

WEST HARBOR

SIGNAGE CRITERIA

VERSION 1.0



Reimagining
a Waterfront
Experience





OVERALL DESIGN CHARACTER

All signs are to be reviewed by the Landlord for approval on a case by-case basis, but tenants are encouraged to use creativity and exceptional design to create something distinctive and unique that is reflective of the project and its overall design character.



GENERAL GUIDELINES

The following tenant signage design criteria is to help guide tenant designers, architects, and sign fabricators in the development, construction, and installation of identity signs for tenants of West Harbor. Any special conditions or deviations from the guidelines in the sign criteria require written approval from the Landlord all signs must comply with the zoning ordinance of the City of Los Angeles.

1. "Tenant Signs" shall be defined as any message that can be read from the exterior of the store. Not included in the definition are messages used to advertise products, sales, special events, etc.
2. All signs shall be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in this manual and all other applicable codes and ordinances.
3. Every submission will be evaluated with consideration of adjacent signs and architecture to ensure balance and quality.
4. At the landlord's discretion, any tenant sign may be approved, without regard to the criteria outlined here. These exemptions are reserved for tenants employing the highest quality signage design and use of materials.
5. Unless specifically noted, tenant signage shall be limited to trade name and logo only.
6. Established logos shall also be permitted but shall be included in the area/size restrictions.

- a. No tag-lines, slogans, or descriptions of services are allowed. No other brand names, product names or phrases may appear on the storefront (or in any area directly visible from the public space). Decals or other signing indicating product lines or credit card acceptability shall not be permitted on the storefront.

A. MATERIALS

1. Sign materials for permanent signs should be of the highest quality. All materials must be durable, of an exterior grade quality, and designed to withstand local weather conditions. Additional details by sign type. The use of other materials maybe approved at the discretion of Landlord.
2. Acceptable sign material treatments are:
 - a. Dimensional geometric shapes in metal coated or burnished for variety in color and texture
 - b. Painted metal
 - c. Wood. Screens, grids, or mesh
 - d. Etched or brushed metal
 - e. Cut, abraded, or fabricated steel or aluminum.
 - g. Dimensional letter forms with seamless edge treatments.
3. The following materials are prohibited on all signs:
 - a. Sintra
 - b. Cardboard
 - c. Colored plastics or acrylics

- d. Simulated materials, i.e. wood-grained plastic laminate and wall covering.
- e. Trim cap retainers Additional material and fabrication standards are included by individual sign type.

B. COLORS

1. The use of color shall meet the following criteria:
 - a. All sign colors are subject to review and approval by the Landlord as part of the tenant signage submittal. The Landlord must approve variations from these standards.
 - b. Color of letter face and returns are to contrast with building colors for good daytime readability.
 - c. The interior of open channel letters are to be painted dark when against light backgrounds. Additional color standards are included by individual sign types.

C. LIGHTING

1. Lighting should be of no greater wattage than is necessary to make the sign readable at night.
2. All flood lights shall be shielded.
3. No sign shall be illuminated, in whole or in part, where the illumination is intermittent or varies in color or intensity from time to time, nor shall any sign be so illuminated that it interferes with traffic or with the effectiveness of, or obscures an official traffic sign, device or signal. The use of search lights is prohibited. All lighting will comply with the provisions in the zoning ordinance of the city.
4. Where signs are internally illuminated, light-transmitting surfaces shall be nongloss,matte materials.

5. Only letters and logos shall transmit light while the backplate or background remains solid opaque. No illuminated backgrounds are allowed.

6. Lighting for all tenant signs shall be turned off or reduced at Landlord's discretion.

7. Exposed fixtures, shades or other elements are to contribute to the design of the sign

8. Exposed raceways (unless design elements), conduit, junction boxes, transformers,lamps tubing or neon crossovers of any type are prohibited, or must be concealed within the wall.

9. Additional lighting guidelines are included by individual sign type.

D. TYPE STYLES

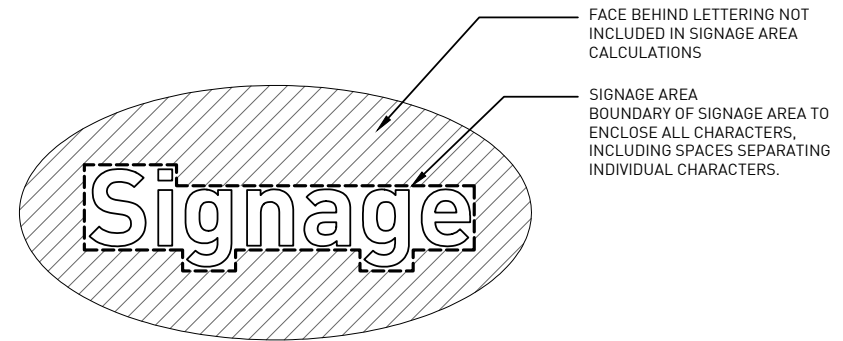
Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

