

La Jolla Commons Tower 3

4727 Executive Drive, La Jolla, CA 92121

Sign Program

Neighborhood Use Permit PRJ-1076564

Community Planning Group

Tuesday, May 9, 2023

6:00 PM

American Assets Trust Management

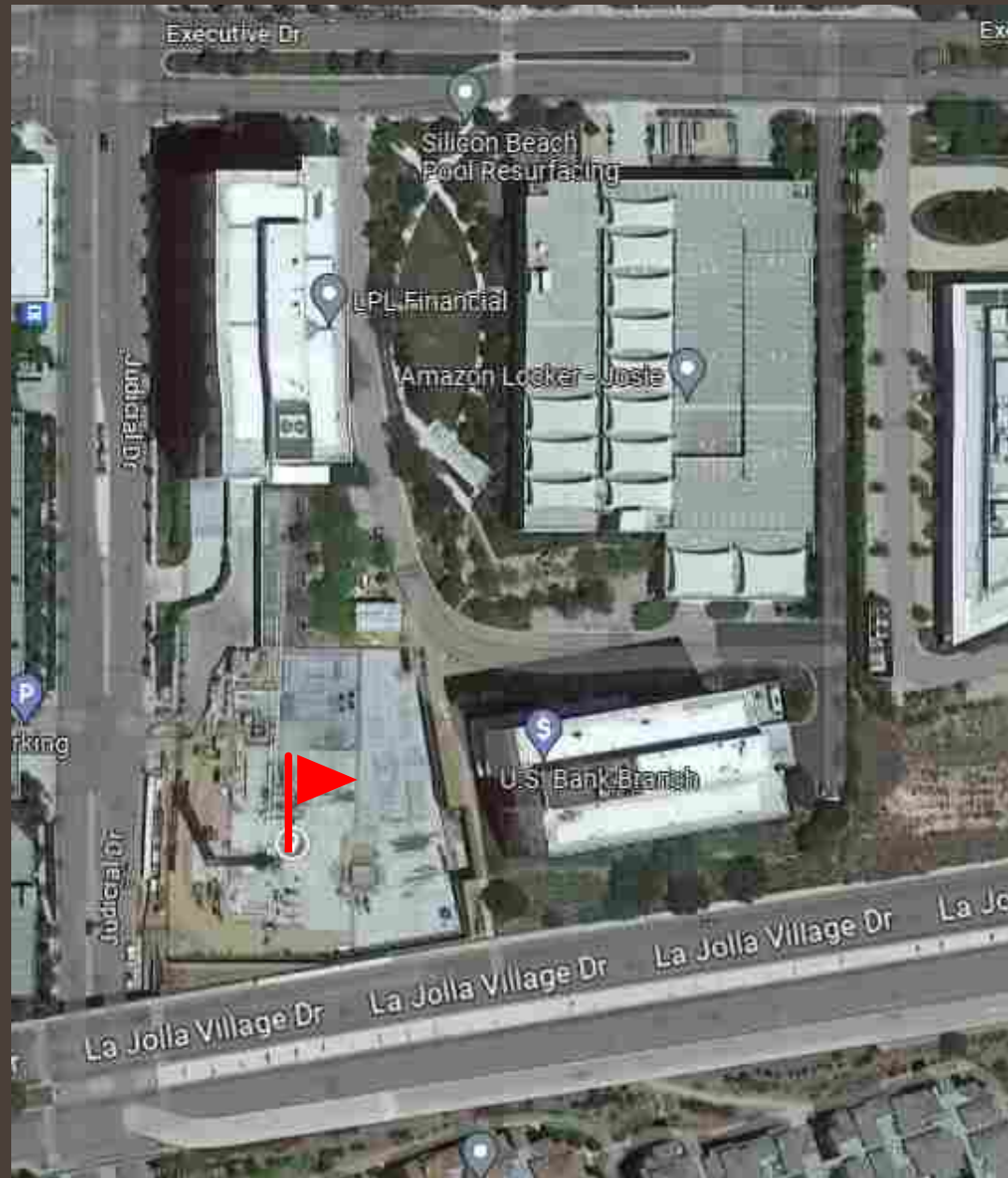
Jerry Gammieri

Steve Center

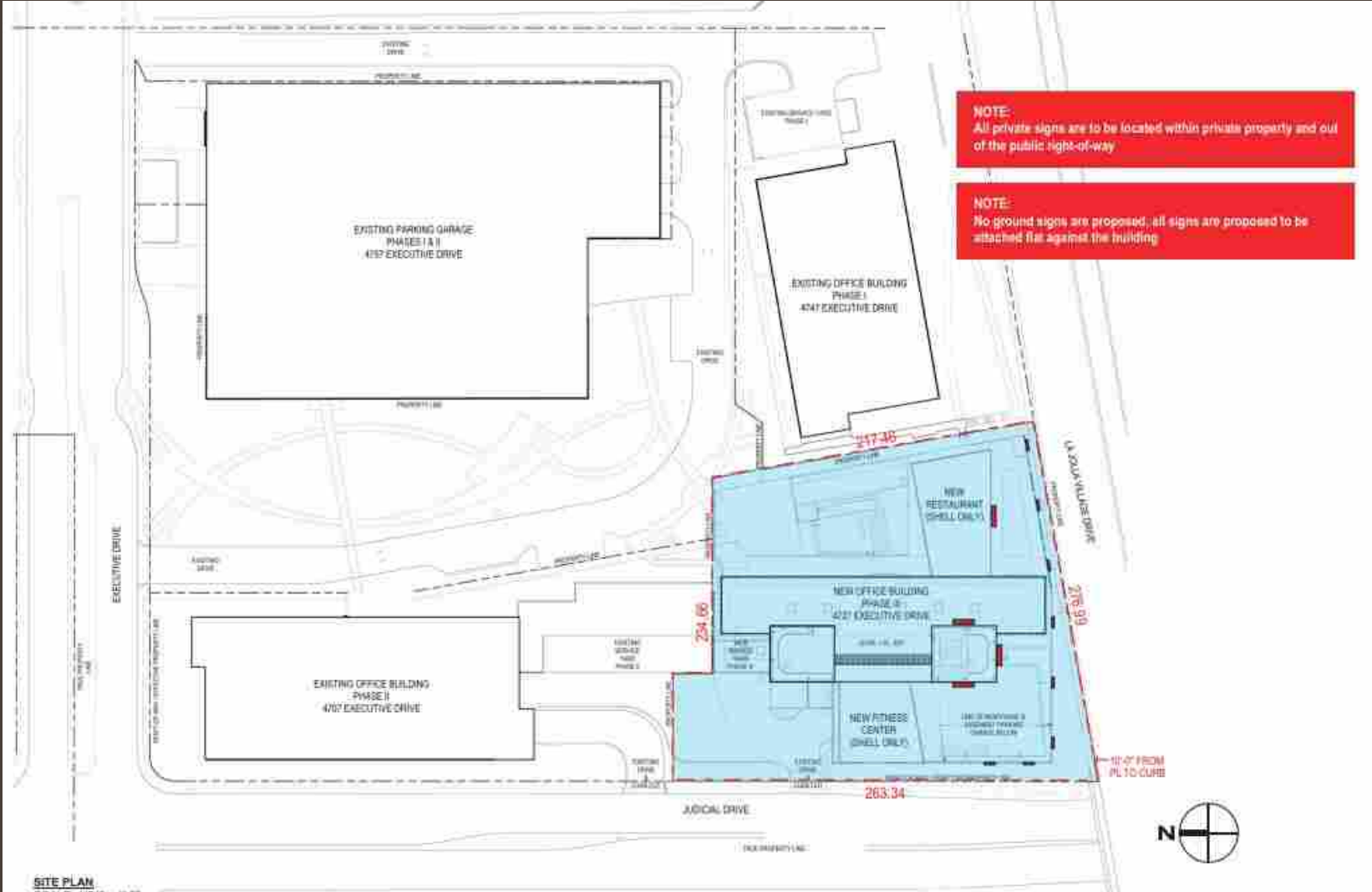
Jones Sign Company

John Hadaya

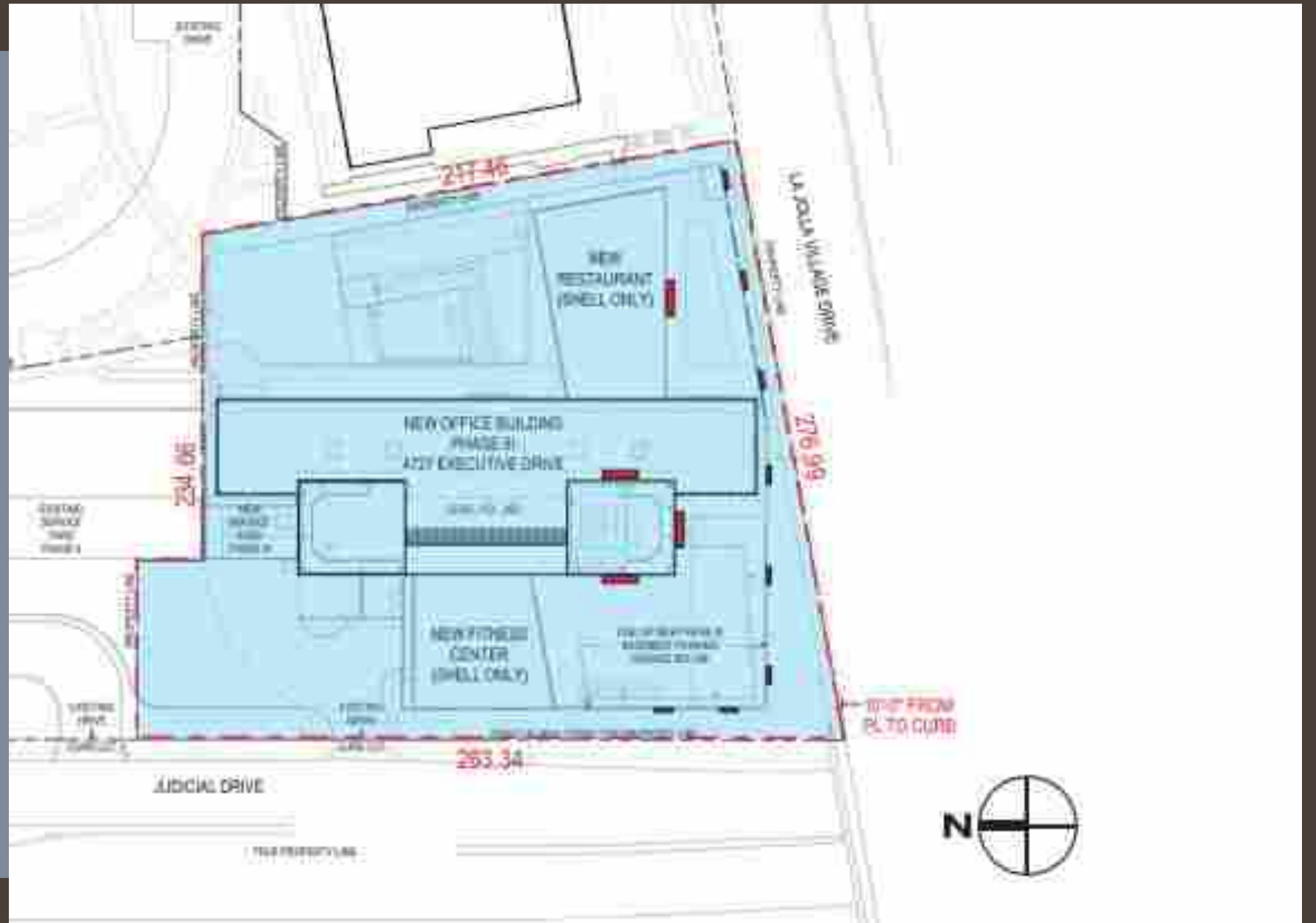
Existing Location



Site Plan



Site Plan – Close Up



Existing Conditions



A INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the City.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required City permits.

B LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.
2. The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s).
3. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
7. Should a sign be removed, it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition.





GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and bear U.L. Label.
3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be LEDs, installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits will be allowed.
10. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in 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.
13. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
17. All raceways to be painted a specific color to be obtained from the architect.

E PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard:

No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

2. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

3. Signs painted directly on a building surface will not be permitted.

4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.

5. There shall be no signs that are flashing, moving or audible.

6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached exhibit for tenants.

7. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are used for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited. (I.e. Delivery trucks with tenant signage is OK!)

8. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

9. Banners, Pennants & Balloons Used for Advertising Purposes: Temporary flags, banners, or pennants, or a combination of same constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Municipal Code requirements, Landlord's, and City approval.

10. Billboard Signs are not permitted.

11. The use of permanent "sale" signs are prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.

12. No standard plex faced cabinet construction allowed.

F ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord.

G INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

H MAINTENANCE:

It is the Tenant's responsibility to maintain their signs in proper working and clean conditions at all times. Otherwise, landlord reserves the right to hire his own contractor, make the necessary corrections, and bill tenant should it be deemed necessary.

Sign Construction



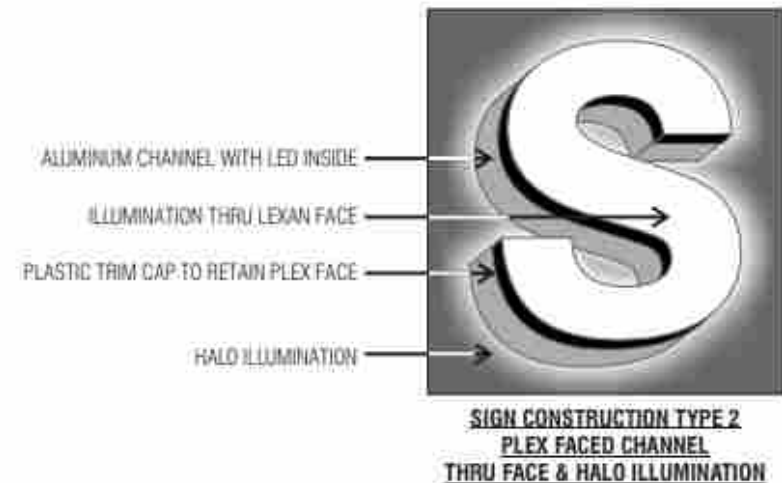
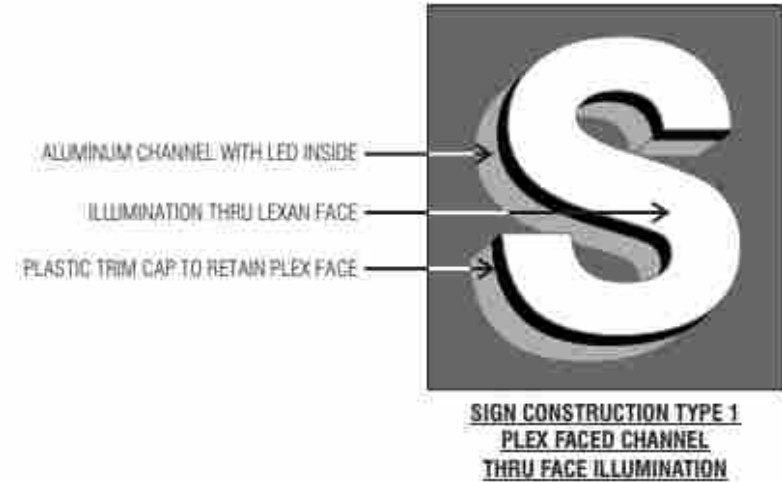
SIGN CONSTRUCTION

Type 1
Plex faced channels w/ thru face illumination.

Type 2
Plex faced channels w/ thru face and halo illumination.

