

#### 4. MASTER SIGN PLAN AND SIGN CRITERIA

4.1 These criteria have been established for the purpose of maintaining continuity of quality and aesthetics throughout the shopping center for the mutual benefit of the developer and Douglas County, and to comply with the regulations of Douglas County, Nevada. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance or removed.

##### 4.2 GENERAL REQUIREMENTS

4.2.1. Each use shall submit a building permit application to the department of public works for any signs proposed. No sign shall be erected without approved building permits and all signs constructed must be in conformance with this sign plan.

4.2.2. All signs shall be reviewed by public works for conformance with these criteria and overall design quality.

4.2.3. All other provisions of Title 17, chapter 17.52 of Douglas County Code (sign and advertising control) not specifically addressed in this sign plan shall still apply.

##### 4.3. SPECIFICATIONS-FREESTANDING SIGN FOR CENTER

The freestanding monument sign for the center shall conform to the design indicated on Exhibit E-6.

##### 4.4 SPECIFICATIONS-FREESTANDING SIGNS FOR ALL OTHER NEW BUILDINGS

Unless as indicated on Exhibit E-1 no new freestanding signs shall be allowed within the Minden-Ironwood Center.

4.5 SPECIFICATIONS-WALL SIGNS (CHAIN STORES 5,000 SQUARE FEET AND LARGER, EXCLUSIVE OF ANCHOR STORE)

Signs for tenants occupying 5,000 square feet or more and having a chain store operation with more than five (5) locations, (exclusive of the anchor stores) will be considered on an individual basis subject to approval pursuant to Douglas County Code by Douglas County.

4.6. SPECIFICATIONS-WALL SIGNS (PAD BUILDINGS ONE THROUGH FIVE)

Wall signs for tenants of free-standing buildings located on pads 1 through 5, as depicted on Exhibit E-1 attached hereto, shall be considered on an individual basis, subject to the approval of Douglas County, Nevada.

4.7. SPECIFICATIONS-WALL SIGNS (RENTAL SHOPS A THROUGH I)

4.7.1 General Specification.

1. No animated, flashing or audible signs will be permitted.
2. No exposed lamps or tubing will be permitted.
3. All signs and their installation shall comply with all local building and electrical codes.
4. No exposed crossovers or conduit will be permitted.
5. All cabinets, conductors, transformers and other equipment shall be concealed.
6. Painted lettering and wood signs will not be permitted.

#### 4.7.2 Location and Size of Signs.

1. All signs advertising an individual use, business or building shall be attached to the building at the location in accordance with Exhibits E-2 and E-3 attached hereto.

2. Signs shall be installed as indicated in the enclosed exhibits. Maximum width shall be equal to 75% of the lineal leased frontage. Letter height shall be 24" maximum (tenants who qualify under paragraph 11 may have a maximum letter height of 30"). If tenants name cannot be accommodated in 24" or 30", smaller letters may be approved (12" minimum). Copy shall observe the base line as shown in Exhibit E-2 and E-3 even if there are two (2) lines of copy. Total sign area not to exceed one and one half square feet per lineal foot of leased premises frontage. 1.5

3. Tenants with two (2) frontages shall be allowed two (2) wall signs. Each tenant shall designate, subject to the approval of the landlord and Douglas County, a "primary" frontage and a "secondary" frontage. The signage for the "primary" frontage shall conform to the typical store front elevation criteria (i.e., 75% of the lease width) and the sign for the "secondary" frontage shall not exceed 50% of the lineal leased frontage.

#### 4.7.3. Sign Style and Color.

1. Signs shall be composed of individual letters (see exhibit). Sign cabinets will not be permitted. Logos shall not exceed 10% of sign area, except that for established chain store

identity (5 or more locations) logo size will be considered on an individual basis (See Exhibit E-5), or instances where the logo is actually part of the business name.

2. One of the following colors will be considered on an individual preselected range of Rohm & Haas colors, white #7328 (single neon tubing), red #2793 (double neon tubing), yellow #2016 (double neon tubing), orange #2199 (double neon tubing), blue #2648 (double neon tubing) (one color per sign) and may not duplicate the sign colors used by adjacent stores.

(Chain tenants with sign and logo colors not accommodated by the aforementioned colors will be considered on an individual basis subject to the approval by Douglas County, Nevada.)

3. Plastic surfaces: Rohm & Haas Company's plexiglas, manufactures for outdoor advertising displays, shall be used for letter faces, in colors noted in 3/16" thick.

