

Sign Program

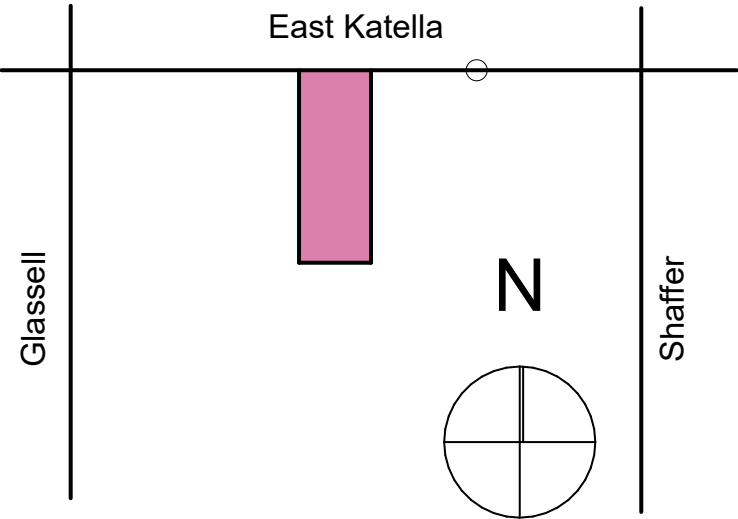
for
East Katella Retail Center

PROJECT ADDRESS: 232 E. Katella Ave.
Orange, CA 9286

EXISTING ZONE: C-P

BUILDING STORIES: One

VICINITY MAP:



Owner:
Katella Commercial, LLC
531 Catalina Road
Fullerton, CA 92835
PH: 714.595.6603
Attn: Haroon Ali

Architect:
DSEA, Inc.
145 S. Olive St.
Orange, CA 92866
PH: 714.639-3958
Attn: Douglas Ely

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INTRODUCTION

This sign program/criteria establishes requirements for the design and fabrication of signage for the East Katella Retail Center. The objective is to create distinct, unique and high quality signage, which is an integral part of the architecture and image of the development. The intent of the sign criteria is to ensure that tenant signage is designed and executed in a manner that will achieve these objectives while providing distinct and clear identification of tenants' businesses. All tenant signage shall be subject to landlord's approval as provided in this criteria where consistent with this criteria. All signage must comply with all applicable codes and standards. All signs shall be maintained and in good repair. Landlord shall be responsible for the timely removal of and replacemetn of any sign deemed by the City in need of repair.

These signage requirements meet the city ordinance design guidelines as laid out by the City of Orange, Section 17.36.06. The landlord, through his design consultant, must approve any and all signage prior to submittal to teh City of Orange Planning and Building Divisions. The City will not issue signage permits without documents including shop and engineering drawings indicating the Design Consultant's or designee's approval.

Submit final detail drawings to the Design Consultant for review and approval. Incomplete submissions to the Design Consultant will be returned without review. The submission must include the size and dimensions of all signs, letter heights, materials, specified colors and color chips, mounting details of all signs, graphic represnetation of all signange in relation to the storefronts, including exact location of signs, and any other requiremetns specified by the City of Orange Planning and Building Divisions. Only when the final design sets have been returned with the Design Consultant's approval may the tenant apply for city approval. Tenant shall submit plans and other required materials to the City of Orange Planning and Building Divisions for sign permit and building permit persuant to the city's application processes.

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Introduction

East Katella Retail Center

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SIGNAGE TYPE	DESCRIPTION	PURPOSE	SIGN LOCATION	QUANTITY	MAX AREA	MAX. HEIGHT/ LETTER HEIGHT	MAX WIDTH	LOGO ALLOWED	ILLUMINATION PER
ST-A	Tenant A Sign North Façade	Tenant ID	Screen	1	27 sf	24"	13'-6"	N	Y
ST-B	Tenant A Sign West Façade	Tenant ID	Screen	1	27 sf	24"	13'-6"	N	Y
ST-C	Tenant B-D Sign West Façade	Tenant ID	Screen	3	24 sf	24"	12'	N	Y
ST-D	Tenant E-F Sign West Façade	Tenant ID	Wall	2	24 sf	24"	12'	N	Y
ST-E	Tenant F Sign South Façade	Tenant ID	Wall	1	27 sf	24"	13'-6"	N	N
ST-F	Tenant A-F Sign East Façade	Tenant ID	Wall	6	24 sf	24"	12'	N	N
SB-G	Building Signage	Address Identification	Wall	1	23 sf	24"	11'-6'	N	Y

TENANT SIGNAGE : GENERAL GUIDELINES

This sign program includes 7 different types of Tenant Signs, ST-A,to ST-E and Building Address Signage SB-G. The Following is the general guidelines that apply to all sign types.

