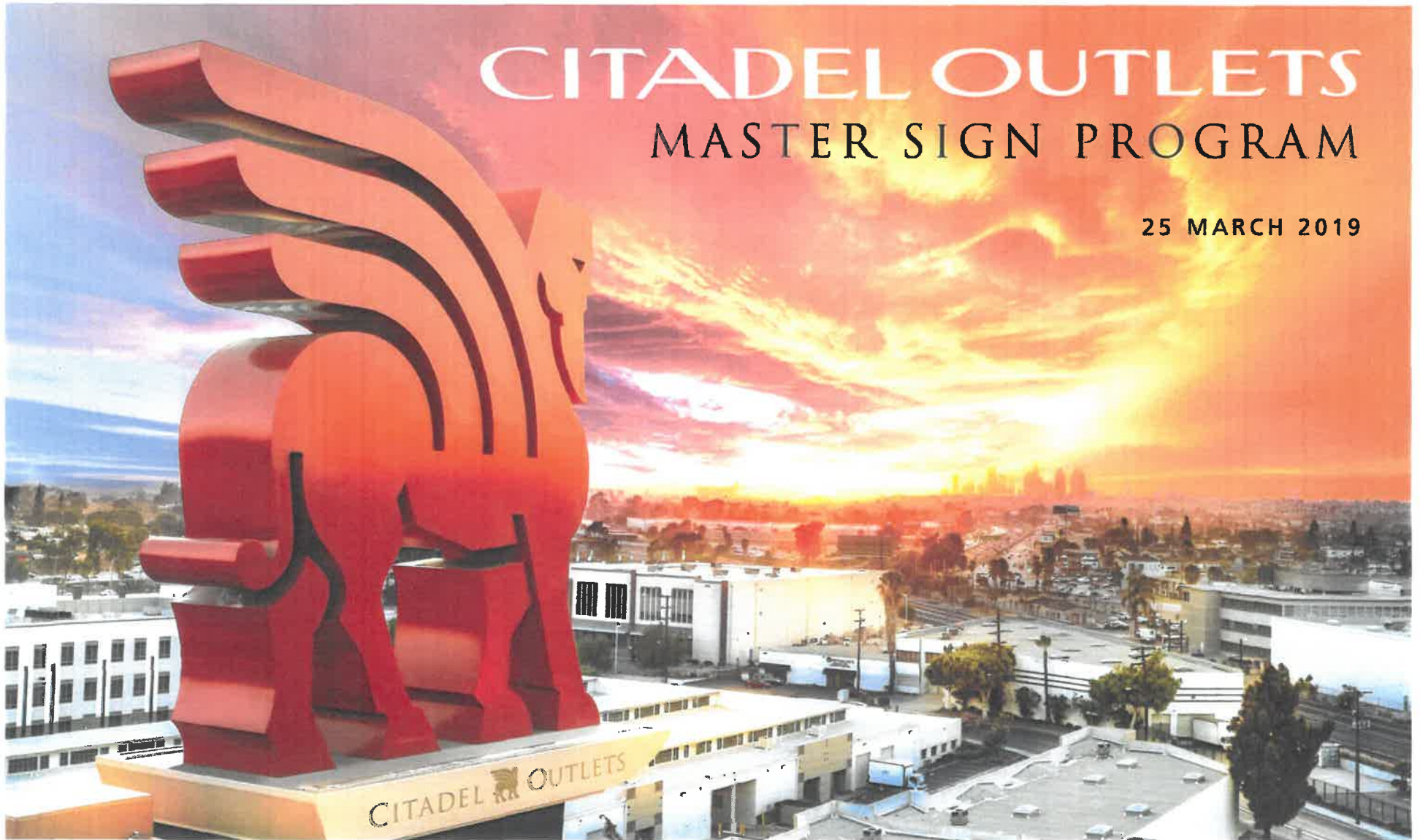


CITADEL OUTLETS

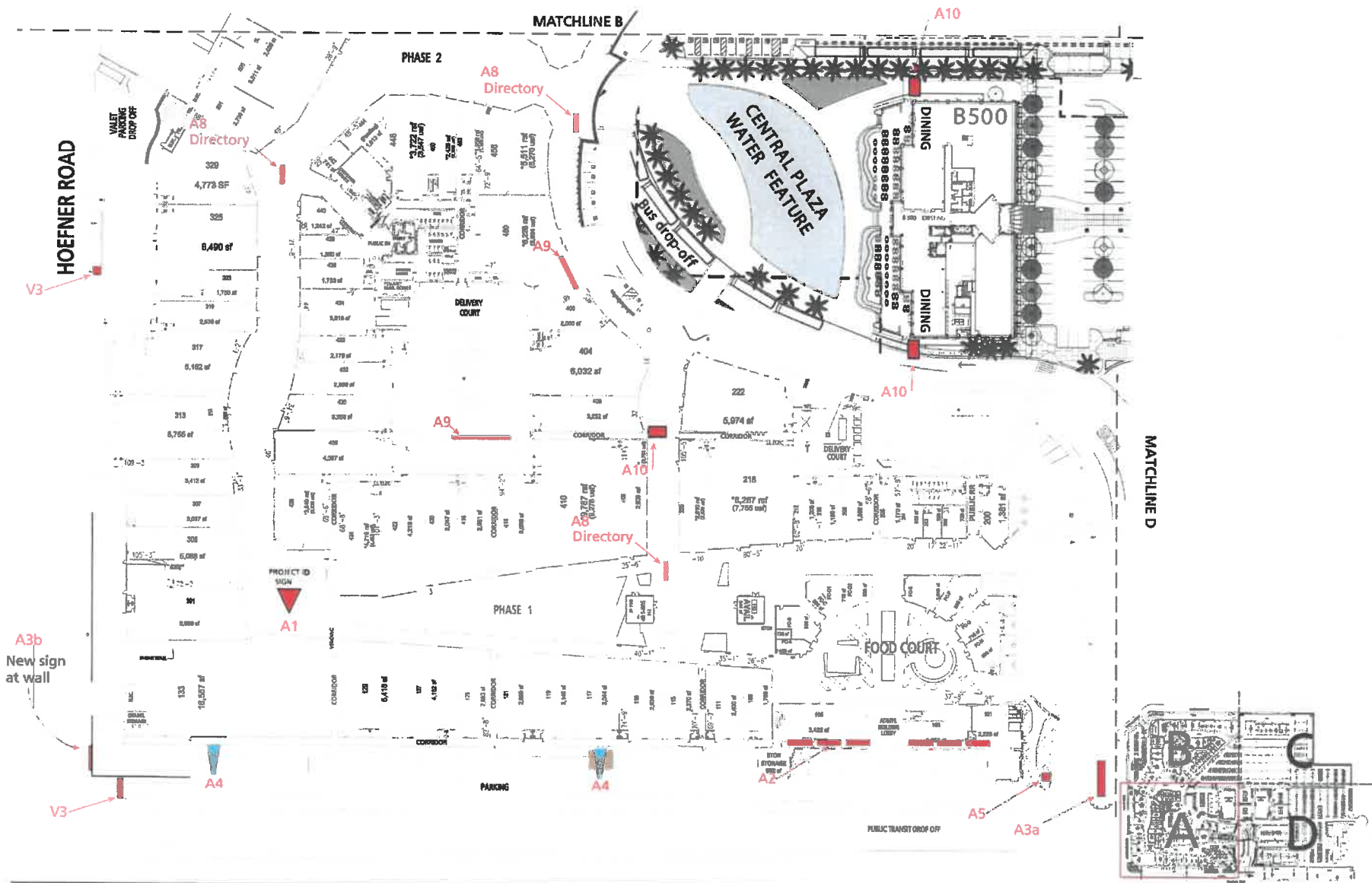
MASTER SIGN PROGRAM

25 MARCH 2019



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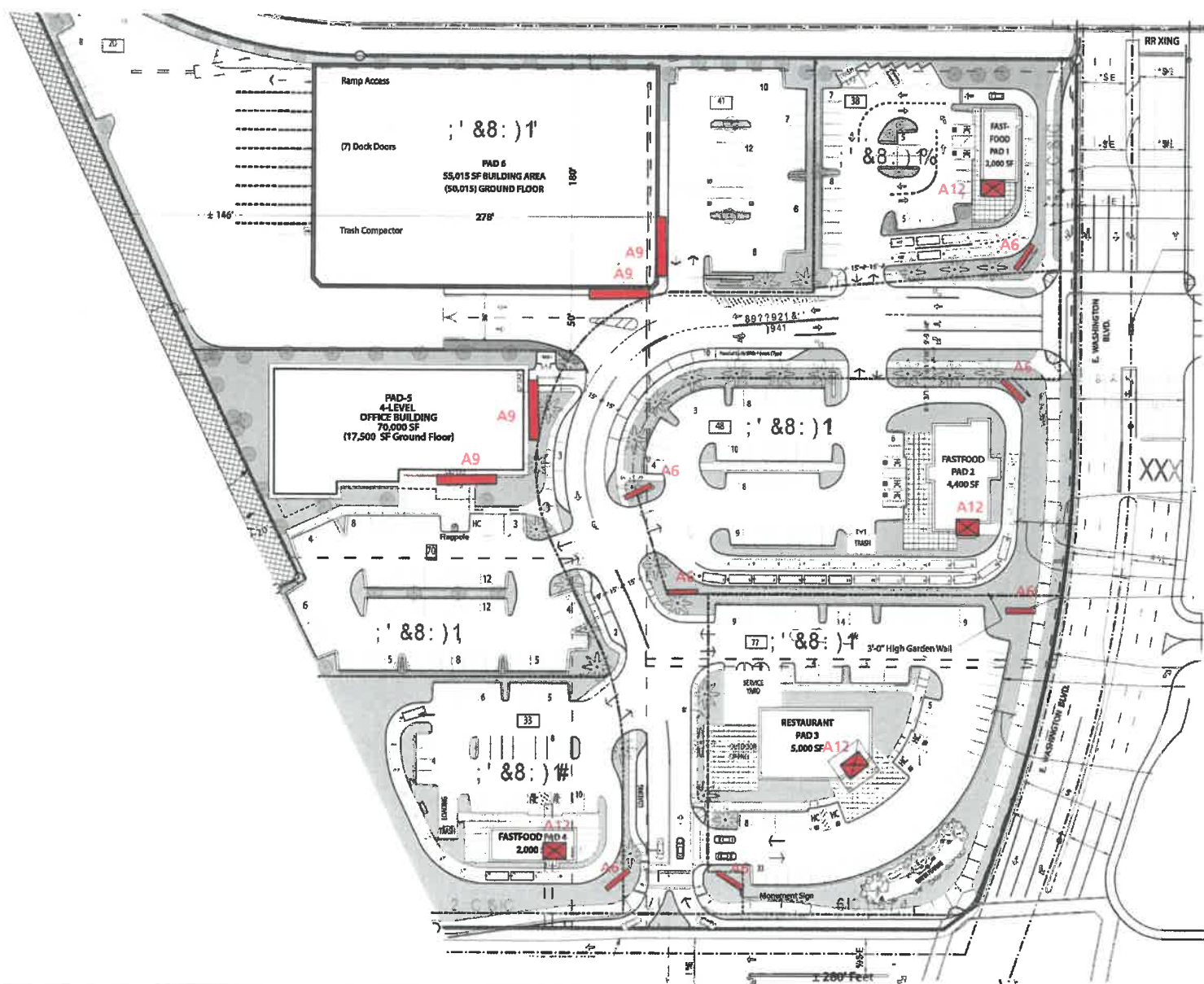


Sign Location Plan Quadrant A

DATE: 25 March 2019

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SCOPE MAY BE ADJUSTED TO ACCOMMODATE
FIELD CONDITIONS





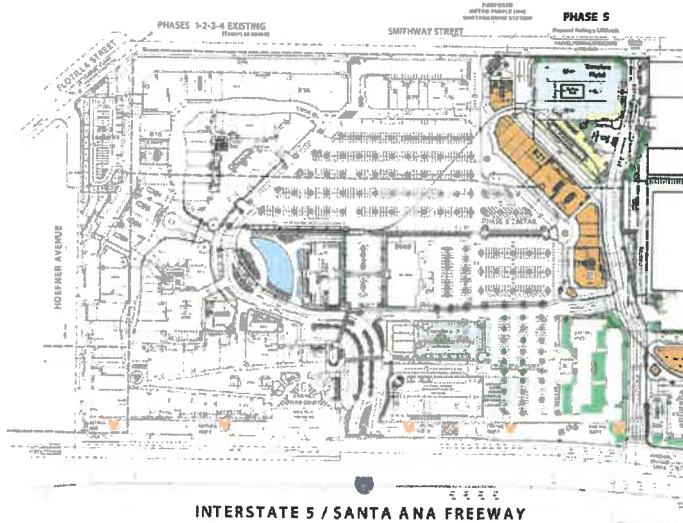
Sign Location Plan Quadrant G