4. Trim cap (gold) retainers shall be used at the perimeter of sign letter faces, and sign returns shall be painted in dark brown.

#### 4.8. CONSTRUCTION REQUIREMENTS

4.8.1 All exterior signs shall be secured by concealed fasteners, stainless steel or nickel or cadmium plated.

4.8.2 All exterior signs exposed to the weather shall be mounted at least 3/4" from the building to permit proper dirt and water drainage.

4.8.3 All signs shall be fabricated using full welded construction.

4.8.4 All signs shall be connected to junction box or raceway provided by landlord and connected to landlord's house panel. Final hookup and connection is to be made by tenant's sign contractor.

4.8.5 All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition.

4.8.6 Underwriter's label is required on all signs.

4.8.7 No labels or other identification will be permitted on the exposed surface of signs except those required by local ordinance which shall be applied in an inconspicuous location.

4.8.8 All channel letters must use 15 millimeter, 60 milliamp neon tubing.

#### 4.9 INSTALLATION

All signs will be wired to the center house panel for uniform control of hours of illumination, with the exception of anchors, sub-anchors and individual pads.

#### 4.10 MISCELLANEOUS REQUIREMENTS

4.10.1 Each use shall be permitted to place upon each entrance of its demised premises not more than 144 square inches of vinyl, scotchcoated #365A gold lettering or equivalent. (Not to exceed two (2) inches in height, indicating hours of business, emergency telephone number, etc. (See typical storefront door exhibit E-4).

4.10.2. Except as provided herein, no advertising placecards, flags, balloons, banners, pennants, names, insignia,



trademarks, or other descriptive material, shall be affixed or maintained upon either the interior or exterior of the glass panes and supports of the show windows and doors, or upon the exterior walls of the buildings.

4.10.3 No signs are allowed on the rear of the premises or any secondary receiving doors except for information as shown in Exhibit E-4 under typical receiving door.

4.10.4 Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to merchandise or rendering of services from such vehicles, is prohibited.

#### 4.11 SPECIFICATIONS

4.11.1 A pylon sign identifying the name of a major anchor tenants shall conform to the design shown on attached Exhibit E-6 subject to the approval of the parties and Douglas County subject to Douglas County code Section 15.28.130.

4.11.2 As long as no other freestanding signs are located on the Best Western Motel parcel, an off premises sign for the Best Western Motel, APN # 17-222-08 shall be allowed as part of the freestanding sign for Denny's Restaurant as depicted in Exhibit E-7 with the placement of this sign, Best Western Motel shall provide a waiver to Douglas County which waives any rights to a freestanding sign on their parcel.

