



The
Marketplace
at
Ontario Center

SIGN PROGRAM

PLANNING DEPARTMENT
APPROVED
<input type="checkbox"/> SUBJECT TO CONDITIONS
PSG-P07-010
Approved By: <i>Cramer</i> Date: <i>9-1-09</i>

LANDLORD:
LEWIS RETAIL CENTERS
1156 N. MOUNTAIN AVENUE
UPLAND, CA 91785
(909) 949-6786

REVISED 11/3/08 BY:

SWAIN SIGN, INC.
1384 E. FIFTH STREET
ONTARIO, CA 91764
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I. SITE TENANT IDENTIFICATION SIGNAGE:

A. MONUMENT SIGNS:

The shopping center and the major / sub-major users shall be identified by street oriented signs at major and secondary entrances within the project. Signing shall be in accordance with the criteria established herein. Freestanding pad users will be allowed all or a portion of one (1) monument sign at the Landlords discretion; to fit within the designed of this criteria and placed adjacent to the pad site. As illustrated on page 16, Exhibit 8.0.

Five (5) internally illuminated multi-tenant monument signs allowed. Each sign shall be eight (8) ft. maximum height and six (6) ft. maximum width. Signs are limited to three (3) tenant name panels with center identification and logo graphics.

II. MAJOR TENANT BUILDING SIGNAGE: (50,000 sq. ft. plus)

A. Each Major tenant shall be allowed one (1) major wall mounted identification sign per entry and two (2) descriptive signs per street elevation as illustrated on page 9. Exhibit 1.0. All signs shall be subject to City and Landlord design approval. Major Tenants may be identified on up to three (3) Monument signs at the discretion of the Landlord.

1. Major Tenant signs shall be of an appropriate size to the exterior building elevations of the proposed space with color choice open. The maximum sign letter height shall be determined by the proportions within the buildings architecture; in no case shall the maximum height exceed six (6) ft. for the primary sign and two (2) ft. for descriptive signs. The Maximum allowable sign area shall be two hundred (200) sq. ft., Can signs are not allowed.

B. Signs shall be in accordance as contained within this criteria, unless in the opinion of the Landlord and the City, the design contributes to the unique benefit of this Shopping Center.

C. Signs shall consist of internally individual channel letters.

1. Letters shall consist of plastic faces and 3/4" trim cap.

2. Letter returns and backs shall be .063 aluminum.

3. Letters shall be internally illuminated by Neon or LED lighting. Transformers shall be housed within the letters or in a raceway located behind the sign fascia. Exposed raceways are prohibited.

4. Trademark / logos may be combined with letters if registered and with allowable size requirements.

D. Sign copy shall contain Tenants trade name only. No other services or product advertising will be allowed unless it is part of the Tenant's registered trademark or logo name, subject to Landlord and City review and approval.

- E. Each Tenant shall be permitted to place white vinyl lettering (Helvetica Medium letter style) to provide store name and hours information to the right of the entry door as specified on the attached Exhibit 6.0, page 14. The total sign area shall not exceed two hundred (280) square inches.
- F. Promotional or special event signs, banners or flags shall be in conformance with the City Sign Ordinance and must be approved by the Landlord prior to submission to City.

III. SUB MAJOR TENANT SIGNAGE: (20,000 to 49,999 sq. ft.)

- A. Tenant shall be allowed one (1) primary sign and two (2) descriptive sign per building elevation. Sub Major Tenants can be identified on up to two (2) Monument signs at the discretion of the Landlord. All signs shall be subject to City and Landlord Design approval.
 - 1. Sub Major Tenant's signs shall be an appropriate size to the exterior elevations and architecture of the proposed space with color choice open, in no case shall the maximum height exceed five (5) ft. for the primary sign and eighteen (18) inches for descriptive signs. The Maximum allowable sign area shall be one hundred fifty (150) sq. ft., Can signs are not allowed.
- B. Signs shall consist of internally individual channel letters.
 - 1. Letters shall consist of plastic faces and 3/4" trim cap.
 - 2. Letter returns and backs shall be .063 aluminum.
 - 3. Letters shall be internally illuminated by Neon or LED lighting. Transformers shall be housed within the letters or in a raceway located behind the sign fascia. Exposed raceways are prohibited.
 - 4. Trademark / logos may be combined with letters if registered and with allowable size requirements.
- C. Sign copy shall contain Tenants trade name only. No other services or product advertising will be allowed unless it is part of the Tenant's registered trademark or logo name, subject to Landlord and City review and approval.
- D. Each Tenant shall be permitted to place white vinyl lettering (Helvetica Medium letter style) to provide store name and hours information to the right of the entry door as specified on the attached Exhibit 6.0, page 14. The total sign area shall not exceed two hundred (280) square inches.
- E. Promotional or special event signs, banners or flags shall be in conformance with the City Sign Ordinance and must be approved by the Landlord prior to submission to City.

IV. MINOR TENANT SIGNAGE: (7,500 TO 19,999 SQ. FT.)

A. Tenant shall be allowed one (1) sign per building elevation up to a maximum of three (3) signs per business as illustrated on page 11, Exhibit 3.0. Minor Tenants can be identified on up to two (2) Monument signs at the discretion of the Landlord. All signs shall be subject to City and Landlord Design approval.

1. Minor Tenants signs shall be an appropriate size to the exterior elevations and architecture of the proposed space with color choice open, in no case shall the maximum height exceed forth two (42) inches for the primary sign and twelve (12) inches for descriptive signs. The Maximum allowable sign area shall be one hundred (100) sq. ft., Can signs are not allowed.

B. Signs shall consist of internally individual channel letters.

1. Letters shall consist of plastic faces and 3/4" trim cap.
2. Letter returns and backs shall be .063 aluminum.
3. Letters shall be internally illuminated by Neon or LED lighting. Transformers shall be housed within the letters or in a raceway located behind the sign fascia. Exposed raceways are prohibited.

4. Trademark / logos may be combined with letters if registered and with allowable size requirements.

C. Sign copy shall contain Tenants trade name only. No other services or product advertising will be allowed unless it is part of the Tenant's registered trademark or logo name, subject to Landlord and City review and approval.

D. Each Tenant shall be permitted to place white vinyl lettering (Helvetica Medium letter style) to provide store name and hours information to the right of the entry door as specified on the attached Exhibit 6.0, page 14. The total sign area shall not exceed two hundred (280) square inches.

E. Promotional or special event signs, banners or flags shall be in conformance with the City Sign Ordinance and must be approved by the Landlord prior to submission to City.

V. IN-LINE SHOP TENANTS: (UNDER 7,500 SQ. FT.)

A. Shop Tenants shall be allowed one (1) sign per building elevation frontage as illustrated on page 12, Exhibit 4.0 with a maximum of two (2) wall signs if Tenant has a corner space. Shop Tenants can be identified on two (2) Monument signs on the main Boulevard if space is available at the discretion of the Landlord. All signs shall be subject to City and Landlord Design approval.

B. The height of each sign shall not exceed the following guidelines:

1. Single line copy shall not exceed twenty-four (24) inches. Double line copy shall not exceed twenty-four (24) inches including the space between the lines in total height with no individual line to exceed eighteen (18) inches in height.

