

## SIERRA OAKS PLAZA UNIFORM SIGN CRITERIA

These criteria have been established for the purpose of assuring a coordinated sign program for the mutual benefit of all tenants. Conformance will be strictly enforced. Any installed non-conforming or unapproved sign must be brought into conformance at the non-conforming tenant's expense.

The center manager is to administer and interpret sign criteria, but is not empowered to authorize any departure from criteria without written approval of landlord.

### 1) GENERAL REQUIREMENTS

- a. Tenant will not permit any signs, advertisements, banners, pennants, insignia, trademarks, or notices to be displayed, inscribed upon or affixed on any part of the outside or inside of premises, without prior approval of the landlord.
- b. Prior to applying for County approval or permits and before fabrication, tenant shall submit to the owner for approval three (3) copies of proposed sign drawings. Those sign drawings shall include location, size, style of lettering, materials, type of illumination, installation details including method of attachment, color selection and logo design. One (1) plan that is submitted for approval is to be in color.
- c. The tenant or their representative shall obtain all permits for signs and their installation.
- d. The tenant and/or sign contractor shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- e. All signs shall be constructed and installed at the tenant's expense.
- f. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittal based on aesthetics of design shall remain the right of the landlord or his authorized representative, and the county of Placer.
- g. Signing for tenants of single purpose freestanding buildings shall be commensurate with the architecture of said buildings and shall be subject to this Uniform Sign Criteria.

All companies bidding to manufacture these signs are advised that NO substitutes will be accepted by purchaser whatsoever unless so indicated in the specifications and approved by the landlord and tenant. Any deviation from these specifications may result in purchaser's refusal to accept same.

Prior to acceptance and final payment each unit will be inspected for conformance by an authorized representative of the Developer. Any signs found not in conformance will be rejected and removed at the tenant's expense.

The following will not be permitted

- a) Flashing, audible, revolving or animated signs.
- b) Exposed lamps or tubing
- c) Exposed crossovers, conduit, or raceway
- d) Exposed cabinets, conductors or transformers
- e) Spot or flood lamps

- f) Portable signs
- g) Christmas lights

The following are permitted subject to restrictions:

- a) Advertising devices such as posters, banners, and flags will not be permitted without Landlord's approval.
- b) Grand opening or promotional signs shall comply with the local municipality Sign Ordinance.

All signs or devices advertising an Individual use, business or building shall be attached to the building at the location(s) directed by the landlord and in conformance with the written sign criteria.

## 2) MONUMENT SIGNS

- a. Two Freestanding Center Directory signs will be located at the site as directed by the Landlord. See Exhibit 1
  - 1. Maximum height to be eleven feet four inches (11'-4").
  - 2. Signage to be a maximum of seventy-five (75) square feet.
  - 3. Signage to allow for five (5) tenant lexan panels.
  - 4. Sign to be located outside of the clear vision triangle.
  - 5. Setback from property lines equal to at least one-half the height of the sign.
- b. One Freestanding Monument sign for each of the separate pads, not to exceed thirty-two Square feet each (32 sq ft). See Exhibit 2.

## 3) WALL SIGNS

- a. Freestanding buildings with a single tenant are permitted four (4) wall signs, provided each sign is located on a different side of the building and faces a public entrance, a public street or a parking lot.

Freestanding buildings with two or more tenants are permitted two (2) wall signs per tenant, provided the signs for each tenant are located on a different side of the building and face a public entrance, a public street or a parking lot.

Uses that are neither major tenants nor freestanding pad buildings are permitted one wall sign; provided however, a use on a corner of the building is permitted two (2) wall signs, provided each sign is located on a different side of the building and face a public entrance, a public street or a parking lot.

Design Requirements:

- 1. Signs shall be composed of individual interior illuminated aluminum channel letters mounted on the building fascia. Sign cabinets, other than logo cabinets, will not be permitted.
- 2. Maximum width of display equal to 70% of the lineal leased façade.
- 3. Tenants can have signage as outlined above, Location of Signs, subject to applicable

government codes.

