

EXHIBIT A TO CITY COUNCIL RESOLUTION

TENANT SIGN CRITERIA
990 SERRAMONTE BOULEVARD (Vivana Fair)
COLMA, CALIFORNIA

As approved by the City Council on October 10, 2007
Revised by the Colma City Council on December 14, 2011

The Vivana Fair(990 Serramonte) Master Sign Program shall include two parts: The Sign Criteria shall be the narrative document that specifies intent, general requirements, construction requirements, guarantee, insurance, permitted signage, miscellaneous requirements/prohibitions, submittals/approvals, products and execution. The Sign Plan (Exhibit "A") is the graphic accompaniment to the Sign Criteria.

A. DESIGN INTENT

1. Signage Criteria has been established for the purpose of assuring an outstanding retail area and for the mutual benefit of all tenants. All Tenant signage designs must be approved by Landlord before fabrication. All signage must be approved by Landlord prior to installation by Tenant.
2. Imaginative designs which depart from traditional methods and placements are encouraged. Signing shall not exceed the maximum dimensions approved unless, in the sole opinion of Landlord, and upon approval from the Town of Colma, the larger format contributes to the overall design of the retail area, and Tenant's visibility. Criteria for signage approval that exceeds the maximum dimensions of the master Sign Program shall include that the design is superior to what could be achieved by a sign that complies with the master Sign Program.
3. Conformance with this Master Sign Program, consisting of Sign Criteria and Sign Plan (See Exhibit "A") as approved by Landlord will be strictly enforced, and any installed non-conforming or unapproved signs must be brought to immediate conformance at the expense of Tenant.

B. GENERAL REQUIREMENTS

1. Each Tenant shall submit or cause to be submitted to the Landlord for approval, prior to fabrication, three (3) copies of detailed drawings indicating the location, size, layout, design, dimensions, colors, illuminations, materials and method of attachment of all signs. The application for individual tenant signs shall include the width of the tenant space frontage.

2. All permits for Tenant signs and their installation shall be obtained from and fees paid to the Town of Colma, as required, by the Tenant. Signs shall not be installed until they have been reviewed by the Town of Colma and found to be in conformance with the Tenant Sign Criteria.
3. All signs shall be constructed and installed at the Tenant's expense.
4. All signs shall be reviewed for conformance with this Sign Criteria and the Sign Plan and overall design quality by Landlord. Approval or disapproval of sign submittals shall be based on aesthetics and complimentary design with 990 Serramonte Boulevard, which shall remain the right of Landlord to approve or disapprove.
5. Tenant shall be responsible for the installation and maintenance of its signs. Should Tenant's signs require maintenance or repair, Landlord shall give Tenant ten (10) days written notice to effect appropriate repair and/or maintenance. Should the Tenant fail to do same, Landlord shall undertake repairs and maintenance and Tenant shall reimburse Landlord immediately upon receipt from Landlord of all invoiced costs related thereto.
6. All companies bidding to manufacture signs shall be pre-approved by Landlord. Said companies are hereby advised through Tenant that no substitutes will be accepted by Landlord whatsoever to this Sign Criteria specifications, unless specifically approved by Landlord. Any signs found not in conformance will be rejected and removed at Tenant's expense.
7. All sign manufacturer's are advised that, prior to acceptance and final payment each unit will be inspected for conformance by the authorized representative of Landlord, the tenant Coordinator. Any signs found not in conformance will be rejected and removed at Tenant's expense.
8. Tenant is required to have signs as shown on the Sign Plan, and as specified herein, as approved by Landlord after submittal by Tenant, installed and fully operable upon Term Commencement Date, or the date Tenant opens for business, whichever occurs first.
9. No animated, flashing, or audible signs will be permitted.
10. No exposed lamps or tubing will be permitted.

11. All signs and their installation shall comply with all local building codes, ordinances, and regulations of agencies having jurisdiction over the work.
12. No portable or temporary signs will be permitted at any time without prior written approval of Landlord and approval from the Town of Colma.
13. Grand opening or promotional banner signs may only be displayed for a maximum of 60-day period and shall obtain approval from the City Planner. No other banners or other temporary signs, such as A-frame signs, will be permitted. The four signs at the corner of Junipero Serra Boulevard and Serramonte Boulevard are intended to be used by tenants for permanent and temporary advertising.
14. All cabinets, conductors, transformers, and other equipment shall be completely concealed.
15. No exposed raceways, crossovers, or conduits will be permitted.
16. Painted lettering will not be allowed.
17. No signs of any kind will be permitted on building roofs or at any other locations other than those shown on the Sign Plan. All changes or deviations must be approved in writing by Landlord and may be subject to approval by the Town of Colma.