E. SIZE

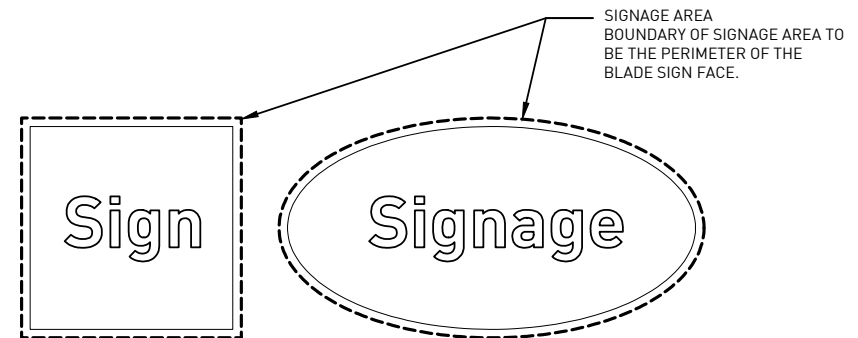
1. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall mounted signs shall appear balanced and in scale within the context of the sign space and the storefront as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs within the interior concourse.

2. In all cases, the copy area shall maintain a margin at least 6 inches from any edge of the sign face area.
3. Signage is not to exceed 70% of the length, nor 66% of the height of the perceived sign band.
4. No Tenant signs shall be allowed on Landlord's neutral piers or bulkheads, except for blade signs.
5. Calculating Signage Area:
 - a. The maximum sign area for each tenant is shown on the Zone pages and the Tenant Matrix. Sign area calculations shall be calculated per elevation. Tenants may not combine multiple elevations to increase the amount of signage on a single elevation. The sign area is calculated based on the aggregate total of all sign faces. However, signage is also limited by maximum sizes as noted on the sign matrix.
 - b. Copy area shall be computed by surrounding each graphic element with a rectangle or square, calculating the area contained within the square, and then computing the sum of the areas. Elements such as swashes, simple lines, backplates or other decorative touches must be included within limits of the geometric shape and shall be included as part of the copy area. Area shall include the entire name, not individual letters or words. See graphic for reference.
 - c. Letter height shall be determined by measuring the tallest letter of a tenant's identity, inclusive of swashes, ascenders, and descenders.
6. Height Minimum clearance of 8 feet from the pedestrian walkway to bottom of sign above pedestrian walkways.

SIGNAGE AREA CALCULATION METHOD



SIGNAGE IN-LINE WITH STOREFRONT



BLADE SIGNAGE

F. QUANTITIES

1. Primary signs

- a. Each retail space is required to have one primary identity sign. For tenants with corner locations, two primary signs are permitted.
- b. Any retail space which has a second customer entrance door situated on the elevation opposite the first customer entrance door may have a additional fascia sign located on the elevation of the second customer entrance door, which sign must be located over or near the customer entrance door.
- c. Primary identification signs may be mounted on the storefront or building fascia, as indicated in the location notes in the sign matrix and on the elevation drawings in the applicable storefront diagrams.
- d. Signs should be limited to a maximum of two colors per sign, but will be reviewed by the Landlord for approval on a case-by-case basis.
- e. Fascia signs must be individual letters.
- f. No back plates are allowed for signs mounted directly to the building facade.
- g. Materials and construction: Primary identity signs must meet/fit within one of the categories available within the Sign Matrix based on storefront designations. Additional options or restrictions may be available depending on Tenant size, location, and agreement with Landlord.

2. SECONDARY SIGNS

- a. Permitted but will be reviewed by the Landlord for approval on a case-by-case basis
- b. Messaging: Tenant logos showing the trade name are permitted. Merchandise taglines, or service descriptions are not allowed.
- c. Color: Signs should be limited to a maximum of two colors per sign.

G. CONSTRUCTION AND FABRICATION REQUIREMENTS

- a. A sign permit is required from the city prior to installation. No application shall be submitted to the city or any other agency for any sign, which has not been approved in writing by Landlord.
- b. The Landlord, prior to construction, must approve all signs. The Landlord may remove any signs installed without prior written approval from the Landlord and a building permit from the city. All costs for removal, including but not limited to patching and repair of the building and/or paving, will be at the Tenant's expense.
- c. All sign fabrication work shall conform to excellent industry standards, quality, and Class A workmanship. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles is not acceptable. The Landlord reserves the right to reject any fabrication work that it deems to be below standard.
- d. All signs are to be fabricated by a licensed sign contractor, approved by the Landlord, according to the

requirements of local, state and national codes. All signs are to be installed by state and/or local certified sign contractor, approved by the Landlord and the City of Los Angeles, and according to local, state, and national codes.