Sign Location	Tenant Signs are allowed at teh midpint of the 5' Linear Screen Element along the western and northern facades, centerline of sign mounted at centerline of facade vertical dimension. Tenant Signs locations require approval from the owner per lease agreement based on each tenant's office/retai lspace during tenancy.
Maximum Sign Area	The total area of wall signs per tenant per building elevations is limited to one square foot of sign area per lineal foot of that tenant's building elevation per city design ordinance 17.36.080.B.1
Maximum Sign Area	See Schedule above
Maximum Sign Width	See Schedule above
Maximum Sign Height	24" Max. Per City sign ordinance 17.36.080.C, Sign Height shall not exceed a dimension that is greater than 2/3 the height of the vertical surface/plane upon which it is located.
Maximum Sign Depth	12" Max From the wall surface per city sign ordinance Section 17.36.080.E

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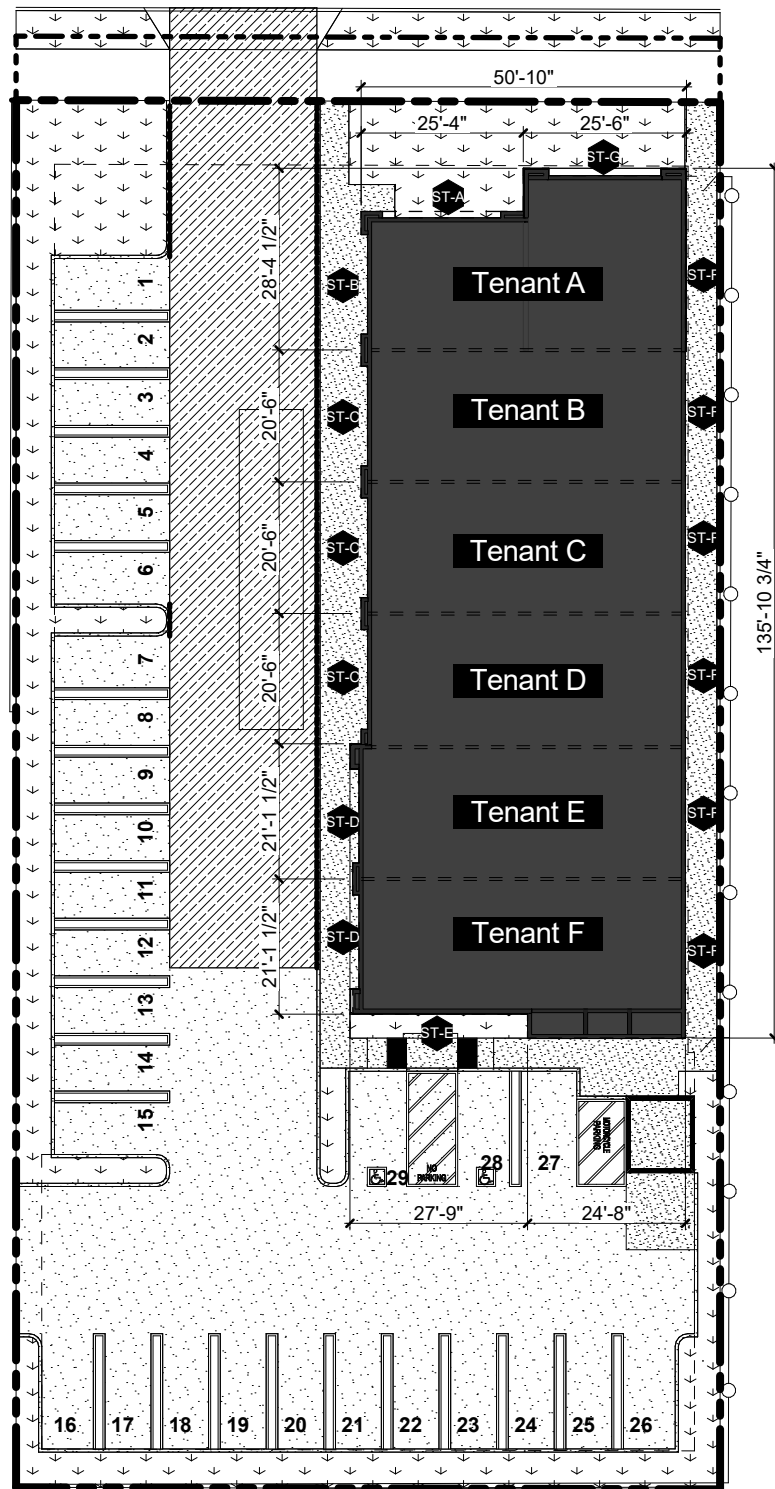
Project Font, Colors and Materials

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S5

Signage Key Plan

NOT TO SCALE

Sign Plan Legend

- ST-A Tenant Signage A
- ST-B Tenant Signage B
- ST-C Tenant Signage C
- ST-D Tenant Signage D
- ST-E Tenant Signage E
- ST-F Tenant Signage F
- ST-G Building Address Signage