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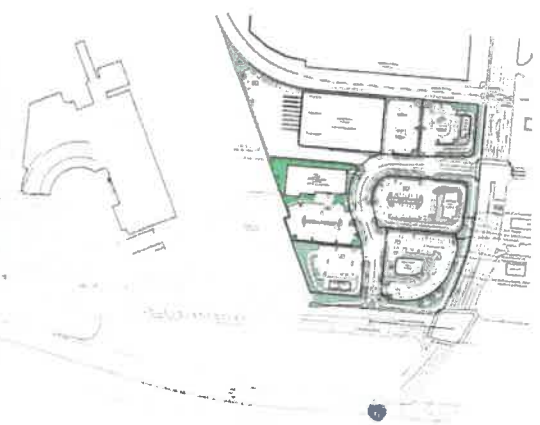
Aerial Massing



Overall Site Plan

SCALE: 1" = 200'

0 200' 400'



Washtel Development (future)

SCALE: 1" = 200'

0 200' 400'

CITADEL MASTER SIGN PLAN

Project Site Overview

DATE: 25 March 2019

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FIELD CONDITIONS

PROJECT SIGN TYPES

The following outline identifies the Project Signage Types utilized:



A1 PYLON SIGN [Existing & New]

Triangular shaped pylon with 2 sign faces aimed to I-5 travelers.

