

PREPARED BY
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SIERRA COMMONS
39626 10th Street West
Palmdale, CA

MASTER SIGN PROGRAM

PREPARED FOR:
**GRAE VENTURES, LLC. & SIERRA DEVELOPMENT
GROUP, LLC.**

SUBMITTED TO:
CITY OF PALMDALE
PLANNING AND BUILDING DIVISIONS
38250 N. Sierra Highway
Palmdale, CA 93550
(661) 267-5293

APPROVED -SUBJECT TO CONDITIONS- CITY OF PALMDALE PLANNING DEPARTMENT <i>Program</i>
SIGN PERMIT <i>05-01</i>
<i>R. K. [Signature]</i>
DATE <i>6/20/05</i>

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A. INTRODUCTION

1. Purpose:

The Sierra Commons signage program has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenant identification and traffic control, while encouraging creativity, compatibility, and enhancement of the project in the City of Palmdale. The Sierra Commons Sign Program has been prepared in accordance with the Palmdale Trade and Commerce Center Specific Plan Land Use and Design Regulations and Guidelines dated December 9, 1998, and the former Kmart Center Signage Criteria approved September 21, 1994.

2. Design Intent:

The guidelines for this program are designed to complement architectural elements of the existing buildings and coordinate the type, placement and physical dimensions of signs within the shopping center thereby appearing as an integral part of the center and not appearing as an after thought.

In cases not covered by the Sierra Commons Master Sign Program, the prevailing criteria will follow the City of Palmdale Sign Ordinance in force.

3. Approvals and Permits:

Each tenant or lessee, or use by same, will be provided with a copy of the Tenant sign guidelines and criteria as their first step in obtaining signs within Sierra Commons. Conformance to this signage program will be strictly enforced. Any non-conforming or unapproved sign installed by Tenant must be brought into conformance at Tenant's expense.

These criteria shall not imply that any governmental approval will automatically be granted. Tenant is solely responsible for obtaining any and all required approvals from governmental agencies and shall obtain all permits from the City of Palmdale Planning Department and Building Department.

4. General Requirements:

- (a) Each Tenant, and/or user, shall submit or cause to be submitted to landlord for approval, before fabrication, at least four (4) color copies of dimensioned, detailed design drawings indicating the location, size, copy layout, colors, materials, finishes, illumination, and method of fabrication and attachment.
- (b) All permits for signs and their installation, required by the City of Palmdale, shall be obtained by Tenant or Tenant's representative, at Tenant's sole expense, prior to installation.
- (c) All signs shall be constructed, installed and maintained at Tenant's sole expense.
- (d) Tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of the City of Palmdale and Uniform Electric Code.
- (e) All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics or design shall remain the right of landlord, landlord's representative and the City of Palmdale.

5. General Construction Specifications:

- (a) All signs must meet or exceed all current applicable codes (i.e. Electrical, Mechanical, Structural, etc.).
- (b) Signage should meet all requirements of the State of California and the City of Palmdale.
- (c) All exterior signs shall be secured by stainless steel, nickel, or cadmium plated fasteners.
- (d) All exposed fasteners to be painted to match the background surface.
- (e) All wireways, transformers, electrical boxes, switches, wiring, conduit and access doors shall be concealed.

- (f) All exterior signs exposed to the weather shall be flush mounted, unless otherwise specified and approved by landlord.
- (g) No raceways allowed, unless absolutely necessary and prior approval has been granted by the landlord or landlords representative.
- (h) All Tenant signs attached to building wall or fascia shall be connected to a junction box & final hook up and connections to be made by Tenants sign contractor. All Tenants shall have their signs connected to their own electrical panel.
- (i) All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- (j) All identification labels shall be concealed, except where required by code. An Underwriters label is required on all electrical signage.
- (k) Sign contractor shall repair any damage caused by his work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.
- (l) Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the landlord, landlord's representative, and all parties harmless from damages or liabilities on account thereof.
- (m) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- (n) All exposed welded seams and joints should be finished smooth.
- (o) The general location of wall signs shall be centered vertically and horizontally on fascias, unless otherwise specified and approved by landlord.

