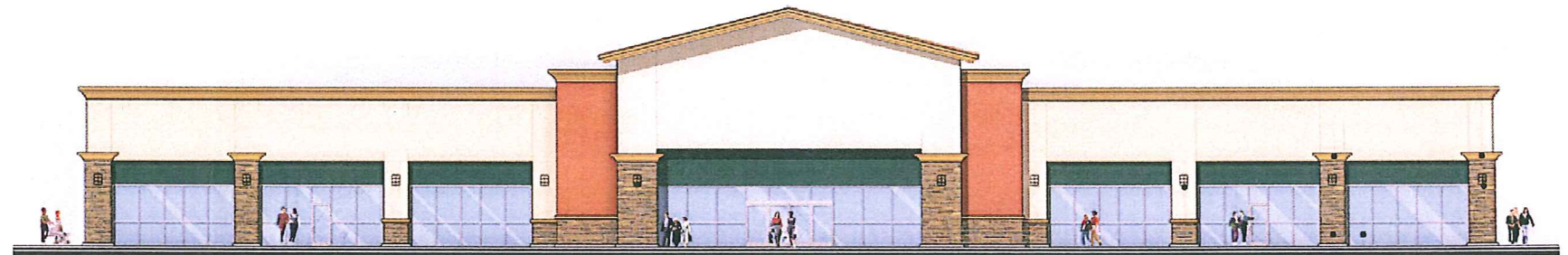


Gateway Village

PHASE 4

Northwest Corner of
Grand Avenue & State Hwy 71
Chino Hills, CA 91709

3570 GRAND AVENUE



SIGN PROGRAM

April 9th, 2012

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Prepared by:



Gateway Village PHASE 4

T A B L E O F C O N T E N T S

Written Criteria	1 - 7
Site Plan	8
Building Elevation	9
Pylon Sign	10
Building Address	11

OBJECTIVE

The objective of the following sign program is to provide standards and specifications that assure consistent quality, size variety and placement of Tenant signs throughout the project. This sign program is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord and the project's graphic design consultant. Signing at Gateway Village in Chino Hills, California is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation of individual tenants and contribute to the project's overall success.

Overview

The Landlord will be responsible to:

1. Provide base building design and construction information requested by Tenant's sign design consultant.
2. Expedite the review, revision and approval of the Tenant sign submissions.

The Tenant will be responsible to:

1. Design fabrication, permitting and installation of signs, including any structural support and electric service and any special installation requiring addition or modification to the shell building approved by the Landlord.

Sign Maintenance

The Tenant shall employ sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept.

The Tenant will abide by all provisions, guidelines and criteria within the Gateway Village - Phase 4 Sign Program and these criteria.

Only those sign types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed.

The Landlord may, at his discretion and the Tenant's expense, correct, replace or remove any sign that is installed without the Landlord's written consent, or that is not executed in conformance with the approved submission.

Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation.

Major Tenant #1 (more than 3,000 square feet)

1. Tenant is allowed one (1) primary identification sign located in the designated sign zone just above the store entrance.
2. Unless treated as the primary identification sign, blade signs, flags, banners and window text signs, where permitted, shall not account against the Tenant's overall sign square footage allowance.
3. Sign size is based upon the Tenant's leased frontage, as measured in a straight line from lease line to lease line for each elevation.
4. Tenant is allowed one and one half (1.5) square feet of primary sign area per lineal foot of store frontage with a maximum of 225 sq. ft.
5. The overall width of any sign shall not exceed seventy percent (70%) of any uninterrupted architectural treatment.

Inline Tenants

The balance of the tenant space may, at the sole discretion of the Landlord, be divided into multiple spaces.

1. Each tenant is allowed one (1) primary identification sign located in the designated sign zone above their store entrance.
2. Unless treated as the primary identification sign, blade signs, flags, banners and window text signs, where permitted, shall not account against the Tenant's overall sign square footage allowance.
3. Sign size is based upon the Tenant's leased frontage, as measured in a straight line from lease line to lease line for each elevation.
4. Tenant is allowed two (2) square foot of primary sign area per lineal foot of store frontage with a maximum of 100 sq. ft.
5. The overall width of any sign shall not exceed seventy percent (70%) of the store width.

