



MERCHANT HANDBOOK



SHOPPACIFICPEARL.COM | 510-770-9798



**PACIFIC PEARL MANAGEMENT OFFICE
43440 BOSCELL ROAD | FREMONT, CA 94538**



Merchant Manual 2018

Welcome to Pacific Pearl

Welcome to Pacific Pearl! Inside this book are some of the most important facts and information about Pacific Pearl Shopping Center that you and your employees will need to know.

This handbook will define how you can become a more active player in the Center's success through participation and compliance with the Center's operating guidelines, policies and marketing activities. We strongly encourage you and your staff to familiarize yourself with the services and operations of the Shopping Center, as well as take the time to learn about your fellow merchants.

Together, we will continue to make Pacific Pearl an outstanding shopping, dining and entertainment destination in the East Bay.

Should you have any questions, please do not hesitate to call the Management Office and we will be glad to offer assistance. The Pacific Pearl Management Team is looking forward to working with you and your staff.

This manual is furnished subject to correction or error, omissions, changes in building procedures or withdrawal at the sole discretion of the Landlord without notice. This information is for guidance only and does not constitute the whole or any part of a contract nor does it operate to modify terms of any Lease. Please retain this manual for future reference as it will be amended and updated from time to time.



Merchant Manual 2018

Table of Contents

General Information	3
Merchant Contact Form.....	8
Employee Parking Policy.....	9
General Rules and Regulations.....	10
Sign and Display Criteria	13
Trash, Recycling & Compost Program.....	14
Merchant Maintenance Responsibilities.....	17
Fire Code.....	19
Security/Emergencies.....	20
<i>Public Safety Assistance</i>	<i>20</i>
<i>Security Policies and Procedures.....</i>	<i>21</i>
<i>Emergency Preparedness Procedures.....</i>	<i>23</i>
Shoplifters	26
Code of Conduct.....	29
Marketing.....	31



Merchant Manual 2018

General Information

Pacific Pearl Fact Sheet

The Center

Pacific Pearl is an Asian oriented Shopping Center anchored by 99 Ranch Market, King Wah Restaurant and 85°C Bakery Café.

Size

The Center is 120,000 square feet and contains approximately 36 shops and restaurants.

Location

Pacific Pearl is located in Pleasanton off freeway 580 at El Charro Road and Stoneridge Drive and across San Francisco Premium Outlets in Livermore.

Directions

From the 580 Freeway:

Head southeast on El Charro Road. Turn right onto Stoneridge Drive. Turn Right onto El Charro Road and left onto Stoneridge Drive.

From the 680 Freeway:

Continue on I-680 N to El Charro Rd. Take exit 48 from I-580 E. Continue on El Charro Rd. Drive to Stoneridge Drive.

Shopping Hours

Each store and restaurant may establish their own operating hours as specified in their Lease agreement. However, the standard Center shopping hours are as follows:

Monday – Thursday	10:00am – 9:00pm
Friday - Saturday	10:00am – 10:00pm
Sunday	11:00am – 8:00pm

Holiday Hours

New Years Day	Optional Hours
Thanksgiving Day	Optional Hours
Christmas Day	Closed

You are welcome and encouraged to maintain longer hours should you desire. If possible, inventory should be planned as to not interfere with the Center's operating hours. Please notify the Center's management or



Merchant Manual 2018

Security Personnel of any special hours devoted to inventory or any reason why your store is required to close during normal operating hours.

Phone Numbers

Management Office Telephone	(510) 770-9798
Management Office Facsimile	(510) 770-9796
Security, Non-Emergency (24/7)	(925) 322-3619
Emergency	911
General Email:	pacificpearl@vestar.com



Merchant Manual 2018

Vestar Management Office

The Management Office is located Fremont, CA. The office is open Monday through Friday, 8:00am to 12:00pm and 1:00pm to 5:00pm.

Address

Vestar Property Management
43440 Boscell Road
Fremont, CA 94538

Personnel

General Manager	Jennifer Duarte	jduarte@vestar.com
Assistant Property Manager	Nikita Patel	npatel@vestar.com
Administrative Assistant	Jen Arzadon	jarzadon@vestar.com
Senior Director of Marketing	Heath McCue	hmc cue@vestar.com
Marketing Assistant	Sherrie Martinez	smartinez@vestar.com

Rental Payments

Please be advised that rent is due and must be received at our lockbox by the first day of each month (allow five days for receipt when mailing). Late fees and/or interest penalties will be assessed accordingly. ***We cannot accept checks at the management office.**

Reporting Gross Sales

Please submit Gross Sales to Vestar Property Management prior to the date specified in your Lease (typically gross sales are required to be reported no later than the 20th day of the following month in which the sales occurred). If percentage rent is due, a check should be included at this time. Additionally, at the end of each Lease year, tenants are required to submit a certified statement showing annual Gross Sales.

Please note that most Leases allow the Landlord to charge a fine of \$50.00 per occurrence if sales reports are not submitted by the due date.

Send all sales reports via email to pacificpearl@vestar.com. All sales reports must be submitted in writing only.

Change of Billing Address

Please submit any changes to your tenant notice address or billing address in writing only.

Questions Regarding Your Account

Questions regarding your account history and statements should be directed to the Assistant Property Manager at (510) 770-9798.



Merchant Manual 2018

Insurance Requirements

Each Merchant is required to carry and maintain certain types and limits of insurance coverage. Review your Lease carefully to determine your obligation. Please inform your insurance carrier to the following as additional insured:

Additional Insured:

Certificate Holder: Stoneridge Drive Retail Investors, LLC c/o Vestar Property Management 43440 Boscell Road, Fremont, CA 94538	Additional Insured: UBS Realty Investors LLC 455 Market Street, Suite 1000 San Francisco, CA 94105	Additional Insured: Blake Griggs Properties, LLC 550 Hartz Ave., Suite 200 Danville, CA 94526	Additional Insured: Vestar Properties, Inc 2425 E. Camelback Rd. Suite 750 Phoenix, AZ 85013
--	---	--	---

Formal Notices

Any notice or demand which you desire to make upon the Landlord shall be in writing and shall be given to or delivered by U.S. Certified Mail (or as required in your Lease) and addressed to:

Stoneridge Drive Retail Investors, LLC
Vestar Management Office
43440 Boscell Road
Fremont, CA 94538

Informal Notices

It is the intention of the Pacific Pearl Management Team to keep you and your employees fully advised of all activities planned for the Center and any other matters that may affect your business. Such informal notices or bulletins will be delivered to your Store by Security Personnel. A signature verifying receipt of the document will be requested.

