

APPROVED PLAN

EXHIBIT "A"

VALDRY COMMERCIAL CENTER
UNIFORM SIGN CRITERIA
JULY 6, 2004

PERMIT NO. CUP 04-09
RESOLUTION NO. 04-34
ACTION: APPROVED DENIED *w/conditions*
DATE 7/6/04

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 and the City of Brentwood.

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 City of Brentwood 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) All permits for signs and their installation shall be obtained by the tenant or their representative.
- d) The tenant and/or sign contractor shall be responsible for the fulfillment of all requirements and specifications, including those of the local governing authorities.
- 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 local governing authorities.
- g) Signing for tenants of any single purpose freestanding building shall be commensurate with the architecture of said buildings and shall be subject to this Uniform Sign Criteria.
- h) All signage submitted to the City of Brentwood for building permit issuance must have written approval by landlord.

2) TENANT FASCIA SPECIFICATIONS

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

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

3) GENERAL SPECIFICATIONS AND RESTRICTIONS

The following will not be permitted:

- a) Flashing, audible, revolving or animated signs
- b) Exposed lamps or tubing
- c) Exposed crossovers, conduit or raceways.
- d) Exposed cabinets, conductor or transformers
- e) Spot or flood lamps
- f) Portable signs
- g) Any signage prohibited by the City of Brentwood sign ordinance

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 City of Brentwood Sign Ordinance

4) LOCATION OF SIGNS

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.

5) DESIGN REQUIREMENTS FOR FREESTANDING SIGNAGE "A"

- a) There shall be one freestanding center identification sign.
- b) Maximum size shall be 11' high by 7' wide, unless otherwise approved by the City of Brentwood.
- c) Signage shall follow the overall design theme of the structures in the development.

6) DESIGN REQUIREMENTS FOR HOTEL SIGNAGE "B"

- a) Maximum size shall be 4' high by 5' wide, unless otherwise approved by the City of Brentwood.
- b) A total of 2 signs are permitted, one at the south elevation and one at the west elevation.

7) DESIGN REQUIREMENTS FOR HOTEL SIGNAGE "C"

- a) Maximum size shall be 3' high by 40" wide, unless otherwise approved by the City of Brentwood.
- b) A total of 1 sign is permitted, located at the west elevation of the porte-cochere.

