

**SIGN CRITERIA
FOR
MARKETPLACE AT THE LAKES
CITY OF WEST COVINA**

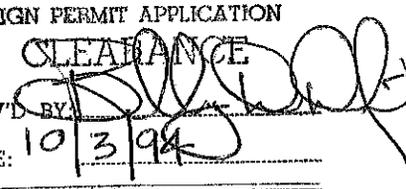
OWNER: ZELMAN RETAIL PARTNERS
1661 Hanover Road, Suite 221
City of Industry, CA 91748
Phone: (818) 913-0030

GOVERNING AGENCIES: PLANNING DEPARTMENT
REDEVELOPMENT AGENCY
BUILDING & ENGINEERING DEPARTMENT
CITY OF WEST COVINA
1444 West Garvey Avenue
West Covina, CA 91793
Phone: (818) 814-8422

CITY OF WEST COVINA
PLANNING DEPARTMENT

SIGN PERMIT APPLICATION

CLEARANCE

APPROVED BY: 

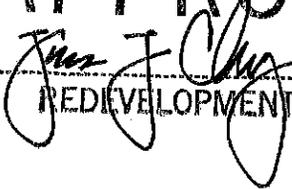
DATE: 10/3/94

FLASHING OR MOTION
PROHIBITED

PREPARED BY:

MUSIL PERKOWITZ RUTH, INC.
911 Studebaker Road
Long Beach, CA 90815
Phone: (310) 594-9333
File No.: 92-240

APPROVED

BY  DATE 10-03-94
REDEVELOPMENT AGENCY

**NO OTHER PERMANENT SIGNS
PERMITTED WITHOUT AN ADDITIONAL
PERMIT**

DATE PREPARED:

September 20, 1994

SIGN CRITERIA

MARKETPLACE AT THE LAKES

CITY OF WEST COVINA

The criteria herein have been established for the purpose of assuring that tenant signs are harmonious with each other and integrate with the architecture of the Marketplace, for the mutual benefit of all tenants. The criteria also describe the responsibilities of the tenants regarding approvals and installation of signage. Conformance will be strictly enforced, and any installed non-conforming or disapproved signs must be brought into conformance at the expense of the tenant.

A. GENERAL

1. All signs shall be constructed and installed at tenant's expense.
2. Tenant shall be responsible for the installation and maintenance of all signs.
3. All signage shall comply with regulations of the West Covina Municipal Code.

B. SUBMITTALS/APPROVALS

1. Each tenant, or his representative, shall submit to the Owner, for approval before fabrication and before submittal to the Redevelopment Agency and the City for permit, four (4) copies of detailed drawings indicating the location, size, design (including all lettering and graphics), color, materials, and construction details of the proposed sign.
2. All tenant signage submittals shall be reviewed by the Owner and/or his designated Project Architect for conformance with the criteria herein and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design or other criteria herein shall remain the sole right of the Owner.
3. If the submittals are not approved, the Tenant must submit revised plans until Owner approval is obtained.
4. Owner approval of the proposed signage is required prior to submittal to the Redevelopment Agency and the City for a permit. Submittal to the City requires three (3) sets of plans signed by the owner/designer.
5. All City permits for signs and their installation shall be obtained by the tenant or tenant's representative prior to installation.

6. Tenant shall be responsible for the fulfillment of all requirements of the sign criteria herein and all Redevelopment Agency, City, and other governmental regulations and permit requirements.
7. Proven established logos will be reviewed on an individual basis, and will be permitted per landlords written consent and Redevelopment Agency and City approvals. The area of logos shall be counted as part of the signage square footage. Logos will be reviewed on the basis of color and proportion.

C. SIGNAGE SIZE, LOCATION AND DESIGN

1. Each tenant having an area of 10,000 square feet or greater shall be allowed a maximum of 3.0 square feet of signage for each foot of building frontage, to a maximum of 300 square feet for front signs and 150 square feet for side signs. Auxiliary products signs and ancillary signs are allowed as part of this maximum allowable area. Signs are allowed only in locations shown on attached exhibits.

Ancillary signage, for example a cafe sign which is a part of, but subordinate to, major tenant (stores over 10,000 square feet) signage (relating to a part of the major tenant's operation) shall have requirements similar to that of tenants having less than 10,000 square feet; that is a maximum horizontal coverage of 75% of the building frontage, with a maximum letter height of 36" and contained as shown in the attached exhibits.

