



**ATWOOD**  
— COVINA, CA —

TENANT SIGN DESIGN GUIDELINES

FINAL | AUGUST 13, 2019

CITY OF COVINA  
PLANNING DIVISION  
CITY PLANNER APPROVED  
Case File *SIGN PROGRAM*  
*19-008*  
AUG 15 2019  
By: *MF*  
Any changes or alterations to the approved plans will require review and approval from the Planning Division

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# REVISIONS

# SITE PLAN





# INTRODUCTION

## PURPOSE OF TENANT SIGNAGE DESIGN GUIDELINES

The purpose of this document is to compliment and enhance the appearance of the buildings and the integrity of the architectural design. The objective is to encourage high quality and unique signage, with consistent and uniform sign standards. The signage is an integral part of the architecture of the building along with the community standards of the City of Covina and should maintain the aesthetic quality of the property.

The Atwood Tenant Signage Design Guidelines is a comprehensive reference to common area project signs as well as tenant signage. As such, it will not only illustrate and locate proposed signs, but also serve as an on-going template for monitoring tenant signage.

The intent is to insure that tenant signage on this property is designed and executed in a manner which will achieve these objectives while providing appropriate identification of Tenant's businesses, including incorporation of corporate identification where applicable.

The design of all graphics will be carefully considered in relationship to the site architecture and landscaping, as well as to the specific context of the location within the project. In cases not covered by the Tenant Signage Guidelines, the prevailing criteria found within the Covina Municipal Code shall prevail.

*For additional signage regulations, see Title 17 of the City of Covina's Municipal Code.*

## GENERAL SIGN REGULATIONS

This signage guideline contains written specifications and design guidelines, design exhibits depicting the various sign types proposed; typical elevations indicating wall sign locations; section details of approved sign forms; and location (placement) for each proposed sign. The information contained within this signage guideline will allow for an efficient and thorough review of the design intent.

In addition to compliance with the written specifications and design guidelines of the Atwood Tenant Signage Design Guidelines, all signs shall be subjected to the applicable provisions of Covina Town Center Specific Plan (as amended from time to time), the Covina Design Guidelines and Covina Municipal Code (CMC) Chapter 17.74 governing the procedures, application and fees applicable at the time of sign permit submittal and processing.

# CONTACTS

## LANDLORD (HOA)

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### BUILDER

City Ventures  
3121 Michelson Drive, Suite 150  
Irvine, CA 92612

Joe Otfelle  
joe@cityventures.com  
562.826.3483

### ARCHITECT

KTGY Group Inc.  
17922 Fitch  
Irvine, CA 92614  
949.851.2133

### EXTERIOR COLOR/MATERIAL DESIGNER

AT Design Consulting  
2211 Michelson Drive, Suite 450  
Irvine, CA 92612  
949.724.1619

# SUBMITTAL PROCESS

## SUBMITTAL TO LANDLORD (HOA)

Prior to sign fabrication and application for City approval of permits, each Tenant shall submit to the Landlord (HOA) for approval at least three (3) complete sets of detailed design and shop drawings including the following:

- a. Elevation of storefront illustrating the proposed sign design and all dimensions as they relate to the storefront elevation of Tenant's premises; Fully dimensioned and scaled shop drawings. Sign elevation must be rendered in color and must specify exact dimensions (including line spacing), font, copy, layout, materials, colors, method of attachment, illumination, electrical and all other details pertinent to the sign construction, as well as all sign area square footage calculation(s) in compliance with this criteria.
- b. Sign section detail through the letter and/or logo shall show the dimensioned projection of the face of the letter and/or logo and method/specification of illumination. Letters and/or logo sign details must be accurately dimensioned including line spacing.
- c. All proposed sign plans must be stamped approved by the Landlord (HOA) prior to submittal to the City of Covina.

## CITY SUBMITTAL

A full set of final plans must be approved and stamped by the Landlord (HOA) prior to permit application or sign fabrication. Following Landlord (HOA)'s approval of the proposed signage, Tenant or his/her agent must submit an application to the City for all permits for fabrication and installation by a licensed and bonded sign contractor:

- a. Each Tenant shall be responsible for the fulfillment of all requirements of these Criteria and of government agencies with jurisdiction and approved specifications.
- b. All City coordination with respect to approvals and permits for signs and their installation shall be obtained by the Tenant or his/her Representative, at his/her sole expense.
- c. Any changes requested by the City regarding design or intent must be also cleared by Landlord (HOA) before submittal to City.
- d. The City of Covina has the final approval of all tenant sign(s) and in accordance to City Sign Regulations, Covina Design Guidelines and Atwood Tenant Signage Design Guideline.

# APPROVAL

## APPROVAL & COMMENCEMENT

Tenant and his/her sign contractor shall not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

- a. Stamped set of final drawings reflecting the Landlord (HOA)'s and the City's approval shall be obtained from each party.
- b. The Landlord (HOA) must receive the sign installer's and/or sign company's Certificate of Insurance and Business License.
- c. The Landlord (HOA) must receive and approve the sign installer's and/or sign company's schedule for installation of signage.
- d. Modifications:  
In the event Tenant wishes to change his/her exterior sign anytime during the term of its lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to the criteria for the property after the execution of his/her lease agreement.

# CONSTRUCTION REQUIREMENTS

## 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 this Tenant Signage Guideline and must be approved by the Landlord (HOA) before permit submittal.
3. The Landlord (HOA) does not accept the responsibility of checking for compliance with any codes nor for the safety of any sign, but only for aesthetic compliance with this sign criteria and its intent.

## FABRICATION REQUIREMENTS

1. All sign fabrication work shall be of excellent quality and identical of Class A workmanship. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles shall not be acceptable. The Landlord (HOA) reserves the right to reject any fabrication work deemed to be below standard or misrepresents approved drawing design.
2. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of the buildings.
3. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free of dust, ripples, weld marks, orange peel, drips and runs, and shall have uniform surfaces conforming to the highest standards of the industry.
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 to be evenly spaced and must be finished to blend with the adjacent surface. Angle clips will not be permitted.
6. Mounting pins and brackets must be as streamlined and painted to match the adjacent building or sign, where applicable.
7. Paint colors and finishes must be reviewed and approved by the Landlord (HOA). Color coatings shall exactly match the colors specified on the approved plans.
8. All lighting must match the exact specifications of the approved working drawings.
9. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
10. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed and/or located within the Tenant's space. 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.
11. Underwriter's Laboratory (UL) 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.
12. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.
13. Penetrations into building walls, where required, shall be made waterproof and warranted as such by the Tenant's sign contractor. Sign contractor will be responsible for attachment methods, blocking required, at sign locations, and any structural analysis to insure a safe and secure installation.
14. 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 (HOA). Sign contractor shall install same in accordance with the approved drawings.
15. Penetrations of the building roof are not permitted
16. The sign contractor shall be responsible for the fulfillment of all the requirements and specifications, completing the installation in a workman-like manner, and leaning up, patching and painting any surfaces damaged by the installation to original building specifications.
17. All metals to be painted with the highest quality automotive polyurethane paint, unless otherwise specified. Tenant's sign contractor is required to specify and execute a sign painting application that yields the longest life with the least likelihood of paint fading and peeling. Paint must withstand exterior weather conditions, and be sprayed to a smooth finish, not brushed on.
18. Landlord (HOA) reserves the right to disapprove designs which are deemed offensive by community standards, are non-conforming to sign standards as outlined in this document, or deemed not demonstrating adequate design proficiency by landlord (HOA).
19. Upon termination of the Lease, the tenant shall leave the facade wall, awning, glazing or hanging sign in good condition. Without limitation, the tenant shall be specifically required in a workman like manner to all remove installed signage, fill all holes, and terminate all electrical wiring per prevailing codes. At the Landlord (HOA) discretion, the tenant is required to restore a consistent look and color to match the surrounding facade. The tenant is required at its sole cost and expense to replace all store frontage glass areas that can not be fully restored.