Individual channel letters may be edged with exposed "neon" perimeter.

Quantity: One [1], 2 sided

Copy : Center ID/graphic image & exit tag-line.

Height: 128'-0" tall [existing]; 150'-0" tall [new].

Lighting: External floodlighting and dynamic color lighting system with programmable LED light ribbons.

A2 BUILDING PARAPET SIGN

Oversized individual channel letters "CITADEL OUTLETS" & Lamassu Icon Logo parapet mounted, face-lit and outlined in exposed "neon".

Quantity: Two [2] sets 12' tall Letters; Multiple Locations.

A3a MONUMENT SIGN Primary Entrance

Existing monument sign structure; Double sided sign, internally illuminated background with face-lit channel letters.

Quantity: One [1], double sided

Copy : Center ID; Office Park & Hotel ID. Special event poster.

Height: 32'-0" tall [existing]

A3b LOW MONUMENT SIGNS Secondary Entrances

Individual Face-Lit Channel Letters & Logo wall mounted on screen wall or sign structure.

Quantity: Multiple Units

Height: 30" Letters; Screen wall height 16' max.

A3c LAMASSU ENTRY MARKERS

3-Dimensional Cast Stone Replicas of Assyrian Lamassu Winged Bulls.

Quantity: Multiple Units; Typically placed in pairs.

Height: 12' Tall

A4 LED DISPLAYS

Double-side illuminated panel displays are roof mounted above and removed from the historic wall; positioned at the 3-dimensional 'keeps'. Display panels are elevated above an illuminated, translucent, ziggurat base; Display Panel is surrounded by a decorative metal frame and is angled for best viewing angle. Display panel assembly is topped with a 3-dimensional cast representation of an Assyrian 'Lamassu' Winged Bull.

Full-color LED graphic display faces with synchronized refresh.

Quantity: Eight [8] units

All units double sided.
Copy : Changing display of Tenant merchandising graphics, tenant & corporate logos.

Height: Overall 83'-0" afg
12'-6" winged bull + 32'-0" tall display panel and 7'-0" tall base over 32'-0" parapet.

Display Panel Size: 21' x 30'

Lighting: Internal lit ziggurat base with dynamic color lighting system with programmable phased color shifting.

A5 GATE MARKERS

Internally illuminated decorative piers to help identify primary & secondary project entrances at Telegraph, Gaspar, Hoefner, Smithway, Tubeway & Washington Blvd.

Quantity: [2] per entry; [2] per Office Entry
Copy: Center ID; small scale Liability Disclaimer

Height: 14'-0" tall.

Smaller scaled illuminated bollards placed at pedestrian zones throughout the center.

A6 TENANT MONUMENTS [Existing & New]

Double-sided sign panels with individual channel letters identifying anchor tenants.

Quantity: Six [6] existing; Ten [10] new.

Copy : Office Tenant ID; Hotel

Height: 6'-10" above grade

Sign Face: 6' tall x 18' long.

A7 PARKING STRUCTURE MARQUEES

2-sided & 3 sided sign structures mounted and extending from the Parking Structure as a vertical marquee. Sign has integral Face-Lit Individual Channel Letters, Directional Arrow, LED Car Counter & 3D Lamassu Icon Logo.

Quantity: Multiple Units @ Parking Entry Points;

Copy: "PARK", Structure Identifier, Lamassu Icon.

Height: A7.1 Large 58'-0"; Sign Area 850 sf

A7.2 Medium 35'-0"; Sign Area 250 sf

A7.3 Small 25'-0"; Sign Area 125 sf

A8 CENTER RETAIL DIRECTORIES

2-sided glass enclosed directory cabinets, positioned strategically throughout the center. Structures are freestanding and internally illuminated.

Quantity: Multiple Units

Copy: Center ID, Lamassu Icon, Map & Graphics

Height: A8.1 Large 18'-0"; Sign Area 120 sf

A8.2 Medium 11'-6"; Sign Area 80 sf

A8.3 Small 8'-0"; Sign Area 40 sf

A9 PROJECT FEATURE IDENTIFICATION SIGNAGE

Copy: Customer Service, Restrooms, Hotels, Monorail, Bus Transportation, Metro Station etc.
Sign Area: 2 sf per lin ft frontage. Format may be vertical as a projecting blade or marquee.

A10 FEATURE TENANT MARQUEE SIGN

Projecting vertical dual faced custom sign marquee.

Typical Size: 25'-0" tall; Sign Area 150 sf

Theatre/Anchor Tenant: 60'-0" tall; Sign Area 500 sf

A11 FEATURE LED DISPLAYS

Oversized full motion LED Displays incorporated into Project Design as Environmental Art & Graphic Elements. Theatre/Entertainment Zone incorporates proportionally larger displays. Multiple Units located throughout. Internally oriented: Up to 1,000 sf ea.

Theatre: Externally facing [2] @ 2,000 sf ea.

Theatre Entertainment Zone: 3,000 sf ea.

A12 ROOF TOP ICON SIGNS

Feature and Pad Tenant Buildings may incorporate a dynamic ICON topped sign structure to their allowable sign areas. Icon may rotate and may have dynamic lighting to emphasize the unique nature of the Citadel and nostalgic LA Architecture.

V1 ON-SITE VEHICULAR DIRECTIONALS

Freestanding on-site signage for directing customer, office and service vehicle traffic.

Quantity: Multiple units

Copy: Center ID; Regulatory Symbols; Hotel, Office, Anchor Tenant Directionals & Liability Disclaimer. Digital Display where appropriate.

Height: up to 14' above grade

Sign Face: up to 50 SF;

may be dual faced if req'd.

V2 OFF-SITE VEHICULAR DIRECTIONALS

Pole mounted off-site signage for directing traffic from freeway off-ramps and surface streets to center entrances.

Quantity: Multiple units

Copy: Center ID; Directional Arrow;

Sign Face: 4'-0" x 6'-0"

Mounting: on city poles; height to be field determined for each location.

V3 PERIMETER DIRECTIONAL, Telegraph Rd.

Freestanding Signs along Hoefner, Flotilla, Smithway and Gaspar to identify perimeter entrances for customers and service vehicles. May include LED Animated Graphics to facilitate traffic flow.

Quantity: Multiple Units

Copy: Center ID; Directional Arrow;

Entrance Copy

Sign Size: 150 SF max.

Height: 17' above grade.

