

Frank W. Stearns, Esq.  
8010 Towers Crescent Dr. Ste 300  
Vienna, VA 22182

February 24, 2009

RE: Sterling Plaza Shopping Center – New Safeway Sign

Dear Mr. Stearns,

Please accept this letter as formal notice of Landlord's approval of Safeway's sign package as sent to us in January 2009. Landlord is currently reviewing upgrades to the center and Safeway's proposed changes are in alignment with one of Landlord's most immediate goals: increasing the safety, the visibility and value of the center to the community it serves.

Landlord proposes to address the issue in several ways, the first of which is to correct the placement of the monument sign for the center. The current center signage is poorly positioned which has proved a danger to motorists. Landlord intends to reposition the entrance signage from the west to the east entrance of the center (see attached Diagram A.) Due to the curve in Sterling Boulevard, the existing sign is not visible to traffic until you have passed it. Not only does that render the current location useless in the form of notification, but has proved a traffic hazard as customers are forced to slam on their brakes in order to make the turn. The new location offers greater visibility to motorists traveling in both the east and west directions. In addition, the new location takes advantage of the existing median-cut in Sterling Blvd allowing motorists to cross traffic legally rather than attempting an illegal U-turn at the next available intersection.

Landlord also intends to address the visibility issue by modernizing the entrance signage. McCaffery Interests is a firm believer in "creating a rising tide" in our retail centers. The most basic start to this is to let the community know one exists. The current signage doesn't indicate there is a center at all, nor does it name the retailers. We see the new entrance signage as an opportunity to name some of the stores in the center, many of which are locally owned and operated. Attached is a preliminary design for the new monument sign (see attached Diagram B.) Signage has always been a key item in the success of any retailer and with the current economic climate it is even more important to offer businesses every opportunity for success.

Landlord also believes that signage within the center is very important to retailers. Diagram C shows a rendering for the proposed "blade signs" for each storefront. It is important for customers to be able to differentiate between one store and the next, and short of redoing the entire façade of the building, blade signs are the easiest correction.

The fourth item in visibility is the overall look of the center. We are currently working on an improved landscape and lighting plan to open up and lighten up the feel of the center. Landscaping will include opening up sightline issues caused by an overgrowth of dense shrubbery and increasing the texture, colors and variety of plantings. An updated paint scheme for the center's two main buildings combined with added walkway lighting will feel both warmer and more welcoming.

There is a saying that perception is reality. We hope that the reality of these changes will be perceived as an invitation for the community to visit and re-explore this local center. Please don't hesitate to call if you have any questions concerning the attached.

Sincerely,



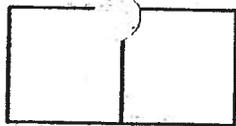
Morgan McCaffery  
McCaffery Interests, Inc

Encl: Diagram A  
Diagram B  
Diagram C

cc: Eithne Richardson, Project Manager, McCaffery Interests  
Juan Cameron, Vice President, McCaffery Interests



