

# FORMOSA SOUTH

## SIGN PROGRAM

1041 Formosa Ave.

West Hollywood, CA

October 1, 2013



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## PROPERTY OWNER / DEVELOPER

STUDIO LENDING GROUP, LLC /  
CIM GROUP  
6922 HOLLYWOOD BLVD., NINTH FLOOR  
LOS ANGELES, CA 90028  
PHONE: 323.860.4900  
FAX: 323.860.4901

## ARCHITECT

STUDIO ONE ELEVEN  
111 WEST OCEAN BLVD., TWENTY-FIRST FLOOR  
LONG BEACH, CA 90802  
PHONE: 562.901.1500  
FAX: 562.901.1501

## CITY OF WEST HOLLYWOOD

8300 SANTA MONICA BLVD.  
WEST HOLLYWOOD, CA 90069  
PHONE: 323.848.6475

# TENANT PROCEDURES & REQUIREMENTS

1. Prior to commencement of any sign work or obtaining permits, Tenant shall submit to the Property Owner 3 copies of detailed shop drawings (11" x 17" format only) prepared by the Tenant's licensed sign contractor to include the following:

**A.** An accurately scaled full-color elevation of the Tenant's entire storefront depicting the location of the sign and dimensions indicating the Tenant's leasehold frontage, the overall height of the sign and both the vertical and horizontal distances of the sign from the edges of the sign area or appropriate architectural features.

**B.** An accurately scaled full-color drawing of the sign with fully dimensioned features, letters and logos, and complete specifications of all materials, colors, finishes, means of illumination and other pertinent details.

**C.** An accurately scaled cross section for each individual sign type depicting the means of attachment or ground placement, all materials and electrical parts to be used, electrical specifications, and dimensions or specifications indicating sign and material height and depth.

**D.** A sample board may be required with material samples and colors including but not limited to: metals, paint colors and finishes, trims, faces and face decorations and lighting colors.

**E.** A sample board may be required with material samples and colors including but not limited to: metals, paint colors and finishes, trims, faces and face decorations and lighting colors.

2. If such designs are rejected by the Property Owner, Tenant must resubmit corrected designs until Property Owner's approval is obtained.

3. Tenant's contractors and their agents must be lawfully licensed and bonded according to the State Contractors License Law and possess a minimum of 2 million dollars general liability insurance. The Property Owner may require the Insurance Certification from the contractor or any of its agents providing work of services upon the property, prior to sign approval.

4. Tenant shall not install any sign without all required permits from any local authority holding

jurisdiction over such work. Tenant shall obtain Property Owner's approval prior to making applications for any permits.

5. In the event of any future modifications, revisions or changes to Tenant's signs occurring during the term of the Tenant's lease, Tenant shall resubmit for Property Owner's approval according to the requirements of the original sign submittal process and abide by all of the regulations of this Sign Program.

6. Tenant must not allow building structural or architectural modifications to occur without prior written approval of the Property Owner. Property Owner may require detailed and engineered drawings prior to approval and notwithstanding, all such work must comply with all applicable building and electrical codes.

7. Tenant shall be responsible for all costs associated with the manufacture, installation, maintenance and removal of their signs, including but not limited to, permits, engineering, designs, corrections, building modifications necessary for electrical or service access, repairs, cleaning, refinishing, refurbishing, personal or property damage as a result of sign malfunctions, sign removal and disposal resulting from violation of the regulations of this Sign Program, sign removal and repair of building damage after vacancy or loss of lease.

8. Tenant shall be responsible to see that all of the requirements of this Sign Program are met in regards to Tenant's own signs.

9. Within 30 days of vacating premises or loss of lease, Tenant shall completely remove and dispose of all of Tenant's signs and restore the building surfaces to their original condition.

10. Tenant will be responsible for all costs associated with the removal, disposal and repair of building damages at the Property Owner's discretion if any part of these requirements are violated.

## MINIMUM STANDARDS

All signs shall be manufactured and installed according to the following minimum standards:

**A.** Signs shall be in compliance with U. L. Laboratories, the National Electric Code (NEC), the Uniform Building Code (ICBO) and any other Federal, State and Local building codes that are required.

**B.** Signs shall bear U. L. labels applied by an U. L.

Laboratories licensed manufacturer, Manufacturer's labels and Permit Stickers (where required). Manufacturer's labels shall not be visible from parking or the street, or from any normal viewing angle. Permit Stickers shall be applied with minimum visibility so as to only comply with the local authority's minimum placement requirements.

**C.** All sign companies and their agents shall be lawfully licensed and bonded according to the State Contractor's Board requirements and with any local authorities where licensing is required. All sign companies and their agents shall be insured with a minimum of 2 million dollars general liability insurance.

**D.** No sign shall be installed without Permits from every appropriate local authority and without required preliminary or final inspections, such inspections having been completed within 90 days of the commencement of the sign installation.

**E.** All signs shall be manufactured and installed according to the highest sign industry standards, using the best quality materials and utilizing the best processes available at the time the work occurs. The Property Owner shall reserve the right to reject any work that it considers sub-standard.

**F.** Where metal is used in fabricating, such metal shall be preferably aluminum, and any hardware use to fasten signs to the building must be stainless steel or zinc coated to prevent rust. Steel fasteners and parts, framework, etc. must be insulated from aluminum, avoiding direct contact in order to eliminate electrolysis.

**G.** Signs must be fabricated with little or no visibility of seams, welds or fasteners. All exposed seams must be filled flush and finished so as to be an invisible part of their adjacent surfaces. All exposed welds must be ground smooth and finished so as to be an invisible part of their adjacent surfaces. All exposed fasteners such as rivets and screws must be flush, filled and finished so as to be an invisible part of their adjacent surfaces.

**H.** Signs must use a minimum .080" depth of material on any flat, exposed surfaces, and any greater depth as required to eliminate "oil canning", any noticeable warping or visibility of any interior frame attachments.

**I.** No exposed angle clips or black iron may be used as installation hardware. Installation parts must be hidden when possible, and when exposed (such as spacers) to any angle of view, must be painted to match the adjacent building surface.

**J.** Painted finishes must be smooth and uniformly

covered, without intermittent orange peel, drips or runs and remain free from blistering, peeling, chipping or fading for a minimum of 1-year from the commencement of installation. Enamel paints must be of automotive quality and all painted finishes must be applied using the paint manufacturer's recommended methods, preconditioning and primers.

**K.** No color hues and finishes prone to early fading may be used. All exposed metals, plastics, vinyls, including printed vinyls and other parts must be painted, finished, applied and / or fabricated in accordance with the original product manufacturer's recommendations in order to maintain a warranty that must be a minimum of 5-years.

## PROHIBITED SIGNS

Any sign of the following type or specifications shall be prohibited:

1. Signs advertising any entity, products, events or subjects unrelated to the property upon which said sign is located. This includes but is not limited to Outdoor Advertising, Billboards and Off-Site signs of all types.

2. Signs that constitute a traffic hazard by using symbols, colors, designs or words commonly used on traffic signs and signals in such a manner as to interfere with, mislead or confuse pedestrian or automotive traffic.

3. Signs that flash, make audible sounds, or have animation; or have parts that do so.

4. Signs affixed to vehicles (aside from those used exclusively for delivery) for the purpose of advertising any entity, product, event or subject whether related or unrelated to the property upon which such vehicle is parked. Such vehicles may be towed away at the vehicle owner's expense at the Property Owner's discretion.

5. Temporary signs such as but not limited to banners, flags, pennants or balloons unless specifically allowed by and in accordance with the code of the local authority. Notwithstanding, such signs shall only be permitted with previous written approval by the Property Owner only and are limited to one temporary display per tenant to be displayed for a maximum of 45 day per calendar year.

6. Signs that violate any law or regulation whether Federal, State or Local.

7. Signs in unlawful proximity to power lines and that are attached to or interfere with any public utility.

8. Portable signs, Sandwich Board signs or inflatable displays.

9. Holiday lighting, light bulb strings or the like with the exception of any such decoration that the Property Owner may choose to apply.

10. Signs displaying profanity, obscene images or immoral content as deemed so by the Property Owner.

11. Signs affixed to any parts of the buildings or premises that are not a normally acceptable location for signs such as but not limited to, stand pipes and drains, roofing or roof equipment, roof or parapet flashing, window frames, awnings and canopies, light standards, poles or sign posts.

