

SIERRA HIGHWAY PLAZA

A Development

of

Mitchell J. Simon, Jr.

Sign Criteria

APPROVED

Mitchell J. Simon, Jr.

CUP 84-34 11/12/92

Lic. No 489812

**SIGNS
& Designs**

M J Simon OWNER/DEVELOPER

820 East Avenue Q-6, Palmdale, CA 93550

(805) 947-9477

SIGN CRITERIA

These criteria have been established for the purpose of assuring a highly professional center, and 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.

A. GENERAL REQUIREMENTS

1. Each tenant shall submit or cause to be submitted to the Project Architect or Developer for approval before fabrication at least four copies of detailed drawings indicating the location, size, layout, design and color of the proposed signs, including all lettering and/or graphics.
2. All permits for signs and their installation shall be obtained by the tenant or tenant's representative prior to installation.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications.
4. All signs shall be constructed and installed at tenant's expense.
5. All signs shall be reviewed by the Landlord/Developer and his designated Project Architect for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on esthetics of design shall remain the sole right of the Owner.
6. Tenant sign contractor to be responsible to obtain all required city approvals and permits, including Building and Safety Division.

B. GENERAL SPECIFICATIONS

1. Tenant's primary signs will be self-illuminated channel letters (refer to detail sheet attached, 1 of 3). Major tenants of building A occupying a corner leasehold will be permitted one (1) secondary sign to be self-illuminated channel letters or non-illuminated hi-density foam letters.
2. No audible, flashing or animated signs will be permitted.
3. No projections above or below the sign panel will be permitted. Sign must be within dimensional limits as indicated on attached drawings.

4. Tenant shall be responsible for the installation and maintenance of all signs.
5. The primary sign area of the tenant fascia sign shall not exceed 150% of storefront. Sign shall center on store unless prior approvals are obtained from the Landlord/Developer. Maximum letter height shall not exceed 36" for building A and 24" for buildings B and C. For all buildings, ascenders and descenders of letters (i.e. the tail portion of "y" etc.) and logo elements will be permitted to extend outside those limits provided they do not exceed the maximum allowable area as specified in this sign criteria and in no case may the square footage exceed the City of Palmdale maximum.
6. The secondary sign area shall not exceed 1/2 square foot per lineal foot of frontage. Secondary signs shall be permitted on the corner units of major tenants in building A only. The maximum letter height shall be 24". Ascenders and descenders of letters (i.e. the tail portion of "y" etc.) and logo elements will be permitted to extend outside those limits provided they do not exceed the maximum allowable area as specified in this sign criteria and in no case may the area exceed the City of Palmdale maximum.
7. Tenant's Sign Contractor shall repair any damage to premises caused by his work.
8. Tenant shall be fully responsible for the operations of the tenant's sign contractors.
9. Electrical service to all signs will be connected to sign outlet provided by tenant.

C. CONSTRUCTION REQUIREMENTS

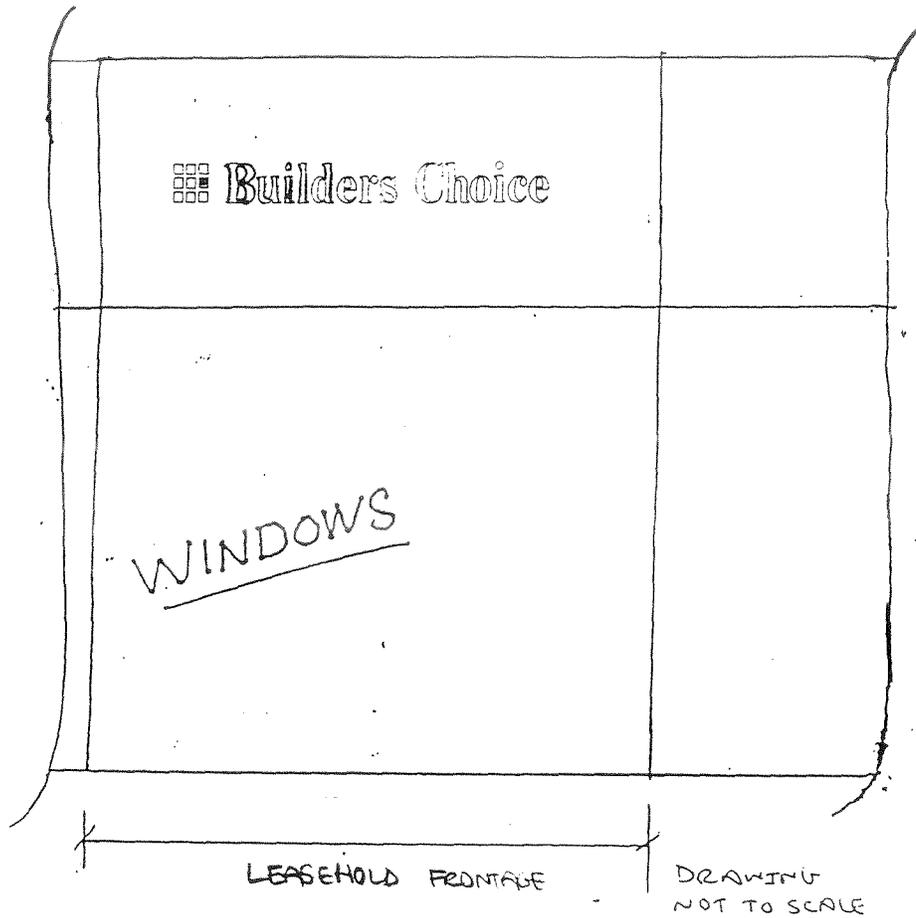
1. Letter fastening and clips are to be concealed and be of galvanized, stainless aluminum, brass or bronze metals.
2. No labels will be permitted on the exposed surface of signs, except those required by local ordinance which shall be placed in an inconspicuous location.
3. Tenants shall have identification signs designed in a manner compatible with and complementary to adjacent and facing storefronts and the overall design concept of the center.
4. Design, layout and materials for tenant signs shall conform in all respects with the sign design drawings included with this criteria. The maximum height for letters in the body of the sign shall be as indicated in these documents.
5. All penetrations of the building structure required for sign installation shall be sealed in water-tight condition and shall be patched to match adjacent finish.

