

SIGN CRITERIA

SHOPPING CENTER: Murrieta Square
Murrieta, CA

DATE: June 18, 2010

A. INTRODUCTION

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment for the commercial shopping center known as Murrieta Square.

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, immediately upon demand by Owner and/or the City of Murrieta.

All permits and approvals for signs and their installation shall be obtained from the City of Murrieta prior to the start of any sign construction or installation.

B. MAXIMUM LETTER HEIGHTS

1. **Inline Shops.** All inline shop tenants shall not exceed 24" in height, and sign width shall not exceed 75% of the leasehold width.
2. **Pad Buildings.** Tenants of freestanding pad buildings shall be permitted to have their usual signage (not to exceed 24" in height for text and 36" for registered trademark logos-unless otherwise approved by the City of Murrieta) on similar buildings operated by the Tenant throughout Nevada, provided, however, there shall be no roof top signs, and provided that said signs are architecturally compatible with this Sign Criteria and have been reviewed by Owner and approved by the City of Murrieta.
3. **Major Tenants Under 10,000 s/f.** All pad building tenants and major tenants under 10,000 s/f, but not less than 5,000 s/f, shall not exceed 24" in height for text and 36" for registered trademark logos unless otherwise approved by the City of Murrieta and sign width shall not exceed 75% of the leasehold width.
4. **Major Tenants Over 10,000 s/f.** All major tenants over 10,000 square feet shall not exceed 36" maximum height and 48" for registered trademark logos unless otherwise approved by the City of Murrieta and sign width shall not exceed 75% of the leasehold width.

C. GENERAL REQUIREMENTS

1. Each tenant shall submit to the Owner for written review, three (3) copies of the detailed shop drawings of his proposed sign, (one in full color) indicating conformance with this sign criteria, Send to:

J.L. Management Co.
Attn: Robert Grimmick
629 Camino De Los Mares, Suite 206
San Clemente, CA 92673-2831
2. Design prints shall delineate graphics (minimum scale 1/2" = 1'0") and placement on the exterior building sign band fully dimensioned (minimum scale 1/8" = 1'0"), as well as specifying, illumination and method of attachment.
3. The tenant shall submit a sign drawing approved by the Owner to the City of Murrieta for approval and shall obtain any necessary permits prior to the start of any sign construction or installation.

4. The tenant shall pay for all signs, their installation, including final connection, transformers and all other labor and materials. Tenant shall maintain sign in good appearance and illumination.
5. The tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. Owner will provide one conduit and "J" box terminated at the center of the net sign area on the interior side of exterior walls. All circuits, time clocks and other requirements shall be at Tenant's sole cost and expense.
7. It is the responsibility of the tenant's sign company to verify all conduit and transformer locations and service prior to fabrication. Sign contractor shall repair any damage to any property.
8. The location of all signs shall be per the accompanying design criteria, no exceptions.
9. One "sign space" shall be allowed for each in line shop tenant. The tenant shall verify his sign location and size with Owner prior to fabrication.
10. All in line shop tenants shall have the right to have both a sign band and an under-canopy sign per the accompanying design criteria.
11. The maximum allocated sign area shall be as noted herein.
12. **NOTE!** No sign shall be erected or installed until all approvals and permits are issued from the City of Murrieta.
13. All Tenants who vacate the premises must remove their signs, including patching of all holes/repainting surface, so the wall is put back to its original appearance.
14. Tenant signs shall be designed in a manner that is of a high graphic quality and should be compatible with and complementary to adjacent signs.
15. This Sign Criteria has been established for the purpose of maintaining a continuity of quality and esthetics throughout the shopping center for the mutual benefit of all tenants.

