

Copy - For City

SIGN CRITERIA
FOR
SHOPPING CENTER
NORTHEAST CORNER 25TH ST. E. AND AVE. S
PALMDALE, CALIFORNIA

THE CRITERIA SET FORTH IN THIS SIGN CRITERIA HAE BEEN ESTABLISHED SOLELY TO FACILITATE THE SUBMISSION OF SIGNS FOR LANDLORD'S WRITTEN APPROVAL.

A. ONLY SIGNS OF THE TYPE AND IN THE LOCATION(S) DESCRIBED IN THIS SIGN CRITERIA SHALL BE PERMITTED.

B. GENERAL REQUIREMENTS FOR EXTERIOR SIGNS:

1. Tenant shall submit for Landlord's approval three (3) copies of detailed drawings of the design, installation, and size of all proposed signs, including, without limitation, the style, size, color, materials, illumination and method of installation.
2. Tenant shall submit for Landlord's approval the name of the contractor for the construction and installation of all proposed exterior signs including, without limitation, evidence that the contractor has all required licenses and business permits.
3. All signs shall conform to applicable laws. All permits and other governmental approvals for signs and sign installation shall be obtained by Tenant.
4. All signs shall be constructed and installed at Tenant's expense.

C. TYPE AND LOCATION OF EXTERIOR SIGNS:

1. Each space in Shop Buildings 2, 3, 4 and B will be allowed one (1) Canopy Sign each located on the canopy directly in front of each respective space.

2. Canopy signs shall be made up of internally illuminated individual letters. The maximum height of letters or rows of letters on the canopy shall be 18 inches, except for shop space 4-B. Each letter shall be a minimum of 3 inches deep. Letters or rows of letters are to be vertically centered in the middle of the canopy facade. Except for shop space 4-B, the maximum width of the sign area shall be 2/3 of the lineal frontage of the leased space up to a maximum of 30 feet. The sign area shall be centered on the facade of the canopy in front of the leased space, except that signs for spaces 3-A, 3-B, and 4-B shall be centered as follows:

- a. Sign for shop space 4-B shall be centered in the angled facia between shop buildings 3 and 4.
- b. Sign for shop space 3-A shall be centered 4'-8" northerly of the southerly demising wall of said shop.
- c. Sign for shop space 3-B shall be centered 5'-6" northerly of the southerly demising wall of said shop.

3. The maximum height of letters or rows of letters for shop space 4-B shall be 24 inches and the maximum width of the sign area shall be ten (10) feet.

4. Each tenant may design and install a logo within and/or as a part of its canopy sign so long as such logo is installed within tenant's maximum sign area.

D. CONSTRUCTION REQUIREMENTS:

- 1. All illuminated signs shall bear the UL label.
- 2. All penetrations of building structure required for sign installation shall be neatly sealed in a watertight condition.
- 3. No labels shall be affixed to the exterior surface of signs unless required by law, in which event the label shall be applied in an inconspicuous location.

E. MISCELLANEOUS:

1. Tenant may place upon each entrance of the Leased Premises not more than 144 square inches of gold leaf or decal application lettering, not to exceed two inches (2") in height, indicating hours of business, emergency telephone numbers, credit cards accepted and other relevant, non-advertising information approved by Landlord.
2. If Tenant has a non-customer door for receiving merchandise, Tenant may apply on said door Tenant's name and address. Numbers and/or letters shall be black and no more than 3 inches high. The top of the numbers and/or letters shall be 3 feet from the top of the door on which they are applied.
3. If required by the U.S. Post Office, Tenant may place upon the main entrance to the Leased Premises the street address numbers. Size, type, color and location of numbers shall be selected by Landlord.