4. Letter height for Major Anchor tenants shall be a maximum of forty-eight inches (48") with a maximum logo height of forty-eight inches (48").
5. Letter height for Minor Anchor tenants to be a maximum of thirty-two inches (32") with a maximum logo height of thirty-two inches (32").
6. Letter height for In-Line tenants shall be a maximum of twenty-four inches (24") and a minimum of sixteen inches (16"). Stacked copy will be allowed with a maximum height of thirty inches (30"). Maximum logo height to be thirty inches (30"). Logos not to exceed twenty percent (20%) of the sign area and shall be included in the allowable signage area. Logo construction to be the same as the channel letter construction.
7. Letter height for pad building tenants shall be a maximum of twenty-eight inches (28") with a maximum logo height of forty-eight inches (48").
8. Sign copy shall include minimal information only. The name of the store or business shall be the dominant message of the sign.
9. Letter faces shall be 3/16" acrylic as manufactured for outdoor sign use, color subject to landlord approval and may not duplicate color of letter faces of adjacent store except at landlord's direction. Letter returns and trim cap shall be matte black.
10. Neon tubing shall be 15 MM, of any color, subject to landlord approval. LED illumination will be permitted on a case by case basis.

b. Construction Requirements

1. All signs shall be secured by concealed fasteners, stainless steel or cadmium plated.
2. All signs shall be connected to junction box provided by the tenant and connected to tenant's electrical panel. Final hookup by tenant's sign contractor.
3. All penetrations of the building structure required for sign installations shall be neatly sealed in a watertight condition.
4. Underwriters Label required on all signs.
5. Sign contractor shall repair any damage caused by this work. Damage to structure that is not repaired by sign contractor shall become the tenant's responsibility to correct.
6. Tenant shall be fully responsible for the operations of his sign contractor and shall indemnify, defend and hold the parties harmless from damage or liabilities on account thereof.
7. At expiration, or sooner termination of tenant's lease, tenant shall be required to remove his sign and to patch the fascia and paint the patched area to match surrounding areas.
8. Sign contractor to be approved by Landlord.

4) DRIVE-THROUGH DIRECTIONAL AND MENU BOARD

- a. Purpose: To direct prospective customers to the Fast-Food Pad Tenant's drive-through queue, and inform customers the price of available food.
- b. Configuration: Double-sided, internally illuminated plex face sign cabinet, set into stone to match buildings and stucco wall. Speakers for menus must point away from immediately adjacent residential areas.
- c. Lighting: Internally illuminated.
- d. Location: Directional signs are to be located at strategic locations on the center's property to effectively direct customers to Pad's queue.
- e. Allowable Sign Area:
  - 1. Each pad Tenant will be allowed two (2) double sided freestanding internally illuminated vehicular directional signs on the shopping center's property, each sign area not to exceed 4 square feet.
  - 2. Each pad Tenant will be allowed two (2) single sided freestanding internally illuminated menuboards adjacent to the vehicular queue-sign area not to exceed 32 square feet and two (2) single sided freestanding interior illuminated pre-menu boards.

5) INSURANCE

- a. Sign company shall carry Workman's Compensation and Public Liability Insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence.

## STOREFRONT SIGN/LETTERING CRITERIA

The following criteria have been established for the purpose of establishing a uniform shopping center identity, while also providing for individual Tenant identity. These criteria will be strictly enforced. Any non-conforming or unapproved signs must be brought into compliance at the non-conforming Tenant's expense.

Landlord will administer and interpret the following criteria. Any departure from the criteria must be approved in writing by Landlord.

### A) GENERAL REQUIREMENTS

1. Landlord's Approval: Tenant will not permit any signs, advertisements, banners, pennants, insignia, trademarks, posters or notices to be displayed, inscribed upon or affixed on any part of the storefront brick or glass without prior written approval of Landlord.

### B) SPECIFIC CRITERIA

1. Allowable Signs. Allowable window signs are: Tenant's company name or logo, Tenant's telephone number, business hours, "no soliciting," "open/closed," one "help wanted" when necessary, one handicapped sticker when required and one alarm sticker when required. Restaurants may also include "shirts and shoes required" and up to three neon signs. All allowable signs and their placement must meet the criteria set forth below and must be approved in writing by Landlord prior to placement.

See Exhibit A for three acceptable storefront layouts. Items may be subtracted from Tenant's chosen layout, but additional items may not be added to any of the layouts.