2. Tenant signs will be internally illuminated channel letters. (Minimum 24 GA. galvanized metal with 1/8" plastic face; no cross over neon or wiring permitted). However, sign canisters will be allowed for tenant trademark sign logos, when logo constitutes a registered trademark or is part of the D.B.A..
3. Tenants having an area of less than 10,000 square feet shall be allowed a maximum horizontal coverage of 75% of the building frontage. Letters shall be a maximum of 36" in height.
4. All sign color, lettering styles, graphics, and mounting treatments shall be compatible with the overall development.
5. No sign shall use more than three (3) colors, in addition to logo colors, and may have primary or secondary colors but not colors which are excessively bright or intense such as fluorescent colors, except with the approval of the landlord and the Redevelopment Agency.
6. Tenants shall have identification signs designed in a manner compatible with and complimentary to adjacent storefronts and the overall design concept of the center.

7. Each tenant shall be permitted to place upon each entrance of its demised premise 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 numbers, etc..
8. Except as provided herein, no advertising placecards, banners, pennants, names, insignias, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of buildings without the written previous approval of the landlord and Redevelopment Agency, and must be in compliance with City codes. No banners shall be affixed to the rear or East side of the building.
9. Each tenant who has a non-customer door for receiving merchandise may have uniformly applied on said door, as directed by the Project Architect, in 3" high block letters, the tenant's name and address. Where more than one tenant uses the same door, each name and address shall be applied. Letters shall be in black applied directly to the door (no white or other background color).
10. Signage on the multi-tenant attached sign wall, as per variance 993, shall be located within the sign limit lines on the attached exhibit, and shall be limited to channel letters.

D. SIGNAGE CONSTRUCTION AND INSTALLATION

1. Contractors installing signs are to be State registered contractors and are to have a current City business license.
2. Tenant shall be fully responsible for the operations of the tenant's sign contractor.
3. Letter fastening and clips are to be concealed and be galvanized, stainless steel, aluminum, brass or bronze metals. Letters may be attached with approved adhesives.
4. No labels will be permitted on the exposed surface of signs, except those required by local ordinance which shall be placed in an inconspicuous location.
5. All electrical signs shall be UL approved and conform to the national electric code (NEC), latest edition.
6. 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.
7. Tenant's sign contractor shall repair any damages to any work caused by his work.

