

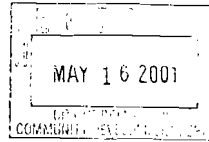
APPROVED PLAN

PERMIT NO. CUP 01-16 Dn 01-05

RESOLUTION NO. 01-28

ACTION: APPROVED DENIED

DATE 5-24-01



SIGNAGE CRITERIA

A. INTRODUCTION

The intent of the Signage Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the above-mentioned project. Performance of the Signage Criteria shall be rigorously enforced. Any non-conforming signs shall be removed by the tenant or their sign contractor at their expense, upon demand by Owner/Developer. Exceptions to these standards shall be reviewed by the Owner/Developer. Owner/Developer will retain full rights of approval of any sign used in the center.

The signage and graphics described in this section have been designed to enhance Sand Creek Crossing as a regional shopping center. The design of all graphics has been carefully considered in relation to the site architecture and landscaping. On a functional level, signage is provided for the identification of the center and its anchor tenants along street frontages, as well as to meet the directional and identification needs of shoppers once they have entered the site.

B. GENERAL LANDLORD/TENANT REQUIREMENTS

1. Each tenant shall submit, within thirty (30) days of lease execution, five (5) copies to the Owner/Developer (one in full color) for written review, the detailed shop drawings of the proposed sign, indicating conformance with the sign criteria herein outlined. Send to:

Landlord/Developer:

AIG Baker Sand Creek, L.L.C.
1701 Lee Branch Lane
Birmingham, AL 35242
Tel: (205) 969-1000 Fax: (205) 969-1017
Attn: Tenant Sign Coordinator

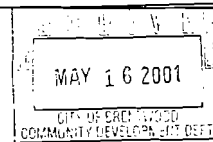
2. Tenant shall submit a signed drawing approved by the Landlord/Developer to the appropriate City and County authority for approval prior to the start of any sign construction or fabrication. All sign types will require written approval of the Landlord/Developer and the City of Brentwood, California. Sign permits from the City are required prior to installation.
3. Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
4. Tenant shall obtain all necessary permits.
5. Tenant shall be responsible for fulfillment of all requirements of the Signage Criteria.
6. Landlord will provide conduit and junction box as specified in lease
7. It is the responsibility of Tenant's sign company to verify all conduit locations and service prior to fabrication.
8. The location of all signs shall be per the accompanying design criteria.
9. Except as permitted herein, any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving lighting or lights. In no event shall an illuminated sign or light device be placed or directed towards a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.

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10. All illuminated Building Wall and Fascia Signs shall be either internally illuminated individual letters or reverse individual channel letters with halo illumination.
11. Temporary wall signs, temporary leasing signs, pennants, banners or flags, inflatable displays or sandwich boards will be allowed if consistent with provisions in the City sign ordinance.
12. Unless otherwise provided for in the lease, temporary window signage for special or seasonal sales shall be subject to Landlord/Developer approval and shall be limited to a maximum of twenty-five percent (25%) of the window area per elevation. All such signs shall be professionally prepared. No window painting shall be permitted.
13. Tenant shall verify his sign location and size with Landlord/Developer prior to fabrication.
14. Signs that vary from these signage criteria must first be approved by Landlord/Developer and the respective City and County authorities.
15. Tenant signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complementary to the scale and color of adjacent facades. Tenant is required to maintain their sign in good working order and replace defective lights, components, etc., as necessary.
16. Tenant signs that incorporate logos, business identities and/or images denoting the type of business shall be encouraged. Logo design and color are to be approved by Landlord/Developer.
17. Logo and letter heights, where specified, shall be determined by measuring the normal capital letter of a font inclusive of swashes, ascenders and descenders and shall remain within the sign area designated
18. Notwithstanding the maximum square footages specified for copy area allowances, sign and typography in all cases shall appear balanced and in scale within the context of the sign space and the buildings as a whole. Thickness, height and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
19. Wall signs for tenants 5,000 s.f. or smaller shall be individual letters on raceways, mounted to the signband. Raceways shall be finished to match signband, as specified by Landlord/Developer.
20. All sign fabrication shall be of excellent quality. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles will not be accepted. The Landlord/Developer reserves the right to reject any fabrication work deemed to be below standard.

GENERAL SIGN SPECIFICATIONS

1. No exposed crossovers, conduits, conductors, transformers, tubing, junction boxes, neon, lamps, etc. shall be permitted. Junction box to be installed flush with wall finish with sealed metal cover.
2. All lettering shall be restricted to the "maximum sign letter copy area" and have a matte finish. See attached design criteria for specific information.
3. No projection above or below the "maximum sign letter copy area" will be permitted (except as otherwise approved by the Landlord/Developer in writing).