If you wish to have copies of notices sent to other representatives of your company, they will be sent upon receipt of your written request together with the names and addresses of such representatives.

It is suggested that you display appropriate bulletins within your store. Please ensure that all information is properly communicated to your employees so as to keep all staff well informed.



Merchant Manual 2018

Center Amenities

Mailboxes

- Two cluster box units are located to the side of Snowflake Dessert House. A mailbox key will be given to each merchant upon leasing Premises. The Landlord does not retain a key to your mailbox. If your keys are lost or broken, you will be required to contact a locksmith at your cost to change the lock.

Security

- Please report any security concerns directly to this office or call at 1-925-322-3619.

No Smoking Policy

- No smoking is permitted within the common area hallways, restrooms, back corridors or any of the stores within the Pacific Pearl. In addition, no smoking is permitted within 20 feet of an entryway or exit from any building. Employees who choose to smoke must do so in designated “back of house areas” where they are not visible to Center customers.

Emergency Merchant Contacts

- All Merchants are asked to designate representatives to be contacted in the event of an emergency. Ideally, these Merchant Contacts will be owners or managers who are capable of making decisions in emergency situations.
- Prior to move-in, we will need the names of emergency contacts, along with business and after hour telephone numbers. This list will be updated on a quarterly basis. When a designated Emergency Contact leaves your store, please notify the Management Office of the change immediately by updating the attached form.



Merchant Manual 2018

Merchant Contact Form

PROPERTY NAME PACIFIC PEARL

BUSINESS NAME

PREMISE ADDRESS SUITE

PREMISE TELEPHONE PREMISE FAX

PREMISE EMAIL

PREMISE CONTACT #1 TITLE

CELL PHONE

EMAIL

PREMISE CONTACT #2 TITLE

CELL PHONE

EMAIL

EMERGENCY CONTACT

EMERGENCY PHONE

PREMISE BUSINESS HOURS

Monday Friday
Tuesday Saturday
Wednesday Sunday
Thursday

BILLING ADDRESS

CONTACT TITLE

TELEPHONE FAX

NOTICE ADDRESS

CONTACT TITLE

TELEPHONE FAX

EMAIL

COMMENTS

Please return via email to pacificpearl@vestar.com or via fax at (510) 770-9796.



Merchant Manual 2018

Employee Parking Policy

Pacific Pearl customers deserve the convenience of parking near store entrances. A convenient parking space is worth several hundred dollars per day to merchants. During peak periods, there is a lack of convenient parking for all customers. In an effort to ensure that the best parking stalls are available, the following parking policy is in place:

All Pacific Pearl employees must park in designated employee parking areas at all times.

Vestar Property Management and Pacific Pearl Security will be enforcing an employee parking policy seven days a week at the Center. Employees are required to park in designated employee parking areas at all times. See the attached map showing the employee parking areas.

Please inform all employees of the attached policy. Failure to follow this policy may result in an employee's vehicle being towed at the employee's expense and/or a \$50.00 fine per day to the Tenant.

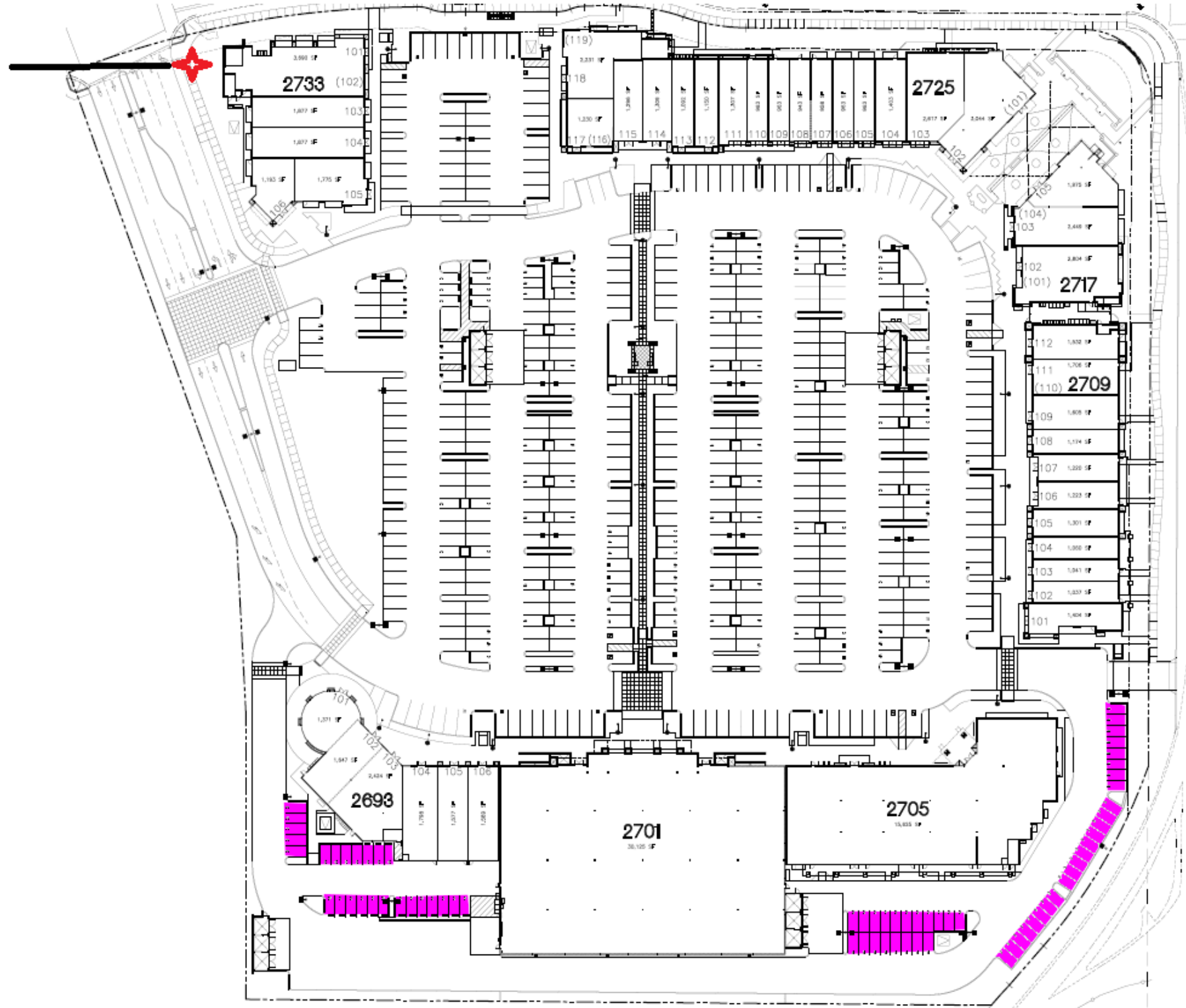
If you do not park in the designated area, your vehicle will be ticketed or towed at your own expense. In addition, per the Lease, the store owner may be fined for each employee vehicle improperly parked for each occurrence.

