

LONG BEACH

TOWN CENTER

SIGN CRITERIA

LONG BEACH TOWN CENTER

DEVELOPER

Vestar Development Company
2425 East Camelback Rd. Suite 750
Phoenix, Arizona 85016
Tel: 602 866 0900
Fax: 602 955 2298

TENANT COORDINATOR

Vestar Development Company
12731 Towne Center Drive, Suite 1
Cerritos CA 90703
Tel: 562 403 4624
Fax: 562 403 4638
Contact: Steve Carlson or Jeff Lochner

ARCHITECT

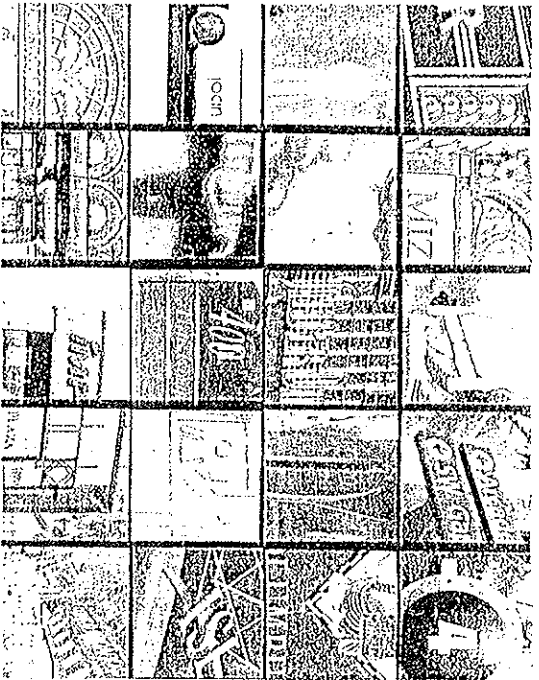
Perkowitz + Ruth architects, inc.
911 Studebaker Road
Long Beach, California 90815
Tel 562 594 9333
Fax 562 431 0483

SIGNAGE AND GRAPHICS

Architectural Design/Sign
1807 American Street
Anaheim, California 92801
Tel 714 578 2662
Fax 714 578 2663
Contact: Milton Solomon

Sign Advantage
2424 S.E. Bristol #200
Newport Beach CA 92660
Tel 714 225 7597
Fax 714 225 7598
Contact: Connie Slutzky

