

**ELLENTON
PREMIUM OUTLETS®**
A SIMON CENTER

TENANT SIGNAGE CRITERIA

October 7, 2019



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PRIMARY TENANT IDENTIFICATION SIGNAGE

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A. Introduction

This criteria has been developed to guide each Tenant to an imaginative signage solution. The guidelines established herein will ensure that Tenant identification is of consistent quality and is compatible with the architectural character of the Center. Each proposed sign will be evaluated on the design's excellence and compatibility with neighboring signs and the overall character of the Center's signage/graphics. Tenant's signage depends on location and architectural conditions at the storefronts within the Center.

1. Storefront Tenant Identification Sign Options for Internal Areas of Center:
 - a. **Type A:** Fabricated individual face illuminated channel letters mounted on raceway.
 - b. **Type B:** Fabricated individual face illuminated channel letters, pin-mounted.
2. Secondary Tenant Identification Sign Options for Internal Areas of Center:
 - a. **Type C:** Blade sign mounted above storefront entry doors (or centered between sets of doors)
 - b. **Type D:** Entry doors/Storefront signage
3. Perimeter Tenant Identification Sign Options: All perimeter/tower signs MUST include engineered sign drawings indicating structural support for sign.
 - a. **Type E: Same as storefront**

NOTE: LEDs ARE NOT TO BE VISIBLE ON SIGN. ALL ILLUMINATION TO BE EVEN LIGHTING WITHOUT ANY "HOTSPOTS" ON SURFACES.

B. Submittals and Approvals

1. All Tenant signage is subject to the Landlord's written approval. The Landlord's approval shall be based on the following criteria:
 - a. Design, fabrication, and method of installation of all signs shall conform to this sign criteria.
 - b. This sign criteria shall conform to the design standards of the Center in harmony with adjacent signage conditions.
2. The Tenant agrees to conform to the following procedures and submission requirements to secure the Landlord's approval:
 - a. Submit one (1) set of detailed sign design, shop drawings: Simon Property Group
 - b. Sign drawings are to be prepared by a reputable state licensed Sign Contractor or as required to be licensed by the local authorities.
 - c. Sign drawings must include a 1/8" scaled storefront drawing illustrating the proposed sign design and all dimensions as they relate to the storefront elevation of the Tenant's premises.
 - d. Sign drawings must also include a min. 1" = 1'-0" sign elevation and section through sign indicating construction and attachment methods and illumination details.
 - e. Letters must be accurately dimensioned and spaced.
 - f. Sign external finish designations and types of materials must be included with the sign drawings.
 - g. Lighting from cantilevered point lights is not allowed.
 - h. Unless Landlord has received the above described drawings and information in the quantities set forth above, the Landlord will not approve the Tenant's exterior sign.
3. All drawings marked "Revise and Resubmit" must be resubmitted with the required corrections prior to fabrication. Only after all drawings have been marked "Approved as Noted" and after permit is obtained may the fabricator proceed with fabrication per approved drawings.
4. The Tenant and Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have occurred:

- a. A stamped set of final drawings reflecting the Landlord's approval shall be on file in the Landlord's office.
 - b. Tenant and their Sign Contractor shall be responsible for the securing of all applicable sign permits required by the local authorities prior to fabrication of the signs. The Landlord's stamped approval is required on all plans prior to the application for permit.
 - c. The City of Ellenton issued sign and electrical permits, as well as a stamped set of drawings reflecting the Landlord's approval prior to sign installation. The Sign Contractor/Tenant shall be responsible for all inspections.
 - d. The Landlord must be notified 48 hours in advance prior to the sign installation, by contacting the on-site Center Manager.
 - e. The Landlord must receive a Certificate of Insurance from the Sign Contractor actually performing the installation.
5. The Landlord reserves the right to revise this Signage Criteria in accordance with City of Ellenton Sign Ordinance for up to thirty (30) days before the Tenant's Rent Commencement date. However, this Signage Criteria may be revised at any time if so required by any government agency having jurisdiction over its contents.
 6. In the event the Tenant changes their sign at any time during the term of their lease, Tenant must comply with any future modifications, revisions, or changes, which have been made to the Sign Criteria for the Center after the execution of their Lease Agreement.
 7. The Tenant shall pay for all signs, their installation (including any required electrical connection back to the J-box and any secondary J-box required) and all other labor, materials, and future maintenance. Tenant will provide dimensional, waterproof blade sign, including their design with storefront sign submittal for review. Tenant will also be responsible for the fabrication and installation of the blade sign bracket to match existing at Center, if none exists at their space.
 8. The Tenant and their Sign Contractor are responsible for understanding this Sign Criteria and conforming to its requirements.
 9. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, including all applicable building and electrical codes.
 10. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetic of design shall remain the sole right of the Landlord.

C. Fabrication & Installation Requirements

The fabrication and installation of all signs shall be subject to the following restrictions:

1. All signs mounted on concrete substrate are to be attached by pin-mounting or as shown on detailed exhibits. Mounts consist of $\frac{3}{16}$ " to $\frac{1}{4}$ " 'all-thread' with $\frac{3}{8}$ " to $\frac{1}{2}$ " aluminum or PVC spacer sleeve for rigidity. Spacers to be painted to match adjacent building wall color.
2. Ladders, installation equipment and installation crews are not permitted to lean on building, awnings and storefront. All installation equipment must be freestanding type to avoid contact with or damage to building or storefront. Motorized man lift is allowed with Landlord's prior approval. Rubber wheeled lifts must have wheel padding or white tires to prevent marks on paving areas. Vehicles are not permitted on pedestrian streets.
3. **Tenant's Sign Contractor is required to contact the onsite Center Manager prior to installation of signage and again at completion so acceptance can be determined.**

