

PLANNED SIGN PROGRAM
FOR
COUNTRY CLUB GATE SHOPPING CENTER

Northwest corner of David Avenue & Forest Avenue
Pacific Grove, California

APPROVED MASTER
SIGN PROGRAM
S.p. No. 02-930

APPROVED
BY ARCHITECTURAL REVIEW BOARD
11.26.02

OWNER:

GMS Realty, LLC
5973 Avenida Encinas
Suite 300
Carlsbad, California 92008
(760) 804-8600

RECEIVED
JAN 08 2003
COMMUNITY DEV. DEPT.

SIGN PROGRAM
FOR
COUNTRY CLUB GATE SHOPPING CENTER
PACIFIC GROVE, CALIFORNIA

A. PURPOSE AND INTENT

The following criteria has been established for the purpose of assuring a consistent sign design program for the mutual benefit of all occupants. Flexibility of design is encouraged and at the same time over all visual harmony is maintained. Conformity with this criteria will be enforced by the Owner. The City sign code will be enforced by The City of Pacific Grove. The most restrictive Criteria shall govern in the event of a conflict between the City and this sign program. Any non-conforming or unapproved sign will be brought into conformity at the expense of the Tenant.

B. GENERAL CRITERIA

1. Prior to manufacture of any sign in the center, the Tenant shall submit to Owner for approval, three (3) copies of detailed drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and details showing the method of attachment. This approval must be obtained prior to submittal to The City of Pacific Grove.
2. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner.
3. Prior to the installation and manufacture of any sign, the Tenant shall obtain a sign permit from the City of Pacific Grove and submit a copy to the Owner.
4. Each Tenant shall pay all costs for its' signs including manufacture, installation, maintenance, and City permits.
5. Each Tenant shall be responsible for and repair any damage to any surface caused by the signage or its' installation.
6. Each Tenant shall be fully responsible for and repair any damage to any surface caused by the signage or its installation.
7. Owner reserves the right to periodically hire an independent electrical engineer, at Tenant's sole expense, to inspect the installation of all Tenant's signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within fifteen (15) days of notice, may be corrected by the Owner at Tenant's expense.
8. Tenant's sign contractor shall be licensed by the State of California and carry workman's compensation and public liability insurance against all damage suffered or done by 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. Evidence of the insurance must be provided to Owner prior to installation naming GMS Realty, LLC and Owner's Lender as additional insured.

9. Upon vacancy, Tenant shall remove sign and restore fascia to original condition at Tenant's sole cost and expense within fifteen (15) days of expiration of term or earlier termination of Tenant's lease.

C. PROHIBITED SIGNS

1. Temporary signs, window signs, placards, flags, pennants, and banners of any type shall be prohibited, except as otherwise previously approved by the Owner and The City prior to installation.
2. No animated, flashing, audible, off-premise, or vehicle signs are allowed.
3. No exposed raceways, cross-overs, conduits, neon tube conductors, transformers are allowed.

D. SIGN CONSTRUCTION

1. All signs and their installation shall comply with all applicable City building and electrical codes, and bear U.L. label.
2. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location per Owner's approval. Signs are to be connected to the J-box provided by the Owner, which is connected to Tenant's panel. Owner may provide a sign control relay to be located in attic in Tenant's space. Relay shall be wired to Owner control at Owner's house panel for uniform control hours of illumination unless otherwise directed by Owner.
3. All penetrations of exterior fascia to be sealed watertight, and finish to match adjacent material, subject to Owner's approval.
4. All signs shall be kept in good condition, be legible, adequately repaired, maintained, and painted by the Tenant thereof at all times. All repairs shall be at least equal in quality and design to the original signs. The standards for maintenance and repair of signs shall be that which will assure the highest visual quality.
5. All exterior signs shall be secured by concealed fasteners, stainless steel, nickel or cadmium plated.
6. Plastic surfaces to be Rohm & Haas 3/16" Plexiglas as manufactured for outdoor advertising.
7. All exterior signs shall be mounted 1/2" from the building for proper drainage.
8. Internal illumination to be 60-milli-amp neon installation labeled in accordance with the "National Board of Fire Underwriters Specifications". No other labels or identification will be permitted on the exposed surfaces of the sign except those required by local ordinances.
9. All exposed letter sheet metal returns shall be of 24 gauge, painted with one coat of primer and two coats of black enamel. All trimcaps shall match the returns, 3/4" in thickness or as otherwise approved by the Owner.

E. SIGN DESIGN

1. Retail Tenants are required to have a single color internally illuminated sign on their fascia and a non-illuminated sign under the canopy, unless otherwise specified in this criteria or approved by Owner and City. Location of all signs shall be as directed by Owner.
2. Signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complementary to adjacent facades.
3. Logo and letter heights, where specified, shall be determined by measuring the normal capital letter of type font exclusive of swashes, ascenders and descenders.
4. Notwithstanding the maximum square footage specified for copy are allowances, signs and topography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole.

F. SIGN TYPES

1. **Type 1 - Major Tenant 1** may install one (1) set of internally illuminated individual channel letters (or sign in accordance with company's corporate identification). Sign shall not exceed 6'-0" in height.
2. **Type 2 - Major Tenant 2** shall install one (1) set of internally illuminated channel letters (or sign in accordance with tenant's corporate identification). Sign shall not exceed 3'-0" in height.
3. **Type 3 - Business Identification Signs - Shop Tenants**

Each shop Tenant shall install one (1) set of 5-inch deep reverse pan channel (silhouette) letter shall be mounted 1 1/2" away from the face of the building and backside of the sign to be covered with clear lexan on the fascia space as directed by Owner. Proposed corporate colors and type style to be reviewed by Owner on a case-by-case basis. Owner, at Owner's discretion, will review signs with the intention of varying the sign colors of adjacent Tenant signs so that adjacent signs are not the same color. Can signs are not allowed, except logos (not to exceed 10% of allowed area). Maximum vertical sign height for sign Type 3 is 18" for caps*. Sign length shall not exceed 75% of the leased linear frontage. All specifications and locations per Exhibit "B".

10/9/03.

*A descending stem may drop 6" below baseline. Two (2) lines of copy may be allowed but shall not exceed 18" including space between rows.