1. Materials

a. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of West Harbor.

b. Metals. Minimum thickness:

- Stainless Steel - 24 gauge
- Grip Steel - 24 gauge
- Aluminum - 1.534 mm
- Brass - 7.2575 mm

c. All formed metal, such as letter forms, shall be fabricated using full-weld construction with all joints ground smooth.

d. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.

e. Finished surfaces of metal shall be free from oil-canning and warping. All sign finishes shall be free of dust, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.

2. Acrylic

a. Plastic faces are to be acrylic and a minimum of 3.175 mm.

b. Transparent letter faces are not permitted unless a diffuser film is used on the second surface.

3. Fasteners

a. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from the background panel and must be finished to blend with the adjacent surface. Series 300 stainless steel threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from background panel and must be finished to blend with the adjacent surface. Angle clips will not be permitted.

b. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish, stainless steel, anodized aluminum, brass or bronze, or carbon-bearing steel with painted finish. Black iron material is not allowed.

4. Paint

a. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be finished with an ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.

b. Color coatings shall exactly match the colors specified on the approved plans. Paint colors and finishes must be reviewed and approved by the Landlord.

c. The interior of open channel letters are to be painted dark when against light backgrounds.

d. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.

5. Finishing & Details

a. 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.

b. Penetrations into building walls, where required, shall be made waterproof and warranted as such by the tenant's sign contractor.

c. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.

d. Finished surfaces of metal 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 standards of the industry.

e. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastening sand clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron material will be allowed.

f. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.

6. Lighting & Electrical

a. All lighting must match the exact specifications of the approved working drawings.

b. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks are not permitted.

c. Exposed raceways will not be permitted unless they are an integral architectural element of the sign.

d. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes. UL sticker sizes should be minimized and where possible not visible to pedestrian foot traffic at sidewalk level.

e. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on the shop drawings submitted to the Landlord. Sign contractor shall install sign in accordance with the approved drawings.

f. All weep holes for drainage must be covered by an internal light baffle.

g. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps shall be single pin (slimline) with 12" center-to-center lamp separation maximum.

h. Only letters and logos shall transmit light while the back plate or background remains solid opaque. No illuminated backgrounds or boxes are allowed.

i. Penetrations into building walls or structures, where required, shall be made waterproof by the Tenant's sign contractor.

j. Sign contractor shall install same in accordance with the approved drawings. Landlord approval required prior to installation.

k. All signs shall conceal all wiring, conduit, ballasts, transformers, starters and other necessary equipment within their components or behind storefront construction. All letter & logo elements to be separate, i.e. dots of “i”, apostrophes. No cross overs are permitted.

H. INSTALLATION GUIDELINES AND PROCEDURES

1. Provide the name and address of the sign contractor performing the installation together with a work schedule. This information needs to be provided to the tenant coordinator within 10 working days from signage approval.

2. Please note that any sign vendor decals(advertising) and URL listed decals need to be placed out of public view and all associated screw heads must be painted to match the adjacent sign surface to be concealed.

3. The following guidelines must be adhered for the installation of the new signage:

a. All work shall be done during the normal construction hours set for the project.

b. The date and time of all installations must be coordinated one (1) week before the commencement of any work.

c. No work between 11:00 AM to 1:30 PM without the prior approval of the Landlord.

d. Landlord approved pedestrian barricades must be used at all times. Special consideration must be given anytime there is a chance of pedestrians walking under workers or equipment.

e. Debris and materials must be kept in an orderly condition and out of the way of pedestrians. Evidence of Contractor's Liability Insurance and Worker's Compensation Coverage. The liability Insurance must name: all entities controlling, controlled by, or under common control with either such entity, together with the irrespective owners, shareholders, partners, members, divisions, officers, directors, employees, representatives and agents, and all of their respective successors and assigns.

4. Provide Insurance certificates for approval. Endorsements must include policy number(s), maintain a rating of A VIII (8) or better in the Best Key Rating Guide for the general liability and automobile insurers and a minimum rating of B+X for Worker's Compensation. All policies shall provide thirty (30) days prior written notice of any alteration or termination of coverage in the amount of One Million (\$1,000,000.00) dollars per each occurrence.

5. Please include the property and project names on certificate of insurance.

J. SUBMITTAL REQUIREMENTS

Sign vendor should submittal shop drawings to the Landlord for final approval. Documents should include:

Storefront elevations: Signs drawn in location with dimensions showing letter height and widths, and a calculation of total sign area.

