

**TAFT HILLS PLAZA
SHOPPING CENTER SIGN CRITERIA**

EXHIBIT "D"

A. GENERAL REQUIREMENTS

1. Tenant shall submit to the owner for approval before fabrication at least two copies of the detailed drawings indicating the location, size, layout, design and color of the proposed signs, including any graphics; one of said copies shall have a color strip depicting the exact colors to be used.

2. All permits for signs and installation shall be obtained by the tenant or his representatives.

3. All signs shall be constructed and installed at tenant's expense.

4. Tenant shall be responsible for the fulfillment of all requirements of these criteria.

B. GENERAL SPECIFICATIONS

1. Only individual illuminated letter display shall be allowed.

2. All signs shall be constructed as per enclosed construction requirements and attached construction detail.

3. No animated, flashing or audible signs will be permitted.

4. No exposed lamps or tubing will be permitted.

5. All signs shall bear the UL label and their installation shall comply with all local building and electrical codes.

6. No exposed conduit will be permitted.

7. Electrical service to all signs shall be on tenant's meter.

8. Owner shall control the period of illumination; any change shall be approved in advance by owner.

C. LOCATIONS OF SIGNS

1. Tenant shall be permitted to install one illuminated sign on the tenant's front fascia, not to exceed two signs.

2. Illuminated exterior signs are limited to the fascia immediately above the storefront and shall conform to design requirements.

3. Any additional signage must have landlord's approval.

D. DESIGN REQUIREMENTS

1. All tenant sign designs shall be subject to the approval of the owner.

2. Wording of sign shall not include the product sold except as part of tenant's trade name or insignia without the prior written approval of the owner.

3. Tenants are encouraged to have signs designed with letter style, size and color which are complimentary to adjacent tenants. Final design shall be subject to the approval of the owner or his assigned agent.

4. All tenant illuminated signs shall conform to the following guidelines:

a. The overall length of the individual illuminated letter display shall not exceed 50% of the width of the store front or 22 feet whichever is less. However, each display proposal will be reviewed by the Landlord and the city on an individual need basis.

E. CONSTRUCTION REQUIREMENTS

1. All letters to be fabricated from aluminum, Paintlok, Channelume, Channel Classic or Letr-Edge material; medium bronze.

2. U.L. approved armor ply or equal may be used for letter backs.

3. Returns shall be painted to match Matthews 41-313, medium bronze.

4. Plex faces shall be 3/16" thick. 3/4" bronze trim cap will be used when pre-fabricated edging is not used.

5. Letters will be illuminated with neon tubing, compatible in color with plex face color.

6. All transformers will be 30 MA and will be concealed behind wall. No exposed raceways or crossovers will be allowed.

7. Fabrication and installation methods and materials must be U.L. approved according to the standards set forth in the National Electric Code. Primary and secondary wiring must use a grounded system.

8. Letter height shall not exceed 20 inches.

9. Tenant shall be fully responsible for the operations of tenant's sign contractor.

10. No exposed fasteners will be allowed and the wall penetrations will be neatly sealed in a watertight condition.

11. Tenant will be responsible for removal, patching and painting lease wall area to match surrounding wall area upon vacating premises.

12. Tenants logo style letters may be used.

F. MISCELLANEOUS REQUIREMENTS

1. If tenant has a non-customer door for receiving merchandise, it may have uniformly applied on said door in location, as directed by Owner, in white upper case Helvetica 2" high block letters, the tenant's name and address. Where more than one tenant uses the same door, each name and address shall be applied.

2. Except as provided herein, no advertising placards, banners, pennants, names, insignias, trademarks or other descriptive materials shall be affixed or maintained upon the glass panes and support of the store windows and doors, or upon the exterior walls of the building or storefront.

3. The intention of these requirements is to make all exterior signs compatible in color, material, shape, etc. and be subject to prior written approval of the Owner before any sign is installed.

4. Each tenant shall be permitted to display information regarding business hours, emergency phone numbers, etc., at the entrance to each store or building. Lettering shall consist of individual white decals not exceeding two inches in height; the total area shall not exceed 144 square inches.