

# STUDIO VILLAGE

## MASTER SIGN PROGRAM

REVISED: 3/2/23

PREPARED FOR  
PCG STUDIO VILLAGE, LLC  
133 PENN ST.  
EL SEGUNDO, CA. 90245

PREPARED BY

The logo for Signs & Services Co. features a stylized 'S' in blue and an 'S' in orange, with an ampersand between them.

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# STUDIO VILLAGE

## MASTER SIGN PROGRAM

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230099

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## **INTRODUCTION:**

This document establishes guidelines and criteria (Master Sign Program) for the design, implementation and regulation of Tenant Signs at STUDIO VILLAGE in STUDIO CITY, CA.

These Sign Criteria (Master Sign Program) have been established to ensure the integrity of the signage is presented with diversity and creativity while maintaining standards that achieve consistency throughout the project for all signage. The objectives are to encourage high quality and unique signage, which is an integral part of the architecture of the Retail Center, on a uniform, consistent and compatible basis as to quality and architectural character. The intent of these Criteria is to insure the Tenant signage in the Retail Center is designed and executed in a manner which will achieve these objectives while providing appropriate identification of Tenants and Tenant's businesses, including incorporation of corporate identification where consistent with these Criteria. The design of all graphics will be carefully considered in relation to the site architecture and landscaping, as well as to the specific context of the location within the project.

The design, fabrication, installation and maintenance of all signs, including but not limited to style and placement of lettering, size, color, materials and methods of illumination shall be subject to the prior written approval of the Landlord as provided in this Criteria. Any installed non-conforming or unapproved sign, or non-maintained sign must be brought into conformance at the non-conforming Tenant's expense.

All signs shall comply with both **Ventura Cahuenga Blvd. Corridor Specific Plan & Article 4.4 Sign Regulations per the city of Los Angeles municipal code** unless modified by the Master Sign Program stated herein.

## **SUBMITTAL & APPROVAL PROCESSES:**

### **1. Submittal to Landlord**

Prior to sign fabrication and applying for City approval of permits, each Tenant shall submit to the Landlord for approval full-size PDF format package containing the following:

**Site plan** of entire retail center. The site plan must clearly identify the proposed tenant space within the overall center.

**Scaled elevation** of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront. The Sign Elevation must specify exact dimensions, copy layout, materials, colors, method of attachment, illumination, electrical specifications and all other details of construction as well as all sign area square footage.

Approval or disapproval of sign submittals shall remain the sole right of the Landlord or his chosen representative. If submittals are disapproved, then Tenants must submit revised plans until Landlord's approval is obtained.

### **2. City Submittal**

A full set of plans must be approved and stamped by the Landlord prior to permit application. Tenant or their Sign Contractor must submit to the **City of Los Angeles** Community Development Department, and will be responsible for all applicable applications and permit fees.

Each Tenant shall be responsible for the fulfillment of all requirements of the **City of Los Angeles**.

### **3. Approval and Installation**

Tenant and its sign contractor shall not be permitted to commence installation of the exterior sign(s) unless all of the following conditions have been met:

A stamped set of final drawings reflecting the Landlord's and the City's approval shall be obtained from each party.

The Landlord must receive the sign installer's and/or sign company's Certificate of Insurance as set forth herein.

The Landlord must receive and approve the sign installer's and/or sign company's schedule for installation of signage.

### **4. Modifications**

In the event Tenant wished to change its exterior sign anytime during the term of its lease, the 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 Retail Center after the execution of its Lease Agreement.



## **FABRICATION & INSTALLATION REQUIREMENTS:**

The Tenant must ensure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication.

