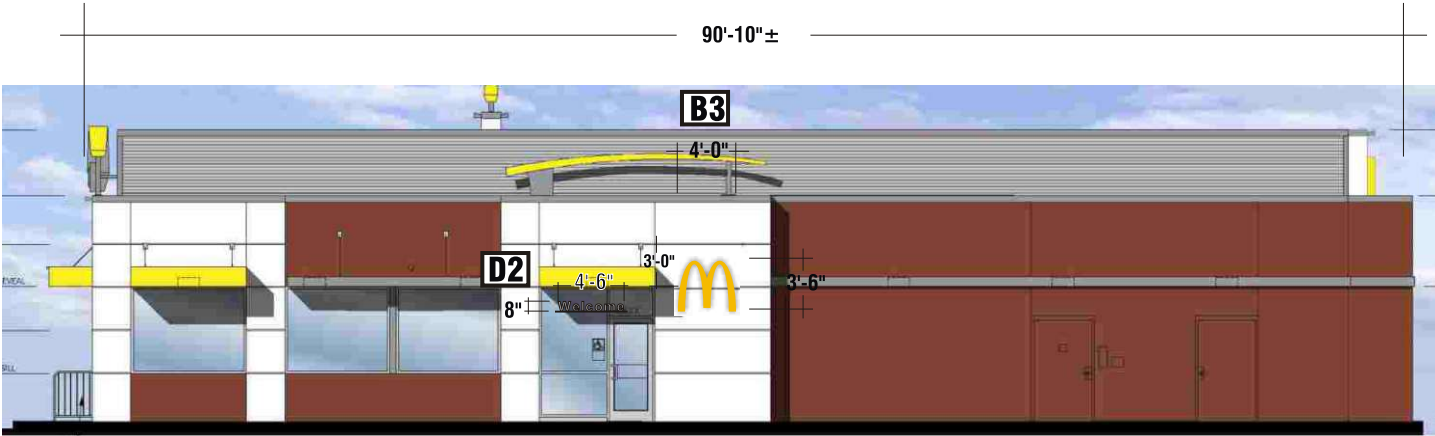
Note:
All "McDONALD'S" signs to be submitted
under separate submittal.
No letters will be larger than 24" high.
Except Logos which may be 4'-0" high



