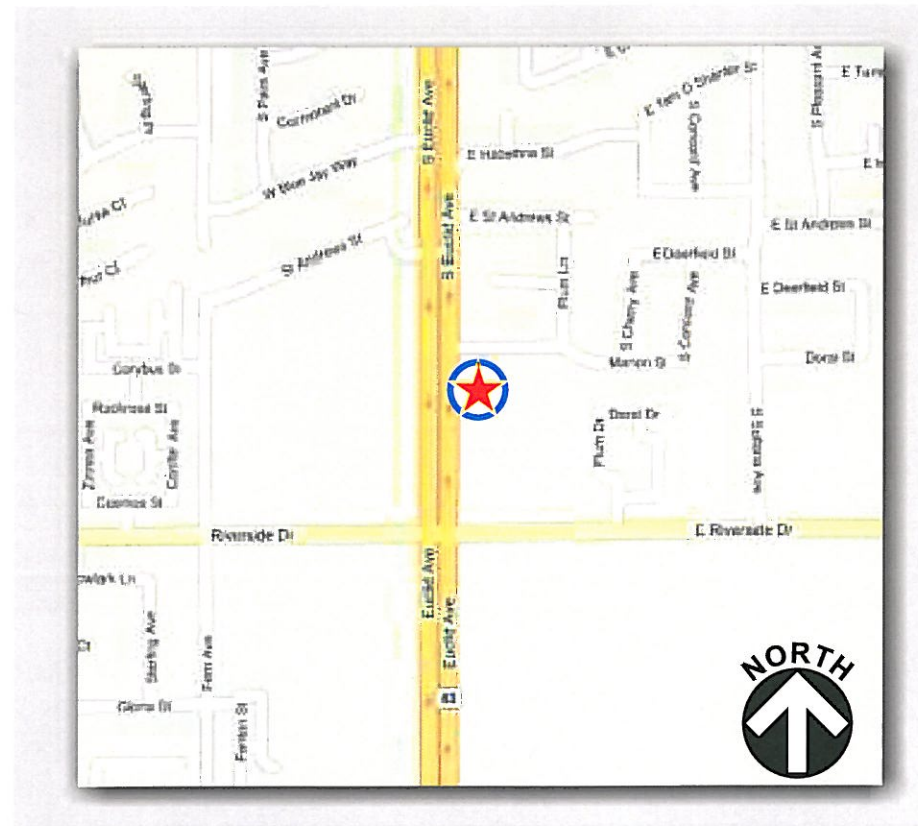


Ontario Retail Center

2905 S. EUCLID AVENUE, ONTARIO, CA

MASTER SIGN PROGRAM



PLANNING DEPARTMENT APPROVED	
SUBJECT TO CONDITIONS	
<i>PSGP10-009</i>	
Approved By: <i>CRamey</i>	Date: <i>10/4/10</i>



superior
electrical advertising

1700 West Anaheim Street
Long Beach, California
90813-1195
Phone: 562.495.3808
Facsimile: 562.435.1867
www.superiorsigns.com

1007289702

Page 01

TABLE OF CONTENTS

	PAGE
INTRODUCTION.....	3
APPROVAL PROCEDURE.....	3
GENERAL REQUIREMENTS.....	3,4
TYPES OF SIGNS.....	4
SIGN RESTRICTIONS.....	5,6
OTHER RESTRICTIONS / SATELLITE MAP.....	6
SITE PLAN & PROPOSED MONUMENT LOCATIONS.....	7
MONUMENT SIGN PLANTER DETAILS.....	8
SIGN A1 DETAILS - TENANT STOREFRONT SIGNAGE.....	9
SIGN A2 DETAILS - TENANT STOREFRONT SIGNAGE.....	10
SIGN A3 DETAILS - TENANT STOREFRONT SIGNAGE.....	11
SIGN A1 SECTION DETAILS - FACE LIT CHANNEL LETTERS.....	12
SIGN A2 SECTION DETAILS - DUAL LIT CHANNEL LETTERS.....	13
SIGN A3 SECTION DETAILS - HALO LIT CHANNEL LETTERS.....	14
SIGN C DETAILS - TENANT WINDOW VINYL SIGNAGE.....	15
SIGN D.1 / D.2 - CENTER I.D. MONUMENT.....	16
SIGN E - TEMPORARY BANNERS.....	17

PROJECT DIRECTORY

**SIGN CRITERIA FOR:
Ontario Retail Center**

*Located at:
2905 Euclid Ave.
Ontario, CA 91761*

OWNER

*Peninsula Retail Partners / PRP Investors Euclid, LLC
417 29th Street
Newport Beach, CA 92663*

PROJECT ARCHITECT

CITY PLANNING:

City of Ontario

SIGNAGE CONTRACTOR

*Superior Electrical Advertising, inc.
1700 West Anaheim St.
Long Beach, CA 90813-1195
Contact: Cynthia Lima
Ph: 562.495.3808
Fx: 562.435.1867*



I. INTRODUCTION

The purpose of this criteria is to establish sign design standards and general guidelines that assure consistency in quality and necessary to balance maximum identification within an overall harmony of design for the project.

Conformance to these criteria will be strictly enforced. Any installed non-conforming or unapproved signs shall be brought into conformance at the expense of the Tenant and/or his Sign Contractor.

II. APPROVAL PROCEDURE

All signs installed or displayed on the premises of Ontario Retail Center must have written approval of the Landlord/Developer. The aesthetic characteristics of the signs (i.e., placement, size, proportion, colors, textures, method of fabrication, location of transformers and electrical devices, etc.) are subject to the discretionary approval of the Landlord/Developer within the context of this criteria.

Prior to submission to the City of Ontario for permits, and prior to construction and installation of any sign or graphic covered by this criteria, tenant must submit four (4) sets of professionally prepared drawings of their proposed signage meeting this criteria to Landlord/Developer for review and approval.

Drawings must:

1. Depict sign on building elevation with dimensional location and scale.
2. Include all specifications for construction and installation, including but not limited to, colors, materials, and illumination details. Following Landlord/Developer approval, Tenant must submit approved drawings to the City of Ontario for review and permits prior to construction. All design, processing and construction shall be at the Tenant's sole cost and expense.