SIGNAGE CRITERIA

4. All signs and their installation must comply with all local building and electrical codes and bear a UL label placed in an inconspicuous location. Electrical service to the sign shall be paid for by Tenant.
5. All sign lettering, not including the logo portion of the sign, shall be the same style and color. Alternative letter styles are permitted for state or federally registered business logos.
6. All signs shall be individual channel letters. No box signs or cigar signs unless specifically allowed by the lease.

D. INTERNALLY ILLUMINATED OR HALO LIT LETTER SIGN SPECIFICATIONS

1. Shop signs shall be attached to a raceway and mounted to the building wall or fascia in designated areas only and may not exceed seventy percent (75%) of the leasehold width. The individual letter signs are to be centered horizontally on the lease frontage, and vertically on the signband.
2. No more than one row of letters are permitted, unless otherwise approved by Landlord/Developer, provided that in any event the total height does not exceed the height of the maximum sign letter "copy area" designated for specific retail type.
3. The "copy" (letter type), logos and their respective colors shall be submitted to the Landlord/Developer for approval prior to fabrication.
4. Unless specified herein, wording of Tenant signage is limited to the Tenant's trade name and logo(s). Each Tenant's customary signature or logo, hallmark, insignia or other trademark will be respected.
5. For internally illuminated, individual channel letter signs shall be illuminated using plastic faces. For halo signs solid letters shall be illuminated by concealed neon tubes to create a halo effect.
6. The channel letters shall be constructed of metal or aluminum and fastened on an aluminum raceway mounted to the wall or fascia in a concealed manner (refer to section). The reverse channel letter back on halo signs shall be constructed of "Acrylite" acrylic plastic (3/16" minimum) or lexan and fastened to the metal can in an approved manner. All metal shall receive a minimum of two (2) coats of primer and one (1) coat of finish. Metal sheet seam joints shall be by electric weld only.
7. Halo type signs used in outdoor locations will have clear Lexan backing on the rear of the letters to prevent birds nesting in the letters. All neon tubing must be fully concealed within or behind the letter to not be visible to the public.
8. Internally illuminated and halo signs shall be 30 milli-amp neon lamps. All signage shall be installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".
9. All neon tubing must be fully concealed within or behind the letter to not be visible to the public.
10. Halo type signs used in outdoor locations will have clear Lexan backing on the rear of the letters to prevent birds nesting in the letters.
11. PK housing shall be provided to feed the neon to each letter of the sign.

2. All letters shall have concealed service access to lamps, ballasts and wiring.
13. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.
14. Upon removal of any sign, the building or wall surface shall be patched, textured, sealed and painted to match its original condition.

E. PROHIBITED SIGNAGE AND SIGNAGE COMPONENT RESTRICTIONS

1. **Signs Constituting a Traffic Hazard:**
No person shall install, maintain, or cause to be installed or maintained any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or any other symbols or characters in such a manner to interfere with, mislead or confuse traffic.
2. **Immoral or Unlawful Advertising:**
It shall be unlawful for any person to exhibit, post, display, or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
3. **Signs on Doors and Windows:**
No sign shall be installed, relocated, or maintained so as to prevent free ingress to or egress from any door. No sign shall be placed on the exterior of the premises except as permitted herein. No sign of any kind shall be attached to a standpipe except those signs as required by code or ordinance.
4. **Animated, Audible or Moving Signs:**
Signs consisting of any moving, swinging, rotating, flashing, or otherwise animated light are prohibited, as are any signs designed to emit any type of audible signal, except where specifically permitted in these guidelines.
5. **Off-Premises Signs:**
Any signs off premises are subject to Owner/Developers written approval. Any unauthorized off-premises sign may be removed without notice or by Owner/Developer at Tenant's expense.
6. **Vehicle Signs:**
Signs, parking lot fliers on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries of sales or merchandise or rendering of services from such vehicles, are prohibited.
7. Any Sign located on the roof or projecting above the roofline of a building is prohibited.
8. Freestanding Signs except as provided in this document are prohibited.
9. Permanent advertising devices such as attraction boards, posters, banners and flags, except where specifically approved by the Owner/Developer and the City, are prohibited.
10. Box and Cigar signs are strictly prohibited.
11. Window signs, except where specifically approved by the Owner/Developer and the City, are prohibited.

SIGNAGE CRITERIA

12. Except where required by City permit regulations, sign manufacturer's names, stamps, or decals visible from the streets or normal viewing angles are prohibited.
13. Luminous vacuum-formed acrylic signs and letters, including pre-manufactured and franchise signs, with the exception of site and directional signage approved by the Landlord/Developer and the City, are prohibited.
14. Styrofoam, cardboard, or paper signs, stickers or decals hung around, on or behind storefronts are prohibited.
15. Exposed fastening devices, unless integral to the signs' design intent, are prohibited.
16. Simulated materials (i.e. wood-grained plastic laminates) or wall coverings are prohibited.