2. The maximum sign length shall not exceed 75% of the storefront.
 3. The maximum sign area shall not exceed fifty (50) sq. ft. per sign.
- C. Signs shall consist of internally individual channel letters.
1. Letters shall consist of plastic faces and $\frac{3}{4}$ " trim cap
 2. Letter returns and backs shall be .063 aluminum.
 3. Letters shall be internally illuminated by Neon or LED lighting. Transformers shall be housed within the letters or in a raceway located behind the sign fascia. Exposed raceways are prohibited.
 4. Individual letter styles shall be allowed. In-line Tenants shall be limited in choice of colors to Red, Blue, White or Green. Trademark colors shall be allowed.
 5. Trademark / logos may be combined with letters if registered and with allowable size requirements.
- D. Sign copy shall contain Tenants trade name only. No other services or product advertising will be allowed unless it is part of the Tenant's registered trademark or logo name, subject to Landlord and City review and approval.
- E. Each Tenant shall be permitted to place white vinyl lettering (Helvetica Medium letter style) to provide store name and hours information to the right of the entry door as specified on the attached Exhibit 6.0, page 14. The total sign area shall not exceed two hundred (280) square inches.
- F. Promotional or special event signs, banners or flags shall be in conformance with the City Sign Ordinance and must be approved by the Landlord prior to submission to City.

VI. PAD TENANTS:

- A. **Single User Pad Tenants:** shall be allowed one (1) wall mounted identification sign per building elevation as illustrated on page 13, Exhibit 5.0 with the maximum total of three (3) signs. Pad Tenants may be allowed one (1) monument sign at the discretion of the Landlord. Single user pad Tenant's shall conform to In-Line Tenant requirements with colors open.
- B. **Multi- User Pad Tenants:** shall be allowed one (1) wall mounted identification sign per building elevation as illustrated on page 13, Exhibit 5.0 with the maximum total of three (3) signs. Pad Tenants may be allowed one (1) monument sign at the discretion of the Landlord. Multi-Tenant pads Tenant's shall conform to In-Line Tenant requirements

VII. GASOLINE SERVICE STATION:

- A. Tenant shall be allowed (1) building sign per street frontage up to a maximum of (2).
- B. One (1) monument sign per Street frontage up to a max of 2. As illustrated on page 17 Exhibit 9.0

C. See page 8 for special signage

VIII. RESTAURANT / ENTERTAINMENT TENANTS:

Restaurant and Theater Tenants whether they are In-Line or Single, may have specific and unique additional graphics, colors and signage styles and placement needs. Therefore, these Tenants shall be subject to the approval of the Landlord and City Design Review. Signs shall be limited to the restaurant / entertainment user's name and registered trademark in the size defined by the Tenant's square footage, regardless of shopping center location. Restaurant pads with a "Drive Thru" are allowed menu reader boards and drive thru directional signs with approval of the Landlord and the City. As illustrated on page 13, Exhibit 5.0

IX. GENERAL GUIDELINES:

A. General Requirements: Regulations on page 8 shall apply to all signage.

1. Each Tenant shall submit three (3) sets of sign detail plans to the Landlord for written approval prior to fabrication. Plans shall indicate the location, size and design layout, materials and color graphics.
2. Tenants shall submit the Landlord's stamped, written approval to the City Planning Department.
3. Tenant shall obtain and pay the entire cost of all permits. No sign shall be installed until all required approvals and permits have been obtained.
4. Sign shall be centered on the storefront unless prior written approval is obtained from the Landlord and the City.
5. No sandblasted or painted wood signs will be allowed.
6. Tenant shall be solely responsible for the installation and maintenance of its own signs.
7. Tenant shall be fully responsible for the actions of Tenant's licensed sign contractor.
8. Tenant's sign contractor shall repair any damage to the premises or other property in the Shopping Center caused by the contractor's work. Should the Tenant's contractor fail to adequately repair such damage, Landlord may, but shall not be required to, repair such damage at the Tenant's expense.
9. Electrical service to Tenant's signs will be connected to Tenant's meter and shall be connected to a time clock supplied by Tenant. Time clock hours shall be subject to Landlord approval.

B. Construction Requirements:

1. Landlord's construction superintendent shall be given adequate notice prior to installation of all signs. Failure to notify Landlord may result in removal of sign to inspect penetration in building face.
2. All signs shall be fabricated and installed per UL and City standards.

3. Letter fastening and clips are to be concealed and be of galvanized stainless aluminum, brass or bronze metals.
4. No labels will be permitted on the exposed surface of the signs except those required by local ordinance, which shall be placed in an inconspicuous location.
5. Tenants shall have identification signs designed in a manner compatible with and complimentary to adjacent and facing storefronts and the overall design concept of the Shopping Center.
6. Design, layout and materials for Tenant signs shall conform in all respects with the sign design drawings included in the criteria. The maximum heights for letters in the body of the sign shall be as indicated in these criteria.
7. 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 to Landlords satisfaction.
8. No wood backed letter material will be allowed.

C. Sign Installation:

1. All work to fabricate, erect or install signs (including connections to electrical Junction box) shall be contracted and paid for the Tenant.
2. All signs shall be designed, constructed and installed in accordance with local codes and ordinances. All permits shall be obtained by Tenant's sign contractor at the Tenant's sole expense.
3. Signs not installed in strict accordance with previously approved plans and specification shall be immediately corrected by Tenant, at the Tenant's cost and expense upon demand by Landlord. If not corrected within fifteen (15) days, sign may be removed or corrected by Landlord at the Tenant's expense.
4. Erection of any sign shall be promptly and safely effected with as little disruption to business and traffic as possible, with minimum of inconvenience to the tenants and Landlord.
5. Upon removal of any sign, Tenant shall, at their expense, repair any damage created by such removal and shall return the area from which the sign was removed back to its original condition with patching and color.
6. All signs shall remain in working order. Any damage or illumination outage shall be repaired immediately.

D. Restrictions:

1. No animated, revolving, flashing, or audible signs will be allowed.
2. No other types of signs except those specifically mentioned within this Criteria will be allowed without prior approval from Landlord and the City.
3. Tenant will be required to remove any sign considered to be in bad taste or that does not contribute positively to the overall design of the shopping center.

X. MISCELLANEOUSE SIGNS:

- A. It is understood that there may be the need for additional signs of information and directional purpose. These signs will be reviewed by the Landlord and the City Planning Department for consistency of design with the Shopping Center.
- B. City, State and Federally required signs shall be installed as required by the Governing agency.

