

BEVERLY CENTER

STREET LEVEL RESTAURANT TENANT CRITERIA

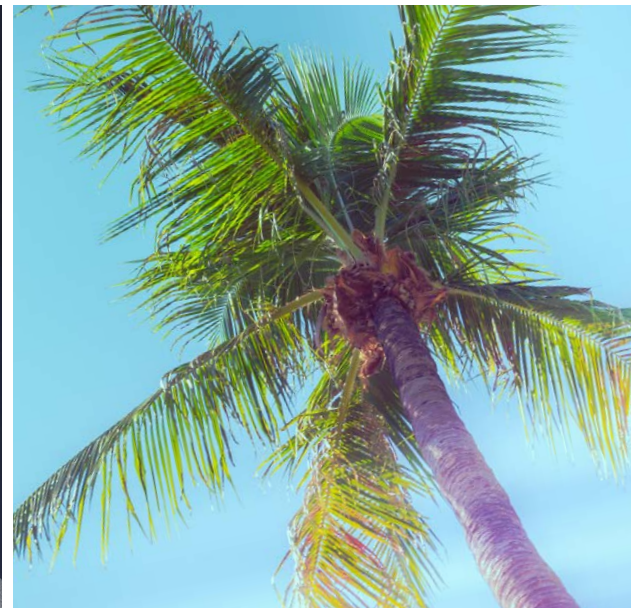
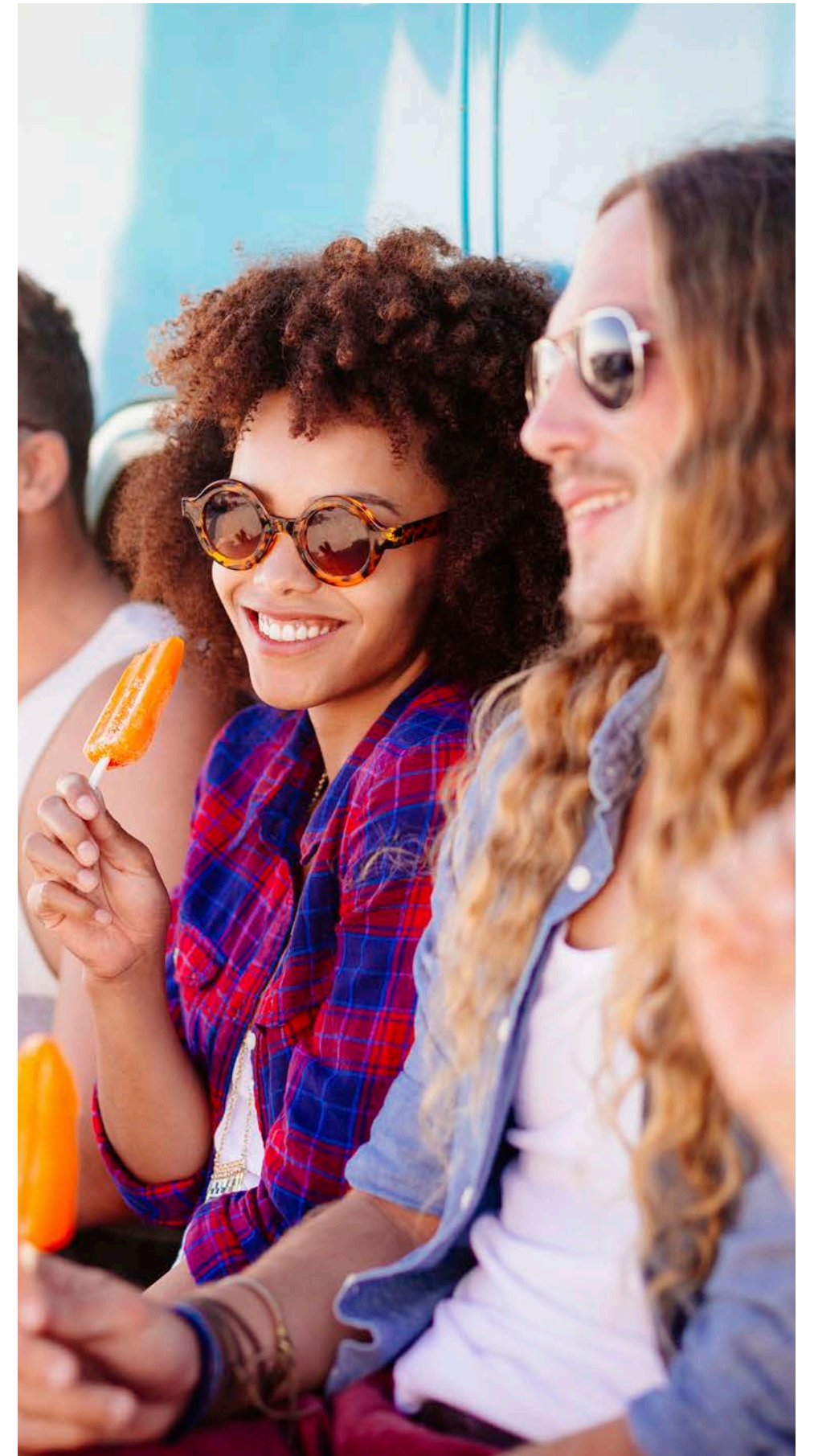


TABLE OF CONTENTS

STREET LEVEL RESTAURANT TENANT CRITERIA

INTRODUCTION	01
DESIGN VISION	02
PLAN OVERVIEW	04
STOREFRONT & ENTRY TYPES	05
RESTAURANT STOREFRONTS	
1A-STREET FACING STOREFRONT & ENTRY	06
1B-VALET FACING STOREFRONT & ENTRY	08
1C-DINING PATIO FACING STOREFRONT	10
FAST CASUAL RESTAURANT STOREFRONTS	
2A-STREET FACING STOREFRONT & ENTRY	14
GENERAL DESIGN CRITERIA	16
SIGNAGE CRITERIA	18
DINING PATIO CRITERIA	20





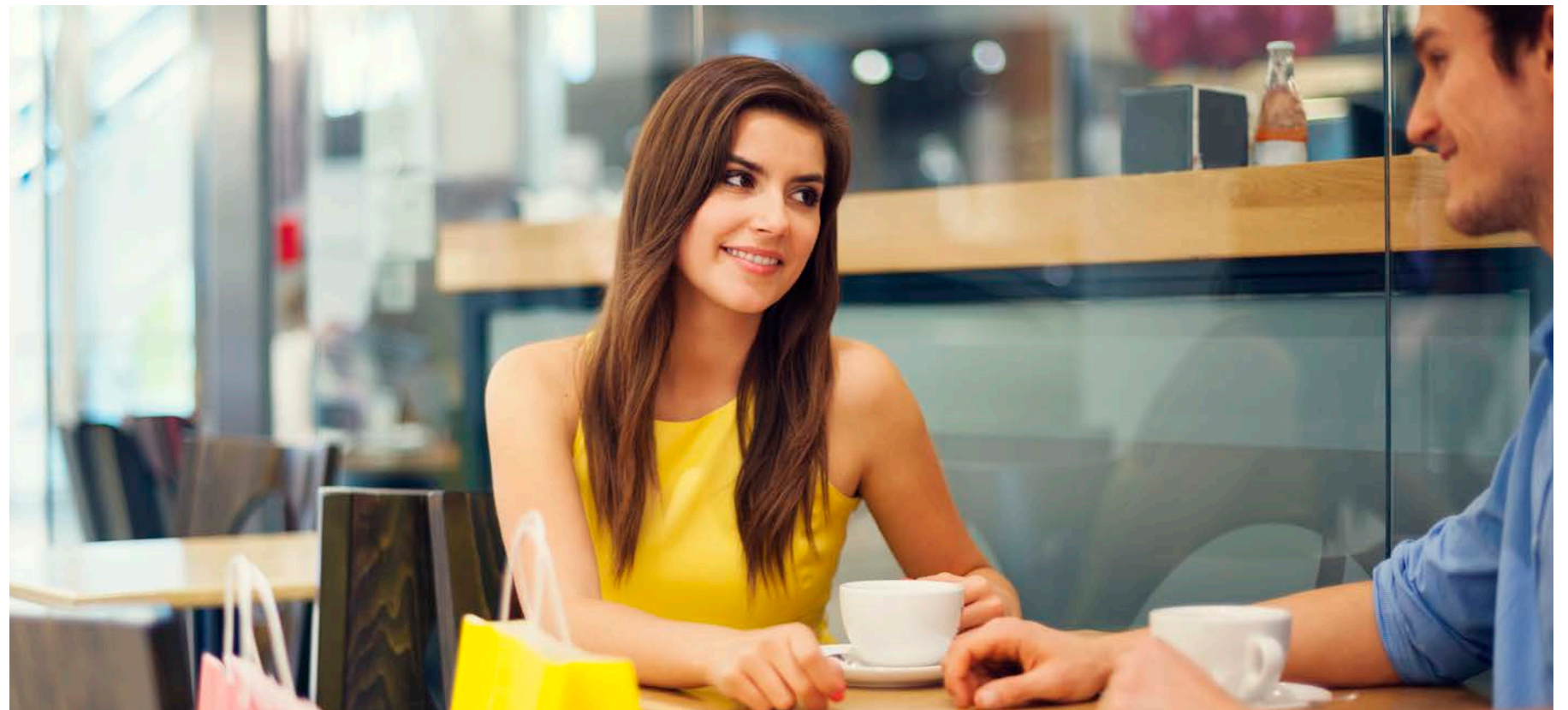
INTRODUCTION

Through the application of these guidelines, the Tenants will produce distinctly original restaurant designs unique to their brand and the Beverly Center. This Tenant Criteria sets standards for quality, design, and construction. This manual outlines Design Criteria guidelines, requirements, and recommendations which have been developed by the Landlord to supplement the Landlord Tenant Coordination Guidelines for the purpose of assisting the Tenants of the Beverly Center Street Level Restaurants in the development of their leased spaces.

The criteria guidelines help maintain a consistent design quality while still allowing flexibility. Thus, each Tenant can achieve a high level of individual brand expression and diversity. Within this criteria, guidelines will be broken down into the following sections: Storefront and Entry Types, General Design Criteria, Signage Criteria, and Dining Patio Criteria.

The Street Level Restaurant Tenants are urged to evolve highly creative and innovative design solutions that compliment and work in conjunction with the rest of the Beverly Center. Tenants and their designers must acquaint themselves thoroughly with the material herein so their design and construction can proceed in a coordinated and timely manner.

THE BEVERLY CENTER STREET LEVEL RESTAURANTS DELIVER AN INTENSE NEW FLAVOR MIX—A HIGH ENERGY, TREND FORWARD FOOD AND FASHION FUSION EXPERIENCE—APPEALING TO THE HIGH END LUXURY TOURIST AND LOCAL VIP CUSTOMER.



DESIGN VISION

BEVERLY CENTER RENOVATION

The Beverly Center renovation project pursues the understanding of the shopping center's role in today's society. Their main purpose is to be a hub for retail shopping and specifically at Beverly Center, for high fashion retail but they are also magnets for social and cultural exchanges. The renovation does not consist only in façade design in order to enhance the building's appeal. The project is intended to be an important step toward re-branding the shopping center and also to create a new symbolic meeting area for luxury retail in California.

The present isolated appearance and the surrounding constraints generated a vision for the development of the new aesthetic of the building. The chaotic environment evolves in the idea of representing the fluidity and the dynamism on the façade of the building. The parking deck levels will be wrapped with an expanded metal mesh which will reverberate through the fluctuation of the surrounding cityscape. The reflected color of the sky overlaps with the building's materials and mixes with the environment and the new lighting. With the proposed envelope, the new landmark will change its appearance by day and by night and according to the public's points of views.

EXTERIOR IMPROVEMENTS

- New Restaurants & Flagship
- Streetscape / Green Wall
- Textured White Upper Wall
- Curvilinear Metal Mesh Screening Parking Levels
- Signature LED Corner Signs
- Palm Trees, Paving, and Planters
- Welcoming Entries





DESIGN VISION

We are creating a bright, contemporary, and highly accessible exterior and interior that engages the center with the surrounding neighborhood, producing an effortless arrival, parking and departure experience, offering a perfectly curated retail lineup and superior destination dining.