4. **Type 4 - Business Identification Signage - Multi-Tenant Pad Tenants**

Each Multi-Tenant Pad Tenant shall install one (1) set of reverse pan channel (silhouette) letter shall be mounted 1 1/2" away from the face of the building and backside of the sign to be covered with clear lexan on the fascia space as directed by Owner. Proposed corporate colors and type style to be reviewed by Owner on a case-by-case basis. Owner, at Owner's discretion, will review signs with the intention of varying the sign colors of adjacent Tenant signs so that adjacent signs are not the same color. Can signs are not allowed, except logos (not to exceed 10% of allowed area). (Can signs may be allowed for tenants with a corporate logo and at least fifty- (50) operating stores. Approval will be at owner's discretion.) Maximum vertical sign height for sign Type 4 is 21" for caps*. Sign length shall not exceed 75% of the leased linear frontage. All specifications and locations per Exhibit "B".



(P) is a channel letter w/ an Acrylic face.
 - Approved program
 calls out to (Silhouette)
 Sign.

*A descending stem may drop 6" below baseline. Two (2) lines of copy may be allowed but shall not exceed 32" including a 4" minimum space between rows.

5. Type 5 – Business Identification Signage – Second Elevation

Businesses with a second elevation facing onto a street frontage or end cap location may have one additional sign at Owners discretion and in accordance with The City sign code. The maximum vertical height shall not exceed 16' for caps. Sign length shall not exceed 75% of the leased linear frontage (primary elevation). The total combined area of all signage shall not exceed the maximum area per elevation. (Can signs may be allowed for tenants with a corporate logo and at least fifty- (50) operating stores. Approval will be at owner's discretion.)

6. Type 6 – Business Identification – Service Signs.

Major 1 & 2 shall be allowed four (4) individual Service Signs comprised of Non illuminated channel letters as shown on pages F-8 & F-10. Total area of all signs for one (1) Tenant shall not exceed the area allowed by The City of Pacific Grove sign code.

7. Type 7 – Under Canopy Signage

Retail Tenants of Shop Tenants and Multi-user Pads shall install one double-faced under canopy sign 12"x 4'-0" where designated by Owner. All signs shall be purchased from Owner's designated sign company. Background color as indicated on page F-13. Copy color to be white. Signs to be mounted so that 8"-0" is clear from bottom of sign to sidewalk in all cases and centered so as not to interfere with fire sprinklers or light fixtures. See page F-13.

8. Type 8 – Typical Storefront Vinyl Lettering (Optional)

Each Tenant shall be permitted to place upon or adjacent to their entrance, no more than 144 square inches of vinyl Scotchal #3680-20 White Lettering, letter style Helvetica. Application shall not exceed 2" (two inches) in height, indicating hours of business, emergency telephone numbers, etc.

9. Type 9 – Service Door Signage

Tenant shall install service door signage. The purpose of this signage is to identify service door for delivery and emergency purposes only. Sign shall be a 12" (twelve inch) long sheet metal plaque affixed to the rear door with a minimum of four (4) self-tapping sheet metal screws. Plaque shall be painted to match door color. Letters may be maximum 4" (inches) high. Sign is to be centered on the door with bottom edge located 4'-6" (four feet six inches) from floor.

10. Type 10 – Pylon Sign

One (1) Type 10 double-faced internally illuminated Pylon sign in general accordance with page F-15 will be located as shown on the Site Plan. Owner, at Owner's sole discretion, will determine which Tenant(s) will have signage on the Pylon sign.

11. Type 11- Monument Signs

Two (2) Type 11 double faced internally illuminated monument signs identifying Pad Tenant's in accordance with page F-16 may be installed at locations shown on Site Plan. Owner, at Owner's sole discretion will determine which Tenant(s) will have signage on the monument sign.

12. Type 12-Monument Sign

One (1) Type 12 monument sign in general conformance with page F-17 may be installed at location shown on the site plan.

13. Type 13-Business Identification Signage Pad Tenant

Tenant will be allowed to install three (3) sets of internally illuminated individual channel letters on building as directed by the owner. Each sign may be up to 20 sq. feet in area. Height of sign shall not exceed 4'-0" in height. Sign may be the company's corporate logo for tenants having at least fifty (50) operating stores.

