

**SCOTTSDALE TOWNE CENTER
MASTER SIGN CRITERIA**

SCOTTSDALE TOWNE CENTER, L.L.C.,
an Arizona limited liability company

**SEC LOOP 101 FREEWAY
&
FRANK LLOYD WRIGHT BOULEVARD**
Scottsdale, AZ

December 1, 1993

EXHIBIT "F"
SIGN CRITERIA

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout the Scottsdale Towne Center Shopping Center for the mutual benefit of all tenants, and to comply with the regulations of the local municipal sign and electrical codes. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the sole cost and expense of the Tenant.

I. GENERAL REQUIREMENTS

- A. Tenant shall submit or cause to be submitted to Landlord, for approval, prior to fabrication, one (1) copy of detailed drawings indicating the location, size, layout, design color, illumination materials and method of attachment.
- B. All permits for signs and their installation shall be obtained by Tenant or Tenant's representative.
- C. All signs shall be constructed and installed at Tenant's sole expense, provided, however, in order to maintain consistency throughout the Shopping Center, under canopy blade signs have been fabricated by Landlord's sign contractor. Tenant shall, however, install Tenant's lettering and/or logo on such blade sign in accordance with the Sign Criteria. In addition, if applicable, Tenant shall pay to Landlord the actual costs of the fabrication of such blade sign (as reflected on the invoice from Landlord's sign contractor) within thirty (30) days after presentation of Landlord's statement.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the local municipality.
- E. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of Landlord or Landlord's authorized representative.
- F. Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign require maintenance or repair, Landlord shall give Tenant thirty (30) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Landlord may undertake repairs and Tenant shall reimburse Landlord within ten (10) days from receipt of Landlord's invoice, together with interest thereon at the Default Rate.
- G. Signing for major tenants occupying five thousand square feet (5,000 ft²) or more and having a chain store operation with more than five (5) locations will be considered on an individual basis at Landlord's sole discretion.
- H. Signing for tenants of single purpose, free-standing buildings shall be commensurate with the architecture of the building and shall be considered on an individual basis, subject to the approval of Landlord and the local municipality.
- I. Advertising devices such as attraction boards, posters, banners and flags shall not be permitted.

II. SPECIFICATIONS - TENANT SIGNS (retail shops)

A. General Specifications

- 1. No animated, flashing or audible signs shall be permitted.
- 2. No exposed lamps or tubing shall be permitted.
- 3. All signs and their installation shall comply with all local building and electrical codes.
- 4. No exposed raceways, crossovers or conduit shall be permitted.
- 5. All cabinets, conductors, transformers and other equipment shall be concealed.
- 6. Painted lettering shall not be permitted.

7. Any damage to the sign band face or roof deck resulting from Tenant's sign installation shall be repaired at Tenant's sole cost.
8. Upon removal of any sign by Tenant, any damage to the sign band face shall be repaired by Tenant or by Landlord at Tenant's cost.

B. Location of Signs

1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by Landlord.

III. DESIGN REQUIREMENTS

Individual illuminated letters will be pan channel metal letter five inches (5") deep. Letter faces will be of Acrylite Plexiglas with a three-quarter inch (¾") gold trimcap molding for securing the Plexiglas letter face to the metal letter. Illumination of the pan channel letters will be fifteen (15) mil. neon tubing mounted inside the letters, or other such technology as may evolve in the industry. Neon tube color shall match Plexiglas color and tubes shall be in sufficient quantity to provide even light distribution in each letter. The letters are to be flush mounted onto the building fascia. The metal raceways that are to accommodate the wiring and transformers required for illuminating the letters shall be mounted on the inside of the building fascia. This installation requires PK housings.

A. Letter Style or Logo Restrictions

Letter or logo style on the individual illuminated letters for Tenant shall be Tenant's choice, subject to approval of Landlord and/or Landlord's agents.

B. Letter Height Restrictions

The height restrictions on individual illuminated letters are as follows:

1. One line of copy with total sign height not less than eighteen inches (18") or greater than twenty-four inches (24") in height and shall not exceed eighty percent (80%) of Tenant's leased store frontage in length.

