

# LBX

## LONG BEACH EXCHANGE

### 100% TENANT GUIDELINES

20 JULY 2016



**selbert perkins design collaborative**

432 Culver Boulevard, Playa Del Rey, CA 90293

T 310 822 5223 [www.selbertperkins.com](http://www.selbertperkins.com)

# CONTENTS

---

TENANT SIGN CRITERIA .....	3
VARYING FACADE CONDITIONS .....	4
TENANT SIGN GUIDELINES .....	5
TENANT SIGN GUIDELINES .....	6
TENANT SIGN GUIDELINES .....	7
TENANT SIGN TYPE OVERVIEW .....	8
 <b>PRIMARY SIGN TYPES.....</b>	 <b>9</b>
A - WALL SIGN - DESIGN EXAMPLES .....	10
<b>A</b> - WALL SIGN - ELEVATIONS STUDY - ANCHORS .....	11
<b>A</b> - WALL SIGN - ELEVATIONS STUDY .....	12
PRIMARY SIGN TYPES - REGULATIONS .....	13
 <b>SECONDARY SIGN TYPES .....</b>	 <b>14</b>
B - WALL PAINT - DESIGN EXAMPLES .....	15
<b>C</b> - PROJECTING BLADE - DESIGN EXAMPLES .....	16
<b>D</b> - AWNING/CANPOY - DESIGN EXAMPLES .....	17
<b>E</b> - DOOR SIGN - DESIGN EXAMPLES .....	18
SECONDARY SIGN TYPE REGULATIONS .....	19
 <b>STREET TENANT MARQUEES.....</b>	 <b>20</b>
TENANT MARQUEE LOCATION PLAN .....	21
TENANT MARQUEE - OPTION 1 .....	22



## Tenant Sign Criteria

Please refer to the Tenant Sign Location Plan. Specific criteria may apply based on the location of tenancy.

Full-size mock-ups of all signs may be required. The landlord reserve the right to test the Tenant's mock-up sign in relationship to site conditions, prior to approvals.

Tenants may be required to supply material and paint samples to Landlord and Designer for approval. In some instances a partial or full-size prototype of the Tenant's sign may be required prior to approvals.



## Tenant Signs

Signage and environmental graphics at Long Beach Exchange Plaza are an integral part of the project's image. Every element must be carefully designed, proportioned and placed with respect to the Tenant's architectural façade and the project as a whole.

Creativity is encouraged to achieve the highest standard of excellence. Expressive and individualized letter styles are encouraged provided they are clear and legible and represent quality design. Long Beach Exchange, by way of Tenant Coordinator, will evaluate the Tenant sign package with respect to the criteria and project objectives. It is the Tenant's responsibility to comply with local code and all Long Beach Exchange requirements.

The following outline are works to be provided by the Tenant. Tenant Signage shall be designed, fabricated and installed by the tenant at their own expense. Tenant Signage must be constructed from durable materials and shall be maintained by the Tenant. Specific criteria may apply based on the location of your Tenancy.

Tenants may be required to supply material and paint samples to Long Beach Exchange for approval. In some instances a partial or full size prototype of the Tenant's sign may be required prior to approvals.

## Fabrication & Installation

It is intended that all finished work be of the highest quality to pass eye-level examination and scrutiny by Long Beach Exchange.

## General Fabrication Specifications

- Construct all work to eliminate burrs, dents, cutting edges, and sharp corners.
- Finish welds on exposed surfaces to be imperceptible in the finished work.
- Surfaces which are intended to be flat shall be without dents, bulges, oil canning, gaps, or other physical deformities.
- Except where approved otherwise by Long Beach Exchange, conceal all fasteners.

- Make access panels tight-fitting, lightproof, and flush with adjacent surfaces.
- Carefully follow manufacturer's recommended fabricating procedures regarding expansion/contraction, fastening, and restraining of acrylic plastic.
- Exercise care to assure that painted, polished, and plated surfaces are unblemished in the finished work.

## Not Permitted Sign Construction

The following construction methods are not permitted:

- Portable or mobile signs, except permitted sandwich board signs
- Temporary wall signs, pennants, banners, or inflatable displays
- Exposed junction boxes, wires, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type
- Paper, cardboard or Styrofoam signs, stickers, or decals hung around or behind storefronts

- Exposed fasteners, unless decorative fasteners are essential to the sign design concept
- Flashing, oscillating, animated lights, or other moving sign components
- All bolts, fastenings and clips shall be hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze and should be concealed.
- No sign maker's labels or other identification shall be permitted on the exposed surface of signs, except those required by local ordinance. If required by local ordinance, such labels or other identification shall be in an inconspicuous location
- Signs located in or projecting over right of way
- Vacuum formed luminous letters

## **General Sign Information**

- All illuminated signs shall be controlled by Tenant with a photo cell or an astronomical time switch. Astronomical time switches shall be capable of retaining programming and the time setting during loss of power for a period of at least 10 hours.

