



**CITY OF NEWPORT BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION ACTION REPORT**

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

FROM: Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director

SUBJECT: Report of actions taken by the Zoning Administrator, and/or Planning Division staff for the week ending October 10, 2014

**COMMUNITY DEVELOPMENT DIRECTOR
OR PLANNING DIVISION STAFF ACTIONS**
(Non-Hearing Items)

Item 1: Lido Marina Village Sign Program No. CS2014-001 (PA2014-002)
3366 and 3700 Newport Boulevard, 3418 and 3505 Via Lido and 3400 and 3505
Via Oporto

Action: Approved

Council District 1

APPEAL PERIOD: An appeal may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.



COMMUNITY DEVELOPMENT DEPARTMENT

PLANNING DIVISION

100 Civic Center Drive, P.O. Box 1768, Newport Beach, CA 92658-8915

(949) 644-3200 Fax: (949) 644-3229

www.newportbeachca.gov

ZONING ADMINISTRATOR ACTION LETTER

Application No.	Comprehensive Sign Program No. CS2014-001 (PA2014-002)
Applicant	Lido Group Retail, LLC
Site Address	3600-3700 Newport Boulevard, 3400-3444 Via Lido, and 3400-3505 Via Oporto Lido Marina Village
Legal Description	A portion of S22356, Section 28, Lots 1 through 9 Tract 1235, and Lots 1112 through 1125 of Tract 907

On **October 10, 2014**, the Zoning Administrator approved Comprehensive Sign Program No. CS2014-001. The sign program allows for the following deviations from the sign standards:

- The number, height, location, and placement (outside of the middle 50 percent of the building frontage) of wall signs throughout the multi-tenant center.
- Size increases of up to 30 percent of the maximum sign area for the following signs:
 - a. A1 (Wall Mounted Project Identity-Small)
 - b. A3 (Wall Mounted Project Identity-Single Line)
 - c. F1 (Specialty Floor Plaque)
 - d. P1 (Vertical Parking Identity Blade)

This approval is based on the following findings and subject to the following conditions.

PROJECT SUMMARY

Lido Marina Village is a visible gateway to the Balboa Peninsula. The area is currently occupied by an eclectic mix of building types. Land uses include commercial office buildings, retail storefronts, a parking structure, and pedestrian-oriented businesses on the northern portion of Via Oporto fronting the harbor. It has frontages along Newport Boulevard, Via Lido, and the Newport Harbor with Via Oporto running through the center. Ongoing and recurring special events, including, but not limited to, the weekly Farmer's Market and the annual Boat Show, take place within Lido Marina Village. The property is subject to both pedestrian and vehicular traffic.

Lido Marina Village is currently undergoing renovations to improve the building facades, streetscape, and waterfront areas. A Comprehensive Sign Program is requested to

modify signage within Lido Marina Village. The program addresses permanent site identification, signage for multiple tenants, and parking signs throughout the Village as well as temporary and exempt signs. The Sign Program is also necessary to exceed the sign area standards allowed by the Zoning Code. The configuration of the site and the mix of uses create a need for a comprehensive sign program to allow greater flexibility for the sign area and location for the combination of wall signs on the parking structure, the site-identification signs, and multi-tenant listing wall signs. The additional sign area is necessary to enhance the overall development of the site and provide adequate visibility and identification of the site and the mix of individual tenants and events established within the area from on-site and off-site vantage points.

The subject property is located within the MU-W2 (Mixed-Use Water Related) Zoning District and the General Plan Land Use Element category is MU-W2 (Mixed-Use Water Related). The property is located in the Coastal Zone and is designated MU-W (Mixed-Use Water Related).

The proposed signage is consistent with the Lido Marina Village Design Guidelines as the signs are appropriately scaled to the buildings and are integrated with the design and scale of the existing architecture.

Comprehensive Sign Program No. CS2011-010 and Modification Permit No. MD2012-001 (PA2011-219) previously authorized project signage throughout Lido Marina Village. With the renovation of Lido Marina Village, this action supersedes Comprehensive Sign Program No. CS2011-010 and Modification Permit No. MD2012-001 (PA2011-219).

This approval is based on the following findings and standards and subject to the following conditions.

I. FINDINGS

Pursuant to Section 20.42.120 (Comprehensive Sign Program) of the Zoning Code, approval of a Comprehensive Sign Program is required whenever a structure has more than three signs or 300 linear feet of frontage on a public street. In accordance with Section 20.42.120.E (Comprehensive Sign Program: Standards), a Comprehensive Sign Program shall comply with a number of standards. The following standards and facts in support of such standards are set forth:

Standard:

- A. *The proposed sign program shall comply with the purpose and intent of this Chapter (Chapter 20.42: Sign Standards), any adopted sign design guidelines and the overall purpose and intent of this Section (Section 20.42.120: Comprehensive Sign Program).*

Facts in Support of Standard:

1. In compliance with the purpose and intent of the Sign Code, the proposed Comprehensive Sign Program provides the site and the uses within adequate identification and way-finding without excessive proliferation of signage. Furthermore, it preserves community appearance by regulating the type, number, size, and design of signage in comprehensive and coordinated fashion.

Standard:

- B. The proposed signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Comprehensive Sign Program, to the structures and/or developments they identify, and to surrounding development when applicable.*

Facts in Support of Standard:

1. The site is for the use of multiple tenants and the signage has been designed to be integral with the design and character of the buildings.
2. The proposed signage will enhance the overall development of the site. It will provide adequate identification of the site and the individual tenants located within the area. It will also improve the pedestrian experience along the waterfront; thereby attracting new tenants to revitalize the area.
3. The signage is consistent with the Lido Marina Village Design Guidelines in that the signs are appropriately scaled to the buildings and are integrated with the design and scale of the existing architecture.

Standard:

- C. The sign program shall address all signs, including permanent, temporary, and exempt signs.*

Facts in Support of Standard:

1. The Sign Program includes all project signage. Temporary and exempt signs not specifically addressed in the program shall be regulated by the provisions of Chapter 20.42.

Standard:

- D. The sign program shall accommodate future revisions that may be required because of changes in use or tenants.*

Facts in Support of Standard:

1. The project site is for the use of multiple commercial tenants and has been designed to be effective for different tenants in the center. The standards also provide options for tenants to select from various sign types without creating a proliferation of signage.
2. It is not anticipated that future revisions will be necessary to accommodate constant changes in tenants or uses. However, flexibility has been incorporated into the Sign Program Matrix to allow minor deviations from the proposed signs.
3. Consistent with Chapter 20.42 (Sign Standards), the Community Development Director [or his/her designee] may approve minor revisions to the Sign Program if the intent of the original approval is not affected.

Standard:

- E. The program shall comply with the standards of this Chapter, except that deviations are allowed with regard to sign area, total number, location, and/or height of signs to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes and intent of this Chapter.*

Facts in Support of Standard:

1. The Comprehensive Sign Program requests deviation in area, number, and location of signs throughout Lido Marina Village within the allowances prescribed by Section 20.42.120 (Comprehensive Sign Standards) of the Zoning Code.
2. The sign code allows one wall sign up to 1.5 times the linear frontage or 75 square feet maximum in sign area on the primary frontage and 50 percent of the primary for any secondary frontages. Due to the configuration of the site and the mix of buildings and uses, wall signs of this size do not provide adequate project identity signage for Sign Types A1 (Wall Mounted Project Identity-Small) and A3 (Wall Mounted Project Identity-Single Line) to identify the site within the Lido Village area. The additional size for Sign Type A1 (Wall Mounted Project Identity-Small) will create additional visibility for pedestrians approaching the parking structure stairwells. The additional size for Sign Type A3 (Wall Mounted Project Identity-Single Line) will help make the project more visible to vehicles passing along Via Lido. The additional sign sizes are within the 30 percent size increase allowed by a comprehensive sign program pursuant to Section 20.42.120 (Comprehensive Sign Standards) of the Zoning Code.
3. Sign Type P1 (Vertical Parking Identity Blade) is typically limited to 20 square feet in area as a projecting sign. The proposed sign area up to 26 square feet will help increase vehicular visibility at the entry point to the parking structure. The additional sign size is within the 30 percent size increase allowed under a

comprehensive sign program pursuant to Section 20.42.120 (Comprehensive Sign Standards) of the Zoning Code.

4. Sign Type F1 (Specialty Floor Plaque) is typically limited to 3 square feet in size as a pedestrian-oriented sign. The project consists of a number of buildings with narrow passage ways. The larger size of 3.3-square feet provides additional flexibility to increase way-finding throughout the project. The additional sign size is within the 30 percent size increase allowed under a comprehensive sign program pursuant to Section 20.42.120 (Comprehensive Sign Standards) of the Zoning Code.
5. The use of site-identification signs near the walkways and entrances will enhance the overall development of the site as the signs will attract the public to the area and provide sufficient and appropriate way-finding. The signs are designed to be complimentary to the buildings and the uses to which they relate and are harmonious with their surroundings.

Standard:

- F. The Approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter.*

Facts in Support of Standard:

1. The program does not authorize the use of any prohibited sign types.

Standard:

- G. Review and approval of a Comprehensive Sign Program shall not consider the signs' proposed message content.*

Facts in Support of Standard:

1. The program contains no regulations affecting sign message or content.

II. CONDITIONS

1. The development shall be in substantial conformance with the approved sign program project plans, except if noted in the following conditions.
2. Locations of the signs are limited to the designated areas and shall comply with the limitations specified in the Sign Program Matrix included in Attachment ZA 3.
3. Prior to building permit issuance for project signage, the project plans shall indicate the limits of the existing 4-foot utility easement adjacent to Via Oporto.

4. All signs must be maintained in accordance with Section 20.42.170 (Maintenance Requirements) of the Newport Beach Municipal Code.
5. Prior to issuance of building permits, the applicant shall submit to the Planning Division an additional copy of the approved architectural plans for inclusion in the Planning file. The plans shall be identical to those approved by all City departments for building permit issuance. The approved copy shall include architectural sheets only and shall be reduced in size to 11 inches by 17 inches. The plans shall accurately depict the elements approved by this Staff Approval and shall highlight the approved elements such that they are readily discernible from other elements of the plans.
6. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs.
7. Prior to the issuance of building permits, the International Symbol of Accessibility (FSA) shall comply with 2013 California Building Code Figure 11B-703.7.2.1.
8. The signs visual character and mounting heights shall comply with the 2013 California Building Code Section 11B-703.
9. Accessible parking identification shall comply with the 2013 California Building Code Section 11B-502.6.
10. A copy of the conditions of approval shall be incorporated into the Building Division and field sets of plans prior to issuance of the building permits.
11. An encroachment permit and agreement will be required for any proposed sign that will be located within the Via Oporto right-of-way or the 4-foot wide utility easement adjacent to Via Oporto. These signs will be subject to City Council review and approval.
12. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the Lido Marina Village Comprehensive Sign Program including, but not limited to, Comprehensive Sign Program No. CS2014-001 (PA2014-002). This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification

provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

APPEAL PERIOD: An appeal may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code. For additional information on filing an appeal, contact the Planning Division at (949) 644-3200.

On behalf of Brenda Wisneski, Zoning Administrator

By:


Makana Nova
Assistant Planner

JWC/mkn

Attachments: ZA 1 Vicinity Map
 ZA 2 Site Photos
 ZA 3 Sign Matrix Tables
 ZA 4 Sign Program Project Plans

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



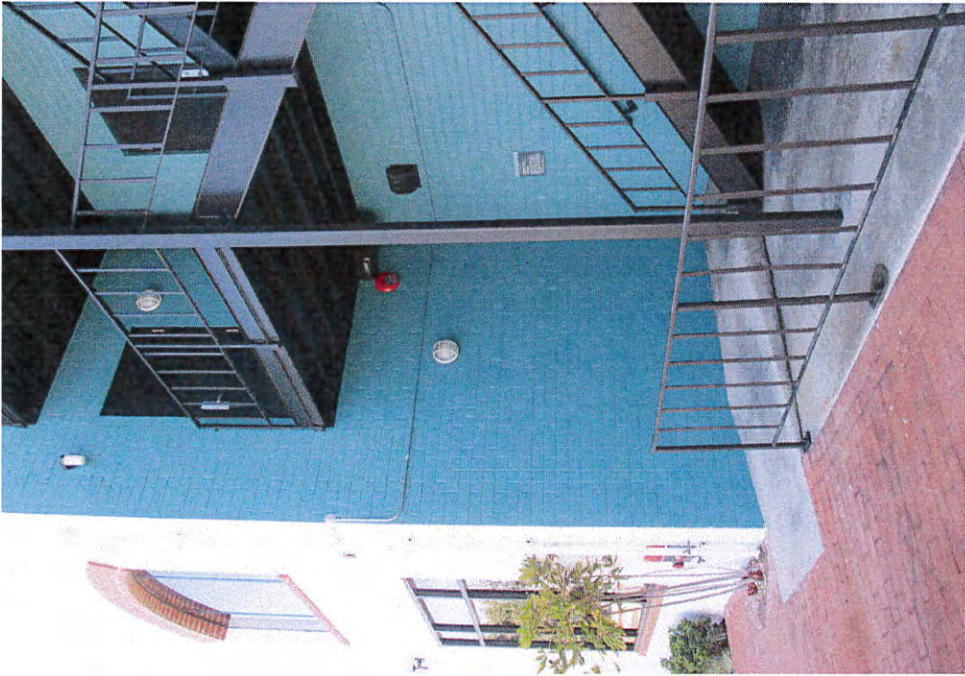
Comprehensive Sign Program No. CS2014-001
PA2014-002

**3600-3700 Newport Boulevard, 3400-3444 Via
Lido, and 3400-3505 Via Oporto**

Attachment No. ZA 2

Site Photos







Attachment No. ZA 3

Sign Matrix Tables

Lido Marina Village
Signage Matrix
6.19.14

Sign Number	Quantity	Sign Type	Location	Sign Size (Dimensions)	Sign Size (S.F.)	Linear Frontage (WXH)
A1	1	Wall Mounted Project Identity (small)	Refer to map	3'-3" X 10'-8"	35	18'6"
A2	1	Wall Mounted Project Identity (large)	Refer to map	4'-9" X 15'-8"	75	99'-3"
A3	1	Wall Mounedt Project Identity (single line)	Refer to map	2'-0" X 35'-0"	70	45'-0"
A4	1	Freestanding Project Identity	Refer to map	6'-0" X 5'-6"	33	N/A
A5	1	Greenwall Project Identity	Refer to map	2'-6" X 5'-9"	15	20'-0"
A6	2	Suspended Project Identity	Refer to map	0'-8" X 12'-0"	8	23'-6"
A7	1	Project Feature Identity	Refer to map	2'-6" X 35'-5"	90	142'-3"
B1	4	Painted Wall Graphic	Refer to map	6'-3" X 7'-0"	45 max. varies per location	11'-0" reference plan
C1	3	Directory Wall Mounted	Refer to map	3'-6" X 2'-2"	8	19'-5"
D1	4	Pole Mounted	Refer to map	10'6" X 2'-6"	26.25	N/A
D2	6	Amenity Directional	Refer to map	1'-0" (max) X 3'-0" (overall)	3	N/A
E1/E2	8	Restroom Plaque	Refer to map	1'-3" X 0'-6" (max)	1	N/A
F1	3	Floor Plaque	Refer to map	5'-0" X 0'-8"	3.3	N/A
K2	TBD	ADA Room Plaque	at Each Door per ADA req.	0'-5" X 0'-9"	.25 (each)	N/A
L1	1	Flag Pole	Refer to map	4'-0" X 6'-0"	24	35' (max)
P1	2	Vertical Parking Identity Blade	Refer to map	12'-0" X 2'-8"	26	142'-3"
P2	1	Wall Mount Primary Parking Entrance	Refer to map	1'-0" X 16'-6"	16.5	142'-3"
P3	1	Wall Mount Secondary Parking Entrance	Refer to map	4'6" X 16'-6"	75	49'-9"
P4	1	Painted Parking Wall Graphic	Refer to map	8'-8" X 8'-8"	75	11'-3"
P5	4	Ceiling Mount Parking Clearance/Exit Bars	Refer to map	0'-5" X 7'-4"	3	N/A
P6	17* locations	Painted Parking Level Wall Graphics / Interior Parking Graphic Enhancements	Refer to map	5'-0" X 5'-0" max. per graphic	25 sq ft max. per graphic	N/A
P7	92*	Parking Level Column Identity	Refer to map	3'-4" X 1'-6" max. per column side	5 sq ft max. per column side	N/A
P8	TBD per parking consultant pkg	Vehicular Directional		0'-5" X 7'-4"	3	N/A
Compliance Required:						
• Temporary Banner Signs shall comply with the Chapter 20.42 of the Zoning Code.						
• All signs shall substantially conform to the stamped and dated approved set of plans.						
• Pursuant to Section 20.42.120.F (Revisions to Comprehensive Sign Programs) of the Zoning Code, the Planning Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected.						
• All additional exempt signs shall compy with the standards prescribed in the Zoning Code.						
* Estimated Quantity / Final Quantity TBD						

TENANT SIGNAGE SIZE MATRIX

	STREETFRONT	SREETFRONT GARAGE	THE AVENUES	WATERFRONT	LARGER TENANTS & FREESTANDING	LEVEL 2 OFFICES	3700 OFFICE
SIGN TYPE							
Fascia Sign (if space permits)							
Sign and Letter Max Size	75% height & 50% width	75% height & 50% width	Not Allowed	75% height & 50% width	30"	Not Allowed	30"
Sign Logo Max Height	24"	24"	18"	24"	36"	Not Allowed	Permitted only if single tenant leases full building.
Max sign height, if letters stacked	30"	30"	24"	30"	36"	Not Allowed	
Blade Sign (if space permits)	2 sq ft	2 sq ft	Not Allowed	2 sq ft	8 sq ft	Not Allowed	Not Allowed
Wall Mounted Plaque	3 sq ft	3 sq ft	2 sq ft	3 sq ft	3 sq ft	1 sq ft	Not Allowed
Window Graphics							
Sign Max Area	20% of storefront glazing	20% of storefront glazing	20% of storefront glazing	20% of storefront glazing	20% of storefront glazing	Not Allowed	Not Allowed
Awning Sign							
Valance Area Letter Max Height	75% height & 50% width	75% height & 50% width	75% height & 50% width	75% height & 50% width	75% height & 50% width	75% height & 50% width	Not Allowed
Shed (slope) Area Logo Max Height	20% and icon only	20% and icon only	20% and icon only	20% and icon only	20% and icon only	Not Allowed	Not Allowed
Vertical Marquee Sign	Not Allowed	Not Allowed	Not Allowed	Not Allowed	20 sq ft	Not Allowed	Not Allowed
Inlaid Floor/Sidewalk**	20 sq ft	20 sq ft	20 sq ft	20 sq ft	20 sq ft	Not Allowed	Not Allowed
Max. Sign Area Calculation	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1.5 sq ft / 1 linear ft (75 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)
(Sign Area / Linear Store Front)	Sizes noted above are maximums for each sign type or letters.						
Illumination Allowances	Internal Halo or External	Internal Halo or External	Non-Illuminated Only	Non-Illuminated Only	Internal Halo or External	Not Allowed	Internal Halo Only
(Internal or External Illumination)	Illumination type noted above are suggested per each zone landlord approval required per submitted.						

*With exception

**Excluded from area calculation formula

Attachment No. ZA 4

Project Plans

EST. 1971

LIDO MARINA
VILLAGE

LIDO MARINA VILLAGE

CITY SIGN PROGRAM

Submission Date: August 29, 2014

PACKAGE CONTENTS


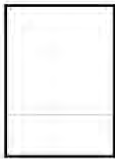








Section A	3
Sign Schedule and Location Plans	
Section B	12
Project Signage	
Section C	30
Parking Signage	
Section D	42
Signage Fabrication Specifications	

SECTION A

Sign Schedule / Locations



COLOR SCHEDULE

- Fabricator must provide sparyouts of each paint color on 8 inch square aluminum per specification above; 3 sets are to be provided two (2) sets to RSM Design and one (1) set to the client for approval prior to fabrication.
- All paints are to be Matthews Paints or equivilant unless specified otherwise; all paint finishes to be satin finish unless otherwise stated in the design drawing or specification above.

									
P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
MP33758 Black Box	MP31645 Designer White	MP TBD Red (Regulatory)	MP TBD Teal	MP TBD Red	MP TBD Yellow	MP TBD Blue	MP07327 Paddington Blue	MP TBD Grey	--




MATERIAL SCHEDULE

- Fabricator must provide 3 sets of 8 inch square sample of all materials listed above to RSM Design (2) and to the client team (1) for approval prior to fabrication.

		
M1	M2	M3
Reclaimed Wood	Brass or Bronze Metal	Reclaimed Wood To Be Painted White

VINYL SCHEDULE



- Fabricator must provide 3 sets of 8 inch square sample of all vinyl listed above to RSM Design (2) and to the client team (1) for approval prior to fabrication.

		
V1	V2	V3
3M Vinyl To Match P1	3M Vinyl To Match P3	3M Vinyl 3990 White Reflective





PROJECT SYMBOLS

	
Men's Restroom	Women's Restroom
	
Handicap	Parking
	
Charging Station	Expecting Mother
	
Waterfront	Central Avenue
	
Sunset Plaza	The Avenues
	
Secret Alley	Village Shops

PROJECT LOGOS

	
Primary Logo	Primary Logo - no frame
	
Single Line	

PROJECT ARROWS

	
Left	Right
	
Straight	Angle / Up

PROJECT COLOR / MATERIAL SCHEDULE

PROJECT SIGNAGE:

Type	Sign Type	Quantity*	Electrical	Illumination	Foundation/ Backing Req.	Mock-Up Schedule**	Additional Notes
A1	Wall Mounted Project Identity (small)	1	YES	EXTERNAL	Yes / Backing	-	identity mounted to existing wall surface
A2	Wall Mounted Project Identity (large)	1	NO	AMBIENT	Yes / Backing	-	identity mounted to existing wall surface
A3	Wall Mounted Project Identity (single line)	1	YES	INTERNAL	Yes / Backing	-	identity mounted to existing wall surface
A4	Freestanding Project Identity / Tenant Identity	1	YES	EXTERNAL	Yes / Foundation	-	freestanding identity at project street entrances
A5	Greenwall Project Identity	1	YES	EXTERNAL	Yes / Backing	-	small scale project identity
A6	Suspended Project Identity	2	NO	AMBIENT	Yes / Backing Ceiling	-	suspended project identity
A7	Project Feature Identity	1	YES	INTERNAL	Yes / Structure	-	feature nostalgic project identity
B1	Painted Wall Graphic Directional	4	NO	AMBIENT	No / Painted	-	wall painted directional to project amenities
C1	Wall Mounted Directory	3	YES	EXTERNAL	Yes / Backing	-	wall mounted project directory
D1	Pole Mounted Pedestrian Directional	4	NO	AMBIENT	Yes / Foundation	-	freestanding directional to project amenities
D2	Amenity Directional	6	NO	AMBIENT	Yes / Backing Ceiling	-	suspended or blade directional to project amenities
E1	Restroom Plaque	8	NO	AMBIENT	No / Wall Mounted	-	restroom ADA plaque system
E2	Restroom Door Plaque	8	NO	AMBIENT	No / Door Mounted	-	restroom ADA door plaque
F1	Specialty Floor Plaque (avenues identity)	3	NO	AMBIENT	Yes / Paving Integrated	-	project pedestrian avenue identities
L1	Project Flag Pole	1	YES	EXTERNAL	Yes / Foundation	-	project identity flag pole

* ESTIMATED QUANTITY - PLEASE NOTE: ALL QUANTITIES & LOCATIONS NEED TO BE CONFIRMED BY CLIENT PRIOR TO FABRICATION.

** REFER TO CIVIL ENGINEER’S SIGN PLAN FOR QUANTITIES OF EACH SIGN TYPE. TO BE APPROVED BY CLIENT PRIOR TO FABRICATION.

GENERAL PACKAGE NOTES:

- NOTES LISTED HERE ARE TO APPLY TO ALL SIGN TYPES WITHIN THIS PACKAGE UNLESS OTHERWISE NOTED ON THE INDIVIDUAL DESIGN DRAWING.
- ALL BACKING NEEDS TO BE ENGINEERED PRIOR TO FABRICATION.

General Package Notes:

1. All signs, structures and letters need to be engineered by sign fabricator prior to shop drawing submittal and fabrication for structural and backing requirements to withstand local regulations, codes and weather conditions.
2. All sizes shown are approximate and should be verified prior to final fabrication based on construction documents and/or as built conditions.
3. Fabricator must use Matthews UV clear coat on painted surfaces to minimize / prevent as much as possible any noticeable fading.
4. All metal edges to be eased; corners to have a maximum radius of .0125. All welds to be ground smooth prior to final painting and or coatings are applied.
5. No exposed fasteners unless noted within the design intent drawing or approved in shop drawing. Fasteners throughout package to be tamper proof, fabricator to submit sample for approval prior to ordering.

PARKING SIGNAGE:

Type	Sign Type	Quantity*	Electrical	Illumination	Foundation/ Backing Req.	Mock-Up Schedule**	Additional Notes
P1	Vertical Parking Identity Blade	2	YES	INTERNAL	Yes / Backing & Structure	-	public parking identity blade
P2	Primary Parking Entrance Identity	1	YES	EXTERNAL	Yes / Backing	-	public parking identity above parking structure entry
P3	Secondary Parking Entrance Identity	1	YES	EXTERNAL	Yes / Backing	-	public parking identity above parking structure entry
P4	Parking Wall Graphic Directional	1	NO	AMBIENT	No / Painted	-	painted wall directional to guide guest into parking
P5	Parking Clearance / Exit Bars	4	NO	AMBIENT	Yes / Ceiling Mounted	-	clearance / exit bars into parking entry
P6	Parking Level Wall Graphics	17*	NO	AMBIENT	No / Painted	-	painted level wall identity & graphic color
P7	Parking Level Column Identity	92*	NO	AMBIENT	No / Painted	-	painted level column identity & graphic color
P8	Vehicular Directional (prototype only)	TBD	NO	AMBIENT	Yes / Ceiling Mounted	-	suspended vehicular directionals (final messaging & locations to be provided by parking consultant)

* ESTIMATED QUANTITY - PLEASE NOTE: ALL QUANTITIES & LOCATIONS NEED TO BE CONFIRMED BY CLIENT PRIOR TO FABRICATION.

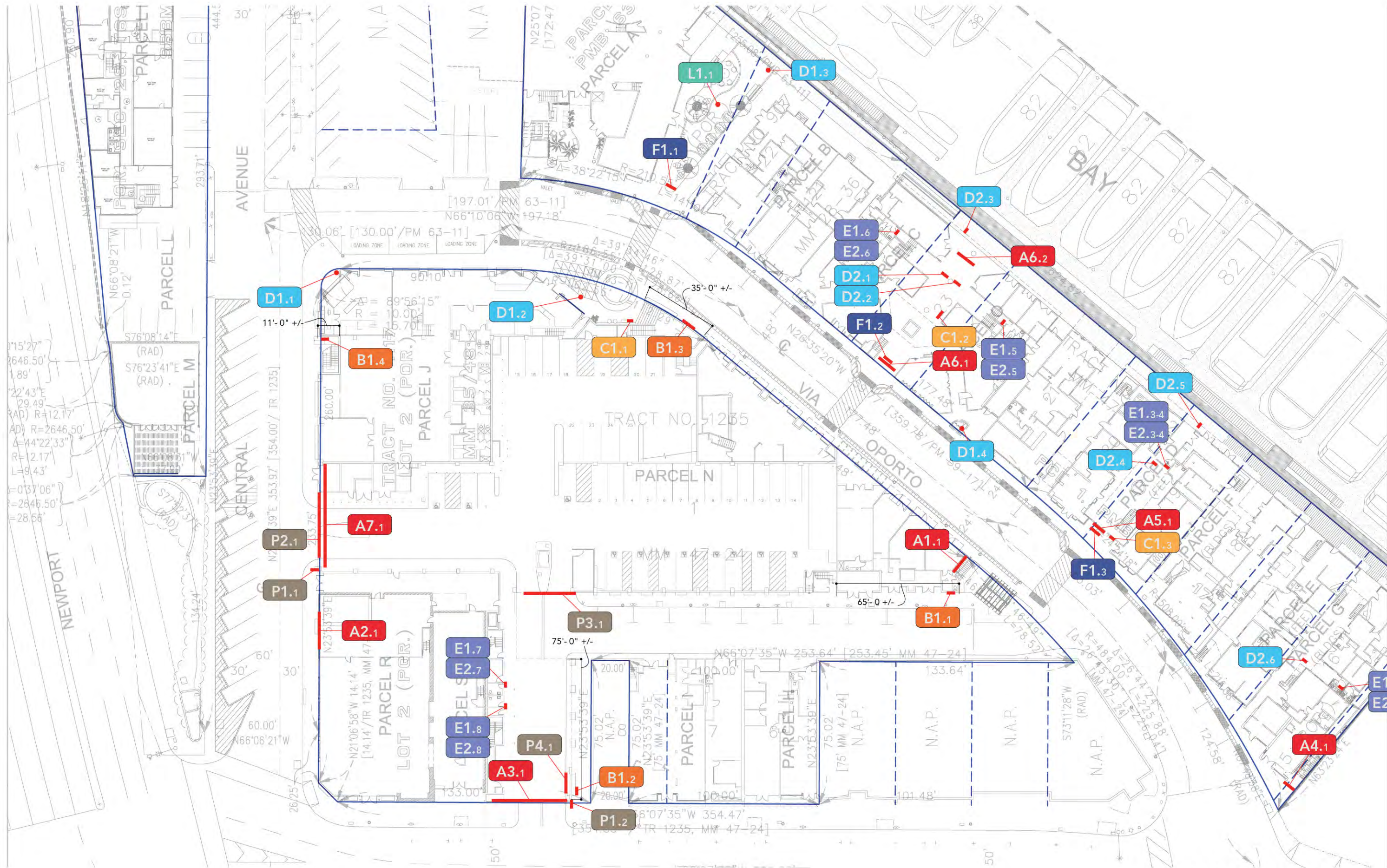
** REFER TO CIVIL ENGINEER’S SIGN PLAN FOR QUANTITIES OF EACH SIGN TYPE. TO BE APPROVED BY CLIENT PRIOR TO FABRICATION.