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Sign Location Plan

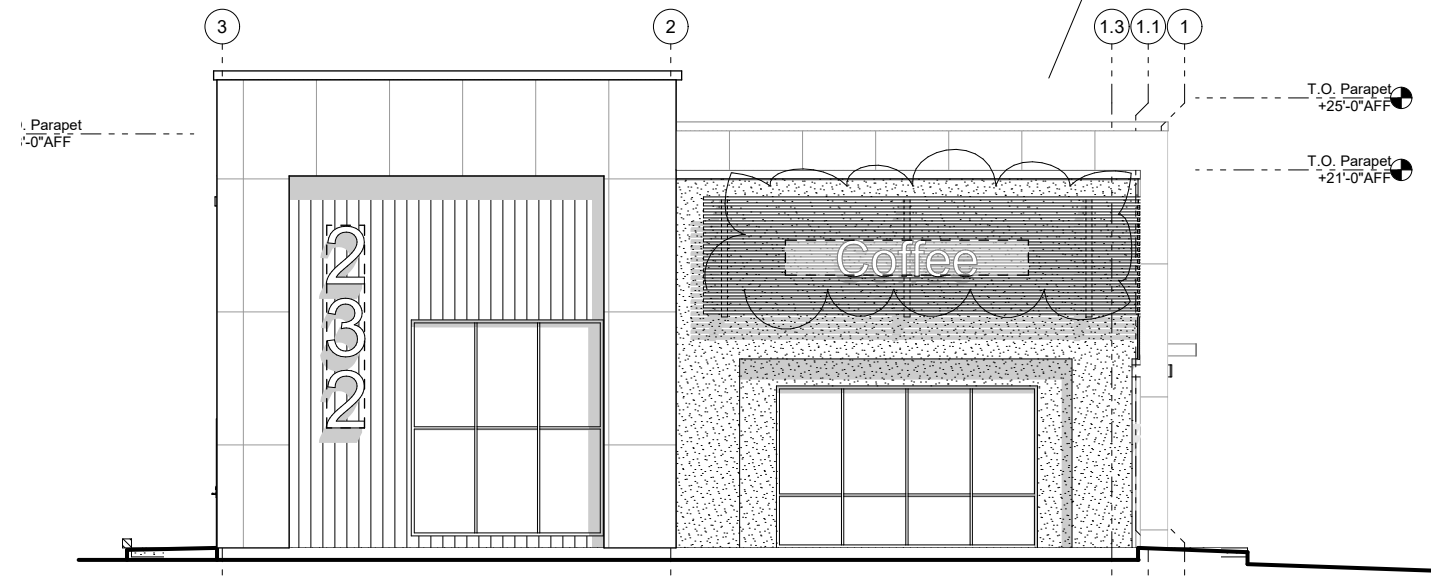
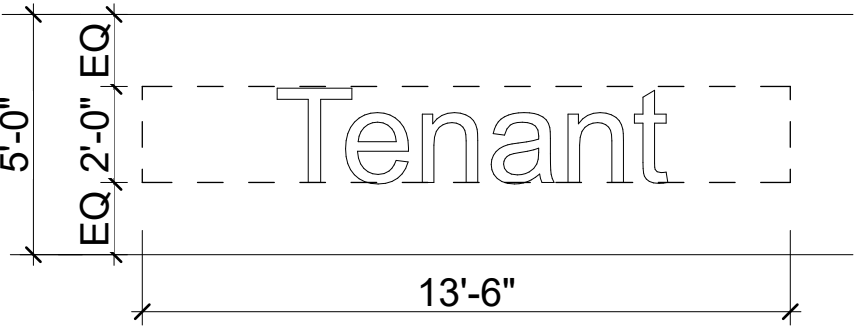
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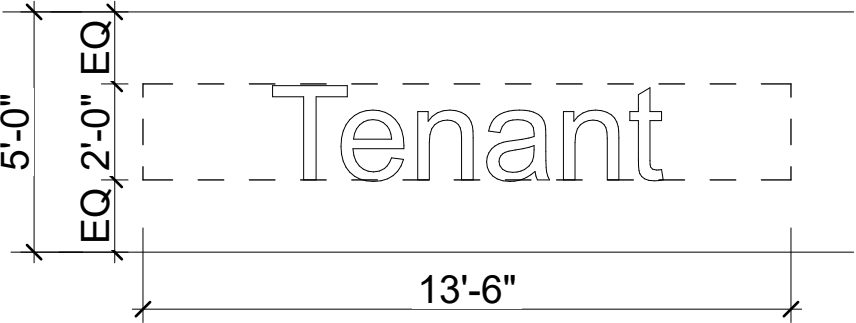
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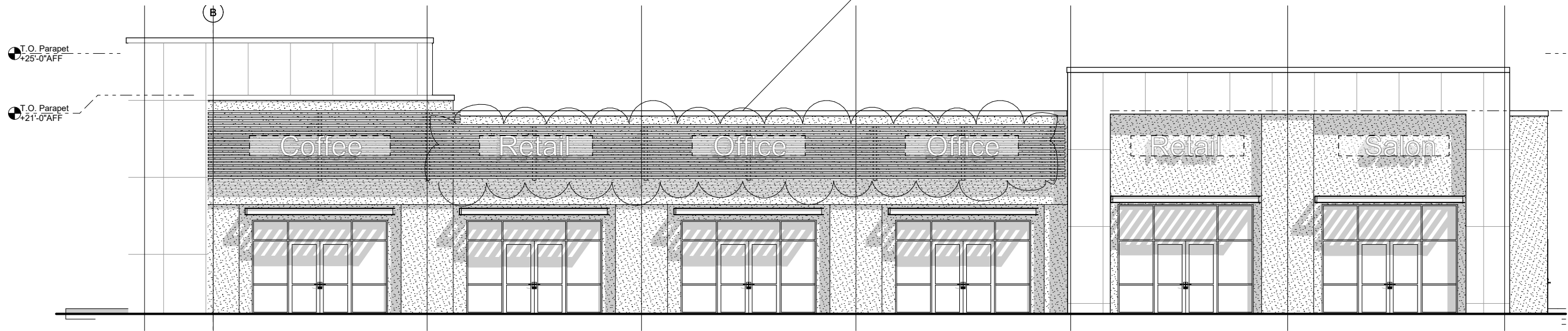
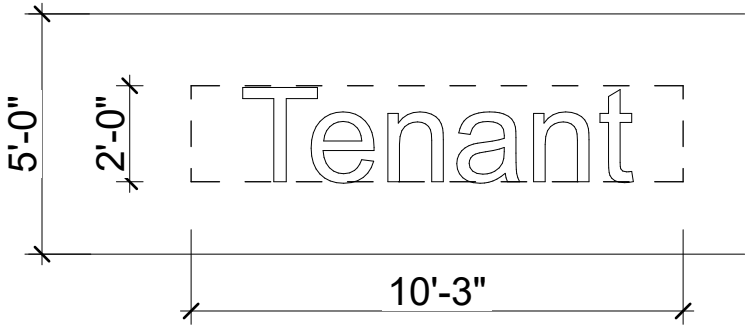
SIGN TYPE A (ST-A) Screen Mounted Tenant Sign	
Sign Purpose	To Identify tenant occupancy in the building
Sign Location	Located on the architectural screen feature on the top 1/3 of the building
Number (Maximum)	One
Orientation	Paralell to wall facing Katella Avenue. Center Justified on Architectural Massing
Maximum Area	27 sf (portion of northern facade allowed)
Maximum Sign Height	24" Max.
Maximum Sign Width	13'-6"
Sign Copy	Tenant Name And Logo
Sign Construction/Material	Individual channel letters only in non-ferrous matalas. No Cabinet or cloud signs are permitted. No exposed wiring is permitted. All hardware shall be of non-ferrous metals. Vinyl or similar letters and backgrounds are prohibited
Illumination	Internally illuminated letters are permitted. Exposed Neon lighting, conduit and raceways are prohibited.
Logo/Letterstyle	Logo premitted pending Landlord approval, all other lettering in project font
Color	Black or dark grey housing and returns with white face if illuminated



