

TENANT EXTERIOR DESIGN CRITERIA



3000 BROADWAY

Oakland, California

October 22, 2018

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INTRODUCTION

3000 Broadway is a mixed-use development in Oakland, with multiple tenants within the retail North Building and South Building at street level providing activity and excitement for all the senses.

As retail and restaurant storefronts and signs are the most essential architectural elements capable of communicating the function and character of the individual Tenant, great care should be taken to design the very best, most appropriate elements for the Tenant space. Keep in mind that storefronts present the merchandise and give character to the public space and exterior walkways that form the backbone of street life. The street itself will be the gallery for the many forms of signage art that are viewed by the public as the entrance to the Tenant space.

The purpose of this Exterior Tenant Design Criteria is to address how Tenants may express their unique identity through creative signage and storefront design.

All aspects of Tenant improvements must be of high-quality materials and construction, used in a creative way. Tenants are required to select an Architect or Designer who is experienced in retail and restaurant design and preparation of the proper documents. All Tenant improvements shall be carefully reviewed by the Landlord's representative, must be code compliant, and are subject to permits required by the local jurisdiction.

Above all, utilizing the tools and examples presented in this Design Criteria document will provide a balanced approach to achieve overall harmony without sacrificing that individual identity. The goal is to create a color communications collage that informs, stimulates, designs, amuses, and above all, makes the retail / restaurant environment lively and more appealing to the discriminating customer.



REVIEW AND APPROVALS PROCESS

All elements of the Tenant improvements are subject to review by the Landlord, the Landlord's Design Review Architect and the Oakland Building and Planning Departments.

Landlord's Design Review Architect

Contact: SZFM Design Studio

Address: 601 Fourth Street, Loft 211, San Francisco, CA 94107

Phone: (415) 956-5515

Included in this Criteria are plans, elevations and diagrams that show the location, store-front design direction and allowable signs for each location. Below are directions on how to use these Criteria and prepare a storefront and signage approval package for your space.

KICKOFF MEETING

1. The Landlord's Design Review Architect and Tenant's representative will meet on-site or via telephone to review these Criteria, the required schedule, the Landlord's and Tenant's expectations, adjacent tenancies and their impact. Conceptual ideas may also be explored in the discussion.

DESIGN PHASE

1. Prepare a preliminary storefront design package. This package, along with subsequent submittals, will be reviewed for adherence to this Tenant Design Criteria as well as quality and appropriateness of design. The preliminary package must contain a scaled (1/4" = 1'-0") plan and elevations of your storefront design. Descriptions of key elements such as signs, or overhangs, lighting and exterior elements (if applicable), that note proposed materials, must be included. Submit the package via PDF for the Landlord's review.
2. The Landlord's Design Review Architect will provide comments on the preliminary package and the Landlord will return the comments to you for incorporation into the next submittal.
3. After the receipt of preliminary package comments, proceed to complete the storefront and signage design package for resubmittal. This package must include all the elements of the preliminary package, with greater detail that includes large scale architectural sections, colors, materials, mounting details for signage, light fixture specifications, and any other information needed to fully explain the proposed design. A materials board (maximum size 11"x17"), with actual material samples and color chips, is required to be included with this package. Drawings are to be submitted via email in PDF format, unless otherwise requested.

4. This package may be (1) approved, (2) approved as noted with minor comments or (3) returned for revision and resubmittal. The Tenant will be required to submit shop drawings to the Landlord for further review and approval prior to installation. Depending on the quality of the design and the documentation, multiple submittals may be required.

5. When an approved PDF package is returned to the Tenant, the Tenant must then submit the approved, stamped drawings to the Oakland Building and Planning Departments for approval. The Tenant may only submit Landlord-approved Construction Documents to the Oakland Building and Planning Department. The Tenant must also apply for and obtain all necessary building permits prior to fabrication and installation.

CONSTRUCTION PHASE

The Landlord's Design Review Architect may make site visits during construction for design and quality compliance. The Tenant will be immediately required to remediate any noted deviations from the approved design.

The Landlord's Design Review Architect will compile a punch list of design items to be addressed prior to and for completion.

OCCUPANCY PHASE

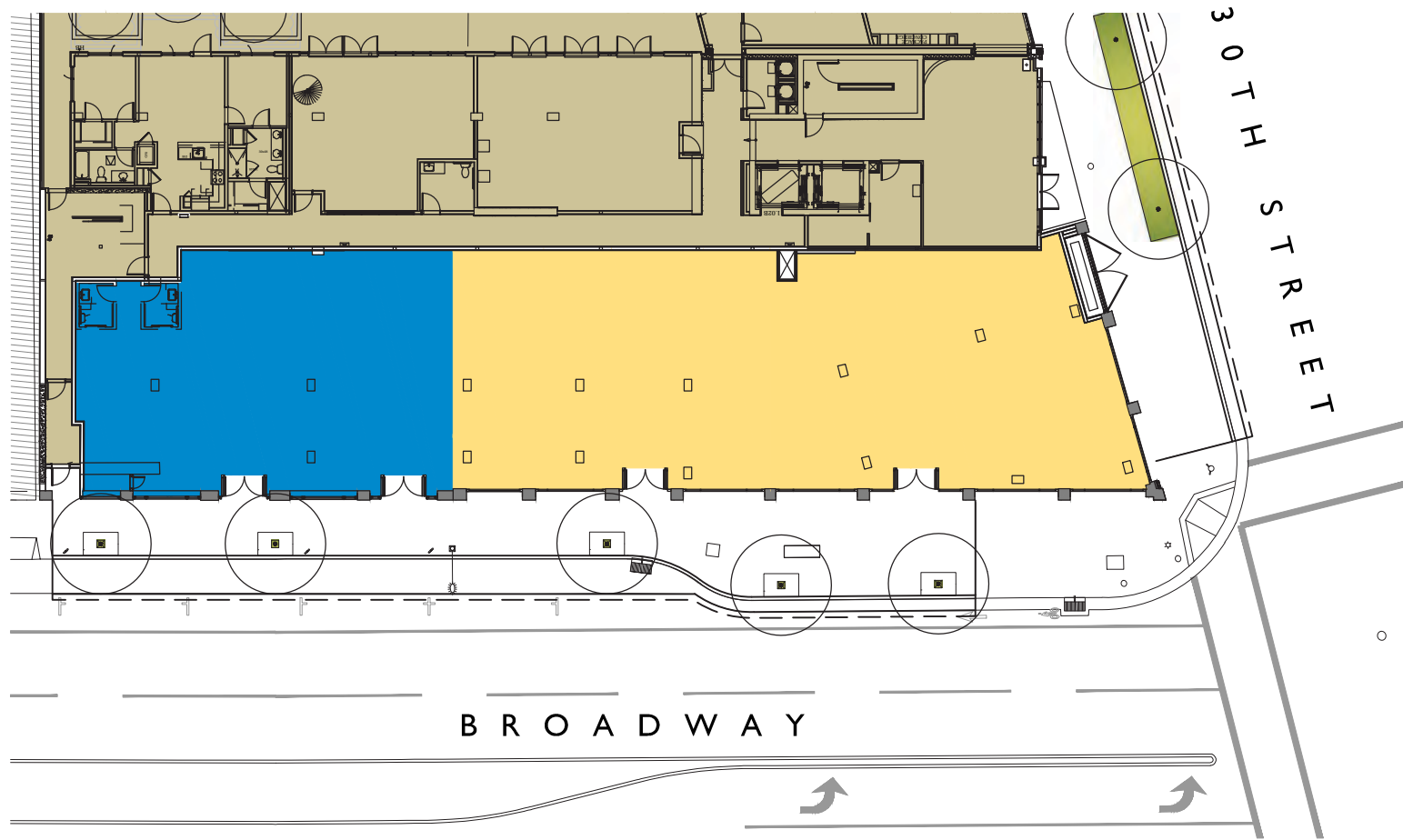
Additional applications must be made for any changes to the approved design.