THE COMPLETE TRANSFORMATION THAT INCLUDES:

- Adding a continuous ribbon of new skylights that will bathe the entire center's elegant and contoured floor openings and curves in natural light.
- A shimmering new exterior incorporates a perforated aluminum façade that will beautifully capture light during all parts of the day.
- A fresh new streetscape that combines modern architecture and drought-resistant greenery for a pleasant walking experience.
- A row of Street Level Restaurants that open the center to the vibrancy of West Third Street and embrace a pedestrian-oriented environment.
- An additional valet off West Third Street to provide quick access to the Street Level Restaurants and Retail.
- A state-of-the-art smart parking system to dramatically improve the center's arrival and departure experience.
- The continual evolution of the merchandise mix combining luxury, contemporary, and fast fashion retailers for an unparalleled shopping experience.

LEGEND

RESTAURANTS

- 1A - STREET FACING & ENTRY
- 1B - VALET FACING & ENTRY
- 1C - DINING PATIO FACING

FAST CASUAL RESTAURANTS

- 2A - STREET FACING & ENTRY

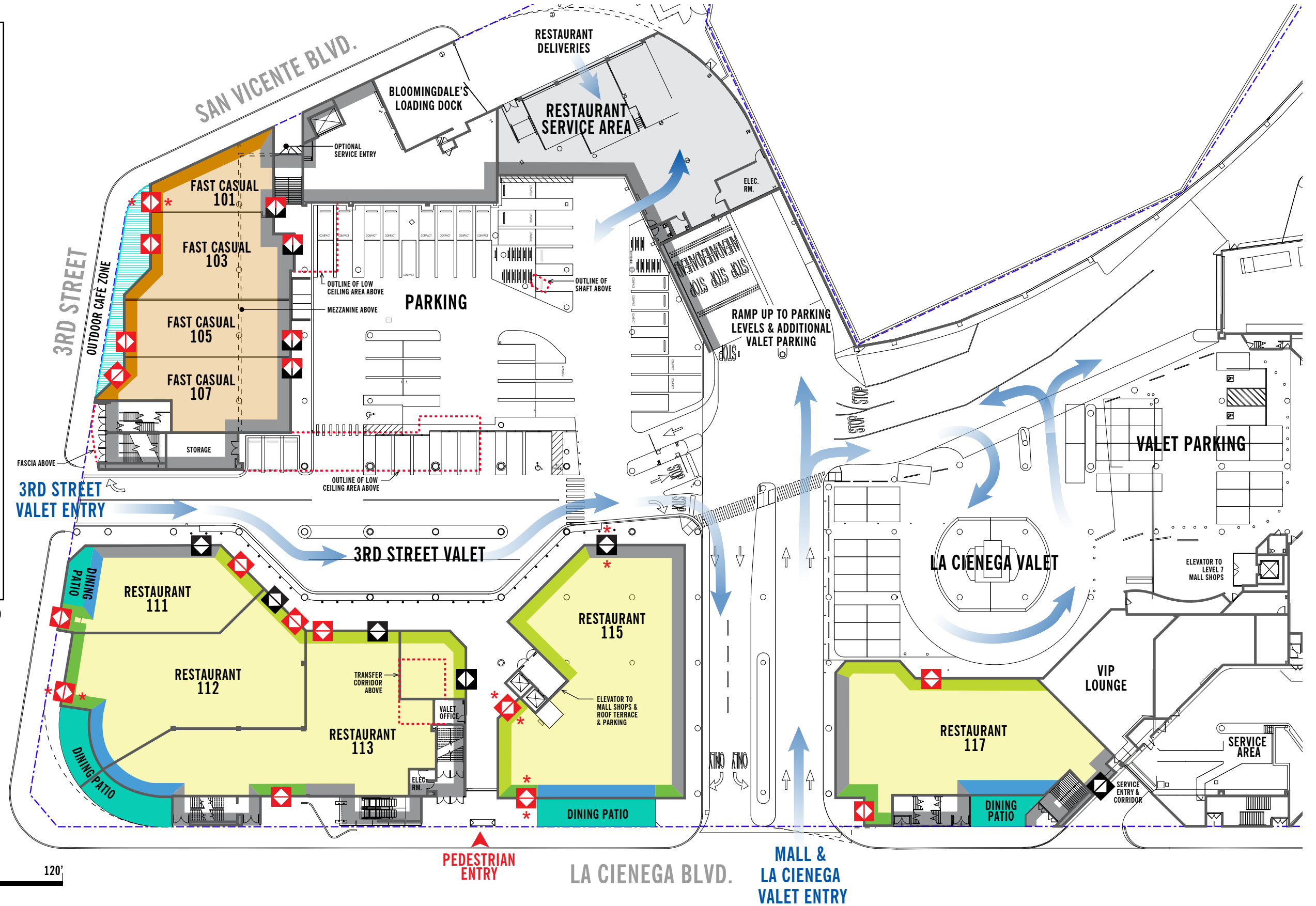
OUTDOOR DINING

- OUTDOOR CAFÉ ZONE
- DINING PATIO

GENERAL

- LANDLORD WALLS
- SUGGESTED TENANT CUSTOMER ENTRY
- SUGGESTED SERVICE ENTRY
- SUGGESTED CUSTOMER/SERVICE ENTRY
- LINE OF LOW CEILING AREA ABOVE
- NECESSARY GRADE TRANSITION-SEE TENANT COORDINATION DOCUMENTS

ALL DIMENSIONS TO BE VERIFIED IN FIELD



Plan Overview

STOREFRONT & ENTRY TYPES



RESTAURANT STOREFRONTS & ENTRIES

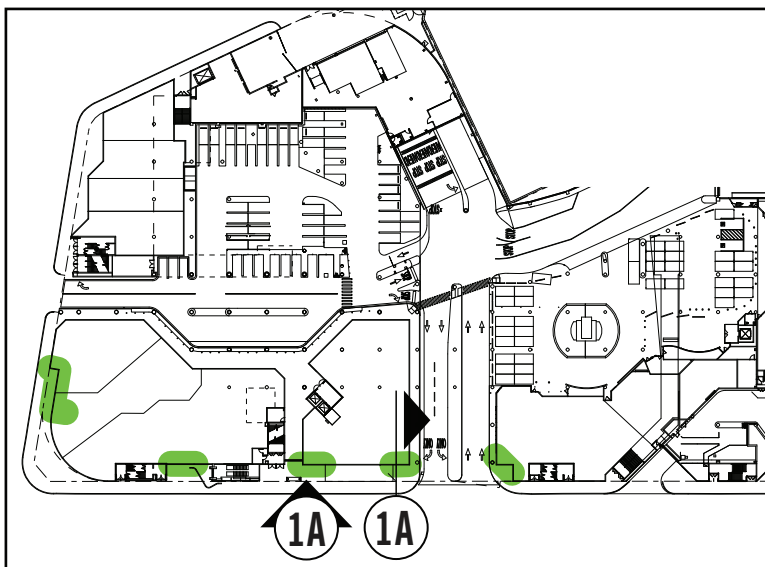
- 1A** **STREET FACING STOREFRONT AND ENTRY** – Street Facing Restaurants are among the destination hot spots at street level. They demand a high level of creative design and attention in their use of entry portals, overhead structures, canopies, awnings, branding opportunities, and signage. Lighting should not only be functional but also part of the architecture. Only high quality, high end materials and finishes should be used. See page 6.
- 1B** **VALET FACING STOREFRONT AND ENTRY** – Being the opposite side of the Street Facing Restaurants, the same level of high end finishes and creativity are required. Tenants are to utilize creative design with usage and layout of overhead structures, canopies, awnings, branding opportunities, signage, high end materials, and functional and decorative lighting. See page 8.
- 1C** **DINING PATIOS FACING STOREFRONT** - Utilize Indoor/Outdoor opening walls, creative use of pavers, overhead structures, canopies, awnings, branding opportunities, signage, furniture, planters, and guardrails. Patios are an integral part of the Street Facing Storefronts, so high quality materials and use of creativity is required. Lighting in this area can be functional as well as decorative. See page 10.



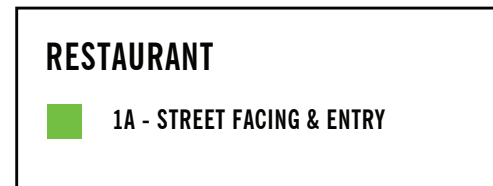
FAST CASUAL STOREFRONTS & ENTRIES

- 2A** **STREET FACING STOREFRONT AND ENTRY** - Custom entry portals and creative design opportunities with the usage and layout of canopies, awnings, branding, signage, and high end finishes typical of Fast Casual Restaurants. Lighting may be functional as well as decorative. Fast Casual tenants may also have café seating. See page 14.
- LANDLORD WALLS** - Landlord walls, directly adjacent to restaurant tenants, will have the opportunity to be branded by Tenant. Consult with Tenant coordination for specific areas. Landlord walls adjacent to the interior valet areas will have a recessed ceiling slot for optional tenant wall lighting. All signage to be approved by Landlord.