Note: Tenant's in specific suites with building elevations facing multiple exposures, may incorporate one additional primary identification sign per exposure, subject to Landlord approval.

The maximum allowed area for signs on any additional exposures will be calculated as follows:

Major Tenant; 150 sq. ft. and 100 sq. ft. for the inline tenant.

The sign area for the additional signs on the side elevations do not impact the total area permitted on the primary elevations.

Sign Styles

Creative and imaginative signage is strongly encouraged and will be the standard for Landlord's review/approval of all sign design submittals. There are many acceptable sign treatments, however a mixed media three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord, in his opinion, will have the right to approve or reject any proposed sign on the basis of its size and placement.

Acceptable sign styles include:

1. Standard channel letters
2. Front and halo-illuminated channel letters
3. Halo-illuminated letters.
4. 2-1/2" deep open faced channel letters with exposed neon (at Landlord's discretion).
5. Mixed media/three-dimensional signs using images, icons, logos, etc.
6. Signs painted Gold, Silver or Copper Leaf.
7. Neon accents will be approved at the sole discretion of the Landlord and should be proposed only if a part of the overall Tenant design concept; Dimensional geometric shapes.
8. Sandblasted, textured and/or burnished metal-leaf faced dimensional letters, pin-mounted to fascia.
9. Signs mounted to hard canopies, eyebrows or other projecting architectural elements.
10. Screens, grids or mesh; Etched, polished, patina or abraded materials.

For Example: Prismatic face letter forms with full facet strokes:

Round face letter forms with radius faces and eased edges.

Layered letter forms with face and liner. Letter face must be at least one (1) inch thick and the liner must be a minimum of 1/2" thick.

Notes:

Mixed media signs are signs employing two or more illumination and fabrication methods (i.e., halo-illuminated letters and exposed neon accents). Although simple rectangular cabinets are generally not allowed, mixed media signs may be composed of several elements, one of which may be a cabinet. However, the cabinet portion of the sign should not exceed 50% of the total sign area proposed. With Landlord's approval, complex shaped (i.e. polyhedron) sign cabinets may be used alone if they incorporate dimensional elements such as push-thru letters and exposed neon in a recessed area.

Type Styles and Logos

The use of logos and distinctive type styles is encouraged for all Tenants signs. Sign lettering should be combined with other graphic and or dimensional elements denoting the type of business. The Tenant may adopt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord. The typeface may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

The following sign styles and elements are prohibited:

1. Unadorned rectangular cabinet signs with translucent or opaque faces.
2. Temporary wall signs, pennants, banners, inflatable displays or sandwich boards.
3. Window signs unless approved by the Landlord (Note: box signs hanging in display windows are not allowed).
4. Gold leaf treatments on windows, box signs and exposed neon window displays with Landlord's written approval (Note: Approval is at Landlord's sole discretion).
5. Off-the-shelf signs are discouraged.
6. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
7. Signs using trim-cap retainers that do not match the color of the letter and/or logo returns (Polished Gold, Silver or Bronze trim-cap are not permitted).
8. Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria.
9. Paper, cardboard or Styrofoam signs, stickers or decals hung around or behind storefronts.
10. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
11. Flashing, oscillating, animated lights or other moving sign components.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Advertising or promotional signs on parked vehicles.
14. Exposed raceway, unless it forms a creative design element of the sign.
15. Sign company decals in full view (limit to one placement only).

Colors

The following guidelines are for selecting colors for Tenant signing. The project and the individual building facade will consist of a variety of colors and materials. The Landlord encourages the Tenant to consider these colors when choosing his sign colors, and where feasible the Landlord will consider the Tenant color scheme when making final building color and material choices. Tenants are requested to make early color submission for review by the Landlord, although, final determination of building colors will follow from on site mock-ups and draw downs reviewed and approved during construction of the base building shell.

Signs may incorporate regionally recognized logo colors.

Sign colors should be selected to provide sufficient contrast against building background colors.