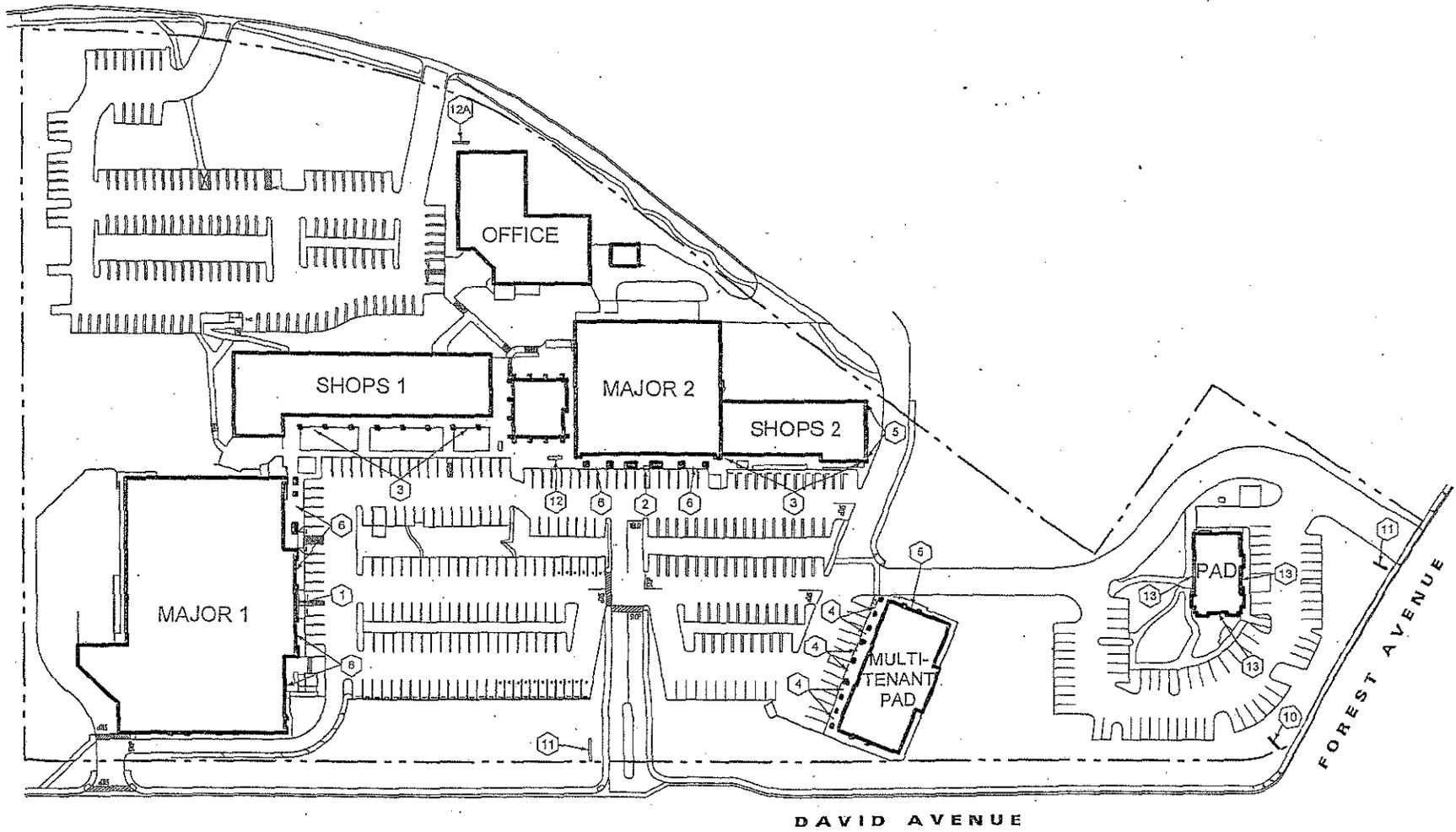
G. APPROVALS

To obtain Owner approval, submit three (3) copies as outlined in Section B of this criteria, to the Owner at the following address:

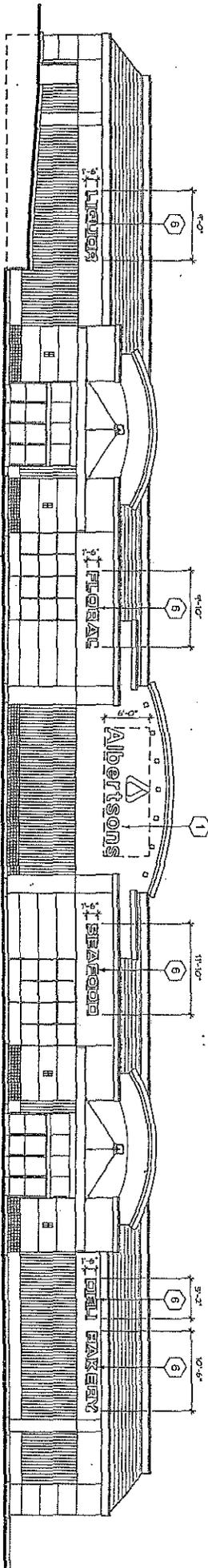
GMS Realty, LLC
5973 Avenida Encinas, Suite 300
Carlsbad, CA 92008

Please allow approximately two (2) weeks for the approval process. Upon approval, a letter shall be provided to the Tenant by Owner. This letter must be presented to City of Pacific Grove.

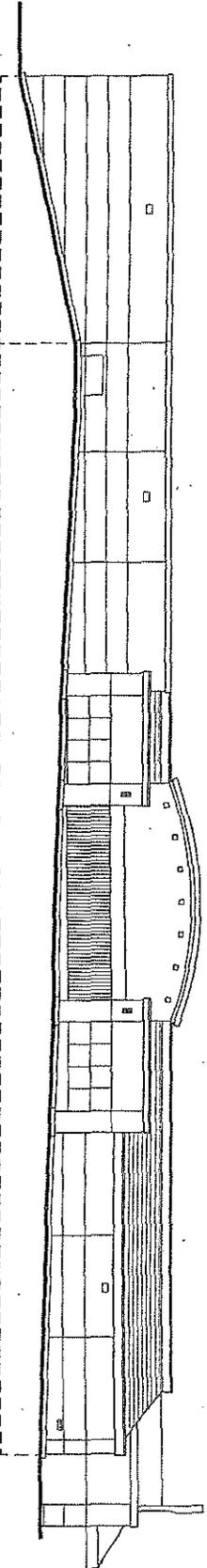
Prior to manufacture of any sign, the tenant shall obtain a sign permit from the City.