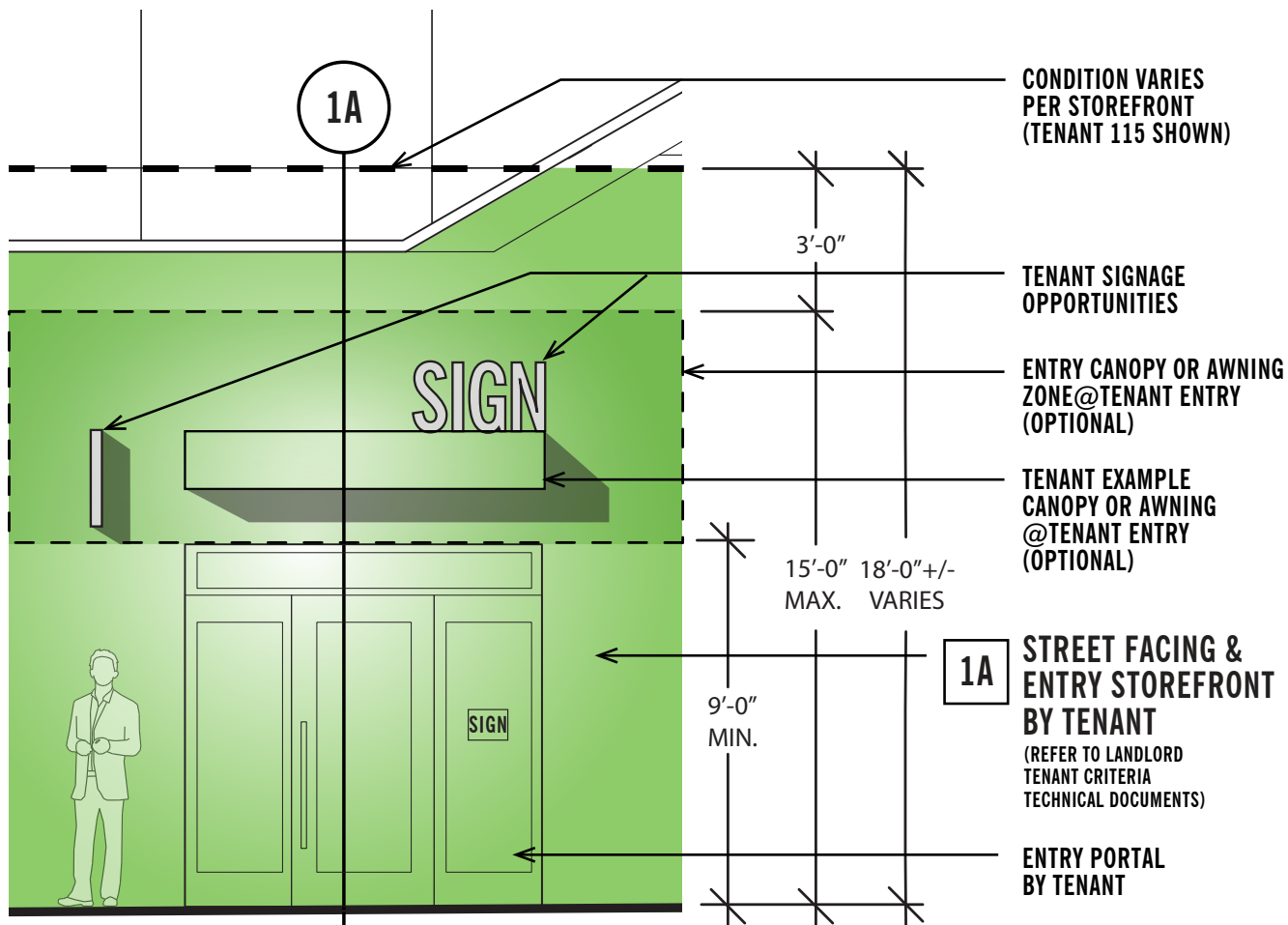
OVERALL LOCATION PLAN



LEGEND

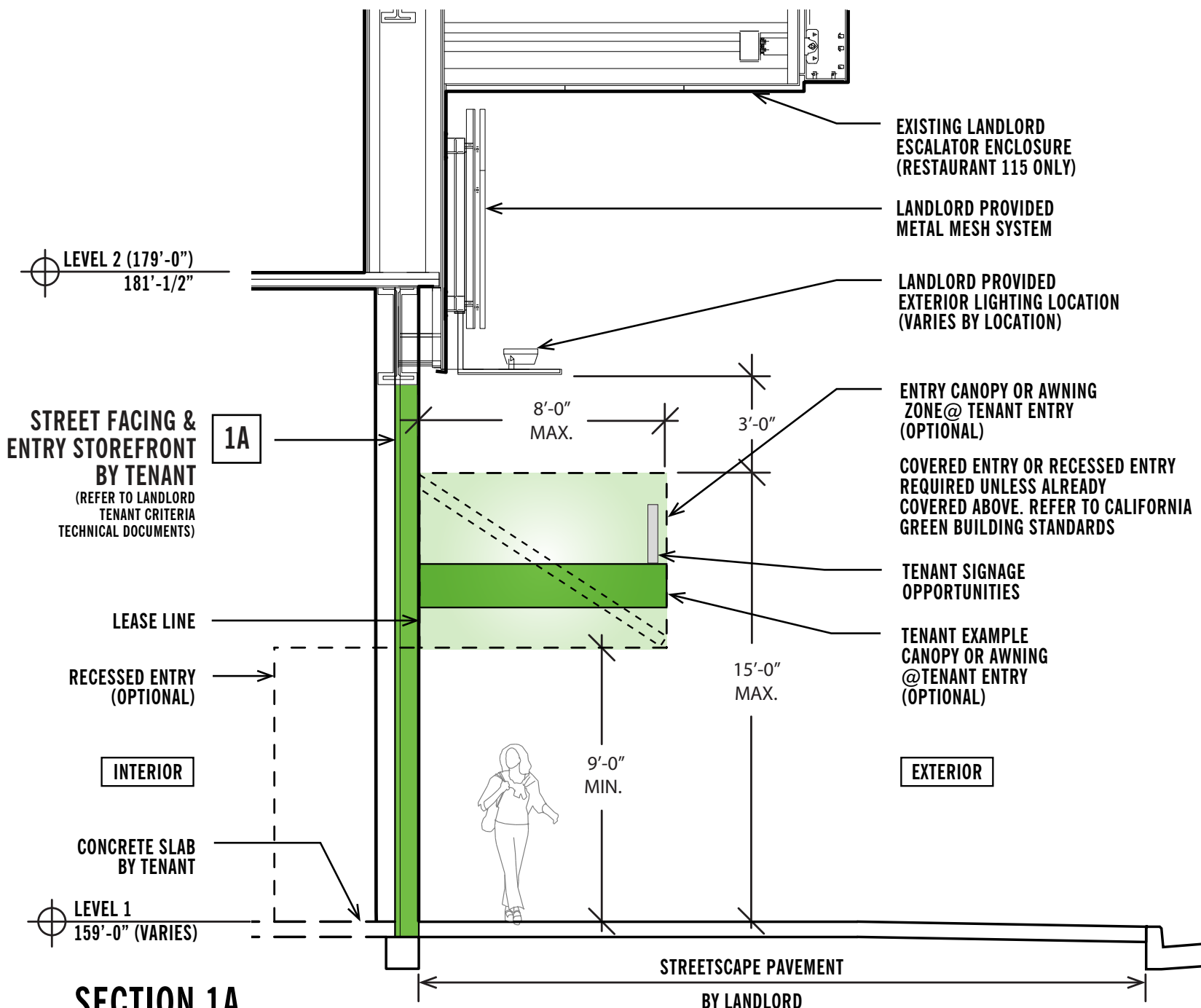


ALL DIMENSIONS TO BE VERIFIED IN FIELD



ELEVATION 1A

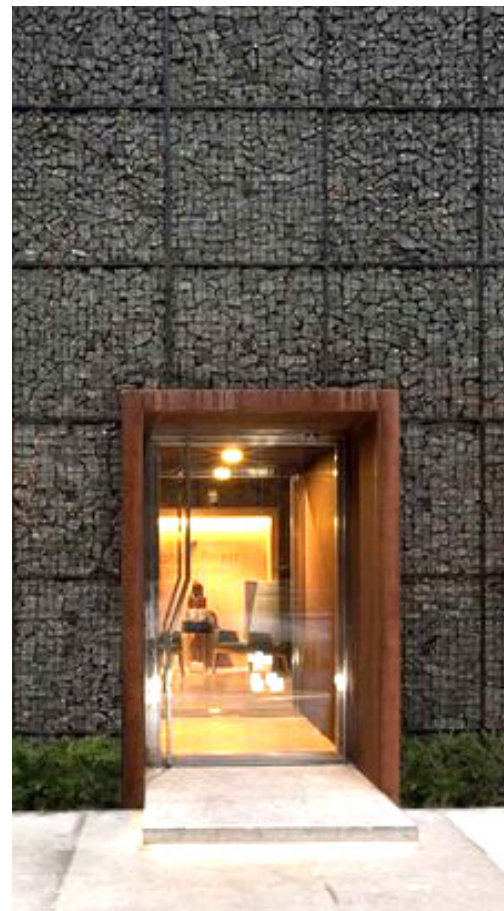
SCALE: NTS



SECTION 1A

SCALE: NTS

Restaurant Storefront 1A / Street Facing & Entry



STREET FACING STOREFRONTS

Street Facing Restaurants demand a high level of creative design and attention in their use of entry portals, overhead structures, canopies, awnings, branding opportunities, and signage. Lighting should not only be functional, but also part of the architecture. Only high quality, high end materials, and finishes should be used.

FINISHES

Only high quality, high end materials and finishes should be used. Natural materials such as stained hardwoods, stone, and textured metals are encouraged. Refer to page 16 for Materials, Finishes, and Colors Criteria.

TRANSPARENCY

A minimum of 40% transparency is required by maximizing glazing areas across Tenant Street Facing Storefronts and Entry.

LIGHTING

The Tenant is encouraged to provide dynamic lighting design to enhance their restaurant storefront. Refer to page 17 for additional lighting criteria.

SIGNAGE

Street Facing Restaurant Tenants are allowed a maximum of 40 sq. ft. of sign space at their storefront that is visible from the public right-of-way. Refer to page 18 for full signage criteria. Tenants may locate their allocated right-of-way signage within the storefront 1A zone.

ENTRANCES

A key element of storefront appeal is the design and location of the entrance. The width and scale of the tenant entry should be welcoming, as well as help reduce "threshold resistance." Transparency, color, texture, and patterns are encouraged. Tenants are required to use swinging entrance doors for their primary entry. Door swings may not intrude into the city right-of-way per city code.

MATERIALS

Doors are to be constructed of wood, steel or anodized aluminum with optional glass. Door hardware shall be of a consistent finish and selected to complement the overall restaurant storefront character.

SHADING DEVICES & CANOPIES

Tenants are encouraged to incorporate architectural canopies or awnings into the overall storefront design at entries and patio dining areas. Shading devices, projecting canopies, and awnings are all encouraged as long as they complement pedestrian scale and articulate building façade, as well as extending interior spaces to the outdoors. These features should be attractive, well maintained and appear integrated with the storefront design.

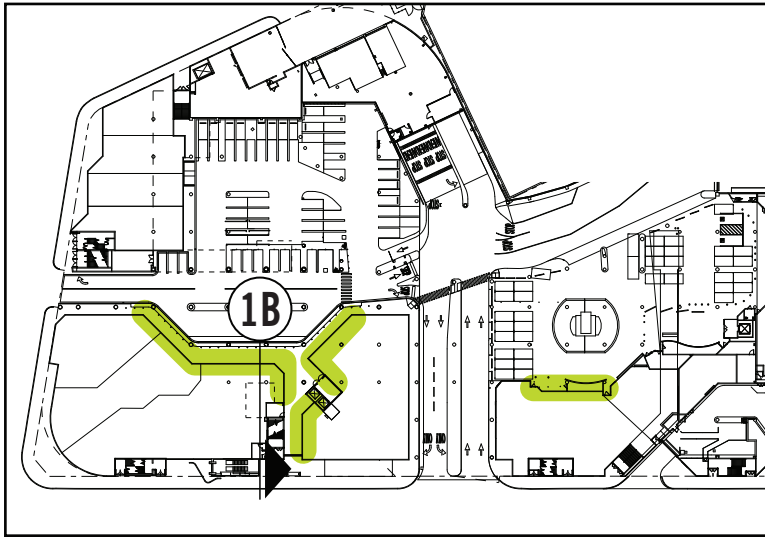
Canopies and awnings should be placed at a height that is complimentary to the human scale and thus more adequately provides both shade and protection for passing pedestrians.

Please refer to the California Green Building Standards Code, Section 5.407.2.2.1 for more information on exterior door protection.

DIMENSIONS

Canopies and overhead structures may extend a maximum of 8'-0" with a minimum clear height of 9'-0". Intermediate canopy supports must complement the design of the overall storefront. The shape and depth of Tenant's canopy(s) or awning(s) should reflect the restaurant storefront configuration.

