

# Palomar Gateway Specific Plan

**Subdivision Name:** FAIRFIELD

**LEGAL DESCRIPTION:** PORTION OF LOT 1, 2, 3, 29, 30, AND 31 OF FAIRFIELD SUBDIVISION, CITY OF

CHULA VISTA; MAP 1349 JULY 15, 1911

**APN:\*** 622-020-05-00

622-020-51-00

622-020-65-00

622-020-68-00

**Note\*:** ALL PARCELS SHALL BE CONSOLIDATED PRIOR TO CERTIFICATE OF OCCUPANCY

**SITE AREA:** +/- 4.76 ACRES OR +/- 207,345 SF

**ZONING:** PALOMAR GATEWAY SPECIFIC PLAN (PGSP)

EXISTING – PGSP MIXED USE CORRIDOR (MU-2)

PREVIOUS MUNICIPAL CODE– COMMERCIAL THOROUGHFARE (C-T)

**PROPERTY OWNER:** CIMA, N.V.

C/O ABBIE BEHAR

10145 VIA DE LA AMISTAD STE B1

SAN DIEGO, CA 92154

619-571-9223 (CELL)

## Sign Criteria prepared by:

**SIGN CONSULTANTS, INC.**

2012 E. BROOKWOOD CT.

PHOENIX, AZ 85048

(310) 350-8729



# PALOMAR GATEWAY

## Planned Sign Program

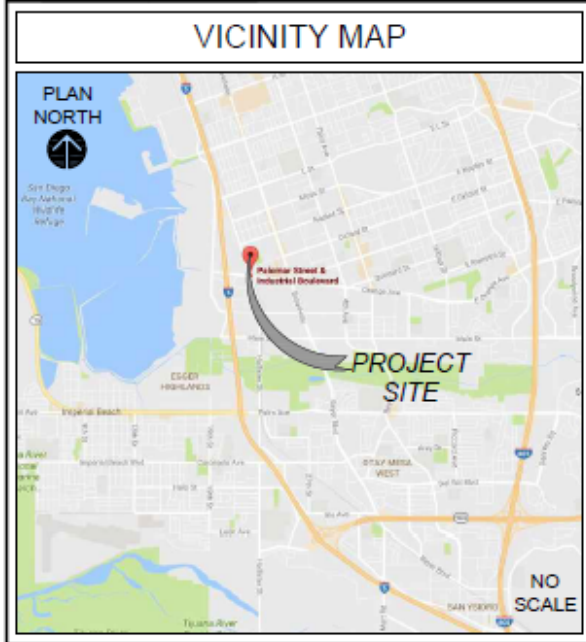
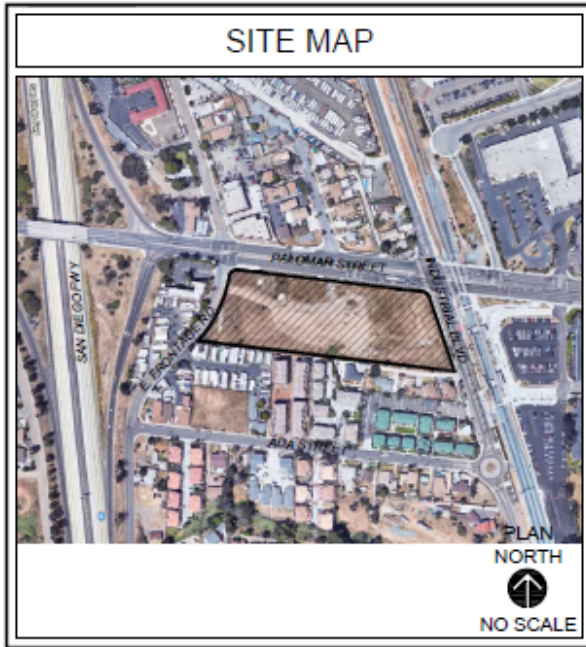
Prepared 02.08.23

Revised 06.01.23

Revised 11.18.23

An El Super Development Project





# PALOMAR GATEWAY



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# PALOMAR GATEWAY



# GENERAL SIGN CRITERIA

APPLIES TO ALL TENANTS  
& PYLON/MONUMENT SIGNAGE

## Palomar Gateway



# PREFACE

This document establishes guidelines and criteria for the design implementation, and regulations of project and tenant signage for the Palomar Gateway Center.

## THE OBJECTIVES OF THE SIGN PLAN ARE:

1. To provide signage that is functional and that effectively services the identification needs of the shopping center and its tenants.
2. To generate creative and tasteful signage that enhances the center's image and that compliments architectural and landscape elements.
3. To facilitate the review and approval process for signage by providing guidelines and criteria that constitutes standards of acceptability for signs at the center.

## GENERAL SIGN CRITERIA

1. Signs shall be designed in a manner that is imaginative and of high graphic quality. Signs shall be compatible with, and complementary to adjacent facades. All signs shall be in compliance with the City of Chula Vista signage guidelines and are subject to the City of Chula Vista review and approval.
2. Only those sign types provided for in this sign plan will be allowed. No temporary wall signs, window signs, pennant, banner, flag, inflatable displays or sandwich boards will be allowed, except as permitted by the City of Chula Vista Municipal Code.
3. Logo and letter heights, where specified, shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.

4. Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
5. Wall signs shall be affixed without visible means of attachment, unless attachments make an intentional statement. There shall be no exposed or visible raceways.
6. All sign fabrication work shall be of excellent quality. All logo images and typestyles shall be accurately reproduced.
7. Maximum sign letter heights are as set forth below in the General Provision section noted as Anchor Tenants and In-Line Tenants.
8. All tenant signage is subject to the City of Chula Vista review and approval.
9. Signage should be vandal proof and weather resistant signs, except for public service time and temperature signs, shall not be flashing, animated or revolving in nature.



# APPROVAL PROCESS

It is a mandatory requirement that the design and construction of the tenant's exterior signs receive written approval by landlord prior to city submittals, fabrication and installation.

## LANDLORD'S APPROVAL SHALL BE BASED ON:

1. Conformity to this Sign Criteria established for the center, including the fabrication and method of installation.
2. Harmony and compatibility of the proposed sign with the approved design standards of the shopping center and co-tenants.
3. Conformity to City of Chula Vista requirements.

Landlord has the specific right to refuse approval of any sign design, which does not conform to the specific criteria set forth herein. A request for an exception to any of the provisions of the Sign Criteria shall be made in writing by the tenant and shall be subject to review and approval by the Landlord and the City of Chula Vista to secure Landlord's approval, Tenant agrees to conform to the following procedures:

1. Submit full-size PDF format package of the detailed sign design to Landlord's representative.
2. All sign design and specifications shall be prepared by a reputable licensed sign contractor. The sign drawing shall indicate the following information:
3. A scaled storefront elevation reflecting the proposed sign design and all dimensions, as it relates to the Tenant's premises
4. A site plan indicating the exact location of each sign as it relates to the tenant's premises. detailed through section of the sign and building fascia to show its construction and method of attachment.

