

Preliminary Sign Program
Center Pointe Shopping Center
Beaumont, CA

Landlord
c/o
Rich Development Enterprises, LLC
1000 N. Western Avenue, Suite 200
San Pedro, CA 90732

CITY OF BEAUMONT
APPROVED
BY: *C. Gabriel*
PLANNING DIVISION
DATE: *7-18-10*

Amend. No. 2

Table of Contents

- A. Introduction**
- B. General Criteria and Sign Design**
- C. Prohibited Signs**
- D. Sign Construction**
- E. Sign Types and Specifications**
 - 1. Major Building Tenant Signage**
 - 2. Building Pad Tenant Signage**
 - 3. Minor Building Tenant Signage**
 - 4. Center Monument Signage**
 - 5. Building Address and Regulatory Signage**
- F. Temporary Signage**

Exhibit A – Site Plan

Exhibit B – Monument Signs

A. Introduction

The purpose of this sign program is to ensure coordination and compatibility between all signs with the Center. Signs will be high-quality and will be consistent with the established City Sign Program. Criteria shall establish the sign standards necessary to provide coordinated, imaginative, and proportional exposure for all the Tenants to be located within the Center. Performance shall be strictly enforced and any non-conforming sign that is installed shall be removed immediately by a professional sign contractor at Tenant's expense.

B. General Criteria and Sign Design

1. Each Tenant shall submit for approval to Rich Development or designated agent, two (2) original sets of the detailed shop drawings of its proposed sign, indicating conformance with the Planned Signed Program herein outlined.
2. Tenant shall submit the sign drawing approved by the Landlord to the City for its approval and issuance of a sign permit prior to the start of any sign construction.
3. Tenant shall pay for all signs and their installation and maintenance. Tenant shall also obtain all necessary permits and approvals.
4. Tenant shall be responsible for fulfillment of all requirements of this Planned Sign Program.
5. Tenant may place signs at rear entry for delivery and emergency purposes only. Sign size not to be more than a total of 144 square inches.
6. Tenant may place signs upon entrance to its demised premises; not more than 144 square inches of lettering, not to exceed two (2") inches in height, indicating hours of business, telephone, etc.
7. Location and spacing of the signs on all buildings shall generally conform at a location which centers on Tenant's space. The Landlord shall determine the exact horizontal placement of all signs upon the building in conjunction with the approval of the shop drawing of the individual signs.
8. Each Tenant shall be responsible for and repair of any damage to any surface caused by the sign or its installation.
9. Each tenant shall be responsible for the performance of its sign contractor.
10. Each tenant shall be responsible for keeping its signage in good working order.
11. Landlord reserves the right to periodically hire an independent electrical or sign consultant, at Tenant's sole expense to inspect the installation of all of Tenant's signs. Tenants will be required to correct discrepancies and/or code violations at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not addressed within fifteen (15) days of notice or pursuant to Leasehold provision(s) or City requirements, may be corrected by Landlord at Tenant's expense.
12. Tenant's sign contractor shall carry Workmen's Compensation and Public Liability Insurance against all damage by any and all persons and /or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. An insurance endorsement must be provided to the Landlord prior to installation naming: Landlord and Rich Development Enterprises, LLC as Additional Insured.
13. Tenant shall remove sign and restore the fascia to original condition which Landlord shall approve at Tenant's sole cost and expense within fifteen (15) days of expiration of terms or earlier termination of Tenant's lease. Failure to repair and restore will result in Security Deposit deduction or other legal remedies.
14. Landlord will install and pay for the following building address signs according to Fire Department requirements.
 - a. Building Address Sign: To be twelve inches (12") high, located and installed by Landlord.
 - b. Front Suite Address Sign: Suite address numbers or letters are to be three inches (3") high, in a uniform color (matte finish only) and font with the letters installed over entry door.