OVERALL LOCATION PLAN

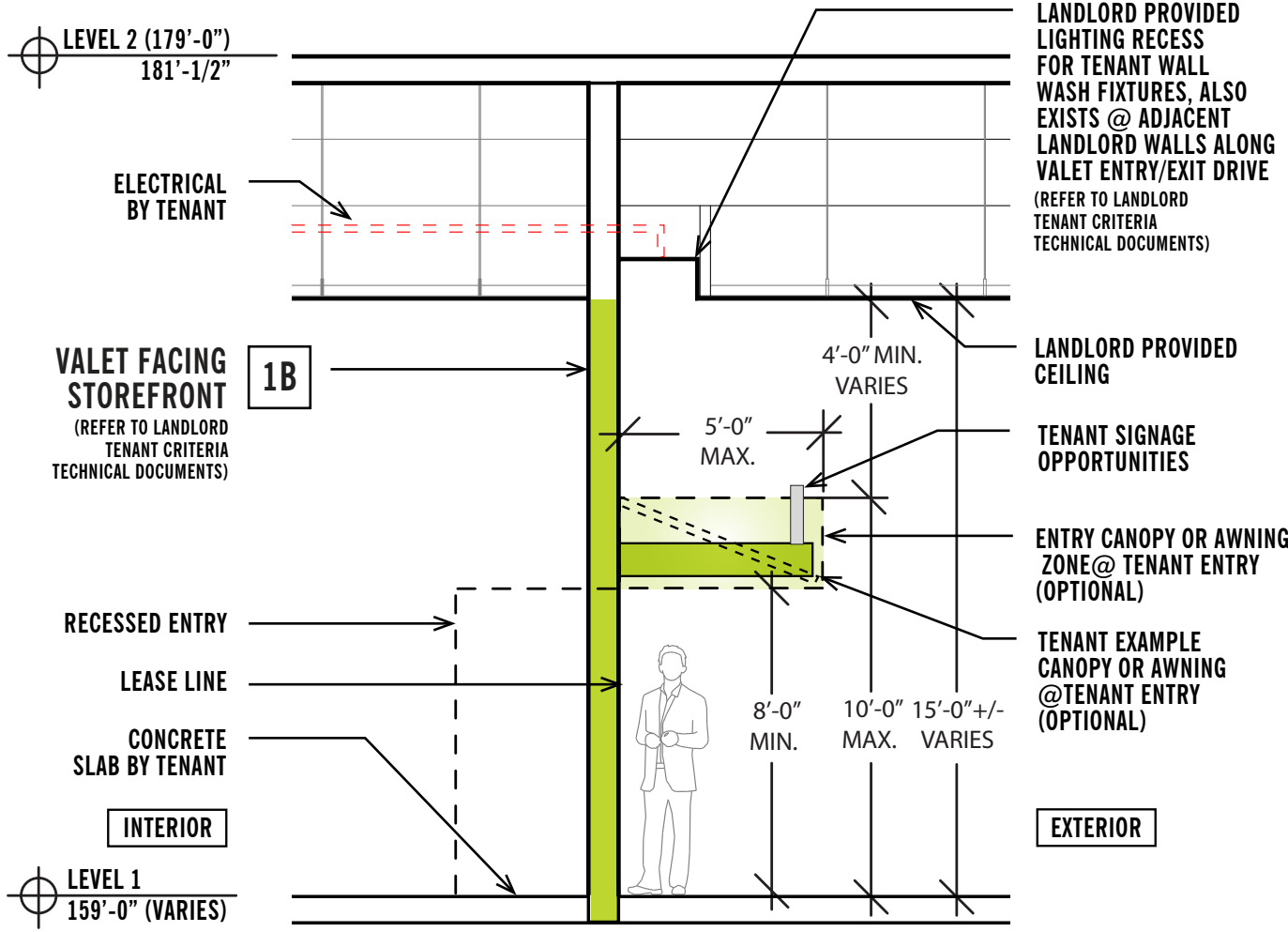


LEGEND

RESTAURANT

1B - VALET FACING & ENTRY

ALL DIMENSIONS TO BE VERIFIED IN FIELD



SECTION 1B

SCALE: NTS

Restaurant Storefront **1B** / Valet Facing & Entry

VALET FACING STOREFRONT

Restaurant Tenants will not only have Street Facing Storefronts, but interior valet and entry passage facing storefronts as well. Storefronts will need to be treated with the same criteria detail and attention as the Street Facing Storefronts.

FINISHES

Only high quality, high end materials, and finishes should be used. Natural materials such as stained hardwoods, stone and textured metals are encouraged. Refer to page 16 for Materials, Finishes, and Colors Criteria. The same level of high end finishes and creativity as Street Facing Storefront is required.

TRANSPARENCY

Unlike the Street Facing Storefront, the Valet Facing Storefront should have less transparency and glazing and utilize more opaque finishes. Transparency should be maximized at Valet entry point.

KITCHEN WINDOWS

Windows with views into the restaurant kitchen are allowed provided they are well designed into the overall storefront and will be reviewed by the Landlord on a case-by-case basis.

LIGHTING

The Tenant is encouraged to provide dynamic lighting design to enhance their restaurant storefront. A continuous recessed lighting slot will be provided by the Landlord to allow the tenant to place optional wall washing fixtures (see section 1B). Refer to page 17 for additional lighting criteria.

SIGNAGE

Restaurant Tenants are allowed a maximum of 18 sq. ft. of sign space at their Valet Facing Storefront. This signage is in addition to the 40 sq. ft. allowed right-of-way signage. Careful placement is required to assure that signage is not highly visible from the public right-of-way. Refer to page 18 for full signage criteria.

ENTRANCES

A key element of storefront appeal is the design and location of the entrance. The width and scale of the tenant entry should be welcoming, as well as help reduce “threshold resistance.”

Transparency, color, texture, and patterns are encouraged. Tenants are required to use swinging entrance doors for their primary entry. Door swings may not intrude beyond tenant lease line.

Please refer to the California Green Building Standards Code, Section 5.407.2.2.1 for more information.

MATERIALS

Doors are to be constructed of wood, steel or anodized aluminum with optional glass. Door hardware shall be of a consistent finish and selected to complement the overall restaurant storefront character.

AWNINGS & CANOPIES

Tenants are encouraged to incorporate architectural canopies or awnings into the overall storefront design at entries and window areas. Projecting canopies and awnings are encouraged as long as they are complementing pedestrian scale and articulate building façade, as well as extending interior spaces to the outdoors.

These features should be attractive, well maintained, and appear integrated with the storefront design. They should be placed at a height that is complimentary to the human scale.

DIMENSIONS

Canopies and overhead structures may extend a maximum of 5'-0" (clear height: 8'-0" min to 10'-0" max. for canopies. The shape and depth of Tenant's canopy(s) or awning(s) should reflect the restaurant storefront configuration.

LEGEND

RESTAURANT

1C - DINING PATIO FACING

DINING PATIO

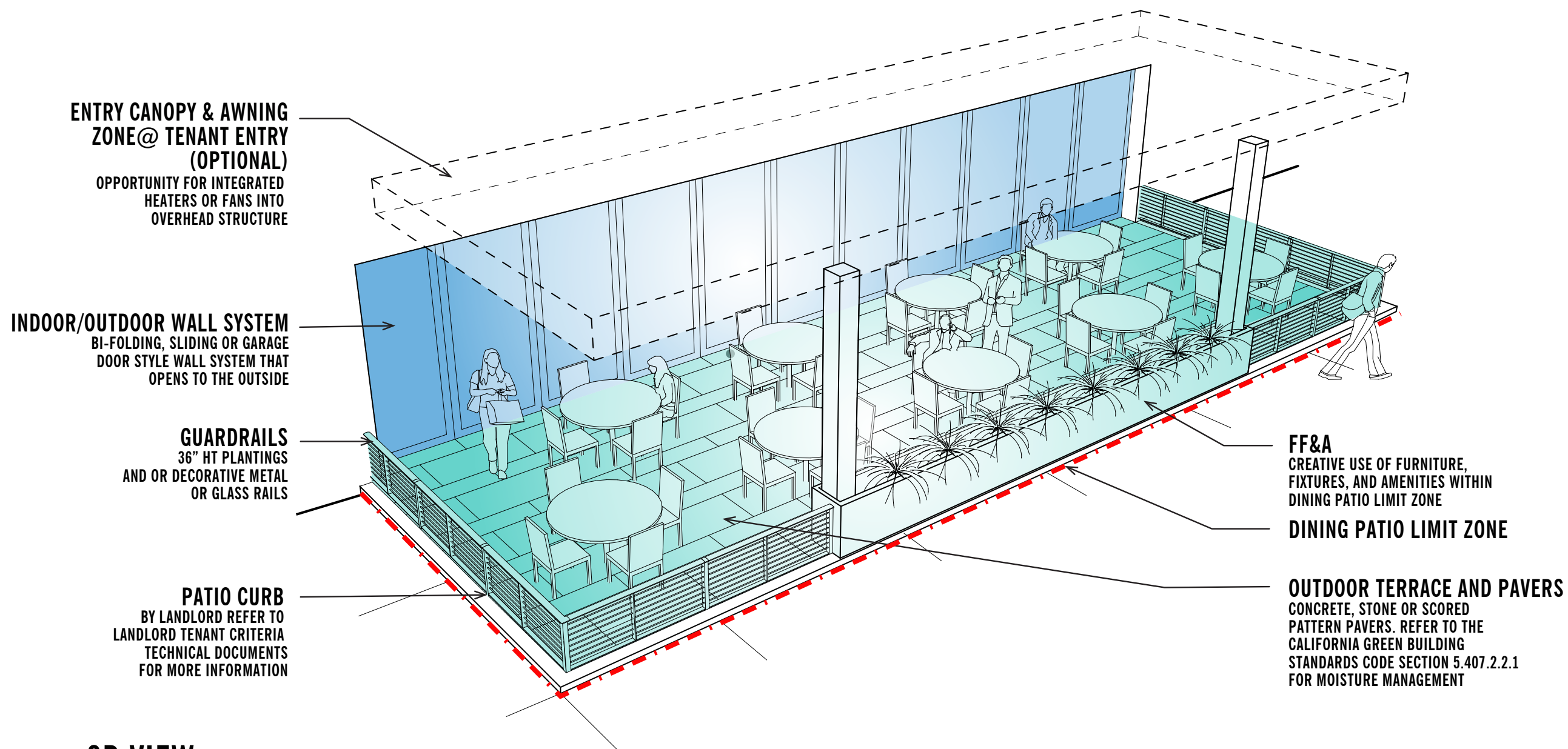
ALL DIMENSIONS TO BE VERIFIED IN FIELD

POSSIBILITIES FOR OVERHEAD STRUCTURE

- **Fixed Canopies**
- **Retractable Awnings or Fabric Roof Systems** - Shades or canopies that attach to an overhead structure that can open and close.
- **Steel Structure** - Overhead structure or shading that utilizes columns and beams.
- **Trellis** - Framework of open wooden or metal bars that can support lighting, ceiling fans, and planters.
- **Lighting** - Decorative lighting inside a framework within the overhead zone.
- **Branding** - The use of graphics, brand materials or signage on an overhead structure, awnings or canopies.

Creative use of overhead elements, canopies, and columns to reduce the storefront appearance down to human/street scale.

*See Outdoor Dining Criteria for details page 20



3D VIEW

SCALE: NTS

Restaurant Storefront 1C / Dining Patio Facing

DINING PATIO FACING STOREFRONT

Restaurants with exterior seating are permitted to have secondary doors, including those that extend part of the width of their exterior presence. Provided that these secondary doors are in keeping with the quality and character of such products as folding window wall enclosures and glazed "garage"- type doors.

