

WOODVIEW PLAZA

~~VONS CENTER~~**EXHIBIT "C"--Sign Criteria**

Acceptance and performance of this sign criteria standard for the above location shall be enforced by the City of Chino Hills and any non-conforming signs shall be removed by the Tenant hereunder or by its sign company, at the Tenant's sole cost and expense, upon demand by the Landlord of the Shopping Center. Should there be any exceptions to the following standards for signs, the request for compliance needs to be approved by the Landlord and/or Landlord's architect. Landlord retains full right of prior approval for any sign planned for the Shopping Center.

I. TENANT/OWNER REQUIREMENTS

A. Each tenant is to submit three (3) copies of detailed sign shop drawings of the proposed sign to the Landlord for written approval, indicating the proposed sign is in conformance with the sign standards herein outlined. Sign shop drawings should be sent to: THE VONS COMPANIES, INC., Attn.: Mr. Donald J. Howard, Senior Vice President, 618 Michillinda Avenue, Arcadia, CA 91007-6300. These drawings shall include the building elevations to which the signs are to be attached, sign dimension graphics, location, site plan, color and method of attachment, and an approval must be obtained prior to submittal to the City of Chino Hills.

NOTE: Any non-conforming sign, as determined by the Landlord or its architect, due to the failure to submit sign shop drawings prior to the fabrication or installation of said sign, shall be removed at the sole cost and expense of the responsible tenant.

B. Each tenant shall submit a sign shop drawing, approved by the Landlord, to the planning and building authorities of the City of Chino Hills for approval, and shall obtain a sign permit prior to the implementation and installation of exterior sign construction.

C. Each tenant shall have sole and exclusive responsibility to pay for all sign component construction and installation (including, by example and not by way of limitation, final connection, transformers and all other labor/materials) maintenance and city permits. Each tenant shall be responsible for and repair any damage within the Shopping Center caused by the signage or its installation.

D. Each tenant is responsible for obtaining all required city permits, as well as for obtaining final inspections from city sign code enforcement officers.

E. Each tenant or tenant's sign contractor shall be responsible for verifying all conduit and transformer locations and service entrances prior to sign fabrication and installation.

F. Each tenant shall be fully responsible for the actions of its sign contractor, and shall indemnify, defend and hold harmless the Landlord (as such term is defined in Section 18 of the Lease) from all costs, damages, expense or liability resulting from its contractor's work.

G. Landlord reserves the right, at any time, to hire an independent electrical engineer, at Tenant's sole cost and expense, to inspect the installation of all Tenant's signs. Tenant will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals or discrepancies not corrected within fifteen (15) days of notice, may be corrected by Landlord at Tenant's expense.

H. Tenant's sign contractor shall carry Workers Compensation and public liability insurance against all damages suffered or done by any and all persons and/or property, relating to the construction and/or erection of signs, in the amount of not less than One Million Dollars (\$1,000,000.00) per occurrence. Evidence of this insurance must be provided to Landlord prior to installation. Sign contractor shall name Landlord as an additional insured.

- I. Upon vacancy, tenant shall remove sign and restore fascia to original conditions, at tenant's sole cost and expense, within fifteen (15) days of expiration of term or earlier termination of tenant's lease.

II. GENERAL SIGN SPECIFICATIONS

- A. No exposed raceways, crossovers, conduits, conductors, transformers, etc. shall be permitted.
- B. All sign lettering shall be restricted to the net sign area and have a semi-gloss finish.
- C. No projections above or below the net sign area will be permitted (unless otherwise approved by the center owner).
- D. All signs and their installation must comply with all local building and electrical codes and bear data and U.L. labels placed at the lower left side of the sign.
- E. For the purposes of store identification, the tenant will be permitted to place upon each entrance to its premises not more than 144 square inches of gold leaf or decal application lettering not to exceed 2 inches in height, indicating hours of business, emergency telephone, etc. The number and letter type-face shall be subject to architectural approval.
- F. No more than two rows of letters are permitted, provided their maximum total height does not exceed the height of the net sign area.
- G. Tenants shall only display their established trade name of their basic product line, i.e., Sam's Toys.
- H. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched and painted to match existing fascia of building.