FINLEY DESIGN  
 10000 WOODBURN ROAD  
 SUITE 100  
 STERLING, VA 20154  
 P 703-448-2000  
 F 703-448-2000

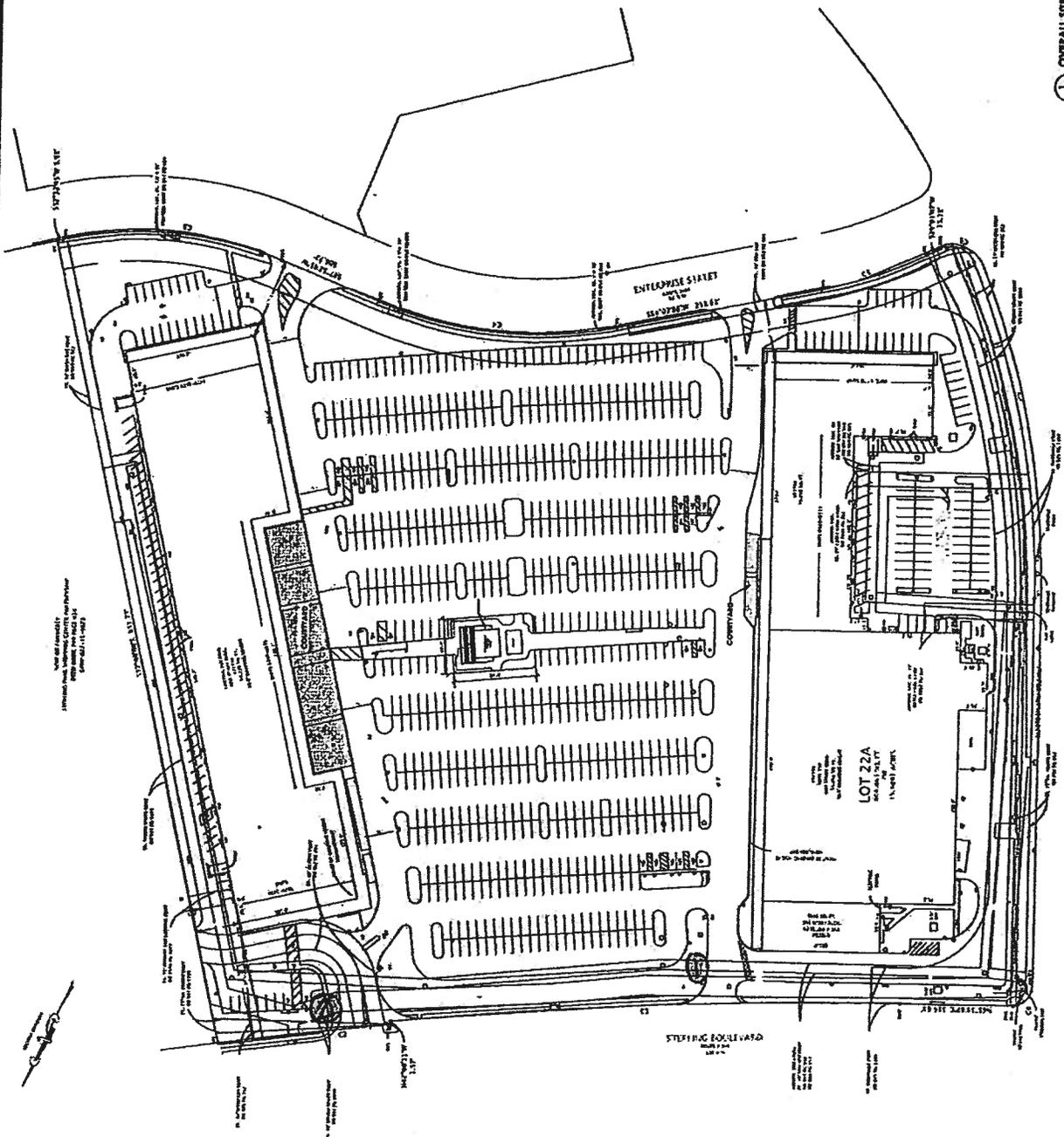


STERLING PLAZA  
 STERLING, VA

REVISIONS


OVERALL SITE PLAN  
 SCALE 1/8" = 1'-0"

