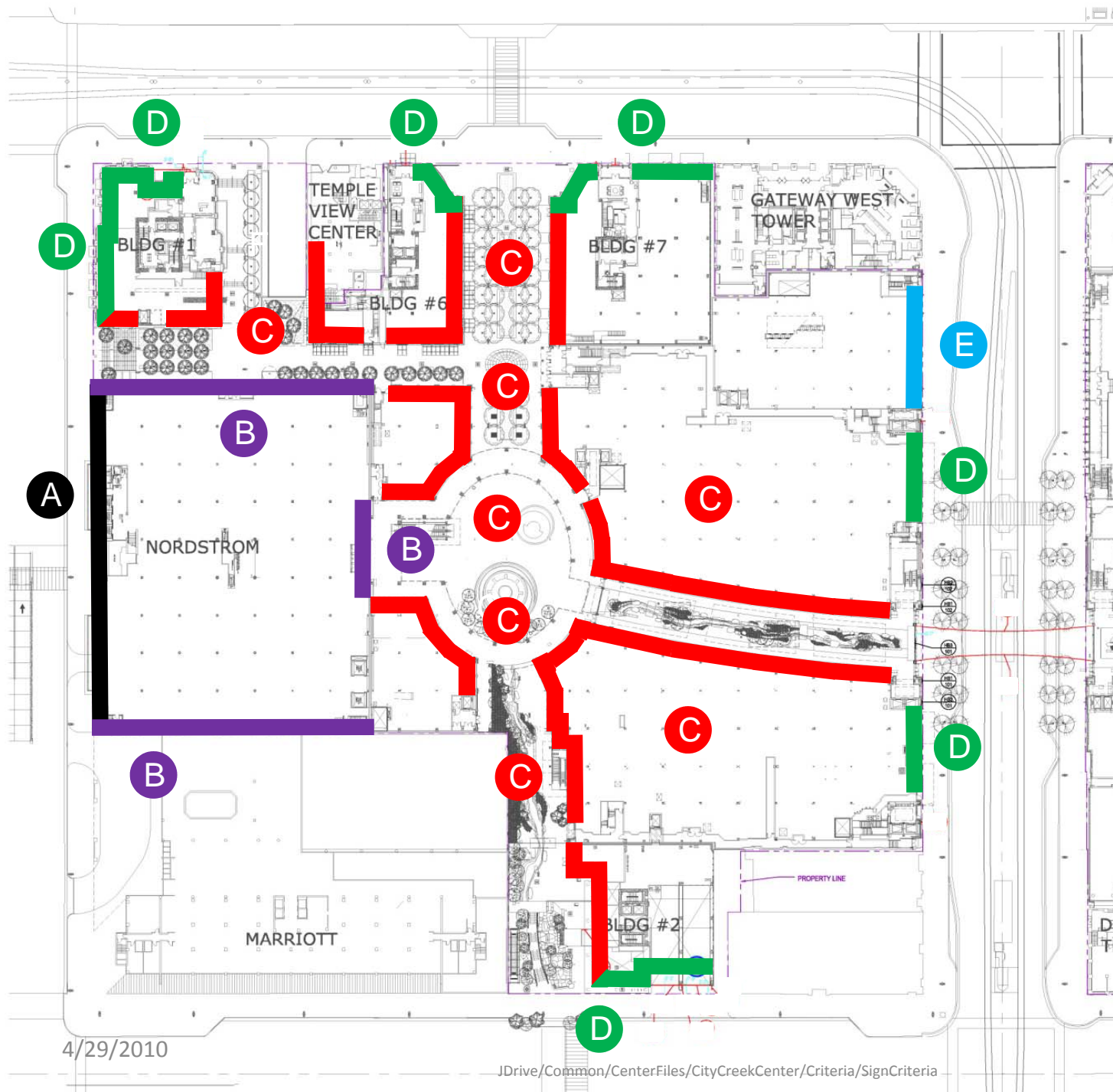




Taubman

TENANT SIGN CRITERIA
APRIL 2010



Tenant Sign Types:

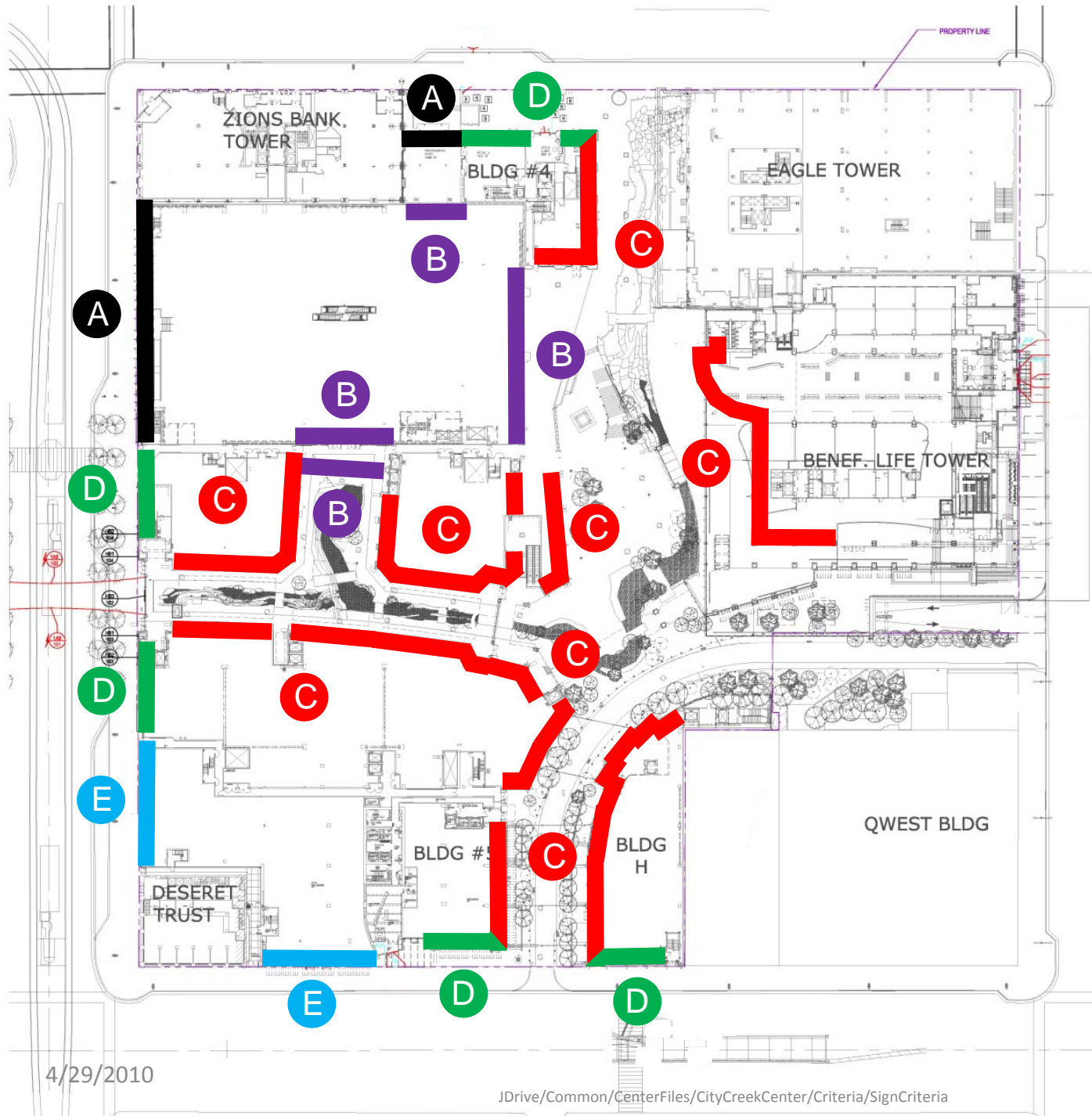
- A** Anchor /ROW
Details Contained in Anchor Store Documentation
- B** Anchor
Details Contained in Anchor Store Documentation
- C** In-Line
- D** Street /ROW
- E** Mini-Anchor/ROW

**Block 76
Tenant Sign
Criteria
Supplement**

Tenant Sign Types:

- A** Anchor/ROW
Details Contained in Anchor Store Documentation
- B** Anchor
Details Contained in Anchor Store Documentation
- C** In-Line
- D** Street /ROW
- E** Mini-Anchor/ROW

Block 75
Tenant Sign Criteria Supplement



Tenant's General Sign Guidelines

All tenant signage is subject to Landlord review and approval.