1a. Company Name. Tenant's company name is to be in white vinyl letters, 2 to 3 inches high, in the Helvetica Font. In lieu of a company name spelled out in lettering, Tenant's logo may be reproduced on white film. Total allowable space to be taken by either lettering or logo is two feet by two feet.

1b. Telephone Number. Tenant's telephone number may be included below the company name or logo, in 1 to 2 inch numbers.

1c. Business Hours. Business hours are to be displayed either below Tenant's company name or to the right or left of Tenant's company name, depending on configuration of Tenant's glass storefront. Business hours are to be printed on white film, with a surrounding border, if desired. Maximum space allowable for business hours is 1 foot by 1 foot.

1d. No Soliciting. "No soliciting" lettering is to be in white vinyl letters and placed either below Tenant's company name or to the right/left of company name. Size of lettering may vary from 1 to 2 inches, depending on available space.

1e. Open/Closed. A uniform neon "open" sign may be adhered to the glass directly above Tenant's main entry door. The sign shall measure no more than approximately 16 by 36 inches, including the border,

and shall consist of plain red lettering with a blue border (of the type which is commonly available at office/business supply stores). In lieu of a neon sign, a uniform "open/closed" sign may be adhered to the glass window below or to the right or left of the company name. This sign must consist of a metal frame into which a plastic "open" or "closed" strip can be inserted. This sign will be a maximum of 4 inches high and 14 inches long.

1f. Help Wanted. One "help wanted" sign may be attached to Tenant's storefront glass as necessary. The sign may be of the type readily available through office supply stores, but must be clean and in excellent condition and must be no larger than 9 by 12 inches.

1g. Handicapped Logo. A blue handicapped logo measuring approximately 5 inches square may be placed to the left of Tenant's company name.

1h. Alarm Sticker. An alarm sticker may be placed at the foot of Tenant's main entry door.

1i. Shirt and Shoes Required. Restaurants may display up to three neon signs of no more than 24 inches square, to advertise specific food-related items. Restaurants whose identity requires additional neon signage must receive written approval from Landlord prior to installation.

2. Banners and Temporary Signs: Banners and other temporary signs may be placed only with Landlord's prior written approval. Banners may be hung inside or outside windows, or may be hung on the fascia in a fashion that does not cause nail holes or other penetrations into the fascia. Any repairs will be charged to Tenant.

Specific scheduling for display of the banner or sign, and a photograph or other artist's rendering of the banner or temporary sign must be submitted in writing to Landlord at least 30 days in advance of the intended display. Landlord's approval will be given in writing only. Banners and temporary signs will be allowed up to two times per year per tenant. Display periods of greater than 10 business days will not be approved under any circumstances.

Hand-drawn or poorly-maintained banners, pictures and sign will not be allowed. Banners and temporary signs found to be displayed without prior approval will be removed by Landlord without notice at Tenant's expense, and any further permission to display signs or banners will be denied for a period of 12 months.

All approved banners and signs must be removed by 12:00 noon on the day following expiration of Landlord's approval display period, or they will be removed by Landlord at Tenant's expense.

3. Signs Not Allowed. The following will not be permitted under any circumstances.

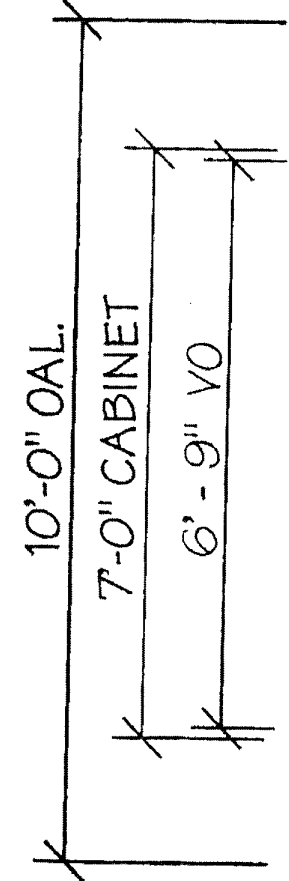
- a. Flashing, audible, revolving or animated signs;
- b. Exposed lamps or burnt-out-neon;
- c. Hand-drawn signs;
- d. Signs that are damaged, broken, torn or in otherwise poor repair;
- e. Credit card stickers or decals affixed to windows;
- f. "Sandwich board" signs, "A" signs" or other free-standing signs, either adjacent to building or elsewhere on the property;
- g. Signs or banners suspended from the buildings, overhangs, trees, light posts or other fixtures on the property;
- h. Window painting.
- i. Other signs as prohibited by Roseville Sign Ordinance.

