

# THE GATEWAY

400 W. 100 STREET | SALT LAKE CITY, UT 84101

# TENANT SIGN CRITERIA

These criteria have been developed to insure design compatibility among all signs at The Gateway located at the intersections of 400 West, 100 South and 200 South Streets, as well as Rio Grande, 100 South and 200 South Streets in Salt Lake City, UT. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by the Landlord must be removed or brought into conformance by the Tenant and/or its sign contractor.

Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code compliance. Sign permits must be obtained from the City of Salt Lake prior to the installation of any sign.

The following regulations shall apply to signs permitted in the gateway districts. Any sign not expressly permitted by these district regulations is prohibited.

## A. GENERAL SIGNAGE REQUIREMENTS:

1. The Landlord shall review the shop drawings and specifications (2 sets) and return one (1) set to Tenant marked "Approved", "Approved as Noted", or "Revise and Re-Submit".
2. "Revise and Re-Submit" drawings will be returned to the Tenant with comments. These drawings shall be revised by Tenant and re-submitted to Landlord for its approval.
3. Upon receipt of Landlord approval, Tenant shall proceed with City of Salt Lake permit process. No sign shall be installed prior to City approval.
4. No signs, advertisements, notices or other lettering shall be exhibited, inscribed painted or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of Landlord.
5. Tenant and/or its representatives shall obtain all permits for its exterior sign and its installation. Tenant shall be responsible for all requirements, specifications and costs.
6. Tenant shall have the sole responsibility for compliance with all applicable statutes/codes, ordinances or other regulations for all work performed on the premises by or on behalf of the Tenant.

7. The Landlord's approval of Tenant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by Landlord that said items are in compliance with applicable statutes, codes, ordinances or other regulations.

8. All signage is subject to City of Salt Lake approval and this master sign exhibit. Landlord cannot guarantee City approval.

9. All signage shall be constructed and installed at Tenant's expense.

10. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by installation or removal of any add space.

11. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze and no black iron material of any type will be permitted.

12. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.

13. No exposed tubing or conduit will be permitted. All conductors, transformers, and other equipment shall be concealed.

14. All electrical signs shall bear the UL label.

15. All signs shall conform to Uniform Building Code Standards.

16. All electrical signs shall conform to National Electrical Code Standards.

17. Tenant shall be liable for the operation of their sign contractor.

18. Flashing, moving, or audible signs will not be permitted.

20. All window signs shall meet the requirements of the City of Salt Lake.

22. Each sign permit submittal shall be subject to review and approval by the Landlord and the City of Salt Lake.

## B. SIGN RESTRICTIONS:

1. One sign or other graphic treatment is allowed for each 20 lineal feet of storefront face. Under special conditions, based on Lease Line configuration, more than one sign may be permitted by Landlord.

2. Landlord will install uniform service door identification signs.

3. No sign, advertisement, notice or other lettering shall be exhibited, inscribed, painted, or affixed on any part of any storefront except as specifically approved in writing by Landlord.

4. A seven (7) day, calendar-type 24 hour timelock device shall be provided by Tenant so Tenant's sign(s) can be illuminated during required hours designated by Landlord.

5. Maximum return depth for pan channel letters to be five (5) inches.

6. Horizontal dimension of signs shall not exceed two-thirds (2/3) width of Store frontage and shall be located at least thirty-six inches (36") from each Lease Line.

7. Store identification signs shall be limited to Tenant's trade name as approved in its Lease. The use of a crest, shield, logo or other established corporate insignia shall be permitted only if used in context with storefront and sign design and approved in writing by Landlord. Corporate crests, shields or insignia shall not exceed eighteen inches (18") in height.

8. Internally illuminated signs shall comply with these restrictions:  
a. Low voltage LED is the preferred illumination method.  
b. Neon, exposed neon, or lamps will not be allowed.

## C. SIGN LOCATION:

1. Signage may be located within storefront or on awnings and canopies.

2. Tenant Blade Signs (projecting business storefront signs) may be installed on the walls/columns between Tenant storefronts.

3. No Tenant sign shall be permitted along street/sidewalk or in any portion of common areas except within Tenant's storefront facade.

## D. DESIGN RECOMMENDATIONS:

1. The neutral band above storefront is not considered a sign-band. A sign-band has not been included as an architectural feature on the building facade.

2. See pages 5-12 of this document for allowed sign types, fonts, colors and materials. It is intended for these criteria to encourage use of durable quality materials.

## E. SIGNS, COMPONENTS & DEVICES NOT PERMITTED:

1. Cloth, paper, cardboard, and similar slickers or decals around or on surfaces on the exterior or Lease Line.

2. Freestanding.

3. Moving, rotating, or flashing.

4. Noisemaking

5. Unprotected neon below 8'-0"

6. Odor-producing.

## F. SIGN REGULATIONS FOR THE G-MU GATEWAY DISTRICT:

Per Section 21A.46.115 of Salt Lake City Code:

1. Purpose: Signage in the G-MU gateway district should reflect the unique character of the gateway as a mixture of residential, commercial and industrial uses within an urban neighborhood atmosphere. Sign regulations for this district are intended to allow for the design of signage that complements the gateway's dynamic physical and functional characteristics.

2. Applicability: Regulations in subsection A3 of this section shall apply to all uses within the G-MU district.

# TENANT SIGN CRITERIA

## 3. Notes:

- a. Not applicable to temporary signs mounted as flat signs.
- b. The total number of signs permitted from the sign types combined.
- c. Storefront flat signs limited to locations on the lower 2 floors.
- d. A single-tenant building may combine the square footage total of both the storefront orientation and the general building orientation flat signs to construct 1 larger sign.
- e. Public property lease and insurance required for projection over property line.

## 4. Specific Signs:

- a. Projecting Building Signs: Projecting building signs are allowed for the following uses only:
  - (1) Theaters (live or cinematic theaters with business frontage and direct access to the street),
  - (2) Anchor retail (large retailers with over 35,000 square feet of usable floor area) or shopping centers or malls (containing multiple stores with a combined commercial/retail floor area of over 100,000 square feet).

