

EXHIBIT "D"

SIGN CRITERIA FOR:

**WEST COVINA VILLAGE SHOPPING CENTER
WEST COVINA, CALIFORNIA**

A. INTRODUCTION

The intent of this Sign Criteria is to provide guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the West Covina Village Shopping Center ("the Shopping Center").

Compliance with Sign Criteria shall be rigorously enforced and any installed unapproved, non-conforming signs shall be removed by the applicable Tenant at his expense, upon demand by the Landlord (or City). Existing signs, that were approved by the Landlord and City and were installed prior to May 1991, shall be considered conforming for the sole purposes of these sign criteria.

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

B. LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of the detailed shop drawings of his proposed sign, indicating conformance with the Sign Criteria therein outlined. Send to:

HASSEN REAL ESTATE PARTNERSHIP
100 North Barranca Avenue
Suite 900
West Covina, CA 91791-1600

2. No sign shall be installed in the Shopping Center without the written approval of Landlord. The Tenant shall submit the sign drawing approved by Landlord to the appropriate City Authority for Sign Criteria and Applicable Code Compliance approval prior to the start of any sign construction.
3. The Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for all requirements of the Sign Criteria.
6. Landlord shall provide primary electrical service terminations for signs at the Shopping Center of the allowed signage area on the interior of the canopy.
7. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
8. The location of all signs shall be per the accompanying design criteria.
9. One "Sign Space" shall be allowed for each Tenant (except as otherwise approved in writing). Tenant shall verify his sign location and size with Landlord prior to fabrication.
10. All shop Tenants are required to have a sign band sign per the accompanying design criteria.
11. Address numbers shall be applied to each store by the Tenant's sign company during regular course of construction.

APPROVED	
City of West Covina Planning Department	
<i>Revision to Sign Criteria approved per PDMed 12*04</i>	
Signature. <i>[Signature]</i>	Date. <i>2/7/12</i>

12. Special signs which vary from this Sign Criteria must first be approved by Landlord and respective City Authority.
13. The maximum allocated sign area for the aggregate of all permanent signs (except exempt and convenience signs) shall be as noted herein.
14. Signs to be used at this Shopping Center are to be individual letters with acrylic plastic faces, internal illumination and dark bronze sides and trim.
15. All illumination shall terminate at or by 10:00 p.m. each day.
16. Tenant shall be responsible for the removal of all signage and appropriate patching of the brick-facade or plaster sign band upon the expiration of the Lease.

C. SIGN SPECIFICATIONS

1. Anchor Tenant/Major Tenant Space

a. Anchor Tenant/Major Tenant

1. Anchor Tenant/Major Tenant Space shall be defined as containing a minimum of 7,500 square feet located in one of the following buildings: Major 1 (375 N. Azusa Avenue), Major 2 (441 N. Azusa Avenue), Major 4 (339 N. Azusa Avenue), Building F (403 N. Azusa Avenue), Building G (365 N. Azusa Avenue) and Freestanding Pad Buildings 1 (455 N. Azusa Avenue), 2 (467 N. Azusa Avenue), 3 (479 N. Azusa Avenue), 4 (381 N. Azusa Avenue) and 5 (301 N. Azusa Avenue) if entirely occupied by a single Tenant entity.
2. Landlord (Hassen Real Estate Partnership) reserves the right to approve any signage applications for Anchor Tenant/Major Tenant Space on an individual case basis. Signage proposed must be in conformance with City of West Covina Sign Ordinance.
3. Anchor Tenant/Major Tenant signage shall be located on the brick facade or other appropriate building fascia.
4. Anchor Tenant/Major Tenant signage "Net Sign Area" shall not exceed that allowed by the City of West Covina Sign Ordinance. (See 4.a)6))
5. Maximum "Net Sign Area"/Letter Height allowed for an Anchor Tenant/Major Tenant sign shall be 48 inches in height.
6. Except for limitations on the size of the Maximum "Net Sign Area"/Letter Height, Anchor Tenant/Major Tenant Signs shall comply with all the construction standards and requirements of the "General Specifications" for Tenant Signage on Brick Facade" (4.a)1)-16)).

2. In-Line Tenant Space

a. Major Tenants

- 1) Tenant spaces of 5,000 square feet and greater shall be considered major tenants. Major tenants may place their signage on the brick facade. The placement of a sign on the brick facade precludes the placement of any additional signage on the plaster sign band.

b. Shop Tenants

- 1) Tenant spaces of less than 5,000 square feet shall have their signs located on the plaster sign band provided above each Tenant space.