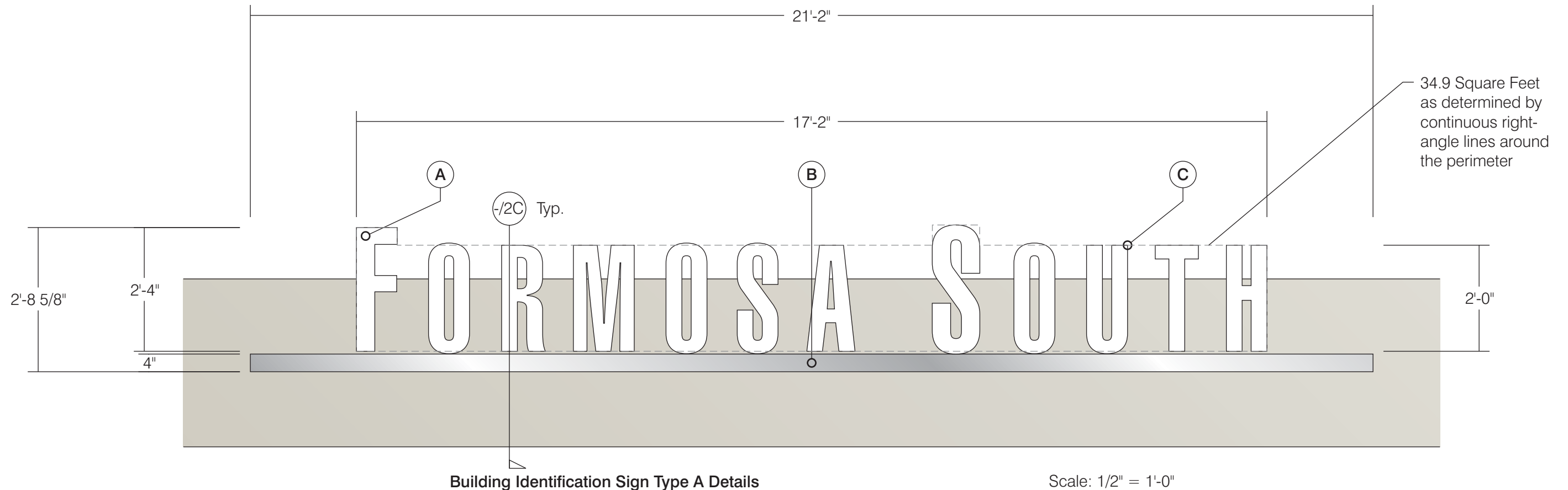
12. Signs left abandoned beyond 30 days after tenant's lease expires or tenant vacates property whether or not voluntarily.

13. Signs in unclean condition or in need of repair or maintenance for a period not to exceed 30 days.

14. Window signs including but not limited to neon displays, neon window borders, lighted cabinets, non-illuminated vinyl, printed or painted graphics or lettering, except those as specifically permitted in this Sign Program or as permitted by previous written approval of the Property Owner.

15. Paper, cardboard or foam core signs, decals or stickers, graffiti, or any sign that defaces property. Perpetrators of such signs may be liable to arrest and prosecution.

16. Any sign not previously approved by the Property Owner or in violation of this Sign Program. Any sign in violation of these prohibitions may be removed or repaired at the Property Owner's discretion at the violating lessee's expense.



**Sign Type A Permitted Specifications**

**Allowable Sign Type:** Standard LED Neon Channel Letters with specifications as shown on the Color & Material Schedule (this page) and on the Installation Section / Detail on page 2C.

**Quantity and Location:** One located as indicated on Partial Elevation, page 2B, West Elevation, page 6A and Project Site Plan, page 78A.

**Maximum Width:** 21'-2".

**Maximum Letter Height:** 2'-4".

**Maximum Area:** 34.9 square feet as determined by continuous right-angle lines drawn around the perimeter of all sign items (see above).

**Sign Design and Color:** See specifications as shown on the Color & Material Schedule (this page).

**Color & Material Schedule**

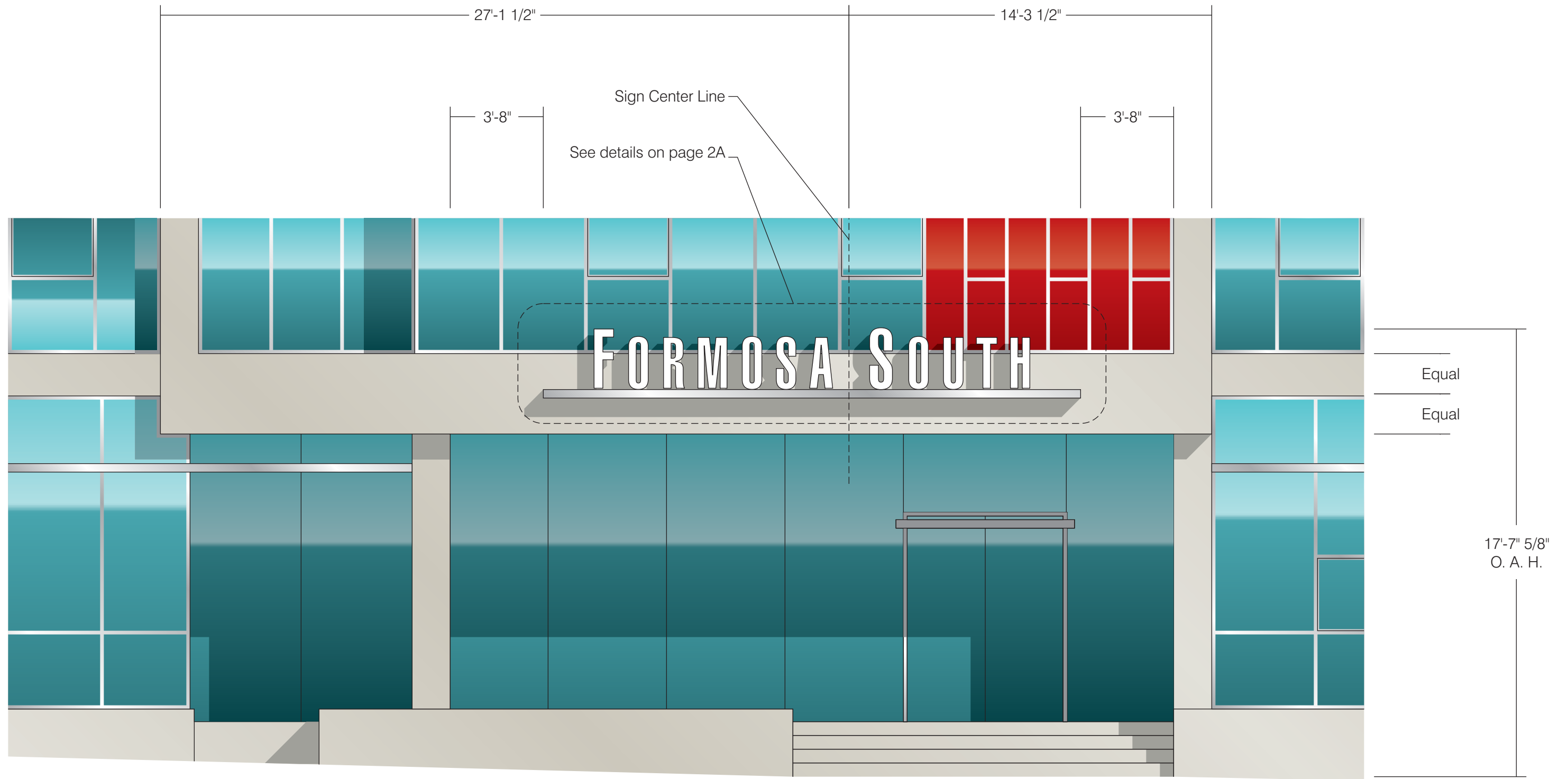
- A. 3/16" white acrylic face with silver trimcap retainer.
- B. .063 aluminum channel letters with a Matthews Brushed Aluminum acrylic polyurethane enamel finish & internal white LED illumination.
- C. .080 aluminum covered raceway / shelf with a Matthews Brushed Aluminum acrylic polyurethane enamel finish.