5. All Plexiglas colors, paint finish colors and material specifications.
6. LED lamp specifications in terms of color, temperature and quantity of lamps.
7. A stamped set of the final sign drawings reflecting landlord's approval are received and retained on tenant's premises at all times during the installation of sign and signs for a period of thirty (30) days thereafter.
8. No sign shall be installed unless the landlord approved signage plans are submitted to the City of Chula Vista for permits and approval. Each sign approved in this Planned Sign Program shall obtain a sign permit under Chula Vista Municipal Code (CVMC) sections 19.60.700 through 19.60.810 and a building permit. Signs shall comply with the approved Planned Sign Program and all applicable provisions of the California Building Code and CVMC. The sign contractor shall ensure that all signs and the installation thereof complies with all applicable zoning, building and electrical codes, and a copy of the sign permit shall be provided to Landlord.
9. Sign vendor must provide certificate of insurance per landlord's requirements prior to install.



## **ANCHOR WALL AND/OR MARQUEE. OCCUPYING ENTIRE BUILDING “D”**

1. Each establishment shall be allowed a combined sign area of one square foot per lineal foot of building frontage facing a dedicated street or alley; however, the sign area may be increased to a maximum of three square feet per lineal foot of building frontage; provided, the sign does not exceed 50 percent of the background area on which the sign is applied, mounted or displayed.
2. Each establishment shall also be allowed signs facing on-site parking areas for five cars or more and walkways 10 feet or more in width. Such signs may contain an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage; provided, the sign does not exceed 50 percent of the background area on which the sign is applied, mounted or displayed.
3. Letter height is not restricted, but must fit within allowable sign area.
4. Illuminated metal reverse or face lite channel letters with translucent acrylic lens. Final letter heights shall be determined on the basis of sign proportion to the background surfaces of the architectural design.
5. Logo's to be no more the 55% of the total sign area. In addition, only Major Anchor Stores can use secondary signage to advertise products and/or services.

## **IN-LINE TENANTS WALL/ MARQUE**

1. Each establishment shall be allowed a combined sign area of one square foot per lineal foot of building frontage facing a dedicated street or alley; however, the sign area may be increased to a maximum of three square feet per lineal foot of building frontage; provided, the sign does not exceed 50 percent of the background area on which the sign is applied, mounted or displayed.

2. Each establishment shall also be allowed signs facing on-site parking areas for five cars or more and walkways 10 feet or more in width. Such signs may contain an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage; provided, the sign does not exceed 50 percent of the background area on which the sign is applied, mounted or displayed. The maximum sign area shall not exceed 100 square feet per elevation and per tenant.
3. Letter height: maximum sign height is 2/3 of the wall area for double row signs and 1/2 of the wall height for a single row of letters.
4. Maximum sign length is 80% of wall length.
5. Illuminated metal reverse or face lite channel letters with translucent acrylic lens. Final letter heights shall be determined on the basis of sign proportion to the background surfaces of the architectural design.
6. Separate logo/graphic elements consistent with the nature of the product to be advertised, are limited to 20% of total sign area.



# CONSTRUCTION REQUIREMENTS

1. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
2. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
3. Color coatings shall exactly match the colors specified on the approved plans.
4. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush filled and finished so as to be unnoticeable.
5. Finished surfaces of metal shall be free from carring and warping. All sign finishes shall be free of dust, orange peel, drips, runs and shall have a uniform surface conforming to the highest standards of the industry.
6. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
7. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All fasteners shall be stainless steel, anodized aluminum, brass, bronze; or carbon-bearing steel with painted finish.
8. Penetrations into building walls, where required, shall be made waterproof.
9. In no case shall any manufacturer's label be visible from normal viewing angles.
10. Underwriters Laboratory-approved labels shall be affixed to all electrical fixtures.
11. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.
12. Local sign ordinances shall be consulted for requirements not covered in this sign plan.





# RESTRICTIONS

1. Permanent advertising devices such as attraction boards, posters, banners and flags.
2. Window signs except where specifically approved by the City of Chula Vista.
3. Exposed junction boxes, power supplies, transformers, conduits, raceways or neon crossovers of any type.
4. Sign manufacturer's names, stamps or decals visible from normal viewing angles.
5. Luminous-vacuum formed acrylic signs and letters including per-manufactured and franchise signs that have not been modified to meet the criteria.
6. Paper, cardboard or styrofoam signs, stickers, or decals hung around, on or behind storefronts.
7. Exposed fastening, unless fastenings make an intentional statement.
8. Simulated materials (i.e., Wrisco, wood grained plastic laminates) or wall covering.
9. Hand lettered signs.
10. Flashing or animated signs.
11. Roof mounted signs.
12. Neon in any form. (Absolutely no neon allowed)

## SIGN TYPE P1 & P2 – MAIN CENTER PYLON

1. The developer may erect TWO (2) internally illuminated pylon sign on Palomar Street between Frontage Road and Industrial Blvd. The purpose of P1 and P2 will be for Palomar Gateway ID as well as Tenant branding.
2. The overall height of the sign shall not exceed 35'-0"
3. The overall width of sign shall not exceed 19'-0"
4. Actual signage square footage shall not exceed 150 square feet per pylon
5. Minimum ground clearance shall be 8'-0"
6. Tenant's space on the pylon sign shall be subject to Landlord approval. Designated tenants shall be permitted a maximum of one panel sign per pylon elevation (see drawing P1/P2 on page 20). Tenant's sign shall be located only within the space and surface specifically provided on the pylon sign in accordance with the requirements of the Sign Criteria.
7. Each Tenant shall be responsible to reimburse Landlord its Pro- Rata share plus administrative costs to construct and permit such pylon sign. Furthermore, Tenant shall be responsible for its individual panel cost (creation and installation). The maintenance and lighting of such sign(s) shall be included in Tenant's Common Area costs.
8. NEITHER PYLON SIGNS P1 OR P2 SHALL PROJECT MORE THAN FIVE FEET INTO THE PUBLIC RIGHT OF WAY.
9. PER CITY REQUEST, ALL LOTS ARE BEING CONSOLIDATED WHICH ELIMINATES INTERIOR LOT LINES. THUS, ALL PYLON SIGNS WILL BE MORE THAN 10 FEET FROM INTERIOR LOT LINES