6. Administration:

- (a) Hours, which the signs will be illuminated, shall be determined and controlled at the landlord's sole discretion.
- (b) Landlord reserves the right to hire an independent electrical engineer (at Tenant's sole expense) to inspect the installation of all signs and to require that any discrepancies and / or code violations be corrected at Tenant's expense.

- (c) Tenants 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 \$1,000,000 per occurrence.
- (d) At the expiration, or sooner termination of Tenant's lease term, Tenant shall be required to remove his signs, cap off the electrical, patch the fascia and paint the entire fascia area to match the surrounding areas at Tenant's expense within seven (7) days.
- (e) Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by landlord and Tenant. Any deviation from these specifications may result in the rejection of the sign by Tenant and / or Landlord.
- (f) In the event any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the landlord's decision shall be final and binding upon the Tenant.

7. Prohibited Signs:

All signs prohibited by the Palmdale Trade and Commerce Center Specific Plan and the Palmdale Zoning Ordinance shall be prohibited under this sign program.

- (a) No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign shall create a safety hazard by obstructing clear view of pedestrian and vehicular traffic.
- (b) Signs, which imitate in size, color, lettering or design any traffic sign or signal, in such a manner as to interfere, mislead or confuse traffic are prohibited.
- (c) Signs consisting of any moving, swinging, rotating, flashing, blinking, fluctuating or otherwise animated light, are prohibited.
- (d) Signs on or affixed to truck, automobiles, trailers or other vehicles, which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles are prohibited when such vehicles are located on the Shopping and/or Entertainment Center.
- (e) Inflatable advertising devices (representing such objects as blimps, "hot air" balloons, animals or other caricatures) are prohibited, unless otherwise approved by landlord & City of Palmdale.

- (f) It shall be unlawful for any Tenant to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.
- (g) Painted wall signs are prohibited.
- (h) No flags, banners, streamers, etc. shall be allowed on the tenant leased space or frontage except as temporary special event advertising in accordance with the City of Palmdale Sign Ordinance and with the prior approval of the City Planner and the Landlord.
- (i) No cabinet signs shall be permitted, unless otherwise approved by landlord & City of Palmdale.
- (j) No sign shall be located within a required easement, unless an encroachment permit has been authorized by the affected utility (ies).

8. Temporary Signs:

- (a) Temporary signs shall be permitted within the Sierra Commons Shopping Center as per the City of Palmdale sign ordinance.

9. Definitions:

- (a) Major Tenant 1: Major 1, as shown on the attached site plan.
- (b) Major Tenant 2: Major 2, as shown on the attached site plan.
- (c) Pad Tenant F & H: Pad Buildings designated F and H, as shown on the attached site plan.

B. FREESTANDING SIGNS:

1. Monument Signs:

- a. Dimensions: One Monument sign per frontage may have a maximum area of fifty (50) square feet for tenant copy area, and a maximum height of ten (10) feet. All other monument signs may have a maximum area of fifty (50) square feet for tenant copy sign area, and a maximum height of (7).

2. Project Monument Sign:

- a. Purpose and Intent: As approved thru the Palmdale Trade and Commerce Center Specific Plan Land Use and Design Regulations and Guidelines. Project monumentation shall be located at key entry points and intersections within the specific Plan area. These will be integrated into the overall design statement and identify individual projects within the overall plan area. All such permanent project monument signage shall be approved as to location and design through site plan review, Conditional Use Permit, or modifications.

C. WALL SIGNS

Sign area allowance shall be a function of maximum letter size and maximum sign length as determined by the lineal building frontage upon which the sign is located for each individual tenant. At no point will wall signage be allowed to face residential property. Each tenant within the shopping center may be permitted the following:

1. Major Tenant 1 & 2:

Major Tenants are allowed 2 square foot of sign area for each lineal foot of applicable building frontage. Please see sign locations for elevations with approved frontages. Substitutions of allowable wall sign area shall be allowed only as permitted by the Palmdale Zoning Ordinance.

