

OLD TOWN CENTER • LOS GATOS, CALIFORNIA • SIGNAGE PROGRAM

The Old Town Center signage program has been established to assure a professional and aesthetically pleasing identification and wayfinding system designed to mutually benefit all Tenants and the tenant's clientele. The intent is to provide the necessary guidelines to achieve a harmonious architecturally compatible environment. Only signs permitted by this document are authorized by Landlord and only to the extent of basic design. Three sets of complete sign plans for each tenant space must be submitted to Landlord for approval prior to construction or installation.

Because most tenants have their own graphic identities and logotypes, each sign will take on its own character, but will conform to a set of general guidelines. The signs will have a "village" feel. No neon, can signs, or internally lit signs should be installed. Most tenant signs will consist of individual pin-mounted letters indirectly lit with gooseneck lamps. The colors of the letters will be in contrast to the wall surface but will be complimentary to the building, trim, and awning colors.

General Signage Information

Tenant will choose from two types of signs as follows. One or both may be used depending upon allowable square footage of sign area as per Los Gatos Town Code Zoning Regulations.

Primary Sign

- Type A / Option 1 :
- Individual cut letters
 - 1/2inch metal or Sintra
 - pin mounted 1inch from the wall surface
 - gooseneck lighting

SIGN CRITERIA ADDENDA (dated August 1, 1998)

change to:

- pin mounted 2 - 3 inches from the wall surface

The letter style may be a specific version of Copperplate. Copperplate Gothic 30AB (see detail drawing Type A / Option 1 for a sample of the lettering style) or the lettering may be the specific logotype, as per Tenant's retail identity standards, pending approval by Landlord. Letter face and sides will be finished by one of three options: 1. painted to match the color of the window mullions 2. painted to match the exterior building accent color 3. copper verde finish 4. other: refer to SIGNAGE CRITERIA ADDENDA (dated July 1, 1998)

Corporate / retail logos and colors will be not be allowed on Type A (Primary Sign). Refer to Type B (Blade Sign) for logos and color variance.

The sign will be illuminated from above by gooseneck lamps painted to match the exterior building color. Both the manufacturer and model # of the lamp will be determined by Landlord.

Type A / Option 2 :
(not preferred) Individual reverse pan-channel letters
• halo-lit letters with solid opaque faces only

Color and letter style specifications apply as above in Type A / Option 1.
Internal neon color to be warm white only.

Type A / Option 2 (above) is not recommended, but will be considered on an individual basis at the discretion of Landlord. This type of sign is not preferred and will be subject to additional discretionary review by the Los Gatos Town Code Zoning Regulations.

Secondary Sign

Type B : Two-sided hanging blade or single sided wall mounted
• surface mounted (single face) or bracketed (double face) from the wall

Metal bracket and crown will be provided by Landlord. Tenant will provide a smooth surface panel sign. Corporate/retail logos and colors will be allowed on this sign as per Los Gatos Town Code Zoning Regulations. The panel is to be fabricated of metal or wood. Panel will be fastened to the preexisting frame as indicated in Type B (Blade Sign).

Refer to shop fabrication drawings, not with this document, for exact sizes.

Addenda (July 1998):

The Blade Sign (Type B) has been designed to accommodate various size tenant panels depending upon individual tenant needs and allowable square footage per tenant. The larger of the two sizes totals 16 sq.ft., and the smallest totals 10 sq. ft. for two sided Blade Signs. For consistent color, material, and style it is strongly recommended that all Blade Sign panels be fabricated by Muscato Signs.

The signmakers listed below have been approved by Landlord for Type A / Option 1 (Primary Sign) and Type B (inside panel of Blade Sign). They are familiar with the aspects of this criteria and specialize in the individual techniques required herein. This is a referral for Tenant convenience only. All other fabricators must be of a calibre consistent with the quality workmanship and expertise of these signmakers.

Thomas Swan Sign (Allen Thomas)

1117 Howard Street
San Francisco, CA 94103
FAX: 415.621.0481
PHONE: 415.621.1511

Muscato Signs (Mike Muscato)

~~1585 Almaden Road~~ 1716 STONE AVE.
San Jose, CA 95125 # F.
FAX: 408.292.0209
PHONE: 408.292.6995

Size Limitations (as per Los Gatos Town Code Zoning Regulations)

Allowed sign area is one (1) square foot for each linear foot of primary business frontage plus one-half (1/2) square foot for each foot of secondary business frontage. Business Frontage is that portion of Tenant's leased space which faces a street, parking lot, pedestrian mall, arcade, or walkway. The primary business frontage is the one which contains a customer entrance or which includes a glass-enclosed showroom facing the street. If a space has more than one (1) business frontage with a customer entrance, Landlord must designate one (1) of them as the primary business frontage. All other business frontage is secondary frontage. Tenant shall be allowed multiple signs on any frontage, as long as their total sign area does not exceed their allowed maximum per frontage. Hanging blade signs (Type B) will have both sides calculated into the overall allowable square footage, even if one side is blank.