FRONTELEVATION-EAST

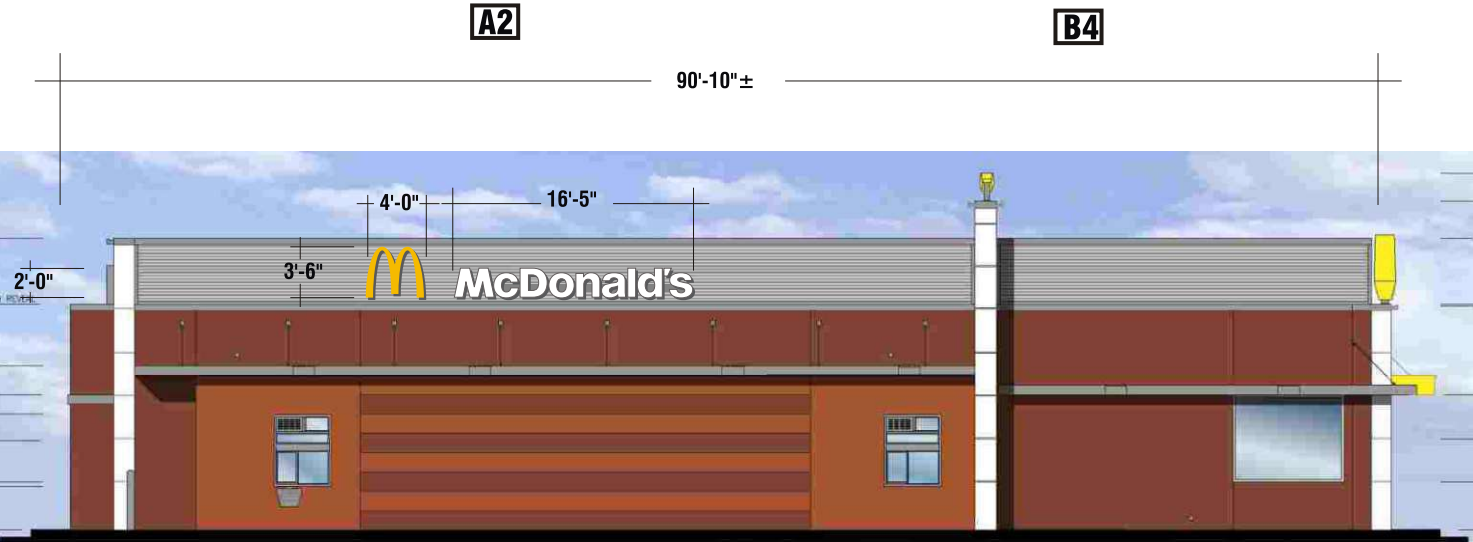


REARELEVATION-WEST



NON-DRIVE THRU ELEVATION-NORTH

Note:
All "McDONALD'S" signs to be submitted
under separate submittal.
No letters will be larger than 24" high.
Except Logos which may be 4'-0" high