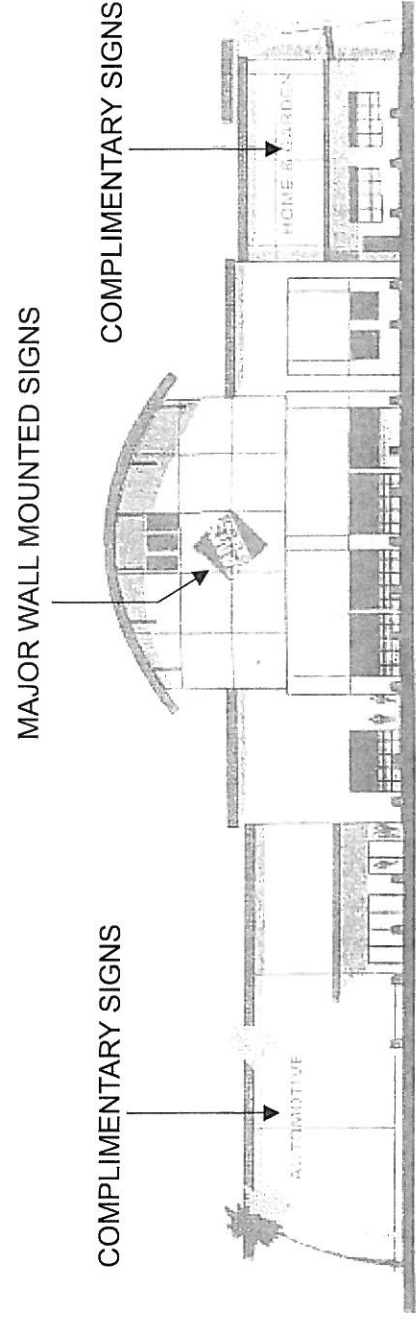
XI.

SIGNAGE MATRIX

THE MARKETPLACE AT ONTARIO CENTER

Commercial / Retail

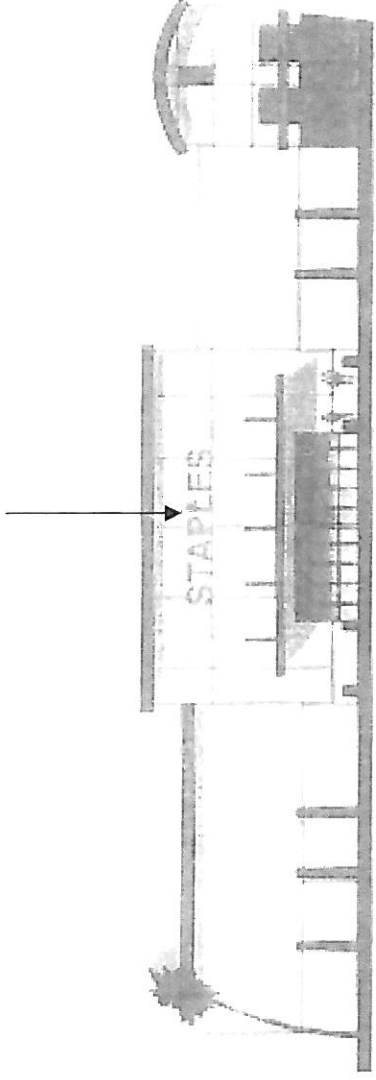
SIGN TYPE & USAGE	EXHIBIT REFERENCE	MAXIMUM NUMBER	MAXIMUM SIGN AREA	MAXIMUM HEIGHT	CONSTRUCTION MATERIALS	ILLUMINATION REQUIREMENTS	GENERAL PROVISIONS
Major Tenant Identification - 50,000 sq. ft. plus user (wall)	1.0	1 primary and 2 descriptive signs per elevation, 3 max.	200 sq. ft total sign area	Primary: 6' letters - Descriptive: 24" letters	Metal, Acrylic	Internal illumination	1. Sign copy shall be limited to the tenant trade name only - no other services or products advertising will be allowed unless it is part of the tenant's registered trademark or logo name.
Sub-Major Tenant Identification - 20,000 - 49,999 sq. ft. user (wall)	2.0	1 primary and 2 descriptive signs per elevation, 3 max.	150 sq. ft total sign area	Primary: 5' letters - Descriptive: 18" letters	Metal, Acrylic	Internal illumination	2. Canister wall signs are not permitted.
Minor Tenant Identification - 7,500-19,999 sq. ft. user (wall)	3.0	1 primary and 2 descriptive signs per elevation, 3 max.	100 sq. ft total sign area	Primary: 42" letters - Descriptive: 12" letters	Metal, Acrylic	Internal illumination	3. Monument signs shall be located a minimum of 10 feet behind the right-of-way.
In-Line Tenant Identification - less than 7,500 sq. ft. user (wall)	4.0	1 per elevation, 2 max.	50 sq. ft. Max. sign length is 75% of storefront	24" letters	Metal, Acrylic	Internal illumination	<u>In- Line Shops, Single Tenant Pad Users, Multi-Tenant Pad Users:</u>
Single Tenant Pad user (wall)	5.0	1 per elevation, 3 max.	50 sq. ft.	24" letters	Metal, Acrylic	Internal illumination	1. Single and Double line copy shall not exceed 24" in total height, including the space between the lines and no individual line shall be more than 18" in height.
Multi-Tenant Pad user (wall)	5.0	1 per elevation, 3 max.	50 sq. ft. Max. sign length is 75% of storefront	24" letters	Metal, Acrylic	Internal illumination	2. Upper and lower case signs shall not exceed 24" in height, including downstrokes.
Tenant Identification Monument Sign	8.0	2 per primary street frontage, 1 per other street frontages	50 sq. ft.	8' overall height	Concrete Metal, Acrylic or as approved by DSC and City of Ontario	Internal or indirect illumination	3. Single line signs all in upper case letters shall not exceed 24" in height.
Gasoline Service Stations							
Building Identification (wall)	N/A	1 per street frontage, 2 max.	10% of building face, 120 sq. ft. max.	N/A	Metal, Acrylic	Non-illuminated or internal illumination	1. Monument signs shall include only the name of the establishment and gasoline prices.
Monument signs	9	1 per street frontage, 2 max.	25 sq. ft.	5' overall height	Metal, Acrylic	Internal illumination	2. No signage along freeway frontage is permitted.
Special Service (wall)	N/A	1 per pump island plus 1 per main building	4 sq. ft.	N/A	Metal, Acrylic	Non-illuminated	1. Sign copy shall be limited to such items as "Self Serve", "Full Serve", "Cashier", etc.
Special Advertising (wall or window)	N/A	2 per station	6 sq. ft.	N/A	Metal, Acrylic No paper signs.	Non-illuminated	1. Sign copy shall be limited to advertising special services or services offered, such as "Mechanic on Duty"



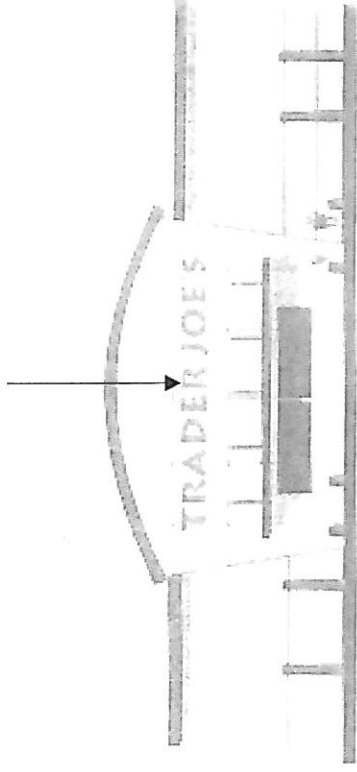
SIGN AREA APPROPRIATE TO BUILDING ARCHITECTURE - NOT TO EXCEED
200 SQ FT & 6' OVERALL ELEMENT HEIGHT