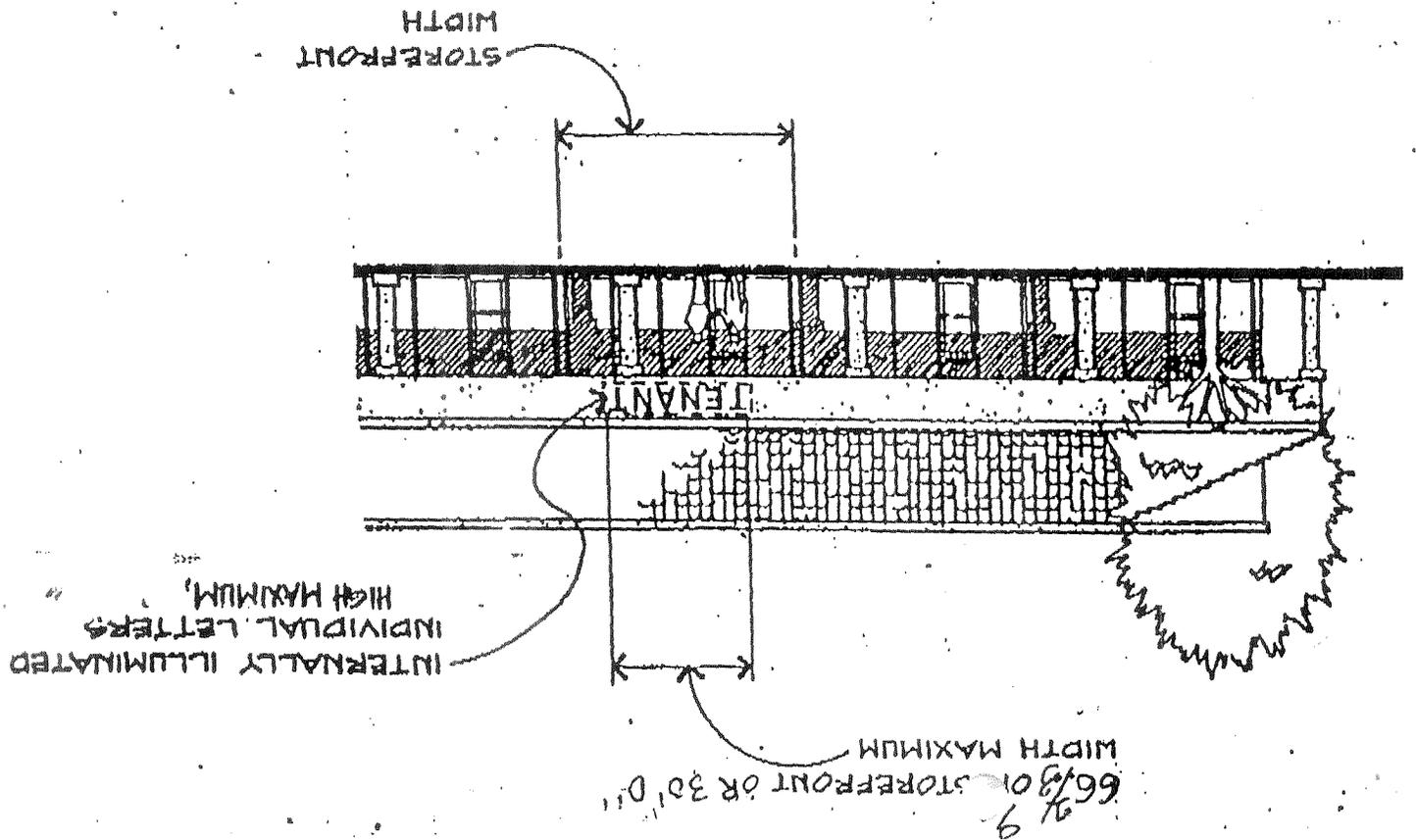
F. MAJOR OR CHAIN STORE TENANTS

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". 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 shopping center, they must be approved by the Landlord/Developer, and they must conform to city sign ordinances. There shall be no signs which are roof mounted, flashing, moving, or audible.

