

S.P. No. 3

ALTA LOMA SQUARE

SIGN CRITERIA

8732-8796 19TH STREET
RANCHO CUCAMONGA, CALIFORNIA

October 20, 1994

Revised

April 10, 1997

OWNER: LEWIS DEVELOPMENT COMPANY

- City Planner Approval
- Design Review Committee Approval

Date: 5/13/97 By: [Signature]
File No.: S.P. No. 3
For: _____
City of Rancho Cucamonga

- City Planner Approval
- Design Review Committee Approval

A. INTRODUCTION

The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment.

Conformance to this sign criteria shall be rigorously enforced and any nonconforming signs shall be removed by the Tenant or his sign contractor at their expense, upon demand by landlord.

File No.: _____
 By: _____
 City of Rancho Cucamonga

Tenant agrees to design, construct and install signage at Tenant's sole cost and expense in accordance with this sign criteria as set forth below, and with the Landlord's prior written consent, prior to Tenant opening for business in the center. Conformance to detailed sign drawings and specifications which have obtained the prior approval of the Landlord and the City of Rancho Cucamonga will be strictly enforced and any non-conforming sign must be brought into conformance at the sole cost of the tenant erecting the sign. Landlord shall administer and interpret this sign criteria and such administration and interpretation shall be binding upon all Tenants of the shopping center.

Exceptions to these standards shall be reviewed by the Landlord. However, based upon our field experience, deviations will generally result in serious inequities between Tenants. Accordingly, the Landlord, will retain full rights of approval of any sign used in the center.

B. GENERAL OWNER/TENANT REQUIREMENTS

1. Each tenant shall submit for written approval, four (4) copies of the detailed shop drawings of his proposed sign, indicating conformance with the sign criteria herein outlined. Such submittal's shall include, but not be limited to site plan showing sign orientation, exterior elevations showing signage and storefront width, all pertinent dimensions, details and color callouts.

Send to Landlord:

ALTA LOMA SQUARE
 Lewis Development Company
 P.O. Box 670
 Upland, California 91785
 Attn: Property Management

2. The Tenant shall submit a signed drawing approved by the Landlord to the City of Rancho Cucamonga Planning Department for approval prior to the start of any sign construction, and shall pay for all required approvals and permits.
3. The Tenant shall pay for all signs and their maintenance.
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. The location of all signs shall be per the accompanying design criteria.
7. All Tenants are required to have an individual letter sign per the accompanying design criteria.
8. Tenants shall display only their established trade name, e.g. "Foster's Donuts."

City Planner Approval
 Design Review Committee Approval

9. All work shall be of excellent quality. Landlord reserves the right to reject any work determined to be of lesser quality as determined by Landlord.
Date: _____ By: _____
File No.: _____
10. This sign approval constitutes compliance with the Landlord's criteria only and does not modify the terms and conditions of any Lease Agreement whatsoever.
City of Rancho Cucamonga

C. GENERAL SIGN SPECIFICATIONS

1. The width of the tenant fascia sign shall not exceed 70% of the storefront dimension or average lease bay width, whichever is greater, or 25 feet, whichever is less. Sign shall be centered on storefront unless prior approval is obtained from Landlord and the City of Rancho Cucamonga.
2. All lettering shall be restricted to the "net sign area". See accompanying design criteria for specific information.
3. No projections above or below the "net sign area" will be permitted (except as otherwise approved in writing).
4. One sign space shall be allowed for each Tenant with a single frontage (except as otherwise approved in writing). Corner Tenant or Tenants with more than one (1) frontage shall be allowed a maximum of two (2) signs.
5. Tenant shall be solely responsible for the installation and the maintenance of its own sign.
6. Tenant's sign contractor shall repair any damage to the premises or other property within the center caused by the contractor's work. Should Tenant's contractor fail to adequately repair such damage, Landlord may, but shall not be required to, repair such damage at the Tenant's expense.