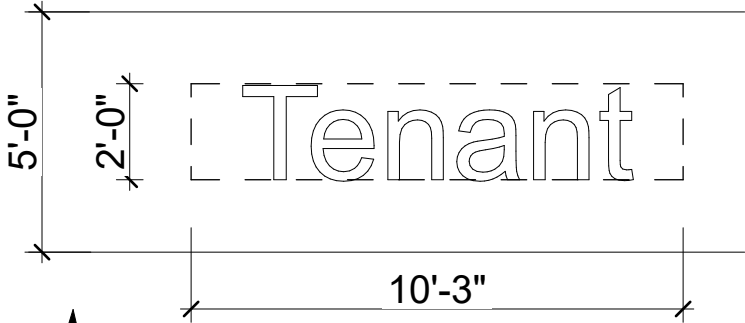
SIGN TYPE B (ST-B)	Screen Mounted Tenant Sign
Sign Purpose	To Identify tenant occupancy in the building
Sign Location	Located on the architectural screen feature on the top 1/3 of the building
Number (Maximum)	One
Orientation	Paralell to wall facing West Parking Lot. Center Justified on Architectural Massing
Maximum Area	27 sf
Maximum Sign Height	24" Max.
Maximum Sign Width	13'-6"
Sign Copy	Tenant Name And Logo
Sign Construction/Material	Individual channel letters only in non-ferrous matalas. No Cabinet or cloud signs are permitted. No exposed wiring is permitted. All hardware shall be of non-ferrous metals. Vinyl or similar letters and backgrounds are prohibited
Illumination	Internally illuminated letters are permitted. Exposed Neon lighting, conduit and raceways are prohibited.
Logo/Letterstyle	Logo premitted pending Landlord approval, all other lettering in project font
Color	Black or dark grey housing and returns with white face if illuminated



