

SILVERLAKE VILLAGE SHOPPING CENTER
BROADWAY (FM 513) AT US HIGHWAY 288
PEARLAND, TEXAS
APRIL 18, 2002

SIGNS

All signs shall be submitted to Fidelis for approval by the SILVERLAKE ARCHITECTURAL REVIEW COMMJTTSSE (A.R.C.).

PERMANENT SIGNS

The following criteria apply to all Tenants Retail Establishments located in the SILVERLAKE VILLAGE SHOPPING CENTER. Sign Criteria is divided into the following basic parts: Identifiers for an entire shopping center; tenant signs mounted on buildings and tenant signs oriented toward pedestrians.

All sign designs will be reviewed by the A.R.C. Detailed plans and specifications shall be approved prior to manufacture and installation. All signs shall be fabricated in compliance with the Brazoria County Code.

PYLON SIGNS

- A. This type sign serves as an identifier for anchor tenants in SILVERLAKE VILLAGE. The Shopping Center will have two (2) Pylon Signs as permitted by the AR.C. Tenant signage on Pylon Sign is solely at the discretion of SILVERLAKE VILLAGE SHOPPING CENTER. See Exhibit K-1 for locations of Pylon Signs and see Exhibit K-2 and Exhibit K-3 for Pylon Sign Elevation.

GROUND MOUNTED MONUMENT SIGNS

- A. This type sign conveys the name of retail tenant to the motoring public. Multiple tenants may appear on each Monument Sign. See Exhibit K-1 for Monument Sign locations. See Exhibit K-6 for Monument Sign design.
- B. SILVERLAKE VILLAGE will offer two (2) ground mounted monument signs to be located as indicated on Exhibit K-4 and Exhibit K-5. Signs are constructed perpendicular to Broadway (FM 518) and assignment of Tenant Signage on said Monument Signs is solely at the discretion of SILVERLAKE VILLAGE.
- C. GUIDELINES FOR FABRICATION OF MONUMENT SIGNS
Identity sign for multi-tenant monument signs will be free standing with a double faced panel mounted on the masonry base. Designs, materials and finish of Monument Signs will relate to those of the Shopping Center. See Exhibit K-5 for Sign Elevation and Details.
- D. ILLUMINATION
Monument Signs shall be interior illuminated with opaque fields with only the type and graphics being translucent. All ballasts, wiring, transformers, starters and necessary equipment shall be concealed.
- E. DIMENSION
The maximum sign height of sign panels is defined in Exhibit K-S. Signs will conform to existing conditions.
- F. COLOR
Sign background shall be in a medium range color and in white is encouraged. No more than three colors are permitted (including white). Letter and logo shall not occupy more than seventy (70) percent of the length or height of the sign face. All letters and colors are subject to Fidelis' and the A.R.C.'s approval.

FASCIA MOUNTED TENANT SIGNS

A. GENERAL

1. Tenant Building signs are vehicle oriented and as such shall be legible from the roadway—Broadway (FM 518) or Silverlake Village Drive. Tenant signs shall be of the same for all stores. Fabrication shall be of the same construction for all stores. Fabrication shall be Internally illuminated channel letters with opaque metal sides and a smooth translucent Plexiglass face (minimum thickness ¼"). Letters shall be mounted directly on building or building fascia. Box signs and back lit pin mounted channel letters are prohibited.
2. One type of sign construction and one color of metal returns and trim cap shall be selected by the Shopping Center Developer for all other than those nationally recognized tenants' signs. The choice of typestyle for letters may vary to satisfy Tenant Identity and Logo requirements. Placement of Logo-Type Signage will be considered on a case by case basis. In all cases, the color of the signs and logo-type sign shall be reasonably compatible with established color of the center and sign colors of other Tenants. Colors will not be permitted when judged by the Shopping Center Developer or by the A.R.C. to be in extreme conflict with the center or other tenant signs.
3. Tenant signs normally have one line of copy. Two lines will be allowed if a store name cannot fit within the specified width of frontage. The sign width shall not exceed 70 percent of the width storefront exposure. Increased letter height may be considered on a case by case basis when location is an excessive distance from the adjoining street. Additionally, special consideration may be afforded Tenants greater than 15,000 square feet. In either case, the total signage to building area relationship will be evaluated by the Shopping Center Developer to insure adequate, yet tasteful, Identification Signage.
4. Signs shall have no background panel and shall consist of the letters and logo only. The signs message shall be horizontal.
5. See Exhibit K-5 and Exhibit K-6 for sign placement on fascia.

B. SIGN SIZE (LETTER HEIGHT)

1. Sign sizes are limited in height and width based upon leased area and location within SILVERLAKE VILLAGE (see Exhibit K-5 and Exhibit K-6)
2. Lease Buildings A and B directly fronting Broadway (FM 518) shall be limited in height to twenty-four inches (24") for one line and/or a total height of twenty-four (24") for double stack signage (when approved) with a maximum of 6" space between two lines of letters.
3. Tenants with square footage of 5,000 square feet or less in the main building are limited to a total fascia sign height of thirty-six inches (36") for one line and/or a total height of thirty-six inches (36") for double stack signage (when approved) with no more than six inches (6") space between two lines of letters.
4. Tenants with square footage of 5,001 to 15,000 square feet are limited to fascia sign height of forty-eight inches (48") for one line and/or a total height of forty-eight inches (48") for double (when approved) with no more than eight inches (8") space between two lines of letters.
5. Tenants whose area exceeds 15,000 square feet are allowed signage up to 60" in height for single or double stack signs. Double stack shall not exceed 60" in total height and space between the two lines of letters shall not exceed 9".
6. EXEMPT TENANTS: Kohl's and Target

C. COLORS

1. Sign faces for small tenants shall be white Plexiglass 1/4" thick Rohm Haas #7328.
2. National tenant prototypical signage will be considered on a Lease by Lease basis regarding color. Landlord or A.R.C. decision on color application shall be final.

