

Tenant Criteria Manual



West 7th

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- G. All Tenant storefronts shall be structurally independent when practical and shall not be suspended from the Landlord's neutral band, bulkhead, roof structure, or attached to the metal roof deck. If support is required by building frame complete structural drawings are to be submitted with all structural design criteria, calculations, notes, etc. shown on drawings and sealed by a registered structural engineer in the State of Texas. (See Storefront Requirements, pg. 14) Any modification to the Landlord's structural system, including additions, alterations or otherwise is not permitted without specific written approval from Landlord and from City of Ft. Worth Building Division.
- H. Storefronts shall be constructed of noncombustible materials as required by code. Where fire resistant treated materials are permitted as approved by jurisdiction authorities they also may be used when accompanied by U.L. label and appropriate treatment certificate.
- I. Storefront design should relate to the character of West 7th to the extent possible.

SIGN CRITERIA

REQUIREMENTS

- A. This Sign Criteria is designed to insure quality of signage within the Center. The requirements contained herein are intended to provide adequate exposure for the Tenant's merchandising and identification while maintaining the overall appearance critical to the success of the Center.
- B. Tenant signage must meet applicable codes. If Tenant signage exceeds square footage allowed by code, Tenant is responsible for pursuing city variance at Tenant's sole cost and expense.
- C. All Tenants are required to purchase and install their own signs and pay all cost for installation and any electrical service connections (to the Tenant's individually metered service) as required. The storefront and blade signage (if applicable) must be installed on or before Tenant opens for business in Tenant space.
- D. To verify compliance with the design intent of these Criteria, the Owner/Landlord reserves the right to review and approve or disapprove all proposed signs and/or graphic treatment governed by these Criteria per the Owner/Landlord's interpretation of these Criteria, and to require revisions of any sign design which the Owner/Landlord judges not in compliance.
- E. Tenant shall be responsible for removal of its sign upon termination of lease. Fascia and other damaged or otherwise altered building elements shall be returned to the original condition and all penetrations appurtenant to the Tenant's sign

installation shall be repaired by the Tenant to the satisfaction of the Owner/Landlord.

- F. Tenant shall not erect, install, paint or fix any signs, posters, cards/banners or other advertising medium to, upon or above the exterior of the premises of the building, nor on the interior or exterior of the premises of the building, nor on the interior or exterior of the glass surface of the windows and doors, except as stated herein. Tenant shall be held liable and shall bear all costs for removal and/or correction of sign installation and damage to building by signs that do not conform to the Sign Criteria or those signs required to be removed by termination of lease. The Owner/Landlord reserves the right to have all non-conforming signs removed regardless of state of erection.
- G. The Owner/Landlord reserves the right to make periodic changes to the Criteria, when approved by the City, as it sees fit for the benefit of the Center.
- H. All Tenant signs must be fabricated by a sign vendor with at least 5 years verifiable experience in business fabricating the type of sign the Tenant wishes to produce. All Tenants must submit at least 5 references from the sign vendor. References must include a letter from a past client for whom they produced a sign within the last six months and a photograph of the sign referenced. All sign vendors are subject to approval of the Landlord.
- I. Each Tenant shall supply three (3) copies of Sign Contractor's scaled drawings to the Owner/Landlord for review. The drawings should include elevations, sections, details, colors of letters, trim caps and returns and all other signage shown on the storefront elevations. The submittal shall also include an 8 1/2" x 11" labeled color chip and material sample board for all proposed signage materials. Upon approval of the Tenant's signage by Landlord, Tenant shall submit (1) copy of approved drawings to City of Ft. Worth for approval/permitting. See also "City of Ft. Worth Approval", (pg. 10). Blank sign applications can be downloaded from the City's website at www.ftworthgov.org. The permit(s) should be filled out and submitted to the City along with the Landlord approved signage drawings. A separate permit is required for each sign.
- J. Tenants with a national logo, service mark or word mark may use their mark and typestyle subject to the Landlord's and City of Ft. Worth's approval. Tenants without a locally or nationally recognizable logo may choose from the three typestyles shown on the plan and may use a logo or mark on the front elevation only.
- K. Sign fabrication and installation shall comply with any applicable Building Codes and the National Electrical Code, and all internal and external wiring, lighting, and other electrical devices shall bear the U.L. symbol. It is the Tenant's responsibility to verify that its sign and installation are in accordance with these requirements and have the City's approval.