1. All electrical signs shall bear the UL label. Signs must be constructed and installed to meet or exceed all applicable codes and City requirements.
2. Signs shall be mounted & installed with no visible means of attachment, unless attachments are intentional design elements/statements. All illuminated signs must be connected to tenant's electrical panel and must remain illuminated during general business operating hours, as defined by the landlord, unless otherwise agreed upon by the landlord.
3. Colors, materials, and finishes shall match those submitted to and approved by Landlord.
4. Channel letters shall be affixed directly to the building and shall not be placed on raised raceways.
5. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, or other blemishes.
6. Letter fastening and clips are to be concealed and be galvanized, stainless steel, aluminum, brass or bronze metals.
7. Power for the tenant building signage shall be provided by the tenant's electrical panel to a junction box at all sign locations. Power hookup shall be by tenant. A photo cell and/or time clock (relay through house panel) shall be provided and controlled by landlord to uniformly turn signage on and off.
8. Installation shall be weather-tight with appropriate use of flashing, sealants and other building materials as may be required.
9. Use of adhesives for securing any type of signage is prohibited.
10. No other signage except that described herein is permitted. Unless a specific type of signage or advertising medium is specifically allowed under these Criteria, it is considered disallowed until prior written approval of Landlord is obtained.
11. Tenant will be responsible for patching and re-painting of wall upon removal of any signage installed by tenant.

## **CONSTRUCTION & DESIGN GUIDELINES:**

Creative and Imaginative Signs are strongly encouraged and will be the standard for Landlords review/approval of all sign design submittals. There are many acceptable sign treatments, however, a mixed media three-dimensional approach combining several different fabrication and lighting techniques is preferred.

Tenants are strongly encouraged to consider the specific architectural style of their façade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of its size and placement.

### **Acceptable sign styles include:**

1. Creative use of standard illuminated channel letters
2. Front and halo illuminated channel letters
3. Mixed media/dimensional signs using images, icons, logos, etc.
4. Halo illuminated letters, 3" deep minimum
5. Dimensional geometric shapes
6. Channel Letters mounted on top of canopy
7. Sign Cabinets or cans will be allowed when any such logo constitutes a registered trademark. However, can like signs are typically discouraged and are subject to Landlord and City of Los Angeles approval.

\*Mixed Media signs are signs employing two or more illumination and fabrication methods.



*Front-lit Channel Letter Example*



*"Halo" Back-Lit Channel Letter Example*



*Front/"Halo-lit" Back-Lit Channel Letter Example*

# SIGN DIMENSIONS & AREA CALCULATIONS:

Note: Letter Ascenders & Descenders and Ascending and Descending shapes and elements may be allowed to extend up to 25% beyond the maximum square footage limit provided the sign complies with all other sign requirements.

Examples of how sign area is measured are shown below:

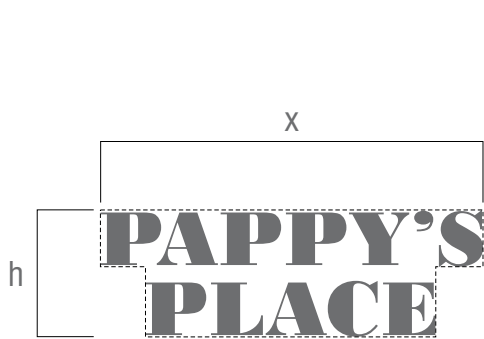


EXHIBIT A

Areas of Signs with 2 Lines of Text shall be measured by outlining all of the Sign with eight (8) straight lines and calculating the area within the outlined area



EXHIBIT C

Areas of Signs with 2 Lines of Text shall be measured by outlining all of the Sign with eight (8) straight lines and calculating the area within the outlined area

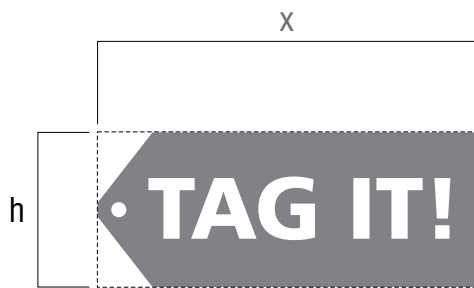


EXHIBIT E

Signs with Backgrounds integral with their identity shall be included in the total Sign Area

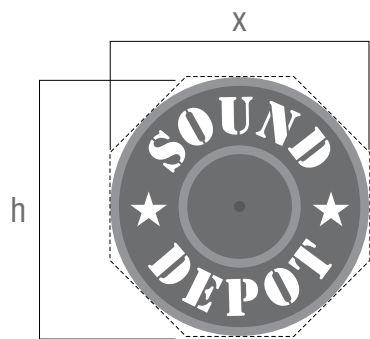


EXHIBIT G

Areas of Signs with 2 Lines of Text shall be measured by outlining all of the Sign with eight (8) straight lines and calculating the area within the outlined area