3. Pad Building Tenant Space

a) Major Tenants

- 1) Tenant spaces of 4,000 square feet and greater shall be considered major tenants. Major tenants may place their signage on the brick facade. The placement of a sign on the brick facade precludes the placement of any additional signage on the plaster sign band.
- 2) Tenants solely leasing entire pad buildings, which differ in architectural style and construction from the rest of the Shopping Center, shall have their signage proposals reviewed on an individual basis. Any proposal must maintain the same quality standards set for the rest of the Shopping Center and must comply with the City of West Covina Sign Ordinance.

b) Shop Tenants

- 1) Tenant spaces of less than 4,000 square feet shall have their signs located on the plaster sign band provided above each tenant space.

4. General Specifications

a) Tenant Signage on Brick Facade

- 1) All signs and their installation must comply with all local Building and Electrical Codes.
- 2) All lettering shall be restricted to the "Net Sign Area." (See SC-3)
- 3) No projections above or below the "Net Sign Area" will be permitted (except as otherwise approved in writing by the Landlord and City).
- 4) Individual shop logos and registered trademarks may be located anywhere within the "Net Sign Area," provided their height does not exceed the maximum height established for the "Net Sign Area."
- 5) Tenant shall display only their established tradenames or their basic product name, e.g., "Sam Shoes," or combination thereof.
- 6) Maximum square footage on the "Net Sign Area" allowed on the brick facade shall be governed by the City of West Covina Sign Ordinance. The allowable area is dictated by a formula based on the lineal feet of shop frontage for each exposure. Differing maximums (and minimums) are established for front, side and rear exposures. Tenants are advised to contact the City of West Covina Planning Department for their particular limit before proceeding with any sign drawings.
- 7) Maximum "Net Sign Area"/Letter Height is limited to 30 inches, with the exception of spaces designated as Anchor Tenants/Major Tenants.
- 8) Signs on the brick facade are to be located on the centerline, vertically, of the brick portion of the Building. They should also be placed approximately centered on the lease frontage of that particular Tenant space.
- 9) Not more than one row of letters is permitted unless approved differently at the discretion of the City Planning Director.
- 10) Signs located on the brick are to be constructed of individual can letters with dark bronze aluminum sides, plexiglas faces and internal illumination. These letters shall be attached to electrical raceways drilled into grout joints of the brick, so as to not damage or disfigure the brick itself. Raceways are to be painted a matching color with the brick in order to blend in.
- 11) No exposed conduits, conductors, crossovers, transformers, etc. shall be permitted.
- 12) Internal illumination to be from neon tube lamps installed and labeled in accordance with the Underwriters Laboratory. Intensity as approved by the City.
- 13) Preferred plexiglas colors to be used are red, white, orange, yellow, and blue. Other colors and multiple color combinations must be approved by the Landlord and City on a per case basis. Logos and registered trademarks are excepted from this requirement. All colors shall have a matte finish.

- 14) The face of the sign shall be constructed of acrylic plastic (1/8" thick minimum) and fastened to the metal can in an approved manner.
- 15) The "copy" (letter type) shall be submitted to the Landlord for written approval prior to fabrication.
- 16) For the purposes of store identification, Tenant shall 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, including hours of business, emergency telephones, etc... The number and letter type face shall be subject to Landlord's approval. (See door signage design criteria, sheet No. SC-2).

b) Tenant Signage on Plaster Sign Band

- 1) All sign and their installation must comply with all local Building and Electrical Codes.
- 2) All lettering shall be restricted to the "Net Sign Area." (See SC-3).
- 3) No projections above or below the "Net Sign Area" will be permitted (Except as otherwise approved in writing by the Landlord and City).
- 4) Individual shop logos and registered trademarks may be located anywhere within the "Net Sign Area," provided their height does not exceed the maximum height established for the "Net Sign Area."
- 5) Tenant shall display only their established tradenames or their basic product name, e.g., "Sam's Shoes," or combination thereof.
- 6) Shop sign for each tenant shall be attached only in an area specifically designated for that Tenant, on the plaster sign band, by the Landlord.
- 7) Maximum sign length is limited to 60% of the Tenant Shop's Lease frontage, however, it may not exceed 17'-0" in length regardless of the length of the frontage.
- 8) Maximum "Net Sign Area"/Letter height is limited to 24 inches.
- 9) The "Net Sign Area" shall not exceed thirty-four (34) square feet.
- 10) No more than two (2) rows of letters are permitted, provided that maximum total height does not exceed the maximum height established for the "Net Sign Area" of 24 inches. An exception to this is granted when a Tenant space is located in a corner of the Building and has its sign band area interrupted by columns. In this case two (2) rows of 14 inch high letters would be permitted provided the height of the "Net Sign Area" does not exceed 30 inches.
- 11) Signs located on the plaster sign band are to be constructed of individual can letters with dark bronze aluminum sides, plexiglas faces and internal illumination. Each individual letter shall be attached independently and directly to the plaster surface of the sign band.
- 12) No exposed raceways, conduits, conductors, crossovers, transformers, etc. shall be permitted.
- 13) Internal illumination to be from neon tube lamps installed and labeled in accordance with the Underwriters Laboratory. Intensity as approved by the City.
- 14) Preferred plexiglas colors to be used are red, white, orange, yellow, and blue. Other colors and multiple color combinations must be approved by the Landlord and City on a per case basis. Logos and registered trademarks are excepted from this requirement. All colors shall have a matte finish.
- 15) The face of the sign shall be constructed of acrylic plastic (1/8" thick minimum) and fastened to the metal can in an approved manner.
- 16) The "copy" (letter type) shall be submitted to the Landlord for written approval prior to fabrication.