- L. Tenant is responsible for maintaining its sign in a good state of repair including prompt replacement of burned out lighting or damaged components. Tenant has 24 hours to initiate repairs and 48 hours to make repairs after being notified in writing by Landlord.
- M. All signs shall be mounted according to Owner/Landlord approved drawings/details. All fasteners shall be of non-corrosive material and concealed. Installation shall be by Owner/Landlord approved Sign Contractors only or Tenant's national signage contractor.
- N. Sign company names or stamps shall be concealed if permitted by Code.
- O. No animated components, flashing lights, exposed bulbs, colored lighting, formed plastic, injection molded, box type or solid panel signs are permitted.
- P. No temporary signs or banners shall be permitted without Landlords prior written approval.

SIGNS/GRAPHICS

Tenant signage consists of the following types:

- A. Signage: Tenant is permitted signage in the quantity, size and area in accordance with local applicable codes and attached signage graphics. The sign is limited to the trading name of the Tenant or descriptive phrase or word. Tenant may also incorporate with Landlord's and City of Ft. Worth's approval, logos or names on both glass areas and awnings (secondary signs). The primary and secondary signs cumulative area is limited by the City's approval.
- B. Storefront:
 - 1) Address Number: All Tenants shall provide on the entrance doors or transom above the door or other approved location the address number (information by Owner/Landlord) to identify premises. Rear service door will be identified by the Landlord.
 - 2) Materials: The Owner/Landlord encourages innovation of design and sophistication of materials used in all storefront signage.
 - 3) Canopy Graphics: Additionally, graphics such as logos, crests, letters, etc. may be placed on the entrance over/canopy and/or window awnings on a limited bases, as noted in A above and as specified in the approved Comprehensive Sign Plan.

C. Blade Signs: Blade signs are secondary signs and are limited by the maximum sizes stated below as well as the maximum allowable cumulative square footage stated in the City of Ft. Worth design parameters.

- 1) Must extend perpendicular to storefront plane but no more than 3'-6" from the surface to which it is mounted nor more than 3'-6" total in front of the Tenant lease line.
- 2) May not extend below 7'-6" above finished floor.
- 3) Face area may not exceed 7 SQUARE FOOT not including area of bracket.
- 4) More than one blade sign is permissible at corner store locations only but the total face area may not exceed 12 SQUARE FOOT for 2 signs. No more than two (2) blade signs per Tenant will be allowed and then only if Tenant occupies a corner location.
- 5) May not be a simple rectangle or square, unless as part of a generally recognized logo or design.
- 6) Must be attached to either a bracket of the Landlord's design or a bracket designed by Tenant with Landlord's approval. Bracket and mounting by tenant with Landlord's approval.
- 7) Adjacent Tenants can not locate their Blade Signs on the same neutral pier which separates them.
- 8) Thickness shall be a minimum of 1 1/2" around the entire perimeter. In the case of a metal sign this can be in the form of an appropriately proportioned frame or perimeter band.
- 9) May be fabricated from metal (no bare metal) or wood.
- 10) May not be molded, vacuum formed fiberglass or plastic.
- 11) May not be internally illuminated. External illumination of the blade sign from appropriate adjacent lighting is acceptable. Directional lighting fixtures used for accenting the blade sign(s) shall be full cut-off accent lights directed at the blade sign only and the lamps shall be shielded from direct view.

D. Open/Closed Sign: Each Tenant may provide at its option one (1) with a maximum overall area of 12" x 12" indicating the hours of operation. This sign shall be located within 5'-0" horizontally of the Tenant entrance. Open/closed signage may not be applied to storefront.

