

# The Terraces



SIGN CRITERIA SEPTEMBER 11, 2014



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## INTRODUCTION

This Sign Criteria has been prepared as a guide for design and installation of tenant signage within The Terraces Shopping Center project. The specifications indicated within this Sign Criteria are to help each tenant achieve maximum visual identification.

Tenant agrees to design, construct and install tenant's signage at tenant sole cost and expense in accordance with this Sign Criteria, prior to tenant opening for business in the center. Conformance to detailed sign drawings and specifications which have obtained the prior approval of the landlord and the City of Rancho Palos Verdes will be strictly enforced and any nonconforming sign must be brought into conformance at the sole expense of the tenant. The landlord shall administer and interpret this Sign Criteria.

### 1. GENERAL REQUIREMENTS

- a. Each tenant shall submit to the landlord for approval before fabrication, not less than three (3) copies of detailed drawing indicating the location, size layout, design, materials and color graphics. Such drawings shall be submitted concurrently with sufficient architectural drawings to show the exact relationship of the proposed sign and the store location on-site and the dimensions of the leased frontage.
- b. Prior to fabrication, three sets of detailed drawings of all signs shall be submitted to the City of Rancho Palos Verdes Planning Division for review and approval. These drawings must be signed, stamped and approved by the landlord prior to submittal to the City. All signage shall be approved by the City of Rancho Palos Verdes prior to installation.
- c. Each tenant shall obtain and pay the entire cost of all permits, approvals, construction, installation and maintenance of its respective sign.
- d. Each tenant shall be responsible for fulfillment of all of these Sign Criteria.
- e. No tenant shall affix or maintain upon any glass or other material on the storefront any signs unless they shall first have received the prior written approval of the landlord.

f. Tenant shall be responsible for the installation and maintenance of all signs.

g. Tenant shall be fully responsible for the operations of the tenant's sign contractor.

h. Electrical service to all signs will be connected to tenant's meter.

i. The location of all signs shall be per the accompanying design criteria drawings and specifications.

j. Wording of sign copy shall not include the product sold except when it is part of the tenant's trade name (DBA).

k. Any Issue not covered by these sign criteria shall be addressed by the City of Rancho Palos Verdes Sign Ordinance.

### 2. CONSTRUCTION REQUIREMENTS

a. Letter fastening and clips are to be concealed and be of galvanized stainless, aluminum, brass or bronze metals.

b. No labels will be permitted on the exposed surface of signs, except those required by local ordinance, which shall be placed in an inconspicuous location.

c. Tenant shall have identification signs designed in a manner compatible with and complimentary to adjacent and facing storefronts and the overall design concept of the center.

d. Design, layout and materials for tenant signs shall conform in all respects with the sign design drawings included with this criteria. The maximum height for letters in the body of the sign shall be as indicated in these sign criteria.

e. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.

f. No exposed crossover conduits, conductors, transformers, etc. shall be permitted.

## 3. SIGN INSTALLATION

a. All work to fabricate, erect, or install signs (including connection to electrical junction box) shall be contracted and paid for by tenant and subject to approval by landlord.

b. All signs shall be designed, constructed and installed in accordance with local codes and ordinances. All permits shall be obtained from the City of Rancho Palos Verdes by tenant's sign contractor prior to installation.

c. Signs not installed in strict conformance with previous approved plans and specifications shall be corrected by tenant, at tenant's cost and expense, upon demand by the landlord. If not corrected within thirty (30) days, sign may be corrected by landlord at tenant's expense.

d. Erection of any sign shall be promptly and safely effected with as little disruption to business and traffic as possible and with minimum of inconvenience to the landlord and to the other tenants.

e. Upon removing any sign, tenant shall, at its own expense, repair any damage created by such removal and shall place the area from which the sign was removed back to its original condition. All debris from removal shall be promptly removed from the site.

## 4. PROTECTION OF PROPERTY.

a. Tenant's sign contractor shall design and erect its sign in such a manner that will not overstress, deface, or damage any portion of the building or grounds.

b. All exposed parts of any sign or sign support subject to corrosion or other similar damage shall be projected in the manner set forth in section (2a) herein.

c. Any sign on which stains or rust appear, or which becomes bent, or which in any manner whatsoever is not maintained properly, shall be promptly repaired. Landlord may remove, store or repair at tenant's expense, any signs not maintained properly or not accordance with this criteria. If tenant does not make corrections or repairs within thirty (30) days sign

maybe corrected or repaired by landlord at tenants expense.

d. Each tenant who has a non customer door for receiving merchandise may apply on said door 4" high black or white Helvetica medium letters with the tenant's name and address. These letters shall be mounted at 6'-0" high.

## 5. IDENTIFICATION SIGNS

### A1 Monument Sign

a. An internally illuminated project identification sign which includes (4) four primary tenants shall be erected at the corner of Western Avenue and Cad-dington Drive.

b. Refer to page 11 and 12 for design exhibits

c. Location reference on page 7

### A2.1 Tenant Pylon Sign

a. Two (2) double sided internally illuminated pylon signs shall be erected along Western Avenue at the principal entrances to The Terraces. Up to (6) six primary tenants and (8) eight secondary tenants shall be displayed.

b. Refer to page 13 for design exhibit

c. Location reference on page 7

### A2.2 Cinema Pylon Sign

a. One (1) double sided internally illuminated theater pylon sign shall be erected at the north property entrance along Western Avenue. The sign will be equipped with changeable messaging & content mechanisms.

b. Refer to page 14 for design exhibit

c. Location reference on page 7

### A3 Stair Tower Signage

a. Three (3) individually illuminated tenant signs on (3) three sides of (2) two tower elements shall be

erected. Tenant names will be comprised of individual letters in their respective brand colors and font.

b. Refer to page 15 for design exhibit

c. Location reference on page 7

#### **A4** Major Tenants-Level 3 Tenants

a. Each tenant shall be allowed a maximum of one and one half ( 1-1/2) square feet of sign area per each lineal foot of tenant space frontage. Refer to page 32.

b. Maximum sign length shall not exceed 75% of tenant space frontage.

c. Maximum letter height shall not exceed five (5) feet.

d. Maximum number of signs: one (1) sign per building face, not to exceed two (2) signs per tenant.

e. Signs shall be installed directly onto the architectural facade/fascia. No exposed raceway permitted.

f. Tenant signs shall be comprised of individual channel letters consistent with the design criteria for A4 signs as depicted on page 6 and 32 of this document.

g. Major tenants are permitted to include their logo or brand icon as part of the primary storefront identification.

#### **A4** Non-Major Tenants-Level 1 & 2

a. Each tenant shall be allowed one and one half (1-1/2) square feet of sign area per each lineal foot of tenant space frontage. Refer to page 30 and 31.

b. Maximum sign length shall not exceed 75% of tenant space frontage.

c. Maximum letter height shall not exceed (2) two feet and (6) six inches.

d. Maximum number of signs: One (1) sign per building face, not to exceed two (2) signs per tenant.

e. Signs shall be mounted directly onto the building facade/fascia. No exposed raceways permitted.

f. Tenant signs shall be comprised of individual channel letters consistent with the design criteria for A4 signs as depicted on pages 6, 30, and 31 of this document.

#### **A5** Tenant Blade Sign

a. Each tenant shall be allowed a non-illuminated blade sign measuring 3'-2" x 1'-8". Tenant name and logo to be dimensional as depicted on page 33.

