

**OLIVENHAIN TOWN CENTER
SIGN PROGRAM
July 14, 2008**

Prepared for
City of Encinitas
505 S. Vulcan Avenue
Encinitas, CA 92024

Applicant
Accretive Investments, Inc.
3655 Nobel Drive, Suite 650
San Diego, CA 92122

Olivenhain Town Center Program Intent:

The intent of these criteria is to encourage creativity to ensure the individuality of each tenant sign as opposed to similar sign design, construction, and colors repeated throughout the project. Signs must be architecturally compatible with the entire center.

Permit Requirements and Procedures:

Olivenhain Town Center Sign Submittal: Plans for any signage, whether temporary or permanent, must be submitted and approved by the landlord prior to processing through the City of Encinitas. The Olivenhain Town Center Sign Submittal shall consist of a scaled plan view and elevation as well as details of design, materials, lettering, copy, location, mounting, size, color and lighting. The landlord will review plan and provide a written determination returned to the applicant within thirty (30) days.

City of Encinitas Permit Process: Once written approval has been secured from the landlord, the applicant also must obtain a signage permit from the City of Encinitas. See requirements listed in the "City of Encinitas Temporary Sign/Banner Permit Application" and/or the "City of Encinitas Permanent Sign/Program Application Administrative Design Review."

Enforcement:

Per the landlord and the City of Encinitas Design Review Guidelines.

Construction and Maintenance:

Construction: Every sign and all parts, portions and materials shall be manufactured, assembled and erected in strict compliance with the plan approved by the City of Encinitas.

Maintenance: Every sign and all parts, portions and materials thereof shall be maintained and kept in proper repair. Any maintenance, except for change of copy or structure, is permitted.

Prohibited Locations:

Per the landlord or the City of Encinitas Design Review Guidelines.

Temporary Sign Regulations:

Per the landlord or the City of Encinitas Design Review Guidelines.

Violations:

Per the landlord or the City of Encinitas Design Review Guidelines.

Removal of Illegal Signs:

Per the landlord or the City of Encinitas Design Review Guidelines.

Design Standards:

Sign Design: Signs permitted for use in the Olivenhain Town Center are intended to be primarily for identification and directional purposes. Secondary messages that facilitate the marketing and advertising of each business are permitted, however, the total square footage of

signage may not exceed the maximum allowable by the City of Encinitas based on a street frontage formula. See the City of Encinitas permit application for formulas. The emphasis of these standards is to avoid visual clutter.

Signage and graphic systems, both temporary and permanent, are to be compatible with the established character and quality of the Olivenhain Town Center community. Signs should be of simple clean design and constructed of approved durable materials that are intrinsic and consistent with Town Center architecture.

Sign Face: Sign faces should be simple, legible and well proportioned to each building and each placement on a building.

Electrical Design and Fabrication: All signs utilizing an electrical component must be designed in conformance with U.L. guidelines. Fabrication of any sign utilizing an electrical component shall be by a U.L. approved sign company according to U.L. specifications. All applicable signs shall bear a U.L. label. In addition, all conduits, bus bars, transformers, and other elements of electrical service shall be concealed from external view or integrated into the design and construction of the sign to the satisfaction of the City of Encinitas.

Sign Installation: All sign installations shall match the specifications of the approved Sign Submittal and the City of Encinitas Building Permit. Any installation work that substantially deviates from these approvals as determined by the landlord or the City of Encinitas shall immediately be rejected and replaced.