



## **RUSHMORE CROSSING SHOPPING CENTER SIGN CRITERIA**

### **A. Requirements**

1. This Sign Criteria is designed to ensure quality of signage within the Shopping Center. The requirements contained herein are intended to provide adequate exposure for the Tenant's merchandising and identification while maintaining the overall appearance critical to the success of the Shopping Center.
2. All Tenants are required to purchase their own signs and pay all cost for installation and any electrical service connections (to the Tenant's individually metered service) as required. Sign contractors should receive a copy of these criteria to become aware of the requirements and limitations of design and construction drawings.
3. To verify compliance with the design intent of these Criteria, the Landlord reserves the right to review and approve or disapprove all proposed signs and/or graphic treatment governed by these Criteria per the Landlord's interpretation of these Criteria, and to require revisions of any design which the Landlord judges not in compliance.
4. Tenant shall be responsible for removal of its signs upon termination of lease. Fascia and other building elements shall be returned to the original condition and all penetrations appurtenant to the Tenant's sign installation shall be repaired by the Tenant to the satisfaction of the Landlord.
5. Tenant shall not erect, install, paint, or affix any signs, posters, cards/banners, or other advertising medium to, upon or above the exterior of the premises of the building, or on the glass surface of the windows and doors, except as stated herein. Tenant shall be held liable and shall bear all costs for removal and/or correction of sign installation and damage to building by signs that do not conform to the Sign Criteria or those signs required to be removed by termination of lease. The Landlord reserves the right to have all non-conforming signs removed regardless of state of erection. No signage is to be placed on any greenbelt areas without prior Landlord approval. Temporary signs, posters, notices, announcements, or advertisements are not permitted.
6. The Landlord reserves the right to make periodic changes to the Criteria as it sees fit for the benefit of the Shopping Center.
7. All signs must be fabricated as described below by a sign contractor approved by the Landlord.
8. Each Tenant shall supply three (3) copies of scaled drawings to the Landlord for review.
9. Tenant may choose any copy style, subject to approval by Landlord.
10. Sign fabrication and installation shall comply with any applicable Building Codes and the National Electrical Code, and all internal and external wiring, lighting, and other electrical devices shall bear the U.L. symbol. It is the Tenant's responsibility to verify that its sign and installation are in accordance with these requirements and with local signage ordinances.

11. Tenant is responsible for maintaining its sign in a good state of repair including prompt replacement of burned out lighting or damaged pieces. Tenant has ten (10) days to make repairs after being notified in writing by Landlord.
12. All signs shall be mounted according to Landlord approved drawings. All fasteners shall be of non-corrosive material and concealed. Penetrations to be sealed with siliconized acrylic latex caulk. Installation shall be by Landlord approved sign contractors only.
13. Sign company names or stamps shall be concealed if permitted by code.
14. No animated components, flashing lights, formed plastic, injection molded, box type or solid panel signs are permitted.

## **B. Signs/Graphic**

1. Signage: Tenant is permitted one (1) sign per storefront elevation. Tenants located in the end cap position of building may be permitted additional signage on the side elevation of the premises. No rear elevation signage. All signage is subject to Landlord approval.