- 17) For the purpose of store identification, Tenant shall be permitted to be 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, including hours of business, emergency telephones, etc... The number and letter type face shall be subject to Landlord's approval. (See door signage design criteria, Sheet No. SC-2).

D. 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 manner to interfere with, mislead, or confuse traffic.

2) Immoral or Unlawful Advertising:

No personal shall exhibit, post, or display or cause to be exhibited posted, or displayed upon any sign, anything of an obscene, indecent, immoral, or unlawful nature or activity.

3) Signs on Doors, Windows or Fire Escapes:

No window signs shall be permitted, except as provided in 4.b)17) 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.

4) 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 temperature displays.

5) Off-Premises Sign:

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

6) Vehicle Signs:

Sign on or affixed to trucks, automobiles, trailers or other vehicles, which advertise identity, or provide directions to a use of activity not related to its lawful making of deliveries of sales or merchandise of rendering of service from such vehicles, are prohibited.

7) Light Bulb Strings and Exposed Tubing:

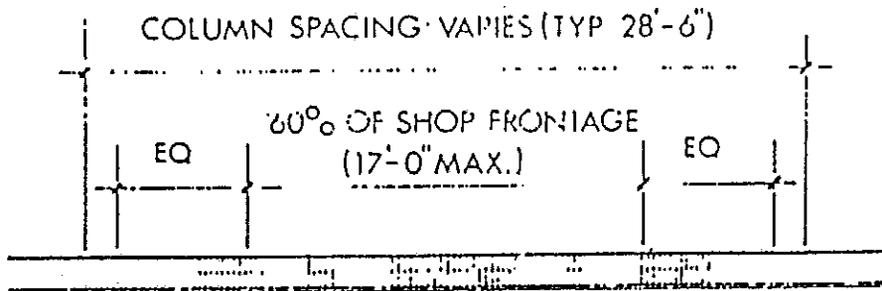
External display, other than temporary decorative holiday lighting, which consists of unshielded light bulbs, and open, exposed neon or gaseous light tubing, are prohibited. An exception hereto may be granted by Landlord when the display is an integral part of the design character or the activity to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

8) Banners, Flags and Pennants Used for Advertising Purposes:

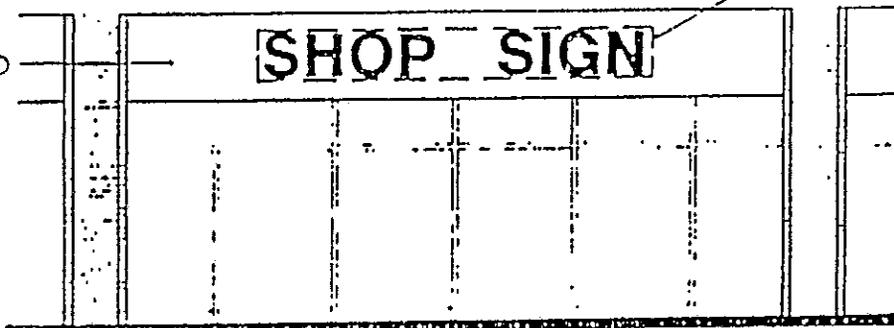
Banners, Flags or Pennants, or a combination of same, attached to the Building are prohibited, except for temporary signage and grand opening banners which may be permitted subject to Landlord and City approval.