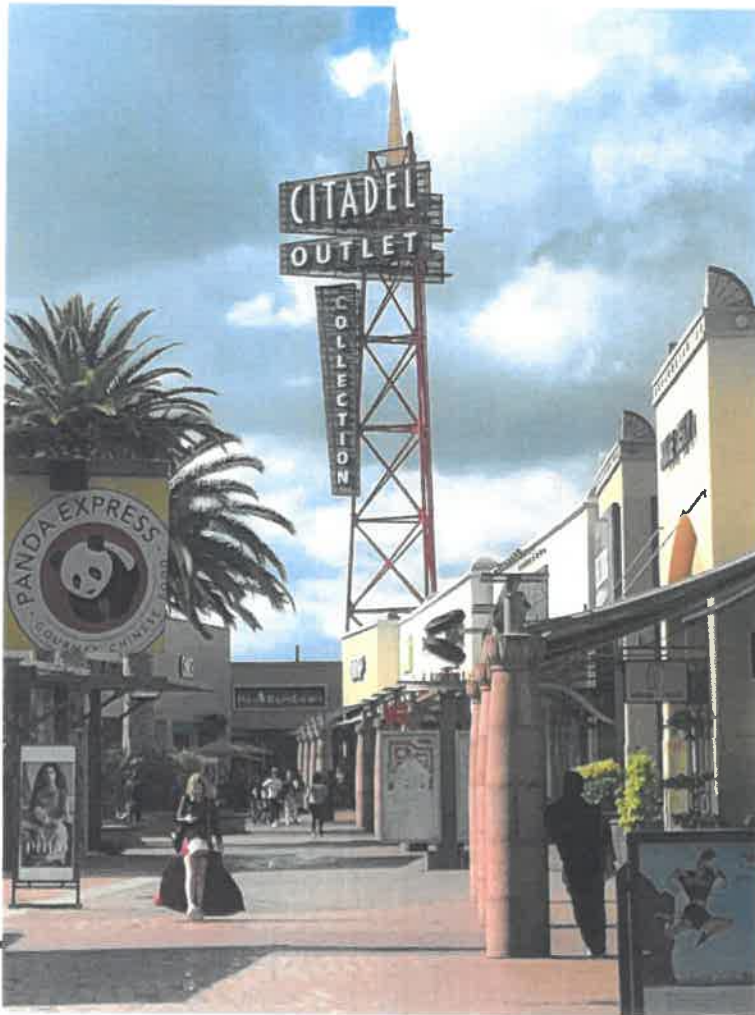
CITADEL MASTER SIGN PLAN

Project Sign Types & Descriptions

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SCOPE MAY BE ADJUSTED TO
ACCOMMODATE FIELD CONDITIONS.





A1 Pylon Sign



A2 Monument Sign

PROJECT Sign Types

CITADEL MASTER SIGN PLAN

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ACCOMMODATE FIELD CONDITIONS.

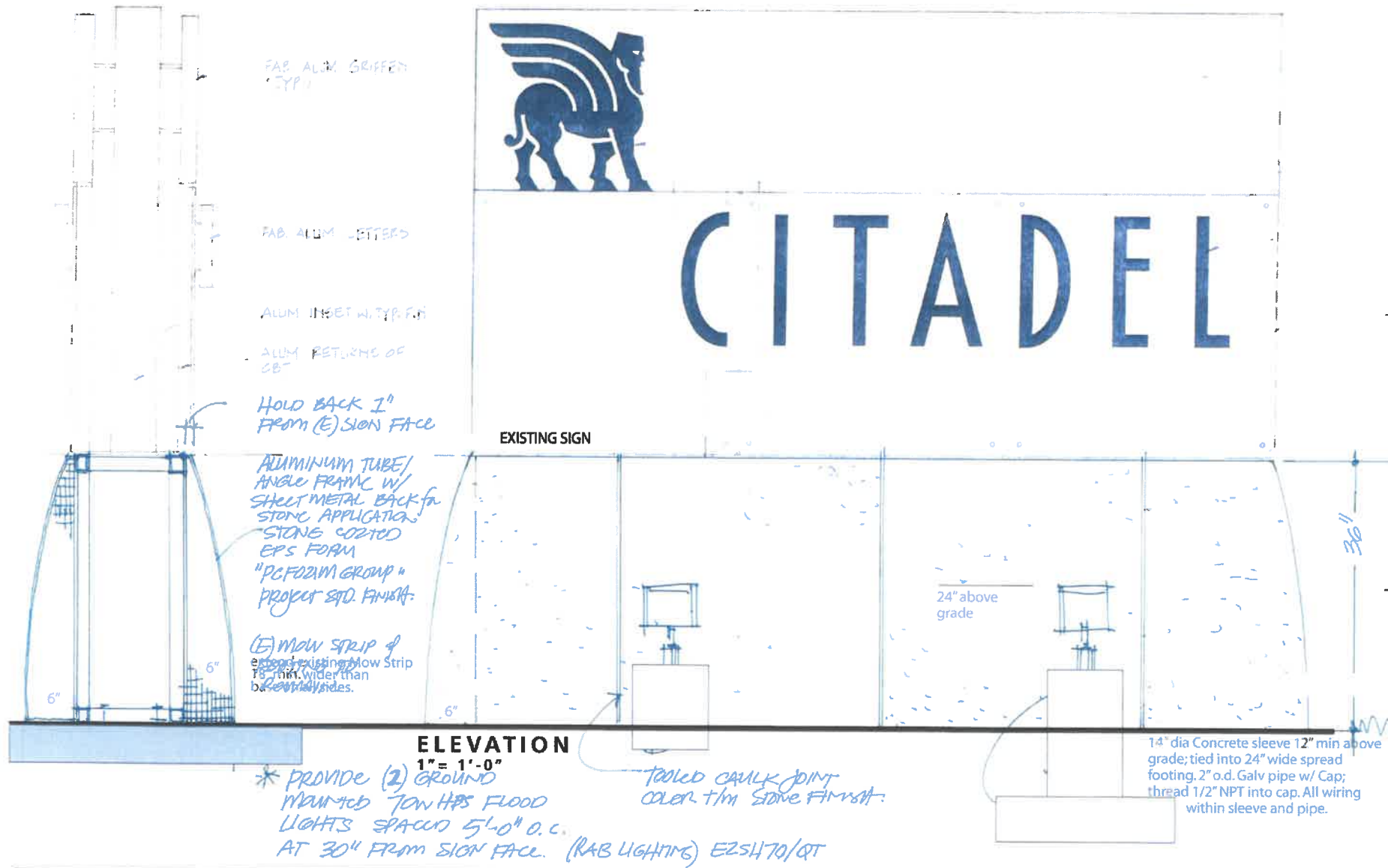
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03