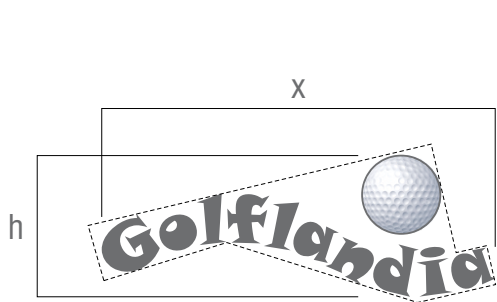


EXHIBIT B

Areas of Signs with 2 Lines of Text shall be measured by outlining all of the Sign with eight (8) straight lines and calculating the area within the outlined area



EXHIBIT D

Letterform ascenders and descenders will not be considered in the overall height and area limitations only if they constitute less than 50% of the Letterform's "h" height

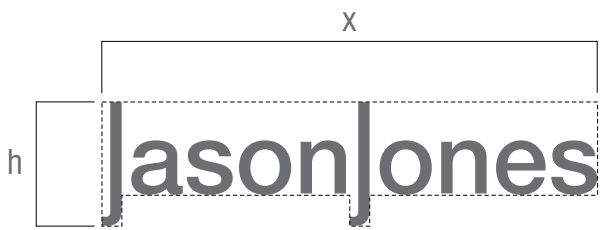


EXHIBIT F

This Exhibit illustrates an example where the ascenders and the descenders exceed the 50% of the Letterform's "h" height and are, therefore included in the overall Sign Area's calculations

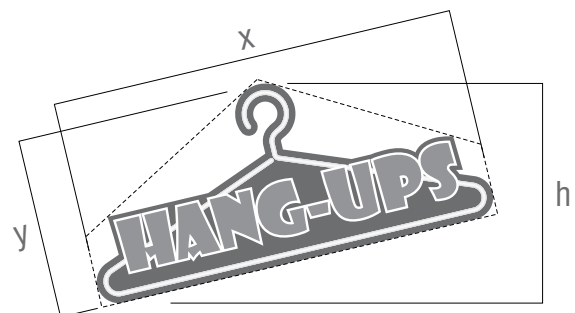


EXHIBIT H

Areas of Signs with Odd-Shaped Logos are to be measured by their dictating geometry

## **PROHIBITED SIGNS:**

**The following are prohibited if they:**

1. Contain obscene matters, as defined in Section 311 of the Penal Code of the State of California.
2. Contain or consist of posters, pennants, banners, ribbons, streamers or spinners, except as permitted by Sections 14.4.16 and 14.4.17 of Sign Regulations 4.4 of the municipal code.
3. Containing flashing, mechanical and strobe lights in conflict with the provisions of Sections 80.08.4 and 93.0107 of Sign Regulations 4.4 of the municipal code.
4. Are revolving and where all or any portion rotate at greater than six revolutions per minute.
5. Are tacked pasted or otherwise temporarily affixed on walls of buildings, barns, sheds, on trees, poles, posts or fences, except as permitted by Section 14.4.16 and 14.4.17 of the municipal code.
6. Are affixed to a vehicle or trailer on private property if the vehicle or trailer is not intended to be used in the business and the sole purpose of the sign is to attract people to a place of business.
7. Emit audible sounds, odor or visible matter.
8. Use human beings, live animals, animated figures, motion pictures or slide projectors in connection with any sign.

## **TEMPORARY CONSTRUCTION SIGNS**

1. Temporary signs that require a permit shall be removed within 30 days of installation and shall not be reinstalled for a period of 30 days of the date of removal of the previous sign.
2. Maximum of 90 total days in any calendar year.
3. Sign area shall not exceed two (2) square feet for each lineal foot of street frontage and will be subject to review and approval by the Landlord and/or its designated Project Architect.
4. Any temporary cloth sign shall be supported and attached with stranded cable 1/16-inch minimum diameter or by other Building and Safety approved methods.
5. Signs exceeding one-hundred (100) square feet will be made of flameproof material.
6. Temporary sign construction and material will be subject to landlord review and approval.