GENERAL PACKAGE NOTES:

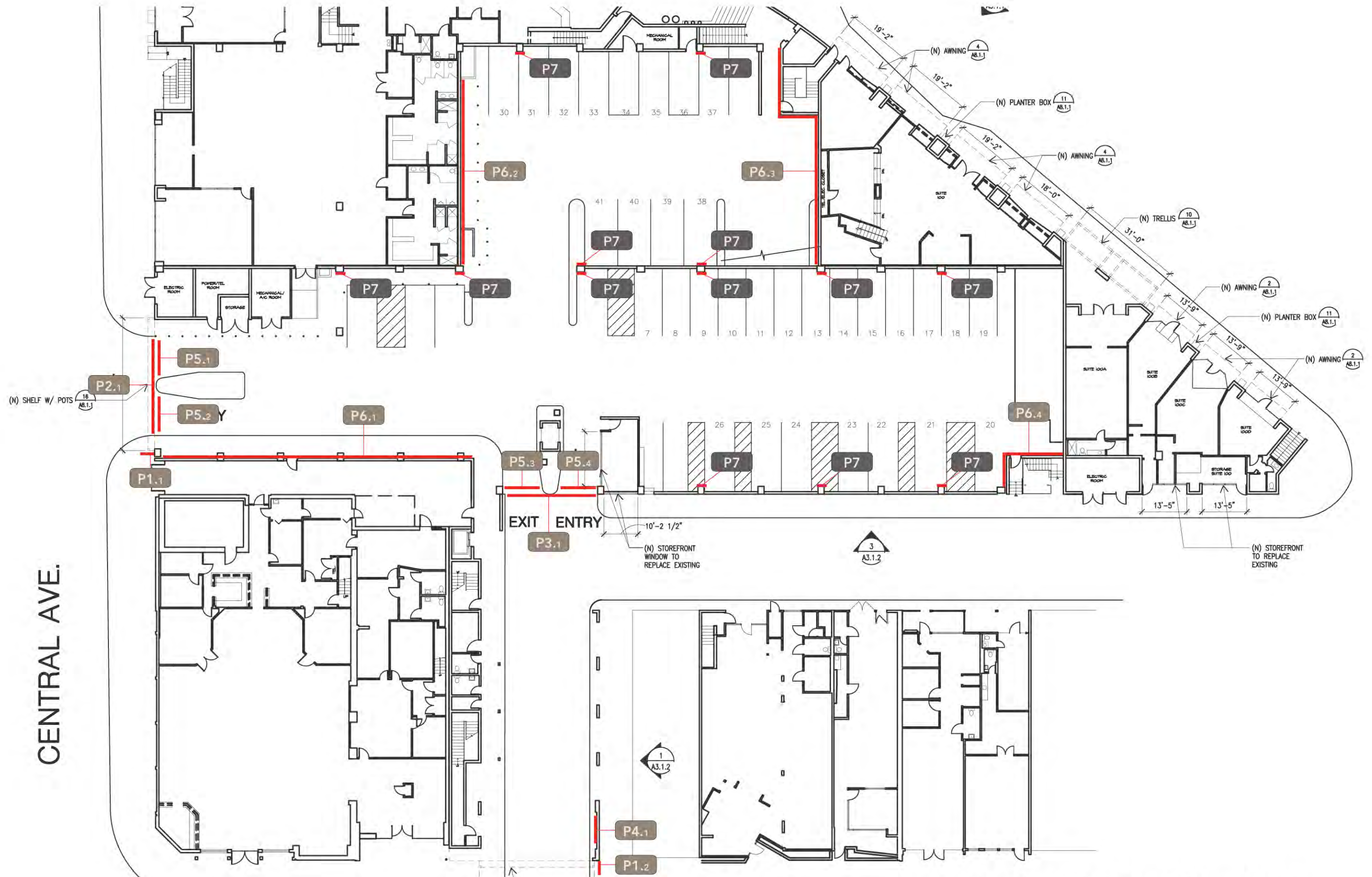
- NOTES LISTED HERE ARE TO APPLY TO ALL SIGN TYPES WITHIN THIS PACKAGE UNLESS OTHERWISE NOTED ON THE INDIVIDUAL DESIGN DRAWING.
- ALL BACKING NEEDS TO BE ENGINEERED PRIOR TO FABRICATION.

General Package Notes:

1. All signs, structures and letters need to be engineered by sign fabricator prior to shop drawing submittal and fabrication for structural and backing requirements to withstand local regulations, codes and weather conditions.
2. All sizes shown are approximate and should be verified prior to final fabrication based on construction documents and/or as built conditions.
3. Fabricator must use Matthews UV clear coat on painted surfaces to minimize / prevent as much as possible any noticeable fading.
4. All metal edges to be eased; corners to have a maximum radius of .0125. All welds to be ground smooth prior to final painting and or coatings are applied.
5. No exposed fasteners unless noted within the design intent drawing or approved in shop drawing. Fasteners throughout package to be tamper proof, fabricator to submit sample for approval prior to ordering.



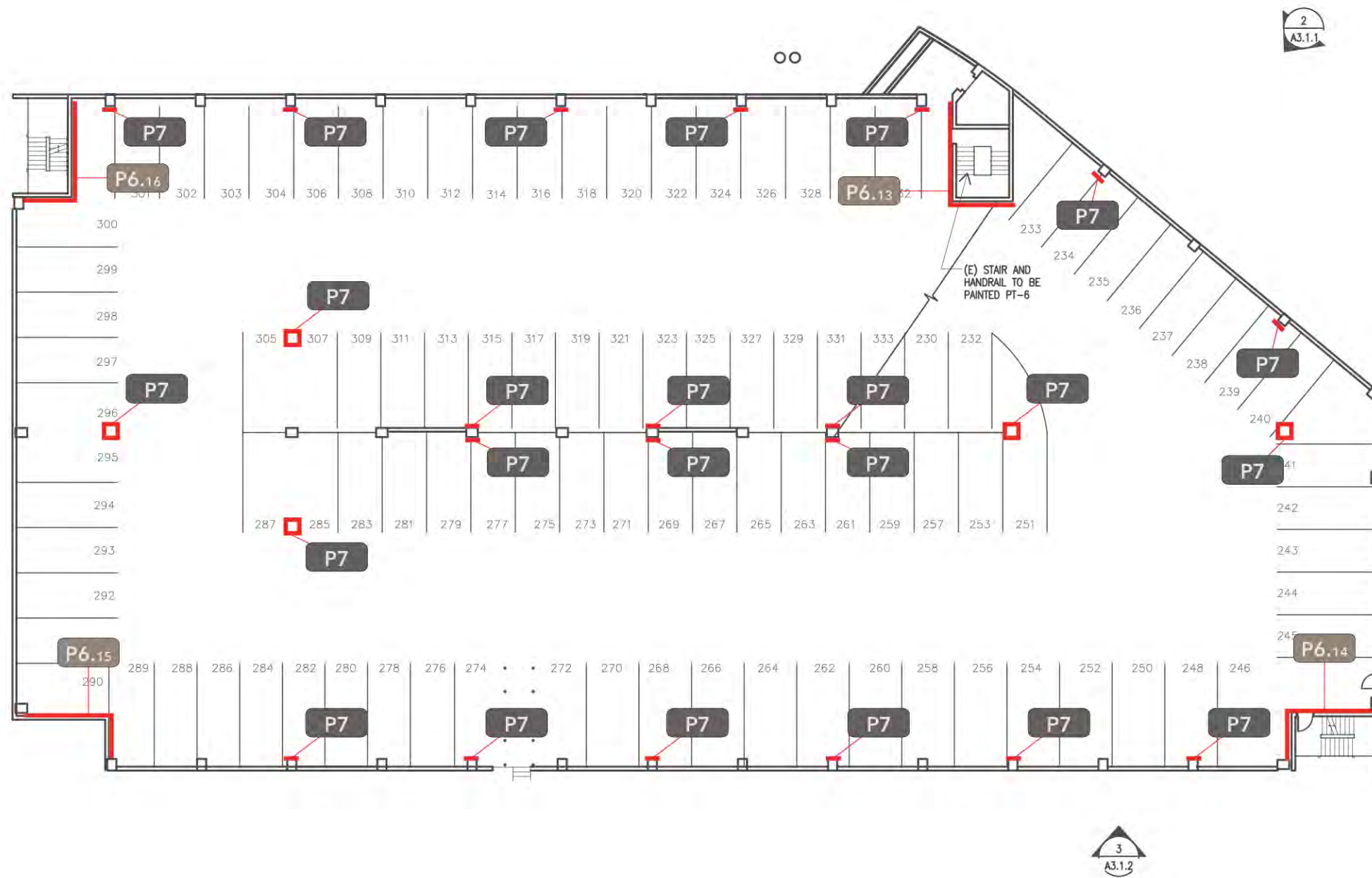
SITE PROGRAMMING PLAN



PARKING PROGRAMMING PLAN - LEVEL 1



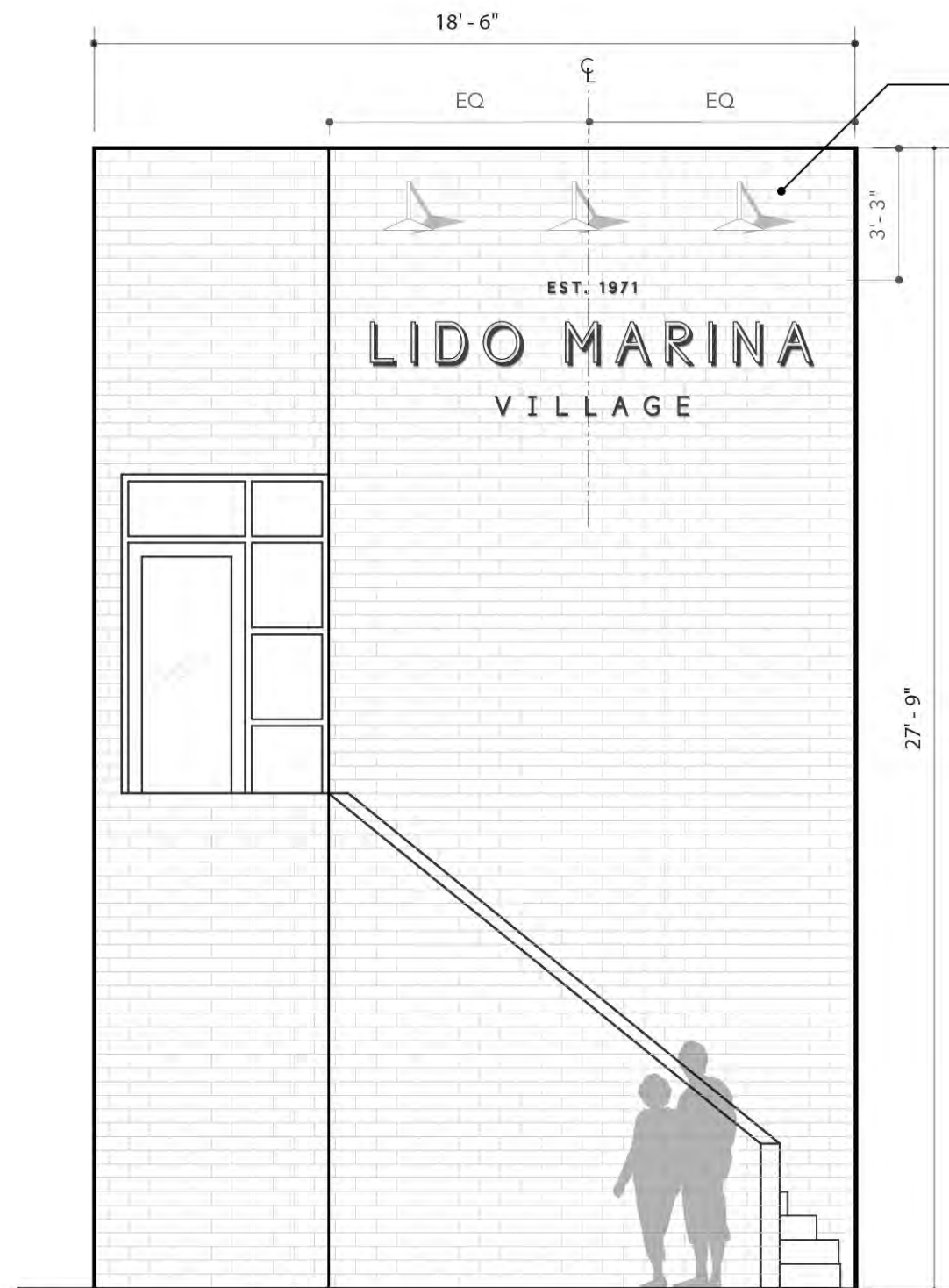
PARKING PROGRAMMING PLAN - LEVEL 2



PARKING PROGRAMMING PLAN - LEVEL 4 & LEVEL 5

SECTION B

Project Signage



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

* This elevation shown here is angled, field verify this location prior to final size of identity is determined.



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

LOCATION: Wall Mounted

MAXIMUM NUMBER: 1

ILLUMINATION: Externally Illuminated - By Others

MAXIMUM SIGN AREA & OVERALL SIZE:

Height: 3'-3"

Width: 10'-8"

Area: 35 Sq Ft

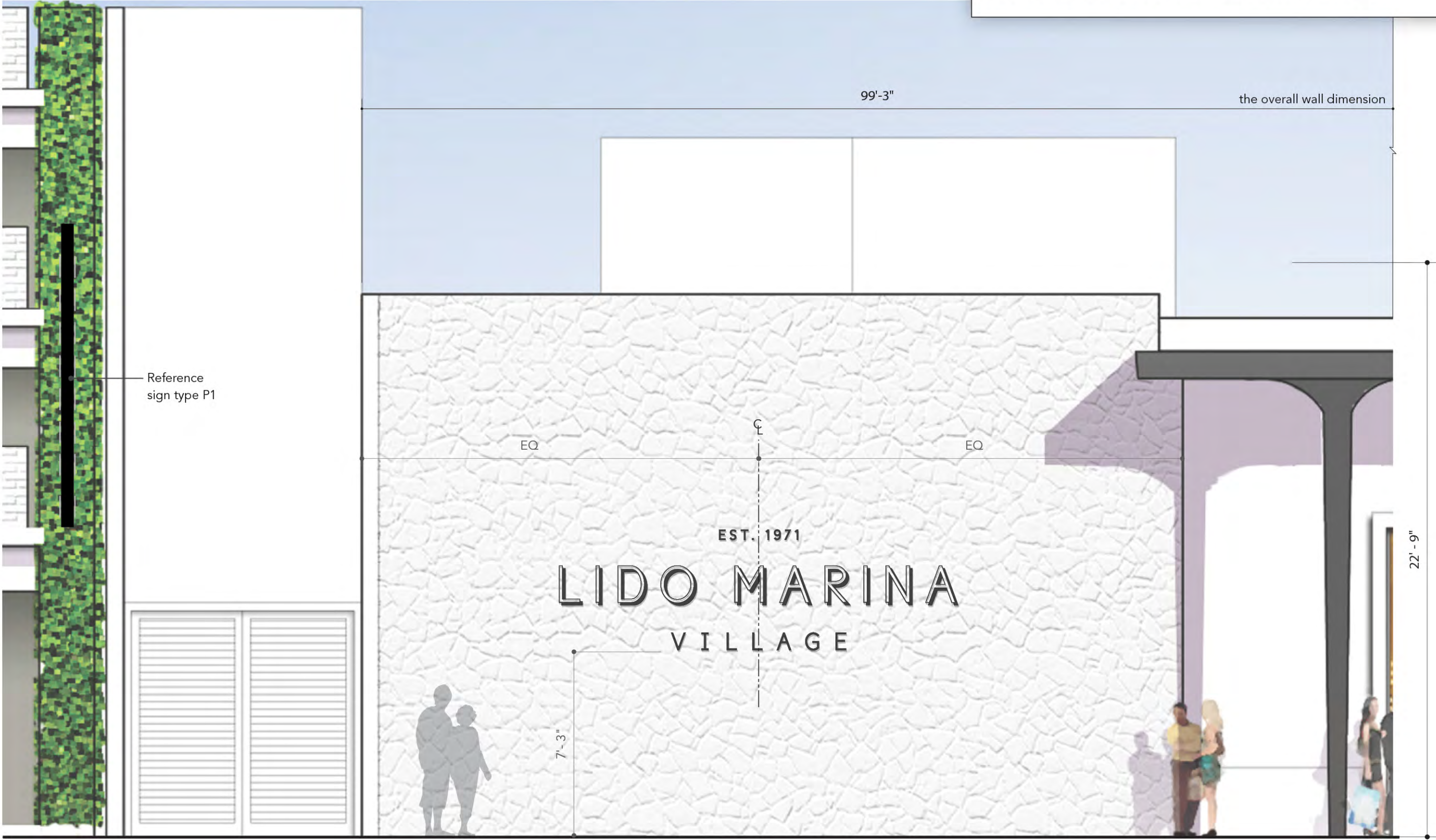
SIGN PURPOSE:

To identify the retail shopping area when approaching the project on Via Lido heading North.

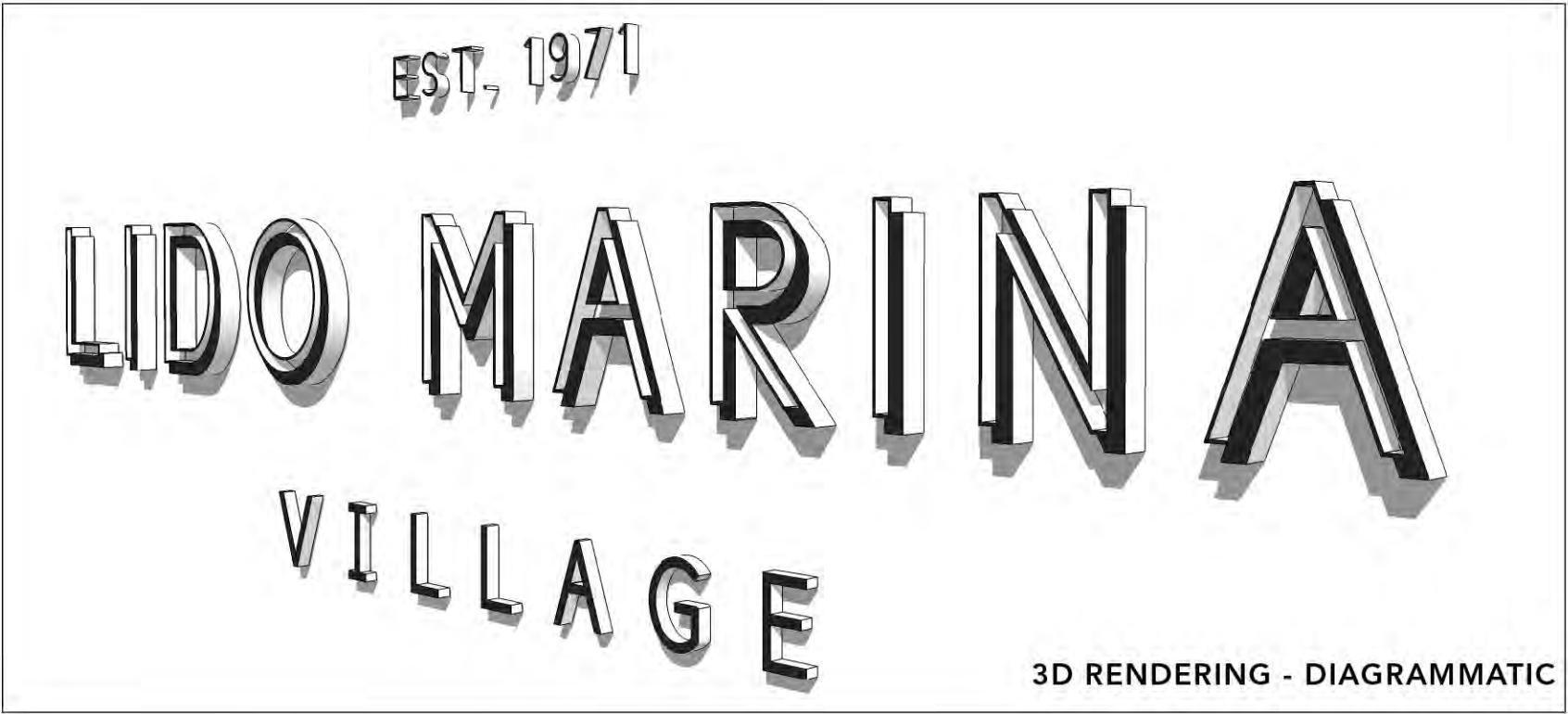
WALL MOUNTED PROJECT IDENTITY (SMALL)

A1

SEE NEXT SHEET FOR ALL TECHNICAL INFORMATION.



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



3D RENDERING - DIAGRAMMATIC

LOCATION: Wall Mounted

MAXIMUM NUMBER: 1

ILLUMINATION: Non Illuminated - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:

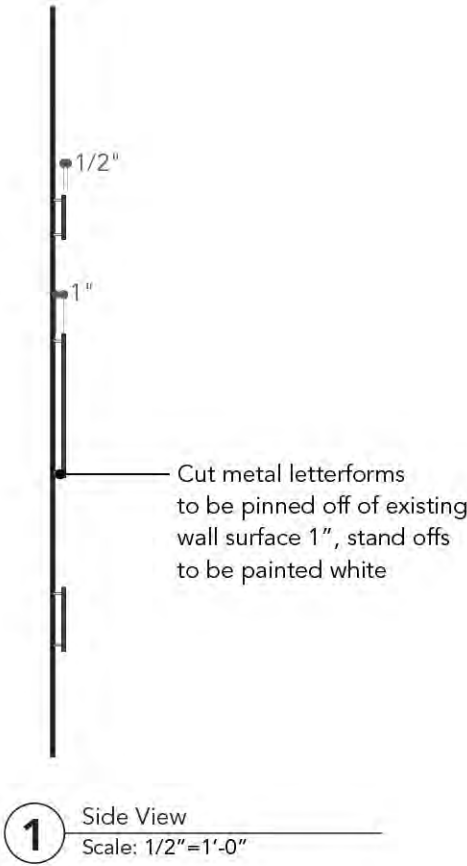
Height: 4'-9"

Width: 15'-8"

Area: 75 Sq Ft

SIGN PURPOSE:

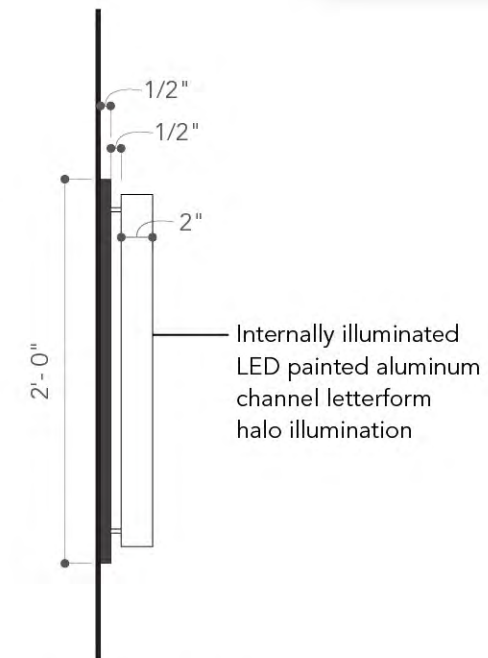
To identify the retail shopping area when approaching from Via Lido and Newport Blvd. Intentionally located at a lower scale for pedestrians and vehicular traffic on Central Avenue.



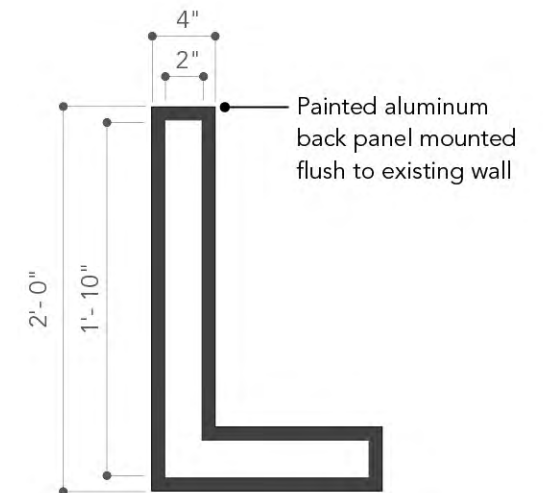


1 Elevation View
Scale: 1/8"=1'-0"

Reference
sign type P1



3 Side Detail View
Scale: 1"=1'-0"



4 Front Detail View
Scale: 1"=1'-0"

LOCATION: Wall Mounted

MAXIMUM NUMBER: 1

ILLUMINATION: Internal Illumination - Halo Illuminated Letterforms

MAXIMUM SIGN AREA & OVERALL SIZE:
Height: 2'-0"
Width: 35'-0"
Area: 70 Sq Ft

SIGN PURPOSE:
To identify the retail shopping area when driving down Via Lido.



2 Front View
Scale: 1/4"=1'-0"

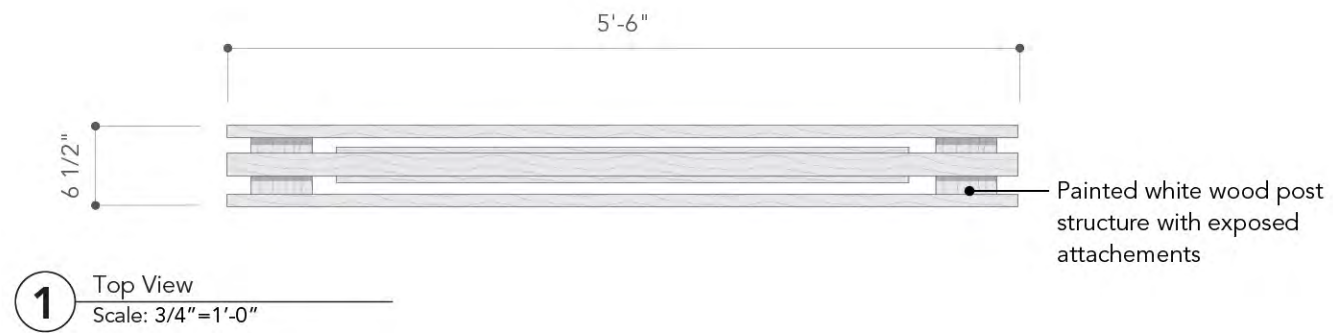


PHOTO EXAMPLE

LOCATION: Freestanding

MAXIMUM NUMBER: 1

ILLUMINATION: External Illumination - Ground Mounted By Others

MAXIMUM SIGN AREA & OVERALL SIZE:

Height: 6'-0"

Width: 5'-6"

Area: 33 Sq Ft

SIGN PURPOSE:

To identify the retail shopping area at key vehicular and pedestrian entries into the project and identify four key tenants within the project.