9) Redundant Signs:

Repetitious and redundant signs, stating the same information are not allowed on the same frontage of the Building



PLASTER SIGN BAND

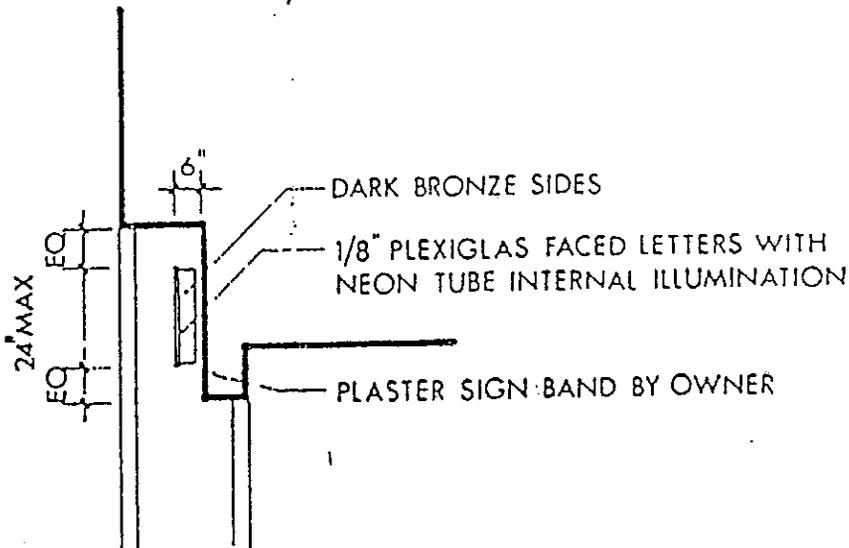


NOTE
SIGN TO BE CENTERED
HORIZONTALLY
AND VERTICALLY
ON PLASTER SIGN
BAND

TYPICAL SHOP ELEVATION

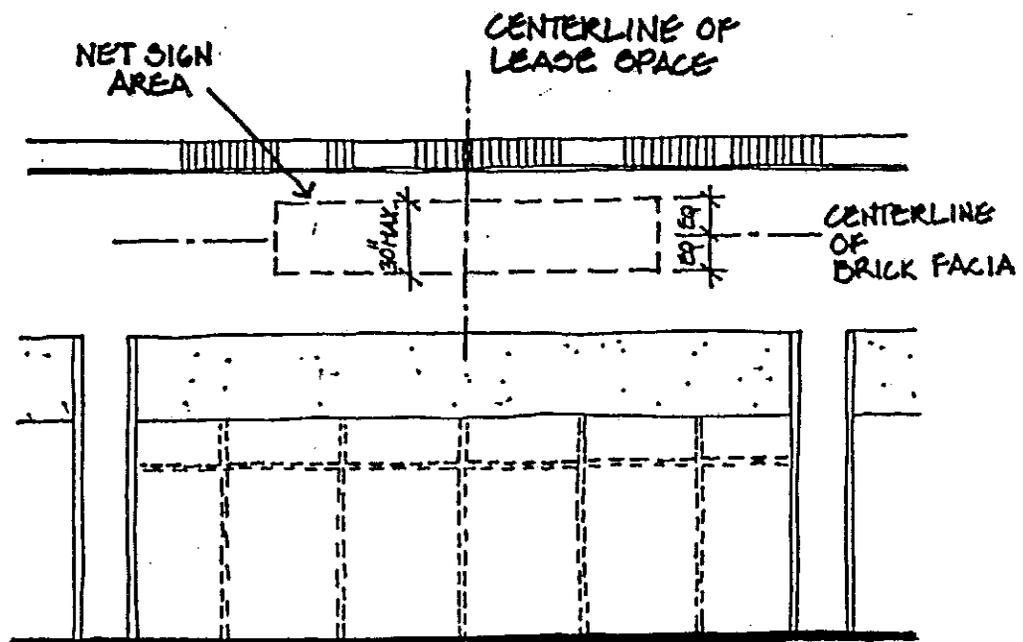
APPROVED PLEXIGLAS COLORS:

- WHITE
- YELLOW
- ORANGE
- RED
- BLUE



TYPICAL SECTION

<p>MILLARD ARCHULETA ASSOCIATES Architects Engineers Planners Interior Design</p> <p>7440 N Figueroa St., Los Angeles, Ca 90041 (213) 254-0238 254-0121</p>	<p>TITLE SIGN CRITERIA</p>	<p>SHEET NO.</p>
	<p>JOH WEST COVINA VILLAGE</p>	<p>SC-1</p>
<p>JOH NO 8162</p>	<p>DATE 11-9-83</p>	



SIGNS ON BRICK

	SIGN CRITERIA	SC-3
	WEST COVINA VILLAGE	
4-24-91		