Please understand this policy is in effect to ensure Pacific Pearl is a pleasant and convenient place to shop for customers. Your cooperation is most appreciated. If you have questions pertaining to the above please do not hesitate to call the Management Office (510) 770-9798 or Security at (925) 322-3619.

PACIFIC PEARL PARKING PLAN

ALL PARKING IS 3 HOUR MAXIMUM UNLESS OTHERWISE DESIGNATED

ENTRANCE SIGN
3 HOUR MAXIMUM
PARKING



EMPLOYEE PARKING

- 3 HOUR MAXIMUM PARKING STRICTLY ENFORCED IN ALL AREAS EXCEPT EMPLOYEE PARKING
- ALL EMPLOYEES ARE REQUIRED TO PARK IN DESIGNATED EMPLOYEE PARKING AREAS OR RISK TOWING OR FINES
- NO OVERNIGHT PARKING OR WALK-OFFS PERMITTED

OVERALL SITE PLAN

PACIFIC PEARL
PLEASANTON, CALIFORNIA



Merchant Manual 2018

General Rules and Regulations

It is our experience that most store managers are not fully familiar with the details of their Lease. As a result, a number of basic rules and regulations are frequently and inadvertently broken.

In an effort to prevent some of these potential misunderstandings and to maintain a comfortable and professional image for our customers, the following rules and regulations must be maintained by your store:

Storefront Signage

Signage, other than that approved by the Landlord, on the exterior of storefronts is not permitted in the Shopping Center. The use of signage including neon signs posted in your storefront detracts from your store, your merchandise presentation and the Shopping Center ambience. We want to convey a professional and clean image to our customers.

Handmade signs are unacceptable at all times. Signs of any type are not to be affixed to the inside or outside windows, around columns, or outside exterior walls.

Merchants are responsible for ensuring their **exterior signage lights are operating during minimum operating hours** and that exterior store signage is repaired promptly when outages occur.

Lease Lines

Tables, counters, display cases, racks, merchandise, freestanding signs or fixtures of any sort are not permitted outside your door. No material may be placed outside the storefront of your store without **written permission** from the Management Office. No temporary fixtures or merchandise displays are permitted within six feet of any entrance inside the store for safety reasons.

Deliveries

Merchants shall use their best efforts to complete, or cause to be completed, all deliveries, loading, unloading and services to the premises prior to 10:00 AM each day. Merchants shall not permit delivery trucks or other vehicles servicing their premises to park or stand in front of their premises from 10:00 AM to 9:00 PM each day. All deliveries **MUST** be made from designated delivery areas and delivery vehicles shall not park in any fire lanes or block traffic at any time. Vehicles parked illegally will be subject to tow at the Owner's expense.

Soliciting

Merchants or any other person, shall not distribute any handbills, conduct sampling or solicit business in any manner in the Common Area and facilities or in the parking lot, in or upon any vehicles, in the Shopping Center without Management's written permission.



Merchant Manual 2018

Unauthorized Activities in the Center

Non-commercial activity in the Center is permissible only upon securing permission from the Management Office. A strict no solicitation policy is in effect and all non-merchant users of the Center must submit a Permit Application for Expressive Activity and sign an agreement in order to use the Center. All groups interested in taking photographs or using the mall property in any way other than as a shopping center must have written permission.

In-Store Music Volume

No loudspeakers, televisions, flashing lights, music systems, action signs or other similar devices may be used in a manner so as to be heard or seen outside the Leased Premises. The question of what constitutes a violation is determined by Pacific Pearl Management Office or Security Personnel.

Merchant Inventory

We recognize that merchant inventories are a necessary part of doing business. We encourage all merchants to conduct their inventories before or after business hours if possible. If it is necessary to take inventory during business hours please notify the Management Office as to when you will be closed. You will need to provide *professional signage* (not handwritten) that states your store is temporarily closed for inventory and when you will reopen.

Store Employee Conduct

Store employees and agents shall not interfere in any way with other merchants or patrons of the Shopping Center, nor bring into nor keep within the boundaries of the Retail Center any animal or bird, or any bicycle or other vehicles, except such employee vehicles permitted to park in employee parking or bicycles properly secured at Center bicycle racks.

Transmitting Equipment

Merchants shall not install or allow on the Leased Premises any transmitting device, nor erect any aerial on the roof of any building in the Shopping Center or on any exterior walls of the Leased Premises without first obtaining the consent in writing of the Landlord. In addition, no roof penetrations or rooftop equipment of any kind are permitted without Landlord approval. Landlord's contractor must be used for any roof repairs. For roof access, you must sign in with Security during normal business hours and use only designated roof access points. No ladders are permitted on the exterior of the building.

Use of Premises

No one shall use the Leased Premises for sleeping apartments or residential purposes or for the storage of personal effects or articles other than those required for the Permitted Business under the Lease. Tenants have an obligation to control odors within their Premises such that they cannot be detected by neighboring Premises or within the Common Area.

No auction, fire, bankruptcy, liquidations, emergency sale, going out of business or selling-out sales shall be conducted within the Leased Premises.



Merchant Manual 2018

Vendors

Merchant's vendors and contractors may not perform any work outside of the Leased Premises during center hours. This includes, but is not limited to the following: electricians, plumbers, window washers, sign and lighting technicians. In addition, work to be performed outside of the premises or work that will affect another merchant must be coordinated with Mall Management. Proof of insurance, with *additional insured*, is required for all common area work.

Maintenance

The general maintenance and up-keep of each store is the responsibility of the store owner. Per the Lease agreement, each Merchant will, at his/her own expense, keep the Leased Premises in good order and repair. This includes, but is not limited to, plumbing, electrical, kitchen equipment, grease exhaust fans, make-up air, storefront signage, lighting and store front/window cleaning.

Please Note: Vendors will not be permitted access to the roof without insurance. No access to roof after 6:00pm - 6:00am unless an emergency.