-3-

Marineta Development Co.
3835 Birch Street
Newport Beach, CA 92666

TYPICAL TENANT SIGNAGE



NOTES:

1. INTERNALLY ILLUMINATED INDIVIDUAL LETTERS

2. SIGN WIDTH SHALL NOT EXCEED 66 2/3' OR 30' OF STOREFRONT WIDTH.

3. 18" MAXIMUM LETTER HEIGHT, EXCEPT A-B 24"

4. INDIVIDUALLY COLORED PLASTIC LETTERS

TRIM GAP ON LETTERS

ANY BELOW OR - COLORS THAT ARE APPROVED BY LANDLORD/DEVELOPER

5. COLOR OF LETTERING SHALL BE SUBJECT TO APPROVAL BY OWNER, ARCHITECT AND GOVERNMENT AGENCIES.

6. COLORS SHOULD BE BASIC EARTH TONES

RECOMMENDED COLORS ARE:

YELLOW #2456 #2016
GREEN #2030 #2105
ORANGE #2564 #2119
RED #2283 #2662 #2157

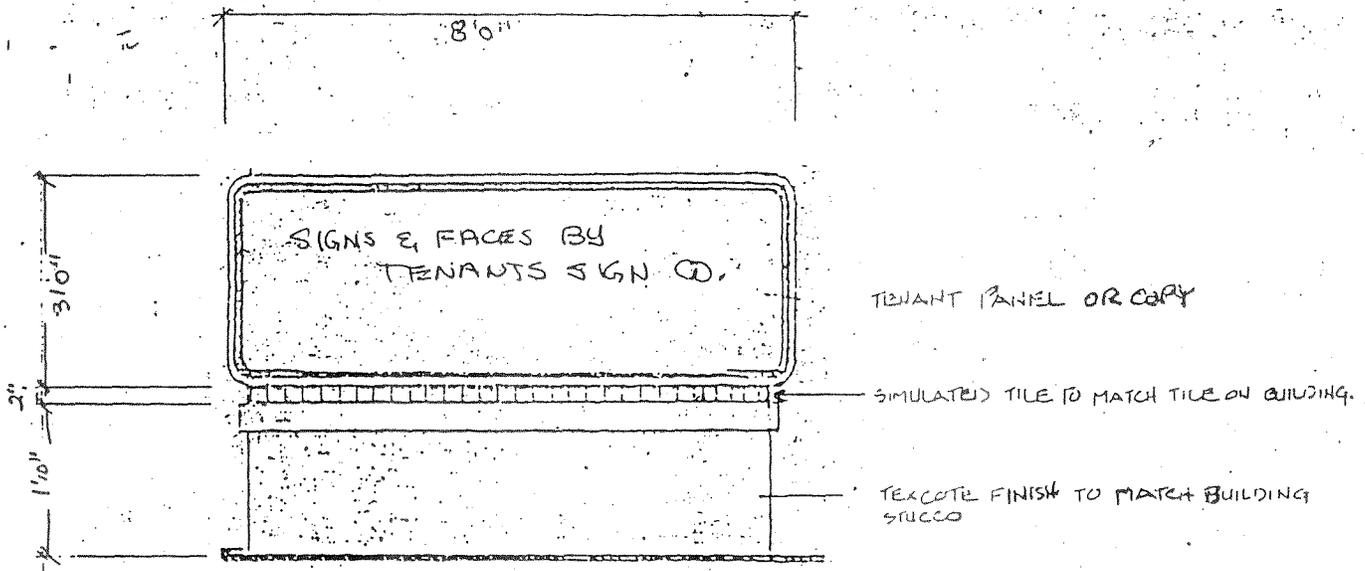
BLUE #2648 #2051
BROWN ALL SHADES
TURQUOISE #2308