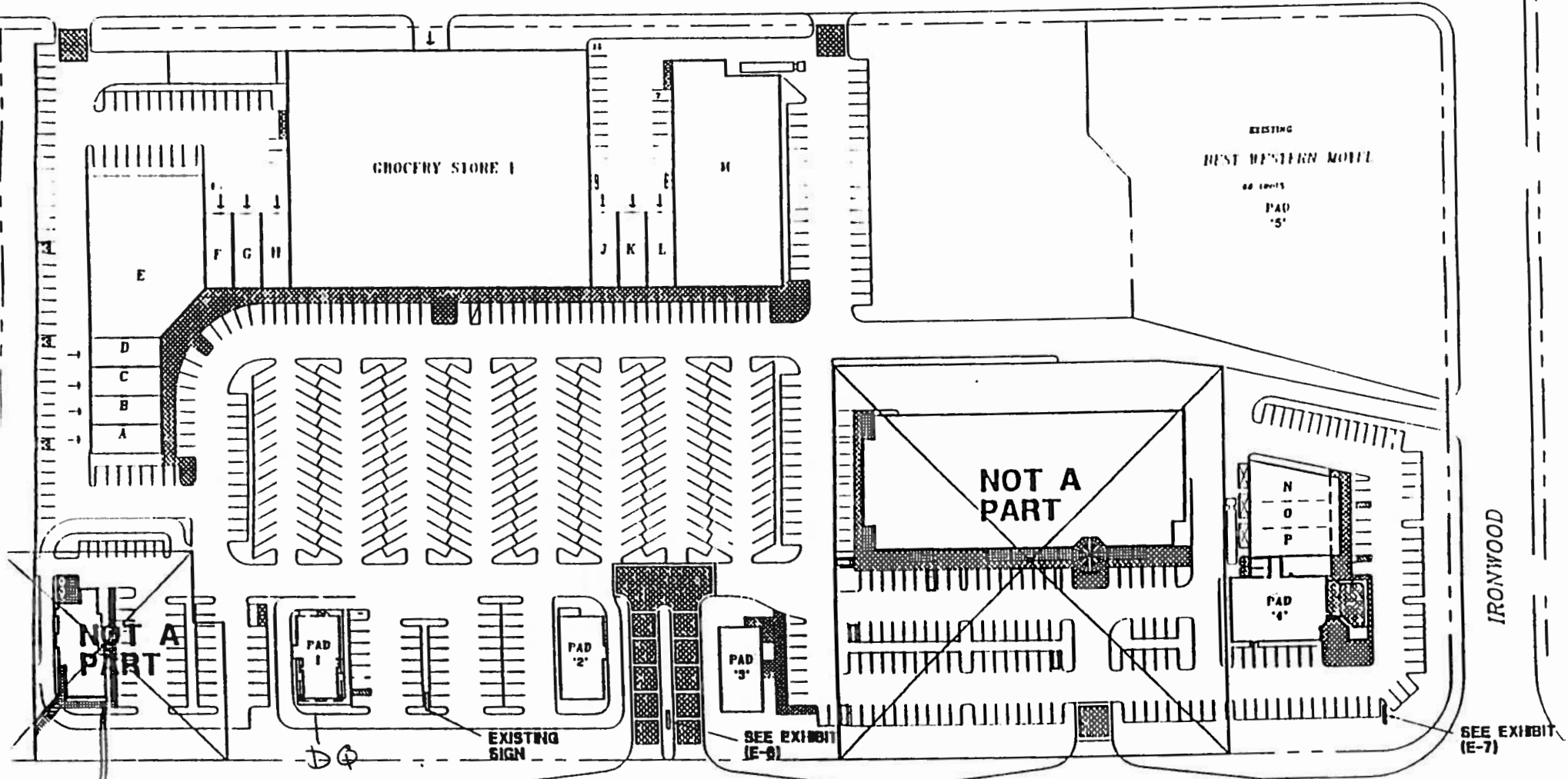
4.11.3 Maintenance or Repair: All signs shall be kept in good maintenance and repair.

EXHIBIT (E-1)