- Any externally illuminated sign shall be lit from above with the light source directed downward at the face of the sign. All the light sources associated with a sign will be shielded from any adjacent residential districts or streets. Lighting for signs may not exceed one and one tenth (1.1) foot candles in intensity when measured within any portion of a residential district.
- Any name, image, symbol, logotype, figure, or sculpture that is associated with a Tenant or brand is considered signage. Tenants are allowed their unique typography and logo colors as long as all Tenant signage complies with the Tenant Criteria and all applicable laws, ordinances and regulations.
- Front wall area of business shall be calculated as the area from Lease Line to Lease Line, multiplied by the height of the Tenant. For a multi-story building, height is measured from the inside floor to the inside ceiling.
- All blocking to be provided by Tenant. Locations to be coordinated with Long Beach Exchange and Tenant Coordinator.

## **Sign Lighting**

All sign elements must be internally and/or externally illuminated. Hot spots and light leaks are not permitted and must be repaired by the Tenant. All illuminated signs shall be fabricated, installed, and comply with national/local building and electrical codes and shall bear the U.L. label. All signs must conceal all identification labels and U.L. labels to conform to U.L. Codes. All conductors, transformers, cabinets, housings, and other equipment shall be concealed and/or incorporated into storefront and/or sign components.

To protect the visual environment, all Tenant's light fixtures in regards to brightness and glare shall be subject to approval. Tenant's primary sign, secondary sign (if applicable), canopy and blade sign shall remain illuminated after hours as designated by Long Beach Exchange. Lighting in this zone is required to be circuited and switched separately from other store fixtures on the Tenant's panel and controlled by a timeclock. Tenant shall provide a disconnect switch at sign transformer or near electrical junction box.

## **Tenant Identification Signs**

Signs that are placed upon exterior walls and graphics or signs placed on awnings or canopies are considered Tenant Identification Signs. Any sign which directs attention to the following: business profession, product, service, accommodation, activity or entertainment conducted, sold or offered on the Premises which the sign is located constitutes a Tenant Identification Sign.

individual die-cut vinyl applied to interior surface. Hours of operation and Tenant logo are permitted. The hours of operation type style shall be consistent with the style of Tenant Identification Signs. Block-type stickers with writing for credit card, BBA, product brand, or other association stickers and signs are expressly prohibited. Tenant's logo and logotype may be in Tenant's brand colors. Maximum letter height shall be one inch for hours of operation.

## **Storefront Interior Signs**

Tenant signage that is installed, attached, or mounted behind the storefront glass is subject to Long Beach Exchange's review and approval. Such signage may not be subject to the City of Long Beach Sign Ordinance.

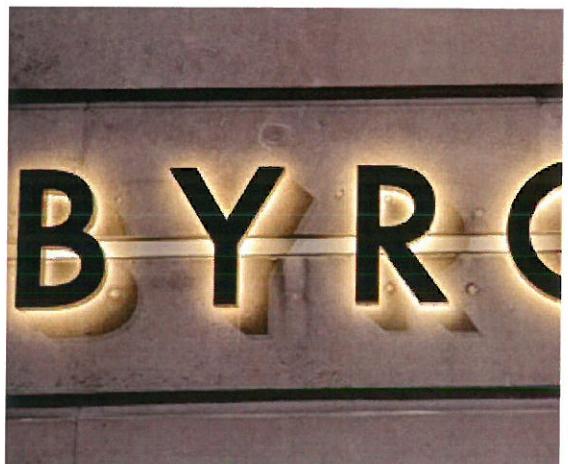
This may help Tenant achieve additional signage and branding in addition to the Tenant Identification Signs

## **Tenant Hours**

Each business shall be allowed to post building or occupant names and hours of operation on glass or side door panels. All letters and numbers shall be