2. Pad Tenants F & H:

Pad Tenants are allowed 2 square foot of sign area for each lineal foot of applicable building frontage. Please see sign locations for elevations with approved frontages. Substitutions of allowable wall sign area shall be allowed only as permitted by the Palmdale Zoning Ordinance.

Proposed Building Sign locations and Allowances based upon our interpretation of the existing Shopping center Sign Criteria and City Code.
 *2 Square feet of sign area for every 1 Square feet of applicable Building Frontage. Please see sign locations for elevations with approved frontages.
 *Note: The above information is subject to change and will require both Landlord and City approval.

Grae Ventures, LLC
 Sierra Development Group, LLC

Sierra Commons
 39626 10th St. West
 Palmdale, California

SALES: David Esajian
 DRAWING / JOB #: 2710-005
 DATE: 6-13-05
 DRAWN BY: Richard "Lucky" Benson
 SCALE: As Noted
 SHEET: 1

Revision	Date	Description

SITE SIGN KEY

PROPERTY LINES ————

SIGN LOCATIONS ————

PROPERTY MEASUREMENTS ↔ ↔

MONUMENT SPACING ↔ ↔

APPROVED INITIALS *[Signature]*

JUN 28 2005 *[Signature]*

CITY OF PALMDALE
 PLANNING DEPT.