D. SIGN SPECIFICATIONS/SHOP BUILDINGS A & D

1. Tenant shall install one sign on the fascia in front of Tenant space. The height of each sign shall be measured from top to bottom and shall not exceed the following guidelines:
 - (a) Maximum letter height is 18".
 - (b) Minimum letter height is 12".
 - (c) All signs to be single line only.
 - (d) The letter style shall be restricted to Helvetica Bold (upper or lower case) unless as approved by the Landlord, and subject to City Planner approval.
 - (e) All sign colors shall be selected from the following Acrylate list:

Red #278	White #015	Blue #605
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2. Each sign shall consist of internally illuminated individual letters. Internally illuminated individual letters shall consist of (1) channel letters, (2) neon illumination, (3) plastic face, and (4) trimcap.
3. Channel letters shall be made of 22 ga sheet metal, 5" deep, sides painted medium bronze. Channel letters shall be fastened to and be centered on the sign fascia.

4. Letters shall be internally illuminated via neon lighting. Transformers shall be housed in a raceway located behind the sign fascia and exposed raceways are prohibited.
5. Plastic faces shall be trimmed with a 3/4" trimcap (medium bronze) to match letter returns.
6. Illuminated cabinets in conjunction with individual channel letters may be permitted. Cabinet shall not exceed 24"x 36", plastic face to be white with vinyl overlay to match Tenant's individual lettering. Letters to be cut out to show white when illuminated. Cabinet and channel letters must be within allowable area.
7. A trademark/logo may be combined with the individual letters if said trademark/logo is "registered" or nationally recognized with at least five (5) open stores and is within the allowable area and size requirement.
8. Sign shall be attached in designated areas and may not exceed 70% of the area of leasehold frontage or average bay width. Sign shall be centered both from top to bottom on the fascia and from left to right on the storefront. Tenants with more than one (1) frontage shall be allowed two (2) signs whose total length shall not exceed 70% of the area of each respective side.
9. In addition to the signs described above, each Tenant shall be permitted to place white vinyl lettering (Helvetica medium letter style) to provide store name and hours information as specified on attached detailed sheet "storefront window sign". Total area for this sign shall not exceed 180 square inches. Each tenant who has a noncustomer door for receiving merchandise may have uniformly applied on said door in location, as directed by Landlord, in 2" high Helvetica medium letters, the tenant's name and address.
10. Promotional or special events signs shall be in conformance with the City of Rancho Cucamonga's sign ordinance and must be approved by Landlord prior to submission to the City.

E. CONSTRUCTION REQUIREMENTS

1. Landlord's construction superintendent shall be given adequate notice prior to installation of all sign. Failure to notify Landlord may result in removal of sign to inspect penetration in building face.
2. All Signs shall be fabricated and installed per UL and City standards.
3. Letter fastening and clips are to be concealed and be of galvanized, stainless, aluminum, brass or bronze metals.
4. No labels will be permitted on the exposed surface of the signs, except those required by local ordinance, which shall be placed in an inconspicuous location.
5. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish to Landlord's satisfaction.

City Planner Approval
 Design Review Committee Approval

F. MAJOR TENANT SIGNAGE

The provisions of this Exhibit, except as otherwise expressly provided in
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 File No.: _____
 For: _____
 City of Rancho Cucamonga

this Exhibit, shall not be applicable to the identification signs of Tenants designated by the Landlord as a "Major" or "Special" that may be located in the shopping center, and not shown hereon. For the purpose of this sign criteria, Major or Special Tenants are defined as Pad #1 and Pad #2 and Major #1 and Major #2 (see exhibit A). It is understood and agreed that these occupants may have their typical signage as on similar buildings operated by them in California, provided, however, there shall be no rooftop signs which are flashing, moving or audible and provided said sign is architecturally compatible and has been approved by the Landlord and by the City for all signs not shown as part of this criteria.

G. PROHIBITED SIGNS

City Planner Approval
 Design Review Committee Approval

1. 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 to interfere with, mislead or confuse vehicular or pedestrian traffic.

Date: _____ By: _____
File No: _____
City of Rancho Cucamonga

2. 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 obscene, indecent or immoral nature or unlawful activity.

3. Animated, Audible or Moving Signs:

Signs consisting of any moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or otherwise animated light is prohibited, except for time and temperative displays.