C. CONSTRUCTION REQUIREMENTS

1. All exterior signs shall be installed in conformance with approved Specifications. Signs shall bear the Underwriters Laboratory (ULC) label and comply with all required electrical and Building Codes.
2. Exterior sign shall be secured by concealed fasteners, stainless steel, nickel, cadmium plated, or other similar durable and non-staining material.
3. Sign outlet will be provided by Landlord and connected to Tenant's electrical panel via landlord's sign timer relay. All lighted signage shall be turned off no later than 30 minutes after closing. Signage lights will be provided and fully maintained by Tenant, and will be replaced immediately upon failure by Tenant at Tenant's cost.
4. All exterior signs shall be mounted in a manner to permit proper dirt and water drainage, and so not to cause staining, discoloring, or in any other way causes blemishing to the building arcade panels.

5. All penetrations of the building structure arcade required for sign installation shall be pre-approved before installation by Tenant Coordinator, and shall be neatly and clearly scaled to yield watertight conditions.
6. No labels will be permitted on the exposed surface of signs except those required by ordinance and code which shall be applied in an inconspicuous manner.
7. Sign contractor shall repair any damage to any work caused by contractor's work. Damage to structure that is not repaired by Tenant's sign contractor shall become the Tenant's responsibility to correct.
8. Tenant shall be fully responsible for the operations and performance of Tenant's sign contractor.
9. Welding of any member or connection which is designed to resist loads and forces which are not fabricated on site, shall be fabricated in an approved fabricators shop as required by the California Building Code.
10. Perform all work in accordance with all applicable ordinances codes and regulations required by authorities having jurisdiction over such work, and provide all inspection and permits required by State and local authorities for furnishing, transporting and installing of signage materials.
11. Tenant is responsible for obtaining permits for installation and use of signage.
12. Delivery, Storage and Handling:
 - a. Furnish factory wrapping, packaging, and other means necessary to prevent damage or deterioration during shipment, handling, storage and installation.
 - b. Store products inside enclosed facilities or closed building and maintain storage spaces and products in dry condition.
 - c. Conform to any specific requirements of the manufacturer.

D. GUARANTEE

Entire sign display shall be guaranteed for one (1) year from date of installation against defects in materials and workmanship. Defective parts shall be immediately replaced.

E. INSURANCE

1. Sign company shall carry workman's compensation, 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 One Million Dollars (\$1,000,000.00) per occurrence.
2. Sign company shall conform to all insurance requirements of the Tenant manual.

F. PERMITTED SIGNAGE

1. Each Tenant shall be permitted to place upon one entrance of its demised Premises not more than 144 square inches of white vinyl lettering not to exceed two (2) inches in height, indication hours of business, emergency telephone numbers, and other type of information only, subject to Landlord approval.
2. Maximum width of sign shall not exceed seventy-five percent (75%) of the linear leased frontage of premises, or as shown on Sign Plan.
3. Logos shall not exceed ten percent (10%) of the total individual tenant sign area and will be included in the calculation of allowable signage. Sign area is calculated on total length of letter multiplied by the height of the letters. Logos may be used in conjunction with the name of the Tenant, but not alone, unless in the sole discretion of the Landlord and the City Planner, the logo is so well known to the general public that the logo is automatically associated with a specific retailer/tenant.
4. Permitted Number of Signs: Each Tenant shall install one (1) sign on the sign parapet above the Tenant's storefront. The overall height of each sign shall not exceed 30" from top to bottom. Each Tenant is allowed a maximum of two building-mounted signs per interior tenant or three for the end tenant spaces.
5. Monument Sign: The proposed monument sign facing Serramonte Boulevard shall not exceed 8'-0"x8'-6" in sized and shall not encroach into the traffic visibility triangle leading into and out of the site. The sign text is permitted to be internally-illuminated with signs and letters protruding through a solid neutral colored background and may be externally spot-lot in a manner acceptable to the City Planner.
6. Menu/Pre-Menu Signs: Final design of the pre-menu board and menu board shall be subject to the review and approval of the City Planner. The pre-menu board should not be used to display the full menu, and instead, should emphasize new, seasonal, or promotional items.
7. Project Identification Signs: The building-mounted, project identifying sign ("Vivana Fair") shall be limited to placement on the tower element on the west and south elevations. If illuminated, the sign shall be internally-illuminated individual channel letters with a raceway flush with the building wall. A separate address identification sign is permitted along the north elevation below arched window as identified on the Sign plan. Said address identification sign shall not be illuminated and the sign material shall be reviewed and approved by the City Planner.
8. Corner Sign Panels: Each tenant shall be permitted to use one of the four sign panels located at the corner of Junipero Serra Boulevard and Serramonte Boulevard. Sign Panels can be used as permanent signage or professionally manufactured inserts can be used for advertising of specials in lieu of the use of temporary banners. Any change of copy shall require review and approval by the City Planner