4. Installation crews are responsible for establishing a safety zone around their work area. Tenant Signage crews must display caution tape and safety cones and apply these safety devices to the surface of walkways and doors. Electrical cords cannot be run outside of this safety zone.
5. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and patched to match adjacent finish. Spacers must be painted to match building color. No PK housings allowed. Photos of correct installation of signs, from inside and out, are required to be provided within 48 hours of install.
6. Each Tenant, or their Sign Contractor, shall be responsible for the repair of any damage to the building caused by the installation of said Tenant's sign. Particular attention must be made in and around the access panels into any canopy areas. If required, repainting these areas will be back-charged to the Tenant.
7. The installation Sign Contractor is responsible for removing all debris and cleaning the work area after installation is complete. Sign Contractor shall protect existing wall surfaces and nearby awning structures during sign installation.
8. The Sign Contractor must check sign to ensure proper illumination. Tenant is not allowed to disconnect from Landlord's time clock override relay.
9. All final sign connections (Interior & Exterior) are the responsibility of the Tenant/Tenant's Electrician. Tenant GC is responsible for coordinating both Sign Contractors & Electricians work.
10. Each Tenant shall be responsible for the performance of its Sign Contractor.
11. Each Tenant shall be responsible for the installation and maintenance of its sign. Should the Tenant's sign require maintenance or repair, Landlord shall give Tenant fifteen (15) days written notice to effect said maintenance or repair. Should Tenant fail to do so, Landlord shall effect said maintenance or repair and Tenant shall reimburse Landlord within ten (10) days of receipt of invoice.
12. Tenant to use Landlord provided storefront J-box to wire storefront signage back to designated circuit. If no J-box exists, it is Tenant's responsibility to provide and connect to Landlord's timeclock.
13. Any damage to surrounding walls or surfaces made by signage contractor shall be repaired at their expense.
14. UL labels MUST be placed on signs/sign letters according to local municipality's requirements. All other sign elements, including transformers, power supplies, and/or ballasts must also be labeled according to the most current National Electric Code standards, as well as any additional state requirements that apply. Secondary wiring must be completed by one of the permitted methods dictated by the most current NEC.
15. Interior raceways may be required to conceal wiring and transformers on interior of Tenant space if open ceiling condition exists or if it is a perimeter sign installation, depending on sign location and conditions. Raceway must be painted to match wall. Field survey conditions.
16. In some cases exterior weatherproof raceways may be required to cover any exposed electrical components above roof-lines and roof membrane penetrations must be sealed. Penetration and raceway sealing must be coordinated with Landlord's roofing contractor to preserve roof warranty. Contact Center Management for roofing contractor's contact information.
17. If a Tenant sign change is absolutely necessary during winter months when temperatures drop below 45 degrees, upon existing sign removal, Tenant is required to patch holes and use color matched paint to do a "temporary" touch up until temperature warms up above 45 degrees PRIOR to new sign installation. Then during warmer weather, Tenant's contractor must return to repaint sign band to Landlord's satisfaction. Sign must be covered during repairs. This work must be completed in a timely fashion when warmer weather occurs.

D. Non-Conformance

1. No field installation changes are permitted without first notifying the Landlord in writing. If any sign is changed as to placement, location and/or size, which differ from the approved sign plan, Tenant and/or Sign Contractor will be responsible for repair, change, and/or relocation of sign to proper placement at their expense.
2. Any sign that is installed by Tenant which is not in conformance to the approved drawings shall be corrected by Tenant within 15 days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said 15 days, then the Landlord shall have the option to correct non-conforming sign at Tenant's expense.

E. Guarantee

Entire display shall be guaranteed by Sign Contractor for one (1) year from date of installation against defects in material and workmanship. Defective parts shall be replaced without charge.

F. Insurance Requirements

GULF COAST FACTORY SHOPS LP AND SIMON PROPERTY GROUP, INC.; are to be named as Additional Insured on all policies. Premium Outlets Simon, as Certificate Holder, shall be included on all policies as an additional insured/loss payee. Before commencing the work, the Contractor shall procure and maintain at its own expense, until final completion and acceptance of the work, the following minimum insurance forms and with insurance companies acceptable to the Owner:

1. Worker's Compensation Insurance for statutory obligations imposed by Worker's Compensation or Occupational Disease Laws, including, where applicable, the United States Longshoremen's and Harbor Worker's Act, the Federal Employer's Liability Act, and the Jones Act. Employers' Liability insurance shall be provided with a maximum limit of \$1,000,000.00 per disease, \$5,000,000.00 policy limit by disease.
2. Comprehensive Automobile Liability Insurance with the following minimum limits of liability:

Bodily Injury Liability	\$2,000,000 - Each Occurrence
Property Damage Liability	\$2,000,000 - Each Occurrence

The insurance is to apply to all owned, non-owned and hired automobiles used by the Contractor in the performance of work.

3. General Liability, Contractual Liability and Products/Completed Operations Liability Insurance covering all operations required to complete the work with the following minimum limits of liability:

Bodily Injury Liability	\$2,000,000 - Each Occurrence
Property Damage Liability	\$2,000,000 - Each Occurrence

The Products/Completed Operations Liability Insurance shall be provided for a period of at least two (2) years after completion of the work.

The Contractual Liability Insurance coverage shall insure the performance of the contractual obligations assumed by the Contractor by acceptance of this order, including specifically, but without limitation, the Indemnification provisions of this agreement.

4. Excess Liability (Umbrella):

Bodily Injury Liability	\$2,000,000 - Each Occurrence
Property Damage Liability	\$2,000,000 - Each Occurrence

G. Signage Attachment Details

All wall penetrations are to be made using one of the approved attachments details as found in this Signage Criteria.

H. Storefront Signage

1. All Tenants to have a storefront sign. Sign shall be located only on the spaces and on the surfaces specially provided for same on the building elevations. Signage type and size shall be dictated by the building type in which the Tenant is located.
2. Square footage for Tenant wall signs shall be based on the maximum sign lengths and letter heights as defined in the following paragraphs and exhibits.
 - a. Each Tenant to have:
 - One (1) primary Storefront sign.
 - One (1) secondary Blade sign.
 - An additional exterior wall sign shall be offered to specific Tenants solely at the Landlord's discretion for perimeter signage on the exterior of the Center.
 - b. Subject to Landlord review and approval, specific Tenant locations (such as towers or corner spaces at ends of buildings) with more than one frontage and/or entry may be allowed one sign on each frontage provided architectural treatments at each location can accommodate a sign. If additional signs are allowed, signs located on adjacent building elevations shall be dictated by building signage type location elevations. Tenant is responsible for supply and installation of additional J-box where needed.
 - c. Sign area and location to be determined by Landlord.
 - d. Letter height on primary storefront single line signs shall be as defined in the following sections:

Specific locations and surrounding architectural treatments can dictate maximum sign height and length, which in some cases may be less than the maximum defined herein.
3. All signs (size, design, type and color) are subject to Landlord's approval, based on aesthetic and relationship to neighboring Tenant signs.
4. Signs shall be limited to letters designating the store name as set forth in signed lease documents between Tenant and Landlord.
 - a. **Tenant shall display their established registered trade name(s) only.**
 - b. Registered Trademark Symbols are permitted subject to Landlord review/approval of fabrication requirements.
5. The colors and type styles of all signs shall be subject to Landlord's approval. Established trade logos and signage are required to be used, providing they conform to the criteria described herein. The color of all lettering and/or sign panels shall be compatible with the building color and provide sufficient contrast with the background color of the building wall on which the sign is located.
6. Logo plaque components used in conjunction with individual letters are considered an integral part of the store identity and are included in the calculation of allowable sign area, subject to Landlord's approval.
7. Individual shop address numerals will be provided and installed by the Landlord on the storefront and rear door of the Tenant space, and are not included in the calculation of allowable wall signage area.
8. No Tenant shall affix or maintain upon any exterior glass or other exterior surface of the storefront, any signs or symbols other than the signs provided for in this criteria.

9. No temporary signs of any nature will be accepted!

I. Primary Tenant Identification Signage

Tenant's primary identification sign shall be selected from the following sign types based on the storefront's location and architectural conditions within the Center's internal areas.

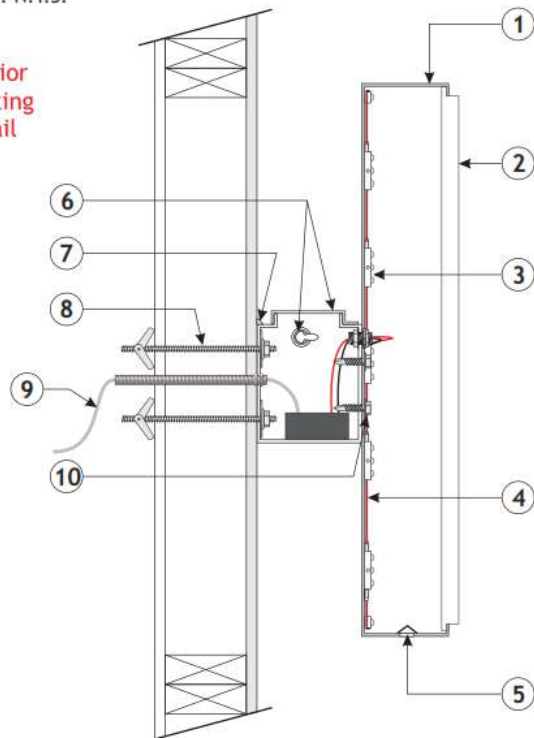
Sign Type A: INTERNALLY ILLUMINATED CHANNEL LETTERS MOUNTED ON RACEWAY

- a. Individual face lit channel letters shall have a maximum depth of 4" (preferred depth = 2½"). Letters shall be fabricated from weatherproof .063" thick aluminum with "F" track retainers and acrylic push-thru letter faces or low profile/cast type letter faces, illuminated with brand specific LEDs to create sufficient illumination for sign location with no hot spots. All seams shall have continuous welds and be filled. NO TRIM CAPS ALLOWED. Letters to be mounted on a raceway.
- b. Sign to be centered on fascia vertically. Horizontal location of sign to be determined by Landlord on site at time of installation. The letter style and color is at the option the Tenant pending Landlord review and approval.
- c. Height – maximum overall height of the sign shall not exceed twenty-four (24") inches for single line and thirty-two (32") inches for double line.
- d. Length – The length of the individual Tenant signs on the internal storefronts shall not exceed seventy five percent (75%) of Tenant's storefront width, or twenty-four feet (24'0") in sign length, whichever of the two results in a smaller sign.
Example: 20" store width x 75% = 15 feet of allowable sign length
- e. All holes to be filled and sealed
- f. All fasteners and seams to be located at the top of the sign. No exposed fasteners will be allowed on the exposed portions of the sign.
- g. Company and/or manufacture labels, unless required by code, may not be exposed to view.
- h. Non-exposed weather-sealed low voltage transformers will be utilized and placed in a remote location. EGL ceramic electrodes with heavy-duty nichrome leads will be used and connected in a U.L. approved housing. GTO type connectors ok. All signage shall come with a U.L. label.
- i. All channel letters must have one 3/16" diameter drain hole at bottom of every letter. All signs shall be fabricated and installed with U.L. approved components in compliance with all applicable building and electrical codes.
- j. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and be patched to match adjacent finish. No sign company labels will be permitted on the exposed surfaces of the signs.
- k. All signs shall conceal all necessary wiring, transformer, ballasts starters, and other necessary equipment behind storefront or sign band construction. All disconnect switches or transformer boxes concealed behind wall or parapet.
- l. Logos ONLY are internally illuminated channel letters mounted without a raceway. LOGOS only should have push-thru acrylic face, 1" minimum.

SIGN TYPE A
Single or Double Line Text

SIGN - SECTION
 Scale: N.T.S.

Exterior
 Mounting
 Detail



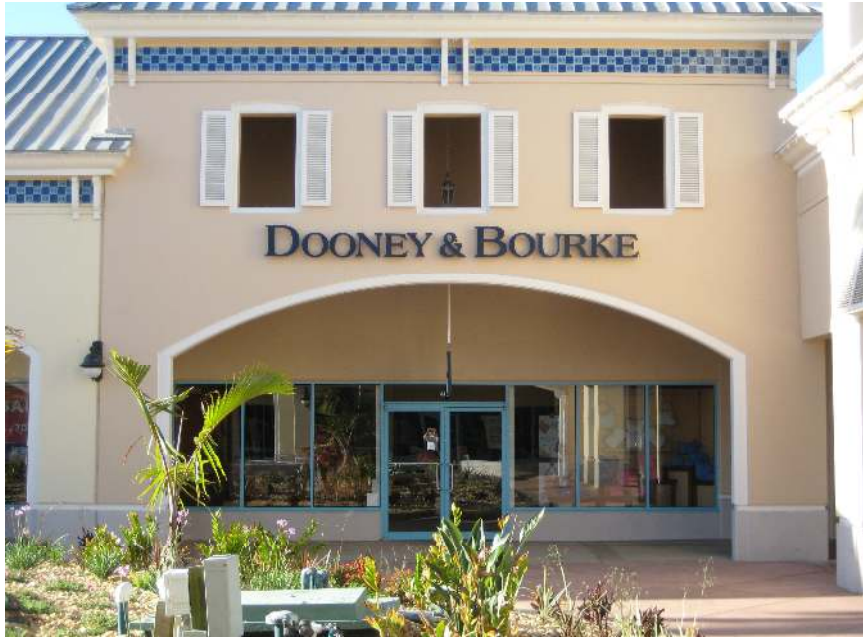
BRAND SPECIFIC LEDS TO CREATE SUFFICIENT ILLUMINATION FOR SIGN LOCATION WITH NO HOT SPOTS