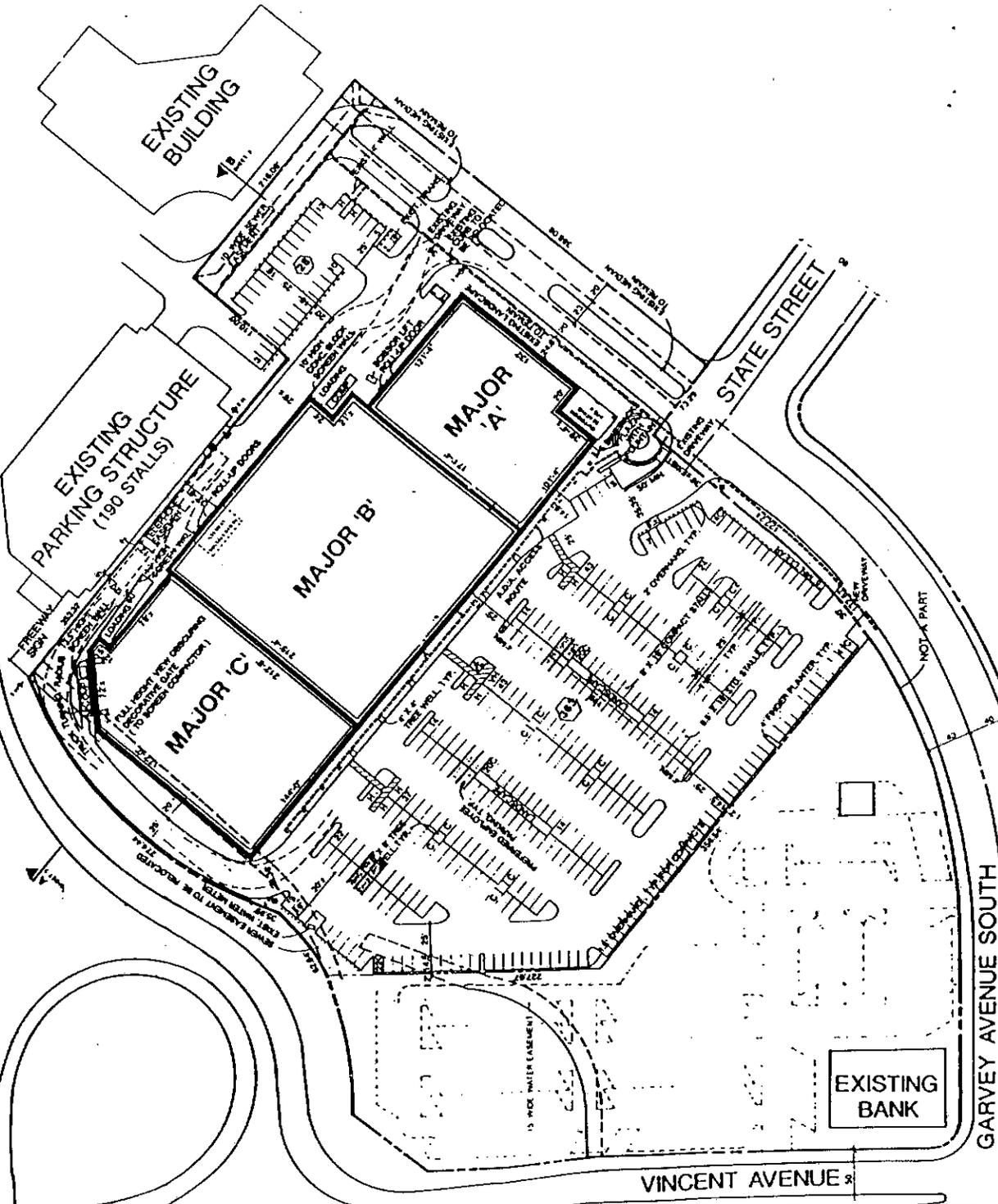
8. Tenant's sign contractor to be responsible to obtain all required City Approvals.
9. Electrical service to all signs will be connected to tenant's meter.
10. Channel letters shall be affixed directly to the building and shall not be placed on raised raceways.

E. PROHIBITED SIGNS

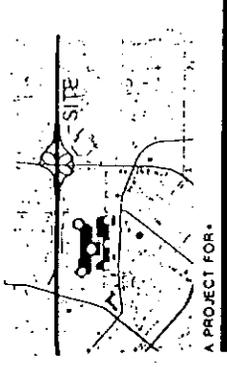
The following types of signs shall be prohibited:

1. Signs painted on walls or buildings.
2. Flashing, animated or rotating signs, or signs that simulate motion, except that barber poles shall be permitted to rotate at a speed not to exceed eight revolutions per minute.
3. Audible signs.
4. All banners, pennants, and tethered balloons are prohibited except as otherwise specifically provided in Sec. 26-339 of the West Covina Code (Zoning), with the exception that no banners shall be allowed on the rear or East sides of the building. A special permit is required in the case of original openings of businesses (Sec. 26-339 (C)).
5. Signs with prices, except rental, lease or real estate signs, unless specifically permitted in the West Covina Code.
6. Roof signs.

SAN BERNARDINO FREEWAY (10)



VICINITY MAP*



A PROJECT FOR*

ZELMAN RETAIL PARTNERS
 1661 HANOVER ROAD SUITE 207
 CITY OF INDUSTRY CA 91746
 TEL 818 913 9030

A COMMERCIAL PROJECT AT*

SOUTH EAST CORNER OF 110 AND VINCENT AVE
WEST COVINA, CA
MARKETPLACE
 AT THE LAKES

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EXHIBIT 1

Musil Perkonwitz Roth, Inc.



SCALE 1" = 30'-0"



THIS PLAN AND ANY OTHER INSTRUMENTS PREPARED BY MUSIL PERKOWITZ ROTH, INC. ARE THE PROPERTY OF MUSIL PERKOWITZ ROTH, INC. AND ARE NOT TO BE REPRODUCED OR COPIED IN ANY MANNER WITHOUT THE WRITTEN CONSENT OF MUSIL PERKOWITZ ROTH, INC.

