

SIGN PROGRAMS FOR COMMERCIAL CENTERS IN ROWLAND HEIGHTS

The following guide will help you develop a sign program that complies with the Los Angeles County Zoning Code and the Rowland Height Community Standards District (CSD), Section 22.44.132.

- All commercial centers with three or more businesses must submit a sign program to the Department of Regional Planning when a new sign is proposed. A new sign is the new permanently affixed structure, frame or housing, or a change in the location, size or shape of existing frames or channel letters.
- Once the sign program has been approved, all new signs or replacement of existing signs, including sign placards, must conform to the approved sign program.
- Signs are regulated by Section 22.44.132 and Section 22.52, Part 10 of the Zoning Code. Where provisions of these sections differ, Section 22.44.132 shall supersede Section 22.52, Part 10. Wall signs are limited to one (1) square foot of sign area per linear foot of building frontage. Refer to the applicable Zoning Code section for other requirements.
- Please note that the Rowland Heights CSD requires that the street address and name of the business use Roman alphabet characters and Arabic numerals readable from the right-of-way or parking areas. However, this is not required to be addressed as part of the submittal for the sign program.

The Sign Program application must include the following:

- 1) Site Plan Application with all required documents and fees.
- 2) Sign Program with the following information (see attached sample):
 - SIGN LOCATION PLAN - Depict the location of all existing and proposed signs on the site plan. A key linked to a location on the site plan shall be used to identify the sign sizes included in the sign program.
 - SIGN TYPES - Include sign styles, typesets (fonts), and shapes.
 - SIGN SIZES - Identify the dimensions for each sign type.
 - SIGN COLORS - Provide a palette of colors to be used for the signs.
 - SIGN MATERIALS - Identify acceptable sign materials.
- 3) Photographs depicting each existing sign on the property. Photographs must be related to a location identified on a plan view of the property.

SIGN PROGRAM SAMPLE

OBJECTIVE

The sign program provides guidance and sets standards to achieve a high quality aesthetic appearance for signs throughout the commercial center. It establishes an ordered location and placement for signs and sets a complementary range of sign colors and materials so that signs can be a design element to create a uniform cohesive image for the commercial center.

