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SIGN CRITERIA FOR SHOPPING CENTER

1. Developer's Mall tenant signs shall conform with the following criteria:

(a) There shall be no flashing, rotating, or moving signs or markers of any type.

(b) There shall be no signs painted on the exterior masonry, metal or other construction surface of any building; provided, however, that on the Mall store frontage "graphics" constituting an integral part of the store front design shall be permitted.

(c) Paper and cloth signs shall only be permitted as temporary or seasonal and shall not remain up or visible for more than two weeks at infrequent intervals.

(d) All signs which front on the Mall shall be (i) not more than three feet in height, (ii) approximately flush with the wall of the building and (iii) of a length which does not exceed 80% of the linear frontage of the store upon which it fronts.

(e) Signs which are under building canopies or are under the Mall ceilings in front of the Mall stores shall (i) have their major axis at right angles to the store front, (ii) be two faced flat (less than 6" deep) panels or nonflammable fabric flags or banners or geometric shapes such as cubes, provided that no such sign shall project into the Mall more than 5 feet from the store front, (iii) be approximately at the mid point of the store, (iv) have its longest interior or exterior lineal dimension limited to 2'-0", and the lowest point not less than 9'-0" above the floor of the Mall and (v) be limited to one per store.

(f) No signs will be permitted at or on the rear of any buildings facing a loading court area except for delivery identification.