4. Off-Premise Signs:

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

5. Vehicle Signs:

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

6. Light Bulb Strings and Exposed Tubing:

Exterior storefront displays, other than temporary decorative holiday lighting, which consist of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

7. Banners, Pennants and Balloons Used for Advertising Purpose:

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.

8. Sign 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 prohibited.

9. Miscellaneous Signs:

The owner shall provide signs as required to clarify location of service entries and exits, and any other signs deemed necessary for the proper functioning of the center. These signs shall be constructed similar to traffic signs and painted to coordinate with approved colors and materials for the center.

The owner may, at his discretion, provide additional signs to designate specific areas or uses such as: valet parking, special events, temporary no parking, telephones, etc. He may also provide additional signage to small tenants who, because of special circumstances, may require extra visibility or whose visibility may be limited.

10. Monument Signs

A combination of monument and wall sign may be used; however, only a maximum of three (3) signs may be used to identify any one business.

Landlord agrees to identify the Shopping Center with four monument signs, two (2) on Carnelian Street and two (2) on 19th Street (per attached Exhibit "A" and Exhibit "D"). Major Tenants will be allowed to place appropriate identification on these monuments. Landlord shall install and maintain this monument signage.

The Signage Criteria consist of the following identified areas which also serve as an index guide.

INDEX GUIDE:

- 1. Site Plan - Exhibit "A"
- 2. Tenant Signs - Exhibit "B"
- 3. Storefront Signage - Exhibit "C"
- 4. Monument Signage - Exhibit "D"

Tenants will be responsible for the design, construction and installation of their own sign, and shall submit for approval to Landlord, four (4) sets of drawings indicating pertinent dimensions, details, colors, materials, finishes and installation methods. Upon Landlord's approval, the Tenant will then submit all documentation to the City of Rancho Cucamonga Planning Department. No signs shall be fabricated or installed until all of the above approvals have been obtained.

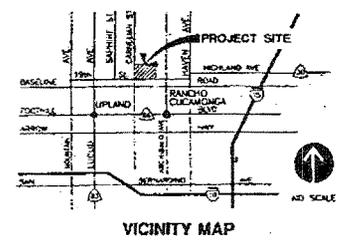
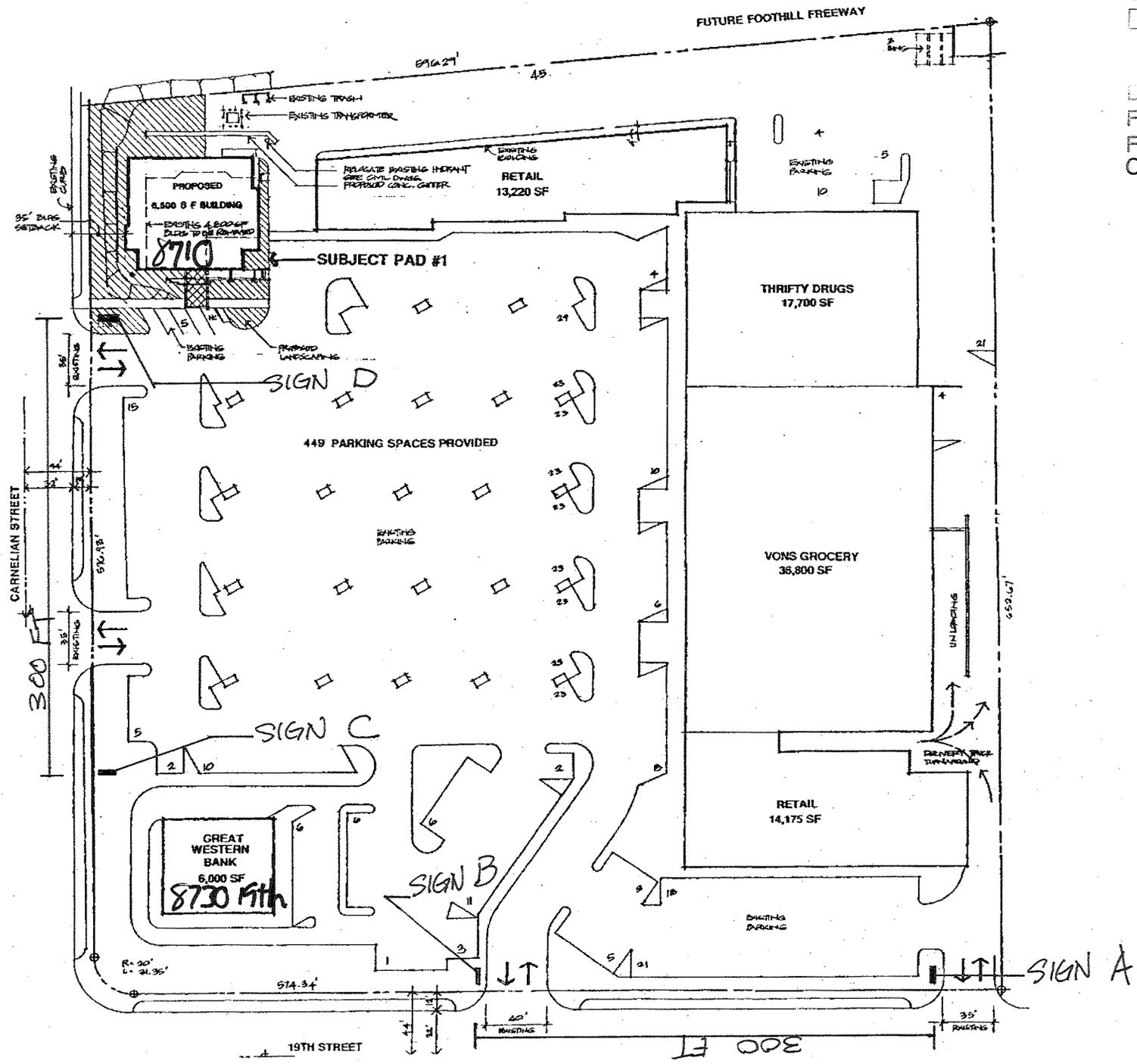
- City Planner Approval
- Design Review Committee Approval

