



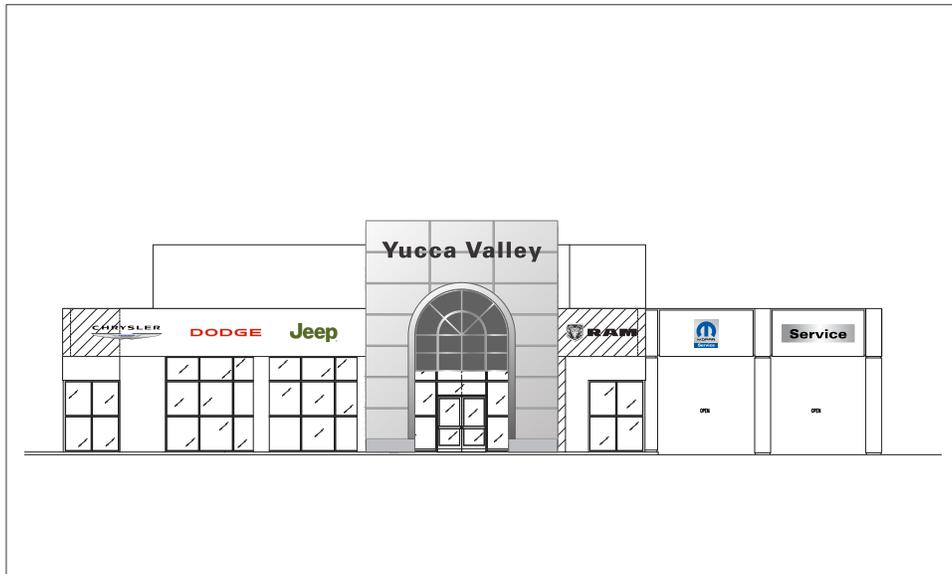
DODGE

Jeep



RAM

SITE BRANDBOOK



- I.....CODE RESEARCH
- II.....INVENTORY/SITE PLAN
- III.....INVENTORY/RECOMMENDATION
- IV.....RECOMMENDED SIGN DETAIL



Chrysler Code Information

A) Date Completed:	<u>2/23/2012</u>	Completed By: <u>Tyler Dean</u>
B) Site Street Address:	<u>57909 Twentynine Palms Hwy</u>	
C) Town / City / State / Zip:	<u>Yucca Valley, CA 92284</u>	
D) Contact for Permit / Zoning	<u>Diane, Planning Dept / Mike, Building Inspector</u>	
E) Contact Telephone:	<u>760-369-6575</u>	
F) Jurisdiction: City / Town:	<u>Town of Yucca Valley</u>	Address: <u>57090 Twentynine Palms Hwy</u>
or County of:		City, ST Zip: <u>Yucca Valley, CA 92284</u>
G) Zoning Classification for Property:	<u>CMU (Commercial Mixed Use)</u>	
H) What year of IBC is used?	<u>2010 CA Code</u>	
I) Permit application fee:	<u>\$55 - 1 sign / \$110 - multiple signs</u>	
J) Permitting process time frame:	<u>10 days</u>	
K) What drawings are required? (SEDs)	<u>Site plan, elevations, graphics and installation drawings, SEDs for pole signs (possibly for monument)</u>	
L) Are any authorization letters required?	<u>Property owner</u>	
M) Any review boards or committees?	<u>Goes through Building and Safety then Planning</u>	
N) License(s) required to obtain permits?	<u>Business and Contractor's</u>	
O) Must permits be obtained in person?	<u>Yes</u>	
P) Are inspections required?	<u>Final, electrical, footing</u>	Yes <input type="checkbox"/> No <input type="checkbox"/>
Q) Is a permit required if only refacing?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
R) Is there a variance / appeals process?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
S) Estimated time frame for variance process:	<u>2+ months</u>	<input type="checkbox"/> Yes <input type="checkbox"/> No
T) Are temporary or "coming soon" banners allowed?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
U) Are freestanding temporary signs allowed? (ie. 4' x 8' Coming Soon)		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
V) Do temporary signs require a permit?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
W) How long may temporary signs be displayed?	<u>Not specified in code</u>	

ATTACHED SIGNS

1) Formula for calculating allowable square footage:	<u>1 SF / lineal foot of use or occupancy*</u>		
2) SF Allowed - Front Façade	<u>See above</u>		
3) SF Allowed - Side Façade	<u>See above</u>		
4) SF Allowed - Side Façade	<u>See above</u>		
5) SF Allowed - Rear Façade	<u>See above</u>		
6) How is sign area calculated?	<u>Entire face of the sign including framing; channel letters - straight lines not to exceed 10 sides</u>		
7) Is SF transferable from one façade to another?	<u>No</u>		
8) Does a façade require street frontage to allow wall signs?	<u>Yes or driveway/parking area</u>		
9) Total # of wall signs allowed per site or per façade:	<u>1 sign per building frontage facing a street/driveway/parking area*</u>		
10) May signs be internally illuminated?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	List any restrictions under additional site notes.	See Note 2
11) Maximum height from top of wall sign to ground:	<u>NTE roofline</u>		
12) Maximum sign / letter height:	<u>Not regulated</u>		
13) Special codes regarding storefront building / colors:	<u>None</u>		
14) Are raceways required?	<u>No</u>		
15) Are "Service", "Exit" or "Parts" incidentals counted in SF?	<u>No but NTE 4 signs and 3 SF per sign per face</u>		

FREESTANDING SIGNS

1) Formula for calculating allowable square footage:	<u>150+' street frontage: 1 SF / 5 linear feet of street frontage, NTE 60 SF**</u>		
2) Total overall area allowed:	<u>See above</u>	Maximum height:	<u>Monument = 8' / Pole = 12'</u>
3) Number of freestanding signs allowed:	<u>1</u>	Internal illumination allowed?	<u>Yes</u>
4) Power line clearance:	<u>10'</u>	Clearance from grade:	<u>7', or 4' clearance if within landscaped</u>
5) Wind Load:	<u>85 MPH / 3 sec</u>	Site triangle requirements:	<u>Cannot obstruct public view</u>
6) Required distance between freestanding signs:	<u>N/A</u>		
7) Setback of sign from right-of-way or property line:	<u>Must be free of ROW - Needs to be on or inside property line</u>		

