



TENANT SIGN CRITERIA

SIGNAGE CRITERIA OVERVIEW



Signage is an integral design feature of the Tenant's storefront. Tenant signage shall be designed to complement the specific tenant's storefront and general building design and support the master plan for Summit Orchards.

The purpose of this section is to define and specify all exterior signage criteria for Summit Orchards. Each Tenant shall provide a signage package for its space.

All sign packages shall be submitted in electronic format to Landlord or its Architect for approval prior to fabrication and installation. If the plans are disapproved by Landlord, Tenant shall resubmit them within fifteen (15) days from date of the notice of any disapproval by Landlord or its Architect until such plans are finally approved by Landlord.

The cost of the fabrication, permitting, and installation shall be the responsibility of each individual Tenant/User. Sign construction is to be completed in compliance with local building code requirements and sign ordinances, and the instructions, limitations, and criteria contained in this manual. In the event of any conflict between the following signage requirements and local governmental ordinances, the more stringent will prevail. Upon written notice from Landlord, Tenant agrees to take such actions as may be necessary to comply at Tenant's expense, with applicable requirements.

The Landlord must approve all Tenant signage intended to be visible from outside of the Tenant Premises. Any exterior sign or sign panel that extends above any roof line constitutes a variance. The Landlord must specifically approve any deviation from the Signage Criteria in writing.

Tenant signage shall be limited to the Tenant's approved Trade Name as stated in the Lease. The use of a corporate logo or other established corporate insignia shall be permitted only if specifically approved in writing by the Landlord. Tag lines or identification of specific products or services are not permitted.

All signage is to be of the highest quality construction. Shop fabrication and painting is required. All attachments, labels, fasteners, mounting brackets, wiring, clips, transformers, disconnects, lamps, and other required mechanisms must be concealed from view. Light leaks are not permitted and sign company labels and stamps must be concealed from view, unless Code requires labels to be visible from below. The Tenant's electrical contractor must be licensed and must perform all electrical connections for Tenant signs.

Municipal Signage Requirements

All signs shall comply with applicable codes regarding materials, electrical connections, overall size, and general signage construction. Any permits that may be required by the Jurisdictional Authority shall be the responsibility of the Tenant.

Signage Size and Quantity

Tenants larger than 5,000SF shall be allowed one primary sign per each distinct store elevation; maximum of two signs. Primary sign is to be located so as to accent the main entry of the store, not be larger than 10% of building facade and 6'-0" maximum letter height. Any additional, subordinate signs shall be clearly proportioned so as not to compete with the primary signage. Projecting signs over and under canopy are limited to 6 SF. A second sign is permitted on the back or side of building. This sign

shall not have letters taller than 3'-0" and not be larger than 10% of the leased area wall.

Tenants smaller than 5,000SF are allowed one sign per facade to a maximum of three attached signs with 4'-0" maximum letter height and/or 10% of building facade for awning, canopy, or wall. Projecting signs over or under canopy are limited to 6 SF.

The Tenant's storefront signage shall be proportional to the overall storefront and building facade design. Landlord will closely review all signage to confirm the proper relationship between signage and facade.

Signage Location

Since the Landlord approved location for Tenant signage will depend on specific design conditions and varying base building facade details, the approved signage location shall be determined based on consultation with the Landlord's Architect.

The location of the signage shall specifically coordinate with the Tenant's storefront entry location, awnings, canopies, the character of the base building facade, and other contextual design features.

The Tenant shall locate the main sign on the Tenant's storefront construction or immediately above the Tenant's storefront on the base building facade in accordance with Landlord's approved location. Tenant signage shall not be placed on top of, or over, base building design elements (i.e., second level windows).

Secondary Signage

Decorative secondary signage, such as blade signs, signage on awnings, decorative icons, and small repetitive window signage, is encouraged provided such signage compliments the overall Tenant facade design and the base building district design theme without violating any municipal ordinances.

Landlord's Approval

Tenant shall provide design information for all signage on all preliminary and working drawings submitted to Landlord for review.