RECEIVED  
MAR 04 1994  
DOUGLAS COUNTY PUBLIC WORKS

RECEIVED  
MAR 04 1994  
AL SHANKLE  
CONSTRUCTION

PINEWOOD DRIVE



IRONWOOD

HIGHWAY 395

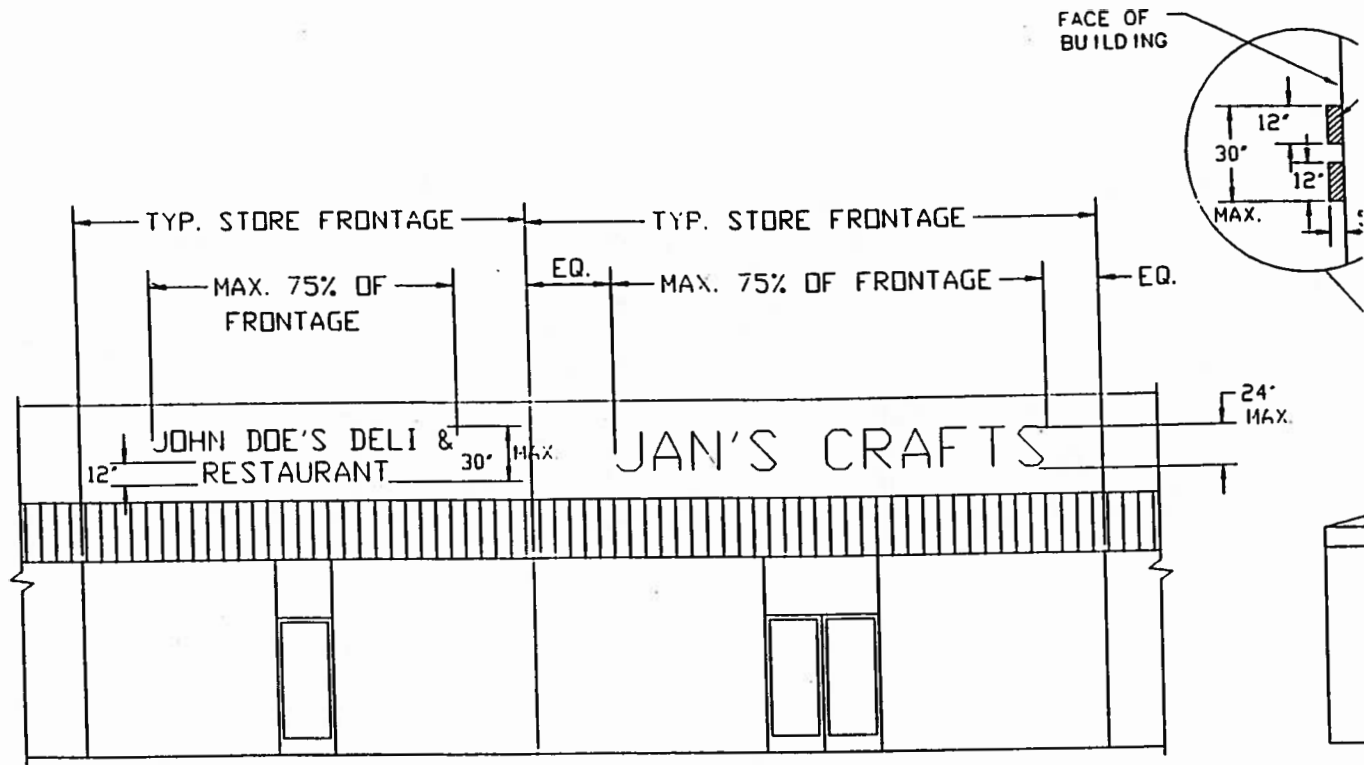
IRONWOOD CENTER



SEE EXHIBIT (E-7)

SEE EXHIBIT (E-9)

# EXHIBIT (E-2)



SCALE: 1/8" = 1'-0"

## NOTES:

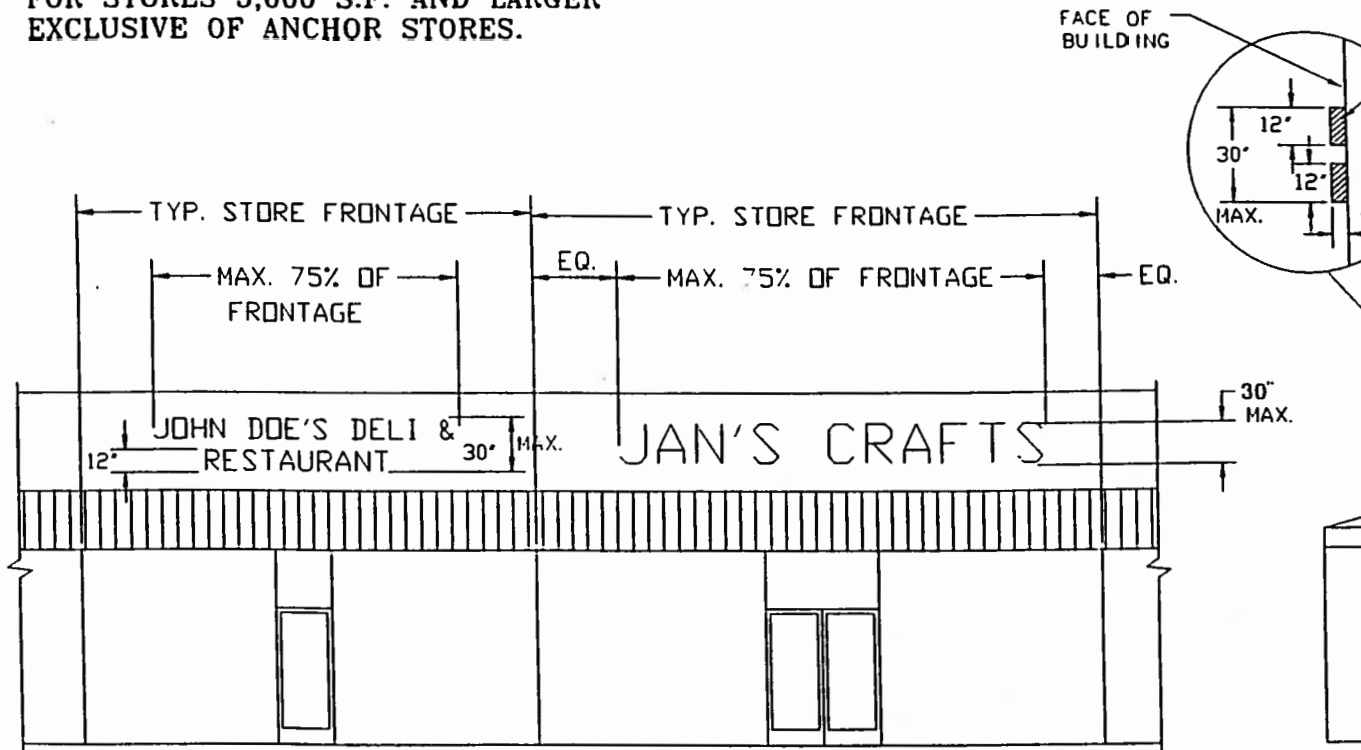
1. THE INDIVIDUAL LETTER SIGN FACE TO BE 3/16" THICK MIN. PLEXIGLASS.
2. INTERNAL ILLUMINATION TO BE 60 MILLI-AMP MIN. MEDN.
3. ALL CONDUITS, TRANSFORMERS CONDUCTORS, ETC. TO BE CONCEALED.
4. NO RACEWAY WILL BE ALLOWED.