NORTH
 **SITE PLAN**



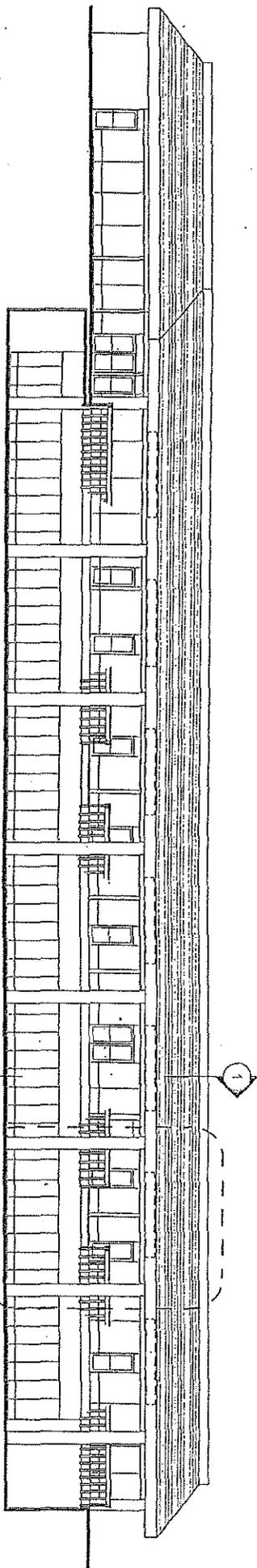
EAST ELEVATION



SOUTH ELEVATION

EXTERIOR ELEVATIONS - MAJOR 1

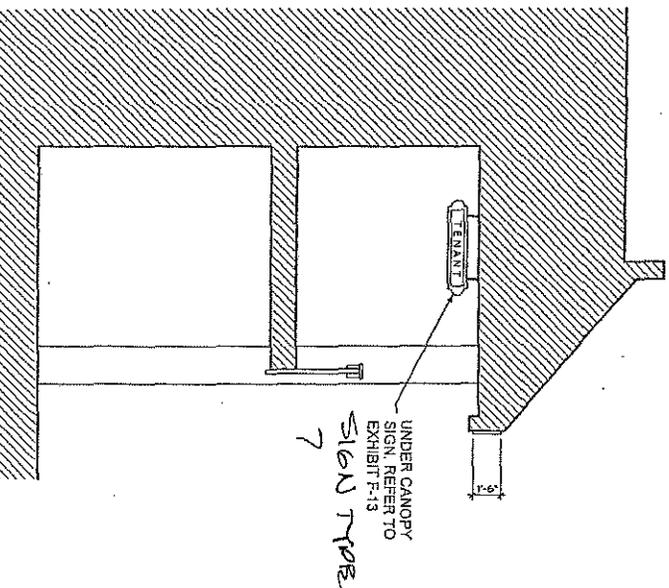
SCALE: 1/16" = 1'-0"



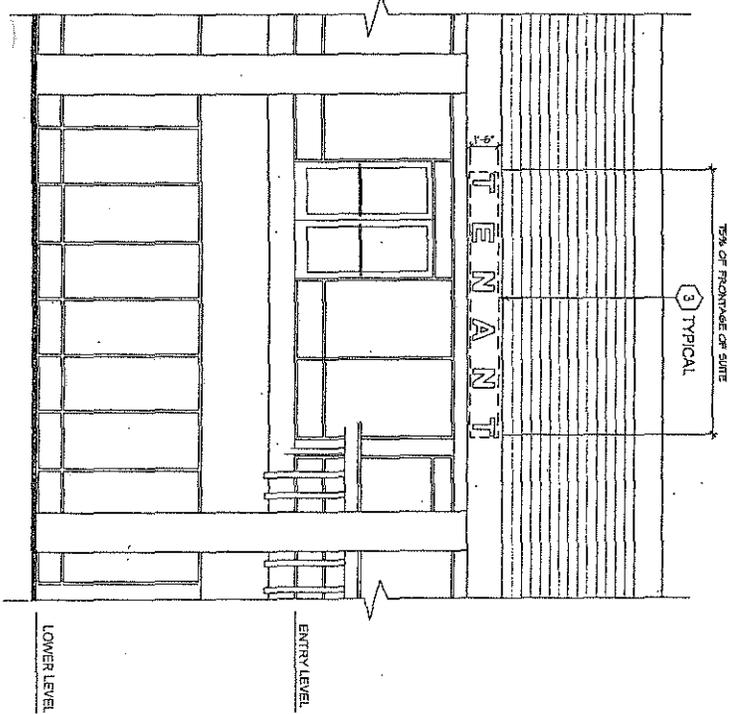
SOUTH ELEVATION - SHOPS 1

SCALE: 1/20" = 1'-0"