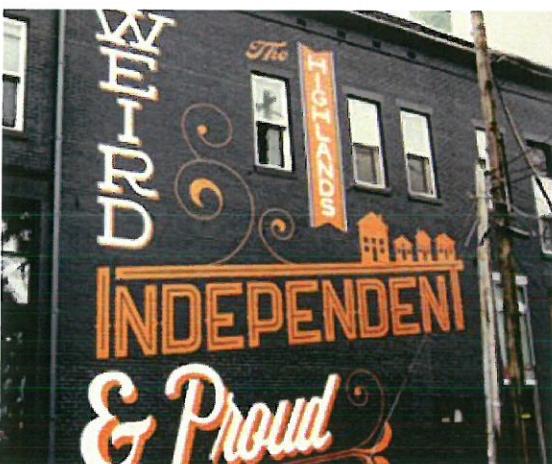
## PRIMARY SIGNAGE

A - Wall Sign



## SECONDARY SIGNAGE

B - Wall Paint



C - Projecting Blade



D - Awning/Canopy



E - Door Sign



## PRIMARY SIGN TYPES

---

**A1 - Face Lit**



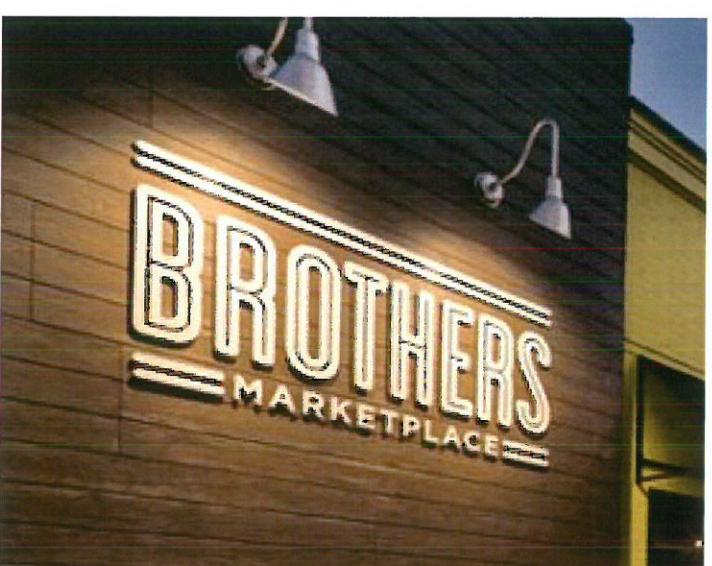
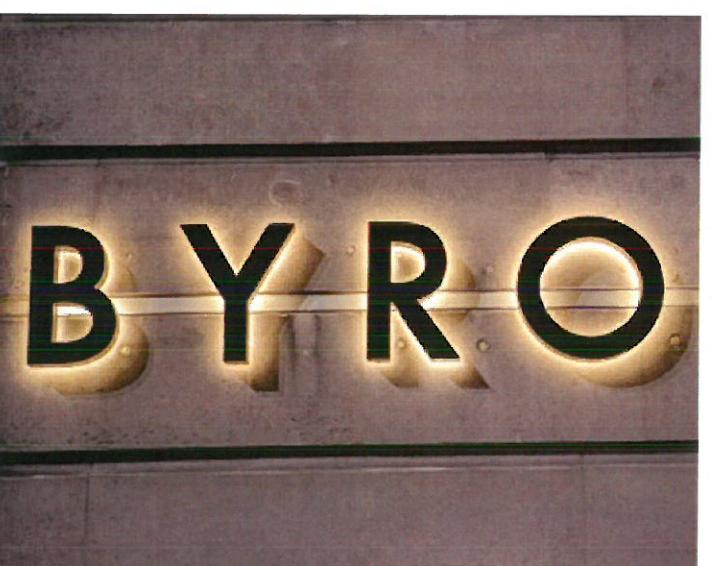
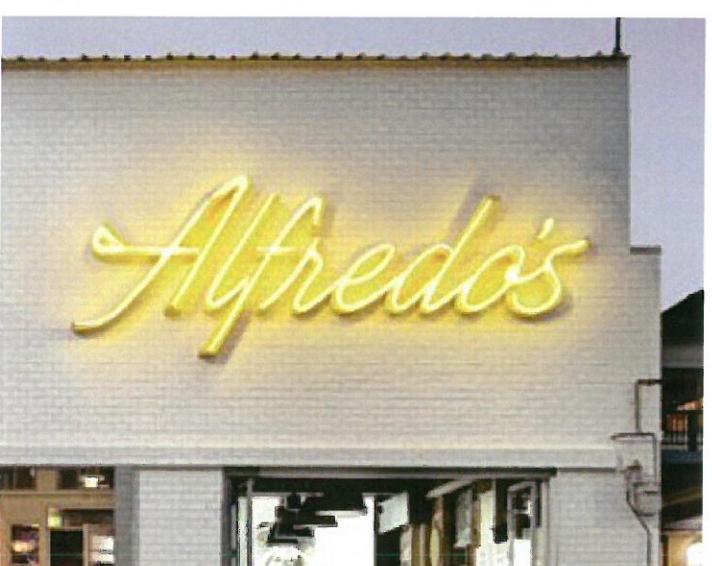
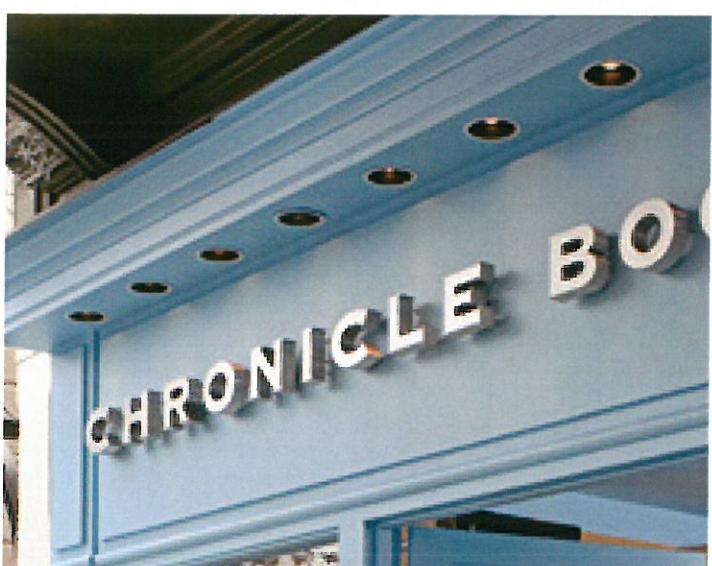
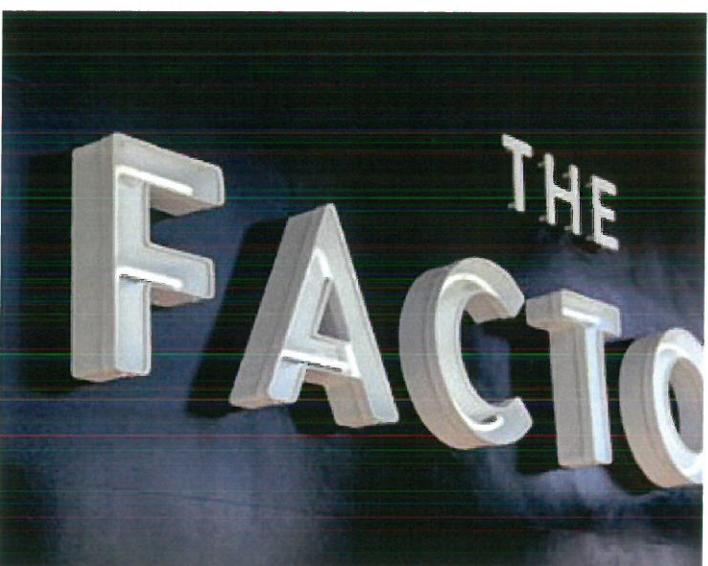
**A2 - Halo Lit**



