

## EXHIBIT C

### Sign Criteria

Costa Mesa Courtyards  
Costa Mesa, California

#### I. GENERAL

Signs are not only effective as store identification, but are a source of interest, excitement and good advertising when designed with taste and in harmony with the design standard of the shopping center. The sign regulations herein have been set up for the purpose of achieving the best possible effect for store identification and overall design, while allowing each tenant creativity within the limits of their leasehold. Experience has proven that all stores in the Shopping Center benefit by the establishment of sign controls such as herein set forth.

#### II. APPROVALS

A. The design and construction of Tenant's exterior sign must receive written approval by Landlord prior to fabrication and installation.

Landlord's approval shall be based on:

- (1) The wording of signs shall be limited to only the store name pursuant to the executed Lease.
- (2) Conformity to the sign criteria established for the center, including fabrication and method of installation.
- (3) Harmony of the proposed sign with the design standards of the Shopping Center and co-tenants.

Landlord has the specific right to refuse approval of any sign which does not conform to the specific criteria set forth herein.

B. To secure Landlord's approval, Tenant agrees to conform to the following procedure:

Four (4) complete copies of the detailed sign design drawings submitted to Landlord at:

FESTIVAL MANAGEMENT CORPORATION  
9841 AIRPORT BOULEVARD, SUITE 700  
LOS ANGELES, CALIFORNIA 90045  
ATTN: SIGN COMMITTEE

C. Unless Landlord has received the above described plans in the quantities set forth above, Landlord will not approve Tenant's exterior sign.

The sign drawings are to be prepared by a reputable state licensed sign contractor. The sign drawings must indicate the following information:

- (1) A scaled storefront drawing reflecting the proposed sign design and all dimensions as it relates to the storefront elevation of Tenant's Premises.
- (2) A plot plan indicating location of Tenant sign.
- (3) Sizes of sign letters must be accurately dimensioned and spaced and drawn at a minimum of 1/2" = 1'-0" scale.
- (4) Section through sign and fascia to show its construction methods and system of attachment to wall (See Section VII).

- (5) Plexiglas colors, paint finishes and types of materials.
  - (6) Neon tubing sizes, colors, wattage and intensity.
- D. All drawings marked "Disapproved" or "Approved as Noted" must be resubmitted as set forth in paragraph A with required corrections. Tenant or its sign contractor will not be permitted to commence installation of the exterior sign unless the following conditions have occurred:
- (1) A stamped set of the final sign drawings reflecting Landlord's approval are retained at Tenant's Premises at all times during the installation of design and for a period of thirty (30) days thereafter.
  - (2) NOTE: No sign shall be constructed until approved sign and electrical permits have been received from the received from the City of Costa Mesa.
  - (3) City will not issue permit for sign plans submitted without Landlord's stamped approval.
  - (4) No sign may be installed until Landlord has received copy of City-issued sign permit and Liability and Worker's Compensation Insurance provided by the sign contractor. Note: Sign contractor must provide Liability and Worker's Compensation Insurance naming the additionally insured as required by Landlord.
  - (5) Landlord must be notified seventy-two (72) hours in advance prior to sign installation. Contact: Property Manager (949) 650-3732.
- E. (1) Landlord reserves the right to revise this Sign Criteria for up to sixty (60) days before Tenant's Turnover Date. However, this Sign Criteria may be revised at any time if so required by any governmental agency having jurisdiction over its contents or any REA Agreement specific to the Shopping Center.
- (2) In the event Tenant changes its exterior signage at anytime during the term of the Lease, Tenant must comply with any future modifications, revisions or changes which have been made to the Sign Criteria for the Shopping Center after the Date of Execution of this Lease.

