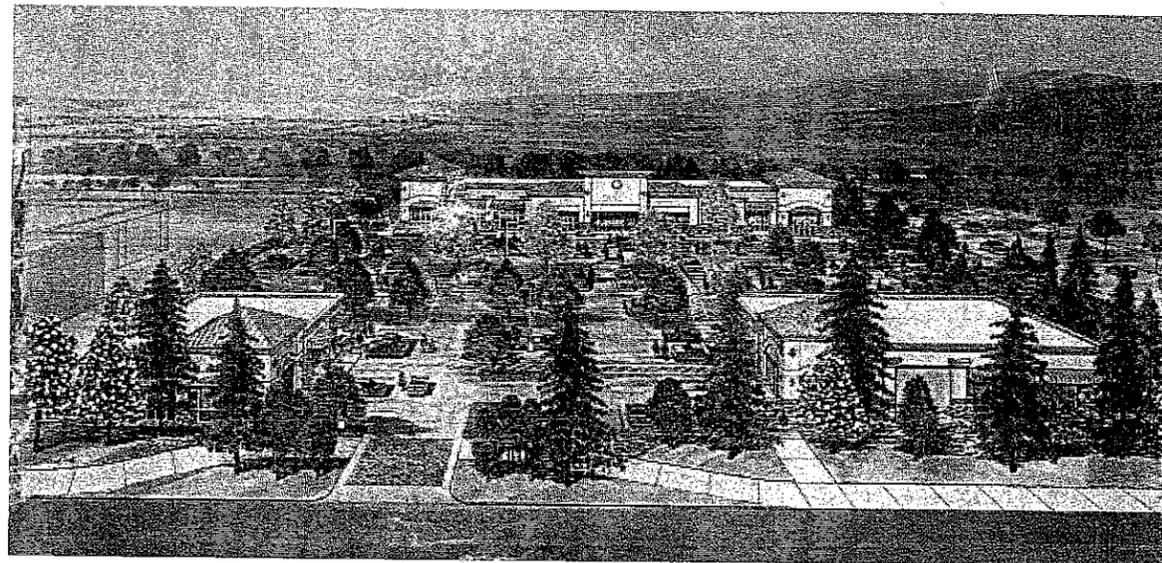


WINSTON PLAZA



SIGN CRITERIA

JANUARY 25, 2006

PREPARED BY:

AD/S

ARCHITECTURAL
DESIGN & SIGNS
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APPROVED
PLANNING DEPARTMENT

JAN 31 2006
SIGN PROGRAM
FOR: CUP 03-18
B. S. I.

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SIGN CRITERIA

WINSTON PLAZA CITY OF HEMET, CALIFORNIA

The criteria herein have been established for the purpose of assuring that Tenant signs are harmonious with each other and integrate with the architecture of the Winston Plaza, for the mutual benefit of all Tenants. The criteria also describe the responsibilities of the Tenants regarding approvals and installation of signage. Conformance will be strictly enforced, and any installed non-conforming or disapproved signs must be brought into conformance at the expenses of the Tenant.

A. GENERAL

1. All signs shall be constructed and installed at Tenant's expense.
2. Tenant shall be responsible for the installation of all signs.
3. All signage shall comply with regulations of Sec. 90-1279 (Shopping Centers) of the Hemet Code.
4. Tenant shall be responsible for the maintenance of their sign(s). Within ten (10) days written notice of Owner or City, Tenant will effectuate all repairs requested. Maintenance of the sign(s) shall follow the guidelines set forth in Sec. 90-1279 of the Hemet Code.

B. SUBMITTALS AND APPROVALS

1. Each Tenant, or his representative, shall submit to the Owner, for approval before fabrication and before submittal to the City for approval and permit, four (4) sets of detailed drawings indicating the location, size, design (including all lettering and graphics), color, materials and construction details of the proposed sign (along with method of attachment showing penetrations).
2. All Tenant signage submittals shall be reviewed by the Owner and/or his designated Project Architect or disapproval of sign submittals based on aesthetics of design or other criteria herein shall remain the sole right of the Owner.
3. If the submittals are not approved, the Tenant must submit revised plans until Owner approval is obtained.
4. Owner approval of the proposed signage is required prior to submittal to the City for approval and permit.
5. All City permits of signs and their installation shall be obtained by the Tenant or Tenant's representative prior to the manufacturing and installation of the sign(s).
6. Tenant shall be responsible for the fulfillment of all requirements of the sign criteria herein and all City, and other governmental regulations and permit requirements.
7. Proven established logos will be reviewed on an individual basis, and will be permitted per Landlord's written consent and City's approvals. The area of logos shall be counted as part of the signage square footage. Logos will be reviewed on the basis of color, proportion and placement.