DRIVE THRU ELEVATION-SOUTH

TACO BELL BUILDING ELEVATIONS



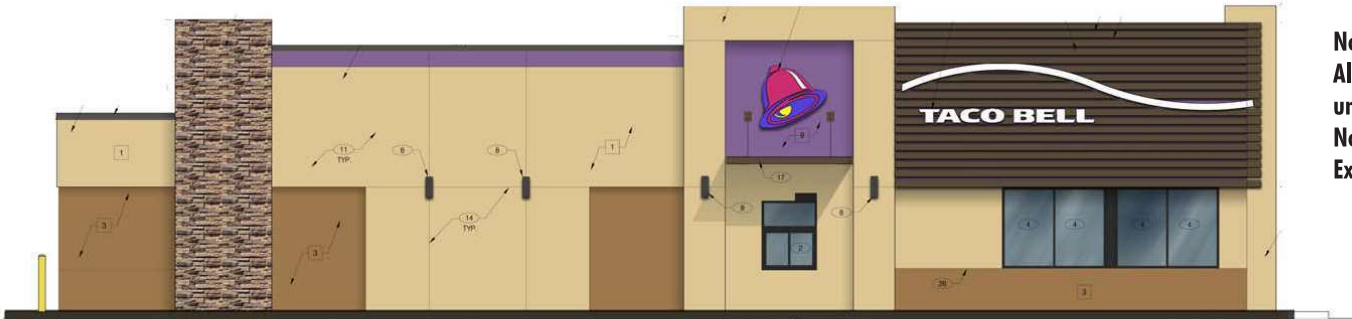
FRONT (EAST) ELEVATION

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



REAR (WEST) ELEVATION

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



LEFT (SOUTH) ELEVATION

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



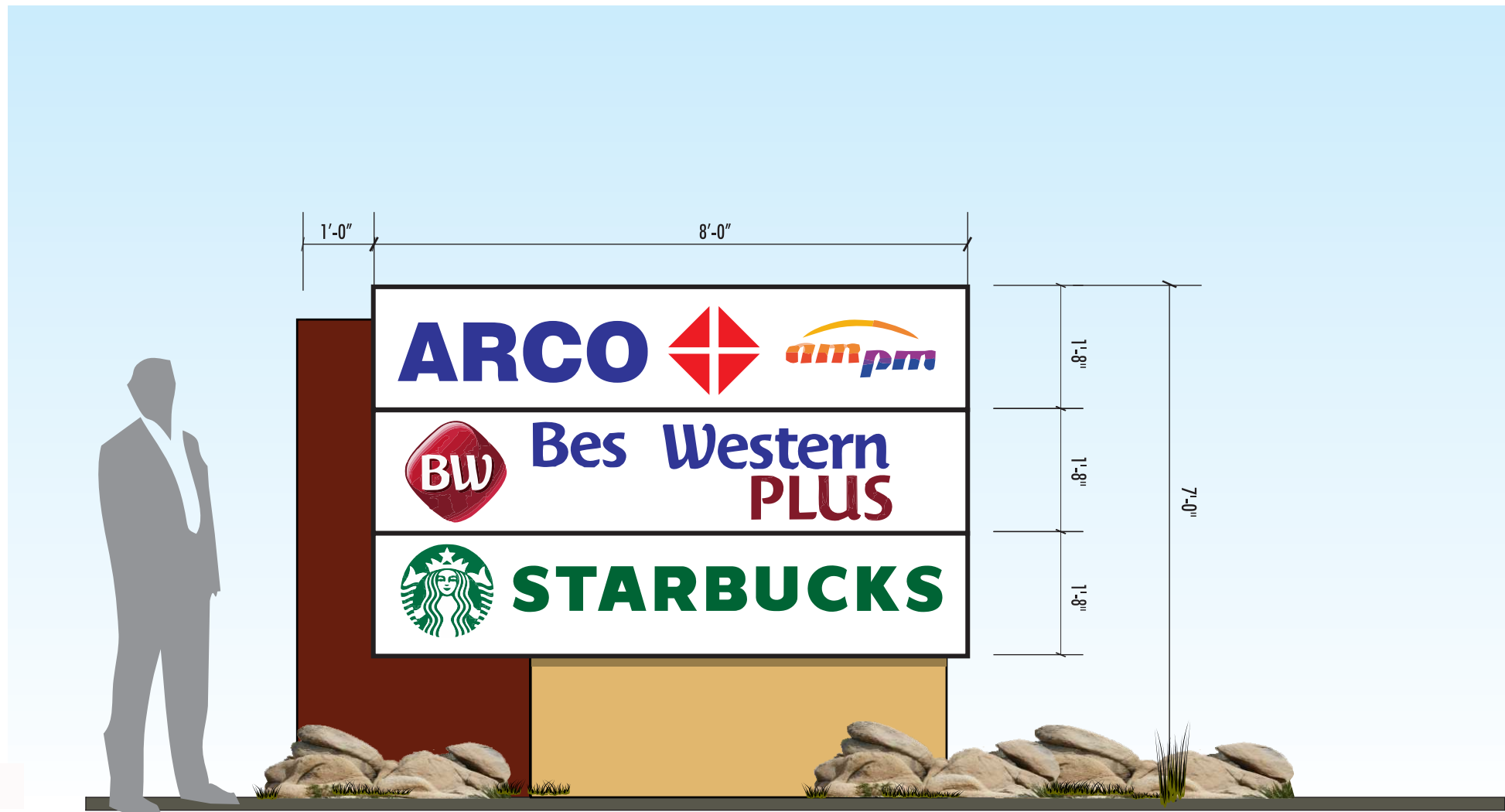
RIGHT (NORTH) ELEVATION

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

Note:
All "TACO BELL" signs to be submitted
under separate submittal.
No letters will be larger than 24" high.
Except Logos which may be 4'-0" high