### **III. GENERAL SIGN CRITERIA**

- A. The sign areas shall not exceed the total square foot surface area as permitted under the City of Costa Mesa Sign Ordinance, all local codes and this sign criteria. (See Section VIII).
- B. All signs shall be individual internally-illuminated Channel letter signs to be located only on the spaces and on the surfaces specially provided for same on the building sign. Tenants with a corner unit may be permitted up to three signs providing the number and sign area adheres to allowable City codes and this sign criteria.
- C. The advertising or information content on the signs shall be limited to letters designating the store name or established trade logo as set forth in signed lease documents between Tenant and Landlord. Tenants shall display their established trade names and logos only.
- D. The face colors and type styles of all signs shall be subject to Landlord's approval (See Section VII). In the event the Tenant does not have an established exterior sign identity, the Landlord recommends that the lettering style be designed by the sign contractor to reflect a visually exciting look. Established trade logos and signage shall be permitted providing they conform to the criteria described herein.

- E. When Landlord deems that exterior elevation warrants, logo plaque cabinets used in conjunction with individual letters will be considered a part of the sign, subject to Landlord's written approval.
- F. Major Tenants (occupying in excess of 15,000 square feet) shall be permitted standard logo type sign on all requested elevations within the sign field area designated on the Building Elevations provided they are in accordance with the City of Costa Mesa approved in specific plan conditions for the shopping center, and subject to Landlord's approval.
- G. No box-type signs will be permitted.
- H. Individual shop address numerals will be installed by the Landlord.
- I. All Tenants shall be required to purchase and install at Tenant's sole expense one (1) blade sign at storefront per Landlord's specifications and approval. (See Section IX).
- J. Sign length shall not exceed seventy percent (70%) of Premises width or, in the event of a sign band end wrap return which is less than the leaseline, shall be computed at not to exceed seventy percent (70%) of leaseline width. Signable area shall be centered on fascia vertically and horizontally (See Section VIII). Tenants whose premises are immediately adjacent to Harbor Boulevard, Newport Boulevard or 19<sup>th</sup> Street shall sign at storefront and the rear of the building when so requested by Landlord. Rear building signage location to be designated by landlord.
- If tenant is single tenant user on free standing pad building, tenant shall have opportunity, if so requested by Landlord, to sign each elevation of the building. In no event, however, shall signage area be greater than seventy percent (70%) of leasehold width on any given elevation.
- K. Maximum letter height shall be thirty-six inches (36"), subject to Landlord discretion. Logo typefaces utilizing letter tails, as on lower case letters, shall be permitted to extend a maximum of forty-two inches (42") from top and to bottom of lower case letters. The minimum letter height shall be twenty-four inches (24") for a single line of copy; sixteen inches (16") for a double line of copy (See Section VIII).
- The exception to the letter height is for tenants located on the second floor of Buildings A, D, and E. Tenants located on the second floor in those specific buildings shall have the letter height restricted to fourteen inches (14") for a single line of copy.
- L. No Tenant shall affix or maintain upon any exterior glass or other exterior surface or the storefront, any other signs other than the signs shown on the following pages of the criteria.
- M. Tenants located in Buildings A & G, shall place tenant signage both at storefront and at the rear of the premises in the designated sign band area.
- Shop Tenants on the end cap of any Buildings within the shopping center may be required to sign three (3) elevations of the premises including the rear of the building, at the sole discretion of the Landlord.

#### **IV. FABRICATION AND INSTALLATION**

- A. The fabrication and installation of all signs shall be subject to the following restrictions:
  - (1) All permits for sign structures and installation shall be obtained by Tenant's sign contractor. A copy of which must be given to the Landlord.