- E. Service Entrance: Tenant shall provide identification signage at rear service entrance. Copy shall be pre-spaced, die-cut vinyl letters, self-adhesive matte white, 3.5 mil thickness equal to Scotchcal installed on Tenant rear door. Service entrance door signage will be provided within a maximum area of 2 square foot.

SIGNAGE

- A. Illuminated Signs: All Tenant identity signs shall be illuminated. Any internal illumination shall be accomplished with white argon only. The following types are allowed.

- 1) Individual, dimensional, architectural metal letters lighted by external light fixtures. Letters must be $\frac{3}{4}$ " minimum thick metal letters with baked enamel or equivalent finish (NOTE: all paint finishes must have a minimum five (5) year exterior use guarantee against fading, chipping or peeling). Letters are to be mounted to building on studs with a $\frac{1}{4}$ "- $\frac{1}{2}$ " set off the building. All lamps shall be shielded from direct view.
- 2) For internally illuminated letters individual channel letters with 5" returns fabricated using .063" gauge aluminum, minimum, for the sides of the letters and .808" gauge aluminum for the backs of the letters. Returns (sides) and exposed fronts of letters (in case of reverse channel letters will have a painted finish that carries a five (5) year warranty.

Two methods of using individual channel letters/logo are acceptable. These two methods are listed below.

- a) Closed face channel letters with Lexan surface and 3M film applied over the Lexan are acceptable. All 3M film surfaces must be matte finish.
 - b) Reverse channel letters are acceptable.
- 3) Internal Illumination will be created with 12mm to 15 mm neon on $\frac{1}{2}$ " tube supports. The neon option has the following requirements.
- a) White light is the only illumination allowed.
 - b) PK housings must be used and painted to match adjacent surface if they are visible.
 - c) Clear standoffs must be used.

- d) No double backs or turn backs.
 - e) All electrodes shall terminate within UL approved Pyrex or porcelain housing conductors. All components are to be inspected and labeled in accordance with UL standard #48 for electric signs.
 - f) Letters shall be mounted directly to the building facia.
- 4) **No raceways are allowed.** Closed face letters must have 3/16" thick Lexan faces with 3M film and a 1" Jewelite trim.
 - 5) Exposed neon shall be allowed ONLY at the discretion of the Landlord on an individual and limited basis, and only when used as part of a nationally recognized logo.
 - 6) Free-standing signage letters attached to horizontal canopies may be lighted by decorative light fixtures approved by Landlord and City of Ft. Worth. Such signage letters shall not be internally illuminated. Directional lighting fixtures used for accenting the free-standing letters shall be full cut-off accent lights directed at the free standing letters only and the lamps shall be shielded from direct view. Plastic, reflective, vinyl and metal awnings are prohibited without specific Landlord approval.
 - 7) Awnings: Internal illumination of awnings is strictly prohibited. Signage or logos applied to the exterior of fabric or metal awnings may be illuminated by decorative light fixtures (such as goose-neck fixtures) subject to approval by the Landlord and City of Ft. Worth. All lamps shall be shielded from direct view. Plastic, reflective, vinyl and metal awnings are prohibited without specific Landlord approval.

B. Size and Location: Refer to Comprehensive Sign Plan



TENANT SIGN CRITERIA MANUAL

Introduction

W7th's design evolved from the concept of an urban neighborhood, composed of specialty retailers, restaurants, offices, apartments and condominiums. Signage must be an integral design feature of the Tenant's Storefront concept. Tenant signage shall be designed to compliment the overall Storefront and general building design as well as the broader design goals of the W7th Project. This Tenant Criteria Manual establishes standards of first class quality and design that will ensure compatibility of Tenant signage with the W7th architecture and character, as well as with adjacent Tenants. The Tenant Sign Criteria encourages Tenants to respond with creatively designed and expressive signs that communicate clearly and add vitality to W7th. Well-designed and implemented signs will benefit all Tenants by attracting customers, which directly result in increased sales.