1.0 MAJOR TENANT BUILDING SIGNAGE

SUB-MAJOR WALL MOUNTED SIGNS



SUB-MAJOR WALL MOUNTED SIGNS

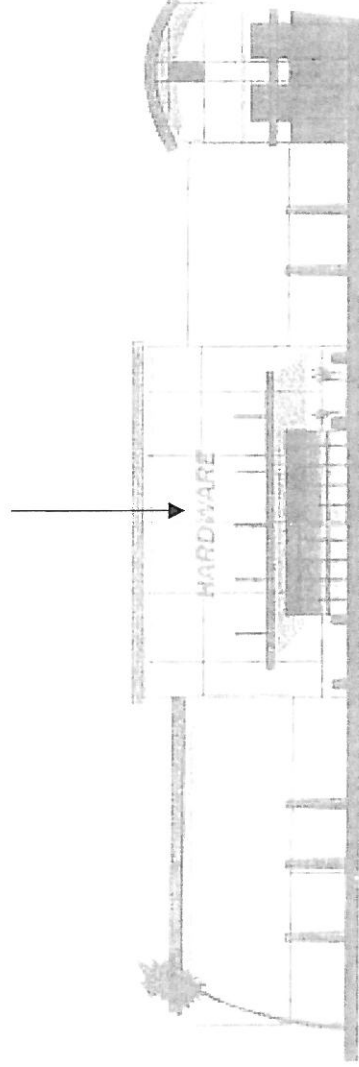


SIGN AREA NOT TO EXCEED 150 SQ. FT. and 5' OVERALL ELEMENT HEIGHT

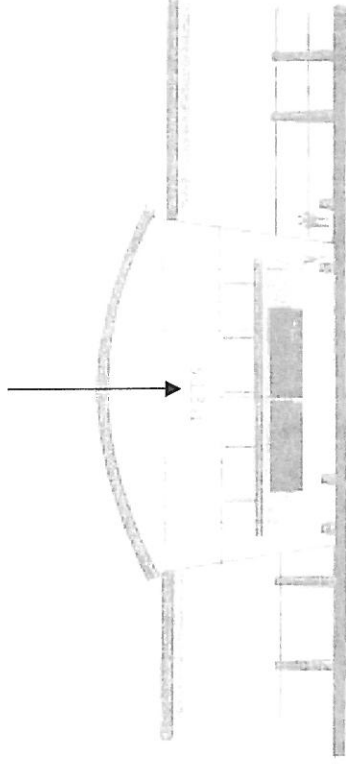
2.0

SUB-MAJOR TENANT BUILDING SIGNAGE

MINOR WALL MOUNTED SIGNS

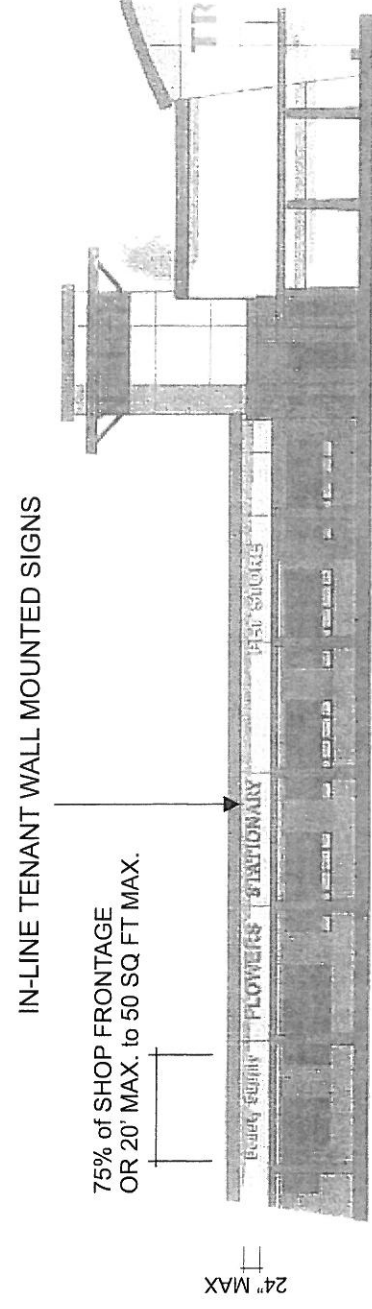


MINOR WALL MOUNTED SIGNS



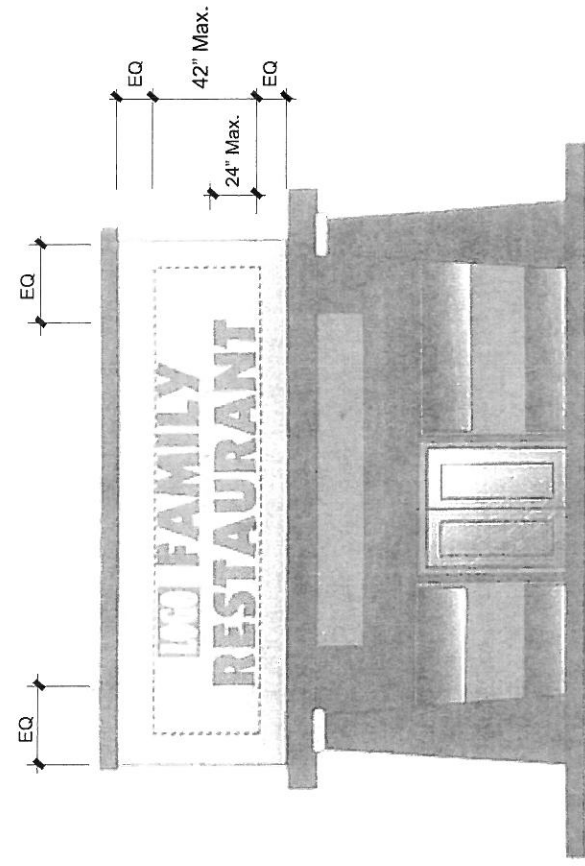
SIGN AREA NOT TO EXCEED 100 SQ FT and 42" OVERALL ELEMENT HEIGHT