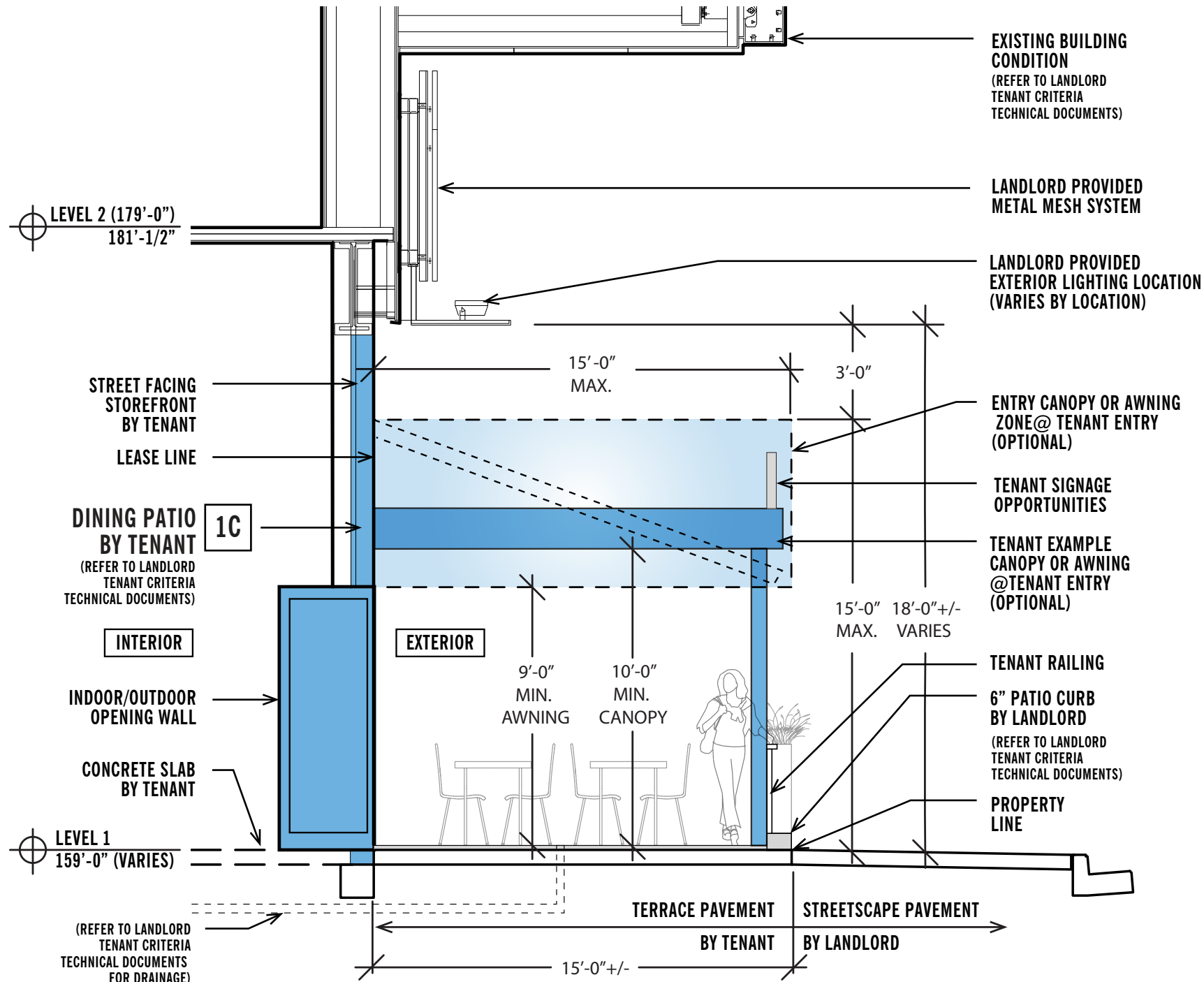
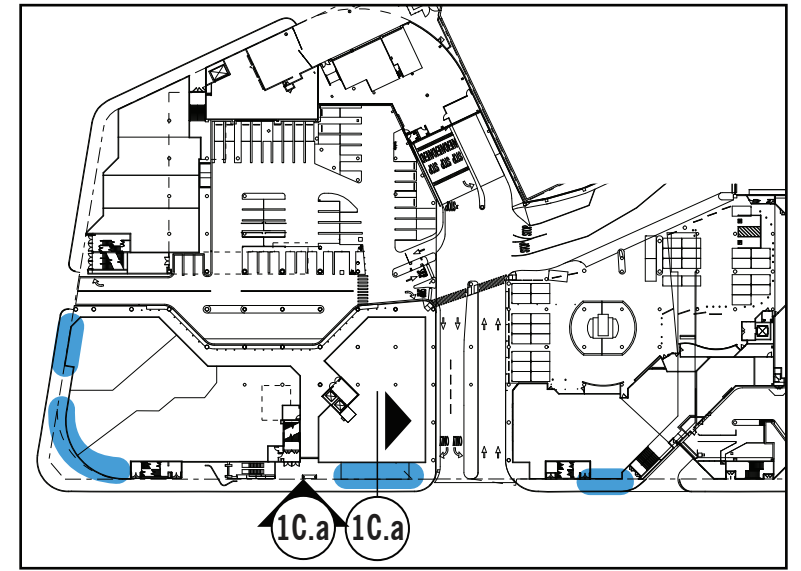
LEGEND

RESTAURANT

1C - DINING PATIO FACING

ALL DIMENSIONS TO BE VERIFIED IN FIELD

OVERALL LOCATION PLAN

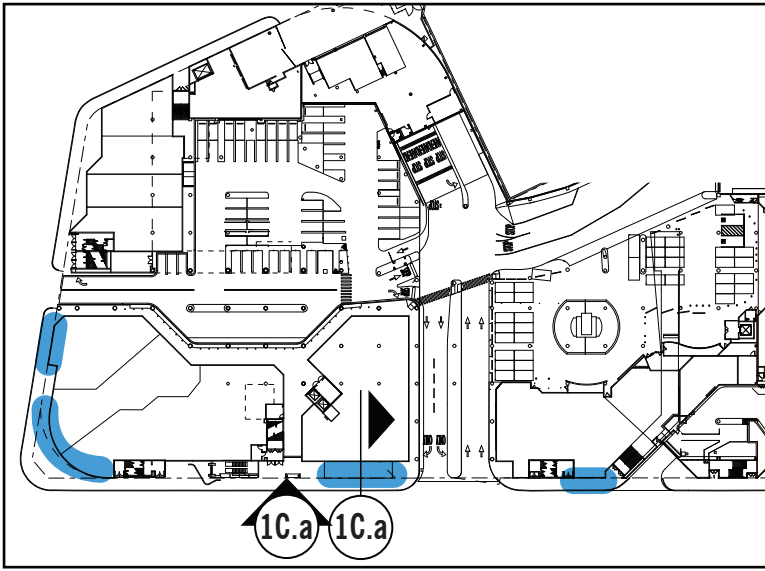


SECTION 1C.a

SCALE: NTS



OVERALL LOCATION PLAN



LEGEND

RESTAURANT

- 1C - DINING PATIO FACING
- DINING PATIO

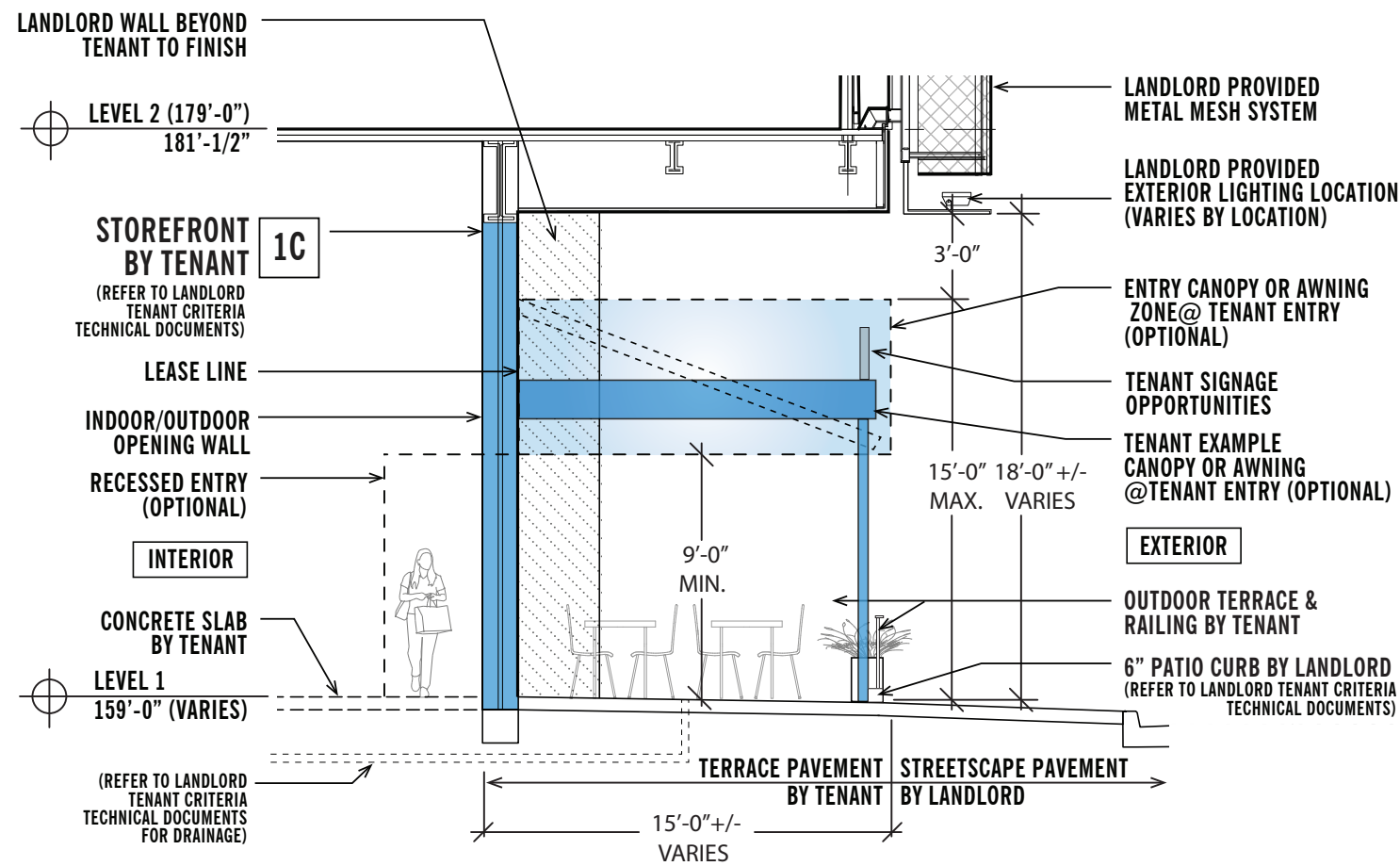
ALL DIMENSIONS TO BE VERIFIED IN FIELD



3D VIEW 1C.a

SCALE: NTS

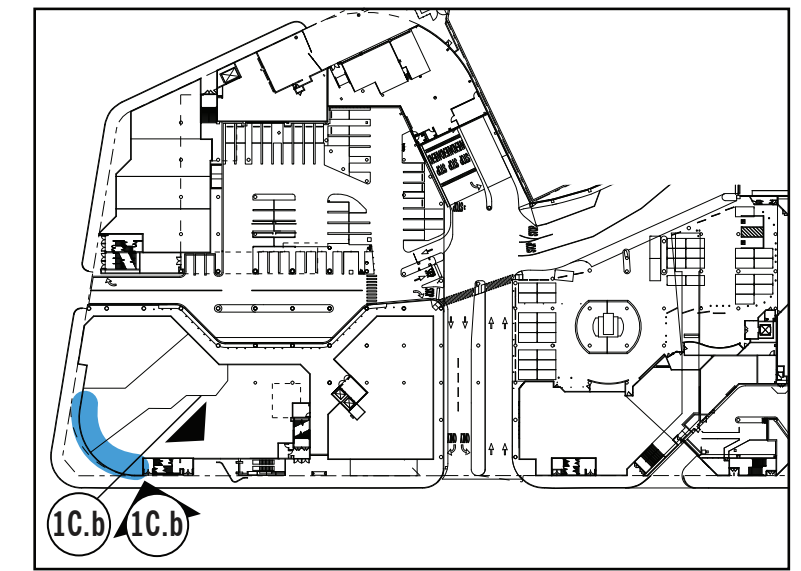
Restaurant Storefront **1C** / Dining Patio Facing



