

SIMONSM

STOREFRONT CRITERIA

Rev. April 23, 2015

1. Display Windows

- A. The Tenant is responsible, at all times, for the appearance and maintenance of the display windows of their store. Tenants are responsible for ensuring interior and exterior surfaces of display windows and entrance doors are kept clean at all times.
- B. Displays and merchandising must be done with good taste and must be professionally executed.

Display walls on storefront are to be a minimum of two feet (2') from windows. Proposed signage on the display walls is limited to Tenant Name and/or logo, however, other brand names may be allowed if such has been provided for in the Tenant's Lease agreement. Size, type and quantity of display wall signage allowed to be determined by Landlord.

- Sign illumination type for displays wall is reverse channel/halo lit
- Sign size for display walls cannot exceed 75% of Tenant's exterior storefront sign with a maximum letter height of 24" and maximum logo height of 36", unless otherwise allowed by Landlord because of unique logo conditions, such as script fonts, upper/lowercase and other elements that may qualify for increase in size allotment.

Window Display & Display Wall Signage Examples:



NOTE: LANDLORD UNDERSTANDS TENANTS' NEED TO MAXIMIZE MERCHANDISE CAPACITY; HOWEVER, ONLY 75% OF THE "GLASS" STOREFRONT CAN BE UTILIZED FOR DISPLAY WALLS, SUBJECT TO LANDLORD REVIEW AND APPROVAL OF DESIGN.

- C. The Landlord reserves the right to require the Tenant to remove, repair or restore any display that the Landlord considers to be in poor taste or unprofessional.
- D. Tenant shall not be permitted to tint their storefront display windows without Landlord's prior approval. Tenants permitted to install UV film as specified by Landlord are responsible for maintenance of the film. Upon lease termination, Tenant must remove film. See, Section 2, below for approved film types.
- E. "Blacking out" or painting of windows, including holiday themes, is prohibited.
- F. In certain situations, display windows may require special solutions to optimize customer viewing. Platforms, risers and props are encouraged for use in display windows to enhance the window appearance and presentation of the product.
- G. The use of tape on doors, windows or storefront frames is prohibited.
- H. The display or use of multiple product boxes (such as shoe boxes) in windows or displays is prohibited.
- I. The use of TV/Display monitors for promotional purposes is permitted however TV/Display monitors must be installed at least **2 feet** from storefront display windows. Monitors are only to be used to feature tenant product or advertising only.
- I. Cartons and boxes used for shipping or storage must be kept clear of windows and doorways at all times.
- J. Merchandise may not be attached to entrance doors or storefront windows at any time.
- K. Tenant security grills or metal gates must be concealed when store is open for business. Prior to installation of security grills or metal gates, Tenant must receive approval from Tenant Manager/Landlord.
- L. No security alarm boxes, bells or sirens shall be installed on or above storefronts. All alarm boxes, bells or sirens are to be placed on the rear façade of the building only, subject to Landlord approval.

2. Storefront Window Tinting Policy

- A. All Tenants must use the specified window tints. No deviations will be accepted without Landlord approval.
- B. Products that must be used are either
 - "Armorgard" by Solar Gard, 2 mil. Clear (standard)
4 mil. Clear (security)

7 mil. Clear (security plus)

This clear film rejects approximately 99% of UV but provides no protection from the heat.

- “Panorama Hilite 70”
This film is clear on the glass, but rejects 55% of solar energy including 95% of near infrared (heat from the sun), which is an advanced film type.