SITE PLAN

NOTE: SIGNAGE TO BE CENTERED VERTICALLY AND HORIZONTALLY WITHIN SIGN LIMITS AREA.

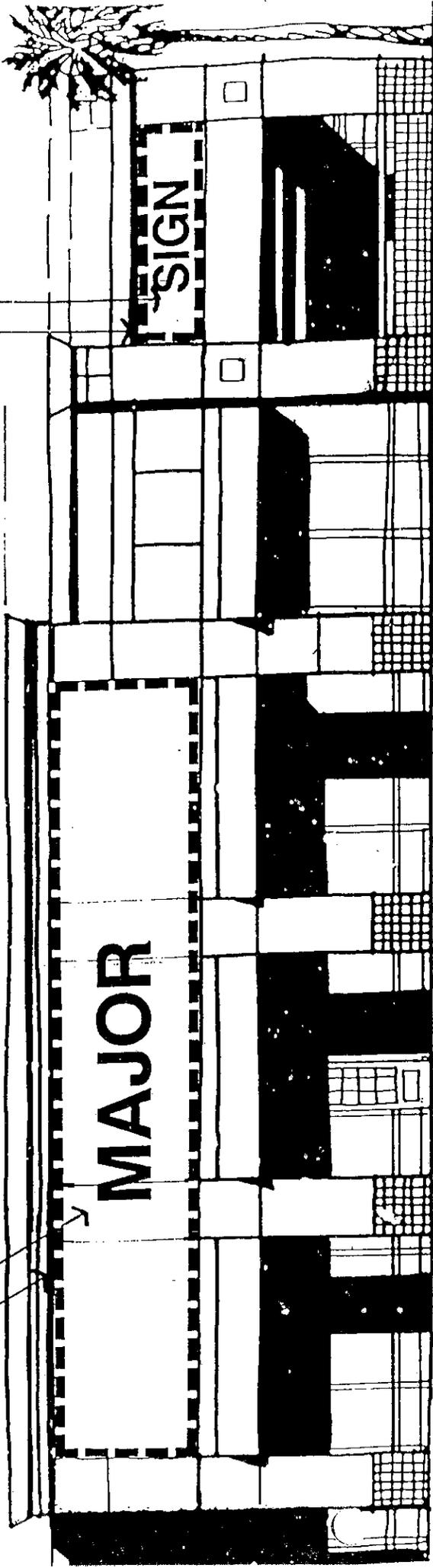
ANCILLARY SIGN AREA TO BE INCLUDED IN MAXIMUM FOR FRONT SIGNAGE OF TENANTS OVER 10,000 SF.

MAXIMUM SIGN AREA: 3 SF PER LINEAL FOOT OF FRONTAGE TO A MAXIMUM OF 300 SF. ANCILLARY SIGNS TO BE INCLUDED IN THE 300 SF MAXIMUM.

MAX. 75% OF FRONTAGE
ANCILLARY SIGN LIMITS
LETTER HEIGHT MAX. 36"

30'

SIGN LIMITS



PRECISE BUILDING ELEVATION FOR ILLUSTRATIVE PURPOSES ONLY AND SUBJECT TO CHANGE CONTINGENT ON CITY PLANNING APPROVAL.