F. BUILDING WALL AND FASCIA SIGNS

Building wall and fascia signs are permitted which identify the name and associated corporate logo of a business, subject to the provisions below.

1. **Maximum Letter Height and Sign Copy Area:** Maximum letter height and maximum sign copy area are determined based on the amount of frontage area of a tenant's business, with letter height and Sign Copy Area increasing as the size of the tenant increases.
2. The maximum sign length for building wall and fascia signs is seventy-five percent (75%) horizontal length of the building signband plane or tenant frontage of the wall on which they are on.
3. Except as specifically permitted herein, sign copy is limited to the display of the business name and corporate logo or trademark.
4. No product signs advertising merchandise or services carried by tenants shall be permitted, unless approved by Landlord.
5. **Secondary Signs:** additional signs of Anchor & Mini Tenants identifying the location of specialized services or operations that are provided within an establishment such as "Supermarket", "Drug Store", "Crafts", etc. shall be permitted at the discretion of the Landlord. Such signs shall have a maximum letter height of 48" (forty-eight inches). The size of such signs shall be included in the maximum sign copy area provided within this Signage Criteria.
6. Tenant signs shall be located per the attached sign location guideline illustrations.
7. Each separate business shall be limited to one (1) primary sign integrated into the design of the building. Secondary or accessory signs shall be used only to improve the effectiveness of the sign program in relationship to the mass of the building or to indicate legitimate accessory uses.

G. WINDOW SIGNAGE

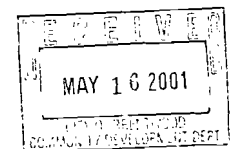
1. For purposes of store identification, Tenant will be permitted to place upon each entrance to its premises not more than one (1) square feet of white vinyl decal application lettering not to exceed two (2) inches in height, indicating tenant's name, hours of business, emergency telephone, etc. The number and letter type shall be the tenant choice and owner approved.
2. Window signs are intended to provide identification to pedestrians near building storefronts. Such signs are required of each shop tenant and shall be located above or adjacent to the primary entrance.
3. The maximum sign face shall be six (6') square feet with a maximum length of three (3') and maximum height of two (2') feet.
4. No electronic messaging ornamentation will be permitted.
5. Lighting may be from a concealed internal or external source.
6. No product signs advertising merchandise carried or services provided by tenant shall be permitted, except as specifically provided for in the lease.
7. Neon window signage is not allowed unless specifically provided for within the lease.

H. TOWER SIGNAGE

1. Tower signage shall be composed of "Push-Thru" technology signage. The opaque background shall be aluminum with a textured coating to match the building.
2. Letters are to be 1/2" thick clear acrylic with a translucent vinyl applied to the face. Letters shall project forward of the sign band. Internal lamp shall be fluorescent and placed within the cabinet. This will illuminate the letter faces and create a "halo" effect.
3. Refer to Tower illustration for sign band heights.

I. SIGNAGE SHOP DRAWINGS

1. Signage shop drawings submitted by the Tenant shall provide complete information for the Landlord/Developer to understand the signage design and appearance. Fabrication or installation of the Tenant's signage shall not commence before the Landlord/Developer's approval of the signage shop drawings. These shall be of an appropriate scale to relate the size, shape, and distinctive characteristics of the signs to the building(s) in question. In addition, the tenant shall provide drawings and written matter to describe such features as letter types, materials, shapes, illumination, and colors of proposed signs.



SIGNAGE CRITERIA

- 2. Submitted signage shop drawings shall provide the following information:
 - a. Elevation of the store illustrating sign location, with dimensions.
 - b. Section or sections through the sign, indicating construction and compliance with these standards.
 - c. Identify the materials, size, color scheme, fabrication techniques, illumination, and mounting system.
 - d. Photographs of similar signs should be submitted wherever possible.