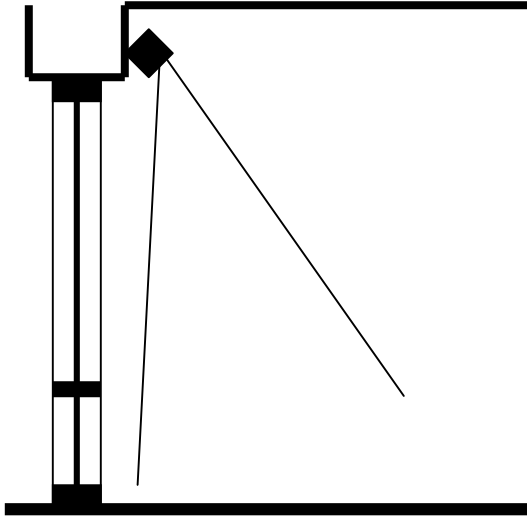
C. Interior installation and clear film only.

3. Display Lighting

- A. The Tenant is required to provide and install appropriate lighting fixtures to illuminate the area inside each storefront window “window display area” to no less than 100 foot candles measured 36” inward from glazing.
1. Incandescent or halogen lighting is permitted. Fluorescent lighting is prohibited for use in window display illumination.
 2. Surface mounted adjustable track, or recessed lighting may be utilized to illuminate the window display area.
 3. Plans for such lighting must be included with initial Tenant build-out plans and are subject to Landlord’s approval.
 4. All Tenant supplied and installed lighting fixtures must be “UL Approved”.
- B. Each window display must be illuminated for day and night viewing.
- C. The Tenant is responsible for maintenance, repair and bulb replacement for all lighting within Tenant’s space.
- D. The Landlord reserves the right to require the Tenant to remedy any display lighting conditions deemed to be inadequate.
- E. The Landlord reserves the right to determine the minimum hours window display lighting shall remain illuminated after store closing.
- F. If required by the Landlord, the Tenant shall be responsible for installation and proper operation of any time-switching device needed to ensure compliance with required lighting hours.

Display Lighting

Track lighting mounted to the back face of Storefront soffit gives the best opportunity for highlighting merchandise and display. **IF USED, THESE LIGHT FIXTURES MUST BE HIDDEN AND NOT VISIBLE FROM THE EXTERIOR OF GLASS.**



4. Storefront Signage

All Tenant signage must be approved by the Landlord prior to fabrication and installation. Any unapproved sign placed upon or outside of Store or in any part of the Shopping Center shall be considered a violation of the Tenant's Lease Agreement.

A. Exterior Store Identification Signage

The Landlord permits permanent store identification signage under provisions contained in the Tenant Sign Criteria specific to each Center. These Sign Criteria are in compliance with local regulations and have been adopted by the local governing authority having such jurisdiction. Please consult the Center's Sign Criteria for Primary and, if applicable, Secondary Building Signage and installation requirements.

B. Temporary Exterior Store Identification Signage

While the Lease requires a permanent sign to be installed, the Landlord recognizes that permits and installation may be occasionally delayed. In these instances, Tenant must refer to the Temporary Sign Criteria.

1. All temporary signage requires Landlord approval.
2. Each Variance is limited to the earlier of four weeks or the date of permanent signage installation. Upon expiration, the variance may be extended upon Landlord receiving documentation of scheduled installation of permanent signage.

3. Temporary signage must be installed per the Criteria. Damage to storefront/fascia caused by improper installation of temporary signage shall be solely the responsibility of Tenant. If Tenant does not make the necessary repairs, the repairs shall be made by Landlord at Tenant expense.
4. ***NO BANNERS ALLOWED.***

C. Entry Door/Storefront Window Signage

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

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

Door Vinyls:



2. For the purpose of additional store identification, unless otherwise specifically approved by the Landlord, the Tenant may also propose to the Landlord a design layout of store name and/or logo only, in white, black or specific logo color subject to Landlord's approval in Vinyl Die-Cut Graphics for placement on the inside of every other (alternating) display window. URLs/ ".com" are not permitted.