Merchants shall not mark, drive nails, screw or drill into or use paint that will in any way deface the exterior walls, roof, foundations, bearing walls or columns without the prior written consent of Landlord. Merchants shall keep all areas immediately adjoining the Leased Premises clear of any obstructions, garbage or refuse.

Due to implied liability, Pacific Pearl Maintenance Personnel will not perform any unapproved repairs for Merchants or loan any tools or ladders under any circumstances.

Right to Amend General Rules and Regulations

The Landlord reserves the right at any time to change, amend or rescind any one or more of these rules or regulations or to make further reasonable rules and regulations as may be necessary for the management, safety, care and cleanliness of the Premises and Shopping Center.

IT IS IMPORTANT TO KNOW THAT SECURITY WILL BE ENFORCING THESE RULES ON BEHALF OF THE LANDLORD.

We request you and your employee's assistance in complying with the above policies for the benefit of your business, your employees and our customers.



Merchant Manual 2018

Sign and Display Criteria

The Pacific Pearl has explicit sign regulations. They are summarized as follows:

1. Advertising matter or decorations of any kind should not be placed on any exterior or interior door, wall, or window (and not within 24 inches of any window) without the written permission of the Landlord as to size, type, color, location, copy, nature and display qualities.
2. Signs and displays should *not* obstruct the visibility of, or entry into, the store.
3. Signs should be professionally printed (no hand lettering, stencils, or stick-on letters), and must be maintained in good condition and repair at all times.
4. Display windows should be well lit during Center hours when either Pacific Pearl or the Leased Premises are open. Lights may be turned off after store closing.
5. Displays and temporary fixtures should not be located within six (6) feet of any entrance to the Leased Premises.
6. "Help Wanted," "No Smoking," and "No Food or Drink" signs also fall under the guidelines described above. If approved, these negative impact signs should be carefully placed so as not to leave customers with a negative impression.
7. No flashing or animated signs.
8. No permanent advertising devices such as attraction boards, posters, banners, and flags.
9. No sandwich boards or inflatable displays.
10. See Lease for further guidelines.

If you are unsure as to whether your signs meet any of the criteria described above, you should call the Management Office before installation. Failure to do so could result in removal of any unapproved sign.



Merchant Manual 2018

Trash, Recycling & Compost Program

Pacific Pearl Merchants are responsible for disposing of their own garbage, food scraps and food soiled paper, cardboard and recyclables in the Center compost bins, compactors and trash bins. Each Merchant is assigned a trash enclosure. Trash bins, white compost bins & recycling bins are labeled specifically for the type of waste which may be deposited inside. Recycling & Composting are mandatory! Please ensure that all employees are educated on separating cardboard, food waste, food soiled paper and paper, glass, and aluminum products for recycling & compost program.

Constant attention to adequate trash handling within your store or restaurant and trash enclosure area is essential to reduce fire hazards and to prevent insect and animal infestation. If you notice bins are overflowing or trash has been placed on the ground, please notify Security immediately. Please adhere to the trash guidelines described below:

- **All boxes must be broken down.**
- **All loose garbage must be bagged.**
- **Only certified compostable bags are permitted in the green compost bins. Food scraps in the kitchen must be placed in the compost toters.**
- All garbage must be kept inside your premises until you are ready to dispose of it within bins in the trash enclosure.
- No trash bags should be dragged to the trash enclosure.
- Store refuse must be placed inside bins, never outside next to them for any reason. If trash is found anywhere other than in the correct trash or recycling bin, fines will be assessed.
- Store refuse is not to be disposed of in the mall common area trash receptacles located in front of stores.
- Metal fixtures, shelving, wood, pallets, and miscellaneous store furniture is the Merchant's responsibility for disposal.
- Stores are responsible for the purchase and supply of their own disposable refuse bags or compost bags.
- No hot ashes are to be disposed of in bins or compactors.

Please see the following pages which outline what items are recyclable, composted and the locations of compactors, compost and recycle bins.

KEEP TRASH ENCLOSURE AREA CLEAN

請保持垃圾場四周清潔



- Do not allow anything but rainwater to enter storm drain!
- Keep area clean. Sweep and pick up all trash and place in Compactor.
- Do not place liquids, grease or hazardous materials into dumpster.
- Report all violations, illegal dumping and spills to Security.
- Fines will be assessed for violating these policies.

All Recyclables
And Food Waste
Must Be Sorted
From Trash And
Placed In The
Correct
Container

所有可回收物及
廚餘應該分類並
放置在正確
收集箱內



- All cardboard boxes must be broken down and placed in Mixed Recycling bin.
- No grease collection containers allowed.
- Do not place trash on the ground - All trash must be placed inside bins at all times.
- Metal fixtures, shelving, wood, pallets, store furniture & hazardous materials are the merchants responsibility for disposal.

PACIFICPEARL

MANAGEMENT 510-770-9798

COMPOSTING IS MANDATORY!

Food Waste / Organics

食物, 廚餘 / 可自然分解有機物

Food-Soiled Paper



Fruits, Vegetables



Waxed Cardboard

(Flatten / 拆開並壓平)



Food Scraps,
Grounds, Dairy



Meats, Shells, Bones



Plants, Green Waste



NO Plastic, Glass, Metal, Liquids or Grease



不可放置任何塑膠, 玻璃, 金屬品, 液體及油脂

MIXED RECYCLING

混合回收廢棄物

LOOSE
Items only
DO
NOT USE
PLASTIC BAGS!



PAPER
紙張

不可
使用垃圾膠袋
放置回收物品



BOTTLES, CANS & JARS
玻璃瓶、金屬罐和膠樽

FLATTEN
ALL BOXES
請把所有紙箱和
盒子拆開並壓平



CARDBOARD
紙箱和紙板

NO Garbage, Food, Soiled Paper
不可放置任何非混合回收廢棄物, 食物, 食物包裝



NO Electronics/Hazardous Items
不可放置任何電子產品, 電燈泡及危險物品





Merchant Manual 2018

Use Cooking Oil Removal

All restaurants are responsible for the disposal of used cooking oil from within their Premises. Restaurants must contract with a vendor who will provide grease containers that will remain inside the restaurant. No grease receptacles are permitted within Pacific Pearl trash enclosures at any time.

If your restaurant shares a grease interceptor with another tenant; the Landlord will contract with a service vendor to maintain the grease interceptor and your restaurant will pay its share of the maintenance cost within its common area maintenance expenses.

At no time, may any grease or oil be poured down the storm drains within the trash enclosures. If any employee is caught disposing of grease in this manner, the City of Pleasanton and the Center will impose significant fines. Storm drain contamination is a serious offense and we must all work together to protect our environment.