## SIGN TYPE M1 – ANCHOR TENANT MONUMENT

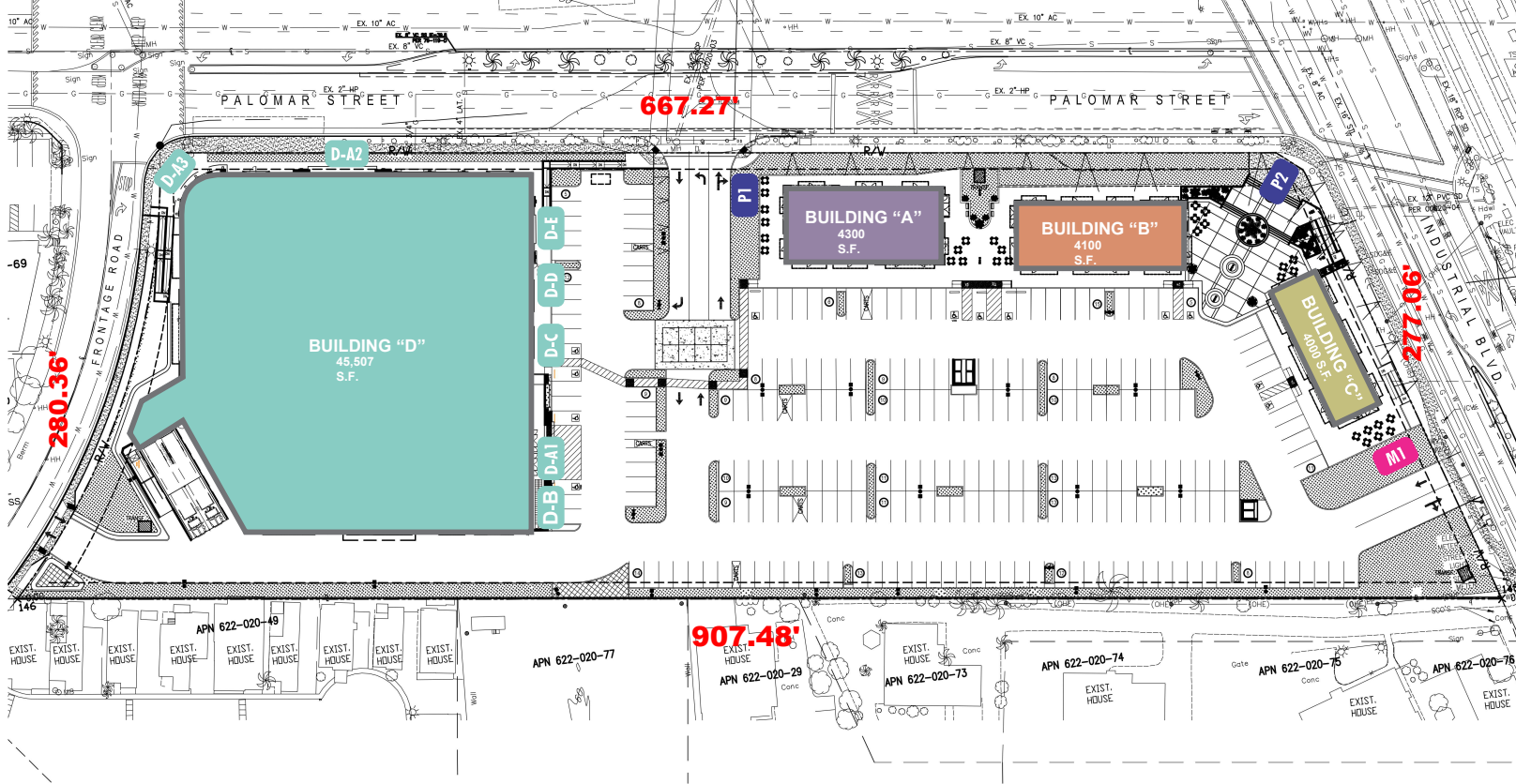
1. The developer may erect one (1) internally illuminated monument sign on Industrial Blvd. The purpose of M1 will be for the anchor tenant branding leasing pad building D.
2. The overall height of the sign shall not exceed 8'-0"
3. The overall width of sign shall not exceed 9'-6"
4. Maximum of 50 Sq.Ft of sign area per face.
5. Tenant's space on the the monument sign shall be subject to Landlord approval. Anchor Tenant's sign shall be located only within the space and surface specifically provided on the monument sign in accordance with the requirements of the Sign Criteria.
6. Anchor tenant shall be responsible to reimburse Landlord its Pro- Rata share plus administrative costs to construct and permit such monument sign. Furthermore, Tenant shall be responsible for its individual panel cost (creation and installation). The maintenance and lighting of such sign(s) shall be included in Anchor Tenant's Common Area costs.
7. MONUMENT SIGN M-1 SHALL MAINTAIN 5-FOOT SETBACK FROM STREETS.

## CONDITIONS

Prior to issuance of sign permits the Applicant shall:

1. Submit a complete and separate correspondence letter with a detailed line-item response showing where each comment was addressed/corrected.
2. Provide an electrical disconnect at all eliminated signs such as tenants' walls signs and the monument signs. CEC Art. 600.
3. Complete and submit the Energy Sign Lighting NRCC-LTS forms for illuminated signs.
4. Please specify the fasters number, type, size, and length on the tenants' wall signs details.
5. Provide monument signs (such as the 35-foot main center monument sign and the 8 feet monument sign) structural calculations, drawings, and details by California-licensed civil or structural engineer.
6. Civil or structural engineer of record to stamp and sign all structural drawings and the first sheet of the structural calculation.
7. Prior to issuance of sign permit for monument and/or pylon sign, the Applicant shall demonstrate compliance with visibility compliance section of Municipal Code to the satisfaction of the City Engineer.





**NOTES:**

1. NEITHER PYLON SIGNS P1 OR P2 SHALL PROJECT MORE THAN FIVE FEET INTO THE PUBLIC RIGHT OF WAY.
2. PER CITY REQUEST, ALL LOTS ARE BEING CONSOLIDATED WHICH ELIMINATES INTERIOR LOT LINES. THUS, ALL PYLON SIGNS WILL BE MORE THAN 10 FEET FROM INTERIOR LOT LINES

**CONSOLIDATED.**

3. SECOND SIGN AT CORNER WITH INDUSTRIAL NEEDED DUE TO VISIBILITY IMPACT OF SANDAG LOWERING PALOMAR AS PART OF UNDERPASS PROJECT WHICH CREATES A HARDSHIP FOR THE CENTER.
4. MONUMENT SIGN M-1 SHALL MAINTAIN 5-FOOT SETBACK FROM STREETS.

**SITE PLAN**



Palomar Gateway | Tenant Sign Criteria | 02.08.23

Note: Signage design subject to change at Landlord's discretion. Site plan and building elevations are for illustration purposes only.

