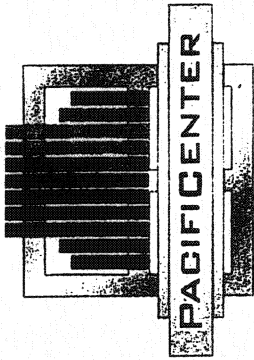


Appendix 10  
PacifiCenter Sign Program

FILE COPY

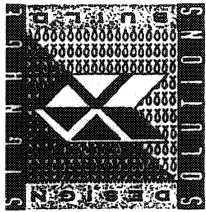


TUSTIN AVENUE & LA PALMA AVENUE  
RIVERSIDE FREEWAY - ROUTE 91  
ANAHEIM, CALIFORNIA

# S I G N P R O G R A M

MARCH 17, 1999

FOR:  
CATELLUS DEVELOPMENT CORP.  
304 SOUTH BROADWAY  
LOS ANGELES, CALIFORNIA 90013



JOB NO.

98-2781

The drawings, ideas, designs, and arrangements contained herein are and shall remain the property of Signage Solutions; no part thereof may be copied or reproduced and used in connection with any other specified project for which they have been prepared, without written consent from Signage Solutions; if upon submittal to a proposed client these drawings shall be promptly returned to Signage Solutions; and, furthermore, signs shall not be produced as per these designs.

Written dimensions shall have precedence over scaled dimensions; subcontractors shall verify and be responsible for all dimensions and conditions on the job and Signage Solutions; must be notified of any variations from the dimensions and conditions shown by these drawings.

The drawings contained herein are not to be used for competitive bidding or shown to anyone outside of your business or organization, without the above mentioned consent. The client agrees to pay twenty-five percent (25%) of the retail production price of the display(s) to Signage Solutions, upon demand thereof, if said display(s) are used or reproduced in whole or in part by any other business or firm other than Signage Solutions.

CLIENT

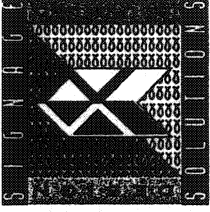
APPROVED BY

DATE

**SIGNAGE SOLUTIONS**

PSALM 127:1

1336 ALLEC STREET  
ANAHEIM, CA. 92805  
714-491-0299  
FAX 491-0439



98-2781  
3-8-99

Anaheim Pacific Center

**PROJECT DIRECTORY**

**Owner:** Catellus Development Corp.  
304 South Broadway  
Los Angeles, CA 90013  
Tel.(213) 625-5865  
Fax(213) 626-0845  
Contact: Roderick Hamilton

**Project Architect:** DeRevere & Associates  
1601 Dove Street #190  
Newport Beach, CA 92660  
(949)833-3800  
(Fax)833-3806  
Contact: Carrie Hoshino

**Signage Consultant:** Signage Solutions, Inc.  
1336 Allec Street  
Anaheim, CA 92805  
(714) 491-0299  
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Contact: Chris DeRuyter

**City Planning:** City of Anaheim  
Planning Department  
200 South Anaheim Blvd.  
Anaheim, California 92805  
(714) 765-5139

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Fabrication Requirements	5
Installation Requirements	X
Insurance	X

**SIGN TYPE SCHEDULE**

ITEM	SIGN TYPE	PAGE
<b>TM</b>	<b>TENANT WALL SIGNS</b>	
	Major Tenant Signage	1.1
<b>MP</b>	Pad Tenant Signage	1.2
<b>MS</b>	Shop Tenant Signage	1.3
<b>MO</b>	Office Tenant Signage (Major)	1.4
<b>ME</b>	Office Tenant Signage (Eyebrow)	1.5
<b>U</b>	Under Canopy Sign	1.6
<b>E1</b>	Tenant Entry Info ID	1.7
<b>E2</b>	Rear Entry ID	1.7

**GROUND MOUNTED SIGNS**

<b>P1</b>	Project/ Tenant Pylon Freeway	2.1
<b>M1</b>	Existing Project ID Monuments	2.2
<b>M2</b>	Existing Pad Monument ID	2.3
<b>D1</b>	Pedestrian Directional	2.4