**A3 - Exterior Lit**



**A4 - Neon**



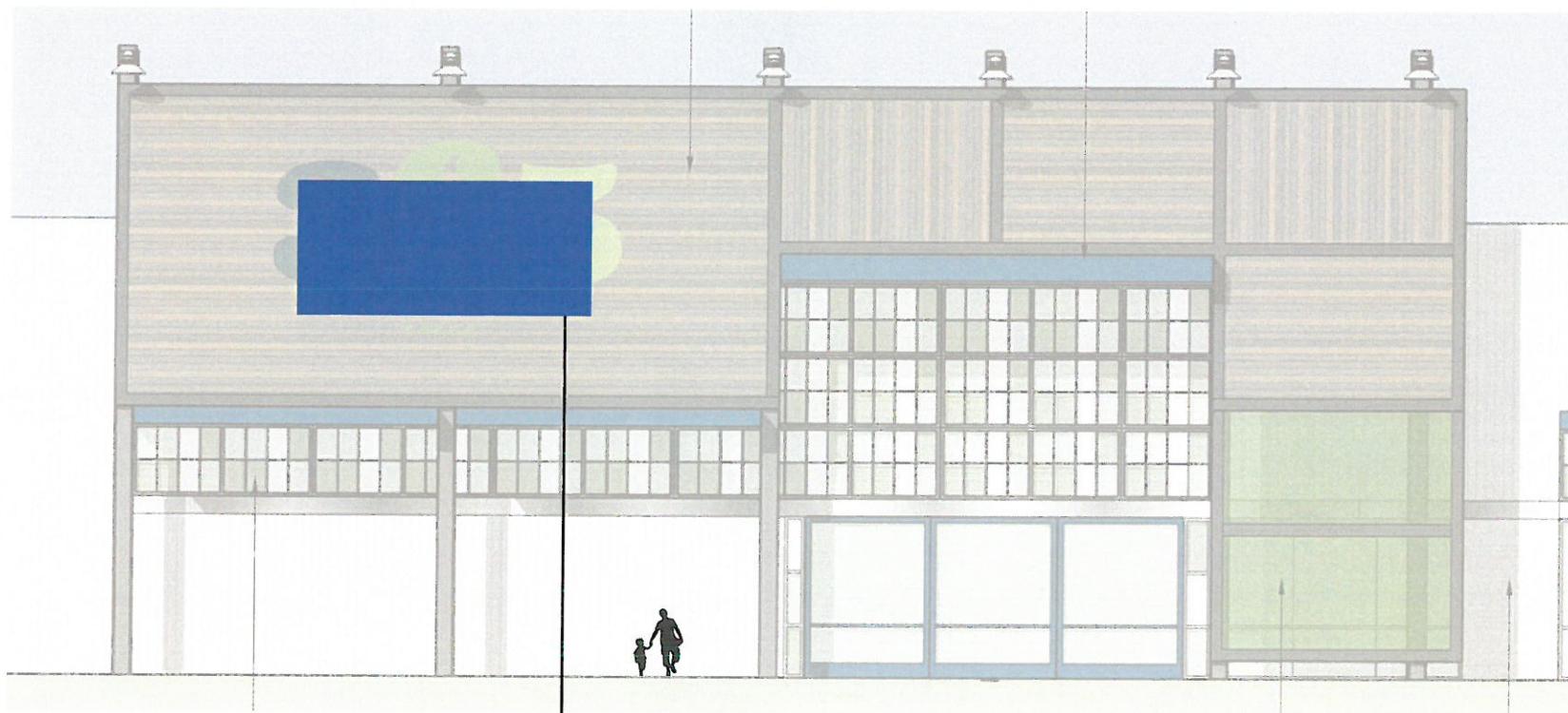


03 ELEVATION  
SCALE: 1/16"=1'

W11  
227 LN. FT.  
340 SQ. FT.

04 ELEVATION  
SCALE: 1/16"=1'

W10  
122 LN. FT.  
183 SQ. FT.