8) DESIGN REQUIREMENTS FOR OFFICE/RETAIL

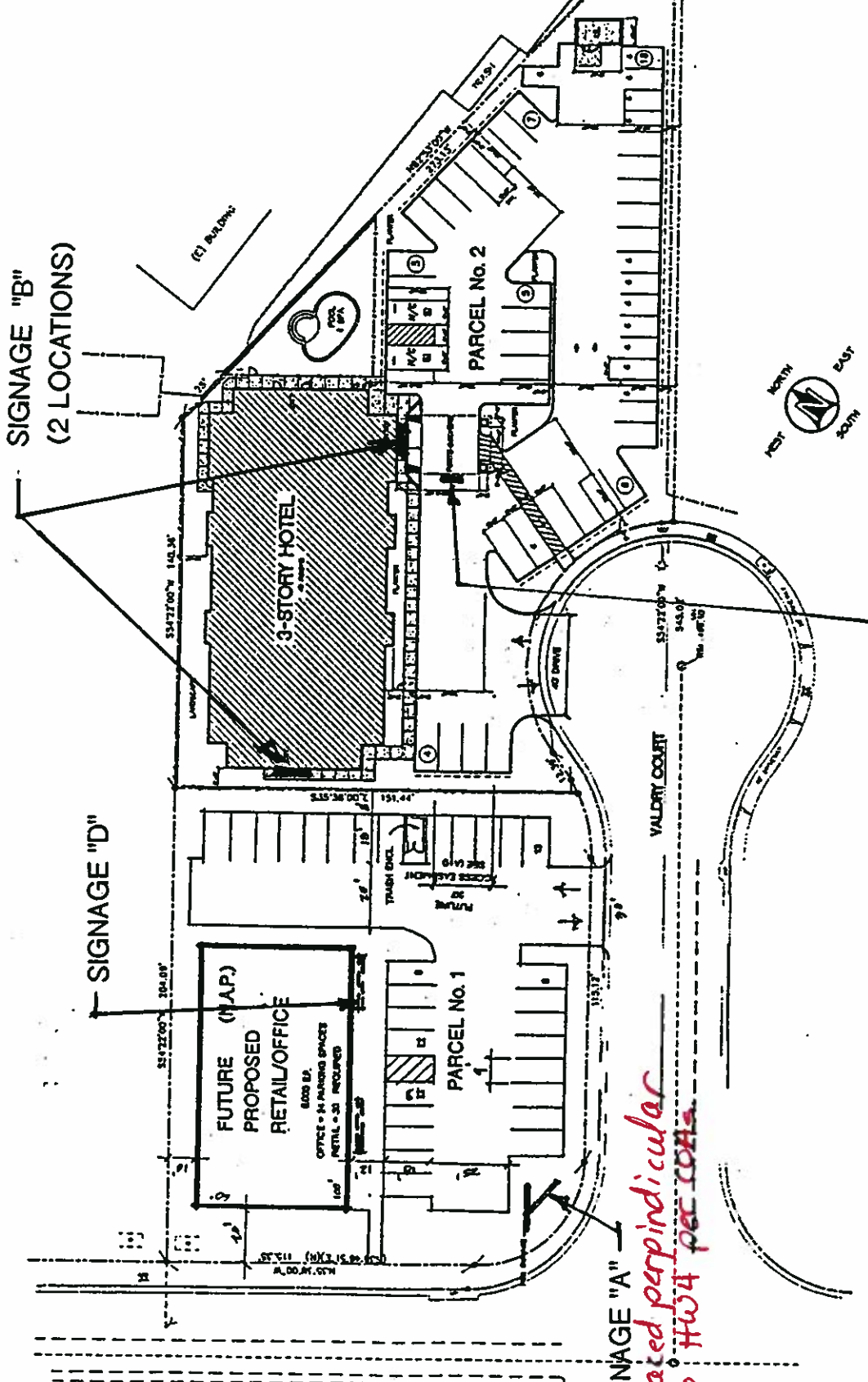
- a) Signs shall be composed of individual interior illuminated aluminum channel letters mounted on the building fascia for the office/retail building. Sign cabinets will be permitted only for logos.
- b) Maximum width of display shall equal 70% of the leased lineal frontage.
- c) There shall be one sign per tenant except tenants located on corner units may have two signs, one on the front and one on the side elevation. No signage is permitted at the rear elevation.
- d) Signage height shall be limited to 18 inches in size. Larger signage will be subject to City of Brentwood approvals.
- e) Logos shall not exceed 10% of the sign area and shall be included in the allowable signage subject to criteria 8(b). Maximum height of logos shall be 24 inches. Logo construction shall be same as letters.
- f) Sign copy shall be limited to the name of the store or business.
- g) Letter faces shall be 3/16 inch 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 discretion. Letter returns and trim cap shall be matte black.