APPROVAL REQUIREMENTS

1. The Tenant storefront and signage design must be approved by both the Landlord, the Landlord's Design Review Architect and any applicable governing authority.
2. The Tenant storefront and signage design must comply with these Tenant Design Criteria and the Oakland Municipal Code, or whichever is more restrictive.
3. The sign illumination level must also be reviewed and approved. This may be done by providing an on-site mockup, or the signage lights must be on dimmers, allowing the lighting level to be adjusted.

NOTE: These Tenant Exterior Design Criteria are to be used as a reference in developing individual Tenant designs. Ultimately, the Landlord and the Landlord's Design Review Architect have final approval on a Tenant's design. A package that technically complies with these Criteria may still be rejected if the design is not in keeping with the spirit of the Criteria and/or is deemed unattractive. Conversely, a proposed design that does not comply with all requirements but is creative, exciting, and in keeping with the spirit of the Criteria may be approved.

BUILDING PLAN



STREET LEVEL

LEGEND

- North Building Retail
- South Building Retail
- Residential

DEFINITION OF TERMS

Sign Area:

The sign area is calculated by measuring the simple-most geometric frame that can be placed around the sign design.

Accent Letters:

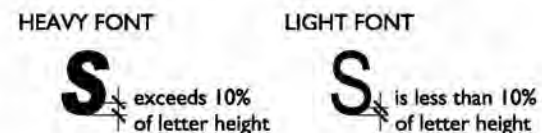
Accent letters are usually the first letter of a business name is larger than the other sign letters for emphasis. Allowable accent letter sizes will be determined on a case by case basis.

Predominant Letters:

Predominant letters make up the majority of the name of the Tenant. They can be lower or uppercase letters, depending on the font and logo.

Heavy Font/Light Font:

Typeface comes in a variety of styles and weights. The weight of the font determines the maximum allowable height of the letter.



Storefront:

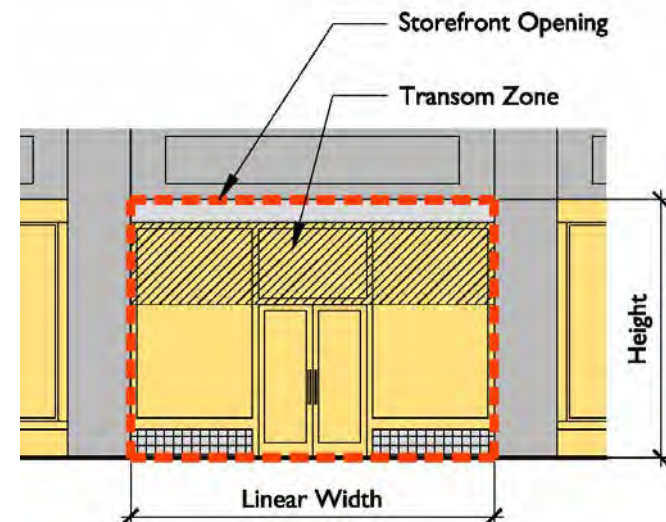
A storefront is the side of a store or shop that faces the public. The storefront contains display windows and entrances. It consists of a metal or wood and glass system with other decorative materials if desired.

Storefront Opening:

The storefront opening is the area between the Landlord's neutral piers or columns in which the storefront is built. The storefront extends up to the Landlord's building facade or arcade above. The total cumulative length of all of a Tenant's storefront openings is used to determine the allowable signage area.

Transom Zone:

The transom zone is the portion of a storefront located above the door, including the display windows.



DEFINITION OF TERMS (CONTINUED)

External Lighting:

External signage lighting is accomplished by wall mounted light fixtures such as spot lights, linear up lights, or stem mounted compact or gooseneck fixtures. In some cases, more than one light fixture will be required to evenly light the sign



Internal Lighting:

Concealed lighting located within the sign itself is considered internal lighting. Push-through acrylic and halo-lit signs are examples of internally-lit signage.

Push-Through Acrylic Signage:

Translucent acrylic letters or logos that are placed in an opaque sign panel and project beyond the face of the panel are known as push-through acrylic signage. The light source is concealed within the panel and illuminates the letters from behind. The letters or logo glow.



Halo Illumination:

Channel letters or logos illuminated using a light source placed inside the channel is known as halo illumination. The channel is opaque and oriented so that the light source faces the wall. The light washes the wall and highlights the letters, creating a glow effect surrounding each letter.



Exposed Neon:

Exposed neon are open channel letters or sign panels with neon lighting that is visible to the public. Junction boxes for neon signs can sometimes be quite large and must be concealed from view.



STOREFRONT DESIGN

Storefronts may be described as the exterior area of the building where the Tenant's space interfaces with the public and the Tenant presents their goods and/or services.

Tenant storefronts at 3000 Broadway are located on the North Building's west elevation and the South Building's west and south elevations, facing Broadway and 30th Street. The North Building and South Building each have their own storefront type. On the following pages, elevations show the allowable locations for each storefront type, and a typical plan, elevation, and section of each storefront type defines their extent. Successful examples are included.

A single Tenant may have either one or both storefront types.



STOREFRONT DESIGN (CONTINUED)

Existing Storefronts

At 3000 Broadway, storefronts have been provided by the Landlord. At the time of construction completion, the existing storefronts consist of aluminum frames with transoms and perforated metal panels over louvers at select locations, recessed entrance doors, and a cream powder coat finish at the North Building and a bronze powder coat finish at the South Building.

Tenants are permitted to accept the existing storefronts, enhance or modify the existing storefronts, or replace portions of the existing storefronts as outlined in the Storefront Design section. The purpose of modifying the existing storefronts is to give the Tenant the opportunity to express their own identity within the overall building architecture. Storefront designs that reference and/or complement the strong historic character and rhythm of the existing facades are encouraged.

Any modifications to the existing storefronts require Landlord approval. Additional design criteria that is not explicitly stated in this document may apply, such as compatibility with the building and adjacent storefronts.

