

Sign Program
1381 Calle Joaquin

Landlord
Rich Development Enterprises, LLC
1000 N. Western Avenue, Suite 200
San Pedro, CA 90732

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A. Introduction

The purpose of this sign program is to ensure coordination and compatibility between all signs with the Project. Signs will be high-quality and will be consistent with the established City Sign codes except as modified by this sign program. Criteria shall establish the sign standards necessary to provide coordinated, imaginative, and proportional exposure for all signs to be located within the project. Performance shall be strictly enforced and any non-conforming sign that is installed shall be removed immediately by a professional sign contractor.

B. General Criteria and Sign Design:

1. All signs and their installation shall also obtain all necessary permits and approvals.
2. Proposed signs shall fulfillment all requirements of this Planned Sign Program.
3. Location and spacing of the signs on all buildings shall generally conform at a location as shown on Exhibit A.
4. Sign contractor(s) shall carry Workmen's Compensation and Public Liability Insurance against all damage by any and all persons and /or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. An insurance endorsement must be provided to the Landlord prior to installation naming: Landlord and Rich Development Enterprises, LLC as Additional Insured.

C. Prohibited Signs

The following types of signs are prohibited including any sign not allowed by local code standards:

1. Outdoor advertising or advertising structure including, but not limited to, "sandwich boards", banners, flags, inflatables, "lawn" signs, vehicles and mobile billboards displaying Tenant name outside demised premises.
2. Exposed junction boxes, transformers, lamps, tubing, conduits, exposed raceways or neo crossovers of any type, except as noted otherwise in the Planned Sign Program.
3. Signs visible through the windows of the premises are subject to city code. These include painted, hanging, or neon signs. Decorations attached to windows are prohibited.

4. Temporary wall signs are not permitted with the exception of Banners in accordance with Section F of this Sign Program.
5. Pre-manufactured signs, such as franchise signs, that have not been modified to fit these criteria, except as noted otherwise in the Planned Sign Program.
6. Paper, cardboard, placed around, on, or behind storefronts.
7. Exposed fastenings unless fastenings make an intentional statement.
8. Freestanding signs, except as provided in the Planned Sign Program.
9. Signs which move, swing, rotate, flash, except as provided in the Planned Sign Program.
10. No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or any other symbol or characters in such manner to interfere with, mislead or confuse traffic.
11. Signs, banners, flags or similar advertising devices that are exhibited, posted or displayed by any person, including anything of an obscure, indecent, or immoral or unlawful activity are strictly prohibited. Landlord reserves the right in its sole discretion to immediately remove items that it believes violate this clause.
12. No sign shall be installed, relocated or maintained so as to prevent free ingress of egress from any door. No sign shall be attached to a standpipe, post, or any other item in the common area, except those signs as required by code or ordinance.
13. Signs or parking lot flyers on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, or identify a store of its merchandise is prohibited.
14. Any sign located on the roof or projected above the roofline of a building, except as noted otherwise in the Planned Sign Program.

D. Sign Construction

1. All signs and installation shall comply with all applicable City building and electrical codes, and shall bear a U.L. label.
2. All penetration of exterior fascia to be sealed watertight, and finished to match adjacent material, subject to Landlord's approval.
3. All signs shall be kept in good condition, be legible adequately repaired and maintained by the Tenant at all times. The standards for maintenance and repair

of signs shall maintain the highest visual quality.

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

E. Signage Sign Types and Specifications

E.1 Major Building Tenant Signage

Number of Signs Allowed: Three (3) signs each elevation facing the parking lot or nonresidential street.

Sign Types Allowed: Signage shall be as shown on Exhibit A

Maximum Sign Area: The sign area shall not exceed two (2) square foot per every one (1) lineal foot of the building's frontage.

Maximum Letter and Logo Height: The letter height shall not exceed forty two inches (42"). The logo height, which may include signature letters that are part of a registered trademark shall not exceed Sixty eight inches (60").

Lines of Copy: Maximum two (2) lines of copy.

Maximum Length of the Sign: The maximum length of the sign shall not exceed 75% of the tenant leasehold space.