Only the storefront of the Leased Premises facing malls and/or courts shall be identified by a sign. Tenant's sign shall be subject to the following requirements and limitations:

- The average height of sign letters or components shall not exceed fourteen inches (14") for Tenant's facing interior of project and twenty-four inches (24" Maximum) for Tenant's facing public street (Refer to Sign Type "D" and "E" for specific requirements).
- No part of the sign letters shall hang free of the background.
- Sign shall not project beyond the leaseline of the Leased Premises more than two inches (2") if less than eight feet (8') above finished floor line, or more than six inches (6") if above eight feet (8').
- Signs shall be limited to the store name only as set forth in Section 16.01 of this Lease; reference to merchandise or activity is prohibited.
- Sign letters or components shall not have exposed neon or other lamps. All light source shall be concealed by translucent material. Surface brightness of translucent material shall be consistent in all letters and components of the sign. All edges and the backs shall be fully encased in metal.
- The storefront sign shall not employ the name of the Shopping Center as part of Tenant's store identification.
- The outer limits of sign letters, components or insignia shall fall within a rectangle, the two short sides of which must be at least twenty-four inches (24") from the side leaselines of the Leased Premises, the top side of which must be at least twelve inches (12") from the soffit of the mall fascia element.
- All electrical sign components must bear U.L. label. Such U.L. label must be inconspicuously placed.

Tenant's General Sign Guidelines (continued)

The following types of signs or sign components are prohibited:

- Signs employing moving or flashing lights or any audible or moving components.
- Signs employing exposed raceways, ballast boxes or transformers.
- Signs exhibiting manufacturer's name, stamps or decals.
- Signs employing painted and/or non-illuminated letters.
- Signs employing luminous-vacuum formed plastic letters.
- Signs of box or cabinet type, employing transparent, translucent or luminous plastic background panels.
- Shadow-box type signs.
- Signs employing unedged or uncapped plastic letters with no returns.
- Any exposed fastenings whatsoever.
- Cloth, paper, plastic or cardboard signs, stickers, decals, or painted signs of any kind, hung around, on or behind storefront glass or within storefront space.
- Back-illuminated signs.
- Free-standing signs.
- Banner
- Trade Marks



ANCHOR TENANT SIGNAGE / PUBLIC STREET RIGHT OF WAY

Details Contained in Anchor Store Documentation



ANCHOR TENANT SIGNAGE / INTERNAL TO PROPERTY

Details Contained in Anchor Store Documentation



IN-LINE TENANT SIGNAGE / INTERNAL TO PROPERTY

Stores and Restaurants less than 20,000 sf. and not located on a public street right-of-way will be considered **In-Line Tenants**. In-Line Tenants will be allowed both **Primary** and **Secondary** signage and are limited by their **Total Allowable Signage Area of maximum 100 sf per façade** (includes both Primary and Secondary signage).

An In-Line Tenant must adhere to the following criteria (subject to Landlord approval) and may install one of the following **Primary Identification Sign** on each of their perimeter facades:

PRIMARY SIGN

- **Wall / Flat Sign:** One (1) sign with a **maximum area per sign face** of 1 sf. / lf. of storefront and a **maximum avg. letter height** of 14" is allowed. Signage type options include: **Internally Illuminated Individual Channel Letters, Halo Illuminated Pan Channel Letters, Mixed Media, Internally Illuminated Sign Cabinets and Externally Illuminated Sign.**
 - **Internally Illuminated Channel Letters** shall have opaque metal returns with or without translucent acrylic faces. Letter forms may not exceed 14" in height and a return thickness of 4" max.
 - **Halo-Illuminated Letters** (Silhouette Letters) shall be fabricated metal with polished, brushed or baked enamel painted finish, and backlit. Letters may only be used against solid surface material (i.e. , brick, tile, etc.) Letter forms may not exceed 14" in height and must have a return thickness of 4" max. in depth.
 - **Mixed Media** can be a combination of internally illuminated channel letters and halo-illuminated letters with non-illuminated letter or graphic forms. A minimum of two (2) colors shall be used.
 - **Internally Illuminated Sign Cabinets** shall consist of an opaque metal sign face with routed letters and push-through acrylic type. The cabinet shall be recessed into the wall and backlit. Acrylic letters must project from ½" to 1" from sign face.
 - **Externally Illuminated Signs** may be used subject to Landlord approval.