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Project	Formosa South Sign Program	R1
Address	1041 Formosa Ave.	R2
City, State, Zip	West Hollywood, CA	R3
Approved by		R4
Signature		R5
Date		R6
Company		R7

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Partial West Elevation with Building Identification Sign Type A

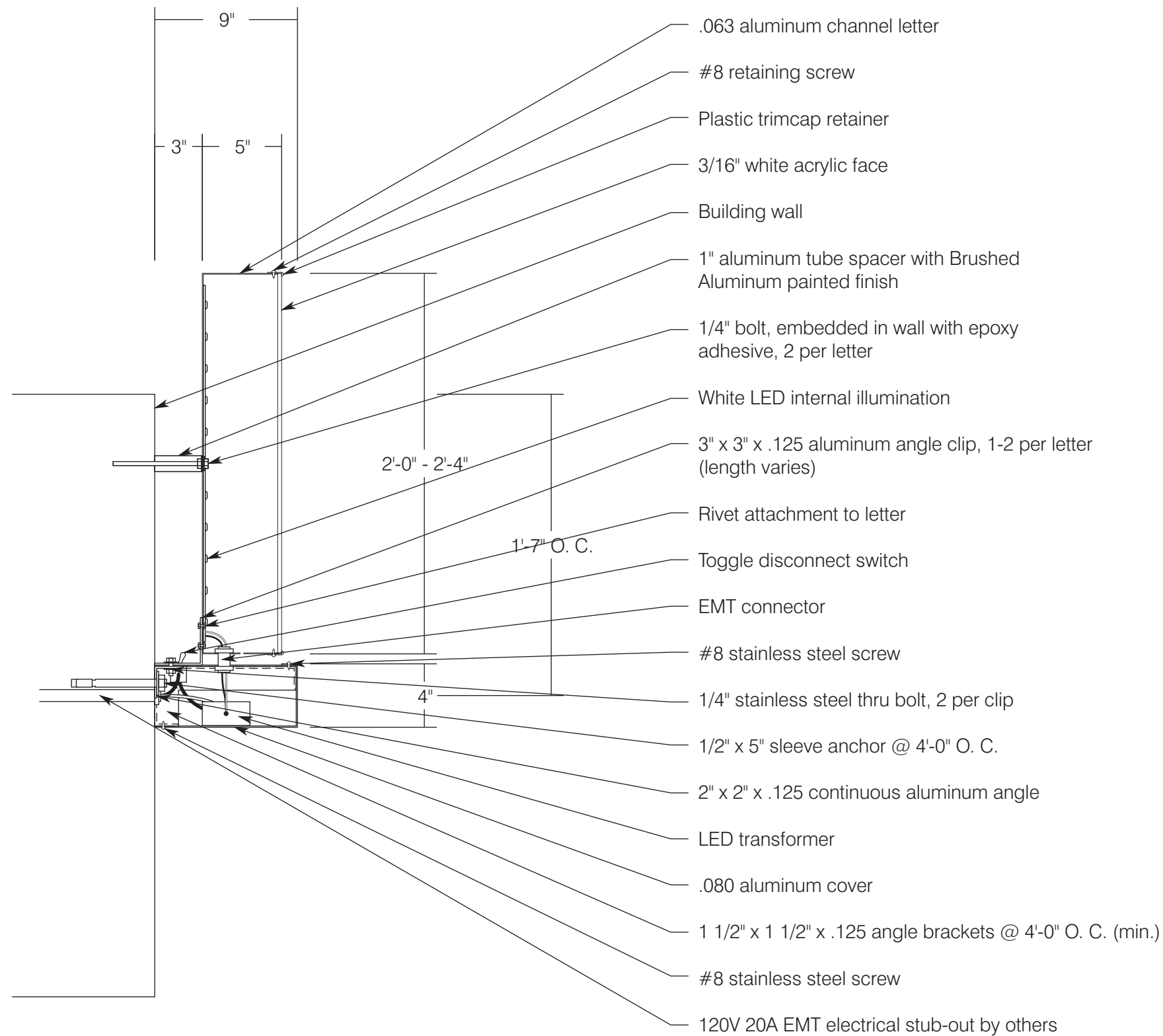
Scale: 1/4" = 1'-0"



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Sign Type A Installation Section / Detail

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



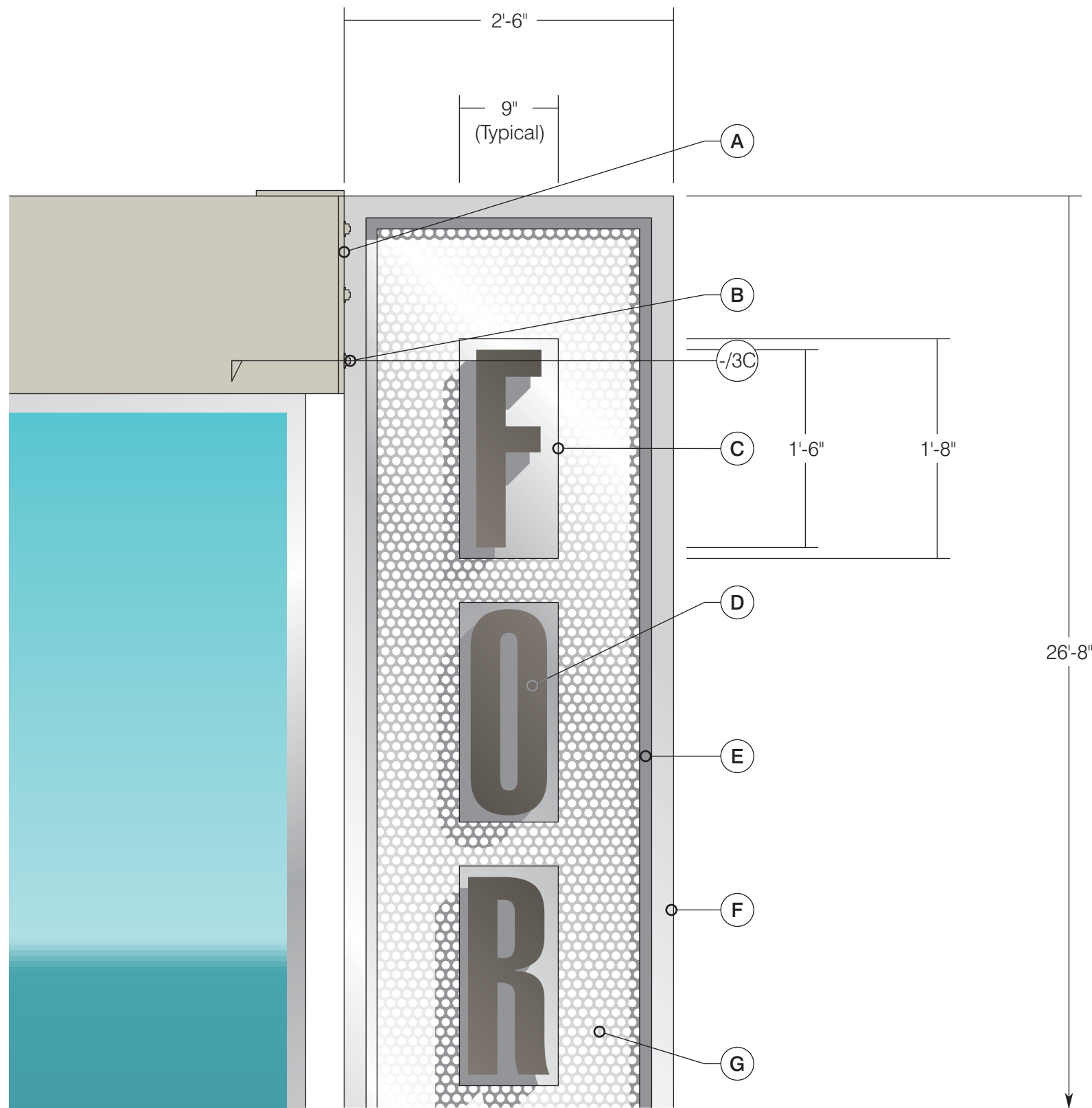
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Project	<b>Formosa South Sign Program</b>	R1	_____
Address	<b>1041 Formosa Ave.</b>	R2	_____
City, State, Zip	<b>West Hollywood, CA</b>	R3	_____
Approved by	_____	R4	_____
Signature	_____	R5	_____
Date	_____	R6	_____
Company	_____	R7	_____

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### Color & Material Schedule

- A. 1/2" aluminum plate bracket with paint to match building wall.
- B. 1/2" sleeve anchors painted to match building wall.
- C. .125 aluminum painted with Matthews Brushed Aluminum gloss acrylic polyurethane enamel.
- D. 1/2" thick F. C. O. water jet cut aluminum letter with a Dove Grey baked enamel finish.
- E. 1" retainer angle painted with Matthews Brushed Aluminum gloss acrylic polyurethane enamel.
- F. 2" x 4" aluminum frame painted with Matthews Brushed Aluminum gloss acrylic polyurethane enamel.
- G. .125 perforated aluminum with 3/4" staggered holes, 1" O. C., painted with Matthews Brushed Aluminum gloss acrylic polyurethane enamel.

### Sign Type B Permitted Specifications

**Allowable Sign Type:** Non-illuminated Blade Sign with specifications as shown on the Color & Material Schedule (this page) and on the Installation Section / Detail on page 3C.

**Quantity and Location:** One located as indicated on Partial Elevations, page 3B, East Elevation, page 6B, South Elevation, page 6C and Project Site Plan, page 7A.