Construction Dumpsters

The Center trash bins and compactors are not to be used by Merchants for their construction trash or for the disposal of old fixtures or metal signage. Please contact the Management Office in order to determine the approved locations for construction dumpsters. City of Pleasanton dedicated hauler is Pleasanton Garbage Services. Violators to this rule will be fined the cost of removing and separately disposing of the construction waste.



Merchant Manual 2018

Merchant Maintenance Responsibilities

As a Merchant of the Pacific Pearl you are responsible for the maintenance and upkeep of the following in-store items:

Electrical

- Spare bulbs, power switches, fuses, circuit breakers, transformers, and maintenance and repairs to the store signage and lighting.

Fixtures

- Ceiling tiles, shelves, carpets, all display fixtures and restrooms.

Windows

- Interior and exterior of windows storefront frames and bases are to be washed and cleaned daily. Storefronts and store signage is to be cleaned regularly.

HVAC (Heating, Ventilation & Air Conditioning)

- Per your Lease, the Landlord has elected to take responsibility for the general maintenance of the heating, ventilation and air conditioning systems (HVAC) serving your premises. The Landlord is contracting with a licensed HVAC contractor and will bill this expense with the Common Area Maintenance billing. If you have any issues with the operation of your HVAC unit; please call or email the Management Office.

Plumbing

- Toilet stoppages, sinks, leaking pipes, running water are tenant responsibility.

Grease Trap

- The Landlord has contracted with All Valley Environmental Services for quarterly pumping, maintenance and cleaning of grease traps and jetting of lines for restaurants located at Pacific Pearl. If you are unsure regarding the maintenance of your grease trap, please contact the Management Office at (510) 770-9798.

Equipment

- It is the responsibility of each merchant to have equipment such as ladders, nails, hammers, screwdrivers, buckets, cleaners, mops, brooms, dollies, carts, paint brushes, disinfectants, deodorizers, towels, etc. handy to perform routine and daily maintenance jobs. Mall management and personnel will not provide these items.

Contractors

- All tenants must notify the Management Office or Security at least 24 hours in advance prior to having contractors working on-site.



Merchant Manual 2018

Roof

- For any matters regarding the roof, you must contact the Management Office or Security before any access is provided or work is completed. The vendor must provide insurance with the correct additional insureds in order to gain access. **Access to the roof will only be provided between the hours of 6:00pm to 6:00am unless there is a verifiable emergency.**
- No work may be done to the roof other than by Landlord's roofer, Bigham Taylor Roofing.

Fire Sprinklers

- All buildings at Pacific Pearl are fully sprinklered for fire protection. It is extremely important that these systems are functioning at all times. If it is necessary to do any sprinkler work in your store or restaurant that involves shutting off the sprinklers or taking the Code Red monitoring system off-line, contact Code Red at (925) 307-7700. Please follow required to use the following procedures:
 1. Contact Security at (925) 322-3619 during regular business hours at least 24 hours in advance of the scheduled work. You must have prior approval from Center Management for the actual work being completed.
 2. You must inform the on-site Security Supervisor before draining and refilling the fire system.
 3. When all work is completed, each day, contact Security so the fire alarm system can be immediately re-instated in your area.

Please remember that the fire control system is for the protection of both property and lives and the regulations regarding the impairment of the system are very important. Failure to follow these rules can result in penalties and false alarm charges. Contact the Management Office or Security if you have any questions.



Merchant Manual 2018

Fire Code

The items requiring Merchant repair or maintenance, according to your Lease Agreement and Fire Regulations are:

1. The illumination of fire exits within your premises.
2. The proper functioning of battery backup emergency lights within your premises. To test the emergency lights, disconnect the power from the light momentarily by unplugging the cord from the electrical receptacle or turning off the breaker. When the power is disconnected, the emergency lights should shine brightly and if not, the light needs servicing. Reconnect the power to the light.
3. Fire doors are to be clear of all boxes, trash and debris. Common area fire exit hallways are not to be littered with Merchant trash. Violators will be fined accordingly.
4. Electrical panels are not to be obstructed by shelving or boxes, but are to be clear of all obstructions.
5. Sprinkler heads are not to be obstructed in any way. Keep all boxes at least 12 inches below and away from any sprinkler heads.
6. Merchant fire extinguishers are to be serviced prior to the expiration date as shown on the tag.
7. It is the Merchant's responsibility to meet all fire code standards and insurance requirements for the safety of the Premises.

Citations for the above fire code violations and the accompanying fines are the Merchant's liability.

Fire Prevention

Do not allow accumulation of trash or waste materials that are flammable.

Throwing trash, empty boxes or other rubbish in the service corridor is strictly prohibited. The corridor is your exit and any debris could trap you or your customers in an emergency.

Be sure all employees know where your fire extinguisher is located and how to use it. Also, be sure it is serviced regularly.



Merchant Manual 2018

Security/Emergencies

EMERGENCY	911
PLEASANTON POLICE DEPARTMENT NON-EMERGENCY LINE	(925) 931-5100
FREMONT FIRE DEPARTMENT	(925) 454-2361
MANAGEMENT OFFICE	(510) 770-9798
PACIFIC PEARL SECURITY	(925) 322-3619

IN EMERGENCY SITUATIONS, CALL 911 FIRST.

Public Safety Assistance

- For the safety and protection of all customers and merchants, Pacific Pearl contracts a full force of trained, unarmed public safety officers. These officers patrol all common areas of Pacific Pearl including service areas and parking areas. These uniformed officers provide security coverage 24 hours a day, seven days a week by foot, bicycle and vehicle.
- Security is hired primarily for the prevention of crime, to provide a safe atmosphere and to assist Management in the enforcement of Pacific Pearl rules and regulations. This includes protection of property and assistance to customers and merchants. In an emergency, they may be able to assist merchants with problems until police or fire department personnel arrive. However, it is important to note that each Merchant is responsible for the security of his or her own property and Premises. Security is not responsible for any activity inside the Leased Premises.
- **To contact Security, call (925) 322-3619.** Please state your store name and message first: For example: "This is (store name). We have a (shoplifting, disturbance, suspicious person, etc.)." Please be concise and give them as much information as possible.
- Pacific Pearl Security Officers authority is limited to that of any other private citizen in that they are limited to citizen's arrests. Therefore, keep in mind that should a crime occur, the person who sees the act must be the one to make the arrest. You must be willing to press charges and prosecute to the fullest extent of the law.
- ***Remember, if an emergency occurs, you should first call 911, and then Center Security for assistance.***



Merchant Manual 2018

Security Policies and Procedures

Injuries / Illness

When a customer or employee is injured or becomes ill at Pacific Pearl, you should use the following procedures:

1. If the injury or illness is serious, call 911 immediately. If in doubt, or you are not sure, CALL 911. Be ready to provide detailed information to the dispatcher, including the person's age, sex, and specific problems of the victim.
2. Offer assistance or first aid to injured persons only to the extent that you have been trained.
3. Call Pacific Pearl Security (925) 454-2361 and inform them of the situation. Make sure you tell them if you have called 911.
4. Never talk to anyone about the situation, except Police Officers, Fire Personnel, Security, Mall Management or your Store Management Personnel.