**REGULATORY SIGNS**

<b>PC</b>	Parking Code Entry	3.1
<b>BA</b>	Building Address	3.2
<b>S</b>	Stop Signs	3.3

## SUBMITTALS & APPROVALS

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There is a formal process for the creation, review and approval of tenant signs at Anaheim PacificCenter. All Tenant's signage is subject to the Owner's, or his managing agent (hereinafter referred to as "Owner"), written approval. Approval will be granted based on the following:

1. All signs must conform to the city requirements of Anaheim Planning and Building Departments.
2. Design, fabrication and method of installation of all signs shall conform to this sign program.
3. Proposed signage shall be in harmony with adjacent signage conditions and conform to the design standards for Anaheim PacificCenter.

### A. SUBMITTAL TO OWNER:

Tenant shall submit three (3) copies of detailed shop drawings to Owner for approval prior to city submittal or sign fabrication. Sign drawings are to be prepared by a California licensed sign contractor.

Submittals shall include the following:

1. STOREFRONT ELEVATION:  
Scaled elevation of Tenant's storefront depicting the proposed sign design and all the dimensions as they relate to the Tenant's storefront.
2. SHOP DRAWINGS:  
Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specifications, and all other details of construction. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter or sign panel and the illumination.

### 3. SAMPLE BOARD:

Provide a sample board showing colors, materials, including building fascia, letter faces, trim cap, returns, and other details.

If shop drawings are denied, Tenant must resubmit revised plans until Owner's approval is obtained. Request to implement signs that vary from the provisions of this sign program will be submitted to the Owner for approval and then submitted to the city of Anaheim for approval. The Owner may approve signs that depart from the specific provisions and constraints of this sign program in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- c. Mitigate problems in the application of this sign program.

### B. SUBMITTAL TO CITY:

A full set of plans must be approved and stamped by the Owner prior to permit application. Tenant or his sign contractor must submit to the City of Anaheim's Planning and Building Department's, and will be responsible for all applicable applications, permit fees for the Planning and Building departments.

Tenant and his Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

1. A stamped set of final drawings reflecting the Owner's and City's approval shall be on file in the Owner's office.
2. Owner must receive the Sign Contractor's Certificate of Insurance as Noted in Section X, Insurance Requirements.

3. The Owner must approve and be notified 48 hours in advance prior to sign installation.

C. Tenant's Sign Contractor shall install required signage within 45 days after approval of shop drawings. If signage is not in place by that date, Owner may order sign fabrication and installation on Tenant's behalf and at the Tenant's expense.

D. The Owner may, at his sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program.

E. If the Tenant chooses to change his exterior sign at anytime during the term of his lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to this sign program for this center after the execution of his lease agreement.

F. Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including those of the Owner, City, UL and the Uniform Electrical Code.

### TENANT'S RESPONSIBILITY

Tenant shall be responsible for the following expenses relating to signage for his store:

- Design consultant fees (if applicable)
- 100% of permit processing cost and application fees.
- 100% of costs for sign fabrication and installation including review of shop drawings and patterns.
- All costs relating to sign removal, including repair of any damage to the building.

## DESIGN GUIDELINES

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The purpose of establishing these design guidelines is to ensure that each Tenant sign will contribute to the center's success. High quality signage, which reflects the integrity of the architecture, will be encouraged. Tenant individual signs should incorporate a diversity of sign styles, icons and materials to create "retail drama" for the restaurant and retail visitors. Encouraged sign treatments include:

### A) MIXED MEDIA FORMS AND EMBELLISHMENTS

- Dimensional, geometric shapes or Icon representing a tenant's product or service.
- Sculpted wood, metal or Sign foam forms.
- Painted, polished, etched, or abraded metals.
- Etched or sandblasted glass or acrylic.
- Screens grids or mesh.
- Glazed ceramic tile patterns or mosaic designs.
- Cut steel or fabricated steel.
- Neon accents or trim.
- Dimensional letterforms with seamless edges.
- Opaque acrylic materials with matte finishes.
- Faux stone effect finish.
- Gold, silver or copper leaf or metallic paint finish.
- Oxidized and patina finishes

### B) ILLUMINATION

Tenant signage should incorporate the following acceptable lighting method:

- Internal illumination.