Sign colors should provide variety, sophistication and excitement.

Trim cap and letter returns shall match in color and be contrasting to the color of the letter face.

Interior of open channel letters should be painted dark when placed against light backgrounds.

Accent neon colors should complement related signing elements.

Lighting

Tenant signs should be creatively illuminated using a variety of lighting techniques.

One or more of the following are allowed:

1. Front and Halo-illuminated channel letters with LED's.
2. Halo-illuminated channel letters with LED's.
3. Open channel letters with exposed neon.
4. Fiber optics.
5. Incandescent light bulbs.
6. Internally illuminated sign with seamless opaque cabinets and push-thru lettering and/or logo.
7. Cove lighting.

Note: Exposed neon tube may not be less than 13mm.

All front lighting must be baffled and obscured from direct visibility with recessed channels, which are fully integrated into the building facade elements. Decorative shrouds or housings custom designed and fabricated to maintain or enhance the architectural integrity of the building may be used to conceal "off the shell" standard fixtures, subject to Landlord's approval. Visible standard (non-custom) "gooseneck" lamps and similar fixtures will not be approved. All housings and posts for exposed neon signs must be painted to match or complement the building facade color immediately behind and adjacent to the sign.

All sign letters to be pegged a minimum of 2" from facade.

Approval Process

The Landlord has engaged the services of a sign company for the entire project who will assist in the review and approval of Tenant sign submissions and insure their conformance to the project's overall Sign Program. At least sixty (60) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note:

This information is separate from the sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Store name;
Store logo (in color with colors identified);
Store interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Landlord's approval three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's Tenant Coordinator.

Shop drawings shall include at least the following:

Tenant's entire building facade elevation, showing the proposed sign, and specifying the dimension of the tenant's leased frontage, in color and drawn to scale.

Storefront (partial building) elevation showing the location. Size, color, construction and installation details of the Tenant's proposed sign. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method. Color and material samples together with a photograph (if possible) of a similar installation. Within seven (7) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval, Tenant shall submit the proposed sign to the City of Chino Hills for review for consistency with the Sign Program and the required fabrication and installation permits. Tenants are required to provide three (3) sets of Landlord approved colored drawings to the City of Chino Hills when submitting for building permits.