LOCATION: Wall Mounted

MAXIMUM NUMBER: 1

ILLUMINATION: External Illumination (by others)

MAXIMUM SIGN AREA & OVERALL SIZE:

Height: 2'-6"

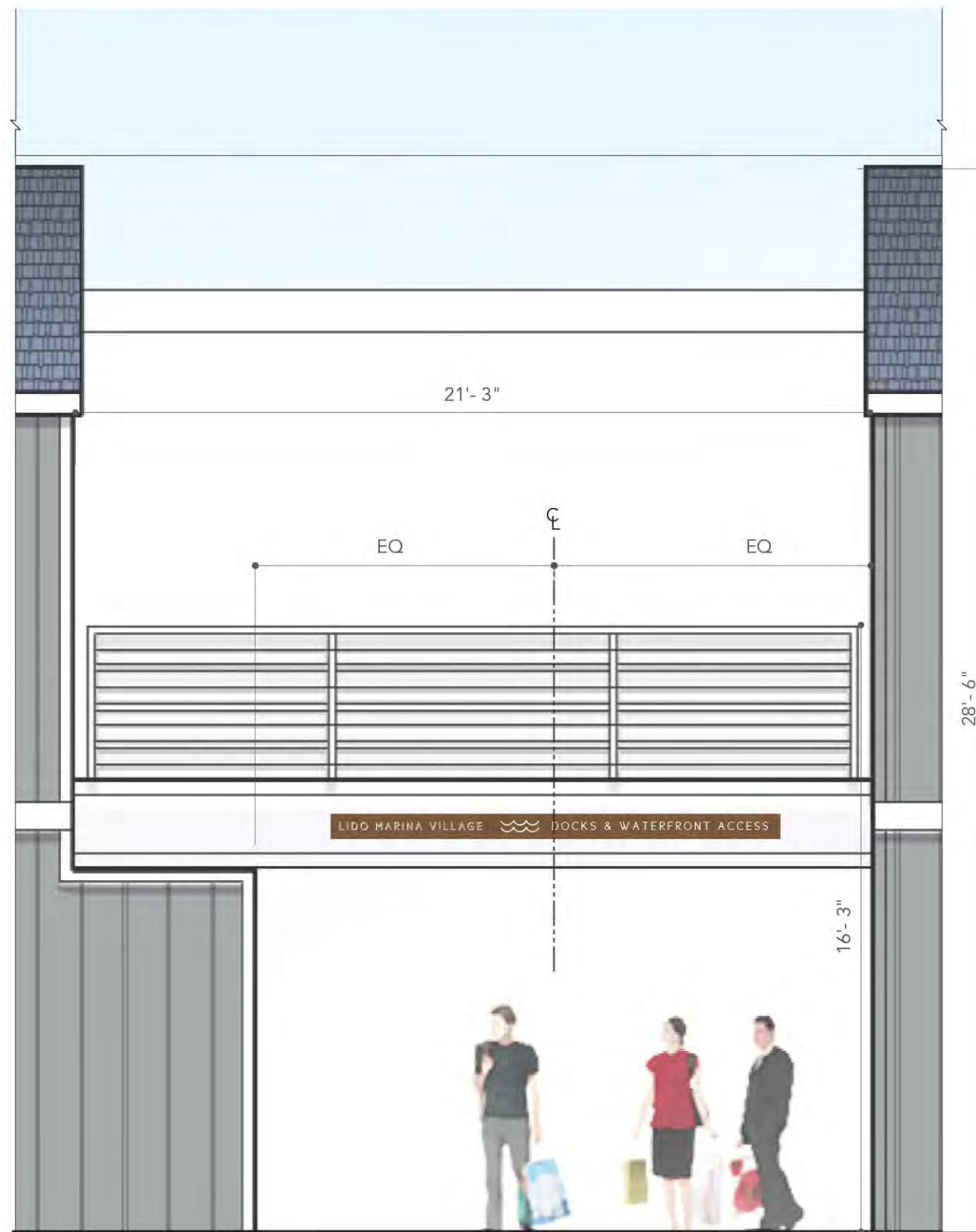
Width: 5'-9"

Area: 15 Sq Ft

SIGN PURPOSE:

To identify the retail shopping area entrance to pedestrians on Via Oporto. Options shown TBD.





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

LOCATION: Wall Mounted

MAXIMUM NUMBER: 2

ILLUMINATION: Non Illuminated - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:

Height: 0'-8"

Width: 12'-0"

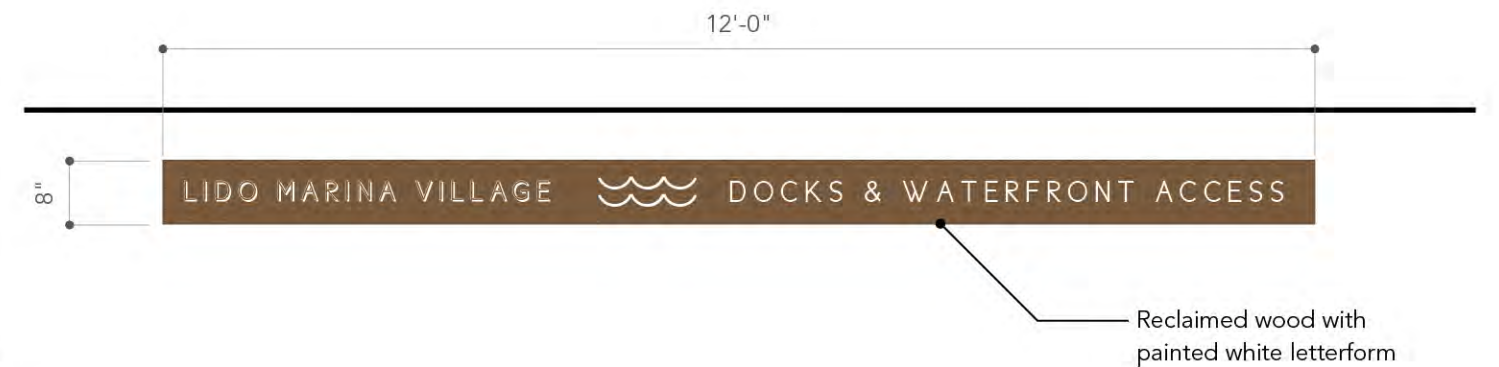
Area: 8 Sq Ft

SIGN PURPOSE:

To identify the retail shopping area entrance to pedestrians on Via Oporto and guide them to the docks and waterfront.



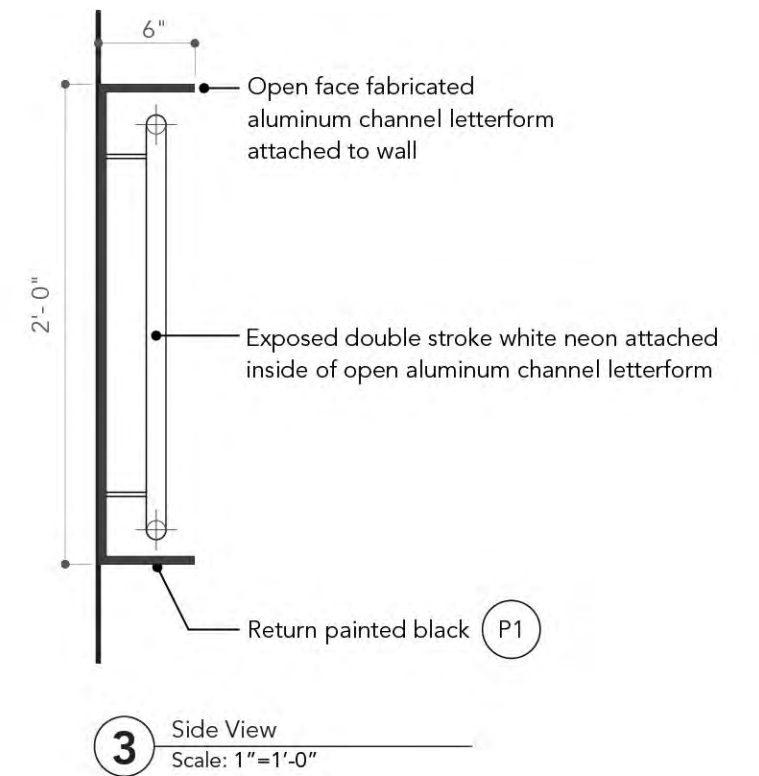
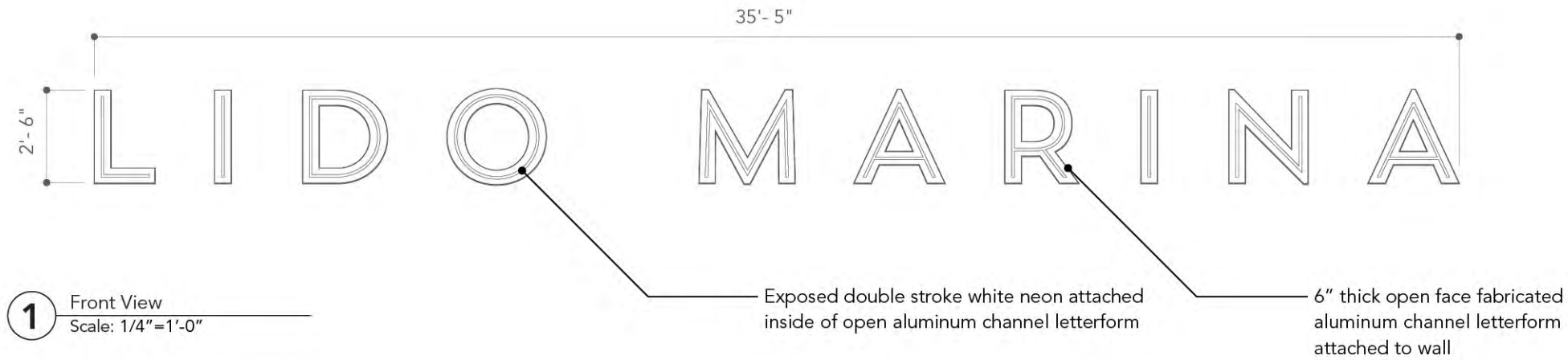
2 Detail View
Scale: 1"=1'-0"



3 Front View
Scale: 1/2"=1'-0"

MOUNTED PROJECT IDENTITY

A6



LOCATION: Parking Garage Mounted

MAXIMUM NUMBER: 1

ILLUMINATION: Internally Illuminated - Exposed Neon

MAXIMUM SIGN AREA & OVERALL SIZE:

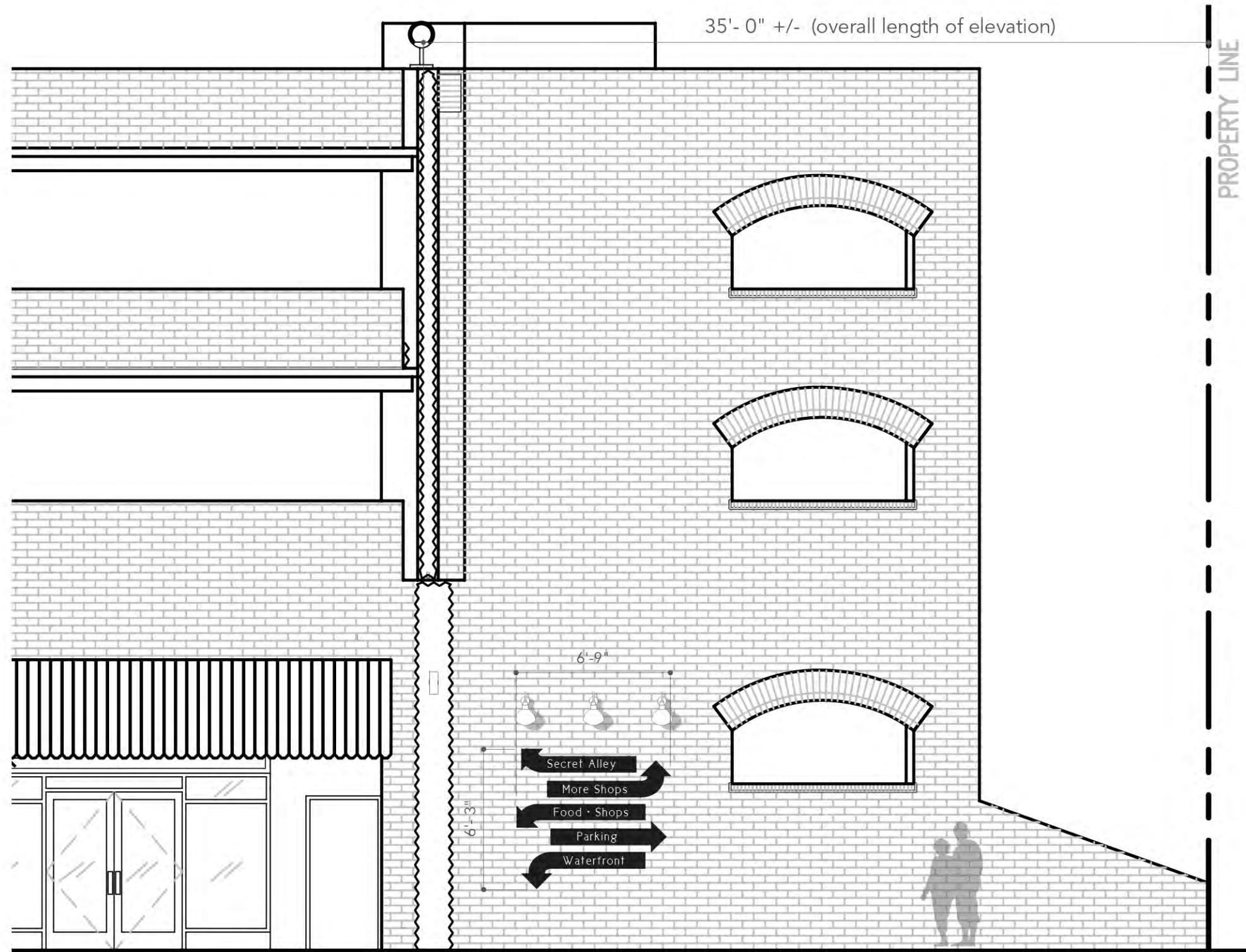
Height: 2'-6"

Width: 35'-5"

Area: 90 Sq Ft

SIGN PURPOSE:

To identify the retail shopping area from Newport Blvd and add character to the project and areas historic nature.



1 Elevation View
Scale: 3/16"=1'-0"
Area: 45 Sq Ft (max)

LOCATION: Painted Wall Graphic

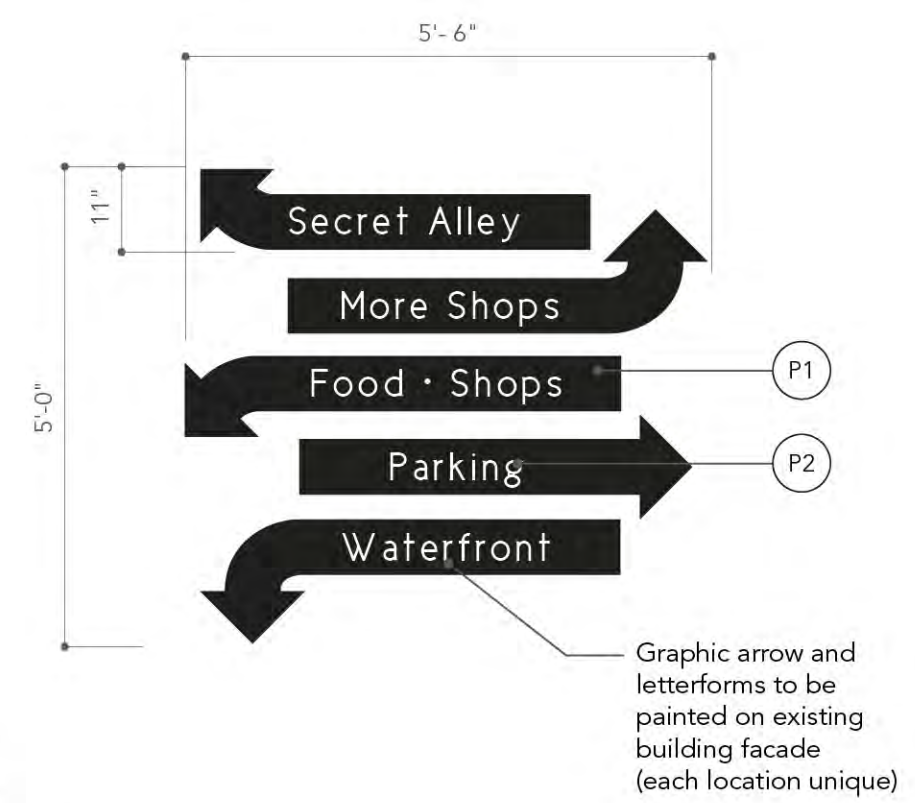
MAXIMUM NUMBER: 4

ILLUMINATION: Non-Illuminated - Ambient

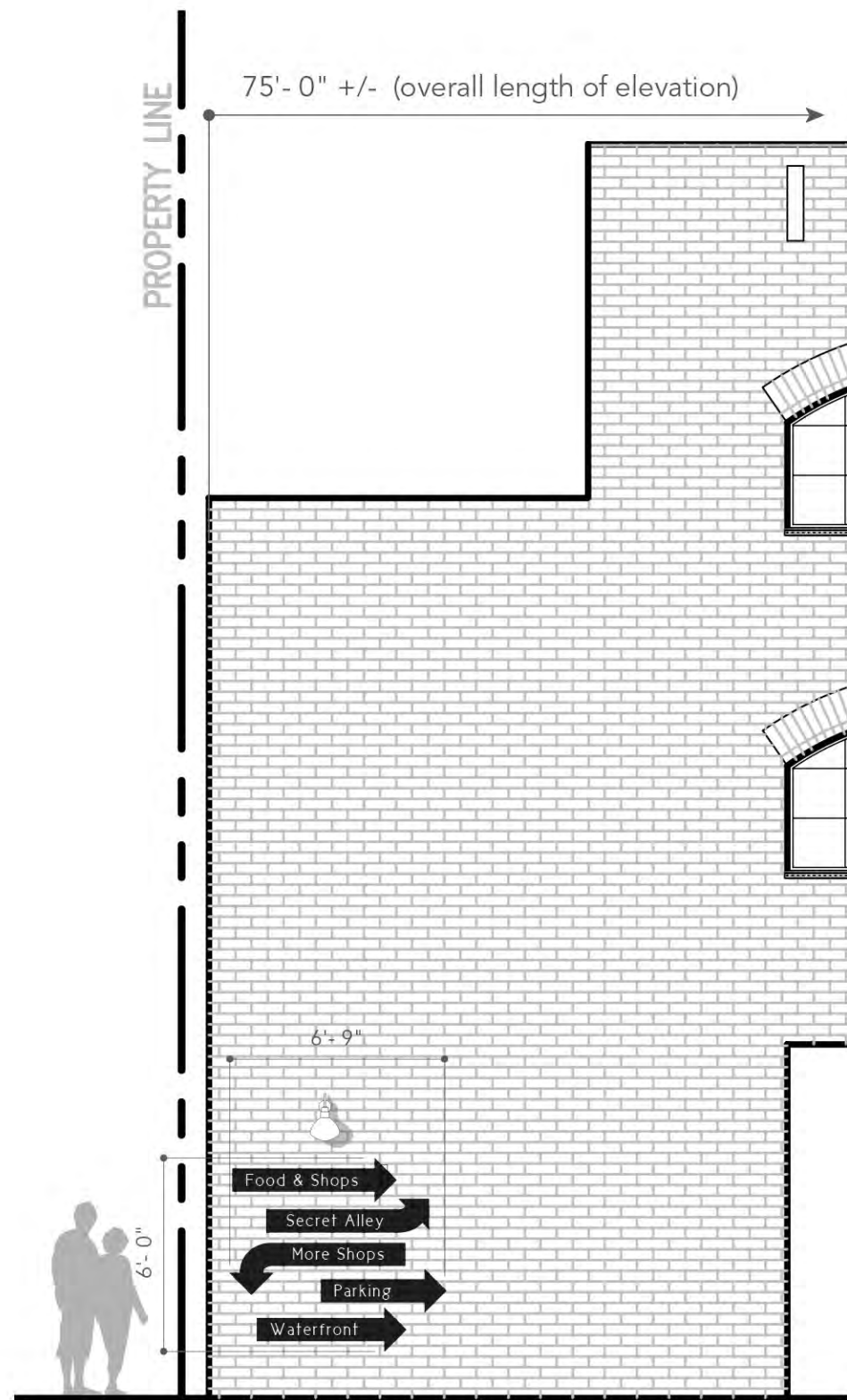
MAXIMUM SIGN AREA & OVERALL SIZE:
Height: 6'-0" max.
Width: 6'-9" max.
Area: 45 Sq Ft (max)
(varies per location see each elevation linear sq ft dimension, see each elevation)

Each B1 location complies with the city code of 1.5x linear frontage. See each elevation following.

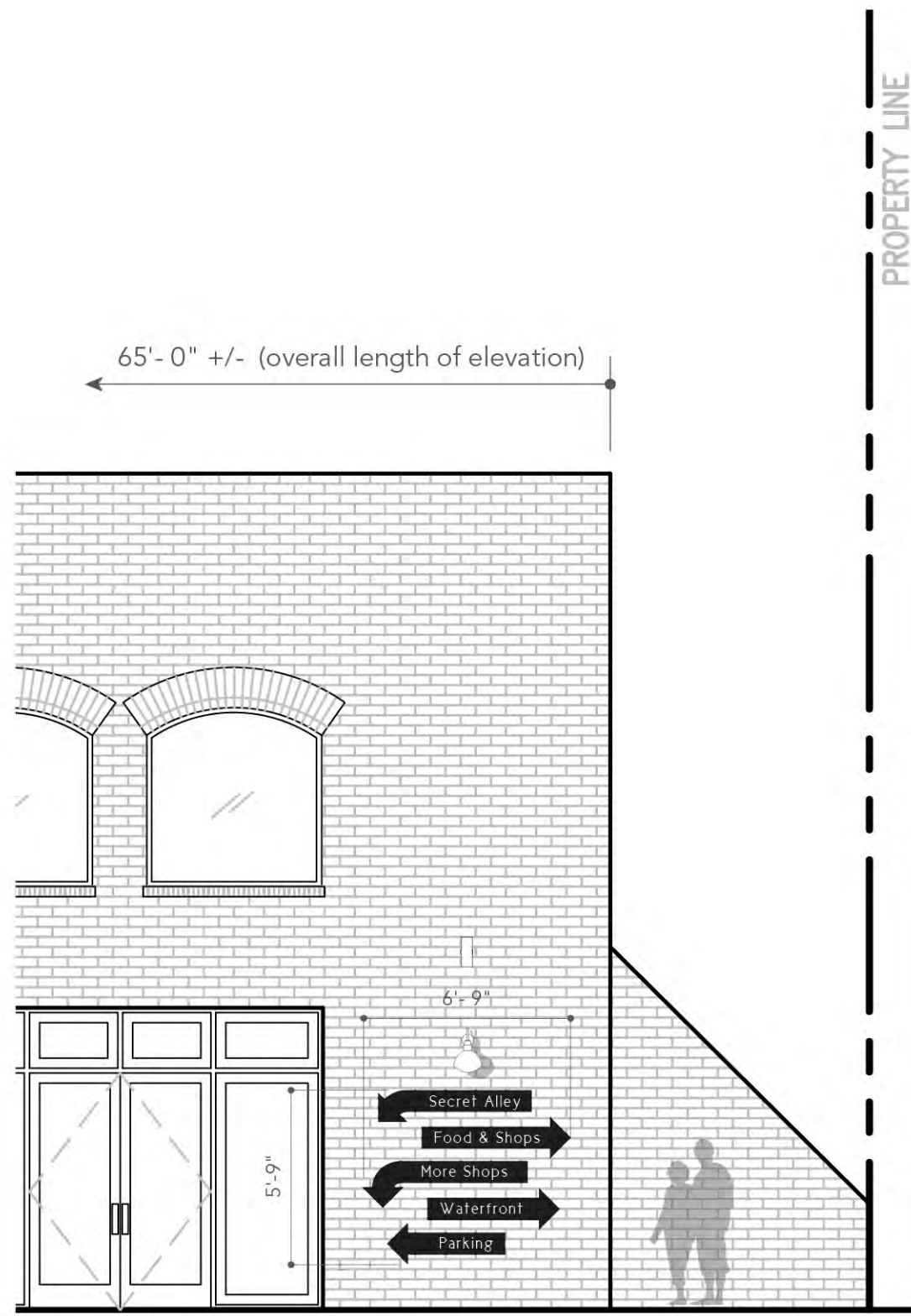
SIGN PURPOSE:
A painted graphic directional to help guide guests to their destination as well as add character to the waterfront project. Graphic is painted and does not project from wall surface and is within project property lines.



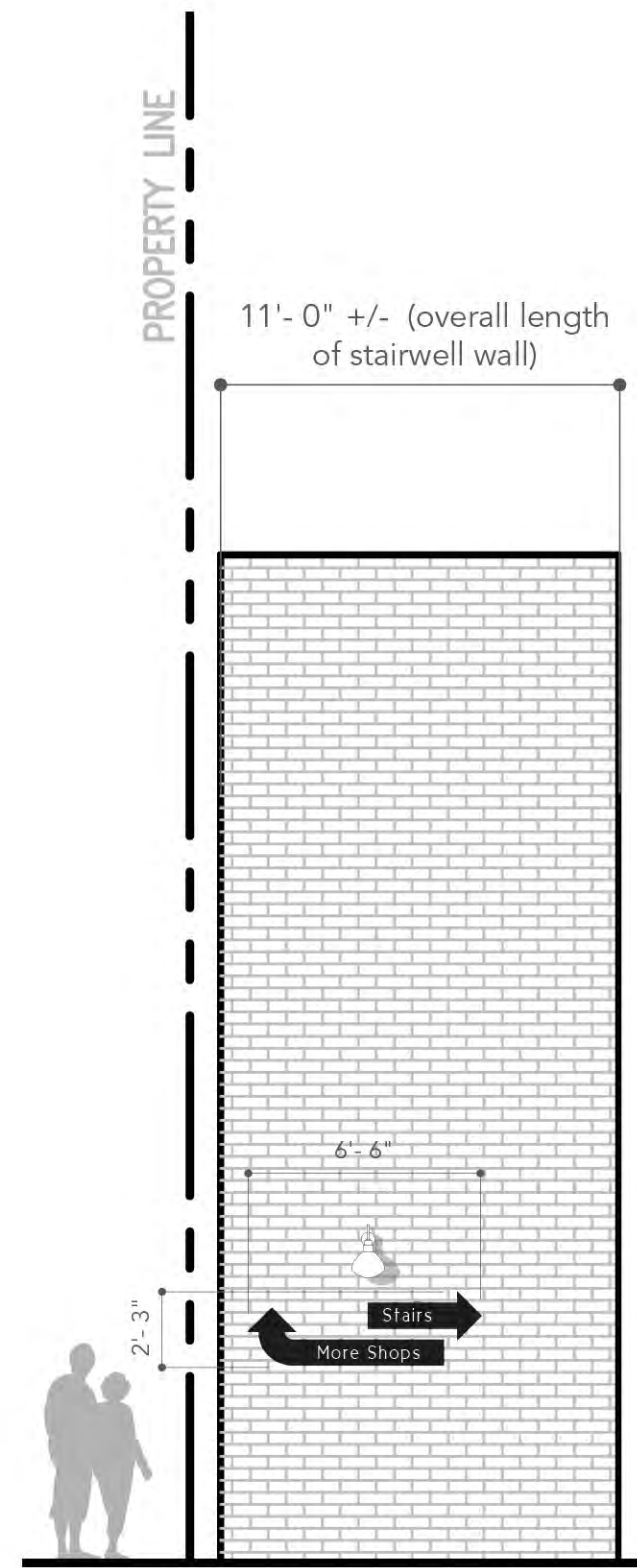
2 Front View B1.1
Scale: 1/2"=1'-0"
Area: 45 Sq Ft (max)



3 Elevation View B1.2
Scale: 3/16"=1'-0"
Area: 45 Sq Ft (max)



4 Elevation View B1.3
Scale: 3/16"=1'-0"
Area: 40 Sq Ft (max)



5 Elevation View B1.4
Scale: 3/16"=1'-0"
Area: 15 Sq Ft (max)

OTHER POTENTIAL LOCATIONS SHOWN HERE,
SEE PREVIOUS SHEET FOR ADDITIONAL TECHNICAL INFORMATION.