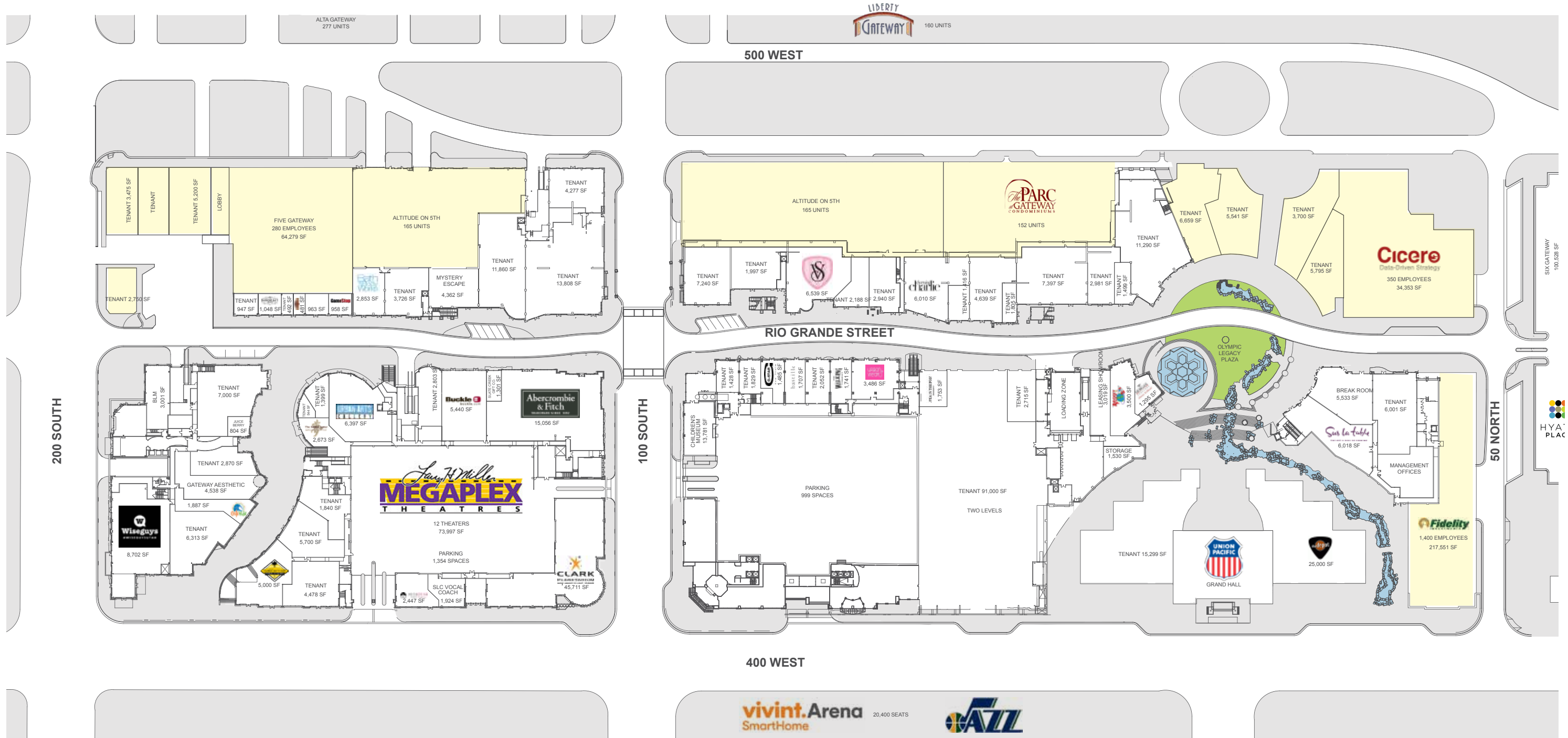
Businesses using projecting building signs may not also use projecting business storefront signs. The content of a projecting building sign is limited to the building, business or shopping center name and logo.

- b. Corporate Flags: The pole support must be attached directly to the building and located so that all portions of the flag shall not interfere with the street trees, light poles, utility lines, etc., and shall maintain a ten foot (10') clearance from the sidewalk. Corporate flags may be additionally anchored at the bottom with a cable, chain, rope or other nonrigid device, to prevent excessive movement. However, if more than one structural support is provided, the flag shall be considered a fabric "projecting sign". (Ord. 68-01 §§ 1, 2, 2001: Ord. 53-00 § 11, 2000: Ord. 83-98 § 11 (Exh. F), 1998)

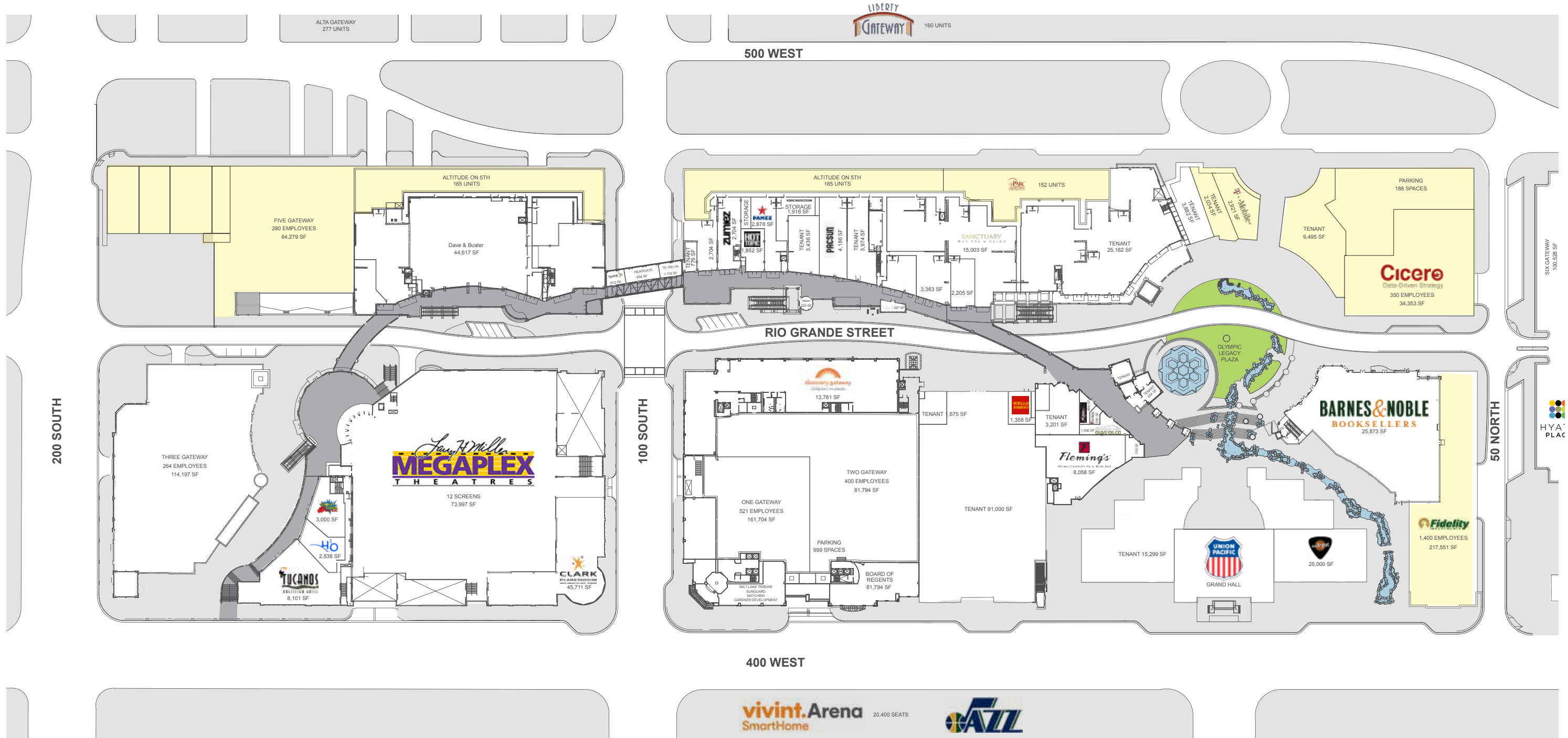
Per Section 21A.46.070 of Salt Lake City Code:

## 5. Height And Elevation Of Building Signs: The height and elevation of building signs shall conform with the following provisions:

- a. Awning Signs: Awning signs shall not be located above the second floor level of the building.
- b. Flat Signs: Flat signs may extend a maximum of two feet (2') above the roofline or parapet wall of the building on which they are located.
- c. Marquee And Canopy Signs: Marquee and canopy signs shall not be located above the main entry level of the premises.
- d. Nameplates: Nameplates shall not be located above the first floor level of the building.
- e. Projecting Building Signs: A projecting building sign shall not exceed the top of the vertical building wall on which it is located.
- f. Projecting Business Storefront Signs: A projecting business storefront sign shall be located at the main pedestrian entry level of the building.
- g. Projecting Parking Entry Signs: A projecting parking entry sign shall be located at the parking entry level of the building.
- h. Roof Signs: The height of the sign face of roof signs shall not exceed twenty percent (20%) of the height of the building or ten feet (10'), whichever is less.
- i. Wall Signs: Wall signs may extend to the top of the vertical building wall.
- j. Window Signs: In the RB, RO, R-MU, CN and CB districts only, window signs shall not be located above the first floor. In other districts where window signs are allowed, they may be located on all floors.
- k. Outdoor Television Monitor: Shall not be located above the second floor of the building.