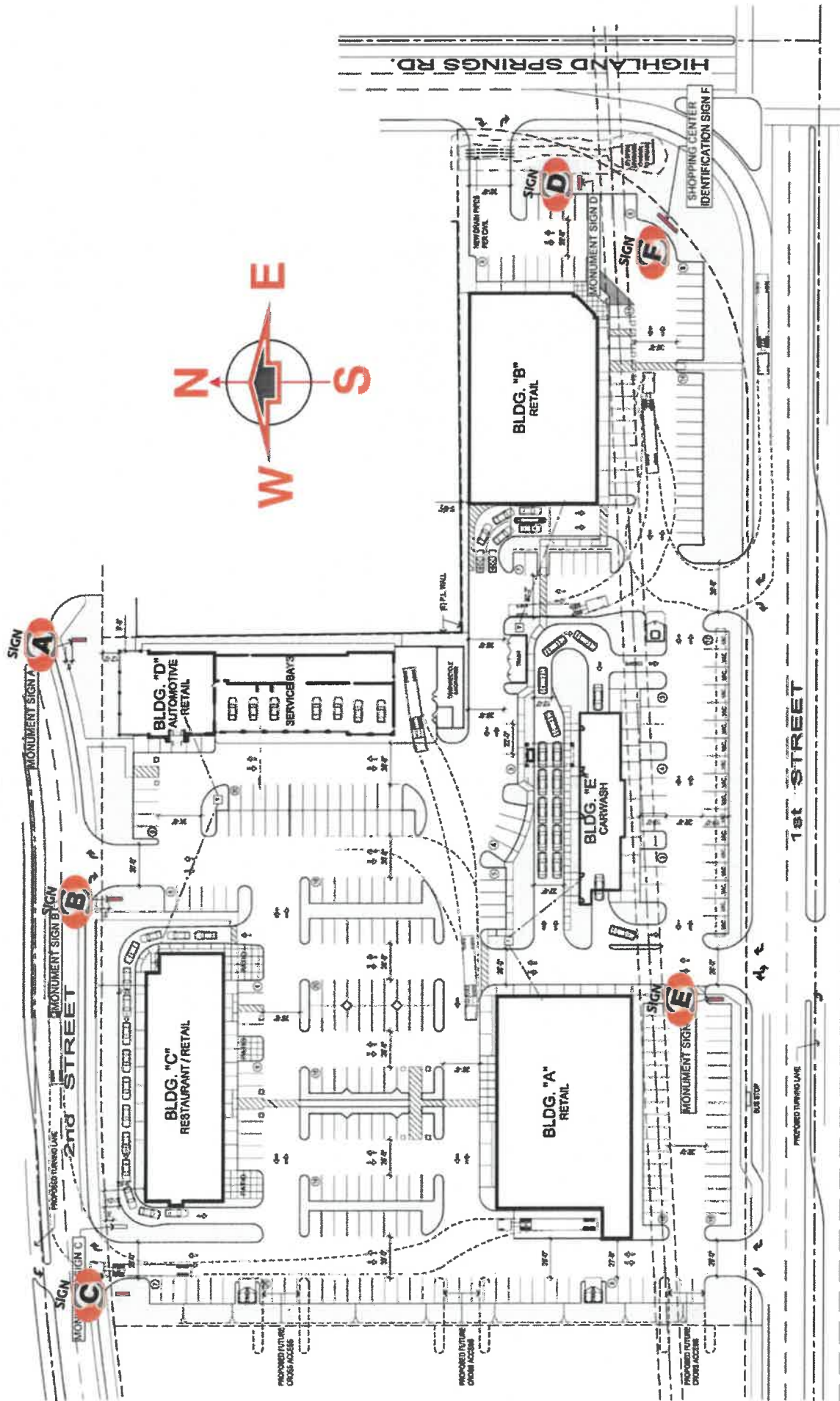