PAINTED WALL GRAPHIC

B1



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



PHOTO EXAMPLE

2' 2"

LOCATION: Wall Mounted

MAXIMUM NUMBER: 3

ILLUMINATION: Externally Illuminated - By Others

MAXIMUM SIGN AREA & OVERALL SIZE:

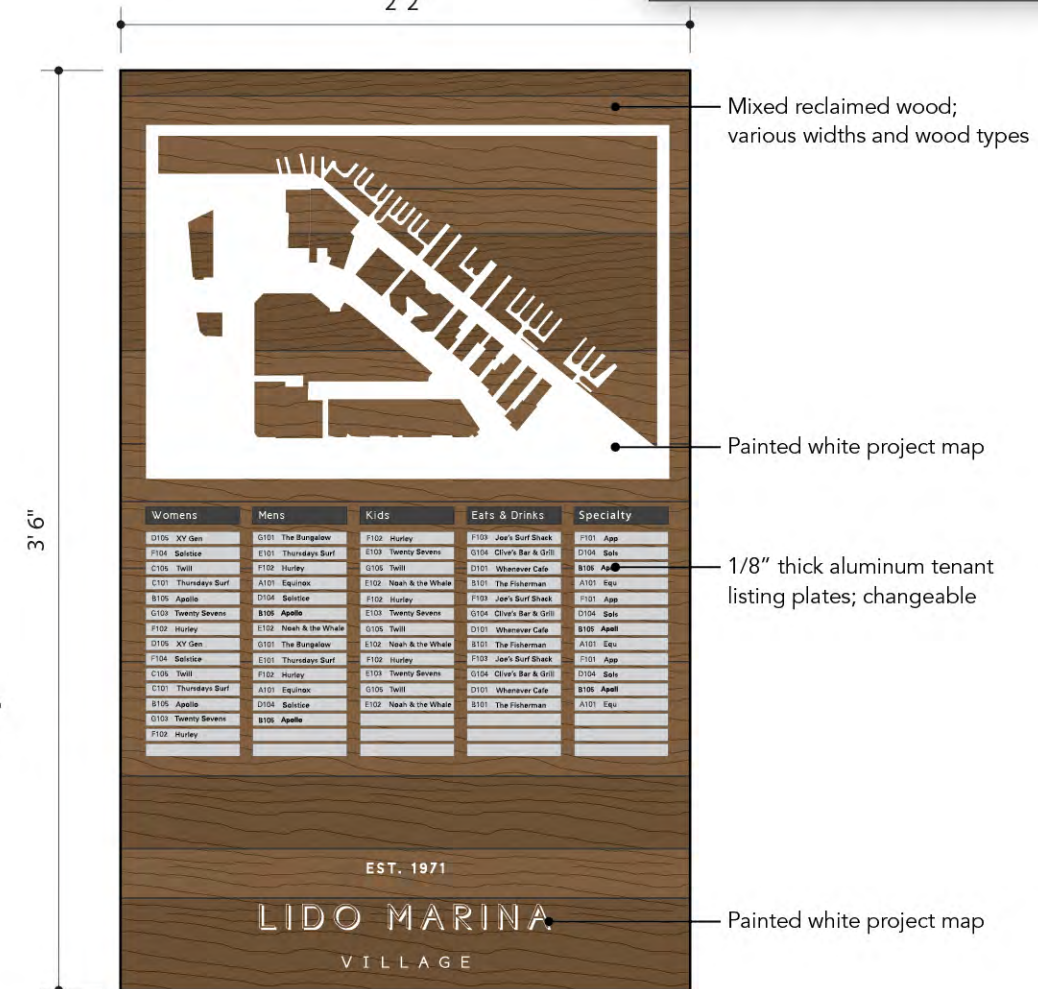
Height: 3'-6"

Width: 2'-2"

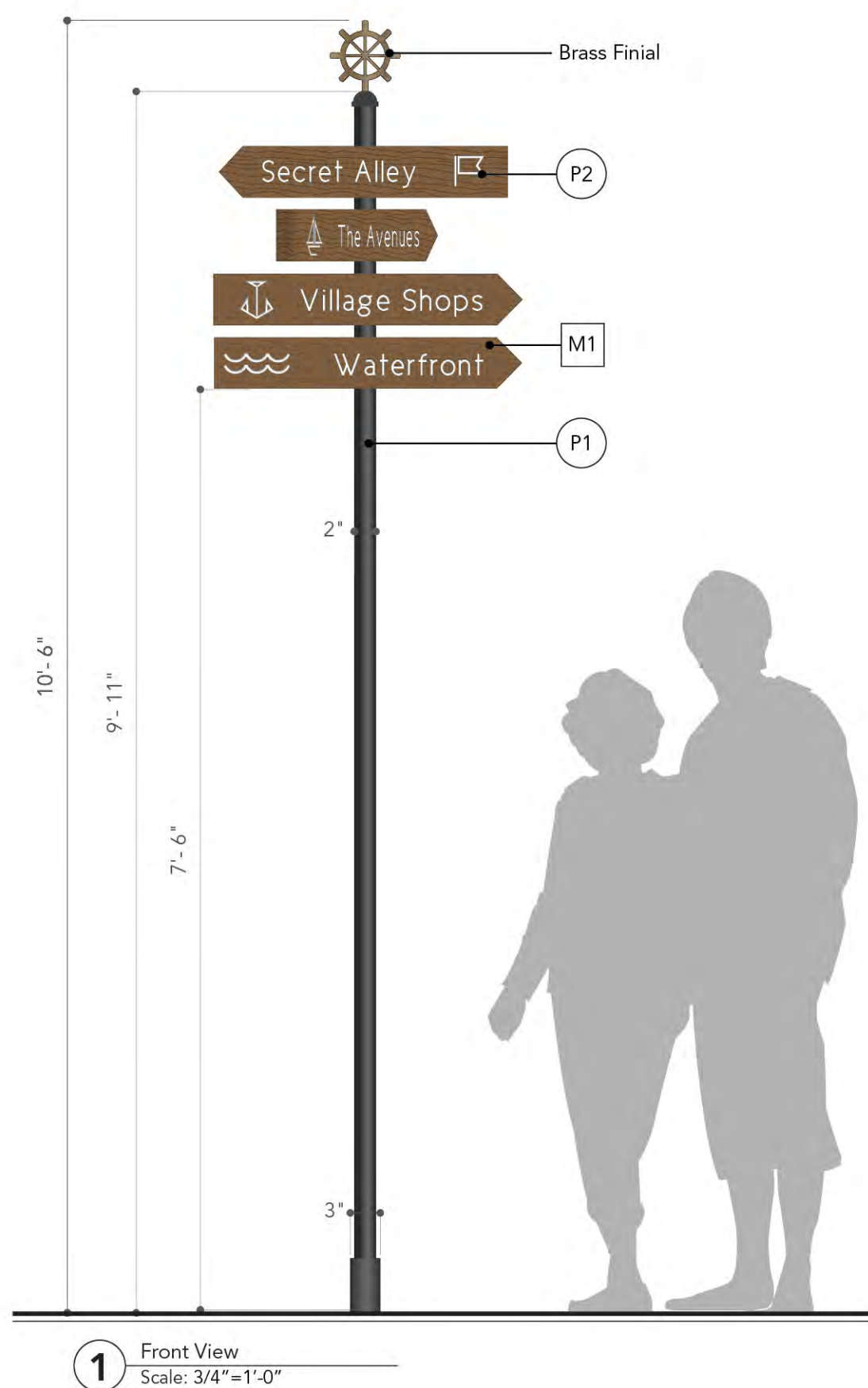
Area: 8 Sq Ft

SIGN PURPOSE:

Directory listing of project tenants and locations.
(final design option TBD see next sheet)



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



LOCATION: Freestanding

MAXIMUM NUMBER: 4

ILLUMINATION: Non-Illuminated - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:

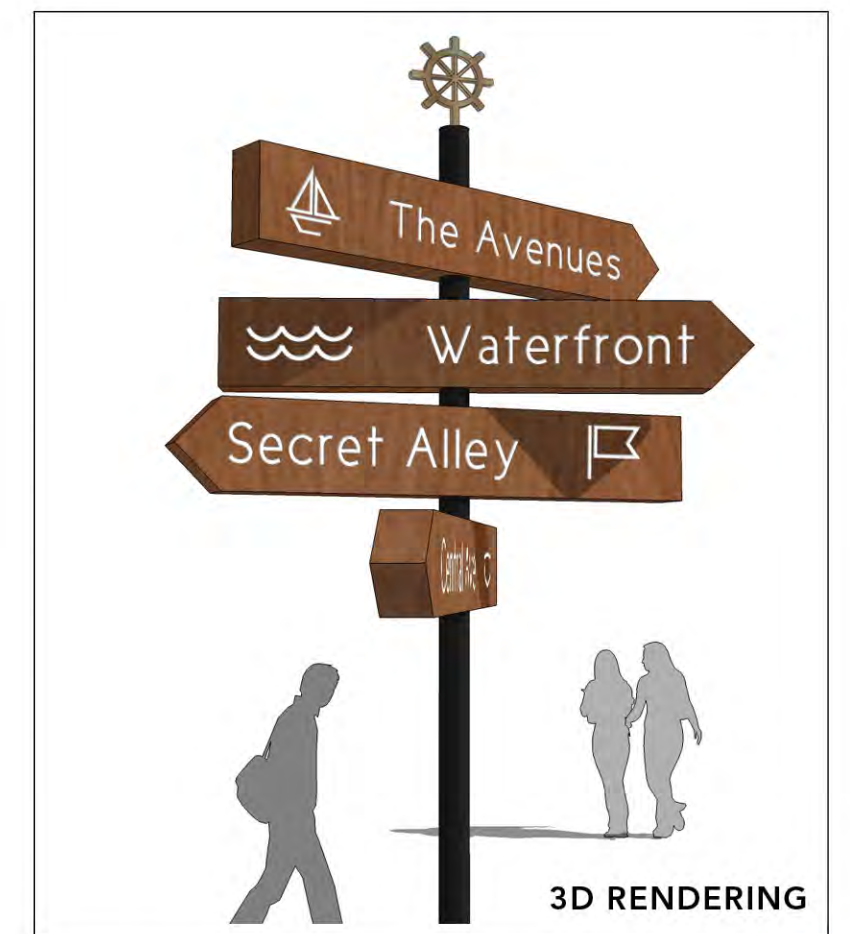
Height: 10'-6"

Width: 2'-6" (radial directional)

Area: 27 Sq Ft

SIGN PURPOSE:

Pedestrian directional to guide the guest to their destination within the project and help the guest explore the project.



PEDESTRIAN DIRECTIONAL - POLE MOUNTED

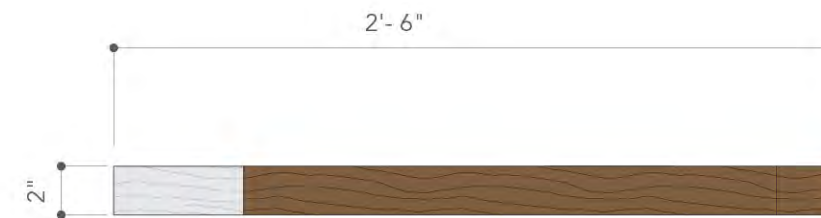
D1



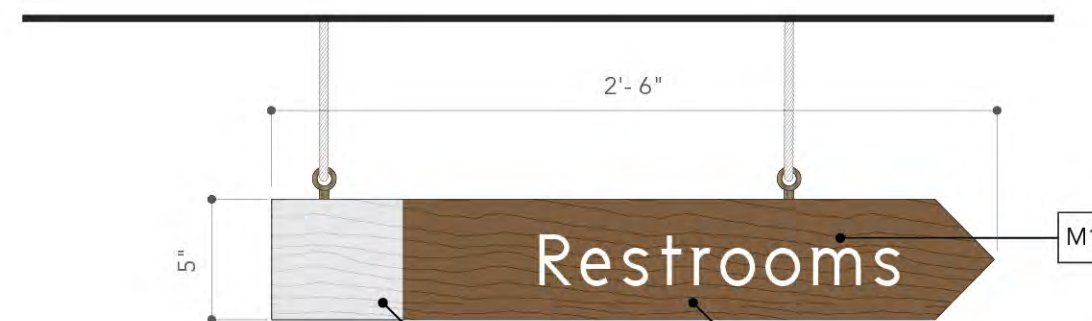
1 Front View
Scale: 3/4"=1'-0"



PHOTO EXAMPLES



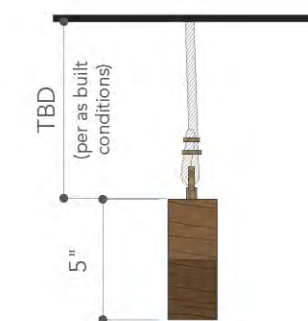
2 Top View
Scale: 1 1/2"=1'-0"



3 Front View
Scale: 1 1/2"=1'-0"

White painted
end of wood plank

Reclaimed wood with
etched and paint filled
letterforms & symbols



4 Front View
Scale: 1 1/2"=1'-0"

LOCATION: Ceiling Mounted - Suspended

MAXIMUM NUMBER: 6

ILLUMINATION: Non-Illuminated - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:

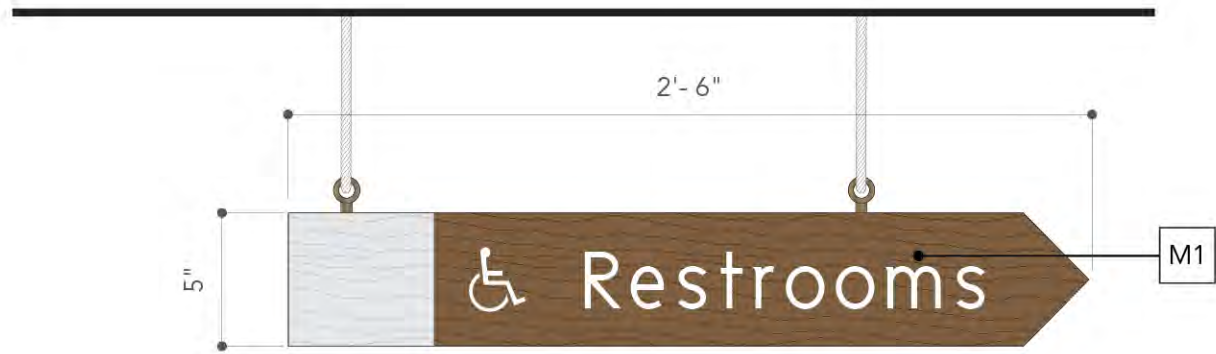
Height: 1'-0" (max)

Width: 3'-0" (overall)

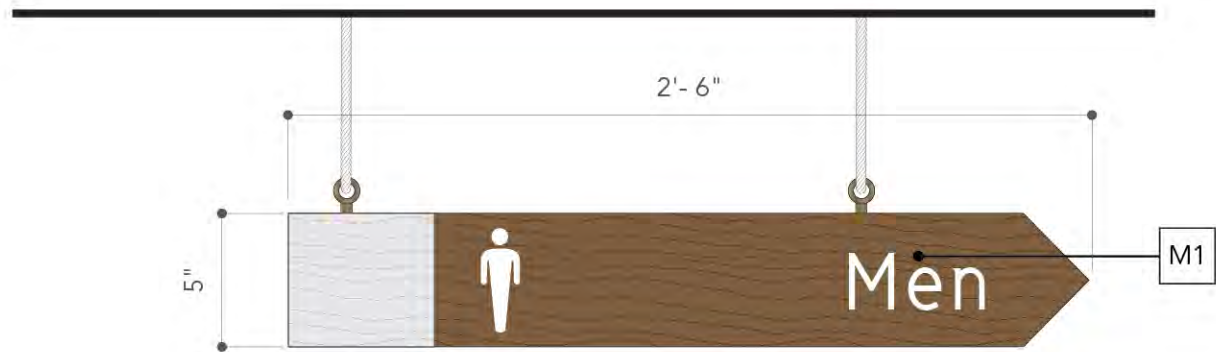
Area: 3 Sq Ft

SIGN PURPOSE:

Pedestrian directional to guide the guest to the project amenities within the project.



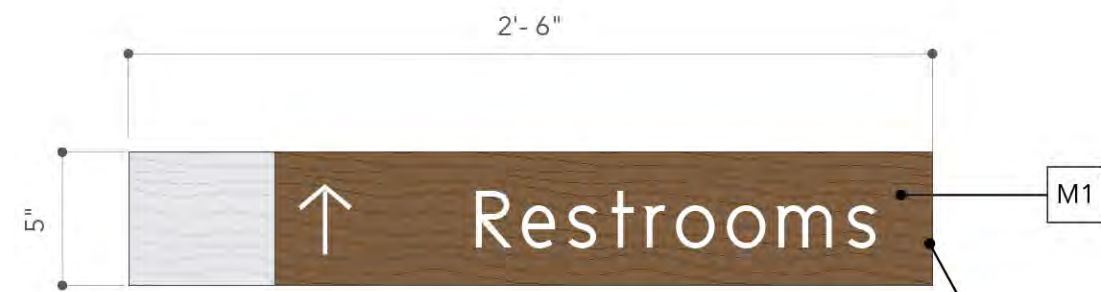
1 Messaging Detail D2.4, D2.6
Scale: 1 1/2"=1'-0"



1 Messaging Detail D2.2
Scale: 1 1/2"=1'-0"



1 Messaging Detail D2.1
Scale: 1 1/2"=1'-0"



Some locations may be bulkhead mounted per existing conditions.

1 Front View D2.3, D2.5
Scale: 1 1/2"=1'-0"

LOCATION: Ceiling Mounted - Suspended

MAXIMUM NUMBER: 6

ILLUMINATION: Non-Illuminated - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:

Height: 1'-0" (max)

Width: 3'-0" (overall)

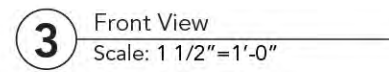
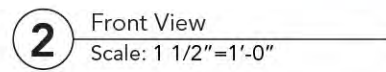
Area: 3 Sq Ft

SIGN PURPOSE:

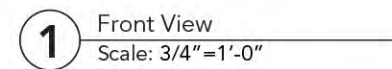
Pedestrian directional to guide the guest to the project amenities within the project.

AMENITY DIRECTIONAL

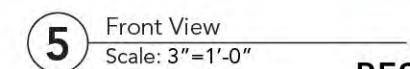
D2



International Symbol of Accessibility (ISA) shown here on these plaques comply with 2013 California Building Code Figure 11B-703.7.2.1



4 Front View
Scale: 3"=1'-0"



E1

E2

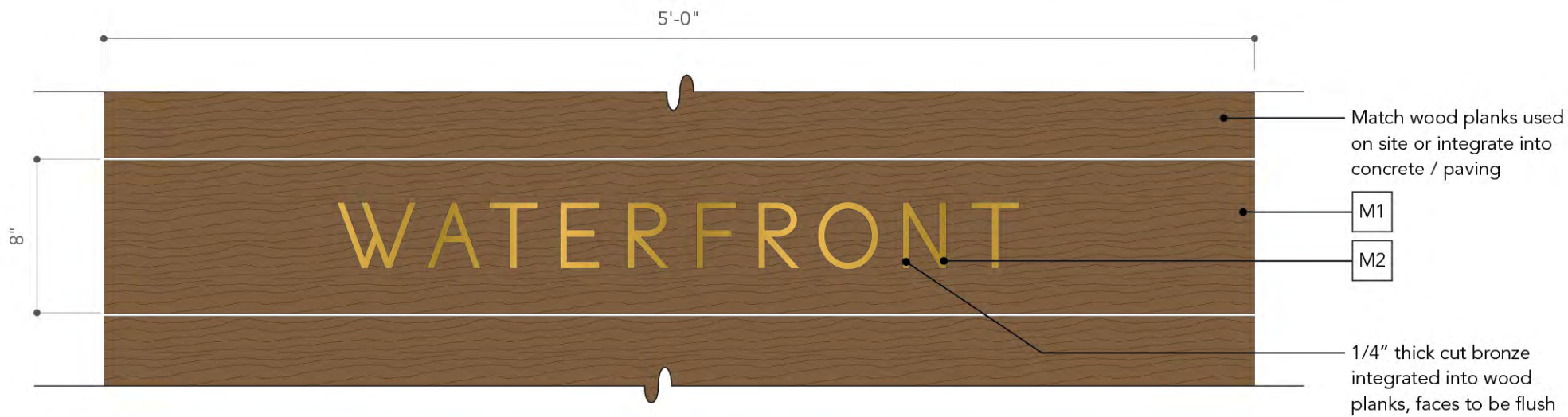
LOCATION: Ground Mounted (flush)

MAXIMUM NUMBER: 3

ILLUMINATION: External Illumination (by others)

MAXIMUM SIGN AREA & OVERALL SIZE:
Height: 5'-0"
Width: 0'-8" (TBD per selected wood planks)
Area: 3.3 Sq Ft

SIGN PURPOSE:
To enhance the project passageways guiding the guest to the dock and waterfront areas and increase wayfinding throughout the project to find your destination.



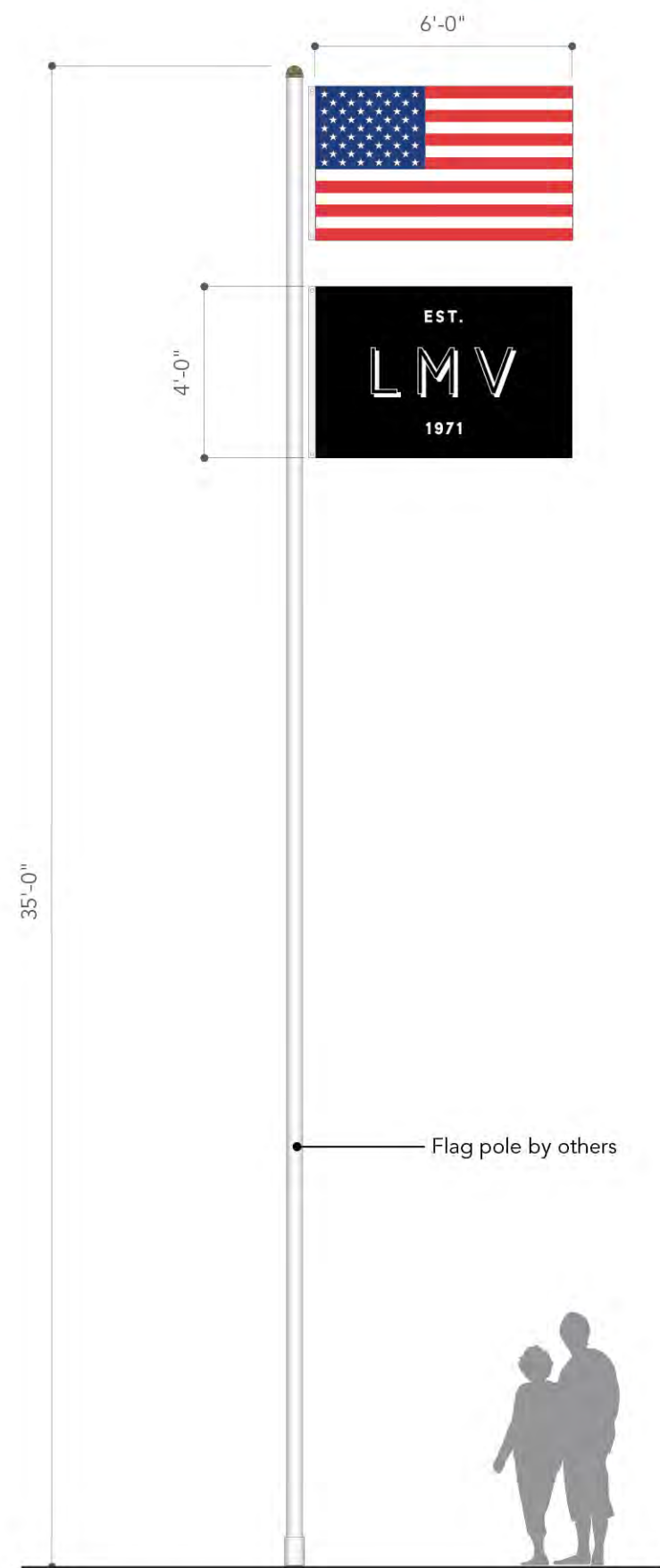
1 Detail View
Scale: 1 1/2"=1'-0"



PHOTO EXAMPLE



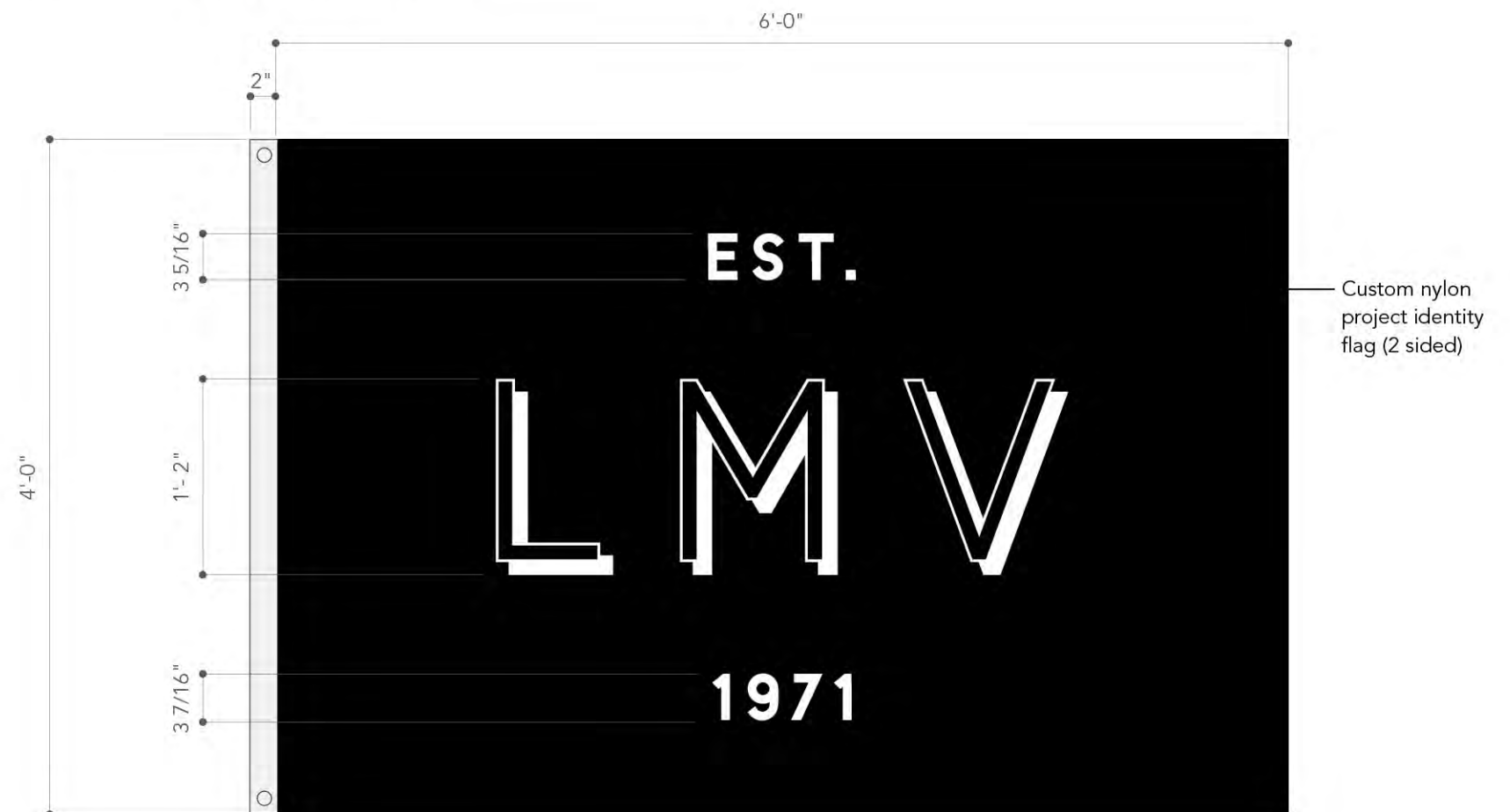
2 Messaging Detail
Scale: 3/4"=1'-0"



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



PHOTO RENDERING



2 Detail View
Scale: 1"=1'-0"

LOCATION: Flag Pole

MAXIMUM NUMBER: 1

ILLUMINATION: Non-Illuminated - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:

Height: 4'-0"

Width: 6'-0"

Area: 24 Sq Ft

SIGN PURPOSE:

Increase project character and create an identity that can be seen from the water in a nautical aesthetic.

PROJECT FLAG POLE

L1

SECTION C

Parking Signage



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

2" thick painted aluminum letterforms to be painted black mounted flush with existing wall



3 Side View
Scale: 1/2"=1'-0"



1 Elevation View
Scale: 1/8"=1'-0"

LOCATION: Wall Mounted

MAXIMUM NUMBER: 1

ILLUMINATION: Non-Illumination - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:
Height: 1'-0"
Width: 16'-6"
Area: 16.5 Sq Ft

SIGN PURPOSE:
To identify the entry into the public parking to vehicular traffic.



LOCATION: Wall Mounted

MAXIMUM NUMBER: 1

ILLUMINATION: Non-Illumination - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:
 Height: 4'-6"
 Width: 16'-6"
 Area: 75 Sq Ft

SIGN PURPOSE:
 To identify the entry into the public parking to vehicular traffic.