SIGN- DETAILS

- ① 3" DEEP ALUMINUM RETURNS PAINTED PANTONE "BLACK C" WITH 1/4" RETAINER RING ON FACE
- ② 3/4" THICK ROUTED 2447 ACRYLIC PUSH THRU LETTERS WITH PERFORATED BLACK DAY/NIGHT VINYL APPLIED TO FACES
- ③ SLOAN VL PLUS 2 HB 6500K WHITE LED UNITS TO ILLUMINATE SIGN
- ④ LOW VOLTAGE ELECTRICAL WIRE JUMPS
- ⑤ DRAIN HOLE IN BOTTOM OF LETTER RETURN WITH LIGHT COVER
- ⑥ 5 1/2" TALL x 3 1/2" DEEP RACEWAY PAINTED TO MATCH STOREFRONT (COLOR T.B.D.) WITH SERVICE DISCONNECT SWITCH MOUNTED ON SIDE OF RACEWAY
- ⑦ CONTINUOUS BEAD OF SILICONE IS REQUIRED ALONG THE TOP OF RACEWAY AGAINST THE BUILDING FASCIA
- ⑧ RACEWAY SECURELY FASTENED TO STOREFRONT WITH 3/8" ALL-THREAD ROD TOGGERS, WASHERS AND THREAD LOCKING NUTS,
- ⑨ PRIMARY ELECTRICAL SOURCE (BY OTHERS) TO UL LISTED POWER SUPPLIES INSIDE RACEWAY, 120v, 10AMP CIRCUIT PRIMARY TO BE DEDICATED TO ELECTRICAL BOX . 3/8" THREADED CONDUIT TUBING TO PASS THRU WALL FOR LED WIRING TO CONNECT TO PRIMARY ELECTRICAL SOURCE
- ⑩ #12 x 1" TEKS SCREWS ATTACH LETTERS TO RACEWAY, MIN FOUR PER LETTER

Sign Type B: INDIVIDUAL FACE LIT CHANNEL LETTERS WITH LED ILLUMINATION.

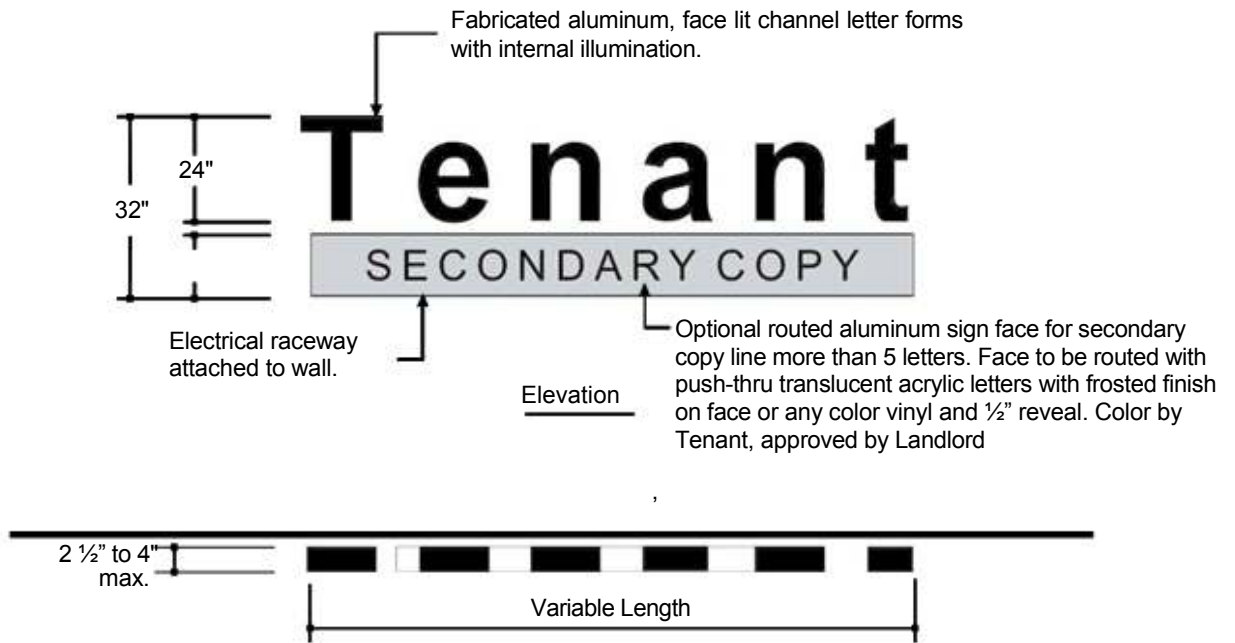
- a. Individual face lit channel letters shall have a maximum depth of 4". Letters shall be fabricated from weatherproof .063" thick aluminum with "F" track retainers and acrylic push-thru letter faces or low profile/cast type letter faces, illuminated with multidirectional brand specific LEDs to create sufficient illumination for sign location with no hot spots. NO TRIM CAPS ALLOWED.
- b. Letter return color preferred as black or clear coated natural metal (ex: Bronze, brass, aluminum: polished, brushed or swirled, etc) or Tenant's corporate colors as approved by Landlord, prior to fabrication and installation. All seams to have continuous welds and be filled. 1/2" spacers to be painted to match wall/facade color.
- c. Tenant signs are to be centered on the Tenant's storefront or between prominent architectural elements unless noted otherwise by Landlord.
- d. Individual pinned-off, face lit channel letters should have push-thru acrylic faces and shall be illuminated with brand specific LEDs to create sufficient illumination for sign location with no hot spots. Letters to have 2 1/2" min to 4" max returns.
- e. Length: The length of the individual Tenant signs on internal storefronts shall be variable. However, the length shall not exceed 75 percent (75%) of Tenant's storefront width, or twenty-four feet (24'-0" max.) in sign length, whichever of the two results in a smaller sign.
Example: 20' store width x 75% multiplier = 15 feet of allowable sign length.
- f. Height: 24" high letters for single line sign and 32" high maximum assemble area for double line sign
Single line: Text letters shall not exceed 24" in height.
Double lines: Overall height not to exceed 32". **If more than 5 letters,** second line of copy to be in routed aluminum cabinet with routed face. Cabinet to be face lit with LED's and 1/2" push-thru letters.
Logo/Logos with text may be combination of face/halo lit type as approved by landlord.
- g. Bolts, connectors, sleeves, etc. shall be non-ferrous materials.
- h. All penetrations thru walls to be watertight.