A 1.0

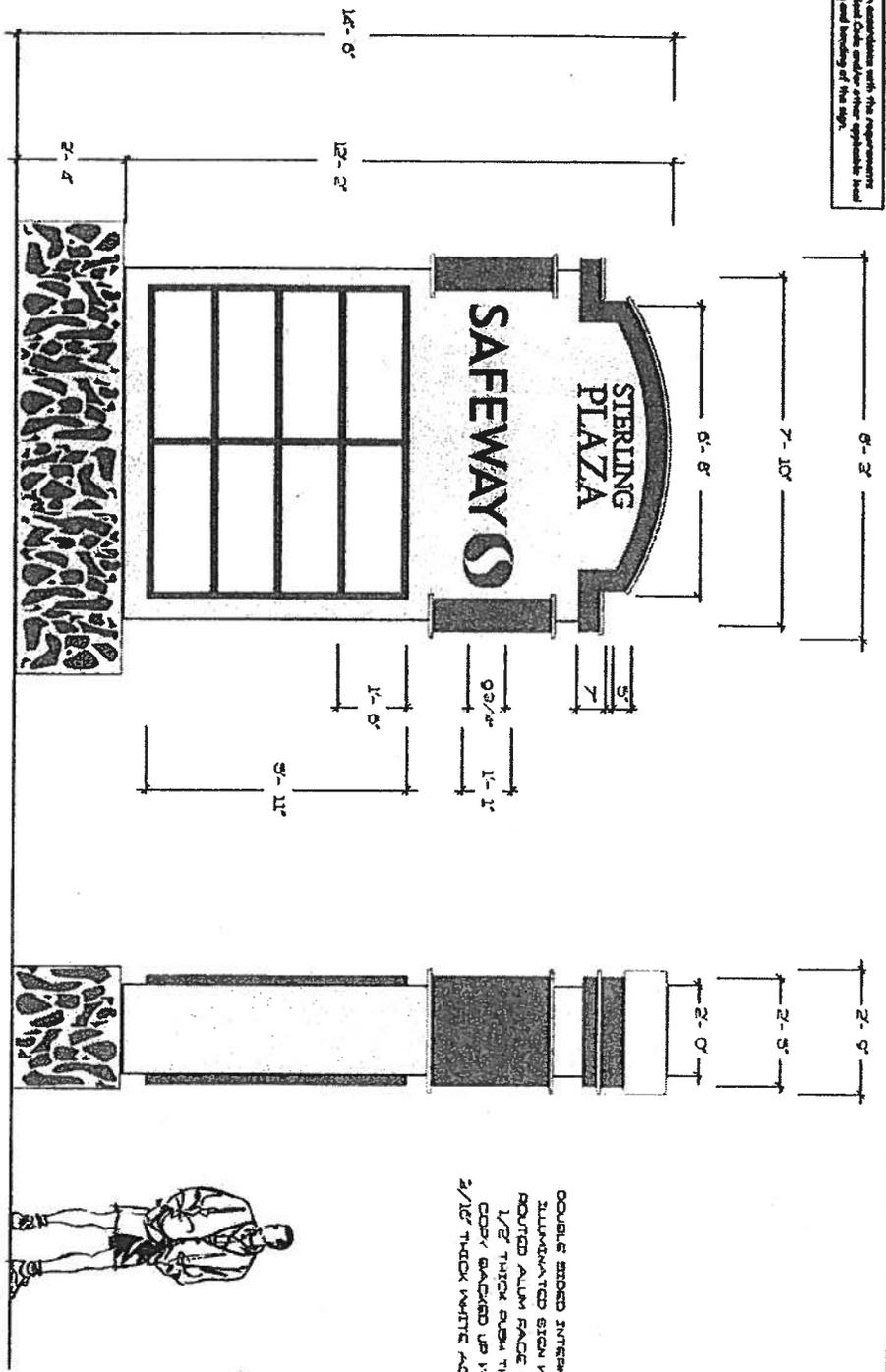


OVERALL SITE PLAN  
 SCALE 1/8" = 1'-0"

- ① Current location
- ② Anticipated New location

11/11/09

This sign is intended to be installed in accordance with the requirements of Article 603 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



Customer/Salesperson signature \_\_\_\_\_

<b>Client</b> STERLING PLAZA	<b>Location</b> M POWELL \ STERLING JOOF	<b>Date</b> FEBRUARY 11, 2009	<b>Drawing No.</b> 1 OF 1	<b>Revised</b>
<b>Salesman</b> JIM POWELL	<b>Job No.</b> N/A	<b>Scale</b> 3/8" = 1'-0"	<b>Designer</b> JOHN WELCH	

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