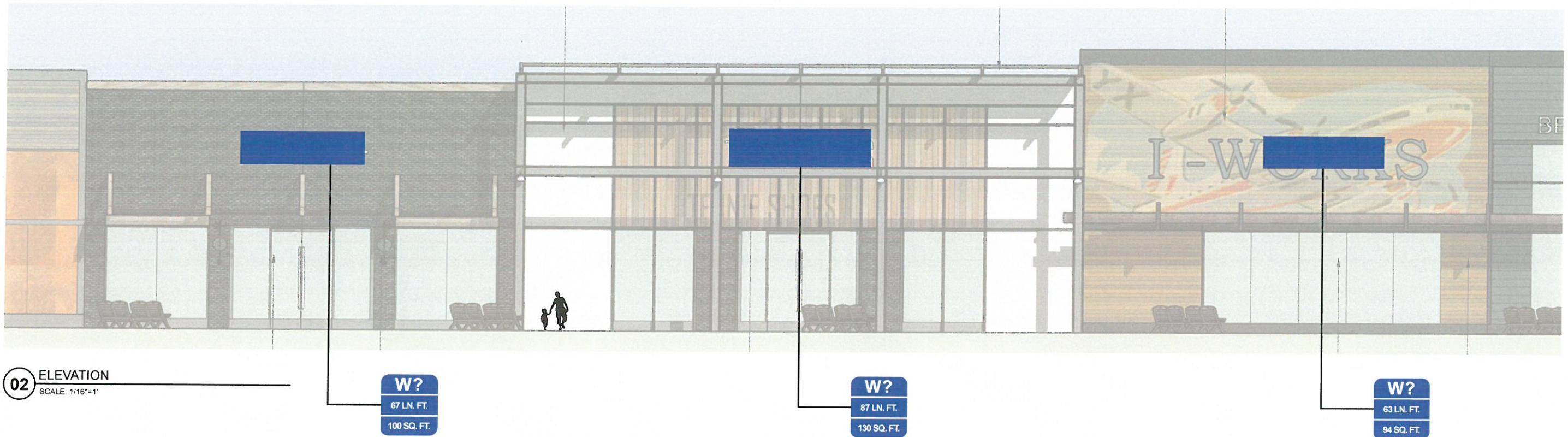


02 ELEVATION  
SCALE: 1/16"=1'

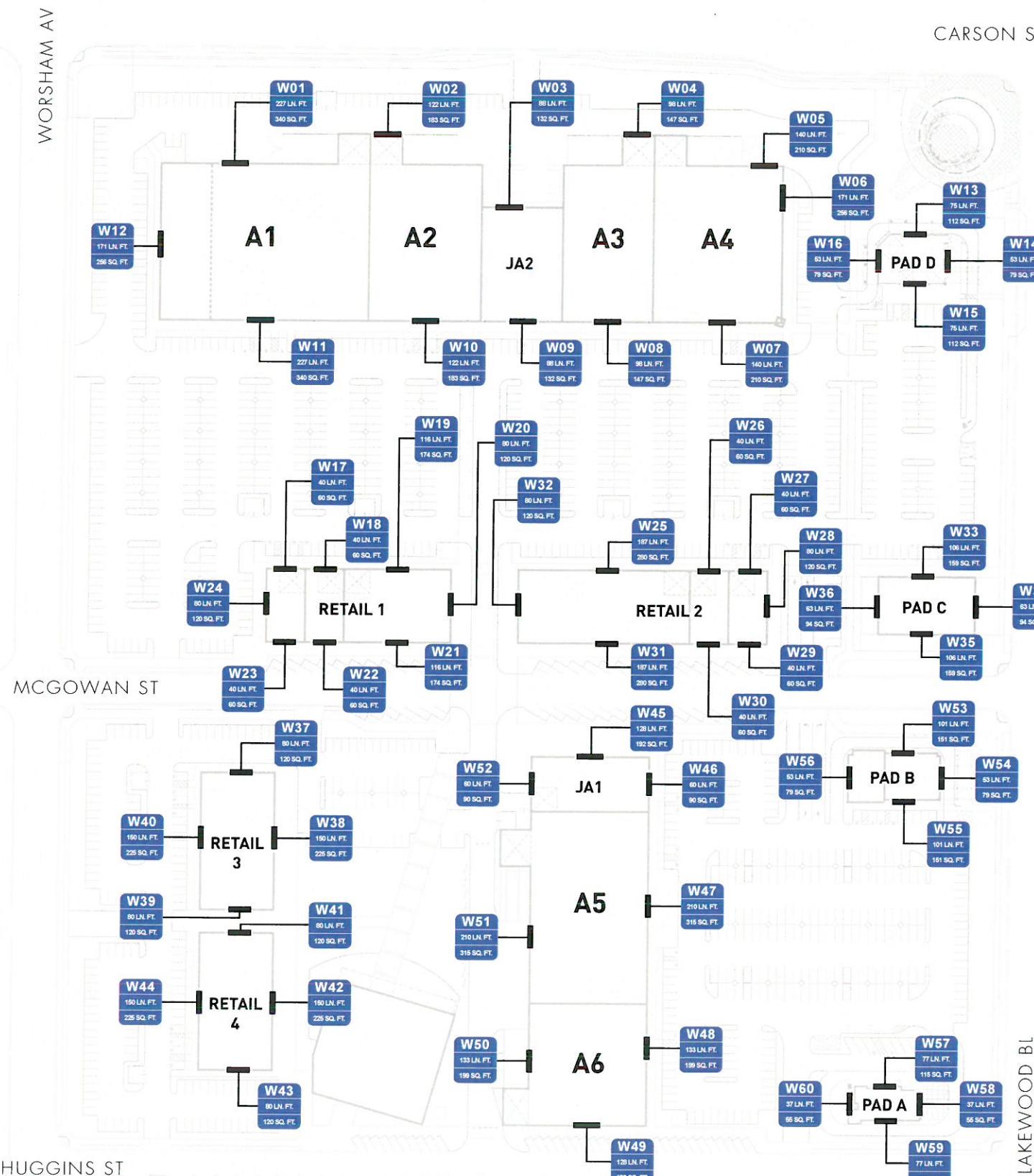
W47  
210 LN. FT.  
315 SQ. FT.