D. GENERAL SIGN SPECIFICATIONS

1. No exposed raceway, crossovers, conduits, conductors, transformers, etc., shall be permitted.
2. All lettering shall be restricted to the "net sign area". See accompanying design criteria for specific information.
3. No projection above or below the "net sign area" will be permitted.
4. All signs and their installation must comply with all local building and electrical codes and bear a U.L. label placed in an inconspicuous location.
5. For purposes of store identification, tenant will be permitted to place upon each entrance to its demised 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 shall be subject to Owner's review.
6. **Typical Under-Canopy Sign:** (Hanging from Soffit)
 - a) All signs shall be wood sandblasted. Internal or "back-let" illumination is not permitted.
 - b) Shops signs shall be attached in designated areas only.
 - c) The "copy" (letter type), logos and their respective colors shall be submitted to the Owner and City of Murrieta for written review prior to installation.

- d) Tenants shall display only their established trade name or their basic product name, e.g. "John's Jeans", or combination thereof.

7. **Typical Internally Illuminated, Individual Letter Sign Specifications:**

- a) All sign letters shall consist of individual and unified interior illuminated pan channel letters of twenty-four (24) gauge stretcher-leveled paint loc sheet steel or aluminum, custom fabricated. Letter depth not to exceed nine (9) inches.
- b) Shop signs shall be attached on leasehold in designated areas only and may not exceed 75% of the leasehold width.
- c) The face of the individual letters and logos shall be constructed of acrylic plastic (3/16" thick minimum) or an approved equal. All letter returns shall be #24160 dark blue or black finish with face return in "Jewelite" or equivalent.
- d) The "copy" (letter type), logos and their respective colors shall be submitted to the Owner for written approval prior to fabrication. In addition to the face colors listed below, color schemes for Regional and National tenants and trademarked logos shall be permitted (subject to prior City approval). Permitted face colors - Plexiglas (or equal):

Red – 2793	Green - 2108
White – 7328	Orange - 2119
Dk. Blue – 2114	Rust - 2380
Lt. Blue - 2648	
- e) Individual shop logos may be located anywhere within the "net sign area", provided their height does not exceed the height of the "net sign area".
- 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) Internal illumination shall be neon installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".

- 8. 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.

E. **PROHIBITED SIGNS**

- 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 traffic.
- 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 an obscene, indecent, or immoral nature or unlawful activity.
- 3. **Signs on Doors and Windows:**
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 stand pipe except those signs as required by code or ordinance.
- 4. **Animated, Audible or Moving Signs:**
Signs consisting of any visible moving, swinging, rotating, flashing, blinking, fluctuating or otherwise animated light are prohibited.

5. 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.
6. 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 vehicles, is prohibited.
7. Light Bulb Strings and Exposed Tubing:
External 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 Owner when the display is an integral part of the design character of the activity to which it relates, provided however that the proposed display is approved by the Planning Department.
8. Banners, Pennants, and Balloons Used for Advertising Purposes:
 - a) Only one sign is allowed per activity or business not to exceed 50 square foot in sign area. The signs shall be temporary signs either as a wall sign or ground sign. The sign can be in the form of a banner, pennant, balloon or other similar type. Signs shall be affixed to the building or other appurtenant structure.
 - b) The signs may be used to promote the sale of new products, new management, new hours of operation, new service, or to promote a special sale displayed for a period of 30 consecutive days. Additional 30 day periods may be permitted as long as they are 90 days apart.
9. 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 prohibited.
10. There shall be no rooftop signs. Wall signs shall not project above the roof line.
11. No portable sign or "A" frame sign shall be permitted.

F. MISCELLANEOUS PROVISIONS

1. Major tenants occupying not less than 10,000 square feet of floor area may use such standard sign fascia as they generally use in carrying on their businesses (provided that said sign fascia complies with this sign criteria) and, at the option of a tenant, signs identifying a concessionaire, licensee or in store operator of a tenant such as a fast food facility or a mini-bank and/or financial services facility located within a tenant's building shall be permitted, subject to governmental approval.
2. There shall be no other signs, except directional signs, noticing signs (such as noticing of fire lanes, handicapped parking and signs prohibiting loitering, skateboarding and CVC enforcement) and signs on buildings, in the Shopping Center. All exterior building signs shall be restricted to identification of the business or service located or provided therein. No exterior building sign shall be placed on penthouse walls, extend above the building roof or be painted on the exterior building surface. No sign shall utilize flashing, moving, neon or audible lights or appurtenances.