

Case:
The Promenade at Frank Lloyd Wright Boulevard

THE PROMENADE AT FRANK LLOYD WRIGHT BOULEVARD

SIGN CRITERIA

This Sign Criteria has been established for the purpose of assuring an outstanding retail and shopping experience for the mutual benefit of the general public and of all tenants. Properly adhered to, the criteria will ensure that tenant identification is consistent in quality, and is compatible with the overall architectural character of the Shopping Center. It is intended that each Tenant provide an imaginative signage solution and each proposed sign will be evaluated on its design quality and compatibility with the surrounding building architecture.

Each Tenant and/or Tenant's Sign Contractor shall review the following information before proceeding with the design of their signage. Any non-conforming or non-approved signs shall be brought into immediate conformance at the expense of the Tenant.

Pederson / BVT Promenade Associates, herein referred to as "Landlord" shall administer and interpret the criteria:

A. GENERAL REQUIREMENTS

1. Tenant shall submit or cause to be submitted to Landlord for approval prior to fabrication, four (4) copies of detailed drawings specifying the location(s), size, layout, design, methods of illumination and color of the proposed sign(s), including letterstyle and/or any special logo graphics.
2. All permits for signs and their installation shall be obtained by Tenant or its representative from the City of Scottsdale prior to sign installation.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications of this criteria.
4. Any signs installed or placed by Tenant on the Premises or within the Common Area without the prior written approval of the Landlord will be subject to removal and/or proper installation at Tenant's cost. Tenant shall upon request of Landlord immediately remove any sign, advertisement, declaration, lettering or notice which tenant has placed or permitted to be placed in, upon, above or about the Premises, or in the Common Area, and which has not been approved in

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writing by Landlord, and if Tenant fails or refuses to do so, Landlord may enter upon the Premises and remove the same. Tenant shall be responsible for damages to cover the cost of repairs to sign facia or removal of signage resulting from non-approved installation. Tenant shall be solely responsible for any and all fines, duties and liens whatsoever imposed upon Landlord or the Shopping Center by any governmental body or agency having jurisdiction thereover pertaining to any sign which Tenant has placed or permitted to be placed in, upon, above or about the Premises which is in violation of any ordinance, rule, law, directive, regulation, requirement, guideline or order of such body or agency. Tenant agrees that the exterior signs of the Premises shall remain illuminated during the standard hours of operation of the Shopping Center established by Landlord.

5. The Tenant or Tenant's Sign Contractor shall review all architectural, structural and electrical documents as they relate to building wall and/or canopies and storefront details at the proposed location of signage prior to preparation of signage drawings and specifications. In addition, the Tenant's Sign Contractor should visit the project site to become familiar with as-built conditions and verify all dimensions at sign's location.

B. GENERAL SPECIFICATIONS / PROHIBITED SIGNS

1. Only signage provided for in this criteria and specifically approved by the Landlord pursuant to the Criteria shall be allowed.
2. Tenant shall cause its signage to be installed so that it is operative on or before the date the Tenant is required to open its store for business to the public in the Shopping Center.
3. The following signs are prohibited:
 - a. Conventional acrylic faced sign cabinets with applied copy on illuminated backgrounds.
 - b. Painted or hand lettered signs on building fascia or storefronts.
 - c. Flashing, moving or audible signs.
 - d. Luminous-vacuum formed type plastic letters.

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- e. Window signs except where specifically approved by Landlord.
- f. Inflatable signs or graphic devices.
- g. Freestanding attraction boards, posters or other permanent advertising devices.
- h. Paper, cardboard or Styrofoam signs.
- i. Freestanding monument signs for tenant identification, with the exception of on-site vehicular directional signs, or freestanding directory signs authorized by the City of Scottsdale.
- j. Signs with exposed neon tubing and raceways.
- k. Signs with gold or silver plastic trim cap that contrast with letter returns.

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.
- 2. No label 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. Tenant's 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.
- 6. All electrical signs and their installation must comply with all local building and electrical codes.
- 7. No exposed conduit, neon tubing or raceways shall be permitted.

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8. All conductors and other equipment shall be concealed in accordance to UL 48 specifications.

D. DESIGN REQUIREMENTS: Wall Signage - Major Tenants

1. All signage shall conform to specifications established in this "Master Sign Program" and approved by the City of Scottsdale and the Landlord. Specifications include size, placement, methods of illumination, colors and materials to be utilized in the construction and installation of tenant signage.
2. Maximum size of all permitted wall signs for any single major tenant shall be determined by the following formula:

The aggregate sign area for each major tenant shall be calculated by multiplying one and one half (1 1/2) times the length of longest elevation or length of storefront occupied by the tenant.

Each major tenant may place its signage on wall surfaces specifically designated for such use. The area for a major tenant's sign(s) may not exceed one and one half (1 1/2) square foot of sign area for each lineal foot of wall elevation upon which the sign(s) is/are displayed. In no instance shall any single sign exceed two hundred fifty (250 SF) nor shall the aggregate sign area permitted for the major tenant be exceeded.