RUST ALL SHADES
WHITE #7828 #7420

IVORY #2146

OR OTHER COLORS PURSUANT TO LANDLORD REVIEW AND APPROVAL

MONUMENT SIGNS

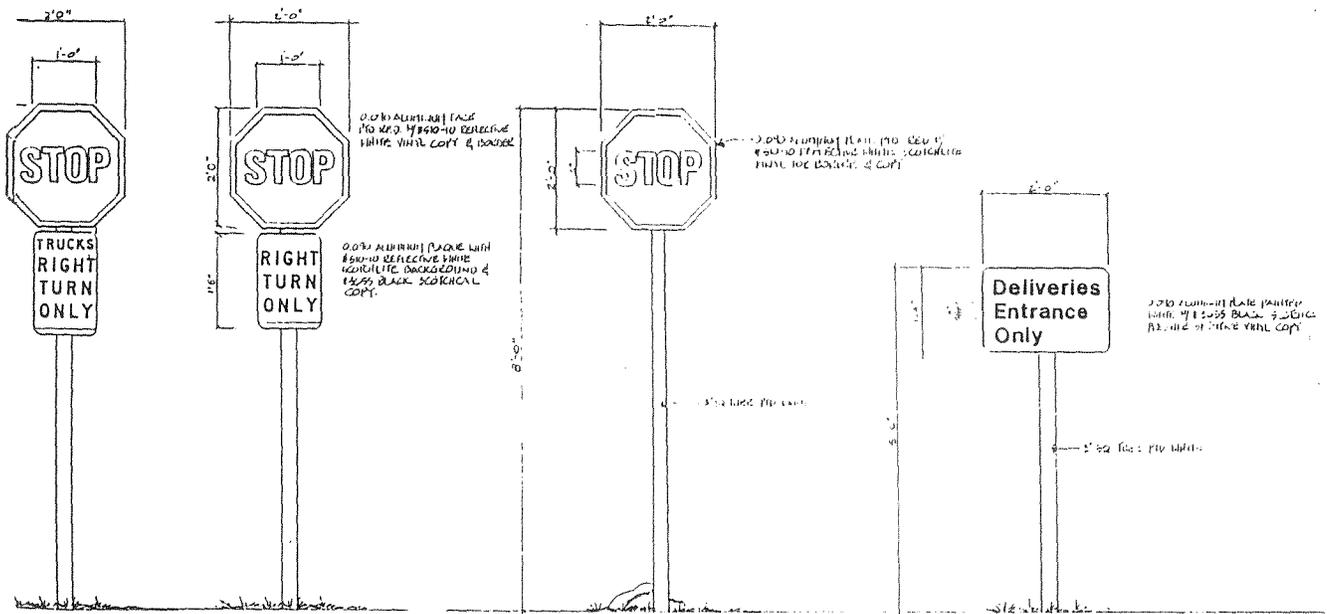


(HI)

P/F INTERNALLY ILLUMINATED FREE STANDING MONUMENT (N.I.C.)

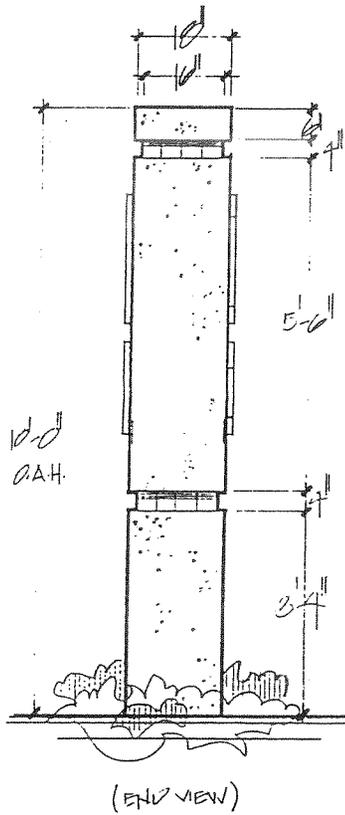
TYP. (3) THREE

N.T.S.