Sign Location: Tenant wall signs shall be located horizontally and vertically in the sign band area or within the wall plane defined by architectural features as shown on Exhibit A.

E.2 FREESTANDING SERVICE OR CHARGING SIGNS:

Exterior Service / Charging Station Signage: Any exterior charging station is allowed one (1) sign within the unit. The sign copy shall be limited to the logo and/or name of the provider. The sign shall not exceed a total of six square feet (6 sf.). The maximum letter and logo height shall not exceed eighteen inches (18").

E.3 Center Free Standing Signage

Free Standing Sign Locations: All Free Standing signs shall be located as shown on Site Plan exhibit "A".

Free Standing Signs Inventory: The Free Standing Sign shall consist of the following per exhibit "A".

Sign S301: Proposed freestanding sign on Calle Joaquin as shown on Exhibit A

E.4 Address and Regulatory Signage

- a. **Building Address Sign:** Building Address Sign shall be located on each building and shall meet minimum city code requirements.
- b. **Rear Tenant Address Sign:** Tenants are allowed a Tenant address sign that may be 3 inches (3") high and made of dark brown vinyl located outside of Tenant's exit door on the rear elevation of the tenant space.
- c. **Regulatory Signage:** All Regulatory Signage, such as "No Skateboarding", "No Loitering", Handicapped Parking Signs and "No Overnight Parking" shall comply with the City code.

F. Temporary Signage

- a. Banners are only permitted with issuance of City permit and Landlord approval.
- b. Temporary window signs are allowed subjects to the following conditions.
 - 1) Landlord approval in writing.
 - 2) Shall not exceed 25 percent of window area of each window; total area of all signs shall not exceed 50 square feet (50 sf.).

G. General City codes and standards for signs

Section 15.40.460 and 15.40.470 Minimum Standards shall apply accept as noted in this sign program.

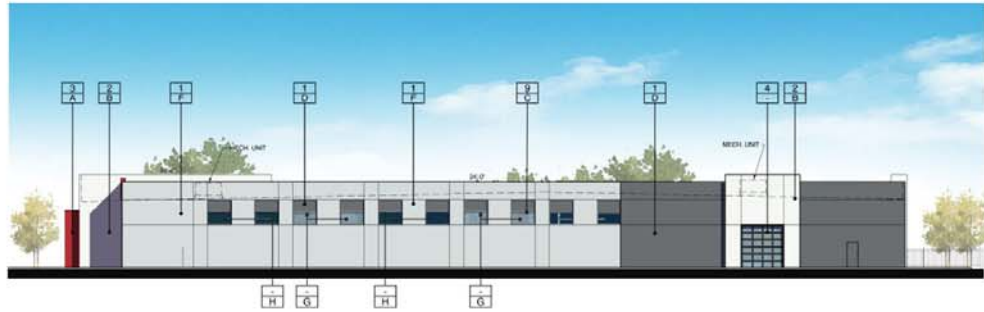
SAN LUIS OBISPO, CA - TESLA CENTER - WARM CLIMATE

ELEVATION
TRT ID - 13748

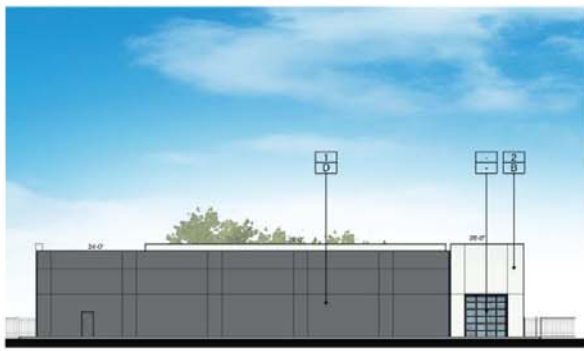
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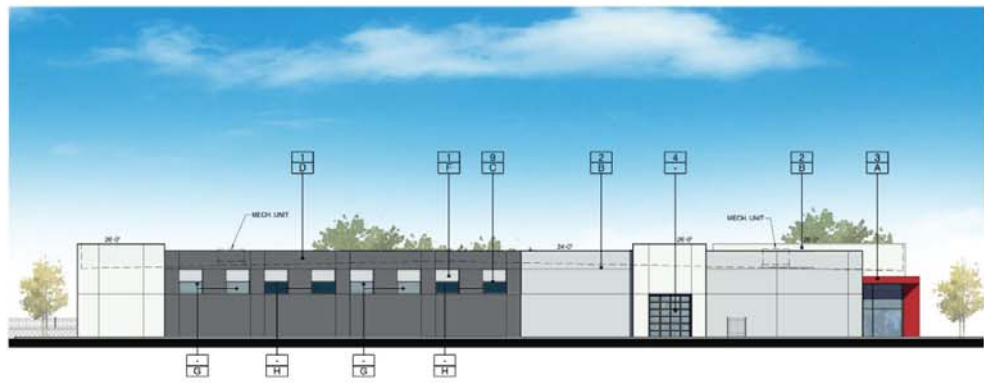
SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION

SCALE: NOT TO SCALE

TESLA January 27, 2022

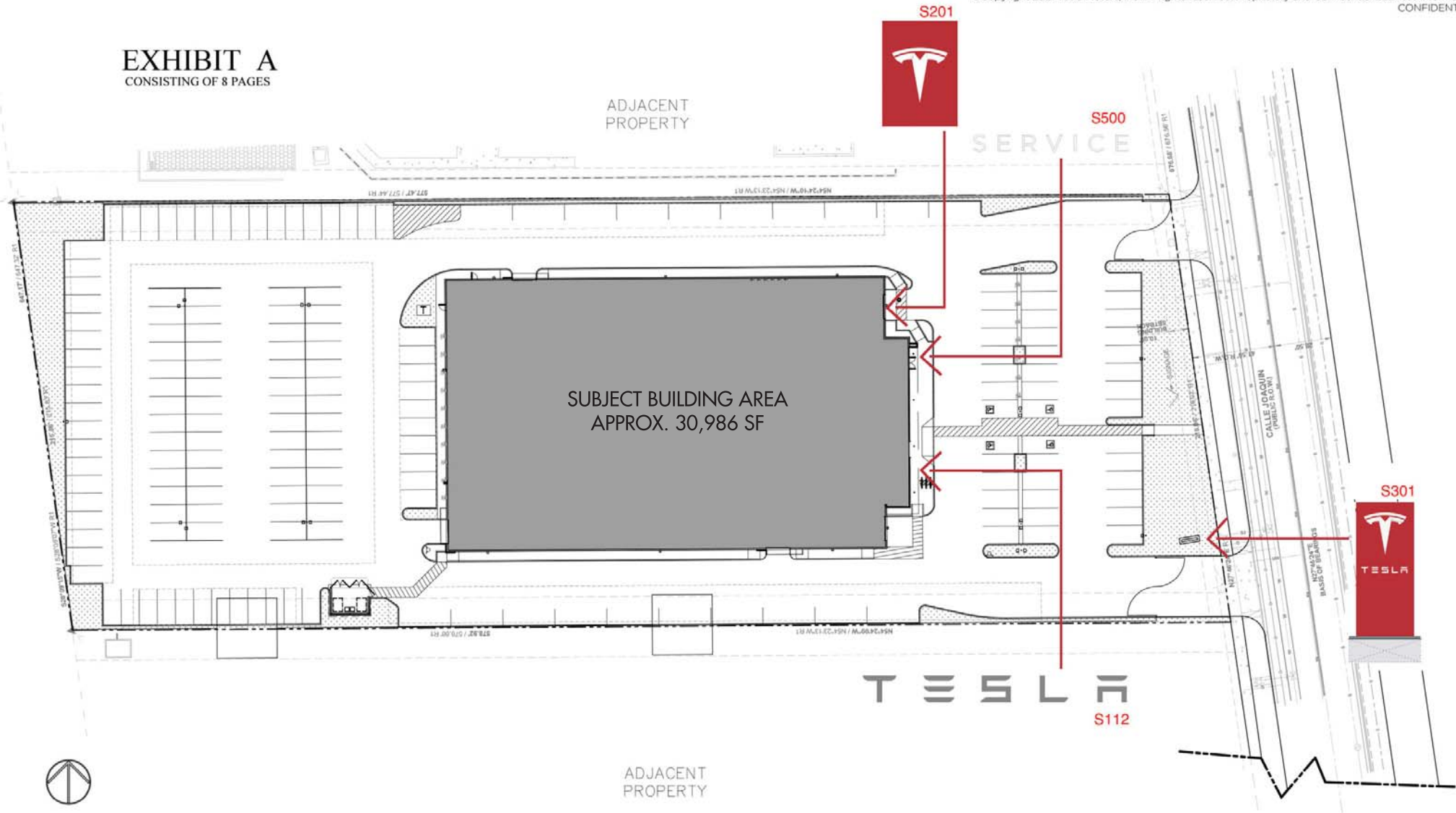
NA | 1318 CALLE JOAQUIN | USA

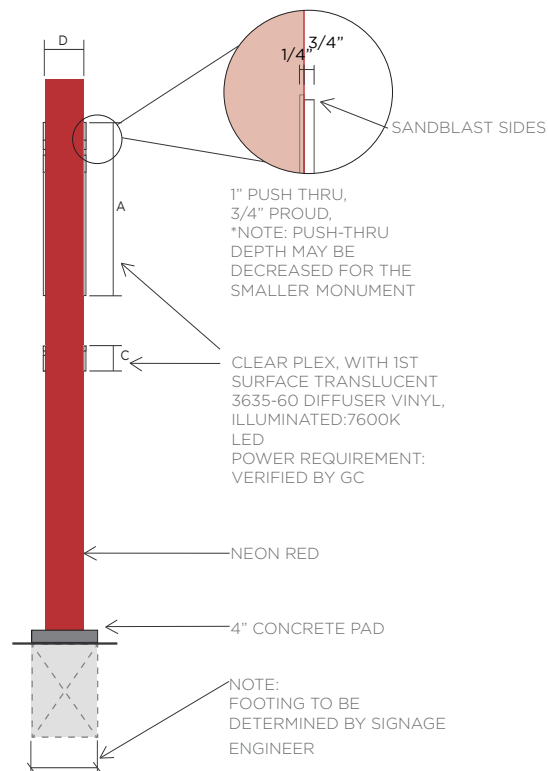
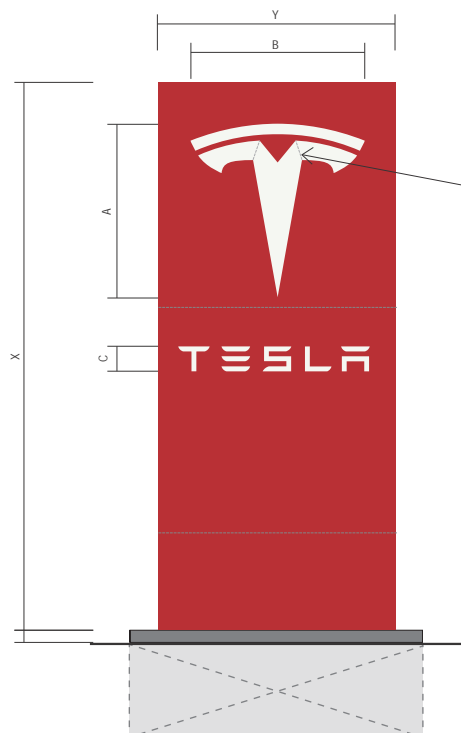
*PLEASE NOTE: ANY SUBSEQUENT REVISION TO AN APPROVED CONCEPT WILL CAUSE DELAY AND IMPACT COST

SAN LUIS OBISPO, CA - TESLA CENTER - WARM CLIMATE, SIGN PROGRAM

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EXHIBIT A
CONSISTING OF 8 PAGES



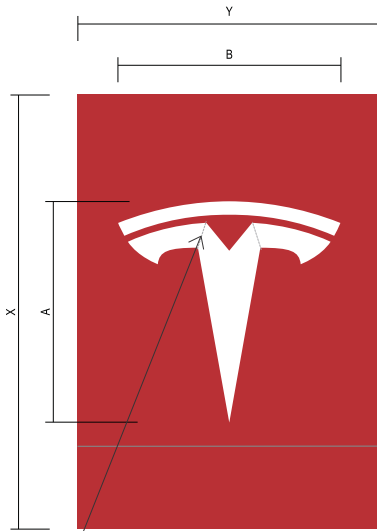


MONUMENT						
X	Y	A	B	C	D	SQ. FT.