Installation

- Tenants shall be responsible for securing and paying all town permits and installation of approved signage. At expiration or early termination of lease, Tenant shall remove its signage and return the affected area to original condition.
- Tenant is required to install signage prior to opening for business or commencement of lease, whichever comes first.
- All internally illuminated signs (Type A / Option 2) are to be manufactured and installed per the National Electric Code Section 600, Underwriters Labs Section #4 and bear the "Electric Sign Section" label and the appropriate manufacturers label on each letter or section.

Additional Signage

Window Signs

Window Signs are allowable, providing they do not exceed 25% of the window area. Window signs are not included in the total square foot allowances as per Los Gatos Town Code Zoning Regulations.

Awning Signs

Type, logos, or contrasting colors applied to awning surface will be included in the total square footage as per Los Gatos Town Code Zoning Regulations.

Addendum:

GapKids may use a "navy blue" awning with white silkscreened logotype as their primary sign.

All other signs must meet Los Gatos Town Code Zoning Regulations and have Landlord approval.

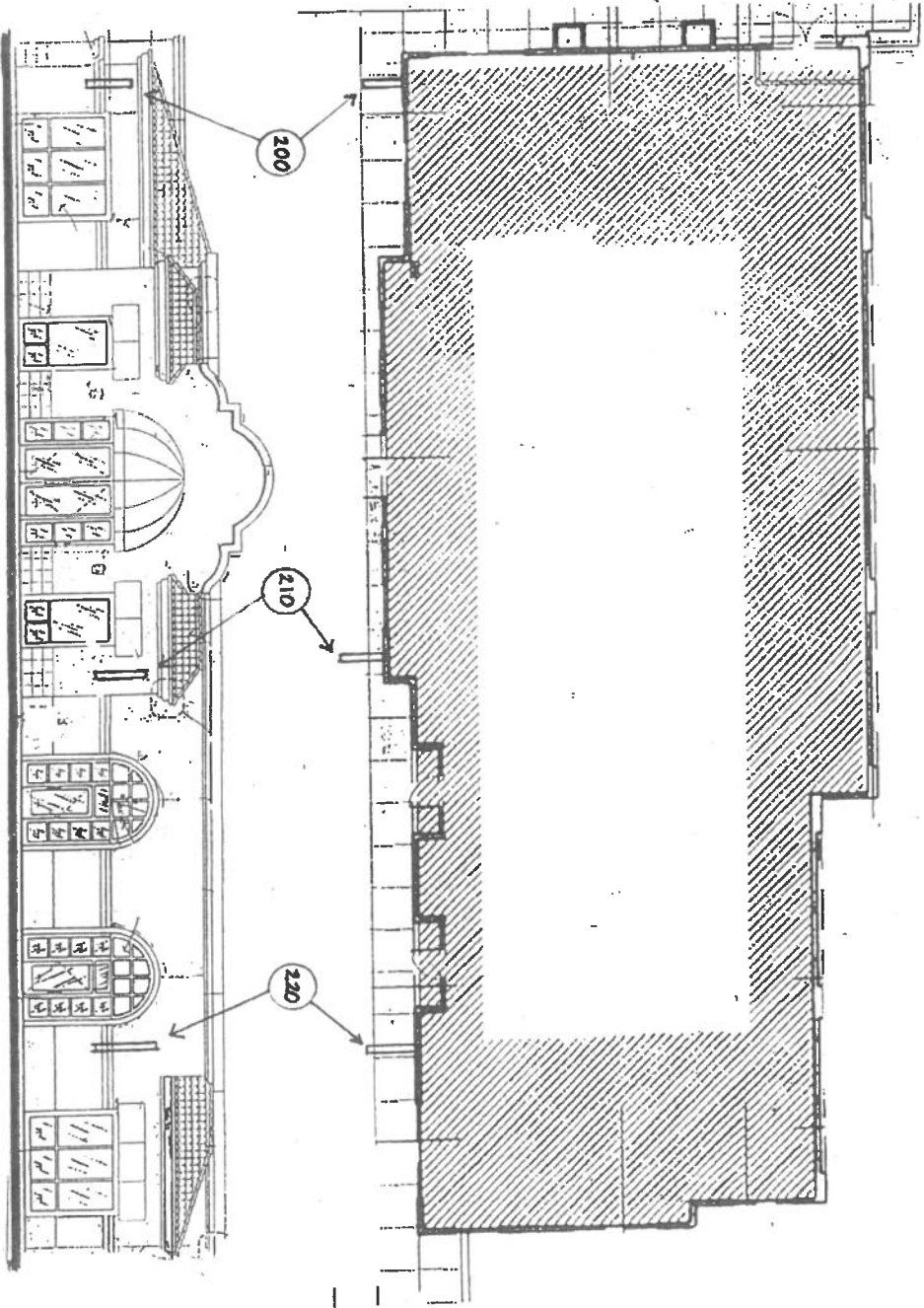
All tenants must acquire sign permits from the Town of Los Gatos meeting the Los Gatos Town Code Zoning Regulations. The Old Town Signage Program was approved, in general substance, by the Town of Los Gatos

Old Town Tenant Blade Sign Matrix (updated 3.12.99 • This replaces all previous versions.)