through the Minor Sign permit process prior to fabrication and installation. Temporary banners or signage shall not be affixed to the outside of the sign cabinets.

G. MISCELLANEOUS REQUIREMENTS AND PROHIBITIONS

1. Except as provided herein and in the lease, no advertising placards, banners, pennants, names insignia, trademarks, or other descriptive materials of any kind shall be affixed or maintained upon either the interior or exterior of the glass of the storefront and supports of the show windows and doors, or upon the exterior of the walls of the buildings, or within 2 feet from storefront within the Premises. These conditions apply to the entire term of the lease and apply to all signage, whether temporary, promotional, sale, permanent, etc.
2. At the expiration or termination of Tenant's lease, Tenant shall be required to remove signs and patch the building wall arcades and paint the patched area to match the surrounding areas of the Building. Landlord retains sole judgment concerning the acceptability of the patching, and if Tenant cannot provide for acceptable patching landlord may cause the work to be performed using Landlord's contractors and Tenant will pay the costs thereof at receipt from landlord of invoice for said work.
3. No wood-backed letter material will be allowed.
4. Only the trade name of the store shall be depicted on the sign. Additional information is prohibited.
5. Landlord reserves the right to hire an independent electrical engineer (at Tenant's sole expense) to inspect the installation of all Tenant signs and to require the Tenant to have any discrepancies and/or code violations corrected at Tenant's expense.
6. Hours of Operation shall be as mandated in the Lessee, or as specified by Landlord. Signage shall remain on in conformance with landlord's illumination Plan for the Center, available from and as specified by Tenant Coordinator.

H. SUBMITTALS/APPROVALS

1. Initial Submittal: Three (3) copies required to be submitted to Landlord by Tenant as part of Preliminary Plan.
2. Shop Drawings: Blueline or Xerographic Prints
 - a. Complete scale elevations showing location of each sign.
 - b. Layout drawing at $\frac{1}{2}'' = 1'-0''$ scale, showing typeface, dimensions, location, colors and specifications.
 - c. Colors: One (1) sample of each color to Landlord.

Shop drawing requirements may be adjusted to City Planner specifications.

3. Quality Assurance: All work in this project shall be done by sign companies pre-approved by the Landlord.
4. Landlord and/or Property Owner Signature Required: The sign application shall be submitted to the Town for necessary review and approval, and shall include a written signature on the application by the Property Owner and/or Landlord.

I. PRODUCTS

1. Signs, General

All Tenant signs shall consist of individual, cut out, letter displays and may be illuminated. No illuminated or non-illuminated sign cabinets or painted signs are allowed for letter displays or logos with the exception of the corner sign panels. Individual typefaces of Tenant's choice will be allowed. Design, color, and layout of letters are subject to sole written approval by the Landlord. Sign Copy shall contain legally registered name only with the exception of the corner sign panels which may be used to advertise seasonal specials of items offered for sale on the premises.

2. Signs, Corner Panels

- a. Metal Frame cabinets shall be a minimum of 24 gauge sheet metal, primed with Paintlock. Cabinets shall be painted beige to match the existing building.
- b. Sign supports from bottom of cabinet to attachment to retaining wall shall be painted matte grey to match the concrete color.
- c. To minimize excessive light & glare at the intersection, sign panels shall have a matte finish surface and non opaque neutral background color (similar to the monument sign) except for lettering or text lighted from behind.