III. GENERAL REQUIREMENTS

1. All work is to be performed by a professional sign company. Said sign company must be in possession of a current contractor's license to perform such work, in addition to a current city business license. Said sign company must maintain a minimum of \$1,000,000 insurance to be working on property.
2. Each Tenant shall submit or cause to be submitted to the Landlord/Developer and the City of Ontario for approval before fabrication three (3) copies of detailed drawings, to scale, indicating the location, size, layout, design and color of the proposed signs, including all lettering and or graphics. These drawings should be submitted along with site plan indicating the location of the lease space on the site, and elevation showing sign placement and lease space width.
NOTE: All sign layouts shall include a digital image of the building frontage with proposed sign in a scaled format to include adjacent tenant signage, if applicable.
3. All signs shall be reviewed and approved in writing by the Landlord/Developer for conformance with these criteria and overall design quality as well as Tenant's lease agreement. Approval or disapproval of sign submittal based on aesthetics of a design shall remain the sole right of the Landlord/Developer.
4. All signs must comply with current City of Ontario planning, zoning, building and electrical codes.
5. City Approval and Permits: Upon approval by the Landlord/Developer, Tenant shall secure a sign permit from the City of Ontario by bringing three (3) color copies of the proposed drawings (approved by the Landlord/Developer) to the Planning Department. All permits required by the City of Ontario for signs and their installation must be obtained and paid for by the Tenant prior to installation.

6. All building signs shall be constructed and installed at Tenant's expense. Tenant is also responsible for the maintenance of building signs.
7. In the event a Tenant vacates his premises, Tenant shall be responsible for the removal of any wall and/or logo sign, with all holes being repaired and repainted to match the building exterior.
8. Tenant's sign contractor shall repair any damage to any work caused by his actions. Incomplete repairs are the ultimate responsibility of the Tenant.
9. Upon notice by the City of Ontario or the Landlord/Developer, a Tenant shall be required to repair or refurbish their sign structure, sign face and/or sign illumination within seven (7) working days.
10. Window signs as related to logos to be allowed, shop addressing, hours of operation, approved credit card names, emergency telephone numbers, etc., not to exceed a total of 10% of the area of any single window or adjoining window on the same frontage.



III. GENERAL REQUIREMENTS (cont.)

11. All electrical signage shall bear the Underwriter Laboratories (UL) label of approval. All conduit, transformers, junction boxes, openings in the building surface, etc. shall be concealed. No raceways or sign cabinets (boxes) are allowed. The City of Ontario and the Landlord/Developer shall approve the method of installation.
12. Tenant is responsible for maintenance and cost of electricity for their own signage. The Tenant or Landlord shall be responsible to provide a designated electrical circuit from electrical panel for their signage. Tenant to provide primary wiring from electrical sub panel to J box at sign location.
13. Tenant shall be fully responsible for the operations of his sign contractor and shall indemnify, defend and hold harmless the Landlord/Developer and his agents from damages or liabilities resulting from his contractor's work.
14. Registered trademarks, herein referred to as Registered Corporate Identity, pertains to corporate logos and logotypes that have been registered and are on file with the UNITED STATES PATENT AND TRADEMARK OFFICE in Washington, D.C.
15. Signs not covered by these criteria are subject to prior review and approval of the Landlord/Developer and shall conform to the requirements of the City of Ontario Sign Standards and the City Code.
16. Sign Manufacturer identification. All signs must have the sign manufacturers name, address, and telephone number conspicuously and permanently attached on the exterior of the sign.

17. Leasing signs shall be restricted to the window of the available suite. These signs shall follow the same criteria as window graphics.

IV. TYPES OF SIGNS:

1. Tenant Storefront Signage / Channel Letters
All Tenant storefront signage in Ontario Retail Center should be designed to conform with specifications required in this criteria. Signs may use a maximum of 24" in height except Major tenants which will be allowed a maximum of 36" in height. All tenant sign areas shall be determined by Tenant lease frontage calculated based on one (1) square foot of sign area for every lineal foot of leasehold frontage (1:1). Tenant copy shall be contained within the dimensions of the designated sign band area for each tenant not to exceed 70% of the tenant frontage.
2. Logos:
Logos used in conjunction with individual letters will be considered as part of the sign and subject to Landlord and City approval.
3. Building frontage may not be combined to permit longer signs on any one building frontage. Signs shall be attached to the building parallel to the building face. No portion of any sign or its supporting structure may project more than six and a half inches (6½") from the face of the building or structure to which it is attached. No wall sign shall project above the roof line or below the bottom edge of the sign band. Bright fluorescent colors will only be accepted in cases of registered corporate trademarks.
4. Temporary Window Signs:
Temporary window signs shall be tasteful and never appear cluttered. Painted advertisements will not be allowed. All window signs must look professional and be maintained to look as new. The window is intended to be used as a means by which pedestrians look into the store not as an advertising canvas. Window signs may not exceed more than 144" of the glazing area on which they will be applied. These graphics will not be calculated in the allowable sign area. High performance white or black 3M vinyl to be used.
5. Temporary Promotional Signs:
Banners, pennants, flags, **NO inflatable devices** and balloons promoting grand openings, special sales, outdoor exhibitions and other temporary events shall conform to the zoning code. Temporary promotional signs must be kept in good condition at all time and never pose a hazard or inconvenience to adjacent tenant or consumer.



V. SIGN RESTRICTIONS

PROHIBITED SIGNS

1. Signs constituting a Traffic Hazard: No person shall install or maintain, or cause to be installed or maintained, any building sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.
2. Signs in Proximity to Utility Lines: Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.
3. Signs painted directly on a wall will not be permitted.
4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line. Signs on mansard roofs and equipment screens are prohibited.
5. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached Exhibit for minor and major tenants.
6. Advertising or promotional signs on parked vehicles are prohibited. This includes signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity within the shopping center, and which are not related to the vehicle's lawful activity. This provision does not apply to service and delivery vehicles of Occupants when engaged in regular business activities (e.g. Trucks making deliveries to businesses within the center).
7. Billboard Signs are prohibited except for Landlord leasing signs and identification signs.
8. The use of a permanent sale sign is prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 10% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.
9. Any sign not indicated in this sign program shall be considered prohibited unless approved Landlord and City of Ontario sign regulations.
10. Signs must be architecturally compatible with the entire center.
11. All materials used in signage construction and installation must be new. No used materials will be allowed.
12. Temporary signs, including flags, banners or pennants, or a combination of same, may be permitted (e.g. for announcing openings and re-openings after remodels) subject to Municipal Code requirements, Parcel Owner's and City approval. Size, location and duration of temporary signage shall be as specified in the Municipal Code requirements of Ontario.
13. Inflatable advertising devices.
14. A-Frame signs and portable ground signs.
15. Hand-held portable signs, banners or flags (i.e. Sign dancers) either on or off site.
16. No Spinning signs are allowed



IX. OTHER RESTRICTIONS:

1. ILLEGAL SIGNS

Any sign that is deemed not to be in conformance with the approved Sign Plan or erected without government approval or permits is considered an illegal sign. The Parcel Owner may, as its sole discretion and at Occupant's expense, correct, replace or remove any illegal sign.

