

EXHIBIT C

Sign Criteria San Tan Village Marketplace II Gilbert, Arizona

The criteria outlined herein is to be used for Landlord design purposes only. It is the Tenant's responsibility to further conform to all local and state building codes, laws and applicable regulations. Landlord makes no representations with respect to local code and compliance with such regulations, which is the sole responsibility of the Tenant and the Tenant's sign provider.

A. Definitions

For the purpose of reference in this Exhibit, the following definitions are stated:

1. Where "Developer-Landlord" is mentioned, reference is to **BRE DDR BR San Tan II AZ LLC**.
2. Where "Tenant" is mentioned, reference is to the party leasing the space from the Landlord pursuant to this Lease.
3. This Exhibit, identified as Exhibit "C", referred to in your Lease and made a part of said Lease, contains the Developer-Landlord's criteria for Tenant signage.

B. General

1. The Tenant shall be required to identify its Premises with signage in accordance with this Exhibit. Such signage shall be installed prior to Tenant opening for business in the Premises.
2. Tenant shall bring sign band for the Premises to like new condition prior to installation of signage.
3. All signs require written approval by the Developer-Landlord, which approval shall be given or denied in accordance with the criteria set forth herein.
4. Tenant shall, at its own risk and expense, erect such sign(s) (including electrical connections), as are required under this Exhibit, and shall maintain such sign(s) in a good state of repair. Tenant hereby agrees to indemnify Developer-Landlord with respect to the erection, maintenance, existence or removal of any such sign(s), and further agrees to repair any damage that may be caused by the erection, maintenance, existence or removal of any such sign(s). Upon vacating the premises, Tenant agrees to remove all signs and repair the signband to "as new" condition.

5. Although signing practices of the Tenant will be considered, such practices will not be controlling. Landlord will not consider any other shopping center signage, not conforming to this Exhibit, in reviewing Tenant's signage proposal.
6. Tenant shall be required to identify its Premises with storefront signage in accordance with the criteria set forth on Drawing SS-1 (attached).
7. Tenant shall be required to identify its rear service door (if provided) with one (1) identification sign in accordance with the criteria set forth on Drawing SS-2 (attached).
8. If applicable, Tenant shall be permitted to install one (1) additional identification sign under the canopy directly in front of Tenant's demised Premises in accordance with the criteria set forth for this shopping Center.
9. If any of the following limitations, restrictions or criteria are found to be invalid under any ordinance, regulation or law to the extent that such limitations, restrictions or criteria is invalid as aforesaid, then the Developer-Landlord, at its sole discretion, may reasonably modify such limitations, restrictions or criteria to comply with such local ordinance, regulation or law. In no case shall the invalidity of any one of the foregoing limitations, restrictions or criteria invalidate this Exhibit or the Lease.

C. Storefront Signage - Limitations and Restrictions

1. Tenant's storefront signage must be internally illuminated, individual channel letters flush mounted to the building. The sign and raceway must be mounted to the signband, centered from top to bottom, and centered within the width of the leased Premises, or as located according to the Developer-Landlord's storefront signage layout.
2. All installation methods must comply with local building, electrical and zoning codes and meet "UL" approval.
3. PK housings to remote transformers are required.
4. All signs shall have concealed attachment devices, clips, wiring, transformers, lamps, tubes and ballasts.
5. Sign letters or components shall have plastic faces with metal returns and trim caps.
6. The storefront sign shall be connected to a time clock, which will automatically turn the sign on at the start of the business day. It is required that all storefront signage be illuminated during the stores hours of operation and additionally during standard shopping center hours if Tenant is permitted under the Lease to operate on non-standard hours.
7. The manufacturer or installer may not install any promotional decals or labels that are visible to the public.

D. Storefront Signage - Size Restrictions

1. Signs shall consist of the Tenant's store name as it appears in the Lease only. Logos will be permitted but must fit within the area restrictions below and must be constructed according to the criteria established herein. The overall size of the sign shall be restricted by this criteria and/or local building codes, but in no case shall be greater than the "sign area" allowed by these criteria. The "sign area" shall be defined as a rectangular area totally enclosing all graphic elements of Tenant's sign.
2. For Tenant's signs with one (1) line of copy, the "sign area" may not exceed twenty-four inches (24") in height or be longer than 60% of the storefront width. Ascenders and descenders or any graphic elements of the sign must fit within this signage "zone".
3. For Tenant's signs with two (2) or more lines of copy, the "sign area" may not exceed thirty-six inches (36") in height or be longer than 40% of the storefront width. Ascenders and descenders or any graphic elements of the sign must fit within this signage "zone".
4. Regardless of the permitted sizes above, the sign shall fit proportionately to the signband area available.