9) CONSTRUCTION REQUIREMENTS

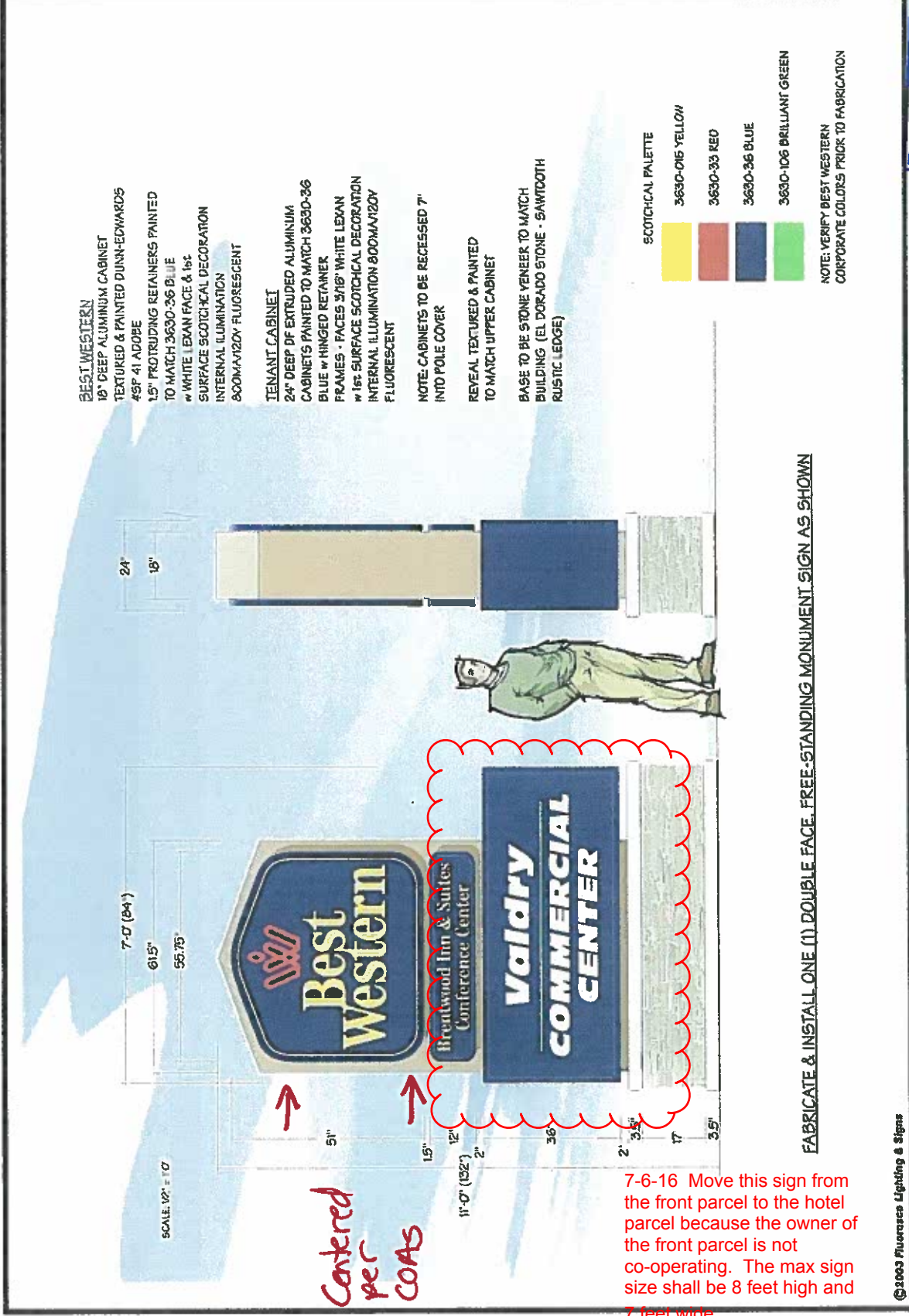
- a) All signs shall be secured by concealed fasteners, stainless steel cadmium plated.
- b) All signs shall be connected to junction box provided by the tenant and connected to tenant's electrical panel. Final hook up by tenant's sign contractor.
- c) All penetrations of the building structure required for sign installations shall be neatly sealed in a watertight condition.
- d) Underwriters Label is required on all signs.
- e) Sign contractor shall repair any damage caused by his work. Damage to structure that is not repaired by sign contractor shall become the tenant's responsibility to correct.
- f) 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.
- g) 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 to the satisfaction of landlord.

10) 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 \$300,000 per occurrence.