TENANT

MAJOR A

FRONT SIGN

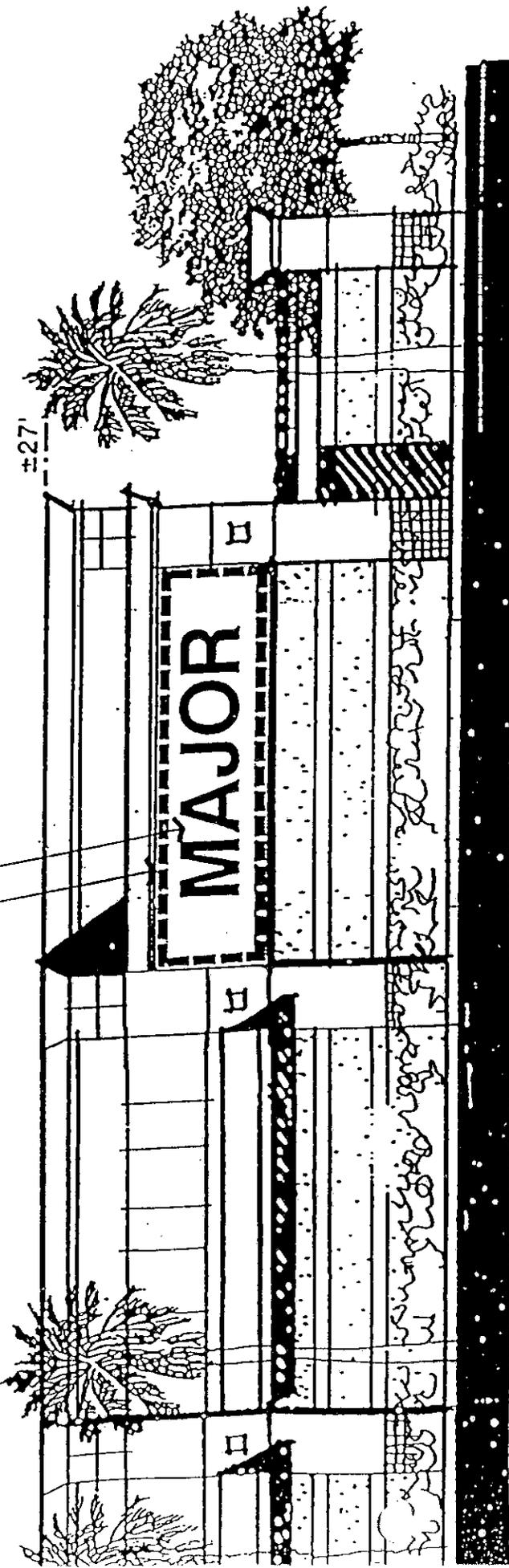
SOUTH ELEVATION - PARTIAL

EXHIBIT 2

NOTE: SIGNAGE TO BE CENTERED VERTICALLY AND HORIZONTALLY WITHIN SIGN LIMITS AREA.

MAXIMUM SIGN AREA: 3 SF PER LINEAL FOOT OF FRONTAGE TO A MAXIMUM OF 150 SF.

SIGN LIMITS



PRECISE BUILDING ELEVATION FOR ILLUSTRATIVE PURPOSES ONLY AND SUBJECT TO CHANGE CONTINGENT ON CITY PLANNING APPROVAL.