Sign Type C: SHOP/PAD SIGNS

- C1 Copy Area = 75% of signband length or lease frontage x 80% of signband height
- C2 Copy Area = 75% of signband length or lease frontage x 80% of signband height

Maximum aggregate sign area per type shall not exceed:
 Type C1 = square footage of sign as shown on graphics not to exceed 350' square feet
 Type C2 = square footage of sign as shown on graphics not to exceed 300' square feet

J. SIGN TYPE CLASSIFICATIONS AND AREA EQUATIONS

*Refer to sign location illustration

The following sign types have been identified:

Sign Type A: PRIMARY ANCHOR SIGNS

- A1 Copy Area = 75% of signband length x 80% of signband height
- A2 Copy Area = 75% of signband length x 80% of signband height

Maximum aggregate sign area per type shall not exceed:
 Type A1 = square footage of sign as shown on sign location illustrations
 Type A2 = square footage of sign as shown on sign location illustrations

Secondary Signs may be permitted where shown on illustrations and as by approved by Landlord/Developer

Sign Type B: PRIMARY MINI SIGNS

- B1 Copy Area = 75% of signband length x 80% of signband height
- B2 Copy Area = 75% of signband length x 80% of signband height

Maximum aggregate sign area per type shall not exceed:
 Type B1 = square footage of sign as shown on sign location illustrations
 Type B2 = square footage of sign as shown on sign location illustrations or 300 square feet

Secondary Signs may be permitted where shown on illustrations and as by approved by Landlord/Developer

Sign Type D: SIGN TOWER

- D Maximum height of tower shall be 50'-0"
 Maximum sign face area shall be 300' square feet per face.
 Maximum signage area of three faces shall not exceed 900'

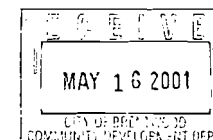
Sign Type E: MONUMENT SIGNS

- E Marquee Sign
 Maximum height shall be 10'-0"
 Maximum sign face area shall be eighty square feet per face

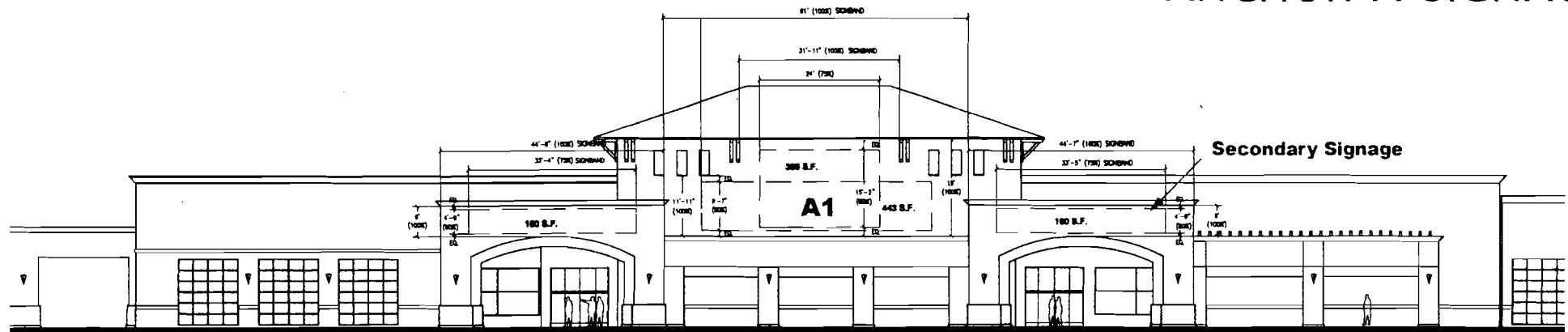
Sign Type F: INTERNAL DIRECTIONAL SIGNS

- F Maximum height shall be 7'-0"
 Maximum sign face area shall be max. 6 panels at three square feet per face

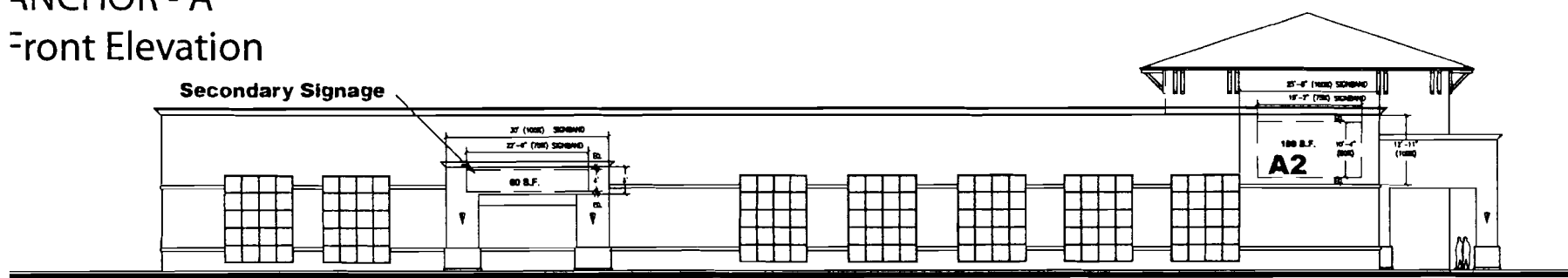
1. Signage shall remain 3'-0" clear horizontally, from any architectural trim or element.
2. Signband length is measured from any horizontal architectural trim or element or any plane change.