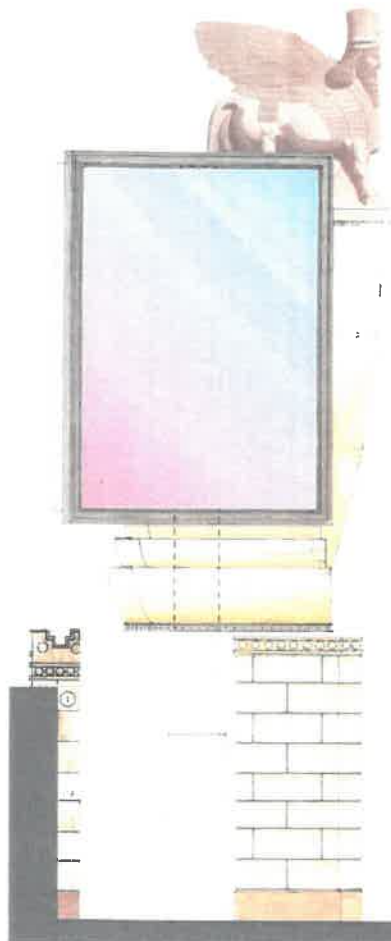
A3 & A6 Monument Signs

DATE: 25 March 2019

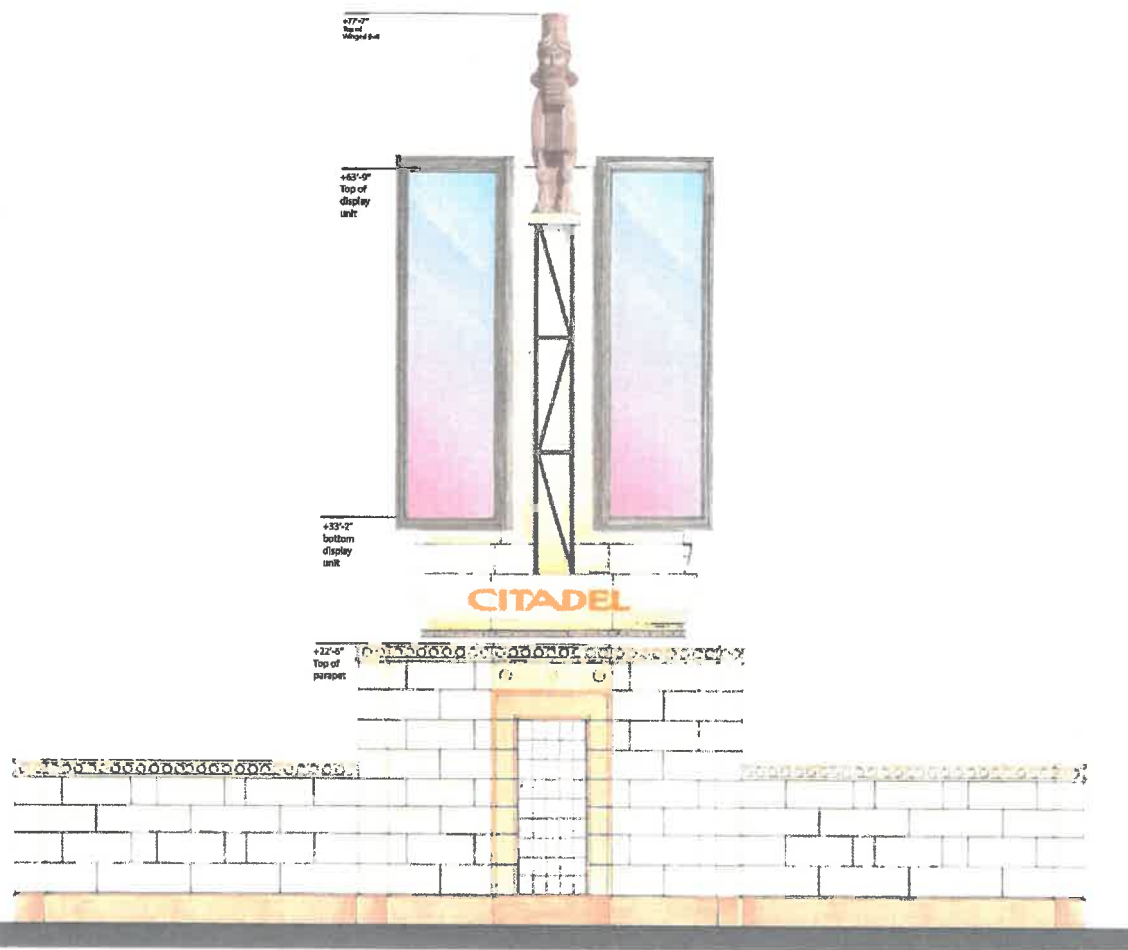
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North Elevation