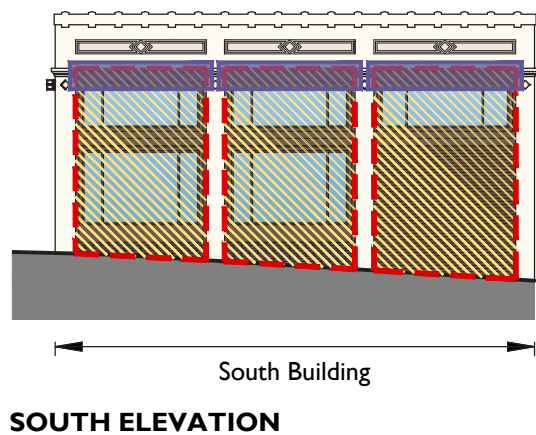
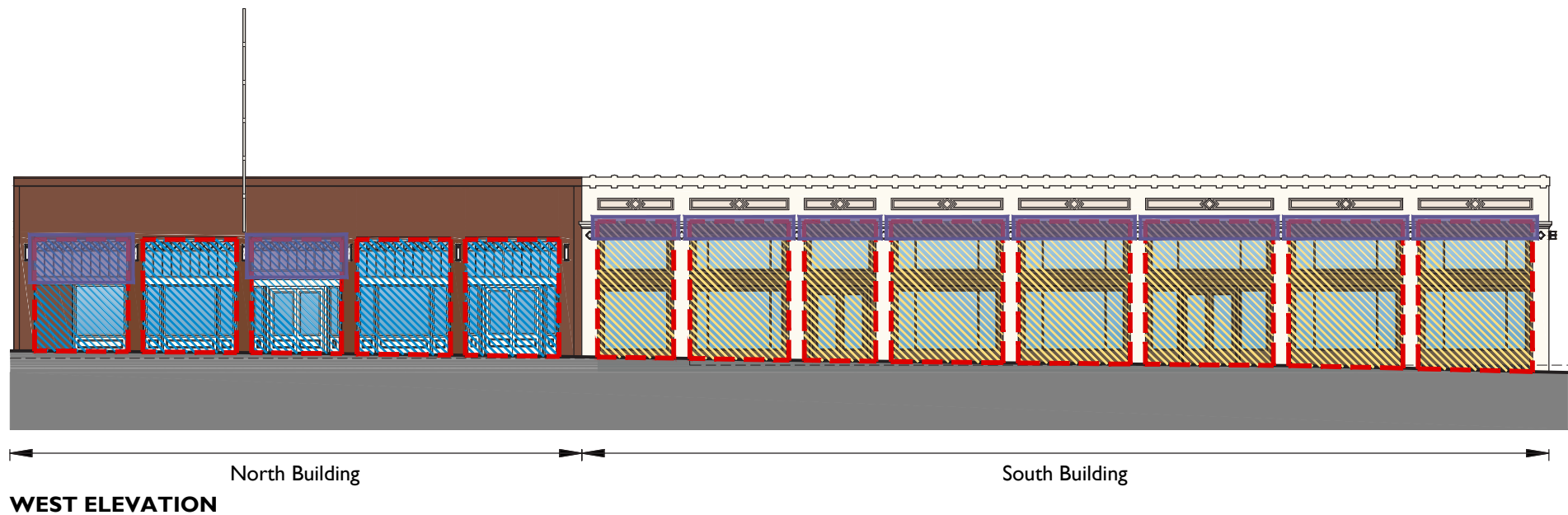


Existing South Building storefronts.






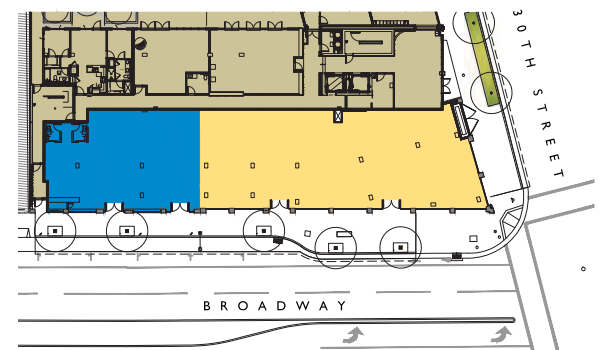
Existing North Building storefronts.

STOREFRONT LOCATIONS

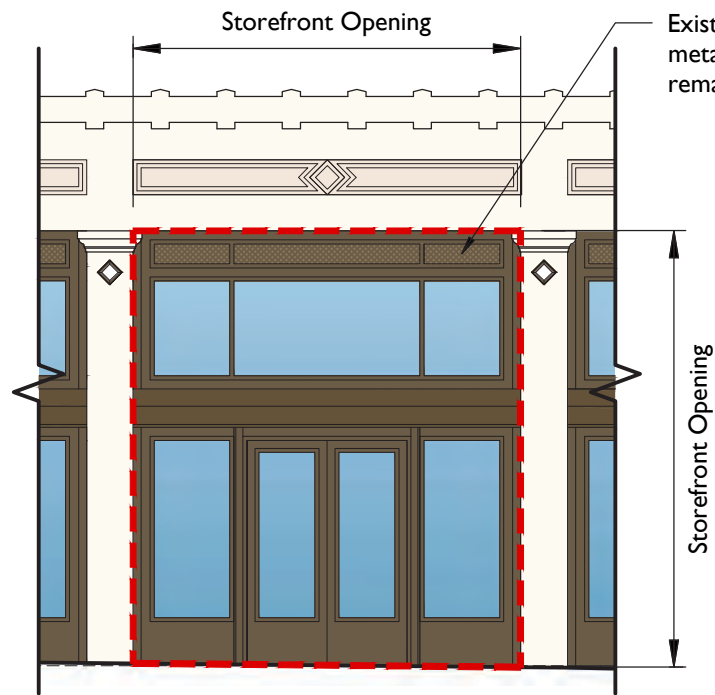


LEGEND

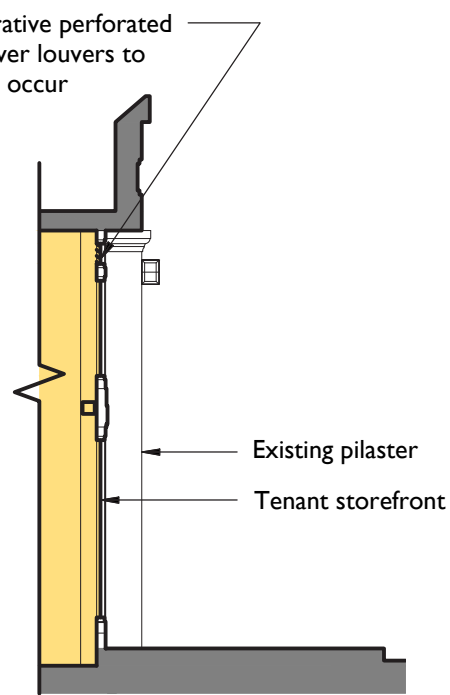
-  North Building Tenant Storefront
-  South Building Tenant Storefront
-  Decorative Perforated Metal Panel Locations



