

(g) The advertising or informative content of all signs shall be limited to letters designating the store name and/or type of store only (such designation of store type to be by general descriptive terms and shall not include any specification of the merchandise offered for sale therein or the services rendered therein) and shall contain no advertising devices, slogans, symbols or marks (other than the store name and/or type of store). Crests and corporate shield designs must be submitted to the Project Architect for review prior to the utilization thereof in or as part of any sign.

(h) The Developer will establish a uniform sign criteria for Mall tenants and will cause the tenants to submit drawings and specifications of their interior Mall signs for review of the Project Architect as to the character, design, color, or layout and for conformance with the above criteria. The uniform sign criteria will include standards to insure architectural compatibility with the Mall interior design.

2. All exterior signs will be in accordance with the following requirements:

(a) No signs will be permitted on the exterior of any building, except for the Department Stores and any tenants in the Mall having exterior customer entrances. The Developer will establish a uniform sign criteria for Mall tenants and will cause the tenants to submit drawings and specifications of their exterior Mall signs for review of the Project Architect as to the character, design, color or layout and for conformance with the above criteria. The uniform sign criteria will include standards to insure architectural compatibility with the Mall exterior design.

(b) Signs permitted to be placed on the exterior of a building shall be attached only to the vertical