2. ABANDONMENT OF SIGNS

A sign is considered abandoned when its use is discontinued because the premises upon which it is located becomes vacated and unoccupied for a period of more than 90 days. The Parcel Owner may, at its sole discretion and at Occupant's expense, replace or remove any abandoned sign.

3. INSPECTION

The Parcel Owner reserves the right to hire an independent electrical engineer at the Occupant's sole expense to inspect the installation of all Occupant's signs and to require the Occupant to have any discrepancies and/or code violations corrected at the Occupant's expense.

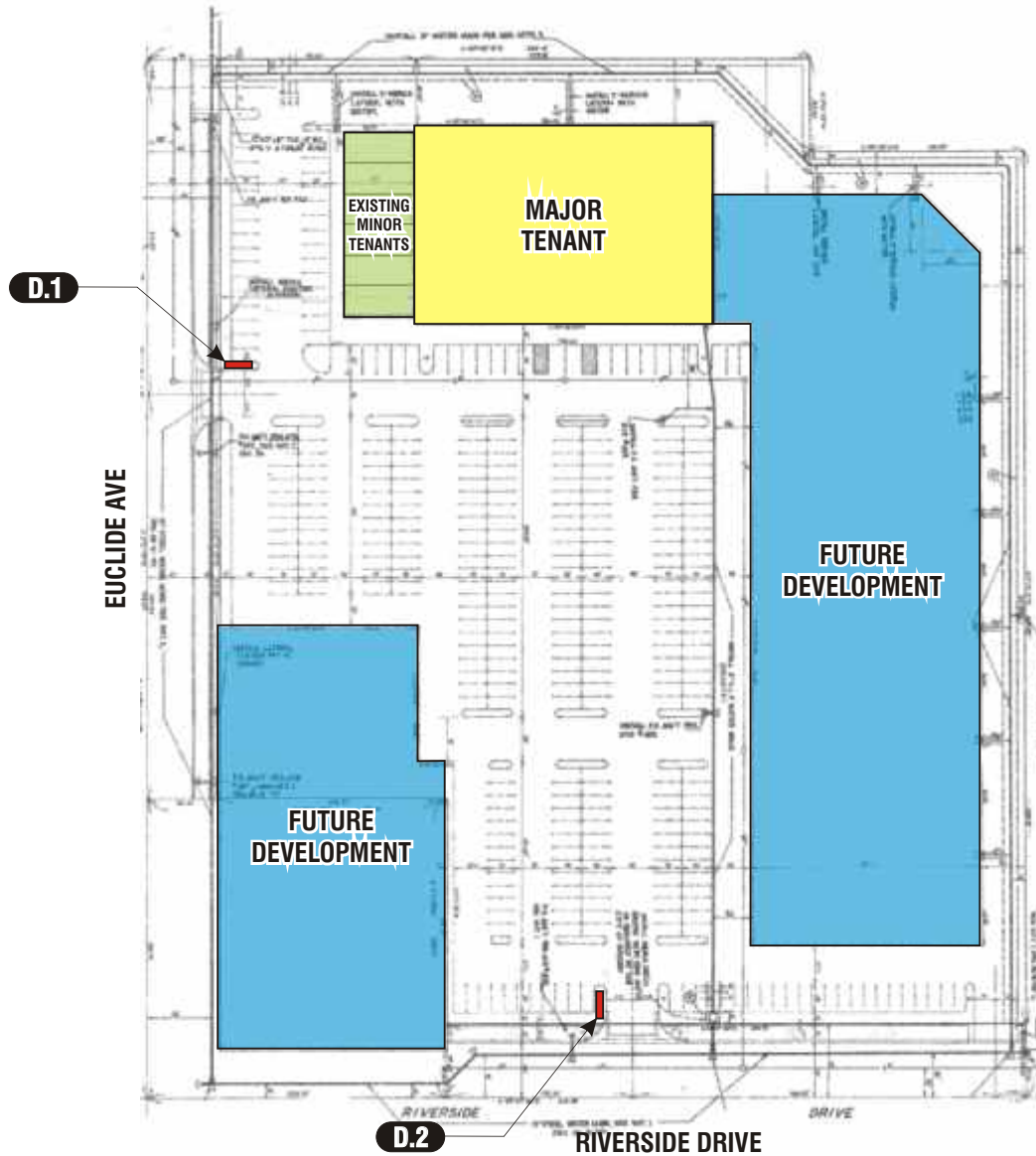


1 SATELLITE MAP
SCALE: NTS

2905 S. EUCLID AVENUE, ONTARIO, CA



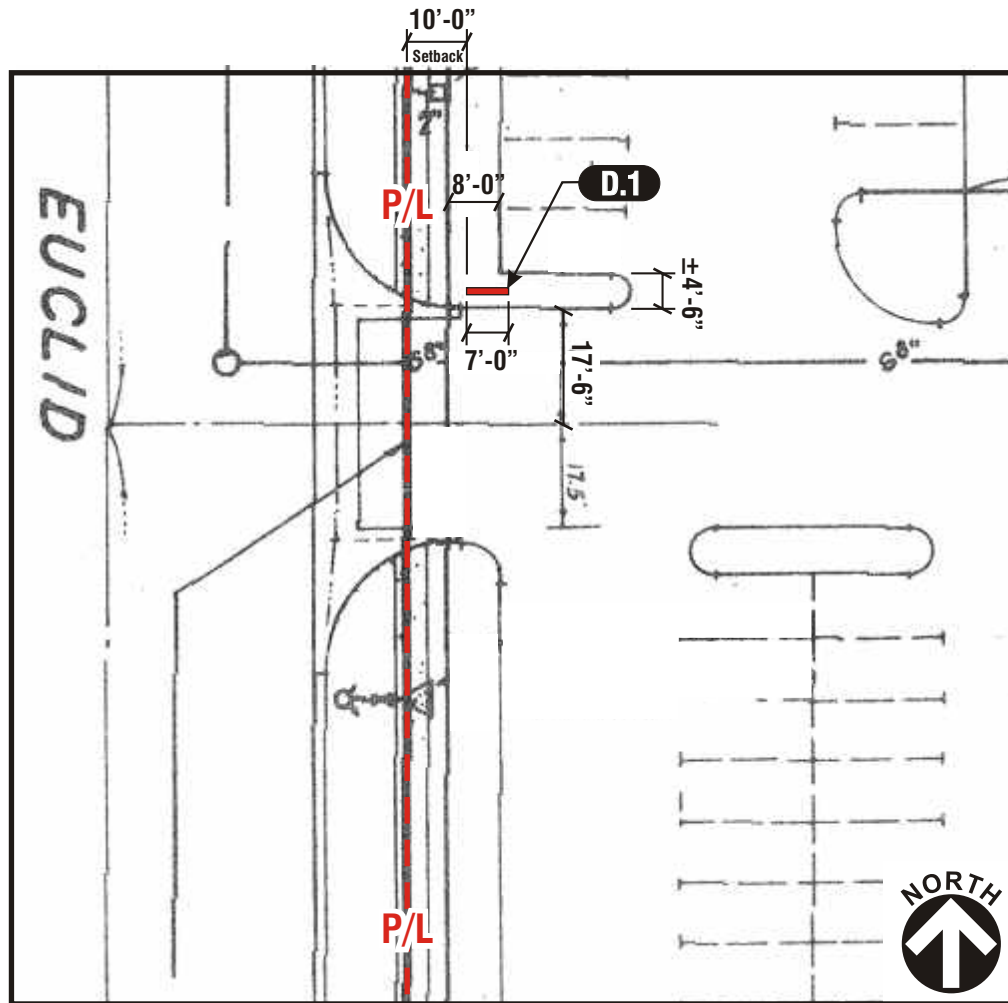