DIRECTIONAL SIGNS

8) Number allowed:	<u>Not regulated</u>	Maximum square footage:	<u>3 SF</u>
9) Illumination allowed?	<u>Yes</u>	Maximum height:	<u>4'</u>
10) Count against SF?	<u>No</u>	Separation restrictions:	<u>Not regulated</u>
11) Permit required?	<u>No - 5' setback from property line</u>	Logo allowed?	<u>Seek approval</u>

ADDITIONAL SITE NOTES

*For each occupancy with a minimum width of 80', a max of two building signs shall be allowed on each building frontage facing a street/driveway/parking area provided the combined area of the two signs does not exceed the allowable SF

**If under 150' street frontage, 30 SF max



DODGE

Jeep



RAM

RECOMMENDATION DETAIL

E-01

INVENTORY

Sign Text / Description		
Competitor Monument		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
Yes	Internal	
Double Face	Mount	
Yes	Monument	



Inventory Comments
Photo represents existing site conditions.

RECOMMENDATION

Recommended Action
Remove - Replace
Recommended Sign
Custom 6' x 8' Monument at 8'-0" OAH
Wall Repair Action
N/A



Recommendation Comments
Principle to remove existing sign. Dealer to ensure existing electrical for ground sign meets current NEC standards and provides a 20-amp dedicated circuit. Principle will replace existing Monument and make final electrical connection.



RECOMMENDATION DETAIL

N-01

INVENTORY

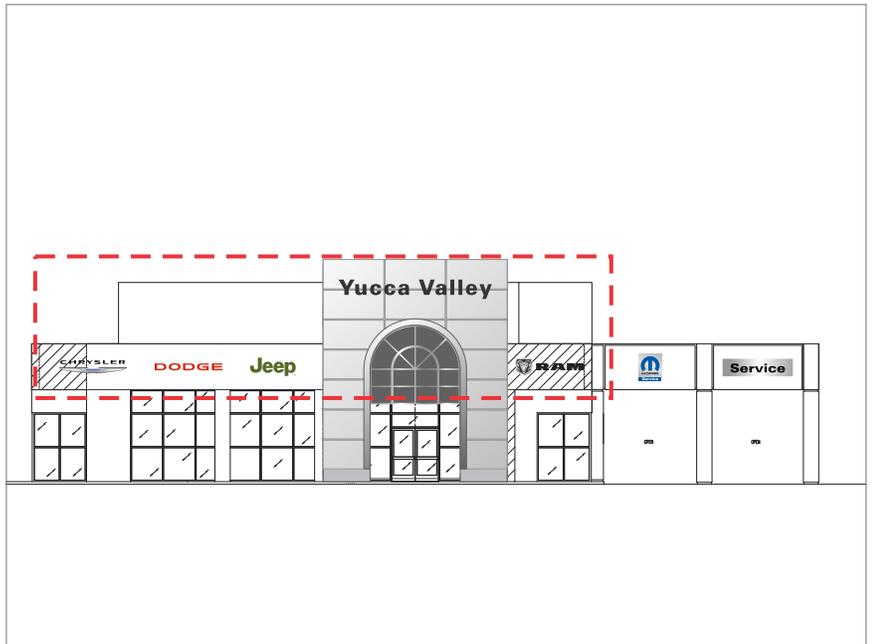
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
9 Series Chrysler Badge 9 Series Dodge Badge 9 Series Jeep Badge 9 Series Ram Badge 24" Dealer Name Letters
Wall Repair Action
Dealer responsible for painting building Benjamin Moore Pelican Gray 1612.



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install new Dealer Name Letters, Chrysler, Dodge, Jeep, and Ram Badges, and make final electrical connection.



RECOMMENDATION DETAIL

N-02

INVENTORY

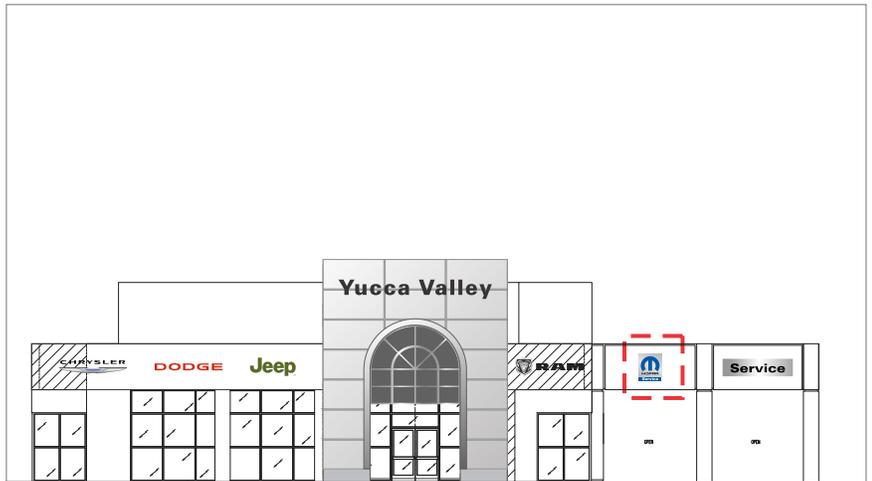
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height		Height Off Ground
N/A		N/A
Face Material		Sign Material
N/A		N/A
Visible Opening		Retainer Size
N/A		N/A
Surface Material		Surface Color
N/A		N/A
Illuminated		Illumination Type
N/A		N/A
Double Face		Mount
N/A		N/A



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
35" Square Mopar Panel with Service Letters
Wall Repair Action
Dealer responsible for painting building Benjamin Moore Pelican Gray 1612.



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install a new Square Mopar Panel with Service Letters and make final electrical connection.