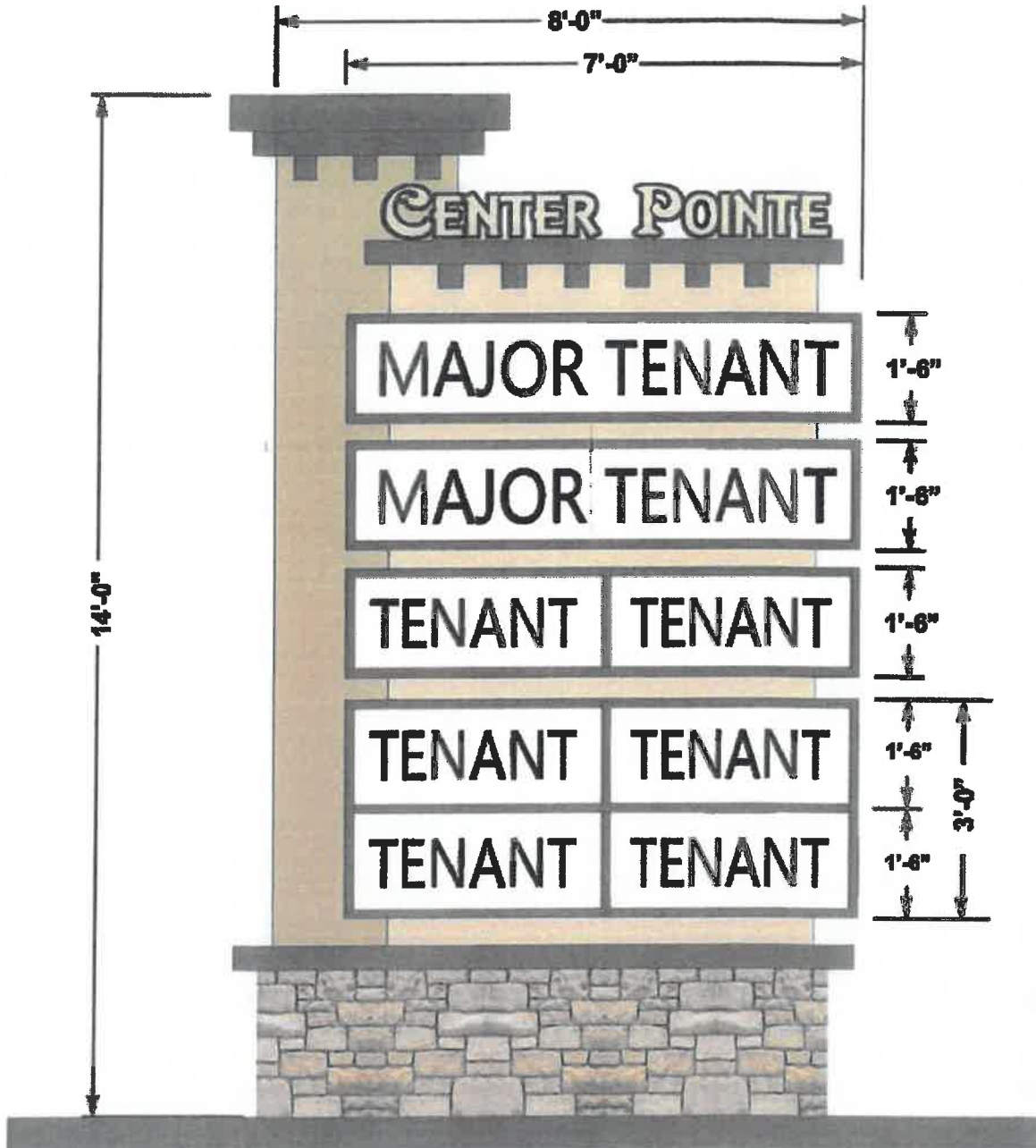