Ontario Retail Center



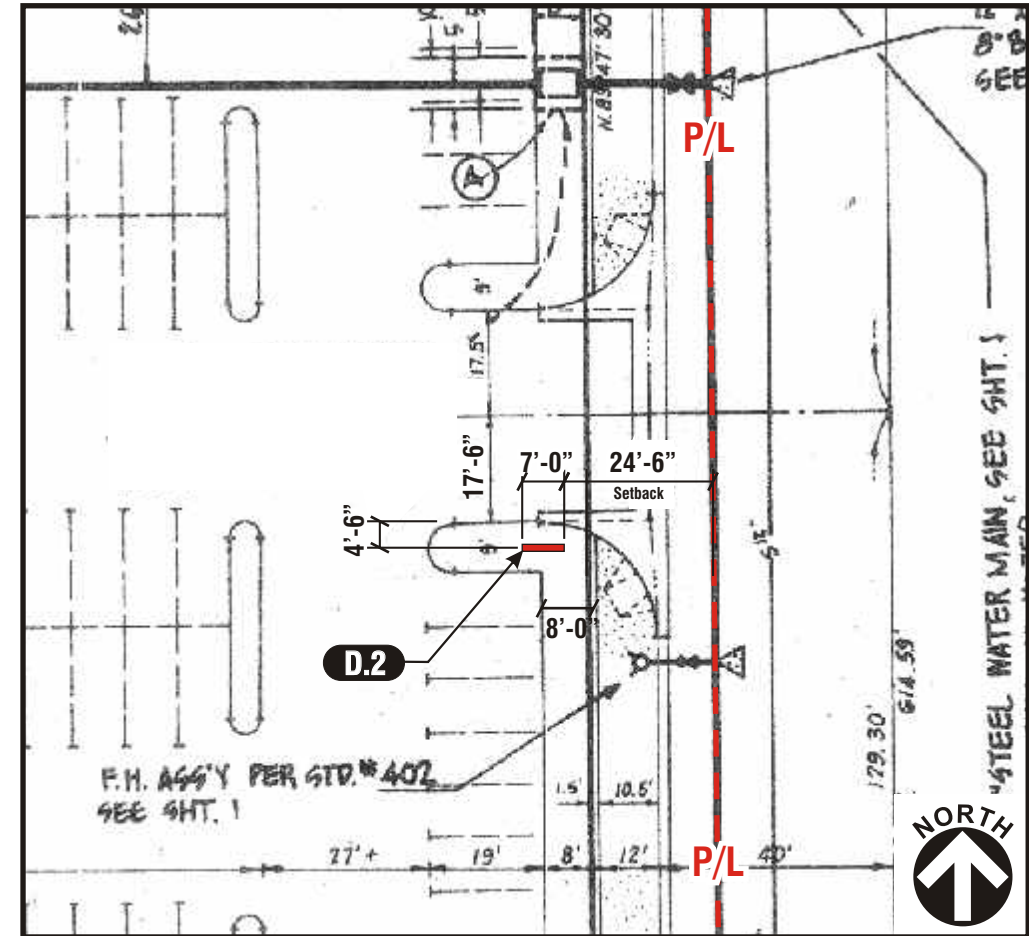
SIGN TYPE	DESCRIPTION	PAGE
A	MAJOR TENANT - CHANNEL LETTERS	09
B	MINOR TENANT - CHANNEL LETTERS	10
C	TENANT WINDOW VINYL	12
D	CENTER MONUMENT	13
E	TEMPORARY BANNERS	14

NOTE:

THIS SIGN CRITERIA SHALL APPLY TO ALL BUILDINGS LOCATED IN ONTARIO RETAIL CENTER. ALL NEW SIGNAGE CONSTRUCTION SHALL COMPLY WITH THE CRITERIA SET FORTH IN THIS DOCUMENT REGARDLESS OF EXISTING CONDITIONS. THIS CRITERIA SUPERSEDES ANY AND ALL OTHER PREVIOUS SIGN CRITERIA FOR ONTARIO RETAIL CENTER WITH EXCEPTION TO CITY AND STATE SIGN CODES, LAWS AND REGULATIONS.

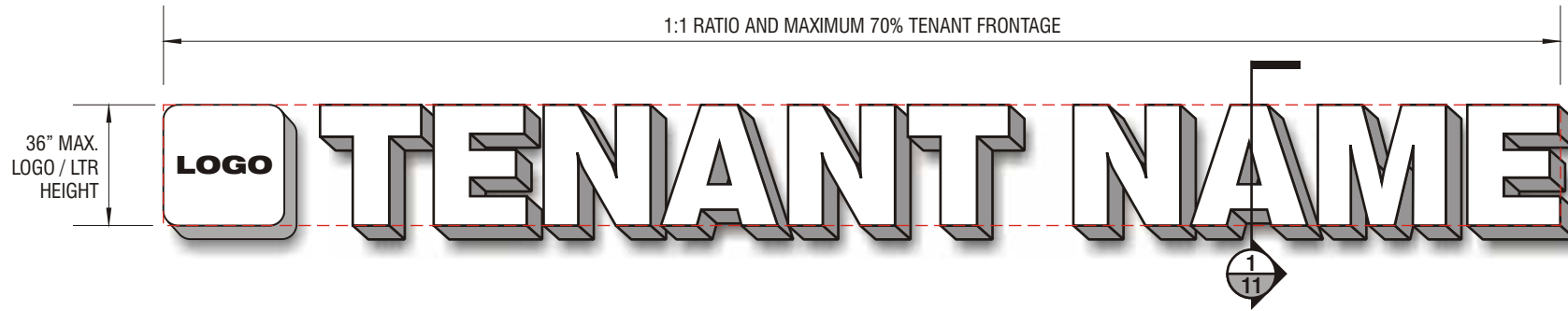


C1 PLANTER DETAIL (ENLARGED) - MONUMENT SETBACK
SCALE: 1/32" = 1'-0"