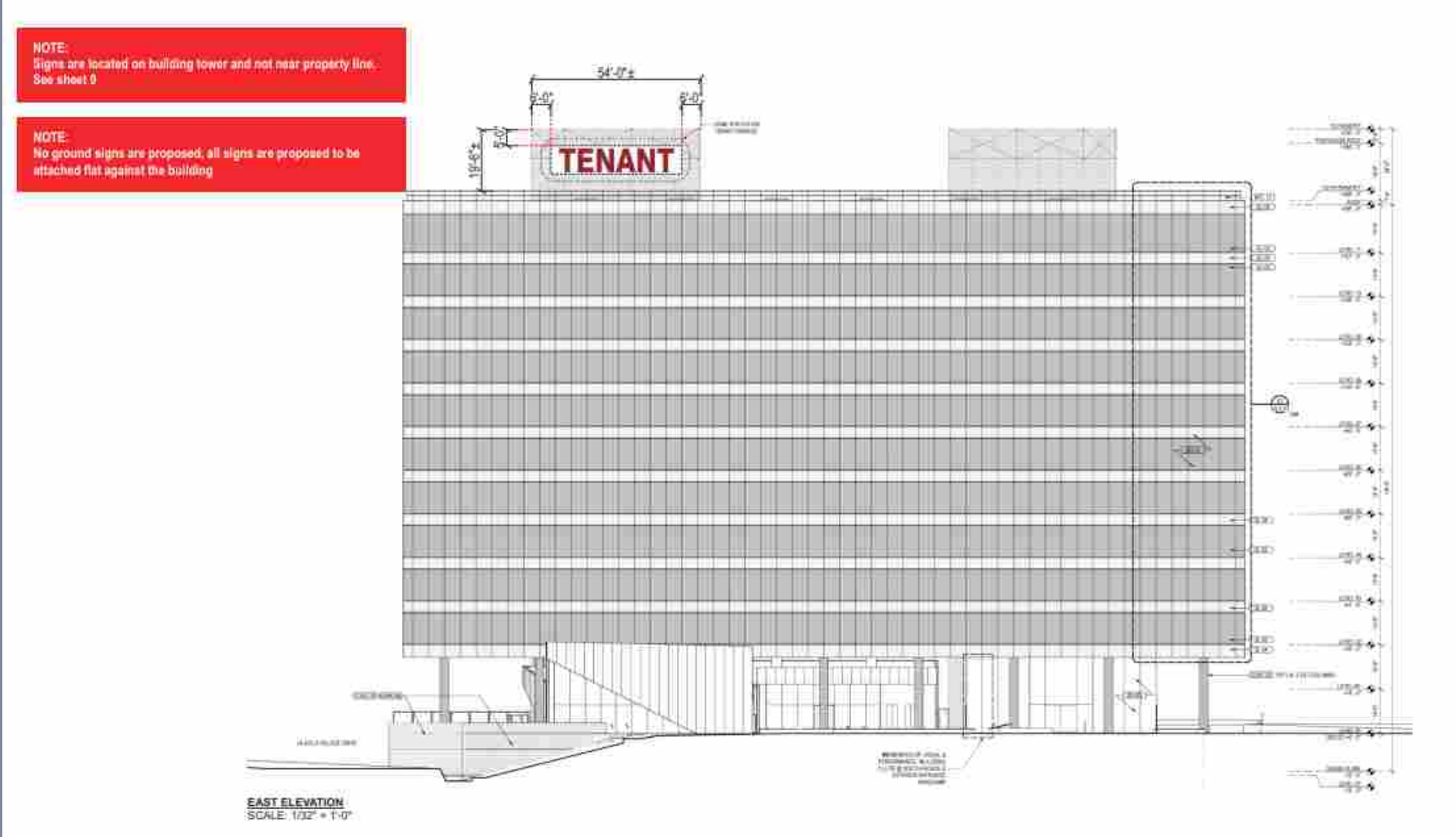
Typical notes:

Use standard aluminum construction with Matthews satin acrylic polyurethane finish.
Illuminate with LEDs.
Paint aluminum channel and or trim any color.