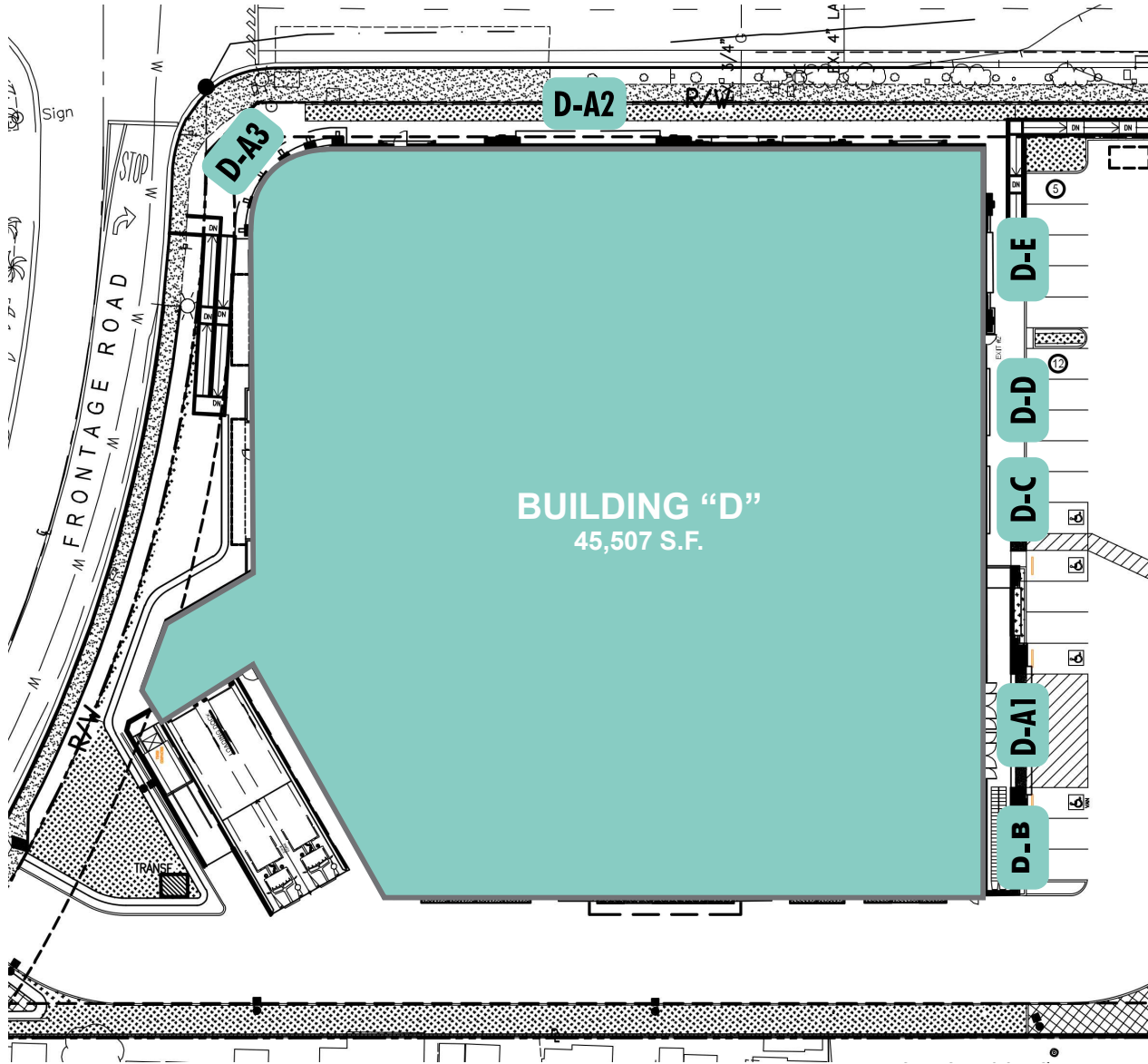
# MAJOR ANCHOR TENANT

## SIGN CRITERIA

- Each establishment shall be allowed a combined sign area of one square foot per lineal foot of building frontage facing a dedicated street or alley; however, the sign area may be increased to a maximum of three square feet per lineal foot of building frontage; provided, the sign does not exceed 50 percent of the background area on which the sign is applied, mounted or displayed.
- Each establishment shall also be allowed signs facing on-site parking areas for five cars or more and walkways 10 feet or more in width. Such signs may contain an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage; provided, the sign does not exceed 50 percent of the background area on which the sign is applied, mounted or displayed.
- Letter height is not restricted, but must fit within allowable sign area.
- Illuminated metal reverse or face lite channel letters with translucent acrylic lens. Final letter heights shall be determined on the basis of sign proportion to the background surfaces of the architectural design.
- Logo's to be no more the 55% of the total sign area. In addition, only Major Anchor Stores can use secondary signage to advertise products and/or services. (Reference elevations on page 14).

Sign Type	ANCHOR TENANT SIGNAGE		Sign Dimensions	
	Total SQFT	LOGO SQFT		
Main ID Signage	D-A1	160.75	87.08	26'-4" x 11'-0"
Main ID Signage	D-A2	160.75	87.08	26'-4" x 11'-0"
Main ID Signage	D-A3	107.52	58.50	21'-7" x 9'-0"
Secondary Signage	D-B	19.56	NA	13'-1/2" x 1'-6"
Secondary Signage	D-C	20.38	NA	13'-7" x 1'-6"
Secondary Signage	D-D	17.94	NA	11'-11 1/2" x 1'-6"
Secondary Signage	D-E	20.75	NA	13'-10" x 1'-6"



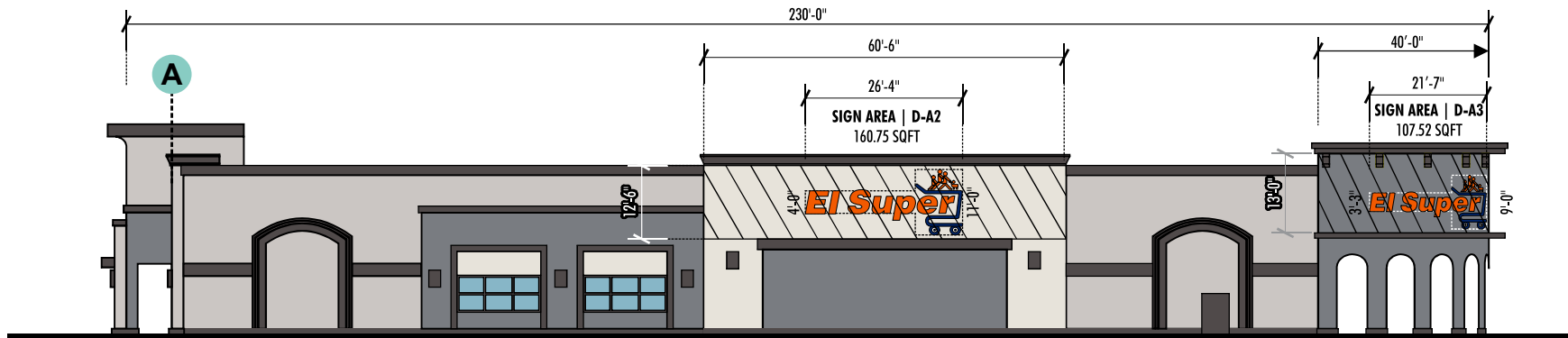


**BUILDING "D" SITE PLAN**



Palomar Gateway | Tenant Sign Criteria | 02.08.23

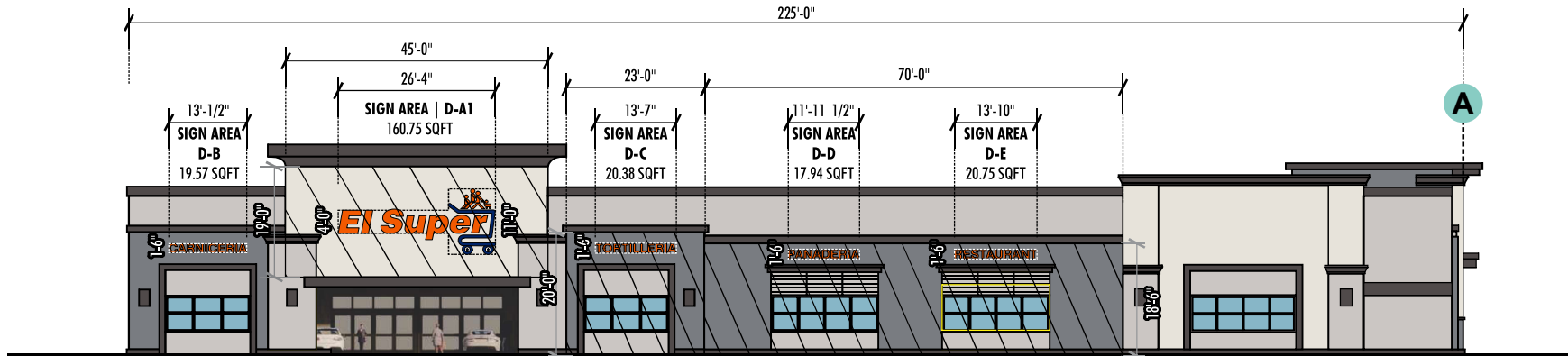
Note: Signage design subject to change at Landlord's discretion. Site plan and building elevations are for illustration purposes only.