3.0 MINOR TENANT BUILDING SIGNAGE

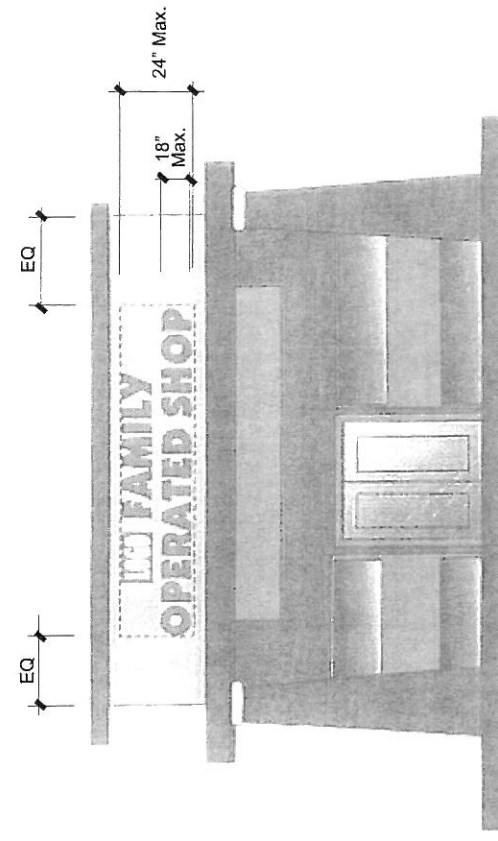


SIGN AREA NOT TO EXCEED 50 SQ FT and 24" OVERALL ELEMENT HEIGHT

4.0 IN-LINE TENANT, SINGLE PAD & MULTI-TENANT PAD BUILDING SIGNAGE



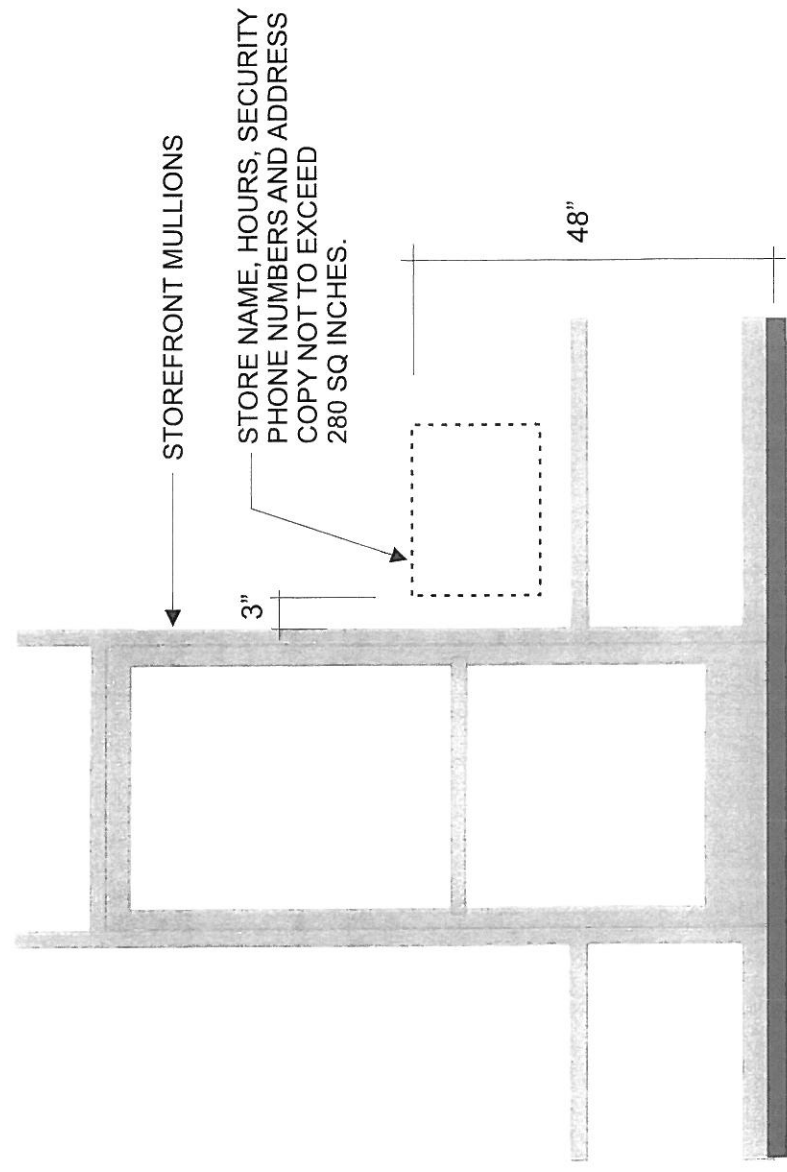
SINGLE-USER RESTAURANT PAD TENANT WALL MOUNTED SIGNS



ALL OTHER PAD TENANT WALL MOUNTED SIGNS

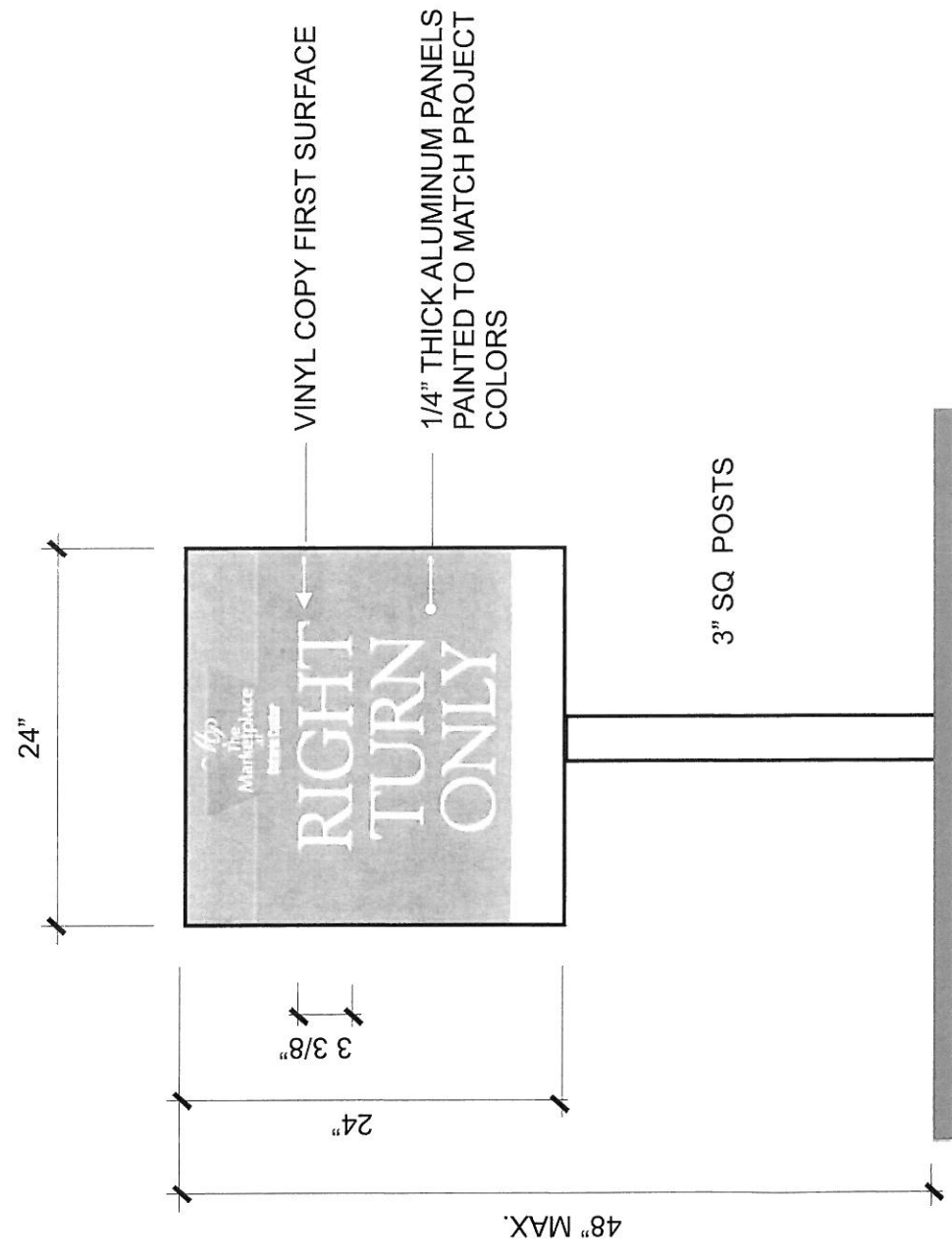
SIGN AREA TO BE ARCHITECTURALLY COMPATIBLE WITH BUILDING FRONTAGE.
 LETTER HEIGHT FOR SINGLE LINE FORMAT: 18" MAX.
 LETTER HEIGHT FOR STACKED FORMAT: 42' OR 24" O/A HT MAX.
 COLORS TO BE SELECTED FROM APPROVED PALETTE OF WHITE, RED, GREEN OR BLUE.
 TENANTS WITH SPECIAL NEEDS AND CONSIDERATIONS TO BE REVIEWED ON A
 CASE-BY-CASE BASIS AS NEEDED.