A Sign Location Plan - Lower Level



B Sign Location Plan - Upper Level



MAXIMUM AREA (PER SIGN FACE)	LOCATION	MAXIMUM HEIGHT	MINIMUM SETBACK	NUMBER OF SIGNS PERMITTED (PER SIGN TYPE)	ALLOWABLE SIGN TYPES*	ILLUMINATION	LETTER STYLES & LOGOS	COLORS
1 square foot per linear foot of storefront (sign area only)	Mounted to the top or front of awning above tenant storefront/entry.	Not to be located above the second floor level of the building.	May extend 6 feet from face of building but not within 2 feet of the back of curb.	1 per first floor door/window.	Non-Illuminated FCO or RPC letters, and illuminated PC letters. Cabinet signs may be allowed, but only at the discretion of the Landlord.	Low Voltage Internal LED Illumination Only. Indirect lighting may be allowed, but only at the discretion of the Landlord.	All Awning Signs must be set in a font within the Avenir Next or Avenir Next Condensed font families. Trademarked corporate font styles and logos may be allowed, but only at the discretion of the Landlord.	All In-Line Awning Sign colors are limited to black or white or a combination thereof. Trademarked corporate colors may be allowed by Anchor Tenants, but only at the discretion of the Landlord.

\* See pg. 12-13 of this document for specific sign type construction details.

A Sign Criteria

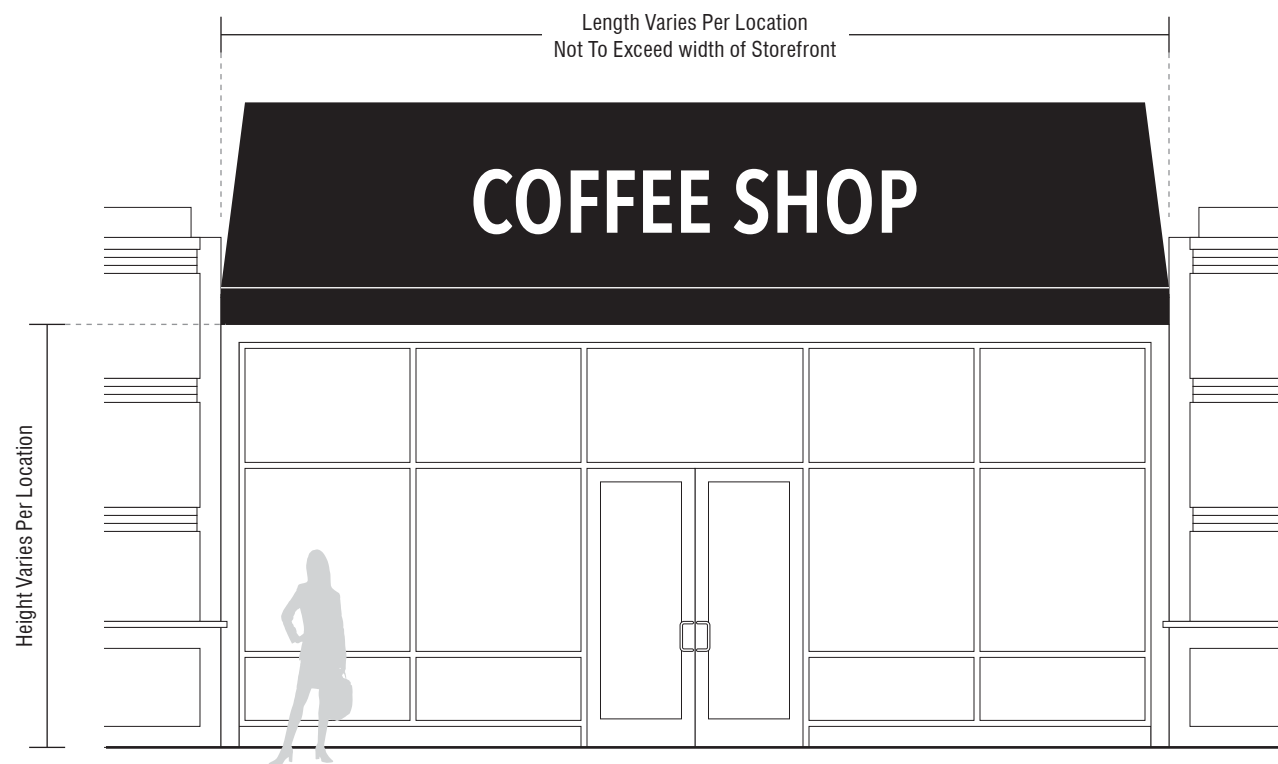


B Sample Elevation View (In-Line Tenant)  
SCALE 1/4" = 1'

C Sample Awning Signs

MAXIMUM AREA (PER SIGN FACE)	LOCATION	MAXIMUM HEIGHT	MINIMUM SETBACK	NUMBER OF SIGNS PERMITTED (PER SIGN TYPE)	ALLOWABLE SIGN TYPES	ALLOWABLE MATERIALS	ILLUMINATION	LETTER STYLES & LOGOS	COLORS
1 square foot per linear foot of storefront (sign area only). 20 square feet maximum per canopy.	Above tenant storefront/entry.	Not to be located above the second floor level of the building.	May extend 6 feet from face of building but not within 2 feet of the back of curb.	1 per first floor building entry.	Cut vinyl lettering, or screen printed lettering.	Vinyls, Weatherproof Fabrics, Screen-Printed Inks, Painted/Finished Metals, or other durable quality materials.	Non-Illuminated	All Canopy Signs must be set in a font within the Avenir Next or Avenir Next Condensed font families. Trademarked corporate font styles and logos may be allowed, but only at the discretion of the Landlord.	All In-Line Canopy Sign colors are limited to black or white or a combination thereof. Trademarked corporate colors may be allowed by Anchor Tenants, but only at the discretion of the Landlord.