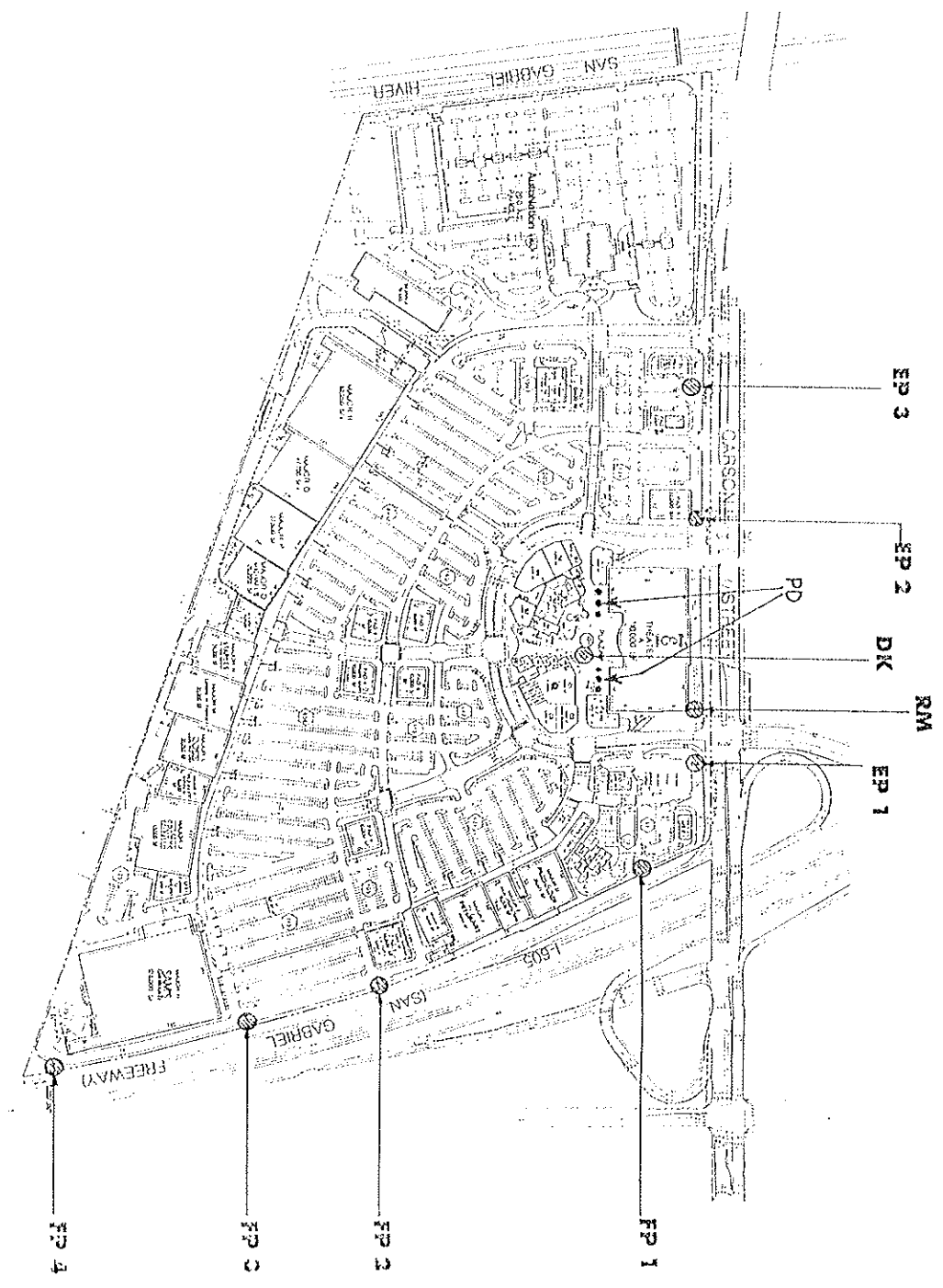
OBJECTIVE



The objective of the tenant sign criteria is to provide design standards and specifications that assure consistency in quality, size, placement and configuration for tenant signs throughout the project. Signage at Long Beach Town Center is viewed as an integral part of the center's image and success. As such, signs shall be carefully designed to be in proper proportion to the structure of the site on which they are located and executed to enhance the identity of retail tenants and to exceed the standards and quality normally associated with commercial retail signage.

A diversity of sign types is encouraged to impart a lively quality of creative tenant signage.

SITE PLAN



PRIMARY TENANT IDENTIFICATION SIGNAGE

Tenant is permitted a square footage allowance for Primary Identification Signage. The rate of calculation of these individual signs shall not exceed one (1) square foot of sign area per one (1) square foot of overall store width. Maximum sign width cannot exceed 50% of uninterrupted architectural facade on a single building phase.

Major Tenants

The tenant spaces in excess of 100,000 square feet shall be permitted a maximum sign area of up to 300 square feet.

Ancillary Signs: shall be permitted for the major tenants. The maximum letter height shall be 24". Tenant spaces in excess of 100,000 square feet shall be permitted a maximum of four (4) such signs.

Primary tenants with an area of less than 100,000 square feet shall be permitted a maximum sign area of up to 250 square feet.

SPECIFIC LOCATIONS AND SURROUNDING ARCHITECTURAL TREATMENTS CAN DICTATE MAXIMUM SIGN HEIGHT AND LENGTH, WHICH IN MANY CASES MAY BE LESS THAN THE MAXIMUM DEFINED HEREIN.

A. Tenant is allowed one (1) Primary Identification Sign located in the designated sign zone just above the store entrance.

B. Specific cases with building elevations facing multiple exposures may incorporate one additional primary identification sign per exposure, not to exceed 150 square feet, with locations and quantity subject to landlord's approval.