East Elevation

One (1) Sign Total
- 1 Major Tenant



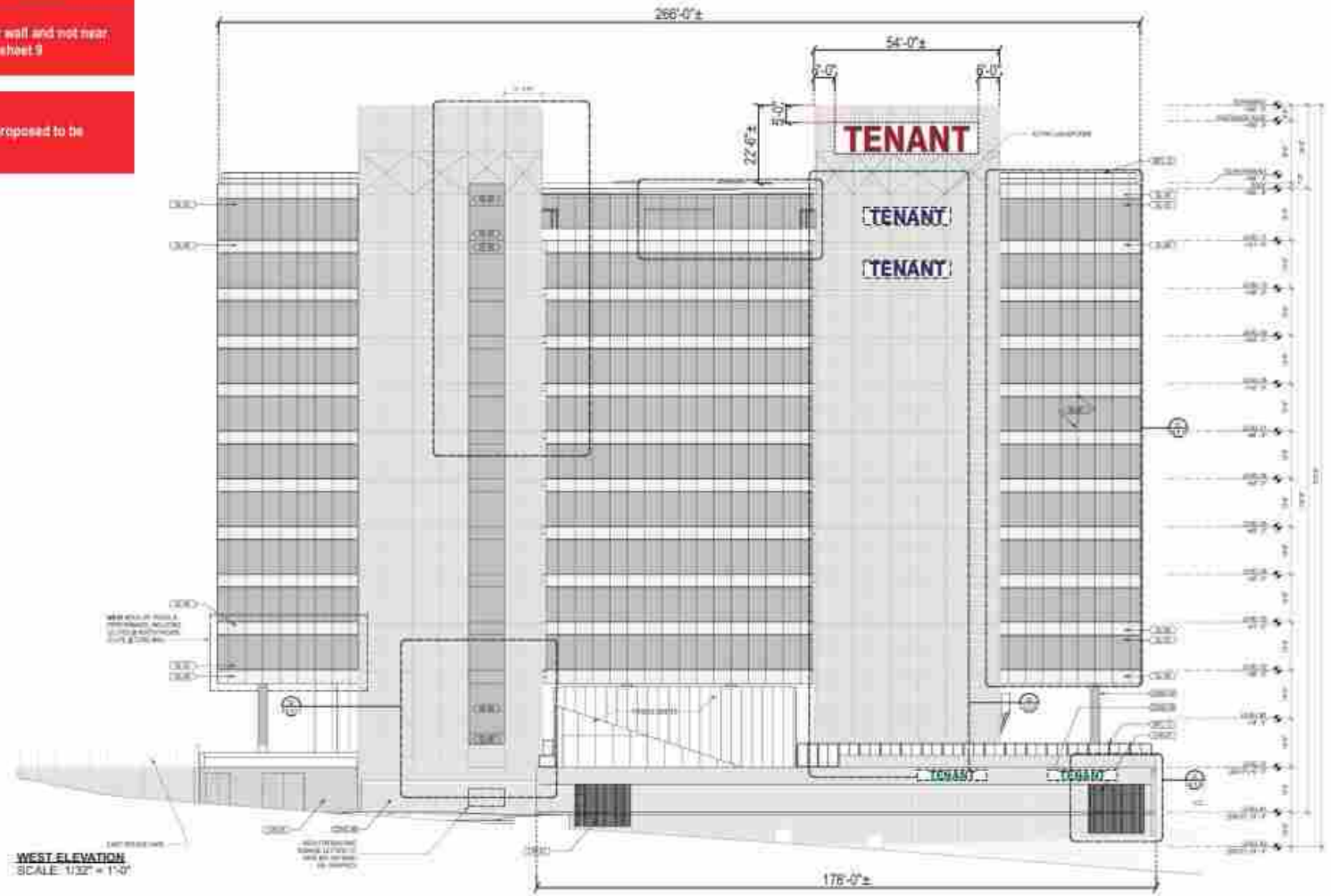
West Elevation

Five (5) Signs Total

- 1 Major Tenant
- 2 Minor Tenant
- 2 Street Tenant

NOTE:
Signs are located on building tower and lower wall and not near property line and within private property. See sheet 9

NOTE:
No ground signs are proposed, all signs are proposed to be attached flat against the building

