

SIGN CRITERIA

FOR

BUILDING TENANTS

LOCATED IN

GELSON'S VILLAGE AT CALABASAS

CALABASAS, CALIFORNIA

"OWNER'S AGENT"

**RILEY/PEARLMAN/MITCHELL COMPANY
11640 SAN VICENTE BLVD #202
LOS ANGELES CA 90049
TEL: (310) 820-5891**



FEBRUARY 2, 1995

SIGN CRITERIA

GELSON'S VILLAGE AT CALABASAS

THE PURPOSE OF THIS SIGN CRITERIA IS TO ESTABLISH THE SIGN STANDARDS NECESSARY TO ENSURE COORDINATED PROPORTIONAL EXPOSURE FOR ALL THE TENANTS. PERFORMANCE SHALL BE STRICTLY ENFORCED AND ANY INSTALLED NON-CONFORMING SIGNS SHALL BE REMOVED BY THE SIGN CONTRACTOR, AT THE TENANT'S EXPENSE. RILEY/PEARLMAN/MITCHELL COMPANY HAS DEVELOPED THE FOLLOWING SIGN CRITERIA, WHICH ALLOWS EACH TENANT ROOM FOR CREATIVITY WITH LIMITS OF THEIR LEASEHOLD.

A. GENERAL REQUIREMENTS:

1. ALL SIGNS AND THEIR INSTALLATION MUST COMPLY WITH ALL LOCAL BUILDING, PLANNING, DESIGN AND ELECTRICAL CODES. ALL DESIGN AND INSTALLATION CRITERIA OF EACH SIGN MUST ALSO BE APPROVED BY THE LANDLORD.
2. NO ANIMATED, FLASHING OR AUDIBLE SIGNS WILL BE PERMITTED.
3. NO EXPOSED LAMPS, RACEWAYS, CROSSOVERS, CONDUITS, CONDUCTORS TRANSFORMERS, OR ANY SIMILAR DEVICES WILL BE PERMITTED.
4. ALL TENANTS MUST HAVE INSTALLED PRIOR TO OPENING FOR BUSINESS AND MAINTAIN THE FOLLOWING SIGNS:
 - A. INDIVIDUAL METAL CHANNEL LETTERS WITH PLEXIGLASS FACES, INTERIOR ILLUMINATED.
 - B. AN UNDERCANOPY WROUGHT IRON SANDBLASTED WOOD SIGN, EXCEPT IN AREAS WHERE THE SOFFIT WILL NOT ACCOMMODATE A SIGN.
 - C. THREE INCH HIGH STORE ADDRESS NUMBERS ARE TO BE PAINTED ON THE PLASTER AREA ABOVE REAR DOORS. NUMBER STYLE TO BE BOOKMAN. COLOR TO BE DETERMINED BY OWNER.
 - D. STORE ADDRESS NUMBERS OR LETTERS ARE TO BE THREE INCHES HIGH AND SANDBLASTED ON A WOOD PLATE. LETTER OR NUMBER PLATE TO BE INSTALLED OVER ENTRY AND ATTACHED TO THE EXISTING STORE FRONT WOOD TRIM. SIZE AND COLORS OF WOOD PLATE AS SHOWN ON DESIGN DRAWING.
5. UPON REMOVAL OF ANY SIGN BY THE TENANT, ANY DAMAGE TO THE BUILDING FASCIA OR SIGN AREA WILL BE REPAIRED BY THE TENANT, OR BY THE LANDLORD AT THE TENANT'S EXPENSE. REPAIR WORK TO BE COMPLETED WITHIN A FIVE DAY PERIOD.

**SIGN CRITERIA
GELSON'S VILLAGE AT CALABASAS**

Page 2

6. EXCEPT AS PROVIDED HEREIN, NO ADVERTISING PLACARDS, BANNERS, PENNANTS, NAMES, INSIGNIA, TRADEMARKS, OR OTHER DESCRIPTIVE MATERIAL SHALL BE AFFIXED OR MAINTAINED UPON ANY AUTOMATED MACHINE, GLASS PANES OF THE BUILDING, LANDSCAPE AREAS, STREETS OR PARKING AREAS WITHOUT THE EXPRESS WRITTEN APPROVAL OF THE OWNER.
7. EACH TENANT SHALL SUBMIT TO RILEY/PEARLMAN/MITCHELL COMPANY FOR APPROVAL BEFORE FABRICATION, FOUR (4) COPIES OF DETAILED DRAWINGS INDICATING THE LOCATION, SIZE, LAYOUT, DESIGN AND COLOR OF THE PROPOSED SIGN, INCLUDING ALL THE LETTERING AND/OR LOGO, PRIOR TO SUBMITTING TO THE CITY OF CALABASAS FOR REVIEW AND APPROVAL.
8. ALL PERMITS FOR SIGNS AND THEIR INSTALLATION SHALL BE OBTAINED BY THE TENANTS OR TENANTS' REPRESENTATIVE. TENANTS SHALL BE RESPONSIBLE FOR SUBMITTING TENANTS' SIGN DRAWING TO THE APPROPRIATE CITY AGENCY FOR APPROVAL.
9. TENANTS SHALL BE RESPONSIBLE FOR THE FULFILLMENT OF ALL THE REQUIREMENTS AND SPECIFICATIONS SET FORTH IN THESE GENERAL REQUIREMENTS.