C. Letter or Logo Color Restrictions

1. All individual illuminated letters shall be painted white inside and dark bronze #41-313 on the outside of the letters.
2. Plexiglas colors that are to be used are Acrylite Plexiglas Blue 607-1, Yellow 406-1 and Red 211-1.

D. Under Canopy Sign

In order to maintain consistency throughout the Shopping Center, under canopy blade signs have been fabricated by Landlord's sign contractor. Tenant shall, however, install Tenant's lettering and/or logo on such blade sign in accordance with the Sign Criteria. In addition, if applicable, Tenant shall pay to Landlord the actual costs of the fabrication of such blade sign (as reflected on the invoice from Landlord's sign contractor) within thirty (30) days after presentation of Landlord's statement.

IV. CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- B. All signs shall be fabricated using full welded construction.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.

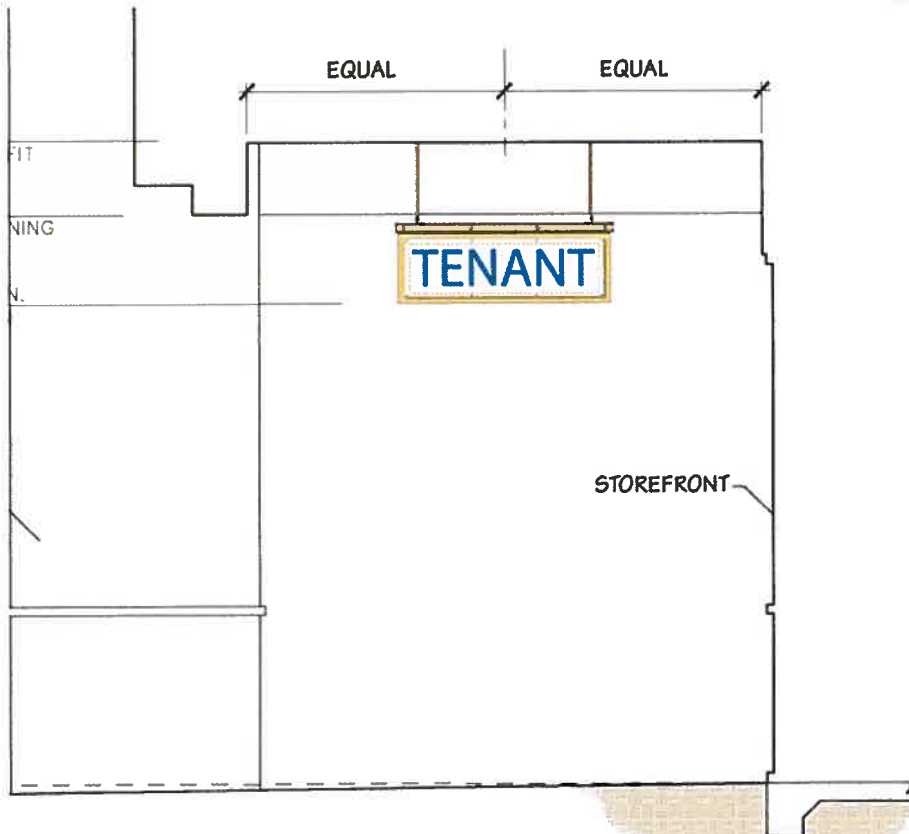
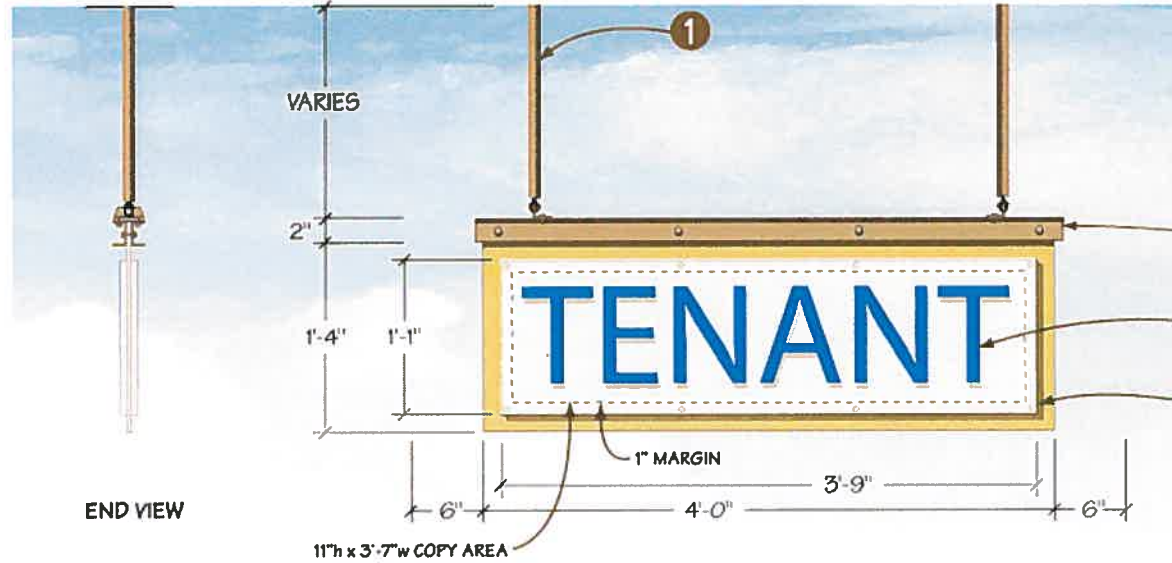
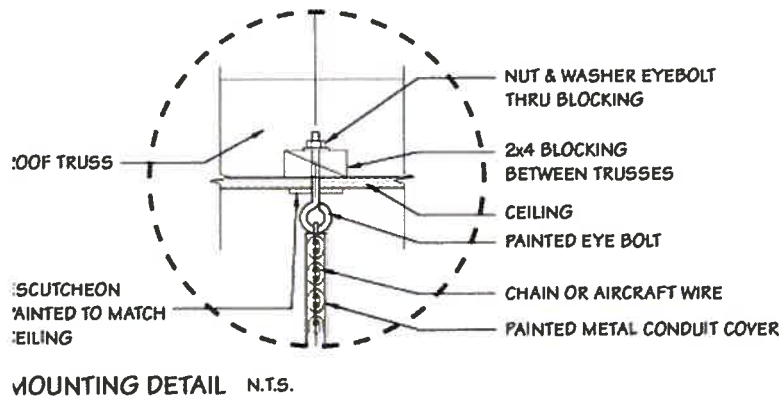