TENANT

MAJOR A

SIDE SIGN

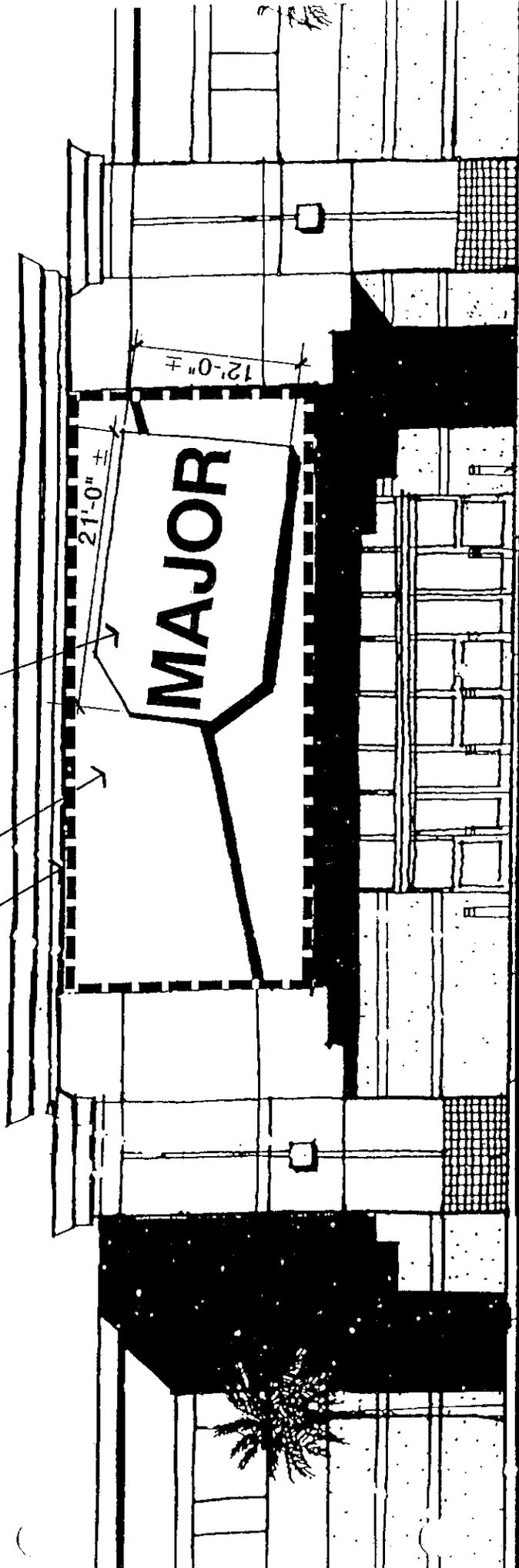
EAST ELEVATION - PARTIAL

EXHIBIT 3

MAXIMUM SIGN AREA: 3 SF PER LINEAL FOOT OF FRONTAGE
TO A MAXIMUM OF 300 SF.

SIGN LIMITS

CANISTER SIGNAGE MAX. AREA: 260 SF



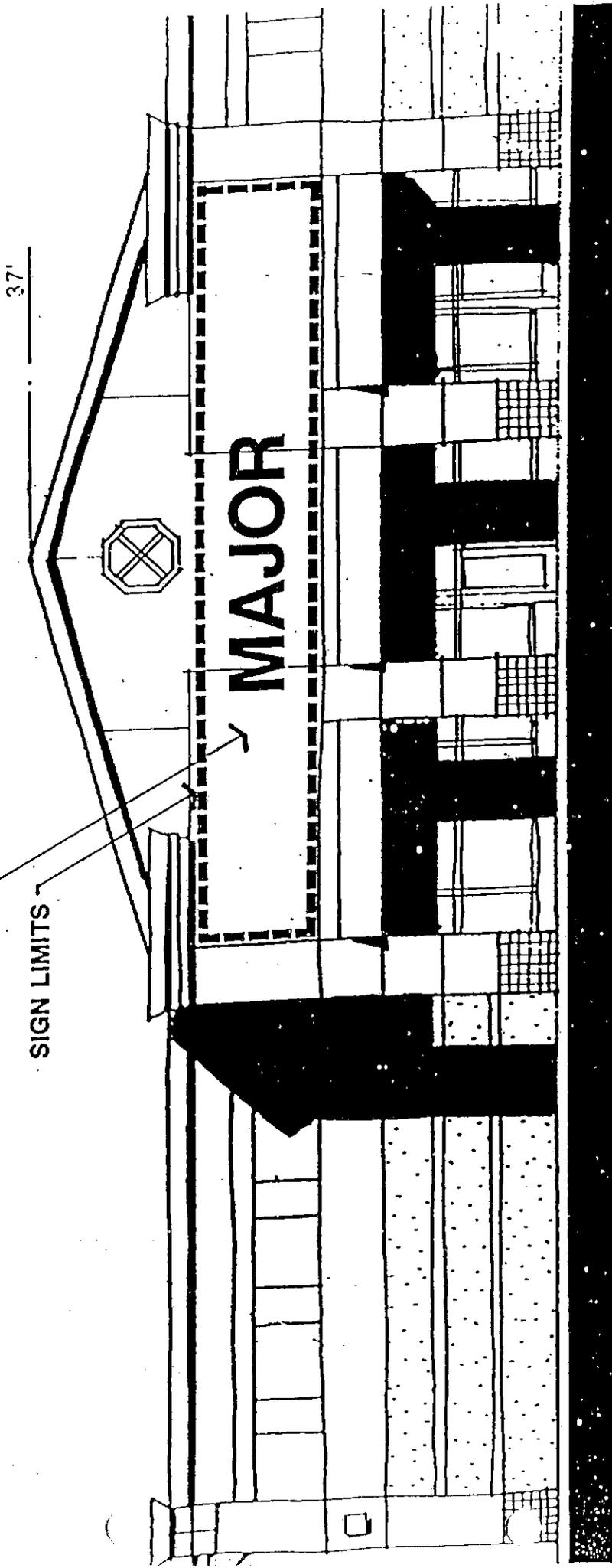
PRECISE BUILDING ELEVATION FOR ILLUSTRATIVE PURPOSES ONLY AND SUBJECT TO CHANGE CONTINGENT ON CITY PLANNING APPROVAL.