**NORTH ELEVATION**

WALL AREA = 756.25 SQFT  
SIGN AREA = 160.75 SQFT  
SIGN IS 21.26% OF THE WALL AREA

WALL AREA = 520 SQFT  
SIGN AREA = 107.52 SQFT  
SIGN IS 20.68% OF THE WALL AREA



**EAST ELEVATION**

**BUILDING MATERIAL - STUCCO**

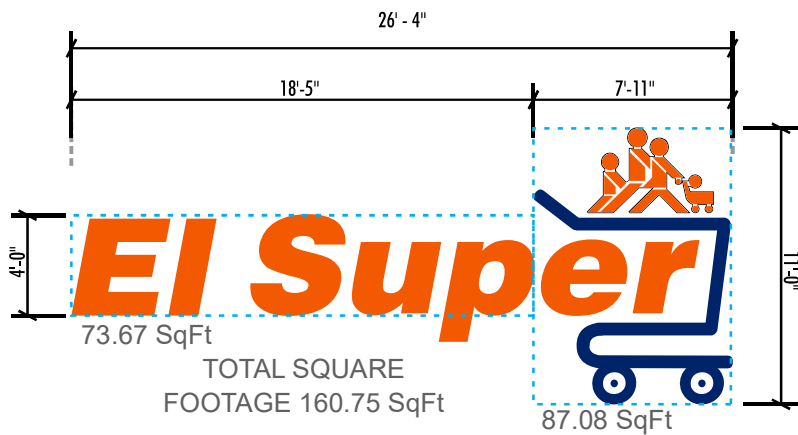
**BUILDING D**

**ANCHOR TENANT SIGNAGE**

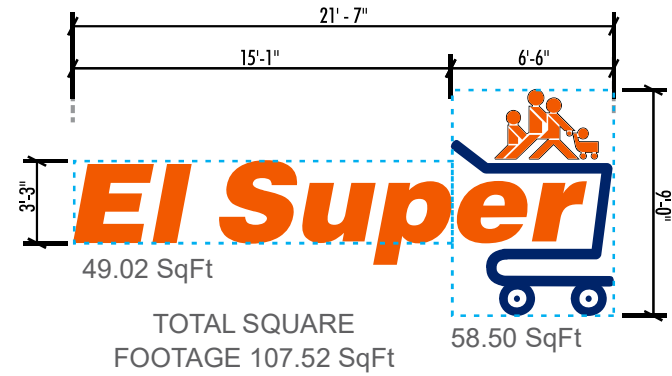


Palomar Gateway | Tenant Sign Criteria | 02.08.23

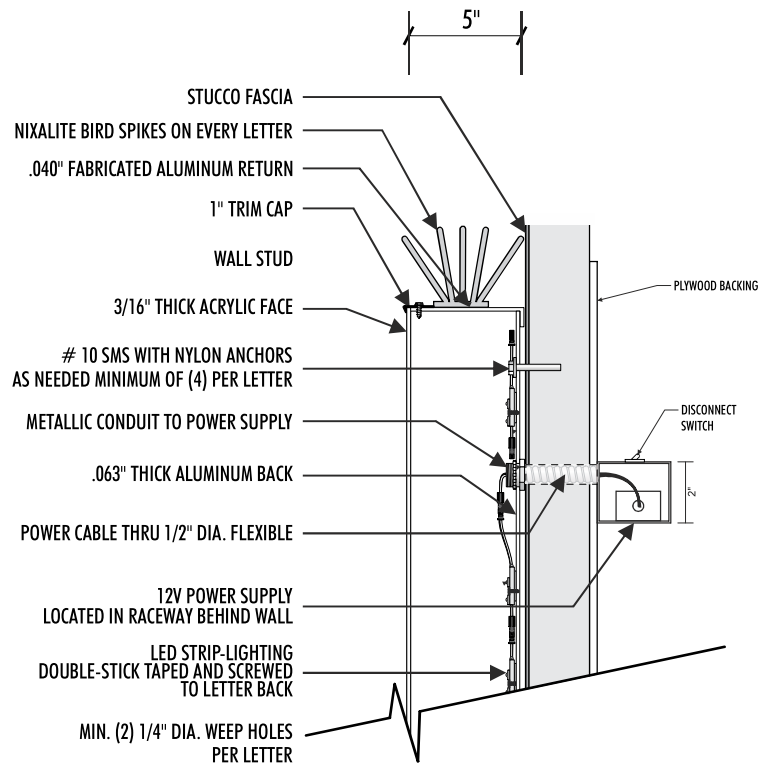
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MAIN ID SIGNAGE | D-A1 & D-A2



MAIN ID SIGNAGE | D-A3



### CHANNEL LETTERS SPECIFICATIONS

#### RETURNS

5" DEEP INTERNALLY ILLUMINATED CHANNEL LETTERS.

#### FACES

3/16" #7328 WHITE ACRYLIC.

#### TRIMCAP

1" JEWELITE TRIMCAP

#### LIGHTING SYSTEM

GELCORE ORANGE LED LIGHTING SYSTEM.

### COLOR SPECIFICATION

- 3/16" #7328 WHITE ACRYLIC WITH 3M 3630-44 VINYL APPLIED OR PTM 3M 3630-44 TRANSLUCENT FILM
- 3/16" #7328 WHITE ACRYLIC WITH 3M 3630-137 VINYL APPLIED OR PTM 3M 3630-137 TRANSLUCENT FILM

