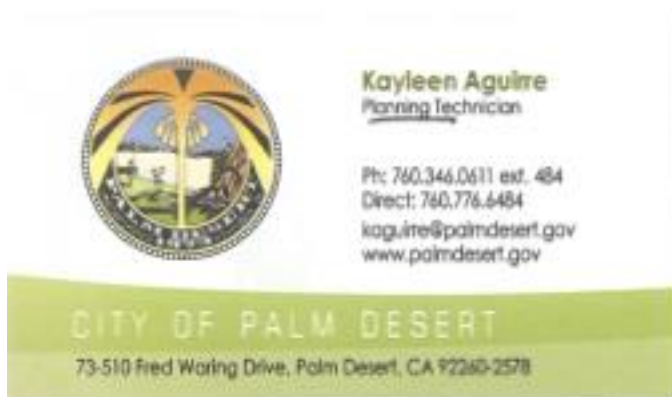


Attached is City approved sign program for 74600 Deep Canyon, Palm Desert, CA 92226(Albertson's Center at Highway 111, Deep Canyon)
Building current owner: CV3 Deep Canyon, LLC

Received from Kayleen Aguirre, August 9, 2024



Albertson's Center
111 Deep Cyn

TENANT SIGN PROGRAM
9200 SQ. FT. SHOP BUILDING
DEEP CANYON AND HIGHWAY 111

Section I
Introduction

The purpose of this sign program is to ensure the design and production of quality signage which reflects the integrity of the architecture and the intent of the Landlord and the City of Palm Desert for this Shopping Center. This sign program has been developed to communicate the particular parameters each tenant is to follow so their individual store signage will be effective and also compliment the project as a whole. Performance will be strictly enforced and any non-conforming signs will be removed and signage area repaired by the Landlord at the tenant's sole expense.

The program establishes minimum and maximum letter sizes, sign area allowances, and locations for each sign type which is subject to the sole discretionary approval of the Landlord, within the context of this sign program.

In addition to this sign program, all signs are limited to the requirements of the City of Palm Desert sign ordinance.

Section II
Approval Procedure

Tenant shall submit to Landlord through the tenant's sign company for approval before fabrication, three (3) copies of detailed drawings indicating the location, size, layout, design and color of the proposed sign, including all the lettering and/or logo, prior to submitting to the City of Palm Desert for review, approval and permit.

All permits for signs and their installation shall be obtained by tenant or its representative at it's sole cost. Tenant shall be responsible for submitting its sign drawing to the appropriate city agency for approval.

A dated signature of approval by the Landlord will be placed on each sign working drawing prior to submittal to the City of Palm Desert for a building permit.

Section III
General Sign Criteria

1. Tenant signage shall include only the business name, as registered on the lease agreement, and established logo symbol, subject to approval by landlord.
2. Maintenance of each sign is the responsibility of the tenant. Letter forms or letter faces which require repair will be replaced or repaired within thirty (30) days of damage or notice from landlord. If the signage is not rectified within the thirty day period, the Landlord may repair the sign at the Tenant's expense.
3. Signs will be free of all labels and manufacturer's advertising with the exception of code requirements.
4. Roof mounted signs will not be allowed.
5. Banners, pennants, or temporary signs may not be displayed on the Building or in the parking area, and temporary signs may not be placed on the inside surface of any window or hung closer than ten feet (10) behind the inside window without prior approval of Landlord, and compliance with the City of Palm Desert.
6. Cooperative tenant seasonal promotions signing may be permitted only upon review and approval of the Landlord and the City of Palm Desert.

Post-it* Fax Note	7671	Date	1/2	# of pages	4
To	AARON	From	MARTIN	Co.	
Co./Dept.		Phone	885-4775	Fax #	885-5645

7. As a general rule, tenant signs must be located visually centered, horizontally and vertically, within the fascia (sign band) space above their leasehold.

8. The tenant will be fully responsible for the performance of its sign contractor and will indemnify, defend and hold harmless the Landlord and its agents from a damage of liability resulting from contractor's work. Tenant will also provide Landlord adequate evidence of tenant's sign contractor insurance coverage, naming Landlord as additionally insured.

9. Upon removal of any sign by tenant any damage to the Building fascia or sign area will be repaired by Tenant, or by the Landlord at the Tenant's expense. Repair work to be completed within a ten (10) day period.