D. MISCELLANEOUS REQUIREMENTS

1. Each tenant shall be permitted to place upon each entrance of its demised premises not more than 1 square foot of silver decal application lettering not to exceed two inches in height, indicating hours of business, emergency telephone numbers, etc.
2. Each tenant shall be allowed a maximum of 1 square foot of silver decal lettering, indicating the name of the store, applied on the door.
3. Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of buildings without the written previous approval of the landlord.
4. Each tenant who has a non-customer door for receiving merchandise may apply his name and address on said door in 2" high block letters and in a location as directed by the Project Architect. Where more than one Tenant uses the same door, each name and address may be applied. Color of letters shall be dark blue. Letter style shall be Helvetica medium, all capital letters. No other rear entry signs will be permitted.
5. Contractors installing signs are to be state registered contractors and are to have a current city business license.

E. MAJOR OR CHAIN STORE TENANTS

The provisions of this exhibit shall not be applicable to the identification signs of Markets, Drug Stores, or other occupants designated by the Landlord/Developer as a "Major or Chain Store Tenant". A major tenant shall be defined as any tenant in building A leasing two or more units. These occupants may have their usual identification signs on their buildings, the same as exist on similar buildings operated by them elsewhere. However, all signs must be architecturally compatible with the center, they must be approved by the Landlord/Developer, conform to the square footage requirements in the City of Palmdale Zoning Ordinance, and there shall be no signs which are roof mounted, flashing, moving, or audible.