This matrix serves as a guide for placement only and is not intended to designate allowable signage as per the Town of Los Gatos. Tenant is responsible for landlord approvals and Town of Los Gatos permits.

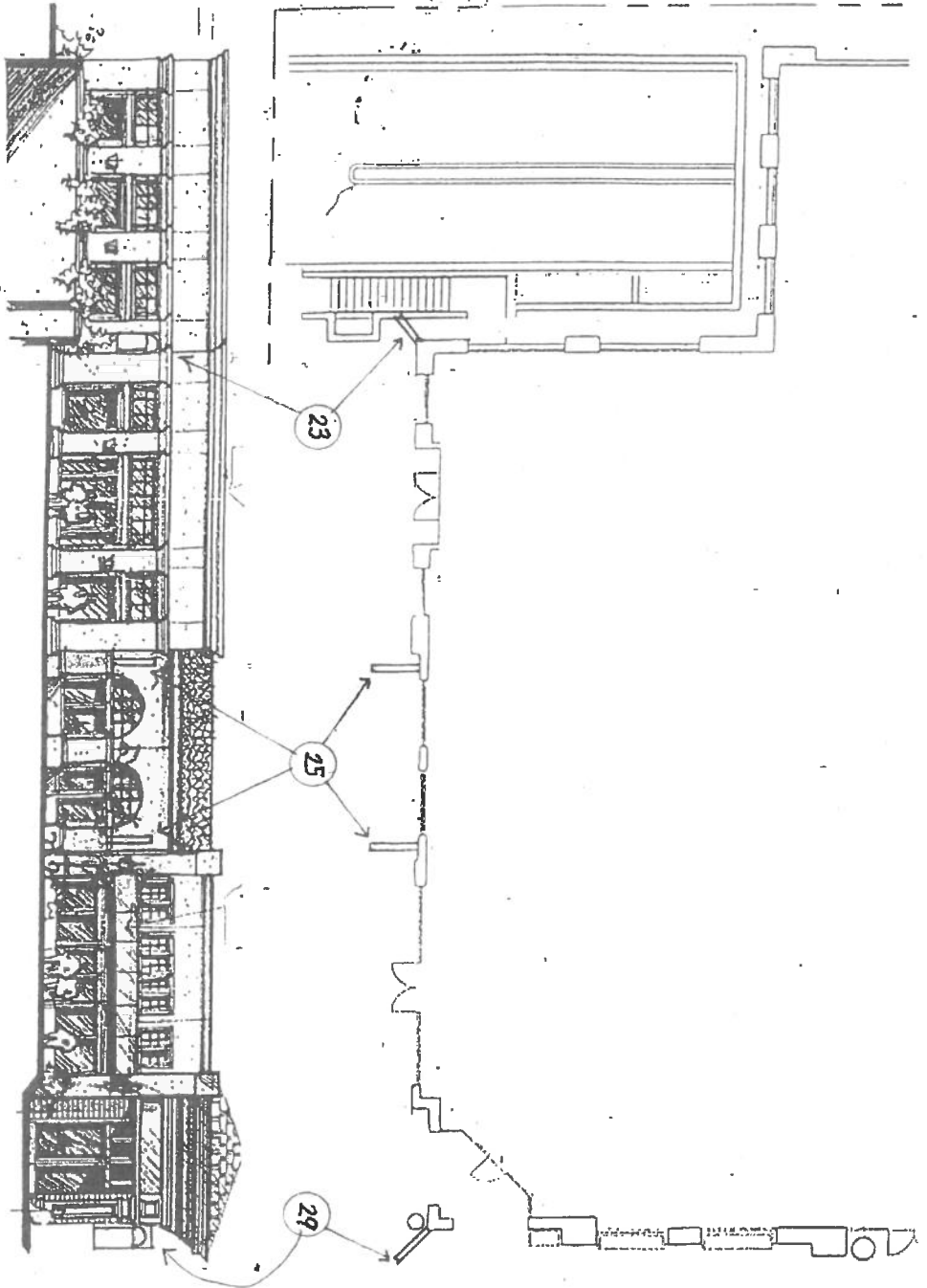
As stated in the Old Town Signage Criteria the Landlord will supply each tenant with one metal bracket and crown. Tenant is responsible for installation, interior sign panels, and any brackets in addition to the initial bracket supplied by Landlord.