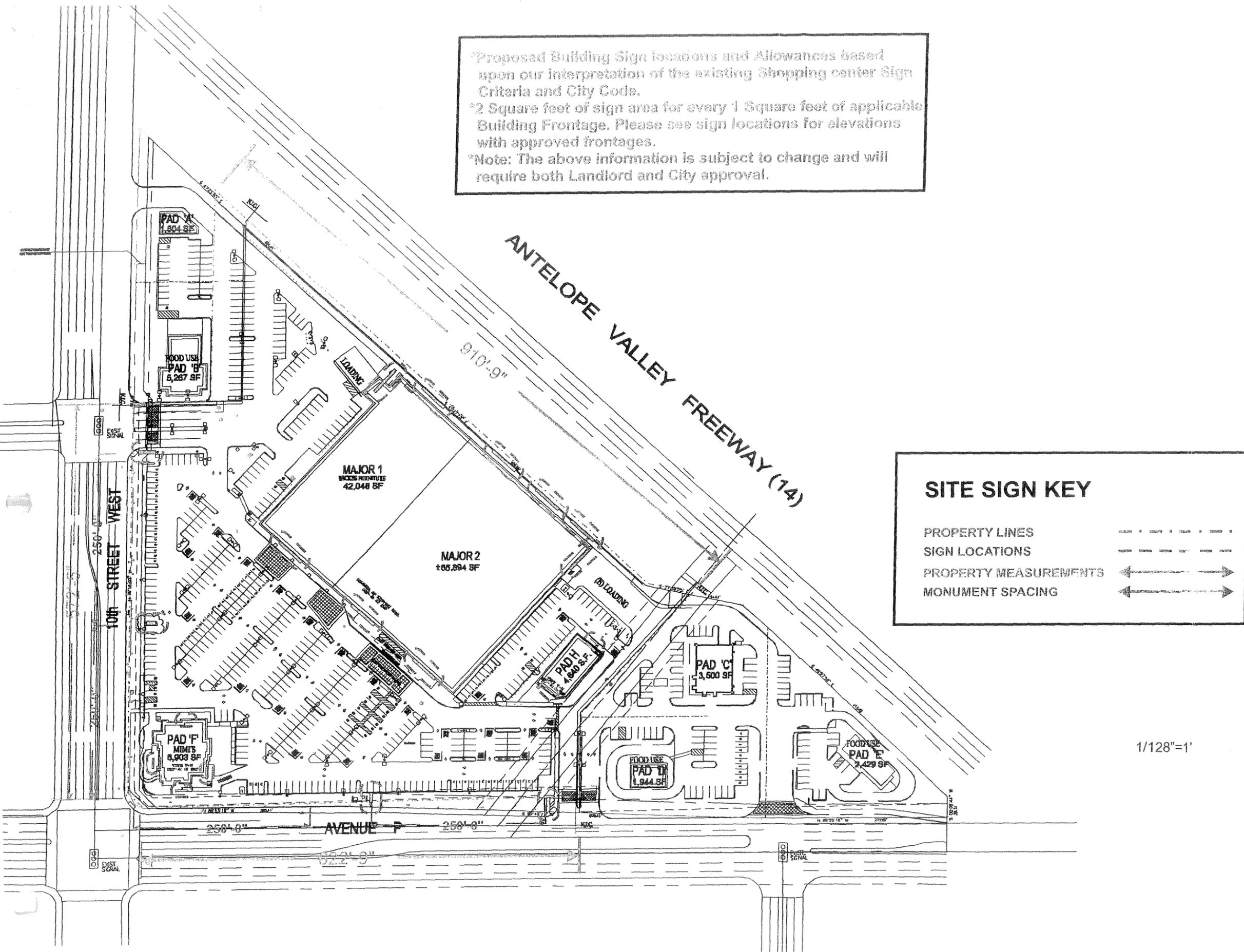
SALES APPROVAL _____

CUSTOMER APPROVAL _____

LANDLORD APPROVAL _____

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SALES: David Esajian
DRAWING / JOB #: 2710-005
DATE: 6-13-05
DRAWN BY: Richard "Lucky" Benson
SCALE: As Noted
SHEET: 4

Revision	Date	Description

SALES APPROVAL _____

CUSTOMER APPROVAL _____

LANDLORD APPROVAL _____

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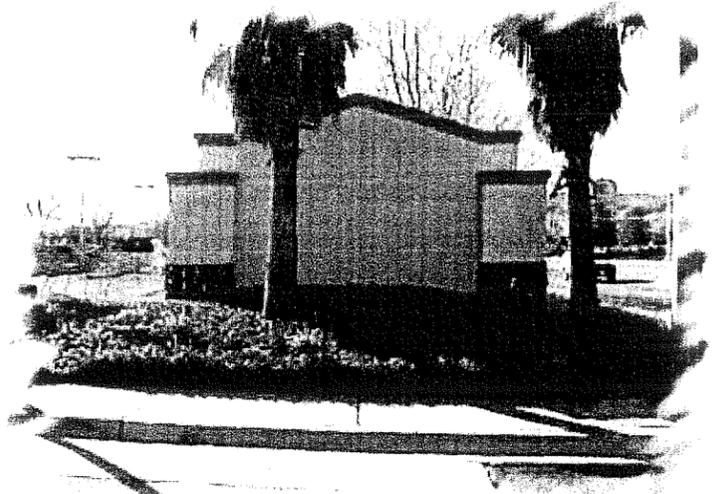
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A.1 Monument Elevation Scale: 1/2" = 1' - 0"

Retrofit Layout

Refurbish, i.e. patch, feather and recoat existing stucco & block monument.
Manufacture and install two (2) S/F illuminated cabinet signs with changeable tenant panels.



Existing Site
Existing Monument Location

Monument Specifications

Description: Manufacture and install (2) new S/F 5'-0" X 10'-0" internally illuminated tenant cabinets consisting of routed out aluminum tenant panels backed with polycarbonate. Tenant and logo graphics on each panel may consist of 1st surface colored vinyl text & logo graphics.
"Sierra Commons" consists of two (2) sets of F.C.O. pin mounted aluminum marquee letters painted. The logo feature above the "Sierra Commons" is made of texcoated foam and bent aluminum to simulate barred window.