DETAILED SIGN DRAWINGS: Fully dimensioned and scaled shop drawings with exact dimensions, copy layout and type styles including front and side views, typical section details, material and color call-outs, illumination specifications, light temperature, attachment and mounting details, and penetrations into the building.

Following Landlord's written approval of sign shop drawings, Tenant shall submit sign plans signed by the Landlord to the local authorities. Tenant shall furnish the Landlord with a copy of the applicable permits prior to Tenant's installation of its signage.

Signs shall be inspected upon installation to ensure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.

Each submission will be reviewed by a submittal design review board that is assembled by the Landlord.

PROHIBITED SIGN TYPES

The following sign types and finishes shall be prohibited at West Harbor:

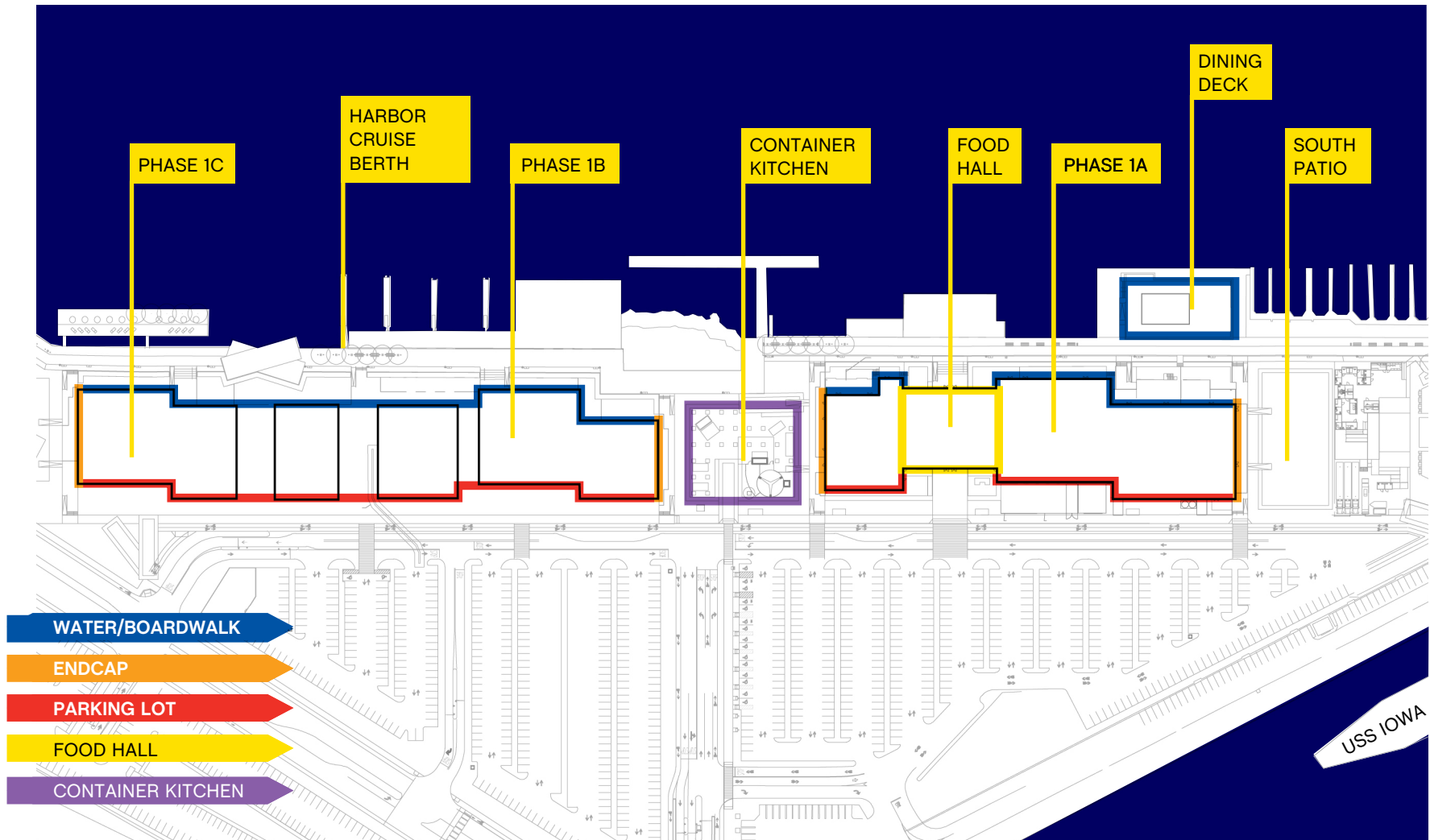
- Illuminated sign boxes (can signs)
- Signs with tag lines, slogans, phone numbers, service description, or advertising of products.
- Monument style signage.
- Temporary signage / coming soon signs - other than barricade graphics.
- Signs with exposed raceways, conduit, junction boxes, or transformers of any type.
- Rotating, animated and flashing signs.
- Pole signs and other signs with exposed structural supports not intended as a design element, except for code-required signs.
- Pennants, banners, or flags identifying individual tenants unless integrated into architectural storefront and approved by landlord.
- Vehicle signs, except for the identification of a business enterprise or advertisement upon a vehicle used primarily for business purposes, provided the identification is affixed in a permanent manner.
- Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
- Any sign designed to be moved from place to place.
- Signs attached, painted or otherwise affixed to awnings (other than those indicated in criteria), tents or umbrellas, however, such signs may be permitted in conjunction with special design review by the Landlord.
- Balloons and inflatable signs.
- Any signs, including freestanding signs, advertising the availability of employment opportunities.
- Signs which emit sound, odor or visible matter, or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
- Back plates behind signage are typically prohibited, but maybe considered on a case-by-case basis when integrated into storefront mullions. Not to exceed 20% larger than overall max sign dimension and must be an integral part of the sign design.
- Human Signs/Spinners
- Fluorescent or reflective sign colors. Simulated materials, i.e. plastic laminate, wall covering, paper, cardboard, Sintra or foam.
- Signs made with plastic, lexan, or acrylic, translucent or opaque.
- Rooftop signs.
- Registered Trademarks not allowed on signage.

