TENANT STORE DESIGN CRITERIA

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VI. TENANT SIGN DESIGN AND CONSTRUCTION CRITERIA

The purpose of the graphics and signage program for Dos Lagos is to ensure that the designs of Tenant signs are appropriate for the store and the surrounding context. Tenant signage is intended to enhance the Main Street/Town Center character of the project as well as convey the Tenant's branding and identity. This distinction warrants a unique and original approach to signage and graphics that encourage a lively outdoor atmosphere.

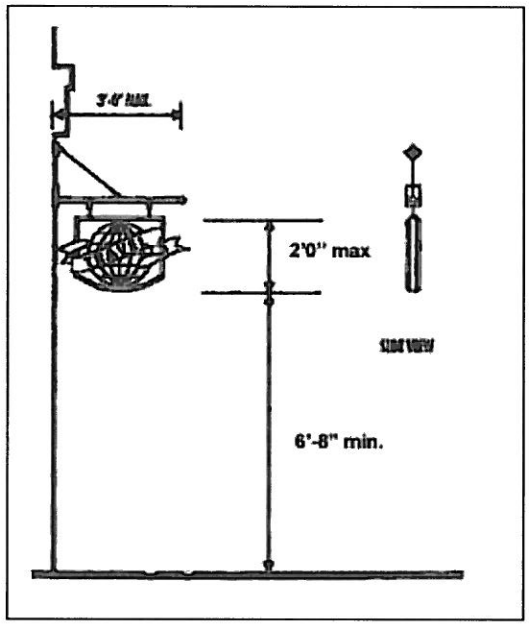
Sign Design Criteria

Storefront signs are the Tenant's first opportunity to engage the customers at Dos Lagos and should be seamlessly integrated into Tenant's storefront design. Artistic and imaginative sign designs that reflect this principle will enhance the overall retail and entertainment experience of Dos Lagos. Recognizing that most Tenant's' have made paramount efforts in creating a unique design and sign style is important, as is the fulfillment of meeting the artistic integrity of Dos Lagos.

- Wording of the signage shall be limited to the Tenant's trade name, and shall not include specification of merchandise sold or services rendered, regardless of Tenant "legal name." Logos may be permitted at the discretion of the Landlord.
- Except with the prior written approval of Landlord, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of the storefront or building.
- Stores with corner locations may place signage on both elevations, subject to these criteria.
- Allowed area for Tenant's store signage is calculated per the Planned Signage Program (PSP).
- In no case shall signage be placed within 24 inches of the adjacent demising wall.

1. Required Sign Types

- ***Primary Storefront Sign*** – to be located within Tenant's sign band approximately 8'-0" to 20'-0" A.F.F.



Tenant's blade sign is required to be dimensional and attached to Tenant's storefront construction.

- ***Storefront Blade Sign*** – attached Tenant's storefront bottom edge of sign is a minimum 7'-6" A.F.F.
- ***Primary Address Sign*** – numerals to be placed on the storefront with specified letter height and location
- ***Rear Door Address Sign*** – Tenant identification information to be located on rear service door

2. Allowable Primary Storefront Sign Types

Tenants may utilize a wide variety of sign construction types defined below for Storefront Signage integrated into their storefront. All signage must have three-dimensional character and be illuminated by a light source fully integrated with the architecture of the storefront. Among the signage types that may be considered are the following:

- Metal letters, back lit (halo effect). Letters must be a minimum of five inches (5") in depth, and must be projected from the fascia a minimum of 1-1/2".
- Internally illuminated channel letters, either open faced and unenclosed with exposed neon or enclosed with opaque sides and 1/8" Plexiglas plastic faces, luminous tubing illumination within letters. Letters should not be more than 6" in depth. The Plexiglas color will be approved on an individual basis. Letter returns shall be .09 Aluminum with .63 aluminum letter backs; returns shall be in contrast with sign faces. Trim cap, or equivalent, shall match letter returns or face.
- Signage cut out of a primary surface and illuminated from behind via "push-thru" lettering with a minimum of 3/4" acrylic material thickness. Cabinets for these types of signs should be integrated into Tenant's storefront design.
- Exposed neon luminous tubing with a maximum diameter of twelve millimeters forming letters or logo, will be considered on an individual basis. The backside of the neon tubing must be painted black to avoid a "double vision" look.
- Cast acrylic letters with embedded LED illumination (Halo Effect).
- Free standing dimensional letters illuminated via remote lighting (i.e., goose-neck fixtures, pin spots, or ledge lit).