Section IV

Shop Tenant I.D. Signs

1. Shop tenant signs are to be individually mounted, indirect channel letters, face and halo illuminated. Letters to illuminate through both face and halo.

2. Letter height for shop tenant's signs are to be a minimum of fourteen inches (14"), and a maximum of twenty-four inches (24") including ascenders, descenders, swashes and flourishes.

3. Shop tenants with nationally or regionally recognized logo graphics may use their business identity typestyle upon review and approval by the Landlord and the City of Palm Desert.

4. Tenants wishing to initiate logo graphics for their business, which are not concurrent with the typestyles or fabrication techniques stipulated within this sign program, must submit a professionally prepared design drawing (in scale and in color) of the proposed sign for review by the Landlord. Upon the approval by the Landlord (in writing), the tenant must submit the design to the City of Palm Desert for approval and permit.

5. The maximum allowable sign area is not to exceed one square foot (1 sq. ft.) per linear foot of tenant store frontage to a maximum of fifty square feet (50 sq. ft.) per elevation. The area of the sign shall be within a single continuous perimeter of not more than eight straight lines enclosing the extreme limits of writing, representation, emblem, or any figure of similar character, together with any material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed.

6. The maximum height of the tenant shop sign shall not exceed twenty (20) feet in height. "Height of a sign" means the greatest vertical distance measured from the ground level directly beneath the sign to the top of the sign.

7. An additional shop tenant sign will be allowed, in addition to storefront signage, on the north elevation of the Building. No signage will be allowed on the south elevation. One (1) shop tenant sign will be allowed on the east elevation in an area above the tenant occupying the south end cap location.

8. The sign layout shall be one (1) line format for storefront identification. Two line format may be considered on a case by case basis. The sign layout shall not exceed a height which would encroach within the area six inches (6") from the top and bottom of the fascia "sign band" area.

9. If a logo system is to be employed as part of the shop tenant sign, it must be confined within an area three times (3x) the capital letter height in width, and must not exceed 130% of the height of the capital letter. A registered trademark/logo, without adjacent individual letters, may be included within the calculated

sign area provided the allowable sign area for the trademark/logo letters is reduced to thirty-three (33%) of the allowable area and that the logo may not exceed three feet (3') in any dimension. Logo sign shall also be sized to be in proportion to the building face to which it is attached. This sign is also subject to approval by the Landlord and the City of Palm Desert.

Section V
Shop Tenant I.D. Signs

The following standards further specify the design and production requirements for shop tenant signs.

Along with the requirements of this section, the tenant must also comply with all the requirements outlined in Section III 'General Sign Criteria'.

GENERAL STANDARDS

1. All tenant signs are to be illuminated signs which are connected to an assigned box provided by the landlord, which must be controlled by a dedicated time clock, and have a disconnect means (switch) within visual proximity to the sign.

2. All signs and installations of signs must conform to the appropriate building and electrical codes. The tenant and the sign contractor will obtain any and all permits required.

3. In no case will there be any exposed electrical raceways, conduit, transformers, junction boxes, conductors, or crossovers. Exposed hardware will be finished in a manner consistent with quality fabrication practices and the installation will be approved by the landlord.

4. Channel letter, and logo forms, are to be fabricated from minimum 24 gauge sheet metal or .050 aluminum formed into a pan channel configuration with a five inch (5") return. Each letter must have a minimum of two (2) 1/4" diameter seep holes for drainage of water. The inside of the metal letter, and logo form, are to be painted white. Internal illumination to be 30 milli-amp neon tube lighting. The letters are to be pinned off the building fascia one and a half inch (1 1/2") with a 1/4" steel non-corrosive stud.

5. Tenant and/or tenant's sign contractor shall not, in course of sign installation or removal, damage any of the buildings exterior or structure. Tenant will be held fully responsible for all costs incurred to repair any damage, at the sole discretion of the owner.

6. All penetrations of the exterior fascia are to be sealed watertight, then painted to match the existing fascia color and texture.

COLOR:

SHOP TENANTS

1. Shop tenants with established trademark logo graphics may utilize their custom colors upon approval by the Landlord and the City of Palm Desert.

2. Shop tenants without established graphics must select from the following colors:

(i.)	Red	#2793	(Lucky red)
(ii.)	Teal	#320C	
(iii.)	Molly Green		(Starbucks Green)

3. Use of white letters shall be considered a non color.

4. Channel letter returns are to match the face color.

5. Additional colors for accent vinyl applications on tenant's signs will be acceptable provided the color represents less than 25% of the total size of the sign, subject to approval by the Landlord and the City of Palm Desert.

