

Macerich

Paseo Nuevo

Signing and Awnings

The design spirit of the signing program for Paseo Nuevo is that of maximum variety within a general order that augments and reinforces the excitement and character of the center itself. Because typical internally illuminated signs are not permitted, an original and distinctive graphic design will be required to communicate the Tenant's identity. Where blade or pendant signs are permitted, the Tenant is urged to consider developing a logo or symbol which may be three-dimensional.

Signs with a refined character such as etched or sandblasted glass signs, and signs using metal leaf lettering are encouraged. Original and distinctive graphic designs are a requirement.

Signage and graphics do more than just provide a name for your store. Signage should reinforce the character and quality of your store design, and act as a counterpoint that enhances your merchandise presentation. Size, character, typography, composition, illumination and height are important factors that make every Storefront sign unique. Acceptable signage formats are limited only by your artistic and creative ability to work within the guidelines of the City of Santa Barbara's Historic District.

It is strongly recommended that the Tenant employ an experienced graphic designer and use exceptional creativity in developing the signage concept for their Storefront identity and their recognition of being in the El Pueblo Viejo District (EPV).

Tenants will be allowed the use of awnings, designed in an historical fashion, to provide additional color and design variety at Paseo Nuevo. The Tenant, at its sole expense, shall provide and install awning(s) and framework per the Landlord's specifications and design criteria, and as shown on the Standard Center Details (SCD). Wall inserts have been installed by the Landlord. Awning fabric shall be flame retardant and color shall be approved by the City of Santa Barbara's Historic Landmark Committee (HLC). All awnings must be laced on to the arms/brackets. The Landlord reserves the right to reject the use of awnings in any area where general visibility is adversely affected.

The final design of signing and awnings, including shape and color, fabrication technique and installation, are to be by the Tenant subject to Landlord's and City of Santa Barbara's Historic Landmarks Commission (HLC) approval.

All signs must be installed and operational before the Tenant opens their Premises for business. The Tenant

Macerich

is encouraged to incorporate signage as a key design element in the development of their store's retail image.

Signage Guidelines

Signage of any sort may not be located outside the designated storefront area except where specifically approved in writing by the Landlord's Design Consultant.

The City of Santa Barbara's Signage Ordinance limits the signage letter height to a maximum of ten inches (10") in the Historic District. Only one attached sign identifying the trade name of the Tenant as indicated in the Lease is permitted for each Tenant. Allowed sign area is equal to one half (1/2) the linear frontage of the leasehold width at the main entrance.

Any Tenant having store frontage on two elevations or having more than one exposure may incorporate one sign per store frontage as allowed by the Landlord and the City Sign Ordinance. One Tenant storefront sign per exterior wall is permitted. The Tenant may also have one standard awning sign in addition to one storefront sign per exterior wall. Where the storefront does not have an awning, the Tenant may also have a blade or pendant sign.

Multiple signs; Blade signs, window signs, awning signs, etc. may be used in conjunction with the

storefront sign as long as they comply with the City of Santa Barbara's maximum allowed sign area (1/2 linear footage of the frontage).

The length of signing shall not exceed two-thirds (2/3) of the storefront width, and/or two-thirds (2/3) of the awning width.

The maximum projection of storefront mounted signs shall be no more than four inches (4").

The advertising or informative content of Tenant's signs shall be limited to the letters designating Tenant's trade name as set forth in the Lease. The use of any brand name or brand name logo will not be allowed on the sign unless it is specifically included in Tenant's "doing business as" (d.b.a.) designation. Crests, corporate shields or logos may be permitted at the discretion of Landlord. The Tenant's sign shall not include specification of the merchandise offered for sale or of the services rendered.

No advertising placards, banners, pennants, signs, devices, credit card logos, slogans, symbols or marks other than those specifically approved by Landlord shall be affixed upon the glass panes or supports of the store windows, doors, or upon the exterior of the Storefront, or within five feet (5') of the Lease Line.