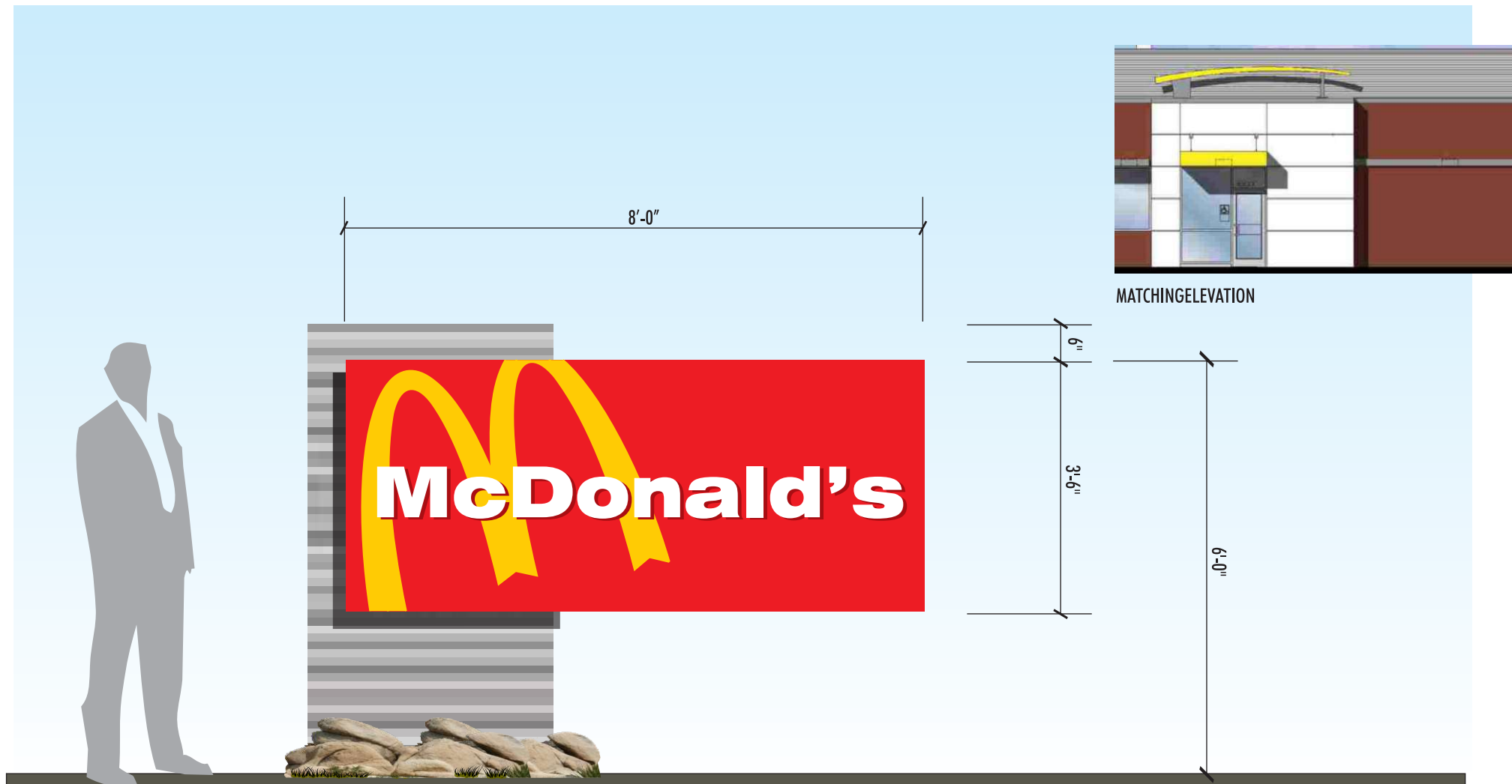
PYLON (P)



D/F ILLUMINATED MONUMENT SIGN - QTY: ONE (1)
SCALE: 1/2" = 1'-0"

TOTAL AREA OF SIGN = 40 SQ. FT.

MONUMENT SIGN (M.2)