### 6. DIRECTIONAL/REGULATORY SIGNS

#### **B1** Vehicular Directional Signs (Freestanding)

a. Refer to page 16, 17, and 18 for design exhibits

b. Location reference on page 7 and 9

#### **B2** Regulatory Signs

a. Refer to page 19 and 20 for design exhibits

b. Location reference on page 7

#### **B3** Boulevard Wall Sign

a. Refer to page 21 for design exhibit

b. Location reference on page 7

#### **B4** Vehicular Directional Signs (Post & Panel)

a. Refer to page 22 for design exhibit

b. Location reference on page 7

### 7. INFORMATIONAL SIGNS

#### **C1** Directory Signs

a. Refer to page 23 for design exhibit

b. Location reference on page 7

### 8. AMENITIES SIGNS

#### **D1** Light Pole Banners

a. Refer to page 24 for design exhibit

b. Location reference on page 10

### 9. PAINTED GARAGE SIGNS

#### **E1** Painted Wall Directional Signs

a. Refer to page 25, 26, 27, and 29 for design exhibits

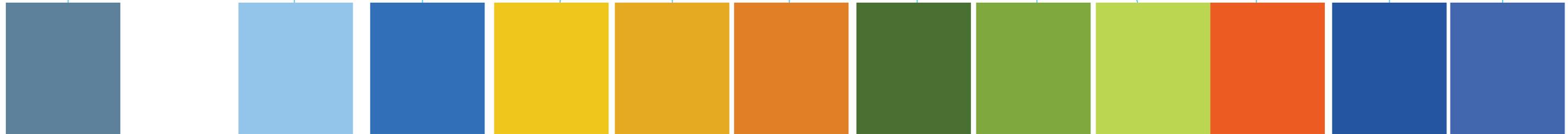
b. Location reference on page 7 and 9

#### **E2** Painted Column Graphics

a. Refer to page 28 for design exhibit

b. Location reference on page 9

COLORS DERIVED FROM IMAGERY



MAIN COLOR OPTIONS

# BRANDIDENTITY

Logo Type



Brand Mark

# The Terraces

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ 1234567890

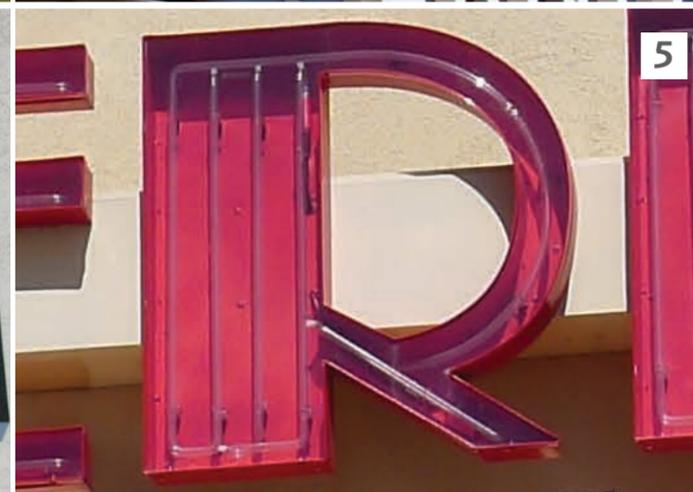
OptiFutura

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ 1234567890

DIN Schrift Neuzeit Grotesk Light



Recommended Color Range



**1** Halo Lit Letters  
Metal letters with light that reflects off the wall or backing surface to create a halo effect.

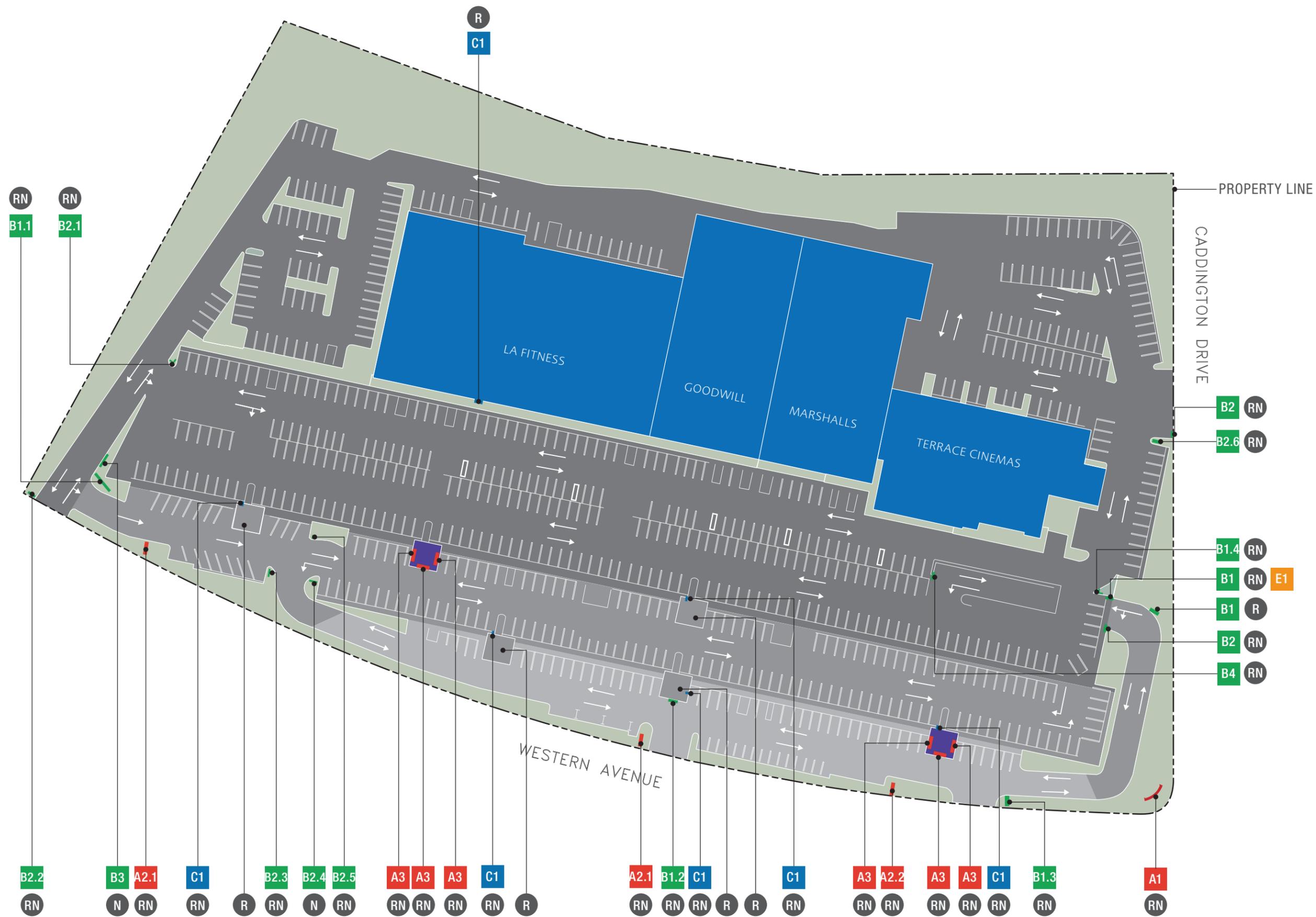
**4** Dual lit  
Letters are both face lit and halo lit.

**2** Push-thru  
Acrylic faces are pushed thru routed metal letter faces and have seamless letter returns. No raised profile to retain face

**5** Neon Face  
Covered neon letters with (or) without dual (halo) illumination.

**3** Face lit  
Light is transmitted through face of the letter. Letter faces are either integral colored acrylic (or) faced with translucent colored vinyl overlay.

**6** Blade Sign  
Surface applied dimensional (or) push thru copy and graphics.



**SIGN LEGEND**

IDENTIFICATION

- A1 SITE MONUMENT
- A2 SITE PYLONS
- A3 TOWER ID WITH TENANTS
- A4 TENANT ID - BUILDING
- A5 TENANT ID - BLADE

DIRECTION

- B1 VEHICLE DIRECTION
- B2 REGULATORY SIGN
- B3 BOULEVARD WALL SIGN
- B4 PANEL DIRECTION

INFORMATION

- C1 TENANT DIRECTORY/ FS

AMENITIES

- D1 LIGHT POLE BANNERS

GARAGE SIGNAGE

- E1 PAINTED WALL GRAPHICS
- E2 PAINTED COLUMN GRAPHICS

SIGN STATUS

- R SIGN TO BE REMOVED
- RN REMOVE AND REPLACE W/ NEW SIGN
- N NEW SIGN
- RA SIGN TO REMAIN (AS IS)

**SIGN LEGEND**

IDENTIFICATION

- A1 SITE MONUMENT
- A2 SITE PYLONS
- A3 TOWER ID WITH TENANTS
- A4 TENANT ID - BUILDING
- A5 TENANT ID - BLADE

DIRECTION

- B1 VEHICLE DIRECTION
- B2 REGULATORY SIGN
- B3 BOULEVARD WALL SIGN
- B4 PANEL DIRECTION

INFORMATION

- C1 TENANT DIRECTORY/ FS

AMENITIES

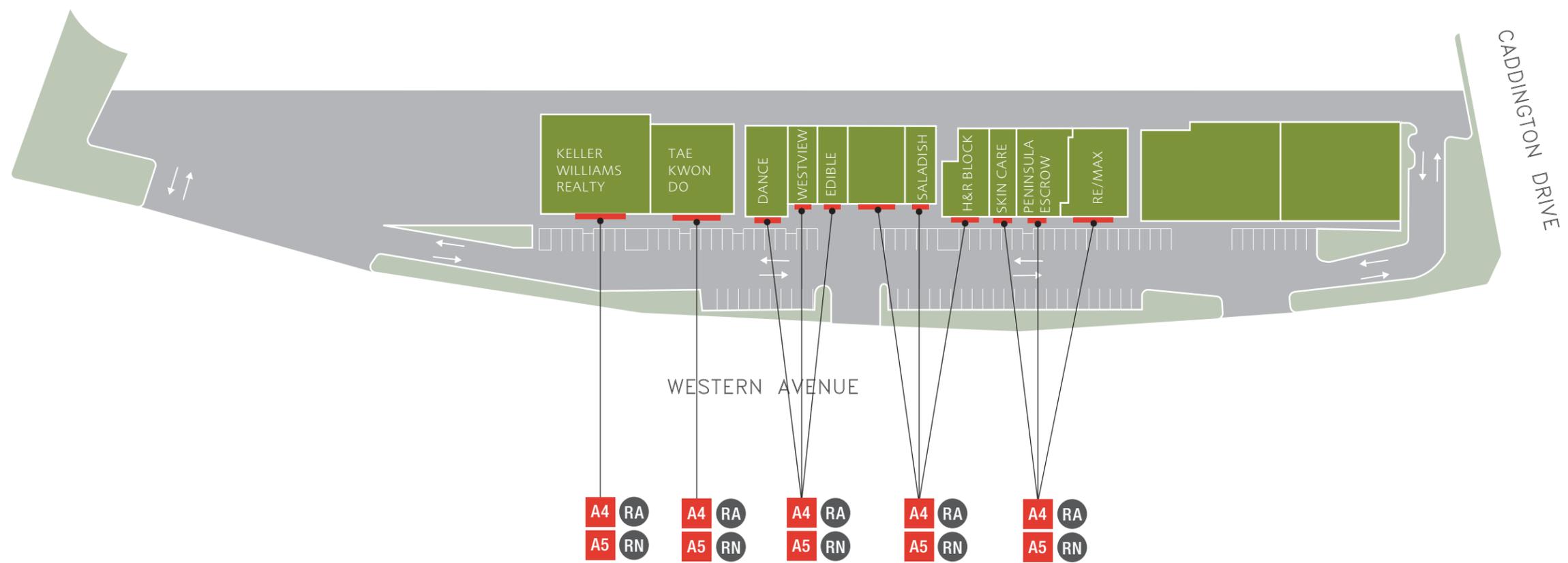
- D1 LIGHT POLE BANNERS

GARAGE SIGNAGE

- E1 PAINTED WALL GRAPHICS
- E2 PAINTED COLUMN GRAPHICS

SIGN STATUS

- R SIGN TO BE REMOVED
- RN REMOVE AND REPLACE W/ NEW SIGN
- N NEW SIGN
- RA SIGN TO REMAIN (AS IS)



**SIGN LEGEND**

IDENTIFICATION

- A1 SITE MONUMENT
- A2 SITE PYLONS
- A3 TOWER ID WITH TENANTS
- A4 TENANT ID - BUILDING
- A5 TENANT ID - BLADE

DIRECTION

- B1 VEHICLE DIRECTION
- B2 REGULATORY SIGN
- B3 BOULEVARD WALL SIGN
- B4 PANEL DIRECTION

INFORMATION

- C1 TENANT DIRECTORY/ FS

AMENITIES

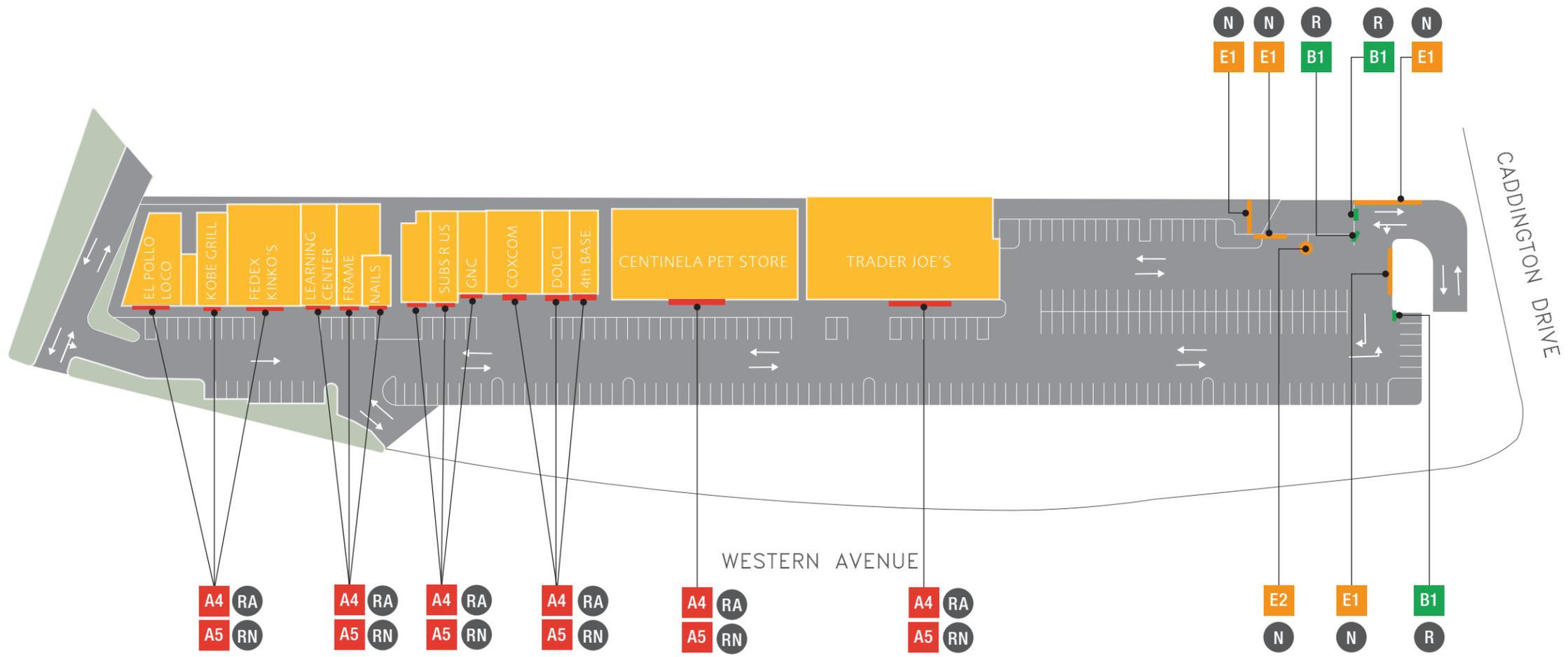
- D1 LIGHT POLE BANNERS

GARAGE SIGNAGE

- E1 PAINTED WALL GRAPHICS
- E2 PAINTED COLUMN GRAPHICS

SIGN STATUS

- R SIGN TO BE REMOVED
- RN REMOVE AND REPLACE W/  
NEW SIGN
- N NEW SIGN
- RA SIGN TO REMAIN (AS IS)