Date: _____ By: _____
 File No.: _____
 For: _____
 City of Rancho Cucamonga

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- Design Review Committee Approval

Date: _____ By: _____
 File No.: _____
 For: _____
 City of Rancho Cucamonga

SIGN PROGRAM
 NO. 3
 EXHIBIT "A"



SITE PLAN
 SCALE: 1"=30'

94,395 SF INCLUDING PROPOSED 6,500 SF RETAIL PAD BUILDING
 425 PARKING STALLS REQUIRED AT 4.5 PER 1000 SF
 448 PARKING STALLS ARE PROVIDED

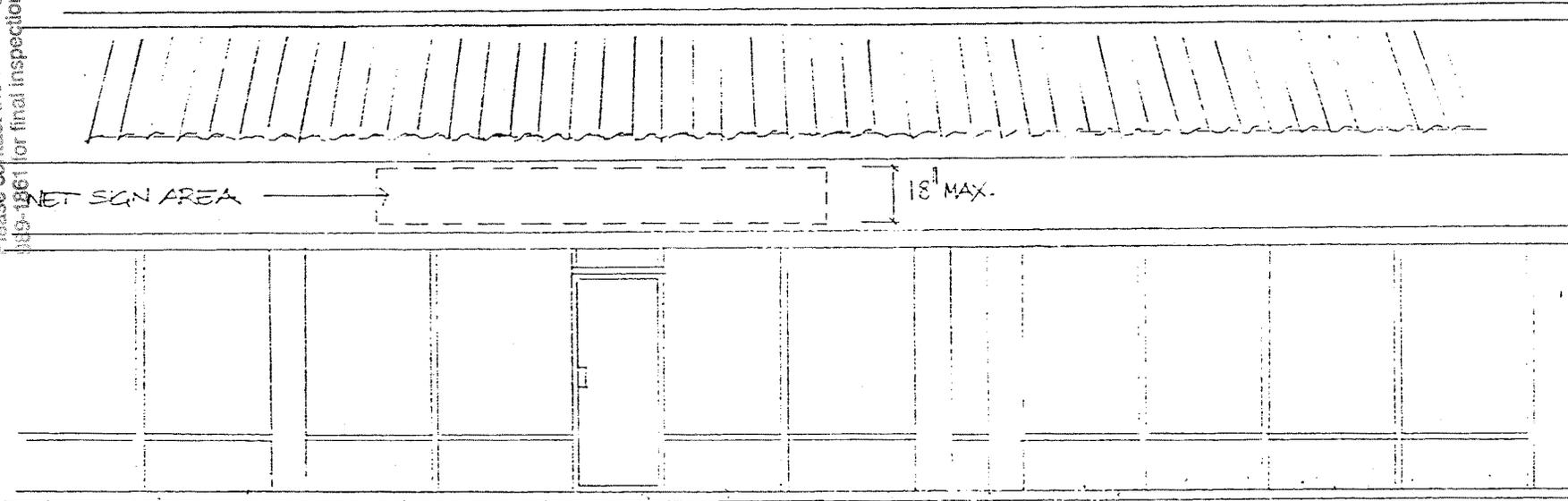
SITE PLAN	
Keeler & Wood Architects 1521 Rockwood Blvd Suite 200, Irvine California 92614 Fax: (714) 836-5086 Phone: (714) 836-7273	6,500 SF RETAIL BUILDING ALTA LOMA SQUARE Carnelian Street at 19th Street Rancho Cucamonga, California
LEWIS DEVELOPMENT CO.	
1156 North Mountain Avenue Upland, California 91786 Telephone 909 / 985-0971	
SHEET 1 of 5 DATE: 11.15.97 APR 28, 1997	