SITE PLAN
 SCALE: 1"=20'-0"
 (SIGN LOCATION)



BEST WESTERN
 18" DEEP ALUMINUM CABINET
 TEXTURED & PAINTED DUNN-EDWARDS
 45P 41 ADOPE
 15" PROTRUDING RETAINERS PAINTED
 TO MATCH 3630-36 BLUE
 w/ WHITE LEXAN FACE & 1/2"
 SURFACE SCOTCHICAL DECORATION
 INTERNAL ILLUMINATION
 800MA120V FLUORESCENT

TENANT CABINET
 24" DEEP DF EXTRUDED ALUMINUM
 CABINETS PAINTED TO MATCH 3630-36
 BLUE w/ HINGED RETAINER
 FRAMES - FACES 3/16" WHITE LEXAN
 w/ 1/2" SURFACE SCOTCHICAL DECORATION
 INTERNAL ILLUMINATION 800MA120V
 FLUORESCENT

NOTE: CABINETS TO BE RECESSED 7"
 INTO POLE COVER

REVEAL TEXTURED & PAINTED
 TO MATCH UPPER CABINET

BASE TO BE STONE VENEER TO MATCH
 BUILDING (EL DORADO STONE - SAWTOOTH
 RUSTIC LEDGE)

SCOTCHICAL PALETTE
 3630-016 YELLOW
 3630-33 RED
 3630-36 BLUE
 3630-106 BRILLIANT GREEN

NOTE: VERIFY BEST WESTERN
 CORPORATE COLORS PRIOR TO FABRICATION

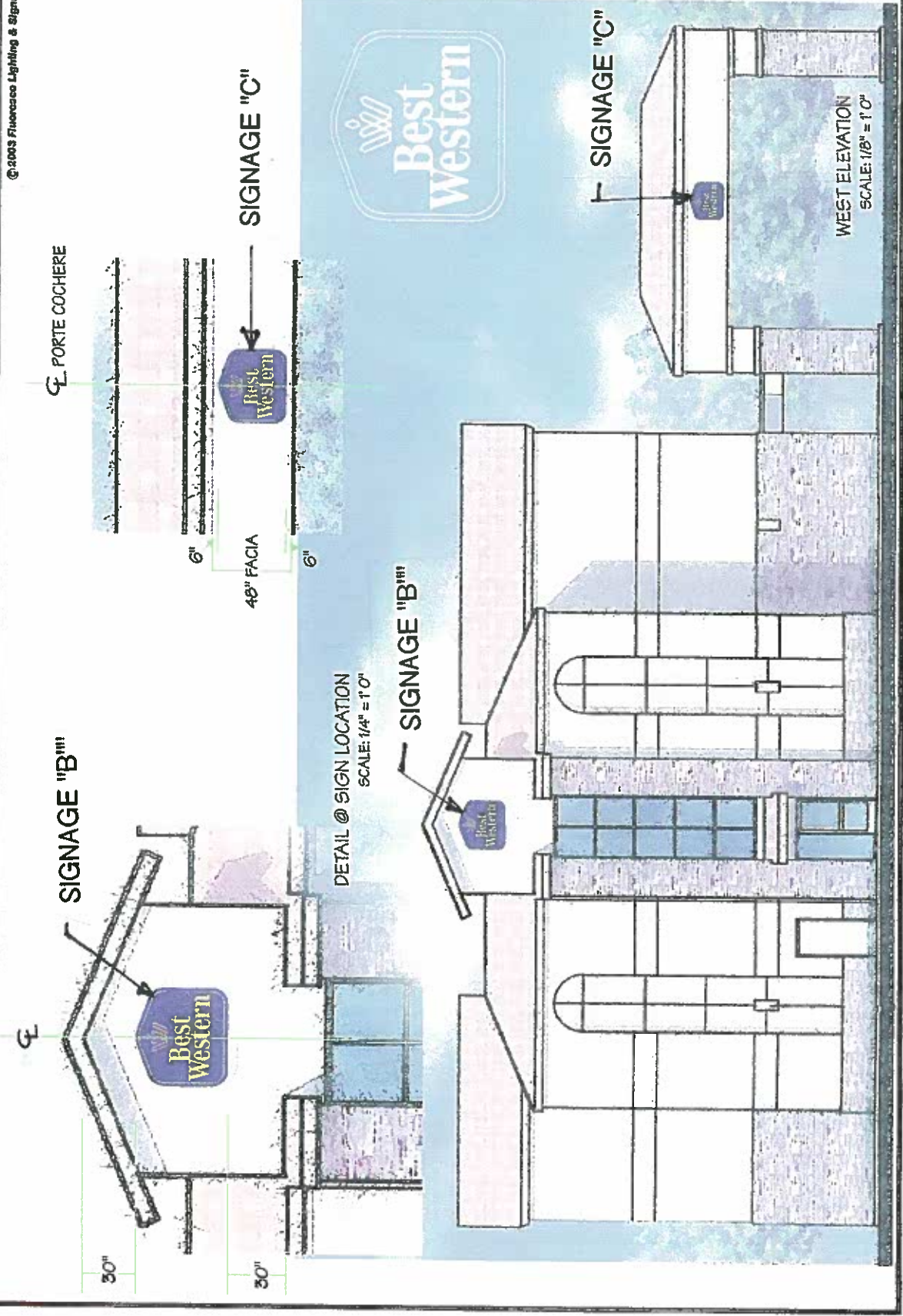
FABRICATE & INSTALL ONE (1) DOUBLE FACE, FREE-STANDING MONUMENT SIGN AS SHOWN

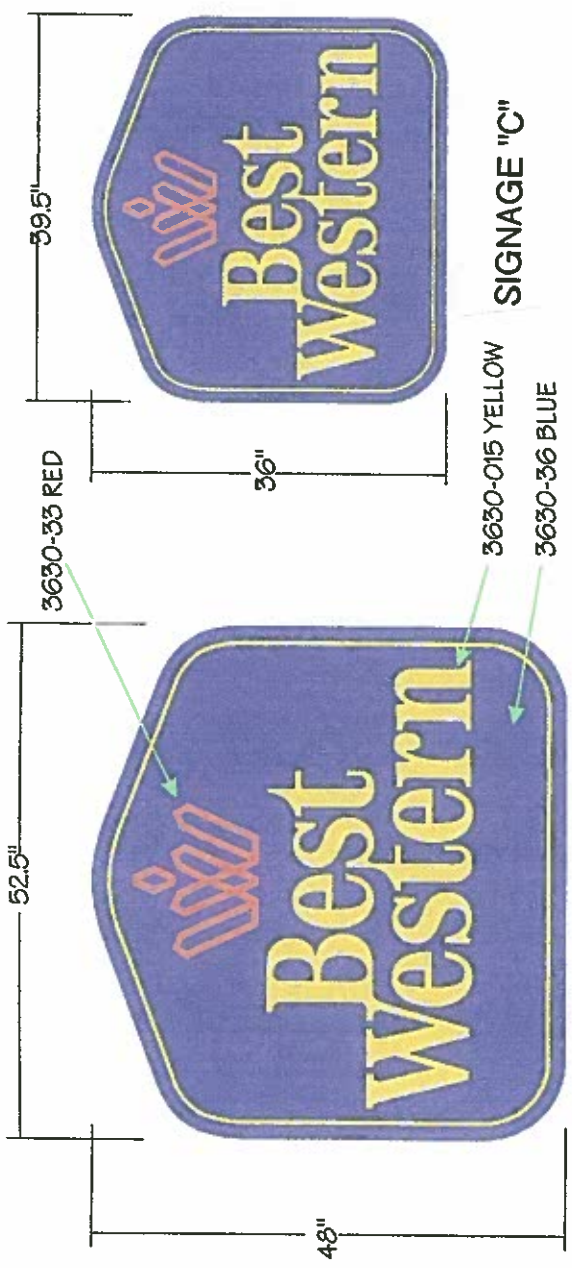
7-6-16 Move this sign from the front parcel to the hotel parcel because the owner of the front parcel is not co-operating. The max sign size shall be 8 feet high and 7 feet wide