SIGN TYPE C (ST-C)	Screen Mounted Tenant Sign
Sign Purpose	To Identify tenant occupancy in the building
Sign Location	Located on the architectural screen feature on the top 1/3 of the building
Number (Maximum)	Three
Orientation	Paralell to wall facing West Parking Lot. Center Justified on Architectural Massing
Maximum Area	20.5 sf
Maximum Sign Height	24" Max.
Maximum Sign Width	10'-3"
Sign Copy	Tenant Name And Logo
Sign Construction/Material	Individual channel letters only in non-ferrous matalas. No Cabinet or cloud signs are permitted. No exposed wiring is permitted. All hardware shall be of non-ferrous metals. Vinyl or similar letters and backgrounds are prohibited
Illumination	Internally illuminated letters are permitted. Exposed Neon lighting, conduit and raceways are prohibited.
Logo/Letterstyle	Logo premitted pending Landlord approval, all other lettering in project font
Color	Black or dark grey housing and returns with white face if illuminated



SIGN TYPE D (ST-D)	Screen Mounted Tenant Sign
Sign Purpose	To Identify tenant occupancy in the building
Sign Location	Face mounted on the wall
Number (Maximum)	2
Orientation	Paralell to wall facing West Parking Lot. Center Justified on Architectural Bump out Above
Maximum Area	20.5 sf
Maximum Sign Height	24" Max.
Maximum Sign Width	10'-3"
Sign Copy	Tenant Name And Logo
Sign Construction/Material	Individual channel letters only in non-ferrous matalas. No Cabinet or cloud signs are permitted. No exposed wiring is permitted. All hardware shall be of non-ferrous metals. Vinyl or similar letters and backgrounds are prohibited
Illumination	Internally illuminated letters are permitted. Exposed Neon lighting, conduit and raceways are prohibited.
Logo/Letterstyle	Logo premitted pending Landlord approval, all other lettering in project font
Color	Black or dark grey housing and returns with white face if illuminated



SIGN TYPE E (ST-E) Screen Mounted Tenant Sign
Sign Purpose To Identify tenant occupancy in the building

Sign Location Face mounted on the wall

Number (Maximum) 1

Orientation Paralell to wall facing West Parking Lot. Center Justified on Architectural Bump out Above

Maximum Area 20.5 sf

Maximum Sign Height 24" Max.

Maximum Sign Width 10'-3"

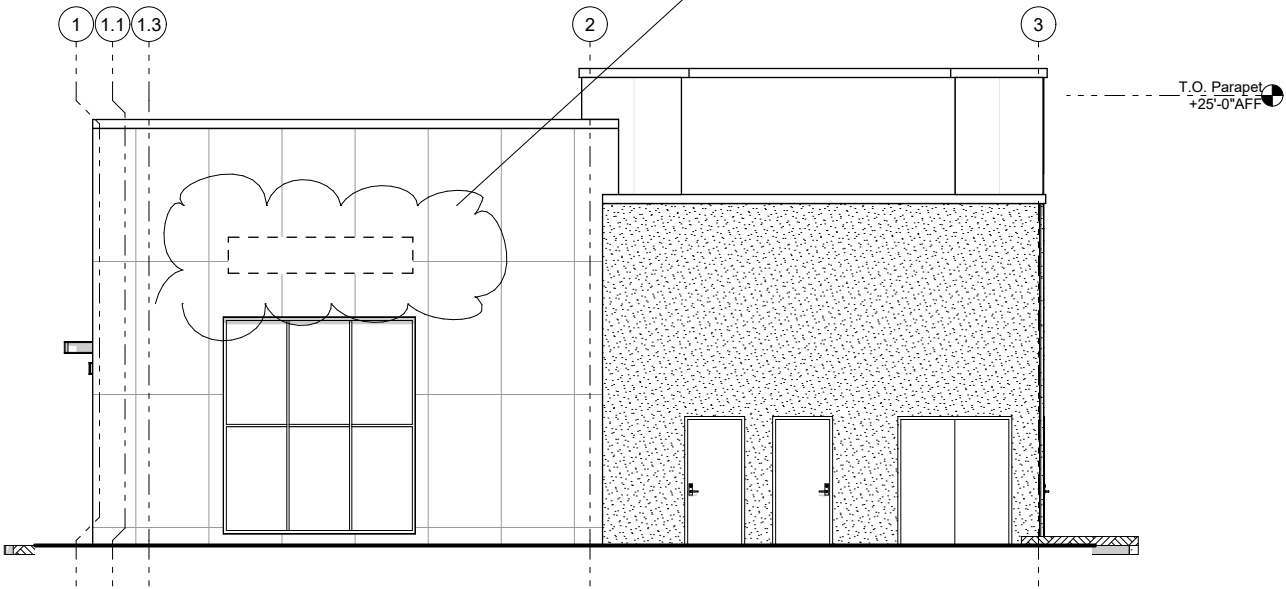
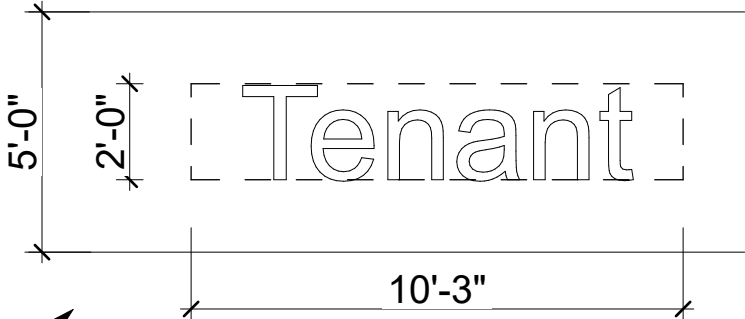
Sign Copy Tenant Name And Logo