Fire

- **SMALL AND READILY EXTINGUISHED**

If a small fire is discovered, extinguish immediately with a fire extinguisher, and then report the fire to Security.

- **UNCONTROLLED/NOT READILY EXTINGUISHED**

Have the Senior Manager notify the Pleasanton Fire Department by calling 911. Provide them with the location of the fire by store name and store address and tell them the intensity of the fire. Remain calm while giving information and answering questions; then notify Security. Your store is equipped with a smoke evacuation system, tied into the air conditioning. This system is designed to ventilate smoke and keep the smoke at a level high enough above the floor where you are able to stay low and evacuate your store of customers and employees. When the Fire Department arrives on the scene, they will assume control of the situation and will advise you of the proper safety measures to be taken.

Armed Robbery

- If an armed robbery is in progress, call 911 and report "a robbery in progress at (store name) located at Pacific Pearl (also give location of store in the Center)".
- Once 911 dispatch has been notified, please call Security and inform them of the situation. Security will respond to the area of the call and attempt to obtain descriptions of subjects fleeing the area and possible vehicle descriptions.
- When the robbery is over, call 911 and give the following information to the Police as to the identity of the suspect(s): height, weight, race, sex, age, hair, facial, clothing, direction of travel, time of robbery. After you have given this information to the Police, please call Security and inform them of the situation.



Merchant Manual 2018

Burglar Alarm

- After hours, if a store's burglar alarm is set off, Security will call the Emergency Contact Person on file and request that he/she return to the store. It is extremely important that the current Emergency Contact's home phone numbers be kept current with the Management Office.
- If the police do not respond automatically to the alarm, the merchant may request that the Police are called by Security. Security will remain near the store until the Store Representative or Police arrive within a reasonable amount of time. In the event the store has been broken into, it will be the store's responsibility to make arrangements to safeguard the store overnight. Security must continue to inspect and patrol the entire Center and cannot guard any one store.

Lost Children

- If a child is reported missing, **call 911 immediately** then notify Security. If there is any indication of a crime, let 911 know. Make sure you have the child's name, age, sex, clothing description and last known location. Have a parent or other responsible parties remain at the location to meet a Security Officer or Police Officer. If you find a lost child, immediately notify Security. Do not turn the child over to anyone the child does not recognize or does not want to go with. When in doubt, wait for Security to arrive. Though most children are located within minutes, missing children are considered a top priority of Pacific Pearl Personnel and the efforts of all Merchants are appreciated.

Vehicle Accident

- If a vehicle accident in the parking lot is reported to you, immediately notify Security. An officer will be dispatched to the scene. If the accident is serious or if injuries are involved, **call 911 first**, then call Security.

Vehicle lockouts (Keys locked in car) / Jump Starts / Flats

- If a customer or employee is locked out of his/her vehicle, his/her vehicle has a flat tire or a vehicle jump start is required, contact Security. Security will contact AAA if the customer or employee is a member. If he/she is not a member, Security will contact a contracted towing company.

Security escorts to Cars / Banks

- Security will escort persons to their vehicles 24 hours a day upon request. They will **NOT** escort Merchants to banks or vehicles carrying bank deposits. In that event, a Security vehicle will stand by and Security will monitor you until you get to your vehicle.



Merchant Manual 2018

Emergency Preparedness Procedures

Evacuation

- In the event that an evacuation is needed, please assist all customers and employees in exiting the store, and then secure your store. This should include turning off all electrical equipment and locking the doors as long as the situation allows for you to safely do so. Remember that the safety of your customers and employees is more important than any physical property. Once you are out of the building, be prepared to give an account of all customers and employees to Security Personnel when asked to do so.

Power Failure

- In case of power failure, calmly clear customers out of the store with a designated employee stationed at the entrance for security reasons. Close your doors/gates and stand by to receive information from Security or Pacific Pearl Management. **DO NOT LIGHT CANDLES.** Instead, keep an emergency flashlight handy.
- In most instances, power failures last less than an hour. If a power failure should last longer than an hour or two, it is the Merchant's decision to send employees home and close for the day. Please do not inundate Pacific Pearl Management or Security with phone calls. The lines need to be kept clear for emergencies.

Bomb Threat

- Notify the Pleasanton Police Department immediately by calling 911; then contact Pacific Pearl Security. Remain calm. Do not let customers know that there has been a bomb threat. If you answer a phone call from an individual who is phoning in the bomb threat, keep them on the phone as long as possible and take note of the caller's accent, age, sex and cultural background, background noises and specifics about the threat, i.e. When, where, and what kind of bomb caller is describing.
- If you find a suspicious package call the Police and Security immediately. Do not use electronic devices around the package and do not touch the package. Upon their arrival, the Police Department will handle the situation to conclusion. Only evacuate your store if so advised by the Police Department or Center Management.

Earthquake

- When an earthquake occurs, do your best to **KEEP CALM**. Do not run or panic, remain where you are and try to calm others. Follow basic earthquake procedures, such as getting under a solid table or desk, stand in a doorway, or against a wall away from fixtures that could fall. Stay away from storefront windows and **DO NOT** run outside. Most likely, the safest place you can be is inside your store.
- Security Personnel will check the Pacific Pearl gas lines for leaks and should it be necessary, turn off gas valves. Restaurants and other food use Merchants should turn off gas valves inside their stores.



Merchant Manual 2018

- In case of a quake of major proportion, there are procedures that Security, Maintenance, and Management employees will follow, including checking for potential hazards and injuries. It is strongly suggested that all stores maintain supplies such as a first aid kit, flashlight, blanket(s) and a supply of water.

