

Signage Criteria

Any required permits are the responsibility of the Tenant.

•Design Aesthetic

The appearance of signage on the storefronts is a very critical component in the design character of the storefront. Signage must be an integral feature of the storefront and must be designed to compliment the design of the overall façade. All signs must be approved in writing by the Landlord. Signage is limited to the Tenant's trade name as described in the lease. Logo's shall be permitted only if approved by the Landlord.

Three-dimensional signage with unique designs and positioning is encouraged.

•Quality Construction

All signage is to be constructed in a high quality manner with shop fabrication and painting. Mounting attachments, wiring, clips, transformers, labels, fasteners and other attachments shall be concealed from view. Light leaks are not permitted. All electrical penetrations through the storefront fascia for signage shall use PK housing or approved equal. Raceways connecting letter forms must be

concealed within the storefront construction. No visible screws or rivets can be visible from underneath signage. All enclosed mall storefront signs fabricated with plastic materials shall be fabricated of material with a matte finish. Acrycap retainers used at the perimeter of sign letter faces shall match in color and finish the face of the sides of the sign.

•Size of Signage

Tenants shall be allowed one primary sign per façade and should be used to accent the entry to the Tenant space. The sign shall be proportional to the scale of the storefront. The Landlord will carefully review any sign submitted to see if the scale is correct for the size of the Tenant storefront. Signage shall never exceed 70% of the width of the storefront. Maximum height of letter is 18", or a maximum height of 24" for capital letters, using upper and lower case letters. Tenants having corner locations with frontage on two or more elevations will be allowed to use signage on each elevation.

•Signage Illumination

The sign must work well with the architectural character of the façade. Signage must be individual internally illuminated box letters

and mounted on the tenant façade in an appropriate way on the wall or canopy. Access must be provided for transformer and local disconnect. Maximum brightness shall not exceed 100 foot lamberts.

•Blade Signage

Double-sided Blade signage mounted perpendicular to the storefront is encouraged only if it is appropriately scaled and located. Blades must be suspended on decorative brackets which complement the facade. Lowest point of the sign shall be a minimum of 8'-6" above finished floor.

Maximum sign area shall be 6 square feet and a minimum sign area of 4 square feet. Maximum thickness shall be 1-1/2". All

brackets shall be structurally designed to be mounted to the Tenant's storefront and not exceed more than 48" beyond lease line. Blade signs are permitted to have external light fixtures to illuminate their sign faces but must not cause glare to the mall concourse or adjacent tenants. Internal illumination is also permitted.

Blade signs may be fabricated from metal, wood and high-density foam. A 3-dimensional appearance is required with layered forms and letters. Tenant name and/or logo cannot be simply painted graphics or applied vinyl letters.

Materials, details and design for blade signs should display the unique character of each individual tenant.

•Window Signage

Appropriately designed window signs are permitted when they work well in the overall design in the opinion of the Landlord. Such signs shall be 6" or less in height and located in an appropriate manner on the Show Windows. The window graphic shall not exceed 15% of the glazed area.

These may include:

- Screen-printed, gilding and cut vinyl
- Logos, letter forms or other graphics that contribute to the tenant's identity.
- Individual pin-mounted 3-dimensional letter forms.

•Canopy Signage

Signage mounted on projected canopies is allowed. The Tenant's name or logo must be individual 3-dimensional letters either mounted to the face of the canopy or resting on top of the canopy.

•Awning Signage

Awning signs will be considered by the Landlord when the Tenant can demonstrate that the Awning sign would add to the overall identity and design character of the Tenant's storefront.

•Plaque Signage

Plaque Signs are dimensional panels located on walls, pilasters

or columns which would display the Tenant's name or logo. Fabrication materials and methods include:

- Etched or machined metal
- Deep etched glass panels
- Carved stone panels
- Cast metal with polished letters and dark filled backgrounds

•Landlord's Approval

Landlord's approval is required for all signage visible from the mall. Tenants shall provide design details for each sign and show them on all drawings submitted to the Landlord.

Shop drawings for all signs are required to be submitted to the Landlord for his approval. Shop drawings shall show elevations of each sign with dimensions, sections thru each sign, materials identified and called out, illumination systems, mounting systems and a color rendering.

•Signage Allowed

- Reverse channel letters with internal illumination
- Internally lighted individual box letters with acrylic faces
- 3-dimensional letters illuminated with exterior lighting.
- Decorative blade signage
- Show Window graphics
- Canopy Signage

Suspended Sign Panels

•Signage Not-Allowed

- Surface mounted, exposed cabinet or box signs
- Exposed tube neon signs
- Free-standing, rotating, moving, flashing or noise making signs.
- Vinyl, paper, cardboard or cloth signs.
- Vacuum formed luminous letters
- Signs painted directly on the storefront
- Signs which are not professional in appearance
- A-frame signage boards
- Signs painted on the exterior wall
- Any sign designed to be moved or relocated
- Balloons and inflatable signs
- Signs which emit sounds, odor or visible mater on which bear or contain statements, words or pictures of anything that could be considered obscene or pornographic.
- Sign letters mounted on and exposed raceway