III. PROHIBITED SIGNS

A. Cabinet Signs.

No single-face plexiglas cabinet signs shall be permitted.

B. Signs constituting a Traffic Hazard.

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 which makes use of the words "STOP," "LOOK," "DANGER," or any other words, phrases, symbols or characters in such a manner as to interfere with, mislead, or confuse traffic.

C. Immoral or Unlawful Advertising.

It shall be unlawful for any person to exhibit, post or display, cause to be exhibited, posted or displayed upon any sign anything of an obscene, indecent or immoral nature or unlawful activity.

D. Signs on Doors, Windows or Fire Escapes.

No window signs will be permitted, except as noted herein. No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign of any kind shall be attached to a standpipe, except those signs as required by code or ordinance.

E. Animated, Audible, or Moving Signs.

Signs consisting of any moving, swinging, rotating, flashing, blinking, twinkling/sparkling, fluctuating, or otherwise animated light is prohibited, except for the Time and Temperature displays approved by the center owner or architect and all governing agencies.

F. Off-Premise Signs.

Any signs, other than a directional sign, installed for the purpose of advertising a product, event, person, or subject not related to the premises upon which said sign is located is prohibited.

G. Vehicle Signs.

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicle, is not permitted.

H. Light Bulb Strings and Exposed Tubing.

External displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs or open, exposed neon or gaseous light tubing are not permitted.

I. Banners, Pennants and Balloons Used for Advertising Purposes.

Flags, banners or pennants, or a combination of same, constituting an architectural feature which is an integral part of the design character of a project, may be permitted subject to landlord and city approval.

J. Signs in Proximity to Utility Lines.

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than that prescribed by the laws of the State of California are not permitted.

IV. TENANT SIGNAGE CRITERIA**A. Wall Signs.**

Channel metal letters with the following design standard criteria:

1. Individually illuminated letters.
2. 5" deep, 20 ga. metal letters, returns to be same color as building fascia with matte finish.
3. Letter faces to be plexiglas using either Rohm & Haas colors Red #2793, Blue #2115, Green #2108, or Burgundy #2483.
4. Letters standardized 18" maximum height or two (2) rows of no more than 18" in total height. Company logo's to comply with the 18" height limit.
5. Letter type style to be either Helvetica Medium or Avante Garde, unless identification is known by a national corporate logo design, i.e., McDonalds, etc.
6. Maximum area based on 60% of leasehold (linear frontage) width, i.e., $\text{tenant frontage} \times 60\% \times 18" = \text{Maximum Square Footage Area}$.
7. Maximum one (1) tenant sign per tenant per frontage.

B. Pole Signs.

To be decided with proper city authorities and landlord.

C. Roof Signs.

Will not be permitted.

D. Design Review.

Non-exempt signs on the site of a project subject to Design Review shall be reviewed by the Design Review Committee in the same manner as other project components.