**Maximum Width:** 2'-6".

**Maximum Letter Height:** 26'-8".

**Maximum Area:** 66.67 square feet.

**Sign Design and Color:** See specifications as shown on the Color & Material Schedule (this page).

Building Identification Sign Type B Details

Scale: 1" = 1'-0"



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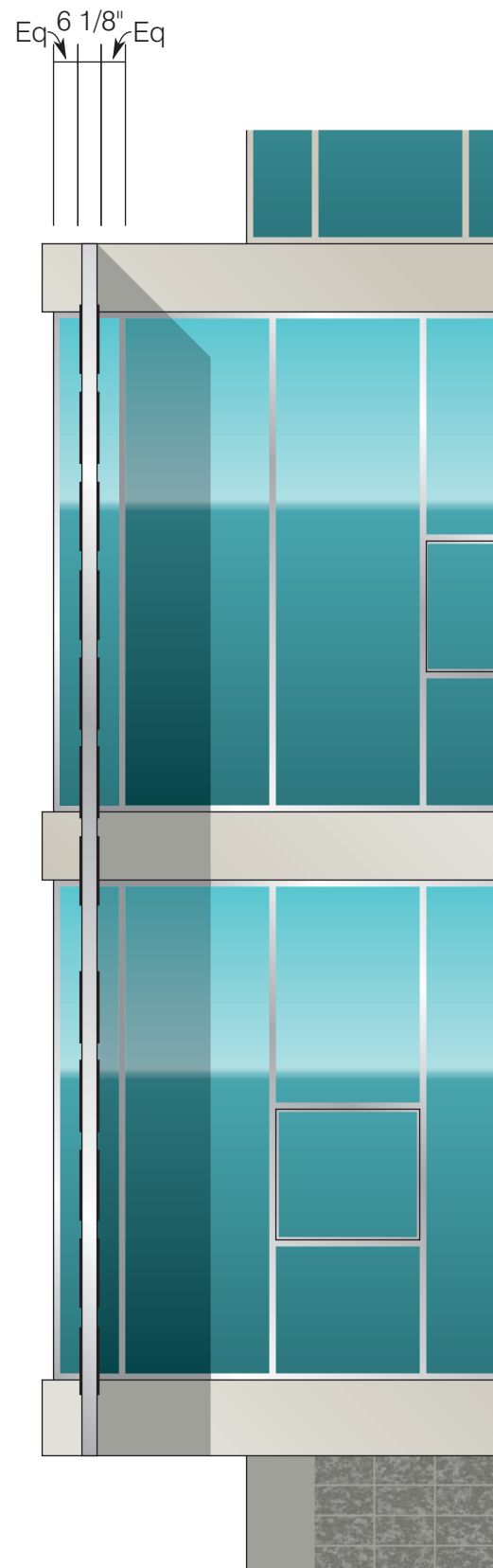
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Project Formosa South Sign Program R1 \_\_\_\_\_  
 Address 1041 Formosa Ave. R2 \_\_\_\_\_  
 City, State, Zip West Hollywood, CA R3 \_\_\_\_\_  
 Approved by \_\_\_\_\_ R4 \_\_\_\_\_  
 Signature \_\_\_\_\_ R5 \_\_\_\_\_  
 Date \_\_\_\_\_ R6 \_\_\_\_\_  
 Company \_\_\_\_\_ R7 \_\_\_\_\_

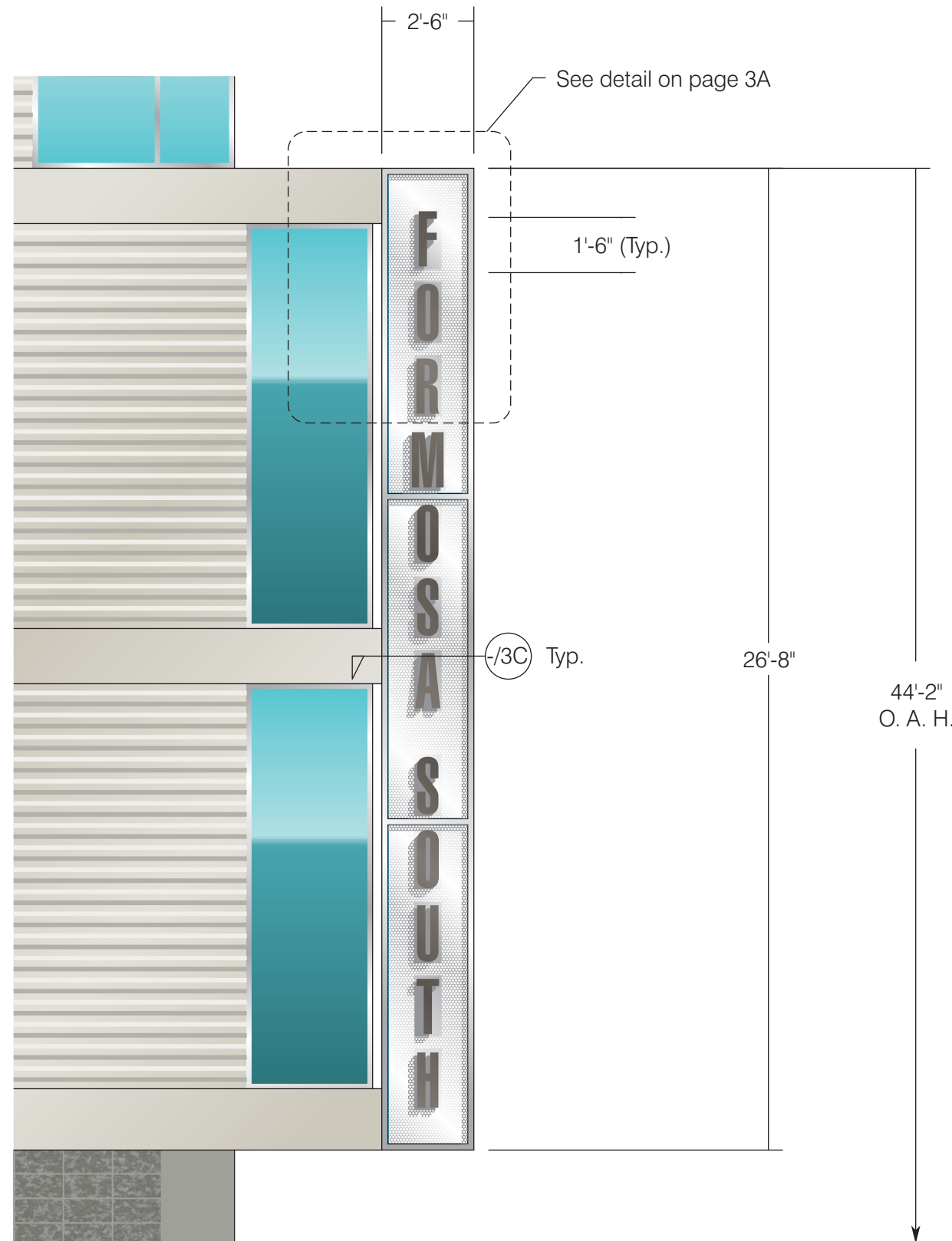
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**3A**



Partial East Elevation with Sign Type B

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



Partial South Elevation with Sign Type B

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



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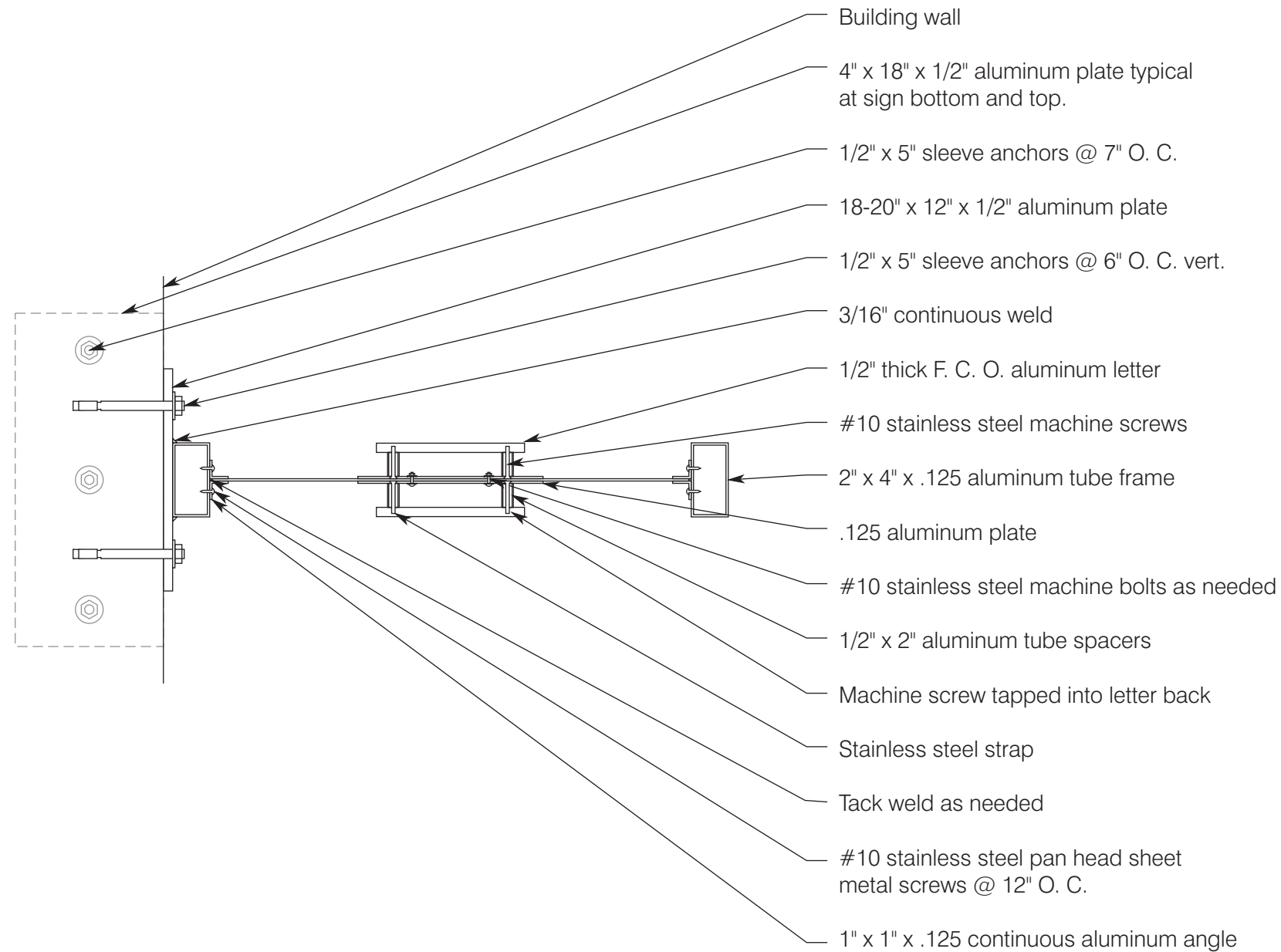
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 Address 1041 Formosa Ave. R2 \_\_\_\_\_  
 City, State, Zip West Hollywood, CA R3 \_\_\_\_\_  
 Approved by \_\_\_\_\_ R4 \_\_\_\_\_  
 Signature \_\_\_\_\_ R5 \_\_\_\_\_  
 Date \_\_\_\_\_ R6 \_\_\_\_\_  
 Company \_\_\_\_\_ R7 \_\_\_\_\_