01 ELEVATION  
SCALE: 1/16"=1'

W07  
140 LN. FT.  
210 SQ. FT.



## Location Map with Calculated Max Sq.Ft.



## Regulations

- Max allowable area is 1.5 square foot per 1 linear foot of store frontage.

### Map key



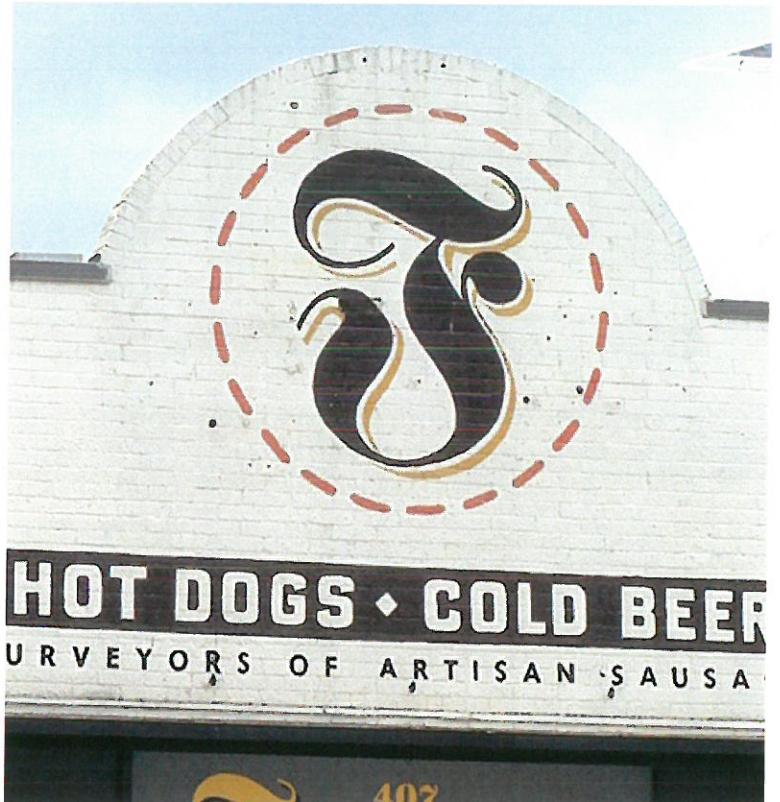
- ← Tenant Wall Sign ID Number
- ← Linear Square Footage of Storefront
- ← Calculated Max Allowable Sq.Ft.