## SIGN LEGEND

### IDENTIFICATION

- A1 SITE MONUMENT
- A2 SITE PYLONS
- A3 TOWER ID WITH TENANTS
- A4 TENANT ID - BUILDING
- A5 TENANT ID - BLADE

### DIRECTION

- B1 VEHICLE DIRECTION
- B2 REGULATORY SIGN
- B3 BOULEVARD WALL SIGN
- B4 PANEL DIRECTION

### INFORMATION

- C1 TENANT DIRECTORY/ FS

### AMENITIES

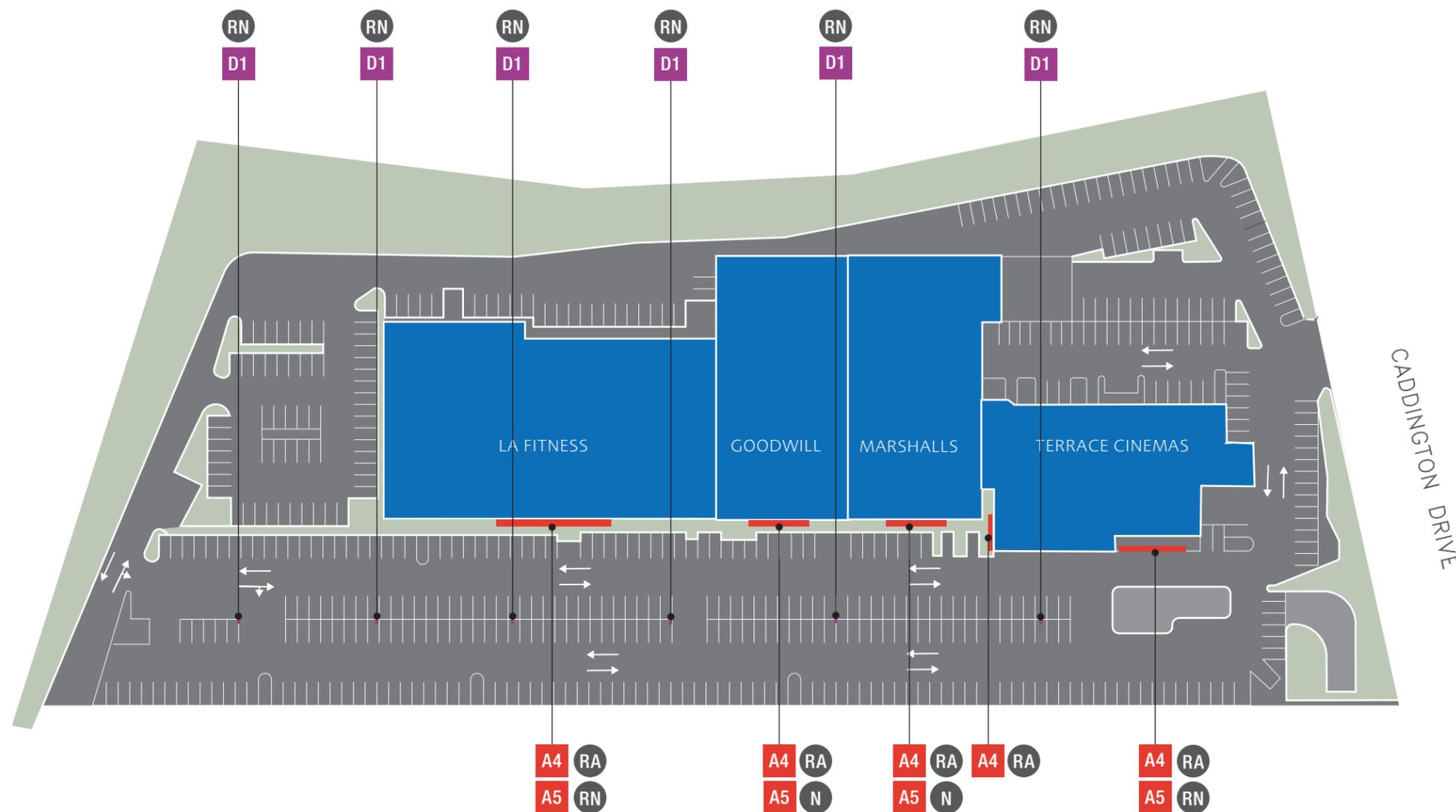
- D1 LIGHT POLE BANNERS

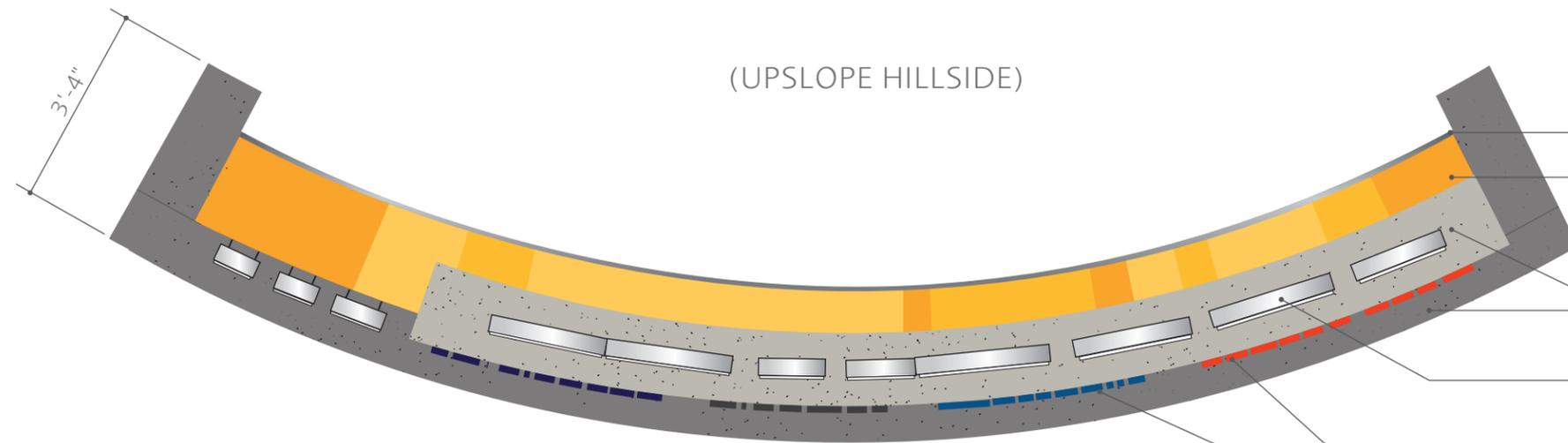
### GARAGE SIGNAGE

- E1 PAINTED WALL GRAPHICS
- E2 PAINTED COLUMN GRAPHICS

### SIGN STATUS

- R SIGN TO BE REMOVED
- RN REMOVE AND REPLACE W/  
NEW SIGN
- N NEW SIGN
- RA SIGN TO REMAIN (AS IS)





TOP/PLAN VIEW

- CORTEN STEEL BACKING PLATE
- PAINTED ALUMINUM
- CONCRETE
- FREESTANDING ILLUMINATED FACELIT LETTERS TO READ: "TERRACES". "THE" TO BE INTERNALLY ILLUMINATED.
- TENANT NAMES ARE 1/2" THICK CUT OUT PAINTED ALUMINUM LETTERS APPLIED TO FACE OF PAINTED CONCRETE WALL.

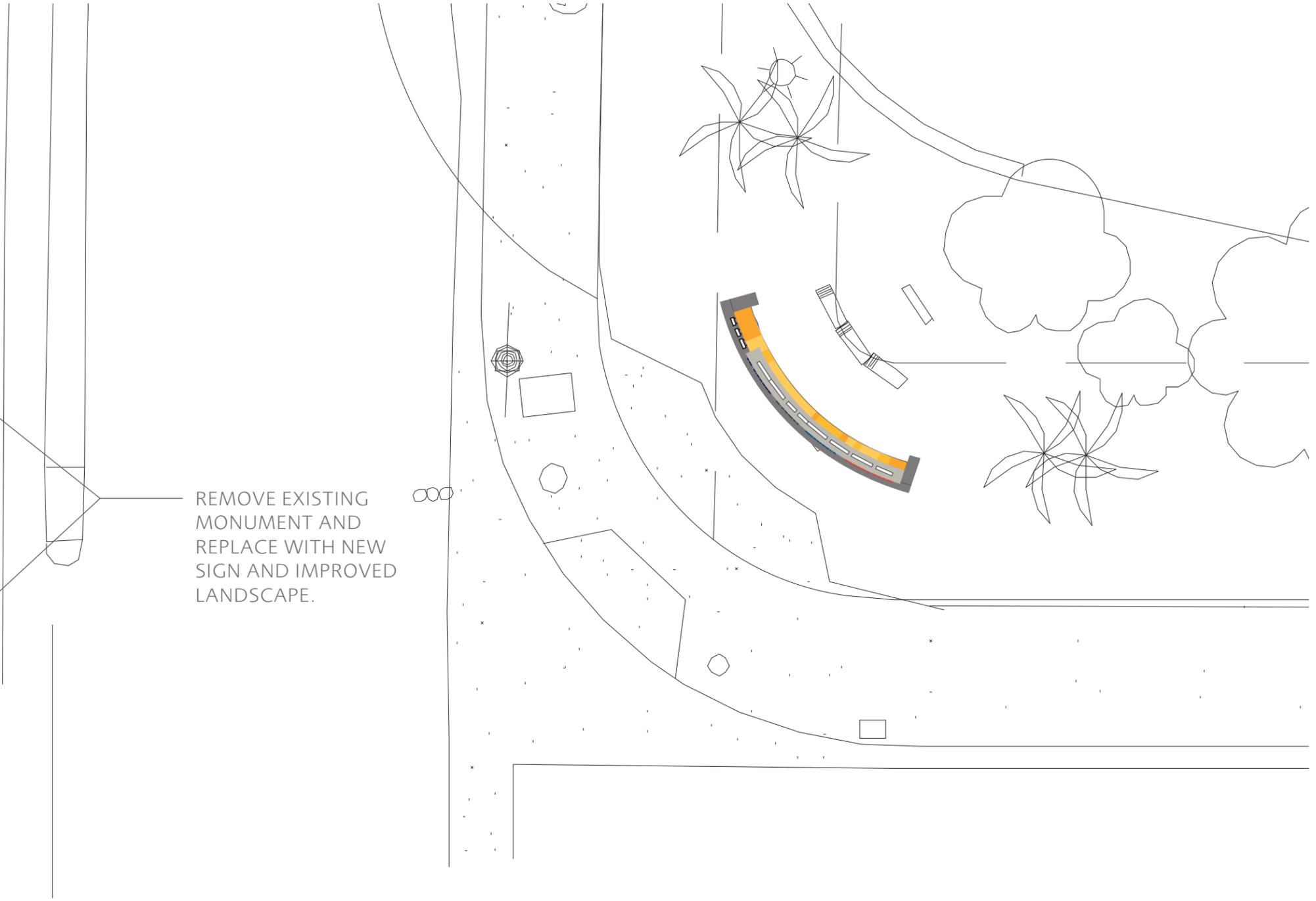


CORNER MONUMENT SIGN BACKSIDE IS RETAINING PARTIAL UPSLOPE.