Planning Division Approval
City of Rancho Cucamonga

Date: 10/3/94 By: SM
File No.: SP #3

FOR: Please contact the Planning Division at (909) 939-1861 for final inspection.

70% OF LEASEHOLD FRONTAGE



TYPICAL TENANT SIGNAGE, HELVETICA BOLD, UPPER + LOWER, ALL UPPER CASE, MAX. HEIGHT 18"

Sign

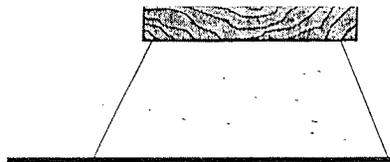
SIGN



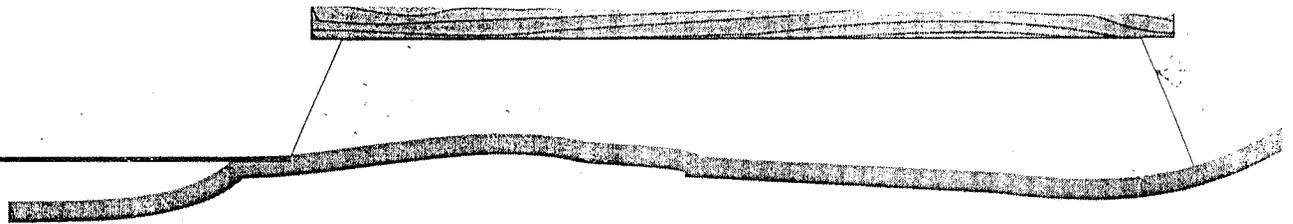
- City Planner Approval
- Design Review Committee Approval

Date: _____ By: _____
File No.: _____
For: _____
City of Rancho Cucamonga

EXHIBIT B



Side View



Front Elevation

@

3/4" = 1'-0"



SIGN B Graphics (typical both sides)



SIGN C Graphics (typical both sides)



SIGN D Graphics (typical both sides)