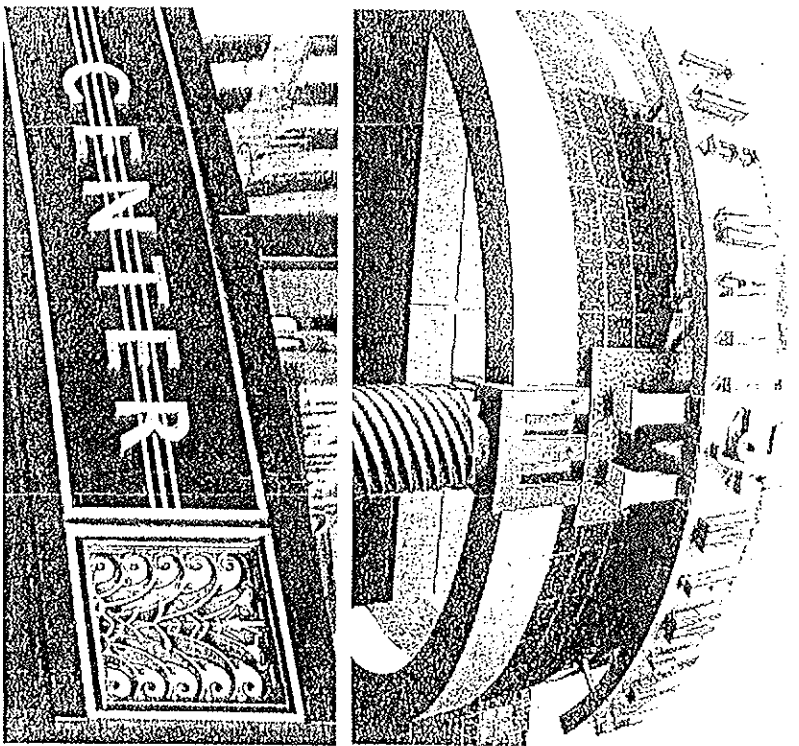
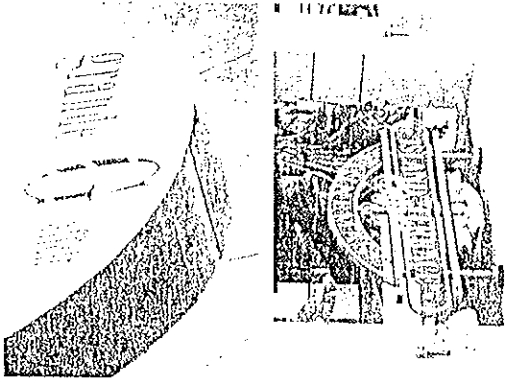
C. Signs may identify the business name and a minimum word description of the service. However, no product identity or services may be conveyed.

Theatre Signs:

- Maximum wall sign areas (Front - 502 s.f.; rear - 600 s.f.; sides 360 s.f.)
- Marquee signs (1 at 322 s.f. each)
- Maximum wall sign height - 50'
- Street sign height - 25'
- Street sign area - 270 s.f.

Note: still to be determined

Additional theatre signage (poster cases and additional marquee signs on the front of the theatre) per the sign program





Acceptable Sign Treatments

A mixed-media approach where signage is composed of several different elements and lighting techniques is encouraged. The following treatments are considered appropriate.

- 5" deep front and back illuminated channel letters; mixed media signs of three dimensional forms, gold, silver or copper leaf;
- dimensional geometric shapes
- painted metal
- screens, grids, or mesh
- etched, polished, or anodized metal
- cut steel or fabricated steel
- neon
- dimensional letter forms with seamless edge treatment
- opaque acrylic materials with matte finishes
- internally illuminated signs with seamless opaque cabinets and pop-through lettering and/or neon

It is encouraged that elements are mixed e.g. standard channel letters with some exposed neon as a graphic accent. Signs consisting solely of a rectangular cabinet will not be allowed. Generally, signs should be composed of several different elements, one of which could be a cabinet. In such cases, the cabinet should not exceed 35% of the total sign area. With the landlord's approval, a sign cabinet configured as a complex shape (e.g., polyhedron) may be used alone providing it incorporates dimensional elements such as channel letters or exposed neon. If neon accents are used to outline building or signs a Site Plan Review is required.