*Disregard per SD*



# EXHIBIT (E-3)

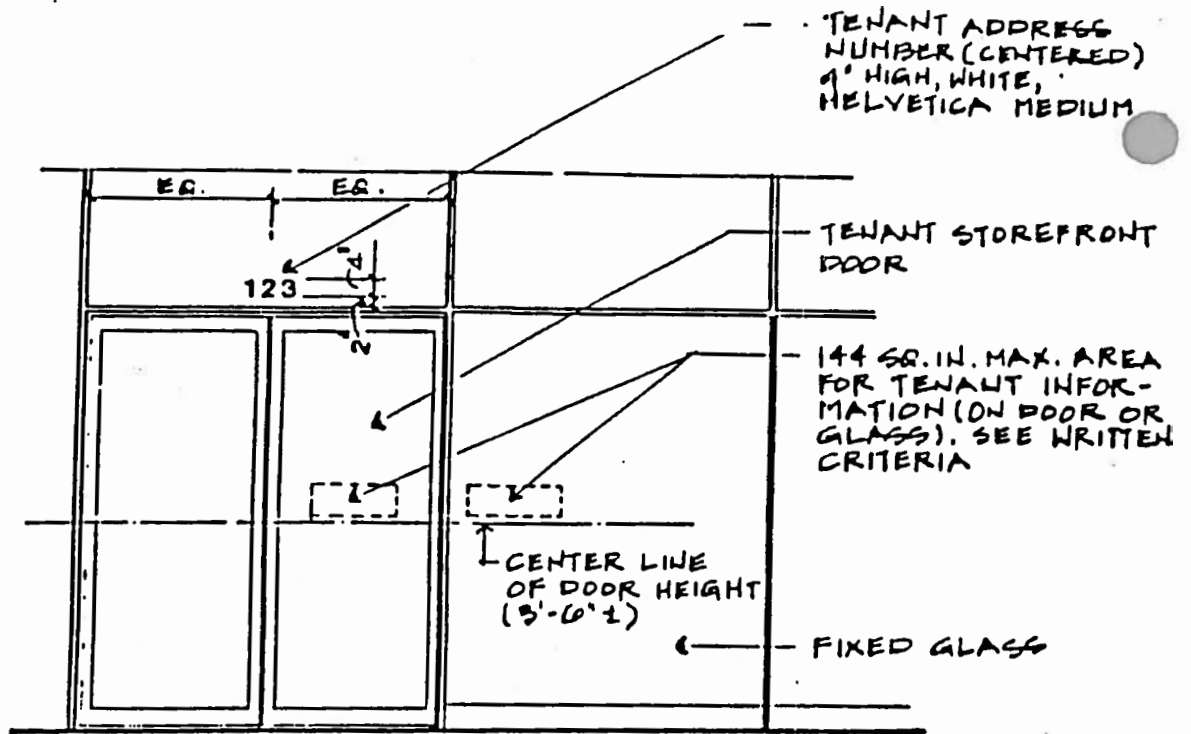
FOR STORES 5,000 S.F. AND LARGER  
EXCLUSIVE OF ANCHOR STORES.