All front lighting should be baffled and obscured in channels where possible. Any exposed fixtures, shades or other elements should be designed to contribute to the design of the storefront.

All exposed or skeletal neon must be backed with an opaque coating, unless otherwise specified herein or approved in writing by the Owner.

The following are prohibited:

- Exposed conduits and raceways.
- Electrified neon attached to glass tubing surrounds or crossbars.
- Front lighting fixtures that compete with storefront design.

### C) SIGN COLORS AND FINISHES

All Tenants' colors must be approved by the Owner prior to fabrication. To assist in achieving a harmonious blend of color throughout the center, the following guidelines are to be adhered to:

- Colors must be selected from Tenant Signage Color Palette (Exhibit B) or in accordance with tenant's registered trademark
- Sign colors should be selected to provide sufficient contrast against building background colors and be compatible with them.
- Colors within each sign should be compatible.
- Sign colors should provide variety and excitement.
- Color of letter returns should contrast with face colors for optimum daytime readability.
- Interior of open channel letters should be painted dark when against light backgrounds.
- Neon colors should compliment related signage elements.

### D) TYPESTYLES

Tenants may adapt established typestyles, logos and/or icons that are used on similar locations operated by them in California and/or the U.S. or in accordance with tenant's registered trademark. These images must be architecturally compatible and approved by Owner. Otherwise, sign typestyles are limited to those on the Project Approved Typestyles (Exhibit C). Type may be arranged in one (1) or two (2) lines of copy and

may consist of upper and/or lowercase letters.

### E) SIZES AND QUANTITIES

Sizes and quantities for tenant signs shall be outlined in this criteria for each sign type. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided around wall signs so that they appear balanced and in scale in relation to their backgrounds.

## PROHIBITED SIGNS

Only those signs types provided herein and specifically approved in writing by the Owner will be allowed. The following signs are prohibited:

- Outdoor advertising or advertising structures.
- Roof Signs.
- Freestanding signs, except as provided in this text.
- Animated, audible or moving signs: Signs which move, swing, rotate or flash.
- Vehicle Signs: Signs affixed or on trucks, automobiles, trailers and other vehicles which advertise, identify or provide direction to a use or activity not related to its rightful use, are prohibited
- Off premise signs: (other than directional signs) installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located. Such sign may be allowed upon Owner approval.
- Banners of any kind.
- Any sign not approved by Owner and outside of the City of Anaheim's sign codes.

## FABRICATION REQUIREMENTS

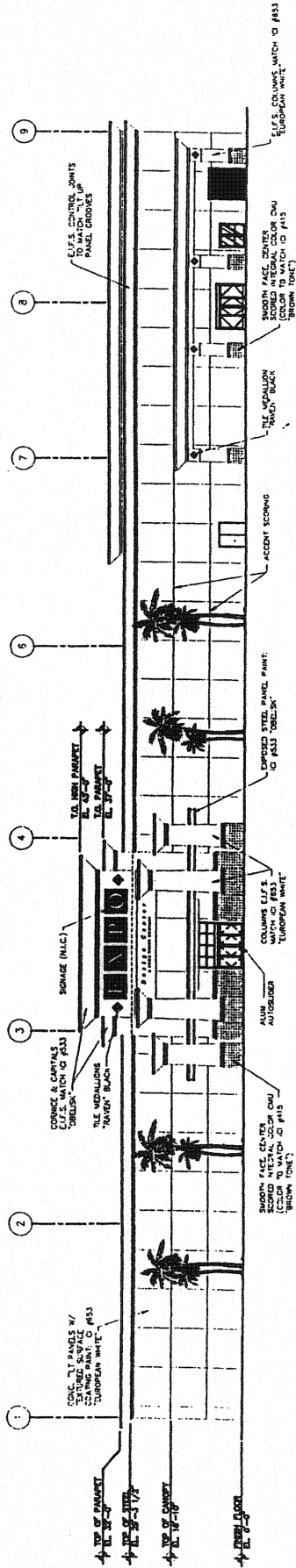
The fabrication and installation of all signs shall be subject to the following restrictions:

- A. All signs shall be fabricated and installed with UL approved components in compliance with all applicable building and electrical codes.
- B. Sign manufacture shall supply a UL label, if required by local authorities, in an inconspicuous location. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
- C. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.
- D. Signs shall be made of durable rust inhibited materials that are appropriate and complimentary to the building.
- E. All formed metal (i.e. letterforms) shall be fabricated using full weld construction.
- F. All signs shall be fabricated and installed with no visible screws, seams, rivets, or fastening devices. Finished surfaces shall be free from "oil canning" or warping.
- G. Separate all ferrous and non-ferrous metals. Stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- H. Threaded rods or anchor bolts shall be used to mount sign letters that are spaced off from the wall or background. Mounts consist of all thread post and spacer sleeves for consistency. Spacers painted to match building color. All bolts and mounting devices shall consist of porcelain finished iron, stainless steel, aluminum or carbon bearing steel with painted finish. No black iron will be permitted. Angle clips attached to letter sides will not be permitted.
- I. Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall match exactly the specified colors on the approved plans.
- J. Surfaces with color hues prone to fading (e.g., pastels, fluorescent, intense reds, yellows and purples) shall be coated with ultraviolet inhibiting clear coat in a matte, gloss or semi-gloss finish.
- K. All sign finishes shall be free of dust, orange peel, drips, and runs. Finishes should have uniform coverage and be of the highest quality (e.g., Matthews Paint Company (800) 323-6593).
- L. Letter returns shall be painted to contrast with color of letter faces.
- M. Neon tubing shall be 12-13mm, EGL or equal. Neon transformers shall be 30 MA. Fluorescent lamps shall be single pin (slimline) with a minimum of 12" center to center lamp separation. All lighting must match the exact specifications of the approved shop drawings.
- N. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
- O. The backs of all exposed neon are to be painted opaque.

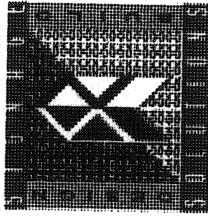


**MAJOR TENANT I.D. (WALL - FRONT ELEVATION)**

- MATERIALS:** A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in the Tenant Sign Criteria, except as restricted below:
- COPY:** Tenant name/logo. Secondary copy identifying incidental services (e.g., Pharmacy) allowed with Owner approval.
- SIGN AREA:** One (1) maximum two hundred forty five (245) square foot sign over the main entry and two (2) maximum one hundred fifty (150) square foot signs on two sides of the building.
- TYPE FACE:** Custom tenant logotype/name with Owner approval. (See Exhibit C)
- COLORS:** Custom tenant logotype/colors or colors as provided for in the Tenant Signage Color Palette and approved by Owner. (See Exhibit B)
- LIGHTING:** Variety of illumination per Design Guidelines.
- QUANTITY:** One primary sign and two secondary signs.



**FRONT ELEVATION**



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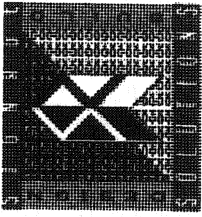
Anheim Pacific Center





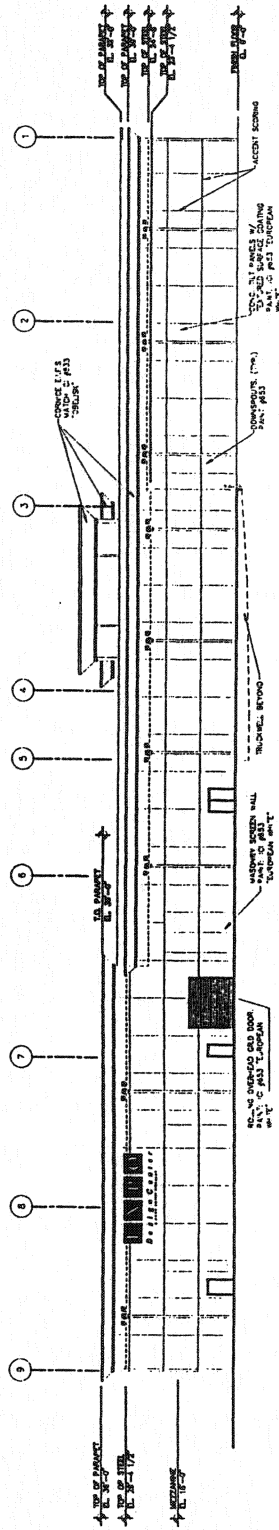


MAJOR TENANT I.D. (WALL - SIDE ELEVATIONS)