C2 PLANTER DETAIL (ENLARGED) - MONUMENT SETBACK
SCALE: 1/32" = 1'-0"

SIGN A - MAJOR TENANT



A TYPICAL DETAIL - FLUSH MOUNT FACE LIT CHANNEL LETTERS
Scale: NTS

Quantity: One (1) set allowed per Major Tenant

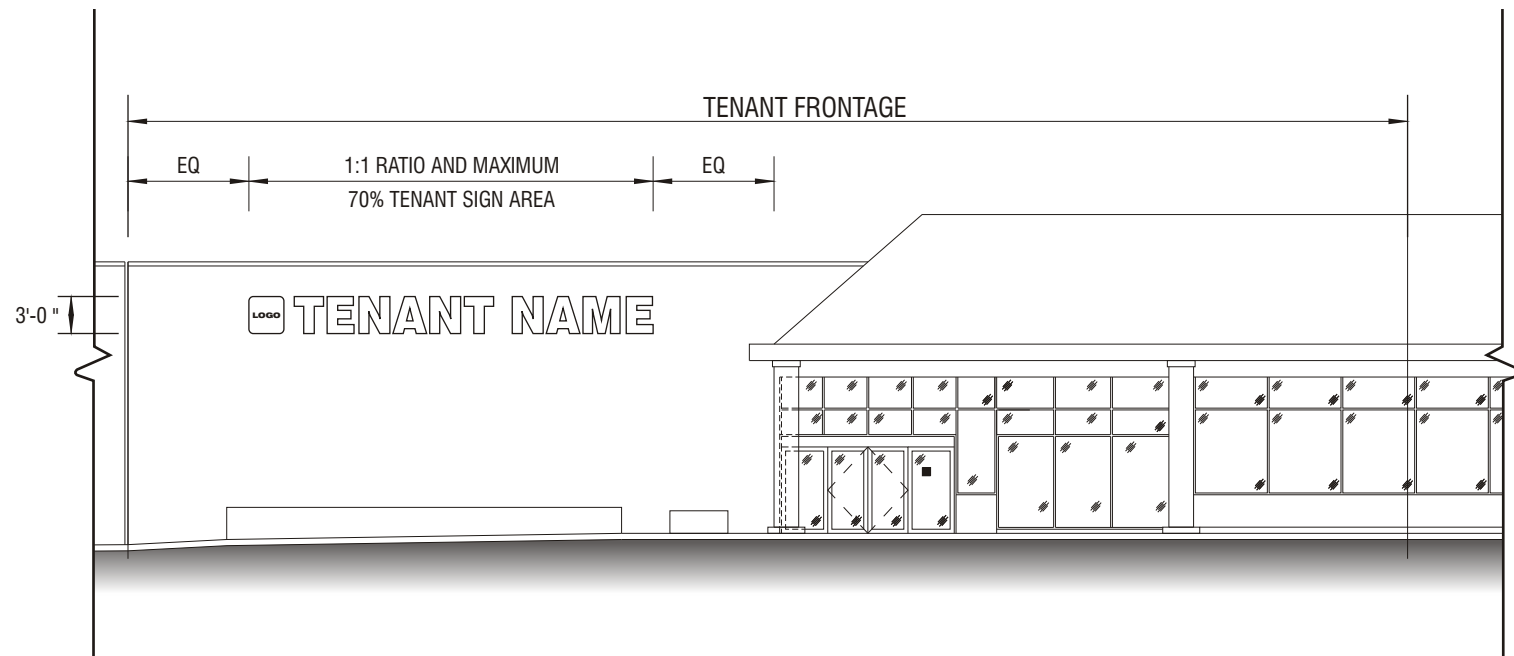


1 OVERALL VIEW OF MAJOR TENANTS #1 & 2
SCALE: NTS

MAJOR TENANT STOREFRONT ID SIGN

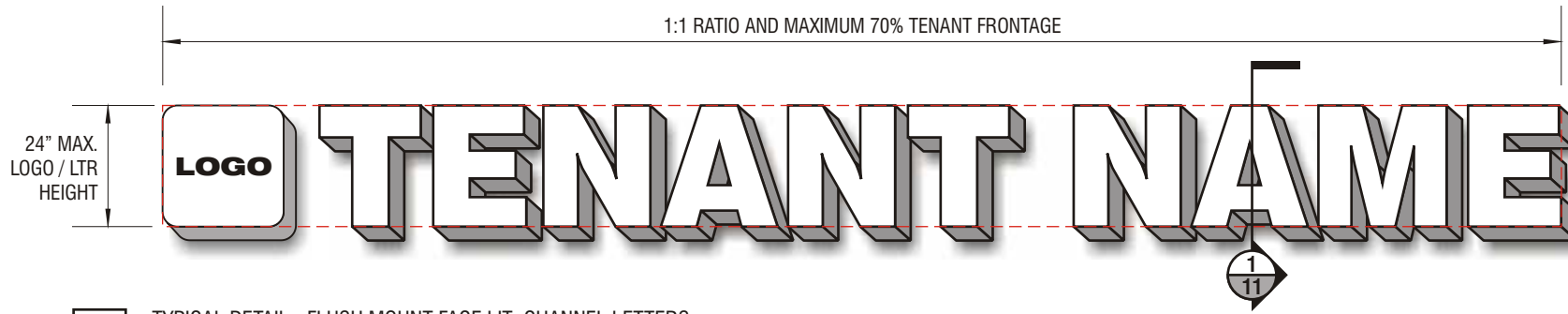
GENERAL SPECIFICATIONS:

- Location: Tenant Storefront Mansard Roof
- Number Allowed: One (1) sign per elevation.
- Letters shall be illuminated and mounted to mansard roof.
- Letters shall be custom fabricated aluminum construction. Faces to be acrylic plastic
- Aluminum returns and trim cap.
- Logos shall not exceed 36" in height
- Backs shall be Aluminum pop riveted to letter returns.
- Illumination shall be provided by L.E.D. modules or a minimum of 13 mm neon tubing (color neon to be determined by tenant's corporate colors and Property Management requirements). Neon tubing shall be powered by 30 MA transformers which shall be installed within exposed raceways
- All letters shall conform to all UL specifications and bear a UL label.
- Allowable sign area calculation is one (1) square foot per linear foot of tenant frontage or lease space [1:1]. Tenant signs may not be greater than 70% of their total sign band length. No Major Tenant sign shall exceed 36" in height.
- Major Tenant defined by any building with more than 8,000 Square feet of ground floor area.