C. SIGNAGE SIZE, LOCATION AND DESIGN

1. Each Tenant will be allowed two (2) square feet of sign area for each lineal foot of building frontage. When Tenant's are allowed signage on more than one (1) face of their Tenant space, sign area calculation will be based on the lineal frontage of each face. Maximum sign height shall be thirty-six (36") inches. Each face is not to exceed seventy-five (75%) percent of the building frontage. In no case may the signage area be accumulated and placed on one (1) face of the Tenant space. See Exhibit A for an example of the calculation of sign area.

C. SIGNAGE SIZE, LOCATION AND DESIGN (continued)

2. Pad Tenants may be allowed signage on up to four (4) sides of their Tenant space if the signage is in conformance with the City Sign Ordinance.
3. Tenant signs will be internally illuminated channel letters (Maximum 24 GA. Galvanized metal with 3/16" thick acrylic faces; no cross over neon or wiring permitted). However, mixed media signs may be allowed for Tenant trademark logos, when logo constitutes a registered trademark or is part of the D.B.A..
4. In-line Tenants shall be allowed a maximum horizontal coverage of seventy-five (75%) percent of the Tenant's leased building frontage. Letters shall be a maximum of thirty-six (36") inches in height. Square footage allowed is two (2) square feet per one (1) lineal foot of frontage.
5. Major Tenants shall be allowed a maximum horizontal coverage of seventy-five (75%) percent of the Tenant's leased building frontage. Letters shall be a maximum of sixty (60") inches in height. Major Tenants are defined as single user buildings or special circumstances as defined by Landlord but never more than code allows.
6. All sign color, lettering styles, graphics and mounting treatments shall be compatible with the overall development.
7. No sign shall use more than three (3) colors, in addition to logo colors, and may have primary or secondary colors but not colors which are excessively bright or intense such as fluorescent colors, except with the approval of the Landlord and the City Planning Director.
8. Tenants shall have identification signs designed in a manner compatible with and complimentary to adjacent storefronts and the overall design concept of the center.
9. Each Tenant shall be permitted to place upon each entrance not more than one hundred forty-four (144) square inches of white vinyl or decal application lettering not to exceed two (2") inches in height, indicating hours of business, emergency telephone numbers, etc..
10. Except as provided herein, no advertising place cards, banners, pennants, names, insignias, trademarks or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of the buildings without the written previous approval of the Landlord and the City, and must be in compliance with City Codes. No permanent banners shall be affixed to the rear or sides of the buildings.

C. SIGNAGE SIZE, LOCATION AND DESIGN (continued)

11. Each Tenant who has a non-customer door for receiving merchandise, may have uniformly applied on said door, as directed by the Project Architect, in three (3") inch high block letters the Tenant's name. Addresses shall be applied above the door in six (6") inch high block letters. Where more than one (1) Tenant uses the same door, each name and address shall be applied. Letters shall be in black vinyl, applied directly to the door in the case of Tenant names and to the wall (above the door) in the case of Tenant addresses (no white or other background color will be permitted).
12. Identification signage for the shopping center (corner monument sign) are located as indicated on the site plan. There is one (1) corner monument sign. The size of the corner monument sign and permitted signage is shown in Exhibit B. A maximum of fifty (50) square feet of sign area is permitted per face of the corner monument sign.

D. SIGNAGE CONSTRUCTION AND INSTALLATION

1. Contractors installing the sign(s) are to be state registered contractors and are to have a current City business license.
2. Tenant shall be fully responsible for the operations of the Tenant's sign contractor.
3. Letter fastening and clips are to be concealed and galvanized, stainless steel, aluminum, brass or bronze metals. Tenants will have dark bronze returns or may have powder painted returns (color to match a Tenant's prototypical sign color). Maximum depth of return shall be eight (8") inches.
4. Every sign shall have the name of the maker, the date of creation and the permit number clearly legible and placed in a conspicuous place on the sign.
5. All electrical signs shall be UL approved and conform to the National Electric Code (NEC), latest edition. An electrical permit shall be obtained by the City of Hemet Department of Building & Safety.
6. 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 and approved in writing by the Landlord.
7. Tenant's sign contractor shall repair any damages to any work caused by his work.
8. Tenant's sign contractor to be responsible to obtain all required City Approvals.