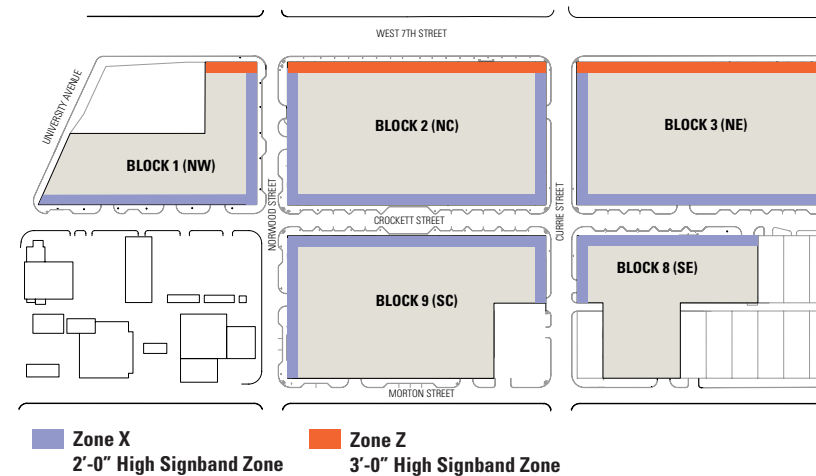
Landlord's Approval

All Tenant signs are subject to prior written approval by Landlord. Landlord reserves the right to reject any signage which, in Landlord's sole opinion, is inappropriate for W7th. All sign work for the Tenant will be done at Tenant's sole cost and expense. Tenant shall be fully responsible for the workmanship, installation and maintenance of Tenant's sign and the coordination of Tenant's sign contractor.

Signage Locations

If Tenant is located in Buildings at NC (North Center) or SC (South Center), refer Fig. 1, Tenant shall be allowed to install one illuminated primary sign (the "Primary Sign") over the Tenant's Storefront on the exterior surface of said Tenant's Demised Premises as identified by the terms of the Lease. Signs shall be parallel to and directly over the Storefront entry within the limits of Sign Zone A or Sign Zone B, but not both, as shown on the following page.

Tenant may choose only one (1) of the two sign zones to fulfill the primary sign allowance. Signs shall be limited to Tenant's Store Name letterforms and/or iconographic symbol set forth in Tenant's Lease. No other descriptive elements are permitted on the Primary Sign. Signage shall appear as individual letters and/or symbols. Exterior Tenant signage for Buildings at NC, SC and NE Blocks may be allocated and located at the discretion of Landlord for Tenant in excess of 10,000 square feet. Tenants in Building NE may be allowed signs per the conditional requirements set forth within this Tenant Criteria Manual, or shall be limited per the discretion of Landlord as identified within the terms of the Lease.





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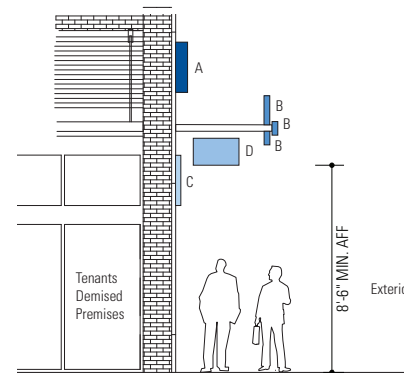
Design and Location Criteria

1. Sign Zone A - Wall Mounted Primary Sign.

Generally, a Primary Sign will appear in Sign Zone A, directly over the Storefront entry. Signage may appear anywhere within this vertical zone and must be parallel to the Storefront. Signs may have backgrounds that shall appear architecturally integrated into the overall Storefront design. Cabinet or box construction is not permitted. The horizontal dimension of the sign structure shall not exceed $x 1.5$ the width of the overall Storefront elevation and shall not exceed an overall vertical dimension of 2'-0". Provided the sign is mounted directly to the Storefront, the sign may extend to a maximum of 3'-0" outward beyond the Lease Line.