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**3B**





Sign Type B Installation Section / Detail

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



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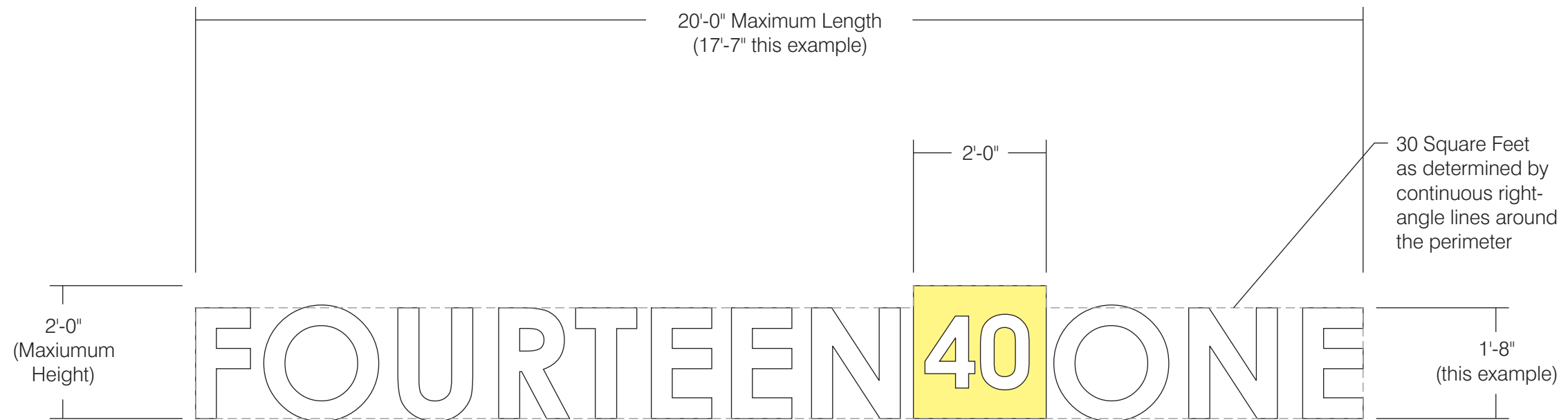
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 Address 1041 Formosa Ave. R2 \_\_\_\_\_  
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 Approved by \_\_\_\_\_ R4 \_\_\_\_\_  
 Signature \_\_\_\_\_ R5 \_\_\_\_\_  
 Date \_\_\_\_\_ R6 \_\_\_\_\_  
 Company \_\_\_\_\_ R7 \_\_\_\_\_

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**Typical Tenant Business Identification Sign Type C Details**

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

**Sign Type C Permitted Specifications**

**Allowable Sign Type:** 1/2" thick F. C. O. aluminum letters and / or logo, installed on the canopy structure top, flush to the canopy face, per the Installation Section / Detail on this page.

**Quantity Allowed:** 1 per first or second floor tenant, as determined by the property owner, for a maximum of 11 total signs.

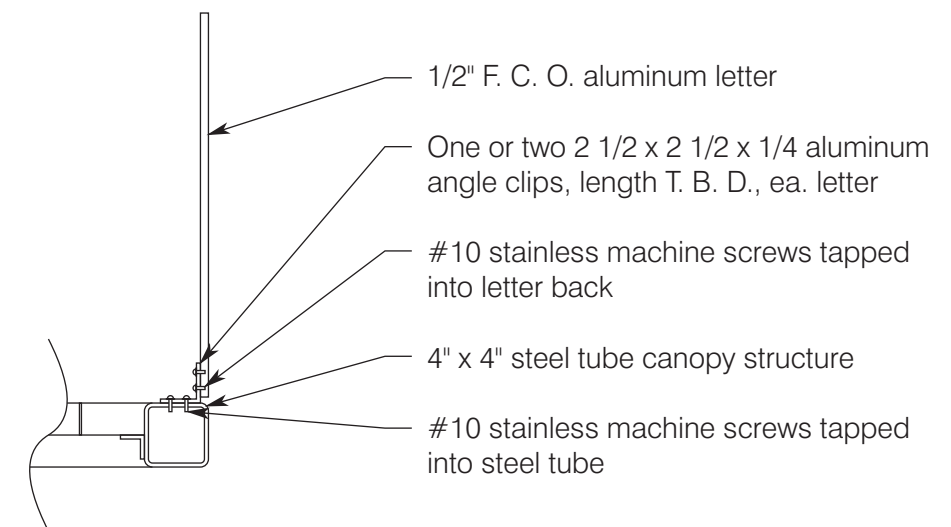
**Permitted Locations:** As indicated on Typical Locations and Width Determinations, page 4B, West Elevation, page 6A, East Elevation, page 6B and Project Site Plan, page 7A.

**Maximum Width:** 20 feet or 66% of the distance between columns or architectural features (Architectural Frontage Areas) where signs are permitted, whichever is least (see Page 5 for details).

**Maximum Height:** 24".

**Maximum Area:** 30 square feet as determined by continuous right-angle lines drawn around the perimeter of all sign items (see above).

**Sign Design and Color:** According to tenant's own design and colors, as approved by the property owner.



**Sign Type C Installation / Section Detail**

Scale: 1" = 1'-0"



