

# TENANT SIGNAGE CRITERIA MANUAL

# BEAUMONT CENTER



1661 E 6th St, Beaumont, CA 92223

**LANDLORD INFORMATION:**  
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CARDIFF BY THE SEA, CA 92007

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**ANCHOR TENANT SIGN CONSULTANT**  
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DATE:	11/28/20	APPROVED
BY:	Planning Commission	BEAUMONT
PLANNING COMMISSION		
PLAN 2020-0403		

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### **A. Objectives**

This criteria has been established for the purpose of creating aesthetic uniform graphic standards essential in maintaining a visually coordinated, balanced and appealing signage environment.

For the mutual benefit of all tenants, conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the expense of the tenant.

**The owner/tenant shall approve all copy prior to the fabrication of the sign.**

**Proper City Permits shall be obtained prior to fabrication of the sign.**

Amendments or minor modifications to this criteria can be made by the Planning Director with approval from the Landlord, provided that total sign area is not increased by more than 10%.

### **B. Required Submittals**

1. After receiving approval of the concept design by the landlord, tenant's sign contractor shall prepare and submit to landlord the following:

- A) A set of complete and fully dimensioned drawings for tenant's sign ("shop drawings"), based on the approved concept design, including material and color references.
- B) A colored elevation drawing of the proposed signage.

The above drawings can be sent by mail or electronically.

2. Landlord or landlords designated company shall review and provide tenant with approval or disapproval.

3. If landlord disapproves or conditionally approves the shop drawings submitted, landlord shall note on a set of the shop drawings or separately the reasons for such disapproval or conditional approval, and thereafter landlord, tenant and tenant's sign contractor shall consult as necessary to achieve approved shop drawings consistent with the approved concept design and this criteria.

4. All appropriate permits shall be obtained by the sign contractor.

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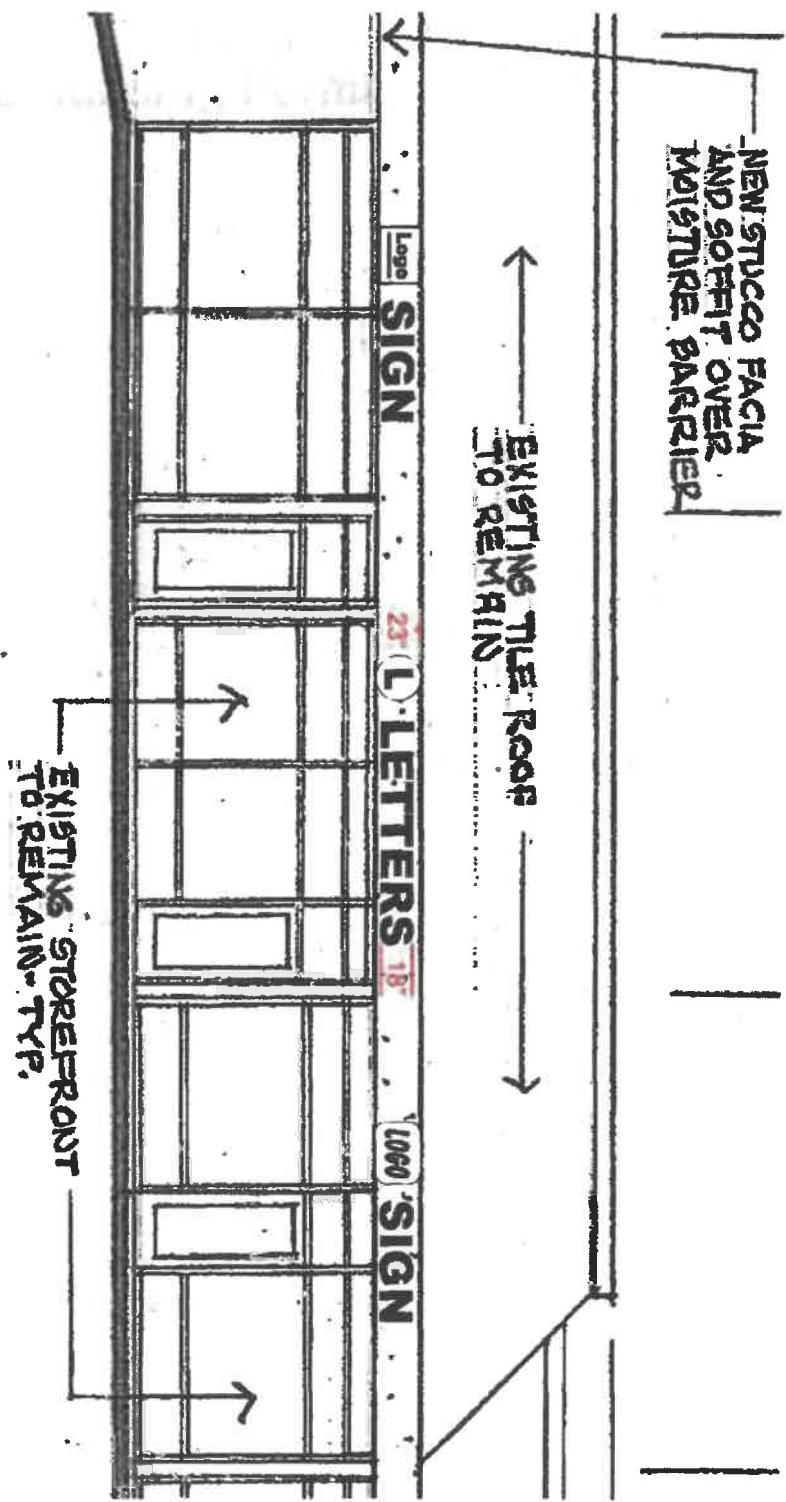
### C. Design Guidelines