# APPROVED SIGN TYPES

Approved sign types are outlined here to provide guidance and expectations to exterior building signage for tenants. Design approval by Landlord (HOA)/City is conditional and is based on merit of design, workmanship/materials, size and placement.

## LEGEND

✓ = Acceptable    ✗ = Not Acceptable

### External Lighting

External lighting, such as goose neck lighting, can be used to illuminate Wall and Awning Signs. Type, size and color to be approved by Landlord (HOA).

See photos of acceptable lighting to the right.



### A Wall Panel Signs (non-illuminated)

Panel signs must be constructed of a uniform panel or bar with individual, dimensional logo/letters adhered to it. Finishes must be high quality materials to insure longevity. Individual letters directly attached to building are not acceptable.

See photos of acceptable and not acceptable examples to the right.

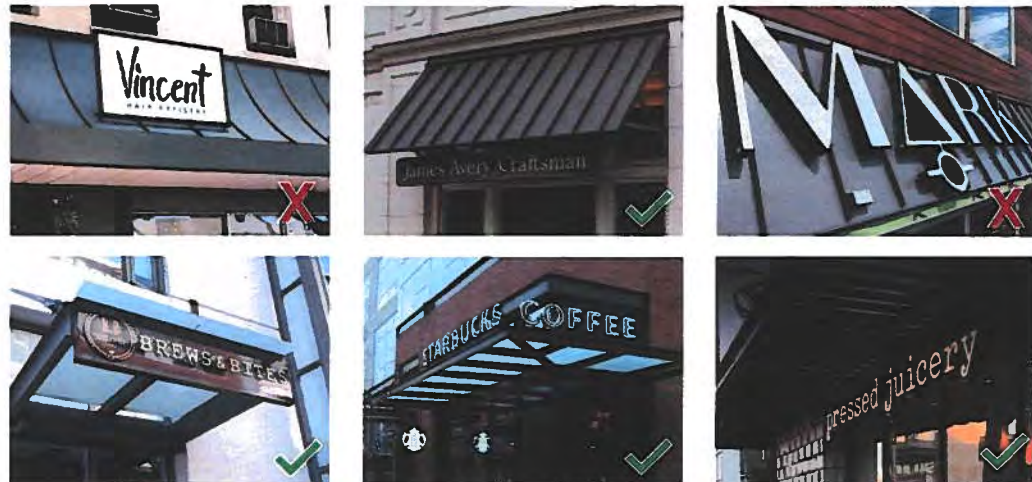


### B Awning Signs

For angled metal awnings, Tenants are allowed a uniform panel with dimensional logo/letters. Panels must be installed vertically below the metal awning.

For horizontal metal awnings, Tenants are allowed either a uniform panel with dimensional logo/letters or individual dimensional logo/letters to be mounted on top, below or to the face of the horizontal metal awning.

See photos of acceptable and not acceptable examples to the right.





# APPROVED SIGN TYPES

## C Blade Signs

Blade signs must be constructed of a uniform panel finished with high quality materials to insure longevity. Tenant logo/letters to be flat or dimensional. No neon lights, but may use internally illuminated to highlight Tenant type face or logo only. Fully illuminated box or cabinet signs are not permitted. Unique creative designs to be encouraged. All materials and fabrication methods to be of the highest quality and workmanship.

See photos of acceptable and not acceptable examples to the right.



### LEGEND



= Acceptable

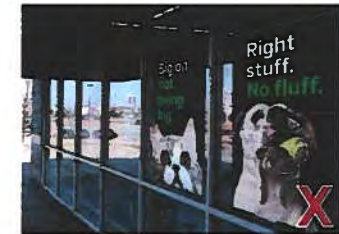


= Not Acceptable

## D Window Signs

Tenants are allowed vinyl film window graphics on windows, doors and sidelight glass glazing, but are limited to up to 25% of the specific window area for graphics. Window graphics are not allowed on the upper windows, above the transom structure. Window graphics should only contain business name, secondary copy pertaining to business services, hours of operation or just graphics. Business name / logo may be allowed to span across adjacent windows as necessary. No sales events or messages, not pertaining to business name or services, will be allowed. Landlord (HOA) reserves the right to review content and design prior to application.

See photos of acceptable and not acceptable examples to the right.



# PROHIBITED SIGN TYPES

In order to maintain a high level of quality and character, the sign types and fabrication methods described below will not be permitted:

1. Fully internally illuminated box or cabinet signs.
2. Signs with individual changeable plastic letters.
3. Internally illuminated awnings.
4. Pole signs and other signs with exposed structural supports not intended as a design element.
5. Parked motor vehicles and/or trailers intentionally located so as to serve as a sign or advertising device.
6. Signs with exposed raceways, conduit, transformers or junction boxes.
7. Signs fabricated from inappropriate materials.
8. Signs that include gloss finish plastic, Lexan or acrylic.
9. Inflatable signs, of any kind.
10. Low quality off-the-shelf sign armatures (i.e. movable signs) that do not appropriately reflect the business it serves.
11. Signs using flashers, oscillating or chasing bulbs and/or moving elements.
12. Blimps, balloons or tethered aerial devices for advertising.
13. Signs extending above fascia or past top of Tenant's designated fascia area.
14. Signs displaying LED screens with changeable graphics/copy are not allowed on the tenant frontage or visible through the exterior window glazing.
15. Signs or advertising painted on any exterior Tenant wall.