Macerich

Signs may not display, on any portion, the name, stamps or decals of the sign manufacturer or installer.

Painted signs must be silk-screened, including all signage and graphics on the awning.

Animated components, flashing lights, formed plastic, or surface-mounted, box/cabinet-type signs are not permitted.

Repetitive safety logo, circle or dot non-dimensional signs may be used on glass storefronts as required, and these shall not exceed 2” in height, nor conflict with other sections of this sign criteria, and shall be subject to Landlord approval. These safety logos shall be indicated on the Storefront elevation drawings for the Landlord’s review and approval.

Light sources for all sign letters shall be of the same type, color and intensity. All lamps shall be positioned for uniform illumination of the letter. “Light leaks” which are not integral to the graphic design will not be permitted and must be repaired immediately.

Interior exit signs shall be installed as required by code. However, the exit sign announcing egress from the store to the exterior through the primary Storefront entrance shall not be visible from the exterior of the Store.

Temporary signs located within the Display Zone shall be of professional quality. These signs shall not be in any way applied to the storefront. Temporary signs of this nature shall be incorporated into the design/display of the Display Zone, and requires the Landlord’s approval prior to installation.

Detached special purpose signs such as “sandwich board signs” are prohibited outside the Tenant’s closure line.

Simplicity and restraint in material selection is important; however, the material selection, its method of application, and its detail construction shall be consistent with the storefront design and the El Pueblo Viejo District (EPV).

The following materials are not permitted:

- Plastic letters or backgrounds
- Internally illuminated letters w/Plexi-faces
- Internally illuminated backgrounds for letters
- Neon
- Aluminum
- Fluorescent or “Dayglo” colors
- Sign manufacturer’s name

Macerich

Signage Types:

Non-Illuminated Signs

This sign type includes non-dimensional letters or graphics painted or applied directly to the face of glass storefront areas. Techniques include silk-screening, metal appliqué, or glass etching. Also included are dimensional wood, or metal graphics.

Signs applied directly to the storefront glass shall have matching letters on both sides of the storefront glass to create a finished look when viewed from either side.

Supplemental lighting of a traditional Hispanic quality and design may be required for some signs.

Non-Illuminated Individual Letter Sign

Letters for non-illuminated signs must be made from painted or polished metal. Remote illumination from lights mounted on or within the surface of the storefront is encouraged.

Panel Sign

Panel signs are permitted provided that the panels are integrated into the storefront design. Signs may be constructed of painted wood or metal. Remote illumination from light coves or integrated flood lights is encouraged.

Plaque Sign

Plaque signs are to be mounted, typically at eye level, on the opaque surfaces of the storefront. They can display a logo or symbol related to the type of activity contained within the premises. Plaque signs are limited to a maximum of 2 square feet in area. Suggested materials are brass, bronze, or ceramic tile. Baked enamel paint finishes on metal are permitted subject to approval by the Landlord's Design Consultant.

Window Signs

Window signs will be allowed on storefront glazing other than the main entry. The sign may not exceed 25% of the individual glazing area and may not have opaque backgrounds. Letters within the window sign will not exceed 6" in height.

The use of simulated gold and silver leaf will be permitted; additionally etched, beveled, or sandblasted glass is approved for window signing.

Threshold Sign

Threshold signs are located at Storefront entries within the Lease Line, and shall be constructed of durable materials (e.g. stone or tile mosaics). Carpeting, rubber, vinyl, and other such materials that are deemed of low quality are prohibited. A.D.A. guidelines shall be adhered to with regard to design and construction of threshold signs.

Macerich

Awning Sign

Where indicated and approved by the Landlord, the Tenant shall provide an awning. The awning is to be a Santa Barbara style awning as discussed in the *El Pueblo Viejo District Guidelines*. The Tenant shall apply a painted/silk-screened sign to the valance of the awning. Letter design and color shall be selected by the Tenant and shall relate to the storefront design. The height of the letters shall not exceed 8" for a valance measuring 12" in height. The letters of the awning sign will cover no more than 2/3 the length of the awning.