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



PHOTOGRAPHS OF EXISTING MONUMENT



SCALE 1"=5'

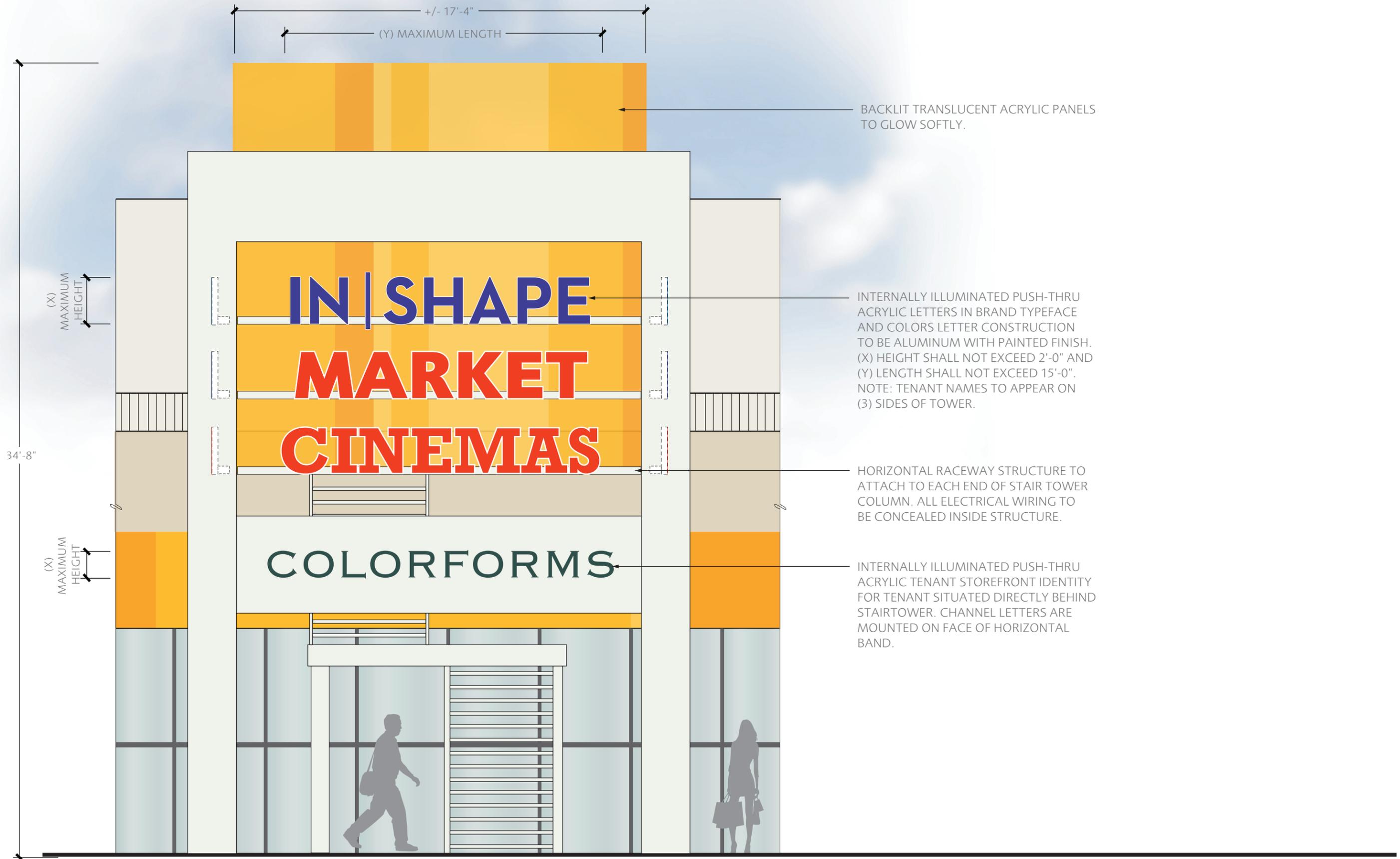


PYLON LAYOUT/SCALE: 1/4"=1'-0"



ZIPTRAK CHANGEABLE LETTERS





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

BACKLIT TRANSLUCENT ACRYLIC PANELS TO GLOW SOFTLY.

INTERNALLY ILLUMINATED PUSH-THRU ACRYLIC LETTERS IN BRAND TYPEFACE AND COLORS LETTER CONSTRUCTION TO BE ALUMINUM WITH PAINTED FINISH. (X) HEIGHT SHALL NOT EXCEED 2'-0" AND (Y) LENGTH SHALL NOT EXCEED 15'-0". NOTE: TENANT NAMES TO APPEAR ON (3) SIDES OF TOWER.

HORIZONTAL RACEWAY STRUCTURE TO ATTACH TO EACH END OF STAIR TOWER COLUMN. ALL ELECTRICAL WIRING TO BE CONCEALED INSIDE STRUCTURE.

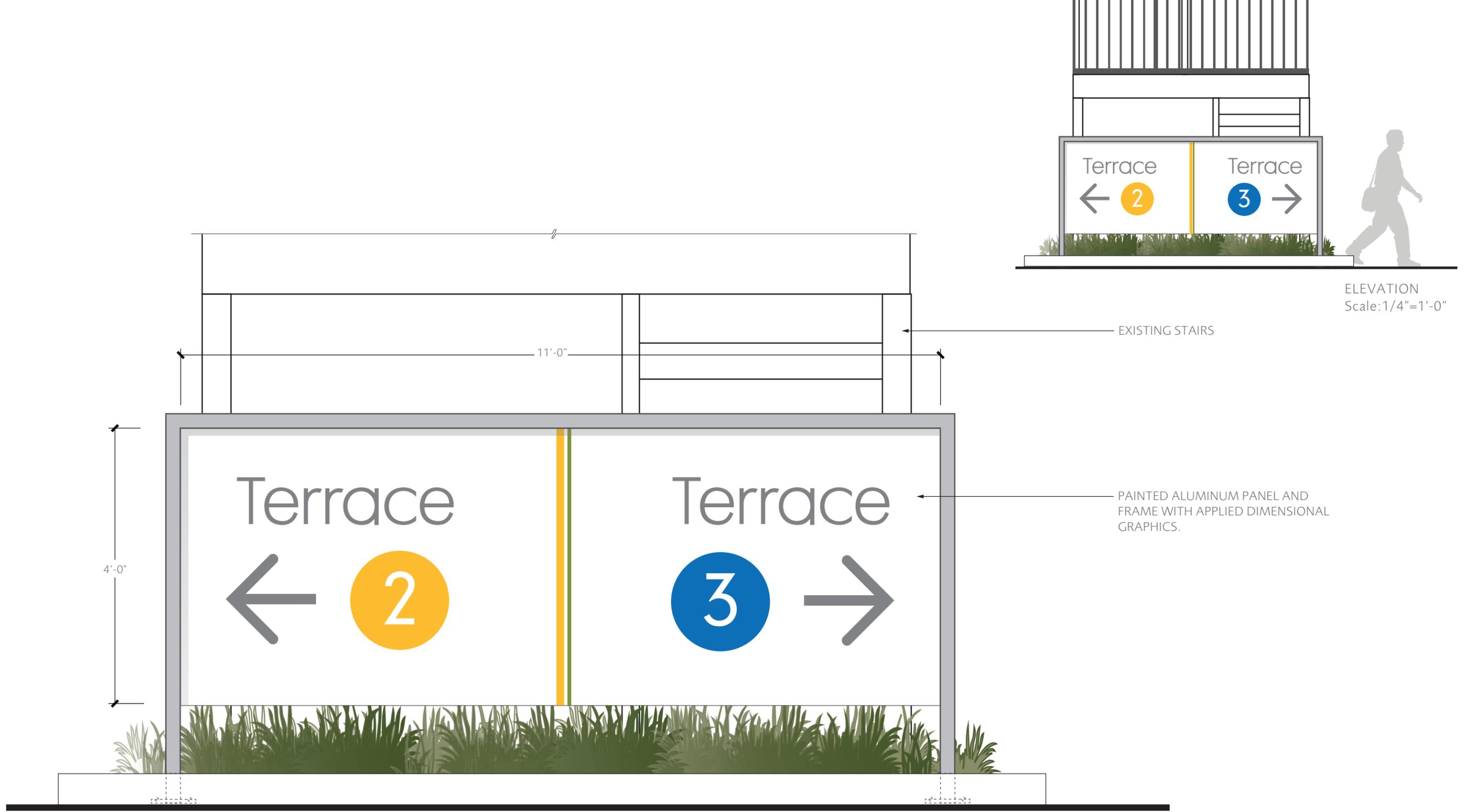
INTERNALLY ILLUMINATED PUSH-THRU ACRYLIC TENANT STOREFRONT IDENTITY FOR TENANT SITUATED DIRECTLY BEHIND STAIRTOWER. CHANNEL LETTERS ARE MOUNTED ON FACE OF HORIZONTAL BAND.



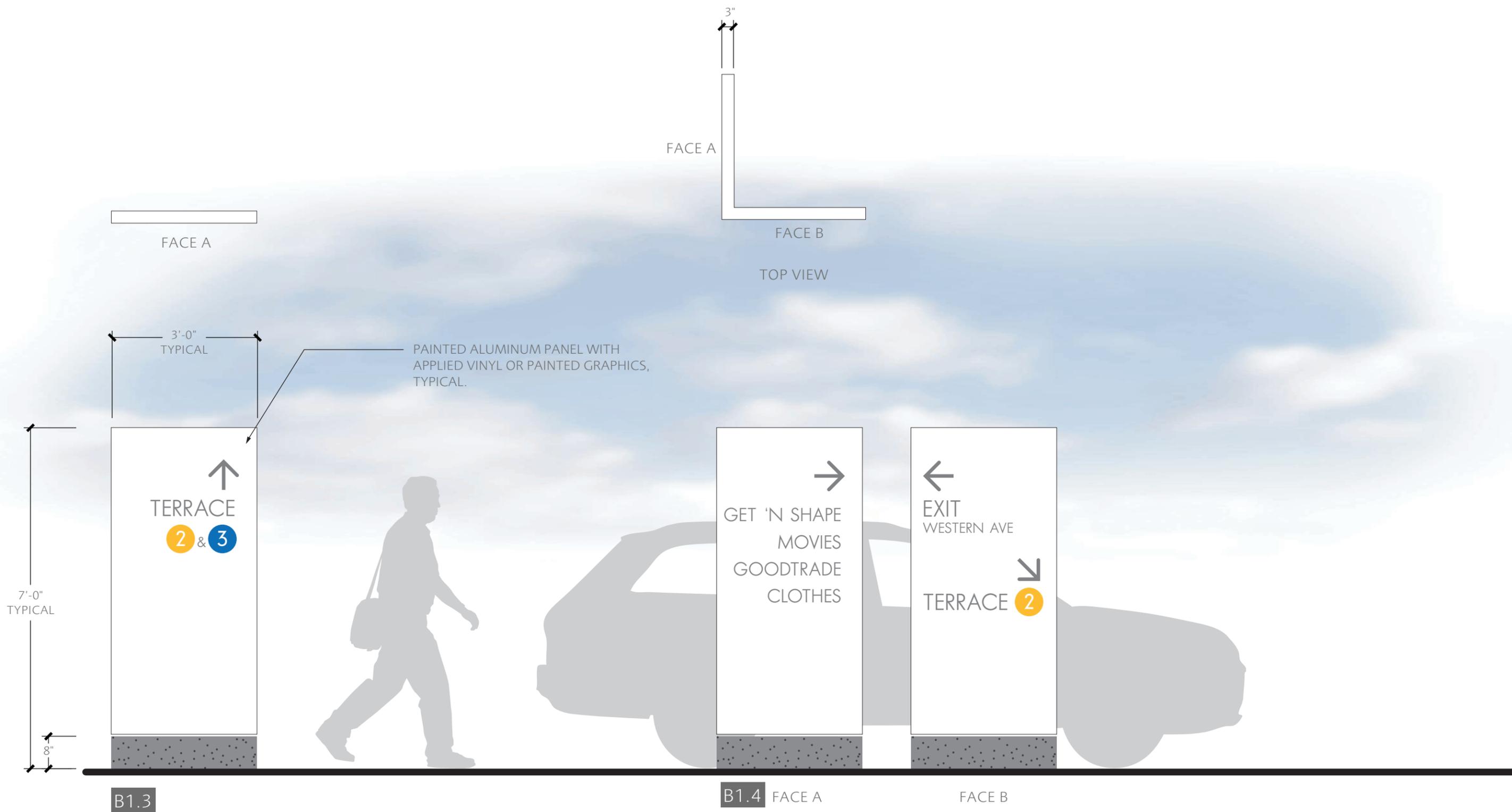
ELEVATION  
Scale: 1/4"=1'-0"