# TENANT SIGNAGE SUMMARY TABLE

Tenant Type	Building	Suite Type	Sign Type	Max. Number of Signs Per Suite	Max. Sign Area Per Sign	Max. Dimensions
Commercial	1	Corner/End Suites	Wall Panel and/or Awning Signs	2* (1 - Facing Citrus and 1 - on Side)	9 SF	1'-2"H x 7'-8"W
		Center Suites		1*		
	2	All		2* (1 - Facing Citrus and 1 - on Side)		
	3 & 4	All		1**		
	1, 2, 3, 4	All	Blade Signs	1	3 SF	Not to exceed 2'-6" High or Wide and 8" Deep
	1 & 2	Corner/End Suites		1 (on Side/Corner)		
		1, 2, 3, 4	All	Window Signs	N/A	25% of window area

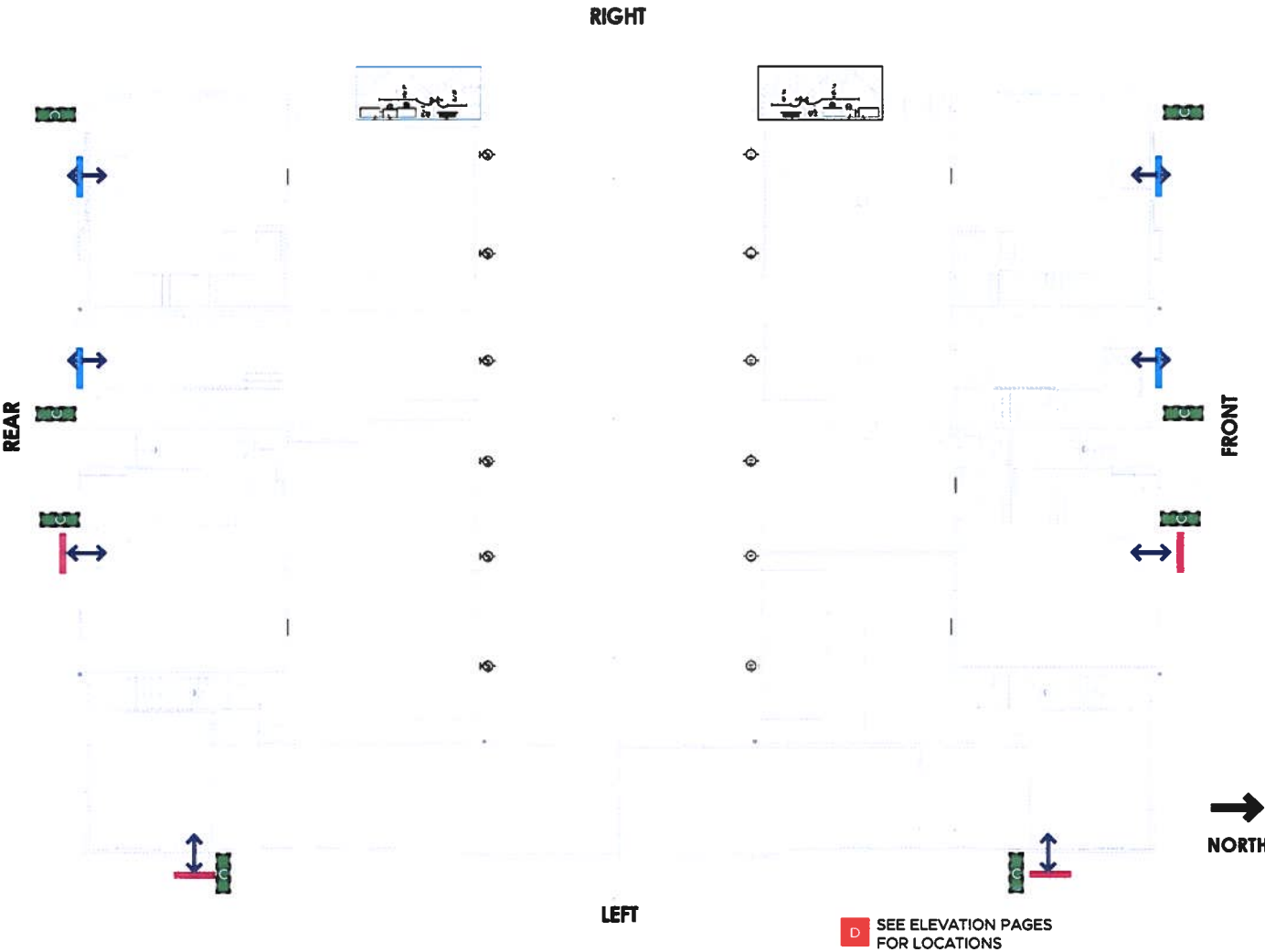
\* Buildings 1 & 2 are only allowed either one (1) Wall Sign or one (1) Awning Sign facing Citrus Avenue.

\*\* Buildings 3 & 4 are only allowed either one (1) Wall Sign or one (1) Awning Sign depending on if awning exists on the architecture.

Sign area to be calculated as 1 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area. It is the Tenant's responsibility to calculate their allowable signage size before submittal.

# SIGN LOCATIONS - FLOOR PLAN

## BUILDING 3 (Loft) - 1st Floor Plan



### LEGEND

- RETAIL ENTRANCE/EXIT
- WALL PANEL SIGNS (page 22 for details)
- AWNING SIGNS (page 23 for details)
- BLADE SIGNS (page 24 for details)
- WINDOW SIGNS (page 25 for locations & details)

### NOTES

SIGNS SHOWN ARE OF APPROXIMATE SIZE AND LOCATION ONLY.

ALL POSSIBLE LOCATIONS ARE SHOWN, HOWEVER NOT ALL MAY BE APPLIED SIMULTANEOUSLY. ALLOWABLE SIGNAGE PERMITTED IS CALCULATED BY LINEAR FOOT OF LEASED FRONTAGE PER TENANT AND ARE SUBJECT TO REVIEW AND APPROVAL BY LANDLORD (HOA) AND CITY OF COVINA.