Operational Sign

Signs indicating hours of business and emergency phone numbers are permitted, one at each store entrance. These signs are not to exceed 144 square inches in size and must use metal leaf lettering not to exceed 1" in height.

Tenants shall install on the storefront the street address numbers in metal leaf lettering not to exceed 2" in height.

Tenants handicap access signs shall be metal leaf. Approved signs may be purchased from the Operations Director.

Rear service doors shall have the Tenant's name painted in 2" high letters in "Devinne Ornamental, Avery Gold Leaf A5864-S" style font on a 3' x 9" x 1/2" thick plaque painted "Malaga Green #7295D" and mounted on the rear door.

Tenants shall submit these sign drawings with the sign package.

Illuminated Signs

Blade Sign

Where indicated and approved by the Landlord, Tenant may install one blade sign per store.

The overall size of the blade sign will be determined by the design of the blade sign and the bracket. As a general guideline the maximum letter height shall be 6" and the maximum panel size shall be 600 square inches.

If the Tenant has a logo or image associated with their store, it is strongly suggested that the logo be used as part of the blade sign design. It is also suggested that the Tenant consider developing a logo or symbol that may be three-dimensional.

The material selection, its method of application, and its detail construction shall be consistent with the

Macerich

storefront design and the *El Pueblo Viejo District Guidelines*.

Several options are available in the design of blade or pendant signs:

- Carved or routed wood with natural or paint finish. Lettering shall be by carving or applied pieces.
- Transparent signs with minimum 60% transparency.
- Three-dimensional signs, with an 18" maximum horizontal dimension.
- Non-solid signs of wrought iron, chrome, brass, turned wood, torch cut steel.
- Painted panels. Painting shall be permitted for background and graphic shapes and words.
- Gold leafed wood or steel.

Location shall be approved by the Landlord's Design Consultant. Backing in the Landlord's wall for sign mounting shall be provided by the Tenant. Bracket mounting methods shall conform to the Standard Center Details (SCD).

Any damage to the Landlord's finished wall surfaces shall be repaired at the Tenant's sole expense.

Blade signs shall clear a minimum of 8' from the finished walkway and project no more than 4' from the Tenant's storefront. All designs must comply with local codes.

Blade Sign Bracket:

The bracket is to be fabricated of solid wrought iron and painted black. The Tenant designer is to choose from the pre-approved brackets as shown in the Standard Center Details (SCD).

The attachment of the blade sign bracket to the base building or Tenant storefront must be reinforced by the installation of backing during store construction. These details must be shown on the sign drawings and store construction drawings. Sample details are in the SCD.

Blade Sign Illumination:

Illumination of the blade sign is required. The illumination is to be from an external source. Internally illuminated blade signs are prohibited. Approved signage lighting specifications are located in the SCD.

The light fixture used to illuminate the signage must be attached to the building, and be separate from the sign. The fixture and source of light must be substantially concealed from view, per city requirements.

Macerich

Submit concept drawings of the signage for Landlord approval prior to submission to the City of Santa Barbara Sign Committee. Provide information on the bracket selection, sign materials, signage size, mounting location and color scheme

Silhouette (Reverse Channel “halo”)

The use of reverse channel solid letters lit from behind is allowed provided that they are properly integrated into the storefront design and that the lighting complies with the requirements as set forth in the *El Pueblo Viejo District Guidelines*.

The background surface of the halo-type sign must be opaque and it shall not be a surface that will reflect the image of lamps contained within letters. All lamps must be fully concealed within the letters so as not to be visible from any location accessible to the public.

The rear face of each letter shall be no more than one inch (1”) from the background surface. Maximum depth from the face of the letter to the signband shall be four inches (4”). Maximum letter height is 10”. The use of traditional neon for illumination is prohibited.

