

TENANT SIGN PROGRAM**SARATOGA PLAZA****7405-7435 E. FLORENCE AVE., DOWNEY, CA 90241**

Submitted by North Saratoga Investments, Inc.

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Section 1

Introduction

This tenant sign program provides a guideline for designing signs in compliance with the regulations of the City of Downey Design Review Board. The guidelines will coordinate the individual signs of the tenants. Complementary wall signs within the property will make the shopping project more visually appealing to customers, and allow the signs of individual tenants to be more effective.

This program establishes maximum and minimum letter sizes, type styles of lettering, and allowed colors of the signs. All of the above are subject to the final approval of the City of Downey Planning Department and/or the Design Review Board. In addition to this sign program, all signs are limited to the stipulations of the City of Downey municipal sign ordinance and must have a city-issued sign permit before manufacturing and installing.

Section II

Approval Techniques

All tenant signs installed or displayed on the premises of Saratoga Plaza must have written approval by the landlord and by the City of Downey prior to installation. Aesthetic characteristics of the signs (placement, size, proportions, colors, texture, graphics, etc.) are subject to the discretionary approval of the landlord, within the context of the sign program as approved by the Design Review Board ref. case DR 83-2. The tenant must submit three (3) sets of professionally executed drawings which meet the City of Downey requirements, and a written approval from the landlord or approving agent to the planning department for required permit.

Section III

Common Area Signs

Common Area Signs, where applicable, subject to city approval, will be provided and maintained by the landlord as detailed in the tenant lease agreement.

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CITY PLANNING DIVISION APPROVAL
PLANS SUBJECT TO ACCEPTANCE
BY OTHER DIVISIONS
DATE: 9/11/95
BY: F. O. GROOT

Project/Tenant Sign Cabinet

All signs must be in accordance with City of Downey regulations. The City of Downey requires that the total square footage allowed for wall sign for each unit is not to exceed one and one half time(1 1/2) of the length of its store front. All signs shall be three(3) feet in height. Each tenant is allowed one sign only, with the exception of the unit with a two-street frontage; that unit shall be allowed one sign on each frontage as per city standards.

Tenants with no street frontage shall be allowed one two(2) square feet sign on a directory wall sign as approved by the city.. Total area of such directory sign shall not exceed thirty(30) square feet in total for all tenants affected..

Upon approval by the landlord or approving agent and the City, plaza tenants may utilize their nationally or regionally recognized business logo graphics and colors on their signs. Tenants without an established business identity program (logo) are to utilize the type styles and select colors described in this tenant sign program. Lettering that is not part of the logo must also be in accord with the color schedule and type styles listed herein.

All sign cans and sign can trim caps shall be painted turquoise. Each sign can shall also have internal illumination consisting of 4.30 amp./450 watts maximum fluorescent lighting fixtures. No new signage shall be installed without prior city approval.

Each tenant's window signage shall also comply with city regulation and shall not be installed prior to securing City approval and a required permit.

The sign can on any vacant store will have a blank white face installed by the landlord until it is rented. Tenants vacating their units are required to provide a blank white face on the sign can before removing their own signage.

Type styles

Each tenant's sign shall identify the name and type of business as allowed by the Downey Municipal code section 9148. One quarter (25%) of the total sign area continuously grouped on the sign may be used for supplemental information, such as logo or business phone number, etc., subject to landlord and City approval.

Lettering should be in Arial ,Bahanas ,or Signature fonts to give a harmonious appearance of all signs at the shopping center.

A copy of typefaces of Arial ,Bahanas ,and Signature used by existing tenants is attached for reference.

The maximum allowable letter height is not to exceed twenty-four inches (24"). Minimum letter size for supplemental copy shall have a height of three inches (3"). All signage must be contained in two lines or less of copy only. Space between the edge of the sign and the lettering as well as the space between lines shall be no less than 3 inches except on the directory sign, which shall be no less than one inch.

Color Schedule

The signage shall be made of plexiglas in the following colors.

Background :	White #7328	ARISTECH
Letters & Logo:	Red #2793	ARISTECH
	Blue #2050	PLEXIGLAS
	Black #199.OGP	ACRYLITE
Color of sign cans:	Tropical turquoise- #UD6300	Ameritone D-3Y/E-36

Examples of typefaces used on the wall signs at SARATOGA PLAZA:

ABC abc ----- ARIEL

ABC abc -----BAHANAS

ABC abc -----SIGNATURE