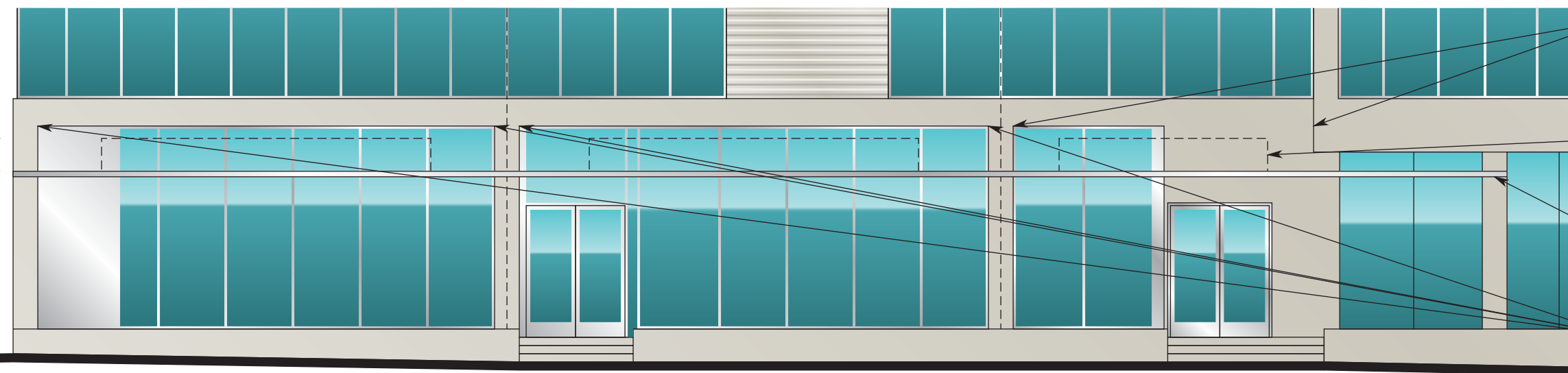
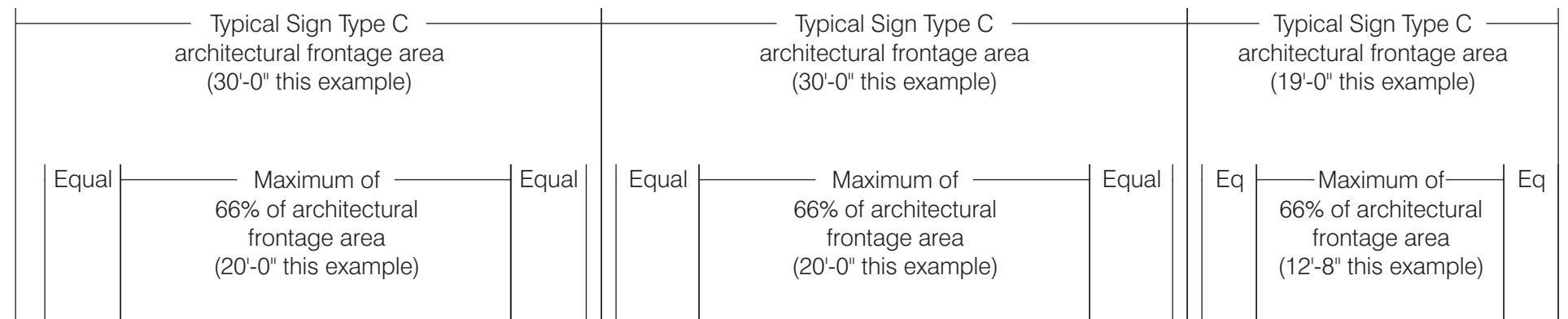
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 Address 1041 Formosa Ave. R2 \_\_\_\_\_  
 City, State, Zip West Hollywood, CA R3 \_\_\_\_\_  
 Approved by \_\_\_\_\_ R4 \_\_\_\_\_  
 Signature \_\_\_\_\_ R5 \_\_\_\_\_  
 Date \_\_\_\_\_ R6 \_\_\_\_\_  
 Company \_\_\_\_\_ R7 \_\_\_\_\_

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Sign to be centered between storefront glazing and projecting corner (in this example)

Typical Sign Type C Sign permitted location (dotted)

Canopy structure facing (4" x 4" square steel tube).

Signs to be centered above first floor storefront glazing (typical)

2'-0" Max. Height

O. A. H. Varies from 14'-3" to 16'-11"

Partial Elevation with Typical Sign Type C Locations & Width Determinations

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



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Project Formosa South Sign Program R1 \_\_\_\_\_

Address 1041 Formosa Ave. R2 \_\_\_\_\_

City, State, Zip West Hollywood, CA R3 \_\_\_\_\_

Approved by \_\_\_\_\_ R4 \_\_\_\_\_

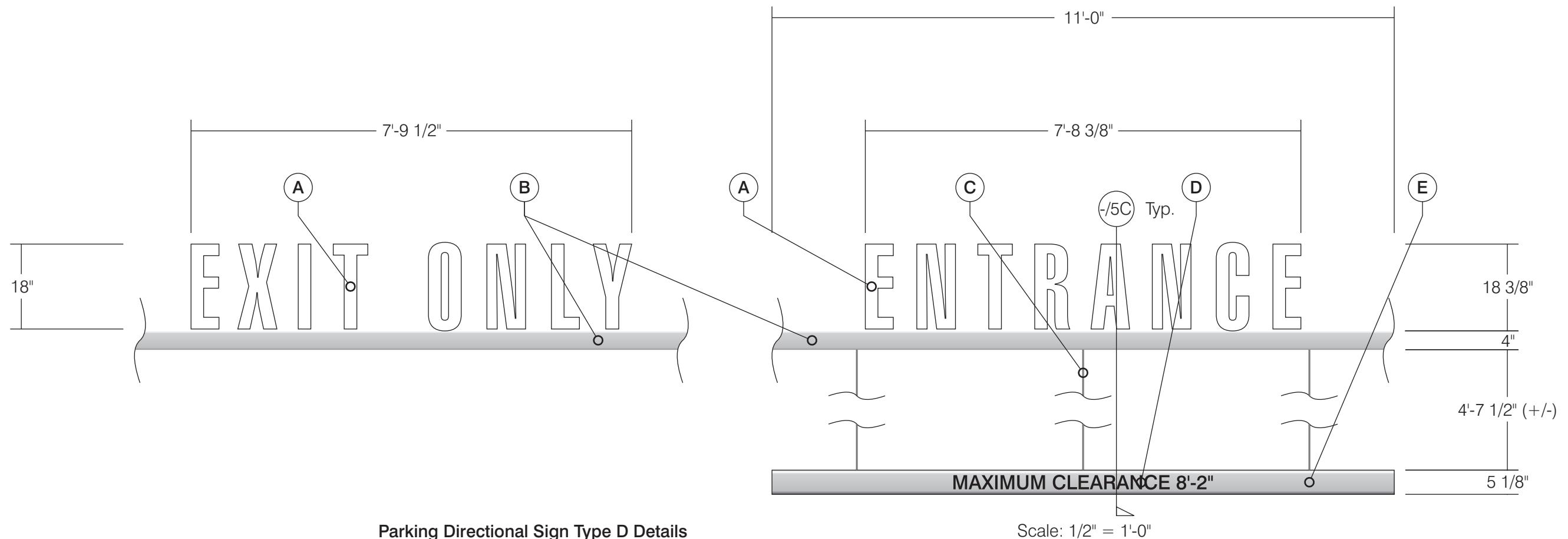
Signature \_\_\_\_\_ R5 \_\_\_\_\_

Date \_\_\_\_\_ R6 \_\_\_\_\_

Company \_\_\_\_\_ R7 \_\_\_\_\_

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**Parking Directional Sign Type D Details**

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

**Sign Type D Permitted Specifications**

**Allowable Sign Type:** Non-illuminated F. C. O letters with specifications as shown on the Color & Material Schedule (this page) and on the Installation Section / Detail on page 6C.

**Quantity and Location:** One located as indicated on Partial Elevation, page 5B, East Elevation, page 6B and Project Site Plan, page 7A.

**Maximum Width:** As shown above.

**Maximum Letter Height:** 1'-6".

**Maximum Area:** 23.22 square feet.

**Sign Design and Color:** See specifications as shown on the Color & Material Schedule (this page).

**Color & Material Schedule**

- A. 1/2" thick F. C. O. water jet cut aluminum letters with a White baked enamel finish.
- B. Canopy by others.
- C. 1/4" stainless steel aircraft cable.
- D. High performance Black vinyl lettering.
- E. 4 1/4" x 5 1/8" x .17 wall polypropylene rectangular tube clearance bar with a Matthews Brushed Aluminum acrylic polyurethane enamel finish.