Specifications: Description	Specification/Material	Finish	Color
S/F Cabinet	Aluminum	Painted	To match Monument
"Sierra Commons"	.25 F.C.O. Alum.	Painted	Black
Faces	.125 Routed	Painted	To match Monument
Face Backing	1/8" Polycarbonate	N/A	White #7328
Tenant Graphics	3M Vinyl Graphics	Translucent	Series 3630
Illumination	Fluorescent	N/A	White

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Sierra Development
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Sierra Commons
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DRAWING / JOB #: 2710-005
DATE: 6-13-05
DRAWN BY: Richard "Lucky" Benson
SCALE: As Noted
SHEET: 5

Revision	Date	Description

SALES APPROVAL _____
CUSTOMER APPROVAL _____
LANDLORD APPROVAL _____

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A.2 Monument Elevation Scale: 1/2" = 1' - 0"

Retrofit Layout

Refurbish, i.e. patch, feather and recoat existing stucco & block monument.
Manufacture and install two (2) S/F illuminated cabinet signs with changeable tenant panels.

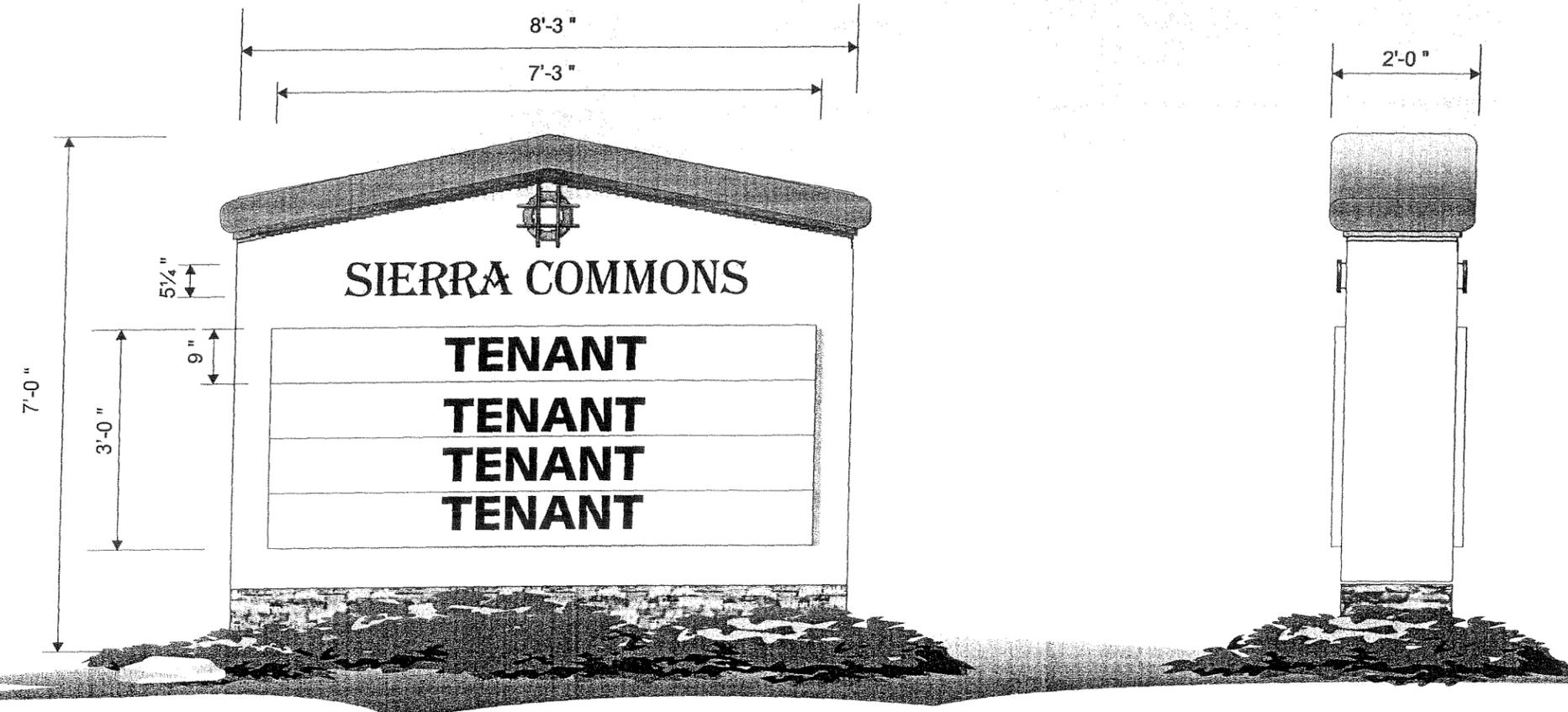


Existing Site
Existing Monument Location

Monument Specifications

Description: Manufacture and install (2) new S/F 5'-0" X 10'-0" internally illuminated tenant cabinets consisting of routed out aluminum tenant panels backed with polycarbonate. Tenant and logo graphics on each panel may consist of 1st surface colored vinyl text & logo graphics.