TENANT SIGN MATRIX



**We're building
with the Port
of LA, making
West Harbor
a place to be
and to see.**

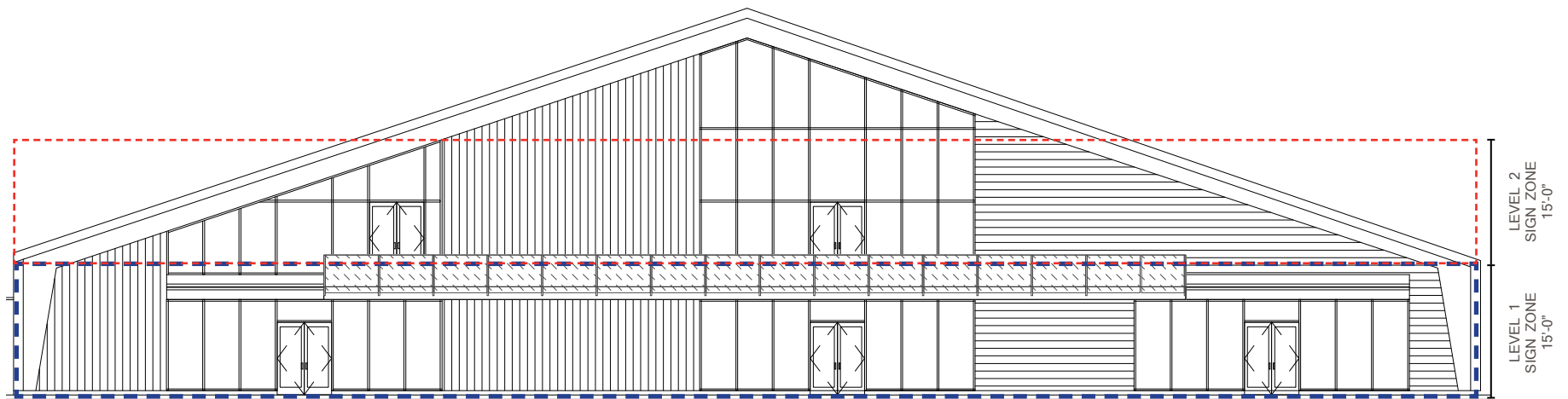
SIGNAGE ZONING PLAN



SIGNAGE ZONING CHART

	WATER/BOARDWALK	ENDCAP	PARKING LOT	FOOD HALL	CONTAINER KITCHEN
PRIMARY/SECONDARY IDENTITY SIGNAGE					
WALL SIGN					
Max sign height, includes logo	60"	48"	48"	30"	48"
CANOPY SIGN	Not allowed	Not allowed	Not allowed	24"	12"
SECONDARY IDENTITY SIGNAGE					
BLADE SIGN	2 SF	2 SF	2 SF	2 SF	2 SF
WALL MOUNTED PLAQUE	3 SF	3 SF	3 SF	2 SF	2 SF
WINDOW GRAPHICS	No more than 10% of window frontage	No more than 10% of window frontage	No more than 10% of window frontage	No more than 10% of window frontage	No more than 10% of window frontage
A-FRAME	1 per tenant, requires approval by landlord	1 per tenant, requires approval by landlord	1 per tenant, requires approval by landlord	1 per tenant, requires approval by landlord	1 per tenant, requires approval by landlord
MAX AREA SIGN CALCULATION	1 SF/1 linear ft (70 SF max)	1 SF/1 linear ft (50 SF max)	1 SF/1 linear ft (50 SF max)	1 SF/1 linear ft (20 SF max)	1 SF/1 linear ft (20 SF max)