### Storefront:

- i. Length of sign shall not exceed 80% of the storefront width or a maximum of thirty-six feet (whichever is less) and subject to the restrictions of the location, nor be closer than 24" to the vertical neutral pier or 6" to the horizontal neutral trim.
  - ii. Materials: The Landlord encourages innovation of design and sophistication of materials (i.e., polished brass, etc.).
  - iii. Canopy Graphics: Additionally, graphics such as logos, crests, letters, etc. may be placed on the entrance cover/canopy and/or window canopies with prior Landlord approval.
2. Open/Closed Sign: Each Tenant may provide at its option one (1) sign with a maximum overall area of 15" x 20" indicating the hours of operation. This sign shall be located within 5'-0" horizontally of the Tenant entrance. Letters on glass shall consist of ½" white or gold reverse die-cut vinyl letters – Helvetica Medium or similar. Size of letters and type style may vary or be executed in a different manner if unusual and distinctive with the approval of the Landlord. Open/Closed signage may not include credit card or advertising. Advertising decals may not be applied to storefront.
  3. Service Entrance: Tenant shall provide identification signage at rear Service Entrance. Copy shall be 1-1/2" high, pre-spaced, die-cut vinyl letters, self-adhesive matte white, 3.5 mil thickness equal to Scotchcal installed on Tenant rear door, centered above Landlord provided address number.
  4. Monument Sign Panels: If Tenant is provided a panel position on the Monument Sign per this Lease, all letters and/or logos on Tenant's panel shall be on a white background.
  6. Other Graphics: Each Tenant may submit proposals for additional signage but approval of such will be granted only after review by Landlord.

## **C. Signage Design/Construction**

1. Internally Illuminated Signs: All Tenant identity signs shall be illuminated. The following types are suggested:
  - i. Individual dimensional metal back-lit (halo effect) letters or light by external light fixtures.
  - ii. Internally illuminated channel letters with opaque metal sides and translucent plastic faces. Transformer may be placed behind the sign fascia with provision made for proper cooling and access.
  - iii. Exposed neon tubes forming letters and/or logos may vary slightly from size limitations if approved in writing by the Landlord. However, neon is to be used in a decorative, as well as informative fashion and shall be allowed only at the discretion of the Landlord on an individual basis.
  - iv. Illuminated back lighted letters where only the letters appear to be illuminated.
  - v. "Raceway" installation is prohibited except where the signage area is brick, and then only when the raceway is painted to match the brick façade.
2. The fabrication, installation and operation of all signs shall be subject to the following restrictions:
  - i. No flashing, moving, or blinking illumination shall be permitted.
  - ii. No animation shall be permitted.
  - iii. Computer controlled time/temperature signs may be approved on outparcels only by Landlord.
  - iv. No canvas or awning signs, except when used in conjunction with Landlord's initial design of the Shopping Center.
3. The following types of signs are prohibited:
  - i. Outrigger signs
  - ii. Moving signs
  - iii. Rooftop signs
  - iv. Iridescent signs
  - v. Painted canopy face signs.
  - vi. "Box" type signs including backer panels / backer clouds.
  - vii. Blade Signs
  - viii. Sidewalk sandwich boards, yard signs, wind-flags, pennants, or banners located outside of the Premises.

4. No signs shall be placed in final position without Landlord's approval.
5. Temporary promotional signs require approval of Landlord and the local governing authority.
6. The term "sign" shall also apply to temporary signs, balloons, flags, banners, pennants, vehicles, towers, floats, etc.
7. Size:
  - i. Maximum height of single line of copy:
    - a. For tenants over 8,000 square feet: 48"
    - b. For tenants under 8,000 square feet, but larger than 4,000 square feet: 36"
    - c. For tenants under 4,000 square feet: 24"

Exception: An unusual, shaped letter or ampersand may extend beyond the maximum height requirements if approved by Landlord.
  - ii. Maximum height of double line of copy:
    - a. For tenants over 8,000 square feet: 48"  
Top row: 32"  
Lower row: 16"
    - b. For tenants under 8,000 square feet, but larger than 4,000 square feet: 36"  
Top row: 24"  
Lower row: 12"
    - c. For tenants under 4,000 square feet: 24"  
Top row: 16"  
Lower row: 8"

**D. Submittals/Approvals**

1. Each Tenant shall supply to the Landlord for review:
  - i. Elevations @ 1/8" = 1'-0" with materials noted.
  - ii. Color Board
  - iii. Computer file (.pdf or .jpg format), if available.
  - iv. Digital photo, mark-up of rendering of the proposed signage imprinted on the existing or contemplated storefront elevation.
2. Only written approvals from the Landlord are valid.