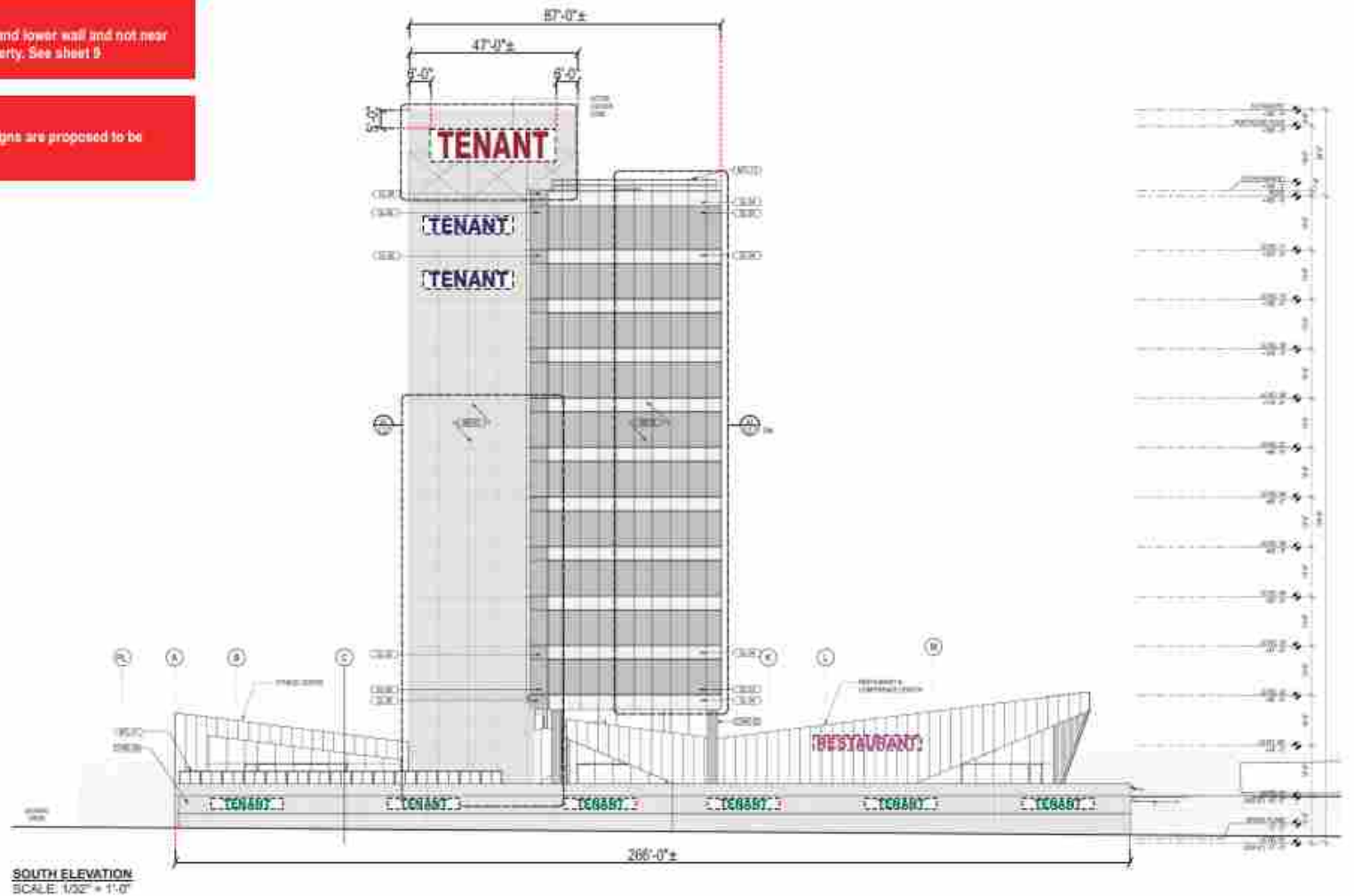


South Elevation

- 10 Signs Total
- 1 Major Tenant
- 2 Minor Tenant
- 1 Restaurant Tenant
- 6 Street Tenants