RECOMMENDATION DETAIL

N-03

INVENTORY

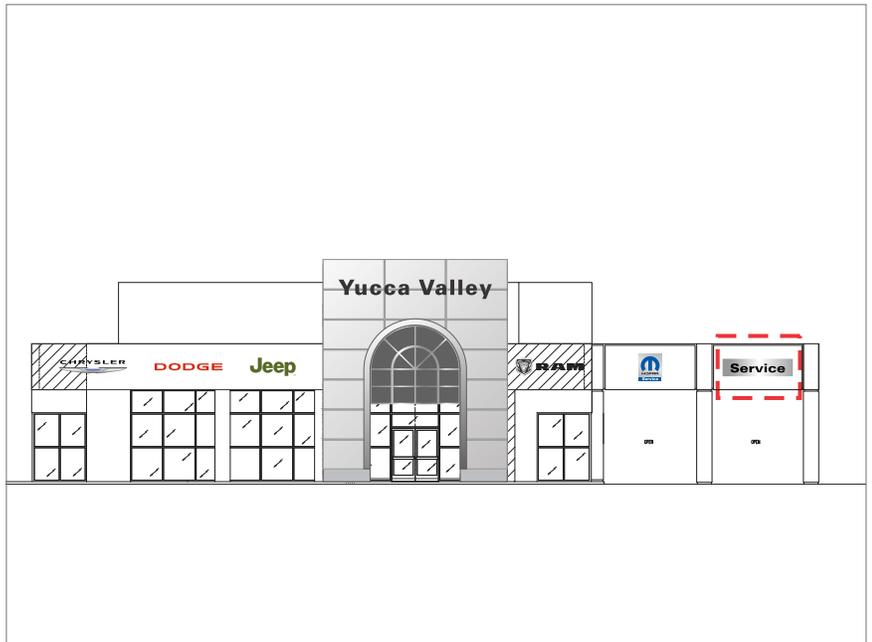
Sign Text / Description		
No Existing Sign		
Height	Width	Depth
N/A	N/A	N/A
Letter Height	Height Off Ground	
N/A	N/A	
Face Material	Sign Material	
N/A	N/A	
Visible Opening	Retainer Size	
N/A	N/A	
Surface Material	Surface Color	
N/A	N/A	
Illuminated	Illumination Type	
N/A	N/A	
Double Face	Mount	
N/A	N/A	



Inventory Comments
N/A

RECOMMENDATION

Recommended Action
New Sign
Recommended Sign
28" Service Panel
Wall Repair Action
Dealer responsible for painting building Benjamin Moore Pelican Gray 1612.



Recommendation Comments
Dealer to provide a minimum 3/4" plywood backing behind signs and primary electrical at point of installation. Dealer to provide a minimum 2'x2' access panel at each sign location. Principle will install a new Service Panel and make final electrical connection.



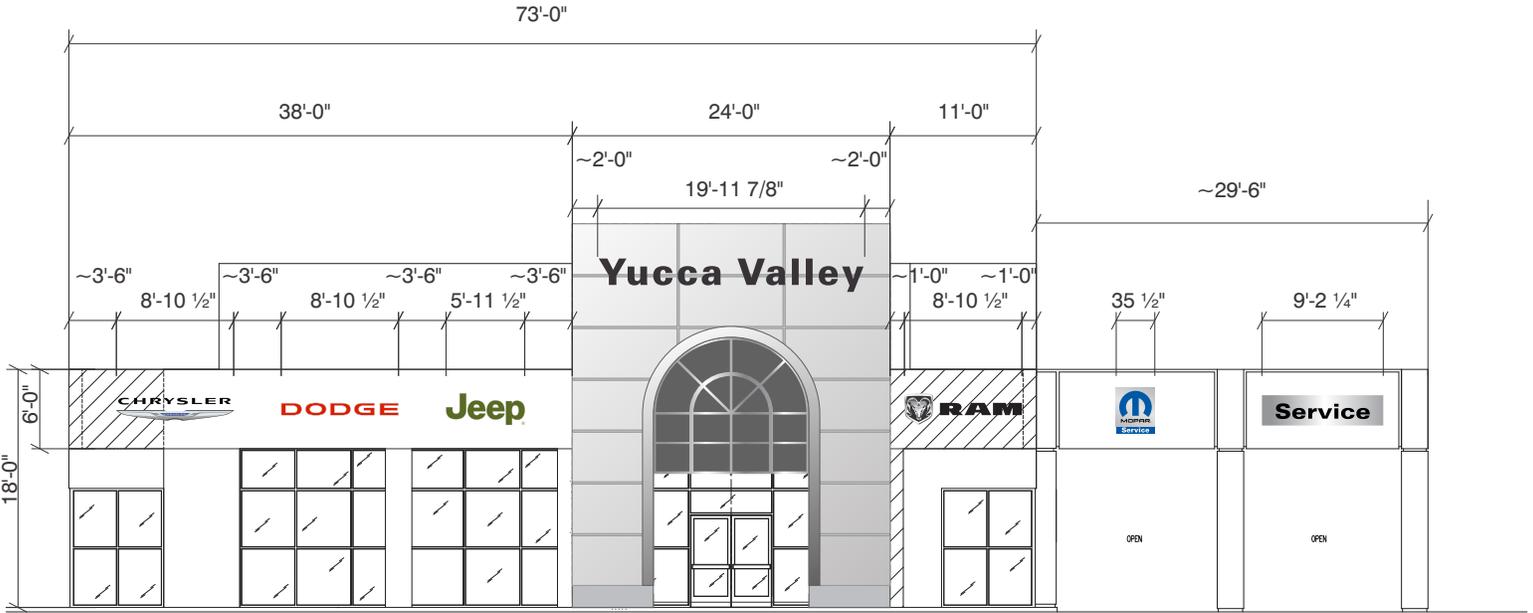
DODGE

Jeep



RAM

ELEVATIONS



- Wall signs to be centered and equally spaced in available area.
- Mullions and other wall accents to be painted Pelican Gray.
- Building to be painted Pelican Gray.
- Mopar sign to be centered above canopy area.
- Available wall area to be verified before installation.