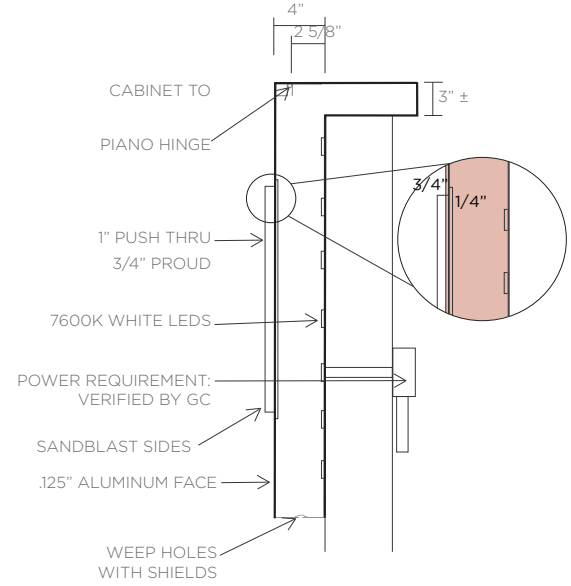
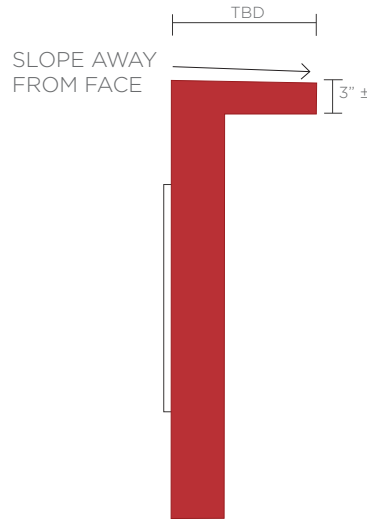
S201

EXTERIOR CABINET: T



SEAMS IN ACRYLIC ONLY
WHEN LOGO IS OVER 6'-0"

NOTE:
AVOID SEAMS IN
ALUMINUM IF POSSIBLE. IF
REQUIRED, AVOID COPY &
LOGO, IF POSSIBLE



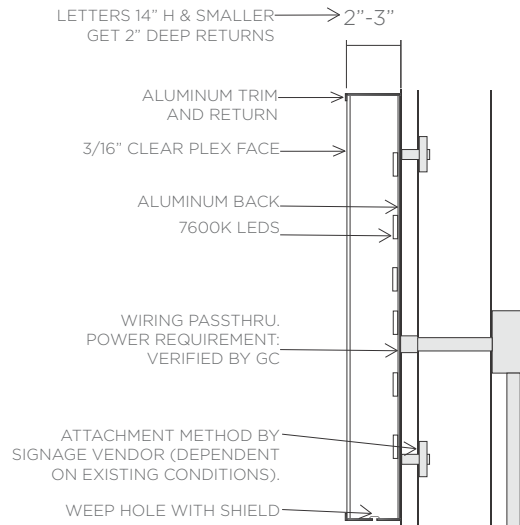
EXTERIOR CABINET: T				
X	Y	A	B	SQ. FT.
4'-0"	2'-9 1/2"	2'-0 3/8	2'-0 1/2"	11.17
5'-0"	3'-5 7/8"	2'-6 1/2"	2'-6 3/4"	17.45
6'-0"	4'-2 1/4"	3'-0 3/4"	3'-0 7/8"	25.13



- 00 | INDEX
- 01 | FONTS/
COLORS
- 02 | MONUMENT
+ CABINET
- 03 | WORDMARK
+ CABINET
- 04 | FLAT CUT
OUT
- 05 | ROOM
PLAQUES
- 06 | SITE
WAYFINDING
- 07 | DOOR
VINYL
- 08 | NONPROTO.