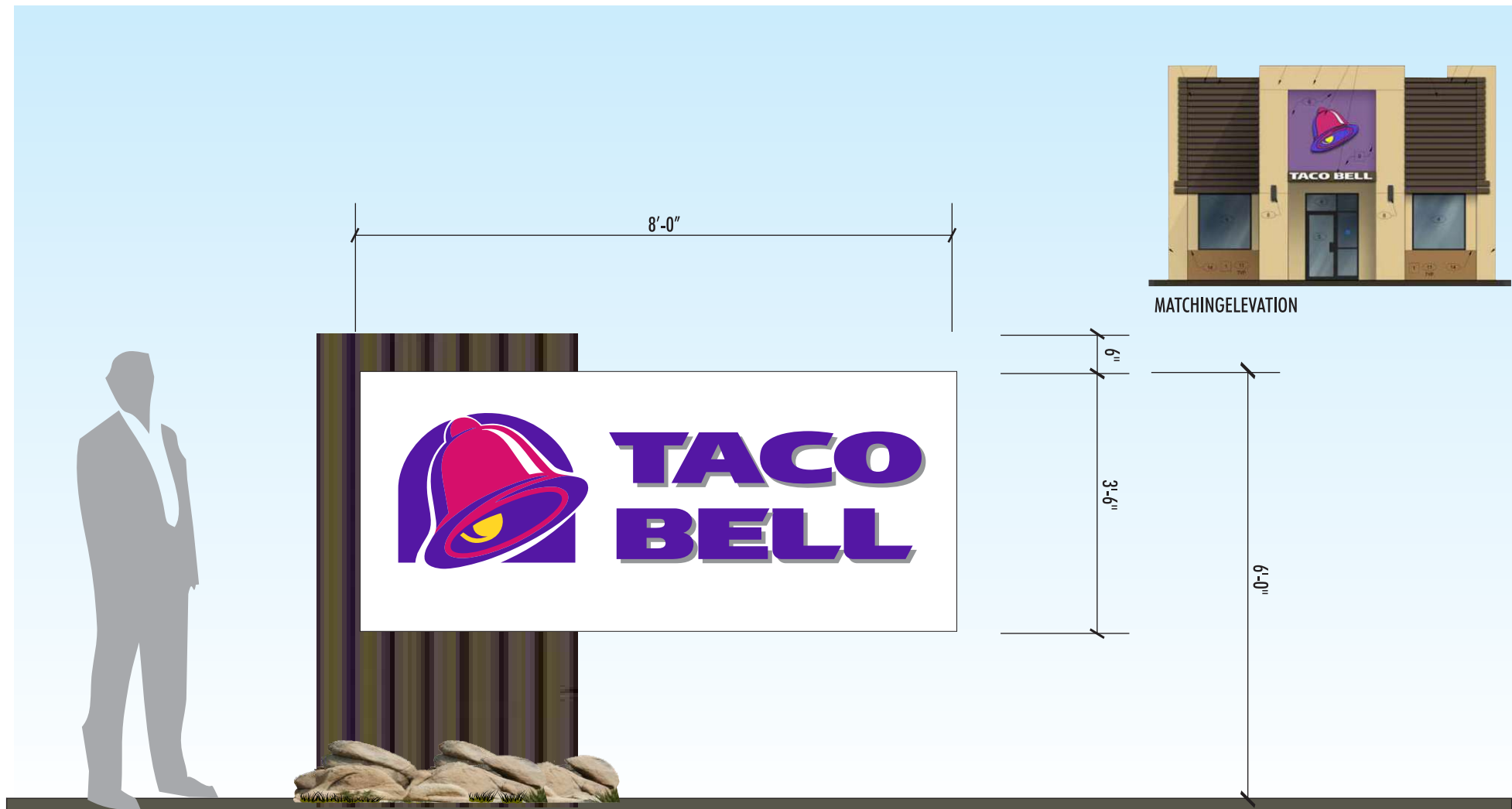


D/F ILLUMINATED MONUMENT SIGN - QTY: ONE (1)

SCALE: 1/2" = 1'-0"

TOTAL AREA OF SIGN = 28 SQ. FT.

MONUMENT SIGN (M.3)