Fabrication

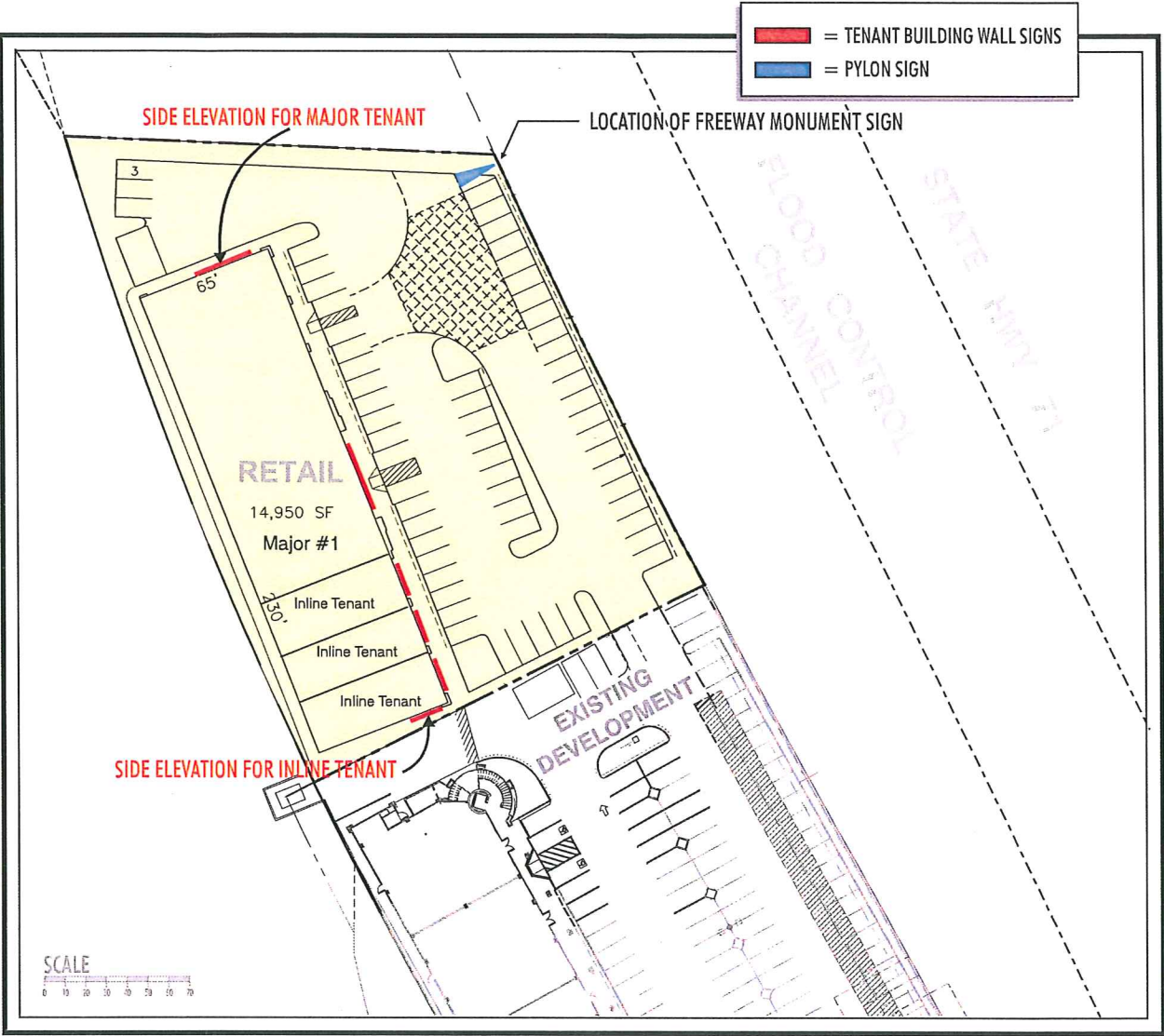
The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin sign fabrication. The Tenant's sign contractor(s) are responsible for the following:

- Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
- Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally, stainless steel fasteners shall be used to attach dissimilar metals.
- Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel.
- Angle clips attached to letter sides will not be permitted.
- Colors, materials and finishes shall exactly match those submitted to and approved by the Landlord.
- Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
- No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
- Finished metal surfaces shall be free from canning and warping.
- All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
- Halo-illuminated letters shall be pinned 2" off the wall and have a minimum letter depth of 3" with a Clear Lexan back.
- Double tube neon shall be used where the width of the letter stroke exceeds 2-1/2".