S P E C I F I C A T I O N S F O R T E N A N T S S I G N S

INDIVIDUAL ILLUMINATED CHANNEL LETTERS:

INDIVIDUAL ILLUMINATED LETTERS WILL BE A PAN CHANNEL METAL LETTER FIVE (5) INCHES DEEP. LETTER FACES WILL BE OF ROHM AND HAAS PLEXIGLAS WITH A 3/4 INCH TRIMCAP MOLDING FOR SECURING THE PLEXIGLAS LETTER FACE TO THE METAL LETTER. ILLUMINATION OF THE LETTERS WILL BE WITH NEON TUBING MOUNTED ONTO THE BUILDING FASCIA. THE METAL RACEWAYS NECESSARY TO ACCOMMODATE THE WIRING AND TRANSFORMERS REQUIRED FOR ILLUMINATING THE CHANNEL LETTERS WILL BE MOUNTED ON THE INSIDE OF THE BUILDING FASCIA.

A. DEFINITION OF MAJOR AND MINOR TENANTS:

MAJOR TENANT IS GELSON'S MARKET. MINOR TENANTS ARE TENANTS WITHIN SHOPS.

B. LETTER STYLE OR LOGO RESTRICTIONS:

MAJOR AND MINOR TENANTS MAY HAVE A LETTER STYLE OF THEIR CHOICE. LOGO'S MAY BE ROUND, SQUARE OR RECTANGULAR PROVIDED THEY DO NOT EXCEED THE HEIGHT OF THE DESIGNATED SIGN AREA.

C. SIGN AREA:

MAJOR TENANT WILL BE ALLOWED A SIGN AREA NOT TO EXCEED 150 SQUARE FEET. THE MAXIMUM SIGN COPY WIDTH SHALL NOT EXCEED 80% OF THE LEASED STORE DIMENSION FOR MINOR TENANTS.

D. LETTER HEIGHT RESTRICTIONS:

MAJOR TENANT - LETTER HEIGHTS SHALL NOT EXCEED FIVE (5) FEET OVERALL.

MINOR TENANTS - THE LETTER HEIGHT FOR ONE (1) LINE OF COPY SHALL NOT EXCEED 18" IN HEIGHT. THE MAXIMUM LETTER HEIGHT FOR TWO (2) LINES OF COPY SHALL NOT EXCEED 18" IN HEIGHT.

E. LETTER AND LOGO COLOR RESTRICTIONS (MAJOR/MINOR TENANTS)

1. ALL TENANTS INDIVIDUAL ILLUMINATED CHANNEL LETTERS SHALL BE PAINTED WHITE INSIDE AND DARK BRONZE #313 ON THE FRAME OF THE LETTERS.

2. ALL CHANNEL LETTER PLEXIGLAS FACES SHALL BE OF A COLOR OF TENANT'S CHOICE AND OWNER APPROVAL. A VARIETY OF COLOR IS ENCOURAGED.