- ONE REQUIRED
 TWO REQUIRED
 THREE REQUIRED
 ONE REQUIRED

1/2" Not ILLUMINATED FREE STANDING DIRECTIONAL SIGN



■ MFR AND INSTALL: TWO (2) D/F INTER ILLUM MONUMENT DISPLAYS:

FRONT: .040 ALUM TEXTURED P MATCH ELDS

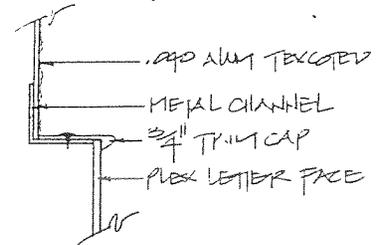
TILE REVEALS: SIMULATED TILE IS PAINTED ALUM TO MATCH
TILE DETAIL ON ELDS.

COPY: FAT OUT...

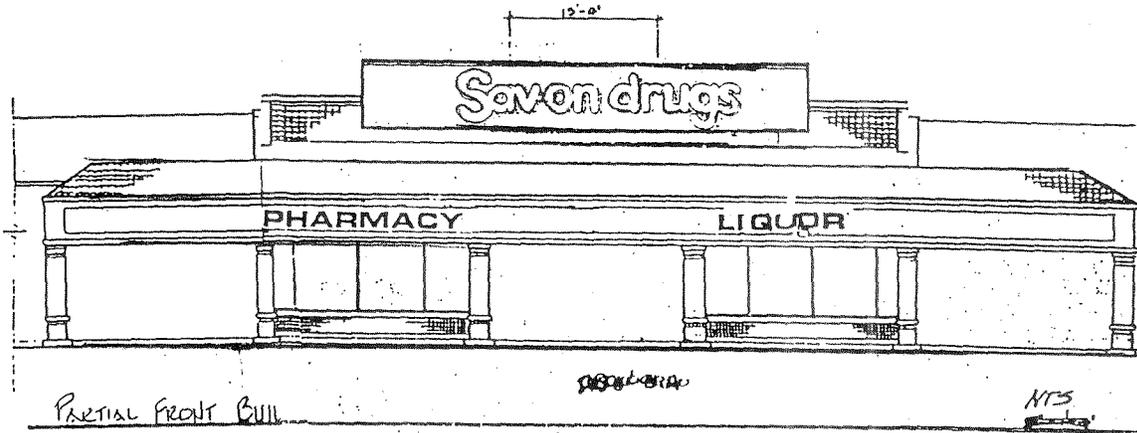
"LIGHT": FLO RED PLEX 2793 WITH 3/4" FEU T/C

