

EXHIBIT "F" SIGN CRITERIA

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout the Shopping Center for the mutual benefit of all tenants, and to comply with the regulations of the local municipal sign and electrical codes. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the sole cost and expense of the Tenant.

BROADWAY POINTE SIGN CRITERIA

These Sign Criteria have been established to assure an outstanding sign program for the mutual benefit of all tenants. Tenant covenants and agrees to design, construct, and install Tenant's signage at Tenant's sole cost and expense in accordance with these Sign Criteria, as set forth below prior to Tenant opening for business in the Premises. Conformance to detailed sign drawings and specifications which have obtained the prior approval of the Landlord will be strictly enforced and any non-conforming sign must be brought into conformance at the sole expense of Tenant. Landlord shall administer and interpret these Sign Criteria.

While Landlord must retain strict control over the design and installation of Tenant's signage, more imaginative and creative designs that will lend themselves to the unique features of the Shopping Center are encouraged.

A. GENERAL REQUIREMENTS - ALL TENANTS.

1. Tenant shall submit or cause to be submitted to Landlord for approval before fabrication, not less than two (2) copies of detailed drawings indicating the layout, design, materials and color of the proposed sign face, including all lettering and graphics. Such drawings shall be submitted concurrently with sufficient architectural drawings to show the exact relationship with the store design.
2. Tenant shall obtain and pay the entire cost of all permits, approvals, construction, installation and maintenance of its respective sign.
3. Tenant shall be responsible for the fulfillment of all requirements of these Sign Criteria.
4. Tenant shall not affix or maintain upon any glass or other material on the Center storefront any signs unless they shall first have received the written approval of Landlord.

B. GENERAL SPECIFICATIONS -ALL OCCUPANTS.

1. Painted lettering will not be permitted.
2. No exposed illuminated tubing or lamps will be permitted. No neon signs shall be permitted by Tenant.
3. No exposed raceways, crossovers, conduit, conductors, transformers, or cabinets will be permitted.
4. No manufacturer's or approval agencies' labels exposed to public view will be permitted.
5. No pylon or pole signs will be permitted, except for Center identification signs at the discretion of Landlord.
6. Sign installation must comply with all applicable building and electrical codes.
7. Electrical service to all signs shall be on the respective Tenant's electrical system.

C. CONSTRUCTION REQUIREMENTS - ALL OCCUPANTS.

1. Tenant or its sign contractor shall be responsible for and shall repair any damage to any work caused by its work.
2. Tenant shall be responsible for the performance of its sign contractor.

D. DESIGN REQUIREMENTS -ALL TENANTS.

1. Location, Size and Type.
 - a. Tenant shall be required to have identification sign face designed in a manner compatible with and complimentary to adjacent storefronts and the overall design concept of the Center.

- b. No advertising placards, banners, pennants, insignias or trademarks or other descriptive materials shall be affixed or maintained upon the storefront or in show window space.

E. ADMINISTRATION.

In the event of any conflict of opinion between Tenant and Landlord as to the application of these Sign Criteria, Landlord decision shall be final and binding upon Tenant

F. EXCEPTIONS.

Signs required by law (i.e., barber pole, bank, etc.) will be permitted, but only as approved by Landlord.