Sign Construction/Material Individual channel letters only in non-ferrous matalas. No Cabinet or cloud signs are permitted. No exposed wiring is permitted. All hardware shall be of non-ferrous metals. Vinyl or similar letters and backgrounds are prohibited

Illumination Internally illuminated letters are permitted. Exposed Neon lighting, conduit and raceways are prohibited.

Logo/Letterstyle Logo premitted pending Landlord approval, all other lettering in project font

Color Black or dark grey housing and returns with white face if illuminated



SIGN TYPE F (ST-F) Screen Mounted Tenant Sign
Sign Purpose To Identify tenant occupancy in the building

Sign Location Face mounted on the wall

Number (Maximum) 5

Orientation Paralell to wall facing West Parking Lot. Center Justified on Architectural Bump out Above

Maximum Area 20.5 sf

Maximum Sign Height 24" Max.

Maximum Sign Width 10'-3"

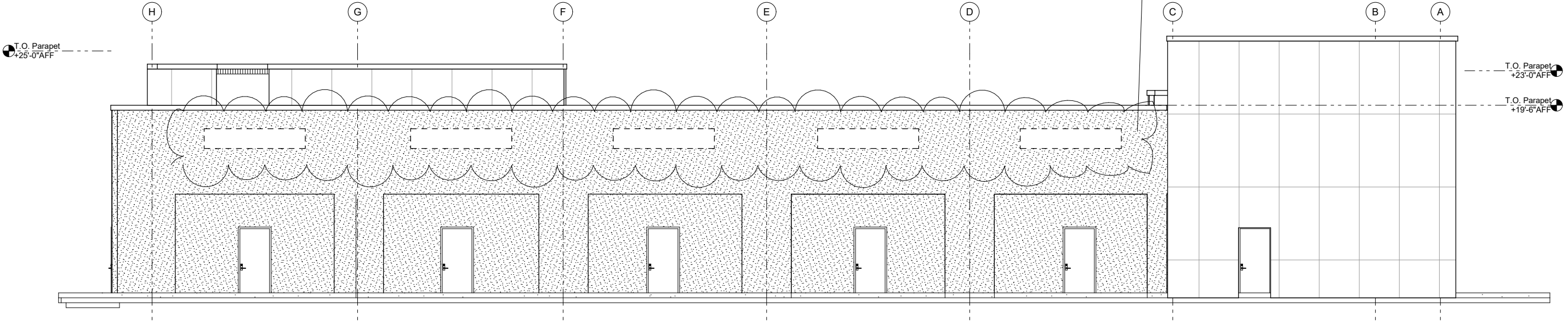
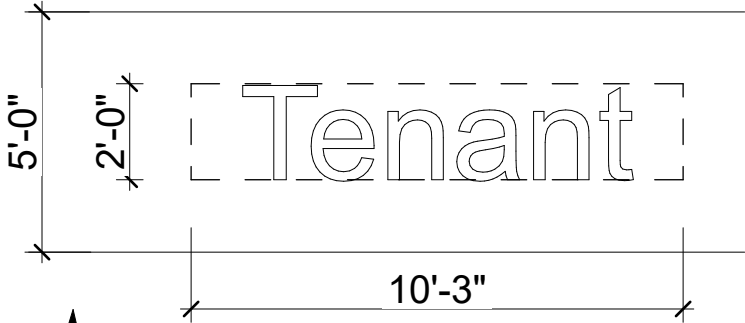
Sign Copy Tenant Name And Logo

Sign Construction/Material Individual channel letters only in non-ferrous matalas. No Cabinet or cloud signs are permitted. No exposed wiring is permitted. All hardware shall be of non-ferrous metals. Vinyl or similar letters and backgrounds are prohibited