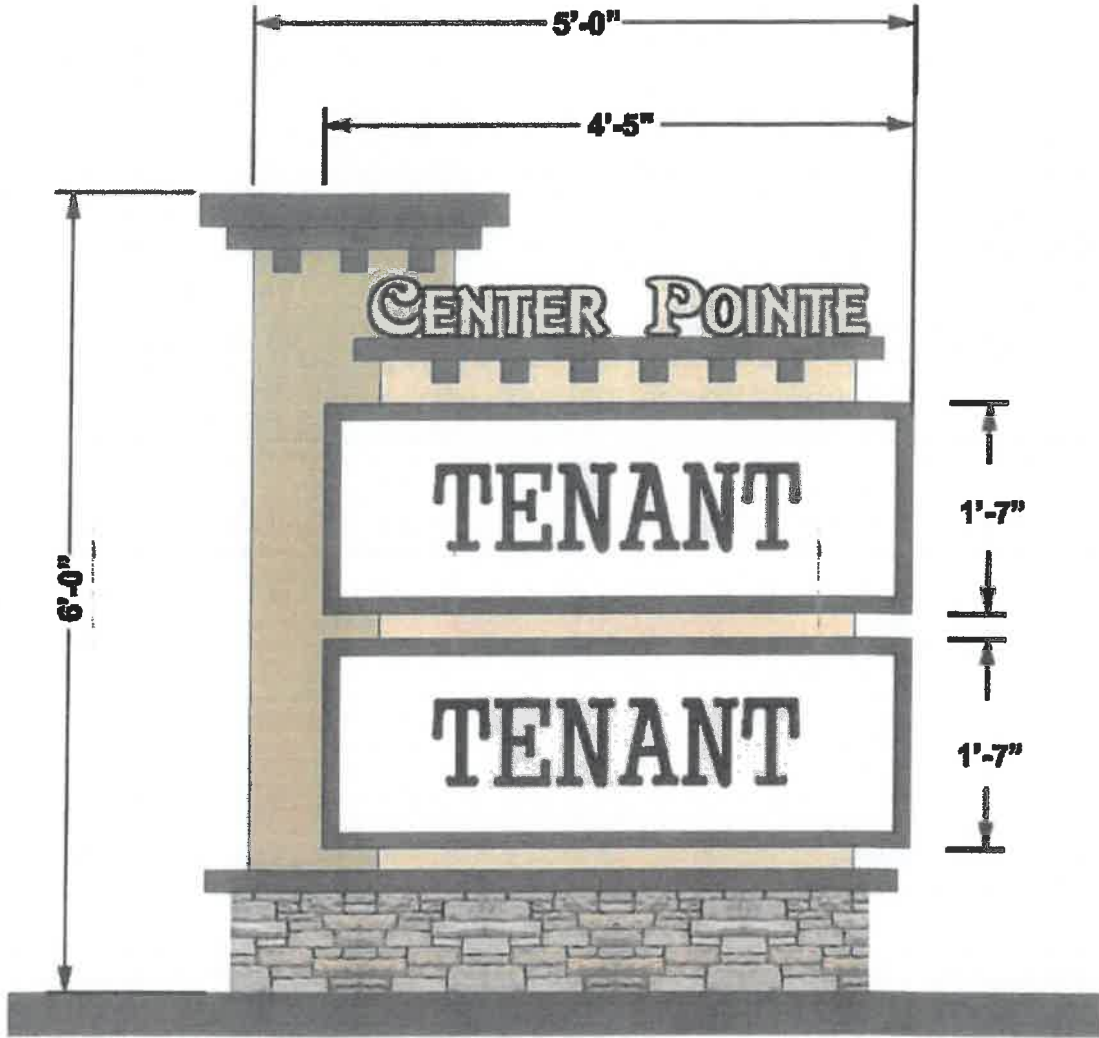