E. Prohibited Types of Signs or Sign Components

The following sign types or components will not be permitted for any part of Tenant's storefront sign or as interior signage within the front four feet (4') of the Leased Premises.

1. Moving, rotating or flashing signs.
2. Painted and/or non-illuminated signs.
3. Banners or flags.
4. Cloth, wood, paper or cardboard signs, stickers or decals around or on exterior surfaces, doors and windows of the Premises.
5. Noise making devices and components.
6. Letters, symbols or identification of any nature painted directly on exterior surfaces, doors and windows of the Premises.
7. Rooftop signs.
8. Cabinet type storefront signs.

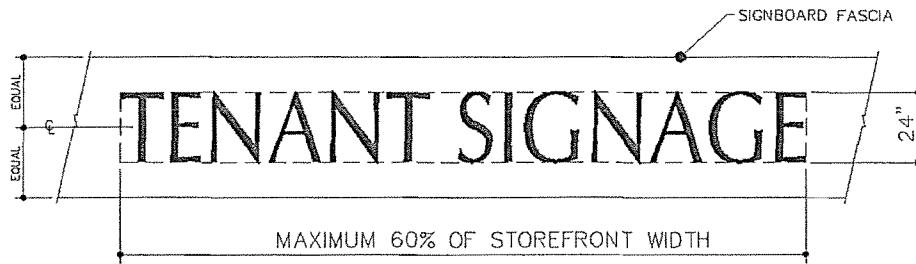
9. Temporary or promotional type signs in the storefront windows will only be permitted with prior written Developer-Landlord approval and only for a specific period of time.

F. Approval Procedures

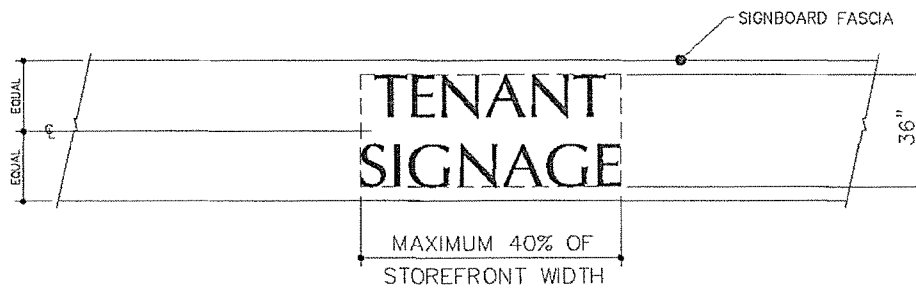
1. Approval of store design drawings or working drawings and specifications for Tenant's Premises does not constitute approval of any sign work. Within fifteen (15) days of signing this Lease, Tenant shall submit to the Developer-Landlord one (1) set of prints for all its proposed sign work. The drawings shall clearly show the following:
 - a. The location of the proposed storefront sign drawn to scale on the storefront elevation.
 - b. The sign letters and graphics elements drawn to scale and dimensioned, using the proposed fonts and colors.
 - c. The construction details and sections of the actual sign, including attachment methods and construction materials.
2. Developer-Landlord shall return to the Tenant the sign drawings, with any comments and/or corrections. Sign fabricator shall not be allowed to begin fabrication or to install any sign without having, in his possession, a written approval and authorization from the Developer-Landlord.

Developer-Landlord reserves the right in Developer-Landlord's sole discretion to permit exceptions to this Exhibit. Permission granted to a Tenant to deviate from the strict requirements of this Exhibit shall not entitle any other Tenant similar treatment.

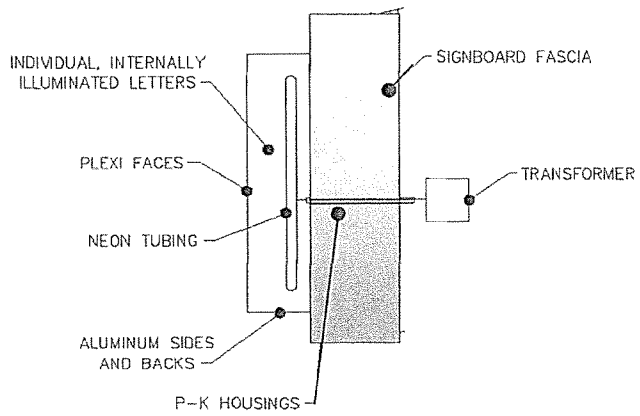
DRAWING SS-1



SAMPLE LAYOUT "A"