| Building | Suite # | Sign Type | Location(s) |
|----------|----------------------------|---|------------------------------|
| A | 180 (The Wine Cellar) | 2-sided blade(crown w/ 180) | on tower / pointing South |
| | 280 (Borders Cafe) | 2-sided blade(crown w/ 280) | on tower / pointing West |
| | 260 (California Cafe) | 2-sided blade(crown w/ 260) | far North end |
| | O.T. Directory | 1-sided blade (crown w/ DIRECTORY) | wall / left of door |
| | O.T. Directory | 1-sided blade(crown w/ UPPER LEVEL) | wall / upper level atrium |
| | O.T. Directory | 1-sided blade(crown w/ LOWER LEVEL) | wall / lower level atrium |
| B | O.T. Logo | routed Sintra or wood(<i>large O.T. logo</i>) | stairwell wall |
| | 250 (Oakville Grocery) | 2-sided blade(crown w/ 250) | between windows |
| | 240 (The Indian Store) | 2-sided blade(crown w/ 240) | hanging off north beam |
| | 144 (Nails Paris) | 2-sided blade (crown w/ 144) | (undetermined) |
| | 142 | 2-sided blade (crown w/ 142) | (undetermined) |
| | Directory | 2-sided blade (crown w/ people) | pointing North |
| C | 136 | 2-sided blade (crown w/ 136) | pointing North |
| | 200 (Chico's) | 2-sided blade (crown w/ 200 ?) | pointing North |
| | 210 (Papyrus) | 2-sided blade (crown w/ 210 ?) | pointing North |
| D | 220 | 2-sided blade (crown w/ 220 ?) | pointing North |
| | Street Address | | |
| | 23 (Sur La Tab) | 2-sided blade (crown w/ 23) | corner / pointing South-East |
| E | 25 (Banana Republic/Men) | 2-sided blade (crown w/ 25) | wall / pointing East |
| | 25 (Banana Republic/Women) | 2-sided blade (crown w/ 25) | wall / pointing East |
| | 29 | 2-sided blade (crown w/ 29) | corner / pointing North-East |
| | 31 (Steamer's Grillhouse) | 2-sided blade (crown w/ 31) | corner pointing South-East |
| | | | wall / pointing East |
| | | | wall / pointing South |
| | | | wall / pointing East |
| | 35 (Gap Kids) | 2-sided blade (crown w/ 35) | wall / pointing East |
| | 39 (Gap) | 2-sided blade (crown w/ 39) | wall / pointing North |



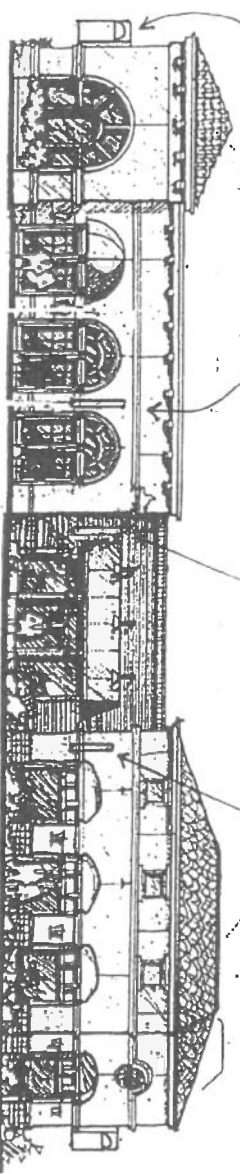
BUILDING D NORTH ELEVATION

THARP DID IT[®]
3.12.99



BUILDING E UNIVERSITY AVENUE ELEVATION

BUILDING E UNIVERSITY AVENUE ELEVATION



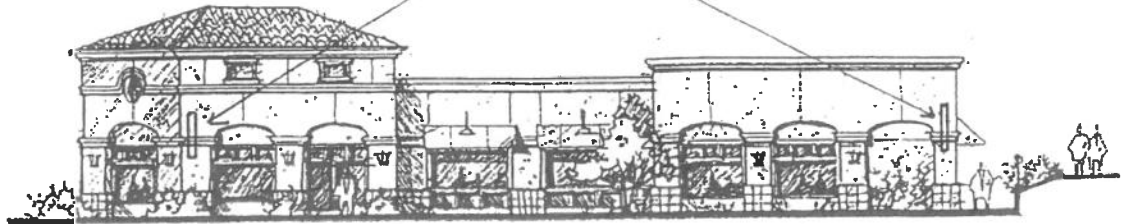
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35

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BUILDING E ELM STREET ELEVATION

THARP DID IT[®]
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