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 City of Rancho Cucamonga

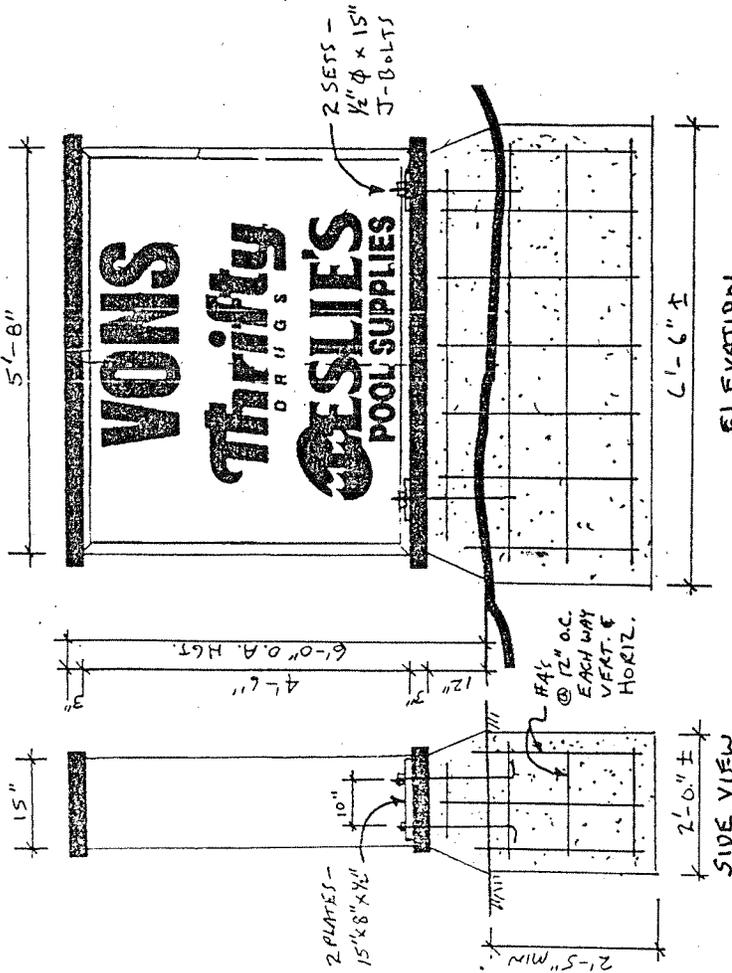
SIGN PROGRAM
 NO. 3
 EXHIBIT "D2"

COAST SIGN, INC.
 1345 SOUTH ALLEC ST.
 ANAHEIM, CA 92805

PAGE: 1 of 2
 PROJECT: ALTA LOMA SQUARE
 SUBJECT: RANCHO CUCAMONGA, CA
 SIGN STRUCTURAL CALCS.
 BY: DVM DATE: 4-30-97
 P.O.# - FAX FROM RUDY ARCOS

PROJECTED AREA -- WIND LOAD
 $A = 5.0' \times 5.67 = 28.4$ S.F. (CABINET)
 $A = 1.0' \times 6.33 = 6.3$ S.F. (BASE)

UBC '94		FOR FOOTING DEPTH	
WIND MPH	80	24.34	LBS/S.F.
UBC-2311 $p = C_q * C_e * Q_s * I$ $I = 1.0$			
$C_e =$	1.06 < 15	$C_q =$	1.4
$Q_s =$	16.4	EXP. C	
S.F.	LBS	FT.	FT. LBS
AREA	PRESS	X-DIST	MOM-XX
28.4	691	3.50	2419
6.3	153	0.50	77
0.0	0	0.00	0
0.0	0	0.00	0
=====			
TOTAL	845	2.96	2496
(AVE.)			



TOTAL SIGN WT = 435 LBS
 LENGTH FTG. = 6.50 FT.
 THICKNESS 2.00 FT.

USE #4 @ 12" EACH WAY, HORIZ. & VERT.

FOR CABINET ATTACHMENT

S.F.	LBS	FT.	FT. LBS
AREA	PRESS	X-DIST	MOM-XX
28.4	691	2.50	1728

USE MIN. 15" x 8" x 1/2" THK. STL. PLATES
 TRY 1/2" STEEL BOLTS, 10" L.A.
 CONCRETE L.A. = 0.83 FT.
 $F = M/L.A. = 1041$ LBS.

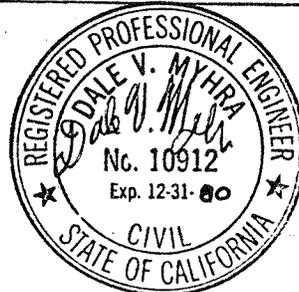
USE TWO SETS OF 2 STL. J-BOLTS
 1/2" DIA. x 15" LONG AND STL. PLATES
 AT 6" IN FROM EACH END.