SIGN ZONE A: Sign Mounted Directly to building above Canopy and Tenant Storefront.
 SIGN ZONE B: Sign at Leading Edge of Tenants Structural Canopy.
 SIGN ZONE C: Storefront Transom Sign
 SIGN ZONE D: Blade Sign
 SIGN ZONE E: Address



SIGN ZONE A: Sign Mounted Directly to building above Canopy and Tenant Storefront.
 SIGN ZONE B: Sign at Leading Edge of Tenants Structural Canopy.
 Mount above, below or on front edge of canopy (chose one).
 SIGN ZONE C: Storefront Transom Sign
 SIGN ZONE D: Blade Sign

Storefront Signage Location Sign Zones A, B, C, D, E



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2. Sign Zone B - Primary Sign on Structural Canopy.

Tenant may choose to position the Primary Sign on the structural canopy, parallel with and flush to the leading edge of the canopy. The horizontal dimension of the sign shall not exceed 75 percent of the width of the canopy and no portion of the sign shall exceed beyond the maximum vertical dimension of 2'-0". Signs may have a background but must appear architecturally and aesthetically integrated with the canopy design.



3. Sign Zone C - Integrated Storefront Transom Sign.

Signs shall be non-illuminated and mounted directly to transom glass (cut-out) or a finished panel inserted within the limits of the transom mullion system only. Tenant will be allowed an internally illuminated fully integrated sign when Tenant elects to utilize Sign Zone C as the Primary Sign for the Tenant's Storefront design.



4. Sign Zone D - Blade Signs

Blade signs are encouraged for Tenant. Landlord will determine the quantity and requirements for blade signs. Storefront blade signs and vertical marquee signs shall be sized to their mounting area, and shall not obstruct or obscure other Storefronts or signs or significant Landlord building features. Refer to figures 5 & 6 in this section for more detailed information. Blade signs are required to have a decorative appearance that compliments the building façade and enhances the Tenant's Storefront image.





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5. Sign Zone E - Building Identification Sign

Freestanding Building facade exposed to W7th. Prohibited on interior street elevations.

With prior written approval by Landlord, if Tenant occupies more than 65,000 square feet of a freestanding building, Tenant may be allowed an additional sign mounted directly to the building face below the parapet. The sign shall be internally illuminated individual channel or reverse channel letterforms and/or iconographic elements. Letterforms are limited to a maximum vertical measurement of 4'-0" with the overall composed sign length not exceeding seventy-five percent (75%) of the building facade over the Demised Premises to which it is directly mounted. No element of the sign shall be positioned closer than 3'-0" to any building edge. Iconographic elements used shall not exceed a total area of 20 square feet.

6. Sign Zone F - Special Tenant Signage and Identification.

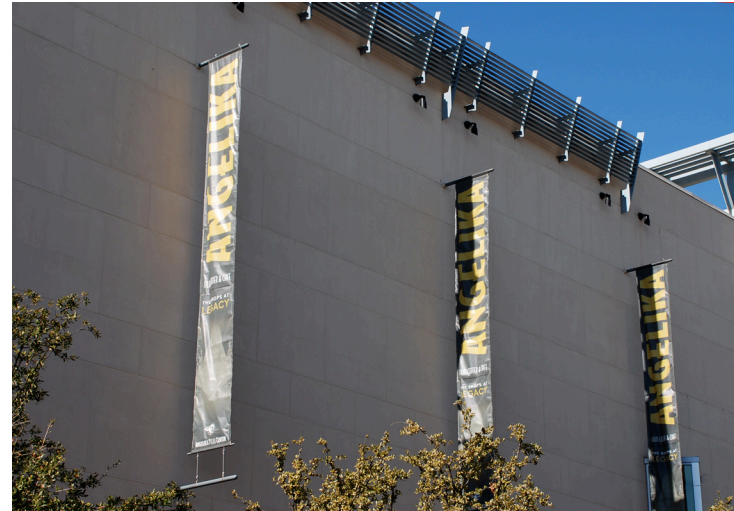
With prior written approval by Landlord, if Tenant's Demised Premises exceeds 15,000 square feet, Tenant may be allowed one (1) additional identity sign to be located beyond Tenant's Demised Premises. The sign location, design and size shall be determined by Landlord.