West Elevation Facing Interstate 5

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A4 LED Display

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FIELD CONDITIONS

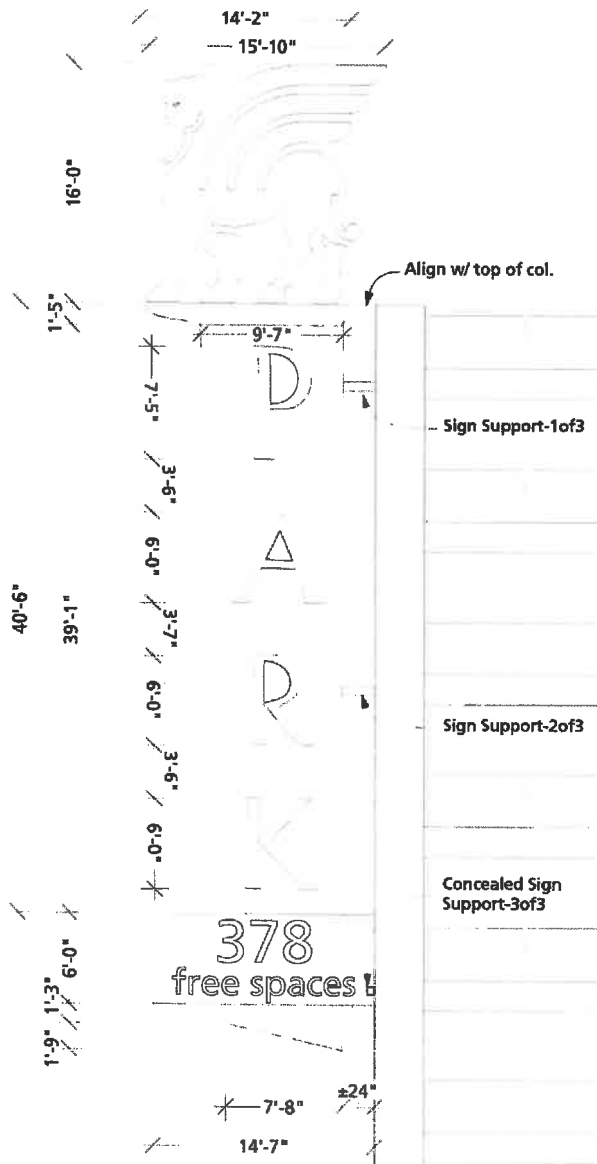
CITADEL MASTER SIGN PLAN

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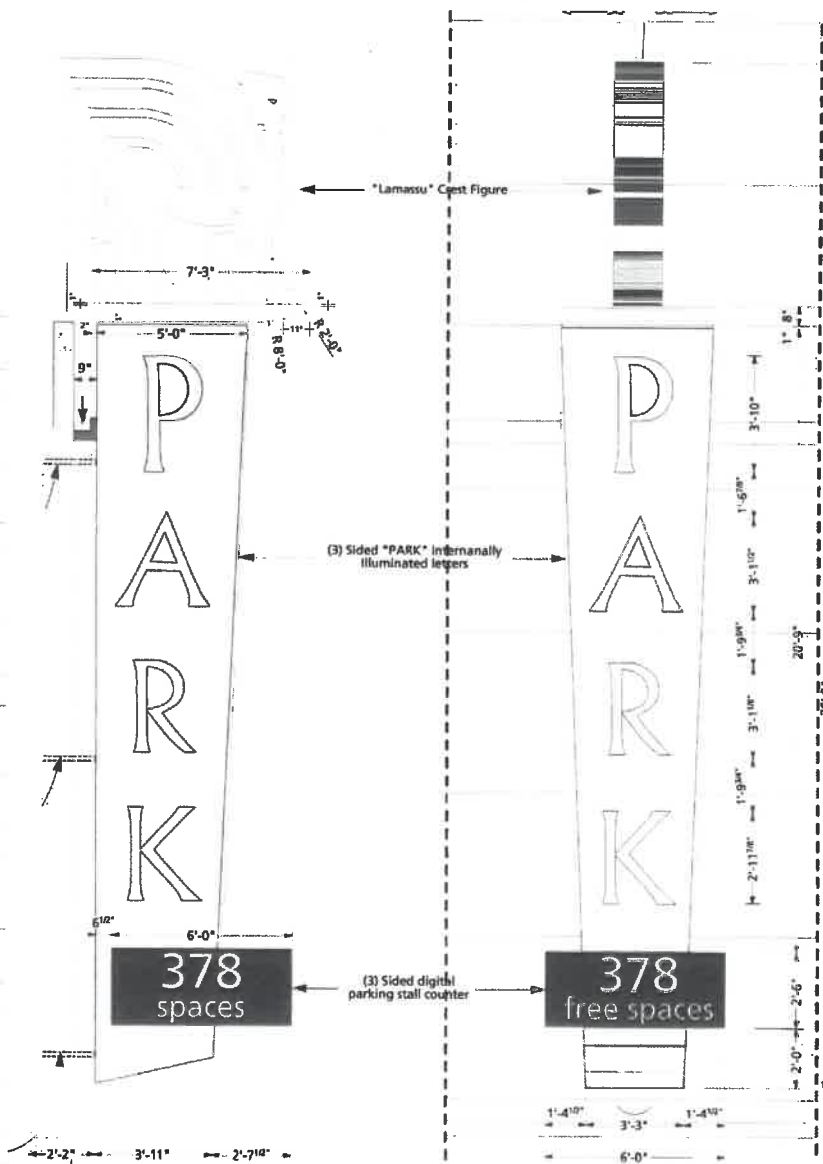
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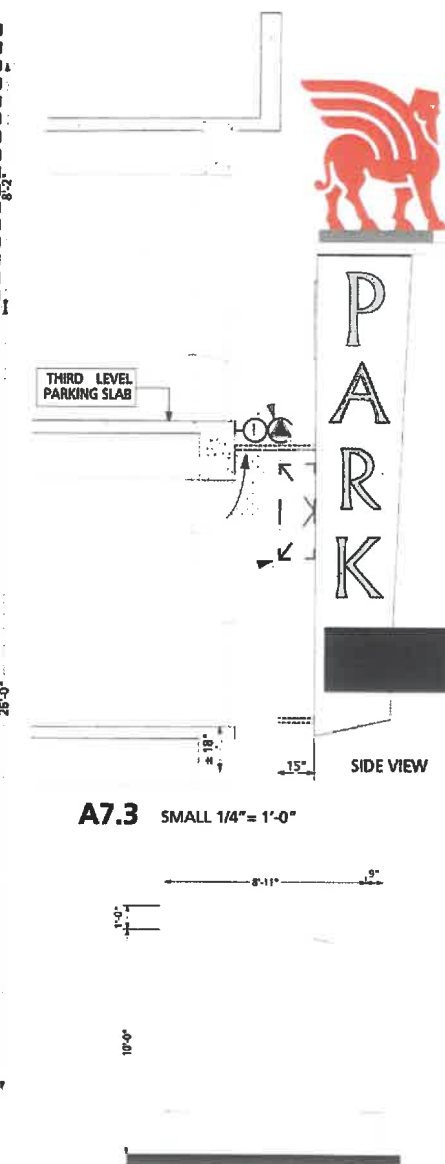
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A7.1 LARGE 1/8" = 1'-0"



A7.2 MEDIUM 1/4" = 1'-0"