**CUSTOM 6' x 8'
MONUMENT at 8' OAH**

Square Footage

■ 32.56 ft²

Manufacturing Details

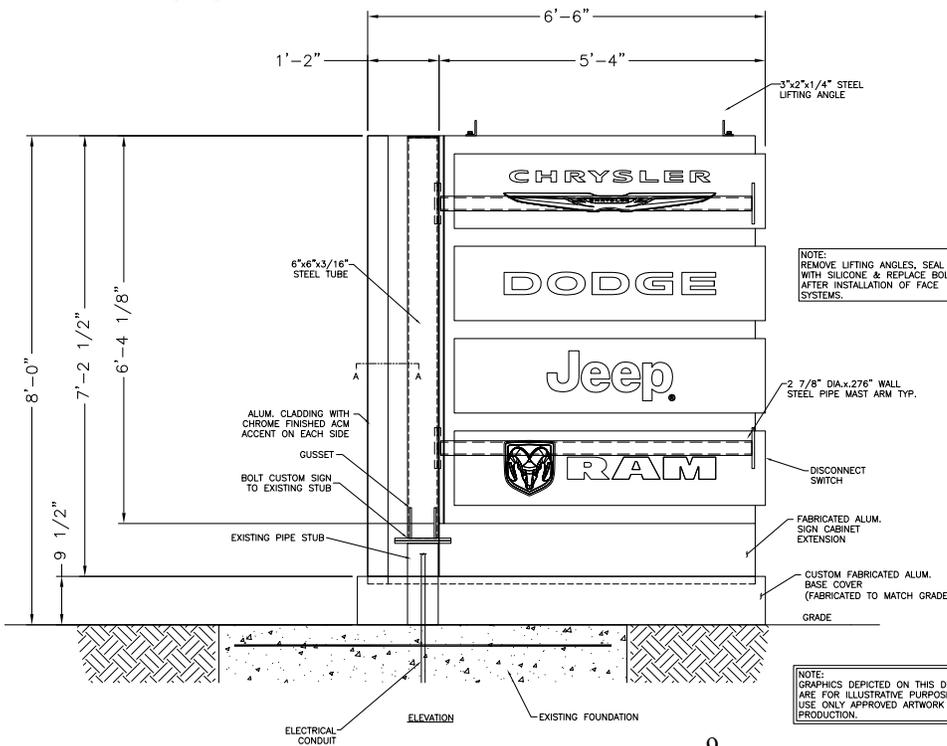
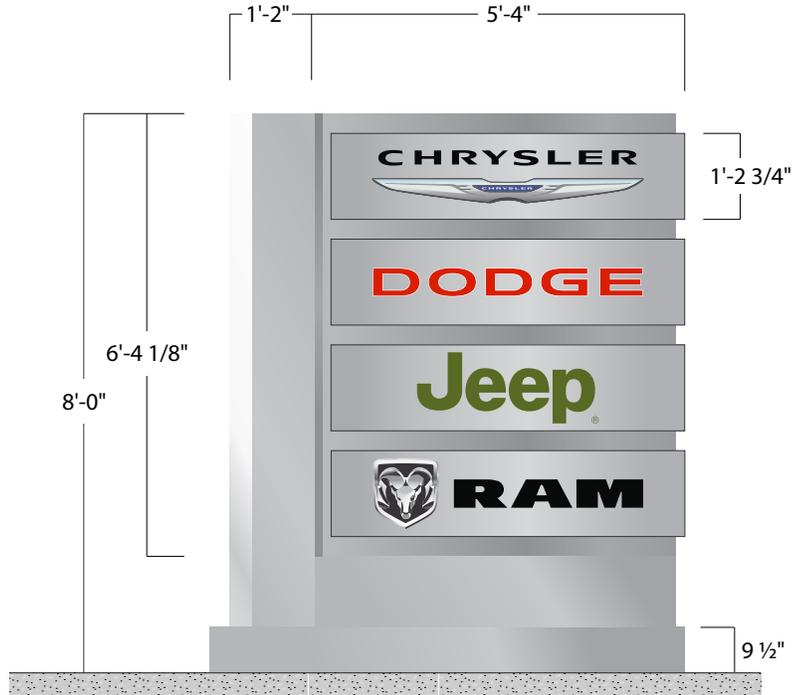
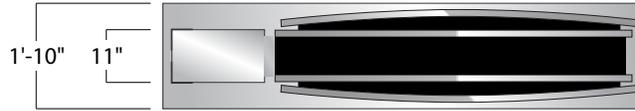
- Painted aluminum exterior construction with chrome accents on cladding.
- Clear acrylic logos pushed thru cabinet face with 1st surface decoration vinyl /color digital print.

Electrical Requirements

- Fluorescent internal illumination
(7) F72 / T12 / Daylight / High Output Lamps
- (2) Transco Ballast TRA-16-832EP at 2.0 amps each
- LED external halo illumination
(144) Agilight White Tuffrayz
- (2) Advance Xitanium Power Supply
LED-120A-0012V-50F at 0.63 amps each
- Total Load: 5.26 amps at 120 V**
- (1) 20 amp Circuit Required

Colors

- **Chrysler Badge:** Black ■ Process Black
Blue ■ PMS 287
Silver
- **Dodge Badge:** Red ■ PMS 485
White
Silver
- **Jeep Badge:** Green ■ PMS 371
White
Silver
- **Ram Badge:** Black ■ Process Black
Silver



NOTE: REMOVE LIFTING ANGLES, SEAL WITH SILICONE & REPLACE BOLT AFTER INSTALLATION OF FACE SYSTEMS.

2 7/8" DIA. x 276" WALL STEEL PIPE MAST ARM TYP.