ANCHOR 'A' SIGNAGE




ANCHOR - A
Front Elevation

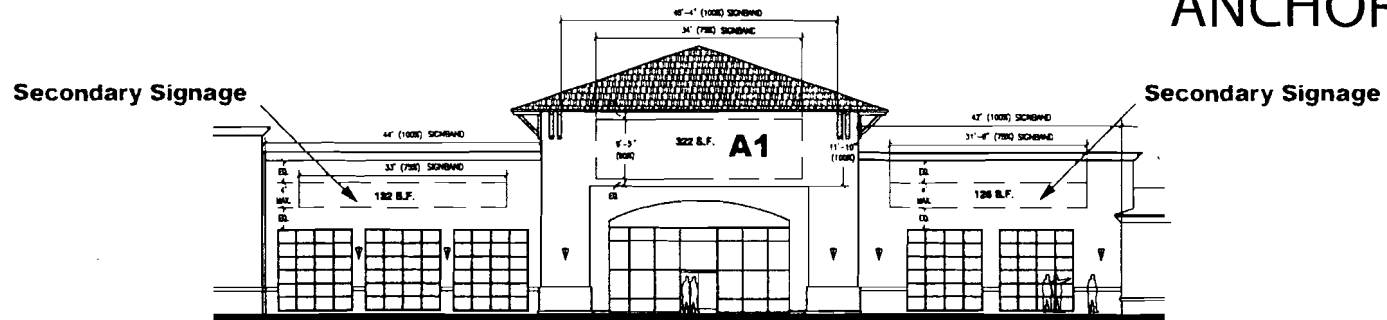


ANCHOR - A
Side Elevation

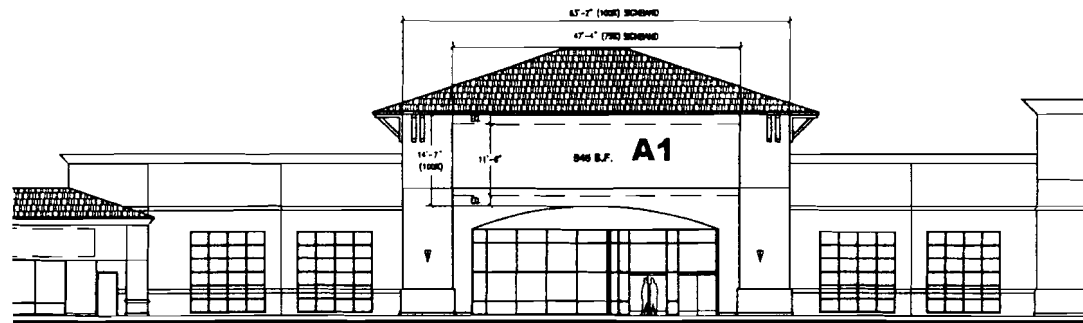
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 MAY 16 2001
 REGISTERED PROFESSIONAL ARCHITECT