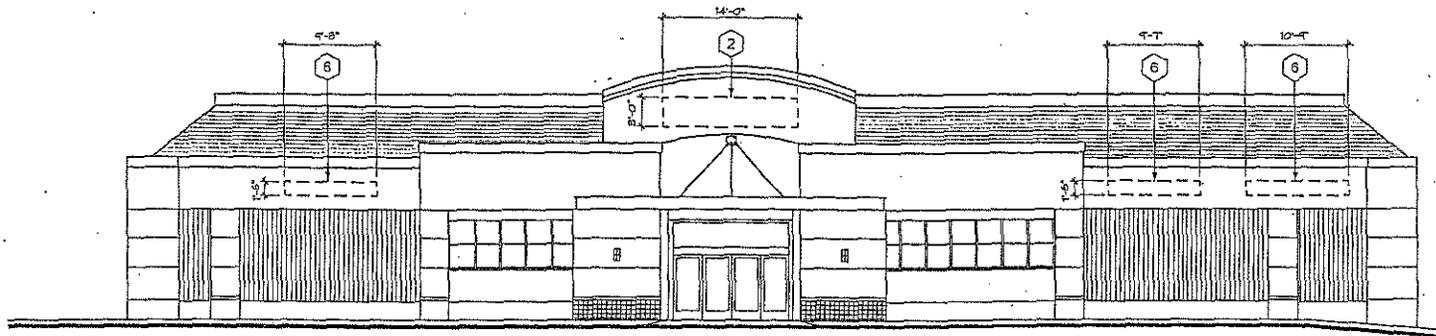
SEE ENLARGED
PLAN BELOW



1 BUILDING SECTION



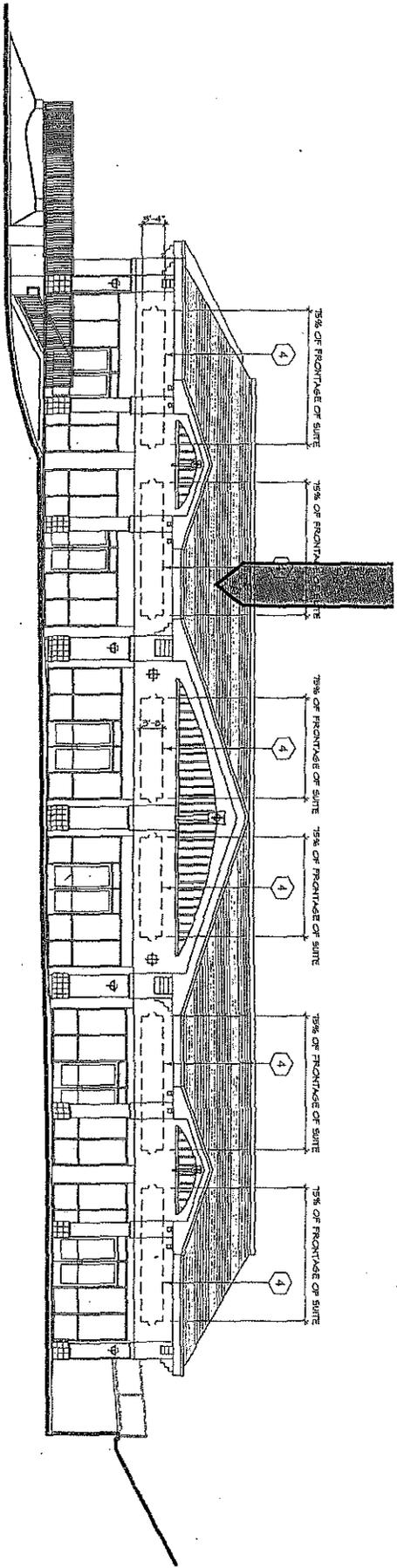
TYPICAL SUITE ELEVATION



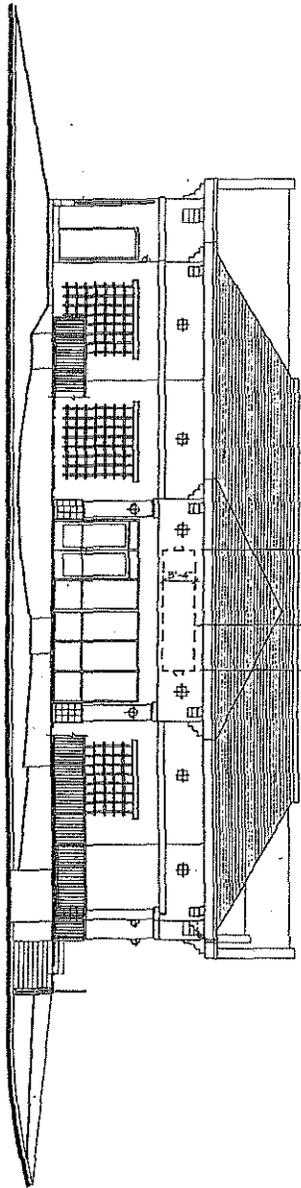
SOUTH ELEVATION

EXTERIOR ELEVATION - MAJOR 2

SCALE: 1/16" = 1'-0"



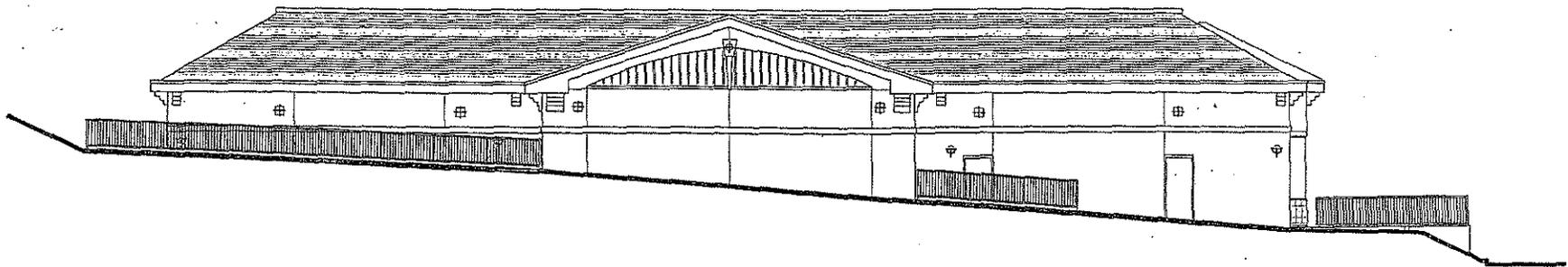
WEST ELEVATION



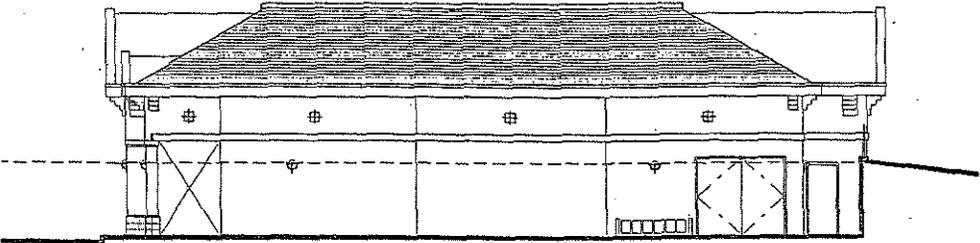
NORTH ELEVATION

EXTERIOR ELEVATIONS - MULTI-TENANT PAD BUILDING

SCALE: 1/16" = 1'-0"