### KEYMAP





# SIGN LOCATIONS - ELEVATION






## BUILDING 3 (Loft)

### NOTES

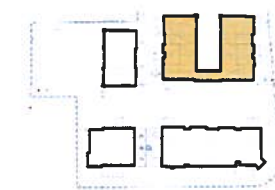
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### LEGEND

-  GALLERY ENTRANCE/EXIT
-  WALL PANEL SIGNS (page 22 for details)
-  AWNING SIGNS (page 23 for details)
-  BLADE SIGNS (page 24 for details)
-  WINDOW SIGNS (page 25 for locations & details)

### KEYMAP





# SIGN LOCATIONS - ELEVATION






## BUILDING 3 (Loft)

### NOTES

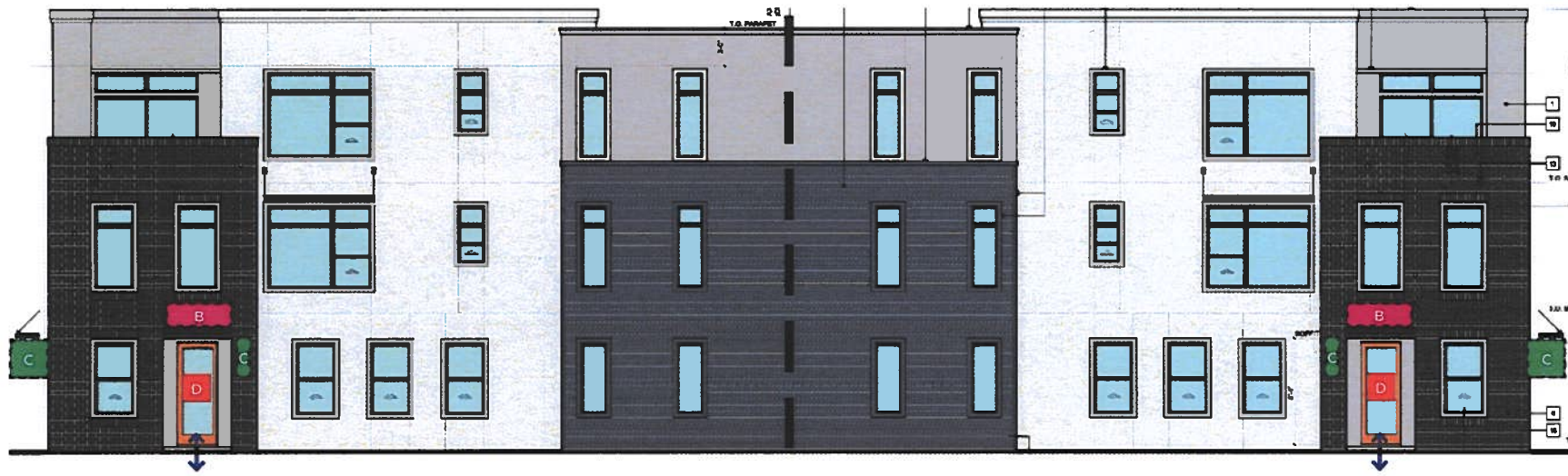
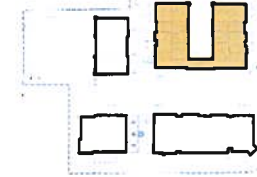
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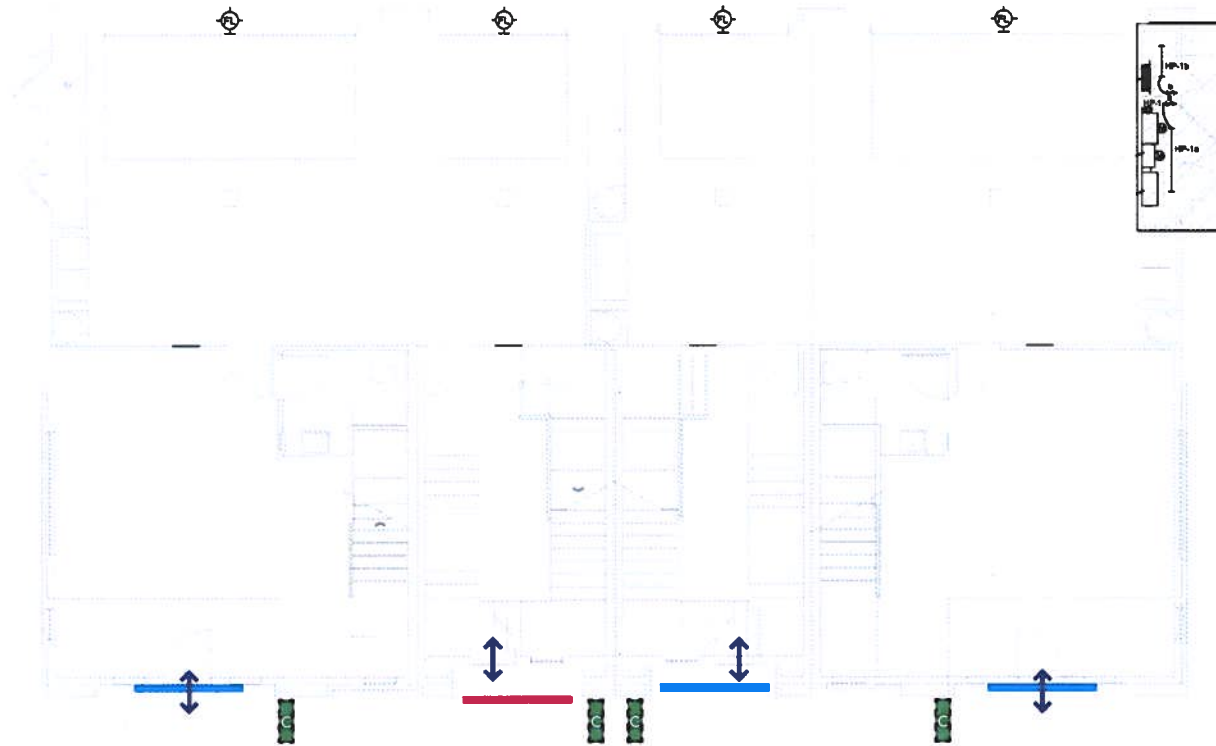
### KEYMAP



LEFT

# SIGN LOCATIONS - FLOOR PLAN

## BUILDING 4 (Loft) - 1st Floor Plan



**D** SEE ELEVATION PAGES FOR LOCATIONS

**FRONT**

### LEGEND

- RETAIL ENTRANCE/EXIT
- WALL PANEL SIGNS (page 22 for details)
- AWNING SIGNS (page 23 for details)
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### KEYMAP



# SIGN LOCATIONS - ELEVATION






## BUILDING 4 (Loft)

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### LEGEND

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-  WALL PANEL SIGNS (page 22 for details)
-  AWNING SIGNS (page 23 for details)
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-  WINDOW SIGNS (page 25 for locations & details)