Sign Area / Linear Store Front	Sizes noted above are maximums for each sign type or letters.	Sizes noted above are maximums for each sign type or letters.	Sizes noted above are maximums for each sign type or letters.	Sizes noted above are maximums for each sign type or letters.	Sizes noted above are maximums for each sign type or letters.
ILLUMINATION ALLOWANCES	Internal Halo or External	Internal Halo or External	Internal Halo or External	Non-Illuminated Only	Non-Illuminated Only
Internal or External Illumination	Illumination type noted above are suggested per each zone landlord approval required per submitted.				

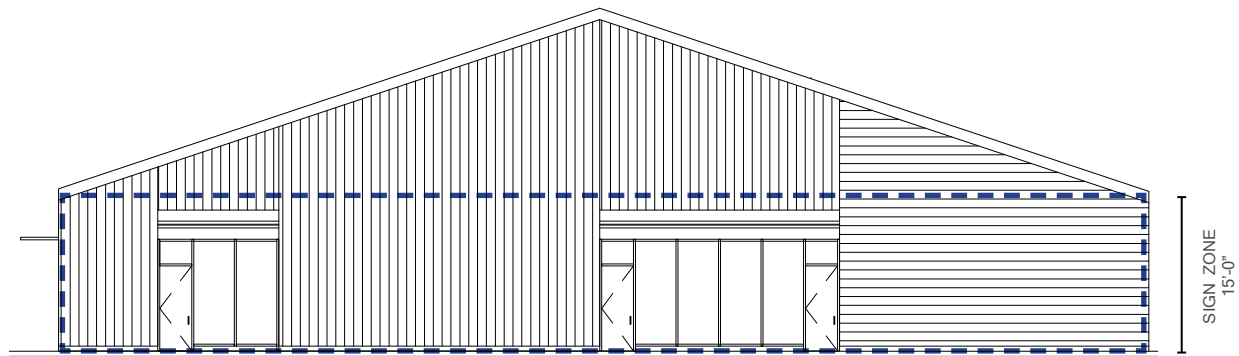
TYPICAL TWO STORY ELEVATION



 ALLOWABLE REGION FOR LEVEL 1 SIGNAGE

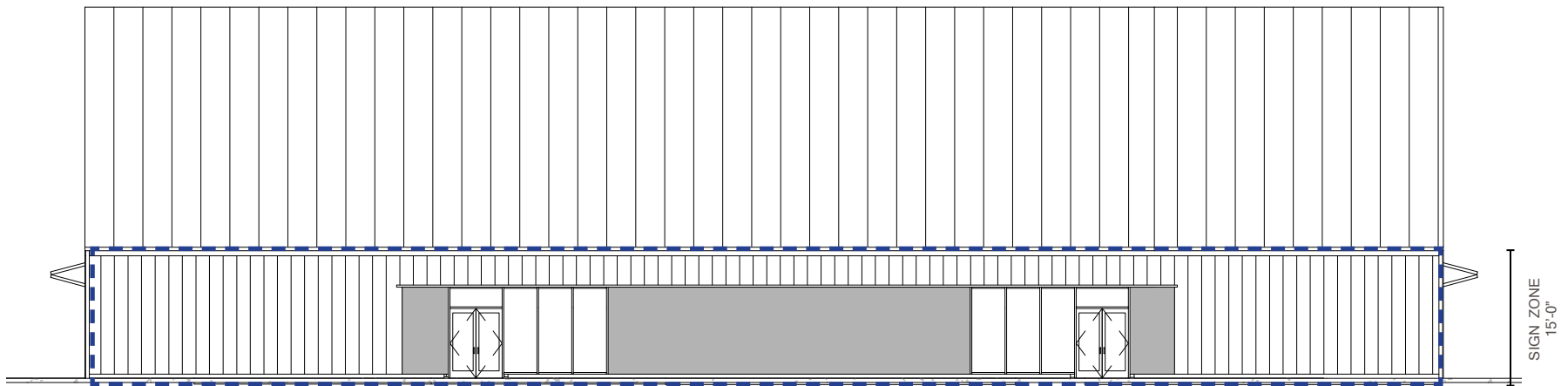
 ALLOWABLE REGION FOR LEVEL 2 SIGNAGE

TYPICAL ONE STORY ELEVATION



 ALLOWABLE REGION FOR SIGNAGE

TYPICAL SIDE/ENDCAP ELEVATION



 ALLOWABLE REGION FOR SIGNAGE

SIGNAGE EXAMPLES



Think beyond the
sand and surf.
Come to the
working port.