A Sign Criteria



B Sample Elevation View (In-Line Tenant)  
SCALE 3/16" = 1'0"



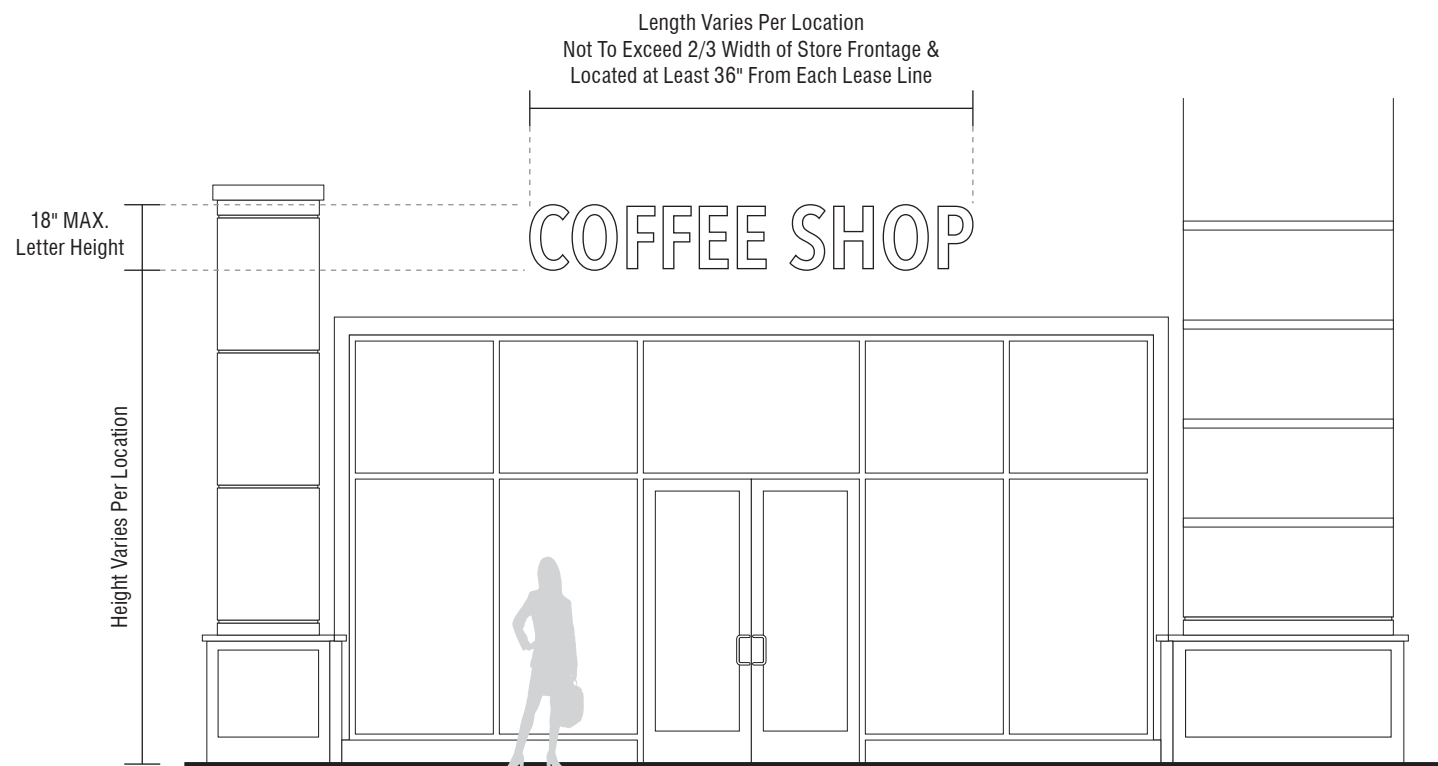
C Sample Canopy Signs



SIGN TYPE	MAXIMUM AREA (PER SIGN FACE)	LOCATION	MAXIMUM HEIGHT	NUMBER OF SIGNS PERMITTED (PER SIGN TYPE)	ALLOWABLE SIGN TYPES*	ILLUMINATION	LETTER STYLES & LOGOS	COLORS
<b>FLAT SIGN - GENERAL BUILDING ORIENTATION</b>	1.5 square feet per linear foot of building face.	Mounted to building face.	May extend 2 feet (Max.) above the roofline or parapet wall of the building on which they are located.	1 per building face.	Non-Illuminated FCO or RPC letters, and illuminated PC letters. Cabinet signs may be allowed, but only at the discretion of the Landlord.	Low Voltage Internal LED Illumination Only. Indirect lighting may be allowed, but only at the discretion of the Landlord.	All Flat Signs must be set in a font within the Avenir Next or Avenir Next Condensed font families. Trademarked corporate font styles and logos may be allowed, but only at the discretion of the Landlord.	All In-Line Flat Sign colors are limited to black or white or a combination thereof. Trade-marked corporate colors may be allowed by Anchor Tenants, but only at the discretion of the Landlord.
<b>FLAT SIGN - STOREFRONT ORIENTATION</b>	1.5 square feet per linear foot of store frontage.	Mounted above tenant storefront/entry.	May extend 2 feet (Max.) above the roofline or parapet wall of the building on which they are located.	1 per business or storefront.				

\* See pg. 12-13 of this document for specific sign type construction details.

A Sign Criteria



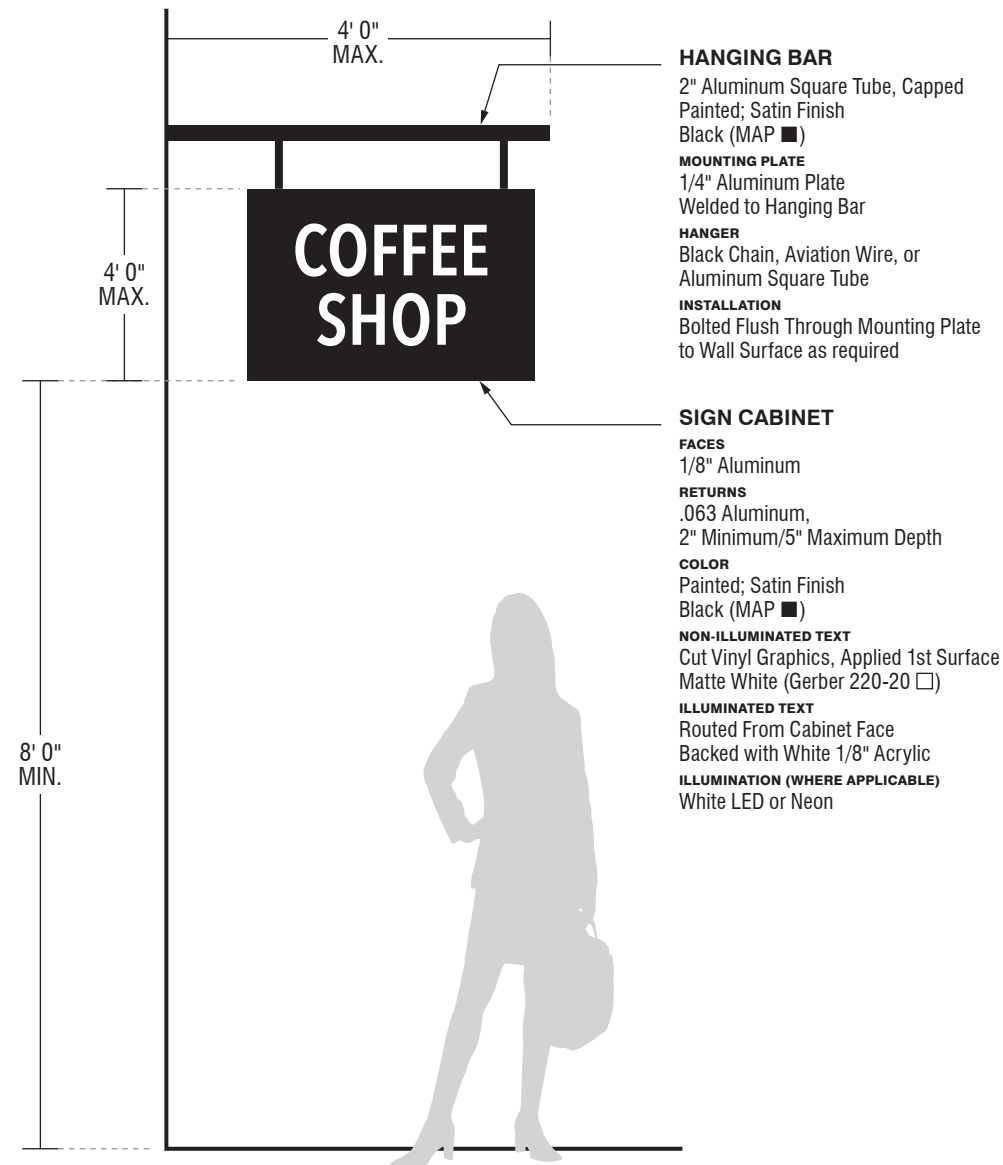
B Sample Elevation View (In-Line Tenant)  
SCALE 3/16" = 1'0"