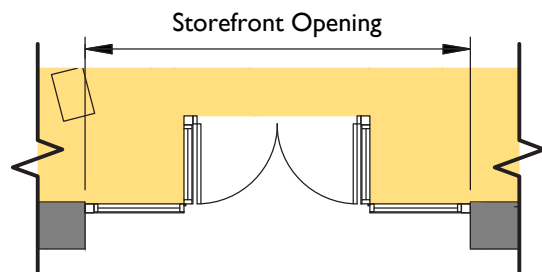
SOUTH BUILDING STOREFRONT PLAN, ELEVATION, & SECTION



SOUTH BUILDING ELEVATION



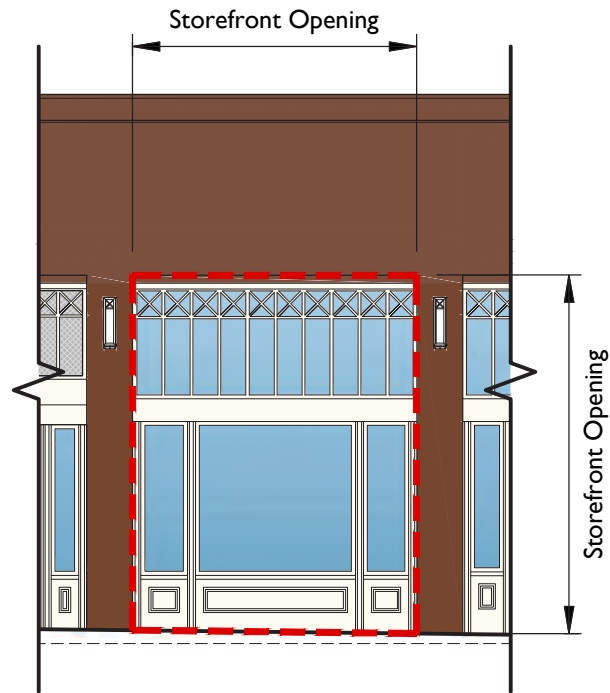
SOUTH BUILDING SECTION



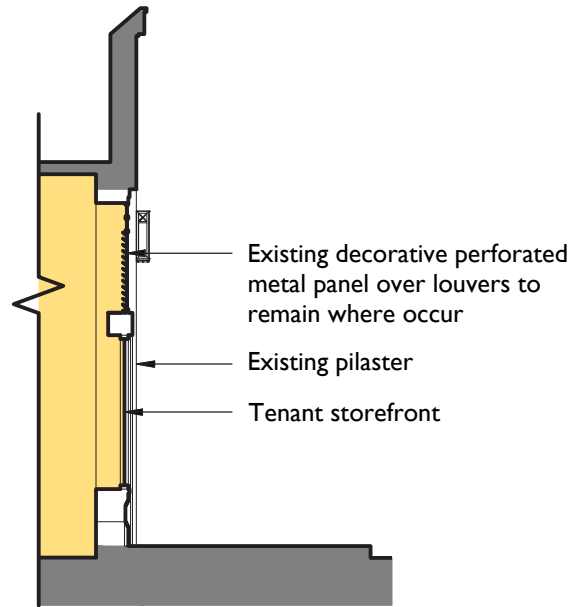
SOUTH BUILDING PLAN

NOTE: Existing storefronts shown for reference.

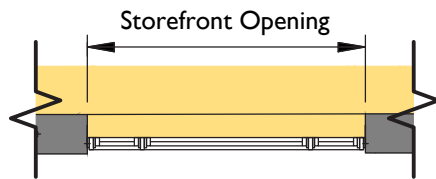
NORTH BUILDING STOREFRONT PLAN, ELEVATION, & SECTION



NORTH BUILDING ELEVATION



NORTH BUILDING SECTION



NORTH BUILDING PLAN

NOTE: Existing storefronts shown for reference.

STOREFRONT ELEMENTS

Interior Design

Storefront designs include interior views and layouts, which encompass anything that can be viewed from the exterior or within the interior public areas. Interiors should be designed with good pedestrian flow, and with merchandise displays or interesting activity in view of the shopper. Care should be taken to avoid blocking windows with furniture, equipment or cash wraps. “Back of house” functions should not be visible from the storefront.

Proper lighting must be included in the design to accent display areas of the store. Adequate lighting should be used, even during the day, to counter the effect of bright sunlight. Light sources shall be shielded to prevent glare.

1. Suspended ceiling tiles are generally not allowed at the front of the space, within 12'-0" of the storefront.
2. Ceilings within 4'-0" of the storefront must be at or above the top of the storefront.
3. Recessed 2'x2' or 2'x4' fluorescent light panels must have deep cell parabolic reflectors and are not permitted within 12' of the storefront.
4. Interior emergency lighting may not be provided by “mouse-ear” style exit fixtures.
5. All lighting at the front (at least the first 12'-0") of the space must have soft night lights and be on a separate circuit and an astronomical timer.
6. All wiring, conduit, junction boxes and labels must be concealed from public view.



Displays within are well lit and visible from outside.



Interior space may be planned to put activity on display.

STOREFRONT ELEMENTS (CONTINUED)

Recessed Storefronts

Recessed storefronts offer (a) protection from weather, and (b) act as a funnel, drawing shoppers from a distance. Recessed storefronts may be necessary for those locations where there is an outswinging door opening into a public pathway. A combination of recessed areas with some storefronts on the lease line may also be desirable, or having the entire storefront be recessed to create a space for an 'outdoor' yet protected enclosed seating area or display.

Open Storefronts

Open storefronts can be achieved by utilizing large sliding doors or folding, accordion-type doors. These doors are excellent for both restaurants and retailers who want to have outdoor seating areas or merchandise displays, thus expanding the useful sales footprint of their Tenant space.

Entrance Doors

A good storefront design not only makes an entrance as noticeable as possible but also encourages hesitant customers to come into the store and peruse the merchandise or menu.

Double doors, sliding doors and folding, accordion-type doors are encouraged. Doors are preferably to be kept open at all times during business hours. Special attention should be given to the door's appearance while open; i.e., provisions for door stops, etc.



Unique door hardware creates a good first impression.



Example of a recessed storefront.



An open storefront presenting merchandise to passersby.



Emphasizing the entryway makes it welcoming.

STOREFRONT ELEMENTS (CONTINUED)

Glazing

Glazing is an area of glass that allows customers to see into the building. Glazing may be a large expanse of glass or panels of glass supported by solid materials such as wood, steel or aluminum framing.

Glazing plays an important role in establishing the character of a storefront. Tenants are encouraged to 'open up' their storefronts using glazing techniques that give good transparency for merchandise display. Glass comes in many finishes and colors, and it should be used creatively. Clear, uncoated glass is important for merchandise display and visibility. Textured glass, glass block, translucent, frosted, or opaque glass can also be used as a decorative frame or to create interesting images.

