

## VII. SIGNAGE AND GRAPHICS

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### INTRODUCTION

Tenant signs are vital to the successful functioning of the shopping center. Uncontrolled signs can create a verbal jungle and fail in their goal to communicate effectively. The ultimate goal is to produce a colorful collage of signs that inform, delight and stimulate the shopper.

All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image. Due to the variety of architectural treatments within Metrocenter shopping center, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. Each proposed sign will be evaluated on its originality and compatibility with neighboring signs, and its overall image within the shopping center.

The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria and the aesthetics of the shopping center. Exceptions to these specifications are extremely rare and must be approved in advance by the Landlord. As with all undertakings, the ultimate success depends on the positive contribution of all participants.

### GENERAL REQUIREMENTS

The following requirements apply to all Tenant signs within the center:

1. Imaginative signs utilizing a variety of materials are encouraged. Adaptation of current sign practices may be necessary in order to comply with the criteria.
2. Landlord approval of sign shop drawing submittal is required prior to fabrication or installation.
3. Sign wording is limited to the Tenant trade name and shall not include specification of merchandise sold or services rendered, regardless of Tenant's legal names. Corporate crests, logos or insignia may be acceptable pending Landlord approval and provided they are part of Tenant name.
4. One sign is permitted per store frontage. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two signs or one sign on a diagonal corner.

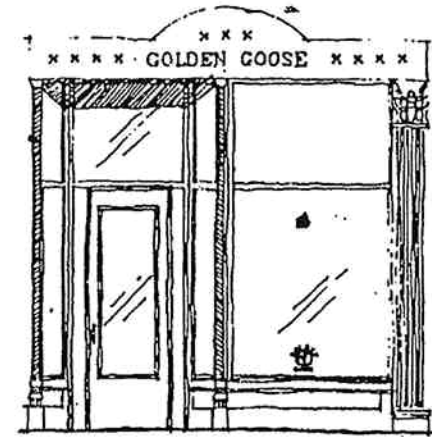
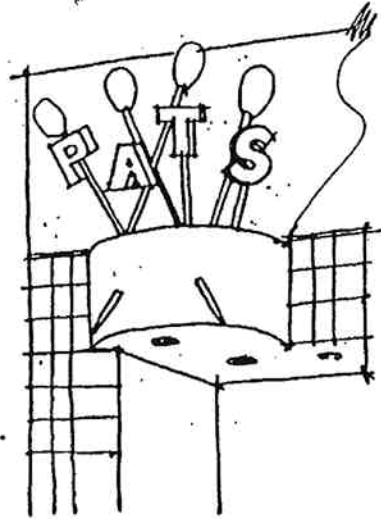
## Signage and Graphics - continued

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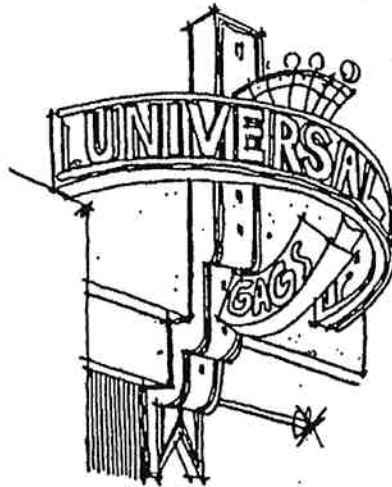
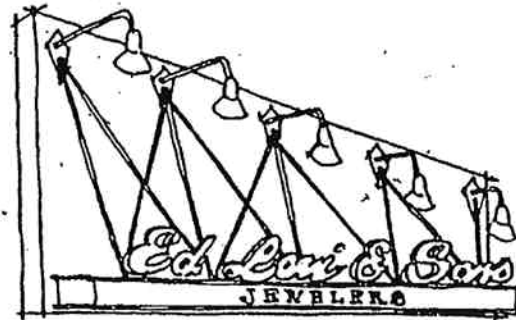
5. Signs shall be designed as an integral part of the storefront with letter size and location proportional to the overall storefront design and in compliance with design district criteria.
6. Signs may project up to 6" beyond the face of the storefront finishes. Signs must be within the limits of the Tenant premises.
7. Horizontal sign length may not exceed 65% of the store frontage. Additionally, signs must be at least 6" from the top and 36" from the sides of the storefront.
8. Maximum height of:

All Caps	16"
Two-size letters	18" leading letter
	12" remaining text
9. Signs are to remain on during shopping center business hours. Signs are to be controlled by a time clock and must be on a separate circuit from other lighting.
10. Advertising placards, banners, pennants, names, insignia, trademarks and other descriptive material may not be attached to the storefront or glazing.
11. Backlit components must be contained wholly within the depth of the letter. Maximum brightness may not exceed one hundred foot Lamberts.
12. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed from view.