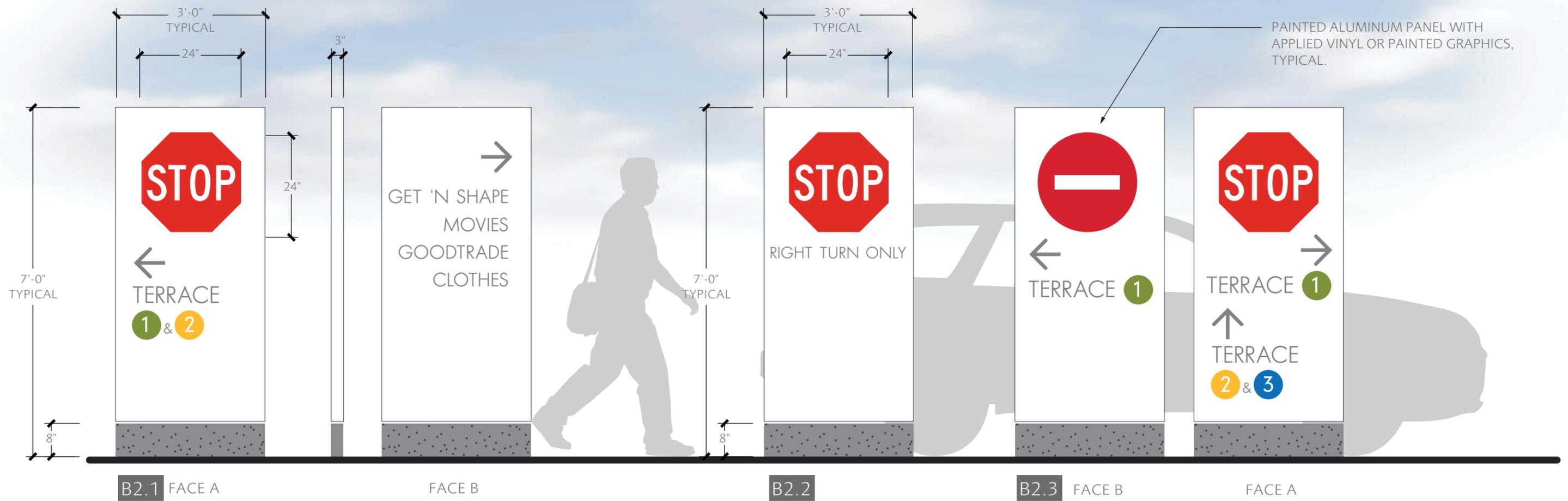
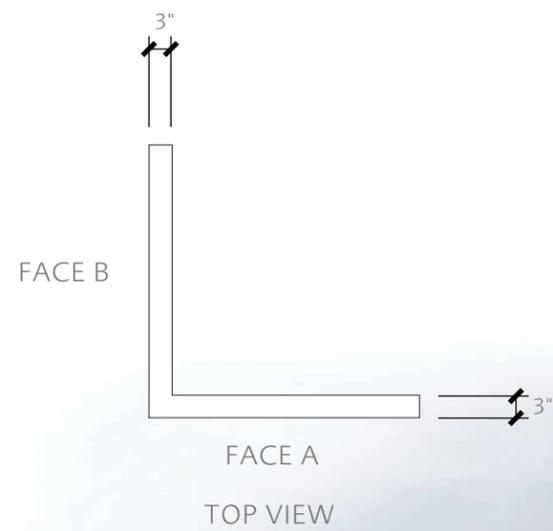
Scale: 3/4"=1'-0"



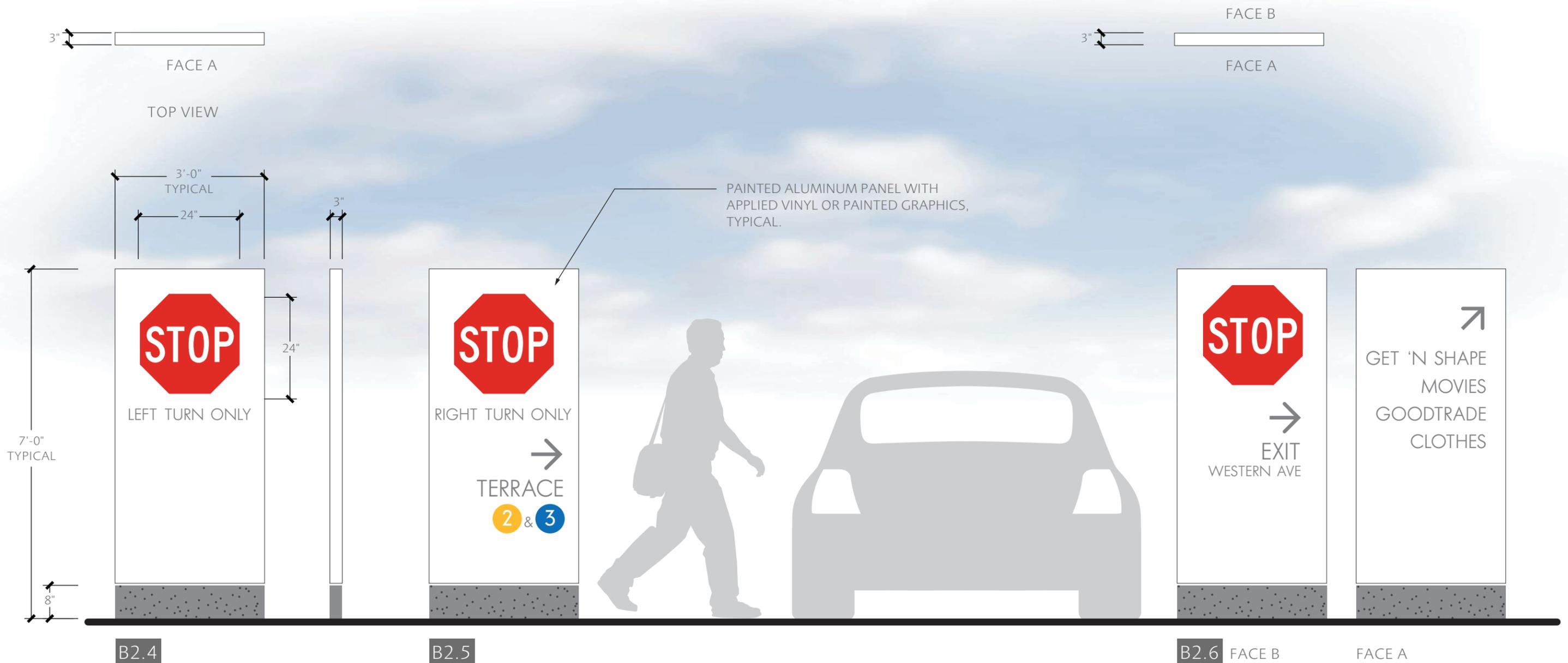
Scale: 3/4"=1'-0"



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



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



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



VERIFY

NEW PAINTED GRAPHICS ON EXTERIOR WALL. (3) COLORS PLUS WHITE (BASE).

