

SCHEDULE 38

SIGN REQUIREMENTS

1. GENERAL NOTES AND PROCEDURES.

1. Within thirty (30) days from Lease signing, Tenant shall cause its sign company to prepare and deliver four (4) complete sets of plans and specifications of Tenant's proposed signage to Landlord for its review and approval. Prior to engaging the sign company, Tenant shall supply the sign company with a copy of this Schedule 38 with instructions to work within the design parameters noted therein. Upon receipt of plans, Landlord will expeditiously review the same, noting its approval, conditional approval or required changes on the plans returning two (2) sets of marked-up plans to the Tenant's sign company. If changes are required, the sign company will clear changes with Tenant and, within five (5) days, resubmit to Landlord for approval.

2. Tenant and its sign company shall have Landlord's prior written approval of all signs before making submittals to the City and before commencing the fabrication of the signs.

3. Tenant's sign company, on behalf of Tenant, shall pay for and obtain all City permits and licenses required for installation and maintenance of signage.

4. No decals shall be visible, except as required by local codes and ordinances.

5. No exposed conduits or raceways will be allowed. All electric signs must have time-switch controls and accessible switches in a location as required by code.

6. The sign contractor shall be responsible for the fulfillment of all requirements and specifications, insurance, completing the installation in a workmanlike manner, clean-up, patching and painting all surfaces damaged by them.

7. Tenant is responsible for the sign fabrication, installation, cost and maintenance in its entirety.

8. All signs and the installation must comply with all City of Anaheim sign ordinances, Specific Plan 90-01 and local building and electrical codes.

9. Tenant will be permitted to place in the upper window panel to the right of each entrance of the Premises not more than one hundred forty-four (144) square inches of Roman 'Stenso' lettering by Dennison (or equal) not to exceed two (2) inches in height, indicating hours of business, telephone, etc. Except for Major Tenants, no other window signs will be allowed at any time without Landlord's prior approval. Major Tenant Buildings A, B, C, D, E, G, H, J, K-1, L, M and N shall have the right to place professionally prepared advertising signs in the windows, subject to conformance with the City of Anaheim's sign ordinance and Landlord's prior approval.

10. Location and spacing of the signs on all buildings, with the exception of the Anchor Tenant Buildings A, D and G, shall be at a location which centers on that tenant space, or as approved by Landlord.

11. The “copy and logo” criteria for each sign shall be as follows:

1. Tenant shall display only its established trade name, or its basic product name, e.g., “John's Liquors”, or combination thereof, with the exception of the Anchor Tenant in Building G who may place additional signs that identify generics such as “Liquor”, “Drug”, etc.

2. With the exception of the Anchor Tenants as stated above, the copy (letter type) and logos for all tenants shall be submitted to Landlord for specific approval. Only approved copy and logos shall be incorporated in the signs.

12. Letter style and design are encouraged to be in good taste. Logos and graphics will be evaluated on an individual basis.

2. ANCHOR RETAILER IDENTIFICATION. This section applies to retailers over 15,000 square feet (Majors A, B, C, D, G, K-1, M and N):

1. A maximum letter height of 72” and a maximum sign width of 40 feet are allowed for the primary wall sign for Majors A B, 1, D and G and the primary wall sign located on the rear elevation (facing Santa Ana Canyon Road) for Majors K-1, M and N. The maximum sign area is 1 60 square feet.

2. A maximum of two (2) primary wall signs are allowed per Major.

3. One (1) secondary wall sign is permitted on any wall facing the Shopping Center or a street. The maximum letter height of the secondary sign is 36”. Maximum sign width shall be 30 feet. The maximum sign area shall not exceed one-half (½) the area of the primary sign.

3. IN-LINE SHOP BUILDING SIGNS

1. One (1) primary wall sign per store shall be permitted with a maximum letter height of 30”. In the event that two (2) rows of letters are required, the maximum letter height shall be 12” per row, with the total height not to exceed 30”. In no case shall sign width be greater than 30 feet nor the total sign area exceed twenty percent (20%) of the storefront square footage.

2. For retail stores located on a corner, one (1) secondary wall sign shall be permitted on the side of each store. The sign area shall not exceed one-half (½) the size of the primary sign.

3. One (1) under-canopy sign per tenant shall also be required and comply with Landlord's specifications. Under-canopy signs to be redwood sandblasted double-face, non-illuminated, bracket-mounted with enamel-painted lettering and/or logo as approved by

Landlord. Sign to be 1' x 4'. Sign to be externally illuminated on both sides by spot lights provided by Tenant per Landlord's specs.

4. FREE-STANDING PAD BUILDING SIGNS.

1. The following are permitted signs and requirements for a pad with one (1) tenant or multi-tenant (for example, a free-standing restaurant or bank on a pad):

1. Each single tenant building shall be permitted one (1) primary wall sign on a maximum of two (2) building faces with the maximum letter height of 36". In the event that two (2) rows of letters are required, the maximum letter height shall be 18" per row. For multi-tenant buildings, one (1) primary sign on the building face and one (1) primary sign on any corner elevation visible from the parking area or adjacent roadways shall be permitted. In no case shall the sign width be greater than 30 feet nor the sign area exceed twenty percent (20%) of the storefront square footage.

2. One (1) secondary wall sign shall be permitted on one elevation not containing the primary sign and one (1) monument sign (for single-tenant buildings only) shall also be permitted. The wall sign shall be one-half (½) the size of the primary sign and not be located on the elevation fronting the monument sign location. If Tenant of a single-tenant building so desires, it may have two (2) secondary wall signs in lieu of the monument sign. The sign height on the monument sign shall be a maximum of six feet (6'), the sign width shall be a maximum of eight feet (8') and the sign area shall be a maximum of 48 square feet. Size, design, color and height of Tenant's monument sign to be approved by Landlord, Target and Vons, and must be in conformance with the City of Anaheim's sign ordinance and Specific Plan 90-01. Pad Building E Monument Sign panel size shall not be greater than twenty (20) square feet in area.

5. PYLON SIGN. Majors A, B, C, D, E & G shall be allowed one (1) Pylon Sign panel on the Pylon Sign designated as A-1 on Exhibit "A". Major Tenants K-1, L, M and N shall be allowed one (1) sign panel on the Pylon Sign designated as A-2 on Exhibit "A". Tenant's sign panel shall be in the approximate location as shown on the sign drawing attached as Exhibit "G-1". Design, color and height of Tenant's Pylon Sign panel to be approved by Landlord, and must be in conformance with the City of Anaheim's sign ordinance and Specific Plan 90-01.

6. COLORS. Tenant's choice of letter color shall be subject to final approval by Landlord. All shop/retail buildings (except Anchor Tenants), shall have channel letter plex-face, trim cap and returns color matched.

7. LETTER CABINETS. All building signs shall be individually mounted, internally illuminated channel letters, sheet metal twenty-four (24) gauge painted with one (1) coat of lead primer and two (2) coats of enamel paint.

8. NOTICE. Tenant must obtain from Landlord, in writing, an approval of sign shop drawings prior to manufacture and installation. The drawings shall show all of the minimum information shown on this criteria and any deviations to same. Tenant shall submit a minimum of three (3) shop drawings to Landlord. Two (2) drawings will be returned with an approval and/or comments in a reasonable amount of time.