TENANT
MAJOR B

FRONT SIGN
SOUTH ELEVATION - PARTIAL

NOTE: SIGNAGE TO BE CENTERED VERTICALLY AND HORIZONTALLY WITHIN SIGN LIMITS AREA.

MAXIMUM SIGN AREA: 3 SF PER LINEAL FOOT OF FRONTAGE TO A MAXIMUM OF 300 SF.



PRECISE BUILDING ELEVATION FOR ILLUSTRATIVE PURPOSES ONLY AND SUBJECT TO CHANGE CONTINGENT ON CITY PLANNING APPROVAL.

TENANT
MAJOR C

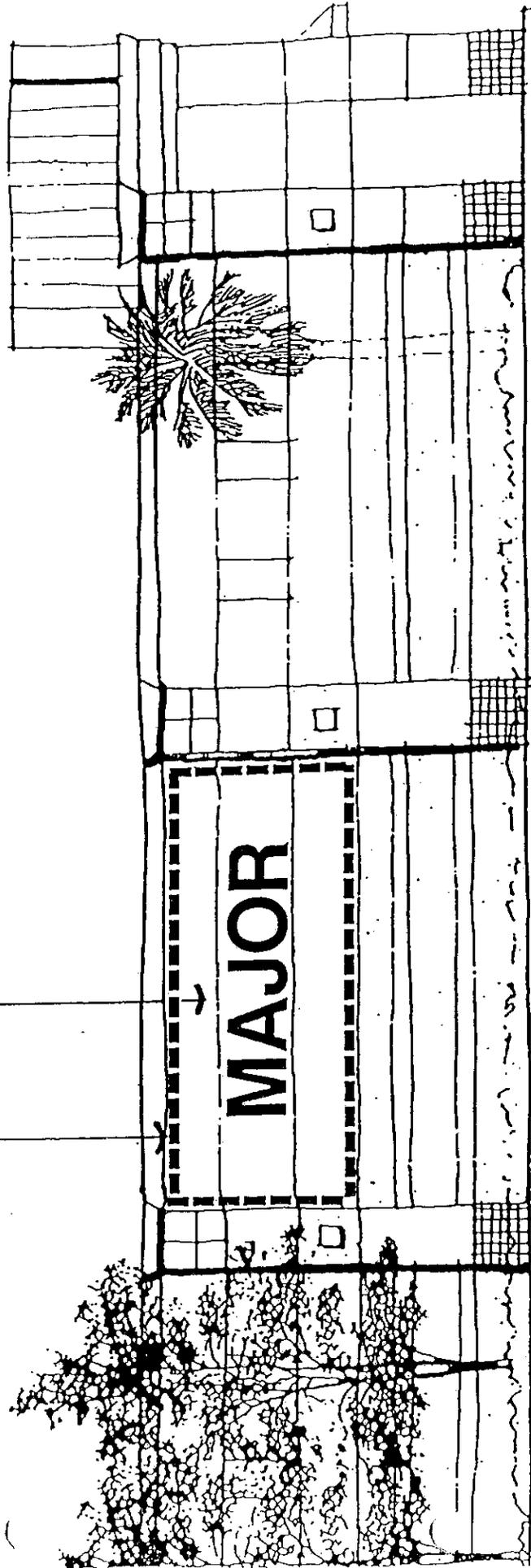
FRONT SIGN
SOUTH ELEVATION - PARTIAL

EXHIBIT 5

NOTE: SIGNAGE TO BE CENTERED VERTICALLY AND HORIZONTALLY WITHIN SIGN LIMITS AREA.

— MAXIMUM SIGN AREA: 3 SF PER LINEAL FOOT OF FRONTAGE TO A MAXIMUM OF 150 SF.

SIGN LIMITS



PRECISE BUILDING ELEVATION FOR ILLUSTRATIVE PURPOSES ONLY AND SUBJECT TO CHANGE CONTINGENT ON CITY-PLANNING APPROVAL.