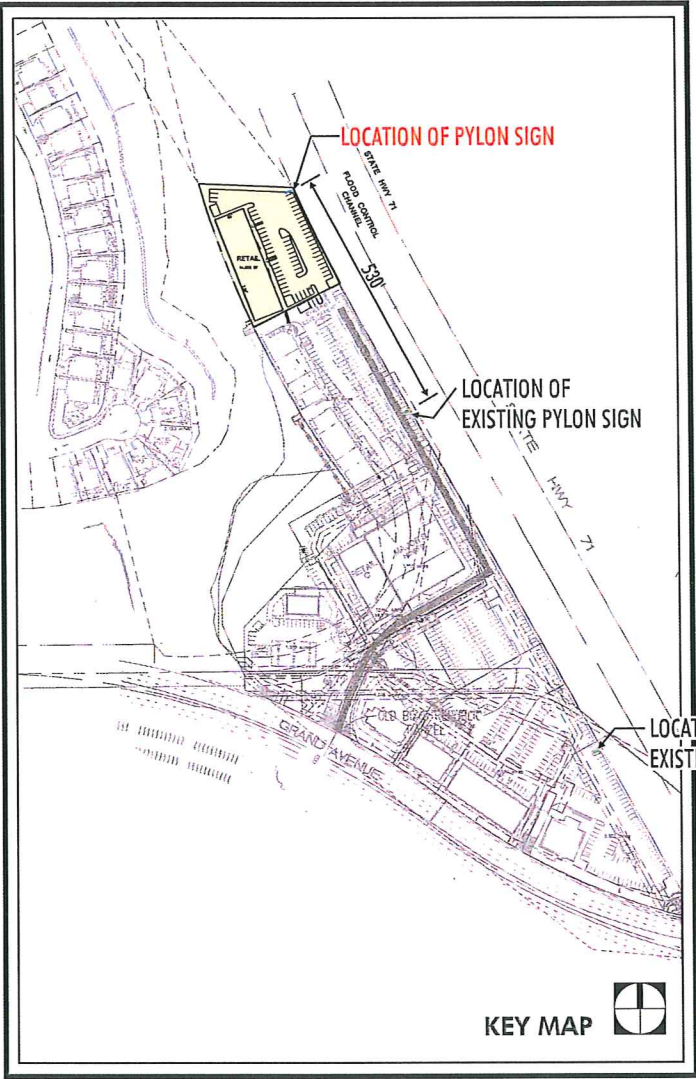
Installation

The Tenant's sign installer shall:

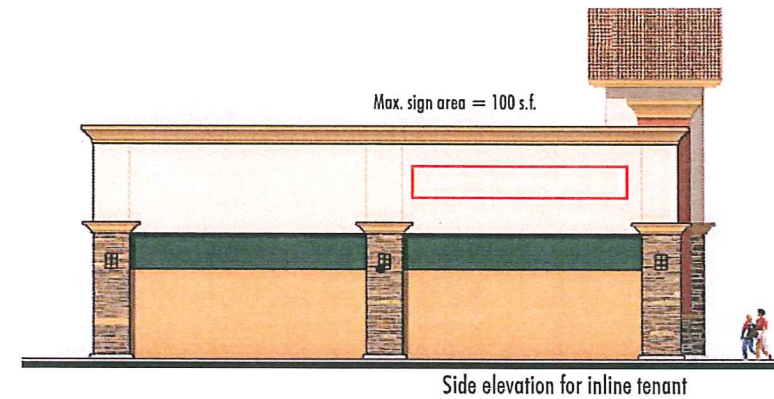
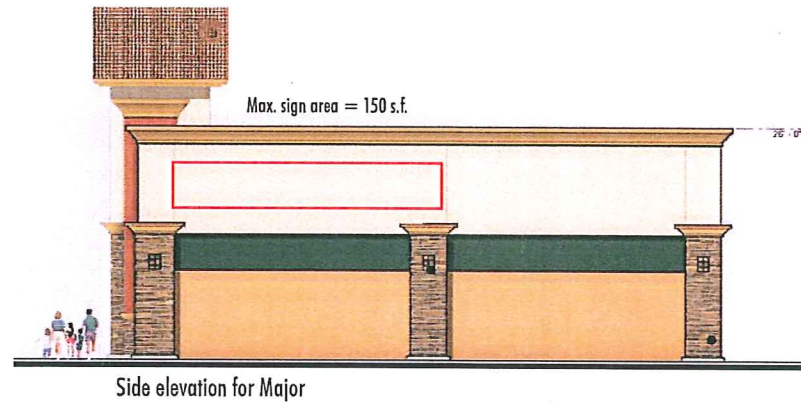
- Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in the amount of One Million Dollars (\$1,000,000) prior to beginning fabrication.
- Obtain all required sign permits from the City of Chino Hills and deliver copies to the Landlord before installing the sign(s).
- Keep a Landlord approved set of sign drawings on site when installing the sign.
- Warrant the sign against latent defects in materials and workmanship for a minimum of one (1) year.
- Notify Landlord five (5) days in advance of installation.
- Receive Landlord approval on site prior to installation on the day of installation.