D. SIGNAGE CONSTRUCTION AND INSTALLATION (continued)

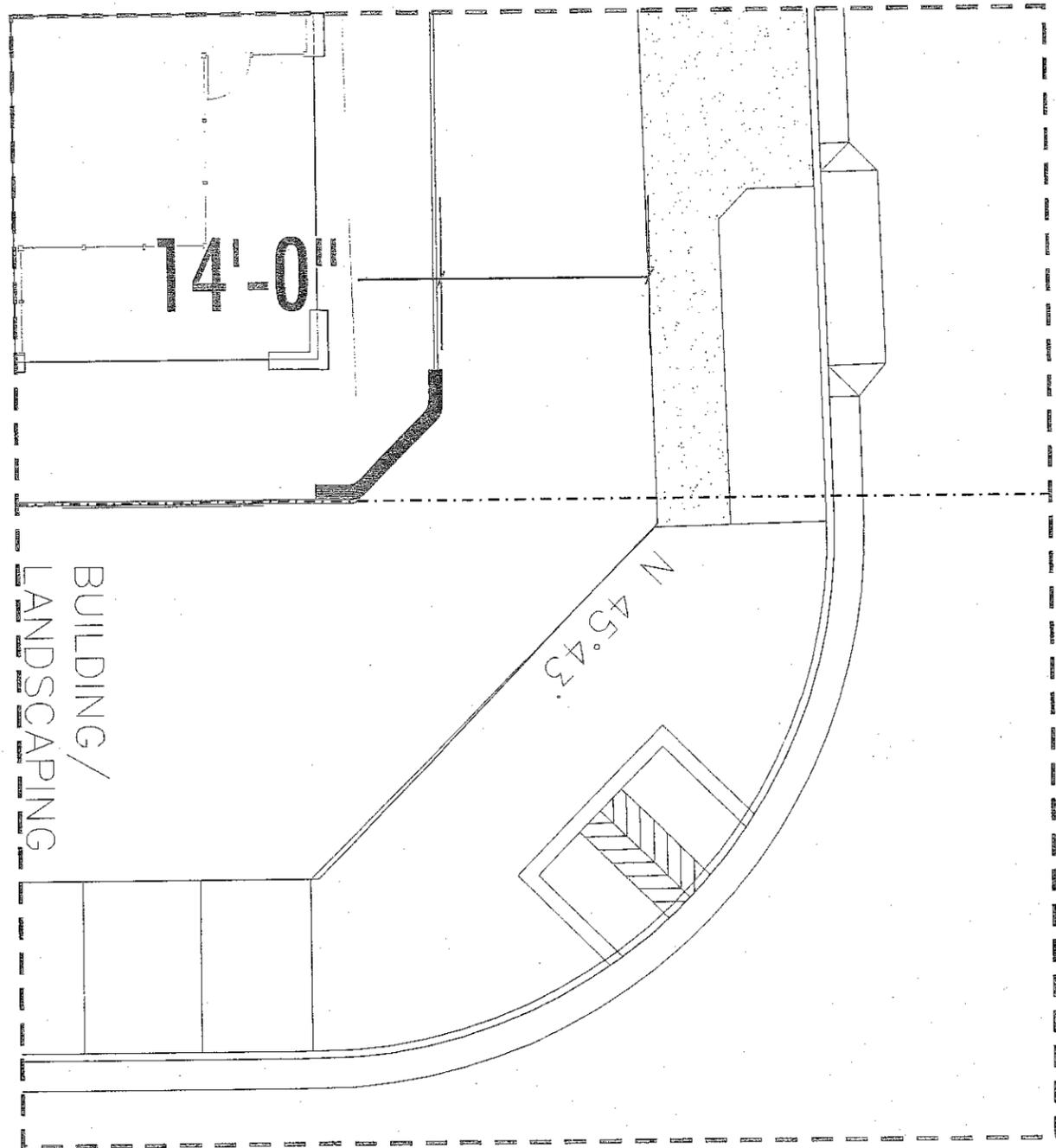
9. Electrical service to all signs will be connected to the Tenant's meter.
10. Channel letters shall be affixed directly to the building and shall not be placed on raised raceways, unless physical obstruction, in this case as always, must be approved by the LandLord.