After the Earthquake

- A. Use caution entering or leaving buildings or work area.
- B. Do not use lanterns, torches, lighted cigarettes or open flames, since gas leaks could be present.
- C. Stay away from fallen or damaged electrical wire.
- D. Do not use the telephone unless it is absolutely necessary for emergencies. Heavy use of the telephone will tie up the lines and prevent emergency calls from going out.
- E. If you are on a **SIDEWALK NEAR BUILDINGS**, duck into a doorway to protect yourself from falling bricks, glass, plaster, and other debris.
- F. If you are **DRIVING**, pull over to the side of the road and stop. Avoid overpasses, power lines, and other hazards. Stay inside the vehicle until the shaking is over.
- G. If you are in a **CROWDED STORE OR OTHER PUBLIC PLACE**, do not rush for exits. Move away from display shelves containing objects that could fall.
- H. If you are in a **WHEELCHAIR**, stay in it. Move to cover, if possible lock your wheels, and protect your head with your arms.
- I. If you are in the **THEATRE**, stay in your seat and protect your head with your arms. Do not try to leave until the shaking is over. Then leave in a calm, orderly manner.

AFTER AN EARTHQUAKE, BE PREPARED FOR AFTERSHOCKS, AND PLAN WHERE YOU WILL TAKE COVER WHEN THEY OCCUR.

Toxic Spill or Chemical Accident

- Should someone become aware of an overturned truck, train, or tanker, a broken fuel line or an accident in a nearby area, it may be necessary for the Merchants in the Center to conduct Emergency Procedures. If you can safely call 911, do so and then contact Security.
- The following procedures should be followed while awaiting further word from Security and the authority having jurisdiction:
 1. Close all windows and doors downwind of the accident.
 2. Discourage or do not allow employees or shoppers to exit on the downwind side of the chemical accident. You should shut down any ventilation equipment in your store if it is downwind of the chemical accident.
 3. Prepare to render first aid assistance as necessary.
 4. Center Management and Security will advise you of any plans to evacuate.



Merchant Manual 2018

Explosion

If someone becomes aware of an explosion by direct observation or the shouts of others of the explosion, notify the Pleasanton Fire Authority immediately by calling 911. Then notify Security as soon as it is safe for you to do so from your location.

Civil unrest

In the event of civil unrest or the potential for a civil disturbance, unless so directed by law enforcement personnel or Center Management/Security, the decision to close and/or evacuate your business is yours to make. However, we offer the following suggestions, which we hope will aid you in your planning and decision-making.

Please consider a few key points as you plan:

1. Consider sending employees home immediately if trouble starts so that they can get off the streets as early as possible. All employees should decide on a route or alternative routes home. Discuss the advisability of car-pooling.
2. Lock office doors, leave lights on, and remove sources of fuel and flammables. If appropriate, move vehicles out of sight.
3. Move exterior potted plants and trash cans inside (out of sight) so that they cannot be used to break windows.
4. Back up your computer data and take it offsite if possible.
5. Have flashlights, batteries, and battery operate radios in the office. Be sure your fire extinguisher is in working order.
6. Be sure a first aid kit is available and fully stocked.
7. Remove any keys that may be kept onsite.
8. Keep your car's gas tank half full.



Merchant Manual 2018

Shoplifters

If you wish to prosecute a shoplifter, call the Police Department and Security. Please remember that only the person witnessing a misdemeanor can make an arrest. It is important to note that the shoplifting suspect(s) must be kept under continuous surveillance, from the time they are observed concealing the merchandise on their person, until they exit the store. Therefore, you or your personnel will be required to make a citizen's arrest. While neither the Police nor Security can make the arrest for you, you may contact Security for assistance. They will remain with you to help calm the situation and look out for the safety of yourself, your customers and employees.

Shoplifting

Merchants are responsible for the security within their leased premises. The most common security problem within your store will be shoplifting and with that in mind we provide a few tips on what to do if you suspect someone is shoplifting in your store:

1. You must first decide whether:
 - a. You merely wish to recover the stolen goods and warn the shoplifter not to return to your store or:
 - b. Charge the person with shoplifting.
2. Watch the suspected shoplifter until they leave the store with the stolen article.
3. Approach the suspect outside of your store, tell the person you want him/her to accompany you back to your store and advise the person of the reason you are detaining him/her (i.e. "on suspicion of shoplifting").
4. If you decide to press charges you must call the police and detain the suspect until their arrival.
5. If you have recovered the stolen goods and do not wish to press criminal charges, you may warn the shoplifter not to return to your store again. Call the parents and police if it's a young offender, and document the person's name, address, etc.
6. Always report all incidents to Pacific Pearl Security Personnel.



Merchant Manual 2018

Five Steps in Laying a Shoplifting Charge

The only way to ensure a shoplifting charge is enforceable is to ensure the following five criteria are met:

1. You must see the item taken.
2. You must see the suspect attempt to conceal it.
3. You must see the suspect make no attempt to pay for the item.
4. You must see the suspect leave the store.
5. You must have continuity – **YOU MUST NOT LOSE SIGHT OF THE SUSPECT THROUGHOUT THE PROCESS OF THE THEFT.**

You are responsible for any action in your store. Refer to the following “Shopkeepers Rights to Refuse Services” and call Police. If you choose to press charges, Pacific Pearl Security may assist you; however, they can not undertake an arrest on your behalf.

The Shopkeeper’s Right to Refuse

The courts recognize the fact that the Storeowner does not have the right to physically bring customers into his place of business. When you open for business there is the implied invitation to “come in and shop in my store”. Equally in the eyes of the law the Customer does not have the “right” to be served. It is a non-spoken agreement between Merchant and Buyer. Provided none of the provisions of the Bill of Rights are contravened, the Merchant has the right to refuse service. The Merchant may exercise their right for many reasons, the more acceptable of which is “Because I do not want your business”. The only time you may want to use this is when you have experienced trouble due to “missing” goods, which you have good reason to believe have been stolen or bad checks. You must tell the person in words such as “I don’t want your business, I want you to leave my store” (at this point the customer becomes unwanted). If the person then refuses to leave and/or begins to cause a disturbance, call the Police at **(925) 931-5100**. Give them your address and telephone number and request for an Officer to attend “**to keep the peace.**”

If the person leaves before the Police arrive, all is well. There is now no need for the Police to attend, therefore cancel the call. If the trespasser still remains, explain the situation to the attending Officer, who will explain the citizen’s rights to him and to you.

At this point the Police can only act if there is a breach of the peace. They will not act as bouncers. The Owner, or his agent, must take the person by the arm and attempt to lead him from the Premises. If there is any refusal either passively or aggressively, then the criminal charge of Assault by Trespassing has taken place. Since the police witnessed it, it is an arrest able offense.