C Sample Flat Signs



MAXIMUM AREA (PER SIGN FACE)	MAXIMUM HEIGHT	MINIMUM SETBACK	NUMBER OF SIGNS PERMITTED (PER SIGN TYPE)	ALLOWABLE SIGN TYPES	ILLUMINATION	LETTER STYLES & LOGOS	COLORS
9 square feet per side; 18 square feet total.	Sign face limited to 4 feet in height. To be located at the main pedestrian entry level of the building.	May extend 4 feet from the face of building but not within 2 feet of the back of the curb.	1 per public business entry to the street.	Non-Illuminated or internally illuminated hanging Cabinet signs may be allowed. Illuminated signs are to have routed faces backed with acrylic.	Low Voltage Internal LED Illumination Only. Indirect lighting may be allowed, but only at the discretion of the Landlord.	All Projecting Business Storefront Signs must be set in a font within the Avenir Next or Avenir Next Condensed font families. Trademarked corporate font styles and logos may be allowed, but only at the discretion of the Landlord.	All Projecting Business Storefront Signs colors are limited to black or white or a combination thereof. Trademarked corporate colors may be allowed by Anchor Tenants, but only at the discretion of the Landlord.

**A** Sign Criteria

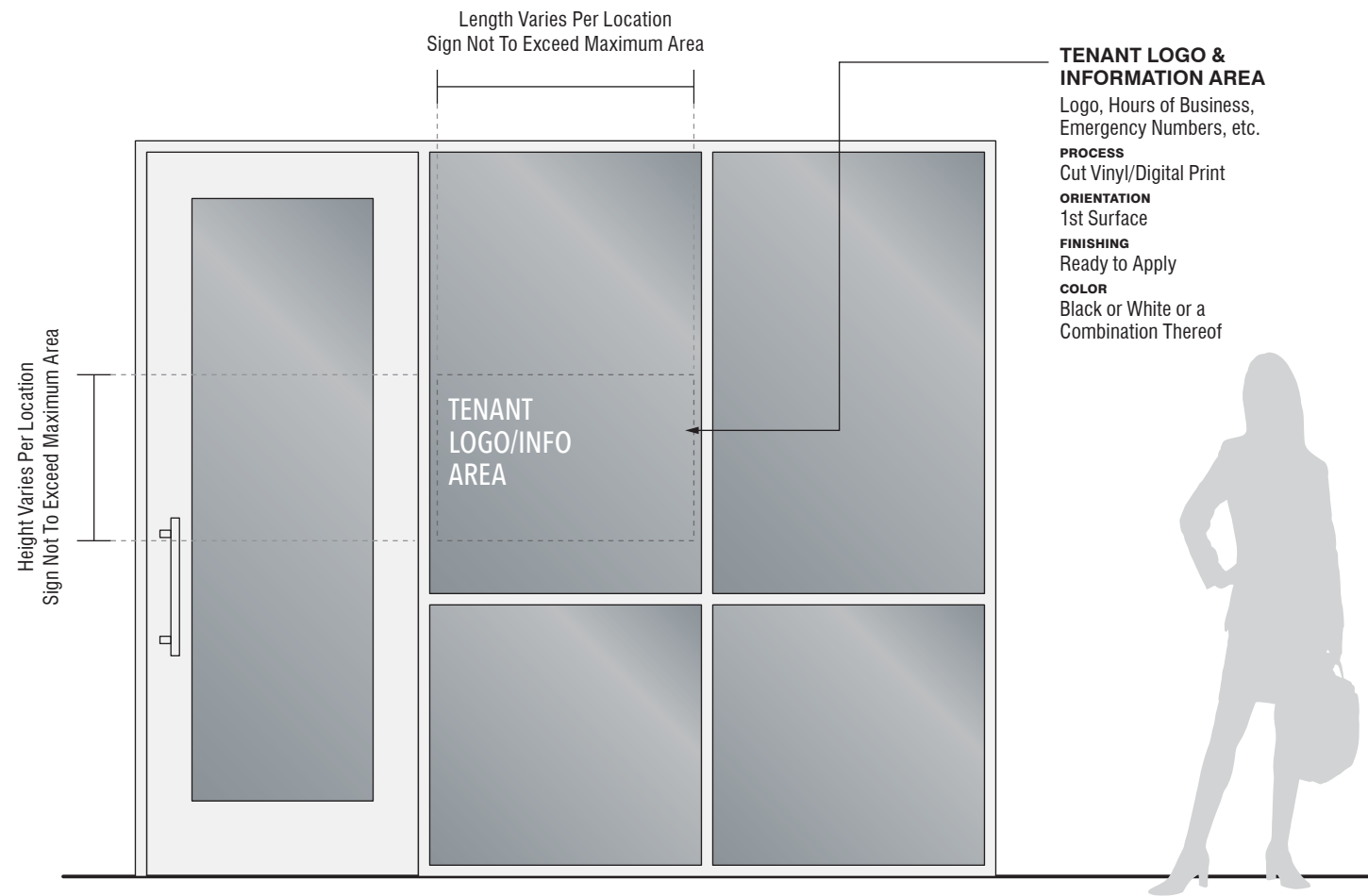


**B** Recommended Sign Construction/Style  
SCALE 1/2" = 1'0"

**C** Sample Projecting Business Storefront Signs

MAXIMUM AREA (PER SIGN FACE)	MAXIMUM HEIGHT	NUMBER OF SIGNS PERMITTED (PER SIGN TYPE)	ALLOWABLE SIGN TYPES	ILLUMINATION	LETTER STYLES & LOGOS	COLORS
25% of total frontage window area per use.	May be located on all floors of the building.	Per the Discretion of the Landlord.	Cut Vinyl text/graphics or removable digital print graphics.	Non-Illuminated	All Window Signs must be set in a font within the Avenir Next or Avenir Next Condensed font families. Trademarked corporate font styles and logos may be allowed, but only at the discretion of the Landlord.	All Window Sign colors are limited to black or white or a combination thereof. Trademarked corporate colors may be allowed by Anchor Tenants, but only at the discretion of the Landlord.