Display Windows

Display windows are a main element in most successful storefronts. Regardless of the 'openness' of the storefront, a window is still the primary means of giving passersby a feel of what is inside in an organized way. They act as a 'menu' of the store, highlighting items that may not be usually associated with the store. These display windows may be enclosed or open into the store (with numerous variations in between). A display with closed windows must be continually changed. Creative backdrops for display windows are encouraged. Whether closed or open, lighting of the interior of the display windows must be sufficient to compensate for the bright daylight outside.

Wainscot Panels

Wainscot panels, when necessary on storefronts to conceal the more common functions of the store or "clutter" at the lower levels of the storefront, should be opaque. These panels should be kept as low as possible so that a good view into the store is not impeded. Wainscot panels should be no more than 2'-0" high and where used, should be given a decorative treatment.



Playful elements and vibrant displays are inviting.



Example of decorative wainscot panels.

STOREFRONT ELEMENTS (CONTINUED)

Perforated Metal Panels over Louvers

Perforated metal panels located in the transom that conceal louvers are a part of the existing storefront design at the at both the North and South Buildings. Wherever these perforated metal panels occur, they must not be modified or eliminated. They must be incorporated into the new storefront design. See the storefront locations, elevation, and section diagrams for more information.

Materials

One of the most important elements in fashioning the store's image is the choice of materials used to create the storefront. Some materials, such as wood, can be used to create a rich and traditional feel. Other materials, such as stainless steel and aluminum, are often used to create a more modern or contemporary look. Materials such as granite and marble convey a more solid, expensive, or even classical image.

Maintenance, cost and versatility of each material should also play a role in the selection of a storefront. While wood is usually reasonable in cost, it also entails painting or polishing in order to maintain its condition. While not as durable as marble or granite, wood and aluminum are more versatile. Stainless steel has a much greater durability, but frequently can be higher in cost with some maintenance required.

An all-glass storefront (frameless) is acceptable provided a storefront display and proper lighting are immediately adjacent.

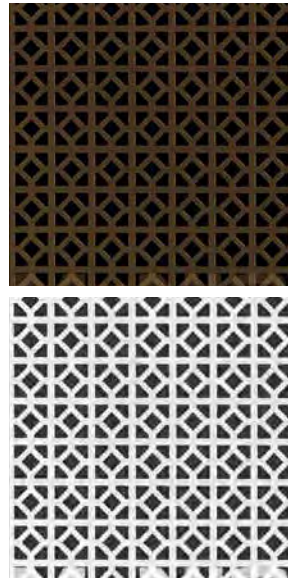
Framed wood storefronts may be finished with a variety of quality stains or paints.

Plain-looking aluminum storefronts are generally not permitted, but may be allowable in certain instances if they are used in a particularly creative or unique way.

Restricted materials are those deemed to be of low quality and low durability, present fire or public hazard or are difficult to maintain.



Existing decorative perforated metal panels to remain.



Decorative perforated metal panel patterns.

SIDEWALK ZONE DESIGN

Outdoor dining and display is an excellent way to bring life and activity to the street. Tenants may be permitted to occupy a limited area on the sidewalk within the limits of the width of their storefront, but not to exceed any approved easement and/or encroachment limit. A transition zone at adjacent Tenants may be required.

Outdoor Seating Areas

Restaurants and other food Tenants may create outdoor dining areas where the patrons can both see and be seen. These areas are subject to approval of both the Landlord and the City. Dining areas should be located near the path of travel, yet be sheltered slightly to protect the privacy of the dining patron. It should be located on the building side of the sidewalk, to provide protection from vehicular traffic. Sidewalk width and the dining area's clearance from existing elements such as trees or other objects must be considered. Restaurant Tenants must also consider the California Department of Alcoholic Beverage Control (ABC) requirements, where applicable.

Outdoor Display Areas

Non-restaurant Tenants are encouraged to use outdoor areas to bring activity to the street. Merchandise displayed on the exterior of a storefront adds color and interest to the streetscape and attracts customers to the store. Outdoor displays must be kept organized and clean, and if deemed unsuitable by the Landlord, must be removed.



SIDEWALK ZONE DESIGN (CONTINUED)

Materials & Design

All exterior dining and display elements such as railings, furniture, umbrellas, planters, landscape materials, heat lamps and any other accessories are to be submitted to the Landlord and Landlord's Design Review Architect for review and approval. These elements must be selected carefully and be fully coordinated with the storefront design.

1. Items that may define a Sidewalk Dining Area:
 - a. Railings, fixed or moveable
 - b. Planters
 - c. In-ground landscaping
2. Use of freestanding or wall-mounted space heaters is encouraged.
3. Do not obstruct access or visibility to the entries or displays of neighboring tenants.
4. The minimum code required width for pedestrians between tenant elements and sidewalk elements (street tree wells or lamp posts) must be maintained.
5. The proposed tenant elements, within the sidewalk zone, may require an Encroachment Permit from the City.

Landscape Elements

Some storefront designs may lend themselves to landscape elements. Miniature box trees, topiary, and flowers provide a wonderful color, texture and scent for the store. Plant material should be carefully selected and coordinated with the overall storefront design. Plants that are deciduous, bear or drop fruit and attract birds or insects are not allowed.



SIGNAGE DESIGN

Signs are vital to the success of a retail district. Uncontrolled signs can create a visual jungle and fail in their goal to communicate effectively. The ultimate goal of signage is to produce a colorful collage of signs that tastefully inform, delight and stimulate the shopper. Each sign will be evaluated on its originality and compatibility with neighboring signs as well as its overall image within 3000 Broadway.

Signage Designs must be unique and creative reflecting the character of the Tenant. The design of the signs should relate to the storefront design, the merchandise offered, and the overall character of the business. Icons and logos can be used very successfully and create a memorable impression.

Total Allowable Sign Area Per Tenant

- The Total Allowable Sign Area is 1.0 square foot per lineal foot of total storefront width.
- A minimum of 25 square feet and a maximum of 100 square feet is permitted per Tenant.
- If a Tenant occupies two frontages, the Total Allowable Sign Area is the total of the two frontages up to a maximum of 100 square feet.

Each sign type has its own maximum size requirements. Square footage for all signs (excluding Window Graphics and all Specialty Signs) must be added together and fall within the minimum and maximum total sign area, specified above. Please note that if the maximum size is selected for one sign type, the other allowable signs may need to be substantially smaller than their otherwise allowable maximum sizes. Refer to the Allowable Sign Dimensions chart for letter sizes and maximum sign area.

Sign Materials

All sign materials must be consistent with the design theme, enhancing the storefronts and retail image. Due to the variety of architectural façade treatments, each storefront sign must be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another.

The signage design cannot include stock items or pre-manufactured products. At the Landlord's request, any building material deemed by the Landlord to have been altered in anyway after installation, whether due to poor design, construction, material selection or exposure, must be replaced or reconditioned at the tenant's expense.

Signage is expected to be fabricated from high quality durable materials that can withstand the elements. Dimensional letters and logo forms should have a painted, gilded or metal finish. Letters and logos may also be painted or screenprinted or vinyl applied to a sign panel. The panels must be layered or have relief to give the sign more visual interest and three-dimensional quality.

