

EXHIBIT B

GENERAL SIGN CRITERIA FOR SHOPPING CENTER

I. APPROVALS

1. Tenant must submit final sign shop drawings to Landlord for review and approval within 10 days after full execution of the Lease.
2. The sign submittal to Landlord must include final sign shop drawings with information on color, materials, size and installation and a scaled storefront elevation showing the proposed signage. If there are multiple signs, provide a key plan. When applicable, include details for the sign panel(s) for pylon or monument signs.
3. Each Tenant must ensure that all of its signs are in conformance with local sign ordinances and codes and applicable Shopping Center declarations and restrictions. When Landlord's requirements vary with local jurisdiction requirements and/or Shopping Center declarations and restrictions, the more restrictive guidelines govern.
4. The Landlord approved sign shop drawings must be used when applying for a sign permit.
5. All sign vendors and contractors must be approved by Landlord. Approved sign vendors and contractors must submit required insurance to Landlord prior to commencing any sign work at the Shopping Center.
6. All Landlord approvals must be in writing to be valid.
7. The installation of signage not previously approved by Landlord will be subject to Landlord review. Landlord will have the right to request changes to conform to Landlord's requirements.
8. Each Tenant shall be responsible for the costs of obtaining all permit(s) for its sign(s), and for the costs of manufacturing and installing its sign(s).
9. A copy of all sign permits must be submitted to Landlord prior to installation.

II. MANUFACTURING

1. All work shall be done in a good and workmanlike manner with all new materials and approved by Landlord.
2. All signs must be fabricated and installed according to national, local, building and electrical codes and electrical components must be UL approved. The UL label should not be visible to the customers.
3. All signs must provide access to transformers, dimming controls and local disconnect to service sign equipment.
4. All electrical penetrations through the storefront fascia for installation shall use PK housing. Other UL approved insulating sleeve must be approved by Landlord and local building codes.
5. All wiring, raceways, cabinets, attachments, labels, fasteners, transformers, ballasts and other

necessary equipment must be concealed from view.

6. All signs must be free of light leaks and properly sealed.
7. The Tenant's signage shall be mounted entirely on a raceway that matches the color of the fascia on which it is located. Landlord will specify colors and shall approve the design of the raceway mounting devices.
8. Aluminum returns or sides of letters and graphics shall be painted Lacryal 20-313E Duranodic or equivalent. Landlord must approve substitutions.
9. The weight of signage attached to fascia of Shopping Center shall be appropriate to the mounting device and façade material and structure of the Premises. Excess loads will require further investigation by a licensed structural engineer which shall be Tenant's responsibility.

III. ALLOWABLE SIGN LOCATION

1. For in-line spaces, the Tenant is allowed one sign for the storefront elevation of their Premises. For endcap or outlot spaces, the Landlord may permit more than one sign on a case by case basis. Rear signs are permitted only at the discretion of the Landlord.
2. The Tenant's signage shall be centered with respect to the width of the Tenant's total store frontage. The height of Tenant's signage shall be centered within the sign band pertaining to the Premises.
3. Location of sign panels for pylon or monument signs, if permitted by the Lease, is determined by the Landlord.

IV. ALLOWABLE SIGN STYLES (may vary by Shopping Center or building within the Shopping Center)

1. The following types of signs are allowed:
 - (a) Internally illuminated signage
 - (b) Individually formed metal channel letters and graphics / logo
 - (c) Reverse channel halo letters
 - (d) Contour shape cabinet with channel letters
2. The following types of signs are not allowed:
 - (a) Non-illuminated signage
 - (b) Exposed tube neon signs and open face channel letters with exposed tube neon.
 - (c) Freestanding, moving, rotating, flashing, animated or noise making signs.
 - (d) Internally illuminated awnings/canopies.
 - (e) Lettering painted directly on the fascia of Shopping Center
 - (f) Signs which are not professional in appearance.

V. ALLOWABLE SIGN SIZE

1. The area of a Tenant's sign will be limited to seventy-five percent (75%) of the Tenant's storefront sign band.
2. The Tenant shall be allowed up to two (2) square feet of sign face for each linear foot of the Tenant's store frontage.
3. Letter sizes shall be as follows:
 - (a) For storefronts up to thirty feet (30'): letters shall be maximum twenty-four inches (24") high
 - (b) For store fronts ranging from thirty feet (30') up to sixty feet (60'): letters shall be maximum thirty inches (30") high.
 - (c) Letters/logo may not encroach more than 36" from Tenant's storefront boundaries.

VI. GENERAL REQUIREMENTS

1. Signage is limited to Tenant's trade name and logo. Registered trademark symbols ®, sign manufacturer's name, stamps or decals are not permitted.
2. Each Tenant must develop a maintenance program to assure that its signage will always appear inviting to customers and enhance the overall appearance of the Shopping Center.
3. All signage must be fabricated and installed according to national, local building and electrical codes and must bear UL label.
4. All signs must be kept clean and in good operating condition.
5. Blade signs (signs perpendicular to the face of any building) are not permitted unless there is a Shopping Center specific blade sign program and the Landlord has approved such a sign for the Tenant.
6. No roof-mounted sign of any kind shall be permitted.
7. No flashing, moving or audible signs or beacons shall be permitted.
8. No temporary signs or banners shall be permitted unless specifically permitted by the Landlord in the Lease.
9. No flagpoles or trailer signs or portable signs shall be permitted.
10. LED or other energy efficient illumination sources are generally preferred.
11. All signs must have illumination control (i.e. dimming module or dimmer control switch) for possible adjustments to be made by Tenant and/or Landlord.
12. Electrical service to all signs shall be provided from the Tenant's meter, and it shall be the

responsibility of each Tenant to hire an electrician approved by Landlord to perform all required electrical work.

13. All signs shall be fully lit and operational from a minimum of dusk until 2:00 a.m., Monday through Sunday (seven days a week). A 7 day, 24 hour time clock on a separate circuit and wired to Tenant's meter is required.
14. Any required roof penetrations are subject to Landlord approval. If approved, the Tenant is required to use Landlord's approved contractor at Tenant's sole cost and expense.
15. During signage installation, repairs or maintenance any damage to building must be promptly restored to its original condition. This shall be done at the Tenant's sole cost and expense and to the satisfaction and approval of Landlord.
16. Upon vacating its leased premises, Tenant shall promptly remove its signage and restore the fascia to its original condition. This shall be done at the Tenant's sole cost and expense and to the satisfaction and approval of Landlord.
17. When appropriate to the design of the Shopping Center, the Landlord may make exceptions or changes to the sign criteria on a case by case basis and must be approved by the Landlord in writing. Tenant should contact Landlord prior to finalizing Tenant's sign plans to discuss specific requirements and specifications.