Photo Rendering Reference

LOCATION: Painted Wall Graphic

MAXIMUM NUMBER: 1

ILLUMINATION: Non-Illumination - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:

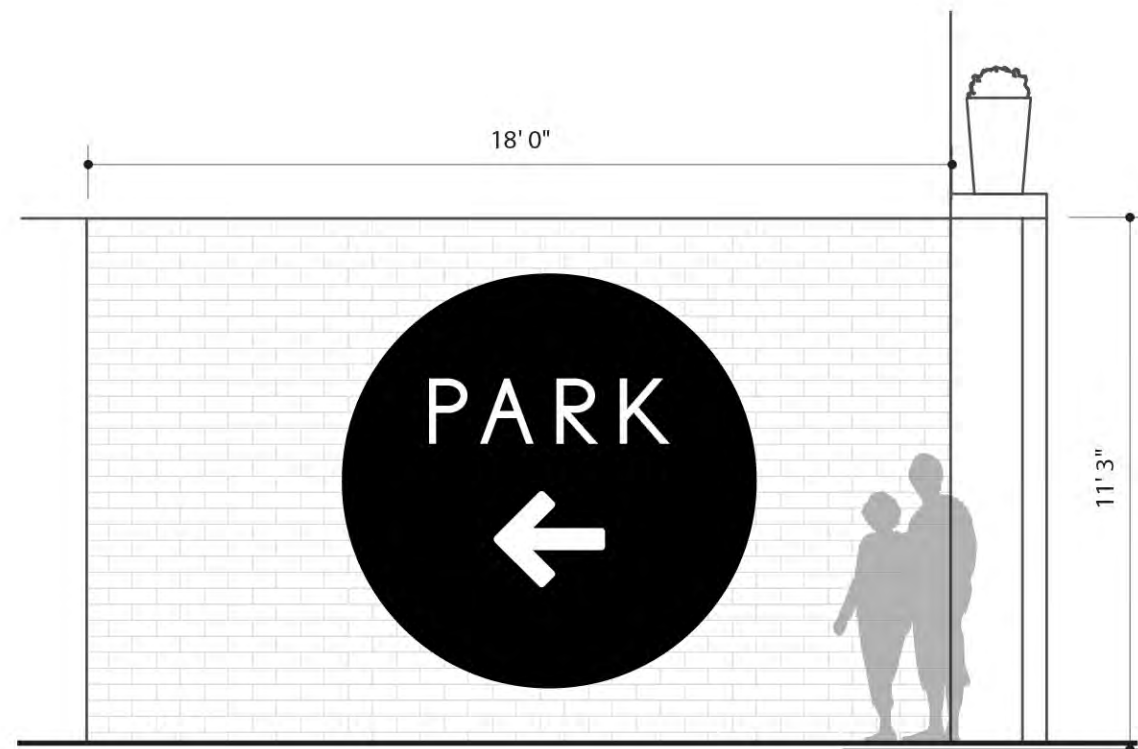
Height: 8'-8"

Width: 8'-8"

Area: 75 Sq Ft

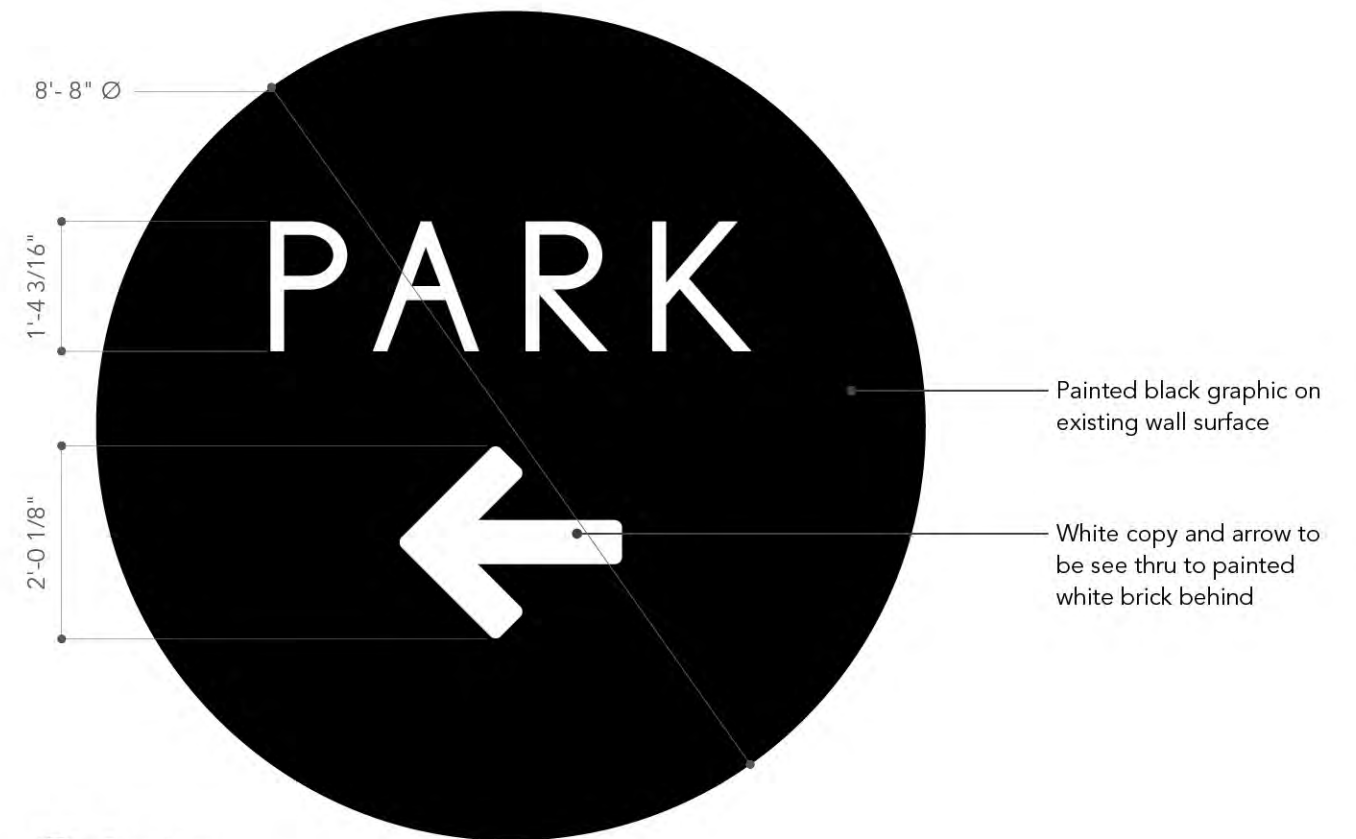
SIGN PURPOSE:

To direct vehicular traffic to the entry into the public parking from traffic traveling South on Via Lido.

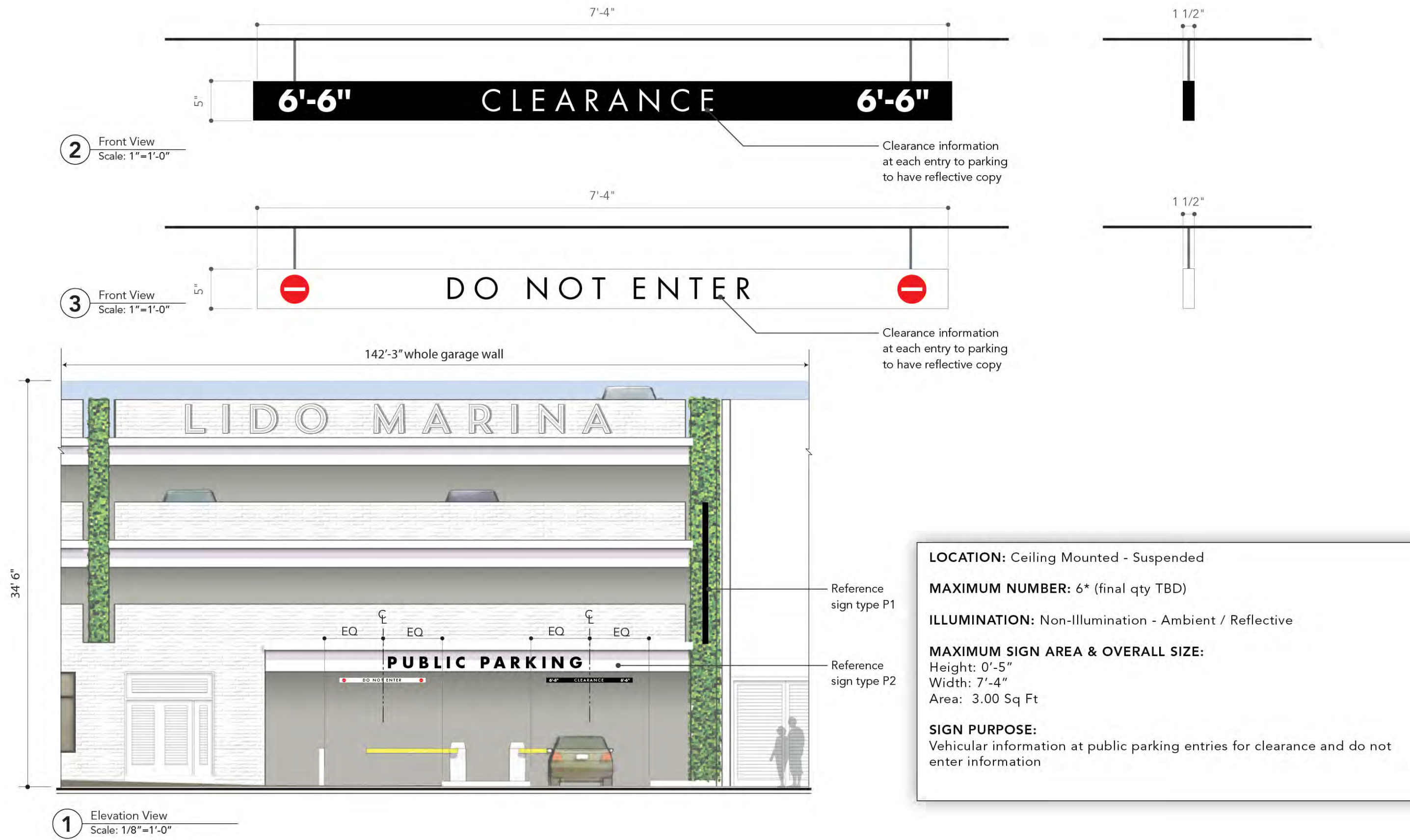


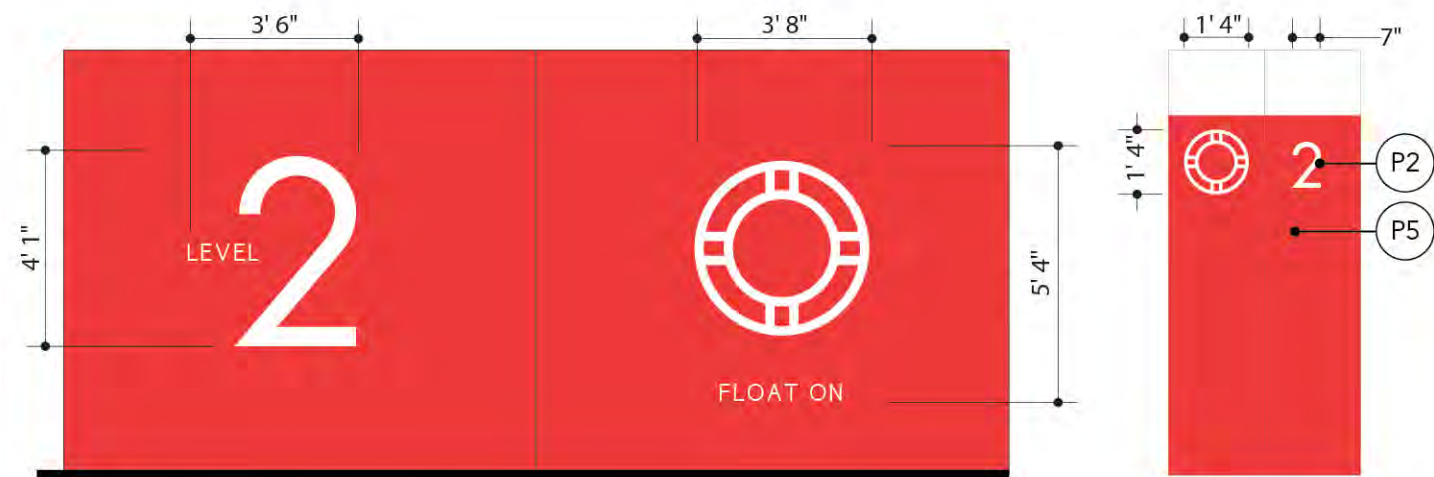
1 Elevation View
Scale: 1/4"=1'-0"

* This elevation shown here is placeholder, field verify this location prior to final size of identity is determined.

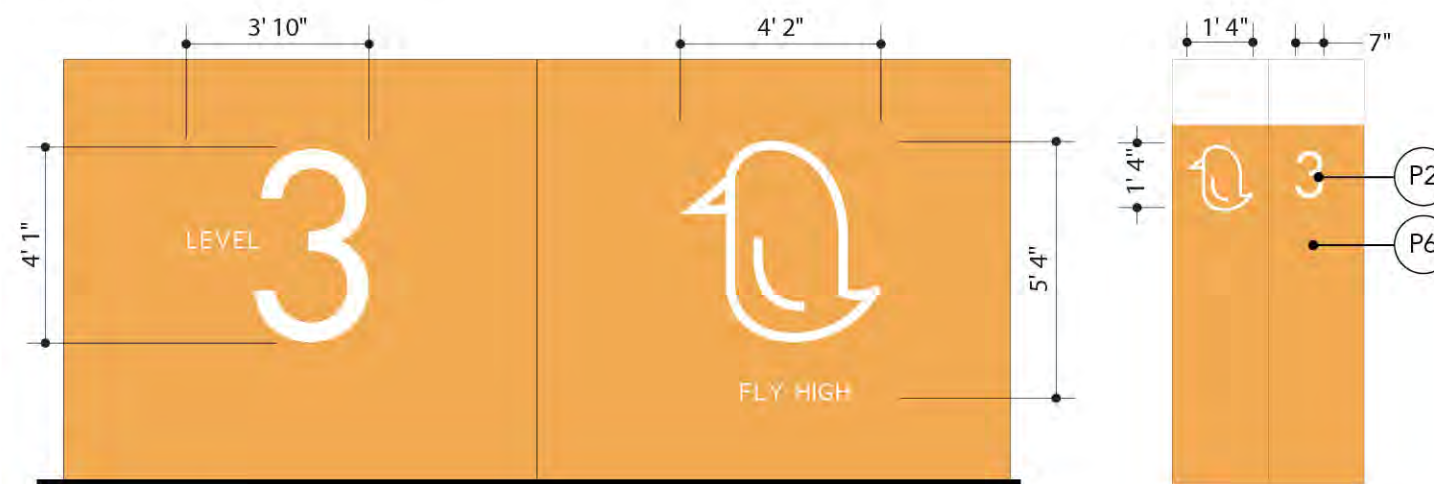


2 Front View
Scale: 1/2"=1'-0"

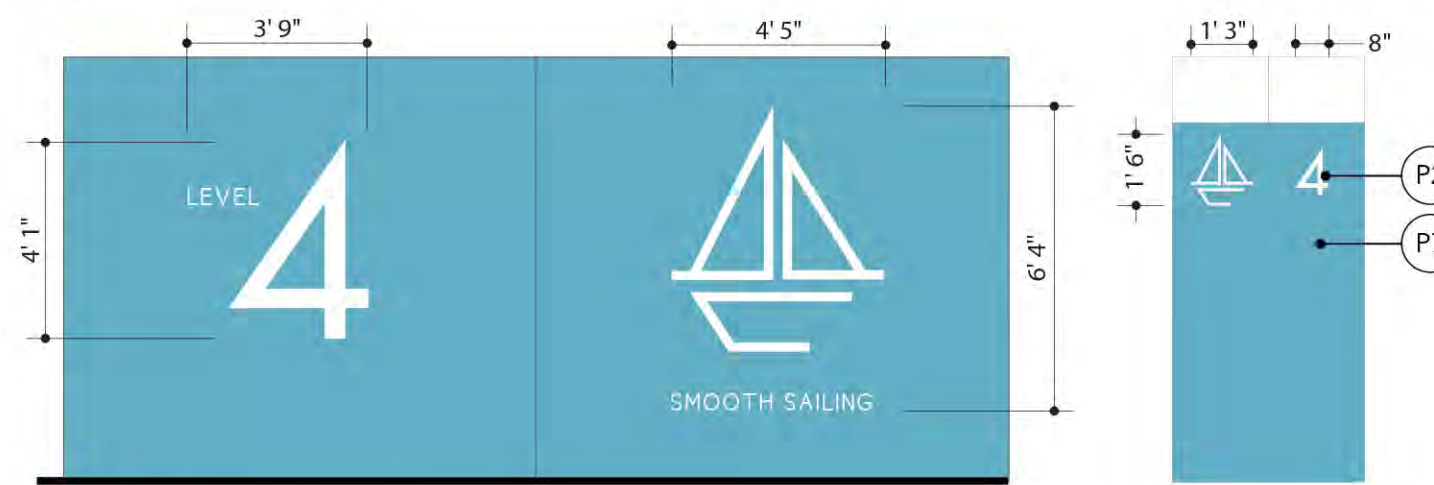




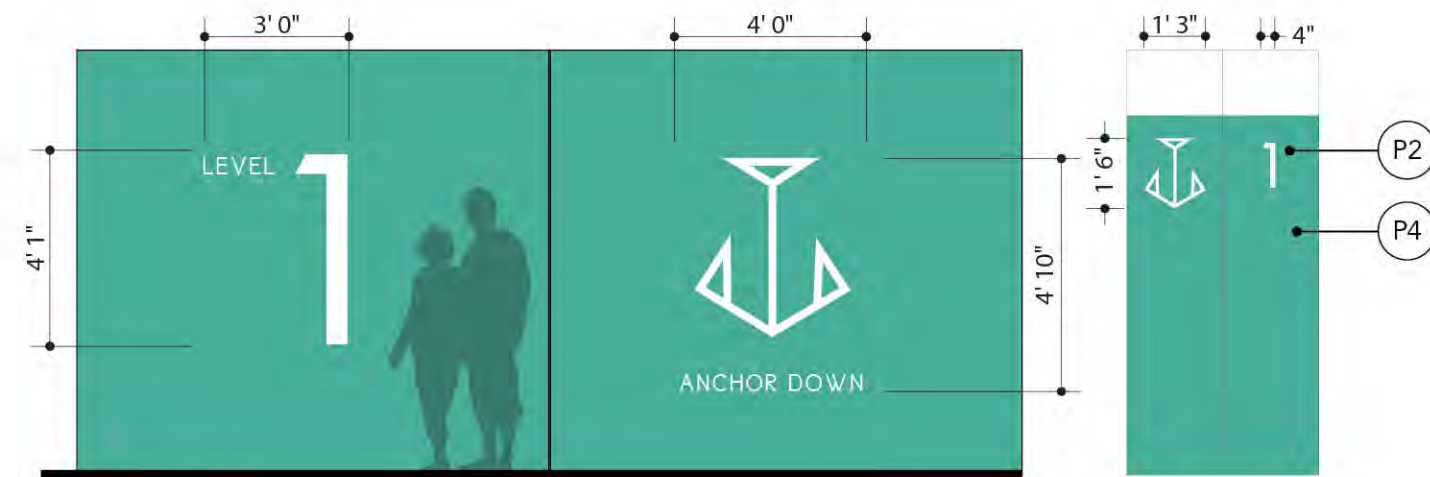
1 Front View
Scale: 1/4"=1'-0"



2 Front View
Scale: 1/4"=1'-0"



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



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



5 Graphic Detail
Scale: NTS

See following sheets for maximum square foot calculations for P6 and P7 graphics.

LOCATION: Painted Parking Garage Graphics

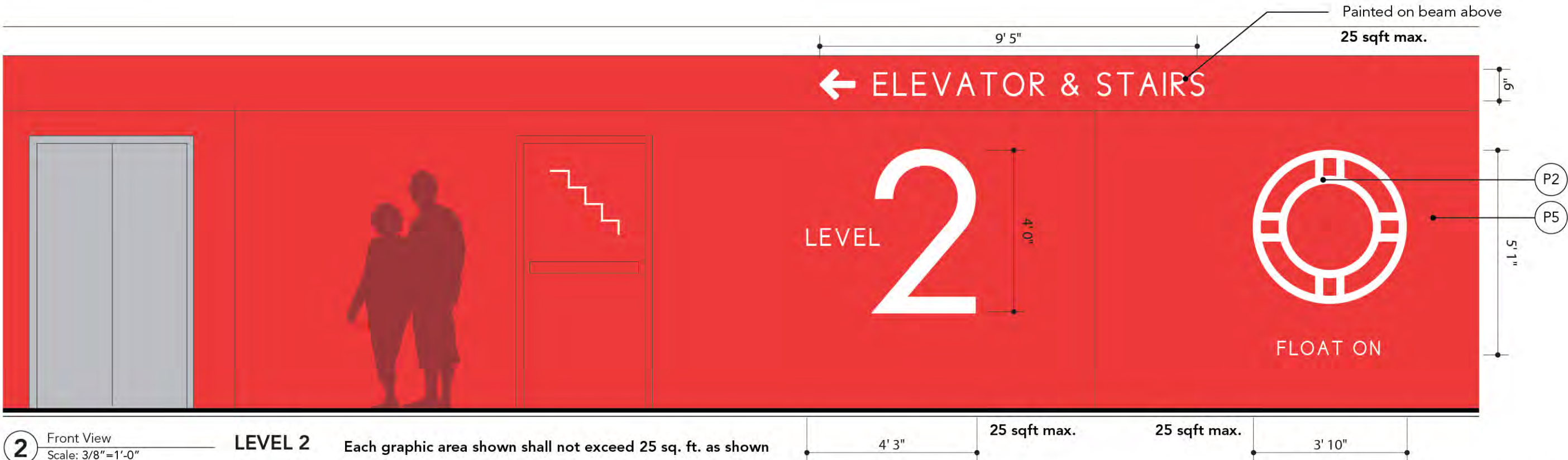
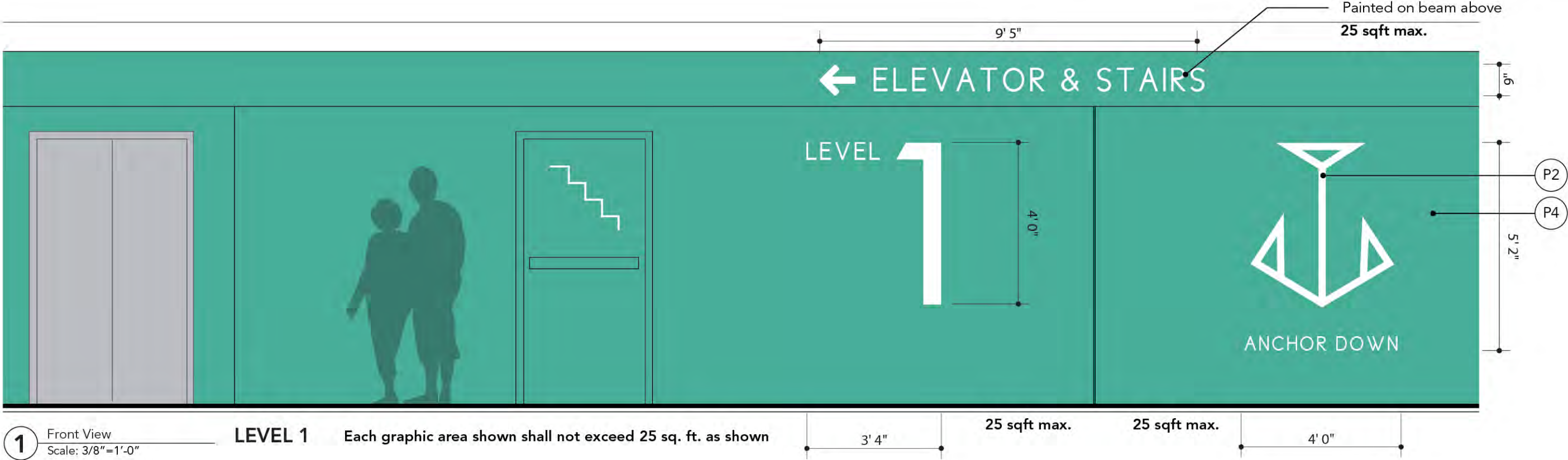
ILLUMINATION: Non-Illumination - Ambient

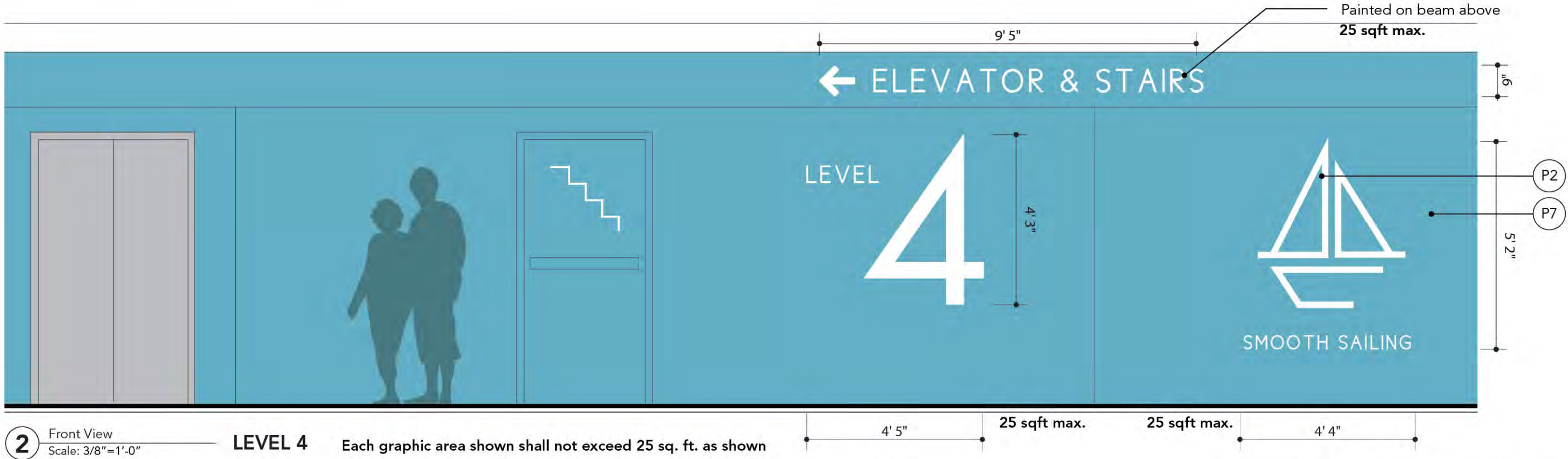
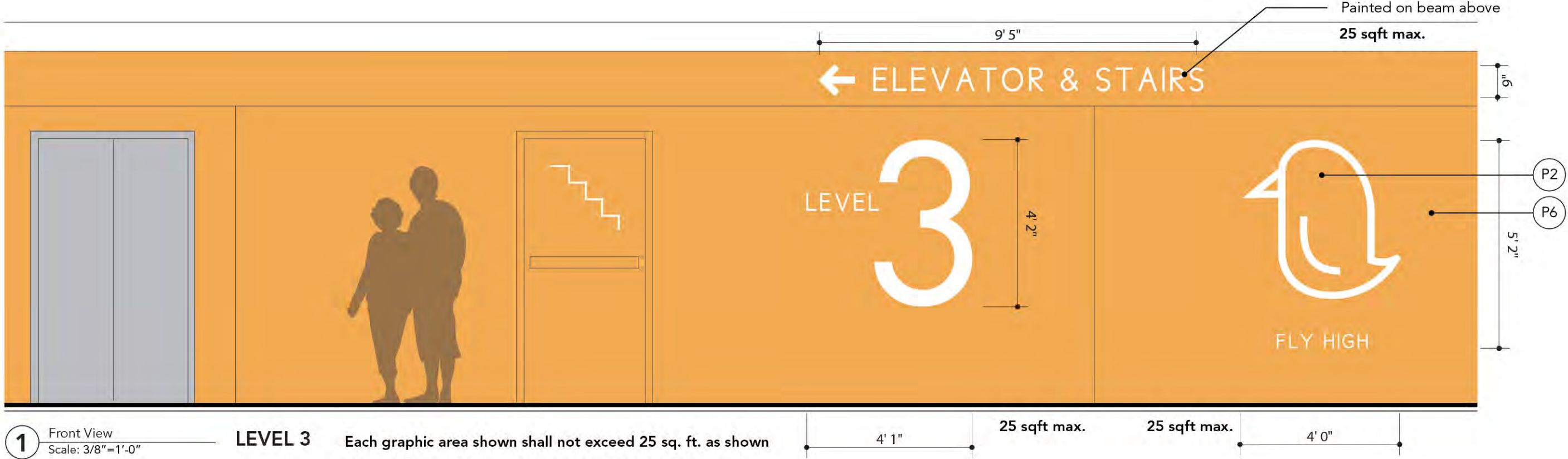
MAXIMUM SIGN AREA & OVERALL SIZE:
Each graphic area shown shall not exceed 25 sq ft.

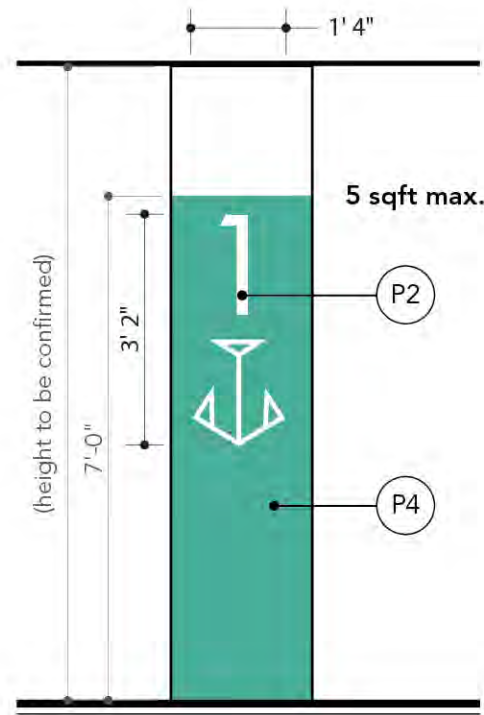
SIGN PURPOSE:
Pedestrian and vehicular graphic information for level and symbol identity to be per level on interior of parking garage located on walls and columns.

* See graphic area maximums per following sheets for sign type P6.