EXHIBIT A - SITE PLAN

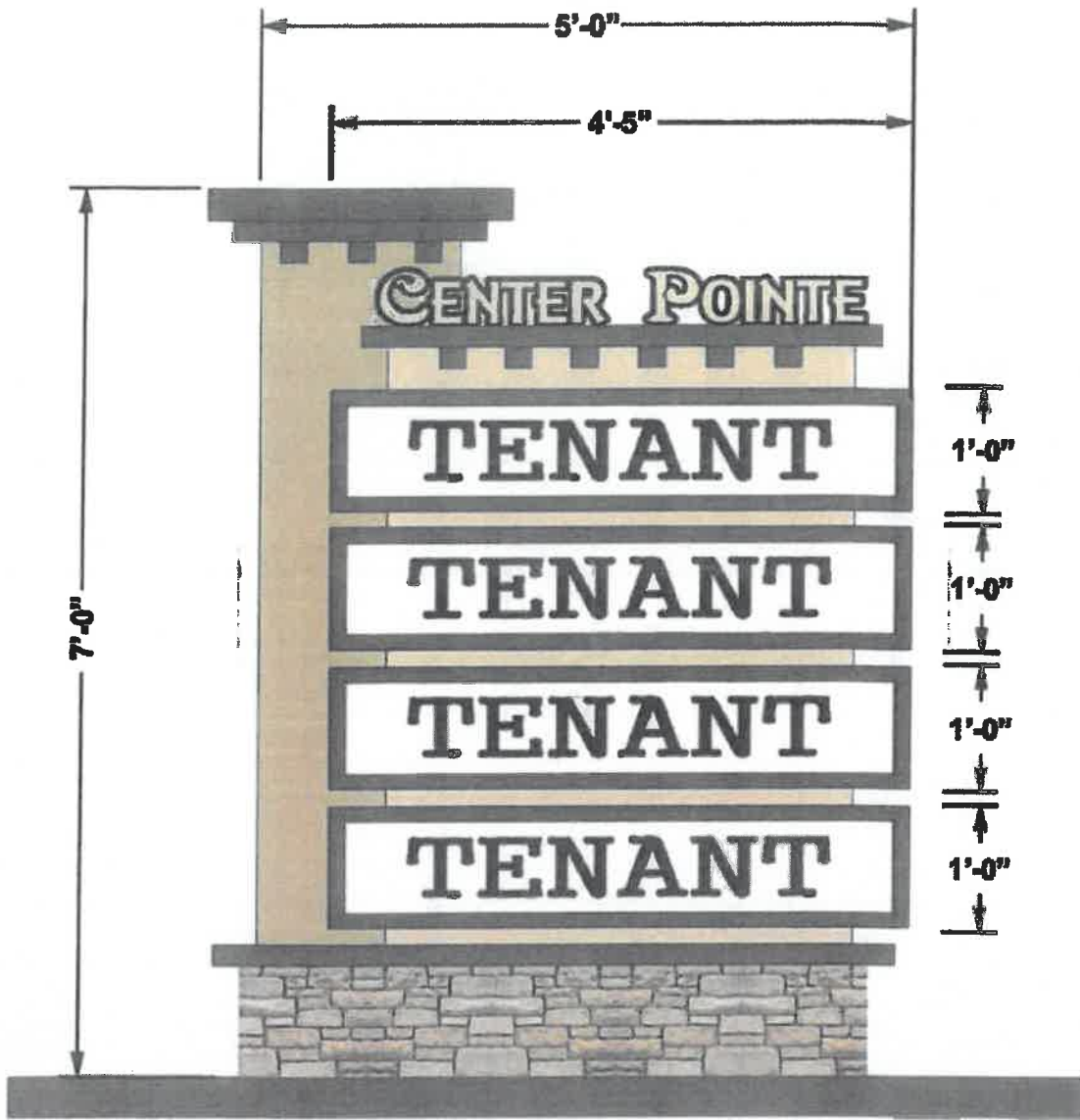
EXHIBIT B - MONUMENT SIGNS



Signs A & D **Conceptual Pylon Signs**
Scale: 1/2" = 1'-0"



Sign B **Conceptual Monument Signs**
 Scale: 3/4" = 1'-0"



Signs C & E Conceptual Monument Signs
 Scale: 3/4" = 1'-0"



- c. Rear Suite Address Sign (as needed): Three inches (3") high store address numbers in a uniform color (matte finish only) and font are to be installed on the rear doors.