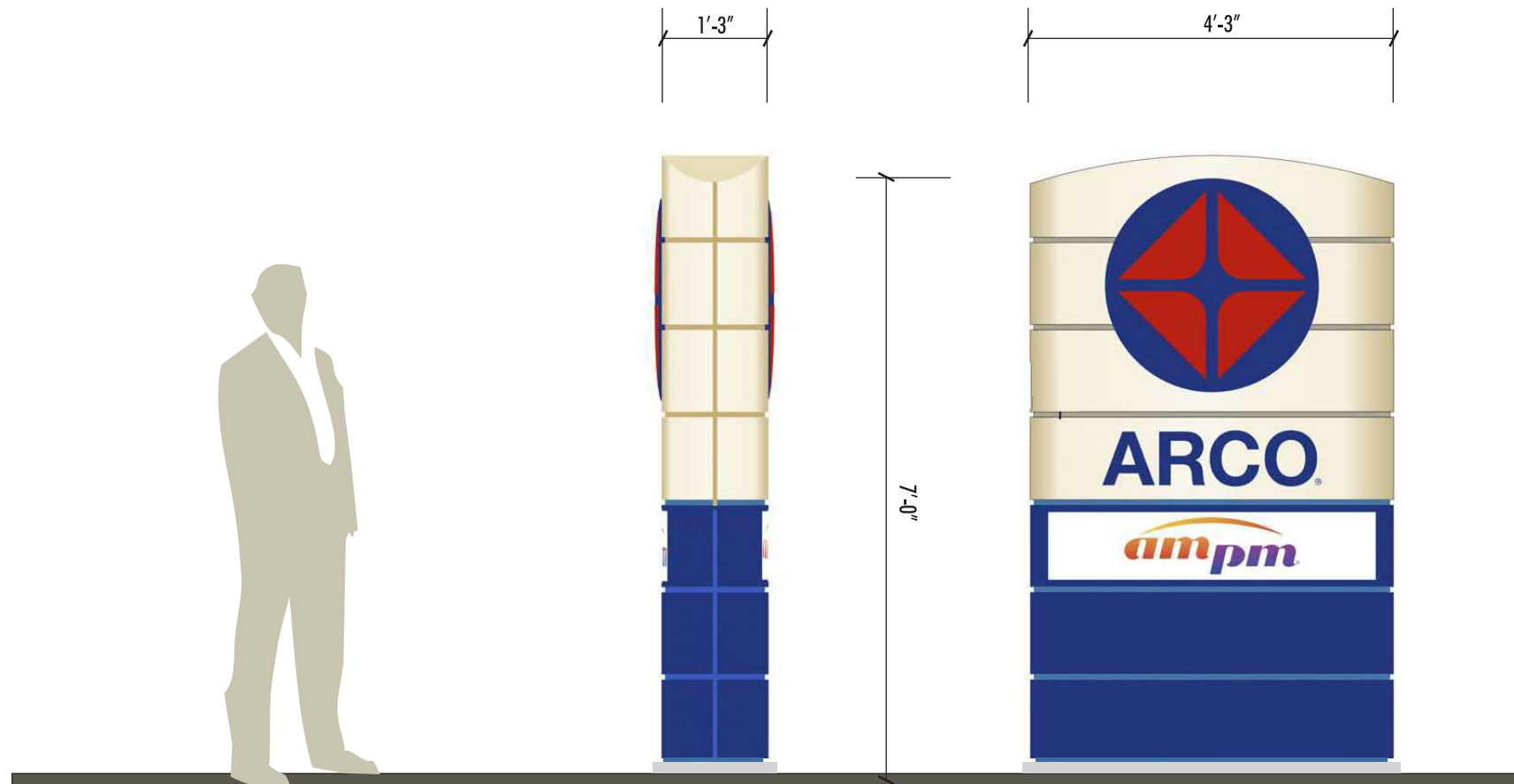
D/F ILLUMINATED MONUMENT SIGN - QTY: ONE (1)

SCALE: 1/2" = 1'-0"

TOTAL AREA OF SIGN = 28 SQ. FT.

MONUMENT SIGN (M.4)

Note:
ARCO monument sign to be submitted
under separate submittal.
This drawing does not represent the final design



D/F ILLUMINATED GAS PRICE MONUMENT SIGN - QTY: ONE (1)

SCALE: 1/2" = 1'-0"

TOTAL AREA OF SIGN = 30 SQ. FT. (TBD)