INTERIOR PARKING GRAPHIC ENHANCEMENTS



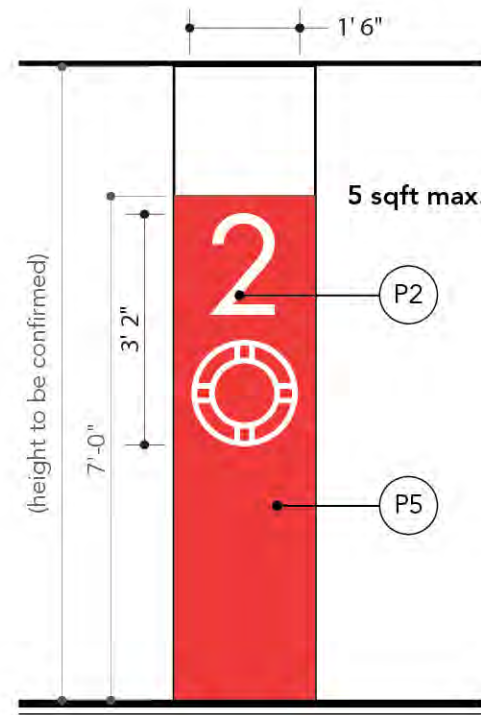




1 Front View
Scale: 3/8"=1'-0"

LEVEL 1 - (ONE SIDED COLUMNS)

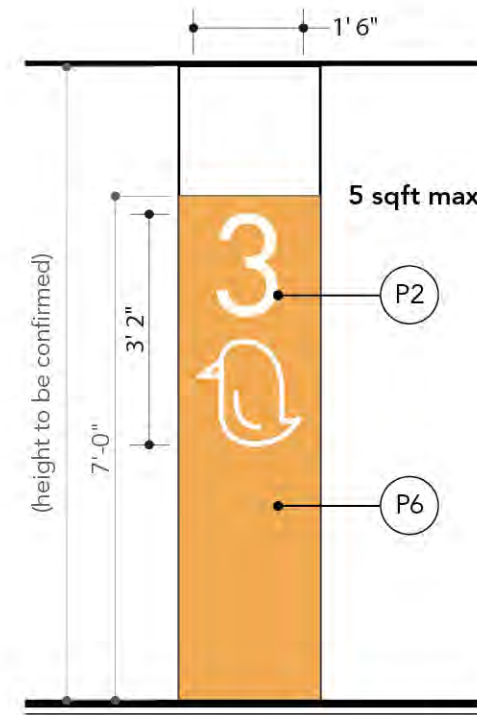
Each graphic area shown shall not exceed 5 sq. ft. as shown



2 Front View
Scale: 3/8"=1'-0"

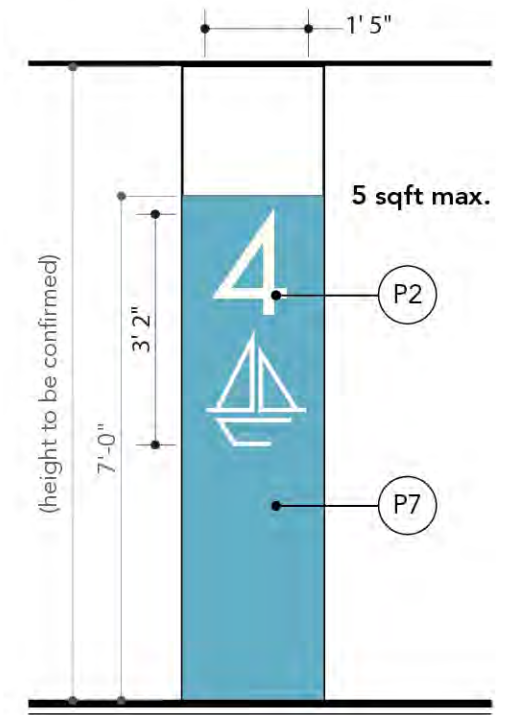
LEVEL 2 - (ONE SIDED COLUMNS)

Each graphic area shown shall not exceed 5 sq. ft. as shown



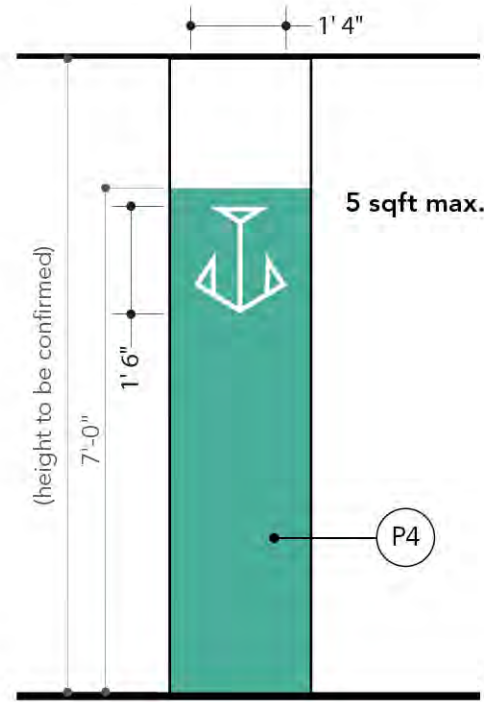
3 Front View
Scale: 3/8"=1'-0"

LEVEL 3 - (ONE SIDED COLUMNS)



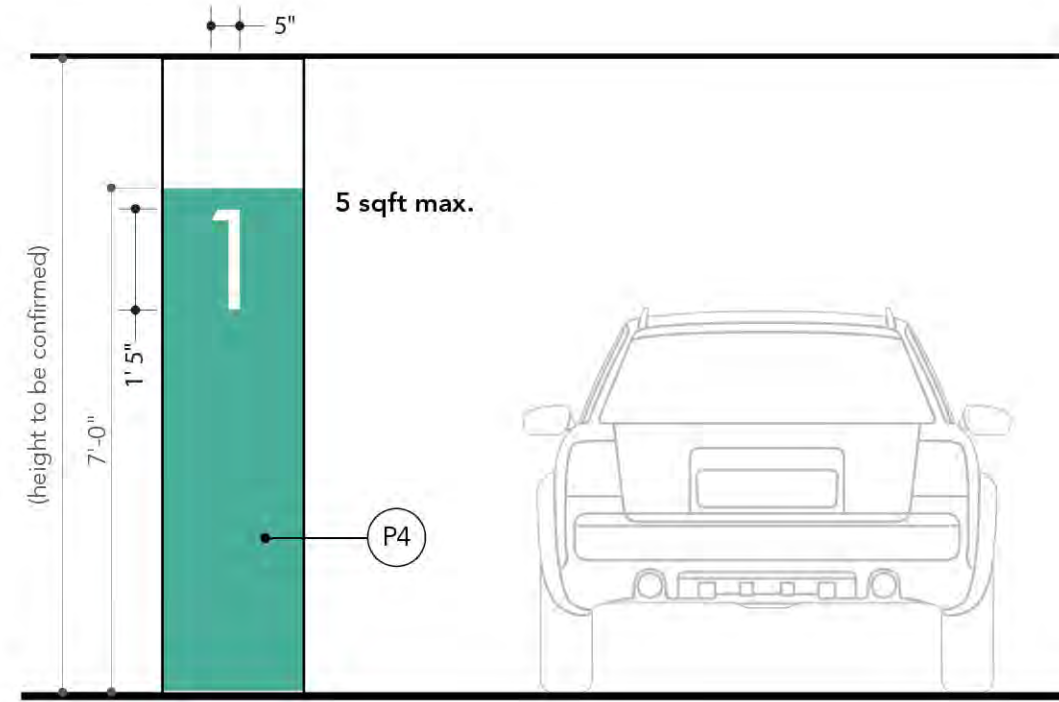
4 Front View
Scale: 3/8"=1'-0"

LEVEL 4 - (ONE SIDED COLUMNS)



5 Front View
Scale: 3/8"=1'-0"

LEVEL 1 - (ALL SIDED COLUMNS)



6 Side View
Scale: 3/8"=1'-0"

LEVEL 1 - (ALL SIDED COLUMNS)

Each graphic area shown shall not exceed 5 sq. ft. as shown

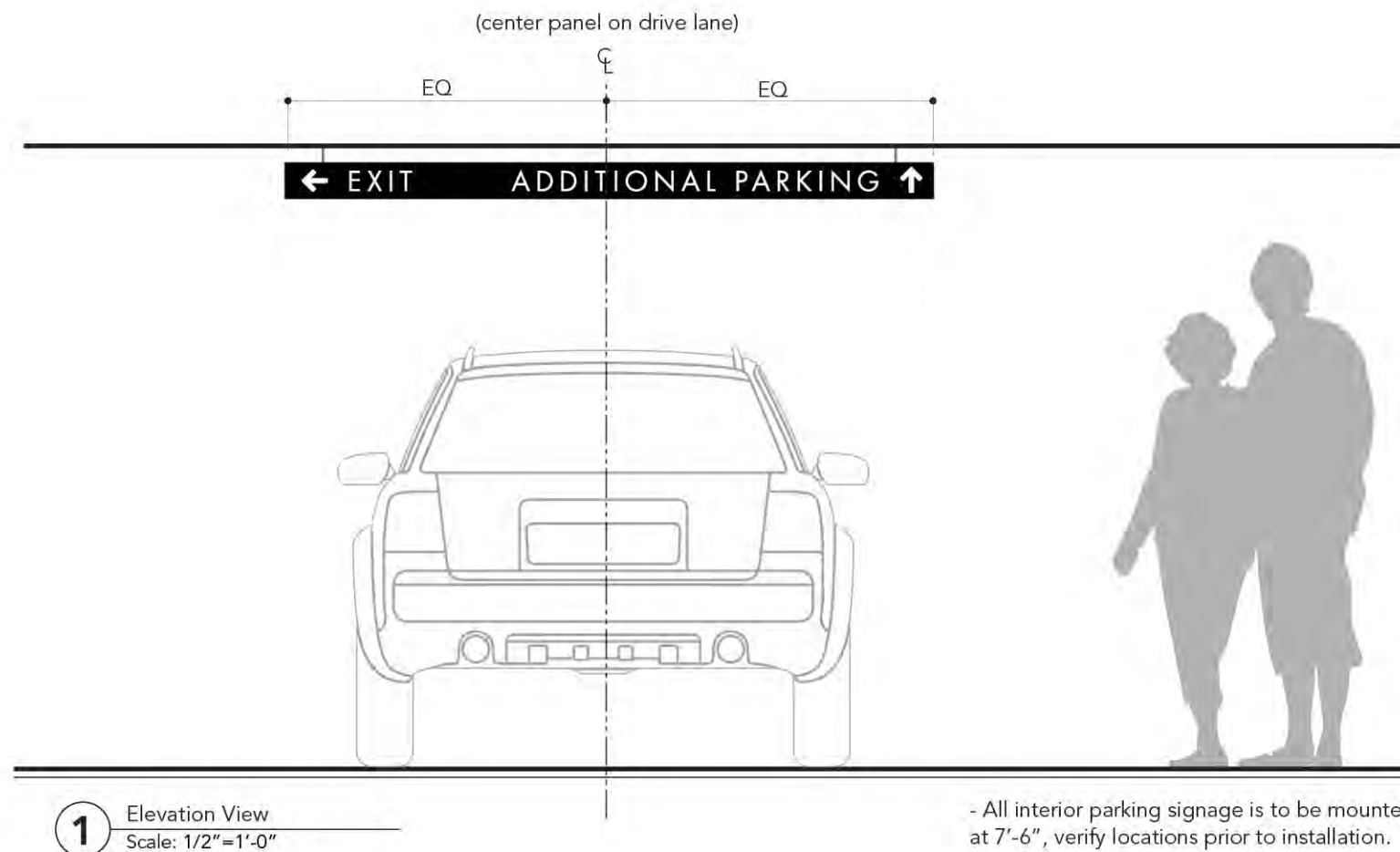
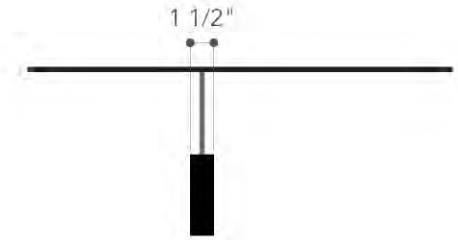
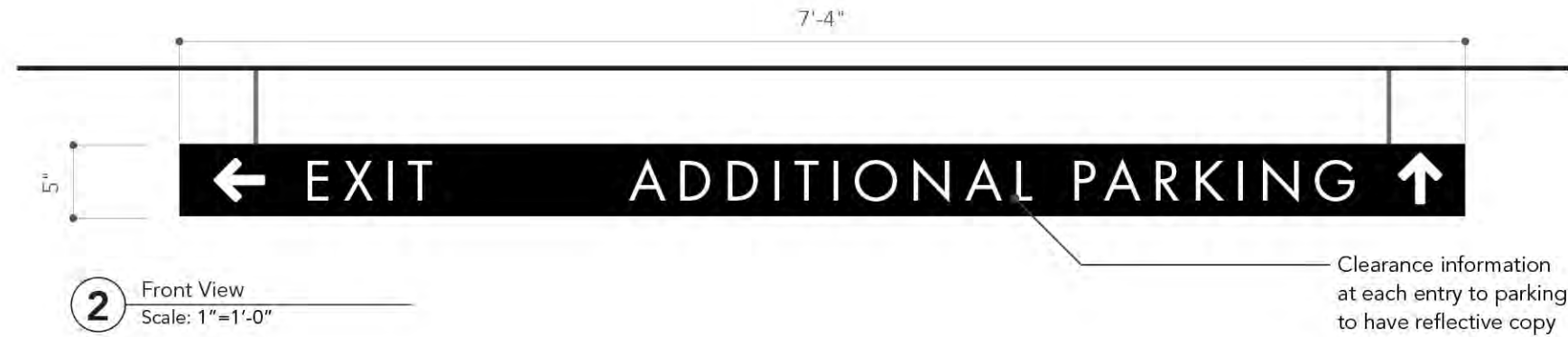
LOCATION: Painted Parking Garage Graphics

ILLUMINATION: Non-Illumination - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:
Each graphic area shown shall not exceed 5 sq ft.

SIGN PURPOSE:
Pedestrian and vehicular graphic information for level and symbol identity to be per level on interior of parking garage located on walls and columns.

* See graphic area maximums per this sheets for sign type P7.



LOCATION: Ceiling Mounted - Suspended

MAXIMUM NUMBER: TBD (final qty TBD by others)

ILLUMINATION: Non-Illumination - Ambient / Reflective

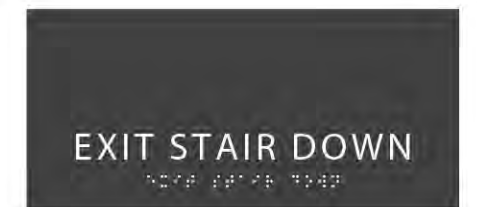
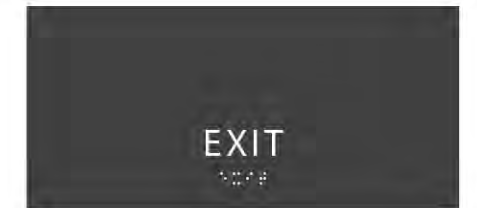
MAXIMUM SIGN AREA & OVERALL SIZE:
 Height: 0'-5"
 Width: 7'-4"
 Area: 3 Sq Ft

SIGN PURPOSE:
 To direct vehicular traffic through the parking garage to additional parking or exits.

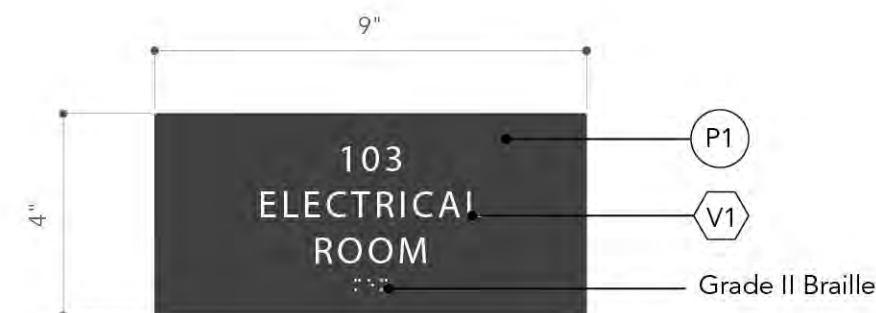


1 Front View
Scale: 3/4"=1'-0"

* Fabricator to ensure that all signs are compliant with ADA Standards.



3 Prototype Messaging
Scale: 3"=1'-0"



2 Front View
Scale: 3"=1'-0"

LOCATION: Wall Mounted

MAXIMUM NUMBER: TBD

ILLUMINATION:
Non-Illumination - Ambient

MAXIMUM SIGN AREA & OVERALL SIZE:
Height: 0'-5"
Width: 0'-9"
Area: .25 Sq Ft (each)

SIGN PURPOSE:
Enhanced ADA room and information plaques

SECTION D

Signage Fabrication Specifications

GENERAL RSM DESIGN SIGNAGE SPECIFICATIONS

These general specifications addressing signage and graphic elements within the attached package are intended for the signage fabricator, and are a supplement and subservient to the general project specifications provided by the Owner, developer, or architect of record. The sign fabricator is responsible for obtaining and complying with the referenced general project specifications in addition to these signage specifications.

This document has been assembled by RSM Design with the expectation that the sign fabricator will meet the following quality and performance requirements. The acceptance of these drawings by the sign fabricator constitutes agreement to comply with the following conditions. The Owner will hold the sign fabricator to these requirements as part of their contract obligations.

I. INDEMNITY

These signage drawings are for design purposes only and are not intended to be used for construction. Anyone who uses these designs for construction does so at their own risk. Owner, and Owner’s agents, servants and employees who use these designs (“Indemnitors”) agree to indemnify and hold RSM Design, its officers, directors, agents, servants and employees (“Indemnitees”) harmless from any and all claims, liability, cost, losses, damages, recovery and expenses (including attorney’s fees, court costs and expert witness fees) incurred by Indemnatee arising from any claims involving these designs or any other work done by Indemnatee.

The following package represents the signage and graphics scope as understood by RSM Design throughout the design process and at the time of issuance. RSM Design cannot be held responsible for alterations, changes, value engineering, and other modifications made to the signage scope and fabrication methods without the inclusion of and consent of RSM Design prior to fabrication and installation.

With the acceptance of this package by the Owner, developer, and/or architect of record, all of the designs represented in this package have been reviewed (and approved unless RSM Design is notified otherwise) by the architects of record and the client for original design intent, placement, appropriateness, and functionality.

All location plans and location elevations represented in this package may not be representative of the existing built conditions. The sign fabricator is responsible for verifying all existing conditions (dimensions, backing, accessibility, electrical accessibility, other conditions) prior to fabrication and installation.

Conflicts / Contradictions with Drawings or Existing Conditions

The contractor should recognize and bring to RSM Design any conflicts or contradictions either in regards to these drawings or existing conditions or as they relate to other disciplines or contractors. All conflicts should be described in writing and the sign fabricator is to provide alternative solutions to resolve the conflict. All conflicts are to be resolved and any changes approved by RSM Design and client prior to sign fabrication.

Roles and Responsibilities

RSM Design’s role on this project is for the design intent and aesthetic look of each sign and in coordination with the overall project design team. The sign fabricator is responsible for all structural, mechanical, fabrication, details of the signs (venting, waterproofing, safety, etc.), engineering of the signs construction coordination, and installation of all signs. The sign fabricator is responsible for meeting all local and national codes, ordinances, and laws associated with these designs and their construction documentation.

Sign fabricator to inform owner, developer, general contractor, and RSM Design that the sign package has been submitted to the local governing municipality or city for review and plan check, and any variances have been approved for the signs.

General Notes

1. It is the sign fabricator’s and installers responsibility to:

a. Coordinate all sign installations with general contractor.

b. Remove all existing signs and dispose of them legally.

c. Patch and repair any damage to wall surfaces and surrounding finished floor, at or adjacent to sign, includes existing damage and any damage caused by removal of existing sign.

d. Remove Legal, Warning, Code Required or ADA signs only when replacement sign is to be installed; and temporary sign(s) to be provided as needed for safety measures.

e. Advise RSM Design of any existing signs not accounted for in RSM Design’s sign package.
2. Sign fabricator to verify all locations and conditions prior to fabrication and notify RSM Design of any changes or conflicts within the design package.
3. Sign fabricator to confirm all final sign messaging and locations with client or general contractor prior to fabrication. RSM Design to be notified of any changes or comments.
4. Sign fabricator’s shop drawings to include layout of all seams, attachments, and messaging on all signs.
5. Renderings in RSM Design’s package are illustrative and conceptual in nature; measured, dimensioned drawings, and messages in this document govern.
6. All exterior signs to have appropriate water proofing and weep holes to discharge any water inside, but weep holes must contain internal light baffles to shield any light leakage.
7. Sign fabricator to detail and provide all necessary mechanical or non-mechanical ventilation for signs (exterior and interior) to keep signs from overheating or condensation building up. If vents or ventilation devices alter the design intent, RSM Design is to be notified prior to fabrication.

8. Where signs will be anchored to concrete, sign fabricator to provide steel plate with epoxy set anchors (locate and avoid existing rebar). Where signs will be located on brick, locate anchors at grout where brick occurs and tie into existing concrete.

9 Sign fabricator’s shop drawings (which will be used for construction) must include and clearly document all of the following:

- Internal structure

- Construction details and joints

- All visible attachments and material seams

- Venting

- Lighting details

- Water proofing and water drainage

- Electrical locations

- Access panels

- Foundation details

- Engineered structural members

- Material thicknesses

- Color samples sprayed on actual (final) materials

10. Sign fabricator’s drawings to be based off of their original documentation and drawings, and are not to be “copies” of or re-formatting of RSM Design’s original design drawings.

II. PERFORMANCE INFORMATION NON-DISCLOSURE AGREEMENT

All ideas, designs, arrangements, and plans indicated or presented by these drawings are owned by and are the property of the Redmond Schwartz Mark Design, Inc. (RSM Design) and the project Owner, and were created, evolved, and developed for use on and in connection with the specified project ONLY. These designs and details cannot be used on any other project. None of such ideas, designs, arrangements or plans shall be used by or disclosed to any persons, firm, or corporation for any purpose whatsoever without the written permission of Redmond Schwartz Mark Design Inc. and the Owner. Any and all inquiries in this regard by outside parties should be referred to RSM Design. It is required that all original artwork furnished by RSM Design be returned upon completion of this project.

For the purpose of this package and these specifications, the term “Contractor” shall mean sign fabricator or sign contractor and the term “sign” shall refer to any fabrication, object, or article of graphics or furniture described in these drawings and/or specifications. The acceptance of these drawings by contracted general contractors, vendors, bidders, sign fabricators, or sub-contractors and their agents constitutes agreement to all of the following conditions outlined in these specifications.

III. DESIGN INTENT AND SHOP DRAWINGS

A. Details on drawings indicate a design approach for sign structures but do not necessarily include all fabrication details required for the complete structural integrity of the signs. It shall be the responsibility of the contractor to perform the complete structural design of the signs and to incorporate all the reasonable safety factors necessary to protect the Owner, general contractor, and RSM Design against public liability. Sign fabricator also to be responsible for the detailing and inclusion of all necessary water proofing, proper ventilation devices, and internal lighting specifications in their shop drawings.

B. Fabrication and installation design: Unless otherwise directed by Owner, design to withstand severe public abuse, souvenir theft or vandalism, but not less than equivalent of resisting simple hand implements and tools (screwdrivers, knives, coins, keys, and similar items), and adult physical force for approximately 10 minutes. All fabricated signs shall also be built to withstand normal maintenance operations used by employees/staff.

C. Electrical Design: Contractor shall specify all internal and external electrical and internal lighting components to be used to illuminate sign elements. Major, large scale elements may require the involvement of a licensed lighting designer at the sole cost of the Owner. Final coordination of fixture type, lamping, quantity and locations to take place between Contractor, general contractor, and Owner, as well as selected lighting designer for suitability in attaining desired appearance and/or effect.

a) Actual installation of lighting fixtures not contained within the sign element(s) must be performed by a licensed electrical contractor or equivalent for the location of the project.

b) Sign connection to existing electrical power on site, if more than (6) feet from sign element(s), must be performed by a licensed electrical contractor. Sign fabricator to coordinate necessary electrical requirements and locations with the general contractor.

c) When requested by the Owner and RSM Design, lighting mock-up(s) shall be provided using the specified fixtures or lamps, either in-shop review, or on-site evaluation, to determine the effectiveness of the desired lighting scheme and to the approval of the Owner.

d) If required, sign fabricator to submit calculations signed by a registered professional lighting engineer in the area or country of the project to Owner for review.

e) Sign fabricator to submit certification of conformance to UL (or similar in the area or country of the project) requirements for sign construction.

D. Resulting working drawings, shop drawings, and contract documents including permit documents are the sole responsibility of the Contractor in every respect. Contractor is responsible for obtaining all permits in the area, local municipality, or country of the project’s location.

E. RSM Design will review the submitted shop drawings only for conformance with general design intent, and will in no way be responsible or liable for any results of construction from approved working drawings, material selection, shop drawings, contract documents or any other agreements other than agreement with the Owner authorizing these documents.

F. Sign fabricator to submit shop drawings for review and approval obtained by RSM Design and Owner prior to any fabrication begins. Should fabrication that has begun and might need to be changed prior to obtaining approval of shop drawings, sign fabricator to assume all costs associated with the changes.

G. Sign fabricator to make corrections to and resubmit any shop drawings not approved.

IV. QUALITY ASSURANCE

A. Quality of Workmanship.

The Contractor shall be responsible for the quality and delivery of all materials, and workmanship required for the execution of the contract including the materials and workmanship of any firms or individuals who act as his or her subcontractors. It is desired that the Contractor for work of this type shall have in-house, broad knowledge, diverse shop and field experience, flexibility, coordinating ability, skilled craftsmen, and physical labor as necessary as well as facilities to produce quality products. Contractor shall be responsible for providing subcontractors with complete and up-to-date drawings, specifications, graphic schedule and other information issued by RSM Design.

B. Performance.

The contractor shall base his or her proposal on the performance of all services, including all items of labor, material and equipment required for the complete fabrication and installation of the specified work (and these specifications) within the time frame agreed to by Contractor, Owner, and RSM Design.

C. Dimensions.

Written dimensions on the drawings shall take precedence over scaled dimensions. Contractor shall verify and be responsible for all dimensions and conditions shown by these drawings as they relate to actual material sizes, existing construction and related site conditions. If there are discrepancies with dimensions or materials, it is the responsibility of the Contractor to bring it to RSM Design’s attention before fabrication for any clarifications deemed necessary.

D. Sign Package Graphics Schedule.

Copy, quantities and references shown on the included Graphics Schedule shall take precedence over drawings. Specification shall take precedence over the large-scale details. The large-scale details shall take precedence over the smaller-scale drawings. If there are discrepancies it is the responsibility of the Contractor to bring it to RSM Design’s attention before fabrication for any clarifications deemed necessary.

E. Execution.

In the case of discrepancies, in quantities, dimensions, message, or any other related elements Contractor is to notify RSM Design before proceeding further in any operation, in order to resolve the issues in question. It is required that the Contractor not attempt to resolve the discrepancies without consulting RSM Design.

F. Contractor Recommendations.

The Contractor shall carefully study the detailed drawings for the various signs and make specific recommendations and changes if those changes will improve the quality of any sign. Such recommendations and changes shall be approved in writing by RSM Design or their technical representative prior to preparation of shop drawings or fabrication of any samples of signs. The Contractor is responsible for including industry standard details in their shop drawings, whether indicated in RSM Design’s design drawings or not.....items such as proper venting (mechanical or natural), water proofing, foundations details, weep holes, access panels, etc. It is the Contractor’s responsibility in the production of the shop drawings for construction to accommodate for all necessary local code required conditions and sign detailing that will promote the long life and ease of maintenance of the signs.

G. Artwork.

Apple Macintosh generated electronic artwork as required by the Contractor for signs, symbols, and custom designed graphic components (i.e. logos, logo types, arrows, or patterns) will be provided in Mac-based Adobe Illustrator CS5 format at a scaled percentage of the final size. A high resolution appropriate art or graphic scan will be provided when necessary for non-vector based graphics. All required copy message layouts and text for project signage system is the responsibility of the sign Contractor. All enlarging and reducing is the responsibility of the sign Contractor. Contractor shall submit an itemized list of all required artwork at time of bid prior to generating shop drawigns. Note: Any artwork required beyond electronic computer artwork noted above (i.e. additional custom copy layouts, formatting for other platforms or file types, AutoCAD files, “Linotronic” output, or copying to other media, etc.) will be billed to the Contractor on a time and materials basis by RSM Design. RSM Design cannot provide copies of licensed fonts.

H. UL (or similar) Compliance.

Complete Underwriters Compliance (for the United States) or approved recognized testing agency (for other countries), compliance, as required, is the responsibility of the Contractor. Contractor shall provide lighting fixtures and electrical components that meet all UL (or similar) testing lab requirements for safety, operation, construction and are UL-labeled and listed.

J. Lamp Emission.

All lighting fixtures/sources shall emit a color balanced, consistent and uniform light with no browning, flickering, haloing, or other uneven effect.

K. Electrical Hardware.

All transformers and electrical hardware shall be concealed, non-audible and non-visible to pedestrian and vehicular traffic. Provide disconnect switch as required by local or international governing agencies. Confirm with Owner and general contractor the necessity or desirability of light sensor switches, day-night circuit connections, local restrictions on night time area lighting or other conditions that could affect the use and operation of any sign illumination.

L. Labeling.

There shall be no visible labels, manufacturer’s or otherwise, code permitting, on the completed signs. If labels are required, a sample label and intended location along with an explanation of the requirements must be submitted for review by RSM Design and the Owner, prior to application and/or installation. No visible sign fabricator company labels or stickers are permitted.

M. Stock.

All material, hardware, electrical components, finishes, etc. used to fabricate any and all sign components shall be “NEW” (not previously used or operated in any other application) and from the most recent original manufacturer’s production run/supply and appropriately matched to the service conditions required of the site.

N. Testing.

Contractor is required to provide Owner with a copy of all testing inspection reports as may be required by local or international codes. An independent testing lab may be hired by the Owner to do inspection and material testing. Contractor is not to proceed with fabrication until all unsatisfactory conditions have been corrected by the Contractor in a manner acceptable to the Owner.

V. SUBMITTAL

A. Shop Drawings.

The Contractor shall submit a digital PDF file of detailed shop drawings; as well as two (2) sets of detailed shop drawings for each sign type, to the following; (1 set of 11” x 17” prints) to general contractor and (1 set of 11” x 17” prints) to RSM Design for review prior to the start of any fabrication. These drawings are to show and indicate all materials, finishes, construction details, lighting specifications and installation details of artwork and signage structure. This includes types and locations of all mechanical fasteners, indicated welds, attachments, joint details, internal frames, lighting details and specifications, reinforcements, support backing, ventilation (natural or mechanical), water proofing, engineering details and calculations, electrical locations, foundation details, access panels, material thicknesses, color samples (on actual materials), and connection to support structure or mounting surface, whether shown or discussed in RSM Design’s drawings or not. Shop drawings and data shall be reviewed by RSM Design with such promptness as to cause no delay in the work. The Contractor shall make all corrections required by RSM Design and resubmit for final review. Shop drawings for all signs must be approved by RSM Design and the General Contractor or Owner before the start of fabrication.