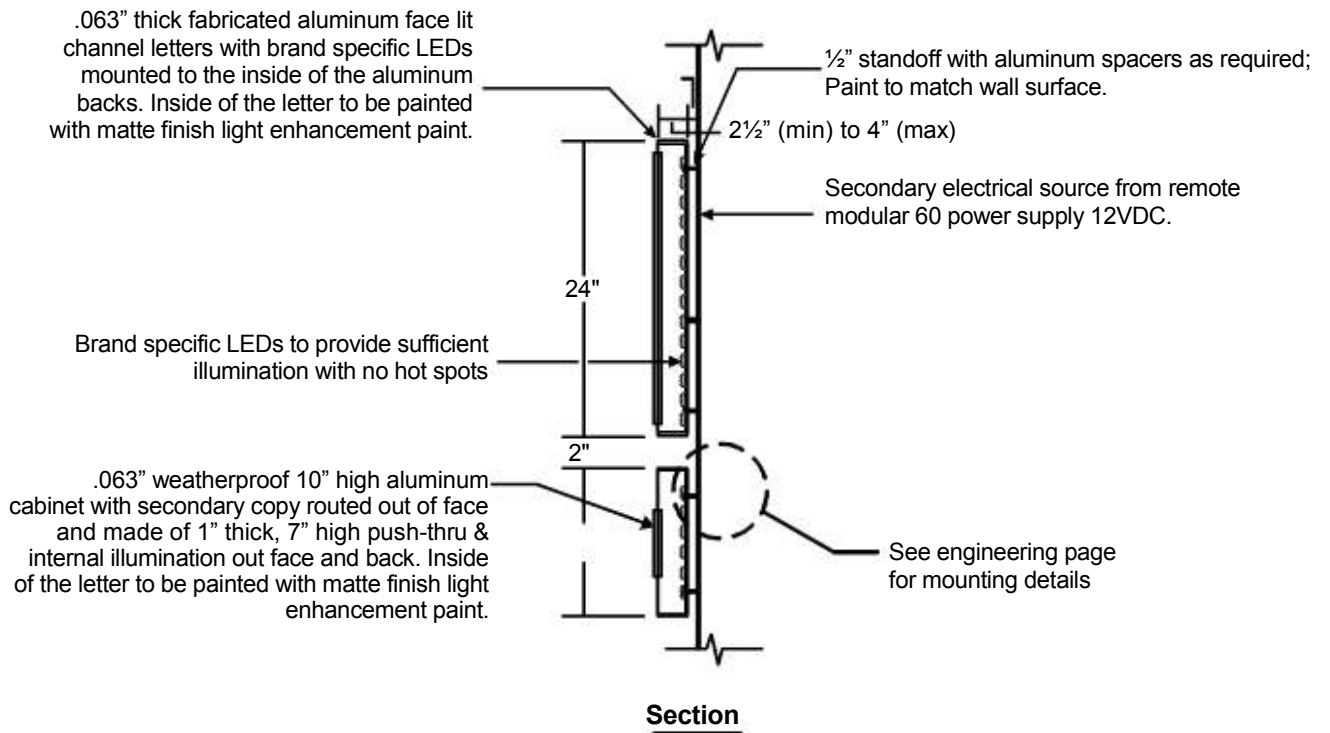
Signage Type B Examples

Signage mounting height will be determined at the time of installation by Landlord.

SIGN TYPE B
Single or Double Line Text

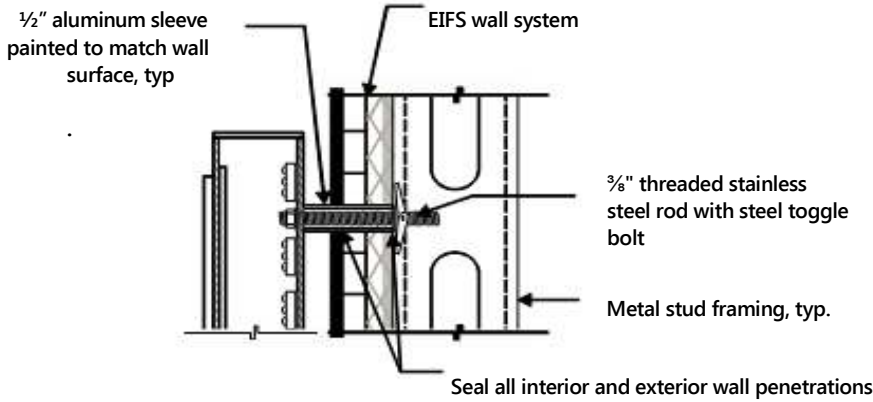


Plan View



Note: All bolts, connectors, sleeves, electrical conduits, etc. to be non-ferrous. All penetrations thru wall panel to be watertight. LEDs are not to be visible on sign. All illumination to be even lighting without any hotspots on surfaces

Typical Mounting Details

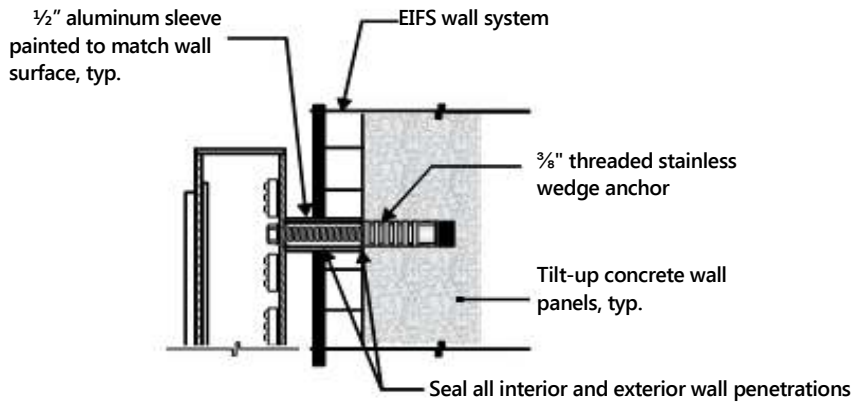


Stud Framed Wall
Hollow Wall Anchor Sign Attachment to Structural Exterior Wall



3/8" dia. all thread stainless steel rod with zinc plated steel toggle bolt wings. Bolt length to be determined as required per wall construction