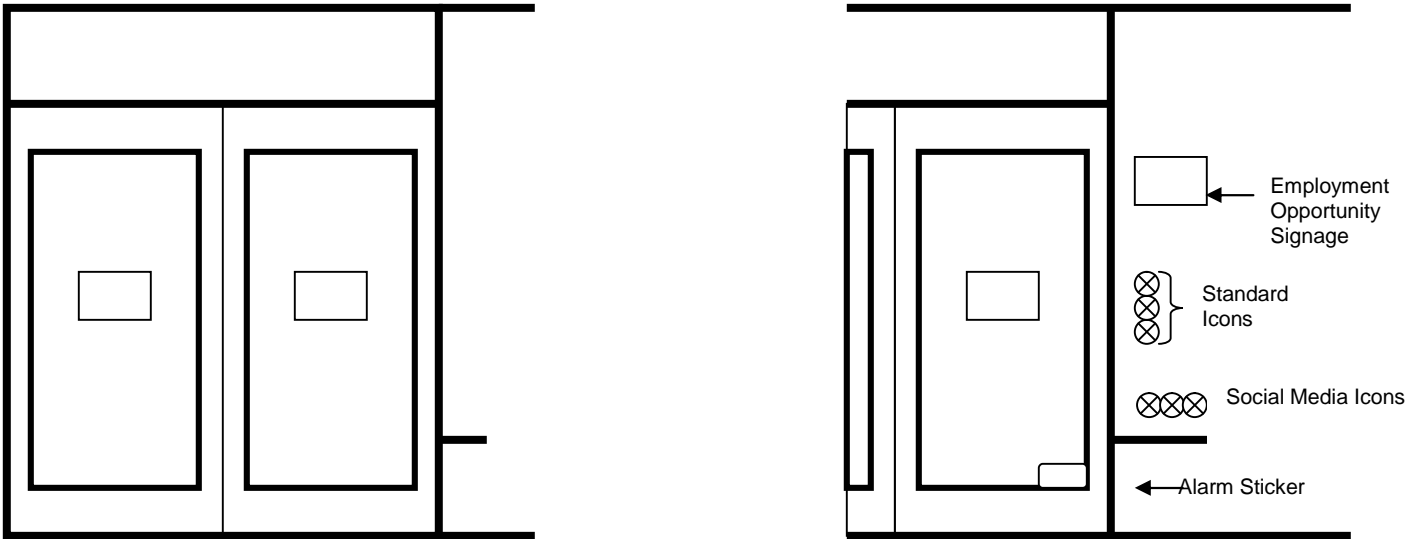
Window Vinyls:



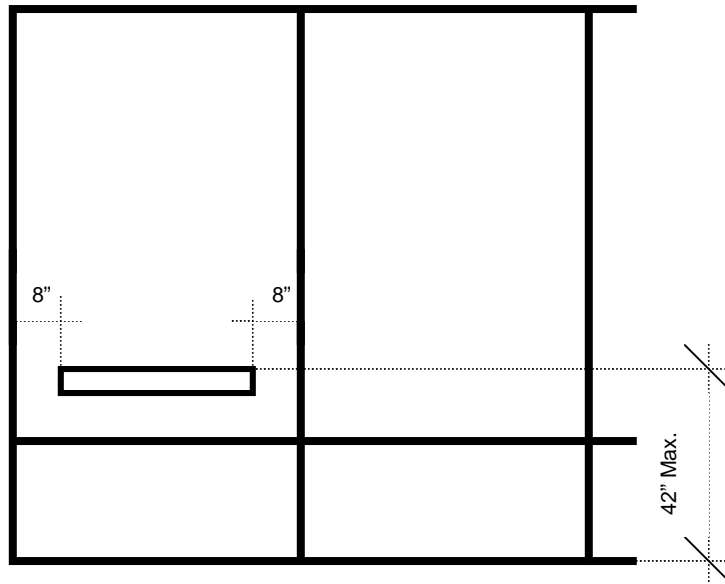
3. Permanent store signage as a part of window background display is limited to 1 square foot of sign area per 1 lineal foot of store frontage.
4. Tenant names featuring multiple concepts/sizes are permitted on alternating panels i.e. Gap Woman/ Gap Kids/ Gap Petite
5. Tenant supplied "Help Wanted" signs are prohibited.
6. "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.
7. Standard information signage icons such as no food, drink, smoking, store hours, employment opportunity signs, etc. shall be provided by Landlord only. Facebook, Twitter, Foursquare, Instagram shall be provided by Landlord at Tenant request but installed by Center Management.
8. Other than as provided in Items 4.C.1, 2, 4, 5 and 6, no signage of any type is permitted to be placed in or affixed to storefront windows or doors.
9. Credit card or check acceptance signs or logos placed on storefront display windows or doors are strictly prohibited.
10. 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.
11. Handicap access stickers are permitted and shall be placed according to ADA or local jurisdiction under the supervision and approval of the Landlord.

