

# Storefront Sign Criteria – For Interior Tenant Spaces

INTERNATIONAL  
MARKET PLACE

Honolulu, Hawaii

July 15, 2015

Please Note:

- Street Facing Tenants: Tenant Spaces on Levels 1 and 2 that are visible from the public right of way **MUST obtain a SIGN PERMIT**. Signage for these Street Facing spaces must strictly conform to the Street Facing Storefront Criteria found on the TC Website. Submit Sign Permit documents DIRECTLY to Landlord, NOT City/County of Honolulu. Street Facing Tenants should not use this criteria document.
- Level 3 Tenants: Tenant Spaces located on the Level 3 Grand Lanai should not use this criteria document. Please use specific sign criteria in Grand Lanai Criteria found on TC Website.
- Interior and Level 3 Tenant Storefront signage – No Permit is required
- Interior and Level 3 Tenant Storefront signage - Landlord Approval is required. Please see TC Website for Submittal Procedures for more info.
- All Tenant Storefront Signage must comply with Tenant's lease
- A Landlord Approved Storefront Sign is required for Tenant to **OPEN FOR BUSINESS**
- TC Website: <http://tenantcoordination.taubman.com/International%20Market%20Place.htm>

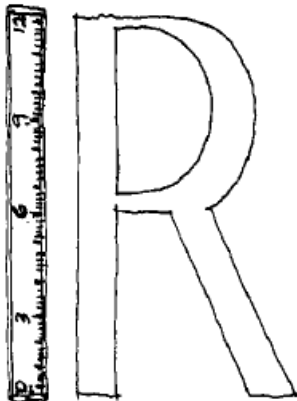
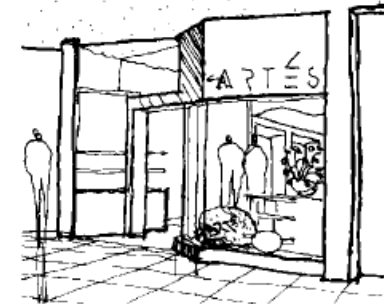
## INTERNATIONAL MARKET PLACE

### Signage and Graphics

Signage and graphics do more than just provide a name for your store. Signage should reinforce the character and quality of your store design and, as a counterpoint that enhances your merchandise presentation, size, character, typography, composition, illumination, and height are important factors that make every storefront sign unique. Acceptable signage formats are limited only by your imagination. However, some formats (flashing or moving signs, exposed neon and vacuum formed signs) are prohibited by the Lease agreement.

Acceptable formats include:

- Surface-applied dimensional metal letters with indirect illumination
- Etched and gold leaf signage
- Light conductive, edge-lit glass
- Push-through, illuminated lettering (should project beyond background surface 2" minimum)
- Channel-lit lettering (neon in a metal can with translucent plastic letter faces)
- Reverse channel-lit lettering (i.e., pin mounted and back-illuminated) mounted on a non-reflective background surface.



Depending on the lettering style, sign layout, overall storefront signage formats and locations within the development there are restrictions on the average sizes lettering. Please refer to the Sign Criteria for the specific requirements. Typically, one sign identifying the trade name of the Tenant as indicated in the Lease is permitted for each tenant.

Extraneous signage such as credit card signs, posted store hours, etc. should not appear at or near the storefront, as they detract from the complete merchandise statement and architecture. Obviously, promotional signage is needed, but their use can damage the overall appearance of the store and be detrimental to the general image of the center. Promotional signage should therefore be done in good taste.

# Tenant's General Sign Guidelines

## Storefront Signage

### Dimensional and Location Requirements (INTERIOR)

1. Number of Signs: Tenant shall identify the premises by installing **one primary identification sign** on the storefront elevation.
2. Store Name/Trade Name: Store identification signs shall be limited to the store name (d.b.a.). Wording of signs shall not include the product sold except as part of Tenant's trade name. The use of a crest, shield, logo, or other established corporate insignia which has been customarily displayed or associated with the store name may be approved on an individual basis by the Landlord at Landlord's sole discretion.
3. Height: The average height of sign letters or components shall **not exceed twelve inches (12")**. **Letters are limited to sixteen (16") maximum height**.
4. Projection: Signs shall not project beyond the storefront more than two inches (2") if less than eight feet (8 ft.) above finished floor line, nor more than four inches (4") above eight feet (8 ft.).
5. Limits: The extreme outer limits of the sign letters and components shall fall within a rectangular area that can be defined as follows:
  - a. The sides shall not fall closer than twenty-four inches (24") to the side lease lines of the premises; and
  - b. The top side of which shall fall no closer than twelve inches (12") to the soffit of the mall fascia.
6. Review and Approval: All signage, identification, and graphics are subject to the approval of the landlord. The landlord maintains all authority to reject any sign or sign component, whether specifically addressed in this manual, or not.
  - a. All signage shall be submitted to landlord for approval with scaled shop drawings. All signage must meet approval of local code authority.
  - b. All signs and sign installation shall comply with all local building and electrical codes.
7. Labels: Sign company names, UL Labels or stamps shall be concealed and not be visible to public view.

8. Decals: In addition to the primary identification sign, graphics on the storefront glass doors are permissible, Subject to landlord approval. These may not be illuminated, and must adhere to:
  - a. Install on second surface, 3-4" MAX letter height, 36-42" AAF MAX
  - b. Charge card decals shall not be affixed to any part of the storefront, nor shall any charge card identification be immediately visible from the public space.

## **Prohibited Sign Types**

1. Signs with **exposed fasteners**, vents, or weep holes
2. Signs with exposed neon or other lamps or signs using flashing lights.
3. Sign manufacturer's name, stamps or decals, or registered trademarks.
4. Signs with exposed raceways, ballast boxes or transformers.
5. Signs with painted letters.
6. Signs employing luminous, vacuum-formed plastic letters.
7. Signs of exposed box or cabinet-type design that employ transparent, translucent or luminous plastic background panels.
8. Shadow box type signs.
9. Signs employing un-edged or uncapped plastic letters with no returns.
10. Paper, plastic or cardboard signs. In addition, stickers or decals of any kind are not permitted on the storefront glass or in entry area, unless approved by Landlord.
11. Signs with an orientation other than horizontal, that is, no vertical, perpendicular (blade signs) or diagonal signage, etc. unless approved by Landlord.
12. No sign, advertisement, notice or other temporary lettering shall be exhibited, inscribed, painted or affixed on any part of the storefront(s) except store identification signs.