"SIGN": FLO RED PLEX 2793 WITH 2 1/4" WHITE T/C

"LOGO": BACK WITH RED PLEX 2792

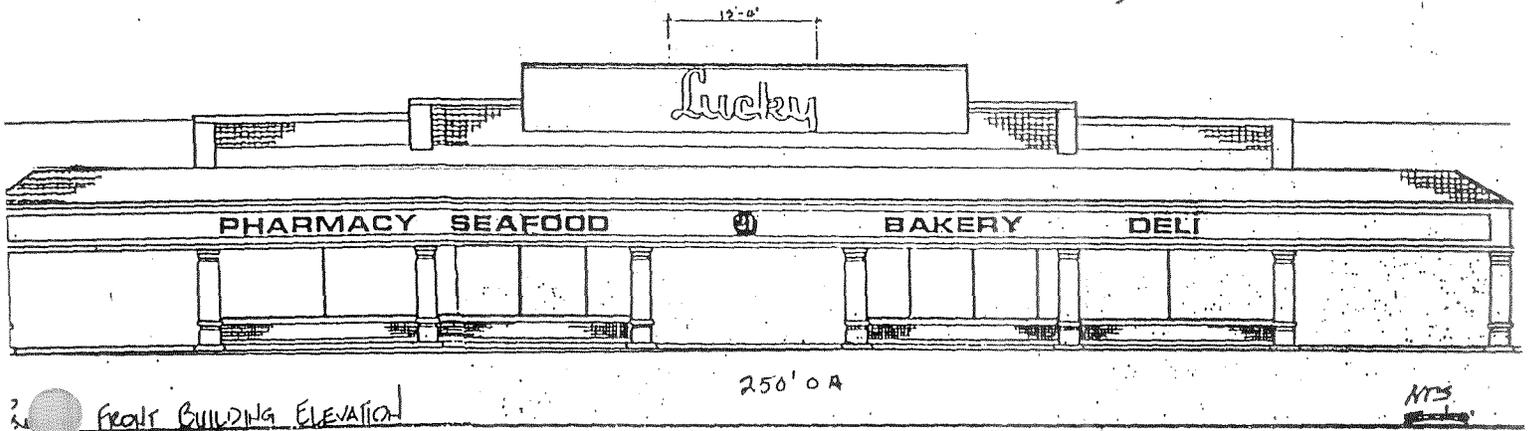


MAJOR TENANT SIGNS



5" DEEP CHAN LETTERS NEON ILLUM. RED SIDES WHITE TRIM CAP
RED 3M VINYL ON WHITE FACE 1" OF WHITE TO SHOW

5" DEEP CHAN. LTRS NEON ILLUM RED SIDES, FACES & TRIM CAP



SIGN CRITERIA FOR SHOPPING CENTER
NORTHEAST CORNER 25TH ST. E. AND AVE. S.
BUILDINGS #2 (2531), #3 (2551) & #4 (2541) E AVE. "S" CUP-89-4
PALMDALE, CALIFORNIA

APPROVED
SUBJECT TO CONDITIONS:
CITY OF PALMDALE
PLANNING DEPARTMENT
SIGN PERMIT CUP 89-4
DATE 12-20-90

THE CRITERIA SET FORTH IN THIS EXHIBIT "C" (SIGN CRITERIA) HAVE BEEN ESTABLISHED SOLELY TO FACILITATE THE SUBMISSION OF SIGNS FOR LANDLORD'S AND CITY OF PALMDALE'S WRITTEN APPROVAL AS SET FORTH IN SECTION 17 OF THE LEASE TO WHICH THIS EXHIBIT "C" IS ATTACHED. NOTHING IN THIS EXHIBIT "C" SHALL LIMIT OR RESTRICT IN ANY MANNER WHATSOEVER EITHER THE OBLIGATIONS OF TENANT, OR THE RIGHTS OF LANDLORD, AS SET FORTH IN SAID SECTION 17. IN THE EVENT OF ANY INCONSISTENCY BETWEEN THIS EXHIBIT "C" AND SAID SECTION 17, THE TERMS OF SAID SECTION 17 SHALL PREVAIL. LANDLORD MAY, AT THE SOLE DISCRETION OF LANDLORD, ADD, DELETE, OR CHANGE THIS EXHIBIT "C" PROVIDED, HOWEVER, THAT NO SUCH ADDITION, DELETION OR CHANGE SHALL AFFECT ANY WRITTEN APPROVAL OF LANDLORD DELIVERED TO TENANT PRIOR TO THE EFFECTIVE DATE OF THE REVISION.