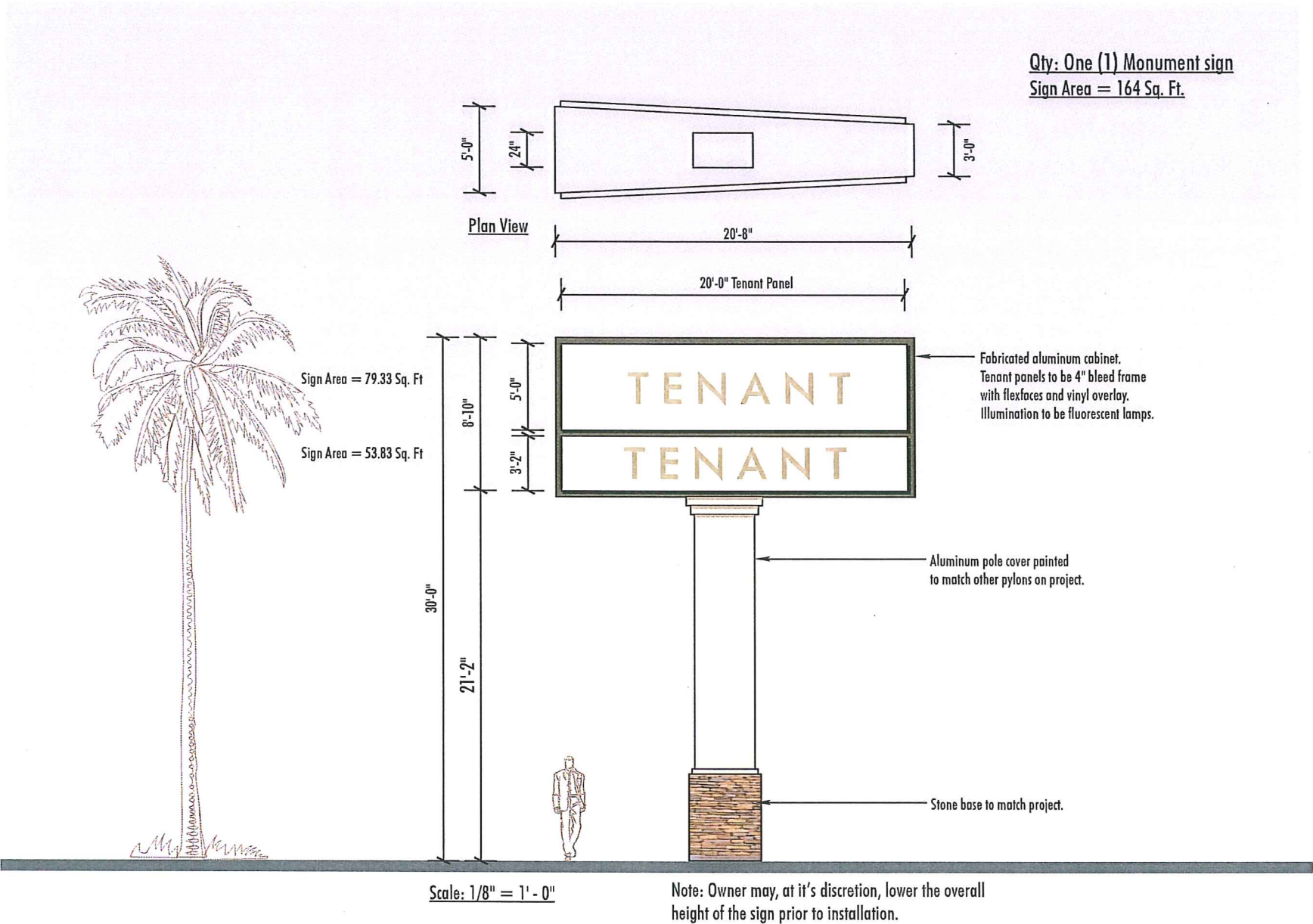
NWQ STATE HWY 71 GRAND AVE. CHINO HILLS, CA



Building Elevation



Freeway Monument Sign



SPECIFICATIONS:

- ½" THICK SINTRA NUMBERS.
- PAINT COLOR TO MATCH PROJECT (CONTRASTING TO BUILDING FASCIA COLOR).
- NUMBERS TO BE STUD MOUNTED TO BUILDING FASCIA.

6" 1234