12. 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.
13. All Tenant signage must be removed upon expiration or earlier termination of the Lease, and the storefront/fascia repaired, all at Tenant's expense.

Entry Door Signage



Window Signage

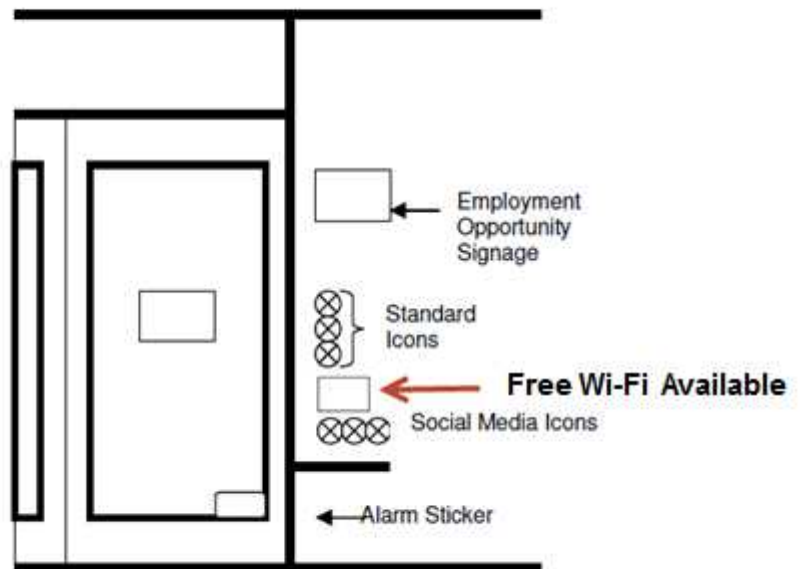


Note, Signage orientation may be adjusted based on storefront construction limitations – subject to approval by landlord.

14. Standard In-Store Free Wi-Fi Clings- For storefront consistency, stores that offer free in-store Wi-Fi will be provided with the below cling. Please contact your Operations Director and they will take care of the ordering and installation for you. Below is a sample of the cling itself, as well as the placement of the cling on the window:



Entry Door Signage



D. Temporary Promotional Signage – Inside Window

1. All temporary “promotional” type signage requires Center Manager’s review and approval of promotional sign variance.
2. Each promotional sign variance shall be limited to the length of the promotion.