Consideration will be given to internally illuminated sign housings having unique shapes and finishes with letters routed out and formed letters protruding beyond the routed out letter by no less than 3/4".

3. Storefront Blade Signs

Each Tenant will be required to construct and install a Blade Sign, conforming to the design specified herein. Only one blade sign will be allowed per Tenant. The Blade Sign area is included in the total Sign Area allowed by the City.

4. Primary Address Sign

Tenant shall display the suite number of the Premises to allow for precise identification of the Premises. The suite numerals of the Premises are to be applied second surface on the interior of the storefront glazing in the Landlord's standard numeral font for the shopping center and are to be located in accordance with code.

5. Rear Door Address Sign

If Tenant has a non-customer door for receiving merchandise, Tenant shall place only its suite number on said door, in a location approved in writing by Landlord's Tenant Coordinator. Numerals shall be vinyl appliqués, mounted first surface to the exterior face of the door and shall be in the Landlord's standard numeral font style for the shopping center. Where more than one (1) Tenant uses the same door, each suite number may be applied. Landlord's Tenant Coordinator may also specify the color and placement of the numerals on the door.

6. Glazing Signs

Signs applied to the storefront glazing must have the prior written approval of Landlord. If so approved, Tenant signs on storefront glass will appear in gold or silver leaf, or applied machine cut vinyl letters. All letters will be finished on the interior side of the glass with no mastic visible.

7. Prohibited Sign Types and Details

The following is a list of prohibited sign types, which is by no means comprehensive.

- Exposed neon expressed in a simple single or double stroke application.
- Signs with neon set in front of a clear or reflective surface.
- Registration "R" mark or trademark "TM" symbols, affixed either to sign or sign band.
- Signs employing luminous-vacuum formed plastic letters.
- Signs employing unedged or uncapped plastic logos or letters with no returns and exposed fastenings.
- Signs that employ animated, moving or flashing elements visible to the public outside the premises, including L.E.D. signage.

- Cabinet signs or "box style" signs with illuminated, translucent background and silhouette, translucent or acrylic letters held in place by a metal frame.
- Signs utilizing paper, cardboard, Styrofoam signs, stickers or decals hung around, on or behind storefronts applied to or located behind the storefront glazing.
- Sandblasted wood signs in natural wood finish with painted, raised letters and/or logos unless specifically approved in writing by Landlord - approval conditioned on Tenant filing a maintenance agreement with Landlord.
- No simulated materials (i.e., wood grained plastic laminates, Zolatone etc.) or wall covering permitted.
- Signs employing painted non-illuminated letters.
- Handbills, bumper stickers or other advertising devices on any vehicle parked in the automobile parking areas of the Center, whether belonging to Tenant, or its officers, employees and agents, or to any other person. Tenant shall not solicit or distribute, or cause to be solicited or distributed, any handbills or other advertising devices in the Center.
- No advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive or promotional material may be affixed or maintained on windows, glass fixtures and equipment or any other area of the storefront, including credit card signs.
- Multiple or repetitive signs or those using corporate shields, crests, logos, or insignia are permitted only with the Landlord's written approval, provided that these signs conform to other applicable criteria.
- Metal framed Box type signs with Plexiglas faces.
- Metallic trim cap on channel letters.
- Transformer raceways behind letters, between letters and sign band.

8. Sign Area Notes

Sign area shall be calculated by creating a "box" around the main body of Tenant's primary sign. Tenant's blade sign shall be included in the calculation to determine total sign area. All signage shall conform to the following requirements:

9. Dimensions Of Exterior Signs / Logos

Height Of Interior Sales Area Signs / Logos (Applicable only to signage visible from Landlord's common area.)

- Logos cannot exceed 30" square depending upon the application.
- Logos are not to exceed 20" in height.

Letter heights:

- Upper case letters not to exceed 18" in height.
- Lower case letters not to exceed 14" in height.