5.0 SINGLE, MULTI-USER OR RESTAURANT PAD TENANTS



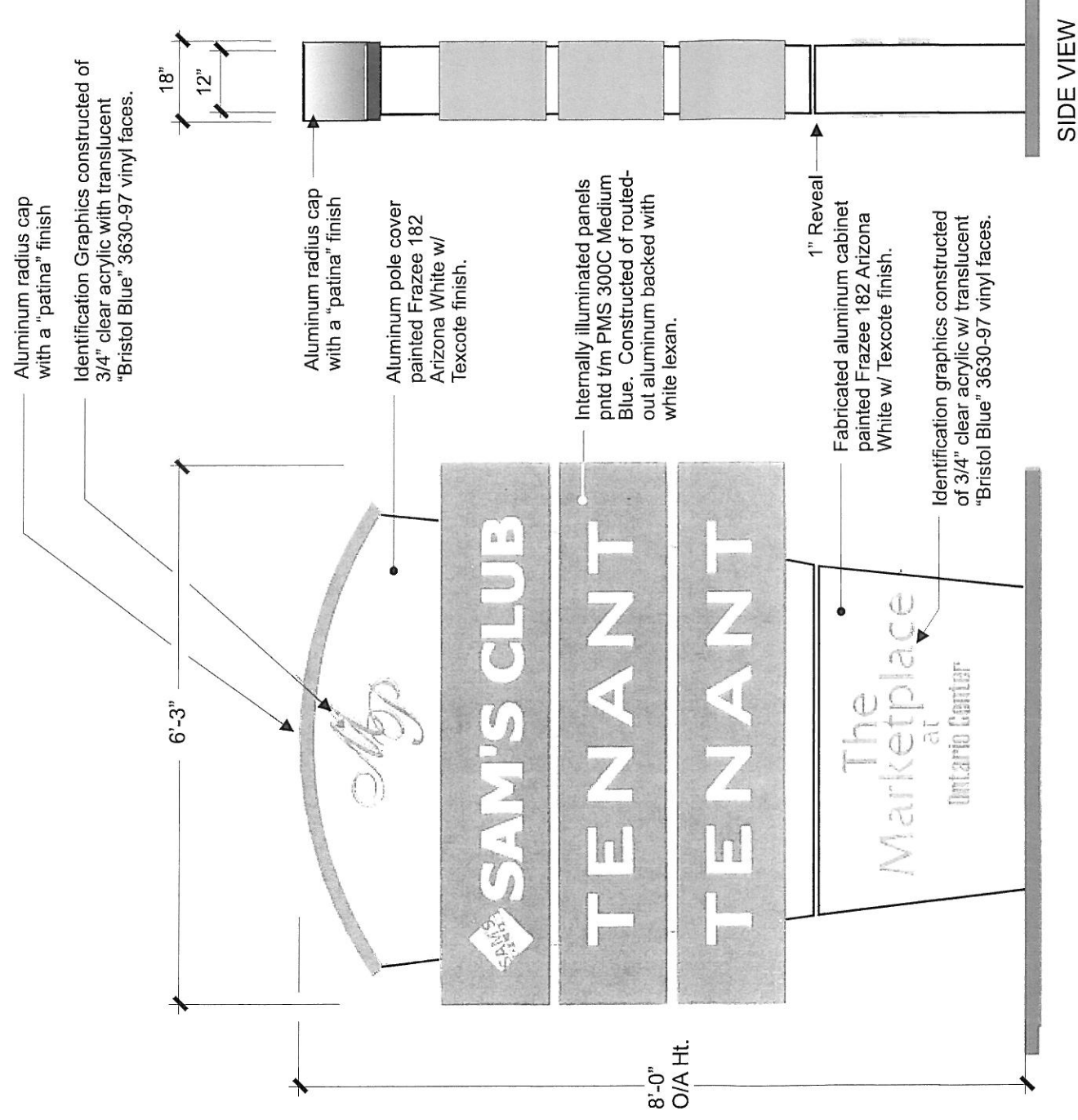
GRAPHICS ABOVE TO BE FIRST SURFACE HIGH PERFORMANCE WHITE VINYL APPLIED TO STOREFRONT GLASS.