### ANCHOR TENANT SIGNAGE



Palomar Gateway | Tenant Sign Criteria | 02.08.23

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SECONDARY SIGNAGE | D-B



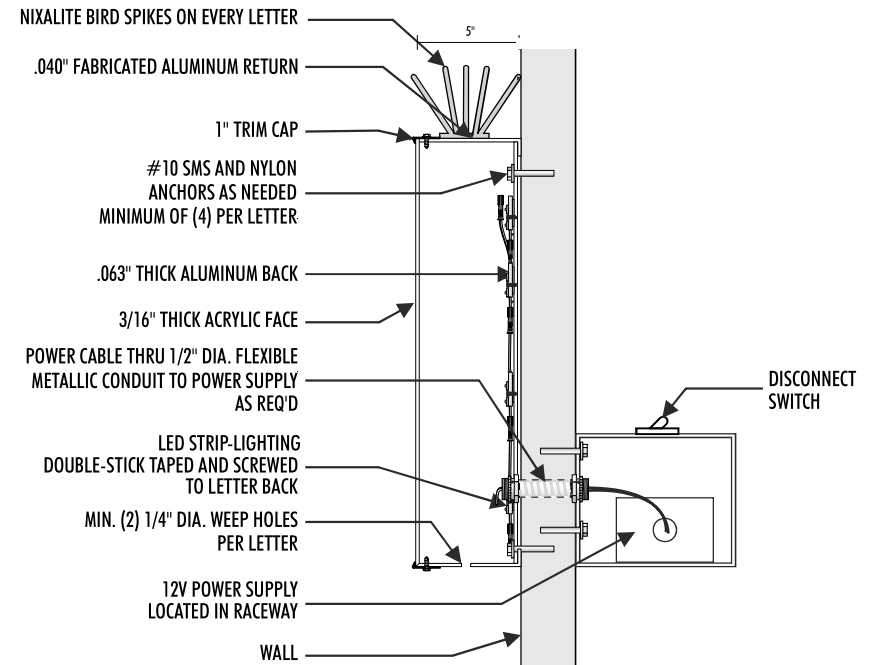
SECONDARY SIGNAGE | D-C



SECONDARY SIGNAGE | D-D



SECONDARY SIGNAGE | D-E



**CHANNEL LETTERS SPECIFICATIONS**

- RETURNS**  
5" DEEP INTERNALLY ILLUMINATED CHANNEL LETTERS.
- FACES**  
3/16" #7328 WHITE ACRYLIC.
- TRIMCAP**  
1" JEWELITE TRIMCAP
- LIGHTING SYSTEM**  
GELCORE ORANGE LED LIGHTING SYSTEM.

**COLOR SPECIFICATION**

3/16" #7328 WHITE ACRYLIC WITH 3M 3630-44 VINYL APPLIED OR PTM 3M 3630-44 TRANSLUCENT FILM

ANCHOR TENANT SIGNAGE



Palomar Gateway | Tenant Sign Criteria | 02.08.23

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# TYPICAL IN-LINE PAD BUILDINGS A, B AND C

## SIGN CRITERIA

NUMBER OF TENANTS PER BUILDING AND OF FRONTAGE PER TENANT MAY VARY; BUT CRITERIA APPLIES TO EACH TENANT SPACE BASED ON TENANT FRONTAGE AND MOUNTING WALL AREA. NO SIGN OR LETTER HEIGHT LIMIT, BUT MUST WITHIN THE ALLOWABLE SIGN AREA. MAX WALL SIGN AREA PER TENANT: 100 SF

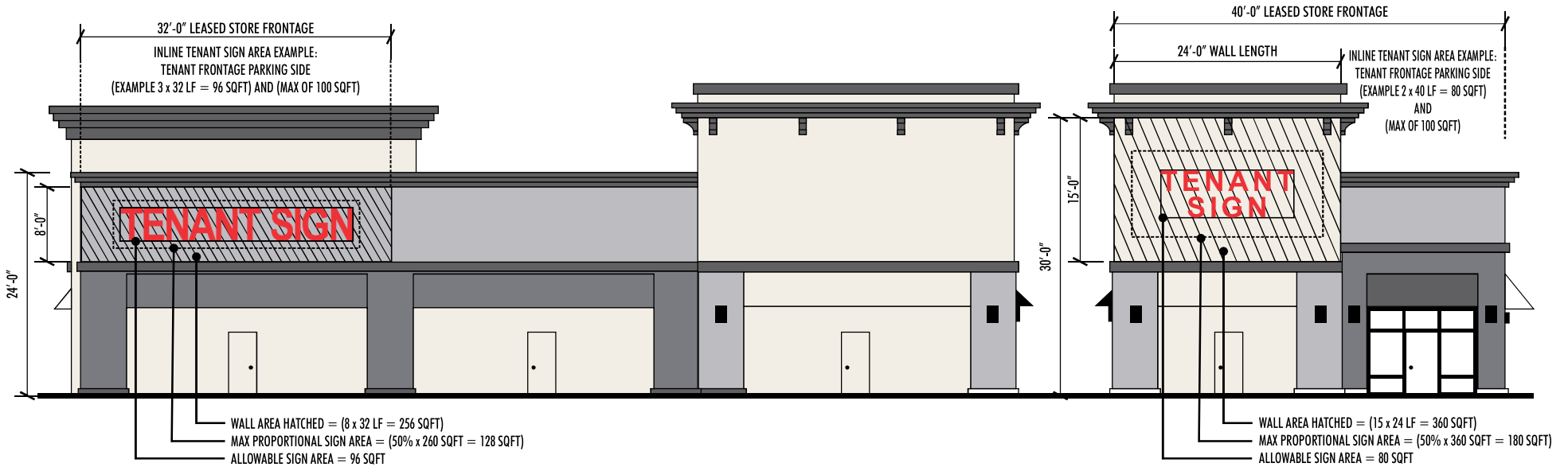
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3. Letter height: maximum sign height is  $\frac{2}{3}$  of the wall area for double row signs and  $\frac{1}{2}$  of the wall height for a single row of letters.
4. Maximum sign length is 80% of wall length.
5. Illuminated metal reverse or face lite channel letters with translucent acrylic lens. Final letter heights shall be determined on the basis of sign proportion to the background surfaces of the architectural design.
6. Separate logo/graphic elements consistent with the nature of the product to be advertised, are limited to 20% of total sign area.