D. CONSTRUCTION CRITERIA

1. All signs shall be in the form of individual letters, either block type or script and in any easily readable style of letter. Interior illuminated box-type signs or panels with painted or cutout plastic letters will not be permitted on the building.

2. The maximum vertical height for sign letters is per criteria. Generally, no more than 10% of the wall (fascia) shall be used for a sign. The length of a sign shall not exceed 70% of the lease frontage (for example, a 20-foot frontage lease can have a maximum sign length of 14 feet). Stacking of signs will be considered on a case by case situation and are also subject to SILVERLAKE VILLAGE SHOPPING CENTER'S approval.
3. The sign letters are to be constructed of pre-finished aluminum sidewalls and trim color "Bronze" by Wrisco Industries, Inc. with Rohm and Haas Plexiglass letter faces lighted from the interior with white neon tubing. Interior of letters shall be white.
4. All fasteners, screws, bolts etc. used in the fabrication of the signs shall be rustproof.
5. The minimum gauge of metal used to fabricate sign letters shall be 0.040 gauge aluminum trim shall be Jewellite Bronze trim cap.
6. The minimum thickness for the Plexiglas facing shall be ¼ inch. All letter faces shall be Rohm and Haas Plexiglas.
7. Neon tubing shall be millimeters. The number of rows of tubing shall be dependent upon face width of letters, minimum double stroke. Color shall be No. 6500.
8. Typography for the message content may not vary within the sign and care shall be taken to ensure legibility. Businesses without an established graphics program are encouraged to use Helvetica Bold.
9. All sign drawings and lettering shall be submitted to SILVERLAKE VILLAGE SHOPPING CENTER for approval. Drawings are to be submitted for approval before any fabrication has begun. Any sign erected without SILVERLAKE VILLAGE SHOPPING CENTER'S written approval may be removed by Landlord at Tenant's expense.
10. In determining the placement of lettering on multi-tenant building, all letters shall be centered over the lease space and shall be center justified. Mounting height shall be centered on sign area of fascia. See Exhibit K-7.

PROHIBITED SIGNS

- A. Temporary trailer sign.
- B. Animated, moving, or flashing sign.
- C. Iridescent painted signs.
- D. Exposed neon, fluorescent or incandescent illumination.
- E. Day-Glo colors.
- F. Signs which make or create noise.
- G. Signs in the form of banners, posters, flags, ribbons, streamers, balloons, strings of lightbulbs, spinners, beacons, searchlights or other similar devices.
- H. Signs which contain statements, words or pictures.

WINDOW GRAPHICS

- A. Glass areas of storefronts, offices, leasing offices, etc. shall remain free of graphics—only the address, hours of operation and entrance/exit information shall be allowed. The amount and size of the copy shall be unobtrusive and constructed of white die cut vinyl letters with a maximum 4-inch height. There shall be no illuminated or large signs or logos mounted behind or on the glass areas, which advertise on a permanent basis. See Exhibit K-8.

SERVICE DOOR GRAPHICS

Tenant service doors in the rear of the building shall have the Tenant's address marked with unobtrusive white vinyl die cut letters with a 3" maximum height in Clarendon Bold type. Additionally, the Tenant may elect to place the store name on the service door. Store name shall be limited to 2" maximum height. See Exhibit K-8.

SUBMITTAL REQUIREMENTS

- A. Submittal. All applications for erection permits shall be accompanied by a plan or plans drawn to scale which shall include the following:
 1. Diagrammatic Site Plan locating the lease space.
 2. Information to identify width of lease space and gross leasable area.

3. The dimensions of the signs and, where applicable, the dimensions of the wall surface of the building to which it is to be attached.
4. The dimensions of the sign's supporting members.
5. The maximum and minimum height of the sign.
6. The proposed location of the sign by dimension vertically in relation to the face of the building in front of which or above which it is to be erected.
7. The proposed locator of the sign in relation to the boundaries of the lot or parcel of land upon which it is to be situated.
8. If applicable, plans and specifications for the electrical system of the sign.
9. The address or location of the proposed sign.
10. The names of sign owner(s) and erector.
11. The total square footage area of the sign face(s).
12. Furnish Color Exhibits.

B.! Contact Architect for digital information for sign package submittal;

1. Wall Sections
2. Elevations
3. Site Plans

SIGNAGE REVIEW

- A. Schedule sign submittals as early as possible.
- B. Allow three (3) weeks for review and/or approval.
- C. Only complete Sign Package Submittals will be reviewed.
- D. Sign submittals by e-mail or fax will not be accepted.
- E. Sign submittals are to be routed through Fidelis, not directly to the Architect.
- F. Submittals must be accompanied by sign approval fees as required by the Silverlake Architectural Review Committee.