

Happy Valley Towne Center General Requirements Building Signage

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout Happy Valley Towne Center (HVTC) for the mutual benefit of all tenants, and to comply with the approved Comprehensive Sign Plan for the shopping center, regulations of the City of Phoenix sign ordinance, building and electrical codes of any governmental authority having jurisdiction. Conformance will be strictly enforced, and any non-compliant sign(s) installed by a Tenant shall be brought into conformance at the sole cost and expense of the Tenant. This criteria is subject to final approval by the City of Phoenix as part of a Comprehensive Sign Plan submittal. If a conflict is found to exist between these criteria and the final criteria approved by the city, the latter shall prevail.

I. GENERAL REQUIREMENTS

- A. Tenant shall submit or cause to be submitted to Vestar Development Company (Developer), for approval, prior to fabrication, four (4) copies of detailed drawings indicating the location, size, layout, design color, illumination materials and method of attachment.
- B. Tenant or Tenant's representative shall obtain all permits for signs and their installation.
- C. All signs shall be constructed and installed at Tenant's sole expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- E. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of Developer or Developer's authorized representative.
- F. Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign require maintenance or repair,

Developer shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Developer may undertake repairs and Tenant shall reimburse Developer within ten (10) days from receipt of Developer's invoice.

- G. Advertising devices such as attraction boards, posters, banners and flags shall not be permitted.

II. SPECIFICATIONS - TENANT SIGNS

A. General Specifications

1. No animated, flashing or audible signs shall be permitted.
2. All signs and their installation shall comply with all local building and electrical codes.
3. No exposed raceways, crossovers or conduit shall be permitted.
4. All cabinets, conductors, transformers and other equipment shall be concealed.
5. Painted lettering shall not be permitted except as approved by the Developer and the City of Phoenix.
6. Any damage to the sign band face or roof deck resulting from Tenant's sign installation shall be repaired at Tenant's sole cost.
7. Upon removal of any sign by Tenant, any damage to the sign band face shall be repaired by Tenant or by Developer at Tenant's cost.

B. Location of Signs

1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by Developer.

III. DESIGN REQUIREMENTS

Individual illuminated letters and logos may include pan channel metal letters with acrylic sign faces, reverse pan channel "backlit" illuminated letters, or any combination thereof. The letters are to be flush mounted onto the building fascia. Electrical connections shall be concealed to remote transformers. All signage shall be installed in compliance to City of Phoenix electrical code and UL 2161 / UL 48 specifications. The Tenant at Tenant's sole expense shall repair any sign installation found to be non-compliant immediately.

A. Sign Area

1. The maximum aggregate sign area per building elevation for each tenant shall be calculated by multiplying one and one-quarter (1.25) times the length of the storefront(s) and/or elevation(s) occupied by the tenant. Major tenants occupying 5000 SF or greater shall be permitted a minimum sign area of one hundred (100 SF) square feet. Shop and Pad tenants shall be permitted a minimum sign area of seventy (70) square feet. Shop tenants shall calculate the maximum aggregate sign area by multiplying one and one-half (1.5) times the length of the storefront(s) and/or elevation(s) occupied by the tenant.

B. Letter Height and Placement Restrictions

1. Tenant signage shall be installed in accordance with the approved Comprehensive Sign Plan in location designated by the Developer and/or Developer's agents.
2. Tenants occupying less than 14999 SF shall be limited to a maximum letter height of thirty-six (36") inches. Tenants occupying 15000 SF through 50000 SF shall be limited to a maximum letter height of sixty (60") inches. Tenants occupying greater than 50000 SF shall be limited to a maximum letter height of seventy-two (72") inches. All major tenants shall be permitted to utilize their standard corporate identification program subject to

sign area limitations contained in the approved Comprehensive Sign Plan. All signage shall be reviewed by the developer and shall be approved based upon the findings that the signage complements the surrounding building features and thematic design of the Happy Valley Towne Center project.

3. Length of Sign on Wall Surface: In no event shall any sign exceed seventy-five (75%) percent of the building elevation and/or wall surface upon which it is placed. The available surface area of the sign band shall regulate letter height.
4. Shop tenant signage shall not exceed 75% of Tenant's leased storefront length.

C. Letter Style or Logo Restrictions

1. Copy and/or logos utilized shall be Tenant's choice, subject to the approval of Developer and/or Developer's agents and the City of Phoenix.

D. Illumination

1. Tenant building signage may be internally illuminated, backlit to create a silhouette, exposed neon and/or combination of lighting methods mentioned herein.

E. Under Canopy Sign **(Revised 1/5/2006)**

1. Each Shop Tenant shall be required to install graphic copy, at Tenant's cost, on the under canopy blade sign furnished by the Developer in accordance to the specifications contained in this Comprehensive Sign Plan. Anchor, Majors and Pad Tenants shall have the option to do so. For cost efficiencies and design/construction uniformity, all under canopy blade signs will be manufactured by the Developer's project sign contractor and purchased in bulk by Developer. Each Tenant that is required to have a blade sign shall reimburse the Developer for the cost of the display and its installation thereof.
2. All under canopy blade sign copy shall consist of flat cut out graphics and shall be surface applied to both sides of the display. The Developer and/or Developer's Agents shall approve in writing all copy

and layout prior to its installation. Each Shop Tenant shall furnish and install the approved copy for said display at Tenant's sole and separate expense. For convenience, Tenant can furnish the copy to Developer's project sign contractor for mounting and/or can provide the project's sign contractor with electronic art suitable for production. Tenant shall pay for all costs associated with the production and mounting of Tenant's blade sign copy.

3. The blade sign shall be suspended and/or projected using a mechanism consistent with other under canopy blade signs throughout the Happy Valley Towne Center as specified.

IV. GENERAL CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- B. All signs shall be fabricated using full welded construction.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- D. No labels or other identification shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- E. Tenant shall be fully responsible for the operations of Tenant's sign contractors and shall indemnify, defend and hold Developer harmless for, from and against damages or liabilities on account thereof.