**A** Sign Criteria



**B** Sample Elevation View  
SCALE 1/2" = 1'0"



**C** Sample Window Signs

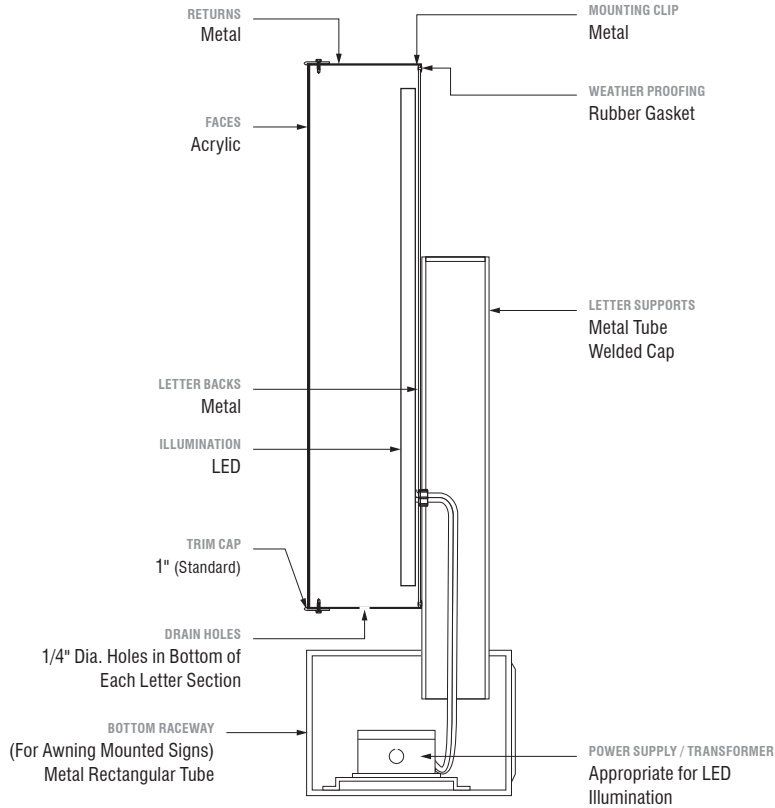
MAXIMUM AREA (PER SIGN FACE)	MAXIMUM HEIGHT	MINIMUM SETBACK	NUMBER OF SIGNS PERMITTED (PER SIGN TYPE)	LIMIT ON COMBINED NUMBER OF SIGNS	RECOMMENDED* SIGNAGE	ILLUMINATION	RECOMMENDED MATERIALS
80 square feet	12 feet	5 feet	1 per development.	None	Post and panel (pole) signs, hanging signs, banners, window graphics.	Non-Illuminated	Aluminum, Wood, Acrylic, Lexan, Plexiglas, Painted/Finished Metals, Vinyls, Flexface Material, Weatherproof Fabrics, Screen-Printed Inks, or other durable quality materials.

A Sign Criteria



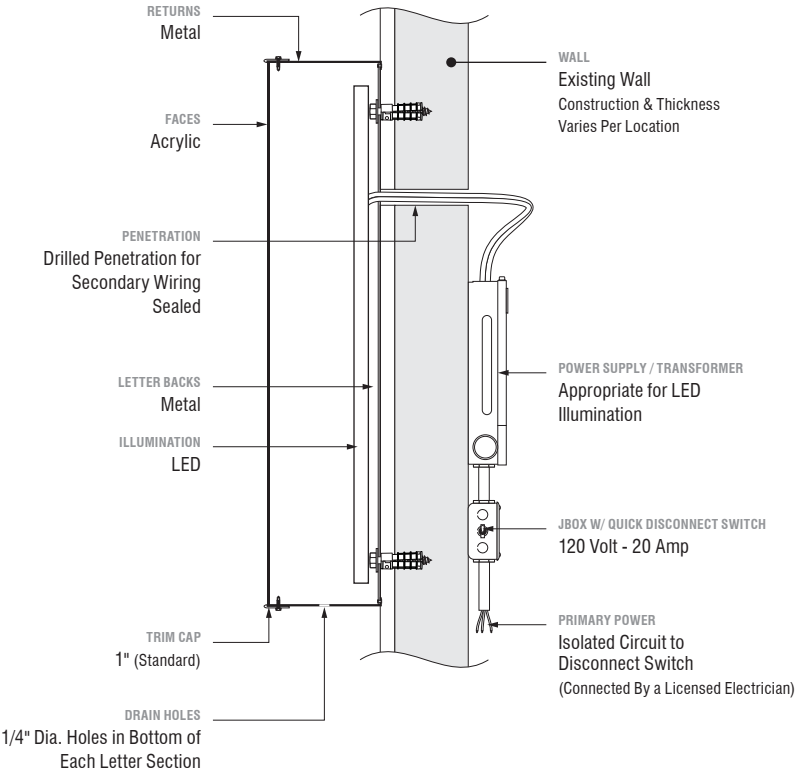
B Sample New Development Signs





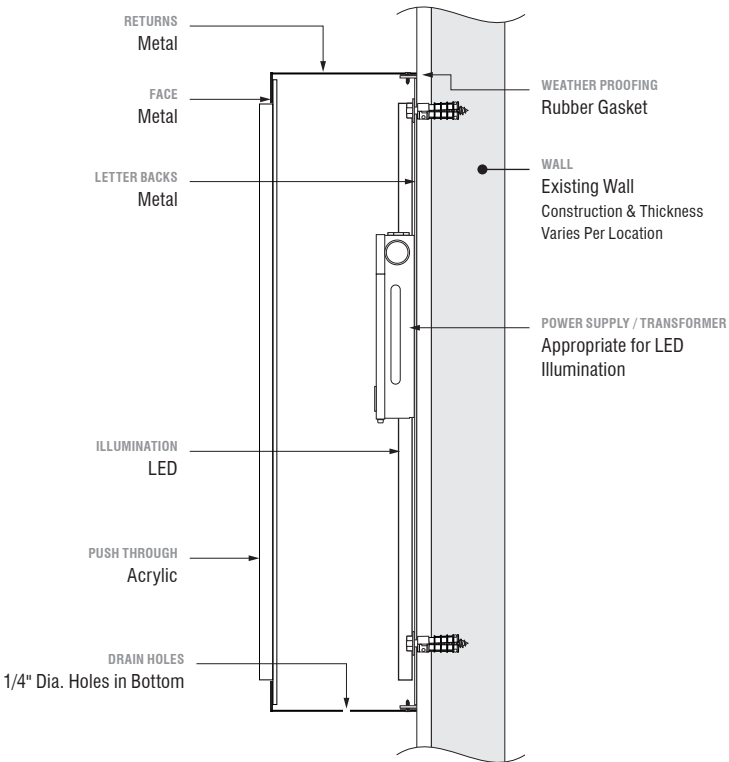
Upright Mounted Pan Channel Letter w/ Raceway Internally Illuminated  
**AWNING INSTALLATION ONLY**

**A** Section Detail - Typical  
Upright Mounted Pan Channel Letter / LED Internally Illuminated / Bottom Raceway Mounted