1. Business names shall consist of face LED illuminated channel letters.
2. Logos shall consist of LED illuminated channel sections.
3. Exterior of letters (returns) shall be pre-finished black coil or coated with Matthew's System Polyurethane black or equivalent. Interior of letters to be coated white. Trimcap on letters to be black for Retail Buildings A & C. Trimcap on letters shall match faces for Anchor Tenant in Retail Building B. Corporate colors with registered trademarks are acceptable.
4. Sign copy shall consist of business name and optional secondary copy. Logos are acceptable when used in conjunction with tenant name, and may stand alone under special circumstances.
5. **Retail Buildings A & C:**  
Letters shall not exceed 18" in height and logos shall not exceed 23" in height. The maximum length shall not exceed 80% of the leasehold width. If the design includes a secondary line of copy, the overall height shall not exceed 30". Total sign area of a sign for any one tenant shall not exceed 100 square feet.
6. **Retail Building B (Anchor Tenant):**  
Letters, Logo or overall height shall not exceed 8'-0" for building ID signs. This anchor tenant is allowed up to three (3) secondary signs related to service therein, with letters not to exceed 18" in height. Sign widths per Landlord discretion. Total sign area allowed is 1 square foot per lineal foot for the front elevation and 1.5 square foot per lineal foot for elevation facing the 10 Freeway.
6. A variety of typestyles and logo images will be implemented in order to add a distinct flavor to each tenant sign. Recognized logos and typestyles are allowed.

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**BUILDING A & C**  
**18" MAX LETTER HEIGHT 23" MAX LOGO HEIGHT**



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### BUILDING B 8'-0" MAX. SIGN HEIGHT

216'-0"

1'-6" MAX.



#### **A** FRONT (EAST) ELEVATION

SCALE: 1" = 40' - 0"

140'-0"

Total Sign Area Allowed for This Elevation: 216.00 Sq.Ft.



This sign is +600' from the East Bound 10 FRWY exit for this shopping center.