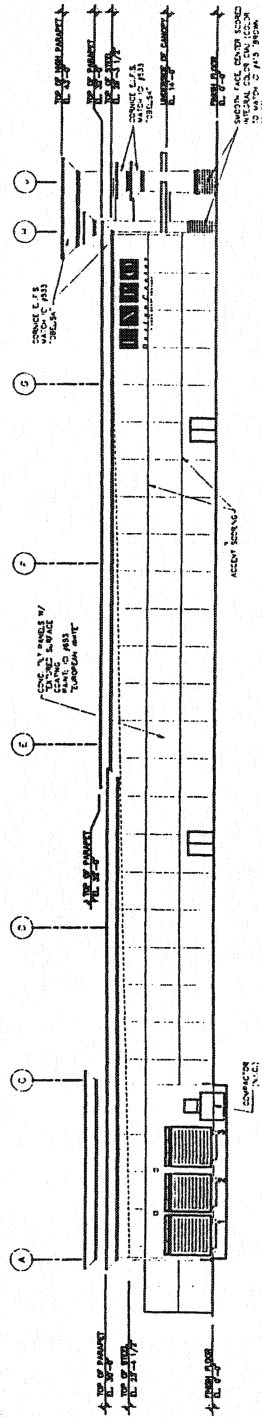


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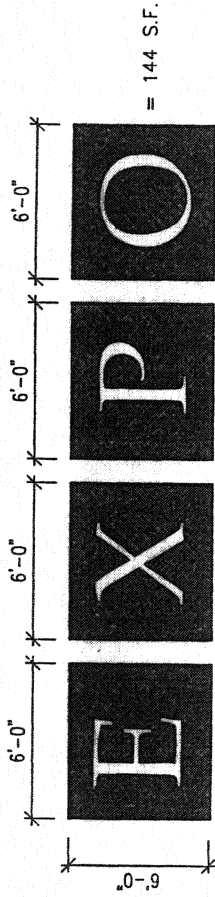
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REAR ELEVATION



LEFT SIDE ELEVATION

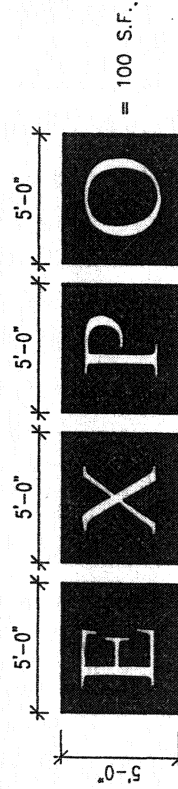


*Design Center* = 41 S.F.  
 A HOME DEPOT COMPANY = 14 S.F.

TOTAL = 199 S.F.  
 ALLOWABLE = 245 S.F.

(A) ENTRY WALL SIGN  
 SCALE: 1/8" = 1'-0"

COLORS:  
 WHITE BACKGROUND FACE  
 BLACK BACKGROUND FACE  
 BLACK TAGLINE COPY  
 \*S\* TO MATCH...PMS 131 YELLOW  
 \*X\* TO MATCH...PMS 681 VIOLET  
 \*P\* TO MATCH...PMS 399 GREEN  
 \*O\* TO MATCH...PMS 549 BLUE

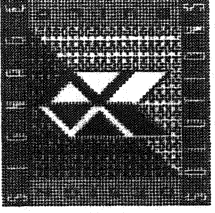


*Design Center* = 31 S.F.  
 A HOME DEPOT COMPANY = 9 S.F.

TOTAL = 140 S.F.

(B) REAR WALL SIGN  
 (C) SIDE WALL SIGNS  
 SCALE: 1/8" = 1'-0"

COLORS:  
 WHITE BACKGROUND FACE  
 BLACK BACKGROUND FACE  
 \*E\* TO MATCH...PMS 131 YELLOW  
 \*X\* TO MATCH...PMS 681 VIOLET  
 \*P\* TO MATCH...PMS 399 GREEN  
 \*O\* TO MATCH...PMS 549 BLUE  
 BLACK TAGLINE COPY



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