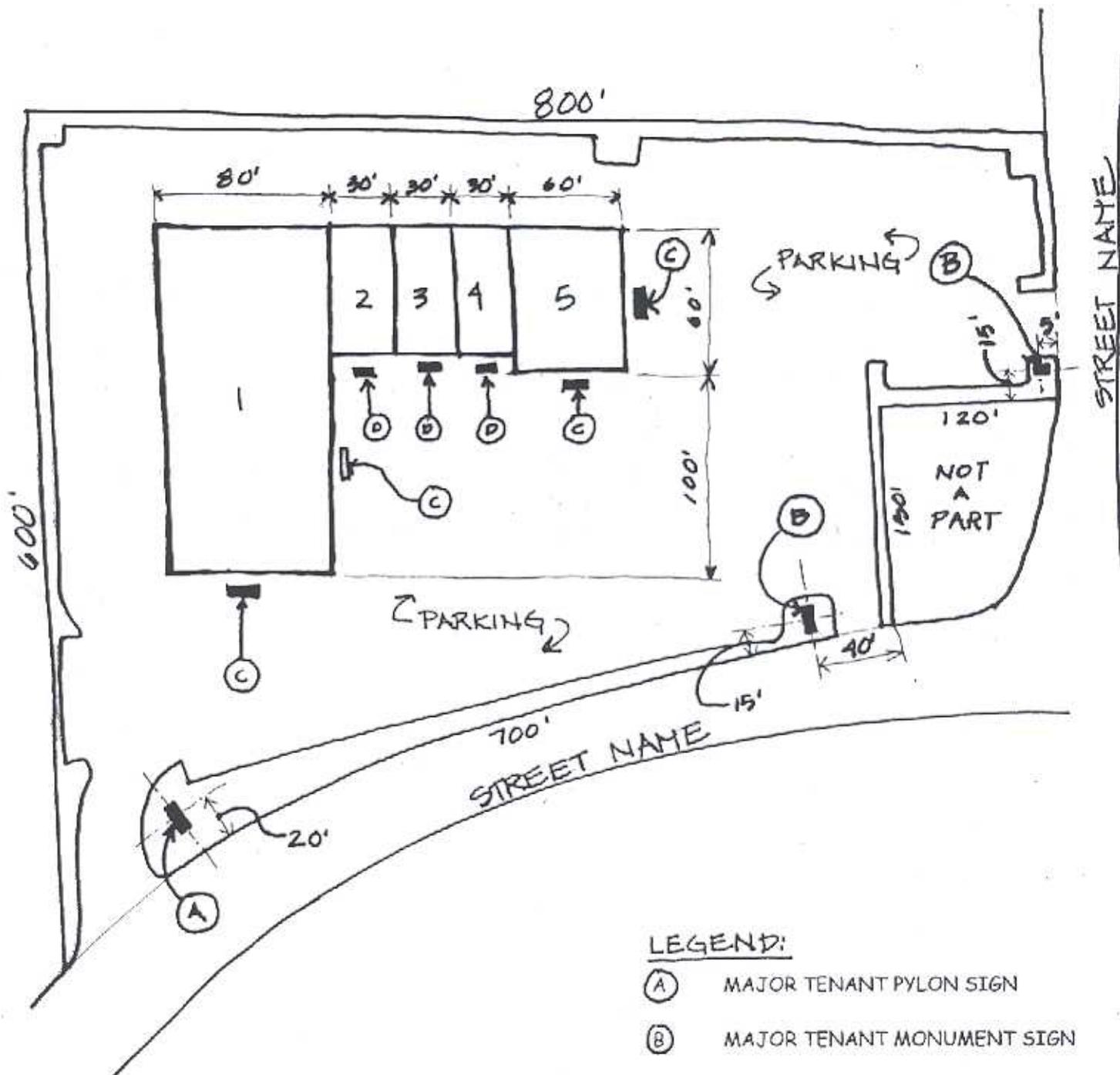
PROVISIONS

Signs shall be designed in a manner that is compatible with and complementary to the overall appearance of the commercial center. The commercial center owner or their authorized agent is responsible for establishing the scheme that provides compatibility and provides for the needs of tenants with business signs in the center.

To create a unified and cohesive appearance for the commercial center, the sign program establishes the style, color palette and acceptable materials for all new signs.

Sample program specifications

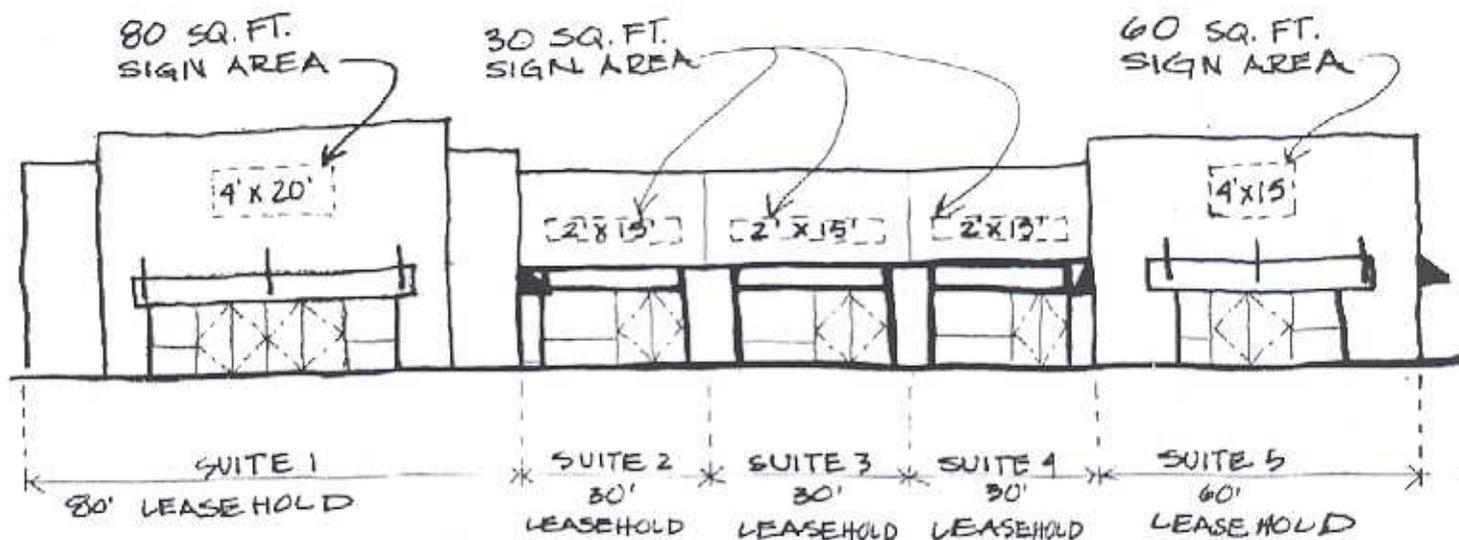
- When a new sign is installed, only signs of a type provided for in the sign program are allowed.
- When a new sign is installed, only signs within the size range specified in the sign program are allowed.
- When a new sign is installed, only signs designed using the color palette specific in the sign program are allowed.
- Signs that incorporate logos, business identity, and /or images denoting the type of business are permissible. Logo design and color shall be approved by the owner or property manager or owner's designee, if not mandated by registered corporate trademark. Signs that include registered trademarked logos and text type that differ from the style, color and materials are permitted provided they are designed to fit within the permissible sign area.



