

LJC DEVELOPMENT CO
VENTURA BLVD RETAIL CENTER

TENANT SIGN CRITERIA

A. GENERAL REQUIREMENTS

1. Tenant shall submit or cause to be submitted to the Landlord for approval, two copies of scale drawings of proposed sign layout, showing all construction details and colors.
2. Signs shall be in accordance with State and Local sign code regulations and this criteria.
3. Landlord shall administer and interpret this criteria.
4. Non-conforming sign will be removed at the expense of the tenant.
5. Landlord shall reserve the right to amend this criteria.

B. NON PERMITTED ITEMS

1. No signs of any kind shall be installed or suspended from the ceiling or anywhere not approved by the Landlord.
2. No painted letters on the building will be permitted.
3. No flashing or animated signs.
4. No poster, banners, or other signs affixed to windows.

C. LOCATION OF SIGNS

1. Location of tenant signage will be determined by the Landlord.

D. DESIGN REQUIREMENTS

1. Illuminated individual channel letters are required.
2. The design, style and spacing of letters and/or logos are subject to written approval by the Landlord.
3. Letter and/or logo height shall be a maximum of 18". If tenant signature is script style, it shall not exceed 16" from top of ascender to bottom of descender.
4. Illuminated pan-channel letters shall have 5" metal returns painted with background plex any color with 3/4" gold trimcap, and will be internally illuminated.
5. Size: The horizontal length shall not exceed 70% of tenant's occupied store frontage. Signs shall be 18 inches in height, subject to Landlord's approval.

E. CONSTRUCTION REQUIREMENTS

1. No exposed raceways will be allowed.
2. All raceways, transformers, or other wiring shall be located behind the building fascia.
3. All bolts, fastenings, and clips of all types shall be aluminum.

F. INSTALLATION REQUIREMENTS

1. All work to fabricate and install sign identification shall be contracted and paid for by tenant.
2. Signs shall be installed in accordance with all applicable local codes.
3. Erection of any sign shall be promptly and safely effected with as little disruption to business and traffic as possible and with a minimum of inconveniences to the landlord and to the other tenants.
4. Upon removing any sign, the tenant shall at his own expense, repair any damage created by such removal and shall place the area from which the sign was moved back to its original condition.

G. INSURANCE REQUIREMENTS

1. Sign contractor shall carry property damage and public liability insurance which shall protect him, Tenant and Landlord against damage caused by or connected with the installation use or structural sufficiency of the sign. Certificates of Insurance naming _____ as additional insured shall be provided by the contractor to the Tenant and Landlord.

Landlord's Initial

Tenant's Initial

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SIGNAGE TABULATIONS

<u>UNIT FOOTAGE</u>	<u>75%</u>	X	<u>1.50</u>	<u>SUB TOTAL</u>	NO. OF <u>UNITS</u>	=	<u>TOTAL</u>	
20'	15'	X	1.50	22.5	X 11	=	247.50 S.F.	
30'	22.5'	X	1.50	33.75	X 2	=	67.50 S.F.	
55'	41.25'	X	1.50	61.875	X 2	=	123.75 S.F.	

							438.75 S.F.	
Directory signs					1 @ 20 S.F.	=	20.00 S.F.	
Monument/Wall Signage					1 @ 50 S.F.	=	50.00 S.F.	

TOTAL RETAIL/OFFICE SIGNAGE							=	508.75 S.F.
 Allowed Office Retail							 =	 590.00 S.F.

295 Lineal Frontage (Bldgs.)
~~x 2~~ S.F./Ft.
590 S.F. Total Allowable