- (2) All Channel Letters are to be fabricated 22 GA. sheet metal with welded seams filled and buffed prior to painting. Fabricated full welded aluminum letters will be permitted providing they adhere to specifications as outlined for metal channel letters. Channelume, Channel Classic, and Channel LETR-EDGE type letters will not be permitted due to rapid deterioration factor - (no exceptions).
- (3) Letter faces shall be min. 1/8" thick, flat surface colored Plexiglas as manufactured by Rohm & Haas or approved equal. Painted Plexiglas will not be permitted.
- (4) (a) All letter retainer trim caps shall be 3/4" trim cap edge. (See Section VII for specifications). Retaining screws shall be #7 x 3/8" Phillip type sheet metal screws. All trim cap retaining screws must be painted to match trim color. Trim caps shall match color of plex face of the individual letter.  
(b) Five inch (5") deep letter returns shall be painted minimum of two (2) coats of acrylic enamel (See Section VII for specifications) to match color of plex face of individual letter.
- (5) Neon tubing shall be 13 millimeter, three inch (3") on center or less.
- (6) 60 MA high power transformers shall be used.
- (7) PK housings or Hage connectors shall be used for all neon tube system.
- (8) No exposed lamps will be permitted.
- (9) (a) All sign letters shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated, and pegged one-half inches (1/2") from wall to allow water runoff.  
(b) All penetrations of the building structure required for sign installation shall be drilled or cut to leave smooth finish and tight fit, sealed in all watertight condition and patched to match adjacent finish.
- (c) At no time shall building structure or framing be cut or altered in any way without Landlord prior written authorization.
- (10) No sign company labels will be permitted on the exposed surfaces of the signs.
- (11) All Channel Letters must have one 3/16" diameter drain hole at bottom of every letter. All signs shall be fabricated and installed with U.L. label, if required by local authorities, in an inconspicuous location.
- (12) The Landlord shall provide primary electrical service terminations at location to be determined by Landlord. Power sources and connections for all illuminated signs shall be the responsibility of Tenant.
- (13) All signs shall conceal all necessary wiring, transformers, ballasts, starters and other necessary equipment within their individual letters or behind store construction. Ballasts located behind sign panel shall be enclosed in U.L. approved transformer box to prevent leakage on building.
- (14) All disconnect switches must be mounted on raceway or transformer boxes concealed behind wall or parapet.
- (15) It is the responsibility of the Tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication.



- (16) NO ladders, NO installation equipment and NO installation crews are permitted to lean or walk on awning/canopy storefront and landscaping materials due to these being easily damaged by same. All installation equipment must be of the scaffolding type to avoid contact with awning/canopy or landscape materials.
- (17) Each Tenant, or its sign contractor, shall be responsible for the repair of any damage to the building caused by the installation of said Tenant's sign.
- (18) Each Tenant shall be responsible for the performance of its sign contractor.
- (19) No conduit or electrical runs allowed over roof top.
- (20) All tenant signage shall be connected to Landlord's House Panel and House time clock.

**V. NON-CONFORMANCE**

- A. No field installation changes are permitted without first notifying Landlord in writing. If in the event any sign is changed as to placement, location and size which differs from approved sign plan, Tenant will be responsible to repair, change and/or relocate sign to proper placement at Tenant's expense.
- B. Any sign that is installed by Tenant which is not in conformance to the approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct said sign at Tenant's expense.

**VI. APPROVED SIGN INSTALLERS**

- A. The name of Tenant's sign contractor must be submitted to Landlord for approval, and will be approved at Landlord's sole discretion.

**VII. SPECIFICATIONS**

1. LETTER EDGE PAINTED TO MATCH THE FACE OF THE LETTER IN AN ACRYLIC ENAMEL EQUIVALENT (SEMI-GLOSS)
2. TRIM CAP EDGE WITH #7 X 3/8" PHILIP HEAD RETAINING SCREWS TO MATCH THE LETTER EDGE AND THE TRIM CAP.
3. NEON GAS INTERIOR ILLUMINATION SYSTEM.
4. ACRYLIC PLASTIC FACE WITH TRIM CAP EDGE.
5. NEON TUBE GLASS STANDS.
6. 3/16" DRAIN HOLES.
7. 1/2" SPACERS TO ALLOW WATER RUNOFF.
8. 1/4" X 1/2" NYLON ANCHORS W/#10 X 1 1/2" METAL SCREWS.
9. U.L. LISTED P.K. HOUSINGS.
10. CONDUIT SYSTEM WITH FLEX CROSSOVERS BETWEEN LETTERS AND TRANSFORMER BOXES.
11. BEHIND WALL METAL TRANSFORMER BOX TO CONTAIN ALL ELECTRICAL COMPONENTS. ALL CONNECTING LETTERS' WIRING TO BE ENCLOSED IN-METAL FLEX CONDUIT.