3. Signs, Construction

- a. The sign shall consist of individual, internally-illuminated letters. Sign design alternatives may be proposed and are subject to approval by the City Planner through the Sign Permit administrative review process. The sign shall consist of:
 - A Raceway, concealed within the building wall
 - Individual Letter Cabinet
 - Internal Illumination
 - Acrylic Face
 - Trim Cap

- b. The Raceway shall be a cabinet or minimum 24 gauge sheet metal, 8 inches high and 6 inches deep, primed with Paintlock. The Raceway shall be weather tight and run within the building or on the back side of the sign fascia. One conduit for 120 V power shall enter the raceway from the junction box on the backside of the Tenant's sign fascia. The sign fascia color can be inspected on-site at 990 Serramonte Boulevard.
- c. Individual letters shall be made of minimum 0.50 aluminum sheet, and 6 inches deep. Letters shall be fastened to the sign fascia with mechanical fasteners. The sign contractor shall provide calculation for sign attachment prepared by a licensed engineer.
- d. Individual letters shall be internally illuminated by a minimum of two neon tubes or LED lights f demonstrated to be more energy efficient than neon tubes; the color of the neon gas shall correspond to the color of the sign face. If the sign face color includes, white, the neon tubing shall be white. Transformers shall be housed in the raceway. All wiring penetration through the building fascia shall be carried by flexible conduit.
- e. Plastic sign faces shall be minimum ¼ inch thick cast acrylic sheet.
- f. All individual letters shall be trimmed with a minimum ¾ inch trim cap.

4. Project Colors

- a. General: Sign colors shall be red, green, blue, black, white, orange or yellow, as specified by the Landlord. The color(s) of the Tenant sign is (are) subject to approval by the Landlord. Colors not included in this palette may be reviewed and considered by the City Planner during the Sign Permit administrative review.
- b. Acrylic Sign Face: The acrylic sign face color shall be considered the primary sign color.
- c. Sign Cabinet: Tenants are encouraged to paint the sign cabinet to match the sign face color. Cabinets may also be black, white or silver.
- d. Trim Cap: The trim cap shall be painted to match the color of the acrylic sign face or the sign cabinet.

J. EXECUTION

1. Fabrications

- a. Signs shall have fine, even texture and shall be flat and sound. Lines and miters shall be sharp, seams flush and unbroken, profiles accurate and ornament true to pattern. Plan surfaces shall be smooth flat and without oilcanning. Maximum variation from plan of surface is 1/32" +/- . Filed or cut areas shall have texture restored.

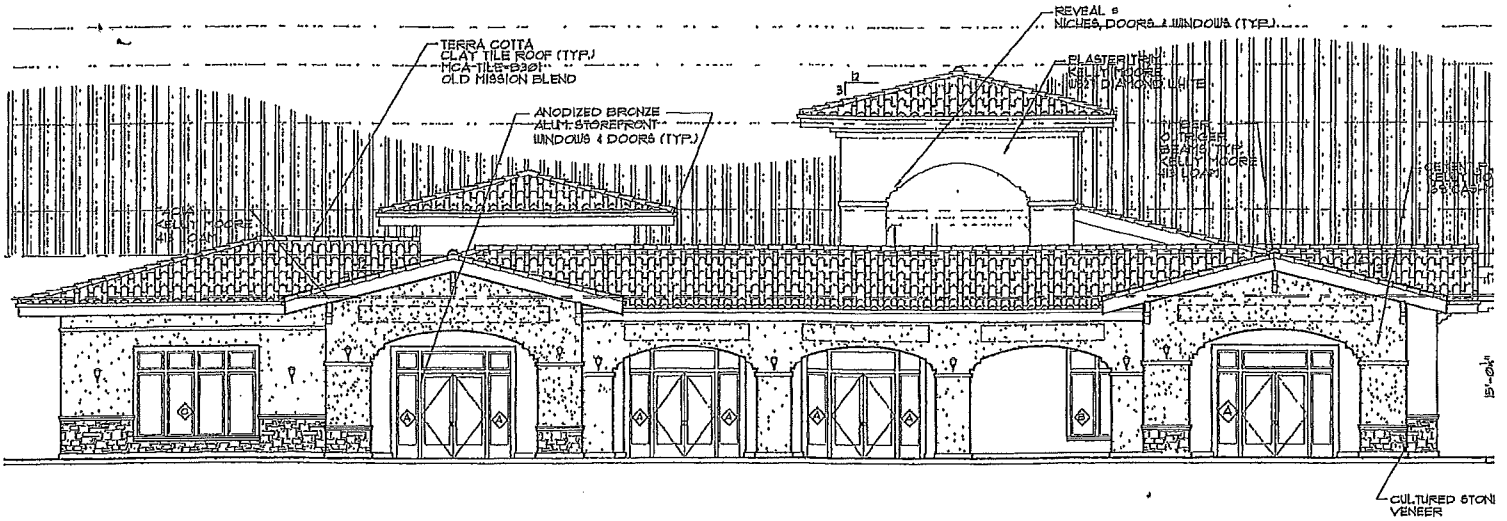
- b. Holes for bolts and screws shall be drilled. Fastenings shall be concealed. Exposed ends and edges shall be milled smooth, with corners slightly rounded. Joints exposed to weather shall be formed to exclude water.
- c. All painted surfaces shall be properly primed and finish coating of paint shall be complete with no light or thin applications allowing substrate or primer to show. The finish surface shall be smooth, free of scratches, gouges, drips, bubbles, thickness variations, foreign matter and other imperfections.