E. PROHIBITED SIGNS

The following sign types shall be prohibited:

1. Signs painted on walls or buildings.
2. Flashing, animated or rotating sign or signs that simulate motion.
3. Audible signs.
4. All banners, pennants and tethered balloons are prohibited except as otherwise specifically provided in Hemet City Code, and subject to Owner and City review/approval.
5. Signs with prices, except rental, lease or real estate signs, unless specifically permitted in the Hemet City Code (pricing information on temporary window promotional signage may be allowed subject to the Hemet City Code and Owner review/approval).
6. Roof Signs
7. Interior exposed neon signs (in window) or boarding any windows.

SITE PLAN DETAIL

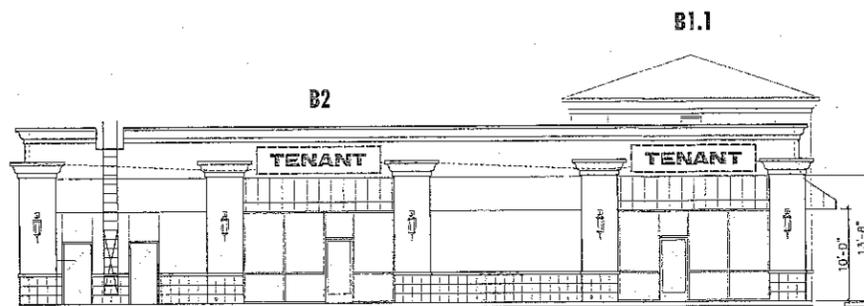


SCALE: 3/32" = 1'-0"

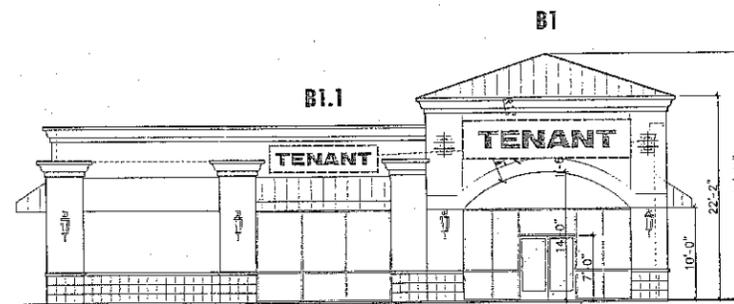
SIGN MATRIX

Winston Plaza Sign Areas and Maximum Sign Square Footage									
January 24, 2006									
Building A									
Suite	A1	A1	A2	A3	A4	A5	A6	A7	A7
Address	247	247	251	255	259	263	267	271	271
Side	South	East	East	East	East	East	East	East	North
Frontage	70.00	33.92	32.58	25.00	32.00	25.00	25.00	41.50	100.00
Bay Width	16.50	16.50	19.50	16.50	19.50	16.50	19.50	16.50	16.50
Elevation Height est	5.00	5.00	4.00	4.00	13.00	4.00	4.00	5.00	5.00
Distance from Top	0.83	0.83	0.50	0.50	5.58	0.50	0.50	0.83	0.83
Distance from Bottom	0.00	0.00	0.50	0.00	0.83	0.00	0.50	0.00	0.00
Max. Sign Area Width	16.50	16.50	16.50	16.50	19.50	16.50	16.50	16.50	16.50
Max. Sign Area Height	4.17	4.17	3.00	3.50	6.58	3.50	3.00	4.17	4.17
Max. Sign Size *	68.75	67.83	49.50	50.00	64.00	50.00	49.50	68.75	68.75
	* Note 1						* Note 1		* Note 1
	* Note 1: Plus rounded areas above arch area								
Building B									
Side	North	North	East	East	East	South	South	West	West
Bay	West	East	North	Center	South	West	East	North	South
Frontage	33.00	33.00	28.33	28.33	28.33	33.00	33.00	42.50	42.50
Bay Width	17.00	17.00	16.75	16.75	18.00	15.00	18.00	16.75	16.75
Elevation Height est	4.00	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00
Distance from Top	0.50	0.50	0.50	0.50	0.83	0.50	0.83	0.50	0.50
Distance from Bottom	0.50	0.50	0.50	0.50	0.00	0.50	0.00	0.50	0.50
Max. Sign Area Width	14.00	14.00	13.75	13.75	18.00	12.00	18.00	13.75	13.75
Max. Sign Area Height	3.00	3.00	3.00	3.00	4.17	3.00	4.17	3.00	3.00
Max. Sign Size *	42.00	42.00	41.25	41.25	90.00	36.00	75.00	41.25	41.25
					* Note 1		* Note 1		
	* Note 1: Plus rounded areas above arch area								
		* Note 2	* Note 2	* Note 2					
	* Note 2: Total of all signs = 170 SF max.								
Building C									
Suite	C1	C1	C1	C2	C3				
Address	235	235	235	239	243				
Side	East	East	North	North	North				
Frontage	50		26	24	24				
Bay Width	17.5	18	18	18.5	18.5				
Elevation Height est	4.00	5.00	5.00	4.00	4.00				
Distance from Top	0.50	0.83	0.83	0.50	0.50				
Distance from Bottom	0.50	0.00	0.00	0.50	0.50				
Max. Sign Area Width	17.50	18.00	18.00	16.50	16.50				
Max. Sign Area Height	3.00	4.17	4.17	3.00	3.00				
Max. Sign Size *	52.50	54.00	52.00	48.00	48.00				
		* Note 1	* Note 1						
	* Note 2	* Note 2							
	* Note 1: Plus rounded areas above arch area								
	* Note 2: Maximum of total signs = 75 SF								