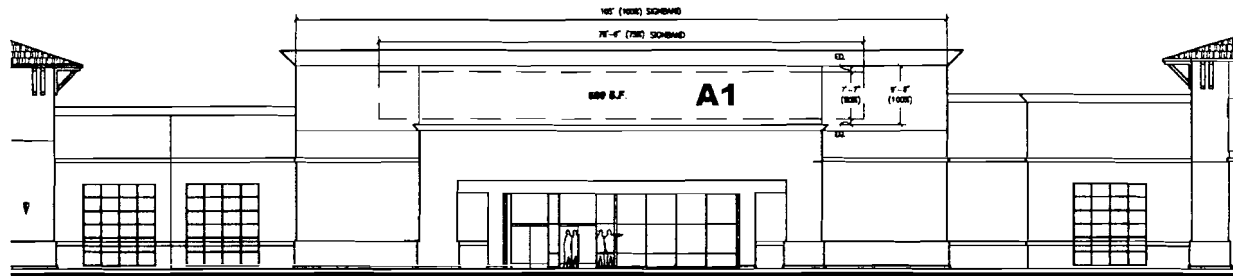
ANCHOR SIGNAGE



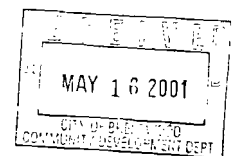
ANCHOR - B



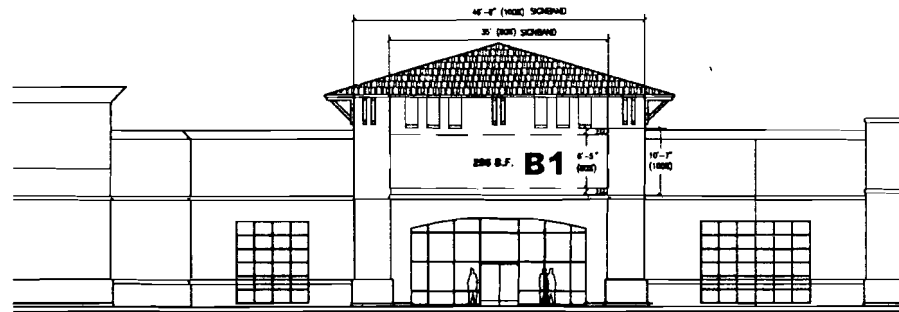
ANCHOR - C



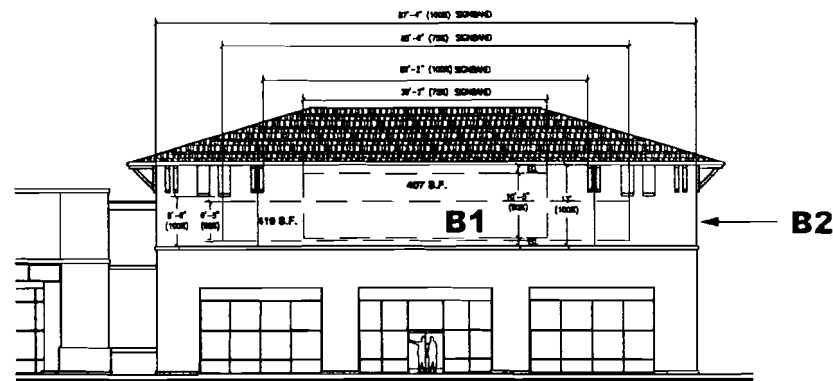
ANCHOR - D



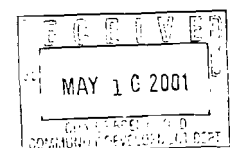
MINI SIGNAGE



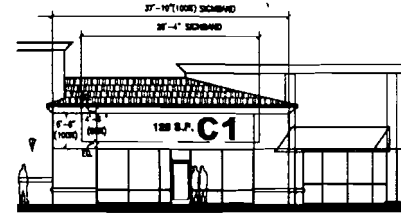
MINI - A



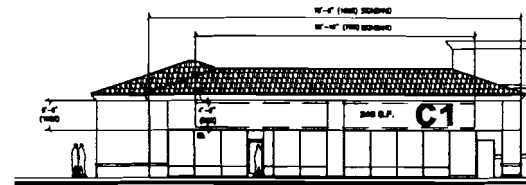
MINI - B



SHOP/PAD SIGNAGE



SHOP C

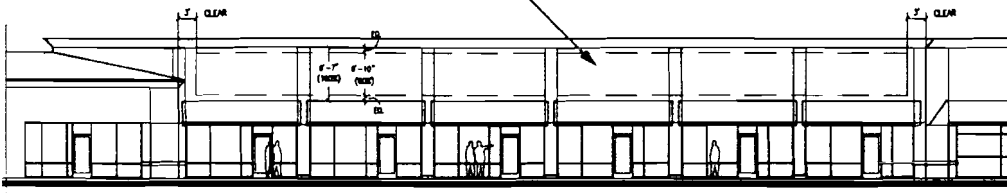


SHOP E



SHOP F

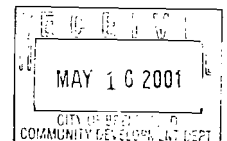
Shops Signage Zone



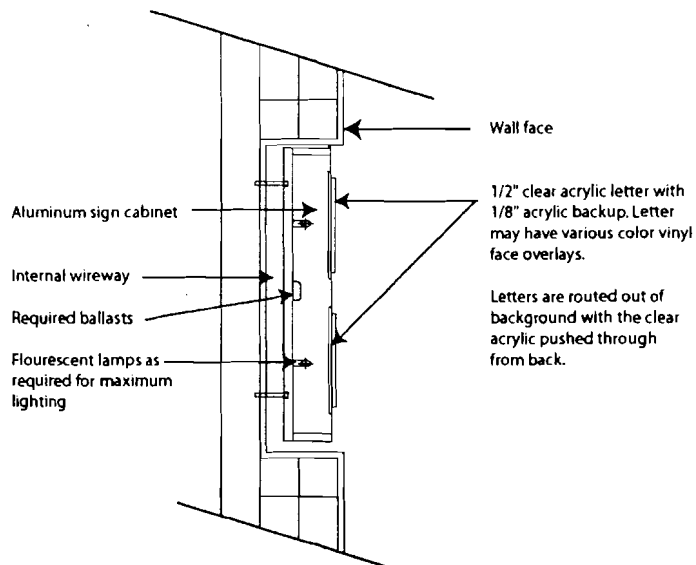
SHOP D

SHOP SIGNAGE ZONE

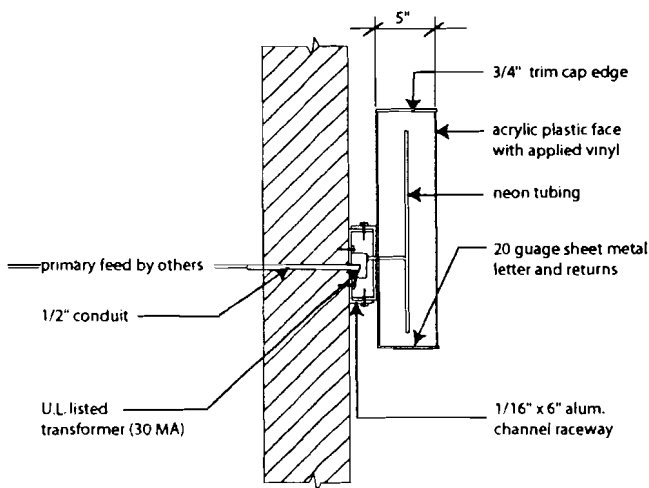
For shops, refer to criteria for maximum allowable sign length and area based on lease space frontage.