VERIFY

GET 'N SHAPE  
Movies CLOTHES

3

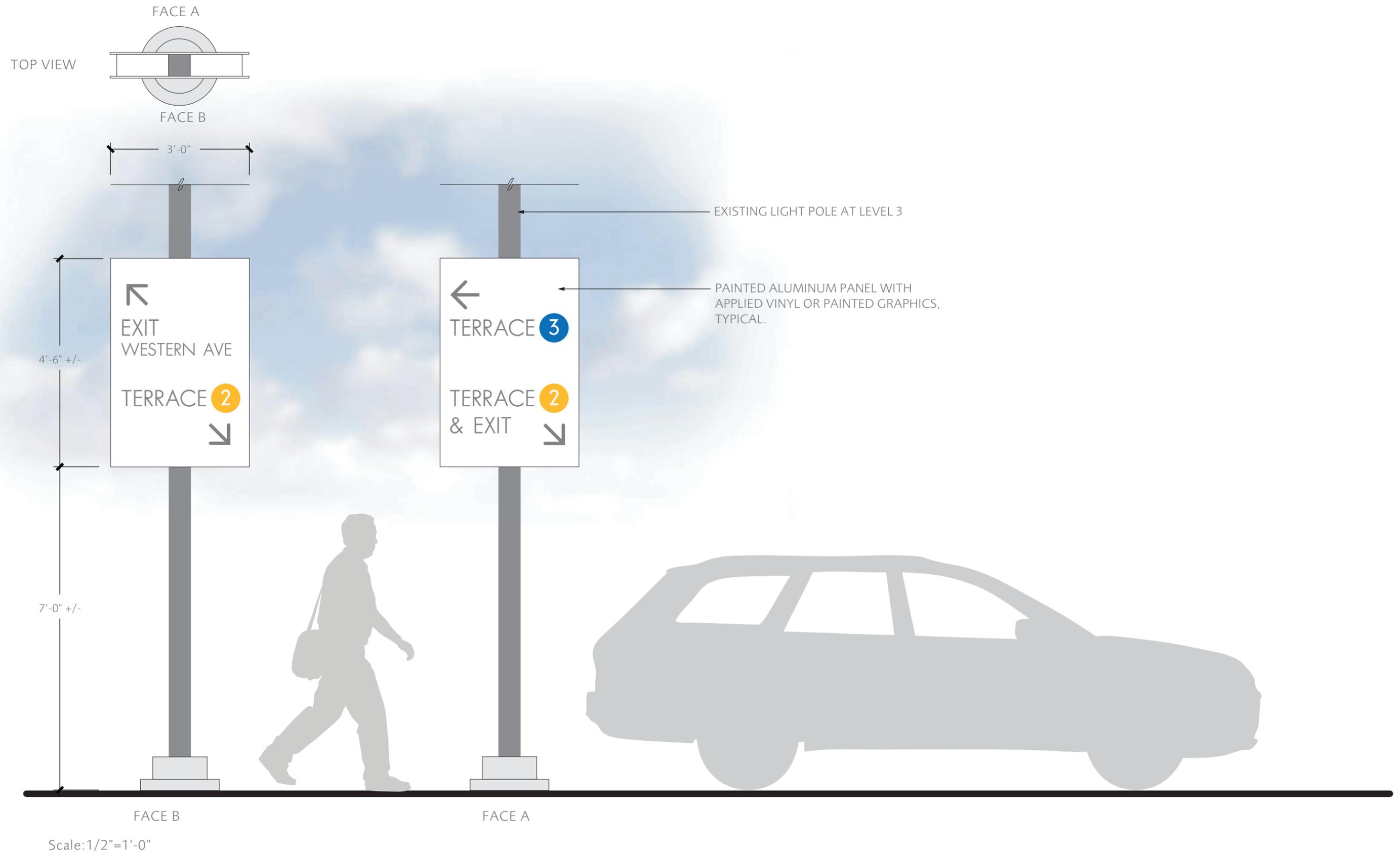
Terrace 3

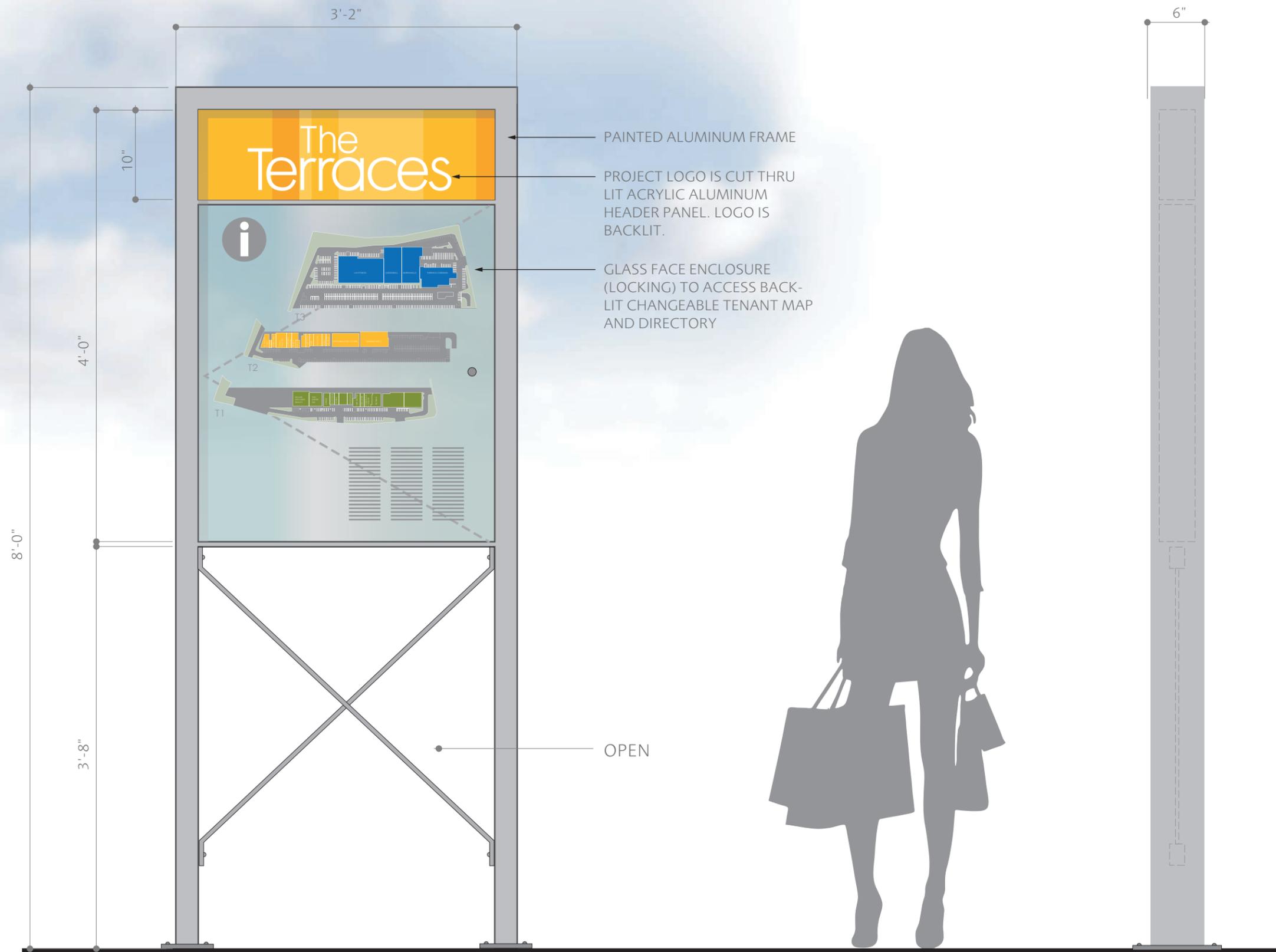
← GET N' SHAPE  
MOVIES  
CLOTHES

Terrace 1 & 2

MY MONEY REAL ESTATE MARKET  
CATS & DOGS PAPER OFFICE →

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





PAINTED ALUMINUM FRAME

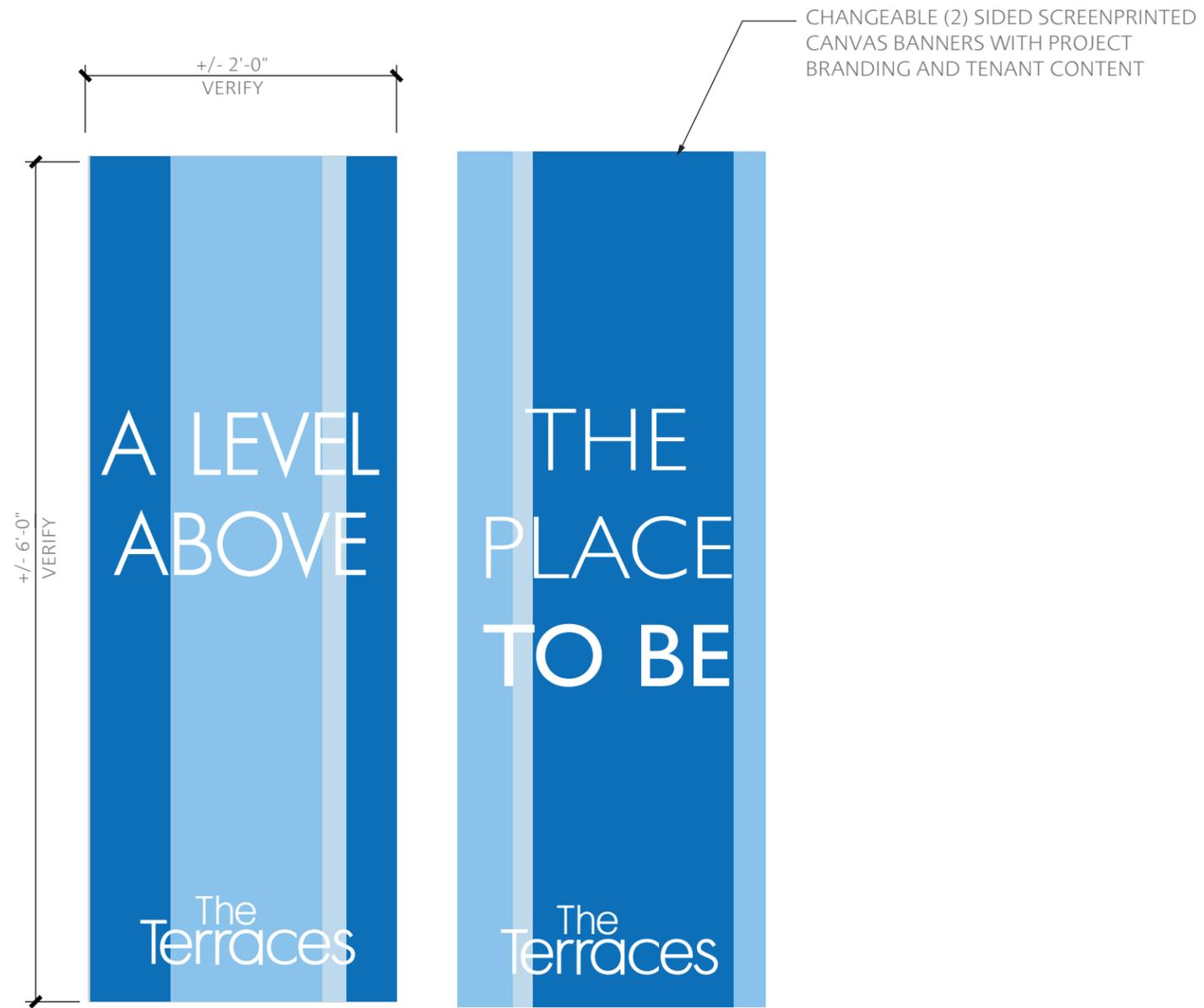
PROJECT LOGO IS CUT THRU LIT ACRYLIC ALUMINUM HEADER PANEL. LOGO IS BACKLIT.

GLASS FACE ENCLOSURE (LOCKING) TO ACCESS BACK-LIT CHANGEABLE TENANT MAP AND DIRECTORY

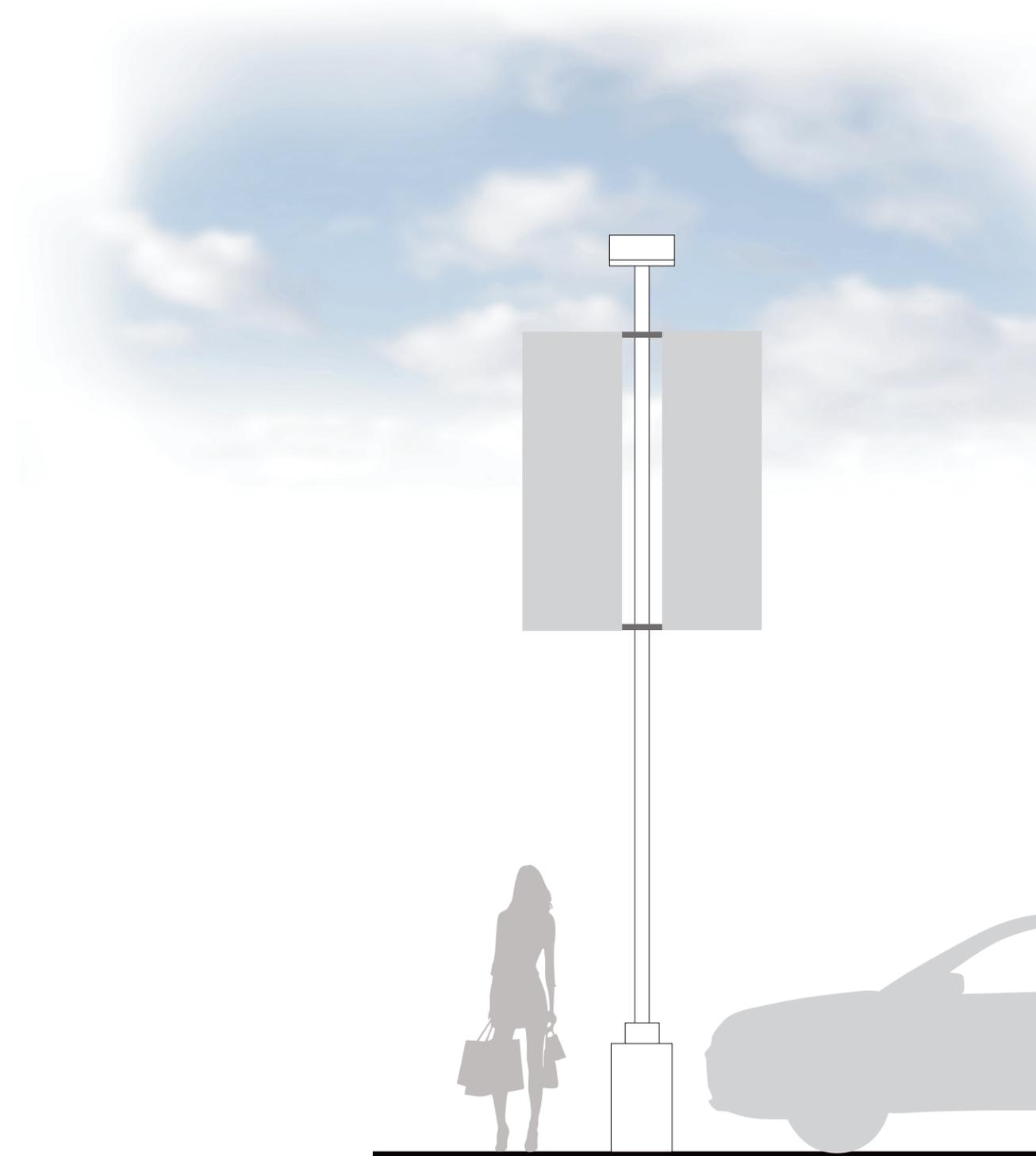
OPEN

SIDE VIEW

SCALE: 1"=1'-0"



Scale: 1"=1'-0"



NEW PAINTED GRAPHICS ON INTERIOR GARAGE CORE WALL. (3) COLORS PLUS WHITE (BASE).