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Tenant Graphics	3M Vinyl Graphics	Translucent	Series 3630
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SALES: David Esajian
DRAWING / JOB #: 2710-005
DATE: 6-13-05
DRAWN BY: Richard "Lucky" Benson
SCALE: As Noted
SHEET: 6

Revision	Date	Description

B.1 Monument Elevation Scale: 1/2" = 1'-0"

Monument Specifications
Description: Manufacture and install (1) new D/F 7'-0" X 8'-3" internally illuminated monument sign. Tenant graphics on each panel may consist of 1st surface colored vinyl text & logo. "Sierra Commons" consists of two (2) sets of F.C.O. pin mounted aluminum marquee letters painted. The logo feature above the "Sierra Commons" is made of tex-coated foam and bent aluminum to simulate barred window.

Monument Layout
Manufacture and install one (1) D/F illuminated monument sign with changeable tenant panels.

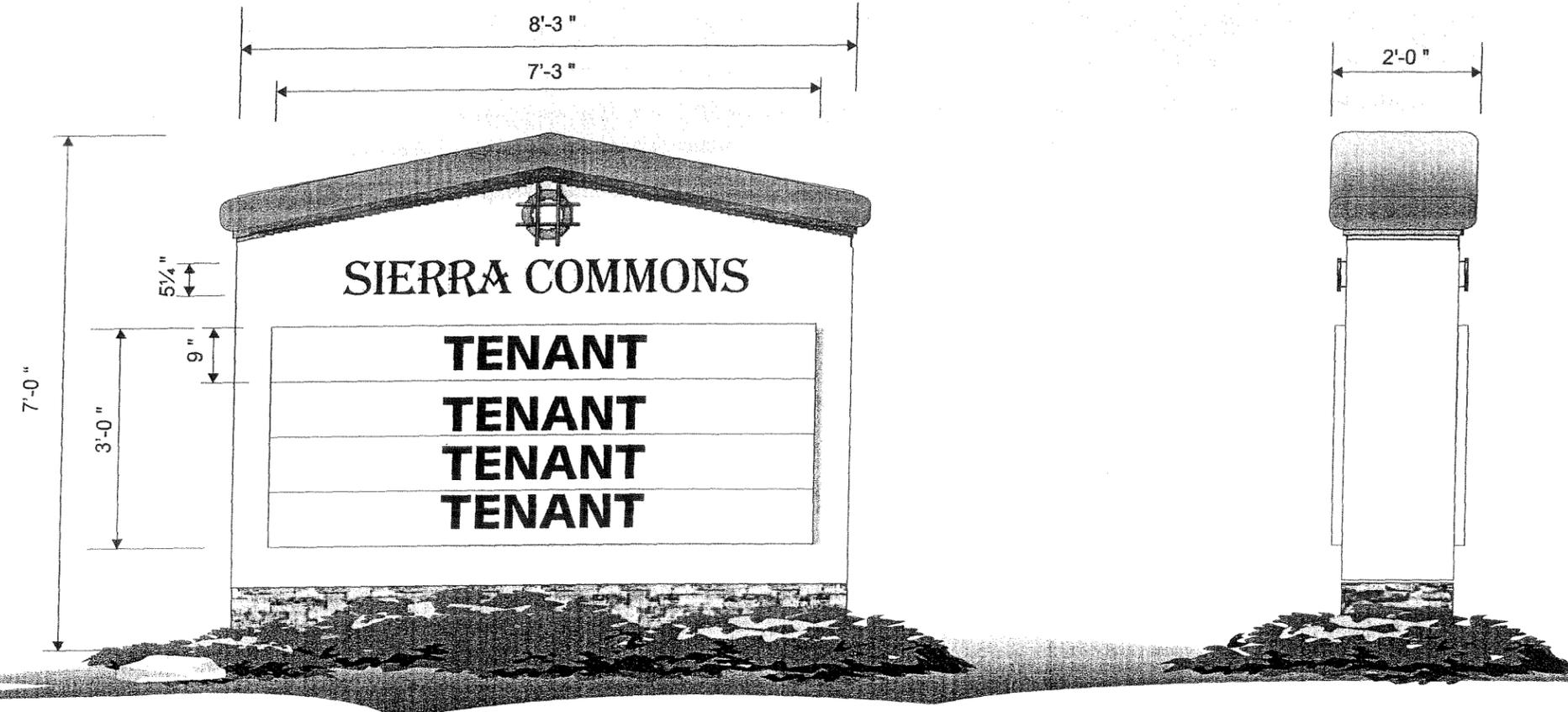
Specifications:			
Description	Specification/Material	Finish	Color
D/F Cabinet	Aluminum	Tex-Coated	To match Building
"Sierra Commons"	.25 F.C.O. Alum.	Painted	Black
Faces	.125 Routed	Tex-Coated	To match Building
Face Backing	1/8" Polycarbonate	N/A	White #7328
Tenant Graphics	3M Vinyl Graphics	Translucent	Series 3630
Illumination	Fluorescent	N/A	White
Cornices	Polystyrene	Faux Stone	ArcusStone or Variant