7. Sign Zone G - Column Mounted Sign.

Tenant may be allowed to mount one sign to the face of the exterior column directly in front of the Tenant's Storefront within the limits of Tenant's Demised Premises. The sign shall be non-illuminated, non-ferrous metal or stone with etched and in-filled logo and/or lettering. Sign shall have a 1" return and is to be mounted with non-ferrous concealed hardware/anchors. Tenant must receive prior written approval from Landlord for all such signage.

8. Sign Zone H - Vertical Signs & Banners (Above Street Level)

Vertical signs and banners and the armature that mounts to the building may project no further than 5'-0" from the face of the building. The overall length will be in proportion to and reflect the scale of the building facade and surrounding architectural elements. All banner signs are subject to prior written approval by Landlord.



9. Sign Zone J - Awning Sign/Canopy Sign

Tenant identification on front linear face of awning. Painted, embroidered, silk screened lettering/logo shall be proportional to the awning or canopy to which they are attached. Canopy signs may be pin-mounted to a canopy surface, or stood upright along a canopy edge.



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10. Sign Zone K - Window Vinyl Sign

To the extent Tenant's desire to provide Tenant identification on window, applied vinyl lettering/logo may be used to a maximum of 6" in height. Lettering/Logo to be centered side to side between window mullions (sign zone), a maximum of 4'-0" above finish grade. Alternate layouts are subject to Landlord's prior review and written approval.



11. Sign Zone L - Address Signs

Landlord will permit applied white vinyl 5" high numerals, refer to fig. 3, in a Univers 67 typeface indicating the Tenant's street address or suite number above the door(s) on the glass or opaque panel per the Tenant's Storefront design. This standardized address sign may be required by the applicable governmental authorities and/or Landlord to provide a means of identifying Store addresses for emergency purposes. Tenant is not permitted to place an address sign that does not meet this standard in material, type, size, and location.

Tenant Signage Requirements

1. Signage Overview

Fabrication techniques for signage:

Tenant's signage at W7th will be as creative and sophisticated as its surroundings. The following criteria has been developed to assist in creating a unique environment.

2. Preferred Signage

The following are the preferred materials, illumination and fabrication techniques for signage:

- Reverse channel, halo illuminated metal letters and graphics
- Non-Internally illuminated fabricated metal letters and graphics
- Dimensional cast metal letters and graphics, indirectly lit
- Remote illumination (Example: at canopy edge)
- Cast, fabricated, or painted metals
- Incised signing cast into or carved out of an opaque material, indirectly lit
- Stainless steel, perforated metal, wire mesh
- Cast, molded or fabricated 3D objects
- Open face channel letters with Exposed Tube Neon
- Cabinet or box sign



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3. Prohibited Signage

The following signs are prohibited unless otherwise noted:

- Flashing or animated sign
- Exposed skeleton neon signs applied directly to architectural facade
- Audible or odor producing signs
- Handwritten signs
- Freestanding signs
- Painted lettering on building face (brick/stone/metal)
- Exposed, unfinished aluminum
- Signage with an exposed raceway or electrical connections
- Advertising placards, banners, pennants, names, insignia, or trademarks, or other descriptive material affixed to or maintained on the glass panes, supports of the show windows and doors, or upon the exterior walls of the Storefront or the building in which the Demised Premises are located
- Surface mounted box or cabinet-type signs
- Cloth, paper, cardboard signs or signs of other temporary or non durable materials
- Stickers or decals around or on surfaces of the Storefront
- Exposed raceways

4. Office Signage

The following criteria has been established for W7th office signage and is designed to be complimentary to adjacent Storefronts and the overall design concept of W7th. Subject to the review and written approval of Landlord of the signage shall include the following:

- Internally illuminated sign cabinet with opaque routed background panel and individual push through acrylic lettering or opaque sign panel with pin mounted, reverse pan channel, halo illuminated lettering.
- Push-thru acrylic lettering shall be illuminated or halo illuminated (letter returns are illuminated).
- Face Illuminated individual channel letters (including transitional day/night sign faces. Surface mounted raceways are not allowed.