Letter Mounting Detail at EIFS over Metal Stud Framing

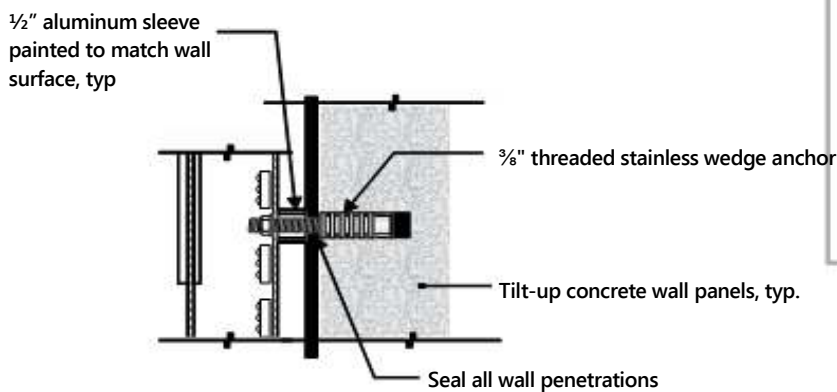


Masonry Wall
Expansion Sign Attachment to Masonry Constructed Wall



3/8" dia. stainless steel wedge anchor sign attachment to concrete, brick, rock and stone masonry wall installations

Letter Mounting Detail at EIFS over Tilt-up Concrete Wall



Masonry Wall
Expansion Sign Attachment to Masonry Constructed Wall



3/8" dia. stainless steel wedge anchor sign attachment to concrete, brick, rock and stone masonry wall installations

Letter Raceway Detail at Tilt-up Concrete Wall

Note: All bolts, connectors, sleeves, electrical conduits, etc. to be non-ferrous. All penetrations thru tilt-up concrete wall panel to be watertight. LEDs are not to be visible on sign. All illumination to be even lighting without any hotspots on surfaces.

Sign Type C: **BLADE SIGN MOUNTED ABOVE STOREFRONT ENTRY DOORS**

Tenant will fabricate and install one (1) double-faced, weatherproof blade sign. Tenant will be responsible for the fabrication and installation of the blade sign bracket if none currently exists at space.

- a. The purpose of the blade sign is to identify the store entrance to shoppers along pedestrian paths. The blade signs shall be located approximately at the center line over store entry doors or between sets of doors.
- b. Blade sign shape may vary, but the size of the sign shall be limited to 8 square feet per sign face. The sign panel **MUST** be 48" wide, height may vary but may not exceed 24" high (maximum area).
- c. Each Tenant will be allowed to use this sign with their logo to complement their individual style, emphasizing their corporate identity and/or product.
- d. Painted dimensional letters mounted to blade panel are required to give interest and variety.
- e. Tenants must submit blade sign shop drawings with details to Landlord for approval.
- f. Sandblasting and wood are prohibited.
- g. Bolts, connectors, sleeves, etc. shall be all non-ferrous materials.
- h. Attach blade with locking carabiner style clip available at any hardware store.



Sign Type D: ENTRY DOOR/STOREFRONT WINDOW SIGNAGE

- a. For the purpose of store identification, the Tenant may propose to the Landlord a design layout of Tenant name and/or logo in white or black Vinyl Die-Cut Graphics or another color as per Landlord's approval for placement on the inside of entry doors. Each door is permitted one (1) square foot of Vinyl Die-Cut Sign area. The area must be centered 70" from grade or as otherwise directed due to door configurations.

Please confirm placement with the Center Management before fabrication and installation.

Door Vinyls:



- b. For the purpose of additional store identification, the Tenant may also propose to the Landlord a design layout of store name/logo ONLY in black or white Vinyl Die-Cut Graphics or another color, as per Landlord's approval, for placement on the inside of every other (alternating) display window. The maximum permitted area on each window may not exceed one (1) square foot and placement must occur in the centered area measured a minimum of 8" inward toward the window's center from the vertical edges of the window and may not exceed 42" above grade.

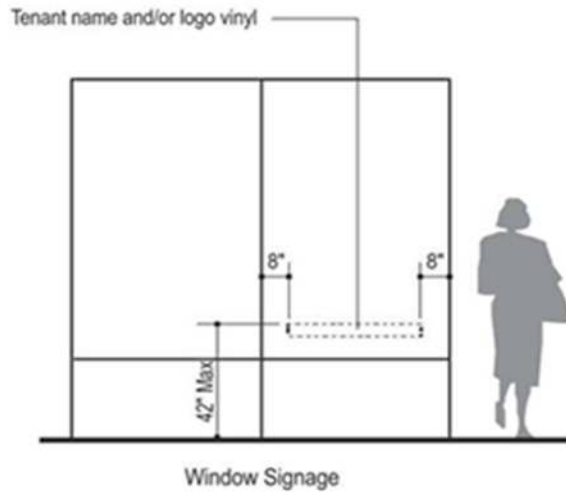
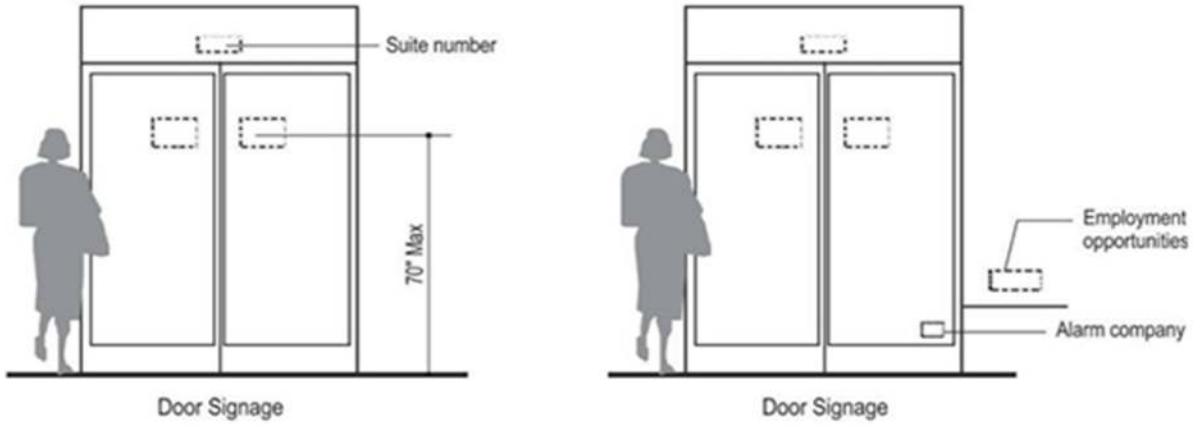
Window Vinyls:

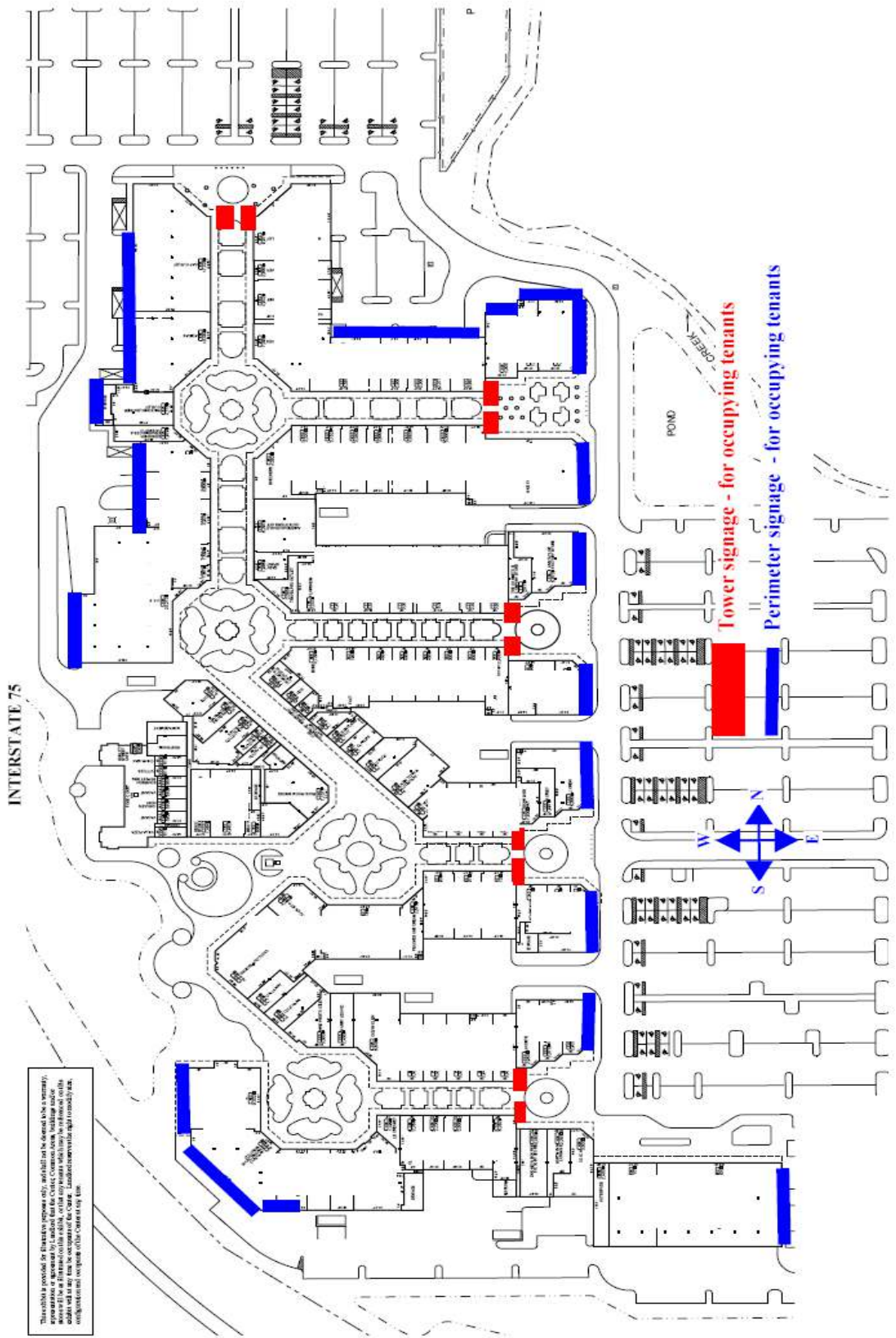


- c. Permanent store signage as part of window background display is limited to one (1) square foot of sign area per one (1) lineal foot of store frontage.
- d. Tenant supplied Help Wanted signs are prohibited.
- e. Help Wanted and other standard information signs as deemed necessary by Landlord, are provided by Landlord and shall be affixed to the inside left edge of the window immediately adjacent to the right of entry doors and no higher than 48" above grade. Such signage shall only be permitted to be affixed with clear suction cups.
- f. Standard information signage icons such as no food, drink, smoking, store hours, etc. shall be provided by Landlord only. Facebook, Twitter, Foursquare shall be provided by Landlord at Tenant request and Tenant expense.
- g. Credit Card or check acceptance signs or logos placed on storefront display windows or doors are strictly prohibited.

- h. Alarm company stickers shall be limited to one per entry door and be located only at the extreme lower right corner of the glass area on the door.
- i. Handicap access is permitted and shall be placed according to ADA or local jurisdiction under the supervision and approval of the Landlord.
- j. Other than as provided in this criteria and/or the Storefront Criteria, no signage of any type is permitted to be placed in or affixed to storefront windows or doors. The Landlord reserves the right to require a Tenant, at its expense, to remove any storefront signage it considers to be non-complying or unprofessional.
- k. All Tenant signage must be removed upon expiration or earlier termination of the Lease, and the storefront/fascia repaired, all at Tenant's expense.

Tenant Name and/or Logo Vinyl





**PREMIUM
OUTLETS**
 Ellenton Premium Outlets
 5461 Factory Shops Blvd.
 Ellenton, FL 34222
 CORP # 7862
SIMON

SPECIFIC SIGNAGE CRITERIA

1. Service/Delivery Signage

The Landlord shall furnish and install suite number to be located on the rear door of Tenant's suite. The sign shall be positioned on the door at a typical location in a material, size and color determined by Landlord.