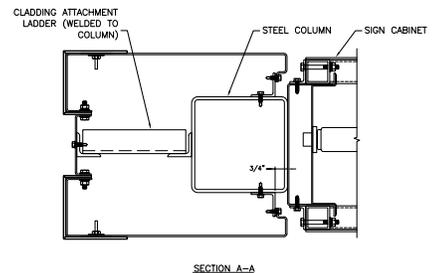
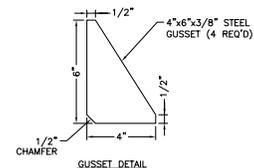
DISCONNECT SWITCH

FABRICATED ALUM. SIGN CABINET EXTENSION

CUSTOM FABRICATED ALUM. BASE COVER (FABRICATED TO MATCH GRADE)

NOTE: GRAPHICS DEPICTED ON THIS DRAWING ARE FOR ILLUSTRATIVE PURPOSES ONLY! USE ONLY APPROVED ARTWORK FOR PRODUCTION.

- NOTES:
1. Steel design is based on 90 mph 3 sec gust design wind speed per IBC 2006, Exposure C
 2. Support members shall be free from defects and shall meet ASTM A500 grade B with a minimum yield strength of 46000 psi for tube. Plate and angle shall meet ASTM A36 unless specified otherwise on drawing.
 3. Structural bolts shall be zinc coated A325 unless otherwise noted.
 4. Welds shall be made with E70xx electrodes by persons qualified in accordance with AWS standards within the past two years.





DODGE

Jeep



RAM

SIGN DETAIL

9 SERIES CHRYSLER WALL BADGE



9 SERIES CHRYSLER BADGE

Square Footage

- 7.03 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- Formed .118 White Mustang w/ 1st surface digital print

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (1) VLP100-120 LED Driver - 0.5 Amps TOTAL

Colors

- Black ■ Process Black
- Blue ■ PMS 287
- Silver

9 SERIES CHRYSLER LETTERS

Square Footage

- 4.43 ft²

Manufacturing Details

- 3" deep aluminum cabinets, black returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Colors

- Black ■ Process Black
- Silver



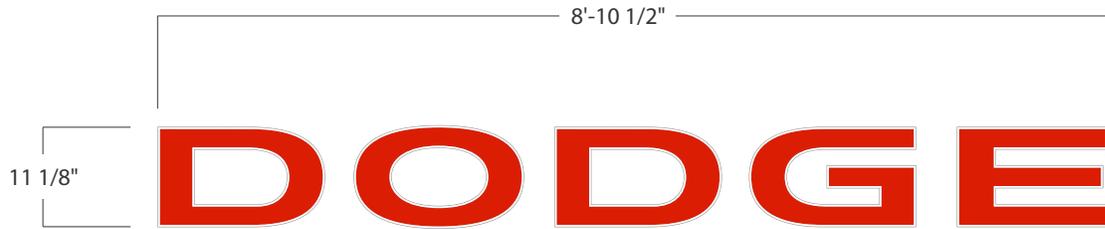
DODGE

Jeep



SIGN DETAIL

9 SERIES DODGE WALL BADGE



9 SERIES DODGE

Square Footage

- 8.31 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface red vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

Colors

- Red  PMS 485
- White
- Silver



DODGE

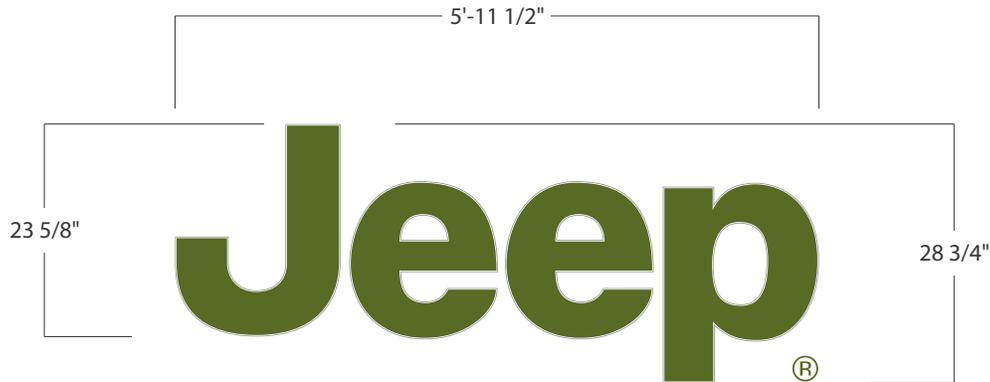
Jeep



RAM

SIGN DETAIL

9 SERIES JEEP WALL BADGE



9 SERIES JEEP

Square Footage

- 14.28 ft²

Manufacturing Details

- 5" deep aluminum cabinets, silver returns
- White acrylic faces w/ 1st surface green vinyl leaving 1/8" white perimeter
- LED internal illumination, Agilight TuffRayz LEDs
- 1-60 W - 0.63 amps Advance Ballast

Colors

- Green  PMS 371
- White
- Silver



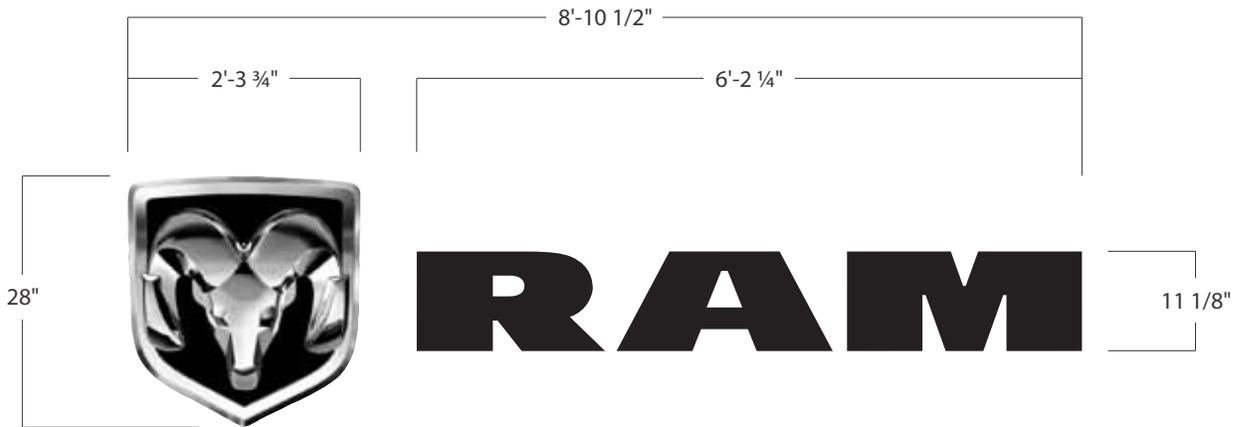
DODGE

Jeep



SIGN DETAIL

9 SERIES RAM WALL BADGE



9 SERIES RAM BADGE

Square Footage

- 5.4 ft²

Manufacturing Details

- 5" deep aluminum cabinets, black returns
- Formed prismatic acrylic face w/ 1st surface mirror finish & 2nd surface vinyl details