Any of the above will be removed without notice by Landlord at Tenant's expense.

**C) ADDITIONAL CRITERIA**

1. **Door Mats.** Although outdoor door mats are generally discouraged, if Tenant judges that such a mat is necessary during the rainy season, the mat must meet the following criteria: mat must not exceed 2 by 3 feet for a single entry door, or 4 by 6 feet for a double entry door, and must be solid dark gray in color, with a non-skid rubber backing and fiber top.

2. **Rear Doors:** Signage limited to store name only with black adhesive lettering

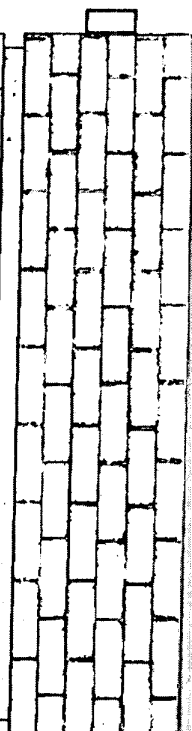
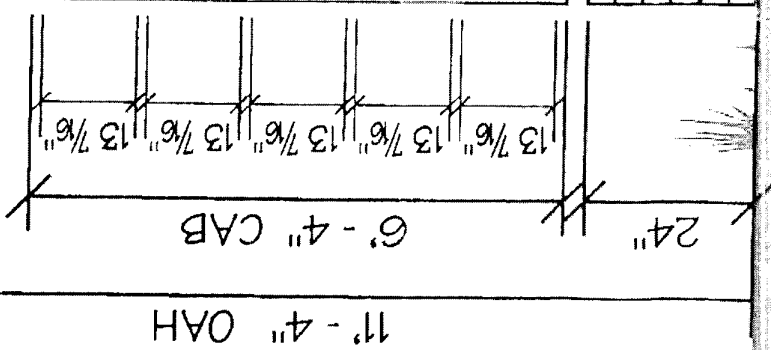