### KEYMAP



# SIGN LOCATIONS - ELEVATION






## BUILDING 1 (Mixed-Use) 1st Floor Plan

### NOTES

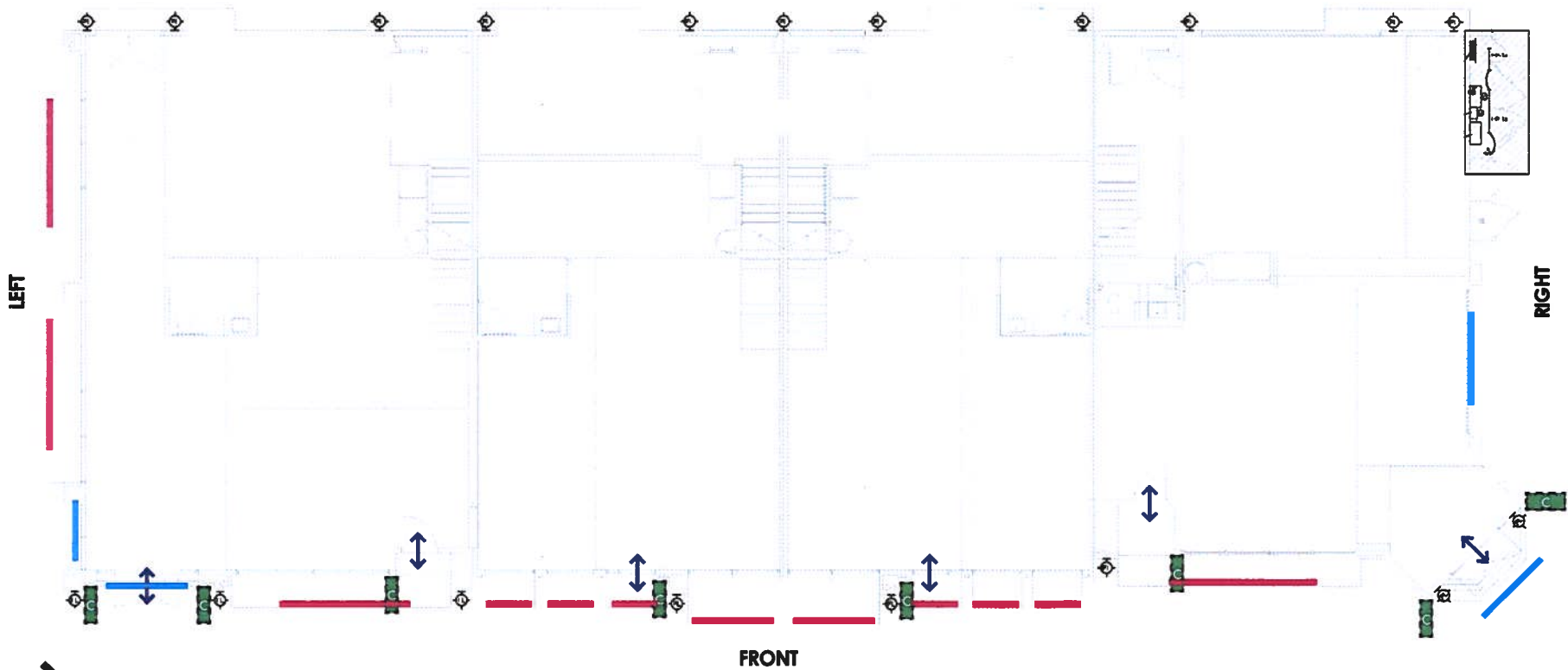
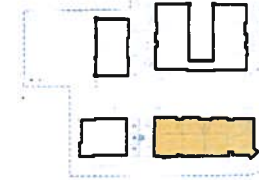
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### LEGEND

-  RETAIL ENTRANCE/EXIT
-  WALL PANEL SIGNS (page 22 for details)
-  AWNING SIGNS (page 23 for details)
-  BLADE SIGNS (page 24 for details)
-  WINDOW SIGNS (page 25 for locations & details)

### KEYMAP



  
NORTH

 SEE ELEVATION PAGES FOR LOCATIONS



# SIGN LOCATIONS - ELEVATION






## BUILDING 1 (Mixed-Use)

### NOTES

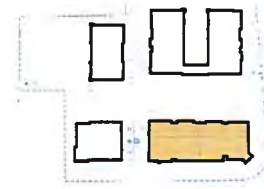
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### KEYMAP