Signage Shop Drawings

Signage shop drawings submitted by the Tenant shall provide complete information for the Landlord to understand the signage design and appearance. Fabrication or installation of the Tenant's signage shall not commence before the Landlord's approval of the signage shop drawings is secured. Submitted signage shop drawings shall provide the following information:

- Type and size of all signage and lettering.
- Scaled and dimensioned elevation of the store illustrating each sign location.
- Section or sections through the sign.
- Identify the materials, color scheme, fabrication techniques, illumination, and mounting system.
- Photographs of similar wherever possible.

Permitted Signage Types

- Individual metal channel letters with illuminated Plexiglas faces.
- Halo type illuminated signs (reverse channel letters) with LED illumination. LED colors and suppliers must be reviewed by the Landlord – particularly white since the brightness levels can be highly variable.
- Non-internally illuminated panel sign or individual pin mounted dimensional letters with accent lighting where required (letters or panel shall be minimum 3" thick).

- Decorative blade signs – such signs are required to be dimensional. Flat panels with only painted or vinyl graphics are not allowed.
- Lettering on awnings or decorative canopies.
- Small, adhesive or painted lettering on storefront glazing.

Signage Not Permitted

- Exposed or surface mounted box or cabinet type signs, or any signage with an exposed raceway or electrical connections. However, in certain circumstances this may be acceptable in a limited basis for logos or branding purposes.
- Suspended internally illuminated panel signs behind storefront glass.
- Exposed neon tube signs, either in front of or behind the Tenant storefront, where the bare neon tube is fully exposed and not an integrated part of a more intricate, thematic sign are not permitted. Specifically, single line neon lettered signs such as “open” signs are not permitted.
- Freestanding, moving, rotating, flashing, noise making or odor producing signs.
- Roof-mounted signs.
- Signs that are not professional in appearance.
- Cloth, paper, cardboard and other large stickers, decals, or other temporary looking signs on or around the storefront surfaces.
- Temporary signage or banners and associated eye bolt anchors.

SPECIFIC SIGN TYPE CRITERIA

Internally Illuminated Channel Letters Signs

- The background surface of the sign is to be opaque and not reflect the illumination or image of lamps behind letters.
- The color of the channel returns must match the color of the letter faces.
- All LED must be fully concealed within the letter so it is not visible to the public.
- The rear and sides of the letter shall be opaque.
- Flanges/brackets shall be mounted concealed from public view.
- Halo-type signs used in outdoor locations shall have closure backing on the rear of the letters to prevent birds nesting in the letters.

Non-Internally Illuminated Panels or Individual Letter Signs

- Included types are dimensional panels with a textured design, such as a carved wood sign OR dimensional letters or graphics pin mounted to the face of the storefront area or base building façade with external, indirect illumination.



- Non-dimensional letters or graphics less than 3" thick are generally not permitted. Non-dimensional techniques, which include painting, silk-screening, pressure sensitive vinyl, metal appliqué or glass etching are generally not permitted. Exceptions to this requirement may be allowed if such signage compliments the overall store façade design.
- Signs shall not be placed on a background material that detracts from the appearance of the sign.
- Supplemental lighting must be provided for appropriate signage visibility. The supplemental lighting must be incorporated into the façade design either as a concealed feature or as a design element (i.e. decorative accent fixtures or concealed fixtures mounted on a Tenant canopy that lights back towards the wall mounted signage). Such supplemental lighting shall be compatible with the existing base building façade lighting and is subject to Landlord's approval.
- Dimensional letter signs or panels applied directly to transparent storefront glass must have matching dimensional letters on each side of the glass to create a finished appearance from both sides of the storefront glazing.

Internally Illuminated, Fully Integrated Cabinet Signs

- Signs shall be fully integrated into the storefront design concept. Cabinet sign if landlord approved, shall be recessed so that the face of the cabinet sign is flush with the surrounding storefront material, or otherwise incorporated into the design.
- The size of the sign cabinet and the design of the face materials are to be integrally designed into the appearance of the store façade.

- Only letters shall be translucent on the sign face. The background must be opaque. Plastic faced sign panels will not be allowed.
- Signs must be of the highest quality design and construction. Seams are not permitted in the face of the sign cabinet.
- Light leaks are not permitted.
- Cabinet signs with the face panel routed out with Plexiglas laminated behind are not permitted. Push-through dimensional translucent Plexiglas letters that extend through the routed opaque sign face must be provided. Illumination is to be provided by LED, or fluorescent lighting.
- The face panel is to be hinged to provide access for maintenance, or an access panel is to be located in an alternate concealed location. Where rear access is possible, a rear access hatch is preferred to reduce visibility.