At the time a Tenant vacates a space, the Tenant shall remove all signs, patch, paint and repair the surfaces to which the signs were attached, back to the original condition. This removal and repair is at the Tenant's expense.

Sign Detailing

Many signs require technical details to address structural and electrical components. When developing these sign details, the following must be included.

1. All electrical devices must be concealed and/or located within the Tenant's space
2. Raceways cannot be exposed.
3. All conduits must be rigid metal and concealed.
4. Fasteners and attachment connections must be concealed from view
5. Mounting pins and brackets must be as streamlined as possible and painted to match the adjacent building or sign, where applicable.
6. Suspended sign attachments must allow for movement.
7. Manufacturers' identification labels and UL labels should be engraved and weather-proof in an inconspicuous location.
8. Specify how signs are attached to the storefront or overhang.

SIGNAGE DESIGN (CONTINUED)

Sign Illumination

Sign illumination may be achieved by one of the following methods, unless otherwise noted:

- A) Externally front-lit with spot lights.
- B) Halo-illuminated reverse channel letters and logos.
- C) Exposed neon, with a subtle glow only. If within a channel, the interior must be darker than the neon color.
- D) Push-through acrylic letters and logos.
- E) Front-lit channel letters and logos with concealed trim cap.

The following must be addressed in the illumination of the signs.

- Signs must be lit during business hours. Lighting must be on an astronomical timer.
- Suggested lamp lighting color temperature must be in the range of 2,000 – 3,000 Kelvins.

Prohibited Signage

The following types of signs and signage details are not permitted:

- 1. Signs with advertising, phone numbers and websites
- 2. Internally illuminated box ("can") signs
- 3. Vacuum-formed or injection molded plastic signs
- 4. Signs with type faces not consistent with tenant identity
- 5. Flashing or moving lights, graphics or other imagery
- 6. Signs employing luminous or day-glow paint
- 7. Any temporary signs or advertisements not approved by the Landlord
- 8. Store purchased 'open' or 'closed' signs (printed or illuminated)
- 9. 'Going Out of Business' banners
- 10. Store purchased "Sale" signs
- 11. Generic front illuminated acrylic letters



A.



B.



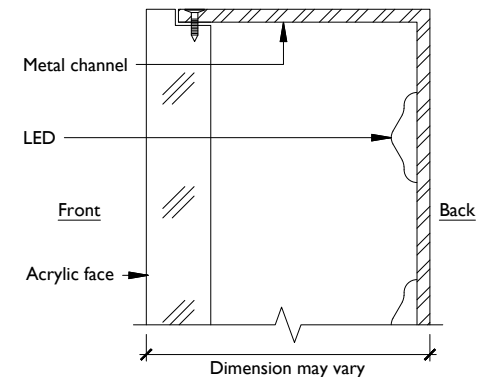
C.



D.



E.



Detail at front-lit channel letter without trim cap

SIGNAGE DESIGN (CONTINUED)

Allowable Sign Types & Dimensions

SIGN TYPES	Included in Total Allowable Area	Maximum Number of Signs	Maximum Sign Area Per Sign	Maximum Predominant Letter Height-Heavy Font	Maximum Predominant Letter Height-Light Font	Maximum Letter Depth	Maximum Sign Length
North Building Transom Sign	Yes	One transom sign of any allowed type per elevation.	Varies	18 IN	22 IN	3 IN	6 IN less than width of storefront opening.
South Building Transom Sign - Option A	Yes	One transom sign of any allowed type per elevation. If Tenant occupies 5+ bays of the South Building's west elevation, two transom signs are allowed on that elevation.	Varies	18 IN	22 IN	3 IN	6 IN less than width of storefront opening.
South Building Transom Sign - Option B	Yes	One transom sign of any allowed type per elevation. If Tenant occupies 5+ bays of the South Building's west elevation, two transom signs are allowed on that elevation.	Varies	24 IN	28 IN	-	6 IN less than width of glazing.
Blade Sign - North & South Buildings	Yes	One per elevation.	12 SF max.	-	-	-	54 IN
Window Graphics - North & South Buildings	No	-	Must not exceed 30% of 1st storefront opening's area and 15% of 2nd or more storefront openings' area. All area calculations exclude transoms.	-	-	-	-

NORTH BUILDING TRANSOM SIGNS

Description

North Building transom signs fit into the storefront transom's horizontal shape. Logos or accent letters may be incorporated in different ways.

Allowed Locations

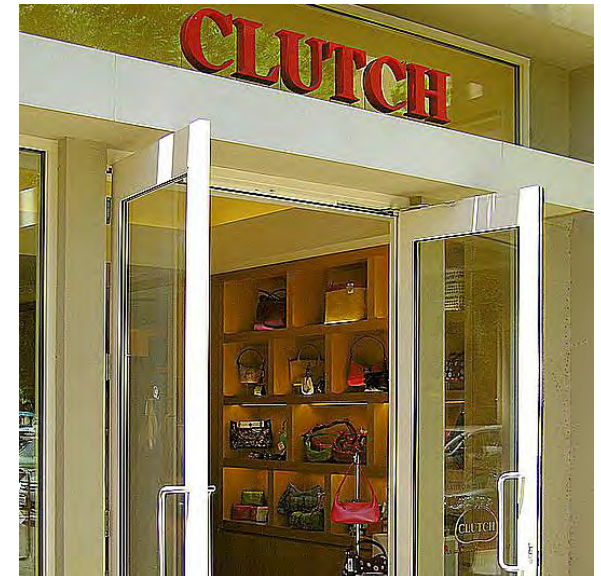
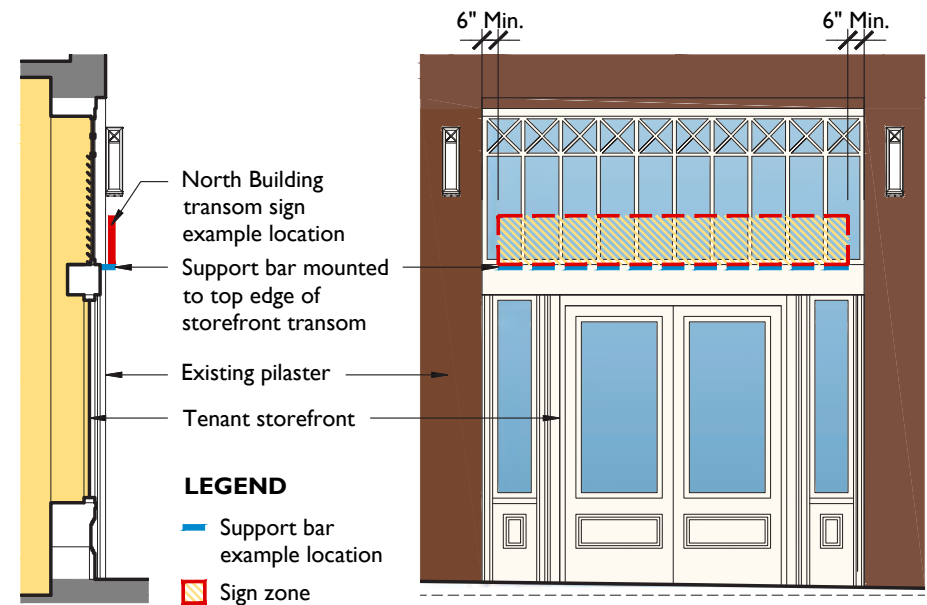
North Building only. The sign must be located within the storefront opening and in front of the transom's glazing (see diagrams).