PAINTED WALL SIGNAGE

SIGN TYPE: PRIMARY/SECONDARY

- This sign type is illuminated by a separate external light source, such as a gooseneck or cove lighting elements. Any visible fixture must integrate with the overall design of the storefront.
- The bottom of gooseneck or lighting elements must be a minimum of 2" above the top of the sign.
- All painted identity mural designs are subject to landlord approval.
- Design to appropriate for architectural conditions and reflect the overall character of the site.
- All graphics are to be masked and painted.



EXTERNALLY ILLUMINATED

SIGN TYPE: PRIMARY/SECONDARY

- This sign type is illuminated by a separate external light source, such as a gooseneck or cove lighting elements. Any visible fixture must integrate with the overall design of the storefront.
- Individual letters shall be at least 1/2" thick metal. Letter thickness is subject to Landlord approval and based on thickness-to-height proportion. Letter depths shall be no more than 4".
- If pin-mounted, individual letters shall be mounted a maximum of 1/2" from the face of the wall.
- The bottom of gooseneck or lighting elements must be a minimum of 2" above the top of the sign.
- "Light-bars" are prohibited.
- Landlord to approve number of light fixtures prior to installation.



HALO ILLUMINATED

SIGN TYPE: PRIMARY/SECONDARY

- Letters are to be fabricated out of aluminum with a minimum metal thickness of .060 with a painted finish.
- All seams are to be welded and ground smooth.
- Illumination should be evenly distributed within the letter form. Hot spots are not allowed.
- Letter channel depths shall be no more than 4".
- Letter channels are to be pin mounted from wall surface and shall be a maximum of 2" from the face of the wall.
- Light temperature 5000°K. To be verified with owner.



WALL MOUNTED PLAQUE

SIGN TYPE: SECONDARY

A wall mounted plaque is mounted parallel to the building facade, to be placed near the entrance(s) to a retail space.

Materials and Construction

- Wall mounted plaques shall have concealed fasteners. Exposed fasteners designed as a feature treatment require approval by Landlord.
- Allowable materials are cast metal, glass, or durable hard surface material.
- Size of plaque is subject to Landlord approval, per the sign matrix due to irregular project configurations.
- No taglines, slogans, service or product descriptions allowed in text.
- No molded fiberglass or other plastic signs.

Locations

- Location to be adjacent to entry doors.
- No two tenants shall locate their wall plaque sign on the same demising pier.
- Where possible existing electrical locations are recommended for sign locations on demising piers.



BLADE SIGNS

SIGN TYPE: SECONDARY

A blade sign is a double-sided sign mounted perpendicular to the building facade and suspended on a metal bracket, to be placed near the entrance(s) to a retail space. See illustration for design style.

Materials and construction

- Blade signs are encouraged to be fabricated of painted metal.
- Materials, sign color, fastener details, lighting, light temperature and other design elements of the blade sign should integrate with the storefront. Design compliance at the landlord's discretion.
- Blade signs shall be wall mounted from designed metal bracket.
- No goosenecks or ornamental lighting. If used, lighting should be integrated into the sign panel, such as cove lighting or mounted to the storefront and directed at sign panel. No molded fiberglass or other plastic signs.