Lighting

In keeping with the creative design objective, identity signs for tenants should be illuminated using a variety of lighting techniques. One or more of the following are encouraged:

- reverse channel neon with silhouette illumination
- open channel neon
- fiber optics
- bud light sculptures
- exposed neon accents and trim
- internal illumination
- front lighting
- area lighting

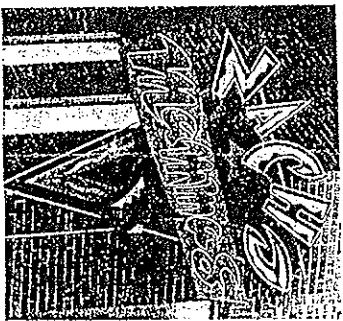
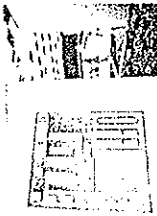
All front lighting should be diffused and obscured in channels where possible. Where fixtures, shades, or other elements are exposed, they should contribute to the design of the storefront. All housings and posts for exposed neon signs must be painted out to match the building background immediately behind and adjacent to the sign.

Colors

The following guidelines are to be adhered to in selecting colors for tenant signage:

- signs should incorporate regionally and nationally recognized logo colors
- sign colors should be selected to provide sufficient contrast against building background colors
- sign colors should be compatible with building background colors
- signage colors should provide variety and excitement
- color of letter returns shall be bronze or should contrast with face colors for good daytime readability
- interior of open channel letters should be painted dark when against light backgrounds
- neon colors should complement related signage elements
- color of "Trim Cap" retainers must match the color of letter returns and/or logo returns

All sign colors are subject to review and approval by the Landlord as part of the tenant sign submittal.





PROHIBITED SIGNS

The following are prohibited:

1. Temporary wall signs, pennants, flags, banners, inflatable displays or sandwich boards unless specifically approved by Landlord.
2. Window signs except where specifically approved by the Owner.
3. Exposed junction boxes, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
4. Signs using "Trim Cap" retainers that do not match the color of letter and logo returns (no shiny gold, silver or bronze trim caps.)
5. Pre-manufactured signs, such as franchise signs, that have not been modified to meet the criteria.
6. Paper, cardboard or Styrofoam signs, stickers, or decals hung around, on or behind storefronts.
7. Exposed fastenings, unless fastenings make an intentional statement.
8. Stimulated materials (i.e., wood grained plastic laminates, etc.) or wall covering.
9. Animated lights or other "moving" sign components, except in the entertainment courtyard as specifically approved by Landlord.
10. Signs consisting solely of a rectangular cabinet (see "Acceptable Sign Treatments" in Design Guidelines section).
11. Rooftop signs, signs projecting above rooflines or parapets, signs on mansard roofs or equipment screens.
12. Advertising or promotional signs on parked vehicles.

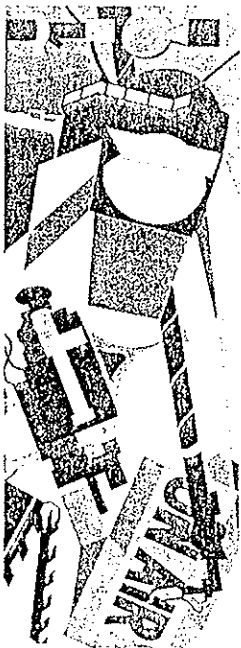


Type Styles

The use of logos and distinctive type styles is encouraged for all tenant signs. Sign lettering should be combined with other graphic elements and imagery denoting the type of business. Tenants may adopt established type styles, logos and/or images that are in use on similar buildings operated by them in California, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters.