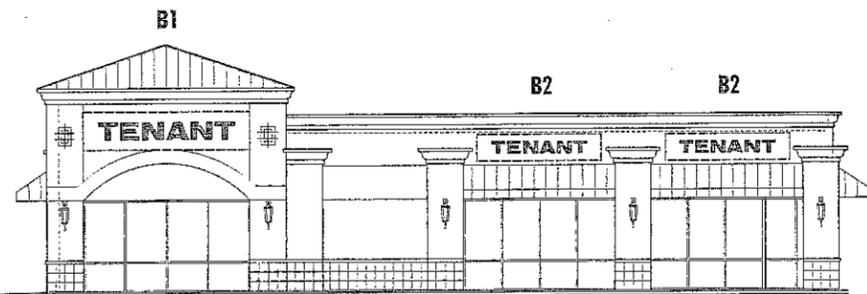
BUILDING "B"



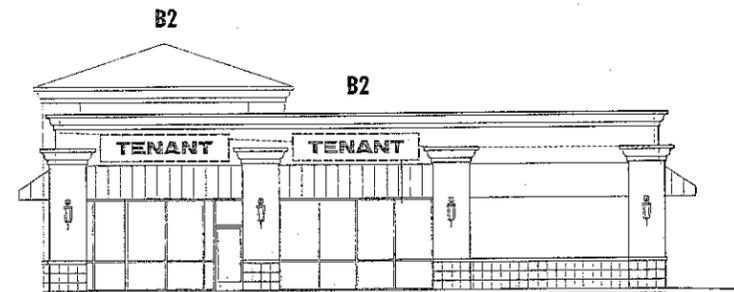
WEST (LEFT) ELEVATION
SCALE: 1"=20'-0"



SOUTH (FRONT) ELEVATION
SCALE: 1"=20'-0"



EAST (RIGHT) ELEVATION
SCALE: 1"=20'-0"



NORTH (REAR) ELEVATION
SCALE: 1"=20'-0"

* TENANT SIGNAGE SHOWN ARE SAMPLE ILLUSTRATIONS OF PLACEMENT. FINAL APPROVAL OF PLACEMENT TO BE DETERMINED BY LANDLORD, NOT TO BE IN CONFLICT WITH CITY CODE