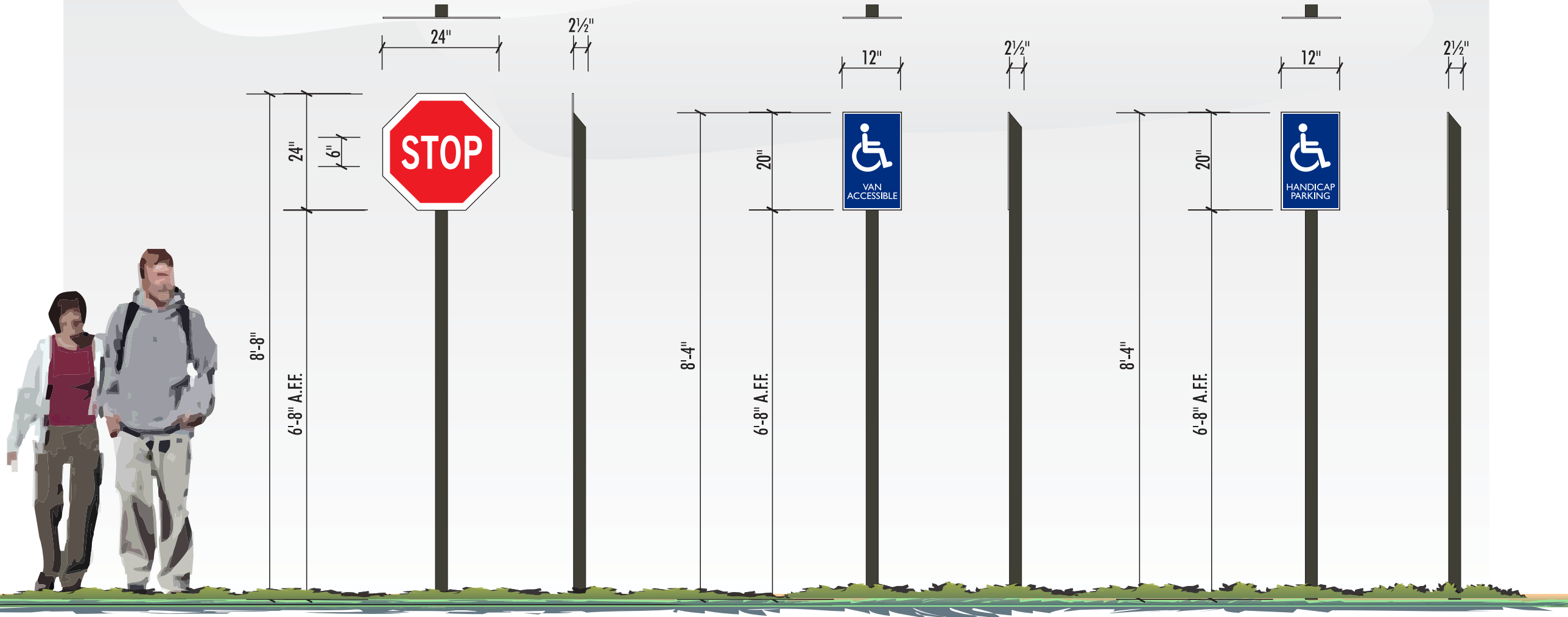
STOP AND HANDICAP SIGNS

SPECIFICATIONS (STOP SIGN):

- 2½" SQ. POST PAINT COLOR TO BE DETERMINED.
- FACE TO BE 1/8" ALUMINUM PAINTED WHITE WITH RED REFLECTIVE (280-72) VINYL OVERLAY AND WHITE REFLECTIVE (280-10) VINYL COPY.

SPECIFICATIONS (HANDICAP):

- 2 1/2" SQ. POST PAINT COLOR TO BE DETERMINED.
- FACE TO BE 1/8" ALUMINUM PAINTED WHITE WITH LIGHT BLUE REFLECTIVE (280-76) VINYL BACKGROUND WITH WHITE REFLECTIVE (280-10) VINYL COPY/GRAPHIC & BORDER.