LEGEND



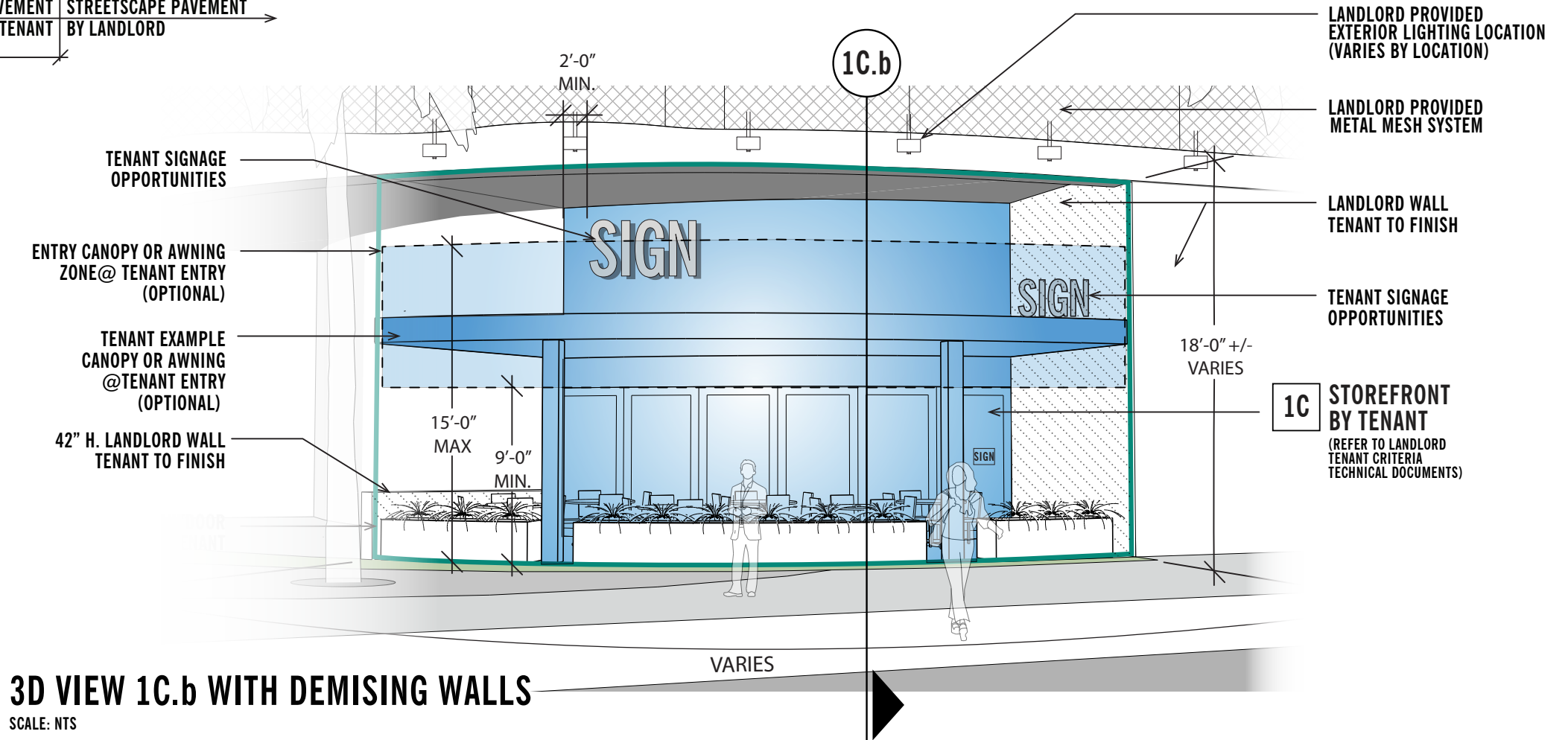
OVERALL LOCATION PLAN



SECTION 1C.b WITH DEMISING WALLS

SCALE: NTS

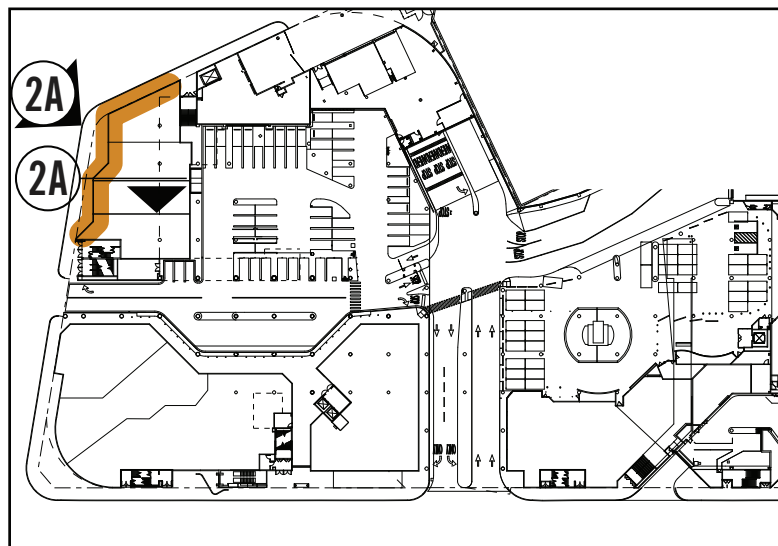
NOTE:
Restaurant Tenants 111, 112 and 113 will have Landlord provided walls on each side of their Dining Patio. Walls to be cladded by the Tenant in Tenant materials.



3D VIEW 1C.b WITH DEMISING WALLS

SCALE: NTS

OVERALL LOCATION PLAN



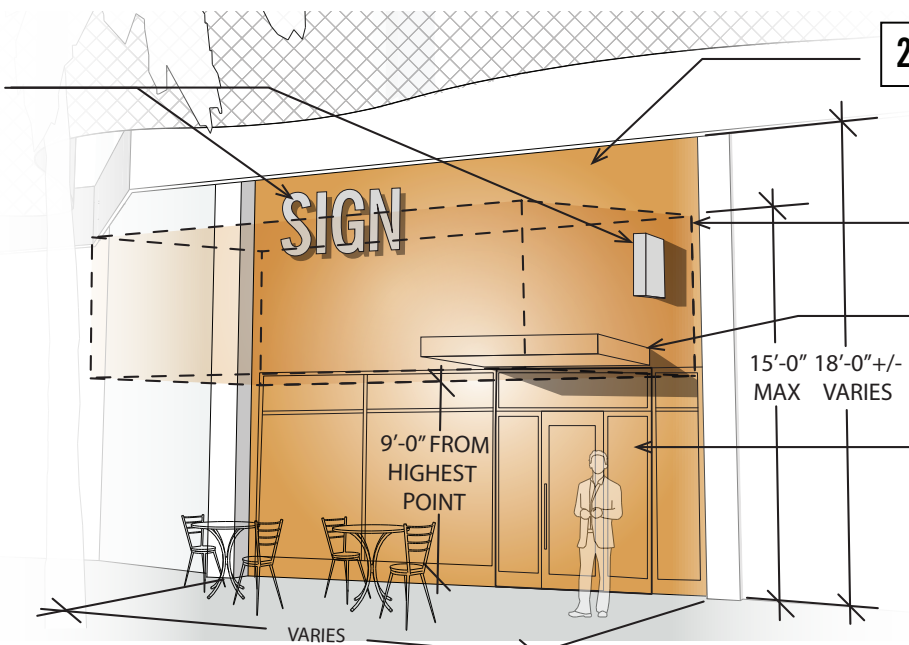
LEGEND

FAST CASUAL RESTAURANT

2A - STREET FACING & ENTRY

ALL DIMENSIONS TO BE VERIFIED IN FIELD

TENANT SIGNAGE OPPORTUNITIES



3D VIEW 2A

SCALE: NTS

STREET FACING STOREFRONT BY TENANT

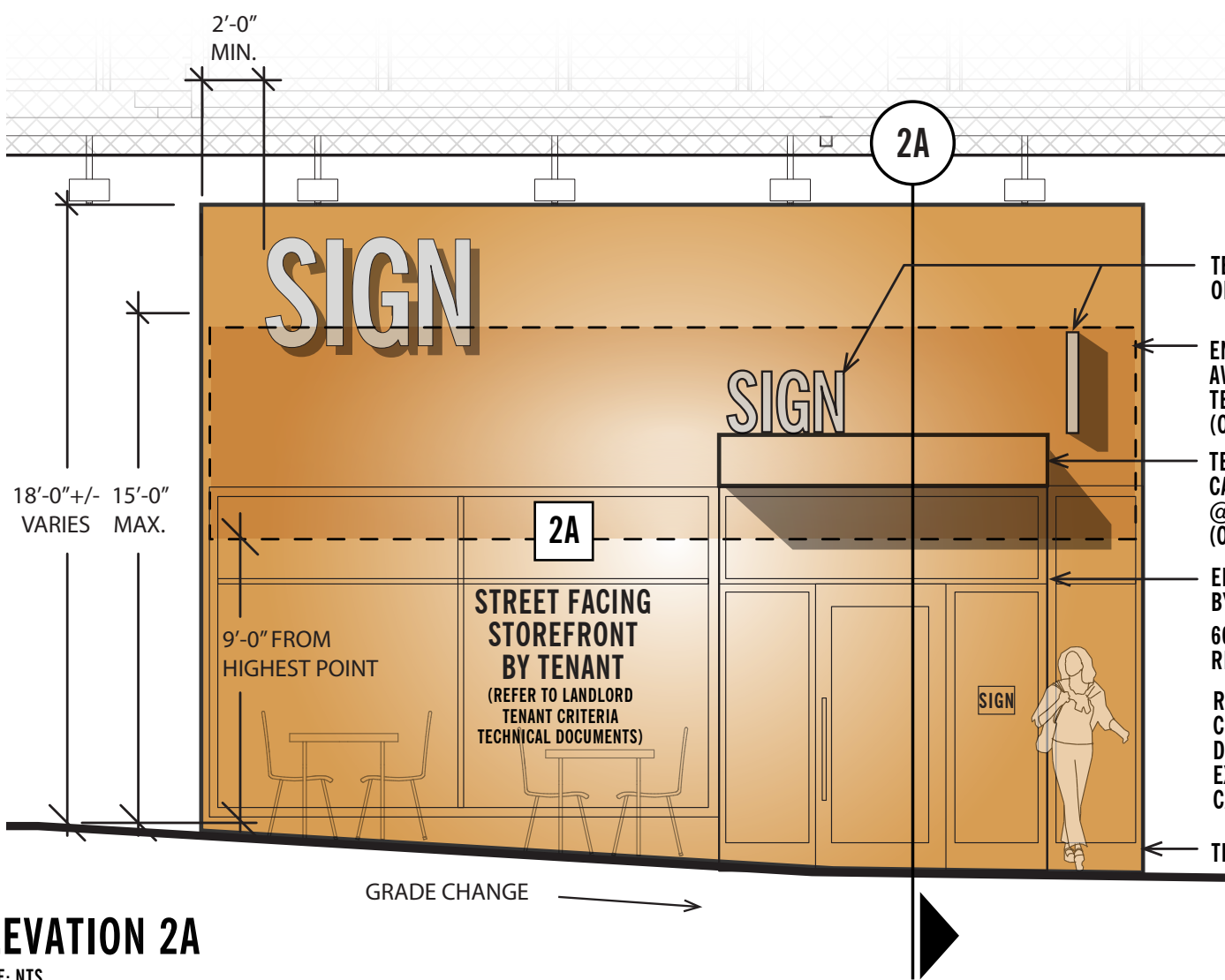
(REFER TO LANDLORD TENANT CRITERIA TECHNICAL DOCUMENTS)

ENTRY CANOPY OR AWNING ZONE @ TENANT ENTRY (OPTIONAL)

TENANT EXAMPLE CANOPY @ TENANT ENTRY (OPTIONAL)