General Requirements

All signage is to be of the highest quality construction, which shall be fabricated in a qualified shop and installed with appropriate mounting techniques.

1. Cabinet or box signs are permitted only when totally recessed and integrated into the Storefront design. The cabinet or box may not exceed 36 inches in height. The background is to be composed of Storefront materials and be totally integrated with the design. Only letters shall be translucent on the sign face. The background must be opaque. Plastic faced sign panels will not be allowed. Signs must be of the highest quality design and construction. Seams are not permitted in the face of the sign cabinet. Light leaks are not permitted. Cabinet signs with the face panel routed out with acrylic laminated behind are not permitted. Push-through dimensional translucent acrylic letters that extend through the routed opaque sign face must be provided. Illumination is to be provided by neon or fluorescent lighting. Where rear access is possible, a rear access hatch is preferred to reduce visibility. Access from the exterior Storefront side or bottom of the sign for maintenance purposes is not



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permitted; access shall be from inside the store and concealed from view. In the event, the signage cannot be accessed from the interior of the Tenant's Storefront, the face panel is to be hinged to provide access for maintenance, or an access panel is to be located in an alternate concealed location with prior written approval by Landlord.

2. Silhouette-Illuminated Signs (Halo Type): The background surface for signs must be matt and opaque so as not to reflect the image of the neon (light source) contained within the letters. All neon (light source) must be fully concealed within the letters, so as to not be visible from any location accessible to the public. Letters shall be pin mounted at a distance that yields an optimal halo effect. Maximum depth from the face of the letter to the signboard is six inches and must maintain a one inch minimum spacing from the rear of the letterform to the background surface. Standoff brackets shall be mounted in the least visible location to support the letters. Standoff brackets and fasteners visible within the one-inch dimension between the background surface and the back of the letters shall be painted to match the background surface. Halo type signs used in outdoor locations will have a clear Lexan backing on the rear of the letters to prevent birds from nesting in the letters.
4. Non-Internally Illuminated Panels or Individual Letter Signs: Included types are dimensional panels with a textured design, such as dimensional letters or graphics pin mounted to the face of the Storefront area or base building façade with external, indirect illumination. Non-dimensional letters or graphics less than three inches thick are generally not permitted. Non-dimensional techniques include painting, silk screening, pressure sensitive vinyl, metal appliqué or glass etching. Exceptions to this requirement may be

allowed if such signage compliments the overall store façade design. Signs shall not be placed on a background material that detracts from the appearance of the sign. Supplemental lighting must be provided for appropriate signage visibility. The supplemental lighting must be incorporated into the façade design either as a concealed feature or as a design element (i.e. decorative accent fixtures or concealed fixtures mounted on a Tenant canopy that lights back towards the wall mounted signage). Such supplemental lighting shall be compatible with the existing base building façade lighting and is subject to Landlord's prior written approval. Dimensional letter signs or panels applied directly to transparent Storefront glass must have matching dimensional letters on each side of the glass to create a finished appearance from both sides of the Storefront glazing.

5. Tenant shall submit or cause to be submitted to Landlord for review and written approval before fabrication three (3) prints of its preliminary sign design, including colors and dimensions, and after preliminary approval, three (3) prints of detailed shop drawings indicating the location, size, layout, design and color of the proposed signs, awnings and banners, including all lettering, graphics and mounting.
6. All signs shall comply with all applicable laws regarding materials, electrical connections and general signage construction. Any permits that may be required by applicable governmental authorities shall be the responsibility of the Tenant.
7. All signs shall be constructed and installed at Tenant's expense.