2. Installation

- a. Protect products against damage during field handling and installation.
- b. Protect adjacent existing and new placed construction and finishes as necessary to prevent damage during installation.
- c. Touch up paint all exposed mechanical fasteners to match color and finish of surface surround the fastener upon completion of installation.
- d. Clean all adjacent surfaces that may have been soiled and remove all installation debris upon completion of installation.

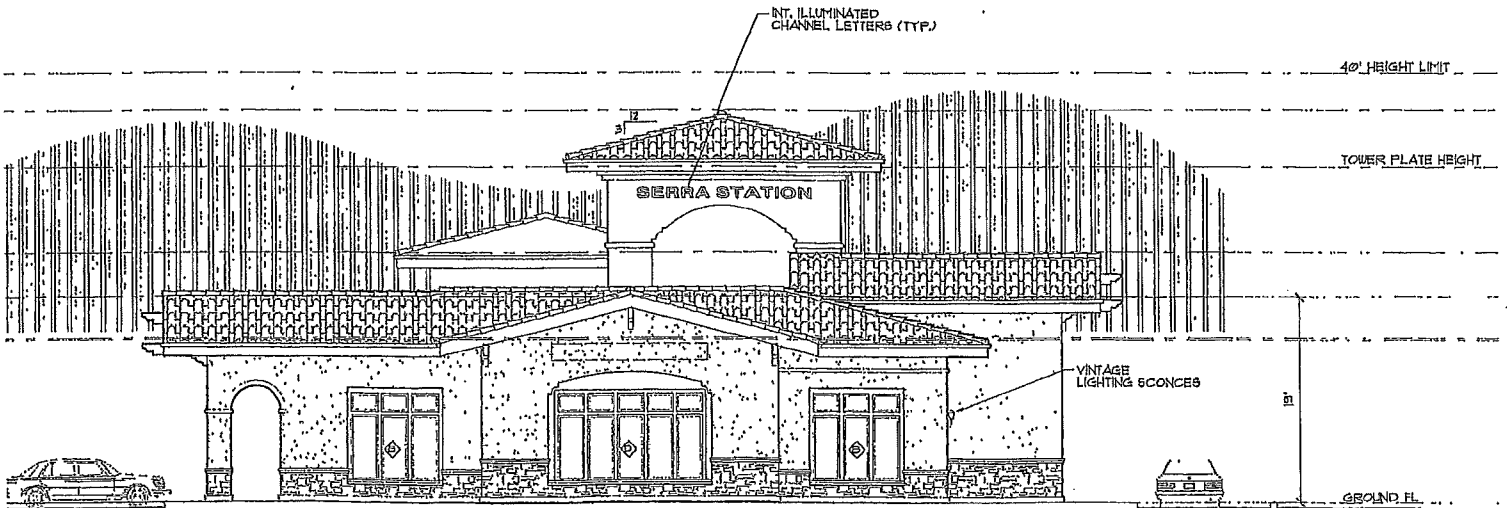
3. Field Quality Control

Signs shall be mounted level and plumb according to the plan location and the dimensions given on the elevation drawings. Where otherwise not dimensioned, signs shall be installed where best suited to provide an even and consistent appearance through the Center. When the exact position, angle, height or location is in doubt, the Tenant and Sign Contractor shall contact the Tenant Coordinate for clarification.