Section VI

Store Number, Window Vinyl

STORE NUMBER

1. Landlord shall install a store number over each store front door. The numbers must be vinyl machine-cut numbers, four inches (4") in height utilizing the project typestyle. The numbers are to be installed centered both vertically and horizontally within the glass panel area over the door.

WINDOW VINYL

1. Each Tenant is allowed one (1) information sign at the entry to their store. The copy for this sign is limited to pertinent business information such as store hours, telephone numbers, emergency information or other business information.

2. The sign is to be vinyl machine-cut copy in the project typestyle, applied to the store window adjacent to the storefront door.

3. The maximum area allowed for this sign is 144 square inches and maximum height must not exceed one inch (1").

TOGO'S

TOGO'S

TOGO'S

TOGO'S

TOGO'S

TOGO'S

TOGO'S

TOGO'S

TOGO'S

TOGO'S

TOGO'S

Letter: white.

background pms 520c (teal)

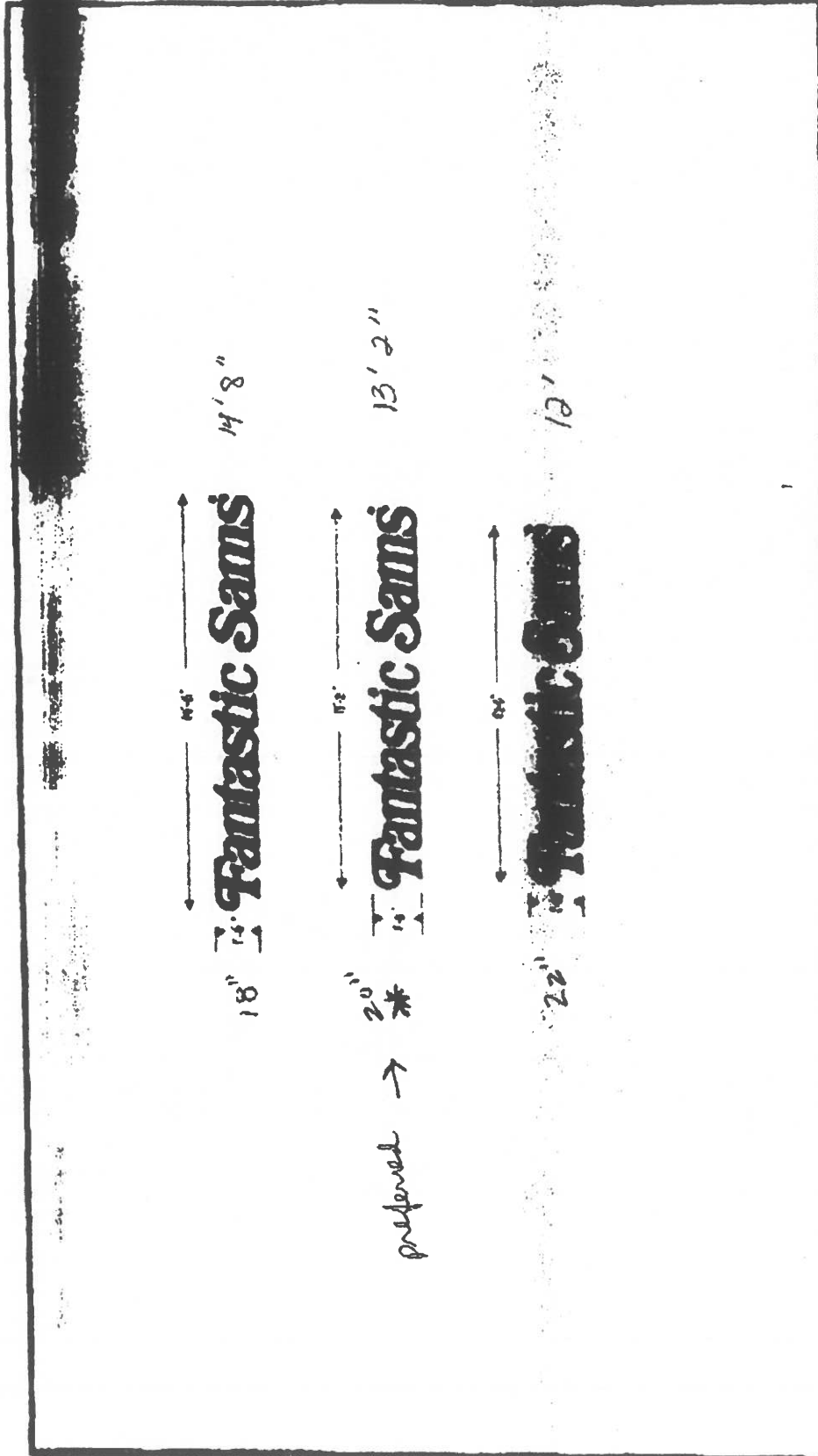
- individually illuminated channel letter returns painted white
- clear plex faces with 3/4" white trim cap
- illuminated by 6300 double tube imposed neon, 13 milliamps

