

LINCOLN PLAZA

SIGN CRITERIA

The purpose of this criteria is to encourage the development of creative and consistent tenant signing. The following criteria shall be considered as part of Exhibit B of the Lease Agreement.

The design, size, type of illumination, and location of all tenant signing shall be approved in writing by the Landlord. The tenant shall submit two prints and one sepia of the final design, based upon acceptance of preliminary drawings, for final approval. No sign shall be installed until Landlord's written approval has been obtained by the tenant. The Landlord reserves the right to design tenant's sign at tenant's expense if tenant's submittal is unacceptable.

1. Each tenant is required to design, fabricate, install and maintain, at Tenant's expense, an illuminated individual letter sign on the sign band signage track. Landlord's approval of all signage is required before installation. The Landlord reserves the right to reject any sign design if, in its judgment, it is inappropriate or incompatible with the character of aesthetic intent of the project.
2. Signage shall be limited to the tenant's trading name and logo only, as approved in the Lease. No name brands, product names or slogans may appear on the signband, nor in any area directly visible from the public space, without written Landlord approval.
3. One sign or other graphic treatment is allowed per storefront elevation.
4. Primary Tenant signage shall be individual internally illuminated channel letters or logos with opaque metal sides (painted to match Landlord's signage track) and faces of translucent acrylic, with white 3200K-3700K neon light source. Individual letters shall be fastened to sign face with 1/2" reveal per detail. Exposed neon lettering or logos is not permitted.
5. Signage Area and Letter Sizes -

The size of all signs shall be in scale and harmony with the Shopping Center. The letter sizes and areas shall not exceed the following limitations:

 - a. Height: 18" maximum for block, 12" for script with the exception of the initial capital letters, if used which may be 24" and 18", respectively.
 - b. Area: No lettering or logo shall be located within three (3') feet of any adjacent store or demising wall line, nor shall any sign occupy more than fifty percent (50%) of a space which is the product of 2'-6" multiplied by the length of the store frontage on the covered walkway. Refer to Township zoning code for additional signage area restrictions.
6. Printed signs hanging in or on storefront, permanent or temporary, are not permitted.
7. Box signs, paper signs, stickers, roof mounted signs, banners, or flags are not permitted. When credit card identification stickers are to be used, they must be applied to a freestanding panel inside the store.
8. No exposed raceways, ballast boxes, or electrical transformers are permitted. Power corrected neon transformers shall be mounted within the accessible areas of the exterior walkway canopy structure.
9. Sign company names and union labels shall be concealed or located in an inconspicuous place. No storefronts, animated components, formed or injection molded plastic signs, or flashing lights are permitted.
10. Except with Landlord's approval, no sign shall project more than 4" beyond the storefront lease line. At designated locations, Landlord may permit blade signs under the exterior walkway soffit. These signs are to be non-illuminated two sided signs, a maximum size of 12" high x 48" long and 2" deep, designed subject to Landlord's approval.

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SIGN CRITERIA (continued)

11. All tenants are required to obtain local governmental approval or permit required by code. All signs must be UL approved.
12. Service doors to tenant areas will have standard identification plate (i.e., tenant's name and address number) throughout, as specified through a common manufacturer by the Landlord. The tenant shall provide and install door identification plates.
13. Signs of the blinking, revolving, moving, or animated type are not permitted.
14. Shop drawings and specifications of signs must be submitted to Landlord for review before sign installation.
15. Signs are to be connected to a seven day, 24 hour time clock. Hours of illumination to be determined by Landlord.