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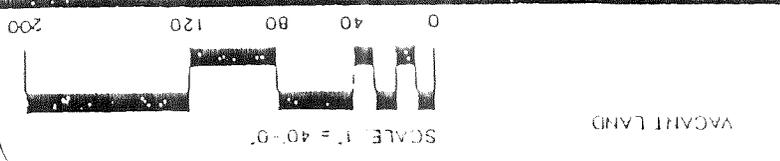
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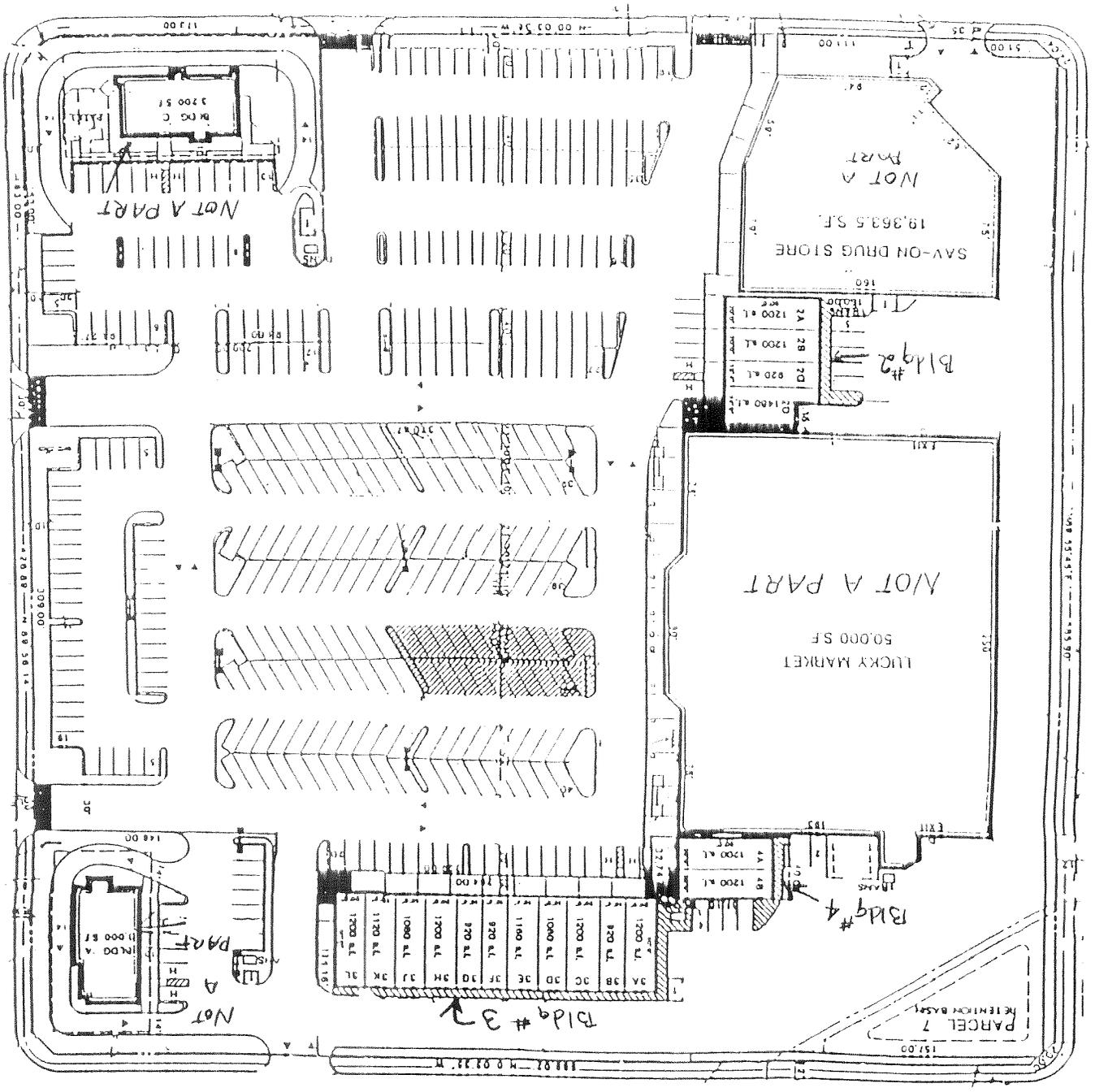
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PARKWAY PLAZA
PALMDALE, CA.



26th STREET EAST



26th STREET EAST

S AVENUE