Face Illuminated Channel Letters

Face illuminated channel letters shall only be allowed for signage facing a public right-of-way, or parking areas where such signage is specifically controlled by the Municipal Signage Requirements.

All such letters shall be evenly illuminated and directly mounted to the building façade in the required location.

Signage on Required Exterior Awnings and Canopies

Tenant installed awnings or canopies shall be appropriately designed to resist deterioration due to weathering and shall be in compliance with the criteria.

Tenants are encouraged to apply signage or graphics to the apron of their canvas awnings as part of a comprehensive signage design for the Tenant façade. The Tenant must balance the proportions of the various signs permitted so that only one sign is considered the primary sign and

other opportunities are clearly secondary and used only to reinforce Tenant identity and branding.

The Tenant may, in lieu of one large building mounted sign, choose to repeat their approved Trade Name on each of a series of awnings or canopies above their storefront openings as long as the size of the lettering is not cumulatively larger than the area for a standard primary sign as measured by local jurisdiction.

Where Landlord has provided structural canopies over the Tenant storefront, the opportunity exists to position the Tenant sign either mounted over, suspended under, or face-mounted, to the front edge of the canopy. This approach supports the thematic goals of Summit Orchards and is encouraged, but must be specifically approved in writing by the Landlord.

Blade Signs

Store façade blade signs are allowed where such signage adds to the design environment of the public walkway area and to the building facades overall. Blade signs are required to have a decorative appearance that compliments the building façade and enhances the Tenant's storefront image. The blade sign size and location must comply with the maximum projection requirements stated below and must be generally proportional to the Tenant façade.

- Minimum height to bottom: 10'-0" of the projecting element, and 8'-0" for under canopy.
- Horizontal projection requirements: Maximum Projection 4'-0", Minimum Projection 1'-0".

Horizontal projection requirements are measured from the Lease Line. No projection will be permitted to impede the flow of emergency vehicles.

The Tenant blade sign may be an iconic representation of the products and services offered. For instance, a bakery

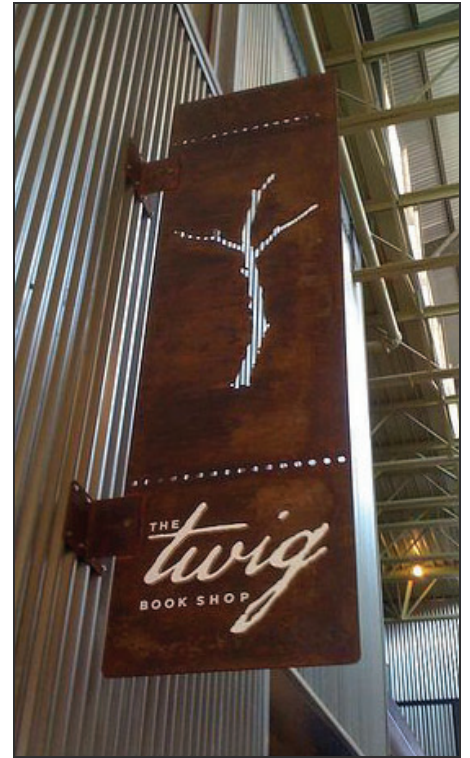
might have a large pastry as an iconic blade sign, provided that the design is approved by the Landlord in writing.

Decorative elements such as iron brackets or three dimensional sculptural panels are encouraged unless otherwise standardized. Flat panels with painted or vinyl graphics are not allowed. The Tenant's blade sign can be internally illuminated. All criteria that apply to other internally illuminated sign types apply in this case. The mounting height of the blade sign can extend higher than the Tenant's leased premises storefront, provided that the base building elevation can accommodate the location and there is no interference with base building architectural features or glazing.

Storefront Address Signs

In addition to Show Window graphics, a standardized address sign may be required by the Jurisdictional Authorities and/or the Landlord to provide a means of identifying store addresses for emergency purposes. Tenants are not permitted to place an address sign that does not meet this standard in material, type, size, and location.