VENDOR TO INDICATE SCOPE OF WORK REQUIRED BY GC

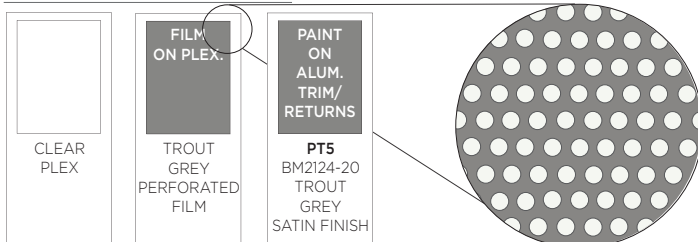
1. SHOW LOCATION OF EACH PASS THRU FOR EACH "SECTION" OF THE WORDMARK, TYP.
2. LOCATION AND SIZE OF WIREWAY ON BACKSIDE OF WORDMARK.
3. SHOW DETAILS FOR EXTERIOR WORKWAY AND INTERIOR WIREWAY INSTALLATIONS
4. SHOW LOCATION OF 14 AND 16, POWER SUPPLY, DISCONNECT SWITCH AND PRIMARY



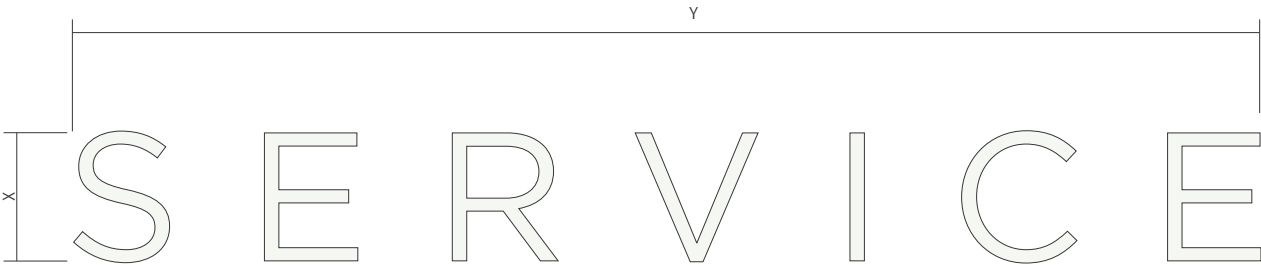
10% SPACING

X	Y	SQ. FT.
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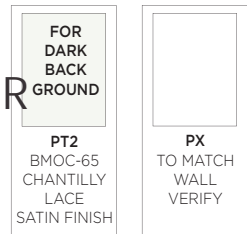
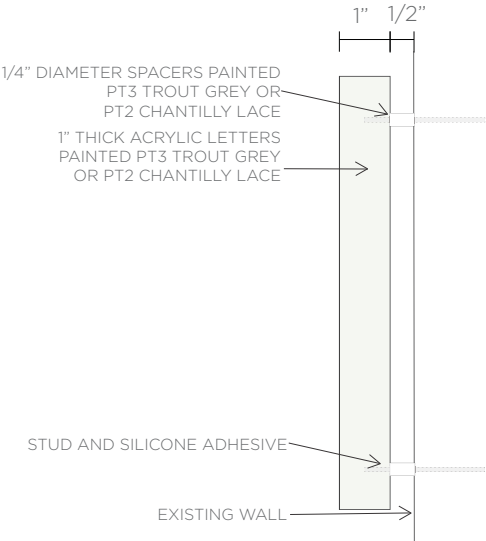
FOR LIGHT BACKGROUND



00	INDEX
01	FONTS/ COLORS
02	MONUMENT + CABINET
03	WORDMARK + CABINET
04	FLAT CUT OUT
05	ROOM PLAQUES
06	SITE WAYFINDING
07	DOOR VINYL
08	MISC./ NONPROTO.



X: (MEASURED OFF HEIGHT OF "E")
Y: (WILL VARY FROM TABLE, TYP. LINE UP WITH OUTSIDE ENDS OF BAY DOORS)



SERVICE		
X	Y	SQ. FT.