6.0 STOREFRONT ELEVATION - SUITE IDENTIFICATION / HOURS

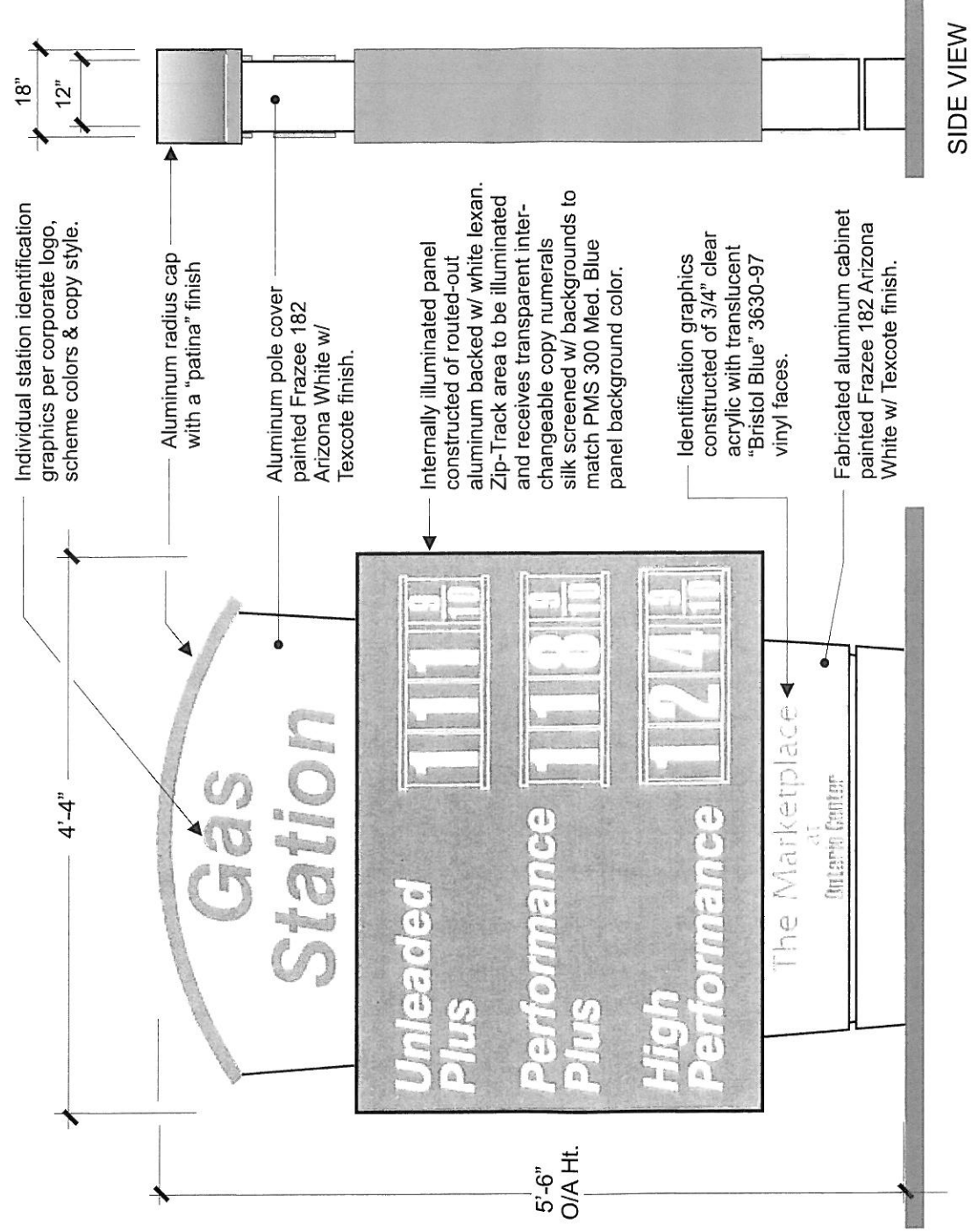


SIGN AREA: 4 SQ FT MAXIMUM & 48" MAXIMUM OVERALL HEIGHT

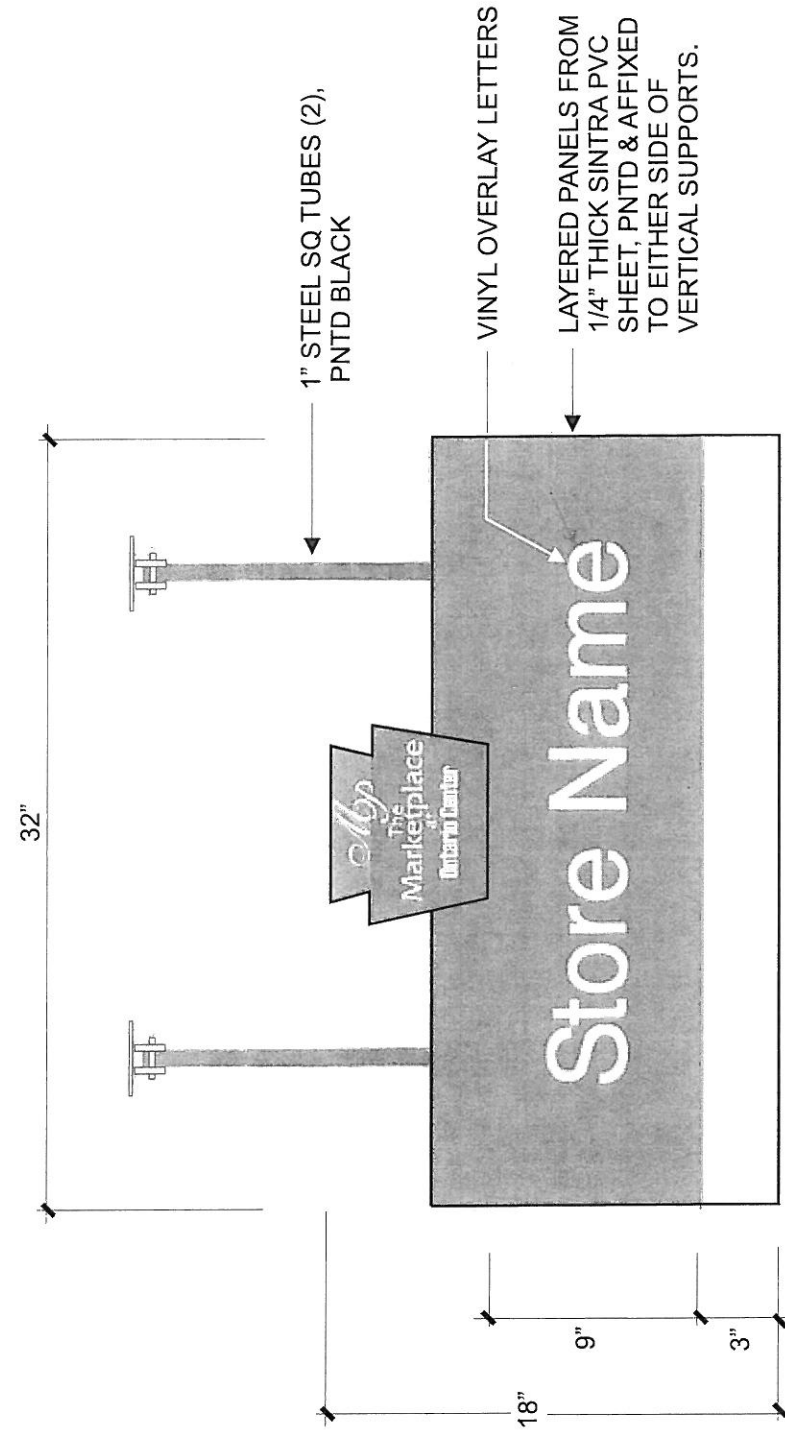
7.0 NON-ILLUMINATED DIRECTIONAL SIGNS



8.0 MONUMENT SIGNS ELEVATION - FIVE (5) AVAILABLE



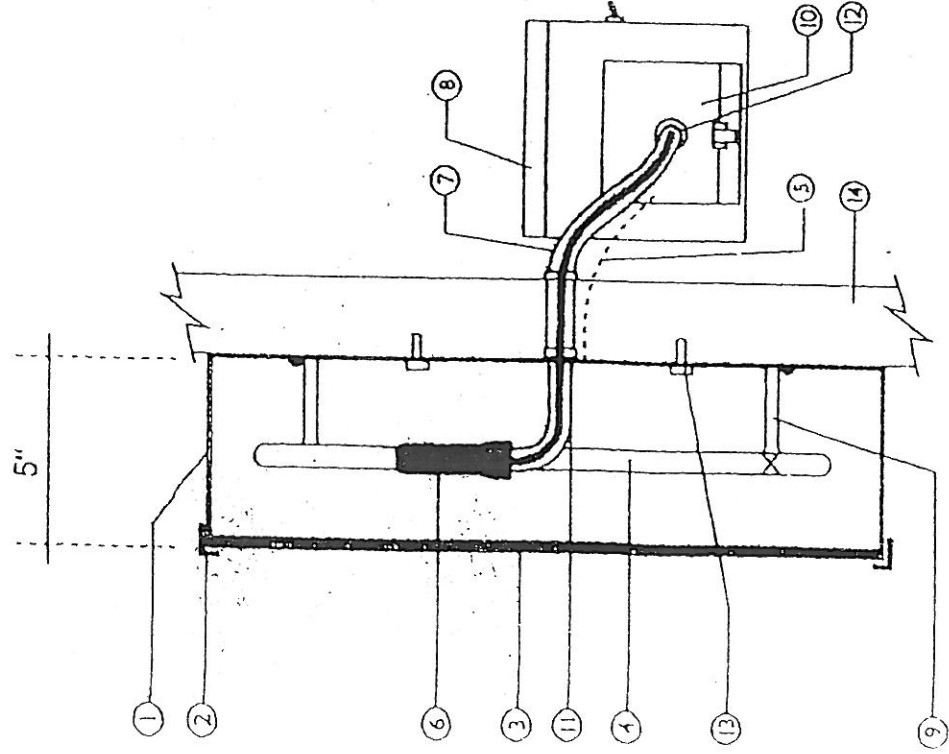
9.0 GAS STATION MONUMENT SIGN - ONE (1) PER STREET FRONTAGE
 UP TO A MAXIMUM OF TWO (2)



SIGN AREA: 4 SQ FT MAXIMUM. COLORS PER CENTER COLOR SCHEME.
LETTER STYLES OPEN.