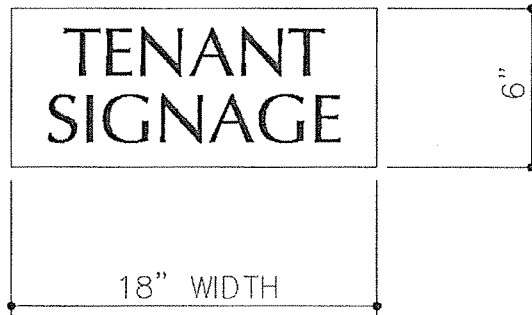
SAMPLE LAYOUT "B"



SECTION

DRAWING SS-1
APRIL 1997

DRAWING SS-2



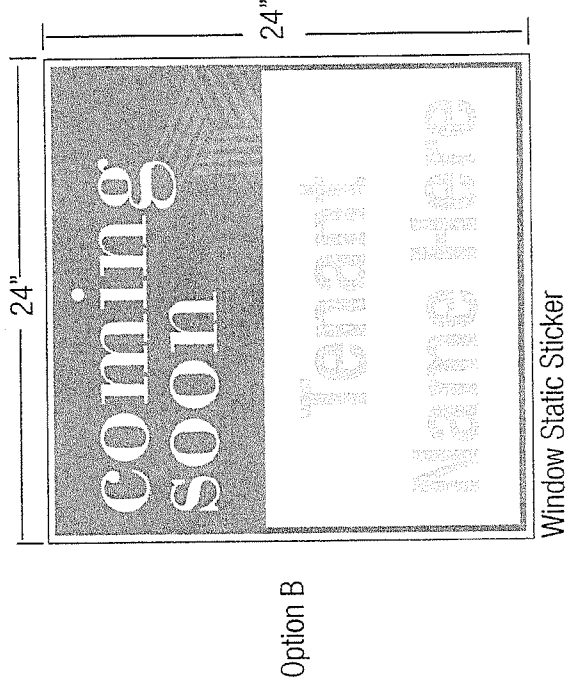
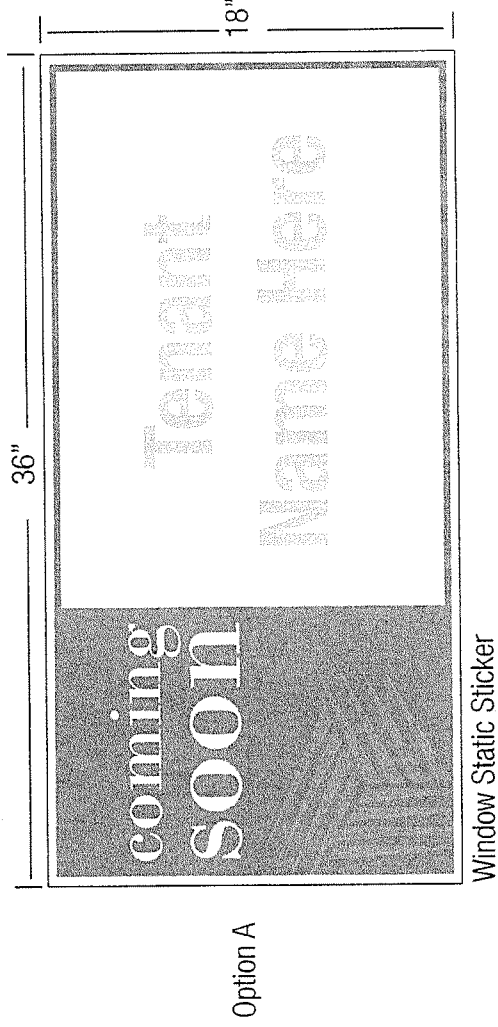
REAR SERVICE DOOR SIGN

SPECIFICATIONS:

1. SIGN SHALL BE ALUMINUM, PAINTED WHITE WITH BLACK PAINTED OR APPLIED VINYL LETTERS.
2. FONT STYLE SHALL BE HELVETICA MEDIUM.
3. COPY MAY BE ARRANGED TO TENANT'S REQUIREMENTS.
4. SIGN SHALL BE MOUNTED ON THE CENTER OF THE DOOR 5'0" FROM THE BOTTOM OF THE SIGN TO THE BOTTOM OF THE DOOR.

DRAWING SS-2
APRIL 1997

Coming Soon Signs



Colors

Blue: Pantone #7468
c93 m9 y0 k36

Price

\$50.00 per sign