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (1) VLP100-120 LED Driver-0.50 Amps

Colors

Black Process Black
Silver

9 SERIES RAM LETTERS

Square Footage

- 5.73 ft²

Manufacturing Details

- 5" deep aluminum cabinets, black returns
- White acrylic faces w/ 1st surface black perforated vinyl leaving 1/8" white perimeter

Illumination

- LED internal illumination, Ventex VenBrite VL-W100
- (1) VLP100-120 LED Driver-0.50 Amps

Colors

Black Process Black
Silver



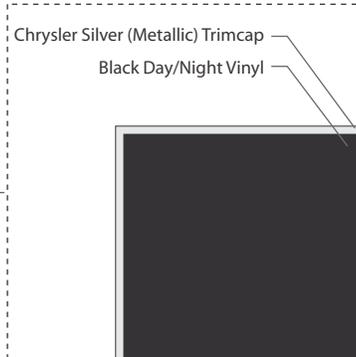
DODGE

Jeep



SIGN DETAIL

24" DEALER NAME
LETTERS



24" LETTERSET

Square Footage

■ 50.6 ft²

Usage

- Chrysler and Jeep Only Dealerships
- Any combination of Chrysler, Dodge, Jeep and Ram

Description

- Construction: Channel Letters w/ Plex. Face
- Color: Black 

Electrical

- LED Illumination



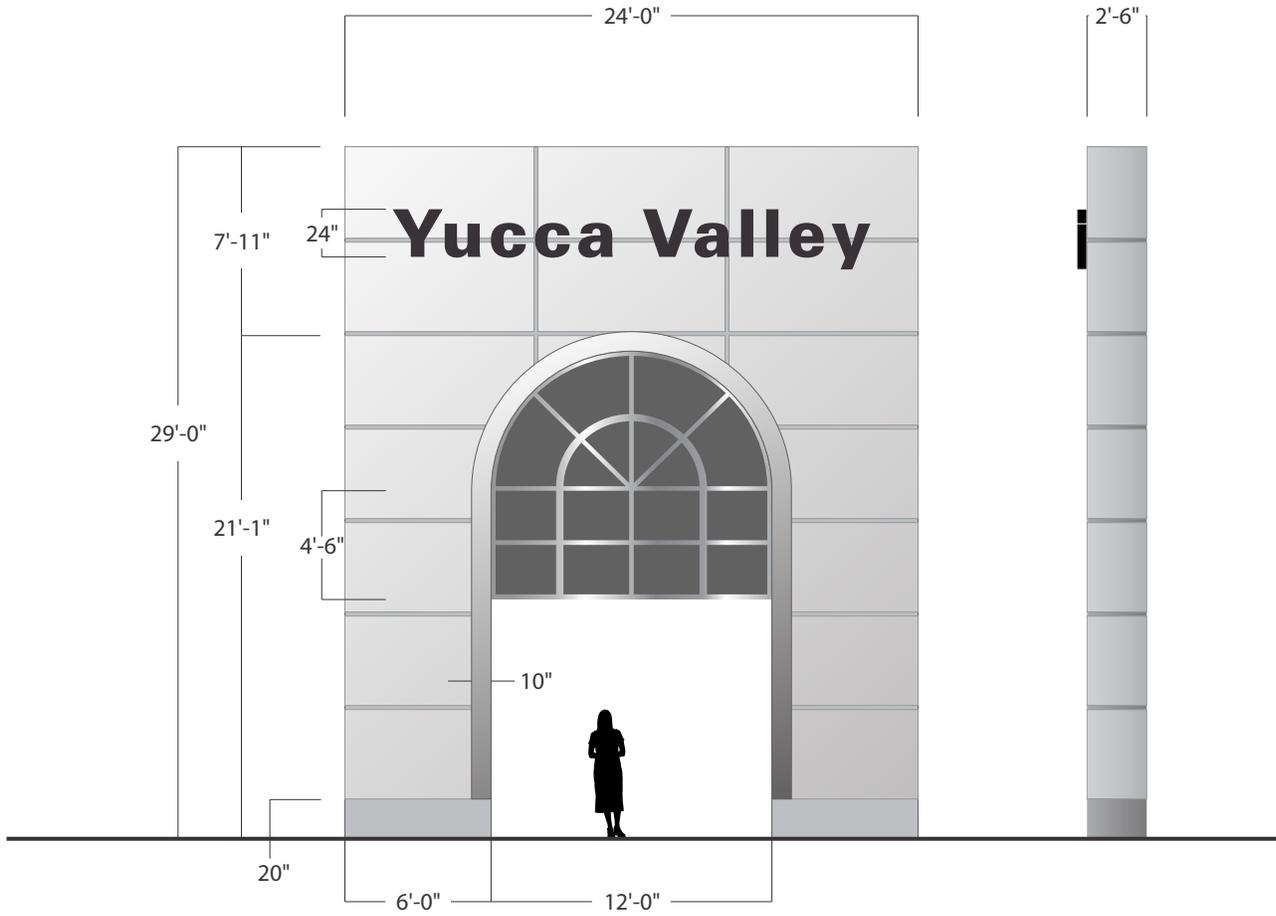
DODGE

Jeep



SIGN DETAIL

28' CHRYSLER TOWER



TWR-28-2



DODGE

Jeep



RAM

SIGN DETAIL

35" MOPAR SQUARE WITH SERVICE PANEL

Square Footage

- 10.28 ft²

Manufacturing Details

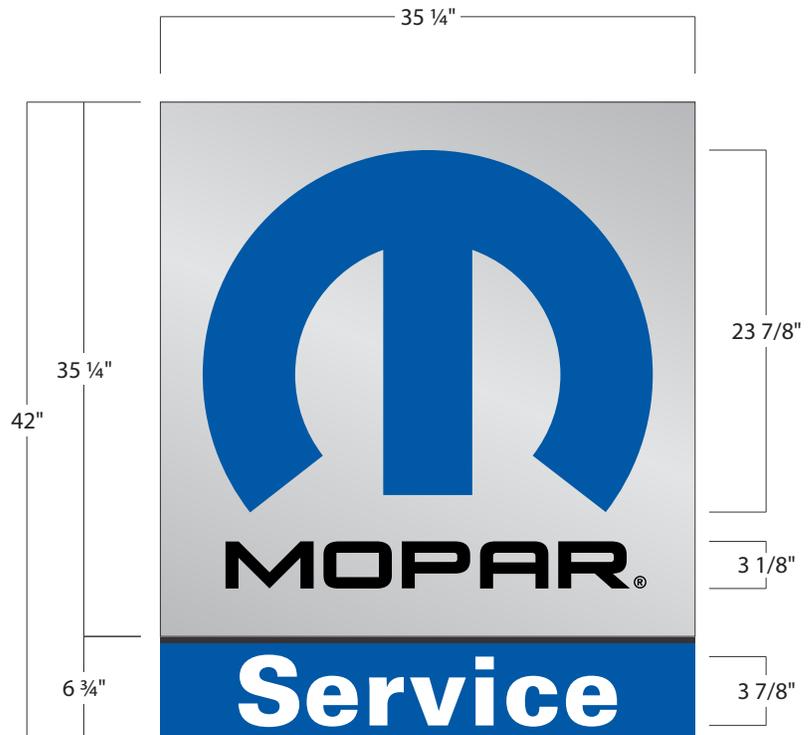
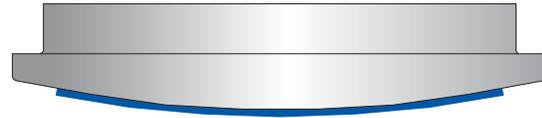
- Painted aluminum sign cabinet
- Halo lighted clear acrylic logos with 1st surface vinyl decoration pushed through painted aluminum sign face
- "Service" is non-illuminated vinyl

Electrical Requirements

- Fluorescent internal illumination (3) F30 / T8 / Daylight / Lamps
- (1) Lighting component EESB-424-13L Electronic Ballast

Colors

- Black  Process Black
- Blue  PMS 287
- White
- Silver





DODGE

Jeep



RAM

SIGN DETAIL

28" SERVICE PANEL WALL MOUNTED

Square Footage

- 21.0 ft²

Manufacturing Details

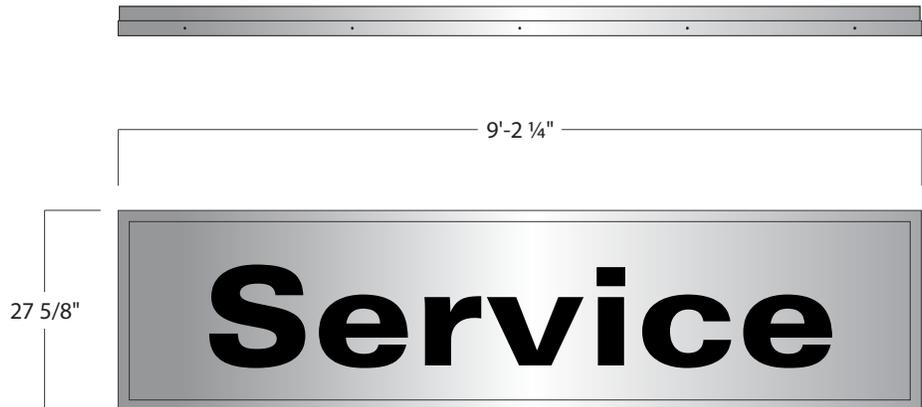
- Painted aluminum sign cabinet