SIERRA OAKS PLAZA

TENANT  
TENANT  
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TENANT

1 1/2" WHITE LEXAN  
DIVIDERS

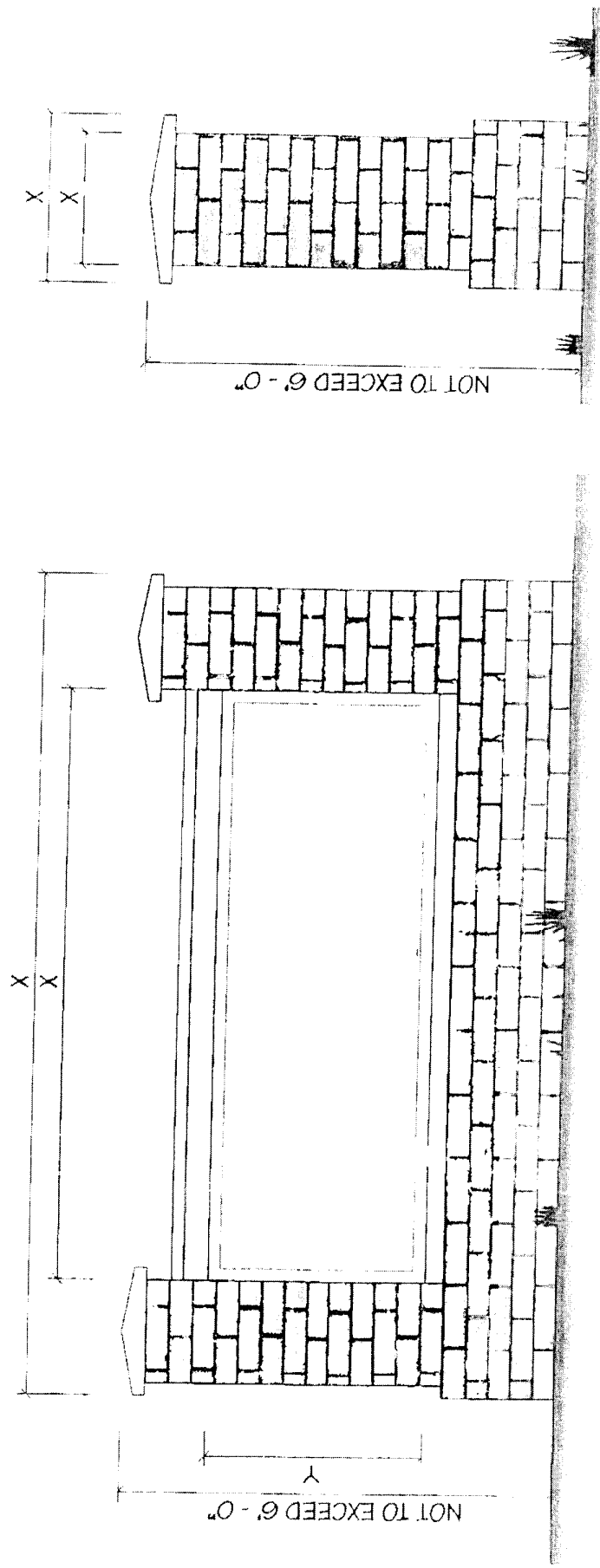
1 1/2" RETAINERS







FREE STANDING PAD BLDG  
MONUMENT SIGNS



NOT TO EXCEED 32 SQ. FT.

700F-18/WHA

SCHEDULE I

PARCEL A:

Parcel as shown on that certain Parcel Map No. 74686 being the N.W. 1/4 of the N.W. 1/4 of Section 9, and a portion of the N.E. 1/4 of the N.W. 1/4 of Section 9, T. 10 N., R. 7 E., M.D.B. & M., as filed in book 22, Page 131 of Parcel Maps in the Office of the County Recorder of Placer County, California.

PARCEL B:

Parcel as shown on that certain Parcel Map No. 74686 being the N.W. 1/4 of the N.W. 1/4 of Section 9, and a portion of the N.E. 1/4 of the N.W. 1/4 of Section 9, T. 10 N., R. 7 E., M.D.B. & M., as filed in book 22, Page 131 of Parcel Maps in the Office of the County Recorder of Placer County, California.

PARCEL C:

Parcel as shown on that certain Parcel Map No. 74686 being the N.W. 1/4 of the N.W. 1/4 of Section 9, and a portion of the N.E. 1/4 of the N.W. 1/4 of Section 9, T. 10 N., R. 7 E., M.D.B. & M., as filed in book 22, Page 131 of Parcel Maps in the Office of the County Recorder of Placer County, California.

PARCEL D:

Parcel as shown on that certain Parcel Map No. 74686 being the N.W. 1/4 of the N.W. 1/4 of Section 9, and a portion of the N.E. 1/4 of the N.W. 1/4 of Section 9, T. 10 N., R. 7 E., M.D.B. & M., as filed in book 22, Page 131 of Parcel Maps in the Office of the County Recorder of Placer County, California.

PARCEL E:

Parcel as shown on that certain Parcel Map No. 74686 being the N.W. 1/4 of the N.W. 1/4 of Section 9, and a portion of the N.E. 1/4 of the N.W. 1/4 of Section 9, T. 10 N., R. 7 E., M.D.B. & M., as filed in book 22, Page 131 of Parcel Maps in the Office of the County Recorder of Placer County, California.

PARCEL F:

Parcel as shown on that certain Parcel Map No. 74686 being the N.W. 1/4 of the N.W. 1/4 of Section 9, and a portion of the N.E. 1/4 of the N.W. 1/4 of Section 9, T. 10 N., R. 7 E., M.D.B. & M., as filed in book 22, Page 131 of Parcel Maps in the Office of the County Recorder of Placer County, California.

BK 3062 PGS 65



**PARCEL G:**

Parcel as shown on that certain Parcel Map No. 74686 being the N.W. 1/4 of the N.W. 1/4 of Section 9, and a portion of the N.E. 1/4 of the N.W. 1/4 of Section 9, T. 10 N., R. 7 E., M.D.B. & M., as filed in book 22, Page 171 of Parcel Maps in the Office of the County Recorder of Placer County, California.

BK3062 PG566

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