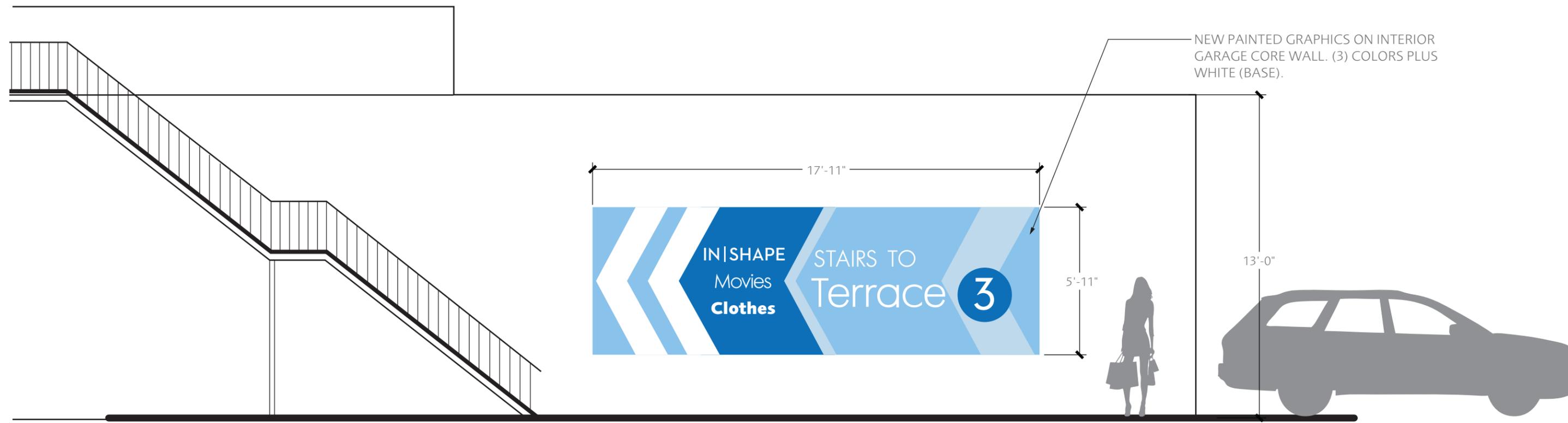
VERIFY

(RAMP UP TO TERRACE 3)

13'-0"

TO Terrace **3**  
IN|SHAPE Movies **Clothes**

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



NEW PAINTED GRAPHICS ON INTERIOR GARAGE CORE WALL. (3) COLORS PLUS WHITE (BASE).

17'-11"

5'-11"

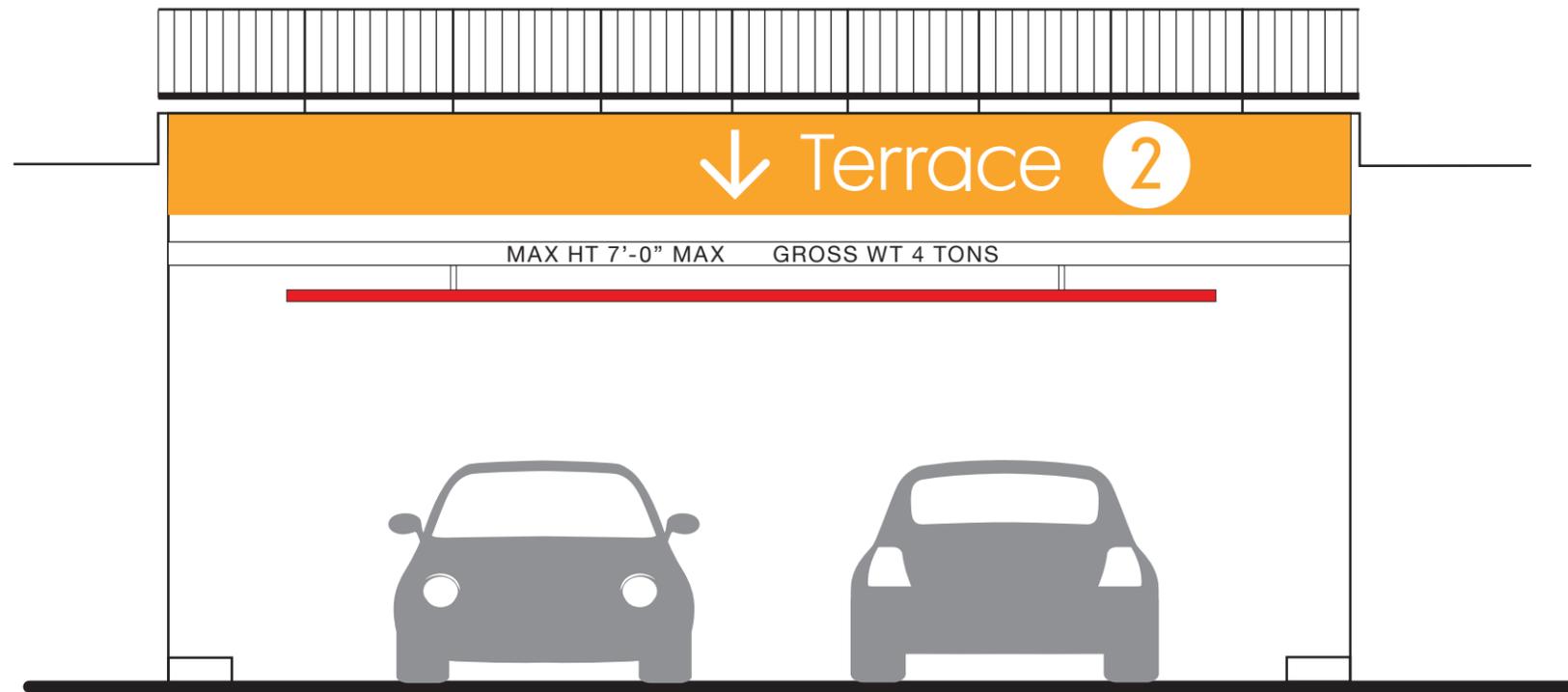
13'-0"