- Halo lighted clear acrylic logos with 1st surface vinyl decoration pushed through painted aluminum sign face

Electrical Requirements

- Fluorescent internal illumination
(12) T8 / Daylight / Lamps
- (1) Fullham workhorse electronic ballast

Colors

- Black
 - Silver
- Process Black



ROLES AND RESPONSIBILITIES

Headquarters Staff

The role of the Headquarters staff is to support the Business Centers in the establishment and administration of the Dealer Sign Program. The Headquarters Staff is located in the Auburn Hills, MI, USA, office and is responsible for the following:

- Design of exterior dealer signage (brand, fascia, and supporting signs)
- Securing a supplier to produce the exterior dealer signage. Chrysler Group, LLC (CG) will screen and select all sign vendors that will be participating in the sign program. The goal of CG is to work with only those suppliers that provide quality signs and service at a competitive price.
- Manage the dealer sign program with the main focus being the timely installation of all signs. The office will follow the project from inception to completion. After the initial notification, the dealer identity staff will track the signs through permitting and installation.
- Create a Policy and Procedure for execution of the Dealer Sign Program.
- Secure a supplier to perform routine maintenance on the signs as well as to perform necessary service and repairs. Chrysler Group, LLC will be responsible for all repairs, emergency and minor, needed for CG Leased signs; provided that such repairs are not the result of dealer's negligence or willful action.
- Chrysler Group, LLC administers and manages the monthly fees for the Maintenance program and manages the administration of monthly payments for Dealers enrolled on a CG Lease.