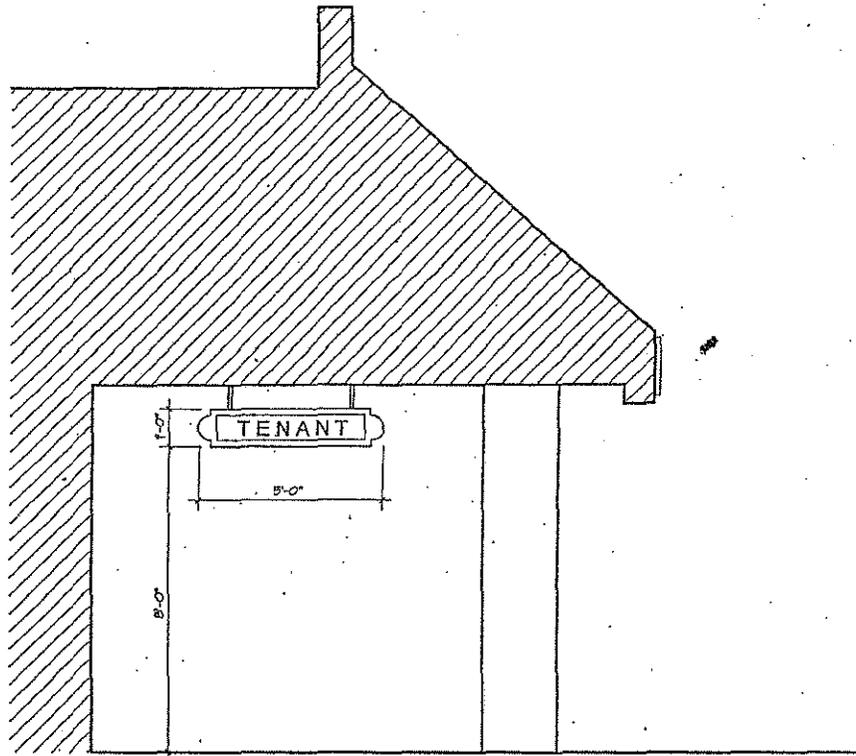
EAST ELEVATION



SOUTH ELEVATION

EXTERIOR ELEVATIONS - MULTI-TENANT PAD BUILDING

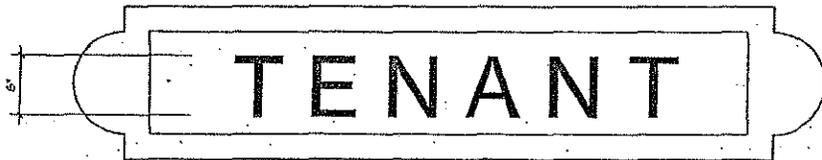
SCALE: 1/16" = 1'-0"



SHOP BUILDING SECTION

SCALE: 1/4" = 1'-0"

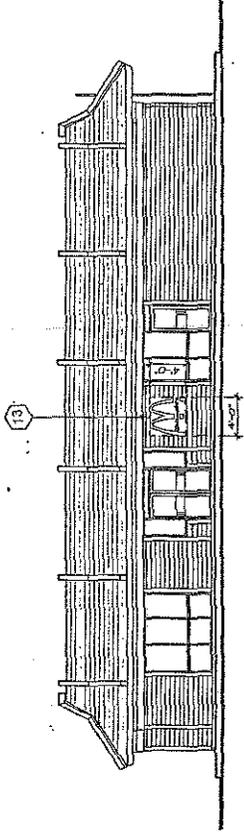
SIGN TYPE 7



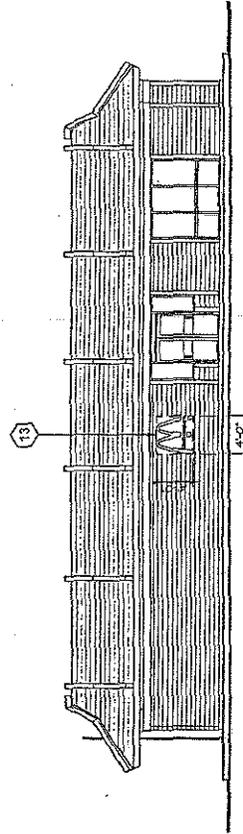
ENLARGED UNDER CANOPY SIGN

SIGN TYPE 7

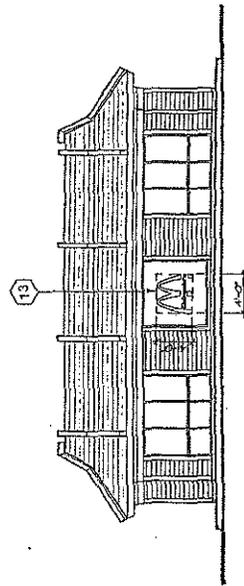
2" THICK DOUBLE FACED SANDBLASTED WOOD SIGN.
LETTERS TO BE WHITE AND ROUTED 1/2" DEEP. LETTER
BACKGROUND TO BE DUNN EDWARDS "BISON BEIGE" –
SP 134 & EDGE TP BE DUNN EDWARDS "PHOENIX VILLA"
– SP2750.



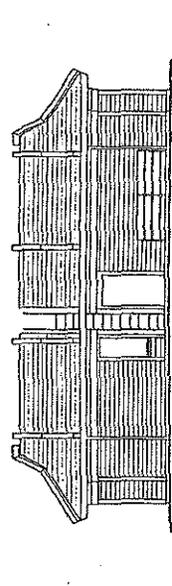
EAST ELEVATION



WEST ELEVATION



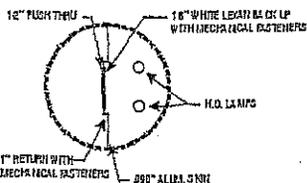
SOUTH ELEVATION



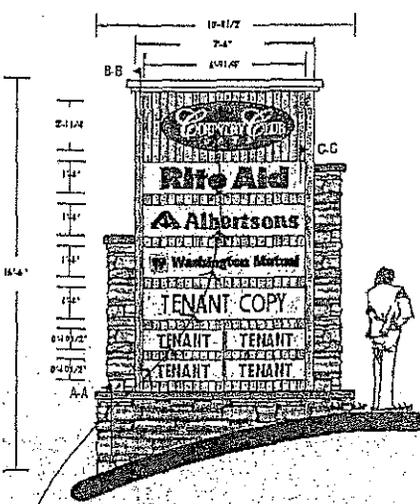
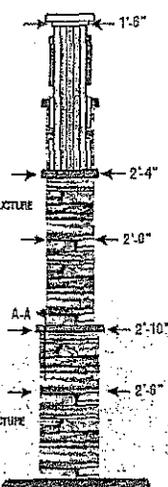
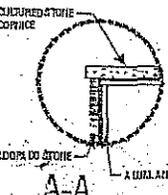
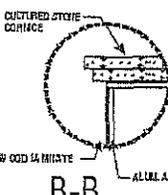
NORTH ELEVATION

EXTERIOR ELEVATIONS - PAD BUILDING

SCALE: 1/16" = 1'-0"



C-C



NEW D/F MONUMENT SIGN SCALE 1/4" = 1'-0"
 MANUFACTURE AND INSTALL (1) NEW D/F INTERNALLY ILLUMINATED MONUMENT SIGN.

MONUMENT SIGN: TO BE ALUMINUM ANGLE CONSTRUCTION WITH STEEL PIPE SUPPORT INTO CONCRETE FOOTING. USE .090" ALUMINUM SIGN WITH SIMULATED WOOD LAMINATE (TO BE VERIFIED).

COUNTRY CLUB: .090" ALUMINUM ROUTED OUT FOR 1/2" CLEAR ACRYLIC PUSH THRU BACKED WITH 1/8" WHITE LEXAN ALUMINUM FACE TO HAVE 1" RETURNS FOR FASTENERS. FINISH WITH PA LX FINISH. PUSH THRU LETTERS TO HAVE .032" GOLD WISCO LAMINATE ON FIRST SURFACE.