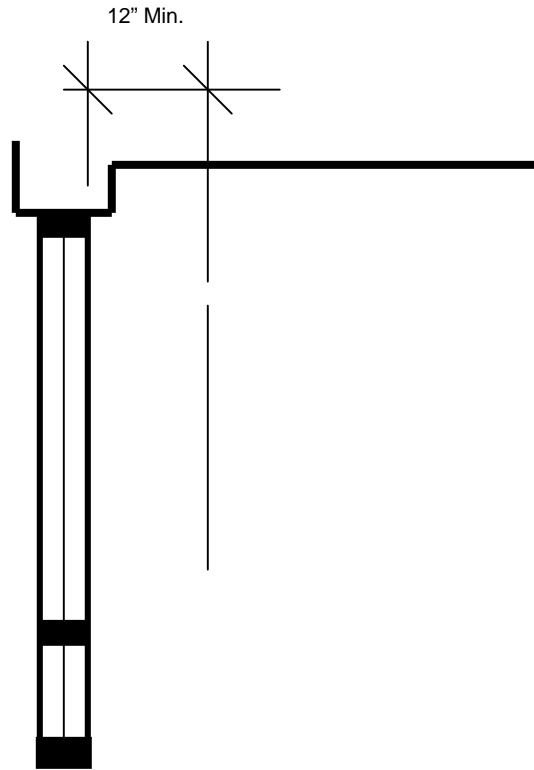
3. Temporary promotional posters/signage may be allowed to cover a portion (up to 30%) of the lineal width of Tenant's storefront glass area.
4. All temporary promotional signage must be professionally produced. Handmade or personal computer graphics signs are prohibited.
5. Promotional Signs affixed in any manner to storefront windows or entry doors are strictly prohibited. Such signs intended to be visible through storefront windows may be incorporated into a window display or be temporarily suspended with monofilament (nylon fishing line) no closer than 12" from the inside of the window.
6. Individual sign panels must be spaced a minimum of 6' from one another.
7. Fabric or lightweight posters must be weighted. Curled sign materials are not permitted.
8. All interior posters/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 1 square foot per lineal foot of storefront. In no case may an interior banner/poster, which is not part of a window display, be hung closer than 15' (feet) from the storefront.
9. **Any signage facing common area deemed to be inappropriate or in poor taste, will need to be removed immediately upon request by Center Manager.**

E. Temporary Promotional Signage – Vinyl Clings

1. No promotional or other graphics may be affixed to storefront glass without approval from Property Management/ Center Management. Only sale information will be considered for side windows – no doors. General decorations and seasonal messaging are permitted but Center Management reserves the right to ask tenant to remove if inappropriate or in poor taste.
2. Any poorly applied vinyl will need to be removed immediately.
3. Any Landlord approval may be superseded by town/local regulations/restrictions. Merchant is responsible to apply and pay for any required permits.

“Temporary Promotional Signage”

Temporary Signs Suspended From Ceiling



F. Temporary Promotional Signage – Miscellaneous

1. Exterior banners are prohibited.
2. “A-frame”, poster holder or other types of freestanding signs may not be placed outside of the Lease Line at any time. The Lease Line is defined as the boundary between storefront glazing and the entrance doors, and common area.
3. No merchandise shall be placed outside of Lease Line, unless specifically permitted by Landlord (i.e. sidewalk sales).

5. Lifestyle Graphics for Store Windows

In some instances, Tenants design/layout of their store may prompt requests for blocking off window areas of a leased premise. Although it is Landlord's preference for all store windows to display Tenant's merchandise, Landlord will consider lifestyle graphics for coverage of windows on an individual basis. Allowed window coverage varies by center, architectural conditions and storefront window configurations. Tenants must submit their proposed lifestyle graphic treatments to Tenant Manager for review and approval.

1. Approved graphics must be applied to interior side of windows and cover entire glass area. **NO EXTERIOR APPLIED GRAPHICS ARE PERMITTED.**
2. Proposed graphics should be representative of Tenant's name/logo and/or merchandise.

All graphics shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of window graphic submittals based on aesthetics of design shall remain the sole right of the Landlord.

IMPORTANT NOTES REGARDING LIFESTYLE GRAPHICS:

- Tenants must design their store layout accordingly to be able to change out and replace any Landlord approved storefront lifestyle graphics during the course of their lease.
- Landlord does not approve installation of any interior walls, framing, permanent fixtures or panels adjacent to existing storefront windows, nor application of gypboard (drywall) to the inside face of storefront windows.
- All Landlord approved storefront lifestyle graphics must be applied second surface.
- Should Tenant's lifestyle graphic film become faded or damaged, Tenant must replace film within a reasonable time period.
- All future replacement lifestyle graphics are subject to Landlord's review and approval before installation.
- All storefront lifestyle graphics must conform to landlord's Storefront Criteria.