Business Center

The role of the Business Center is to be a liaison between the dealer, the supplier, and Headquarters Staff. The responsibilities of the Business Center staff are to:

- Contact the dealer to determine what action should be taken, within the new Millennium Program guidelines, when sign changes are required by ordinary franchise activities.
- Discuss the sign program with the dealer and obtain the dealer signature on the dealer identification paperwork.
- Provide the supplier with signed Consent and Participation Agreement, and other documents pertinent to the transaction.
- Assist in the resolution of any site issues associated with the installation of signs at the Dealer's location.

Supplier

The role of the supplier is to initiate dealer contact for the rollout of the new Millennium Program and coordinate the installation of new signs with the dealer and the local installer. The responsibilities of the supplier are to:

- Check community sign codes to determine what signage is permitted by code.
- Consult with dealer to determine what signage meets the dealer's needs consistent with local sign codes and the Chrysler Group sign program.
- Explain dealer responsibilities, electrical requirements for brand and fascia signage, and the sign program to the dealer; and have the dealer sign all necessary documents.
- Work with dealer to obtain approval and required signatures for all documents based on recommendations.
- Submit all site information to headquarters staff for processing.
- Assist the dealer, headquarters staff, and business center with any on-site issue which may result in a deviation from standard program guidelines.
- Communicate project timeline and site specific information to the business center and/or dealer.
- Obtain architectural elevations, site plans, and section details for all new facility construction and existing facility renovations, as required, to determine sign placement and obtain required permits from local municipalities.

Dealer:

Costs

- The dealer is responsible for a monthly maintenance fee for their dealership identification. The dealer will be billed monthly on their parts statement and billing will begin the first day of the month following the installation of the signs. In some cases, depending on receipt of the supplier's invoice, a retroactive billing may be necessary.
- The dealer is responsible for any and all costs incurred in order to pursue a variance for a sign permit, providing primary electrical to within 6' of each sign location, any landscaping requirements or other additional requirements beyond the normal sign configuration that may be required by any governmental unit or developer. The Chrysler Group's policy is to install signs that are in accordance with the local ordinance codes. If the dealer wishes to pursue a variance for a larger sign, all costs, including all legal fees, will be dealer's responsibility. If the dealer decides to pursue a variance for signage, all signs affected by this will put into a hold status until the issue is resolved. The dealer will be given 30 days to file a variance with the local ordinance office. If at the end of that period no progress has been made, the Chrysler Group will proceed to install the signage allowed under the local ordinance. Extensions will be granted on a case by case basis, with final authorization given by the U.S. Dealer Identity Manager.

Actions Prior to Installation:

- Coordinate the installation schedule with the supplier.
- The dealer is required to provide accurate information on private underground utilities which may be located within the areas to be excavated. The installer will use extreme caution when excavating the area; however, should underground utilities be encountered during excavation it will be the Dealer's responsibility to make necessary repairs or relocate the lines.
- The dealer is required to install an electrical power source from within the facility to within six- feet (6') of both the ground sign and the building sign locations, including circuit breaker and weatherproof junction boxes that meet CG specifications and local code requirements. Electrical requirements for fascia letters are: 2.0 amps per letter, or a 20-amp circuit loaded with no more than 16 amps, (which would accommodate 8 letters). The fascia brand badges require a 20-amp dedicated circuit at 120 volts for each badge. Electrical requirements for ground signs are: one (1) dedicated 20 amp, 120-volt ac standard circuit for each ground sign.
- The dealer will:
 - o supply a building structure and a finished surface for the building signage that meets Millennium Program guidelines;
 - o remove all non-conforming signs, e.g.; Pentastars, fascia bands, all other signs not installed through Chrysler Group, LLC's Identity Program; and repair and paint the fascia prior to new sign installation;
 - o provide minimum fascia sign requirements:
 - support equal to $\frac{3}{4}$ " plywood backing to support the weight of the signs;
 - an access panel in the façade to accommodate final electrical hook up to primary electrical. Access needs to be a minimum of 2' x 2' and the crawl space must be no less the 2' 6" x 2' 6"
 - primary power within 6' of each sign
 - o provide minimum ground sign requirements:
 - primary power to within 6' of the ground sign. NOTE: If the existing ground sign is being removed and a new sign installed in a new location, dealer is responsible for all costs associated with running the power to the new sign location; including, but not limited to, trenching, cutting paving, running wiring and conduit to new location, repairing pavements, and landscaping around sign.
 - o Remove all vehicles from the installation work area prior to commencement of installation.

After Installation Completion:

- The dealer is responsible for:
 - o Reporting all maintenance and repair issues on a timely basis. The visual appearance of your signage is important to Chrysler Group, LLC as it represents both you and the entire Chrysler Family of Dealers. A poorly kept sign is a poor reflection on the Chrysler Group and the Dealer. The Chrysler Group funds all maintenance and repair work (not required by dealer's negligence or intentional acts), so no additional cost is incurred by the dealer for maintaining a visually pleasing sign.
 - o Reviewing all work that is done to the signs by the supplier. Chrysler Group, LLC depends on the dealer to review the work on the sign(s) to make sure that it is acceptable before the Chrysler Group accepts the work. After reviewing the work, the installer will have the dealer sign off on a work acceptance form. Here, the dealer is able to make comments about the quality of the job or any issues that are not resolved. The dealer should denote all concerns on the form and the supplier will follow up until the dealer is satisfied with the scope of work performed.

DEALER ACKNOWLEDGEMENT

I have carefully reviewed the proposed signage for my Dealership as outlined within the Brand Book provided to me by the supplier. I agree with the recommendations made to me based on Chrysler's Millennium Program parameters and what is allowable by my local municipality for permit obtainment.

I understand the above referenced Dealer Roles and Responsibilities which include, but are not limited to:

- Providing primary electrical within 6' of each sign
- Providing minimum access of 2' x 2' at each sign area, with a crawl space of 2'6" x 2'6"
- Providing support at each sign area equal to ¾" plywood backing
- Repair/Patch and paint of fascia band
- Providing information on the location of any existing private utility lines (See Page 3)
- Removing vehicles from installation work areas
- Responsibility of any variance costs involved

DEALERSHIP: _____

BY: _____

NAME: _____

TITLE: _____

DATE: _____