19:07

109-1003441

END-AL

PAGE 02



SCALE: 3/4" = 1'-0"

DATE: 12/02/96

ADDRESS:

CASTLE SIGNS & GRAPHICS SIGN CO.



VIDEO DEPOT



RED PLASTIC FACE W/
GOLD TRIM CAP
BLACK RETURNS

Lucien Red.

CUSTOMER APPROVED

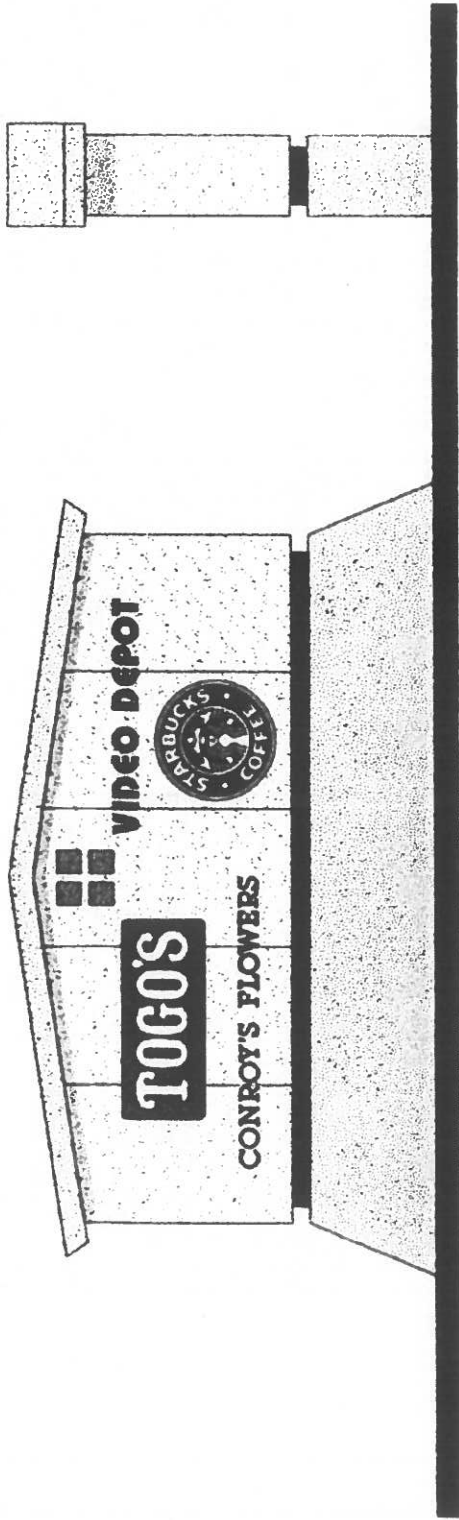
VIDEO DEPOT
CITY OF INDIO, CA
Tel : 619-346-3692
Fax: 619-346-9223
HIGHWAY 111
TWO SETS OF CHANNEL LETTERS
INTERNAL ILLUMINATED