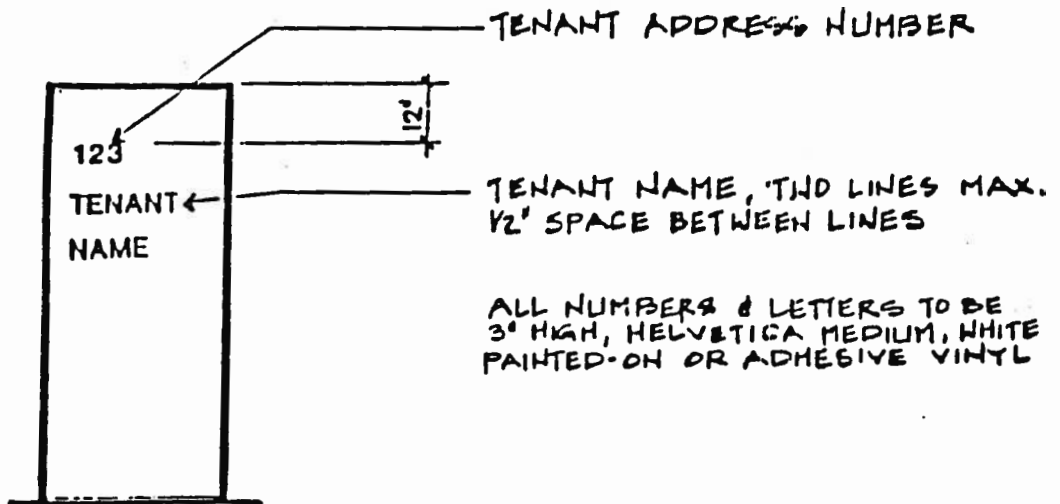
SCALE: 1/8" = 1'-0"

## NOTES:

1. THE INDIVIDUAL LETTER SIGN FACE TO BE 3/16" THICK MIN. PLEXIGLASS.
2. INTERNAL ILLUMINATION TO BE 60 MILLI-AMP MIN. MEDIA
3. ALL CONDUITS, TRANSFORMERS CONDUCTORS, ETC. TO BE CONCEALED.
4. NO RACEWAY WILL BE ALLOWED.