3. Letter Heights

Maximum letter height shall be six (6') feet.

(M1 TENANTS ONLY)

4. Maximum length of sign shall in no instance exceed 80% of tenant's building elevation upon which the sign(s) is/are displayed.
5. Logos shall be permitted subject to City of Scottsdale and Landlord approval.
6. Fabrication Specifications
 - a. All letters and logos are recommended to be fabricated from a minimum .050 aluminum material. Letters may be up to 12" deep to facilitate self-contained methods of illumination. They shall be fabricated as pan channel letters and logos w/ illuminated acrylic faces, reverse pan channel w/ backlit illumination and/or combination

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face and backlit letters and logos. All letters and logos shall be painted in accordance to their corporate identification specifications.

- b. Letters and logos shall be internally illuminated. Exposed neon tubing and raceways are prohibited by City of Scottsdale sign ordinance regulations.
- c. Major tenants may utilize colors that are in accordance with their nationally recognized corporate identification specifications. The background wall color behind all signage elements shall be as specified, Color "P-5", ICI 213 "Red Clay".
- d. All major tenants shall be permitted to utilize their established letter style and logos in accordance to their corporate identification specifications.
- e. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.

E. DESIGN REQUIREMENTS: Wall Signage - In Line Shop Tenants

- 1. All signage shall conform to specifications established in this "Master Sign Program" and approved by the City of Scottsdale and the Landlord. Specifications include size, placement, colors and materials to be utilized in the construction and installation of tenant signage.
- 2. Maximum size of all permitted wall signs for any single in line shop tenant shall be determined by the following formula:

The aggregate sign area for each in line shop space shall be calculated by multiplying one and one half (1 1/2) times the length of longest elevation or length of storefront occupied by the tenant.

Each in line shop tenant may place its signage on wall surfaces specifically designated for tenant's use by the Landlord. The area for each tenant's sign may not exceed one and one half (1 1/2) square foot of sign area for each lineal foot of wall surface upon which the sign is displayed. In no instance shall the aggregate sign area permitted for the in line shop tenant be exceeded.

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3. Letter Heights

Maximum letter height shall be 24" for one (1) line of copy. Maximum overall height of 24" is available for two (2) lines of copy with a 4" minimum space between lines.

4. Maximum length of sign shall in no instance exceed 75% of tenant's leased frontage upon which the sign is displayed. Landlord shall designate the exact placement of tenant signage.

5. Logos shall will be permitted subject to City of Scottsdale and Landlord approval.

6. Fabrication Specifications

a. All letters and logos are recommended to be fabricated from .050 aluminum material. Letters shall be approximately 5" deep. They shall be fabricated as pan channel letters and logos with illuminated acrylic faces, reverse pan channel with backlit illumination and/or combination facelit and backlit letters and logos. It is the desire to enhance the visual appearance of the storefront with unique signage. All letters and logos shall be painted to compliment the colors utilized herein.

b. Letters and logos shall be internally illuminated by neon tubing. Exposed neon tubing and raceways are prohibited by City of Scottsdale sign ordinance regulations.

c. It is recommended that in-line shop tenant's signage, except national franchise tenants noted herein, shall utilize one (1) of the following acrylic colors:

| | |
|----------------|--------|
| Plexiglas 7328 | White |
| Plexiglas 2051 | Blue |
| Plexiglas 2283 | Red |
| Plexiglas 2465 | Yellow |

Logos may be multi-colored in accordance to tenant's design specification subject to Landlord and City of Scottsdale approval.

d. National franchise tenants with an occupancy of 1500 square feet or greater shall be permitted to use their corporate color specifications of exterior signage.

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- e. All tenants shall be permitted to utilize their established letter style.
- f. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.
- g. Vinyl lettering shall be permitted on the storefront glass, but will be restricted to the business name and hours of operation only. The maximum size of lettering shall be 2" for the business name and 1" for the hours of operation.
- h. Each tenant who has a non-customer backdoor for receiving merchandise may have their name applied to the door with 2" vinyl lettering. Position on door to be determined by Landlord. Color of vinyl to be determined by Landlord.

F. DESIGN REQUIREMENTS: Wall Signage -Specialty Shops

- 1. The future specialty shops at the Promenade shall cause to be submitted for separate City of Scottsdale approval, its individual exterior sign program for this project.

G. DESIGN REQUIREMENTS: Wall Signage - Pad Tenant(s) Future

- 1. Future Pad Tenant(s) shall cause to be submitted for separate Landlord and City of Scottsdale approval, its individual exterior sign program for this project.

H. DESIGN REQUIREMENTS: Freestanding Entry Wall Signs

- 1. The Promenade shall be identified on freestanding entry walls as submitted. All copy shall be individual reverse pan channel painted to integrate with the final building colors and design features.
- 2. Letters shall be backlit "halo" in addition to being ground illuminated with lighting fixtures that comply with city of Scottsdale lighting ordinance standards.