10. General Sign Criteria

The following is a list of general sign design and construction criteria:

Power

Electrical service to the Tenant's sign shall be installed by the Tenant and not be part of the Landlord's operating costs. The sign shall be controlled by a time clock. Electrical service to all signage to be on a time clock, on a separate circuit and wired to Tenant's' electric meter. Each Tenant sign must remain illuminated one-hour prior, during, and one-hour after opening hours.

- PK housing, (or other U.L. approved insulating sleeve approved by Landlord and local building codes), is required for all through wall penetrations and must be indicated on the sign shop drawings.
- All conductors, conduits, tubing, crossovers, transformers, wiring raceways, cabinets and other equipment must be concealed. Visible fasteners will not be permitted.
- All illuminated signage shall be UL listed and bear the UL label; their installation shall comply with all local building and electrical codes. UL labels shall be placed in accordance with approved display guidelines.

Illumination

Sign illumination can either be internal or external based on the overall design intent of the sign. The following are basic standards for sign illumination:

- All remote or external lighting shall be reviewed and approved by the Landlord prior to installation. Cut sheets for proposed fixtures must be submitted along with Tenant's shop drawings.

- Internally illuminated channel letters, with opaque sides and plastic faces, (3200K° - 3500K°) luminous tubing illumination within letters.
- Letters are to be individually illuminated. Where "Plexiglas" is used, color is to be determined on an individual basis. Trim caps are to match letter color.
- Exposed neon luminous tubing with a maximum diameter of twelve millimeters and operation current of 20 milli-amperes.

Details

The following details should be observed in the design and construction of Tenant's signage:

- Non-ornamental hardware used to attach sign to storefront may not be exposed to view.
- All exterior signage components (logos and all individual letters) shall stand off the face of the wall surface by a distance of ¼ inch. This shall be accomplished by the use of nylon spacers placed between the face of the wall and the back of the logo or Letter.
- Tenant may use Landlord bulkhead for lateral bracing only.
- Sign manufacturer's labels or other identification will not be permitted on the exposed surface of any portion of sign(s) except those required by local ordinance, which shall be in an inconspicuous location.
- Threaded rods or anchor bolts shall be used to mount sign letters spaced out from background pane. Angle clips attached to letter sides will not be permitted. All bolts, fastenings, and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze, and no black iron materials of any type shall be permitted.

Plan Submittal Guidelines

Prior to Tenant preparing calculations, designs, construction drawings, specifications and material submittals (collectively referred to as Tenant's Plans), which pertains to Tenant's work, Tenant's architect, contractor and engineers shall thoroughly familiarize themselves with all applicable jurisdictional building codes and all existing field conditions.

In-Line Tenant's and their Sign Contractor shall make a physical on-site inspection of the premises to verify the "as-built" location, conditions and physical dimensions of the premises. Failure to do so shall be at the risk and sole expense of the Tenant.

Tenant's plans shall be prepared in full knowledge of, and compliance with, all City, county, state and national ordinances, rules and regulations.

Within thirty (30) days after receipt of this criteria or 180 days prior to Tenant's lease commencement date (unless otherwise noted), Tenant agrees to submit fully detailed and dimensioned scaled preliminary drawings prepared at Tenant's expense.

The preliminary submittal is intended to acquaint Landlord's Tenant Coordinator with Tenant's basic design intentions and to correct any conflict with the design criteria prior to commencing with construction drawings. Simplicity and restraint in material selection is important; however, the material selection, its method of application, or its detail of construction, should be consistent with the criteria contained in the Design Criteria Manual for the Lifestyle Center.

11. Drawing Preparation

Each Tenant, at Tenant's expense, is required to design, fabricate, install and maintain a sign on the storefront. We encourage the Tenant to develop individual store signs in an imaginative and varied manner.

Tenant shall submit Sign Drawings including:

- Sign shop drawings for both exterior and interior signs, indicating sizes, materials, illumination, and construction and installation details.
- A full storefront elevation with dimensions indicating sign location(s).

Note: Drawings prepared by a contractor who is not licensed for the discipline in question will ***not*** be accepted.

Note: Due to the poor image quality of facsimile documents, drawings received via facsimile will ***not*** be reviewed.