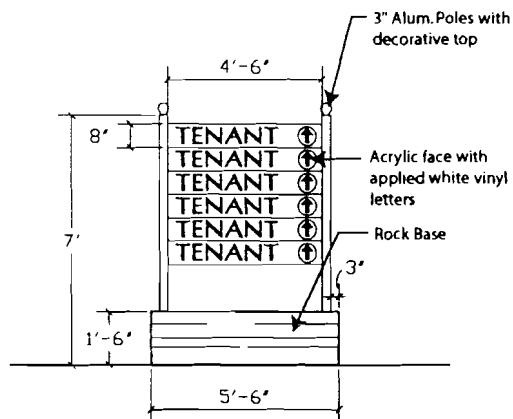
TOWER & MONUMENT SIGNAGE



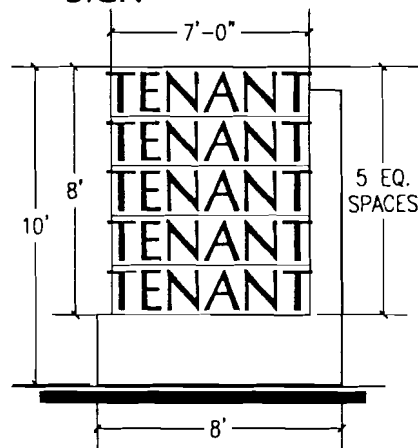
TYPICAL "PUSH-THRU" LETTER SECTION



TYPICAL LETTER SECTION

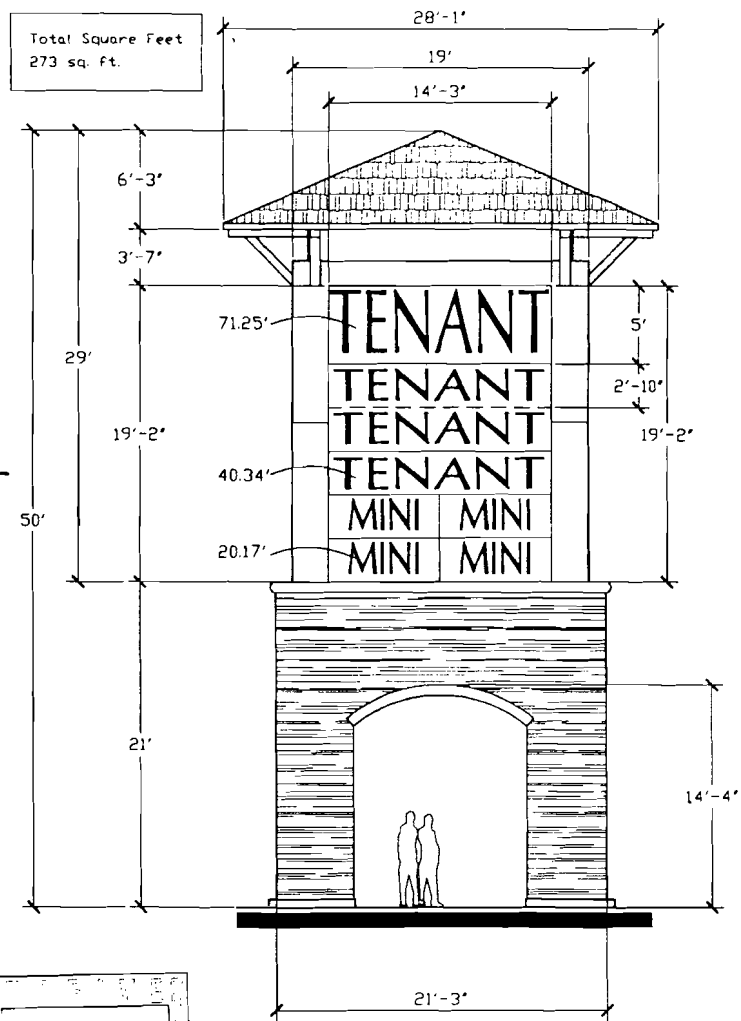


F - INTERNAL DIRECTIONAL SIGN

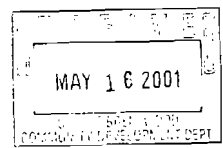


E - MONUMENT SIGN

Total Square Feet
273 sq. ft.

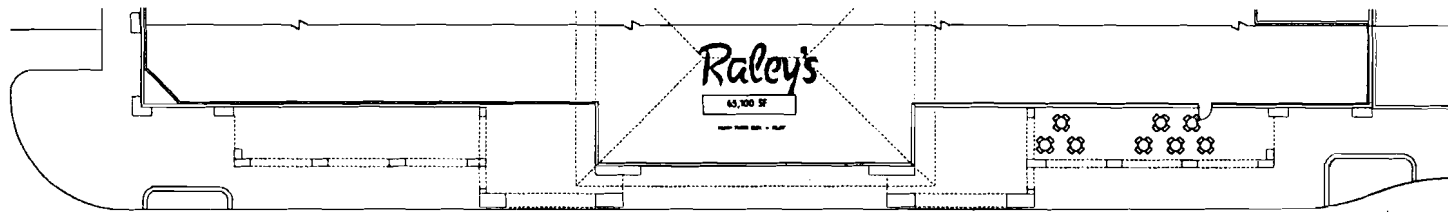