TENANT
MAJOR C

SIDE SIGN

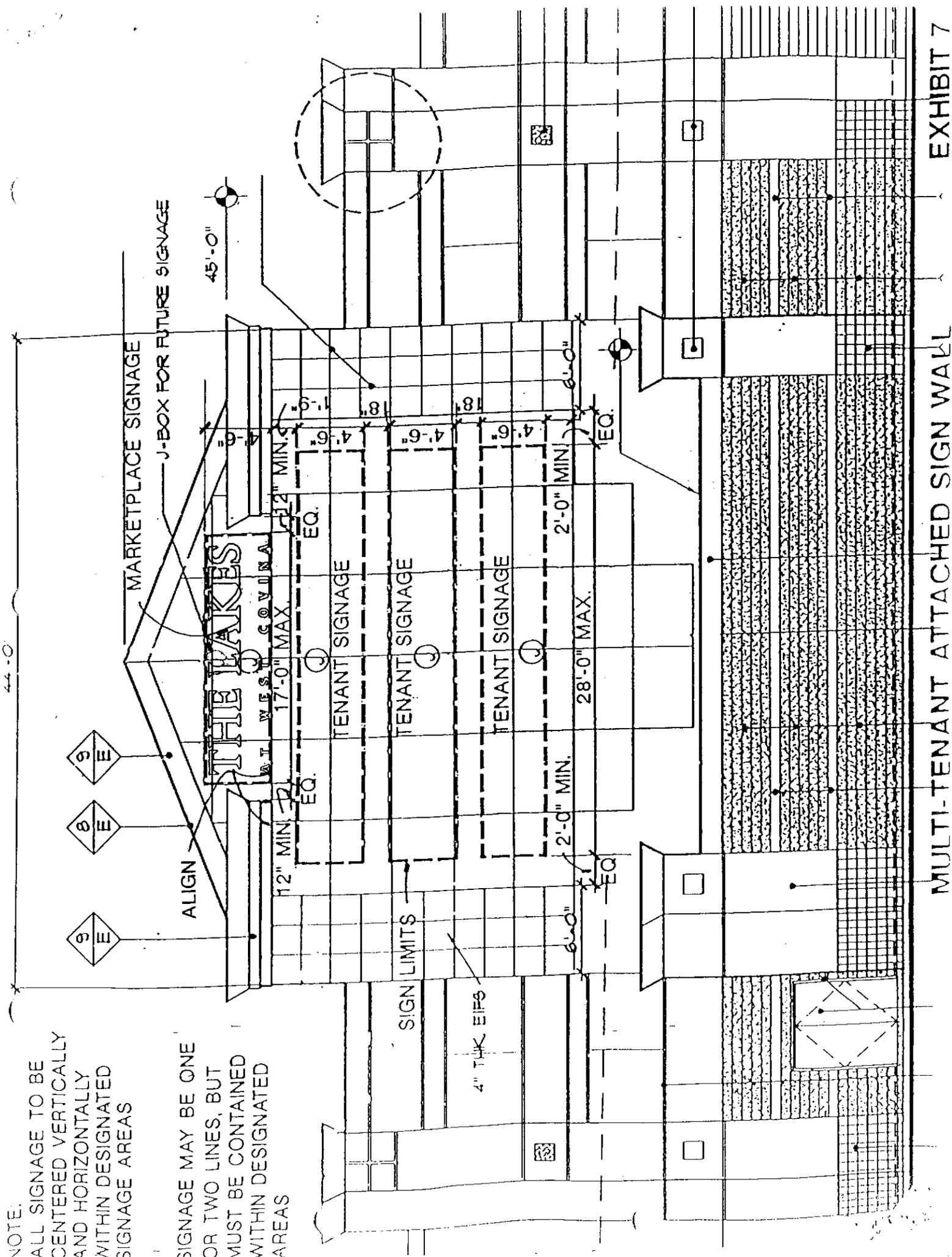
WEST ELEVATION - PARTIAL

EXHIBIT 6

NOTE:

ALL SIGNAGE TO BE CENTERED VERTICALLY AND HORIZONTALLY WITHIN DESIGNATED SIGNAGE AREAS

SIGNAGE MAY BE ONE OR TWO LINES, BUT MUST BE CONTAINED WITHIN DESIGNATED AREAS



MULTI-TENANT ATTACHED SIGN WALL

EXHIBIT 7