ENTRY PORTAL BY TENANT

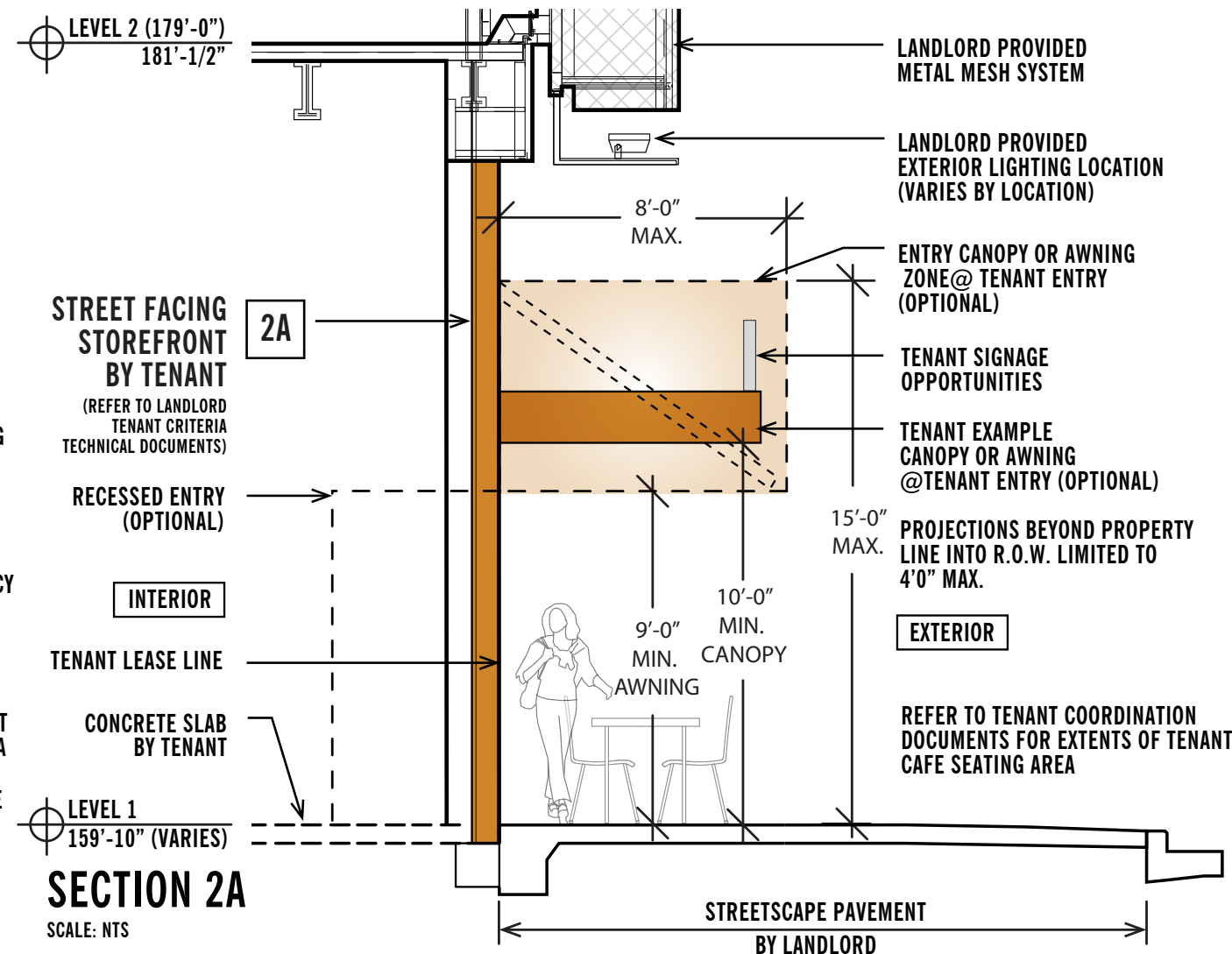
REFER TO TENANT COORDINATION DOCUMENTS FOR EXTENTS OF TENANT CAFE SEATING AREA



ELEVATION 2A

SCALE: NTS

- TENANT SIGNAGE OPPORTUNITIES
- ENTRY CANOPY OR AWNING ZONE @ TENANT ENTRY (OPTIONAL)
- TENANT EXAMPLE CANOPY OR AWNING @ TENANT ENTRY (OPTIONAL)
- ENTRY PORTAL BY TENANT
- 60% TRANSPARENCY REQUIRED
- REFER TO TENANT COORDINATION DOCUMENTS FOR EXTENTS OF TENANT CAFE SEATING AREA
- TENANT LEASE LINE



STREET FACING STOREFRONT BY TENANT

(REFER TO LANDLORD TENANT CRITERIA TECHNICAL DOCUMENTS)

RECESSED ENTRY (OPTIONAL)

INTERIOR

TENANT LEASE LINE

CONCRETE SLAB BY TENANT

LEVEL 1 159'-10" (VARIES)

SECTION 2A

SCALE: NTS

LANDLORD PROVIDED METAL MESH SYSTEM

LANDLORD PROVIDED EXTERIOR LIGHTING LOCATION (VARIES BY LOCATION)

ENTRY CANOPY OR AWNING ZONE @ TENANT ENTRY (OPTIONAL)

TENANT SIGNAGE OPPORTUNITIES

TENANT EXAMPLE CANOPY OR AWNING @ TENANT ENTRY (OPTIONAL)

PROJECTIONS BEYOND PROPERTY LINE INTO R.O.W. LIMITED TO 4'-0" MAX.

EXTERIOR

REFER TO TENANT COORDINATION DOCUMENTS FOR EXTENTS OF TENANT CAFE SEATING AREA

STREETSCAPE PAVEMENT BY LANDLORD

Fast Casual Storefront 2A / Street Facing & Entry



DESIGN CRITERIA

FINISHES

Only high quality, high end materials and finishes should be used. Natural materials such as stained hardwoods, stone, textured metals, and precast concrete. Refer to page 16 for Materials, Finishes, and Colors Criteria.

TRANSPARENCY

A minimum of 60% transparency is required by maximizing glazing areas.

LIGHTING

The Tenant is encouraged to provide dynamic lighting design to enhance their restaurant storefront. Refer to page 17 for lighting criteria.

SIGNAGE

Fast Casual Tenants are allowed a maximum of 25 sq. ft. of sign space at their storefront. Refer to page 18 for full signage criteria.

ENTRANCES

A key element of storefront appeal is the design and location of the entrance. The width and scale of the tenant entry should be welcoming, as well as help reduce "threshold resistance." Transparency, color, texture, and patterns are encouraged. Additionally, door swings may not intrude into the city right-of-way per city code.

MATERIALS

Doors are to be constructed of wood, steel or anodized aluminum with optional glass. Door hardware shall be of a consistent finish and selected to complement the overall restaurant storefront character.

SHADING DEVICES & CANOPIES

Tenants are encouraged to incorporate architectural canopies or awnings into the overall storefront design at entries and patio dining areas. Shading devices, projecting canopies, awnings and umbrellas are all encouraged as they complement pedestrian scale and articulate building façade, as well as extending interior spaces to the outdoors. These features should be attractive, well maintained, and appear integrated with the storefront design.

Canopies and awning should be placed at a height that is complimentary to the human scale and thus more adequately provide both shade and protection for passing pedestrians.

Please refer to the California Green Building Standards Code, Section 5.407.2.2.1 for more information on exterior door protection.

Tenants with entries along San Vicente Blvd. please refer to local city ordinances for any restrictions.

DIMENSIONS

Canopies and overhead structures may extend a maximum of 8'-0" with a minimum clear height of 9'-0". Intermediate canopy supports must complement the design of the overall storefront. The shape and depth of Tenant's canopy(s) or awning(s) should reflect the restaurant storefront configuration.

CAFÉ SEATING

Certain Fast Casual Tenants will be able to have small outdoor café seating areas. Café areas are limited to small removable tables and chairs (2-4 chairs per table). Furniture can be outside during hours of operation and removed when Tenant is closed. Tenant to consult with their Tenant Coordinator about further requirements, seating area, and size. Permanent furniture and accessories are not allowed. Seating may not extend beyond property line.

GENERAL DESIGN CRITERIA

Determining the finishes to be used on the storefront requires consideration of several issues, such as: the quality of the material, appropriateness to the character of the store, as well as durability and maintenance. Exterior building materials, colors, and design elements that evoke the character of, and are reminiscent of, the Beverly Center should be considered. We also encourage the use of innovative materials and designs that emphasize creating greater transparency, pedestrian scale and interest.

LANDLORD STRUCTURAL ENCLOSURE

As indicated in the previous elevations and sections, the Landlord is providing structure and closure (roof) up to the Tenant exterior lease line.

STOREFRONT ARTICULATION

Tenants are urged to utilize a variety of planes and façade treatments, both horizontal and vertical in their design to create a three-dimensional feel to the storefront. Tenants are urged to utilize this range as an opportunity to add variety in the design elements of the façade.

MATERIALS, FINISHES & COLORS

Storefronts shall be constructed of finished, durable materials suitable for exterior use in Los Angeles' climate. Natural materials such as wood, natural stone, textured concrete, and plaster finishes are recommended as appropriate materials. All materials should be non-reflective. The use of shiny metal and/or darkly-tinted or highly-reflective glass should be avoided or limited.

Color should not be distracting, used to attract attention or serve as advertising. Large areas of color should be in neutral tones with more vibrant colors relegated to accent work.

Highly-reflective colors are not permitted.

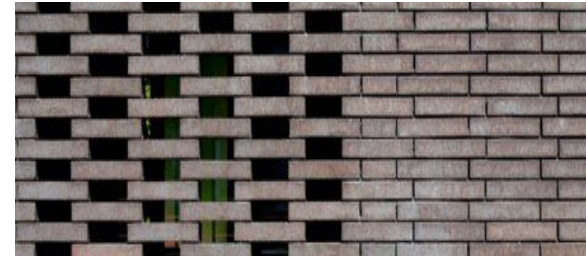
APPROPRIATE MATERIAL TREATMENTS MAY INCLUDE:

- Hardwoods: natural, finished, and stained
- Metals (Non-corrosive): aluminum with factory applied baked enamel finishes and stainless steel (316 gauge) are suitable alternates to painted steel
- Brick, stone, marble, granite, and wood veneer (commercial grade products for use in high traffic areas)
- Powder-coated metal or high-tech finishes
- Glazing: tempered or laminated glass
- Precast concrete and GFRC
- Reinforced EIFS (Exterior Finish Systems)

Additional materials will be reviewed on a case-by-case basis.



Wood



Brick



Stainless Steel



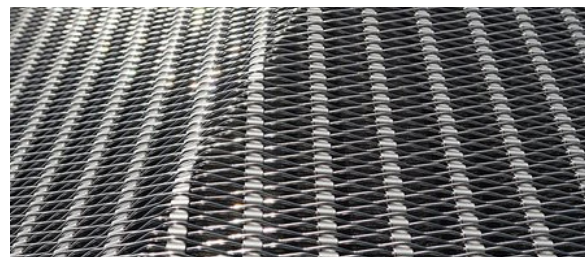
Stone



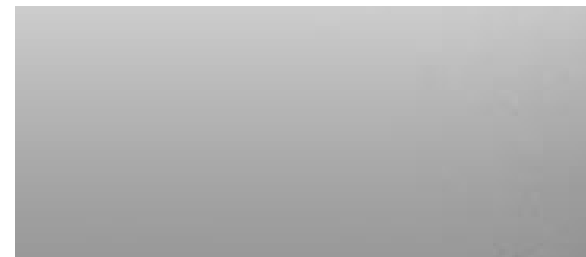
Decorative Glass



Decorative Metal



Textured Metal



Tempered Glass



Precast Concrete

Renderings & images for illustrative purposes only

GLAZING

Glazing should be utilized in ways that reinforce the Beverly Center design, style, and character while providing greater transparency and natural light. Tenant's glazing at a pedestrian level must be transparent to provide views into Tenant's space. A durable, impact resistant and pressure washable base material is required on all storefronts.

LIGHTING

Tenant provided exterior lighting shall conform to the context of the Beverly Center. The Tenant's lighting design shall incorporate a variety of fixture types, light qualities, and light levels. All restaurant entrance light levels must meet local code requirements. The Tenant is encouraged to provide a dynamic restaurant storefront lighting design with areas of visual interest and pattern.

TENANT'S EXTERIOR LIGHTING MAY EMPLOY:

- Lighted restaurant storefront
- Wall-wash lighting
- Wall sconces
- Other innovative lighting, with Landlord's prior approval

The Tenant is prohibited from providing any sign, lighting or any building feature, extension or attachment that will interfere with the Landlord's building lighting, common area, or landscape lighting. All lighting shall be shielded to prevent glare and light spillage on surrounding properties and public right-of-ways.

ADDITIONAL CONDITIONS

DOOR PLACEMENT

Tenant to refer to Tenant Criteria Technical Documents for information regarding grade and level changes. Door placement to be located to minimize these changes.

LANDLORD WALLS

Refer to the Overall Location Plan to reference the Landlord walls and green wall locations. In certain conditions Tenants may be able to use certain areas of Landlord walls for branding.

Please consult with Tenant Coordination for applicable Tenant spaces and restrictions.

SERVICE AND DELIVERIES

Tenants to consult with Tenant Coordination concerning remote service areas, paths of travel, etc.

SPECIAL CONDITIONS

Tenants to consult with Tenant Coordination for any special conditions in or around Tenant lease space such as low head room, grade changes, or specific area limitations.

SCREENING OF MECHANICAL EQUIPMENT

A line-of-sight survey indicating the location and visual appearance of any equipment to be placed in Landlord area must be submitted to Landlord for approval. In no event may any equipment be visible to the general public from Landlord's established line-of-sight point.

Tenant will be required to place equipment in accordance with Landlord's direction.