ACCEPTABLE SIGNAGE EXAMPLES – BLADE TYPE



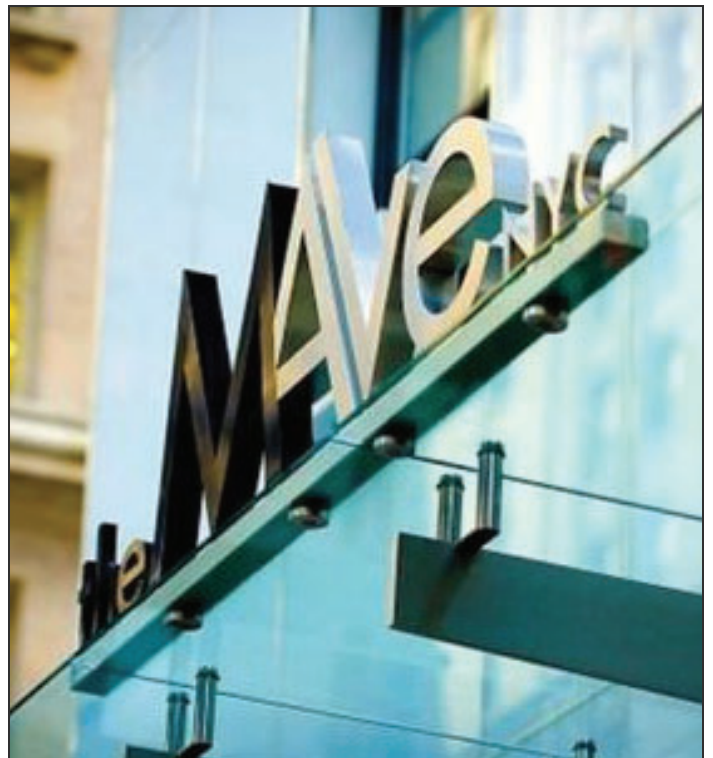
ACCEPTABLE SIGNAGE EXAMPLES – FACADE TYPE



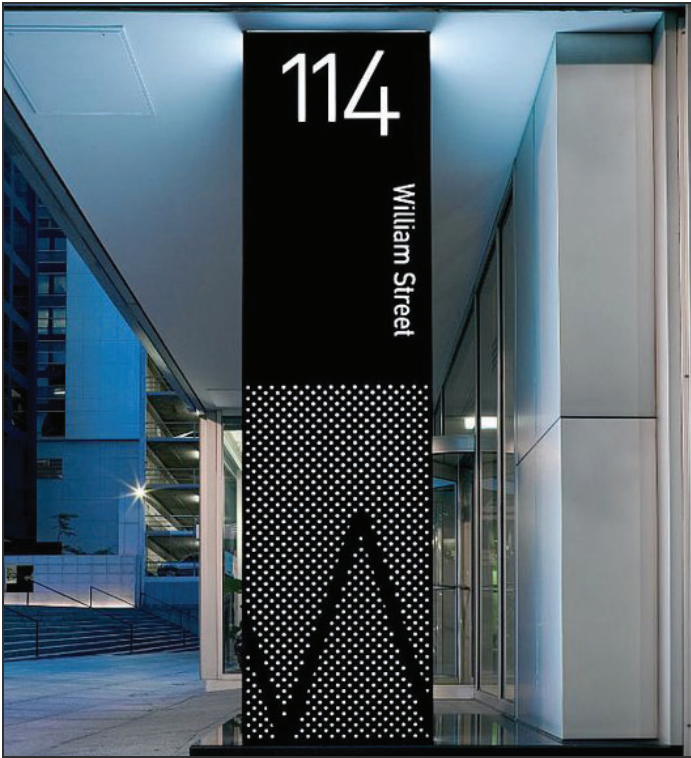
ACCEPTABLE SIGNAGE EXAMPLES – BACK-LIT TYPE



ACCEPTABLE SIGNAGE EXAMPLES – CANOPY TYPE



ACCEPTABLE SIGNAGE EXAMPLES – ADDRESS



NON-ACCEPTABLE SIGNAGE EXAMPLES