Each letter is to be completely enclosed with the back surface made of white translucent glass. Standoff brackets shall be center mounted and painted to match

the adjacent surfaces, so as not to be visible to the public.

Prohibited Signage

The following sign types are not appropriate for Paseo Nuevo and are prohibited for Tenant use:

Plexi-face Channel letter signs

The use of plastics is prohibited in Paseo Nuevo. Additionally, all Channel letter signs are prohibited.

Vacuum formed plastic or injection molded plastic signs

Roof Signs

Any signage outside of the Tenant storefront area is prohibited.

Signs with exposed raceways

Ballast boxes, transformers, crossovers or conduit.

Animated, Flashing, or Audible signs

Self-Illuminated Box type signs

“Box” signs/Can signs with illuminated translucent background and silhouette letters, additionally the use of fluorescent lighting of signage is prohibited.

Macerich

Advertising or descriptive signs

No advertising placards, banners, pennants, names, insignia, trademarks or other descriptive or promotional material may be affixed or maintained on the glass panes and supports of show windows, doors or exterior walls of the storefront.

No temporary paper, cardboard or Styrofoam signs or decals, sticker, or signs painted directly on the glass may be applied to the outside of the storefront area or within 10' of the lease line. The Tenant is encouraged to design demountable, reusable, temporary signs that can be mounted in the storefront area as part of its signing program to indicate "SALE".

Trademarks of manufacturer name

The name, stamps or decals of the sign manufacturer or installer cannot be displayed on any portion of any sign.

Non-ornamental hardware from sign

Attachments to storefront shall not be exposed to view.

Neon-Illuminated Signs

Exposed neon tubes forming letters are **prohibited** on the storefront and within the Display Zone. However, neon tubes may be used in a decorative and informative fashion on the store interior and shall be allowed only at the discretion of the Landlord.

Trim caps and four inch (4") minimum returns are required at all exposed neon tubes. All standoff, PK-type housings, and crossovers must be painted to match the sign background color. All elements of the sign shall have the same lighting intensity and be adjustable by the use of a rheostat.

Construction

All signage must be constructed of premium quality materials. All illuminated signs shall be fabricated and installed in compliance with all applicable building and electrical codes and shall bear an Underwriter's Laboratory (UL) label located in a discreet area as allowed by the code official.

Threaded rods or anchor bolts - concealed from public view - shall be used to "float" elements from a "mounted surface". Angle clips are not acceptable for this purpose.

Electrical

A 7-day, 24-hour time clock shall be provided by the Tenant for control of the illumination of the Tenant's sign.

No exposed raceways, crossovers or conduits will be permitted. All cabinets, conductors, transformers or other equipment related to lighting controls must be concealed from the public view or accessibility.

Macerich

Electrical service to the Tenant's signs shall be from the Tenant's electrical panel. Access panels cannot be visible from the storefront.

All permits for signs and their installation will be obtained by Tenant with a copy sent to Landlord's Operations Director prior to installation.

Landlord's and City of Santa Barbara Submittals

The City of Santa Barbara exercises total control over all Tenant's signing. All signing must be submitted to the City's Sign Committee for approval, as described below. The Sign Committee has approved these Criteria. Following them carefully will facilitate the City's approval process.

In addition to these criteria, the City of Santa Barbara has design guidelines for signage and signage regulations that are contained in the Zoning Ordinance. These guidelines are not precisely the same as those for Paseo Nuevo, but the Tenant may follow the Landlord's Criteria where the guidelines differ. City information may be viewed at the City of Santa Barbara's web site; www.ci.santa-barbara.ca.us.

Landlord reserves the right to reject any signing which in its sole opinion is inappropriate for the Paseo Nuevo.

In order to obtain Landlord's approval, three (3) sets of sign shop drawings, and the Project Statistics Form must be submitted to the Landlord's Design Consultant prior to submission to the City or fabrication. Failure to obtain approval may result in removal of said sign.