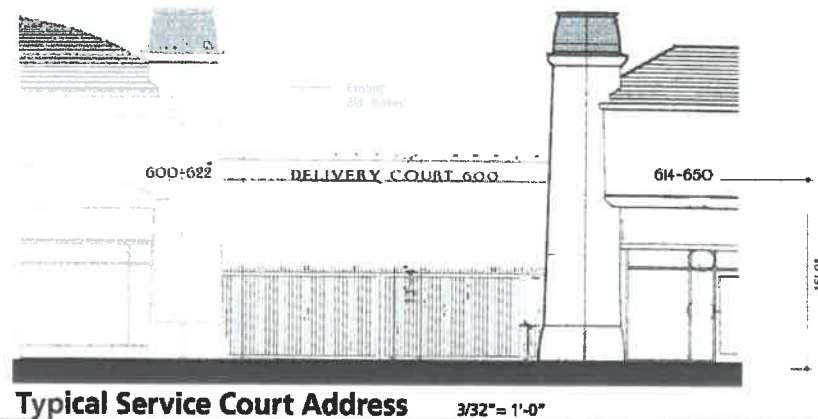
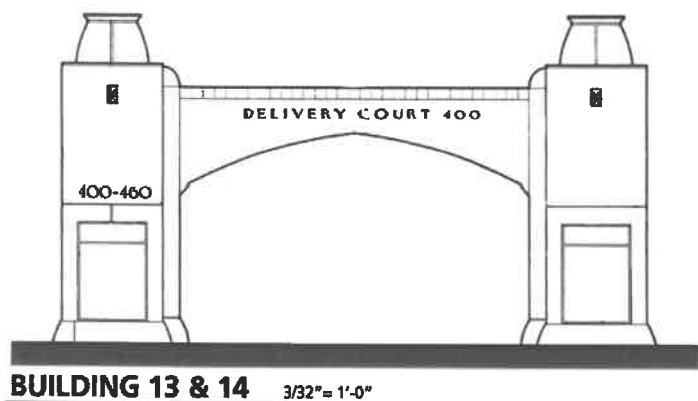
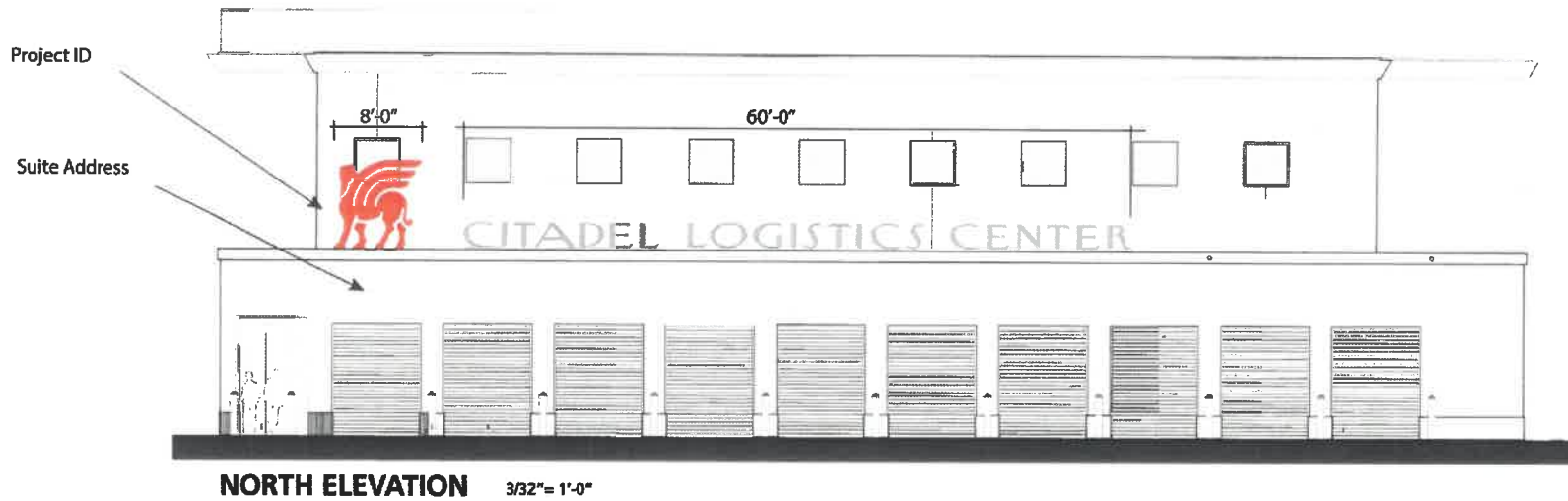


A3 ELEVATION LEFT 3/4" = 1'-0"

Parking Structure Signage

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FIELD CONDITIONS



Project Sign Types

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FIELD CONDITIONS



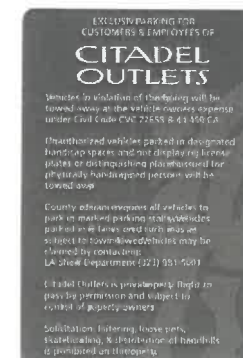
V1.1 Elevation
3/8" = 1'-0"



V1.2 Elevation
3/8" = 1'-0"

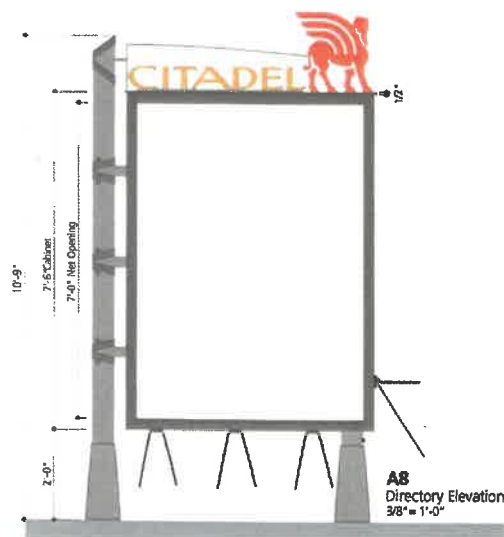


V1.3 Elevation
3/8" = 1'-0"

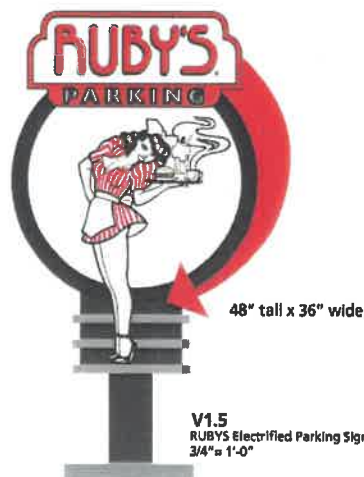


V1.4 Elevation
3/8" = 1'-0"

Sign Type V1 Entry & Exit Signs Pole Mount



A8 Directory Elevation
3/8" = 1'-0"



V1.5 RUBYS Electrified Parking Sign
3/4" = 1'-0"



V3.1 ENTRY SIGNS ELEVATION
1/4" = 1'-0"



V3.2 ENTRY SIGNS ELEVATION
1/4" = 1'-0"

Project Sign Types

DATE: 25 March 2019

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OBJECTIVES

This Tenant Sign Criteria has been established as a guideline for defining and inspiring tenant signage within Citadel Outlets, ensuring that all signage is carefully designed, fabricated and installed equal or exceeding the quality standards normally associated with upscale full price retail shopping centers.

Tenant Branding through carefully executed signage is an integral component of the center's overall architectural character and these guidelines assist individual tenants in their contribution creating a cohesive retail atmosphere.

GENERAL CRITERIA FOR PRIMARY SIGNS - ALL ZONES & DISTRICTS

1. All signs are required to be illuminated.
2. All sign content shall be limited to letters designating the store name or established trade logo or brand as set forth in signed lease documents between Tenant and Landlord.
3. Primary Signs shall be centered architecturally on facade, generally between columns, in front of Tenant's premises; vertical sign elevation is determined by Landlord based on architectural constraints and sight lines.
4. Primary Sign Area is calculated by enclosing the proposed tenant sign in a rectilinear enclosure with 8 sides maximum.
5. Tenant is permitted a maximum Primary Sign area that is calculated at 2.0 square feet of signage per foot of building frontage. Each sign calculated
6. Generally Primary Sign width cannot exceed 80% of uninterrupted building facade.
7. Specific locations and architectural treatments can dictate maximum sign size which in many cases may be less than the allowable sign area.
8. Tenant is permitted one Primary Sign per face of exterior facade to a maximum of 4 Primary Signs. Each sign should have a distinct viewing orientation. Anchor tenants over 8,000. sf may add a projecting wall sign in addition to their primary signs.
9. Signs shall be fabricated in one of the designated sign styles identified under Sign Types.
10. Sign letter heights must be appropriate for building scale and viewing angle. Tenant signage varies dramatically by nature of tenant branding so no minimums or maximum are defined.
11. A double-sided Projecting Wall Sign or Marquee may be utilized in lieu of a Primary wall sign. The details and configuration of the sign attachment should be Citadel Assyrian influenced. Only one side is calculated for area. Maximum Projection is 8 feet. Sign shall generally have a vertical orientation.
12. Feature Tenants facing the interior pedestrian streets may incorporate LED animated signage as a part of their identity with specific Landlord approval. Animation shall be limited to a HD quality display, slow-motion graphics with dissolve fades using high quality graphic images. Copy shall be limited to store brand, fashion collection identities and seasonal buzz phrases.