GENERAL PROVISIONS AND CONSTRUCTION REQUIREMENTS

1. Notwithstanding the maximum square footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
2. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement.
3. All sign fabrication work shall be of excellent quality. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
4. Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
5. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
6. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel. Angle clips attached to letter sides will not be permitted.
7. Paint colors and finishes must be reviewed and approved by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
8. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be ground smooth and finished with auto body filler. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled and finished so as to be unnoticeable.
9. Finished surfaces of metal shall be free from canning and weeping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
10. Reverse channel letters shall be primed Z' of building wall. Return depth shall be 3", and signs shall have a clear acrylic backing. Double tube neon shall be used where width of letter stroke exceeds 2-1/2".
11. Depth of open channel letters shall be 2-1/2". All hardware and neon tube supports inside open channel letters shall be painted to match interior letter color. Neon tubing shall be sufficient to make letters illuminate evenly and shall be installed so that top surface of neon is flush with front edges of open channel.
12. Letter returns shall be painted to contrast with color of letter faces.
13. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 30 m.a.
14. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
15. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fasteners and clips shall consist of enameled iron with porcelain enamel finish, stainless steel, anodized aluminum, brass or bronze, or carbon-bearing steel with painted finish. No black iron materials will be allowed.
16. Electrical signs shall be powered by sign circuits provided from the shopping center's common area panel.
17. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures, one per sign only. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.
18. Penetrations into building walls, where required, shall be made waterproof.
19. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.
20. In no case shall any manufacturer's label, stamp, or decal be visible from the street from normal viewing angles.
21. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.



PRIMARY IDENTIFICATION SIGN

(i) Standard Channel Letters:

- Standard channel letters shall be 5" deep with 3/16" thick acrylic faces
- letters are to be off set 1/2" away from wall
- trim caps and returns shall be the same color
- exposed neon may be used as an accent

(ii) Combination front & halo lit channel letters:

- letters shall be standard 5" deep channel letter with 3/16" thick acrylic faces and 3/16" thick lexan backs for UL listing
- recommended neon color . . . white
- the letters are to be pin mounted 2" from face of facade
- exposed neon may be used as an accent
- trim caps and returns shall be the same color

(iii) Reverse channel letters:

- individual reverse channel (halo effect) letters with shallow 3" returns, pin mounted 2" from face of facade
- letters shall be dimensional metal channels with opaque face and returns. Letters must have lexan backs for UL listing
- neon illumination color may vary
- exposed neon may be used as an accent

(iv) DIMENSIONAL LETTERS WITH EXTERNAL LIGHTING

Burnished metal-leafed dimensional letters, pin mounted 2" from success facade, illuminated by multiple external light sources from above. There are three types of dimensional letters:

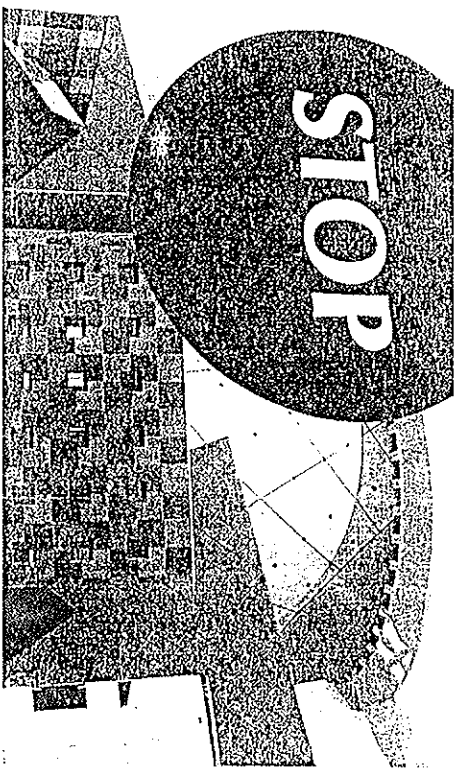
PRISMATIC FACE - prismatic letter forms have full faceted strokes.

ROUNDED FACE - rounded face letter forms have facused faces and eased edges.

LAYERED LETTER FORMS - these consist of a face and a liner. The face letter must be 1" thick, minimum, and the liner must be 1/4" to 1/2" thick. Each layer receives a different color finish, creating the dimensional effect.