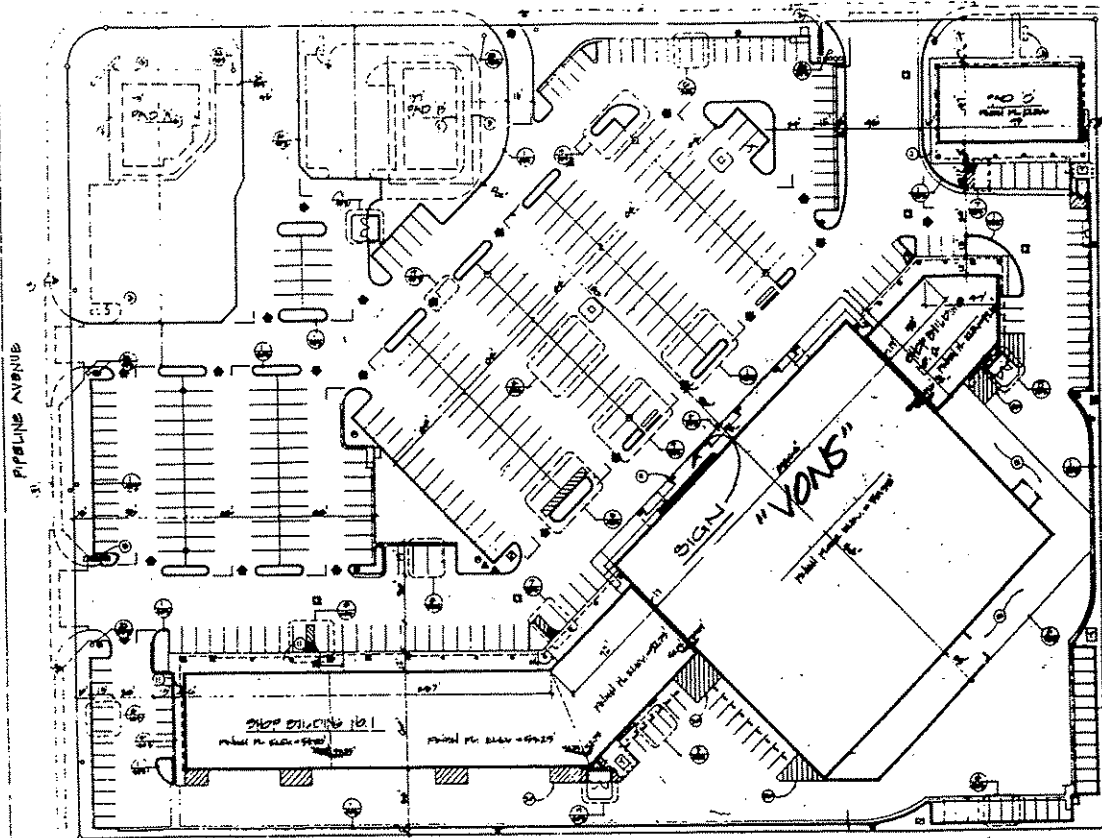
E. Sign Construction.

1. All signs and their installation shall comply with all applicable City building and electrical codes, and bear U.L. labels.
2. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location, per landlord's approval. Signs are to be connected to the J-box (without wire) provided by the landlord, which is connected and controlled at the landlord's house panel for uniform control of hours of illumination, unless otherwise directed by landlord.
3. All penetrations of exterior fascia to be sealed watertight; color and finish to match adjacent material, subject to landlord's approval.
4. All signs shall be kept in good condition, be legible, adequately repaired, maintained and painted by the tenant thereof at all times. All repairs shall be at least equal in quality and design to the original signs. The standards for maintenance and repair of signs shall be that which will assure the highest visual quality.
5. All exterior signs shall be secured by concealed fasteners, stainless steel, nickel or cadmium plated. All exterior signs shall be mounted 1/2" from the building for proper drainage.
6. Plastic surfaces to be Rohm & Haas 3/16" plexiglas as manufactured for outdoor advertising.
7. Internal illumination to be 30-milli-amp neon installation labeled in accordance with the "National Board of Fire Underwriter's Specifications." No other labels or identification will be permitted on the exposed surfaces of the sign, except those required by local ordinances.
8. All exposed letters' sheet metal returns shall be of 24 gauge, painted with one coat of lead primer and two coats bronze enamel to match Ditzler Dar 1000-H.

F. Sign Design.

Tenant's are required to have an illuminated sign on their fascia and a non-illuminated sign under the canopy, unless otherwise specified in the criteria or approved by owner. Location shall be directed by owner. Each tenant sign shall not exceed one square foot of sign for each lineal foot of building frontage, up to a maximum area of 100 square feet.

CH. 10 - 100' PARKWAY



SITE PLAN



(VONS)