ENTERTAINMENT DISTRICT: THEATRE

In addition to the signage afforded the Movie Theatre as an anchor tenant, the following signage is permitted below 50':

1. Theatre Complex facade incorporates [2] Vertical Format High Resolution LED Displays facing Telegraph and I-5. Alternate to LED is a high quality static graphic. Each display flanking the entrance is allowed 2,000 sf.
2. Theatre ID signage on Box Office tower; one per face; 300 sf. ea.
3. Projecting Vertical Marquee at Feature Facade; 800 sf. allowed per sign face.
4. Static or animated movie poster cases dual/face freestanding in forecourt and single/face, wall mounted; 60 sf per poster face maximum, QTY: multiple units
5. One Courtyard oriented LED animated wide format display screen for promotion of current and coming soon features; 3,000 sf sign area; primary orientation to the internal courtyard.

ENTERTAINMENT DISTRICT: FOOD & RETAIL TENANTS

In addition to the primary signage described above:

1. Neon, LED animated graphics and/or fiberoptic displays will be allowed subject to Landlord approval with primary orientation to the internal plaza. LED display shall be required to be an HD quality display, slow motion graphics with dissolve-fades using high quality graphic images. Copy shall be limited to store brand identity. Signage is required to be below eave line.
2. Figurative animated signage is considered a bonus. A maximum 50% bonus over the Primary Sign Area Allowance will be considered based on quality of design at the sole discretion of the Landlord.
3. Anchor Adventure Tenant may also incorporate a large format LED into their building; content limited to Tenant's own branded materials; up to 1,000 sf of sign area allowed. Display shall be primarily internally oriented.

A12 ROOF TOP ICON SIGNS

Feature and Pad Tenant Buildings may incorporate a dynamic ICON sign Structure to their allowable sign areas. Icon may rotate and may have dynamic lighting to emphasize the unique nature of the Citadel and nostalgic LA Architecture.

FEATURE TENANT ANCHOR ROOF TOP SIGN

1. Feature anchors and pad tenants in Quadrant G as designated in the Master Sign Program, can incorporate a roof top mounted Icon sign.
2. Sign area is calculated per one side ; 330sf max.
3. Sign height maximum is 65' from finished floor
4. Sign may rotate and include twinkle glint for a sparkle affect.
5. Pad tenants are responsible for all engineering of structure
6. Pads will be afforded a more classic LA car culture theme as an appropriate extension of the PAD facade design.
7. Landlord reserves the right to control the execution of the sign design and support details to encourage strong thematic character.

CITADEL MASTER SIGN PLAN

DATE: 25 MARCH 2019

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LANDLORD HAS THE RIGHT TO ALLOW OR
DENY SIGNS SUBJECTIVELY BASED ON THE
QUALITY OF THE SIGN DESIGN & CONTENT.

TENANT Sign Criteria



SECONDARY SIGN CRITERIA- ALL ZONES & DISTRICTS

1. All tenants shall have a suspended blade sign located adjacent main entry door. Tenants with multiple exposures are required to have a second blade sign on an alternate facade position to be determined by Landlord.
2. Blades are designed by the Landlord to ensure the tenant brand is enhanced three dimensionally.
3. Each blade sign shall average 9 sf with a maximum area of 12 sf per face; Maximum blade width is 66". Blade sign area does not count against Primary Sign Area Allowance.
4. All signs are externally illuminated and suspend from Landlord bracket and maintain 8'-4" min. clear. The bracket designs vary throughout the center.
5. Transom Sign over door, or dual Door Vinyl Graphics may be used as pedestrian level identification.
Transom signs: 6 sf max, up to 2 colors; may be individual dimensional letters or vinyl letters.
Door Graphics: 1.5 sf per door and up to 2 colors of vinyl.
6. Window Graphics: Every other window display may use 3 sf max of vinyl copy below 42". Masks and graphic window vinyl used for display features shall be 10% or less of window area.
7. All vinyl must be machine-cut and applied second surface in a professional manner. Vinyl that is not maintained shall be removed by Landlord.
8. Brand coordinated Awning Fabric Selection and Screened Graphics may be applied to facades that have LL provided awnings. All material must be fire-treated. Graphics are provided by Landlord vendor at Tenant's expense:
Valance: One tenant ID may be applied per individual awning panel or every 10' oc on continuous panels, or
Slope: Subtle tone-on-tone pattern, logo graphic, or initials may be applied to the slope portion on the awning. Fabric + 2 shades max.
Color / pattern for either option must be submitted for Landlord approval.

* To eliminate the annoying glare of exposed lamps, external sign lighting must be baffled or shielded. External fixtures and shades must contribute to the design of the center.

DESIGN STANDARDS

The purpose of establishing these design standards is to ensure that each Tenant sign provides a high level of finish and detail, enhances the design of the architecture, and contributes to the impression the center leaves with the shopper

The signage program has been developed to enrich a village concept and encourages a diversity of sign styles and materials that will strengthen the individual identities of the Tenants within the context of a unified theme.

A. Sign Colors and Finishes:

All Tenant Sign Colors must be approved by Landlord prior to fabrication. To create a variety of signs and emphasize a Tenant Branding, a standard color palette has not been established.

B. Suitable Sign Materials & Assemblies may include:

- Dimensional letterforms with seamless edge treatments.
- Mixed media signs of three-dimensional forms.
- Polished, etched or abraded metals.
- Aluminum or laminated opaque acrylic materials with painted matte finish.
- Etched or sandblasted acrylic.
- Cast resin letterforms with paint or leaf finishes.
- Gold, silver and copper leaf.
- Metallic paint finishes.
- Professionally hand-painted wall signs.
- Neon accents or trim—see sign zone map for acceptability.

Examples of unacceptable materials include trim cap, vacu-formed acrylic, uncoated HDU, MDO, Sintra, etc.

C. Illumination

Identity signage may be illuminated using a variety of lighting techniques. The use of one or more of the following lighting techniques is required:

1. Reverse Channel Letters with Neon or LED light sources
2. External Quartz Halogen Illumination*
3. Combination Channel Letters with push-thru Plex Face, Solid Returns & Halo Illumination
4. Open Channel Letters with Exposed Neon Tubing; or Closed Channel Letters with Perimeter or In-line Exposed Neon / LED Tubing.