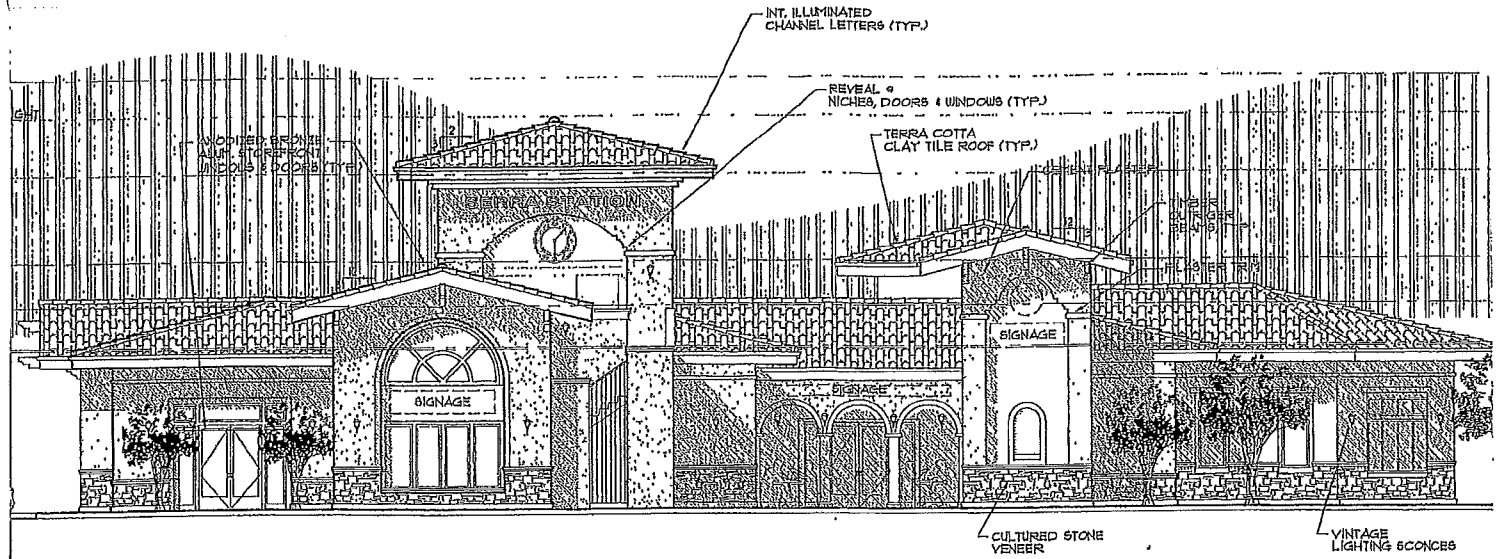
NORTH ELEVATION

SIGNAGE
 ALL LIGHTING FOR THE APPROVED SIGNS SHALL BE FITTED WITH A REGULATING DEVICE SO THAT THE INTENSITY OF LIGHTING CAN BE ADJUSTED