2. Temporary Signage

a. Temporary Promotional Signage on Exterior of Store.

- i. No temporary promotional exterior store identification signage is allowed.
- ii. Exterior banners for promotional purposes are prohibited inside the store.
- iii. A-frame poster holder or other types of freestanding signs may not be outside of the Lease Line at any time. The Lease Line is defined as the boundary between storefront glazing and entrance doors and common areas.
- iv. No merchandise shall be placed outside of Lease Line.

b. Temporary Promotional Signage Inside Store Only.

- i. All temporary signage must be submitted to the General Manager for review and approval of Promotional Sign Variance.
- ii. Each variance shall be limited to two (2) weeks, and upon expiration may be renewed once with proof of supporting advertising (4 week maximum).
- iii. The total area of promotional signage is limited to one (1) square foot per lineal foot of store frontage.
- iv. All temporary promotional signage must be professionally produced. Handmade or personal computer graphic signs are prohibited.
- v. Promotional signs affixed in any manner to storefront windows or entry doors are prohibited. Such signs intended to be visible through storefront windows may be temporarily suspended with aircraft cable or monofilament no closer than twelve (12") inches from the inside of window. The Landlord reserves the right to remove any promotional material that is visible through the storefront windows which is deemed to be inconsistent with the quality level of the Center.
- vi. Fabric of lightweight posters must be weighted. Curled sign materials are not permitted.
- vii. All interior banners shall be considered Temporary Promotional Signage and as such, be subject to all rules governing same. The area of interior banners may not exceed one (1) square foot per lineal foot of storefront. In no case may an interior banner be hung closer to the storefront than half the distance from the furthest back wall of the store, and may not be suspended with the lower edge less than eight (8') feet above the floor.

3. Prohibited Signs

- a. Signs constituting a traffic hazard - No persons shall install or cause to be installed or maintain any sign which simulates or imitates in size, color, lettering, or design, any traffic sign or signal, or which makes use of the words Stop, Look, Danger or any other words, phrases, symbols or characters in such a manner to interfere with, mislead or confuse traffic.
- b. Immoral or Unlawful Advertising - It shall be unlawful for any person to exhibit, post or display, cause to be exhibited, posted or displayed upon any sign, anything of any obscene, indecent or immoral nature or unlawful activity.
- c. No signs will be permitted in the common area in front of the store. No signs shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door.
- d. Animated, Audible or Moving Signs - Signs consisting of, or giving the effect of moving, swinging, rotating, flashing, blinking, scintillating, fluctuating or having animated light area are prohibited.

- e. Off-Premise Signs - Any sign installed for the purpose of advertising a project, event, person or subject occurring off the Center property is prohibited unless approved in writing by the General Manager.
 - f. Vehicle Signs - Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful making of deliveries of merchandise or service, are prohibited.
 - g. Light Bulb Strings and Exposed Tubing - Storefront display lighting (other than temporary, decorative holiday lighting) which consist of unshielded light bulbs, open, exposed neon or gaseous light tubing are prohibited. An exception hereto may be granted by Landlord with prior written approval when the display is an integral part of the design character of the activity to which it relates.
 - h. Credit Card/Telecheck/Security Signage - Vendor provided adhesive signs are prohibited on any entry doors or display windows.
 - i. Lettering painted directly on the building facade will not be permitted except as defined in these criteria.
 - j. Unprofessional hand-lettered signs are prohibited in the public view from the storefront. Absolutely no signs are permitted to be taped to the storefront on any visible surface.
 - k. Inventory Liquidation Signs - Going Out of Business, Bankruptcy Sale, Closing This Store, Lost Our Lease, etc. signs are strictly prohibited.
 - l. Flyers - Distribution of flyers, for any purpose, outside of Tenant's leased premises unless specifically authorized by Landlord is prohibited.
 - m. Neon or Internally Illuminated Signs - Unless specifically approved by the Landlord, neon or internally illuminated signage is prohibited inside stores.
4. Food Court Signage - Food Court Tenants Only
- a. General Sign Criteria
 - i. Square footage for the signs on designated facias within the Food Court area shall be based on the maximum sign lengths and letter heights as defined in this section.
 - ii. Colors to be approved by Landlord prior to fabrication and installation. If face lit letters are used, all letters must be trimless. Trim caps are not allowed.
 - iii. Tenant sign letters/logo are to be centered on the Tenant's sign band between Neutral Piers.
 - iv. Length: The length of the individual Tenant signs on sign panel shall not exceed eighteen feet (18'-0") in sign length.
 - b. All Food Court Signs (size, design, color, material) are subject to Landlord's approval based on aesthetics and relationship to neighboring Tenant signs. Refer to Item B Submittals & Approvals under General Sign Criteria.
 - c. The information content on the signs shall be limited to letters designating the store name as set forth in signed lease documents between Tenant and Landlord.
 - d. No signage promoting brand name consumer goods will be accepted (i.e. Drink Coke, etc.). Soft drink company coolers are not permitted.
 - e. Tenants are encouraged to be creative with the designs of their signs. In addition to the established trade name of the store, icons or other graphic devices may be used to enhance the sign.
 - f. Tenant identification signs may be multi-layered.
 - g. No projection above or below the designated sign zone will be permitted.
 - h. The center line of all copy and graphics shall be centered within the sign band as indicated on Food Court Tenant Signage Placement Exhibit.
 - i. All hardware is to be countersunk and painted to match.
 - j. No photo transparency illuminated boxes are permitted for storefront sign.

- k. Menu Boards.
- i. Sign boards displaying and prices shall be innovative and professionally executed.
 - ii. Proposed location and design of menu boards shall be included in Tenant's signage submittal and are subject to the Landlord's Approval.
 - iii. Permanent information shall be silk-screened, etched, painted or mounted to a baseboard of metal, wood, plastic laminate, acrylic or glass. Flimsy or fragile materials are not permitted.
 - iv. Hand-written changeable information is not permitted.
 - v. Internally illuminated menu boards are acceptable if they have a black face with white (reversed) lettering. Design of this type of menu board is subject to Landlord approval.
 - vi. Chalkboards as use for menu boards are not permitted.
 - vii. The following board types are strictly prohibited:
 - Plastic, rubber or felt channel type boards with individual interchangeable plastic letters.
 - Menu boards available through national food and beverage companies advertising products.