Existing Site
Proposed Monument Location

SALES APPROVAL _____
CUSTOMER APPROVAL _____
LANDLORD APPROVAL _____

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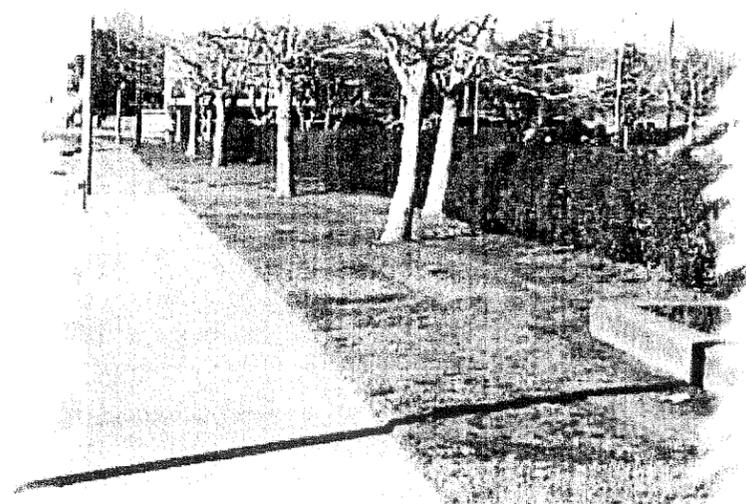
Sierra Commons
39626 10th St. West
Palmdale, California

SALES: David Esajian
DRAWING / JOB #: 2710-005
DATE: 6-13-05
DRAWN BY: Richard "Lucky" Benson
SCALE: As Noted
SHEET: 7

Revision	Date	Description

B.2 Monument Elevation Scale: 1/2" = 1'-0"

Monument Layout
Manufacture and install one (1) D/F illuminated monument sign with changeable tenant panels.



Existing Site
Proposed Monument Location

Monument Specifications
Description: Manufacture and install (1) new D/F 7'-0" X 8'-3" internally illuminated monument sign. Tenant graphics on each panel may consist of 1st surface colored vinyl text & logo. "Sierra Commons" consists of two (2) sets of F.C.O. pin mounted aluminum marquee letters painted. The logo feature above the "Sierra Commons" is made of tex-coated foam and bent aluminum to simulate barred window.

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