B. Conflicts/Contradictions w/ Drawings or Conditions.

The contractor should recognize and bring to RSM any conflicts or contradictions either in regards to the drawings or as the drawings relate to other disciplines or contractors. All conflicts should be described in writing and the Contractor is to provide alternative solutions to resolve the conflict. All conflicts are to be resolved and any changes approved by RSM Design and Owner prior to sign fabrication.

C. Product Data.

The Contractor shall submit manufacturer’s technical data and installation instructions for each type of sign and/or fixture required as will be provide in the completed, installed sign unit. Identification of all materials used, by manufacturer’s descriptive literature, control number, name, code number, batch and formula when available shall be provided by the Contractor. All materials used and specified are the responsibility of the Contractor. Any materials indicated or specified in RSM Design’s drawings must be approved of by the Contractor for availability, warranty, appropriateness, compatibility with other materials, etc. If Contractor has any concerns about any materials suggested or specified by RSM Design in their design intent drawings, Contractor to inform RSM Design in writing prior to fabrication or take on full responsibility for use of specified material.

D. Specific Samples and Mock-ups

The Contractor shall submit two (2) samples and/or prototypes as specified within the drawings, minimum size 8.5”x 11” or as requested by RSM Design of each color and finish on the specified materials and/ or accessories required for signs. Samples must be submitted to RSM Design in a time frame allowable for review of color, texture and aesthetic compatibility to any existing adjacent materials prior to fabrication. It is strongly encourages that all color and material samples be submitted to RSM Design when shop drawings are submitted for review. Compliance with all other requirements is the exclusive responsibility of the Contractor. When specified, furnish full-size samples of sign materials. Contractor to resubmit all samples and mock-ups as requested until all RSM Design, general contractor, and Owner specifications are met and approved. All project mock-ups need to be approved prior to fabrication of all final signs.

E. Structure.

Installation, engineered internal structure, engineered mounting assemblies and engineered foundations are by Contractor and are to adhere to design intent of RSM Design, if specified. Contractor to coordinate and provide architect of record and general contractor with drawings indicating placement and structural requirements for architectural backing. Contractor shall submit two (2) sets of prints and one digital set of comprehensive engineering drawings to RSM Design incorporating an adequate foundation and/or mounting structure for all sign components to meet all load and wind requirements and given site conditions. The Contractor shall, at his or her expense, submit to general contractor for distribution and review, calculations, sealed by certified engineers registered in the state or country of final installation, for all structural members including foundations.

F. Custom Fabricated Items.

The Contractor is to submit shop drawings of all custom fabricated items and specifications on all standard pre-manufactured items.

G. Electrical Requirements.

The Contractor shall provide, within 30 days of the award of contract, the specific electrical requirements to the Owner and/or general contractor.

H. Light Service.

The Contractor shall provide the general contractor or Owner with complete lighting or LED replacement information, brand, type, wattage, color, etc., for all lighted components. This information shall be in a digital format and shall indicate at least one local area (site) supplier.

J. Special Conditions.

The Contractor shall provide RSM Design and the Owner with specifications and recommendations to provide a magnetic force field around all signs that will protect the signs from all damage. Please email RSM Design upon receipt of and acknowledgement of this “Special Condition” so that RSM Design can remove it from the final bid / award package. Thank you.

K. Maintenance.

The Contractor shall provide the Owner with complete finish/component care instructions as specified by the manufacturer for on-going sign cleaning and maintenance. Three (3) sets are to be submitted. Contractor to provide Owner with one (1) gallon or one (1) liter (unopened and clearly marked) of each paint color/finish used on the project.

L. Copy / Text / Messaging Layouts.

The Contractor shall provide the Owner full size black and white copy layouts required for all signs and all copy prior to fabrication. Layouts must be submitted to the Owner and/or RSM Design in a time frame allowable for review, multiple adjustments and approval without delay to the project. Final copy of all signs, including size and fonts used to be reviewed and approved by Owner prior to final fabrication. RSM Design is not responsible for correct adherence to code, copy information or location of signs. City, County, State, or Country sign requirements supersede information shown in the RSM Design sign designs.

VI. FINISHES

A. Colors and Surface Textures.

All colors shall match exactly the color and finish specifications provided by RSM Design. Exercise care to assure that finished surfaces are unblemished in the completed work. For exposed signage, materials with applied colors or other characteristics related to appearance, Contractor shall provide color matches indicated, or if not indicated, as selected and reviewed by RSM Design.

B. Surface Preparation.

All surfaces shall be thoroughly cleaned and free from dust, dirt, rust, scale, mill scale, oil, greasy materials or residue from cleaning. All structural metals shall be cleaned by sandblasting. Except as indicated or directed otherwise, finish all surfaces smooth. All coatings shall be applied in strict accordance with the manufacturer’s recommendations. All paint products shall conform to local codes. All finished pieces shall present a uniform opaque color appearance unless specifically indicated otherwise by RSM Design.

C. Painted Finish.

1. Ferrous Surfaces

Using Matthews paint products (or similar quality), finish with 1 coat 74-734 & 74-735 Metal Pretreat @ .25 mils DFT, 1 coat Matthews Acrylic Polyurethane 1 mil Dft (min.). Observe designer’s specification regarding specularity (matte to gloss). If Matthews paints are not available, Contractor to use similar and submit to RSM Design for approval prior to fabrication.

2. Aluminum

Using Matthews paint products finish (or similar quality), with 1 coat 74-734 / 74- 735 Metal Pretreat @ .25 mils DFT or 1 coat 74 793 Spray Bond @ .15 to .25 mils DFT and 1 coat Matthews Acrylic Polyurethane 1 mil DFT (min). Matthews paints are not available, Contractor to use similar and submit to RSM Design for approval prior to fabrication.

3. Bright Metals

Match finish (polished, satin, brushed, etc.) detailed on drawing. If specified, coat with a non-yellowing polyurethane clear coat.

4. Plastic Surfaces

All plastic to be paint finished according to paint manufacturer’s specifications.

D. Application.

All applications of color coatings are to be equal and of consistent cover with no “streaking”, “spotting”, “gradation” or other variations within and from each similar application.

E. Ultra-Violet/Fading Protection.

Contractor shall utilize materials, coatings and processes to minimize as much as possible any noticeable fading of pigmented coatings.

F. Neon Returns.

All exposed neon returns and double backs are to be opaque with a top coat to match the field area immediately behind that neon unless otherwise specified.

VII. MATERIALS

A. Acrylic / Color Translucent Sheet.

Where sheet material is indicated as a “color,” provide color translucent sheet of density required to produce uniform brightness without halo-like effect. Material provided shall be appropriately matched to the intended permanent field conditions. Note: Where translucent material is called out as ‘cast’, ‘formed’ or ‘molded’ resin, acrylic or polycarbonate (i.e. ‘Lexan’, ‘Tuffac’, etc), the Contractor shall research and specify the optimum material and fabrication method for the desired finish and/or effect. Contractor shall provide samples of such materials as indicated on RSM drawings.

B. Acrylic/Transparent Sheet.

Where sheet material is indicated as “clear” provide colorless sheet in gloss finish, with light transmittance of 92% where tested in accordance with the requirements of ASTM D-1103 (or similar local or country standards).

C. Aluminum Sheet.

Provide aluminum sheet of alloy and temper recommended by the aluminum producer or finisher for the type of use and finish indicated and with no less than the strength and durability properties specified in ASTM B-109 for 5005-H15 (or similar local or country standards).

D. Aluminum Extrusion.

Provide aluminum extrusion of alloy and temper recommended by the aluminum producer or finisher for the type of use and finish indicated and with not less than the strength and durability properties specified is ASTM B- 221 for 6063-T5 (or similar local or country standards).

E. Structural Steel.

Contractor to coordinate with Architect of Record all internal structural steel support as required, to meet the requirements of the permanent installation. Contractor to provide architect of record and general contractor with drawings indicating placement and structural requirements for architectural backing.

F. Fasteners.

Unless otherwise indicated, provide concealed fasteners fabricated from metals that are non-corrosive to either the signage materials or the mounting surface. Where screw-heads are necessarily visible, they shall be indicated on all shop drawings, be a flush mounted “allen-head” attachment, and be ‘painted out’ to match the adjacent surface.

G. Electrical/Lamps.

Provide new electrical components and respective lamps, so as to be easily repaired or replaced from local available stock (24 hr. max. turn-around).

H. Vinyl Machine-Cut Copy.

Vinyl machine-cut copy shall be of 3M Scotchcal brand film or other quality product with provable identical performance specifications and warranty conditions. Any vinyl other than 3M must be submitted to RSM Design for review and approval prior to fabrication.

J. Paint.

Paint shall be manufacturer’s highest grade for best ultraviolet light resistance, weather-ability and overall longevity of finish and color. Paint shall have a written warranty against premature fading and be approved by RSM Design prior to construction. Prior to close-out, Contractor shall turn over to Owner (3) copies of complete paint schedule indicating colors used on each sign type.

J. Engineering and Wind Loads.

Signs should be detailed and engineered by selected sign Contractor to withstand severe wind loads in potential hurricane or wind storm conditions; engineering should comply with local sign and building code requirements and calculations and drawing should be submitted with shop drawings for review.

VIII. FABRICATION

Intent of Specifications: It is intended that all finished work be of highest quality to pass eye-level examination and scrutiny by RSM Design and the Owner. Contractor to be responsible for all signage engineering; as such Contractor is to assume responsibility for coordinating with the various team members (including general contractor, lead architect of record, landscape architect, and RSM Design) all final locations of sign types, as well as necessary footings and foundations and blocking as may be necessary within walls.

Contractor is responsible for coordinating with general contractor all electrical power requirements and connections to all applicable sign locations.

A. Copy Application.

All sign copy shall be crisp, sharp, clean, and free from “ticks,” discontinuous curves, line waver, and similar type of imperfections.

1. Sign copy to comply with the requirements indicated for size, proportion, style, spacing, content, position, material, finish and color of letters, numbers, symbols and other graphic devices.

2. All letter forms shall be aligned so as to maintain a baseline parallel to the sign format, with margins and layout as indicated on design drawings and approved shop drawings.

3. Silk-screening copy: Finish sheen of copy to match sheen of copy panel background (gloss, semi-gloss, or sheens between). Edges of letters shall be straight and corners sharp. Surfaces of letters shall be uniform in color, finish and free from pinholes and other imperfections.

4. Routed copy: Cutting and routing shall be done in such manner that edges and corners of finished letter forms shall be sharp and true. Letter forms with nicked, cut, ragged, rounded (positive or negative) corners, and similar disfigurements will not be acceptable. Letter forms shall be aligned so as to maintain a base line parallel to the sign format, with margins and layout as indicated on RSM Design’s design drawings and approved shop drawings. Vertical strokes shall be plumb. Mechanically fasten center of letters to acrylic plastic as required.

B. Illumination.

Illuminate units in the manner indicated using the manufacturer’s standard lighting components including fluorescent, incandescent, LED, or neon, fixtures, transformers, insulators and other components. Make provision for servicing and for concealed connection to the building system. Coordinate the electrical components of signs with those of the power supply provided.

C. Signage / Cabinet.

- 1. Details shown on the drawing shall be followed for exterior appearance only. Structural design shall utilize unitized, self supportive framing. Fabricate cabinet, exposed faces and graphic devices to size and style indicated and produce surfaces free from oil canning, warping, distortion or any irregularities or inconsistencies. Include internal bracing for stability and attachment of mounting accessories as required.
- 2. Contractor may change interior construction shown on these details to conform with their shop practices and industry standards. However, these changes must be submitted as part of the shop drawings and be reviewed by RSM Design prior to fabrication.
- 3. Construct all work to eliminate burrs, cutting edges and sharp corners.
- 4. Qualifications: Welding must be performed by operators who are currently qualified by tests as prescribed in AWS D1.1, D1.2, or D1.3 (or similar), as applicable, and/or certified by a recognized building or code authority. Submit qualifying data and certification to Developer for approval. Welding must conform to the acceptable requirement of AWS D1.1, D1.2, and D1.3 and MPS 11-0099 (or similar in country of project).
- 5. Parts indicated to be turned must be accurately machined worked from solid stock to dimensions indicted or on approved shop drawings. Finished surfaces to be polished smooth unless otherwise indicated or directed by Developer, free of any visible pits, voids, or similar defects.
- 6. Make all signs tight fitting, between parts and sections, and with adjacent surfaces. Unless indicated otherwise, non-welded joints between various portions of signs must be weatherproof (for exterior signs) and have tight, hairline-type appearance, without gaps (varying or otherwise). Provide sufficient fastenings to preclude looseness, racking, or similar movement.
- 7. Conform with manufacturer’s recommended fabricating procedures regarding fastening, restraining, expansion and contraction of dissimilar materials.
- 8. Isolate dissimilar materials. Exercise particular care to isolate non ferrous metals from ferrous metals, including fasteners.
- 9. Metal thickness: Provide metal thicknesses most appropriate for the fabrication conditions. These must all be called out in the shop drawings. RSM Design to be advised of any changes to specified dimensions.
- 10. It is the responsibility of the contractor to schedule reviews of signs in production with Owner for approval. Review meetings are to be scheduled at the convenience of the Owner.
- 11. All non-painted exposed metal to be stainless steel unless otherwise specified.
- 12. Signs to be assembled and mounted so as to provide reasonable ease of access and replacement of all components. ie: use conforming, accessible, but not visible fasteners where possible.

- 13. Should any substitutions of materials be suggested by the Contractor from what is specified in the design drawings, RSM Design and the Owner must be notified prior to and approved prior to fabrication.
- 14. Contractor responsible for the integration of all proper sign ventilation (natural or mechanical) to prevent overheating and condensation build up, and these details should be shown on the shop drawings and approved prior to fabrication.

D. Fastenings.

- 1. Fasteners on sign-face surface shall not be exposed, except where specifically noted.
- 2. Sign-face surfaces shall not be penetrated during fabrication or installation of signs, except where specifically noted.
- 3. Sign-face surface shall not be deformed, distorted, or discolored by attachment of concealed fasteners.
- 4. All fasteners shall be resistant to oxidation or other corrosive action completely through their cross sections.
- 5. Work shall be secured with fasteners of the same metal, color and finish as the components they secure where they are exposed to view.

E. Neon / Lamps.

All exposed neon if used shall be installed in such a manner as to minimize double backs, exposed wires, etc. All exposed neon shall appear as a continuous line (4’0” min. seamless runs) of light with no irregularities from section to section. Contractor shall coordinate with RSM Design to select exact color of neon and/or lamps prior to fabrication. Contractor is responsible for referencing and following local code constraints.

F. Mock-Ups

- 1. Mock-Ups of specific sign(s) may be requested by RSM Design as part of the final Design Intent Documents. The cost of Mock-Ups will be a part of fabricators bid.
- 2. Mock-Ups will be specified in drawings as two or three dimensional, as well as being operational or not.
- 3. Mock-Ups will be specified in drawings for in-shop or on-site review, and coordinated with Owner and all interested parties.
- 4. Mock-Ups will be reviewed and signed off by Owner, RSM Design, and interested parties prior to fabrication and installation.
- 5. Contractor to resubmit all samples and mock-ups as requested until all RSM Design, general contractor, and Owner specifications are met and approved.

G. Aluminum Sheet.

Not less than 0.125” (or equivalent metric measurement) thick unless noted otherwise fabricate by the HELIARC or MIG welded, filled and ground smooth, unless the seam occurs along a color break. Then a clean butt joint with concealed backing channel and plug weld is acceptable upon receipt of RSM Design approved sample to match surrounding material finish. All binds, curves and folds to be geometrically correct and produced by a consistent mechanical method unless approved otherwise by RSM Design.

H. Jointing and Brake Forming.

All sheet metal shall have brake formed edges with radii not greater than sheet thickness unless otherwise specified. Adjacent stock shall have edges with similar radii.

J. Welding.

All exposed welds are to be ground smooth to match surface of adjacent material.

IX. LARGE FORMAT COMPUTER OUTPUT

High-resolution large format computer output to comply with the following:

- 1. Minimum resolution 200 dpi.
- 2. Process: 3M SCOTCHPRINT (or approved equal).
- 3. Substrate: Opaque or Translucent Scotchcal film (or approved equal).
- 4. Finish: 2 mil matte overlamine.
- 5. Input: Electronic art as specified to be provided by RSM Design.
- 6. Warranty: 5 year minimum

X. INSTALLATION

- A. Contractor shall be responsible for determining the erection and dismantling of all barricade or protective coverings necessary to safeguard the public and property during the performance and duration of his or her work.
- B. Contractor shall attach signs to substrates in accordance with the structural engineer’s and the manufacturer’s instructions unless otherwise shown. Install level, plumb and at proper height. Repair or replace damaged units as directed by and to the approval of Owner or RSM Design.
- C. Installation of all signage items shall be by the Contractor. Installation includes provision of any required footing, to be reviewed by RSM Design, all anchor bolts, fastenings, attachment metals, and other miscellaneous metal items embedded in concrete or building wall material as required, and security of sign units in place with no visible fasteners.

D. The Contractor shall provide required electrical equipment and connection to shell building. The point of connection is to be provided by the general contractor. All electrical connections shall be made by a licensed electrician employed by the Contractor for this purpose. All connections shall be made in accordance with the requirements of the National Electrical Code, NEC (or similar code in country of project) in addition to all applicable local codes. Electrical contractor shall provide and install all wiring, conduit, junction boxes and electrical devices necessary to provide electrical power to rough in connections unless otherwise noted. Contractor shall provide concealed neon transformers and all electrical connections beyond rough-in connections by electrical contractor, according to NEC approved methods.

E. Contractor shall be responsible for matching sign service available on site to the requirements of the sign, including transformers.

F. All necessary signage components as well as the entire signage assembly are to be UL listed, or by approved nationally recognized testing lab in country of project.

G. Contractor is responsible for compliance with all applicable environmental regulations.

H. Contractor is responsible for compliance with all OSHA regulations (or similar regulations in country of project).

J. Contractor must coordinate installation with general contractor so that overall project schedule is not impacted.

K. Contractor is responsible for determining site wind load requirements and insuring that all signs comply.

XI. CLEANING / PROTECTION AND WARRANTIES

A. All items to be installed by the Contractor shall be left in a clean condition. Upon completion of the installation of each sign, clean all soiled sign surfaces and “touch up” as directed by Owner or RSM Design in accordance with the manufacturer’s instructions. All debris and packing material shall be removed and disposed of in a legal manner. The protective masking of the plastic surfaces shall be removed by the Contractor upon completion of installation. All excavation and site work shall be returned to its original grade configuration after contract items are installed.

B. Finish Surfaces.

Sign units shall be warranted in writing by the Contractor for a period of no less than one year from the date of Owner acceptance. All finishes are to be warranted for 3 years from the date of Owner acceptance. There shall be:

- 1. No delamination of any parts of the sign or of lettering from the sign face.
- 2. No cupping, warping or dishing in excess of the requirements stipulated in the specifications.
- 3. No bubbling, crazing, chalking, rusting or other disintegration of the sign face, messages or edge finish of the panels.
- 4. No corrosion developing beneath the paint surface of the support systems, except as the result of obvious vandalism.

5. No corrosion of the fasteners.

6. No movement of signs from their foundations. The signs must remain true and plumb on their foundations, except when the sign has sustained obvious post-installation external damage.

7. No fading of the colors when matched against a sample of the original color and material.

8. No variation of any other performance specified by RSM Design on the drawings or in the specifications.

C. Structure/Components

1. Contractor shall provide Owner with three (3) copies of the written warranty prior to installation, guaranteeing to correct, to Owner’s satisfaction, at Contractor’s sole expense, all defects in fabrication, faulty materials, workmanship, design, and installation of signage work for a period of one year after completed installation of signage work.

2. Fading, cracking, warping, peeling, delaminating, rusting, corroding, and structural failure, including distortion by whatever cause, shall be construed as failure because of faulty materials and workmanship.

3. Failures during warranty period shall be repaired or replaced to satisfaction of Owner.

D. External Lamps.

All lamps shall be warranted against failure for 90 days, all LED and neon three (3) years and all ballast one (1) year. Lamps and LEDs are to be replaced within 48 hours of notice by Owner, in the event of failure within specified time. These items are to be replaced by Contractor at Contractor’s sole expense.

E. Contractor shall have total and complete responsibility for the security of all equipment, materials, and sign components until reviewed and accepted by the Owner

XII. PERMITS

A. Securing and paying for all permits required by local governmental agencies is the responsibility of the Contractor. Inspections and tests necessary for the construction and placement of all work required by the applicable governing agencies is by the Contractor.

B. Contractor shall secure and pay for all insurance required by law including but not limited to Liability, Worker’s Compensation, Comprehensible Construction Liability, Personal Injury, Comprehensible Auto and Property on-and off-sites. Contractor shall check insurance requirements for terminology and coordinate insurance requirements with project general specifications. Insurance requirements should be checked for terminology and coordinated with general specifications.

C. Contractor shall not reveal or disseminate any information to any persona(s), private or public, other than RSM Design, Owner, or contractor’s personnel as necessary to execute the contract without first contacting the Owner for permission.

XIII. CODE REQUIREMENTS

All Signs Must Comply With ADA Guidelines (in the United States) and/or County/City/Fire Marshall Code Requirements:

A. Contractor to provide copy proofed Grade Two Braille to ADA specifications for permanent room signs for projects within the United States. Type and symbols to be raised a minimum of 1/32”.

B. Signs must be mounted 60” (or metric equivalent) from finish floor to center of sign on latch side of the door where applicable.

C. Characters and background on ADA signage shall be eggshell, matte or other non-glare finish for projects within the United States.

D. Contractor to provide copy of approved city or county fire marshal drawing sets of all applicable signage.

E. Contractor responsible for all signs complying with all applicable codes for specified region.

XIV. BID NOTES

Original fabrication quotes shall be sent directly to the Owner with copies of all pricing information to be sent simultaneously to RSM Design and general contractor. Pricing shall be submitted in accordance with the bid documents.

Bidding contractors are required to clearly indicate in writing within their bid the method of construction anticipated, the materials to be used, and any exclusions or exceptions to the bid documents.

XV. COORDINATION

All foundations, electrical plans, specialty lighting, LED, digital sign components to be coordinated by Contractor. All wiring, fixtures, anchoring, foundations to be by Contractor.


XVI. ACCEPTANCE OF SPECIFICATIONS

Contractor has read and understands the above specifications and agrees to the terms outlined above.

I hereby acknowledge that I/we have read, understand, and accept responsibility for compliance with the provisions set forth within these specifications and will comply with all specifications.

Fabricator Signature: _____

Date: _____



EST. 1971

LIDO MARINA

VILLAGE

TENANT SIGNAGE CRITERIA
CITY SUBMITTAL - APPROVED

October 10, 2014

Project Description

Tenant signage is expected to enhance and extend the spirit of the architectural character of Lido Marina Village, expressing clearly the retail tenant name and function, while also serving as an expression of the high quality of the commercial and dining environments within. Lido Marina Village's architectural style is that of California coastal casual, with nautical references, intimate pedestrian spaces and an emphasis on landscape and graphic details. With Newport Beach harbor as its anchor and the Southern California harbor and Lido Isle lifestyle as its muse, Lido Marina Village embodies the unique blend of nautical aesthetic and relaxed style that reflects the community around it.

Graphic design shall be imaginative, simple and clear. Creative and expressive signage solutions using a variety of materials are strongly encouraged as a means of enhancing visitor experience. Signage shall be limited to the logo and/or name of the Tenant. Additional icon/imagery will be considered, at the sole discretion of the Landlord, provided it contributes to the overall identity and design of the store. Tenants shall retain the services of a professionally trained graphic designer to create their identity and sign program. The design of signs shall be harmonious with the materials, color, texture, size, scale, shape, height, placement and design of Tenant premises and the Landlord buildings. Strict adherence to these sign design criteria shall insure that the character of Lido Marina Village is maintained and that a lively and evocative environment is created.

Purpose of Tenant Signage Design Criteria

This Signage Design Criteria is provided to guide designers, architects, and tenants in the development of tenant identity signs at Lido Marina Village.

A. The objectives are:

1. To generate varied and creative tenant signage through application of imaginative design treatments and distinctive logos and typestyles.
2. To establish signage as a design element that contributes to a "shopping district" environment unique to Lido Marina Village.
3. To provide standards of acceptability for signs in order to facilitate the review and approval process.

B. A map of designated areas is located on the Tenant Signage Area Plan. Tenants and their designers are to refer to that map and select a combination of at least two sign types, and no more than four, from the designated area assigned to their store.

C. Any signs fabricated and installed without prior approval in writing from the Landlord will be removed by the Landlord. All costs for removal, including but not limited to patch and repair of the building, will be at the tenant's expense.

D. The Tenant Signage Design Criteria is part of the Tenant's Lease and the Tenant is required to comply with these requirements.

Tenant Signage Within Lido Marina Village

The tenant signage for Lido Marina Village is divided into distinct "areas" to assist the tenant in choosing the appropriate signage type, location, and quantity for their identity. All stores and their corresponding elevations fit within a particular area. Please refer to the included map for the location. These areas are defined by the character and/or site orientation.

Lido Marina Village is divided into the following signage areas:

STREETFRONT	SREETFRONT GARAGE	THE AVENUES	WATERFRONT	LARGER TENANTS & FREESTANDING	LEVEL 2 OFFICES	3700 OFFICE

Tenant Signage Allowed Within Each Zone

The tenants in each area must have the required sign types, as indicated below. In addition to these two signs, tenants are allowed to have signs, selected from the “optional” signage. A maximum selection of three (3) signs are allowed per tenant, as noted in each area.

Variations from these designated areas require approval from the Landlord prior to submittal to the City for permits. The maximum allowable square footage area (maximum sign area and dimensions) of each sign is determined based on the lineal frontage of the store front, its location in Lido Marina Village, and the City of Newport Beach signage ordinances.

The overall quantity of the brand or trademark identities used per tenant, through the primary, secondary and optional signage, will be taken under consideration on a case-by-case basis per landlord’s discretion.

Note: Prior to fabrication, applicant shall receive approval of a separate sign permit from the City of Newport Beach.

Tenant Signage Area Guidelines:

The primary viewing of the tenant signage will be from both the pedestrian areas and streets. As such, tenant signage should respond to the appropriate scale to both the vehicular and pedestrian views. Tenant logos will be encouraged and are recommended. To ensure variety in the Pedestrian Focused area, adjacent tenants will be required to use different sign types, materials, and colors. The Park View Court Pedestrian Signage Area, falls under the Pedestrian Focused Tenant Signage, and will follow all requirements of this area with the exception that tenants will be required to suspend all blade signs from the canopy.

Allowable Sign Types:

Primary sign types vary per area of the project that fit within the limitations and conditions. The sign types in which the tenant is limited to can be chosen from the following;

1. Primary Signage:
 - a. Facade Mounted Sign - Limited to reverse pan channel halo lit individual dimensional letters or dimensional letters, externally illuminated with external fixtures
 - b. Awning Sign - Identity shown on the awning is limited to the area requirements listed within the sign matrix.
 - c. Wall Mounted Plaques - Mounted on the wall nearest the primary entry doors.
2. Secondary Signage:
 - a. Blade Sign - External illumination of blades will be considered on a case-by-case basis per landlord’s discretion.
3. Alternate Signage: (choose up to two sign options, see size matrix for allowances)
 - a. Vertical Marquee Sign
 - b. Applied Window Graphics
 - c. Inlaid Entry Vestibule Floor Signs

Sign Area Calculation:

The maximum sign area for each tenant shall be 1 square foot (aggregate total of all sign faces) for each lineal foot of each store frontage, but signage is limited by the maximum sizes as noted on the sign matrix.

Number of Primary Signage Options

- A. Inline tenants: One primary sign
- B. Corner tenants: Two primary signs*
- C. Freestanding tenants: Three primary signs

* Corner tenants 25k sq. ft. or larger will be reviewed on a case-by-case basis per landlord's discretion.

Signage Details and Specifications:**A. Address Signage:**

The suite number shall to be applied to the exterior glass facade as determined by the Landlord (see diagram). The suite number must be visible to the walkway and be applied as vinyl on glass.

1. Numbers to be cut vinyl or hand painted on inside face of storefront.
2. Numbers to be 2" high; in white opaque vinyl.
3. No numbers above door unless matching the architectural character and approved by landlord.
4. Number to be placed on window adjacent to door on right side. To be placed in lower left corner of glass panel.
5. Unit Address signs are required for each Tenant and not included in sign area calculations or not counted towards the maximum number of signs.

B. Applied Window Graphics (excluding "Operational Signs", which are addressed below):

1. Only trade name or graphic logo may be used. Store description, advertisements, or tag lines not allowed.
2. Metallic or colored or "etch-look" vinyl graphics are to be used.
3. All applied graphics to be adhered to interior side of glass.
4. Applied window graphics not to exceed 20% of the window area.
5. Applied window graphics are to be submitted to the Landlord and approved in writing prior to installation.

C. Awning Graphics:

Made of canvas, the awning projects perpendicular from the storefront facade above the entrance doors and windows and acts as a protection against the elements or as a decorative feature. The name of the Tenant is applied to the awning valance, on the lower, vertical portion of the canopy only.