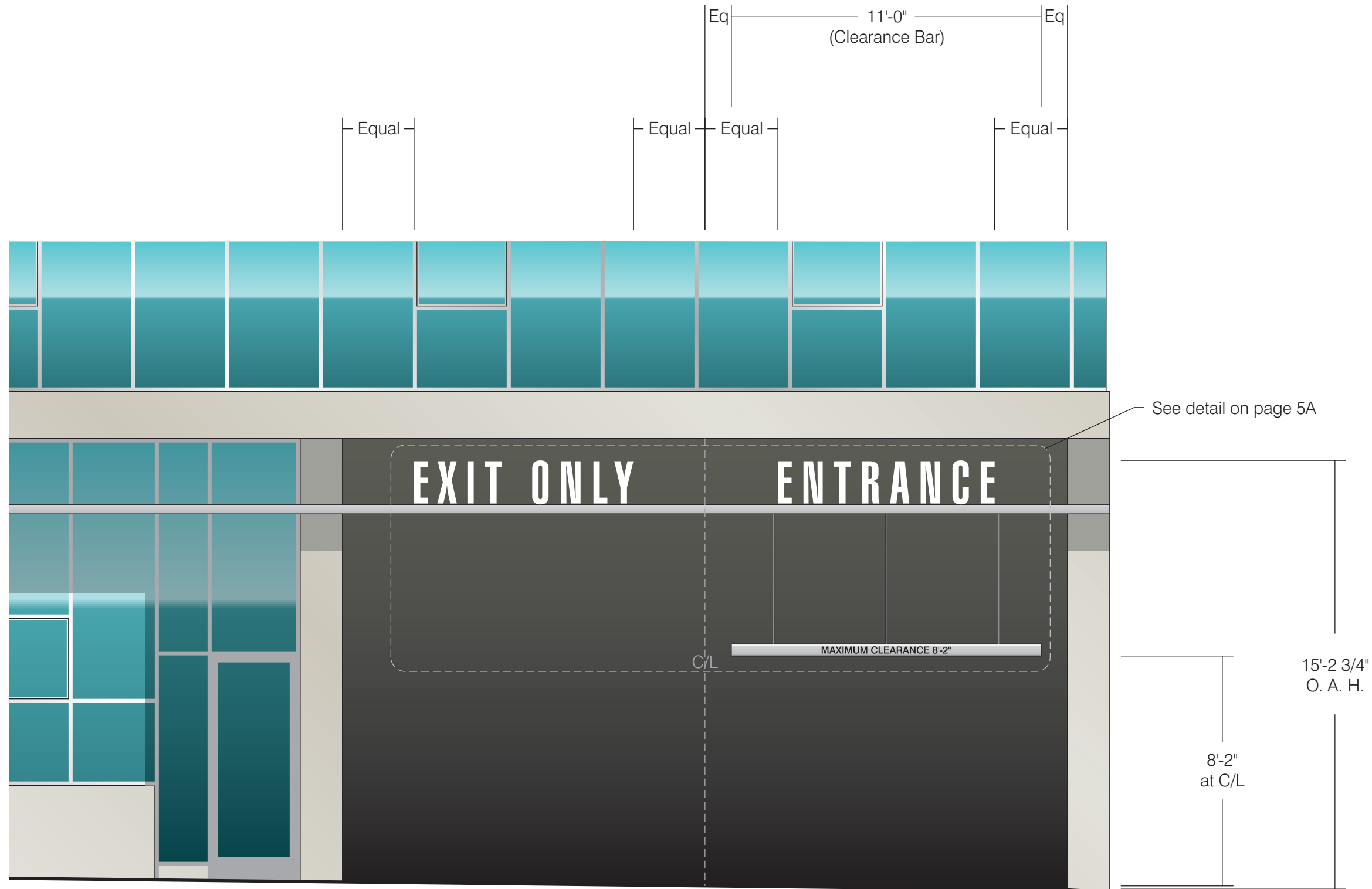


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 Address 1041 Formosa Ave. R2 \_\_\_\_\_  
 City, State, Zip West Hollywood, CA R3 \_\_\_\_\_  
 Approved by \_\_\_\_\_ R4 \_\_\_\_\_  
 Signature \_\_\_\_\_ R5 \_\_\_\_\_  
 Date \_\_\_\_\_ R6 \_\_\_\_\_  
 Company \_\_\_\_\_ R7 \_\_\_\_\_

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Partial East Elevation with Parking Directional Sign Type D

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



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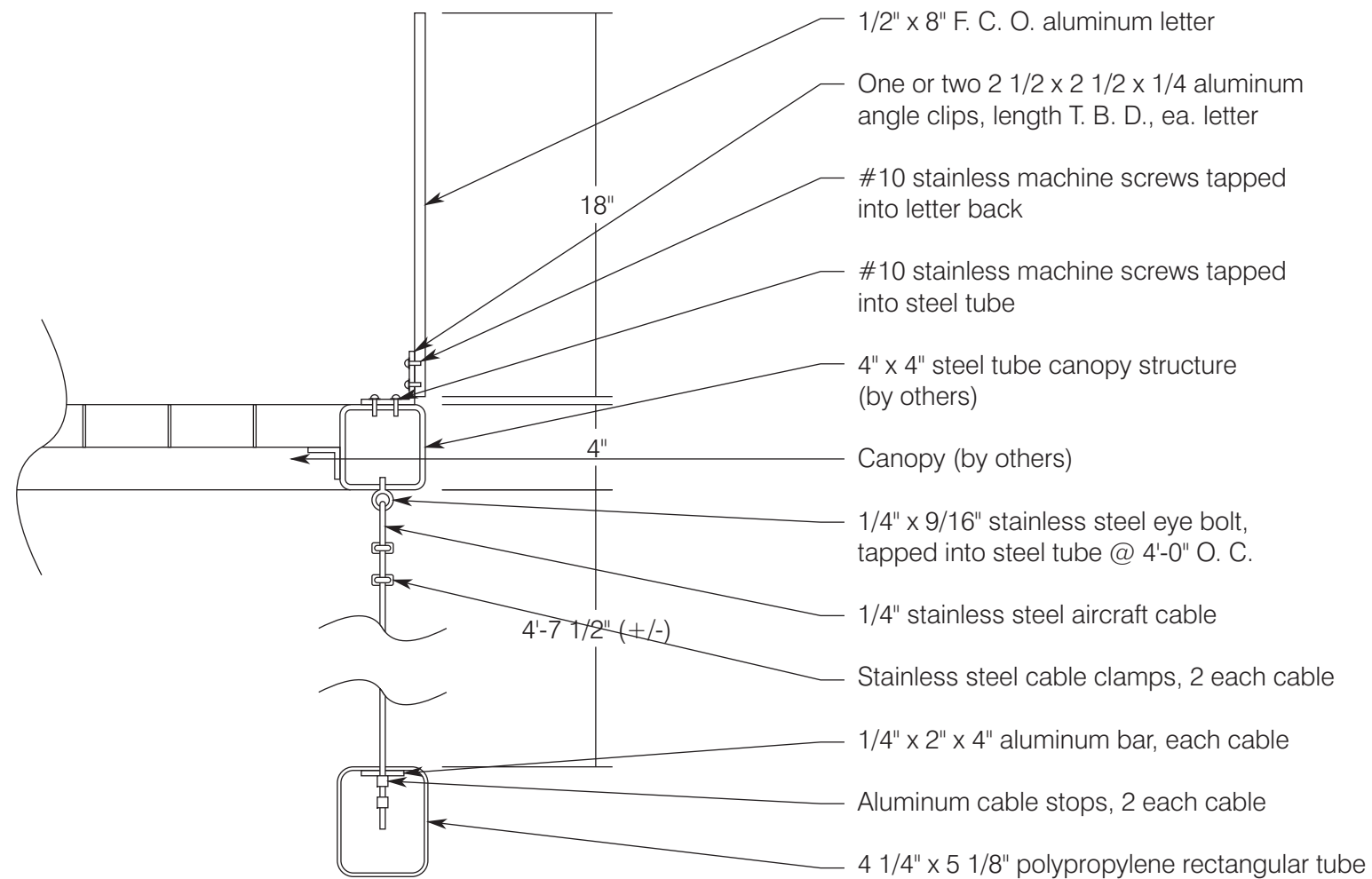
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**5B**



Sign Type D Installation Section / Detail

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



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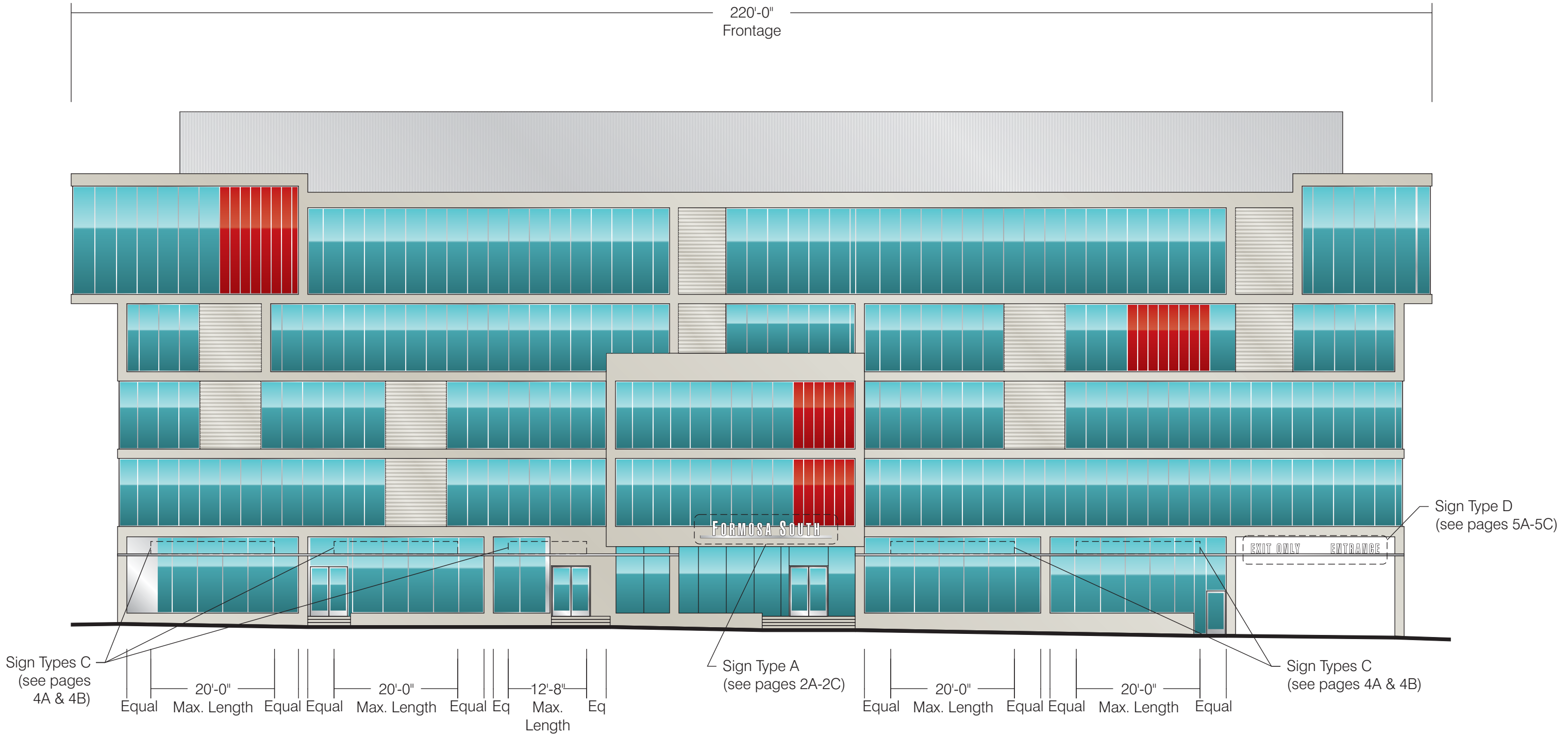
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**50**