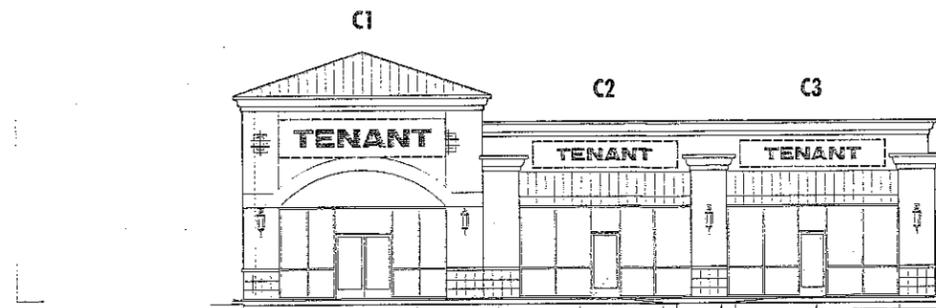
**SIGN AREA:
SUBJECT TO SIGN MATRIX**

BUILDING "B" - APPROVED SIGN AREAS DEFINED

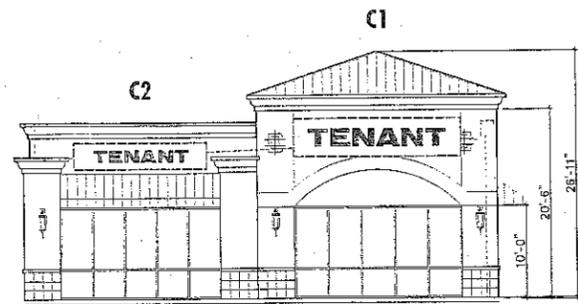
TOWER B1:
TOP: MINIMUM 10" FROM BOTTOM OF CORNICE
SIDES: UP TO VERTICAL EXPANSION JOINTS
BOTTOM: DOWN TO TOP OF ARCH EXPANSION JOINT

B1.1/B2:
TOP: MINIMUM 6" FROM BOTTOM OF CORNICE
SIDES: MINIMUM 6" FROM COLUMN HEAD(S)
BOTTOM: MINIMUM 6" FROM TOP OF ROOF CANOPY

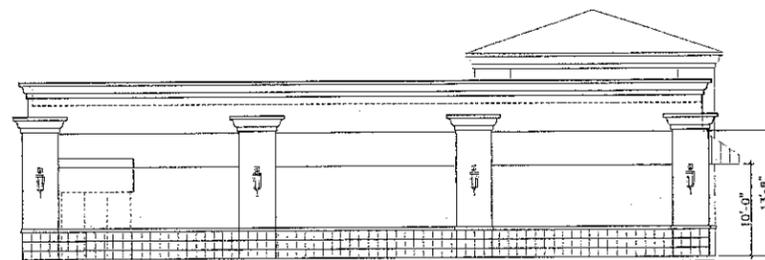
BUILDING "C"



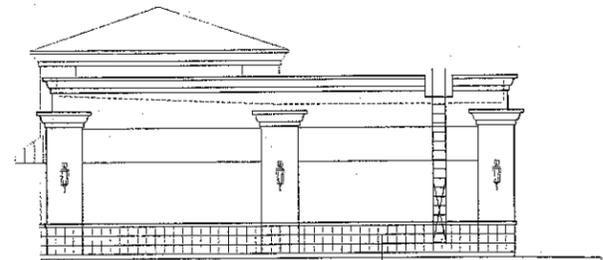
NORTH (FRONT) ELEVATION
SCALE: 1" = 20'-0"



EAST (LEFT) ELEVATION
SCALE: 1" = 20'-0"



SOUTH (REAR) ELEVATION
SCALE: 1" = 20'-0"



WEST (RIGHT) ELEVATION
SCALE: 1" = 20'-0"

* TENANT SIGNAGE SHOWN ARE SAMPLE ILLUSTRATIONS OF PLACEMENT. FINAL APPROVAL OF PLACEMENT TO BE DETERMINED BY LANDLORD, NOT TO BE IN CONFLICT WITH CITY CODE

* NO SIGNAGE IS ALLOWED ON SOUTH SIDE AND WEST SIDE OF BUILDING "C"

SIGN AREA:
SUBJECT TO SIGN MATRIX

BUILDING "C" - APPROVED SIGN AREAS DEFINED
TOWER C1:
TOP: MINIMUM 10" FROM BOTTOM OF CORNICE
SIDES: UP TO VERTICAL EXPANSION JOINTS
BOTTOM: DOWN TO TOP OF ARCH EXPANSION JOINT