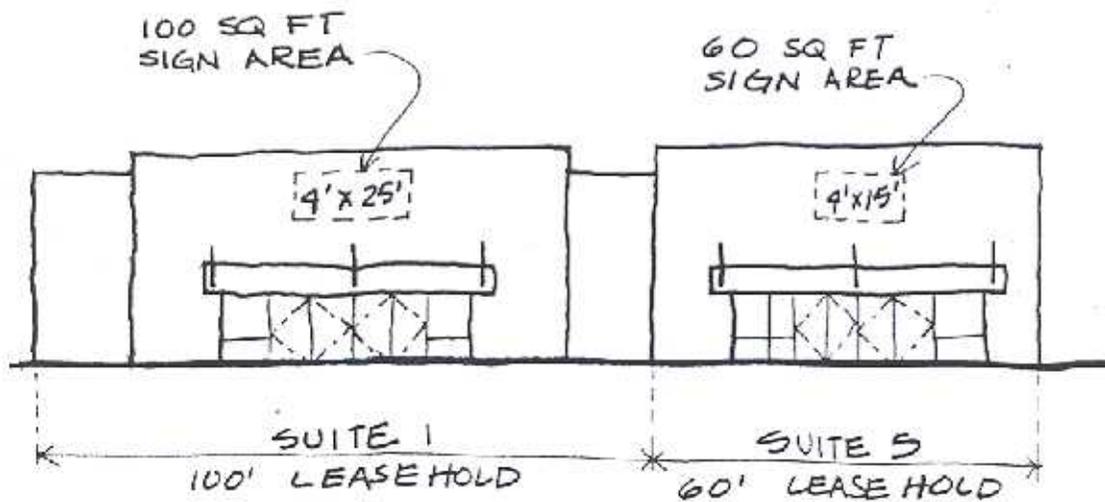
LEGEND:

- (A) MAJOR TENANT PYLON SIGN
- (B) MAJOR TENANT MONUMENT SIGN
- (C) MAJOR TENANT WALL SIGN
- (D) MAJOR TENANT WALL SIGN

SIGN LOCATION PLAN



NORTH ELEVATION

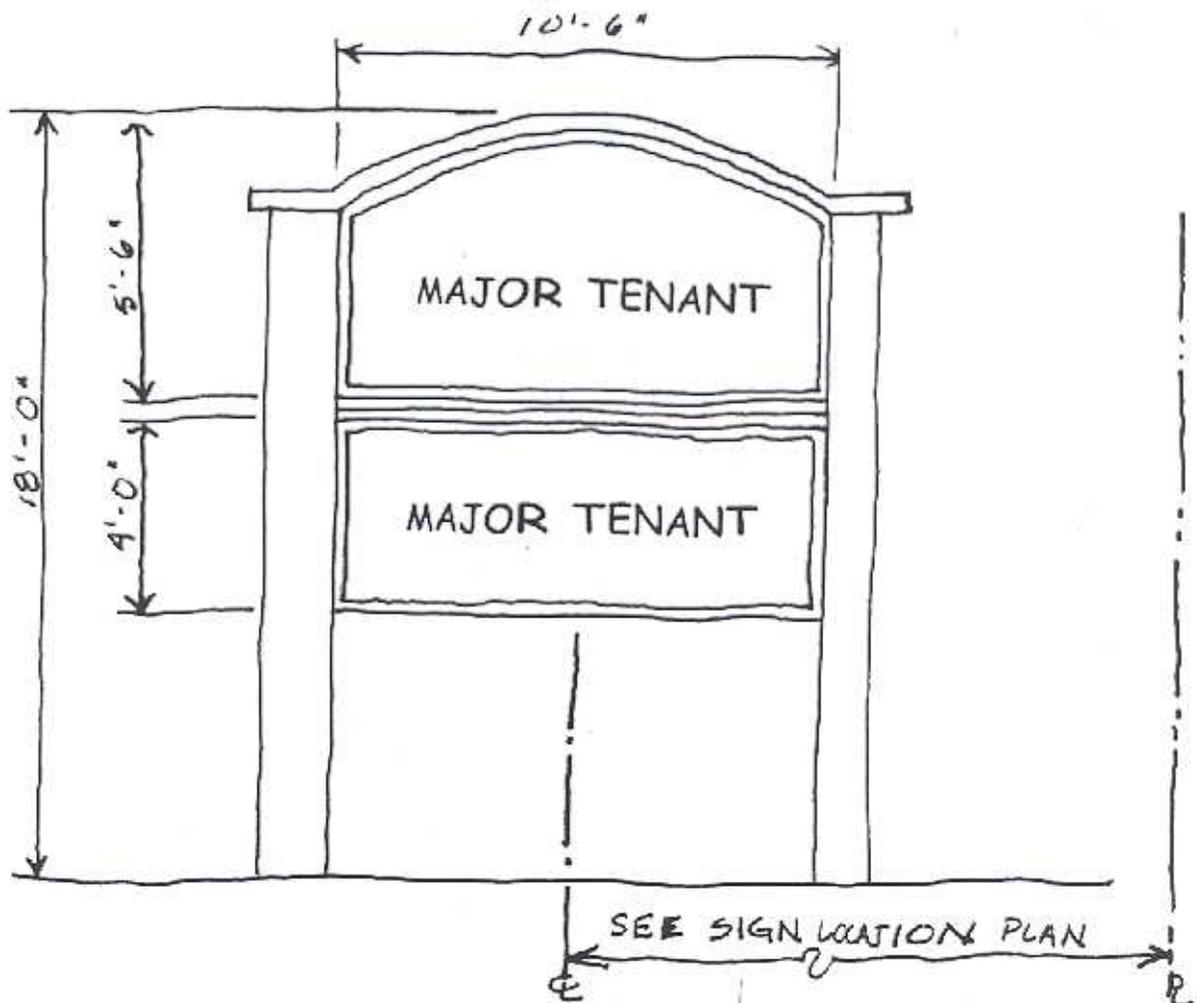


EAST ELEVATION

Sign Type **A** – Major Tenant Pylon Sign

Quantity:	1
Location:	As indicated on Sign Location Plan
Copy:	Major Tenant
Height:	18'-0"
Sign Area	90 sq. ft. max. (50 sq. ft. + 40 sq. ft.)
Lighting:	Internally illuminated

Note: Graphics may be individually internally illuminated channel letters mounted on opaque background, or translucent film overlays on illuminated acrylic lens.

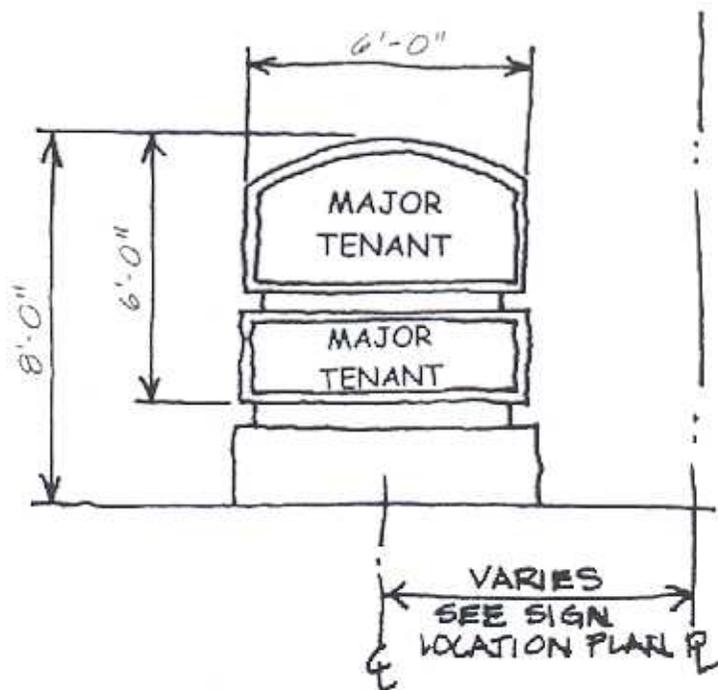


A ILLUMINATED MAJOR TENANT PYLON SIGN

Sign Type B – Major Tenant Monument Sign

Quantity:	2
Location:	As indicated on Sign Location Plan
Copy:	Major Tenant
Height:	8'-0",
Sign Area	36 sq. ft. per sign face
Lighting:	Internally illuminated