15. The sign area of signs affixed to buildings shall be measured by the area of individual letters and logos as determined by jurisdictional code.

C. Prohibited Signs

The following types of signs are prohibited:

1. Outdoor advertising or advertising structure including, but not limited to, "sandwich boards", banners, flags, inflatables, "lawn" signs, vehicles and mobile billboards displaying Tenant name outside demised premises unless approved in writing by Landlord in Landlord's sole discretion and subject to city code.
2. Exposed junction boxes, transformers, lamps, tubing, conduits, exposed raceways or neo crossovers of any type, except as noted otherwise in the Planned Sign Program.
3. Signs visible through the windows of the premises are subject to city code. These include painted, hanging, or neon signs. Decorations attached to windows are prohibited.
4. Temporary wall signs are not permitted with the exception of Banners in accordance with Section F of this Sign Program.
5. Pre-manufactured signs, such as franchise signs, that have not been modified to fit this criteria, except as noted otherwise in the Planned Sign Program.
6. Paper, cardboard, stickers or decals placed around, on, or behind storefronts.
7. Exposed fastenings unless fastenings make an intentional statement.
8. Freestanding signs, except as provided in the Planned Sign Program.
9. Signs which move, swing, rotate, flash, except as provided in the Planned Sign Program.
10. No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or any other symbol or characters in such manner to interfere with, mislead or confuse traffic.
11. Signs, banners, flags or similar advertising devices that are exhibited, posted or displayed by any person, including anything of an obscene, indecent, or immoral or unlawful activity are strictly prohibited. Landlord reserves the right in its sole discretion to immediately remove items that it believes violate this clause.
12. No sign shall be installed, relocated or maintained so as to prevent free ingress or egress from any door. No sign shall be attached to a standpipe, post, or any other item in the common area, except those signs as required by code or ordinance.
13. Signs or parking lot flyers on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, or identify a store of its merchandise is prohibited.
14. Any sign located on the roof or projected above the roofline of a building, except as noted otherwise in the Planned Sign Program.

D. Sign Construction

1. All signs and installation shall comply with all applicable City building and electrical codes, and shall bear a U.L. label.

2. The Tenant's sign contractor shall completely install and connect sign and primary wiring at sign location consistent with Landlord's approval. Signs are to be connected to a J-box which is connected to Tenant's electrical panel.
3. All penetration of exterior fascia to be sealed watertight, and finished to match adjacent material, subject to Landlord's approval.
4. All signs shall be kept in good condition, be legible adequately repaired and maintained by the Tenant at all times. The standards for maintenance and repair of signs shall maintain the highest visual quality.
5. All exterior signs shall be secured by concealed fasteners, stainless steel, nickel or cadmium plated.
6. Plastic surfaces to be 3/16 inch (3/16") as manufactured for outdoor advertising.
7. All exterior signs shall be mounted flush to building wall.
8. Internal illumination to be 600 milli-amp Neon or LED installations labeled in accordance with the "National Board of Fire Underwriters Specifications". No other labels or identification will be permitted on the exposed surfaces of the sign except those required by local ordinances.

E. Signage Sign Types and Specifications

E.1 Tenant Signage

Tenants are subject to the following regulations.

Number of Signs Allowed: Each Tenant is allowed two signs per elevation. Building A shall be allowed one (1) 5' x 10' single face LED illuminated sign, four (4) 3' x 6' single face LED illuminated signs, two (2) 2' x 4' single face LED illuminated signs, four (4) 2' x 5' Signs with a 3 2/3' diameter circular background and two (2) 9"x6' LED entry signs.