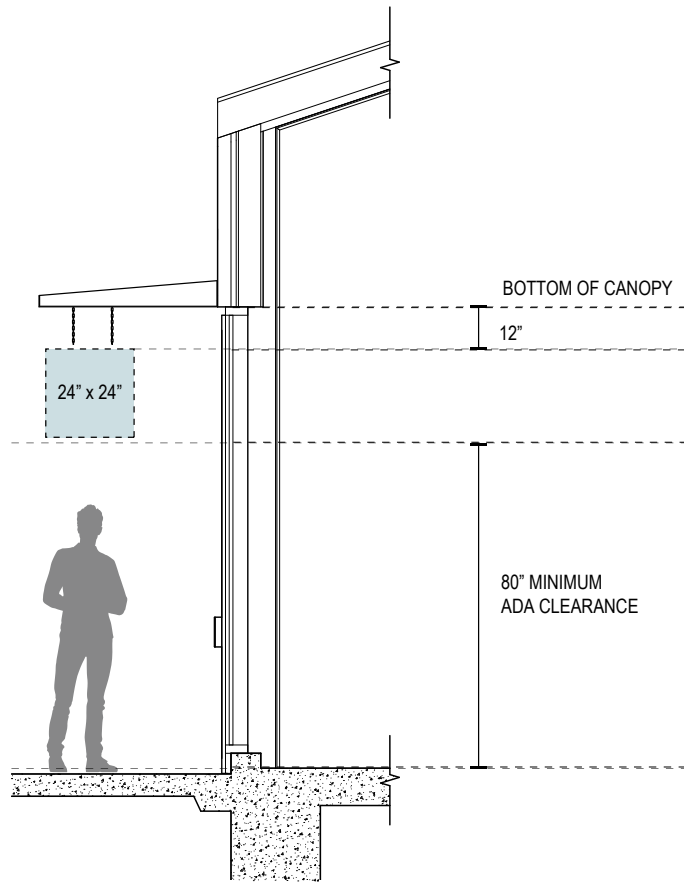
Locations

- Signs shall be mounted with a minimum of 8' of clearance from the bottom of the blade sign to the finished floor.
- No two tenants shall locate their blade sign on the same demising pier.
- Where possible existing electrical locations are recommended for sign locations on demising piers.

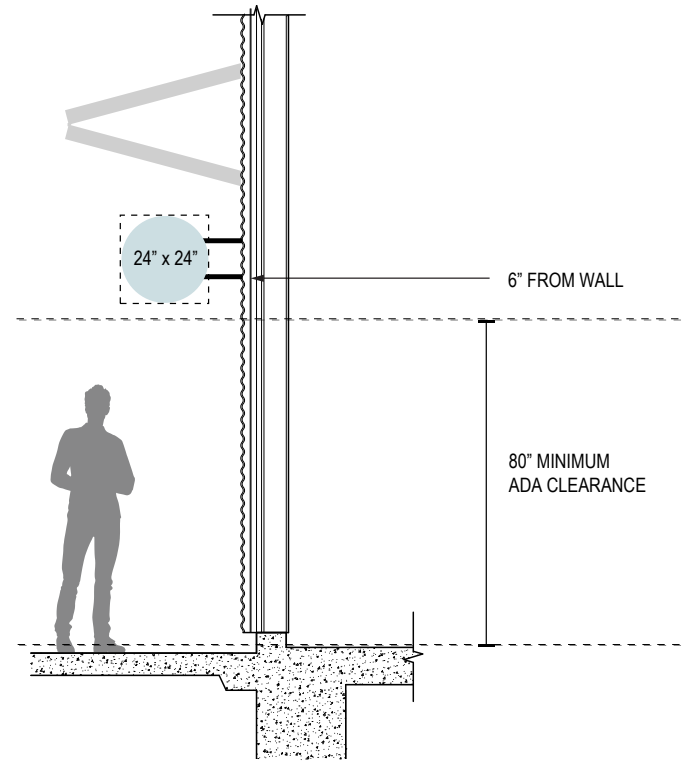


BLADE SIGNS

SIGN TYPE: SECONDARY



CANOPY MOUNTED BLADE SIGN



WALL MOUNTED BLADE SIGN

WINDOW GRAPHICS

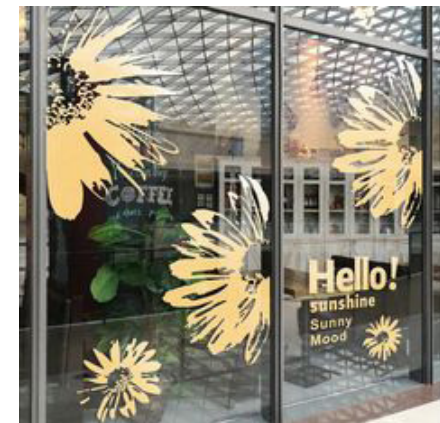
SIGN TYPE: SECONDARY

Window graphics are mounted directly to storefront glass, intended to be read from the exterior. (Excluding “Operational Signs”, which are addressed later in this section):

- Color: Metallic, white, black, or “etch-look” vinyl graphics are to be used.
- All applied graphics to be adhered to interior side of glass.
- Applied window graphics are to be submitted to the Landlord and approved in writing prior to installation.

For tenants that exceed 12000 sq.ft. full coverage window graphics may be applied only if they conform to the following criteria:

- The windows to be covered display back of house areas.
- The graphics are to be either two color or monochromatic printed vinyl or 3M Dusted Crystal vinyl.
- The graphics do not include type, language, logos, or lifestyle graphics.
- All graphics and locations to be approved by landlord prior to installation.



A-FRAME

SIGN TYPE: SECONDARY

- Free standing sign to be constructed for outdoors use, weatherproof and movable.
- Location to be near main entry to establishment.
- All graphics and images shall be submitted to landlord for approval prior to fabrication and installation.
- Metal or wood construction only.



THANK YOU



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