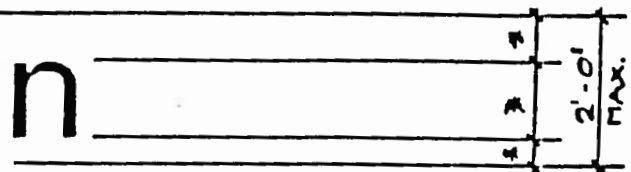
TYPICAL STOREFRONT DOOR



TYPICAL RECEIVING DOOR

SIGN 

ALL UPPER CASE

Sign 

LOWER CASE W/ LARGER INITIAL OR  
LOWER CASE W/ UPPER CASE INITIAL

SIGN 

ALL UPPER CASE W/ LARGER INITIAL

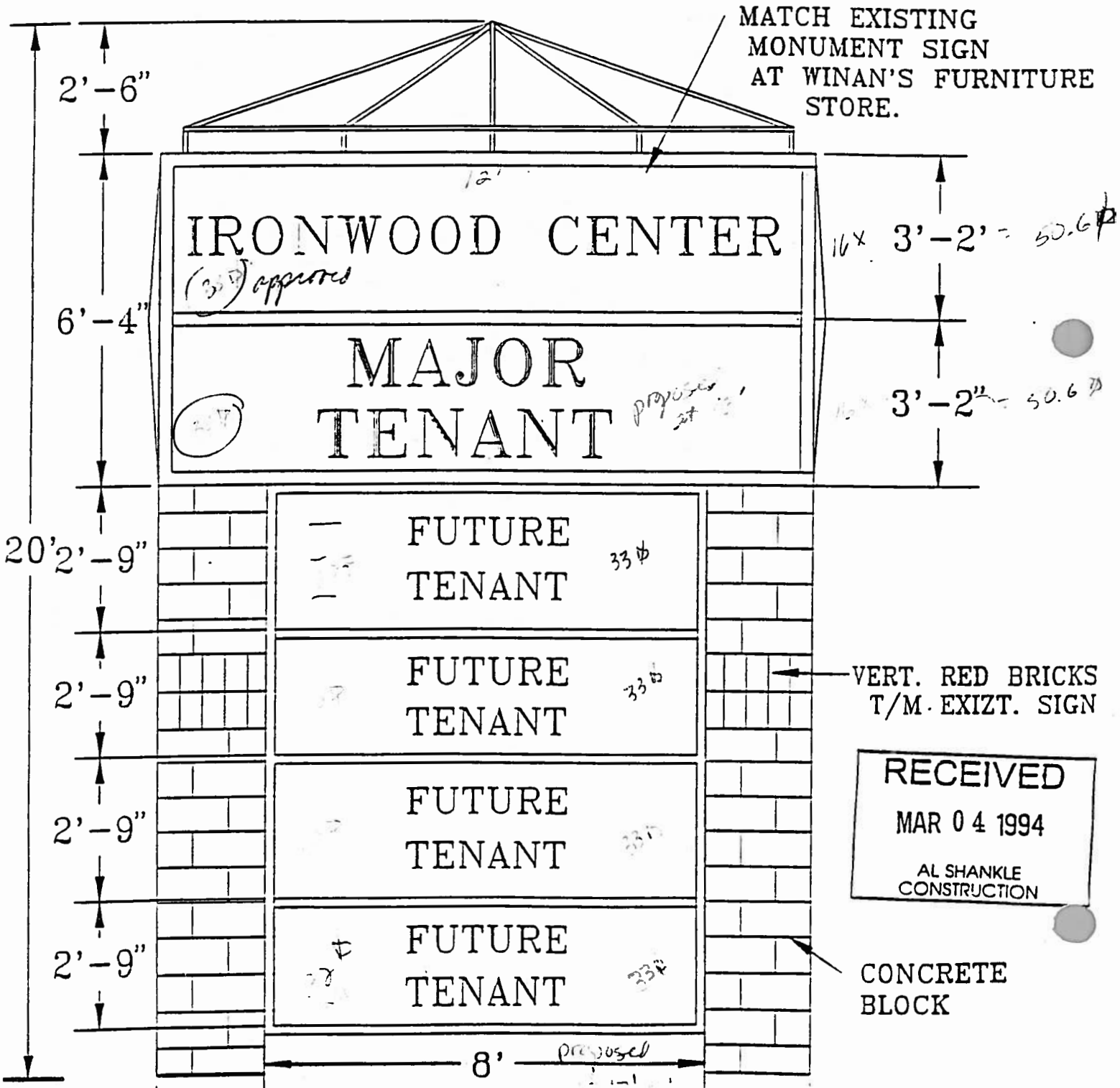
\* AS REQUIRED FOR LETTER STYLE

FASCIA SIGN LETTER TYPE & DIMENSIONS

*233 φ per spec*  
*direct code address*  
*637 per spec*

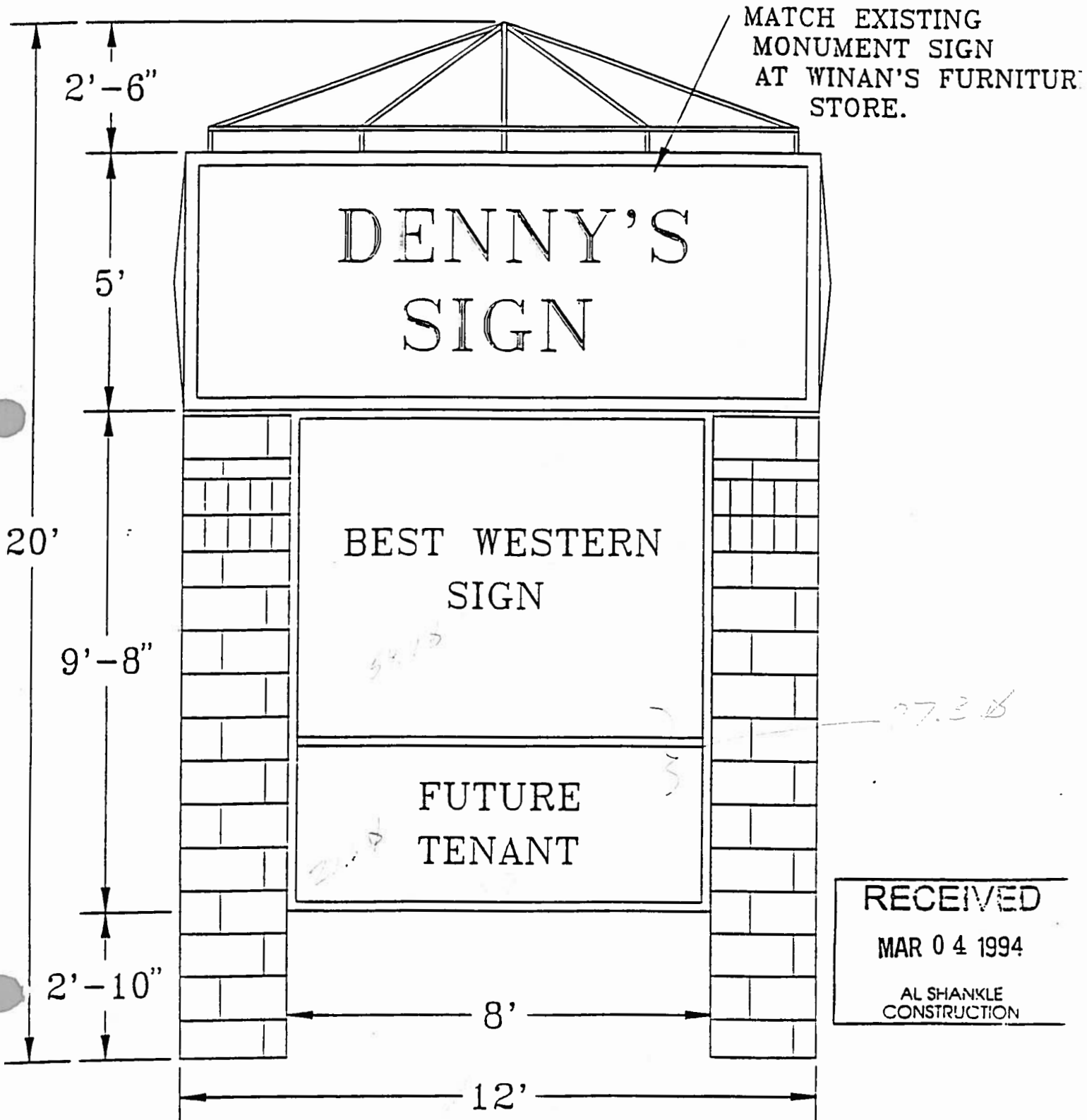
NOTE:  
CONCRETE BLOCK.  
SIGNAGE MATERIAL &  
DESIGN SHALL MATCH  
EXISTING SIGN @  
WINAN'S FURNITURE STORE  
@ IRONWOOD CENTER.