EXISTING GROUND SIGN MATRIX			
ID	SIGN TYPE	MEASUREMENTS	EXISTING SQ. FT.
A	PYLON	HEIGHT 22 1/2" CABINET 10' X 15'	300

UPDATED GROUND SIGN MATRIX			
ID	SIGN TYPE	MEASUREMENTS	EXISTING SQ. FT.
A	PYLON	HEIGHT 22 1/2" CABINET 10' X 15'	300

EXISTING SIGN MATRIX BUILDING C			
ID	TENANT NAMES	CALCULATION FORMULA	EXISTING SQ. FT.
B	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	33
C	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	33
D	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	33
E.1	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	33
E.2	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	33
F	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	33

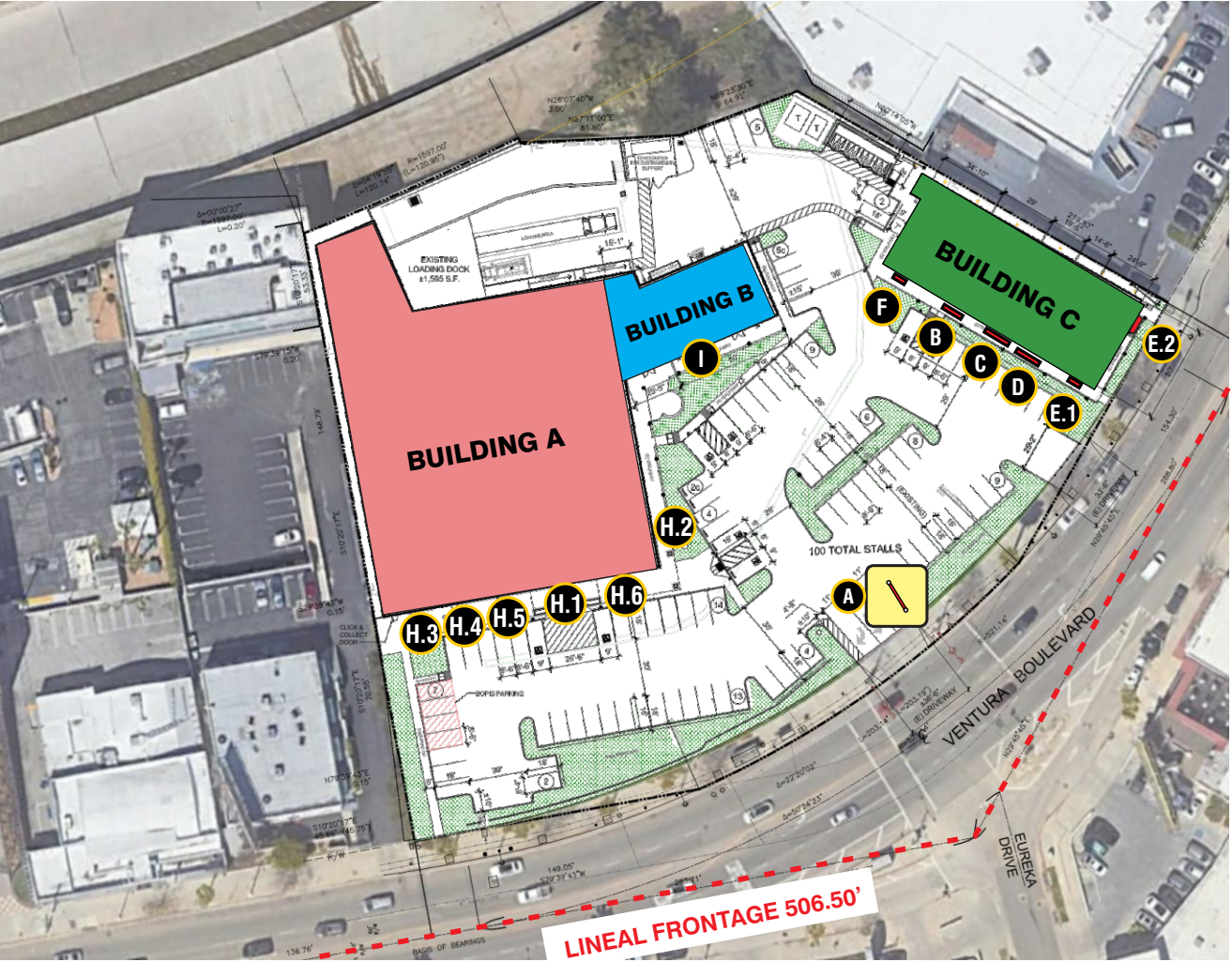
NEWLY PROPOSED TENANT SIGN MATRIX BUILDING C			
ID	TENANT NAMES	CALCULATION FORMULA	MAX SQ. FT.
B	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	38
C	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	38
D	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	38
E.1	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	38
E.2	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	38
F	INLINE TENANT	24" X 70% LINEAL STORE FRONTAGE	38