# SIGN LOCATIONS - ELEVATION






## BUILDING 1 (Mixed-Use)

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### KEYMAP



UNIT 4



LEFT

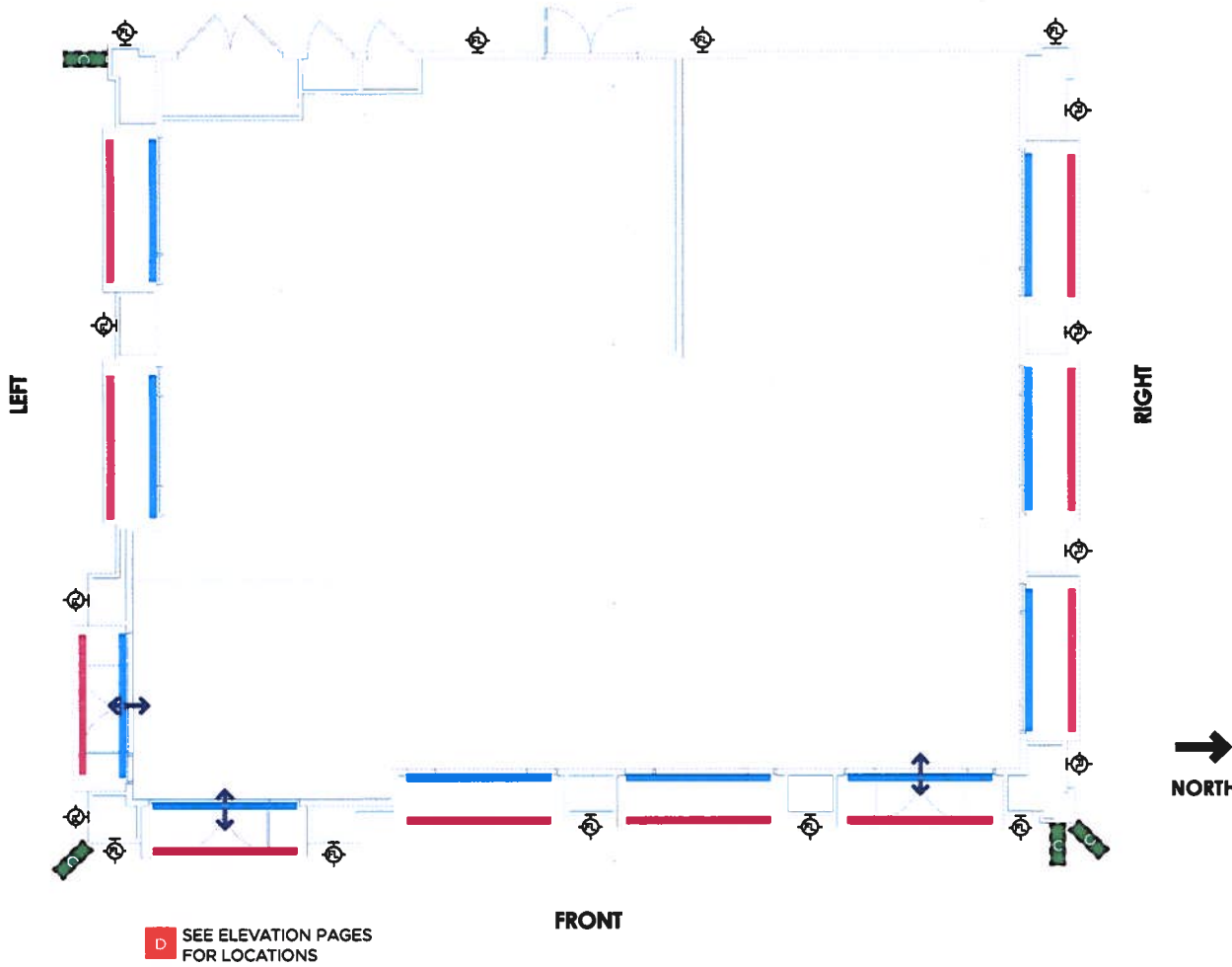
UNIT 1








RIGHT

# SIGN LOCATIONS - FLOOR PLAN

## BUILDING 2 (Commercial) - 1st Floor Plan



### LEGEND

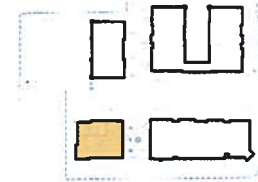
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### KEYMAP





# SIGN LOCATIONS - ELEVATION






## BUILDING 2 (Commercial)

### NOTES

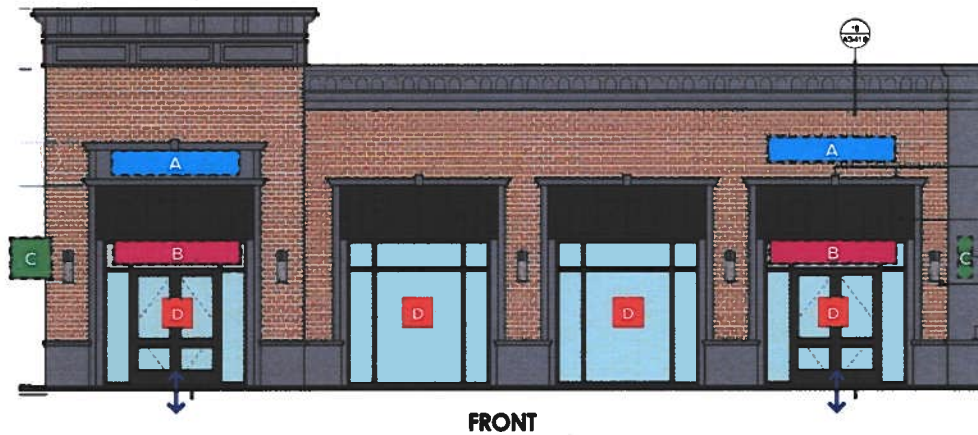
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### KEYMAP



FRONT



# SIGN LOCATIONS - ELEVATION






## BUILDING 2 (Commercial)

### NOTES

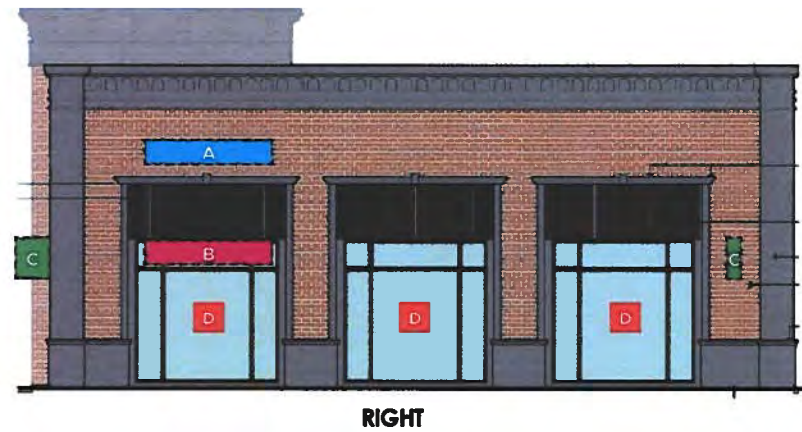
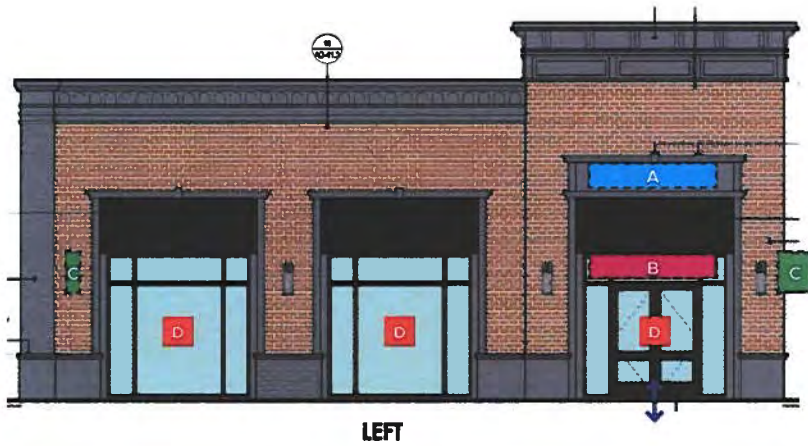
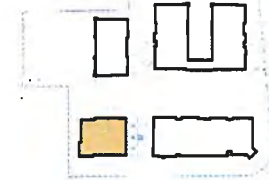
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### KEYMAP



# A WALL PANEL SIGNS

## GENERAL

1. Sign area to be calculated as 1 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area.
2. Tenants occupying the corner or end units/suites are allowed additional sign location as provided by the table below.
3. Letter and logo height not to exceed 1'-2". Overall Length not to exceed 7'-8".
4. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
5. Bottom of sign to be a minimum of 8'-6" from finished grade.
6. Tenant letters and logo to be 1/2" flat-cut-out/dimensional material with satin finish. Letters too small to be dimensional may be vinyl film applied directly to sign background but subject to review and approval by the Landlord (HOA) and the City of Covina.
7. The uniform backgrounds to meet all dimensions and high quality materials as specified within this Tenant Signage Guidelines. Any variance must be approved by Landlord (HOA) and the City of Covina.

## SIGNAGE SUMMARY TABLE

Building	Suite Type	Sign Type	Max. Number of Signs Per Suite	Max. Sign Area Per Sign	Max. Dimensions
1	Corner/End Suites	Wall Panel and/or Awning Signs	2*	9 SF	1'-2"H x 7'-8"W
	Center Suites		1*		
2	All		2*		
3 & 4	All		1**		

\* Buildings 1 & 2 are only allowed either one (1) Wall Sign or one (1) Awning Sign facing Citrus Avenue.

\*\* Buildings 3 & 4 are only allowed either one (1) Wall Sign or one (1) Awning Sign depending on if awning exists on the architecture.