# EXHIBIT (E-6)



NOTE:  
CONCRETE BLOCK,  
SIGNAGE MATERIAL &  
DESIGN SHALL MATCH  
EXISTING SIGN @  
WINAN'S FURNITURE STORE  
@ IRONWOOD CENTER.

# EXHIBIT (E-7)

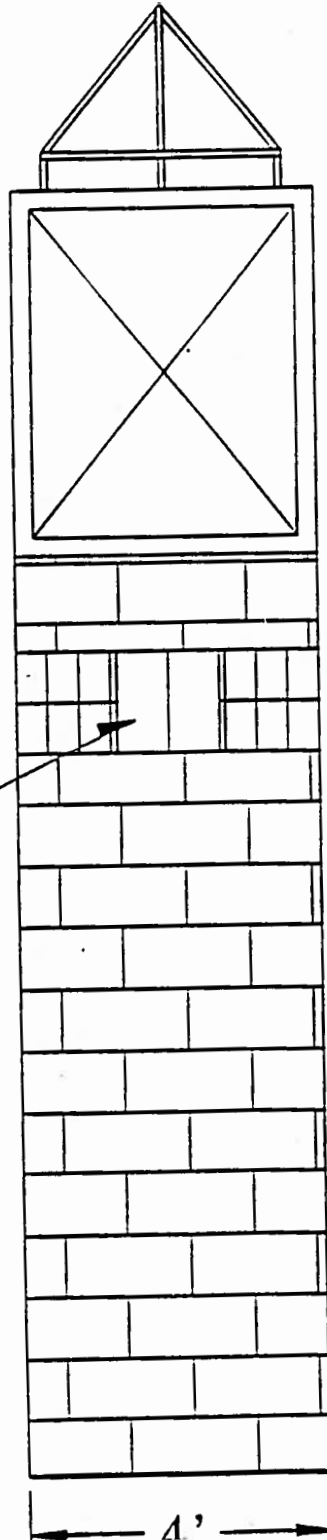


# EXHIBIT (E-7)

NOTE:  
CONCRETE BLOCK,  
SIGNAGE MATERIAL &  
DESIGN SHALL MATCH  
EXISTING SIGN @  
WINAN'S FURNITURE STORE  
@ IRONWOOD CENTER.

VERT. RED BRICKS  
T/M EXIST. SIGN

(4) 8" X 8" GLASS  
BLOCKS.



RECEIVED  
MAR 04 1994  
AL SHANKLE  
CONSTRUCTION