SIGN FRAME (UL APPROVED)

SEE PAGE 2 FOR FOOTING CALCS

JOB NO. CSD-313

SIGN PROGRAM
 NO. 3
 EXHIBIT "D3"



MONUMENT SIGNS AS SHOWN

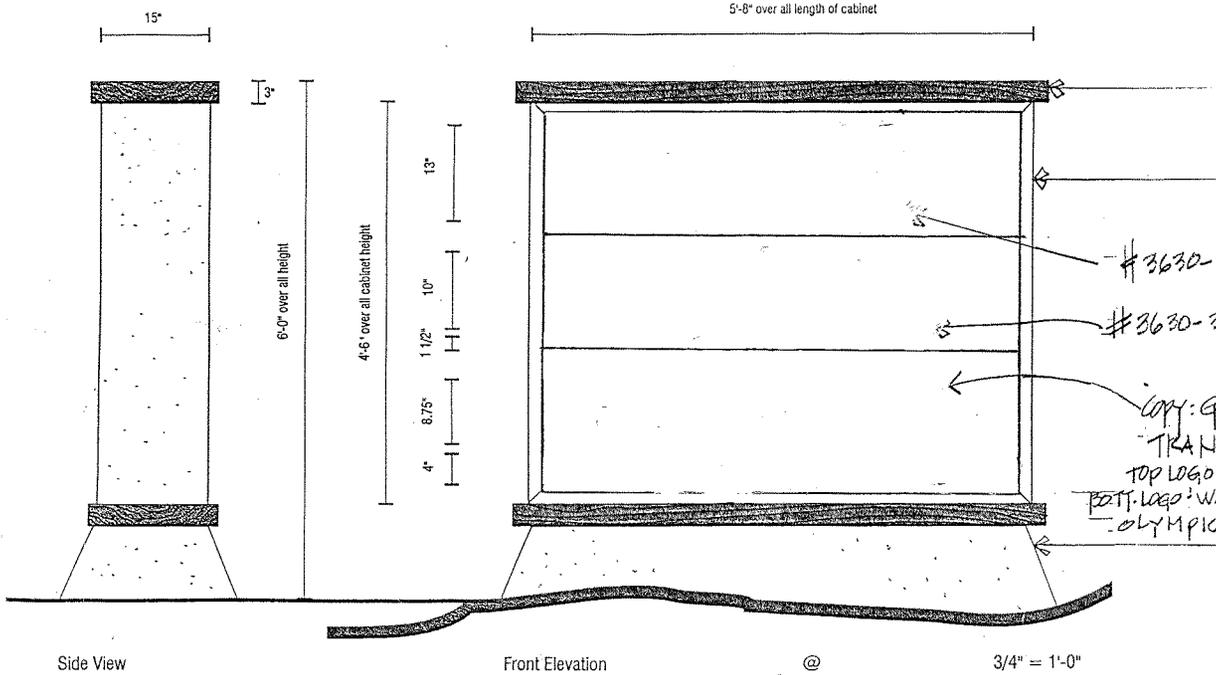
COPY & GRAPHICS TO BE THE SAME ON ALL (4) FOUR MONUMENT SIGNS.

BOTH PICTURES SHOWN LOCATION FOR SIGN (C)

NOTE: ALL COLORS TO BE VERIFIED BY THE SALESMAN BEFORE INSTALLATION

- City Planner Approval
- Design Review Committee Approval

Date: _____ By: _____
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TRIM COLOR TO MATCH BLDG COLOR PMS 542-C
 CABINET COLOR TO MATCH BLDG.
 #3630-33 RED TRANS. VINYL
 #3630-33 RED TRANS. VINYL
 COPY: GERBER P21030C
 TRANS. DARK BLUE VINYL
 TOP LOGO: GERBER - C 0307 TRANS. VIVID ROSE
 BOT. LOGO: WAVE: GERBER P-30612A TRANS. OLYMPIC BLUE
 CONCRETE BASE COLOR TO MATCH BLDG.

SIGN A
 TYPICAL SIGN DIMENSIONS AND DESIGN FOR ALL MONUMENT SIGNS

SIGN PROGRAM NO. 3 EXHIBIT "DI"

Planning Division Approval
City of Rancho Cucamonga

Date: 10/3/94 By: SM
File No.: SP # 3

For:
Please contact the Planning Division at (909)
989-1861 for final inspection.