RITE AID: .090" ALUMINUM ROUTED OUT FOR 1/2" CLEAR ACRYLIC PUSH THRU BACKED WITH 1/8" WHITE LEXAN ALUMINUM FACE TO HAVE 1" RETURNS FOR FASTENERS. PAINT TO MATCH SIGN #3650-49 OPAQUE BEIGE VINYL. PUSH THRU LETTERS TO HAVE SIGN #3650-33 RED VINYL ON FIRST SURFACE.

ALBERTSONS: .090" ALUMINUM ROUTED OUT FOR 1/2" CLEAR ACRYLIC PUSH THRU BACKED WITH 1/8" WHITE LEXAN ALUMINUM FACE TO HAVE 1" RETURNS FOR FASTENERS. PAINT TO MATCH SIGN #3650-49 OPAQUE BEIGE VINYL. PUSH THRU LETTERS & RIGHT SIDE OF LOGO "A" TO HAVE SIGN #3650-167 BRIGHT BLUE VINYL ON FIRST SURFACE. LEFT SIDE OF LOGO "A" & FLOWER TO HAVE SIGN #3650-137 EUROPEAN BLUE VINYL ON FIRST SURFACE.

WASHINGTON MUTUAL: .090" ALUMINUM ROUTED OUT FOR 1/2" CLEAR ACRYLIC PUSH THRU BACKED WITH 1/8" WHITE LEXAN ALUMINUM FACE TO HAVE 1" RETURNS FOR FASTENERS. PAINT TO MATCH SIGN #3650-49 OPAQUE BEIGE VINYL. PUSH THRU LETTERS AND LOGO "W" TO HAVE SIGN #3650-36 BLUE VINYL ON FIRST SURFACE. LOGO BOX TO HAVE SIGN #3650-75 MARIGOLD VINYL ON FIRST SURFACE.

4TH PANEL: .090" ALUMINUM ROUTED OUT FOR 1/2" CLEAR ACRYLIC PUSH THRU BACKED WITH 1/8" WHITE LEXAN ALUMINUM FACE TO HAVE 1" RETURNS FOR FASTENERS. PAINT TO MATCH SIGN #3650-49 OPAQUE BEIGE VINYL. (TENANT TO BE DETERMINED).

4 BOTTOM PANELS: TO BE 1/8" CLEAR LEXAN WITH SECOND SURFACE VINYL GRAPHICS. TENANT COLOR GRAPHICS (TO BE DETERMINED) WITH SIGN #3650-49 OPAQUE BEIGE VINYL BACKGROUND. PAGES TO HAVE 3/4" RETAINERS WITH 1" RETURNS AND PAINTED TO MATCH SIGN #3650-49 OPAQUE BEIGE VINYL.

ILLUMINATION: USE C.W.H.O. LAMPS AND BALLAST AS REQUIRED FOR PROPER ILLUMINATION.

SIGNAGE TO BE PUSH THROUGH LETTERS - LETTERS ONLY ILLUMINATED.



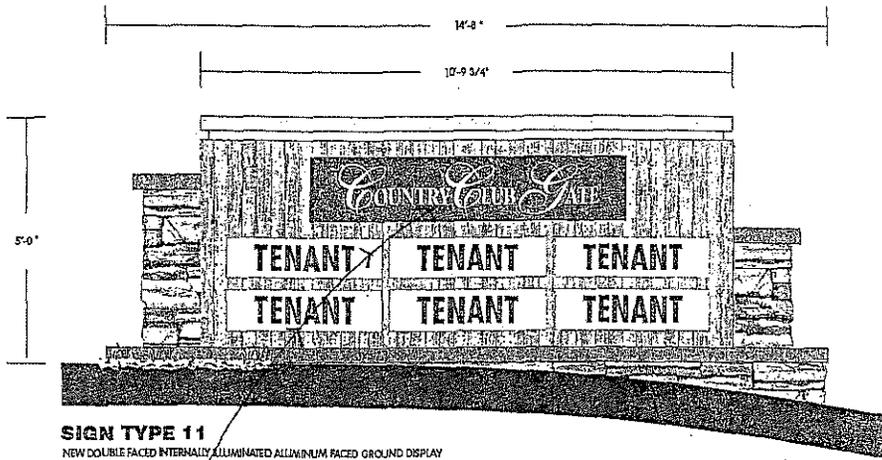
PROJECT TITLE: COUNTRY CLUB GATE
 ADDRESS: NW CORNER DAVID AVENUE & FOREST AVENUE, PACIFIC GROVE
 ACCOUNT EXECUTIVE: PHIL COOPER
 FILE #COUHT202 DESIGN #002261 REVISED JUNE 19, 2002 DAG/MAT

THIS ORIGINAL DESIGN IS THE SOLE PROPERTY OF ULTRASIGNS. IT CANNOT BE REPRODUCED, COPIED, OR EXHIBITED, IN WHOLE OR PART, WITHOUT FIRST OBTAINING WRITTEN CONSENT FROM ULTRASIGNS.