After the Landlord's approval, the second step in the process is to prepare a submittal package for the City of Santa Barbara's Sign Committee. It is the Tenant's responsibility to receive approval from the City of Santa Barbara's Sign Committee with the assistance of the Landlord's Design Consultant.

Following is a checklist of items required for City of Santa Barbara Sign Committee Review:

Master Application – to be filled out by the Landlord's Design Consultant

Project Statistics Form – the form is included in this Tenant design manual. Copy the form and fill it out and submit it with the Landlord review as well as the City review.

Site Photographs – mounted on 8 ½" x 11" lightweight cardboard. Include photos of the Tenant space, each adjacent space and conditions directly across from the Tenant space. The City does not accept Polaroid or instamatic photos.

Scale Drawings (three 3 sets of drawings)

Must be drawn and labeled to scale. Site plan showing location within the shopping center. Show linear feet of storefront at main entrance. Proposed signs with

Macerich

exterior dimensions, letter heights, specific typefaces or fonts, and area in square feet. Specific bracket designs. Method of attachment for hanging signs and wall signs and weight of signs indicated. Building elevations for portion thereof showing location of signs at a minimum of ¼" scale.

Color rendering of sign (three 3 copies of rendering)

Color and Material Samples (three 3 sets of samples)

On 8 ½"x11" lightweight cardboard, list manufacturer's name, color code number and attach samples, list both existing and or proposed signs and materials.

Lighting (three 3 sets of drawings)

Show any existing and or proposed lighting, its location and intensity, submit product literature from the manufacturer for any new light fixtures to be used.

Filing Fee

The fee is based on the total square footage of all new signs, after completing the Project Statistics Form then contact the Planning and Zoning Counter at 805.564.5470 for current fee information.

Building Permit

After receiving final approval for a sign, the third and final step in the process is that the Tenant must obtain a building permit (additional fee). Sign Committee approvals are not valid unless a building permit is issued and an inspection has been completed by the City of Santa Barbara's Building and Safety Staff.

Macerich

Paseo Nuevo

Interior Design

Though the primary objective of the Paseo Nuevo Tenant Review process is to focus on the Storefront design, elements of the Tenant's interiors that relate to the Tenants storefront image will be carefully considered in the review process. Thus, care must be taken to ensure that store interiors meet the same high standards as those set for storefronts.

Sales Counters and Fixtures

The Tenant is required to create a Display Zone at the front of the retail space. This Display Zone shall extend from the lease line to a minimum distance of 5'-0" behind the Lease Line. The Tenant is encouraged to use innovative techniques to develop displays within the zone. No mass merchandising (i.e. slat-wall, etc.) is allowed in this area. Durable flooring materials (i.e. stone, marble, wood, etc.) are required. Vinyl, rubber tile and carpet are not allowed.

Sales counters and/or fixtures shall not be located closer than 5' to the closure line. Cash registers shall not be visible from the storefront, and shall, in all cases, be recessed into countertops. Stock room doors shall be screened from public view.

Fixtures shall not be supported by the Landlord's wall or ceiling structure except as approved in writing by the Landlord.

The Tenant shall not place or maintain any temporary or permanent fixture for the display of merchandise in front of or within any entrance to the Premises within five (5) feet of the front lease Line of the Premises or within five (5) feet of any entrance of the Premises.

All shelf standards, which can occur after the first five feet (5') of the Premises shall be fully recessed, flush with the partition finish material and shall not compromise the fire rating, if any, of the wall.

Security Devices

Security devices, including secondary locks on doors and windows, shall be installed as required by the local jurisdictional authorities. Electronic surveillance or other shoplifting detection devices and security systems shall be incorporated into and integrated with the Tenant's storefront design, and within the Tenant's leased area. Freestanding "boxes" or "columns", suspended boxes or rails, or other exposed equipment and decals are prohibited. All security devices must be discreet and non-offending to the general public.