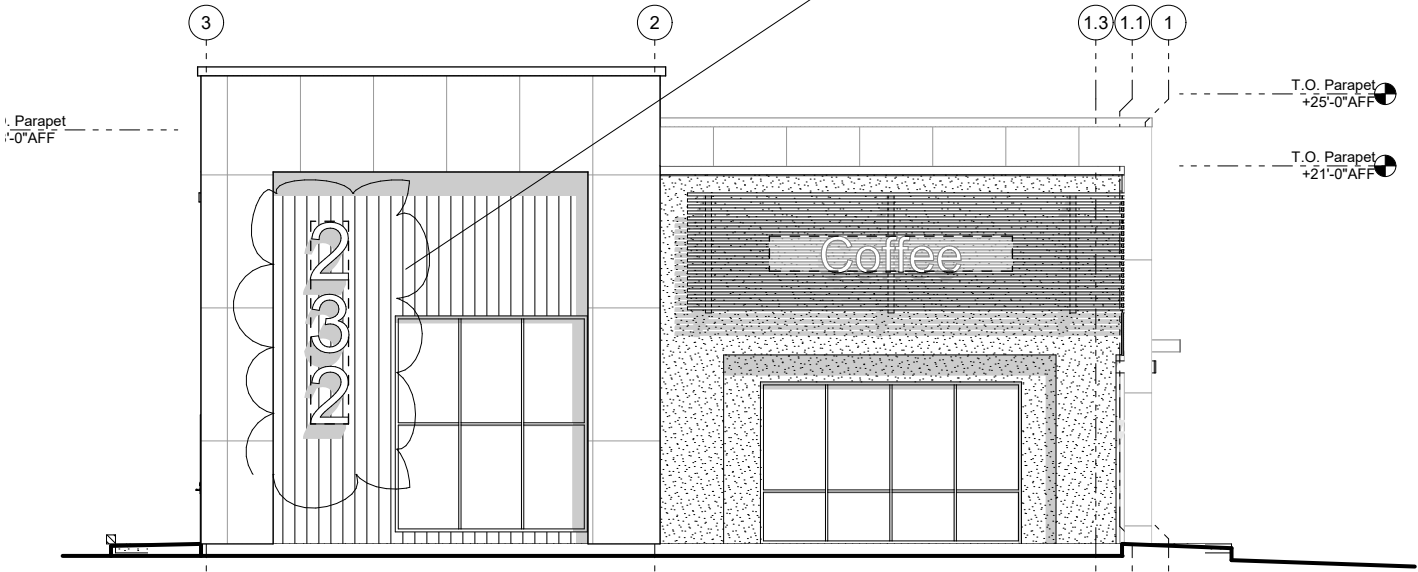
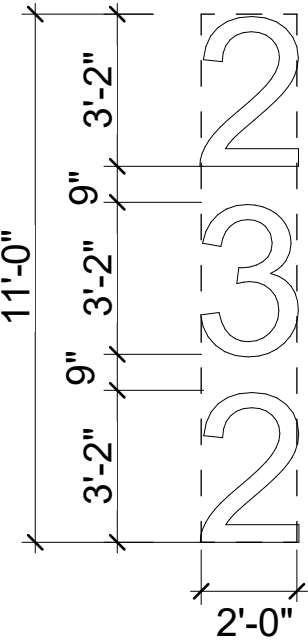
Illumination Internally illuminated letters are permitted. Exposed Neon lighting, conduit and raceways are prohibited.

Logo/Letterstyle Logo premitted pending Landlord approval, all other lettering in project font

Color Black or dark grey housing and returns with white face if illuminated



SIGN TYPE G (ST-G) Screen Mounted Tenant Sign	
Sign Purpose	To Identify the building address
Sign Location	Face Mounted on the wall to the left of the east window on the north facade
Number (Maximum)	One
Orientation	Mounted on to wall facing Katella Avenue. Vertically centered on the recessed wall betwewn the window and the bump out
Maximum Area	22 sf (portion of northern facade allowed)
Maximum Sign Height	11'-3"" Max.
Maximum Sign Width	2'-1.25""
Sign Copy	Building Address
Sign Construction/Material	Individual channel letters only in non-ferrous matalas. No Cabinet or cloud signs are permitted. No exposed wiring is permitted. All hardware shall be of non-ferrous metals. Vinyl or similar letters and backgrounds are prohibited
Illumination	Internally illuminated letters are permitted. Exposed Neon lighting, conduit and raceways are prohibited.
Logo/Letterstyle	Logo premitted pending Landlord approval, all other lettering in project font
Color	Black or dark grey housing and returns with white face if illuminated