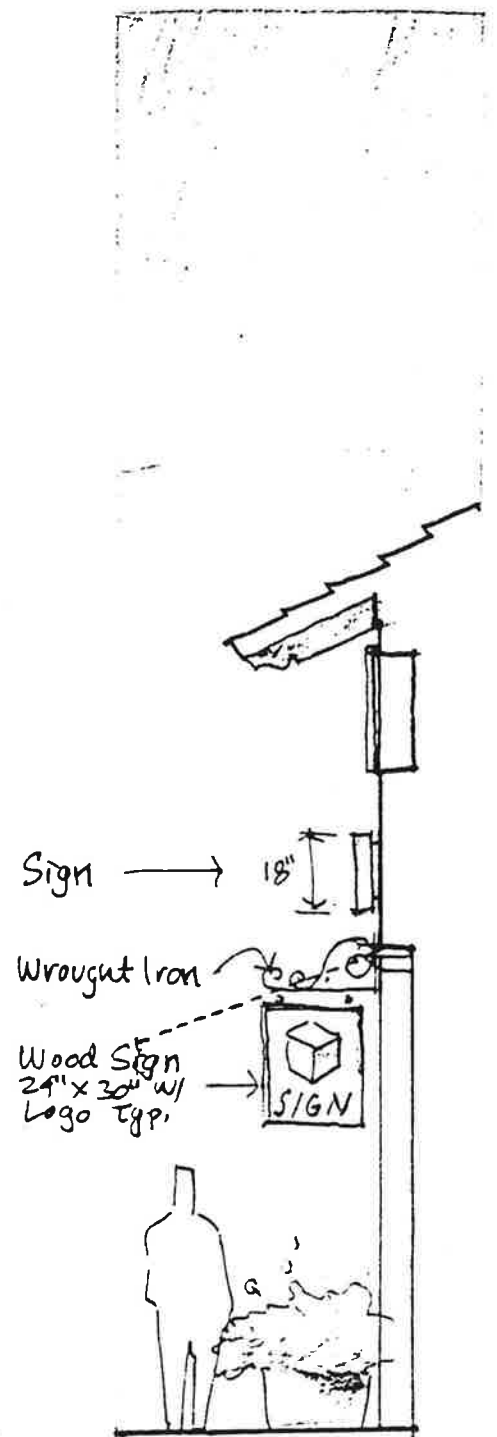
3. LOGO FACE COLORS MAY VARY PROVIDED THE COLOR IS IN KEEPING WITH THE TENANTS ESTABLISHED CRITERIA. EXCESSIVE COPY OR COLORS WILL NOT BE ALLOWED. LOGO COLORS SHALL BE REVIEWED BY RILEY/PEARLMAN/MITCHELL COMPANY OR THEIR AGENT FOR APPROVAL.
- F. EXCEPT FOR THE MAJOR TENANT, THE LEASE SPACE AT THE END POSITION OF A BUILDING WILL BE ALLOWED TWO WALL SIGNS, ONE ON EACH BUILDING FACE.
- G. NO MORE THAN THREE SIGNS - [ANY COMBINATION OF WALL AND MONUMENT SIGNS] ARE ALLOWED TO IDENTIFY ANY ONE BUSINESS WITHIN THE SHOPPING AREA.
- H. SHOP BUILDING ADDRESS NUMBERS (BY DEVELOPER):

BUILDING ADDRESS NUMBERS ARE TO BE PAINTED DARK BROWN ON THE BUILDING FACE AND TO BE LOCATED IN A LIGHTED AREA AS REQUIRED BY THE CITY FIRE DEPARTMENTS. NUMBERS TO BE 6" MAXIMUM, "BOOKMAN" STYLE.
- I. UNDERCANOPY SANDBLASTED WOOD SIGNS WITH WROUGHT IRON SUPPORTS:

UNDERCANOPY SANDBLASTED WOOD SIGNS SHALL BE 12 INCHES IN HEIGHT WITH A MAXIMUM OF FOUR (4) FEET IN LENGTH. BACKGROUND TO BE STAINED OLYMPIC #914. COPY COLORS TO BE #2793 RED WITH A 1/8" INSET BORDER PAINTED #2146 IVORY.



MINOR TENANT SIGN

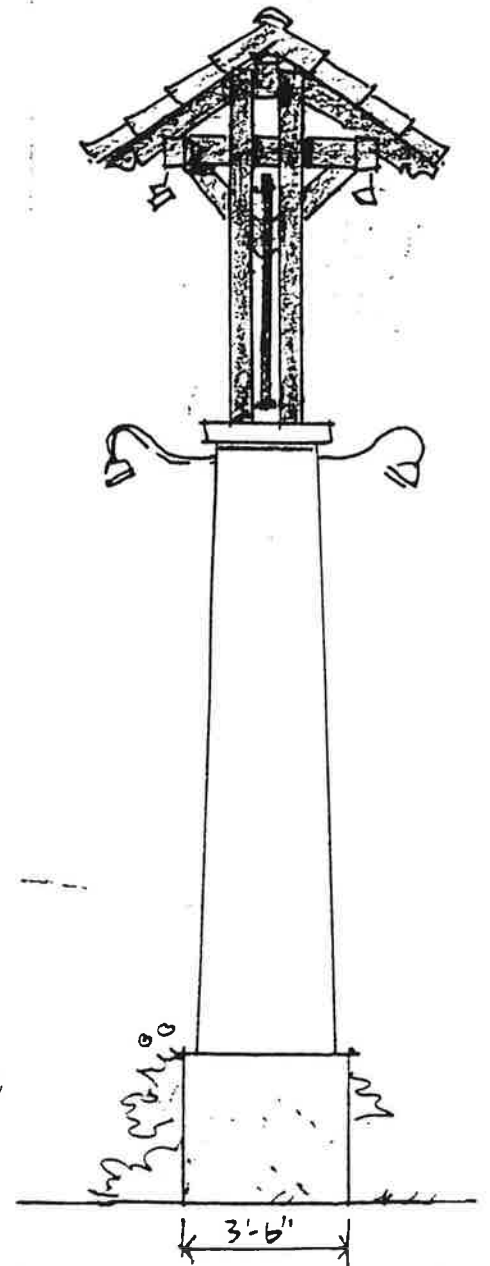


BLADE SIGN



Front Elevation

1/4" = 1'-0"



Side Elevation

1/4" = 1'-0"



Plan

1/4" = 1'-0"

MONUMENT SIGN