D - TOWER SIGN

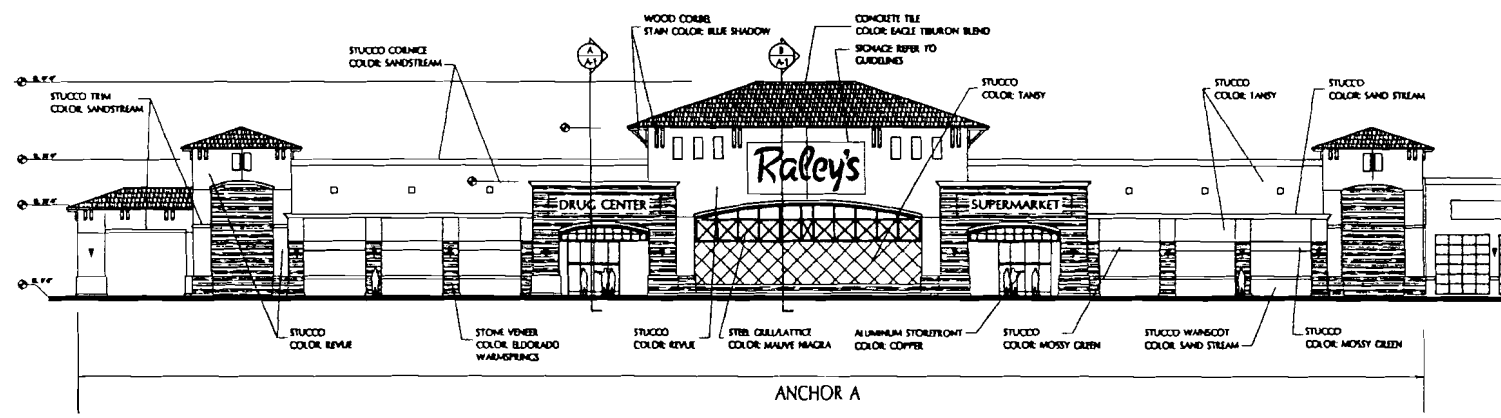




Architectural Firm Name and Address



PARTIAL FLOOR PLAN
SCALE 1/8"=1'-0"



ANCHOR A

FRONT ELEVATION
SCALE 1/8"=1'-0"

RECEIVED
MAY 16 2001

Raley's
SAND CREEK CROSSING

ARCHITECT
SAND CREEK, L.L.C.
1800 SAND CREEK ROAD
WESTWOOD, CALIFORNIA

FOR APPROVAL
DATE: _____
BY: _____
TITLE: _____
FRONT ELEVATION AND
PARTIAL FLOOR PLAN