NEWLY PROPOSED TENANT SIGN MATRIX BUILDING B			
ID	TENANT NAMES	CALCULATION FORMULA	MAX SQ. FT.
I	INLINE TENANT (S) (1 to 3 tenants)	24" X 70% LINEAL STORE FRONTAGE (~75ft * .7*2)	105

NEWLY PROPOSED SIGN MATRIX BUILDING A			
ID	TENANT NAMES	CALCULATION FORMULA	MAX SQ. FT.
H.1	ANCHOR TENANT	SPROUTS - 54" MAIN ID SIGN	193.6'
H.2	ANCHOR TENANT	SPROUTS - 48" SECOND ID SIGN	152.9'
H.3	INFORMATION SIGN	FRESH - 1'-2" X 5'-3"	6.1'
H.4	INFORMATION SIGN	LOCAL - 1'-2" X 5'-5'-5 1/8"	6.3'
H.5	INFORMATION SIGN	ORGANIC - 1'-2" X 7'-7 3/8"	8.9'
H.6	INFORMATION SIGN	WELLNESS - 14' X 8'-10 1/2"	10.4'

TOTAL WALL SIGN AREA: 679.5 SF (REPLACEMENT OF 6 BUILDING C SIGNS, BUILDING B SIGNS(S) AND NEW ANCHOR TENANT WALL SIGNS

TOTAL SIGN AREA: 979.5 SF (WALL SIGN TOTAL + POLE SIGN)