Sign area to be calculated as 1 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area. It is the Tenant's responsibility to calculate their allowable signage size before submittal.



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



## B AWNING SIGNS

### GENERAL

1. Sign area to be calculated as 1 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area.
2. Tenants occupying for more than one suite are allowed additional sign locations as provided by this Tenant Sign Guideline.
3. Letters and logo height not to exceed 1'-2". Overall Length not to exceed 7'-8".
4. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
5. Bottom of sign to be a minimum of 8'-6" above grade.
6. Tenant letters and logo to be 1/2" flat-cut-out/dimensional material with satin finish. Letters too small to be dimensional may be vinyl film applied directly to sign background but subject to review and approval by the Landlord (HOA) and the City of Covina.
7. The uniform backgrounds to meet all dimensions and high quality materials as specified within this Tenant Signage Guidelines. Any variance must be approved by Landlord (HOA) and the City of Covina.

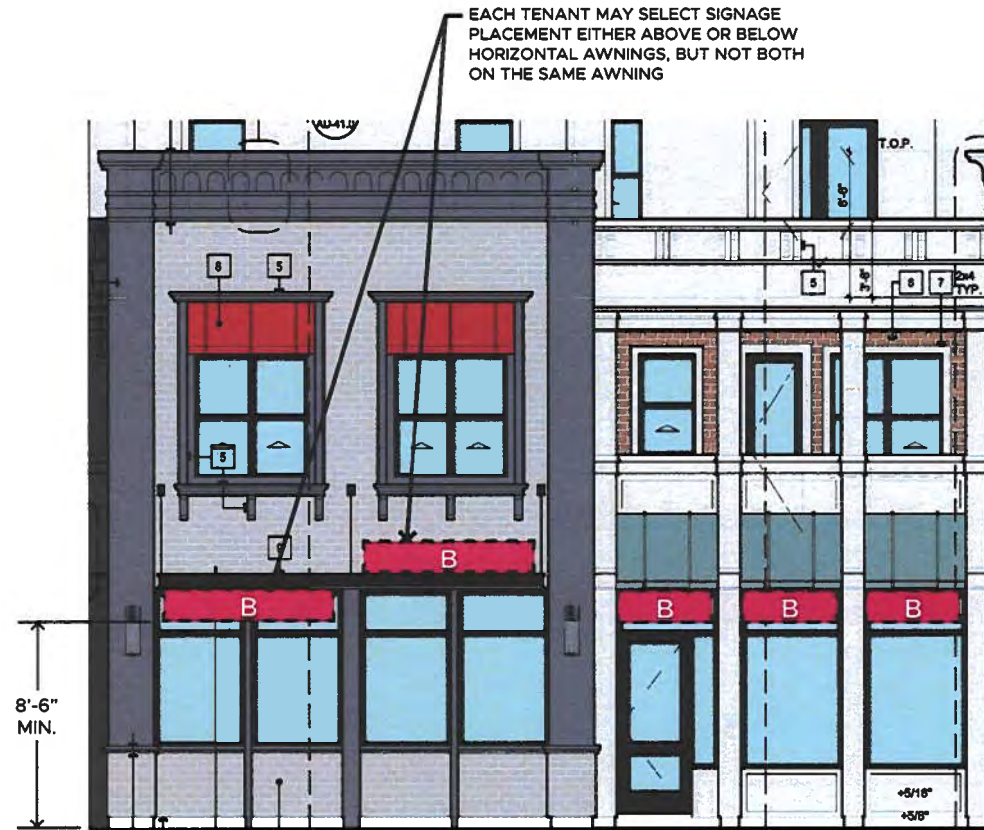
### SIGNAGE SUMMARY TABLE

Building	Suite Type	Sign Type	Max. Number of Signs Per Suite	Max. Sign Area Per Sign	Max. Dimensions
1	Corner/End Suites	Wall Panel and/or Awning Signs	2*	9 SF	1'-2"H x 7'-8"W
	Center Suites		1*		
2	All		2*		
			1**		
3 & 4	All				

\* Buildings 1 & 2 are only allowed either one (1) Wall Sign or one (1) Awning Sign facing Citrus Avenue.

\*\* Buildings 3 & 4 are only allowed either one (1) Wall Sign or one (1) Awning Sign depending on if awning exists on the architecture.

Sign area to be calculated as 1 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area. It is the Tenant's responsibility to calculate their allowable signage size before submittal.



SCALE: 3/16" = 1'-0"



## C BLADE SIGNS

### GENERAL

1. Sign area not to exceed 3 SF. The sign area is calculated by measuring the geometric box that can be placed around the sign design.
2. Signage not to protrude from the face of the building more than a distance of 2'-6".
3. 8'-6" Minimum distance from bottom of sign to finish grade.
4. No neon lights, but may use internally illuminated to highlight Tenant type face or logo only. Fully illuminated box or cabinet signs are not permitted.
5. Flat or dimensional lettering and graphics. Unique creative designs to be encouraged.
6. All materials to be of the highest quality and subject to review and approval by the Landlord (HOA) and the City of Covina.
7. The uniform backgrounds to meet all dimensions and high quality materials as specified within this Tenant Signage Guidelines. Any variance must be approved by Landlord (HOA) and the City of Covina.
8. Any sign that extends into the public right-of-way shall require an encroachment permit and subject to Public Works Department review and approval in addition to sign permit review and approval from Planning Division and building permit from Building and Safety Division.

### SIGNAGE SUMMARY TABLE

Building	Suite Type	Sign Type	Max. Number of Signs Per Suite	Max. Sign Area Per Sign	Max. Dimensions
1, 2, 3, 4	All	Blade Signs	1	3 SF	Not to exceed 2'-6" High or Wide and 8" Deep
1 & 2	Corner/End Suites		1 (on Side/Corner)		

Sign area to be calculated as 1 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area. It is the Tenant's responsibility to calculate their allowable signage size before submittal.