#### **B** FREEWAY (SOUTH) ELEVATION

SCALE: 1" = 40' - 0"

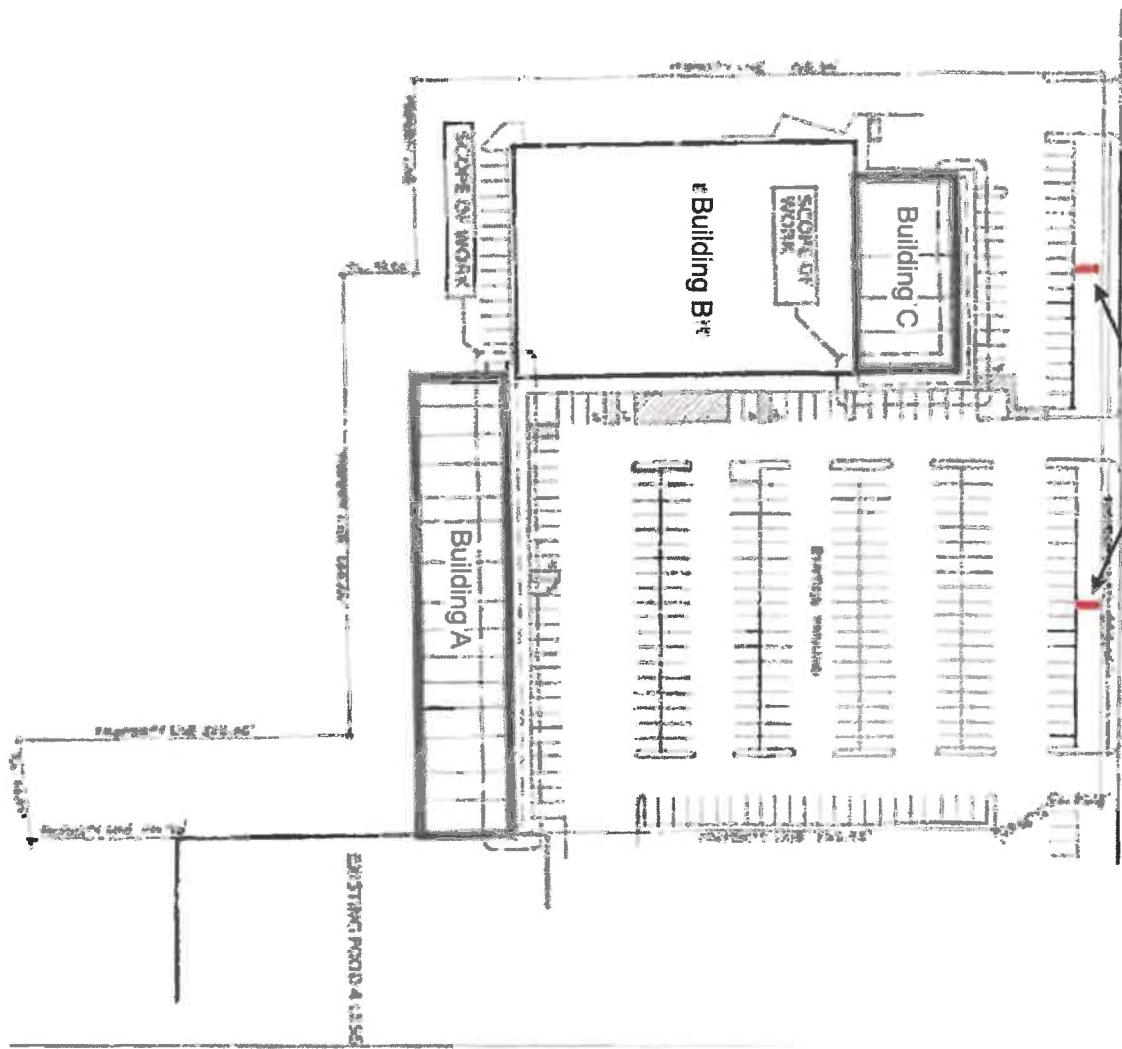
Total Sign Area Allowed for this Elevation: 210.00 Sq.Ft.