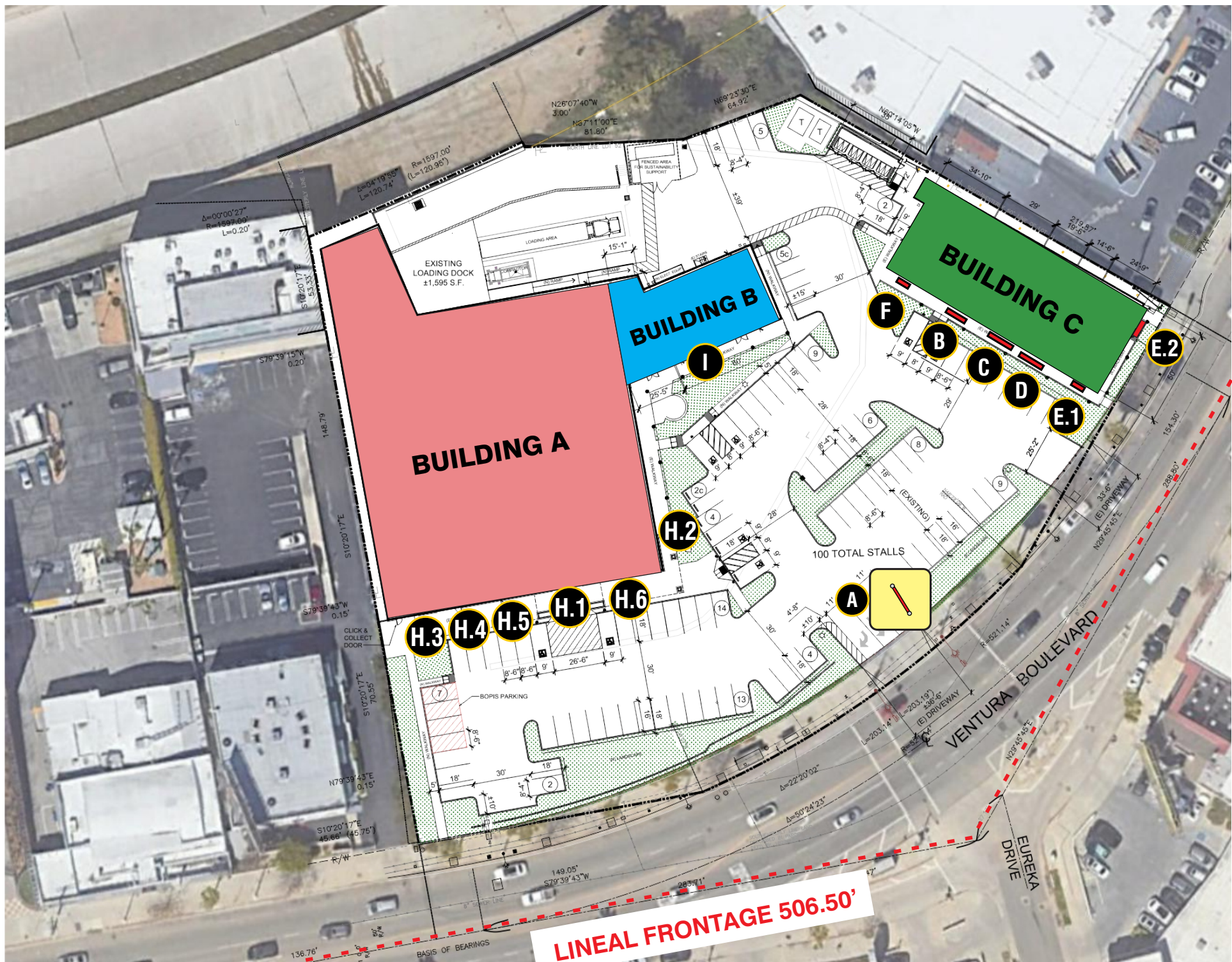


**LEGEND:**

- ANCHOR TENANT
- IN-LINE TENANTS
- IN-LINE TENANTS
- PYLON SIGN
- SIGN LOCATION



SITE PLAN



- LEGEND:**
- ANCHOR TENANT
  - IN-LINE TENANTS
  - IN-LINE TENANTS
  - PYLON SIGN
  - SIGN LOCATION





ELEVATIONS: BUILDINGS A



FRONT BUILDING ELEVATION / SOUTH WALL

MAXIMUM NUMBER OF SIGNS FOR ANCHOR TENANT: TWO (2) TENANT ID SIGNS, FOUR (4) INFORMATION SIGNS

**ANCHOR TENANT SIGN GUIDELINES:**

The Tenant in Building A shall be designated as the Anchor Tenant. Sign Lettering Heights and Number of Lines is not limited prescriptively, but shall be fitted proportionally to the Wall Surface to which it is attached. Secondary Signs must be included in Permitted Sign Area Calculations. The maximum square footage for all signage on South elevation is 193.6 total square feet for Main ID Sign, and 31.7 total square feet for Information Signs.  
(Note: Tenants Sign Square Footage must take all equations into consideration to determine allowed total).

Specific Locations & Surrounding Architectural Treatments can dictate Maximum Sign Height & Length, which in some cases, may be less than the Maximum defined herein.

**ELEVATION: BUILDING A**



**RIGHT-SIDE BUILDING ELEVATION / EAST WALL**

**MAXIMUM NUMBER OF SIGNS FOR ANCHOR TENANT: TWO (2) TENANT ID SIGNS, FOUR (4) INFORMATION SIGNS**

**ANCHOR TENANT SIGN GUIDELINES:**

The Tenant in Building A shall be designated as the Anchor Tenant. Sign Lettering Heights and Number of Lines is not limited prescriptively, but shall be fitted proportionally to the Wall Surface to which it is attached. Secondary Signs must be included in Permitted Sign Area Calculations. The maximum square footage for all signage on South elevation is 152.9 total square feet.  
(Note: Tenants Sign Square Footage must take all equations into consideration to determine allowed total).

**Specific Locations & Surrounding Architectural Treatments can dictate Maximum Sign Height & Length, which in some cases, may be less than the Maximum defined herein.**



## ELEVATION: BUILDING B



### **INLINE TENANT SIGN GUIDELINES:**

The method of Calculation for Signs on the Building Facade shall not exceed 2 Square Feet of Sign Area per Linear Foot of Overall Storefront Length. Sign Lettering Heights and Number of Lines of Copy are not limited prescriptively, but shall be fitted proportionally to the Wall Surface to which it is attached. Maximum Sign Width cannot exceed 70% of uninterrupted architectural facade on a Single Building Plane. 105 Sq. Ft. Maximum Allowed. (Note: Tenants Sign Square Footage must take all equations into consideration to determine allowed total).