Merchant Manual 2018

There will be limitless variations of these circumstances; however the essential ingredients must be met:

1. The person must be told that he/she is not welcome as a customer.
2. He/she must be told to leave.
3. Should he/she refuse to go, call the Police.
4. Once the Police arrive they will provide direction as to the next step to take.
5. Any refusal to leave the Premises at this point is an arrestable offense by the attending Police Officer.

ANY DEVIATION FROM THE ABOVE PROCEDURE MAY COMPLICATE OR INVALIDATE THE CHARGE OR MAY RESULT IN CIVIL PROCEEDINGS AGAINST THE SHOPKEEPER.



Merchant Manual 2018

Code of Conduct

The Security Department has introduced a code of conduct for the CENTER. The code of conduct extends to all visitors of the property including but not limited to customers, employees, passers-by, and vendors (including delivery personnel). The following is the approved version of the CENTER code of conduct:

The CENTER, including the parking lot, is private property. The following Code of Conduct is set forth for the purpose of protecting the Center's legitimate business interests and any violation of the Code interferes with the commercial nature and function of the Center. As a visitor at the CENTER, you are prohibited from engaging in any of the following activities while on the property.

1. Using physical force, obscene language, obscene gestures, or racial, religious, or ethnic slurs, which are likely to create a disturbance or impinge on the hearing or peace of other patrons of the Center or other disorderly conduct, loitering or disturbing the peace.
2. Physically or verbally threatening any person, fighting, annoying others through noisy or boisterous activities or by unnecessary staring, by following another person through the Center or by using sexually explicit language or conduct or in any other way creating a disturbance which interferes, disrupts or endangers the Center's patrons or its commercial function.
3. Running, skating, skateboarding, bicycling, obstructing or interfering with the free flow of pedestrian traffic or with other patrons' view of windows and other tenants displays, or assembling for the purpose of disturbing the peace or committing any unlawful act.
4. Creating litter, or throwing, discarding or depositing any paper, glass or other matter of any kind on the property, except in designated trash receptacles.
5. Defacing, damaging or destroying any real or personal property constituting part of or located in or on, the Center and belonging to the Center, its patrons, or its tenants, including writing, spraying, scratching or otherwise affixing graffiti on such property.
6. Yelling, screaming, singing, playing of musical instruments, radios or tape players, or otherwise communicating in a manner which creates noise of sufficient volume to impinge on the hearing peace of the general public.
7. Soliciting money or other contributions or donations or distributing commercial advertising or promotional material of any kind, or offering samples of items which are sold, available for sale, or available in exchange for a donation or contributions, except with the prior written permission of the management of the Center.
8. Failing to be fully clothed or wearing apparel or gesturing in a manner which is likely to provoke a disturbance or embroil other groups or the general public in open conflict.



Merchant Manual 2018

9. Sitting on floors, planters, handrails, stairs, escalators or trash receptacles and other areas not specifically designed for seating.
10. Possessing any open can, bottle, or other receptacle containing any alcoholic beverage, except in the areas specifically designated for the consumption of alcohol.
11. Loitering, delaying, lingering or remaining idle about the property without any useful business for being present.
12. Engaging in any unlawful activity or behavior, or the commission of any misdemeanor or felony in the Center.
13. The property owner reserves the right to add or amend the Code of Conduct at any time.
14. The forgoing list of prohibited activities is not intended to be an exhaustive list of all prohibited activities on the property. Management reserves the right to prohibit any activity or conduct which is detrimental to or inconsistent with a first-class, family-oriented shopping center.

Notice: If you fail or refuse to follow this Code of Conduct you will be asked to leave the property.

If you fail or refuse to leave the property you will be arrested and prosecuted for Criminal Trespass (PC 602).

The ability of the Security Department to enforce this code of conduct comes from its ability to be supported by the private property characteristics of the CENTER.



Merchant Manual 2018

Marketing

Vestar employs a Senior Marketing Director, Heath McCue who oversees all marketing, sponsorship and special events at Pacific Pearl.

Our campaign includes print, direct mail, web, newsletters and social networking opportunities; as well as many cross promotions within the center.

Seasonal Direct Mail

Direct mail pieces are distributed periodically to area residents, specifically for either summer or fall, and holiday. Direct Mail has typically featured special offers and advertisements from participating stores and restaurants, as well as special event and promotional messages, or the Direct Mail may be in the form of a postcard with reference to a link to special offers which can then be downloaded online.

Website / Internet

The official Pacific Pearl website is www.shoppacificpearl.com. The site contains rotating banner ads promoting stores and marketing partners, store openings, special promotions, seasonal and ongoing events, promotions, and a full store directory with phone numbers and a map. Opportunities are available in the form of home page web banner ads and web specials.

Web Banners

Specs: 1920 pixels wide x 450 pixels tall

Web Specials

Specs: 620 pixels wide x 420 pixels tall

E-Blasts

E-blasts are sent to our subscriber database on a regular basis. E-blast content includes upcoming events, grand opening announcements, store or restaurant specials, marketing partner messages, featured store messages and other special promotions.

Featured store messages incorporate a participating store's artwork into our creative frame, or we develop the blast with copy, with images and links supplied by you.

Facebook

Pacific Pearl is set up on Instagram and Facebook and we use both mediums as a means to instantly communicate to a multitude of consumers virally.

E-blast Specs: 940 pixels wide x 550 pixels tall

Facebook Specs: 504 pixels wide x 504 pixels tall

Instagram: 1080 pixels wide x 1080 pixels tall



Merchant Manual 2018

On Site Advertising Opportunities

Events

We will be holding a variety of events throughout the year and encourage you to participate for added exposure and increased traffic and sales.

Whether it's live music, chalk festival, or a seasonal event, we encourage our merchants to participate by offering a special tied to the event, season or theme, conduct sampling at the event, provide a branded tent, have appearances by your store or restaurant mascot, or hand out promotional items in order to introduce your store or restaurant to those in attendance.

You will always be notified in advance of an event so that you have an opportunity to get involved.

Merchant Advertising Opportunities

There are many opportunities for merchants to advertise and promote their businesses and many of those opportunities are at no cost. Following this page are a number of forms that you may fill out at any time and submit to the Marketing Director to take advantage of these opportunities. These include Facebook/Twitter postings, E-blasts, Website Specials Page, Job Postings and Web Banners. Don't delay!

For Marketing, LRA, Event and Sponsorship information and opportunities

Heath McCue
Senior Marketing Director
105 Crescent Drive
Pleasant Hill, CA 94523
925-246-9337
hmc cue@vestar.com