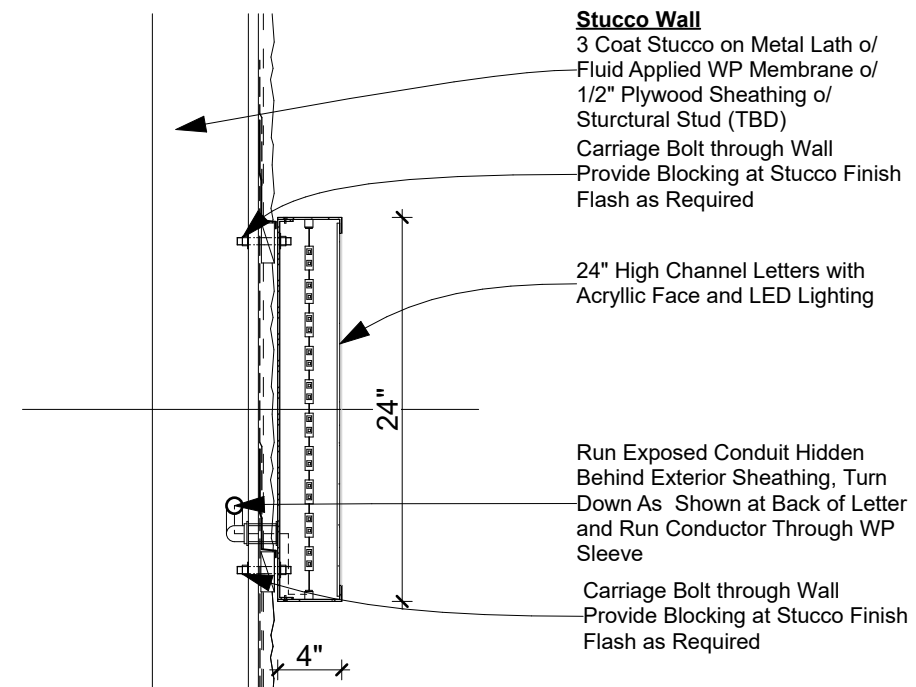
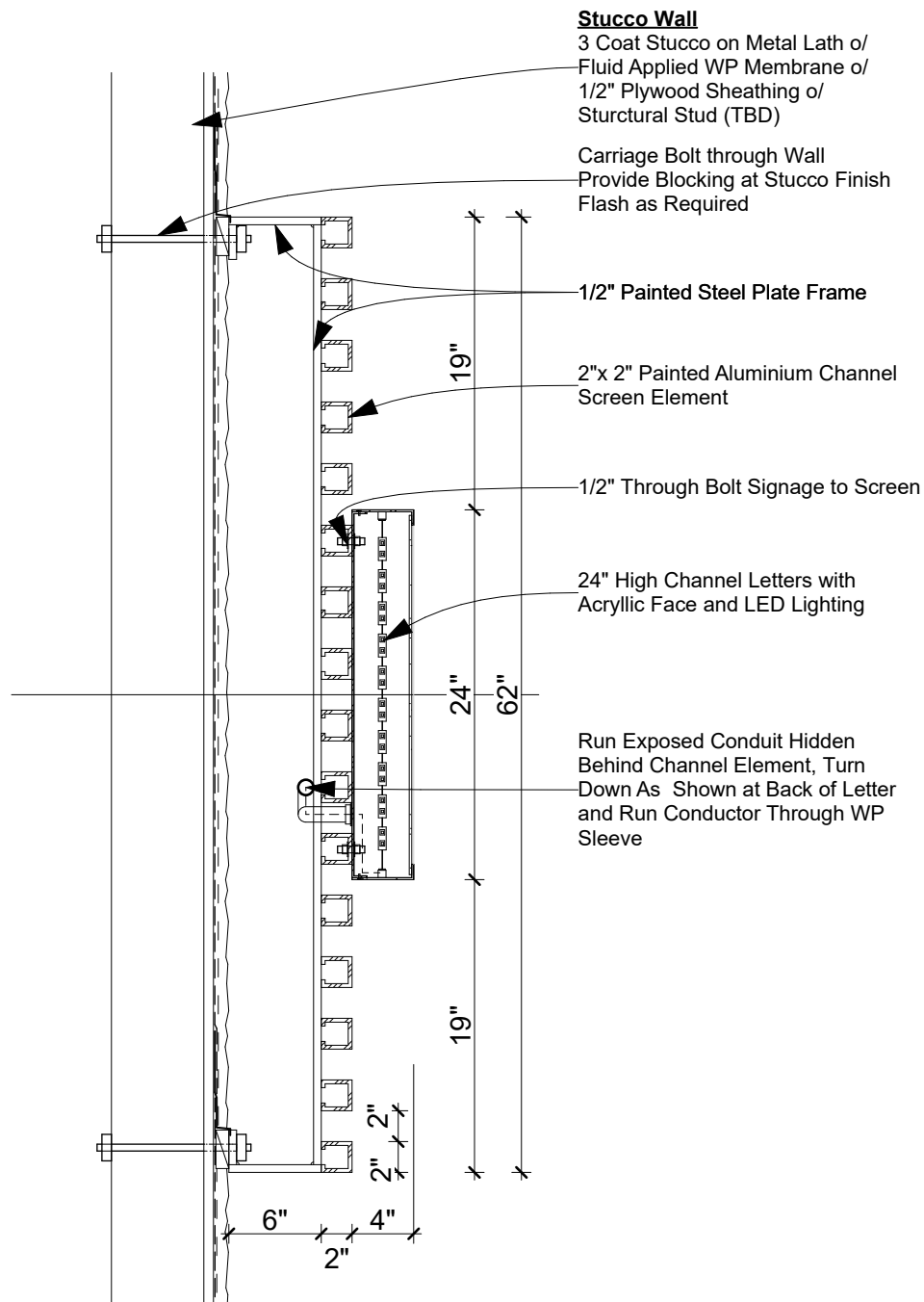


Sign Type G (ST-G)

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Screen Attached Sign

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2
S13

Wall Attached Sign

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Sign Attachment Details

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