- D. No labels or other identification shall be permitted on the exposed surface of signs except those required by local ordinance which shall be applied in an inconspicuous location.
- E. Tenant shall be fully responsible for the operations of Tenant's sign contractors and shall indemnify, defend and hold Landlord harmless for, from and against damages or liabilities on account thereof.

V. **MISCELLANEOUS**

- A. Tenant shall be responsible for selecting a sign company that carries workers' compensation and commercial general liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs with limits of liability satisfying the requirements of the Lease.

TENANT COPY TO BE FLAT CUT OUT, FLUSH MOUNTED, SINTRA™ OR ALUMINUM
 TENANT COPY TO BE PAINTED PER TENANT'S CORP

DEVELOPER APPROVAL



BS1
 DOUBLE SIDED NON-ILLUMINATED BLADE SIGN
 SCALE: 3/8"=1'-0"

ST1
 DOUBLE SIDED NON-ILLUMINATED BLADE SIGN
 SCALE: 1"=1'-0"

- LAS TIENDAS VILLAGE:**
- ① SUSPENSION CABLEWIRES SLEEVED IN PAINTED CONDUIT
 - ② FLAT CUT OUT PAINTED LETTERS
 - ③ ALUMINUM CHANNEL PAINTED ICI 458 "CANVASBACK"
 - ④ 1/8" ALUMINUM PLATE PAINTED: ICI 532 "HAYMARKET"
 - ④ 1/2" SINTRA™ PAINTED: ICI 808 "MEETING HOUSE"



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