Pan Channel Letter Internally Illuminated

**B** Section Detail - Typical  
Pan Channel Letter / LED Internally Illuminated / Flush Mounted

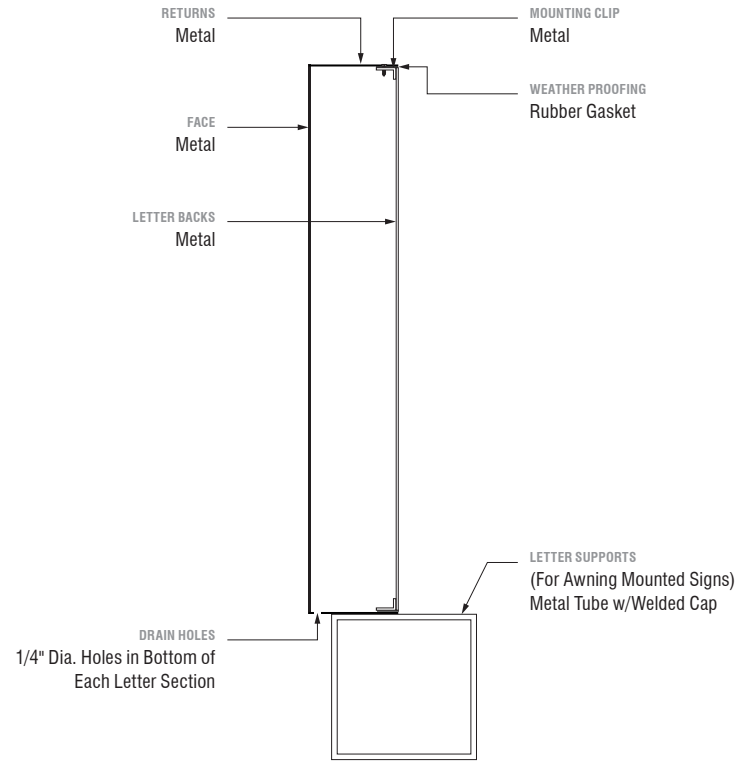


Cabinet w/ Push Through Acrylic Face Internally Illuminated

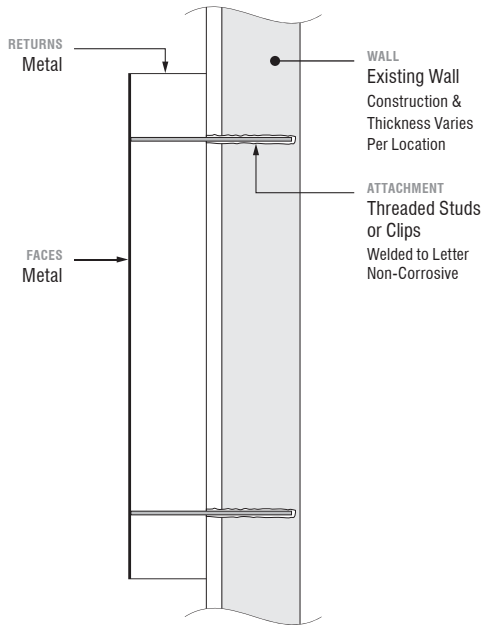
**NOTE:**  
Cabinet Signs are Allowed Only at the Discretion of the Landlord

**C** Section Detail - Typical  
Cabinet / Internally Illuminated / Push-Thru Acrylic Face





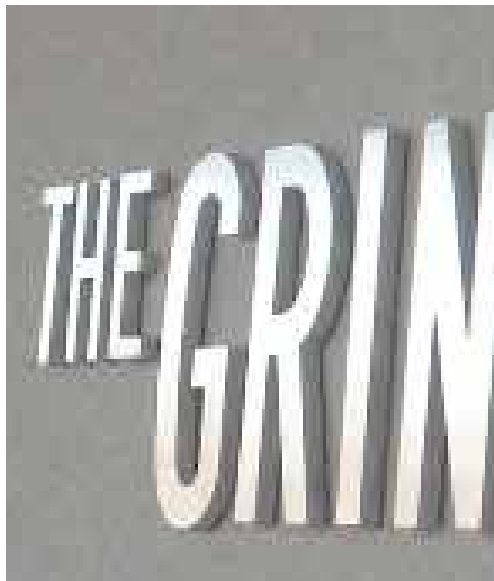
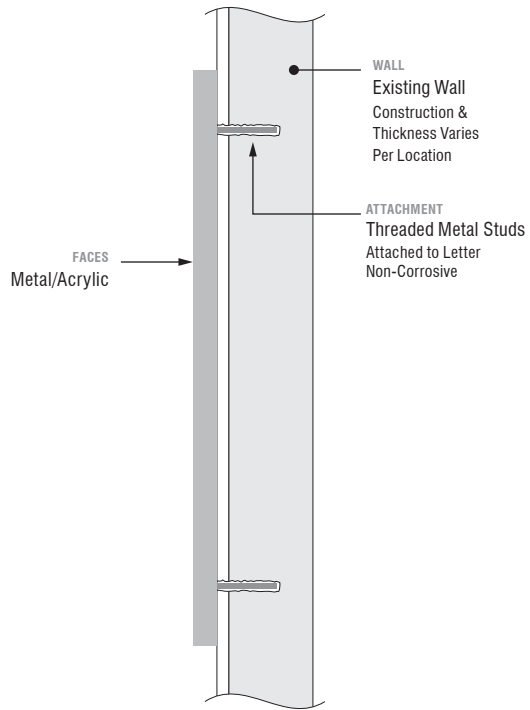
Upright Mounted Reverse Pan Channel Letter  
Non-Illuminated  
**AWNING INSTALLATION ONLY**



Reverse Pan Channel Letter  
Non-Illuminated

**D** Section Detail - Typical  
Upright Mounted Reverse Pan Channel Letter / Non-Illuminated / Push Through Acrylic on Face / Bottom Raceway Mounted