MONUMENT SIGN

SIGN TYPE 11

FOR SIGNAGE DESCRIPTION REFER TO SIGN TYPE 10



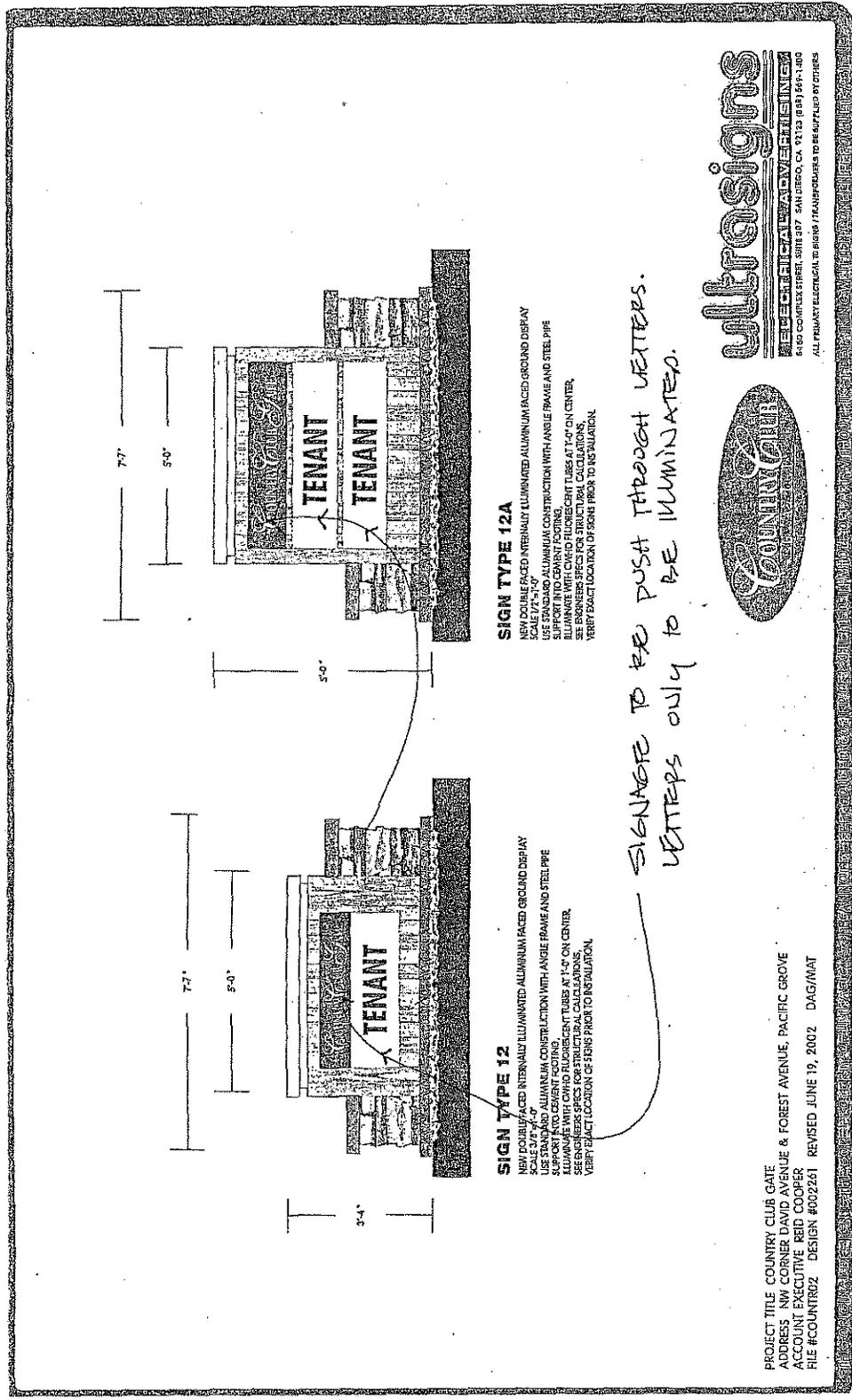
SIGN TYPE 11
 NEW DOUBLE FACED INTERNALLY ILLUMINATED ALUMINUM FACED GROUND DISPLAY
 SCALE 1/2"=1'-0"
 USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE
 SUPPORT INTO CEMENT FOOTING.
 ILLUMINATE WITH CYNHO FLUORESCENT TUBES AT 1'-0" ON CENTER.
 SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS.
 VERIFY EXACT LOCATION OF SIGNS PRIOR TO INSTALLATION.

SIGNAGE TO BE PUSH THROUGH
 LETTERS. LETTERS ONLY ILLUMINATED

PROJECT TITLE COUNTRY CLUB GATE
 ADDRESS NW CORNER DAVID AVENUE & FOREST AVENUE, PACIFIC GROVE
 ACCOUNT EXECUTIVE REID COOPER
 FILE #COUNTR02 DESIGN #002261 REVISED JUNE 19, 2002 DAG/MAT



ultrasigns
 ELECTRICAL ADVERTISING
 5450 COMPLEX STREET, SUITE 307 SAN DIEGO, CA 92123 (619) 549-1400
 ALL PRIMARY ELECTRICAL TO SIGN / TRANSFORMERS TO BE SUPPLIED BY OTHERS



SIGN TYPE 12

NEW DOUBLE FACED INTERNALLY ILLUMINATED ALUMINUM FACED GROUND DISPLAY
 SCALE 3/8" = 1'-0"
 USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE
 SUPPORT INTO CONCRETE FOOTING.
 ALL DIMENSIONS UNLESS OTHERWISE NOTED.
 SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS.
 VERIFY EXACT LOCATION OF SIGNS PRIOR TO INSTALLATION.

SIGN TYPE 12A

NEW DOUBLE FACED INTERNALLY ILLUMINATED ALUMINUM FACED GROUND DISPLAY
 SCALE 1/2" = 1'-0"
 USE STANDARD ALUMINUM CONSTRUCTION WITH ANGLE FRAME AND STEEL PIPE
 SUPPORT INTO CONCRETE FOOTING.
 ALL DIMENSIONS UNLESS OTHERWISE NOTED.
 SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS.
 VERIFY EXACT LOCATION OF SIGNS PRIOR TO INSTALLATION.

SIGNAGE TO BE PUSH THROUGH LETTERS.
 LETTERS ONLY TO BE ILLUMINATED.

PROJECT TITLE: COUNTRY CLUB GATE
 ADDRESS: NW CORNER DAVID AVENUE & FOREST AVENUE, PACIFIC GROVE
 ACCOUNT EXECUTIVE: REID COOPER
 FILE # COUNTRY802 DESIGN #002261 REVISED JUNE 19, 2002 DAG/INAT

ultrasigns
 MECHANICAL ADVERTISING
 6150 COMPLEX STREET, SUITE 207 SAN DIEGO, CA 92123 (619) 544-1480
 ALL PERMITS, ELECTRICAL, SIGNING / TRANSPORTS TO BE OBTAINED BY OTHERS



FOR SIGNAGE DESCRIPTION REFER TO SIGN TYPE 10

MONUMENT SIGN

SIGN TYPE 12 & 12A
 AT SIGN TYPE 12A (2) - 12" HIGH SIGN PANELS ARE ALLOWED