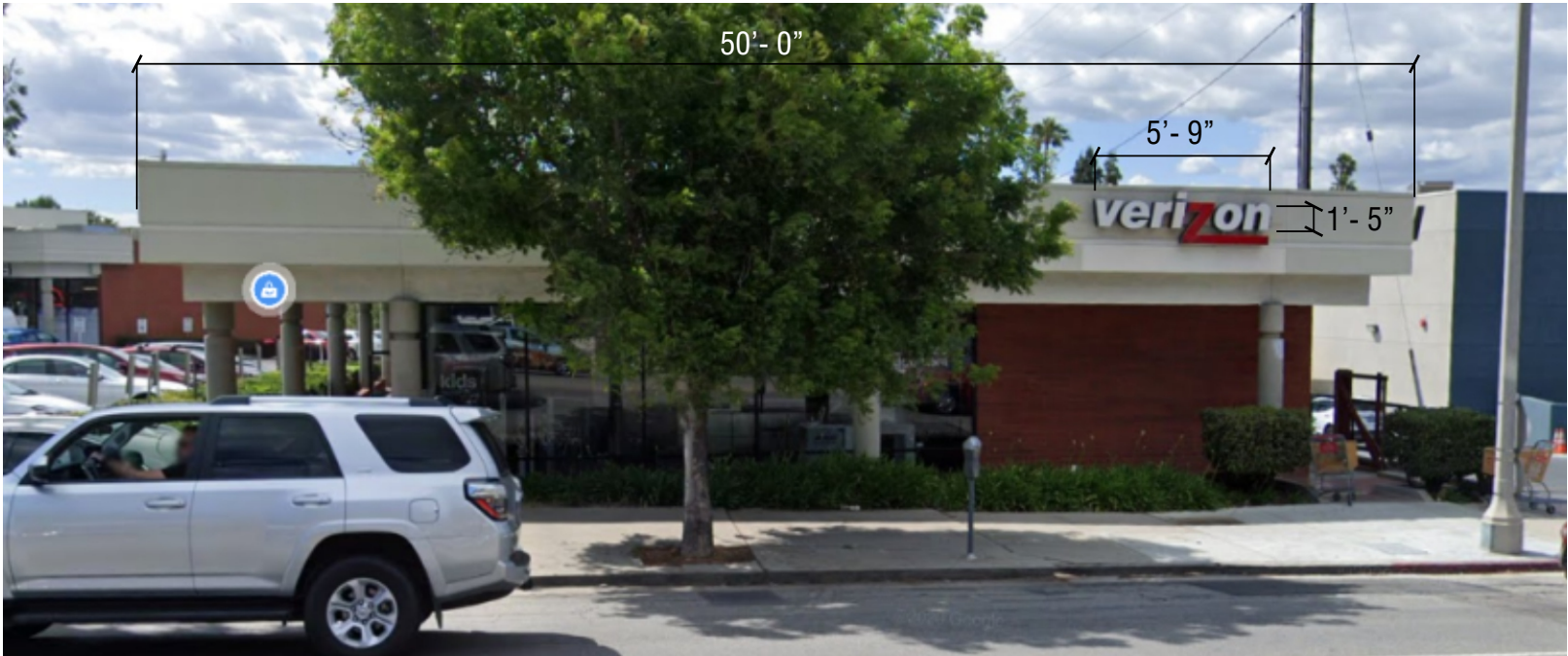
**Specific Locations & Surrounding Architectural Treatments can dictate Maximum Sign Height & Length, which in some cases, may be less than the Maximum defined herein.**



ELEVATIONS: BUILDING C (CURRENT CONDITIONS)



1'-5" X 8'-0"