West Elevation with Sign Types A, C & D Locations

Scale: 1/16" = 1'-0"



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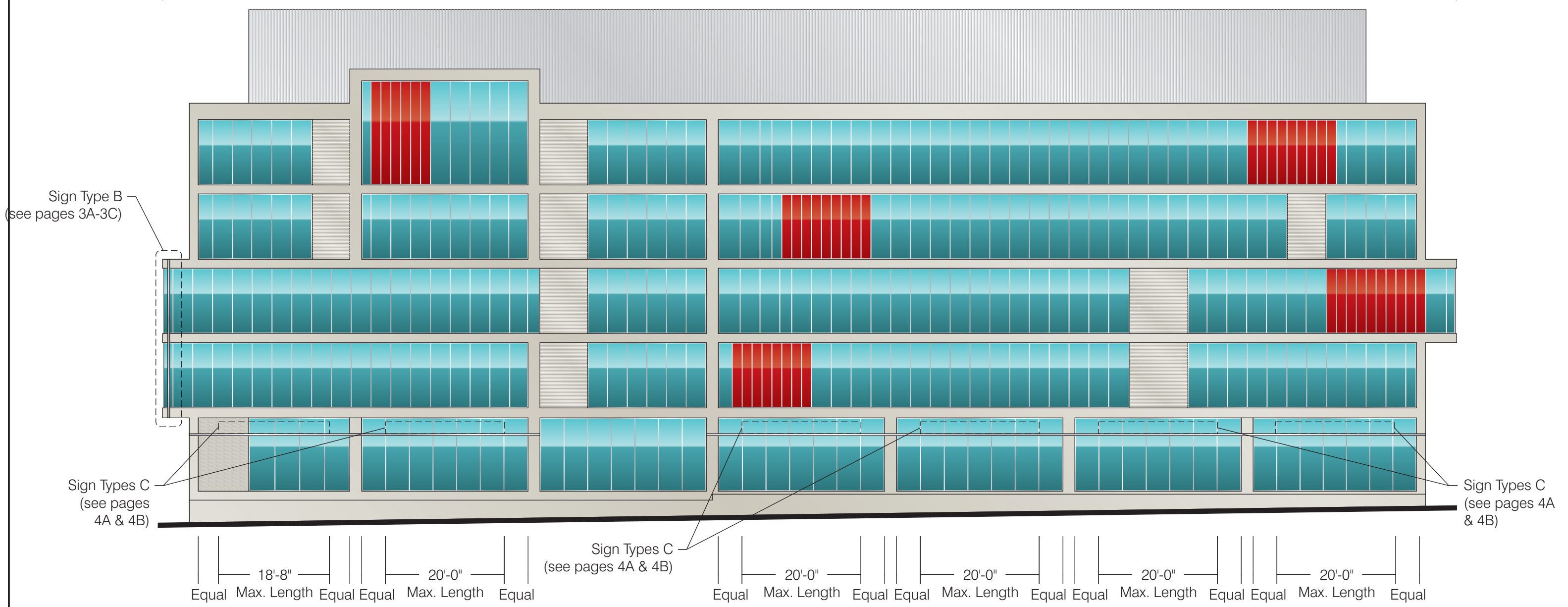
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City, State, Zip	West Hollywood, CA	R3
Approved by		R4
Signature		R5
Date		R6
Company		R7

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**6A**

217'-9"  
Frontage



East Elevation with Sign Type B and C Locations

Scale: 1/16" = 1'-0"



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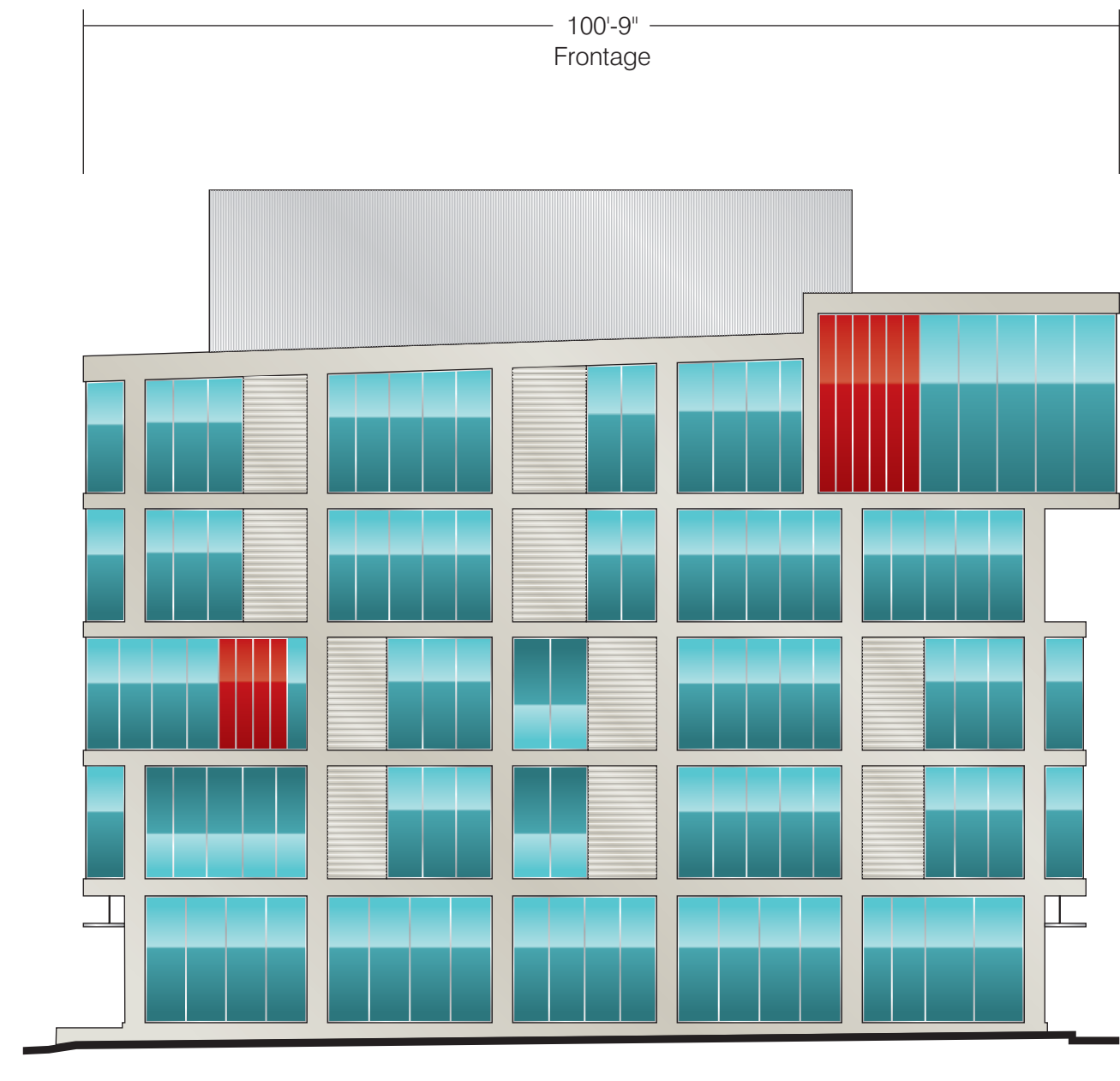
**6B**





South Elevation with Sign Type B Location

Scale: 1/16" = 1'-0"



North Elevation

Scale: 1/16" = 1'-0"



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**60**



Site Plan with Sign Locations

Scale: 1" = 25'-0"



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West Building Elevation Color Illustration



North East Building Elevation Color Illustration