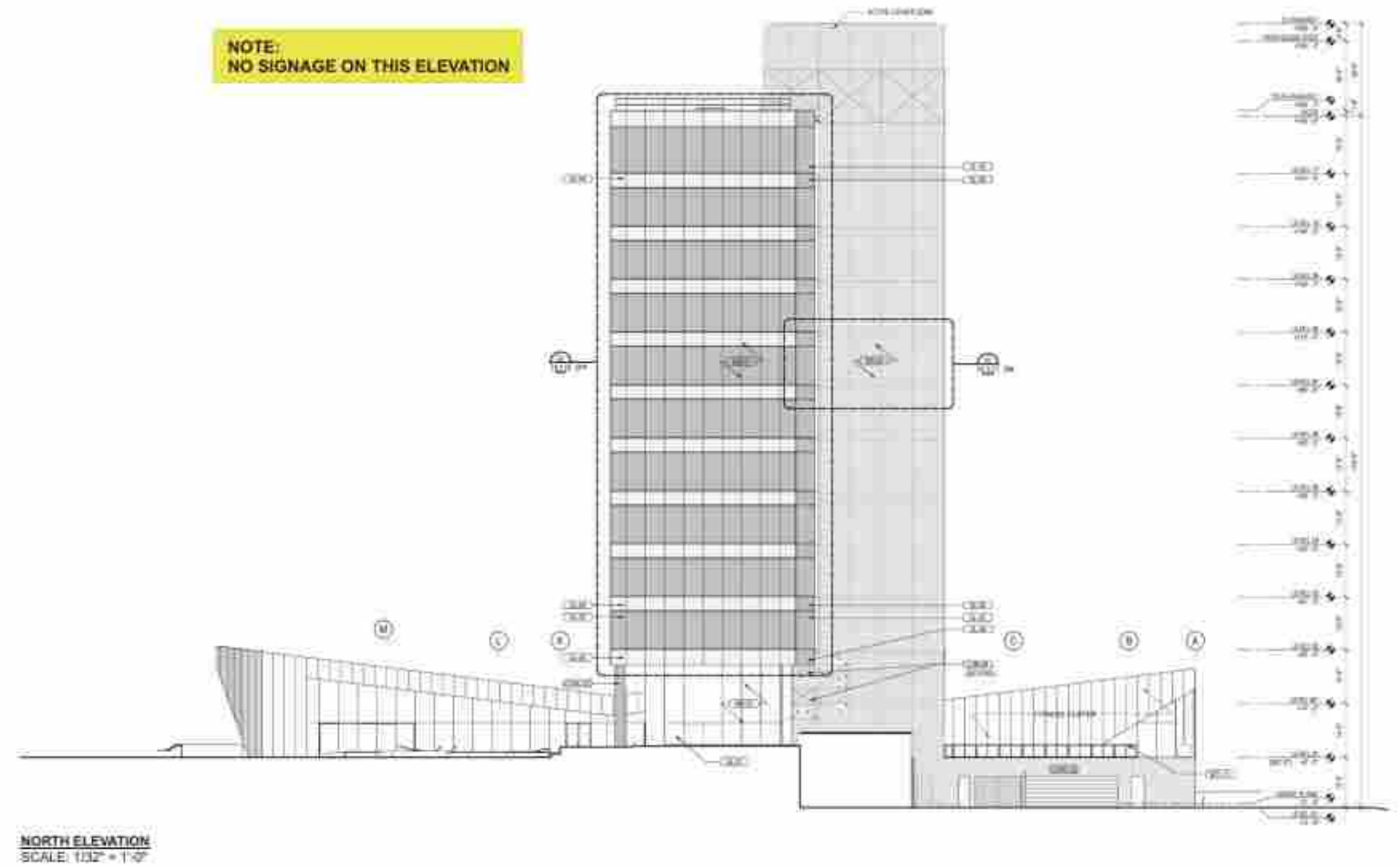
NOTE:
Signs are located on building tower and lower wall and not near property line and within private property. See sheet B.

NOTE:
No ground signs are proposed, all signs are proposed to be attached flat against the building.



North Elevation

No proposed signage



Major & Minor Tenant Signage



MAJOR TENANT



SIZE: MAXIMUM OF 500 SQUARE FEET TOTAL PER ELEVATION

CONSTRUCTION: TYPE 1

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE
(5'-0" MINIMUM FROM TOP OF BUILDING)

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE
(6'-0" MINIMUM FROM ADJACENT SURFACE)

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: NO

MINOR TENANT



SIZE: MAXIMUM OF 300 SQUARE FEET TOTAL PER ELEVATION

CONSTRUCTION: TYPE 1

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: NO

Street & Restaurant Tenant Signage



STREET TENANT



SIZE: MAXIMUM OF 150 SQUARE FEET TOTAL PER ELEVATION

CONSTRUCTION: TYPE 2

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: NO

RESTAURANT TENANT



SIZE: MAXIMUM OF 150 SQUARE FEET TOTAL PER ELEVATION

CONSTRUCTION: TYPE 2

ILLUMINATION: YES

COPY: TENANT NAME AND / OR LOGO

HEIGHT: SEVENTY PERCENT OF ADJACENT SURFACE

LENGTH: SEVENTY PERCENT OF ADJACENT SURFACE

TYPEFACE: CUSTOM LOGO AND TYPE OK

COLORS: CUSTOM COLORS OK

SECONDARY SIGNS: NO

Questions or comments?

Thank you for your time!