## Signage and Graphics - continued



*Storefront Glazing Sign*



*Example Sign Illustrations*



*Open channel Neon*

## Signage and Graphics - continued

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### STOREFRONT WINDOW SIGNS

If the Tenant wishes to provide additional tenant identity, it is to be located at the pedestrian level using storefront window signage. Storefront window signs may be either the Tenant's logo or name.

- Window signs may consist of lettering and/or logos applied directly to storefront glazing.
- Glazing signs are to be gold leaf, reverse-reading and applied directly to the interior of the glass surface.
- Maximum allowable area is 144 square inches.

### NEON SIGNS

Because neon is an exposed light source, the Tenant must take particular care that neon sign designs are well-detailed and quality fabrication.

- Glare from neon is not allowed.
- Backs of exposed neon tubes are to be blacked out.

- Rheostat controls are to be integral with transformers for Landlord adjustment.
- No skeleton neon. All neon is to be backed by a non-reflective architectural shape or an open metal channel outlining it.
- Grommets are to be provided at all fascia penetrations and must complement fascia finishes.

### THRESHOLD SIGNS

In addition to storefront signs, Tenants may incorporate signs into their entry way flooring. Landlord will review threshold signs on an individual basis.

- Threshold signs are to be graphics comprised of logos, crests and accent.
- Finish is to be flush with adjacent materials and consistent with entry flooring quality.
- Recommended materials are wood, tile, stone, metal and terrazzo inlays.

## Signage and Graphics - continued

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### RECOMMENDED SIGNS

- Reverse channel, halo or backlit letters
- Exposed neon recessed in open metal channel letters
- Internally illuminated routed fascia with plexiglass letters pushed through (1/2" minimum exposure)
- Edge-lit, sandblasted glass (continuous light source - no spot lights)
- Cast metal letters, pegged-off or flush with surface (3/4" minimum thickness if flush)
- Gold leaf on glazing, metal, stone or wood
- Silk-screen on glazing, metal, stone or wood
- Externally illuminated signs are subject to Landlord approval. Light fixture cut-sheets must be submitted with sign shop drawings.
- Recessed and flush-mounted "can" signs that are completely integrated into storefront form and are not readily discernible as can signs.

### PROHIBITED SIGNS

- Internally illuminated plex-face channel letters
- Vacuum formed or injection-molded plastic signs
- Cabinet or "can" signs with illuminated translucent backgrounds and silhouetted letters
- Exposed skeleton neon applied directly to fascia element
- Temporary or "sales" signs attached to storefront
- Freestanding tripod signs
- Flashing, scintillating, moving, sequencing, audible or odor-producing signs
- Paper, cardboard, styrofoam signs
- Credit card and advertising placards, decals, stickers or trademarks
- Manufacturer labels
- Carpet or rubber entry mat signs
- Internally illuminated awnings
- Other signs deemed unsuitable by the Landlord

## Signage and Graphics - continued

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### MENU BOARDS

Food Service Tenant menu boards must exhibit a high level of design quality and detail consistent with other signage. Illuminated and framed menu boards are permitted only at the back wall or soffit of the Tenant space and are subject to Landlord approval.

- Menu boards are to be permanent elements within the lease area. They are to be built into the wall surface and trimmed to enhance the finished appearance.
  - Text is to be permanently affixed to its backing through the use of hand-lettered or silk screened paint, individual die-cut vinyl letters or etching.
  - Some changeable word systems may be permitted with Landlord approval.
  - Acceptable backing materials include metal, wood, acrylic, glass, and limited use of seamless plastic-laminates.
  - Creative presentation of prepared food photographs may be interspersed with text panels.
- Maximum size – 36” high for a total of 30% of total counter length. *Subject to proportion of storefront.*
  - Limited use of “specials” boards with grease pencil or chalk applications are acceptable when they are integral with and complementary to the entire storefront design.

### PROHIBITED MENU BOARDS

- Surface-mounted “can” or cabinet style.
- Sign panels of advertising transparencies in addition to those incorporated with text panels.
- Food supplier product names or advertisements.

## Signage and Graphics - continued

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### SIGN CONSTRUCTION / INSTALLATION

- Tenant is responsible for all signs, permits, power sources, connections and installation.
- All raceways, transformers, ballasts, p.k. housings, conduit, boxes, electrode boxes and other wiring shall be concealed from public view.
- Exposed crossovers between letters or words are not permitted.
- Metal sign materials, fastenings and clips of all types shall be hot dipped galvanized iron, stainless steel or brass. Black iron materials of any type are not permitted.
- Labels on exposed sign surfaces are not permitted, except those required by local ordinances. Any required labels must be inconspicuous.
- All electrical sign components must be U.L. labeled.