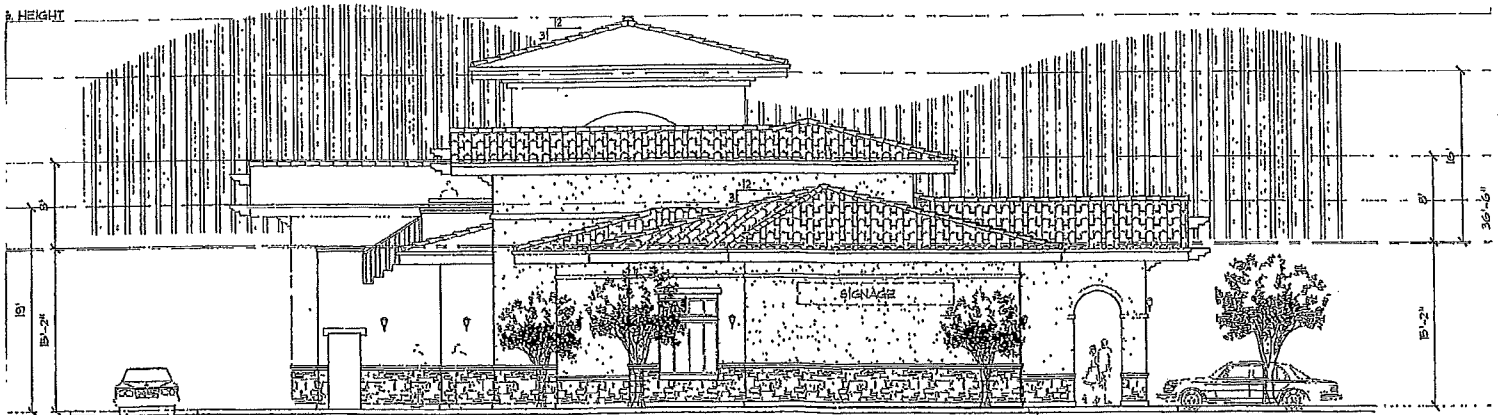


WEST ELEVATION

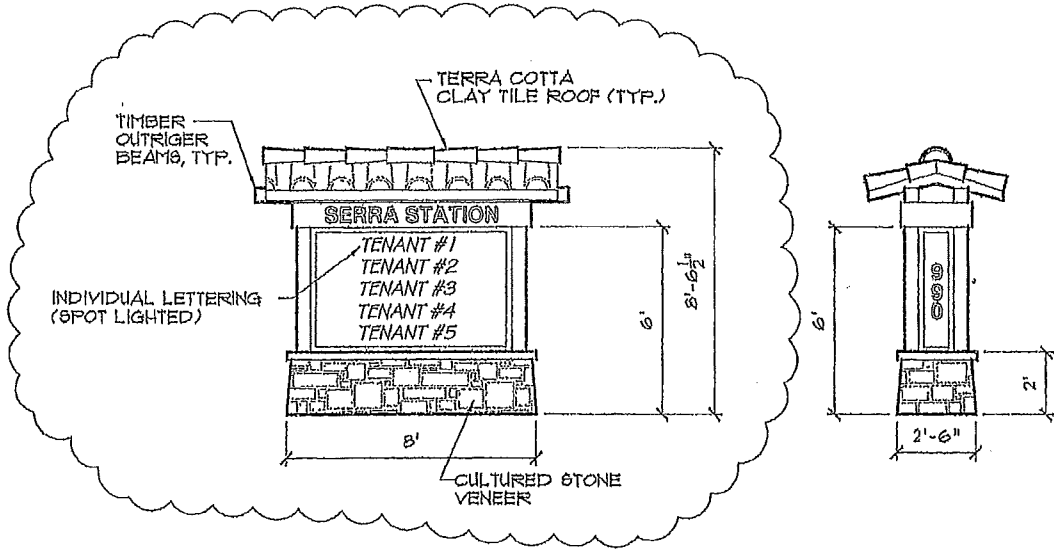
EXHIBIT A



SOUTH ELEVATION



EAST ELEVATION



MONUMENT SIGN @ SERRAMONTE BLYD

1/4" = 1'-0"



SUPERIOR
electrical advertising

1700 West Anaheim Street
Long Beach, California
90813-1195
Phone: 562.495.3808
Facsimile: 562.435.1867
www.superiorsigns.com

Project:
Vivana Fair

Address:
990 Serramonte Blvd.
Colma, CA 94014

Account Manager:
Dave Coberly

Designer:
M. Miller 3.50

Scale: AS NOTED

Design No.: 11-05-3759-03

Date: 05.10.11

Reg. No.:

Revisions:
R1 05-19-11 mdm (.5) add cornice
top to monument
R2 10-11-11 mdm (1.5) change to
individual cabinets.
R3 11-22-11 mdm (1.5) add fourth
cabinet

APPROVALS

FOR JOB CHECK DATE

Acct. Mgr.

FOR CONSTRUCTION DATE

Acct. Mgr.