2 TYPICAL INSTALLATION
SCALE: NTS

SIGN B - MINOR TENANT



B TYPICAL DETAIL - FLUSH MOUNT FACE LIT CHANNEL LETTERS

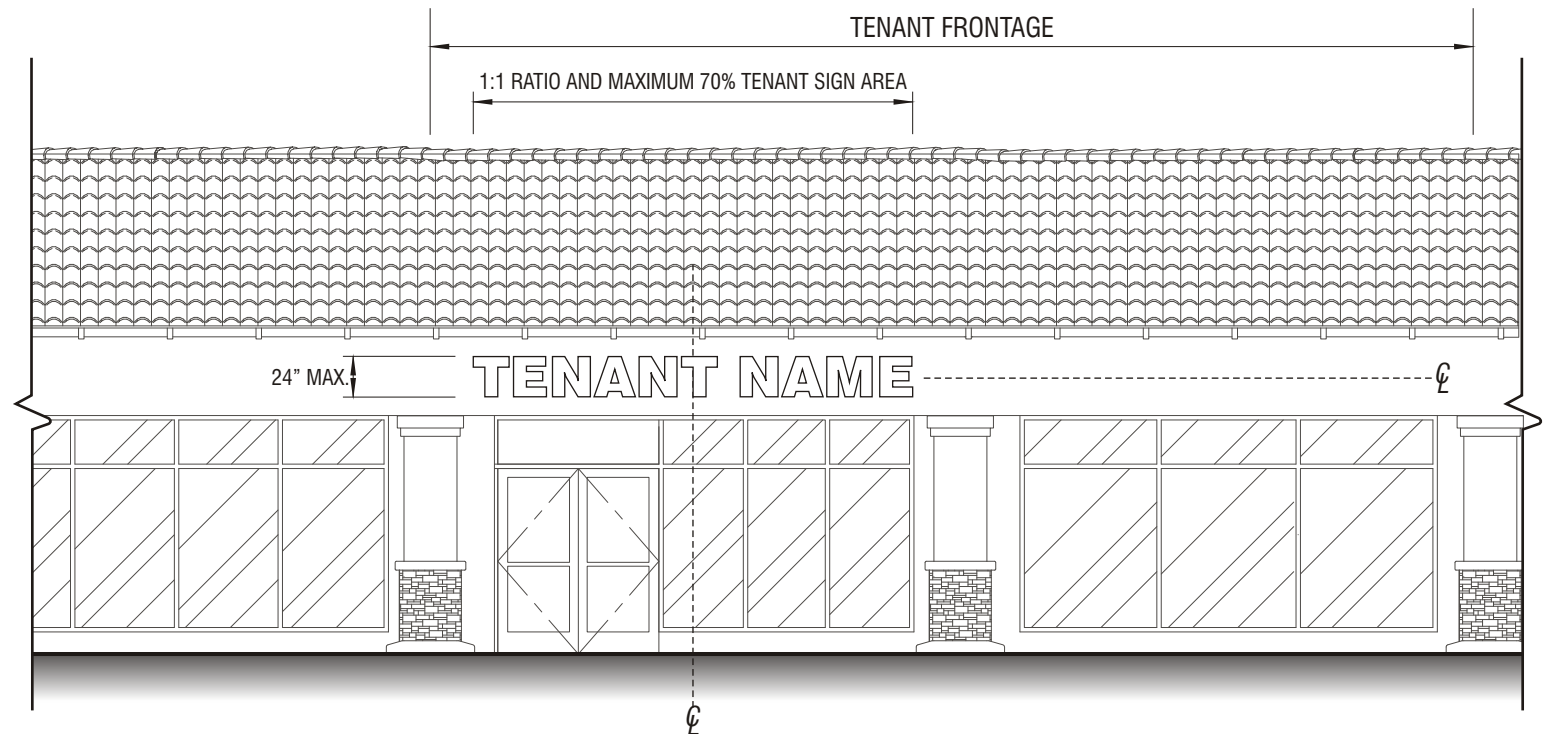
Scale: NTS

Quantity: One (1) set allowed per Minor Tenant.

TENANT STOREFRONT ID SIGN - option 1

GENERAL SPECIFICATIONS:

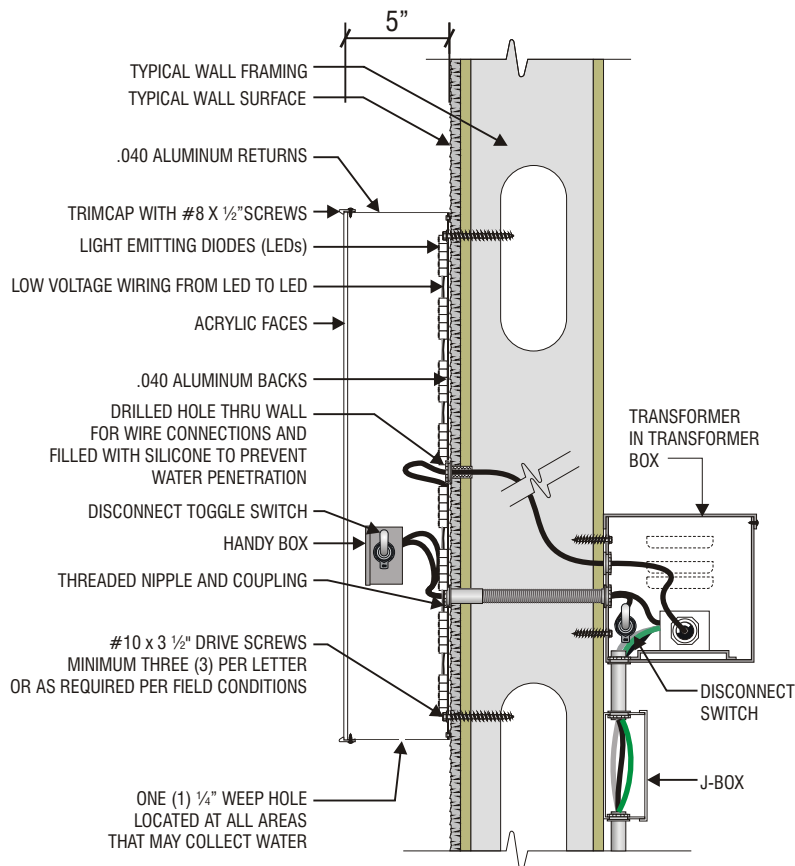
- Location: Tenant Storefront Fascia
- Number Allowed: One (1) sign per elevation.
- Letters shall be illuminated and flush mounted to wall fascia.
- Letters shall be custom fabricated aluminum construction. Faces to be acrylic plastic
- Aluminum returns and trim cap.
- Logos shall not exceed 24" in height
- Backs shall be Aluminum pop riveted to letter returns.
- Illumination shall be provided by L.E.D. modules or a minimum of 13 mm neon tubing (color neon to be determined by tenant's corporate colors and Property Management requirements). Neon tubing shall be powered by 30 MA transformers which shall be remotely installed behind wall fascia.
- All letters shall conform to all UL specifications and bear a UL label.
- Allowable sign area calculation is one (1) square foot per linear foot of tenant frontage or lease space [1:1]. Tenant signs may not be greater than 70% of their total sign band length.