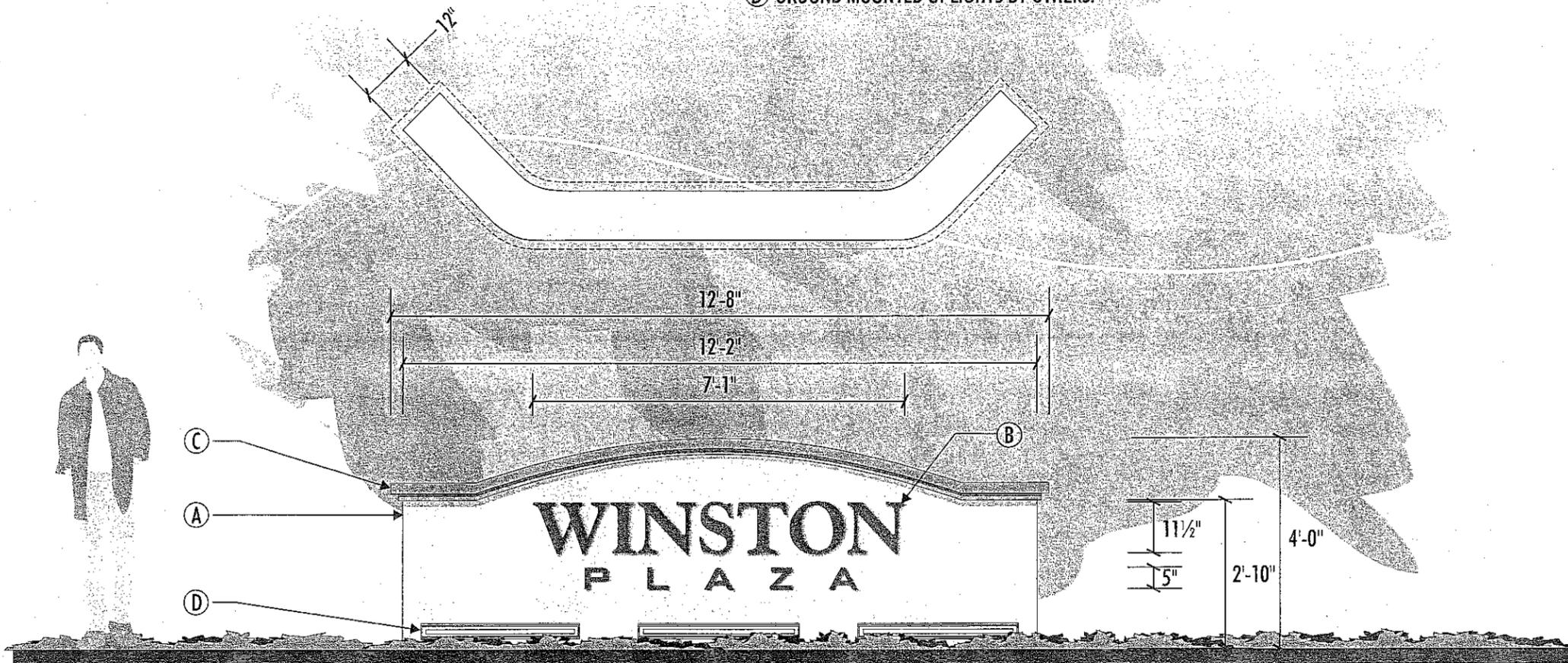
C2/C3:
TOP: MINIMUM 6" FROM BOTTOM OF CORNICE
SIDES: MINIMUM 6" FROM COLUMN HEAD(S)
BOTTOM: MINIMUM 6" FROM TOP OF ROOF CANOPY

CORNER ID MONUMENT SIGN

QTY: ONE (1)
SIGN AREA = 10.46 SQ. FT.

SPECIFICATIONS:

- Ⓐ NON-ILLUMINATED CURVED ALUMINUM STRUCTURE PAINTED TO MATCH PROJECT COLORS WITH A MEDIUM TEXCOTE FINISH.
- Ⓑ ½" THICK SINTRA LETTERS PAINTED DURANODIC BRONZE ON ALL SIDES. LETTERS TO BE PIN MOUNTED ½" OFF CURVED FACE OF STRUCTURE.
- Ⓒ ALUMINUM CAP PAINTED TO MATCH PROJECT COLORS WITH A SMOOTH FINISH.
- Ⓓ GROUND MOUNTED UPLIGHTS BY OTHERS.



SCALE: 3/8" = 1'-0"

GROUND MOUNTED UPLIGHTS BY ELECTRICIAN - NOT IN SIGN COMPANY'S SCOPE OF WORK