RECEIVED
 JUN 07 2004
 CITY OF BRENTWOOD
 COMMUNITY DEVELOPMENT

		BEST WESTERN INN & SUITES BRENTWOOD CA AS NOTED 13 MAY 03 FISHER BESTWEST1.CDR FR-7688-03 3 7	
ARIZONA CALIFORNIA NEVADA LIGHTING & SIGNS FLUORESCO		BEST WESTERN INN & SUITES BRENTWOOD CA AS NOTED 13 MAY 03 FISHER BESTWEST1.CDR FR-7688-03 3 7	







SCALE: 1" = 1'0" / SIGNAGE "B"

FABRICATE & INSTALL TWO (2) 48" & ONE (1) 36" ALUMINUM LOGO CABINETS AS SHOWN
 9" DEEP CUSTOM ALUMINUM CABINETS & RETAINERS PAINTED TO MATCH 3630-36 BLUE
 FACES 3/16" WHITE LEXAN w 1st SURFACE SCOTCHCAL DECORATION AS NOTED
 INTERNAL ILLUMINATION 800MA/120V FLUORESCENT

NOTE: SEE ELEVATION DRAWINGS FOR SIGN LOCATIONS

SIGNAGE "B" & "C"

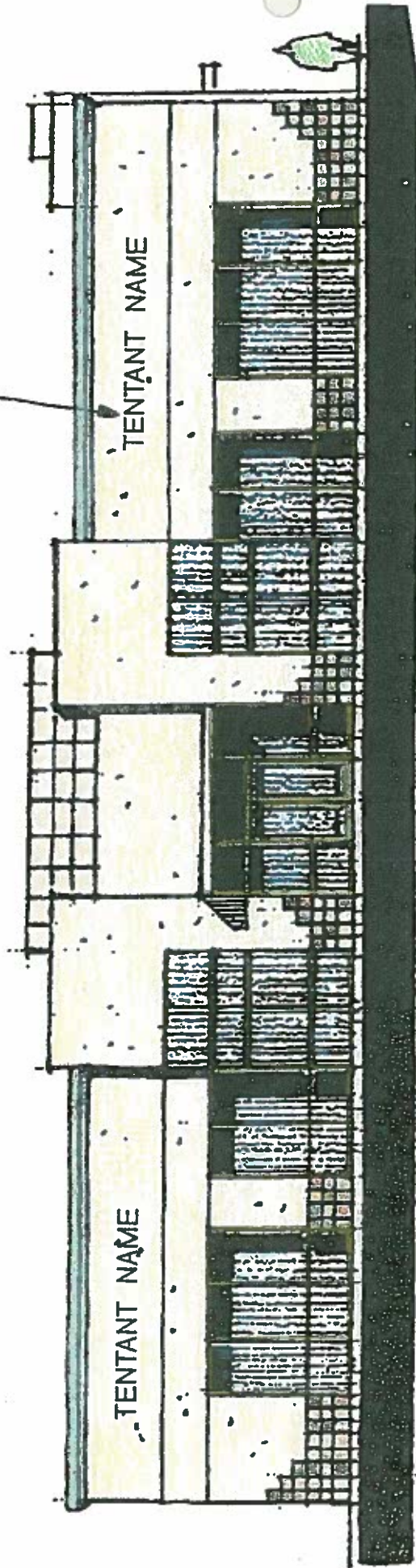
70% OF LEASE FRONTAGE

TENTANT NAME

18" MAX.

(SIGNAGE "D")

SIGNAGE "D"



ASSUME BUILDING ELEVATION

RETAIL/OFFICE FOR PARCEL NO. 1

SIGNAGE "D"