1 TYPICAL INSTALLATION
SCALE: NTS

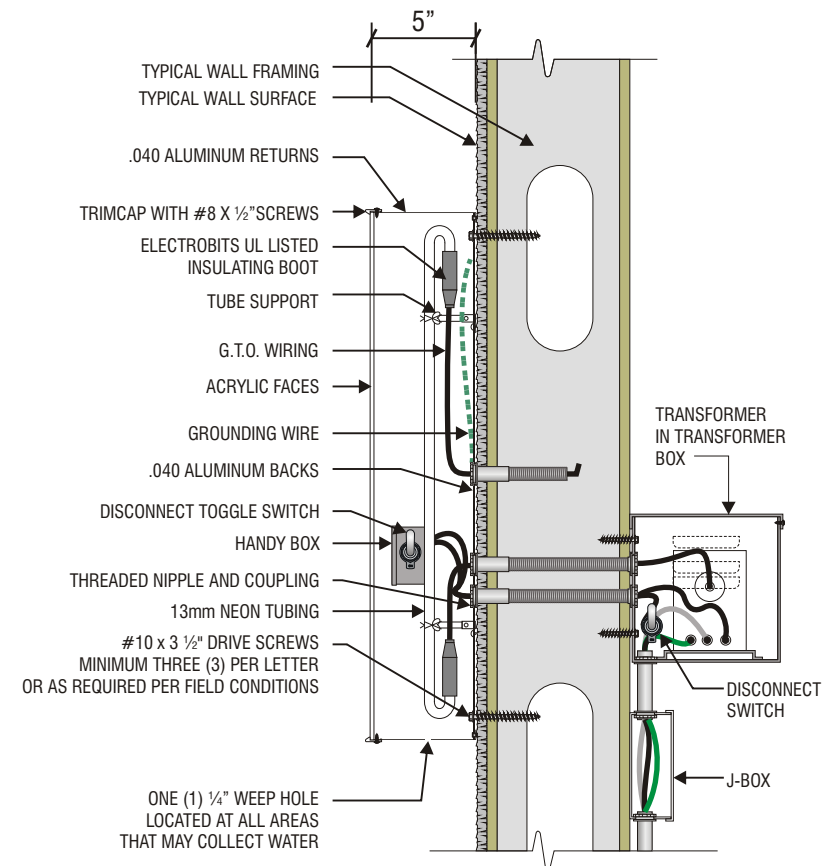
TYPICAL WALL SIGN DETAIL

- **L.E.D. FACE LIT CHANNEL LETTERS**
- **ACRYLIC PLASTIC FACE**
- **FLUSH MOUNT**
- **REMOTE POWER SUPPLY**



1 TYPICAL SECTION DETAIL - LED ILLUMINATION
SCALE: NTS

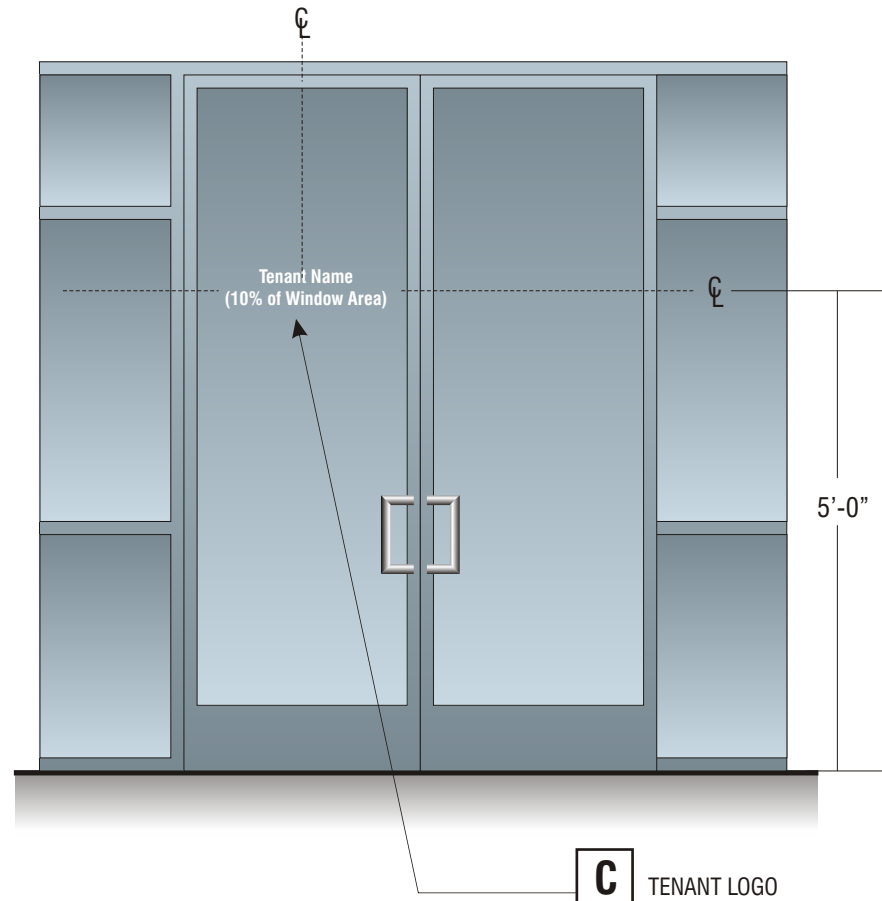
- **FACE LIT CHANNEL LETTERS**
- **FLUSH MOUNT**
- **REMOTE TRANSFORMERS**
- **G.T.O WITH CONDUIT / FLEX / OR LIQUID TIGHT CONNECTIONS**



2 TYPICAL SECTION DETAIL - NEON ILLUMINATION
SCALE: NTS

WINDOW GRAPHICS

NOTE:
ALIGNMENT WILL BE THE SAME ON
BOTH LEFT AND RIGHT SIDE LIGHT LOCATIONS



WINDOW VINYL SPECIFICATIONS

- Location of Window Vinyl Graphics: Tenant Storefront
- Intent: Window signage and graphics are included in this criteria to assist and guide reasonable design of identification and marketing graphics in a tasteful and controlled manner consistent with the design of the project.
- Tenant sign plans shall include desired window graphic designs. Failure to process the plans is considered a violation of this criteria. Tenant shall immediately remove window graphics installed without express written approval of the Landlord/Developer upon written demand by Landlord/Developer. Review and approval by Landlord/Developer is at his sole and absolute discretion.
- Number allowed: varies by design of tenant storefront condition.
- Maximum size: No more than 10% of any storefront pane may be used for window graphics with the additional store hours. These graphics will not count against allowable square footage.
- Sign Type: Individualized design may consist of applied decal, vinyl, painted or otherwise permanently installed graphics directly applied to the window glass. Designs may reflect corporate signage programs and colors where appropriate. All designs shall be organized in a coordinated and tasteful manner.
- Restrictions: It is the intent of these criteria not to allow temporary and nonprofessional graphics from storefront windows including, but not limited to, paper flyers, lists of services and products, hand lettered messages, "going out of business", "liquidation" and other such distress sale type messages and continuous use of window banner graphics for longer than one (1) week per month for a special product, service or event.