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### SITE PLAN

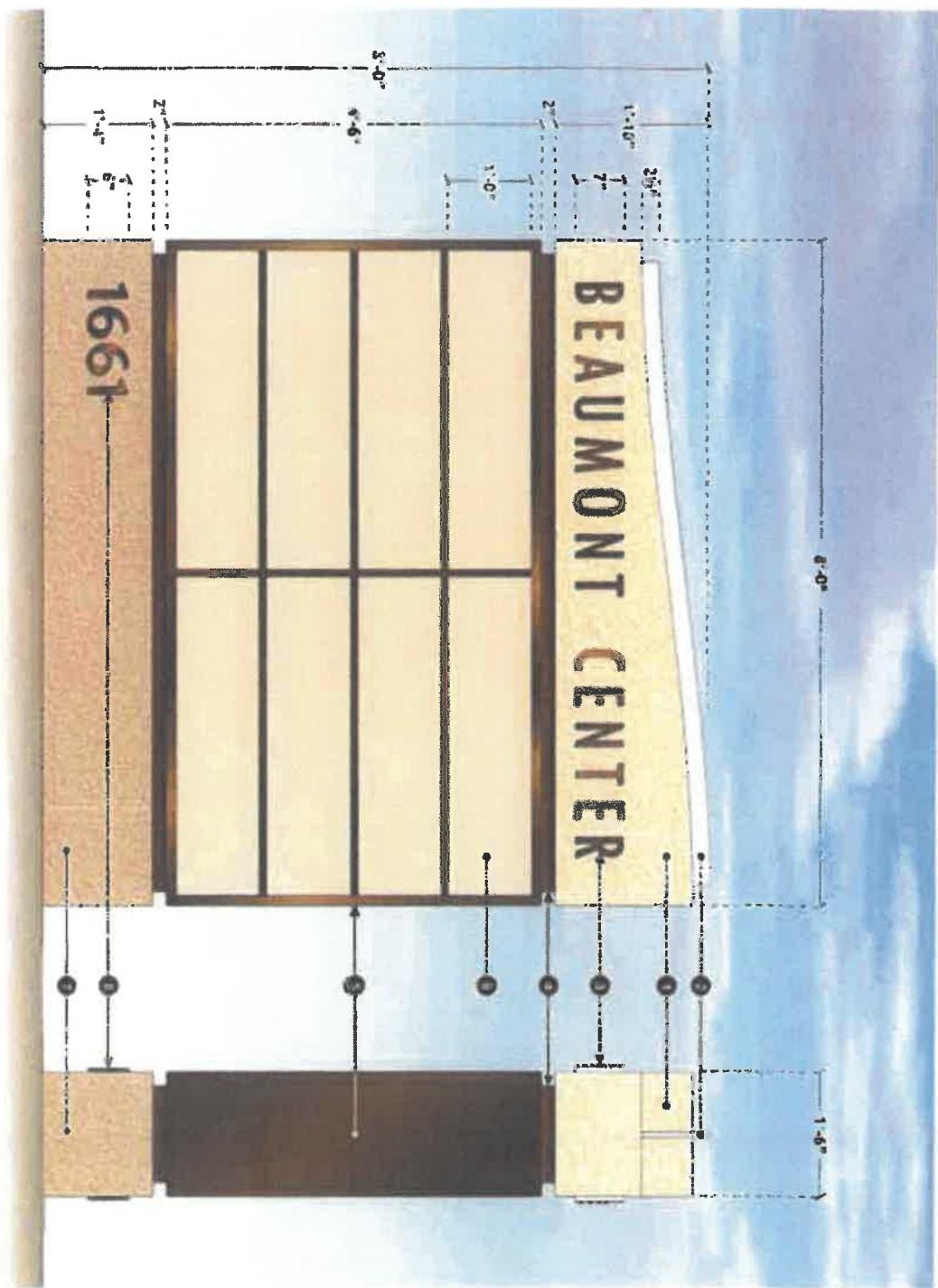
#### MONUMENT SIGN LOCATIONS



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### MULTI-TENANT SIGNS - QTY (2)



D/F MULTI-TENANT MONUMENT SIGN