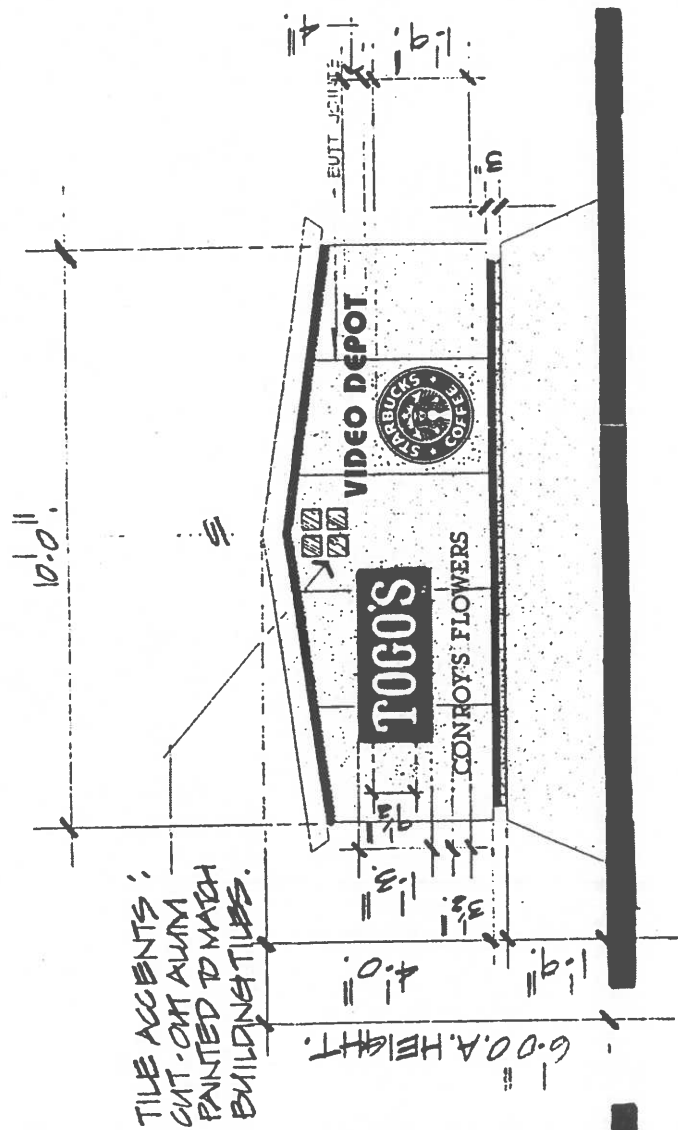
SCALE 3/8"=1'-0"

中外招牌
FORTUNE SIGNS CORP.
140 SUI YUEN ROAD, HONG KONG
TEL: 2722 2222
FAX: 2722 2222
CONTACT PERSON: MICHELLE WU

ITEM	DESCRIPTION
COLOR/COPY	
COLOR/BACKGROUND	
COLOR/CABINET	
COLOR, RETURN	
CAP/TRAFFIC CAP	
LETTER SIZE	
LETTER STYLE	
MATERIAL	
SCHEDULE	

NOTE: ALL DIMENSIONS ARE APPROXIMATE. CUSTOMER MUST VERIFY DIMENSIONS ON SITE. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE SPECIFIED. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE SPECIFIED. ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE SPECIFIED.





TILE ACCENTS:
CUT-OUT ALUM.
PAINTED TO MATCH
BUILDING TILES.

FABRICATED
ALUM. REVEAL
PAINTED TO
MATCH "FRAZEE"
#7050 THROUGH.

FABRICATED
ALUM. BASE
W/TEX. COAT
FINISH.
PAINT FRAZEE #
#102 ARIZONA
WHITE.

DF MONUMENT SIGN.

SCALE 3 1/2" = 1'-0"

END VIEW.

SCALE 3 1/2" = 1'-0"

SIGN DESCRIPTIONS:

FABRICATED DP ALUMINUM SIGN W/
TEX. COATE FINISH, PAINTED "FRAZEE"
#192 ARIZONA WHITE.

ROUT OUT ALUMINUM BKGD FOR SHOW-
THRU GRAPHICS.

colors as follows:

● "CONROY'S FLOWERS" ;

#7329 WHITE FLEX W/ "SCOTCHCAL"

#237-126 VINYL GREEN OVER WHITE FLEX.

"TODAY'S" ;

#7329 WHITE FLEX W/ "SCOTCHCAL" #230-246
TEAL OVER, CUT-OUT TEAL FOR SHOW-THRU COPY.

"VIDEO DEPOT" ;

#2743 RED FLEX

"STARBUCKS" ;

#7328 WHITE FLEX W/ "SCOTCHCAL" #230-120
VINYL OVER (OUTTER CIRCLE), CUT-OUT GREEN
FOR SHOW THRU "STARBUCKS COFFEE", "STAR",
and "BORDER".

● "SCOTCHCAL" #230-22 BLACK VINYL OVER
(INNER CIRCLE), CUT-OUT BLACK VINYL FOR
SHOW-THRU GRAPHICS.