**IN-LINE TENANT SIGNAGE / INTERNAL TO PROPERTY** ..continued

An In-Line Tenant may also install the following **Secondary Identification Signs** on each of their perimeter facades.

SECONDARY SIGNS

- **Projecting / Blade Signs:** sign width of 3'-0", a maximum sign thickness of 6".
- **Awning Signs:** One (1) sign per window bay expression or door / entry bay with and a maximum sign area per awning. 30% of the awning surface area, maximum canopy valence height of 9".
- **Marquee Signs / Canopy Signs:** One (1) sign per window bay expression or door / entry bay with a maximum sign area of 50% of storefront length, 12" maximum letter height.
- **Window Signs:** Window Signs may include Visual Merchandising Displays, Light Boxes, TV Displays, and Digital Displays shall be mounted behind storefront glass and tenant leaseline.
- **Applied Letters / Graphics:** A maximum letter height of 3" internally applied to storefront glass.
- **Nameplate Signs:** Signage with a maximum sign area of 10 sf., projecting a maximum distance from the wall of 1" is allowed.
- **Space Identification Signs:** As required by City of Salt Lake.



STREET TENANT SIGNAGE / PUBLIC STREET RIGHT OF WAY

Stores and Restaurants less than 20,000 sf. and located on a public street right of way will be considered **Street / ROW Tenants**. Street / ROW Tenants with store frontage internal to the property will have to follow the In-Line Tenant Signage “C” criteria. Additionally, Street / ROW Tenants will be allowed the following signage and must adhere to both the following criteria and the Salt Lake City’s Signage Ordinance. Tenants will be allowed both Primary and Secondary signage. **The total allowable sign area is a maximum of 200 sf with a maximum of 100 sf per facade.**

A Street / ROW Tenant may install one of the following identification signs on each of their perimeter facades facing the street right of way:

PRIMARY SIGN

- **Wall / Flat Sign:** One (1) sign with a *maximum area per sign face of 1.5 sf. / lf.* of store frontage and a *maximum avg. letter height of 18”* is allowed . Signage type options include: ***Internally Illuminated Individual Channel Letters, Halo Illuminated Pan Channel Letters, Mixed Media, Internally Illuminated Sign Cabinets and Externally Illuminated Sign.***
 - **Internally Illuminated Channel Letters** shall have opaque metal returns with or without translucent acrylic faces. Letter forms may not exceed 18” in height and a return thickness of 4” max.
 - **Halo-Illuminated Letters** (Silhouette Letters) shall be fabricated metal with polished, brushed or baked enamel painted finish, and backlit. Letters may only be used against solid surface material (i.e. , brick, tile, etc.) Letter forms may not exceed 18” in height and must have a return thickness of 4” max. in depth.
 - **Mixed Media** can be a combination of internally illuminated channel letters and halo-illuminated letters with non-illuminated letter or graphic forms. A minimum of two (2) colors shall be used.
 - **Internally Illuminated Sign Cabinets** shall consist of an opaque metal sign face with routed letters and push-through acrylic type. The cabinet shall be recessed into the wall and backlit. Acrylic letters must project from ½” to 1” from sign face.
 - **Externally Illuminated Signs** may be used subject to Landlord approval.

**STREET TENANT SIGNAGE / PUBLIC STREET RIGHT OF WAY ...continued****SECONDARY SIGN**

Projecting / Blade Sign: One (1) sign with a maximum sign area of 6 sf. per side, or 12 sf. total, a maximum sign height of 3'-0", a maximum sign width of 3'-0", a maximum sign thickness of 6", and a minimum clear passage height of 10'-0" below the sign is allowed. The Projecting / Blade Sign shall be located at the main pedestrian entry level of the building.