SCALE: 1/2" = 1'-0"

SPECIFICATIONS:

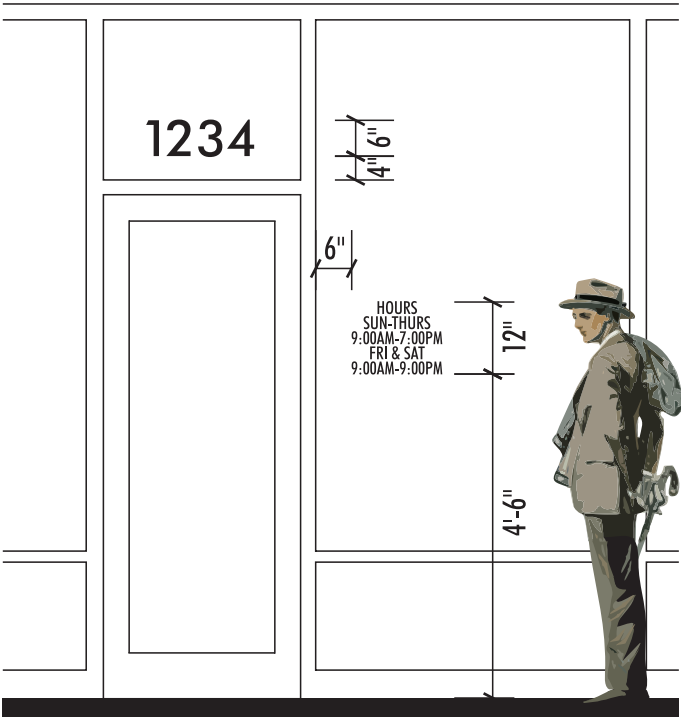
- 3" SQ. POST PAINT COLOR TO BE DETERMINED.
- FACE TO BE 1/4" ALUMINUM PAINTED WHITE.
- COPY TO BE BLACK (220-12) VINYL.
- "HANDICAP" LOGO TO BE REFLECTIVE LIGHT BLUE (280-76) WITH WHITE SHOW THRU.
- "FIRE LANE" TO BE REFLECTIVE RED (280-72) VINYL WITH WHITE SHOW THRU COPY.



SCALE: 1/2" = 1'-0"

SPECIFICATIONS:

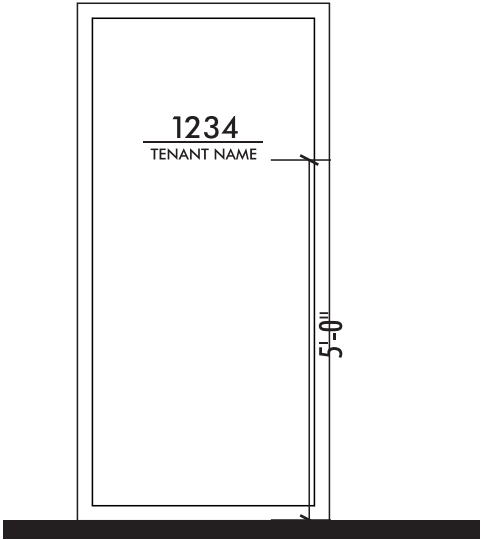
- 6" HIGH WHITE VINYL NUMBERS/LETTERS ON ENTRY GLASS ABOVE DOOR.
- "STORE HOURS" TO BE WHITE VINYL ON WINDOW NEXT TO DOOR.
- ALL VINYL TO BE APPLIED SECOND SURFACE.
- 2.5 SQ. FT. MAXIMUM SIGN AREA.



TYPICAL FRONT ENTRY ELEVATION

SPECIFICATIONS:

- 4" AND 2" HIGH VINYL NUMBERS/LETTERS ON REAR ENTRY DOOR.
- COLOR TO BE IN CONTRASTING COLOR TO DOOR.
- 2.5 SQ. FT. MAXIMUM SIGN AREA.



TYPICAL REAR ENTRY ELEVATION

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

SPECIFICATIONS:

- 1/2" THICK SINTRA NUMBERS.
- PAINT COLOR TO MATCH PROJECT (CONTRASTING TO BUILDING FASCIA COLOR).
- NUMBERS TO BE STUD MOUNTED TO BUILDING FASCIA.

12" 1 2 3 4