1. Letters to be silkscreen, printed or sewn on the vertical surface of the awning valance only and contrast with awning color.
2. Only the trade name and/or logo may be on awning valance. No tag lines, merchandise descriptions, services or advertisements allowed.
3. Light fixtures to illuminate the awning, as well as back lit awnings, will be considered on a case-by-case basis.
4. Only one logo / icon per awning shed (slope) area and can not exceed 20% of the awning (shed) area.
5. Size will be limited based on the height of the valance to 75% max of the vertical height of the valance and may not exceed 50% max of the length of the valance.

D. Back Door Signs:

Signs placed on the back entrance of Tenant's space for purposes of delivery and employee access.

1. Landlord will provide design for all back door signs.
2. Maximum 1 square foot.
3. Painted aluminum plaque with vinyl applied name and suite/address number only. No tag lines or slogans allowed.
4. Mounted to access door or immediate adjacent wall.

E. Barricade Graphics:

The tenant's General Contractor is responsible for installing the temporary barricade to remain in place for the duration of the store construction following these criteria:

1. Utilize 5/8" Exterior Grade Plywood over metal studs.
2. Barricade to be adequately secured and braced for lateral stability.
3. Barricade to extend from finish floor to within 6" of the underside of the canopy. Barricade may not attach to canopy.
4. Visible Barricade not covered by graphics or tenant's corporate identifying color to be painted to match Benjamin Moore Black Panther 2125-10.
5. Barricade to incorporate graphics.
 - Option 1: Full Barricade wrap of retailer graphics to cover 100% of barricade surface. Maximum text area 32 sq ft.
 - Option 2: Store Name represented in large scale on barricade. Store name cover 30% area of barricade surface. Barricade to be painted to match Benjamin Moore Black Panther 2125-10.
6. Doors and access points are required to be either covered with vinyl or painted. Doors are considered part of the barricade surface for all graphic treatments.
7. Final barricade graphics must be approved by Landlord prior to fabrication and installation. Please contact the main contact at the beginning of this criteria manual.

F. Corner Treatments:

1. One sign is permitted per store frontage. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two (2) signs or one sign on a diagonal corner.
2. Vertical marquees are only allowed in specified zones as indicated on matrix.

G. Inlaid Entry Vestibule Floor Signs:

A pattern, medallion, individual letters, or sign recessed into the floor, located solely within tenant lease line at the entry vestibule of the store and integrated flush into the surrounding flooring system.

1. Signage is required to be within the Tenant's lease line and may not extend beyond the storefront.
2. Sign must be fabricated out of durable, non-slip materials
3. When vacating tenant space, tenant is to replace flooring to appear as new.

H. Operational Signs:

Operational signage indicating hours of operation, telephone numbers, specialty rules and regulations is specific to each Tenant. Operational signs are required. No tag lines or slogans allowed.

1. Maximum letter height of 1/2".
2. Mounted to interior surface of glass, on or adjacent to entrance door and mounted no higher than 48" from finished floor.
3. Total area of sign shall not exceed 2 square feet.
4. Tenant graphics on storefront glass shall be computer cut flat vinyl graphics (text/letter/logos)

I. Storefront Signs - Primary Signs

1. Individual letters – Reverse channel – halo illumination
 - a. Reverse channel letters are to be fabricated out of aluminum with a minimum metal thickness of .060 with a painted finish.
 - b. All seams are to be welded and ground smooth.
 - c. Channel depth to be no more than 4".
 - d. Letter channels are to be stud mounted 2" maximum from face of wall.
 - e. Stud mounts are to be threaded anchor bolts with round sleeves and are to be painted the color of the fascia.
 - f. Size will be limited based on the height of the available facade area to 75% max. of the vertical height of the available area and may not exceed 50% max. of the length of the available area.
2. Individual letters - External illumination
 - a. External illumination to be provided by a separate light fixture(s) of a design that is complimentary to the overall sign design concept and the building architecture.
 - b. Fixtures with arm extensions or gooseneck extensions are encouraged.
 - c. "Light-bars" are prohibited.
 - d. Pre-manufactured square or rectangle light boxes are not allowed.
 - e. Individual letters to be at least 1/2" thick metal. Letter thickness is subject to Landlord approval and based on thickness-to-height proportion.
 - f. If stud-mounted, the individual letters are to be stud mounted minimum 1 1/2" from face of wall.
 - g. All light fixture designs are to be submitted to the Landlord for approval prior to purchase, submittal to the City of Newport Beach for permits and installation.
 - h. Size will be limited based on the height of the available façade area to 80% max. of the vertical height of the available area and may not exceed 50% max. of the length of the available area.

J. Tenants Located in Multiple Sign Areas

When a tenant's façade is located in multiple signage "areas", each particular façade is dictated by the regulations for that area.

N. Wall Mounted Plaque

1. Wall mounted plaques shall have concealed fasteners. Exposed fasteners designed as a feature treatment require approval by Landlord.
2. Allowable materials are cast metal, glass, or durable hard surface material.
3. No plastics, acrylics or PVC materials.
4. Non-illuminated or externally illuminated only.
5. Size of plaque is subject to Landlord approval, per the sign matrix due to irregular project configurations.
6. Location to be adjacent to entry doors.
7. No taglines, slogans, service or product descriptions allowed in text.

**K. Vertical Marquee Signs**

Shall be used only at specific locations to identify and emphasize visually prominent Tenants. In light of the significant visual impact that is achieved through such signs, the Tenant is required to provide a very high quality design and presentation to the Landlord for review and approval. Any additional structural requirements shall be coordinated with Landlord at Tenant's expense. Vertical Marquee Signs may be mounted at a prominent corner of a Tenant building on the diagonal to provide visibility from several directions and shall be integral to building architecture. Views of the sign shall not be obstructed by awnings or other architectural elements. Such signs shall have at least 13 feet of clearance above finished grade and may extend as high as the top edge of the building parapet. The Landlord strongly encourages such sign types as:

1. Letter and logo forms painted, gilded or screen printed onto a sign panel;
2. Reverse pan channel letters and logos with halo illumination;
3. Three-dimensional artistically sculpted object signs;
4. Vertical marquees if allowed per sign matrix should be maximum 20 sq ft, subject to landlord approval;



Prohibited Sign Types

A. The following sign types and finishes shall be prohibited at Lido Marina Village:

1. Illuminated sign boxes (can signs).
2. Signs with tag lines, slogans, phone numbers, service description, or advertising of products.
3. Monument style signage.
4. Temporary signage / coming soon signs – other than barricade graphics
5. Signs located on the rear elevation. (except those signs required for delivery)
6. Signs with exposed raceways, conduit, junction boxes, transformers visible lamps, tubing, or neon crossovers of any type.
7. Rotating, animated and flashing signs.
8. Pole signs and other signs with exposed structural supports not intended as a design element, except for code-required signs.
9. Pennants, banners, or flags identifying individual tenants.
10. A-frame sandwich boards.
11. 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.
12. Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
13. Any sign designed to be moved from place to place.
14. 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.
15. Balloons and inflatable signs.
16. Any signs, including freestanding signs, advertising the availability of employment opportunities.
17. Signs which emit sound, odor or visible matter, or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
18. Back plates behind signage are typically prohibited, but maybe considered on a case-by-case basis. Not to exceed 20% larger than overall max sign dimension and must be an integral part of the sign design.

Calculating Signage Area:

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, back plates or other decorative touches must be included within limits of the geometric shape shall be included as part of the copy area. Area shall include the entire name, not individual letters or words.

Letter height shall be determined by measuring the tallest letter of a tenant's identity, inclusive of swashes, ascenders, and descenders.

General Signage Design Guidelines

A. Design Objective

1. The primary objective of the sign design criteria is to generate high quality, creative tenant signage. Tenants are encouraged to combine a variety of materials, lighting methods, colors, typestyles, and graphic elements for unique storefront signage at Lido Marina Village.
2. Primary and secondary signs shall be located above or adjacent to entries or storefronts only; exceptions will be considered for corner tenants.
3. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to concept development of any sign.
4. Signs that incorporate creative logos or graphic elements along with the business identity are encouraged.
5. Tenant signs to consist of "Trade Name" and/or logo only. Tag lines, bylines, merchandise or service descriptions are not allowed.
6. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In all cases, the copy area shall maintain a margin at least 6" from any edge of the sign face area.
7. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are approved by the Landlord.
8. Any special conditions or deviations from the guidelines in the sign criteria are to be approved in writing after submittal to the Landlord.

B. Typestyles

Tenants may adapt established typestyles, 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.

C. Lighting

The use of creative signage lighting is expected and encouraged with the following criteria:

1. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
2. Only letters and logos shall transmit light while the back plate or background remains solid opaque. No illuminated backgrounds or boxes are allowed.
3. Lighting for all tenant signs shall be turned off after closing or reduced between the hours to be determined by Landlord.
4. Exposed fixtures, shades, or other elements are to contribute to the design of the sign.
5. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.

D. Colors

1. 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.
2. The color of the letter face and letter return shall be the same and no multi-colored letter faces allowed.
3. Color of letter face and returns are to contrast with building colors for good daytime readability.
4. The interior of open channel letters is to be painted dark when against light backgrounds.
5. All sign colors are subject to review and approval by the Landlord as part of the tenant signage submittal. Variations from these standards must be approved by the Landlord.

E. Materials

1. 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
 - d. Screens, grids, or mesh
 - e. Etched or brushed metal
 - f. Cut, abraded, or fabricated steel or aluminum
 - g. Dimensional letter forms with seamless edge treatments
 - h. Glass
2. 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

Construction Requirements**A. General**

1. All signs shall be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in these regulations and all other applicable codes and ordinances.
2. All signs must meet all standards set forth by Lido Marina Village Tenant Sign Criteria and must be approved by the Landlord before permit submittal.
3. The tenant must submit one set of plans, with Landlord approval signature, to City for approval prior to receiving permits for fabrication.
4. The Landlord does not accept the responsibility of checking for compliance with any codes having jurisdiction over Lido Marina Village nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.

B. Fabrication Requirements

1. All sign fabrication work shall be of excellent quality and identical of Class A workmanship. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
2. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of Lido Marina Village.
3. All formed metal, such as letterforms, shall be fabricated using full-weld construction with all joints ground smooth.
4. 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.
5. 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.
6. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
7. 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.
8. 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.
9. 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.
10. All lighting must match the exact specifications of the approved working drawings.
11. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
12. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. 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. No black iron material will be allowed.
13. 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.
14. Penetrations into building walls, where required, shall be made waterproof by the tenant's sign contractor.
15. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on the above shop drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.
16. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.
17. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps will be single pin (slimline) with 12" center-to-center lamp separation maximum.

Approvals of Tenant Signage

A. Artwork Submittals

1. All sign concepts are to be generated from “camera-ready” logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to development of any signage.

B. Preliminary Drawing Submittal

1. Prior to shop drawings and sign fabrication, tenant shall submit for Landlord approval three sets of Preliminary drawings reflecting the design of all sign types.
2. Sign preliminary drawing shall show sign and building colors.
3. Sign preliminary drawings are to be submitted concurrently with storefront design and awning design. Partial submittals will not be accepted.

C. Shop Drawing Submittal

1. Upon approval of concept plans in writing from Landlord, three complete sets of shop drawings are to be submitted for Landlord approval, including:
 - a. Fully-dimensioned and scaled shop drawings @ 1/2"=1'-0" specifying exact dimensions, copy layout, typestyles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
 - b. Elevations of storefront @ 1/2"=1'-0" showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction detail.
 - c. Sample board showing colors and materials including building fascia, letter faces, returns, and other details as requested by the Landlord.
 - d. Section through letter and/or sign panel @ 1/2"=1'-0" showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
 - e. Cut-sheets of any external light fixtures, including color.
 - f. Full-size line diagram of letters and logo may be requested for approval if deemed necessary by the Landlord.
 - g. Colored elevations showing representation of actual signage colors as well as actual building colors. Color call outs to be provided.
2. All Tenant sign shop drawing submittals shall be reviewed by the Landlord for conformance with the sign criteria and with the concept design as approved by the Landlord.
3. Within ten (10) working days after receipt of Tenant's working sign drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Landlord. The Tenant must continue to resubmit revised plans until approval is obtained. A full set of final shop drawings must be approved and stamped by the Landlord prior to permit application or sign fabrication.
4. Requests to establish signs that vary from the provisions of this sign criteria shall be submitted to the Landlord for approval. The Landlord may approve signs that depart from the specific provisions and constraints of this Sign Plan in order to:
 - a. Encourage exceptional sign design and creativity.
 - b. Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign criteria.
5. Following Landlord's approval of sign shop drawings and with a wet signature approval attached, Tenant or his agent shall submit to the City of Newport Beach sign plans signed by the Landlord and applications for all permits for fabrication and installation by Sign Contractor. Tenant shall furnish the Landlord with a copy of said approved permits prior to installation of Tenant's sign.
6. Signs shall be inspected upon installation to assure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.

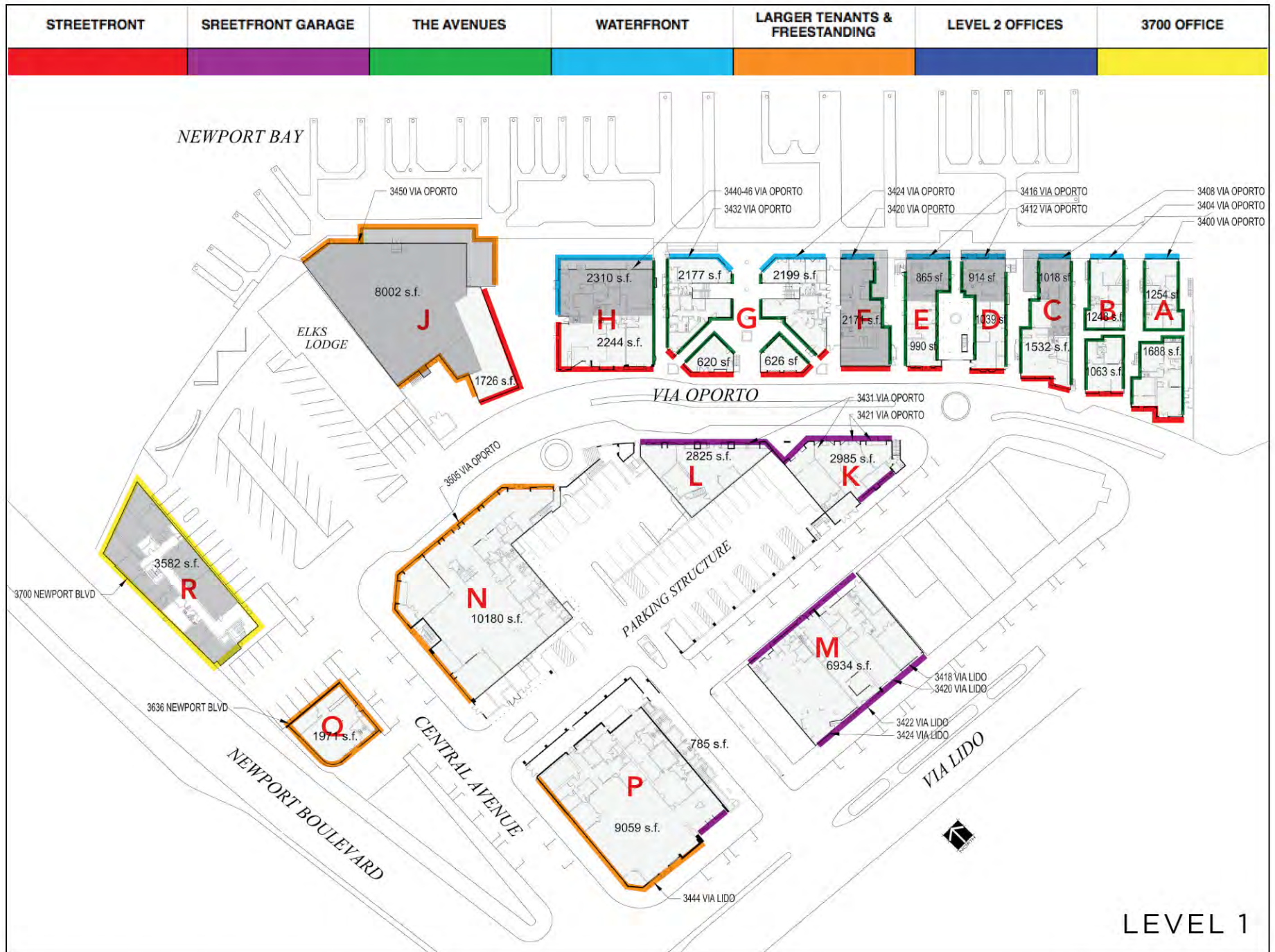
	STREETFRONT	STREETFRONT GARAGE	THE AVENUES	WATERFRONT	LARGER TENANTS & FREESTANDING	LEVEL 2 OFFICES	3700 OFFICE
SIGN TYPE							
Fascia Sign (if space permits)							
Sign and Letter Max Size	75% height & 50% width	75% height & 50% width	Not Allowed	75% height & 50% width	30"	Not Allowed	30"
Sign Logo Max Height	24"	24"	18"	24"	36"	Not Allowed	Permitted only if single tenant leases full building.
Max sign height, if letters stacked	30"	30"	24"	30"	36"	Not Allowed	
Blade Sign (if space permits)	2 sq ft	2 sq ft	Not Allowed	2 sq ft	8 sq ft	Not Allowed	Not Allowed
Wall Mounted Plaque	3 sq ft	3 sq ft	2 sq ft	3 sq ft	3 sq ft	1 sq ft	Not Allowed
Window Graphics							
Sign Max Area	20% of storefront glazing	20% of storefront glazing	20% of storefront glazing	20% of storefront glazing	20% of storefront glazing	Not Allowed	Not Allowed
Awning Sign							
Valance Area Letter Max	75% height & 50% width	75% height & 50% width	75% height & 50% width	75% height & 50% width	75% height & 50% width	75% height & 50% width	Not Allowed
Shed (slope) Area Max	50% and icon only	50% and icon only	50% and icon only	50% and icon only	50% and icon only	Not Allowed	Not Allowed
Vertical Marquee Sign	Not Allowed	Not Allowed	Not Allowed	Not Allowed	20 sq ft	Not Allowed	Not Allowed
Inlaid Floor/Sidewalk**	20 sq ft	20 sq ft	20 sq ft	20 sq ft	20 sq ft	Not Allowed	Not Allowed
Max. Sign Area Calculation	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1.5 sq ft / 1 linear ft (75 sqft max)	1 sq ft / 1 linear ft (50 sqft max)	1 sq ft / 1 linear ft (50 sqft max)
(Sign Area / Linear Store Front)	Sizes noted above are maximums for each sign type or letters.						
Illumination Allowances	Internal Halo or External	Internal Halo or External	Non-Illuminated Only	Non-Illuminated Only	Internal Halo or External	Not Allowed	Internal Halo Only
(Internal or External Illumination)	Illumination type noted above are suggested per each zone landlord approval required per submitted.						

*With exception

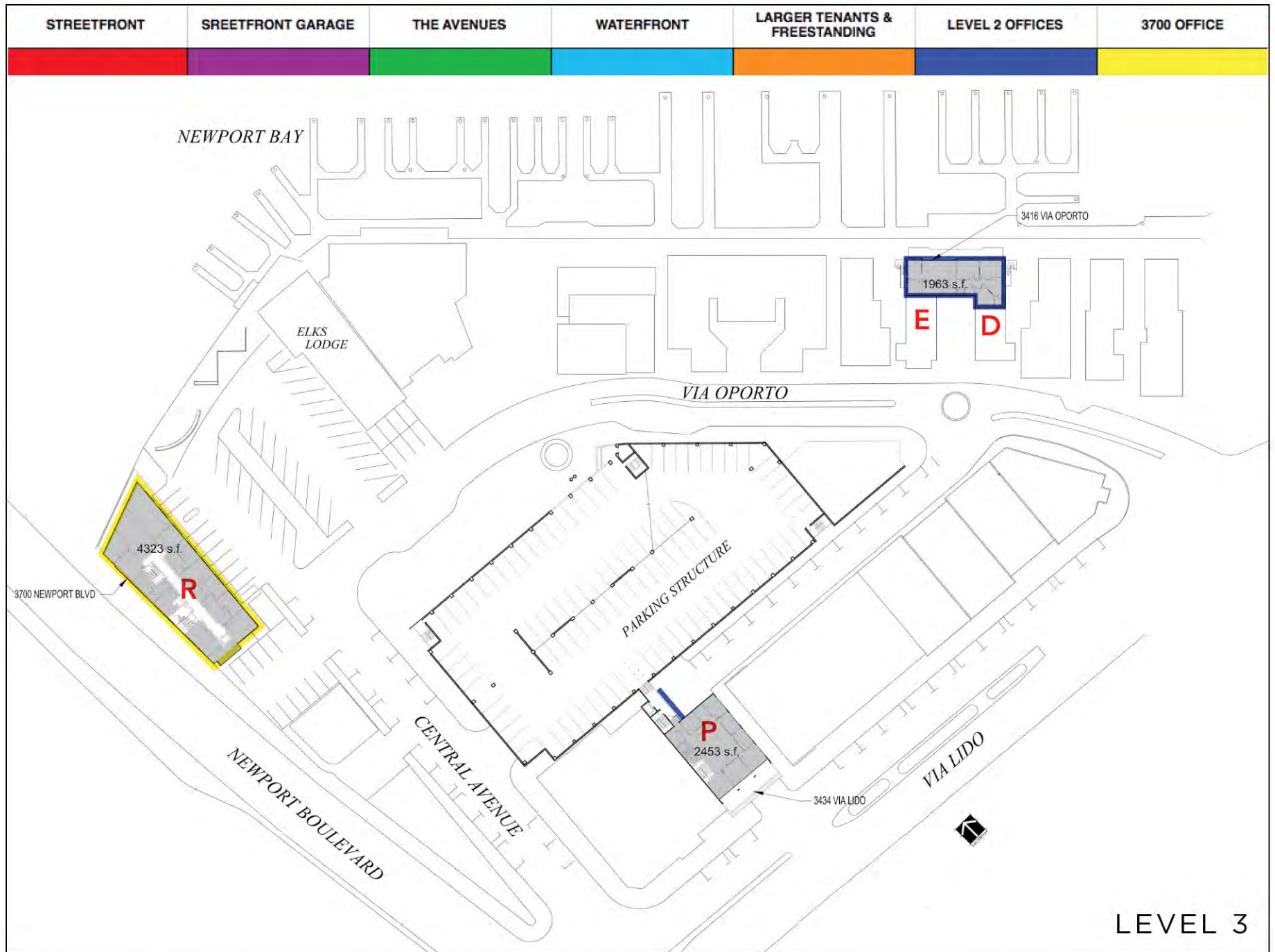
**Excluded from area calculation formula

STANDARD NOTES:

1. Temporary Banner Signs shall comply with the Chapter 20.42 of the Zoning Code.
2. All signs shall substantially conform to the stamped and dated approval set of plans.
3. Pursuant to Section 20.42.120.F (Revisions to Comprehensive Sign Programs) of the Zoning Code, the Planning Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected.
4. All additional exempt signs shall comply with the standards prescribed in the Zoning Code.
5. The proposed vertical marquee signage will not include manual or electric changeable copy signs and will comply with Section 20.42.080.F (Standards for Specific Types of Permanent Signs, Projecting Signs).

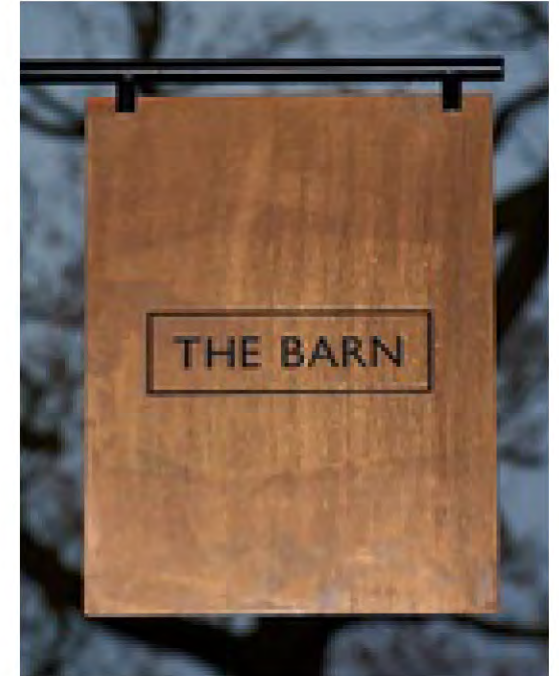






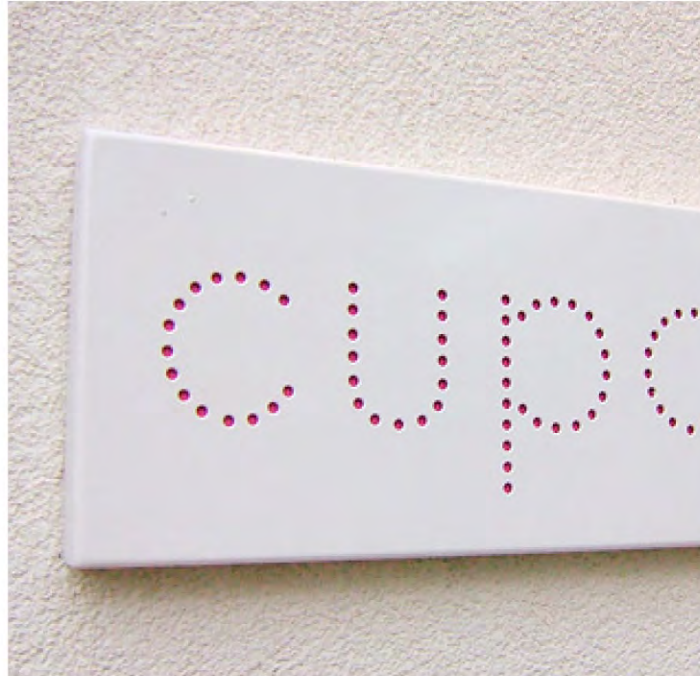






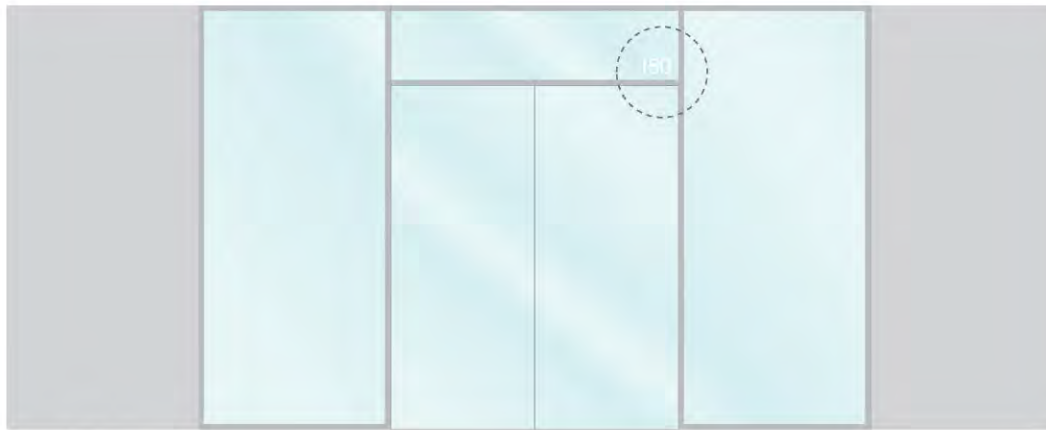




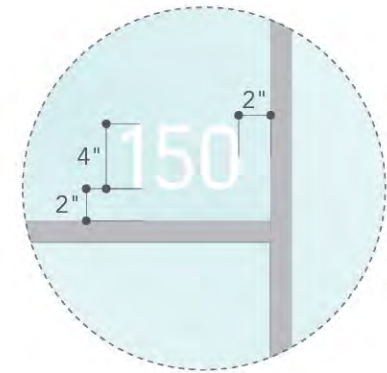








1 Elevation
Scale 1/4"=1'-0"



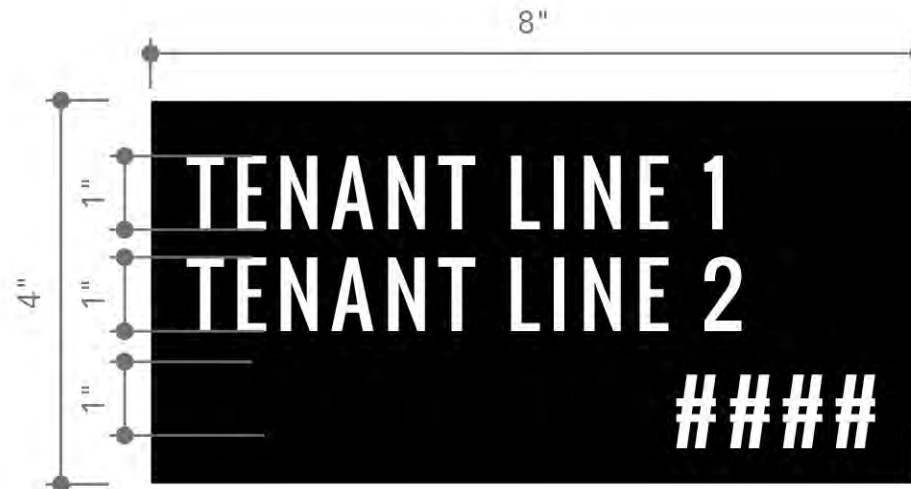
2 Detail
Scale 1"=1'-0"



Option 1



Option 2



1 Elevation View
Scale 6"=1'-0"

CHOP HOUSE

G220

**WEDNESDAYS
SURF SHOP**

A102

2 Examples
Scale 3"=1'-0"