IN-LINE TENANT ELEVATION FACING THE PARKING LOT

IN-LINE TENANT ELEVATION - END CAP



IN-LINE TENANT ELEVATION FACING A STREET

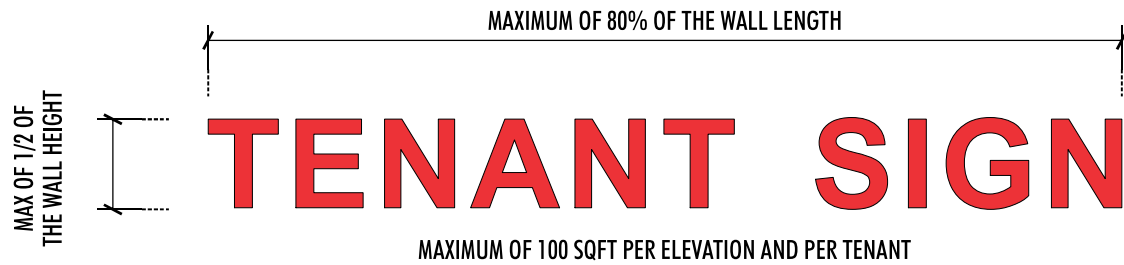
IN-LINE TENANT ELEVATION - END CAP

BUILDING MATERIAL - STUCCO

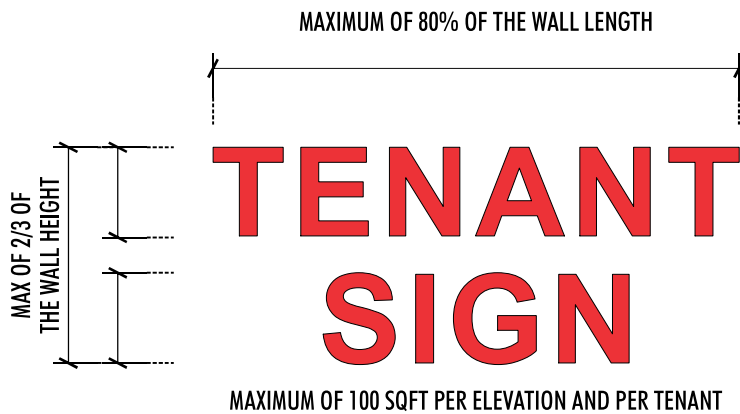


Palomar Gateway | Tenant Sign Criteria | 02.08.23

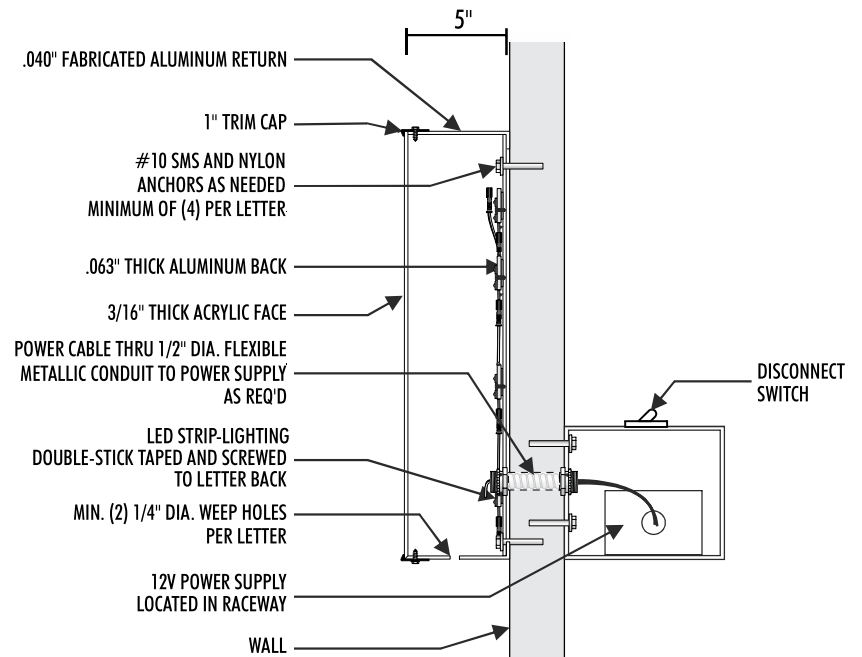
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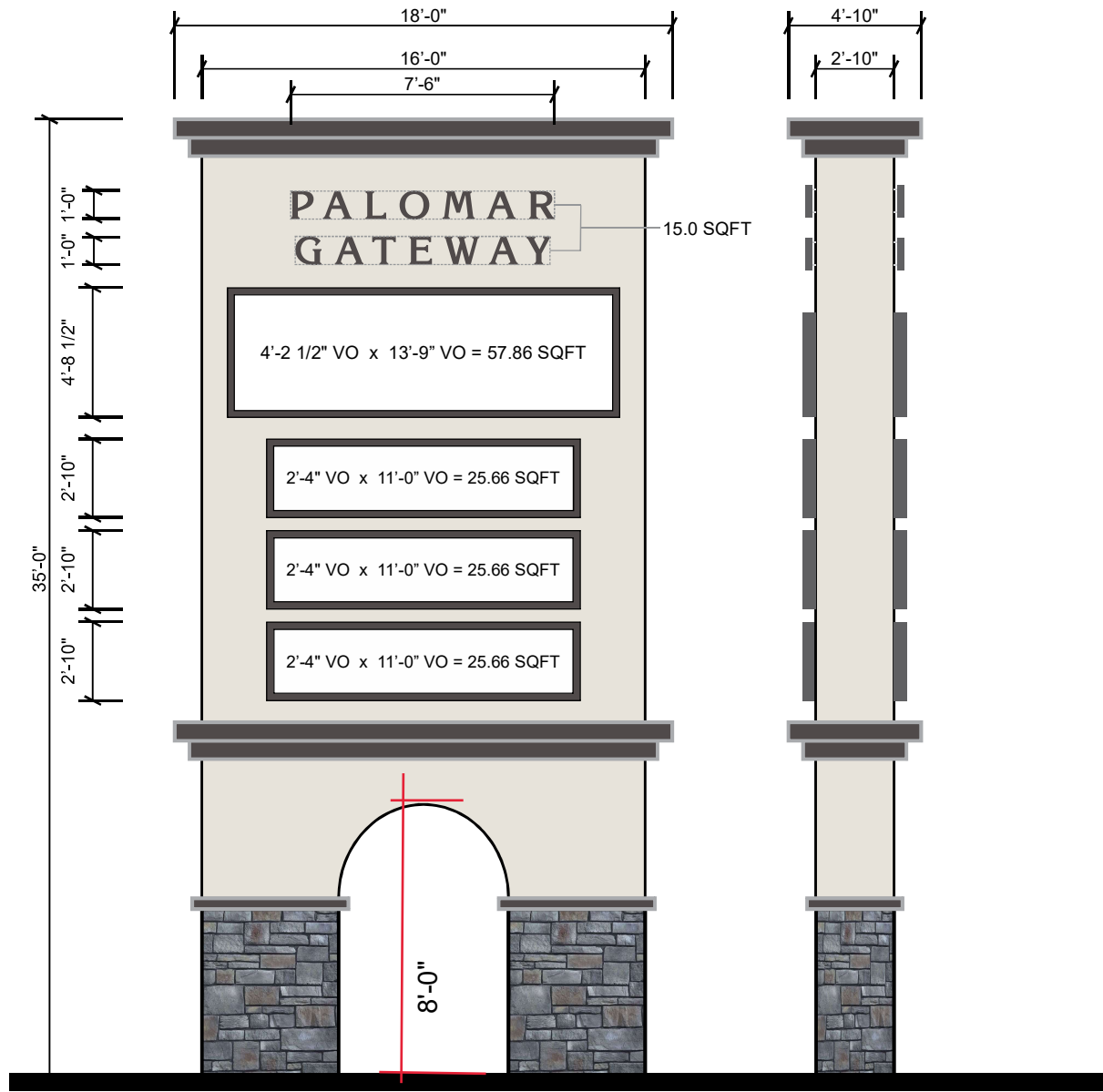