Materials & Application

Individual letters or logos pin-mounted to support(s) below, which is mounted to the top edge of the storefront transom (see diagrams).

Illumination

Front-lit or non-illuminated.



SOUTH BUILDING TRANSOM SIGNS - OPTION A

Description

South Building transom signs (Option A) fit into the storefront transom's sign band's horizontal shape. Logos or accent letters may be incorporated in different ways.

Allowed Locations

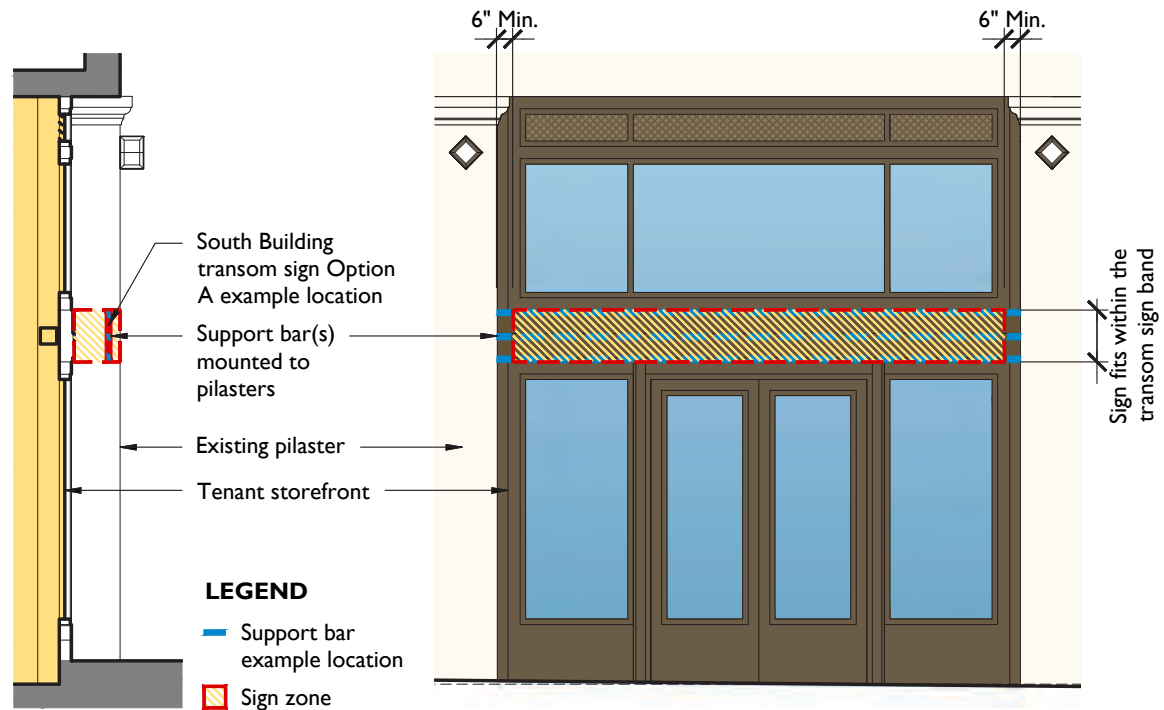
South Building only. The sign must be located within the storefront opening and in front of the sign band (see diagrams).

Materials & Application

Individual letters or logos pin-mounted to support(s) mounted to the adjacent pilasters.

Illumination

Illuminated or non-illuminated.



SOUTH BUILDING TRANSOM SIGNS - OPTION B

Description

South Building transom signs (Option B) fit into the storefront transom window's horizontal shape. Logos or accent letters may be incorporated in different ways. These signs may be as simple as metal-leaf letters or as creative as mixed media signs that float across the store window.

Allowed Locations

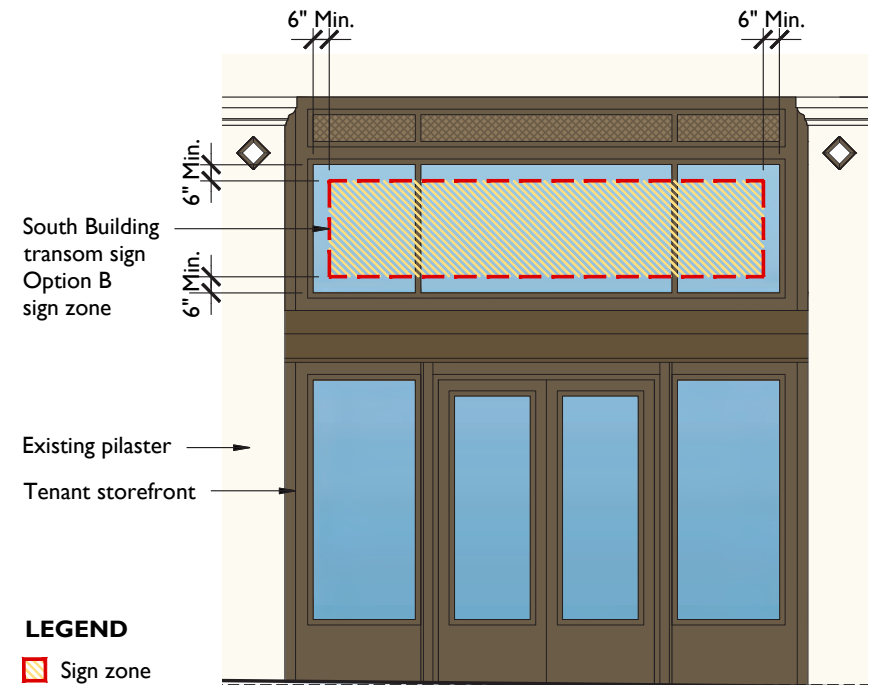
South Building only. The sign must be located within the storefront opening and the transom's glazing (see diagram).

Materials & Application

Silkscreen, painting, sandblasting, or film applied directly to the glazing.

Illumination

Non-illuminated. However, lighting may be permitted if the sign is unique and creative, subject to review by the Landlord and the Landlord's Architect.



BLADE SIGNS

Description

Blade signs are double-sided signs that are perpendicular to the storefront. They may be a variety of shapes and three dimensional. Signs, including the brackets, should be unique and reflect the character of the individual Tenant.