STOREFRONT WINDOW SIGN
WHITE VINYL, HELVETICA MEDIUM

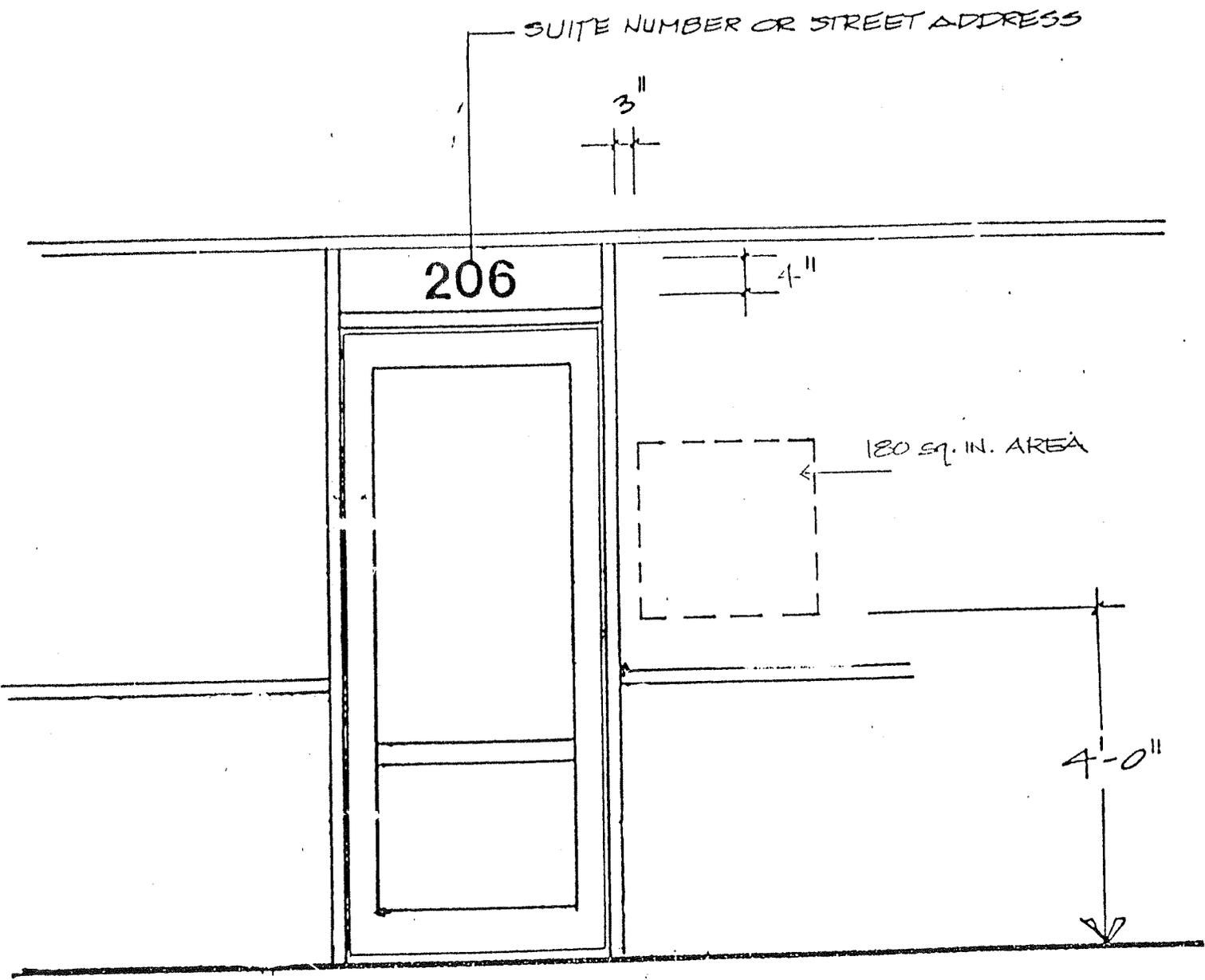


EXHIBIT C