**E** Section Detail - Typical  
Reverse Pan Channel Letter / Non-Illuminated / Flush Mounted



Flat Cut Out Letter  
Non-Illuminated

**F** Section Detail - Typical  
Flat Cut Out Letter / Non-Illuminated / Flush Mounted



**A** Sign Band Location - Awning Sign (Typical)  
SCALE 1/2" = 1' 0"

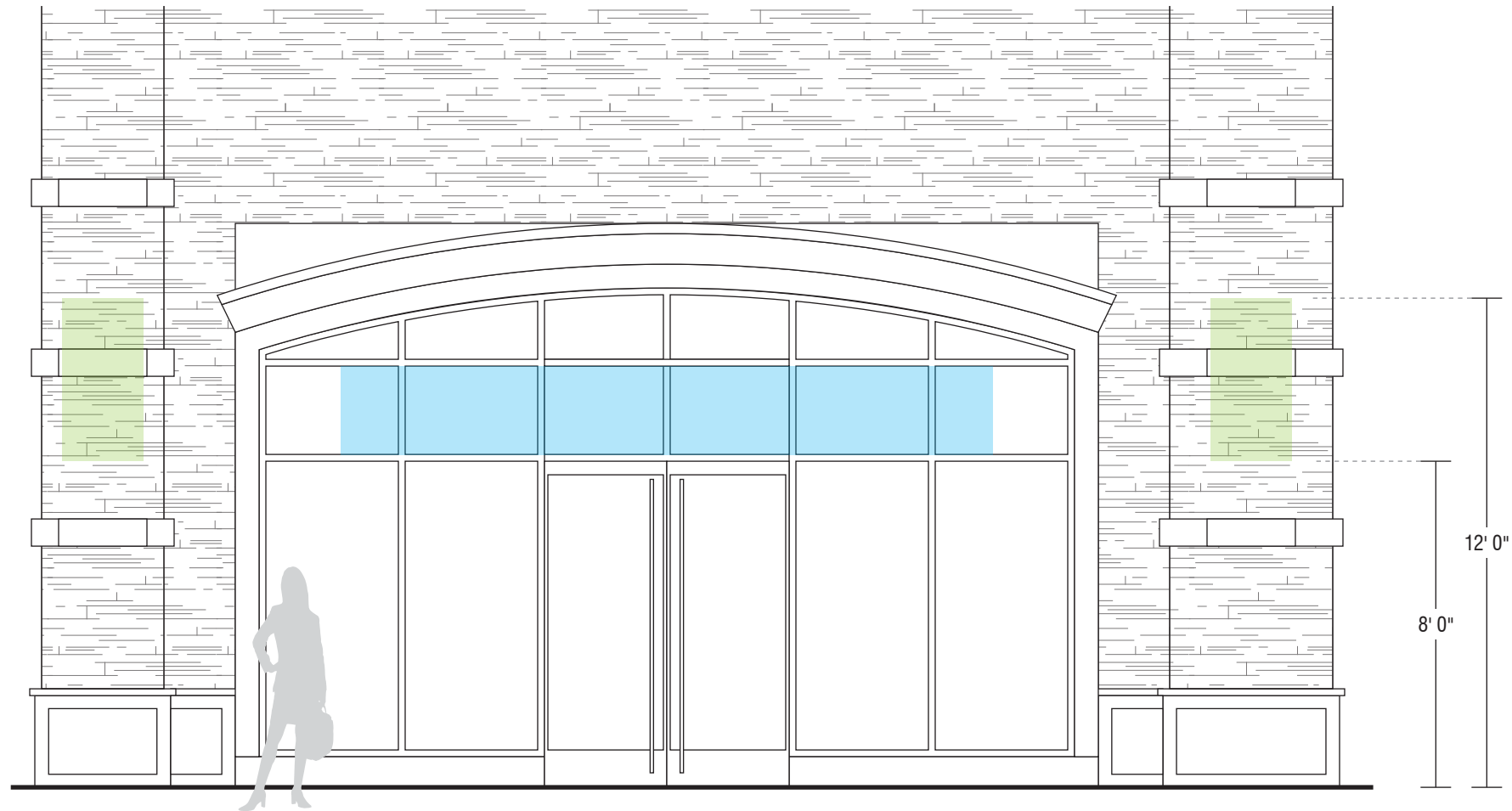


EXAMPLE

### SIGN BAND KEY

#### THE GATEWAY TENANT SIGNS

- A** Awning Sign
- B** Canopy Sign
- C** Flat Sign - Storefront Orientation
- D** Projecting Business Storefront Sign



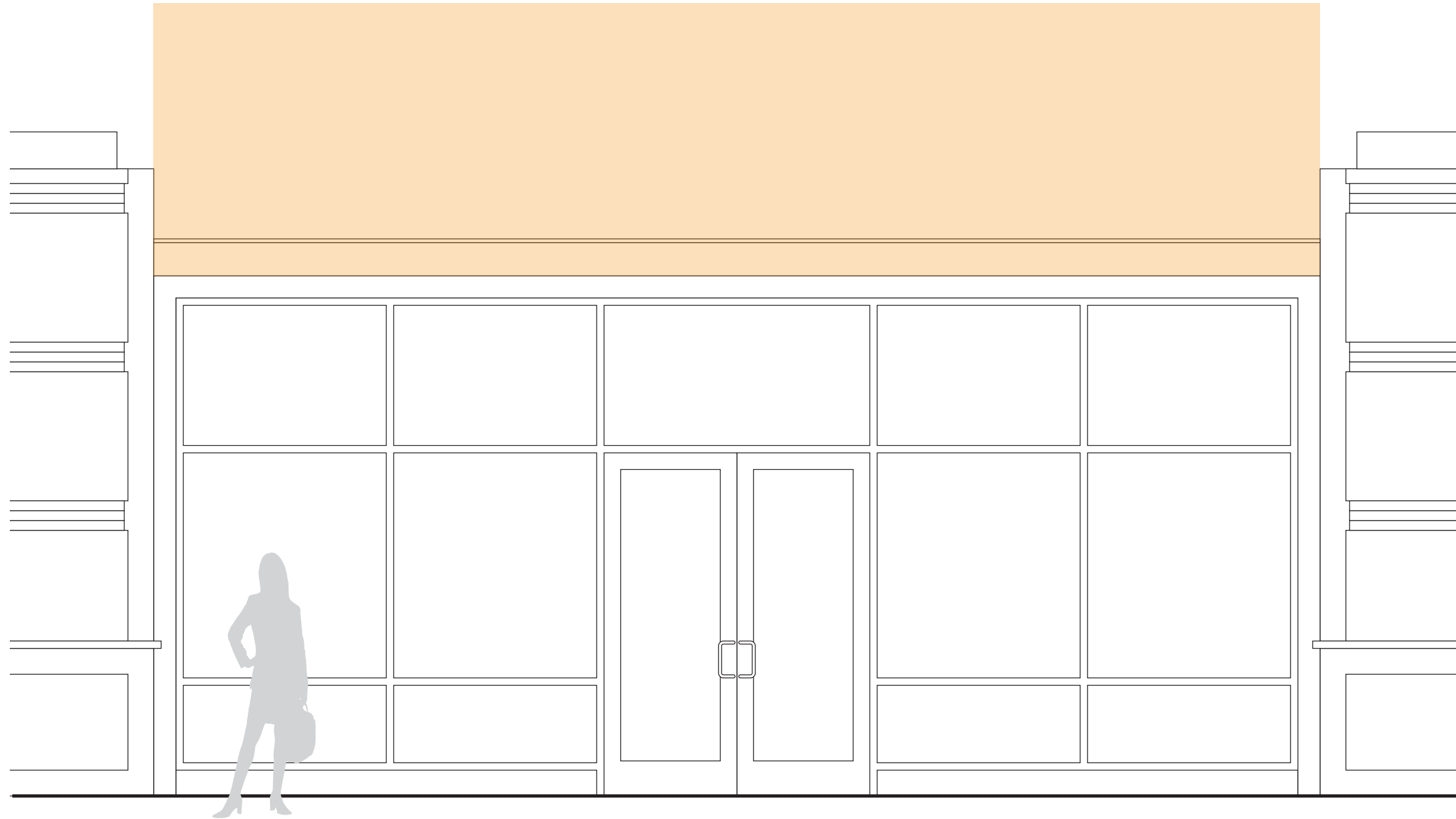
EXAMPLE

### SIGN BAND KEY

#### THE GATEWAY TENANT SIGNS

- A Awning Sign
- B Canopy Sign
- C Flat Sign - Storefront Orientation
- D Projecting Business Storefront Sign

**B** Sign Band Location - Awning Sign & Projecting Business Storefront Sign (Typical)  
SCALE 1/4" = 1' 0"



EXAMPLE

### SIGN BAND KEY

#### THE GATEWAY TENANT SIGNS

- A Awning Sign
- B Canopy Sign
- C Flat Sign - Storefront Orientation
- D Projecting Business Storefront Sign

**C** Sign Band Location - Canopy Sign  
SCALE 3/8" = 1' 0"





EXAMPLE

### SIGN BAND KEY

#### THE GATEWAY TENANT SIGNS

- A Awning Sign
- B Canopy Sign
- C Flat Sign - Storefront Orientation
- D Projecting Business Storefront Sign

**D** Sign Band Location - Flat Sign Wall Mount & Projecting Business Storefront Sign (Typical)  
SCALE 1/4" = 1' 0"



EXAMPLE

## SIGN BAND KEY

### THE GATEWAY TENANT SIGNS

- A** Awning Sign
- B** Canopy Sign
- C** Flat Sign - Storefront Orientation
- D** Projecting Business Storefront Sign

**E** Sign Band Location - Flat Sign Window Mount (Typical)  
SCALE 3/8" = 1' 0"