Design

Production

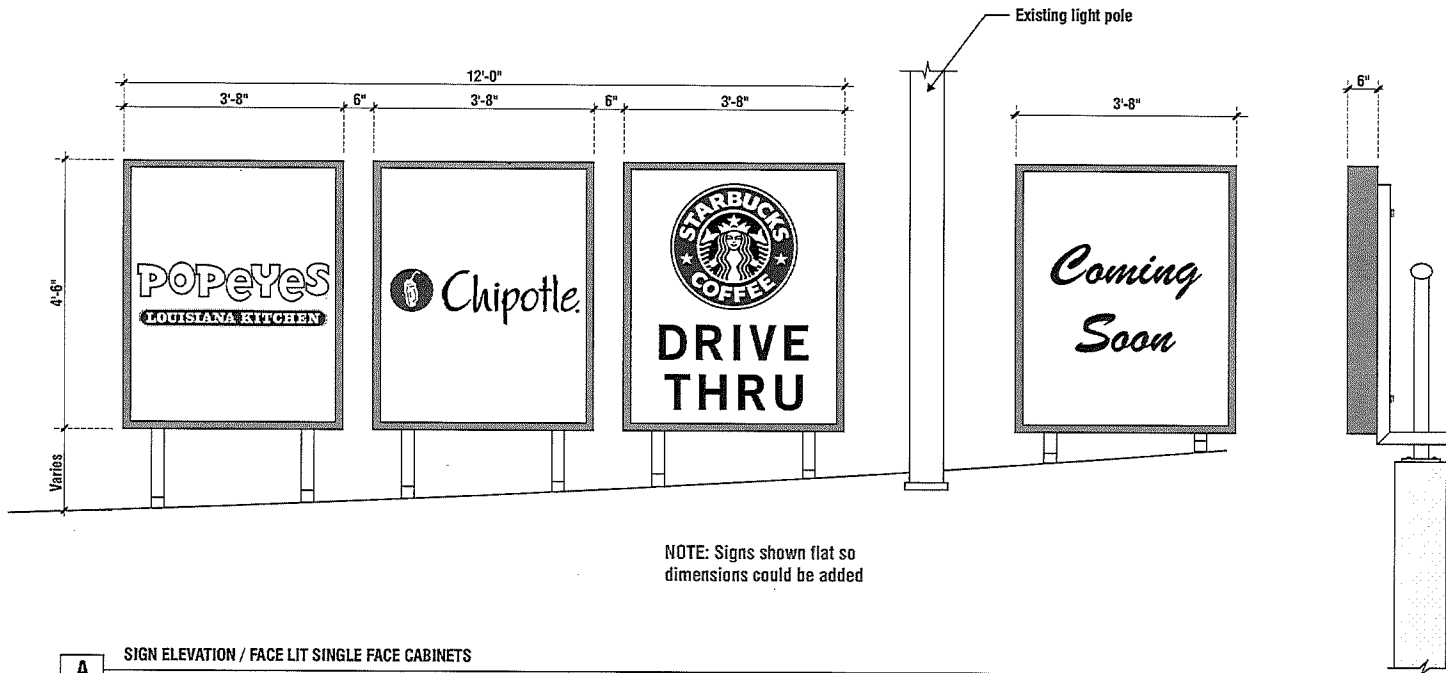
FOR INSTALL ONLY DATE

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Note: The Colors depicted here are a graphic representation. Actual colors may vary.
See color specifications.



NOTE: Signs shown flat so dimensions could be added

A SIGN ELEVATION / FACE LIT SINGLE FACE CABINETS
QUANTITY: ONE (1) EACH REQUIRED - TOTAL FOUR (4) CABINETS

SCALE: 1/2" = 1'-0"

SPECIFICATIONS:

- CABINET: SINGLE FACE ILLUMINATED CABINETS
- FACES: CLEAR FACES WITH WHITE ACRYLIC BACKER - CLEAR TENANT CARRIER TO SLIDE BETWEEN SHEETS
- RETAINERS: 1 1/2" ALUMINUM RETAINERS PAINTED TO MATCH BUILDING
- RETURNS: 6" DEEP ALUMINUM RETURNS PAINTED TO MATCH BUILDING
- ILLUMINATION: WHITE LED'S WITH SELF CONTAINED POWER SUPPLIES

NOTE: FIELD VERIFY ALL MEASUREMENTS AND CONDITIONS PRIOR TO ANY FABRICATION

1 SIDE VIEW
SCALE: 1/2" = 1'-0"