# ELEVATIONS: BUILDING C



## INLINE TENANT SIGN GUIDELINES:

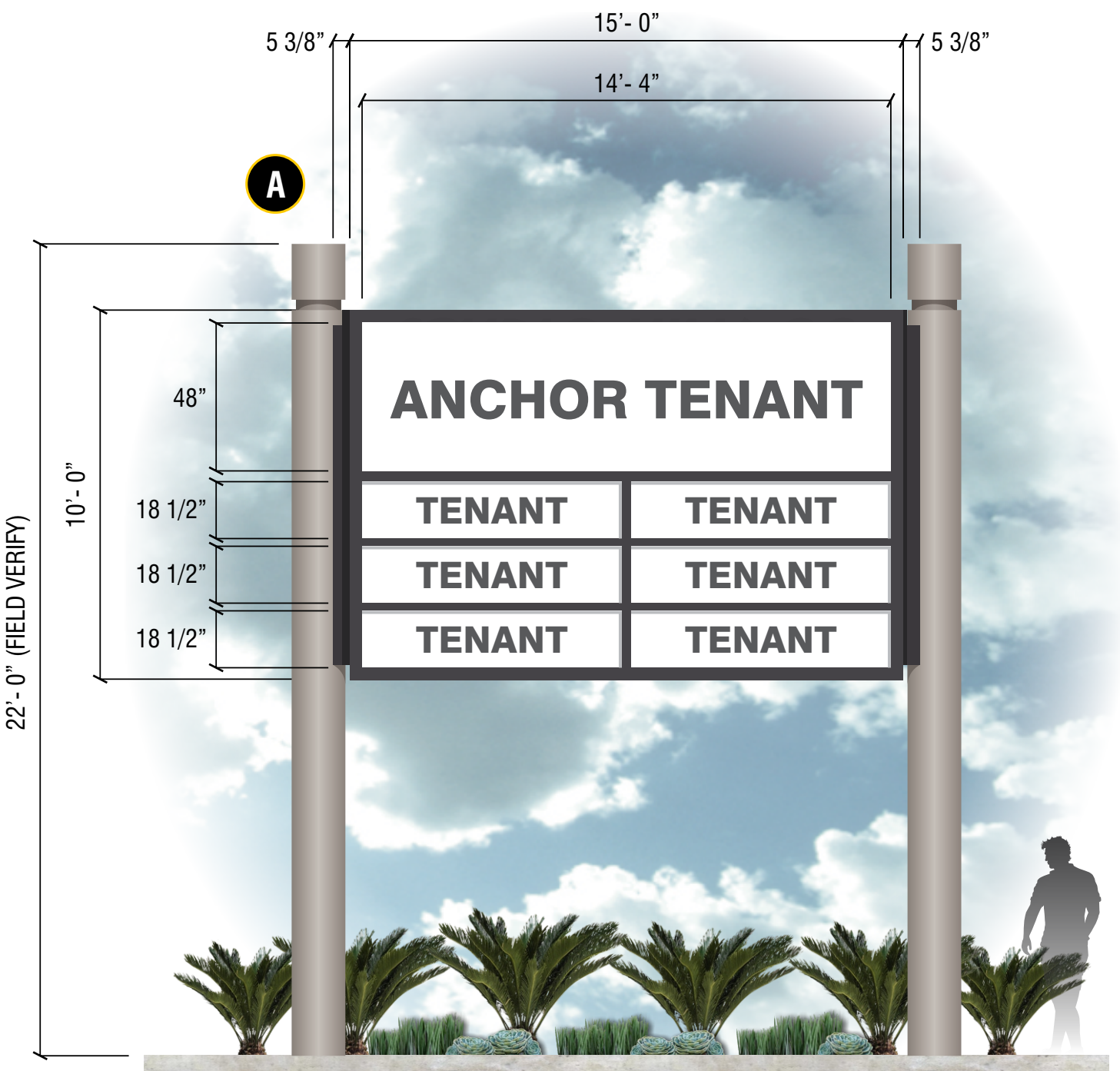
The rate of Calculation for Signs on the Building Facade shall not exceed 2 Square Feet of Sign Area per Linear Foot of Overall Storefront Length.  
Sign Lettering Heights and Number of Lines of Copy are not limited prescriptively, but shall be fitted proportionally to the Wall Surface to which it is attached.  
Maximum Sign Width cannot exceed 70% of uninterrupted architectural facade on a Single Building Plane. Maximum Sign Height not to exceed 2'-0".  
38 Sq. Ft. Maximum Allowed (Note: Tenants Sign Square Footage must take all equations into consideration to determine allowed total).

**Specific Locations & Surrounding Architectural Treatments can dictate Maximum Sign Height & Length, which in some cases, may be less than the Maximum defined herein.**

PYLON SIGN



1 EXISTING



2 PROPOSED FACE CHANGES 150.00 SQUARE FEET