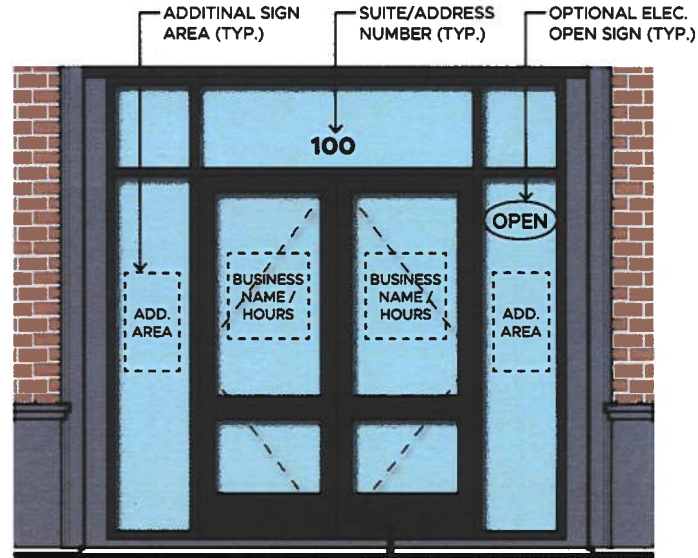


SCALE: 1/4" = 1'-0"

## D WINDOW SIGNS

### GENERAL

1. Window signage shall be permitted on 25% of the window area per pane to which the signage is placed.
2. Window graphics are not allowed on the upper windows, above the transom structure.
3. Electric "OPEN" signs Neon or L.E.D. may be allowed on inside of window at Landlord (HOA)'s discretion and approval, but must not be flashing or animated. Sign area is limited to 1 Sqft., in addition to the calculated window sign area.
4. Allowable signs to be restricted to suite address, business name, secondary copy pertaining to business services, hours of operation or just graphics.
5. Advertising, sales events or messages, not pertaining to business name or services are prohibited. Landlord (HOA) reserves the right to review content and design prior to application.
6. Suite address to be 6" tall with 1/2" stroke. (or Per Fire Code). Address to be centered over entrance.



# LOFT TENANT WAYFINDING SIGNS

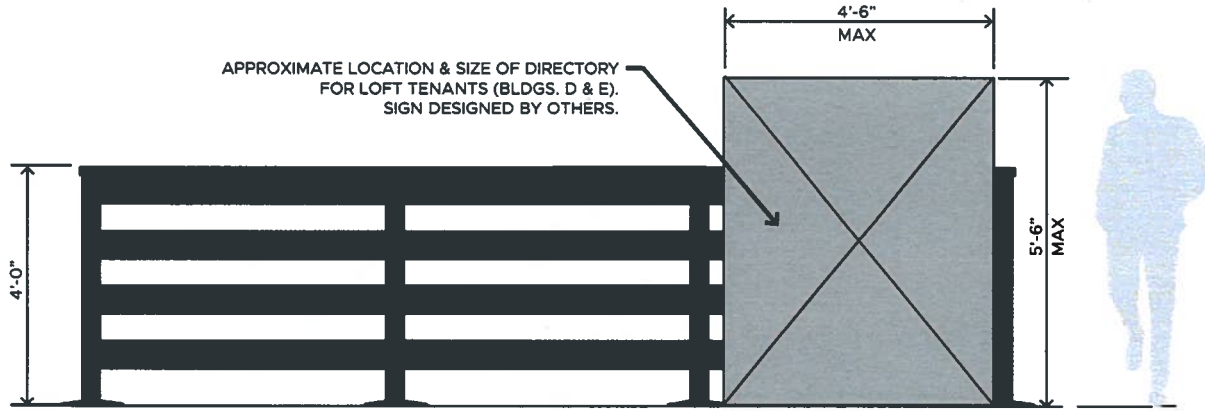
## SITE PLAN - LOCATION MAP



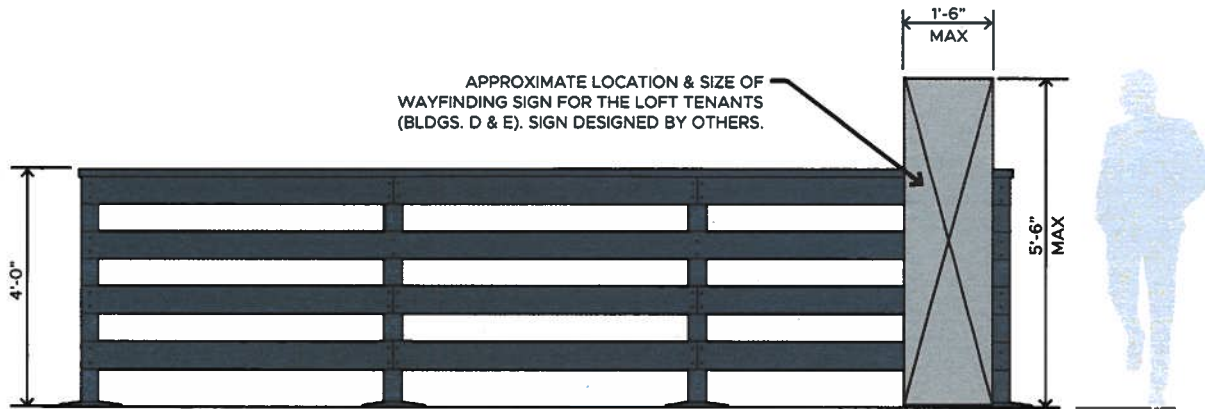
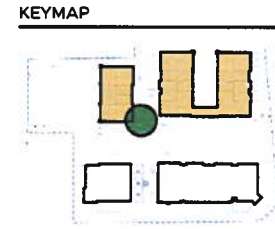


# LOFT TENANTS WAYFINDING SIGNS

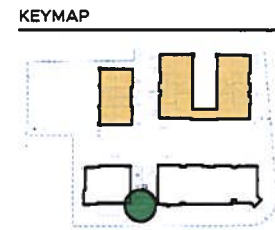
## CONCEPTUAL ELEVATIONS (designed by others)



**1 LOFT TENANT DIRECTORY on Existing Landscape Fence (EAST)**  
SCALE: 1/2" = 1'-0"

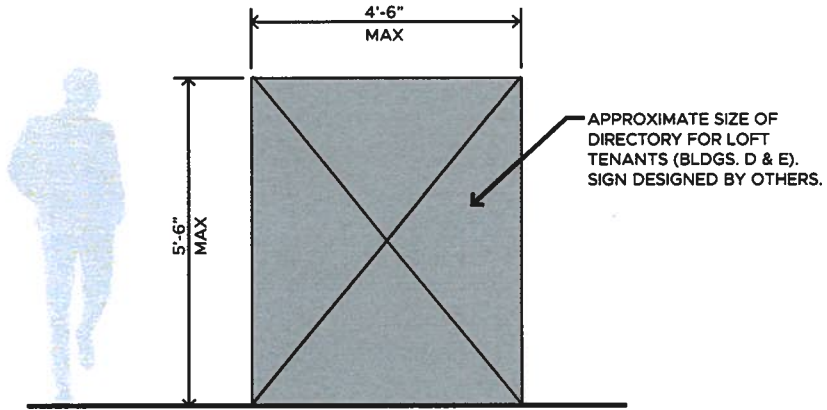


**2 LOFT TENANT WAYFINDING on Existing Landscape Fence (EAST)**  
SCALE: 1/2" = 1'-0"



# LOFT TENANT WAYFINDING SIGNS

## CONCEPTUAL ELEVATIONS (designed by others)



### 3 LOFT TENANT DIRECTORY

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