## SECONDARY SIGN TYPES

---

## B1 - Painted Wall Sign



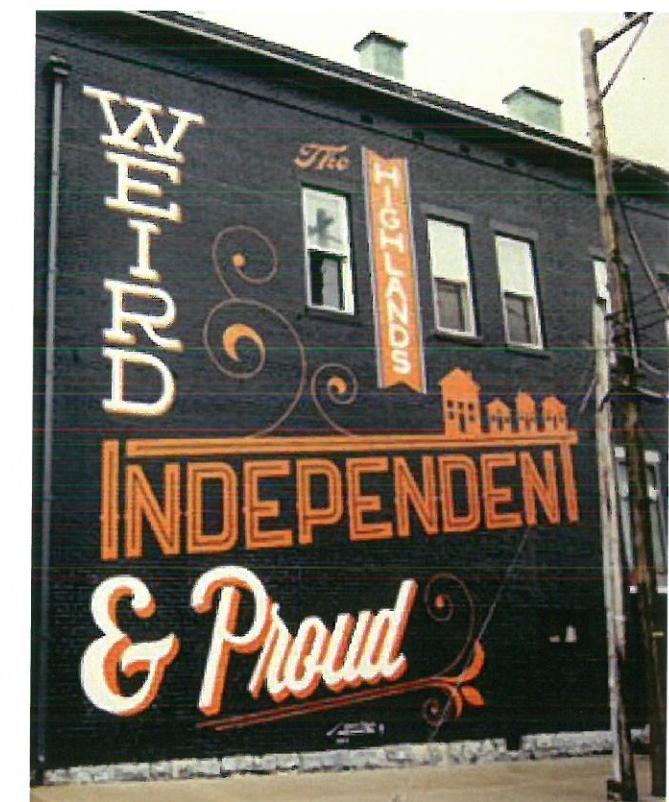
HOT DOGS • COLD BEER

URVEYORS OF ARTISAN SAUSA

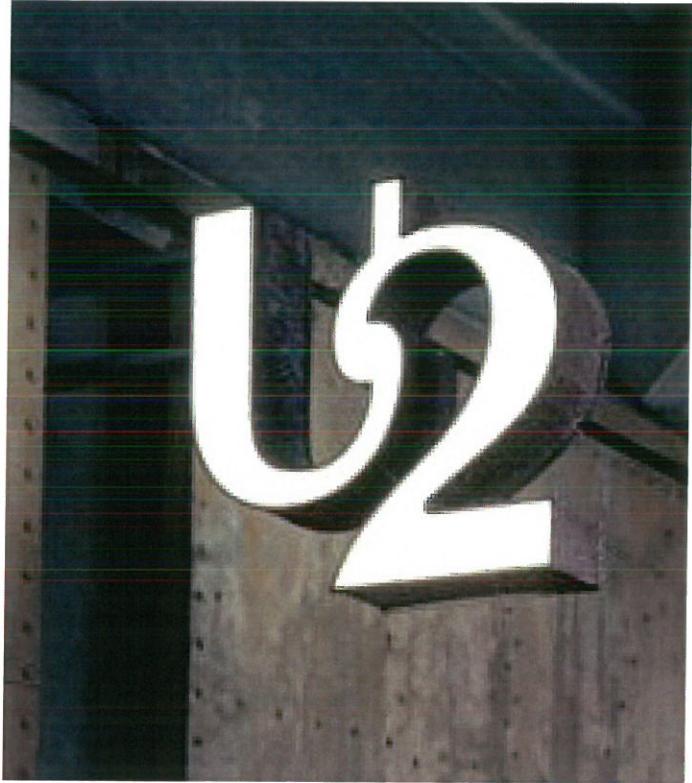
402



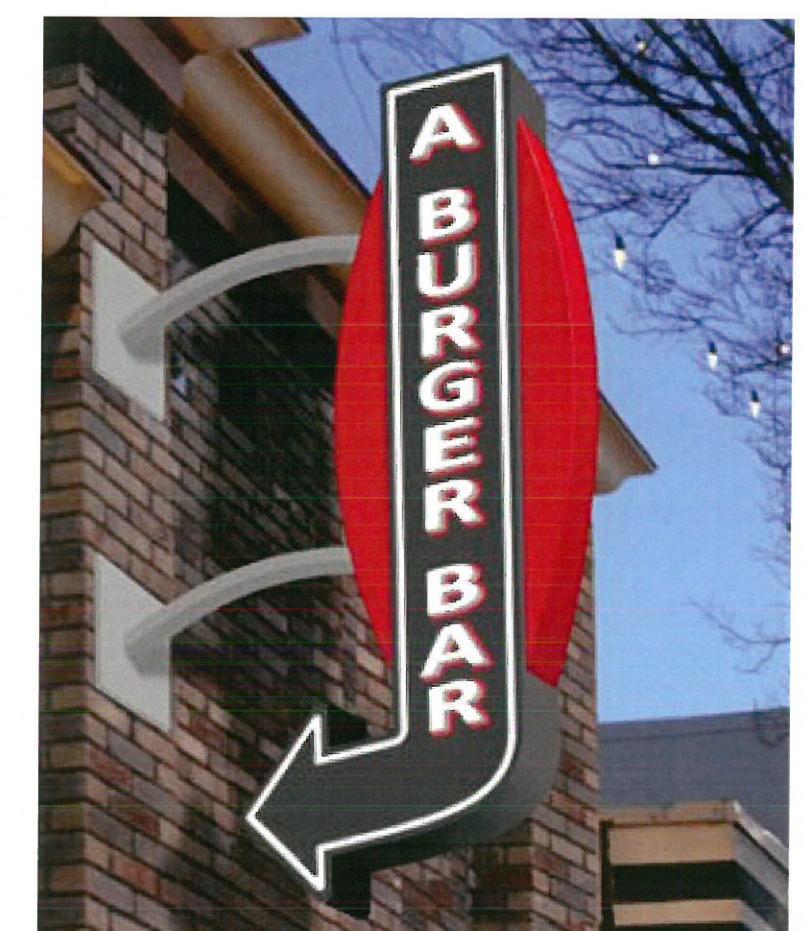
## B2 - Painted Wall Graphic



## C1 - Projecting - Regular



## C1 - Projecting - Tall



**D1 - Canopy Above**



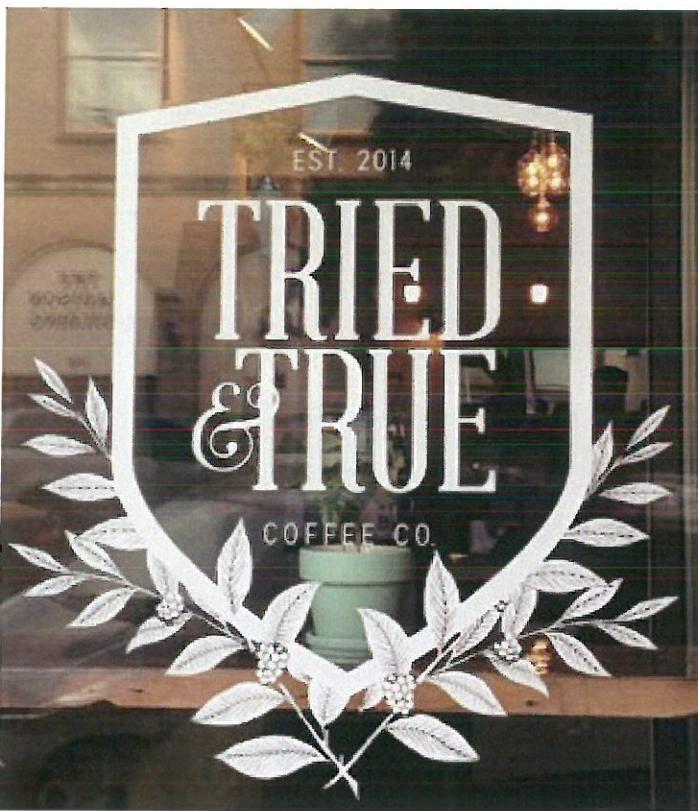
**D2 - Canopy Below**



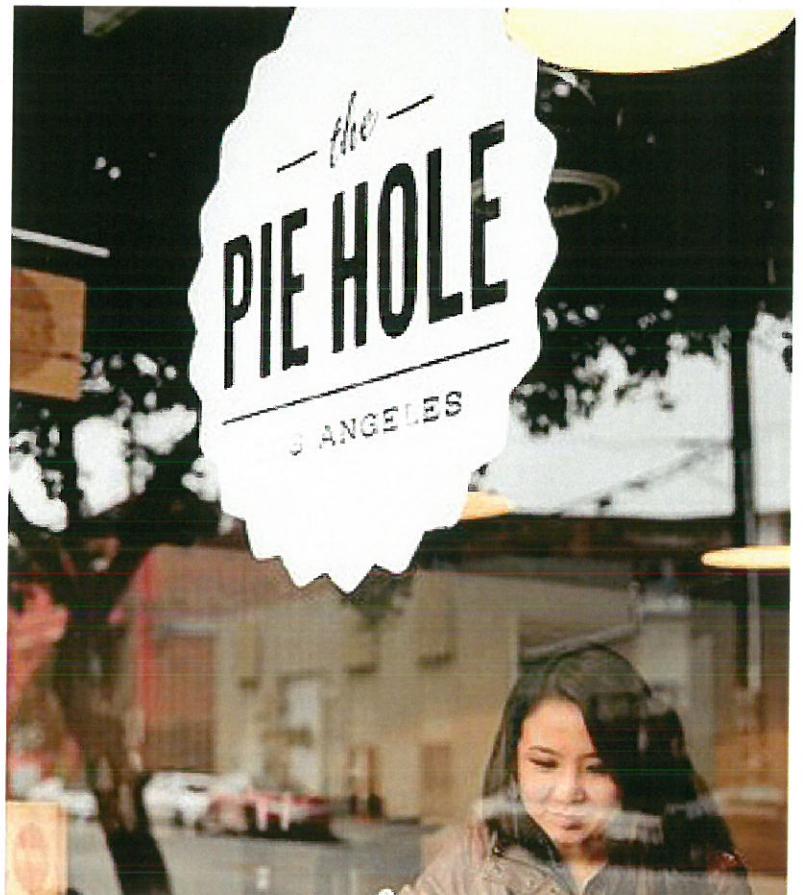
**D3 - Awning**



## E1 - Door Sign



## E2 - Window Graphics



## **B - Wall Paint**

1. Wall painted graphics are encouraged whenever possible.
2. Wall painted graphics are solely at the landlords discretion and approval on a case by case basis.

## **C - Projecting Blade**

1. A business may display one projecting sign per street frontage or parking lot frontage.
2. The maximum area of a projecting sign shall not exceed one (1) square foot per linear foot of building frontage from which the sign projects. For double-sided signs, sign area shall be taken from one side of the sign only.
3. No projecting sign shall extend above the adjacent eaves of a sloped roof.
4. A projecting sign shall not extend more than one-third (1/3) of the sign's vertical length above the parapet line of a flat roof; or be less than eight feet (8') above the grade of the adjoining pedestrian right-of-way.
5. Projecting signs should be separated by at least twenty-five feet (25').

6. No projecting sign shall project more than four feet (4') from the face of the building wall upon which the sign is mounted.
7. No sign may project closer than two feet (2') to the curb line.

## **D - Awning/Canopy**

1. The area of the sign may not exceed forty percent (40%) of the total face of the awning or marquee/canopy, not to exceed one hundred (100) square feet.
2. The sign may not project closer than two feet (2') to the curb line.
3. The clearance from grade is eight feet (8') for pedestrian use and fifteen feet (15') for vehicular use.

## **E - Door Sign / Window Signage**

1. Window graphics are not allowed except for high quality creative uses similar shown in the examples.
2. Window graphics are solely at the landlords discretion and approval on a case by case basis.

## STREET TENANT MARQUEES

---

## KEY

A1 SITE MARQUEE

A2 TENANT PYLON