Allowed Locations

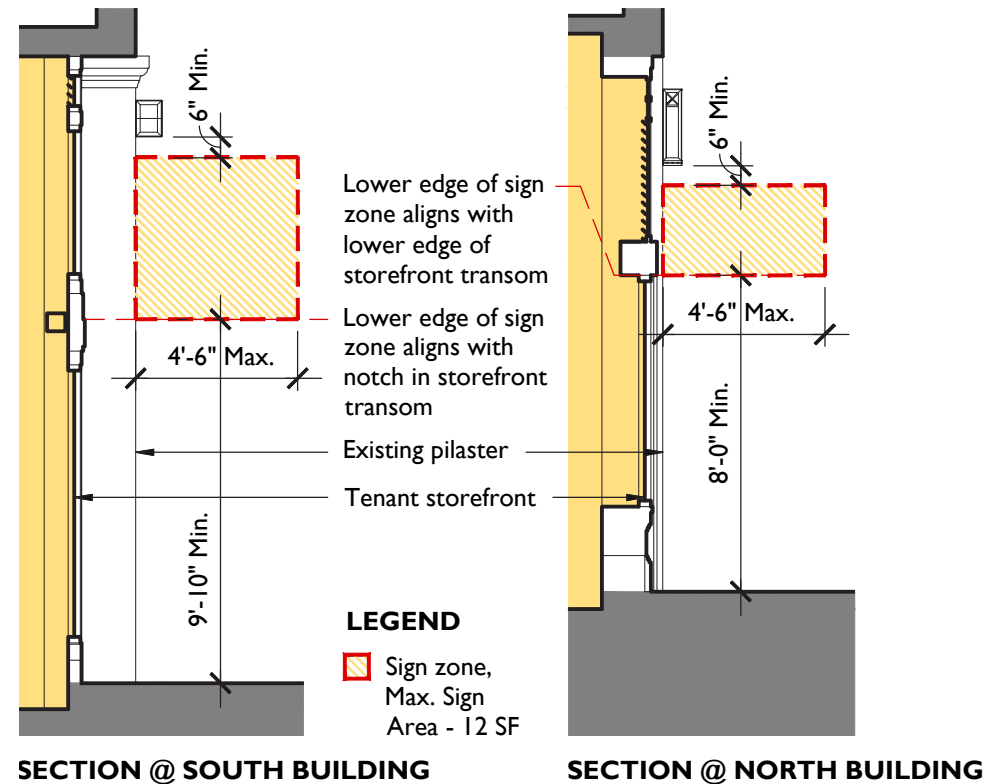
Must be mounted to a pilaster adjacent to the Tenant's storefront bay (see diagrams).

Materials & Application

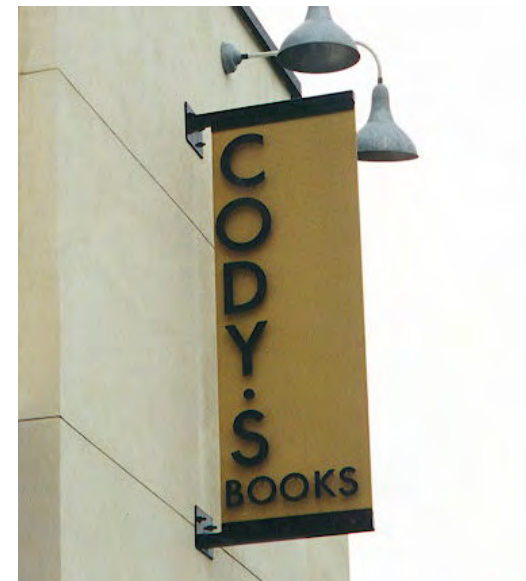
- Materials for these signs and their graphics may include metal, wood, fabric, paint or other durable material that can withstand the elements.
- Given that these signs are easily accessible they should be vandal-resistant. A minimum vertical clearance must be provided under the sign: 8 feet at the North Building and 9'-10" at the South Building.

Illumination

Illuminated or non-illuminated.



BLADE SIGNS (CONTINUED)



WINDOW GRAPHICS

Description

Window graphics are located within the storefront glass area and encompass a wide variety of sizes, shapes and materials. They may be as simple as metal-leaf letters or as creative as mixed media signs that float across the store window.

Allowed Locations

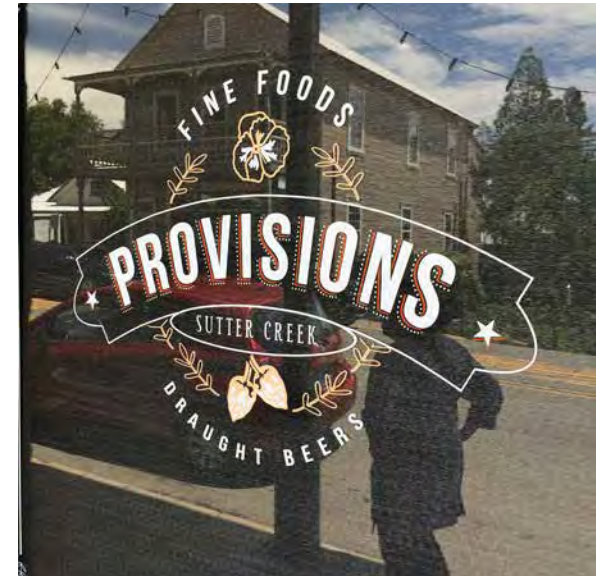
Window graphics are located parallel to the storefront and within the storefront opening. Graphics are limited to the lower portion of the storefront. Graphics are not permitted in the transom.

Materials & Application

Silkscreen, painting, sandblasting, or film applied directly to the glazing. Window graphics may also consist of individual letters or logos either pin-mounted to the storefront or applied to a clear or opaque panel located at the interior side of the storefront.

Illumination

Window graphics are generally non-illuminated, however lighting may be permitted if the sign is unique and creative, subject to review by the Landlord and the Landlord's Architect.



WINDOW GRAPHICS (CONTINUED)



TENANT ADDRESS

Tenant Address Signs are required at the store entrance and per requirements of the local Fire Department.

Design Criteria:

1. Location: centered over main entry doors or on either door panel of main entry doors.
2. Color/Material: vinyl film 3M Dusted Crystal
3. Font: DIN OT Alternate Bold
4. Height: comply with local Fire Department regulations and must not exceed required height
5. Stroke Width: 1" minimum
6. Tenant address signage is non-illuminated.



TEMPORARY SIGNAGE

Temporary signs are 'grand opening' signs for a new store, seasonal signs and decorations, and 'sale' signs. These may also include a new Tenant's identity sign temporarily in place of a permanent sign. All Temporary Signs are subject to the Landlord's discretion and approval.

1. Opening Soon/ Grand Opening Signs:

- a) These signs are banners that may be mounted on the exterior of the storefront opening or attached to an overhang
- b) These signs must not be generic and are required to utilize design elements, such as logos.
- c) These signs may not be displayed for more than 45 consecutive days.

2. Seasonal Signage and Decorations:

- a) Decorations should be artistic and creative.
- b) Signage and decorations must fit within the storefront opening.
- c) Neither may not be displayed for more than 45 consecutive days.

3. Sale Signs:

- a) Sale signs must be custom, creative and fun.
- b) Pre-printed or 'stock' sale signs are not permitted.
- c) Sale signs may not be displayed for more than 30 consecutive days.