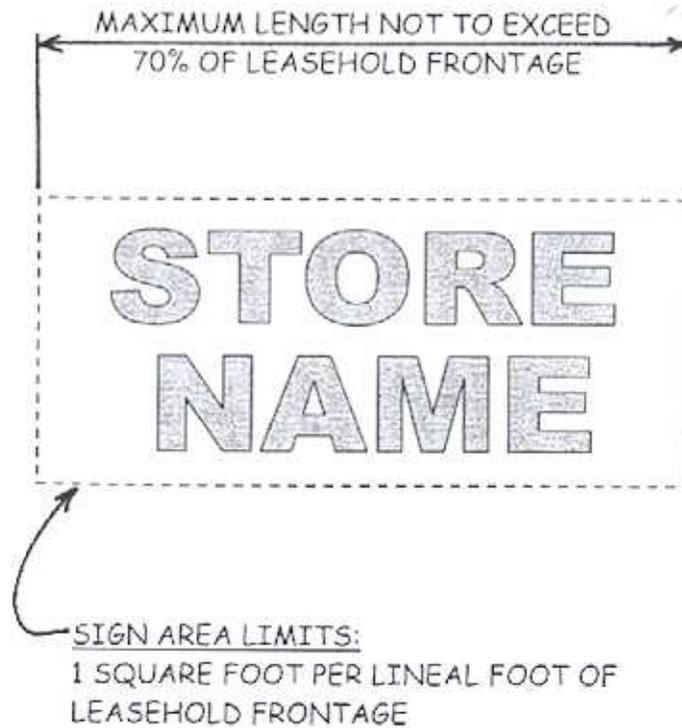
Note: Graphics may be translucent film overlays on illuminated acrylic lens.



(B) ILLUMINATED MAJOR TENANT MONUMENT SIGN

Sign Type C – Major Tenant Wall Sign

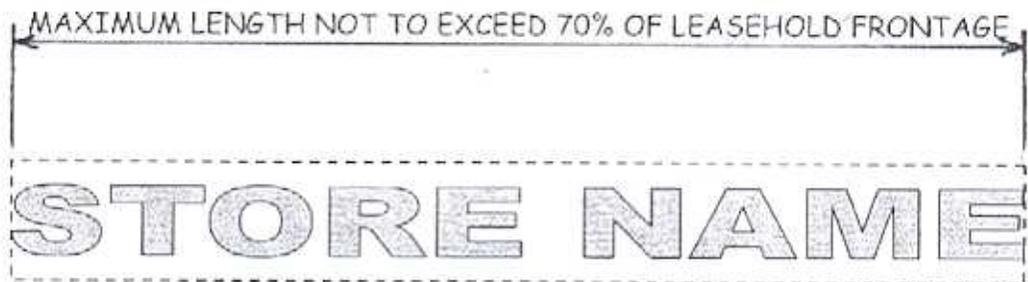
Quantity:	4
Location:	As indicated on Sign Location Plan
Copy:	Tenant Name/Logo, may list up to four goods and services
Sign Area:	1 sq. ft. per linear foot of leasehold frontage. Length not to exceed 70% of available leasehold frontage.
Lighting:	Internally and/or externally illuminated



C TYPICAL MAJOR TENANT WALL SIGN

Sign Type D – Major Tenant Wall Sign

Quantity:	3
Location:	As indicated on Sign Location Plan
Copy:	Tenant Name/Logo, may list up to four goods and services
Sign Area:	1 sq. ft. per linear foot of leasehold frontage. Length not to exceed 70% of available leasehold frontage.
Lighting:	Internally and/or externally illuminated



SIGN AREA LIMITS:
1 SQUARE FOOT PER LINEAL FOOT OF
LEASEHOLD FRONTAGE

D TYPICAL MAJOR TENANT WALL SIGN