

**EXHIBIT "B"**

**ANCALA VILLAGE SHOPPING CENTER  
SIGN CRITERIA**

These criteria have been established for the purpose of assuring an outstanding shopping center for the mutual benefit of all tenants. Conformance shall be strictly enforced and any installed nonconforming or unapproved signs shall be brought into conformance at the expense of the tenant.

Landlord shall administer and interpret the criteria:

**A. GENERAL REQUIREMENTS**

1. Tenant shall submit or cause to be submitted to Landlord for approval before fabrication, two copies of detailed drawings covering the locations, size, layout, design and color of the proposed sign, including lettering and/or graphics.
2. All permits for signs and their installation shall be obtained by Tenant or its representative from the City of Scottsdale.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications.
4. Signs installed without written approval of the Landlord will be subject to removal and proper installation at the tenant's cost. Damages may be assessed to cover cost of repairs to sign fascia or removal of signage resulting from unapproved installations.

**B. GENERAL SPECIFICATIONS**

1. Painted lettering shall not be permitted.
2. Flashing, moving or audible signs shall not be permitted.
3. All electrical signs and their installation must comply with all local building and electrical codes.
4. No exposed conduit, neon, or tubing shall be permitted.
5. All conductors and other equipment shall be concealed in attic area.
6. No free standing monument sign will be permitted with the exception of directional signs, menu boards or free standing signs granted by special use permit by the City of Scottsdale.

**C. CONSTRUCTION REQUIREMENTS**

1. All exterior signs, bolts, fastenings and clips shall be of hot dipped galvanized iron or stainless steel. No black iron materials of any type shall be permitted. No exposed raceways will be permitted.
2. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance, which shall be applied in an inconspicuous location.
3. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
4. Sign contractor shall repair any damage to the property caused by his work.
5. Tenant shall be fully responsible for the operations of Tenant's sign contractor.

**D. DESIGN REQUIREMENTS: Wall Signage - All Tenants**

1. Signs shall be illuminated reverse pan-channel or pan-channel metal letters with plexiglas faces mounted to stucco fascia. (No exposed raceway)
2. Returns fabricated metal.
3. Letter returns shall match letter faces.

4. Plexiglas/Metal coloring to be one of the following:  
Corporate colors and letter style are allowed with Landlord approval.
5. 1" trimcap color shall be same as return color.
6. Internal illumination shall be neon or led.
7. Maximum size of all wall signs shall be determined by the following formula:  
  
One square foot of sign for each lineal foot of building elevation on which the sign is displayed. Maximum total size of all tenant signage will be one and one half times the lineal footage of the longest building elevation facing a public street.  
  
The maximum aggregate square footage of sign area for each in line shop space which is setback more than two hundred (200) feet from the road shall be calculated by multiplying one and one half (1½) times the length of longest elevation or length of storefront occupied by the Tenant. For premises less than two hundred (200) feet from the road, the maximum aggregate square footage of sign area should be one (1) square foot for each one (1) lineal square foot of storefront.
8. Letter Heights:
  - a. Shop Tenants (3 ft. sign band) and Pad Tenants:  
Maximum letter height shall be 36" for one line of copy. Maximum overall height of 36" for two lines of copy. Pad Tenants will follow the same criteria with the exception that a 36" maximum height for copy will be permitted.
  - b. Major Tenants (5 ft. sign band): Maximum letter height shall be 60" for one line of copy. Maximum overall height of 60" for two one-lines of copy. Major store (in line) requirements for wall signage may vary from the specifications in this section to match the prevailing criteria for tenant's other locations in Maricopa County.
9. Maximum length of sign shall be 75% of leased frontage upon which the sign is displayed.
10. Logos will be allowed, subject to Landlord approval of size, design and color.
11. Signage for the tenants in the Office Building that do not have street frontage will follow the same guidelines as the shop tenants, however, the locations will be per the attached exhibit.