10.0 IN-LINE TENANT NON-ILLUMINATED ARCADE SIGNS

CHANNEL LETTER SECTION DETAIL
 NTS, ELECTRO BIT

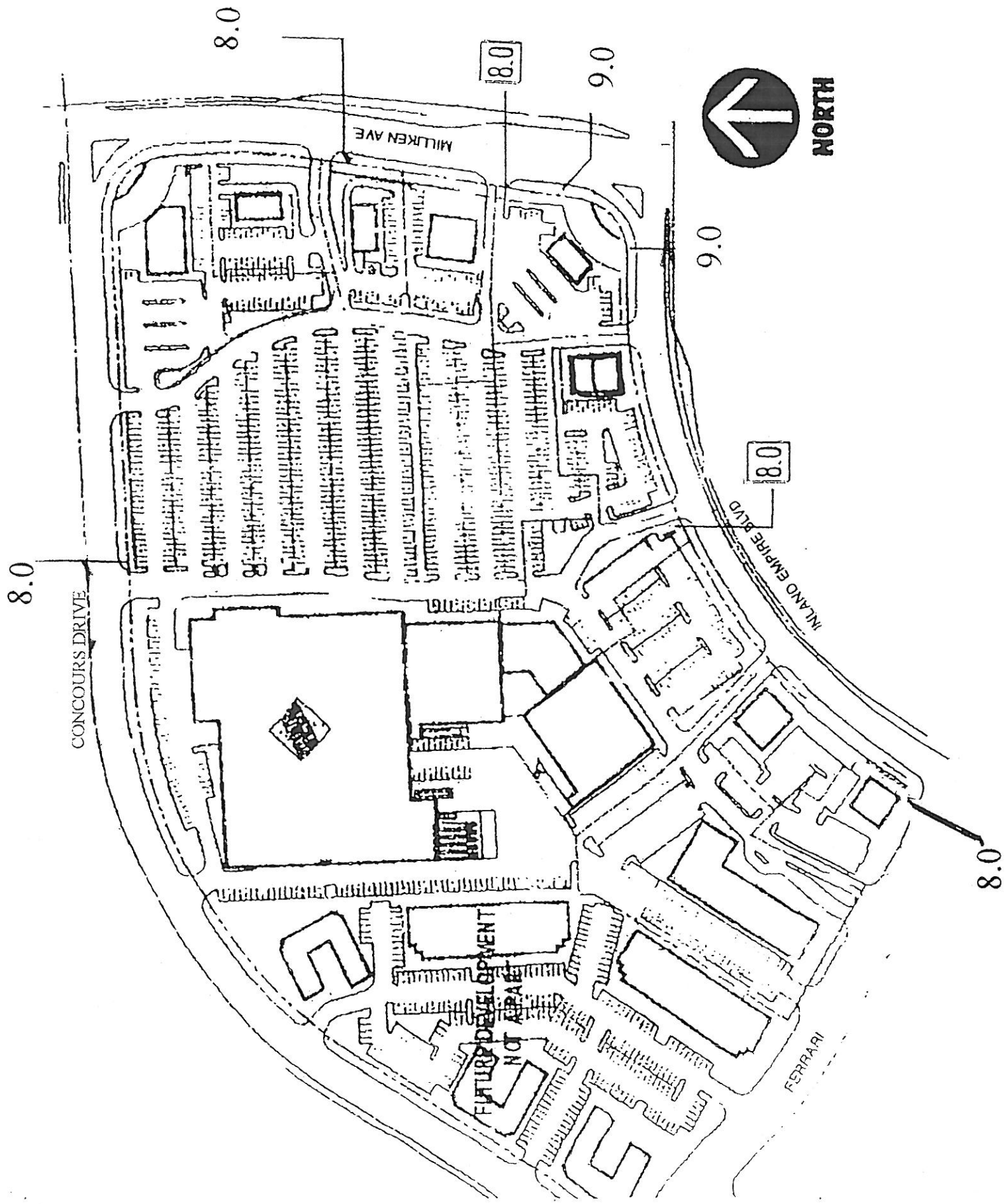


CUSTOM FAB. CHANNEL LETTER FROM ALUMINIUM OR SHEET METAL WITH AUTOMOTIVE PAINTED RETURNS. FULLY WELDED AND CAULKED SEAMS TO ELIMINATE LIGHT LEAKS. SOLID BACKS. 1/4" WEEP HOLES AT BOTTOMS OF LETTERS. (2) PER LETTER.

- ① CUSTOM FAB. CHANNEL LETTER FROM ALUMINIUM OR SHEET METAL WITH AUTOMOTIVE PAINTED RETURNS. FULLY WELDED AND CAULKED SEAMS TO ELIMINATE LIGHT LEAKS. SOLID BACKS. 1/4" WEEP HOLES AT BOTTOMS OF LETTERS. (2) PER LETTER.
- ② 3/4" TRIMCAP RETAINER W/ #8 X 1/2" ALUMINIUM SCREWS.
- ③ 1/8" ACRYLIC FACE.
- ④ 13-15 MM NEON.
- ⑤ BONDING JUMPER (MIN. #14 COPPER).
- ⑥ ELECTRO BIT HIGH VOLTAGE SS3/5, U.L. APPROVED CON.
- ⑦ 1/2" DIAM. METAL FLEXIBLE CONDUIT.
- ⑧ GALVANIZED TRANSFORMER BOX IN REMOTE LOCATION.
- ⑨ NEON TUBE STAND.
- ⑩ (1) 30MA TRANSFORMER WITH DISCONNECT SWITCH. 15,000V, 3.75 AMP.
- ⑪ #3830 GTO SLEEVING
- ⑫ GTO CABLE
- ⑬ FASTENER TO WALL (2-5 PER LETTER)

SECTION DETAIL THROUGH MAJOR TENANT CHANNEL LETTER SIGN

- SIGN MUST BE U.L. LISTED.
- SIGN TO BE ON ITS OWN CIRCUIT.
- TRANSFORMER(S) MUST BE ACCESSIBLE AND HAVE A WORK SPACE OF AT LEAST 3' X 3'.



SITE PLAN
 THE MARKETPLACE AT ONTARIO CENTER
 ONTARIO, CA