- **Marquee / Canopy Sign:** One (1) sign per main entry storefront with a maximum area per sign face of 1 sf / lf of store frontage (sign area only), with a maximum sign area per canopy of 20 sf., a maximum letter height of 18", a maximum combined sign and canopy height of 5'-0".
- **Awning Signs:** One (1) sign per first floor window bay expression or door / entry bay with a maximum area per awning surface area of 30%, and maximum canopy valance height of 9".
- **Window Signs:** One (1) sign per window bay expression or door / entry bay with a *maximum area per sign face* of 25% of the total frontage of window area per use is allowed. Window Signs may include Visual Merchandising Displays, Light Boxes, TV Displays, and Digital Displays and shall be mounted behind glass.
- **Applied Letters / Graphics:** A maximum letter height of 3" internally applied to storefront glass.
- **Nameplate Signs:** Signage with a maximum sign area of 10 sf., projecting a maximum distance from the wall of 1" is allowed.
- **Space Identification Signs:** As required by City of Salt Lake.



MINI-ANCHOR TENANT SIGNAGE / PUBLIC STREET RIGHT OF WAY

Stores exceeding 20,000 sf. but less than 60,000 sf. and located on a public street right of way will be considered **Mini-Anchor / ROW Tenants**. Mini-Anchor / ROW Tenants with store frontage internal to the property will have to follow the In-Line Signage “C” Tenant criteria for that condition. Mini-Anchor / ROW Tenants will be allowed the following signage and must adhere to both the following criteria and the Salt Lake City’s Signage Ordinance. Tenants will be allowed both Primary and Secondary signage. The total allowable sign area is a maximum of 300 sf with a maximum of 150 sf per facade.

A Mini-Anchor / ROW Tenant may install the following identification signs on each of their perimeter facades facing the street right of way:

PRIMARY SIGN

- **Major Wall / Flat Sign:** One (1) sign with a maximum area per sign face of 2 sf. / lf. of the Mini-Anchor store frontage is allowed with maximum letter height of 24”. The Major Wall / Flat Sign may extend 1.5’ from the face of the building into the ROW, subject to the City’s ROW encroachment policy.
- **Major Projecting / Blade Sign:** One (1) sign with a maximum sign area of 50 sf. per side, or 100 sf. total, a maximum sign width of 5’-0”.

**MINI-ANCHOR TENANT SIGNAGE / PUBLIC STREET RIGHT OF WAY ... continued****SECONDARY SIGN**

- **Minor Wall / Flat Sign:** One (1) sign with a maximum area per sign face of 1 sf. / lf. of store frontage is allowed. The Minor Wall / Flat Sign may extend 1' from the face of the building into the ROW, subject to the City's ROW encroachment policy.
- **Minor Projecting / Blade Sign:** One (1) sign with a maximum sign area of 9 sf. per side, or 18 sf. total, a maximum sign height of 4'-0", a maximum sign width of 4'-0", a maximum sign thickness of 8". The Minor Projecting / Blade Sign shall be located at the main pedestrian entry level of the building.
- **Marquee / Canopy Sign:** One (1) sign per main entry storefront with a maximum area per sign face of 1 sf. / lf. of store frontage (sign area only), with a maximum sign area per canopy of 20 sf., a maximum letter height of 24", a maximum combined sign and canopy height of 5'-0".
- **Awning Signs:** One (1) sign per first floor window bay expression or door / entry bay with a maximum area per awning surface area of 30%, and maximum canopy valance height of 9".
- **Window Signs:** One (1) sign per window bay expression or door / entry bay with a maximum area per sign face of 25% of the total frontage of window area per use is allowed. Window Signs may include Visual Merchandising Displays, Light Boxes, TV Displays, and Digital Displays and shall be mounted behind glass.
- **Applied Letters / Graphics:** A maximum letter height of 3" internally applied to storefront glass.
- **Nameplate Signs:** Signage with a maximum sign area of 10 sf., projecting a maximum distance from the wall of 1" is allowed.
- **Space Identification Signs:** As required by City of Salt Lake.