Flat-cut letters are only acceptable for letter forms of a maximum of 10" tall, or for letters of unique material not suitable for layering.

Acceptable letter substrates are aluminum, high density urethane with gel coat, cast resin or acrylic. Labeled finishes include gold, silver and copper leaf. External quartz halogen light sources shall be provided by the landlord at Tenant's expense.



REQUIREMENTS FOR SIGNAGE IMPLEMENTATION

1. Each Tenant shall provide a minimum of one primary identification wall sign in accordance with the approved criteria.
2. The Tenant shall be responsible for the following expenses relating to signage for Tenant's store:
 - design consultant's fee
 - permit processing and application fees
 - fabrication and installation of signage
 - maintenance and repair
 - all costs relating to signage removal, including repair of any damage to the building
3. There is a formal process for the creation, review and approval of tenant signs at Long Beach-Town Center (see "Submittals and Approvals" section of this document). The Landlord shall provide the concept design for required tenant signage. The Tenant shall provide, within fifteen (15) days after the lease is executed, the following information for use by the Landlord's design consultant in developing sign design concepts: store name, logo, image and colors, samples of interior materials, colors, and finishes.
4. The Landlord shall designate sign fabricators who are well-qualified in the techniques and processes required to implement the intent of the concept design. Only pre-qualified sign contractors approved by the Landlord shall be allowed.
5. The Tenant agrees to abide by all provisions, guidelines, and criteria contained within the City approved Long Beach-Town Center Sign Plan and these signage criteria.
6. Only those sign types provided for and specifically approved in writing by the Landlord will be allowed. The Landlord may, at his sole discretion, and at the Tenant's expense, correct, replace or remove any sign that is installed without his written approval and/or that is deemed not to be in conformance with the plans as submitted and with requirements and documents referenced herein.
7. The Tenant shall maintain all storefront in like-new condition. The Landlord may, at his sole discretion and the Tenant's expenses, replace, refurbish or remove any sign that has become deteriorated. Landlord may, at his sole discretion, maintain a service contract for Tenant's sign subject to reimbursement by Tenant.

SUBMITTALS AND APPROVALS

Prior to sign fabrication, Tenant or his sign contractor shall submit for Landlord approval ^{four (4)} sets of complete and fully-dimensioned and detailed shop drawings reflecting the concept design provided by the Landlord's design consultant. These drawings shall include:

- a. elevation of storefront showing design, location, size and layout of sign, drawn to scale, indicating dimensions, attachment devices and construction detail.
- b. section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.

All Tenant sign submittals shall be reviewed by Landlord and/or its agent for conformance with the provisions of the City approved Long Beach-Town Center Sign Plan, these signage criteria, and the concept design provided by Landlord.

Within ten (10) business days after receipt of Tenant's drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain in the sole right and discretion of Landlord. Tenant must continue to resubmit rejected plans until approval is obtained. A full set of final plans must be approved in writing by Landlord prior to permit application or sign fabrication. All resubmittals shall be within a ten (10) business day period following the day of rejection by Landlord.

Following Landlord's approval of proposed signage, Tenant or his agent shall submit to the City of Long Beach sign plans signed by Landlord and applications for all permits for fabrication and installation by sign contractor. Tenant shall furnish Landlord with a copy of said permits prior to installation of Tenant's sign(s).

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these criteria and in the final approved plans and shop drawings. Landlord may, at his option, perform an in-shop inspection of the signage prior to installation. Any work deemed unacceptable shall be rejected and shall be corrected or modified at Tenant's expense as required by the Landlord or its agent.

SIGN CONTRACTOR RESPONSIBILITIES

The Tenant's sign contractor is responsible to do the following:

- provide to the Landlord, prior to commencing fabrication, an original certificate of insurance naming the Landlord as an additional insured for liability coverage in the amount of \$1,000,000.00
- obtain approved sign permits from the City of Long Beach prior to sign fabrication and deliver copies of same to Landlord.
- submit for approval prior to fabrication complete and fully-dimensioned shop drawings.