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

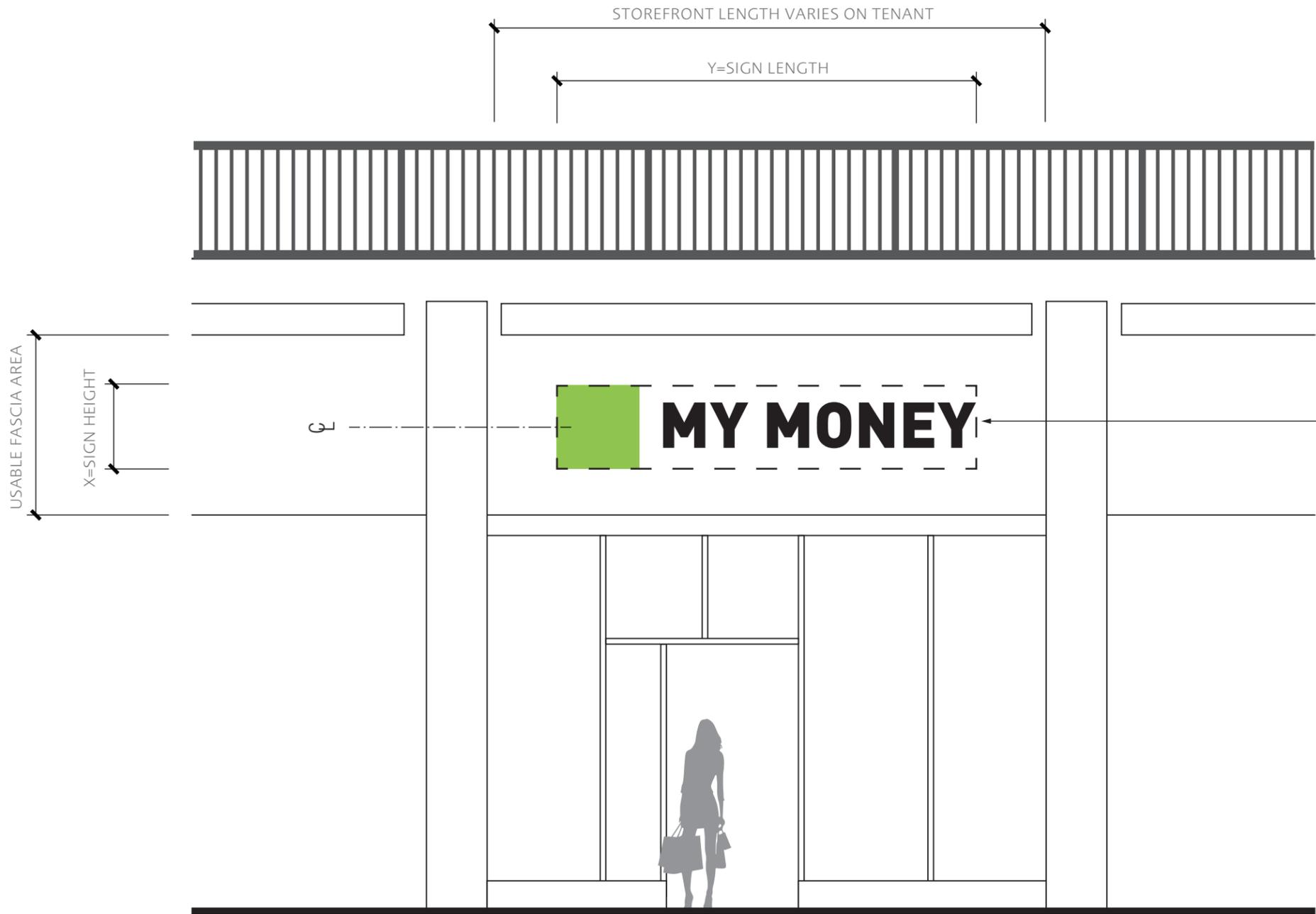




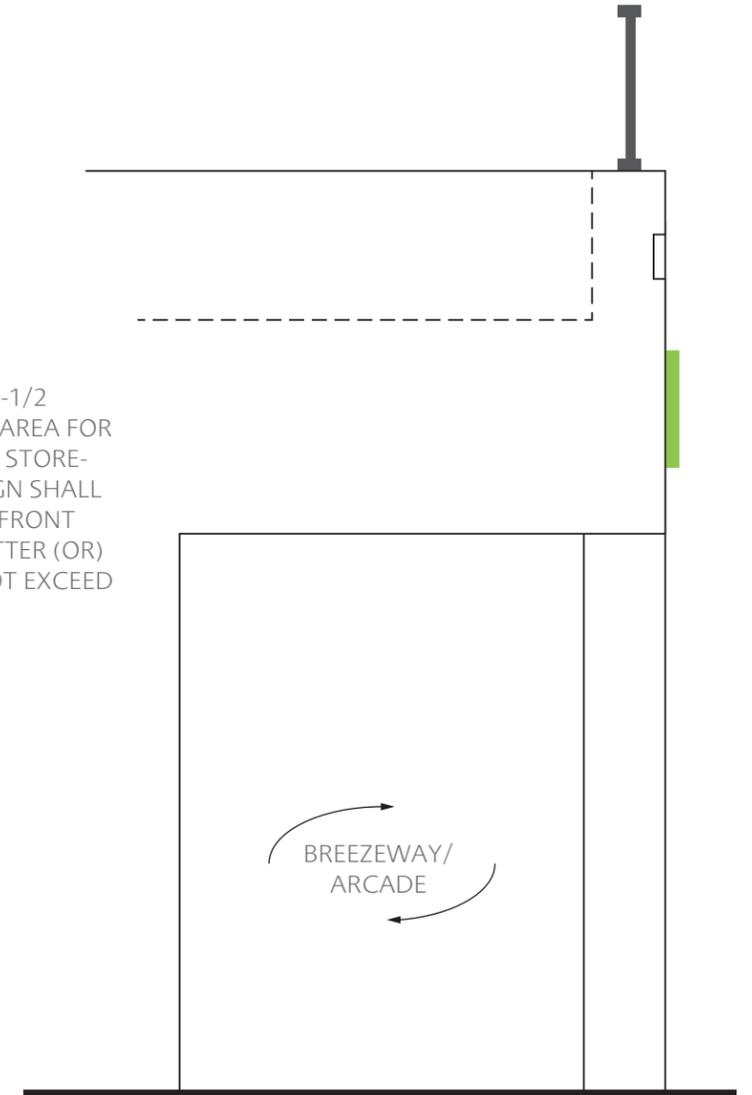
Scale: 1/4"=1'-0"



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



TENANT IS ALLOWED 1-1/2 SQUARE FEET OF SIGN AREA FOR EACH LINEAR FOOT OF STOREFRONT. NO TENANT SIGN SHALL EXCEED 75% OF STOREFRONT WIDTH. MAXIMUM LETTER (OR) LOGO HEIGHT MAY NOT EXCEED 2 FEET 6 INCHES.



LEVEL T1 ELEVATION (SHOP TENANTS)  
SCALE: 1/4"=1'-0"

SIDE VIEW

STOREFRONT LENGTH VARIES ON TENANT

Y=SIGN LENGTH

USABLE FASCIA AREA

X=SIGN HEIGHT

CATS AND DOGS

TENANT IS ALLOWED 1-1/2 SQUARE FEET OF SIGN AREA FOR EACH LINEAR FOOT OF STOREFRONT. NO TENANT SIGN SHALL EXCEED 75% OF STOREFRONT WIDTH. MAXIMUM LETTER OR LOGO HEIGHT MAY NOT EXCEED 2 FEET 6 INCHES.

BREEZEWAY/  
ARCADE

LEVEL T2 ELEVATION (SHOP & MAJOR TENANTS)

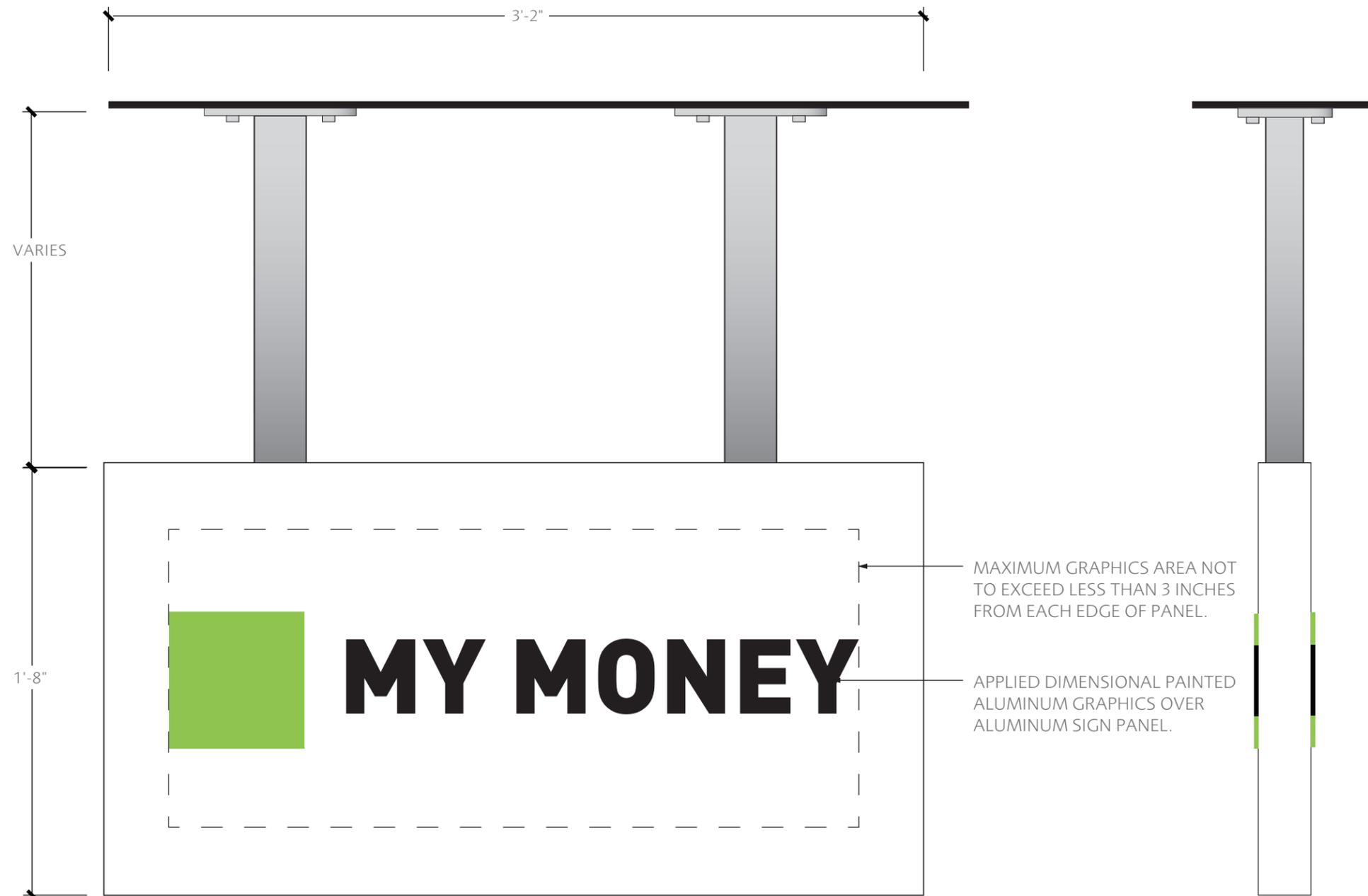
Scale: 1/4"=1'-0"

SIDE VIEW



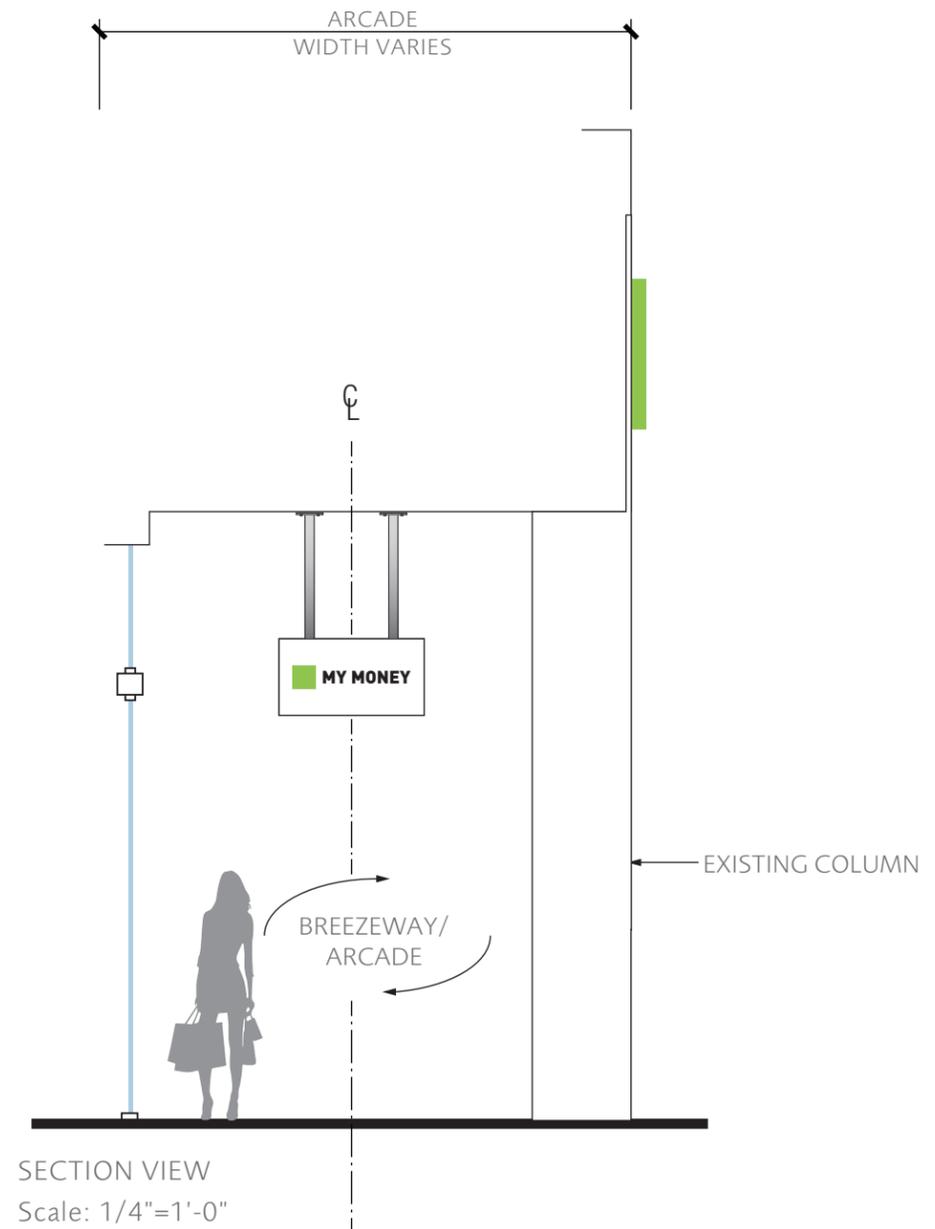
LEVEL T3 ELEVATION (ANCHOR TENANTS)  
SCALE: 3/16"=1'-0"

SIDE VIEW



BLADE SIGN DETAIL  
Scale: 2"=1'-0"

END VIEW





Architect's Rendering Provided by **studio n e leven**  
at Perkwitz+Ruth Architects