Sign Types Allowed: Signage shall be individual channel letters with translucent Plexiglass for the face of the letters. The letters shall be both internally illuminated, either by Neon or LED. The returns of the channel letters shall be 5 inches (5") deep. The channel letters shall have a 3/4 inch (3/4") trim cap. Signs shall be one (1) uniform color throughout and one (1) font/letter style, unless approved by Landlord. In cases where Tenant is part of a national or regional chain whose graphics are a part of tenant's branding, in which case said Tenant would be allowed a letter color, font, logo, and typical signage in accordance with their corporate specifications.

Maximum Sign Area: The signs allowed per tenant shall not exceed one and one half (1 1/2) square foot per every one (1) lineal foot of the Tenant's frontage or elevation.

Maximum Letter and Logo Height: The maximum height for any letter or logo shall not exceed 60 inches for Tenants 10,000 sq. ft or larger, 48 inches for Tenants 4,000-9,999 sq. ft. and for Tenants under 4,000 sq. ft. 30 inches on the entrance elevation and 24 inches on any side or rear elevations.

Lines of Copy: Maximum two (2) lines of copy.

Maximum Length of the Sign: The maximum length of the sign shall not exceed 75% of the tenant leasehold frontage or elevation.

Sign Location: Tenant wall signs shall be centered horizontally and vertically in the sign band area within the wall plane defined by architectural features. Building A shall be exempt from this design guideline.

Directional Signage for Drive-Thru(s): Each restaurant drive-thru is allowed two (2) menu board signs. The height of the menu board sign shall not exceed eight (8) feet and the area of the sign shall not exceed forty-five square feet (45 sf.). The location of the drive-thru sign shall allow sufficient queuing of the drive-thru and shall be subject to approval from the City's Traffic Engineer. In addition to drive thru menu board signs, Building A shall be allowed up to eighteen (18) drive-in menu boards for every drive-in stall. The height of the drive-in menu board signs shall not exceed six (6) feet and the area of the sign shall not exceed twelve and half square feet (12.5 sf.) on each side of the menu board. Building A shall also be allowed up to three (3) directional signs located within the interior of the Shopping Center.

Exterior ATM Signage: Any exterior ATM is allowed one (1) sign within the framing of the ATM. The sign copy shall be limited to "ATM" and the logo and/or name of the bank. The sign shall not include any additional advertising for the business. The sign area shall not exceed a total of six square feet (6 sf.). The maximum letter and logo height shall not exceed eighteen inches (18").

E.2 Center Free Standing Signage

Free Standing Sign Locations: All Free Standing signs shall be located as shown on Site Plan Exhibit "A".
Free Standing Signs Inventory: The Free Standing Signs shall consist of the following per Exhibit "B".

Monument Sign A:
Monument Sign B:
Monument Sign C:
Monument Sign D:
Monument Sign E:
Shopping Center Identification Sign F:

E.3 Address and Regulatory Signage

- a. **Building Address Sign:** Building Address Sign shall be located on each building and shall be 12-inch (12") high dark brown aluminum numbers attached to the building.
- b. **Front Tenant Address Sign:** Tenants are allowed a Tenant address sign that may be 3 inches (3") high and made of white vinyl located above the tenant entry door.
- c. **Rear Tenant Address Sign:** Tenants are allowed a Tenant address sign that may be 3 inches (3") high and made of dark brown vinyl located outside of Tenant's exit door on the rear elevation of the tenant space.
- d. **Regulatory Signage:** All Regulatory Signage, such as "No Skateboarding", "No Loitering", Handicapped Parking Signs and "No Overnight Parking" shall comply with the City code.

F: Temporary Signage

- a. Banners are only permitted with issuance of City permit and Landlord approval.
- b. Temporary window signs are allowed subjects to the following conditions.
 - 1) Landlord approval in writing.
 - 2) City approval if required.

G. General Insurance Information

Notwithstanding anything that may be contained in the Lease or this Planned Sign Criteria to the contrary, all of the sign areas, allotment or allowances are subject to City code or governing agency.