INLINE TENANT SINGLE LINE SIGNAGE



INLINE TENANT DOUBLE LINE SIGNAGE





FREESTANDING PROJECT/TENANT IDENTIFICATION SIGN

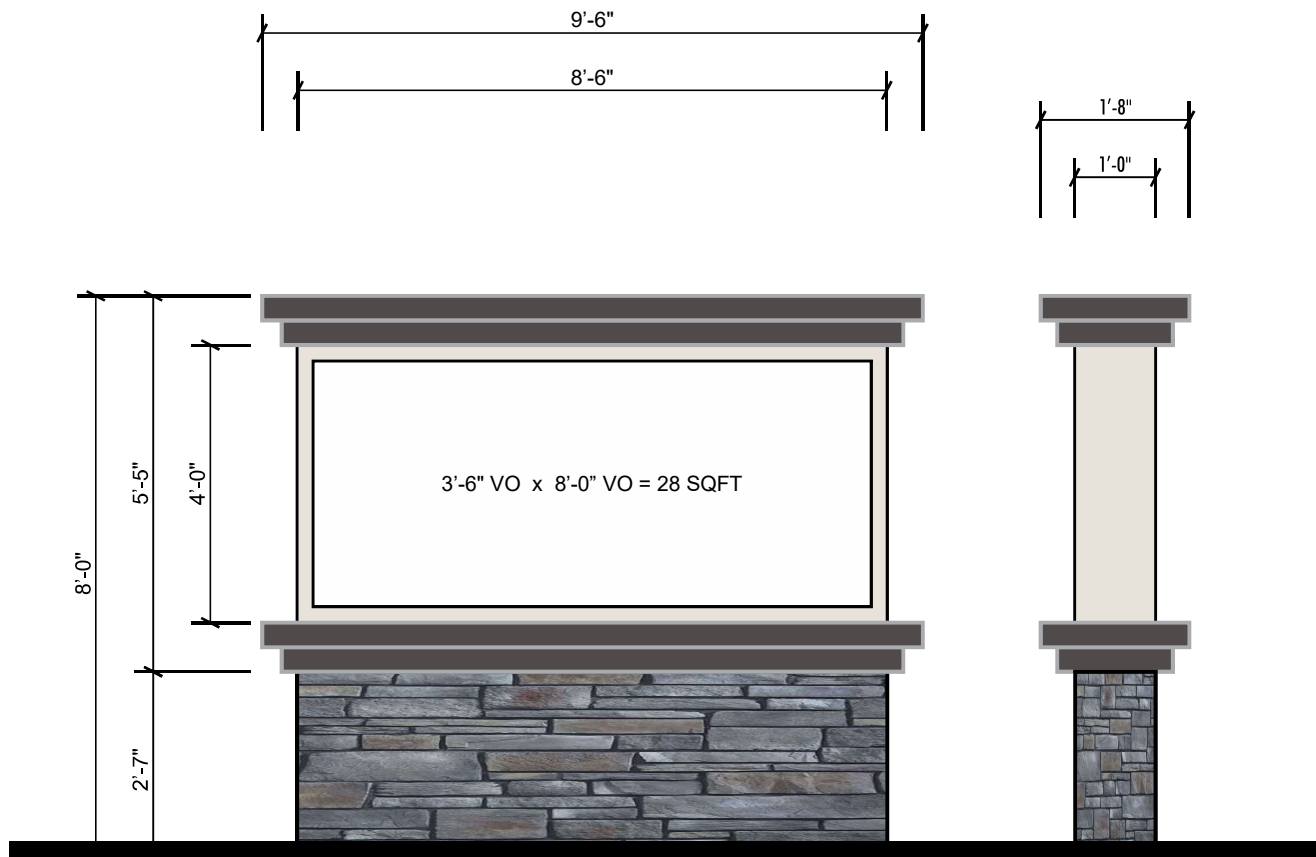
MAIN CENTER SIGN

P1

P2

MAXIMUM OF 150 SQ FT PYLON SIGN





## CENTER SECONDARY SIGN M1

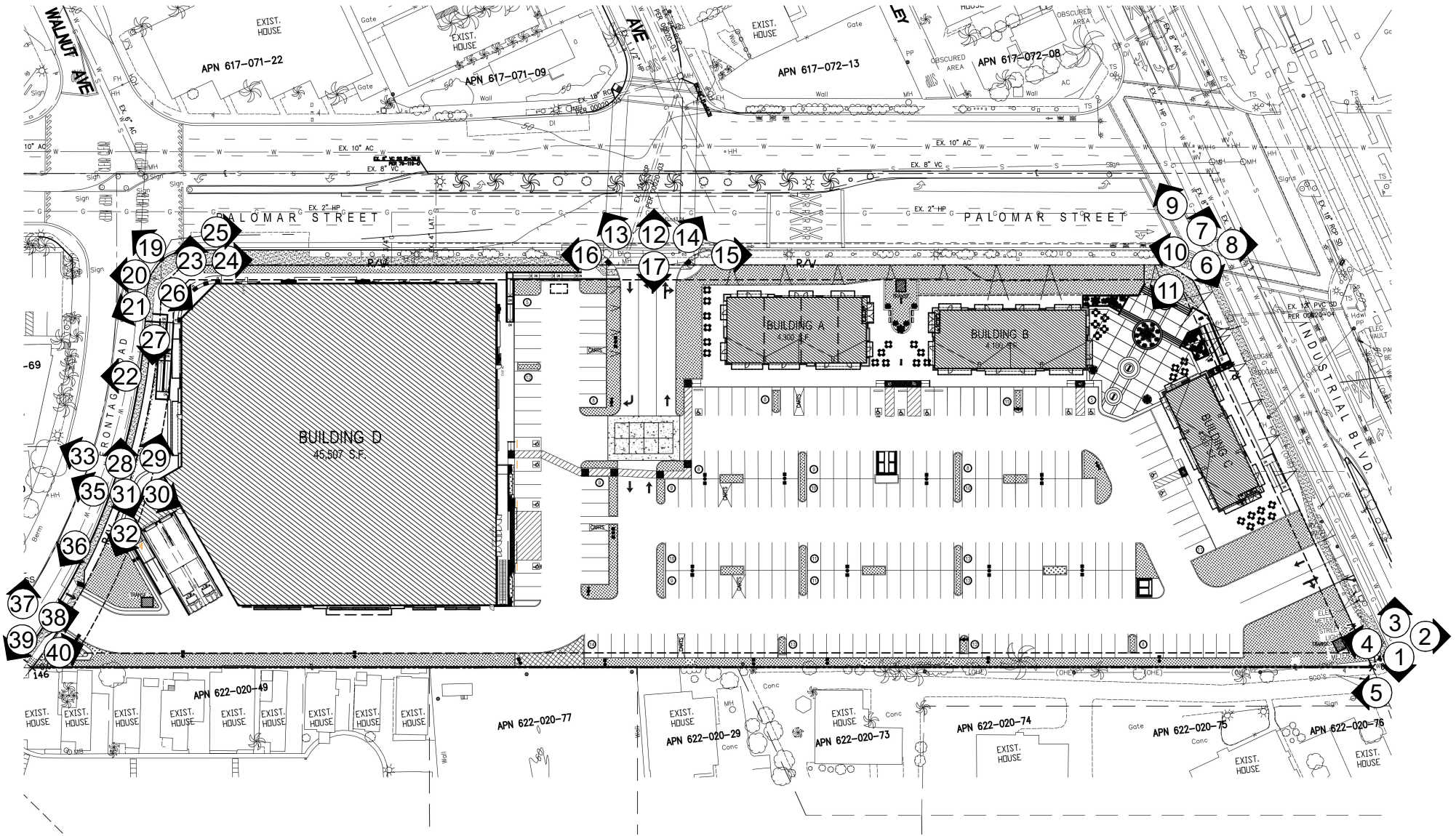
FREESTANDING PROJECT/TENANT IDENTIFICATION SIGN

MAXIMUM OF 50 SQ FT MONUMENT SIGN



Palomar Gateway | Tenant Sign Criteria | 02.08.23

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SITE PLAN



Palomar Gateway | Tenant Sign Criteria | 02.08.23

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