12. LETTER FACES SHALL BE MIN. 1/8" THICK FLAT SURFACE COLORED PLEXIGLAS AS MANUFACTURED BY ROHM & HAAS OR APPROVED EQUAL. PAINTED PLEXIGLAS WILL NOT BE PERMITTED.
13. (a) ALL LETTER RETAINER TRIM CAPS SHALL BE 3/4" "JEWELITE" BRAND TRIM CAP EDGE. RETAINING SCREWS SHALL BE #7 X 3/8" PHILLIP TYPE SHEET METAL SCREWS. ALL TRIM CAP RETAINING SCREWS MUST BE PAINTED TO MATCH TRIM CAP COLOR.
- (b) FIVE INCH (5") DEEP LETTER RETURNS SHALL BE PAINTED MINIMUM OF TWO (2) COATS OF ACRYLIC ENAMEL TO MATCH THE PLEX FACE COLOR. ENAMEL FINISH TO BE SEMIGLOSS.
14. NO LADDERS ALLOWED FOR INSTALLATION
15. CANOPY SHALL BE COVERED TO PROTECT INTEGRITY OF MATERIAL.
16. CENTER SIGN VERTICALLY AND HORIZONTALLY WITHIN SIGN BAND OVER LEASEHOLD PREMISES.  
NO SIGN CO. NAME LABELS ON LETTERS EXCEPT FOR CITY REQUIRED DATA AND U.L. NO LARGER THAN 2" X 3" LABEL ON FIRST LETTER ONLY.

**VIII. PROTOTYPICAL ELEVATIONS OF SHOP BUILDINGS**

- A. SIGN LENGTH SHALL NOT EXCEED SEVENTY PERCENT (70%) OF PREMISES WIDTH.
- B. SIGN SHALL BE CENTERED ON FACIA VERTICALLY AND HORIZONTALLY.
- C.
  1. MAXIMUM LETTER HEIGHT SHALL BE THIRTY-SIX INCHES (36") HIGH FOR ALL UPPER CASE LETTERS.
  2. UPPER AND LOWER CASE LETTERS FROM TOP OF ASCENDERS TO BOTTOM OF DESCENDERS, LETTER TAILS AS ON TALL LOWER CASE LETTERS, **b, d, k, g**, etc. SHALL NOT EXCEED FORTY-TWO INCHES (42") OVERALL HEIGHT.
  3. MINIMUM LETTER HEIGHT SHALL NOT BE LESS THAN TWENTY-FOUR INCHES (24") HIGH, SIXTEEN INCHES (16") FOR TWO (2) LINE COPY.
  4. TWO (2) LINES OF COPY WILL BE PERMITTED ON SMALL STOREFRONTS WITH THE COMBINED LETTER HEIGHT INCLUDING SPACE BETWEEN WORDS SHALL NOT EXCEED THIRTY-SIX INCHES (36") OVERALL HEIGHT.
- D. COPY SHALL BE LIMITED TO THE ESTABLISHED TRADE NAME.
- E. OPTIONAL LOGO PLAQUES AND SPECIAL FABRICATION METHODS ARE SUBJECT TO APPROVAL BY THE LANDLORD.

**IX. THE ASSIGNED BUILDING ADDRESSES ARE AS FOLLOWS**

Bldg #A-1	555 W. 191h Street
Bldg #A	1835-A Newport Blvd.
Bldg #B	1835-B Newport Blvd.
Bldg #C	1835-C Newport Blvd.
Bldg #D	1835-D Newport Blvd.
Bldg #E	1835-E Newport Blvd.

Bldg #F      1835-F Newport Blvd.  
Bldg #G      1835-G Newport Blvd.

**X. SPEC'S D/F PANEL SIGN NON-ILLUM**

Tenant shall provide and install at Tenant's sole cost and expense one under canopy blade sign denoting Tenant name. Type style to be approved by Landlord and hanger bar to be fabricated by Tenant and designed to be consistent with unique design of Tenants under canopy/blade sign. Method of attachment subject to Landlord's sole discretion.