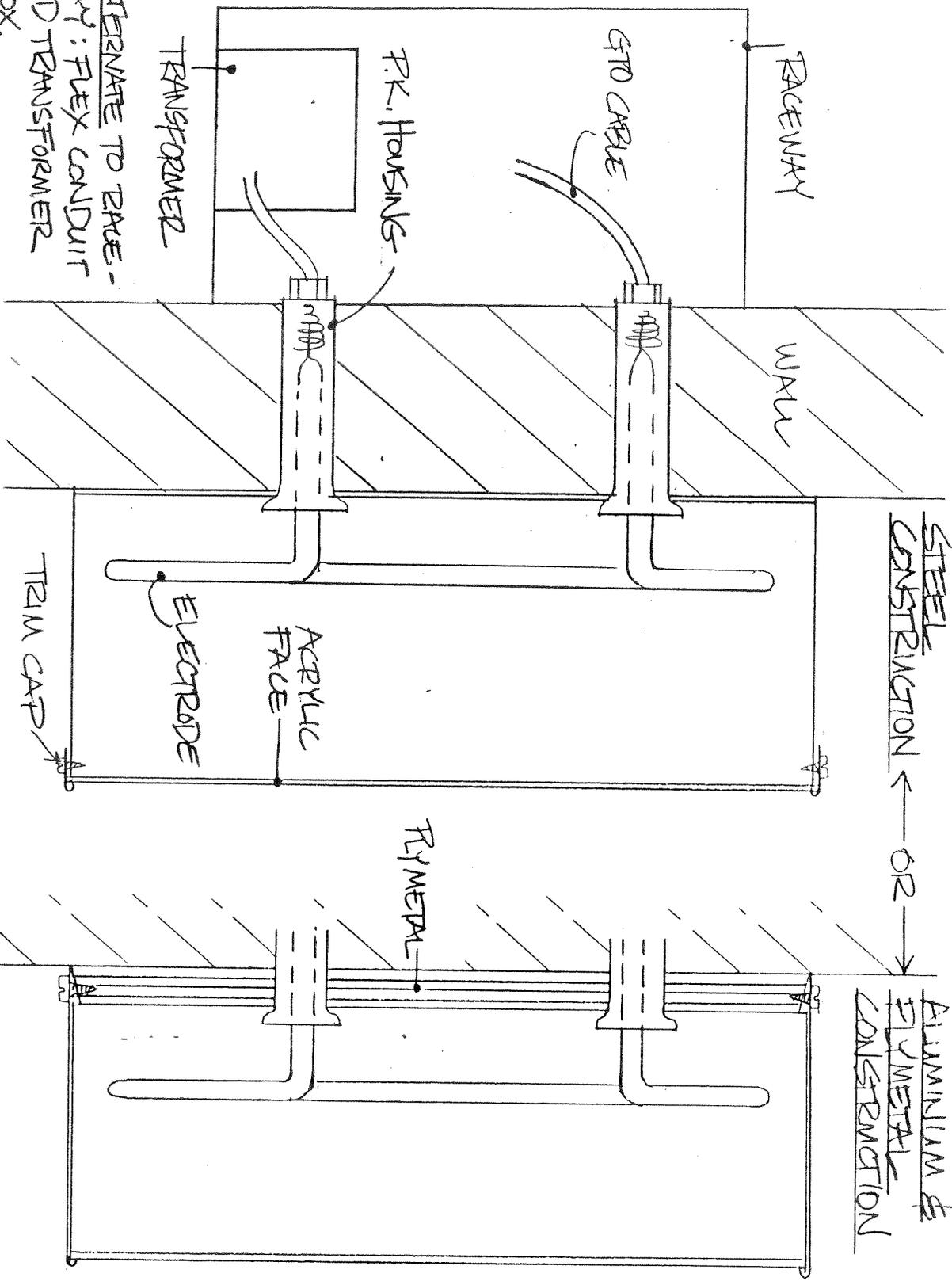


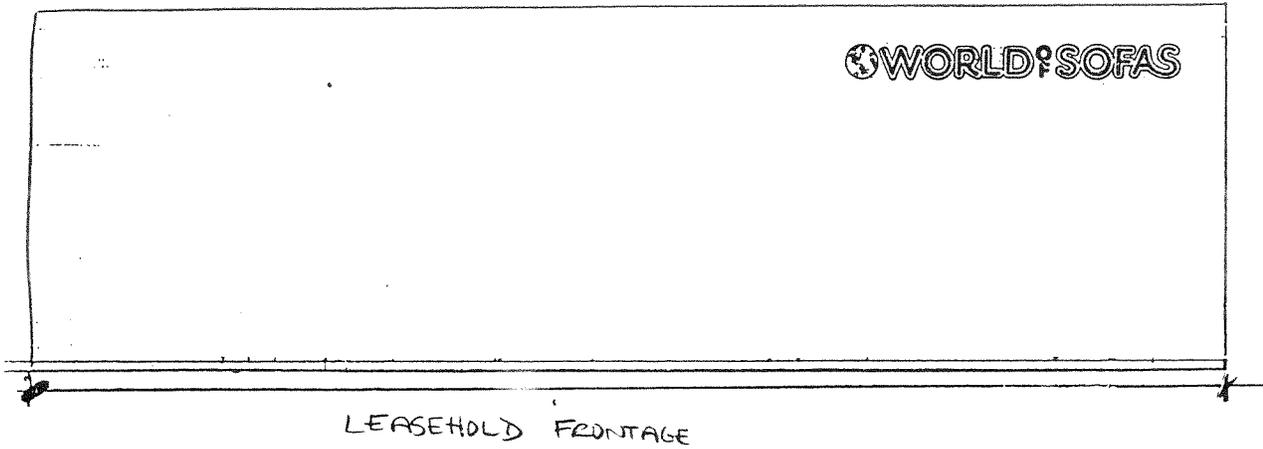
TYPICAL TENANT SIGNAGE (PRIMARY)

NOTES:

1. Internally illuminated individual letters.
2. Sign area shall not exceed 150% of storefront width or extend beyond sign area provided on building.
3. Maximum letter height for tenants in buildings B & C is 24" and maximum letter height for major tenants in building A is 36".
4. Individually colored plastic letters with silver trim & dark blue returns or other approved by Landlord/Developer.
5. Color of lettering shall be subject to approval by owner, architect, & government agencies.
6. Recommended plexiglas colors are:
Blue #2050, #2051
White # 2508
Red #2415 #209

ALTERNATE TO FACEWAY: FLEX CONDUIT AND TRANSFORMER BOX.





TYPICAL TENANT SIGNAGE (SECONDARY)*

NOTES:

1. One-inch(1") thick high density styrofoam individual letters.
2. Sign area shall not exceed 1/2 square foot per lineal foot of leasehold frontage.
3. Maximum letter height shall be 24"
4. Letters shall be painted and color of lettering shall be subject to approval by owner, architect, & government agencies.

*This signage only applies to major tenants as defined in section E. **B-1**