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8. Tenant, at Tenant's sole cost and expense, shall be responsible for the fulfillment of all requirements of these signage criteria and shall submit samples of sign material, if requested by Landlord.

General Specifications

1. All electric signs and installation methods shall meet U.L. standards and be U.L.-listed. All illuminated signs shall remain on during W7th's normal operating hours and shall be controlled by an automatic time clock or control system connected to Tenant's power supply.
2. All cabinets, conductors, transformers and other equipment shall be concealed. Exposed raceways are not permitted.
3. All mounting hardware/anchors will be non-ferrous.
4. Electrical service to all signs shall be on Tenant's meter.

Location of Signs

Signs shall be permitted only in those locations outlined in this Tenant Criteria Manual, unless specifically approved in writing by Landlord and the appropriate governmental authority.

Design Requirements

1. Tenant's name shall be in their typeface and color that reinforces the Tenant's brand identity and provides sufficient contrast to the background or building color.

2. Background color of signs shall be in a color that reinforces the Tenant's brand identity and provides sufficient contrast to the Tenant's name.
3. All Tenant Storefront entrance identification designs shall be in accordance with this Tenant Criteria Manual, and shall be subject to prior written approval by Landlord. Imaginative designs, which depart from traditional methods, shall be encouraged.
4. Wording of Tenant's signs shall not include the name or type of product sold unless such is part of Tenant's Store Name or insignia unless prior written approval is obtained from Landlord.
5. Tenant shall have identification signs designed in a manner compatible with and complimentary to adjacent Storefronts and the overall design concept of W7th.
6. Tenant is required to have signs designed as an integral part of the Storefront design with letter size and location appropriately scaled and proportioned to the overall Storefront design. The design of all signs, including style and placement of lettering, size, color, materials and method of illumination, shall be subject to prior written approval by Landlord.
7. Each Tenant sign shall be designed to include a variety of materials, fabrication, or illumination techniques to achieve a unique result.



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Tenant Construction Requirements

1. All exterior signs, bolts, fastenings and clips shall be of non ferrous material, stainless steel, aluminum, brass or bronze. No black iron materials of any type shall be permitted.
2. All exterior letters or signs exposed to the weather shall be mounted two inches from the building wall to permit proper dirt and water drainage.
3. All metal letters shall be fabricated using full-welded construction.
4. Location of all openings for conduit and sleeves in sign panels of building walls shall be indicated by the sign contractor on drawings submitted for review and written approval by Landlord.
5. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight manner.
6. No labels will be permitted on the exposed surface of signs except those required by local ordinances, which shall be applied in an inconspicuous location.
7. Tenant shall be fully responsible for the actions and operations of Tenant's sign contractor. Tenant shall be responsible for the repair of any damage caused by Tenant or Tenant's sign contractor and agents.
8. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from the background panel; such anchorage shall be sleeved and painted to match sign color. Angle clips attached to letter sides shall not be permitted.

9. Exposed neon may be applied using minimally visible fasteners. Mounting options are limited to the following:
 - Mount inside open pan channel letters
 - Mount to the face, front edge or returns of reverse pan channel letters
 - Mount to the face or front edge of dimensional lettering.

Maintenance of Signage

1. Tenant signage must be maintained by Tenant at Tenant's sole cost and expense. Tenant shall replace torn and faded canvas signs. All lights on an illuminated sign must be in working order. Tenant must fix faded or broken items on all signs. A sign that has fallen into disrepair shall be replaced or fixed within thirty (30) days of Landlord notification. If Tenant fails to maintain such signage, the sign will be considered abandoned and the sign will be subject to removal by Landlord sixty (60) days after falling into disrepair at full cost and expense of Tenant.

Address for Signage Document(s) Submission:

Attn: Property Manager of W7th

SIGNAGE ELEVATIONS AND SAMPLES FOR WEST 7TH STREET TENANTS ARE ON THE NEXT PAGE.