Equipment screening specifications to be provided by Landlord.

KITCHEN EXHAUST

Kitchen exhaust shall not show any visual signs such as dirt or grease on mesh above tenant storefront. No odor or sound is permitted at sidewalk level.

GREASE WASTE

No storage or tracking of grease or waste on common

surfaces is permitted.

UNIQUE CONDITIONS

There are several unique conditions where landlord provided walls either demise or are adjacent to the tenant space. We encourage the tenant to express their brand on these select surfaces. The walls may be the outside wall of an egress stairwell or a wall that exists in close proximity to the tenant's façade. These unique conditions/opportunities will be noted on the LOD and will require coordination between the landlord and the tenant. The landlord must review and approve all tenant treatments of these unique wall conditions.

SIGNAGE GUIDELINES

Tenants will have a minimum of one Primary Sign of the following sign types indicated. In addition to this, Tenants are allowed to have additional signs, selected from the Secondary Signage options, as long as the maximum permitted area is not exceeded.

- The average height of sign letters or components shall not exceed 24" max.
- Signs shall be limited to the restaurant name and/or logo only.
- All edges and backs shall be fully encased in metal.
- The outer limits of sign letters, components or insignia shall fall within a rectangle, all sides of which must be at least 24" from the side lease lines of the leased premises.
- All electrical sign components must be U.L. certified. All U.L. labels must be inconspicuously placed.
- Exterior facing menu boards are considered secondary signage which require review by the Landlord.

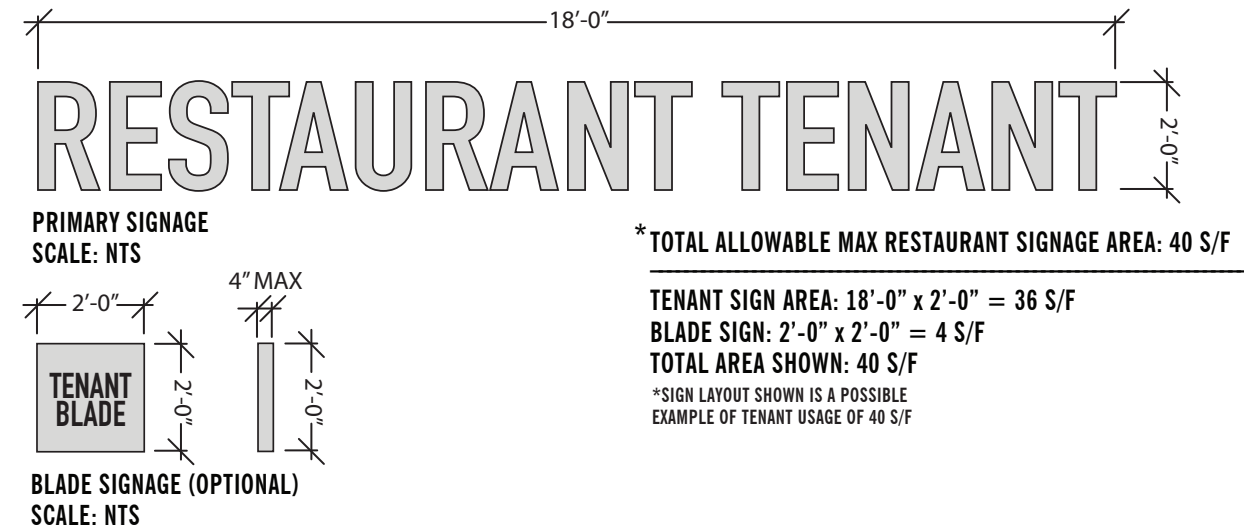
PROHIBITED SIGNAGE

- ✗ Signs employing moving or flashing lights or any audible or moving components.
- ✗ Signs exhibiting manufacturer's name, stamps or decals.
- ✗ Signs employing painted and/or non-illuminated letters.
- ✗ Signs employing luminous-vacuum formed plastic letters.
- ✗ Signs of box or cabinet type, employing transparent, translucent or luminous plastic background panels.
- ✗ Signs employing unedged or uncapped plastic letters with no returns.
- ✗ Any exposed fasteners whatsoever.
- ✗ Cloth, paper, plastic/cardboard signs, stickers, decals or painted signs of any kind, hung around, on, or behind storefront glass or within restaurant space.
- ✗ Free-standing signs.

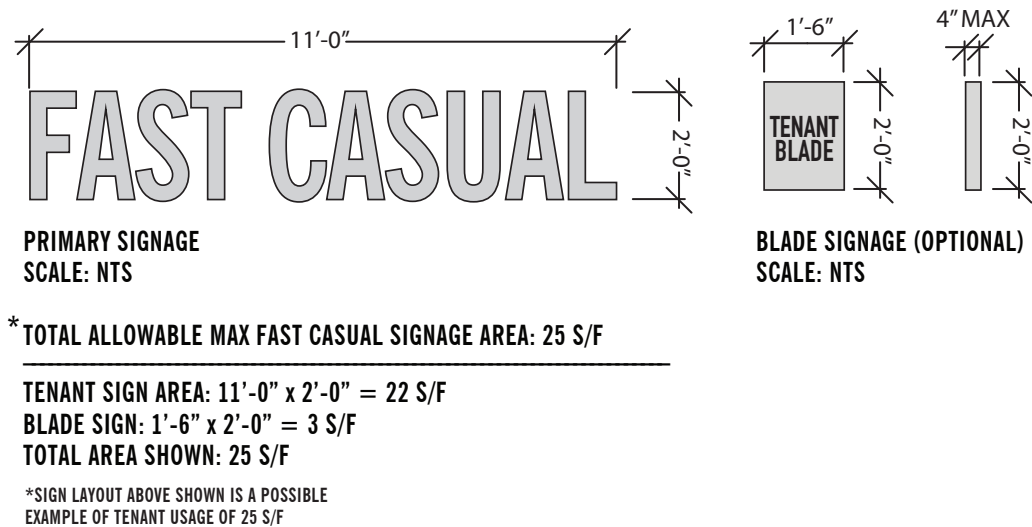
SIGNAGE AREA

Restaurant Tenants will be allowed both Primary and Secondary signage which must adhere to both the signage criteria guidelines in this document as well as the Los Angeles County Signage Ordinance.

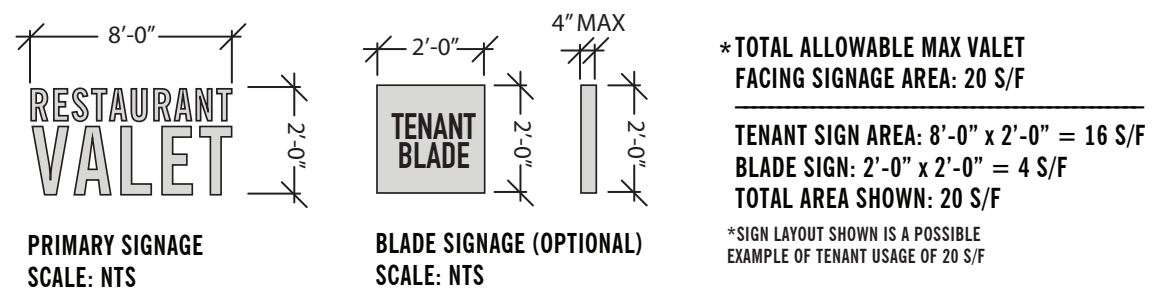
RESTAURANT SIGN AREA



FAST CASUAL SIGN AREA



VALET FACING SIGN AREA



PRIMARY SIGNAGE

WALL/FLAT SIGN/CANOPY MOUNT

One sign with a maximum average letter height of 24".

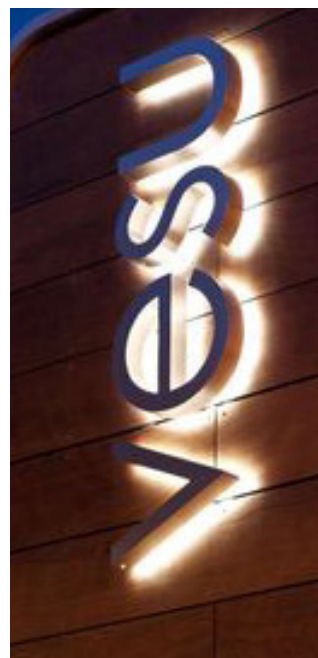
INTERNALLY ILLUMINATED CHANNEL LETTERS

Shall have opaque metal returns with or without translucent acrylic faces. Letter forms may not exceed 24" in height and a return thickness of 4" max.

INTERNALLY ILLUMINATED SIGN CABINETS

Shall consist of an opaque metal sign face with routed letters and push-through acrylic letters. The cabinet shall be recessed into the wall and back-lit. Acrylic letters must project 1/2" to 1" from sign face.

PRIMARY SIGNAGE



HALO-ILLUMINATED LETTERS

Shall be fabricated metal with polished, brushed or baked enamel painted finish, and must be back-lit. Letters may only be used against solid surface material (ie: brick, tile etc.) Letter forms may not exceed 24" in height and must have a return thickness of 4" max.

MIXED LETTERS

Can be a combination of internally illuminated channel letters and halo-illuminated letters (non-illuminated letter or graphic forms).

EXTERNALLY ILLUMINATED SIGNS

May be used subject to Landlord approval.

SECONDARY SIGNAGE & GRAPHICS

Tenants are required to have at least one Primary storefront sign, but are encouraged to show brand expression through creative use of secondary signs and graphics.

SECONDARY SIGNAGE



PATIO

Street Facing Restaurant Tenants will have outdoor patio areas. Tenants are encouraged to design and accessorize their patio areas to express their brand identity as well as work in conjunction with the overall storefront.

INDOOR/OUTDOOR WALL SYSTEMS

Restaurant Tenants are encouraged to utilize bi-fold and sliding style door systems that allow indoor outdoor continuity at the storefront. Tenants are to engage pedestrian traffic and establish a highly visible and impactful dining district curb presence. Doors to stack inside tenant space.

Regular storefront systems may be used in lieu of Indoor/Outdoor walls, but a second entry needs to be added within the Dining Patio area.

PATIO PAVING

Tenants with outdoor expressions shall provide exterior paving. This requirement is to allow the Tenant to use patterns and finishes that will reinforce the façade design and to further define the Tenant's outdoor seating ambiance.

Tenants are required to enhance pavement finishes in patio paving and entry areas. Such enhancements could include concrete or stone pavers, integral color, exposed aggregate concrete or enhanced scored patterns. Paving shall meet all ADA requirements, and shall be subject to approval of the Landlord. A neutral palette for paving is recommended for a cohesive look that creates a backdrop for variation and accents within the Tenant's FF&A.

HEATING ELEMENTS

Heaters shall have stainless steel or factory painted finish. Heaters must be properly spaced from canopies, seating, landscaping, and other features. Heaters must be properly mounted. All heaters or devices will require specific written approval by the Landlord and Authority having jurisdiction. Strict manufacturers procedures and clearances must be adhered to. Proposed heaters must be included in Tenant plans and approved by Landlord.

FURNISHINGS & ACCESSORIES

Accessories shall be contained between Tenant's lease lines and shall not impede or restrict pedestrian or vehicular movement. Any accessories left outside on a regular basis should be of a size and weight to discourage theft. If accessories are chained together overnight for security, the cables and locks must be discreet and fully removed during business hours.

- The seating area and any surrounding railing or enclosure cannot impede or restrict the required or desired pedestrian pathways. Allowable areas for outdoor seating will be defined in Tenant's Lease Agreement.
- Tables, chairs and umbrellas used in outdoor seating areas, must be rated for commercial outdoor use.
- All outdoor seating layouts and furnishings are to be reviewed and approved by Landlord.

GUARDRAILS

Tenants shall incorporate 36" ht. ornamental guard rails (or alternative separation) at its patio as delineated in the Tenant's lease agreement. The guardrails are to contain patrons within the Tenant Outdoor Patio area as required by the local liquor ordinances and should utilize design elements such as planting and decorative rails that are sophisticated and unique while still in keeping with the overall Beverly Center design.