12. Review Process

Landlord's Tenant Coordinator shall review Tenant's plans for conformance to the Lifestyle Center's design criteria. Landlord's approval shall not be deemed to certify that Tenant's plans comply with building codes and shall not relieve Tenant of the responsibility to verify all job conditions including, without limitation, dimensions, locations, clearances and property lines.

13. Landlord Approval:

All signs, both interior and exterior, visible from common areas must receive Landlord approval. The Landlord may reject any sign that, in their sole opinion, is not compatible with the aesthetics of the Lifestyle Center.

14. Submittal Requirements

Tenant's licensed sign contractor shall submit fully detailed and dimensioned Sign Shop Drawings directly to Landlord's Tenant Coordinator for approval prior to fabrication of signage. Drawings must be fully detailed and dimensioned, and shall include, but not be limited to, the following information:

- Three (3) sets of prints which show an elevation of the storefront including signage and graphics, showing all doors, architectural features, etc., and sections through the storefront.
- Detailed sections through building wall and Signage are required of all In-Line Tenant's. These fully detailed and dimensioned preliminary drawings shall be drawn to scale as noted:
- Storefront Plan, Elevation and Sectional views at 1/2-inch scale.
- Details of the Signage at 1/2 inch scale or larger.
- Storefront Signage at 1/2 Inch scale.
- Additional information noted below is required.
- One (1) material and color board for storefront paint scheme and signage, consisting of all interior and exterior materials and color chips shall be firmly applied to a 8 1/2" X 11" illustration board and clearly labeled.
- A color rendering of the proposed storefront elevation, including any graphics and signage, is encouraged. Any photographs of Tenant's existing storefront that relate to Tenant's proposed design should be submitted.
- Letter style and typeface specifics.
- Color and finish qualities of all portions of signage.
- Material specifications and thickness.
- Transformer specifications, including input and output voltage of transformers. Note that PK housing, (or other U.L. approved insulating sleeve approved by Landlord and local building codes), is required for all through wall penetrations and must be indicated on the sign shop drawings.
- Locations of service switches, access panels and transformers.
- Neon tube specifications, including color and dimension (in mm) of tubes to be used.

- Type of lamps.
- Wiring specifications.
- Mounting hardware.

15. Incomplete Submittals

Failure to provide the required information will be cause for return of the tenant's submission with no review. Tenant's submission must be complete in order for Landlord's Tenant Coordinator to make a comprehensive review, and to prevent the Tenant's Architect from continuing work on an unacceptable storefront design.

16. Corrections To Drawings

Landlord's Tenant Coordinator shall notify Tenant's Architect of the matters, if any, in which said preliminary drawings fail to conform to the design criteria contained within these criteria. One set of prints marked with the Landlord's comments shall be returned to Tenant's Architect. Immediately after receipt of any such notice from the Landlord's Tenant Coordinator, Tenant's Architect shall make the necessary revisions to the drawings as required to obtain Tenant Coordinator's approval and shall resubmit two (2) sets of prints of revised preliminary drawings to Landlord for preliminary approval.

Construction Requirements

- Tenant shall obtain all permits and plan check fees for sign design and installation, at Tenant's expense.
- All metal letters shall be fabricated using full-welded construction.
- The sign contractor on drawings submitted to the Landlord shall indicate location of all openings for conduit sleeves and supports in sign panels of building walls. Sign contractor shall install signage in accordance with the approved drawings.
- Tenant's sign contractor shall repair any damage to any work caused by his work.
- All sign installation will be coordinated with the Landlord prior to initiation of any work by the Tenant and/or his subcontractors.
- Tenant is responsible for managing the Tenant's sign contractor.

Pad Tenant Signage

Pad Tenant's are subject to the same sign criteria as in-line Tenant's, with the following variations:

- Allowable sign area is calculated in the same manner, except that Leaseline width is replaced by façade width; sign height restrictions remain the same.
- Two façade-mounted signs are allowed per pad tenant, subject to jurisdictional approval and Landlord's review.
- Pylon signs are not allowed for any Tenant's, anywhere on the site.
- Monument signage and/or signage affixed or adjoining the project identity entrance signage is not available.
- Freestanding branding iconography or monuments located on, or immediately adjacent to, the pad will be considered for review on an individual basis, subject to jurisdictional approval.