C TYPICAL WINDOW VINYL & GRAPHICS
SCALE: 1/2" = 1'-0"

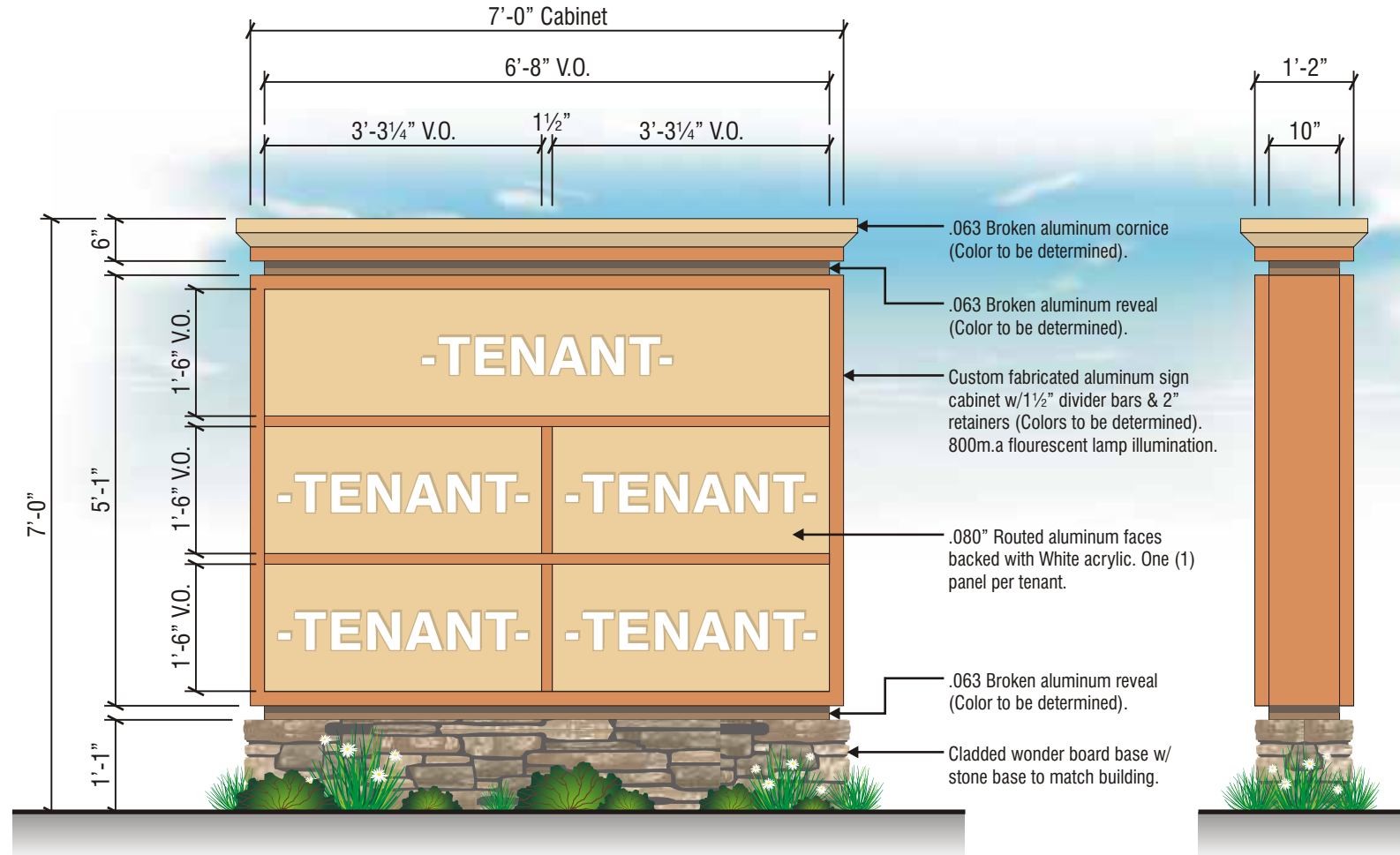
C TENANT LOGO

MULTI-TENANT MONUMENT SIGN

MULTI-TENANT MONUMENT SIGN -

GENERAL SPECIFICATIONS:

- Location: Within planter area of shopping center entrance/exit on Euclid Ave. & Riverside Dr. (Refer to site plan).
- Number Allowed: One (1) sign panel per tenant.
- Tenant panels to be .080" aluminum panels with routed-out copy / logo. Copy / Logo to be backed White #7328 acrylic.
- Cabinet structure is custom fabricated with .080" aluminum.
- Backs shall be Aluminum pop riveted to letter returns.
- Illumination shall be provided by 800MA fluorescent lamp illumination with electronic ballast. Power source to be provided by landlord.
- Mon. Sign shall conform to all UL specifications and bear a UL label near disconnect switch.
- Allowable tenant panel copy area calculation is 80% of their total panel width and length.



D.1 D.2 INTERNALLY ILLUMINATED D/F MULTI-TENANT MONUMENT SIGN **84.0 SQ. FT.**
 Scale: 1/2" = 1'-0" Quantity: Two (2) Mon. Signs allowed

1 SIDE VIEW
 Scale: 1/2" = 1'-0"



E TYPICAL TEMPORARY PROMOTIONAL SIGNS
SCALE: 1/2" = 1'-0"

GENERAL SPECIFICATIONS

- Location: Building fascia
- Material: Banner material with vinyl graphics
- Maximum Size: Banners to be fabricated in compliance with Ontario city guidelines and must be approved by Landlord prior to installation. Allowable banner size is half the size of tenant identification sign area (50 Sq. Ft. Maximum).
- Installation: All temporary signage must be installed in a manner in compliance with Ontario city guidelines and to prevent damage to any building element or surface. Tenant shall be solely responsible for any and all repairs necessary due to damage from improperly installed signage.