Landlord will not approve the installation of any gypboard or drywall applied to the inside face of storefront windows, nor interior walls, framing, permanent fixtures or other types of panels placed adjacent to existing storefront windows.

Examples: Lifestyle Graphics for Store Windows





Barricade Graphics / Construction Graphics on Glass

A. Barricades

Barricades must be erected if there is any construction that goes beyond or on the front wall of Tenant space. These barricades must be painted with 3 coats of white paint. Tenant contractor must maintain a safe environment for customers and employees during construction period. All work areas must be inaccessible or blocked off from customer/employee flow. Placement and design must be approved in writing by Landlord PRIOR to installation of barricade.

1. Signage/graphics permitted on barricade: Typical graphics installed on barricades consist of 2' high x 4' wide pvc (2mm thick) panels with lettering, which may include Tenant name, logo, opening soon and/or opening date. Number of signage panels allowed depends on length of barricade. Bottom of sign panels to be installed at 3' AFF. Alternate vinyl type graphics like the example below may also be proposed to Tenant Manager for review and approval.



Revise



Tenants must submit their signage/graphic barricade designs to Tenant Manager for review/approval.

B. Construction Graphics

During construction, a tenant must take advantage of their glass storefront to announce their opening, present their brand image, and block all in-suite construction from shoppers.

We do not allow “glass masking” of just one color. The program must be approved by Landlord and applied inside your storefront (second surface). See examples below:



7. Prohibited Signs, Displays and Acts

A. Signs Constituting a Traffic Hazard

Signs which simulate or imitate 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 are prohibited.

B. Immoral or Unlawful Signage

Signs referencing anything of any obscene, indecent or immoral nature or unlawful activity are prohibited.

C. Signs on Doors, Windows or Fire Escape Paths

Placement of signs in the walkway area in front of stores is not permitted. 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 or sound will be assessed by Center Management. Center Management reserves the right to ask tenant to remove.

E. Credit Card or Check Acceptance Signs or Logos

Placement of vendor provided adhesive signs on entry doors or storefront glass is prohibited.

F. Unprofessional Signs

Hand lettered or personal computer generated signs are prohibited in public view. Absolutely no signs are permitted to be taped to the storefront or any other surface in public view.

G. Neon or Internally Illuminated Signs

Unless specifically approved by the Landlord, neon or internally illuminated signage is prohibited. If permitted, the sign must be back at least 10' 0" from storefront display windows. Tenant may propose a reverse channel halo lit LED sign or a combination facelit/halo lit LED sign (Tenant name and/or logo only) to be mounted to a display wall, no closer than 2' 0" from storefront windows.

H. Security Cameras/ Security Monitors

Unless specifically approved by Landlord, Security Monitors must be installed at least 10' (feet) from storefront display windows. Security cameras must face inside store (not outside Tenant space) and shall be located inside Tenant suite.

I. WEB Addresses

Signs in display windows prominently displaying WEB addresses (.com) as their primary purpose are prohibited.

J. Off-Premise Signs

Any sign installed for the purpose of advertising a project, event, person or subject not occurring on Center property is prohibited unless specifically authorized by the Landlord.

K. 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.

L. Inventory Liquidation Signs

Signs implying or stating that a store will be closing such as “Going out of Business”, “Bankruptcy Sale”, “Closing this Store”, “Lost our Lease”, “Everything Must Go”, etc. are strictly prohibited.

M. Light Bulb Strings

Displays, other than temporary decorative holiday lighting during the months of November and December, which consist of unshielded light bulbs or light bulb strings, are prohibited unless otherwise specifically approved.

N. Flyers

Distribution of flyers for any purpose outside of Tenant’s leased premises, unless specifically authorized by Landlord, is prohibited.