

### SIGN CRITERIA

Tenant will not erect any signs except in conformity with the following policy:

- (a) Wording on large scale signs shall be limited to store or trade name only. Each party's customary signature or logo, hallmark, insignia, or other trade identification will be respected and consideration given during Landlord's review and approval process.
- (b) The size of all tenant signs shall be limited. The scale and concept of the shopping center requires the use of appropriate signage. Tenant signs shall be located on the designated sign panel within the limits of its storefront and shall not project more than 8" beyond the face of the sign panel, measured horizontally. The letters shall be mounted to the sign fascia on the framing provided by Landlord concealed in the sign panel construction.
- (c) Tenant signs shall be individual channel type letters only. Maximum height of the letters shall be 30" for uppercase and/or logos, and 24" for lower case letters. If the storefront width is twenty feet (20') or less, the maximum height of the upper case letters shall be 24". If the storefront width is greater than twenty feet (20'), the maximum height of the upper case letters shall be 30". The total sign width shall be limited to 70% of the tenant frontage and shall in no event exceed a length of thirty feet (30'). Landlord reserves the right; but, is not required to vary these requirements on an individual or overall basis.
- (d) Sign letters shall be individual aluminum channel frame (minimum .090) with flat or molded plastic face and mounted with concealed fasteners. The channel frame shall be painted to match the sign fascia color to which it is being attached. All letters shall be illuminated with neon tubes powered by normal factor transformers installed in the letters. All letters shall be approved by Underwriter Laboratories and carry their seal of approval. The color of the face of the sign letters shall be selected by Landlord, at its sole discretion.
- (e) Except as otherwise approved in writing by Landlord, only one sign per Tenant will be permitted on the sign panel, except that corner tenants may have two such signs, if approved by Landlord.
- (f) Sign company names or stamps shall be concealed (Code permitting).
- (g) Signs with exposed neon tubing, exposed lamps and signs of the flashing, blinking, rotating, moving, animated, or audible type are not permitted.
- (h) Painted or printed signs on the exterior surface of any building shall be prohibited; except that small-scale signs naming starting store hours, which are neatly lettered on the glass of the storefront, shall be permitted subject to Landlord's approval. In addition, any non-customer door for receiving merchandise will have the name of Tenant in two inch (2") block letters, approved by Landlord to meet Landlord's criteria, at Tenant's expense.
- (i) Public safety decals or artwork on glass in minimum sizes to comply with applicable Code, subject to the approval of Landlord, may be used, as required by building codes or other governmental regulations.

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EXHIBIT "B"

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- (j) Paper signs, stickers, banners or flags are prohibited.
- (k) No exposed raceways, ballast boxes or electrical transformers will be permitted except as required by Code and as required by special conditions, unless approved by Landlord.
- (l) Exposed sign illumination or illuminated sign cabinets or modules are not permitted.
- (m) Tenant shall not install any roof top signs.
- (n) Tenant shall install no pylon signs.
- (o) No signs will be permitted at the rear of any building, except in the case of stores with customer entrances opening directly on to a parking area.
- (p) One additional non-illuminated tenant sign will be erected, perpendicular to the storefront, under the canopy above the storefront. This sign shall be mounted on the framing provided by Landlord. The sign shall be a wall mounted or hanging blade projected type, approximately 8" to 15" high x 24" wide. The letters shall be either silk screen or of pressure sensitive type mounted on an aluminum or acrylic panel, or as directed by Landlord. The panels shall be mounted in a clear anodized aluminum frame with no exposed fasteners. To insure consistency in the perpendicular signs, all tenants must purchase such signs from the manufacturer designated by the Landlord, in accordance with the approved design for the Center at an approximate cost installed of "not to exceed" \$400.
- (q) Three (3) complete sets of sign drawings must be submitted to the Landlord for approval before fabrication. Tenant's sign drawings must include the following:
  1. Provide a complete listing, verbal and graphic description of every sign to be erected at the Premises.
  2. Provide elevation views of storefront showing all signs (drawn to accurate scale) with dimensions of height of letters and length of signs.
  3. Provide color samples of sign panel for perpendicular signs and painted channel frame for letters.
  4. Provide color samples of sign letter faces (unless they are to be WHITE).
  5. Provide a cross section view through sign letter and sign panel showing location of sign relative to the storefront line, mounting height, and the dimensioned projection of the face of the letter from the face of the sign panel.

Landlord shall not be responsible for the cost of refabrication of signs fabricated, ordered or constructed, that do not conform to the sign criteria, or local codes and requirements. Also, Landlord will not be responsible for timely submission of signs to local agencies for approval. It will be Tenant's responsibility to submit drawings to Landlord in sufficient time to receive Landlord's comments and approvals in advance of required submission to local agencies.

It will be the Tenant's responsibility to provide these sign criteria to their sign manufacturer prior to the manufacturing of any signs.

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CONTIN. EX. B

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STANDARDS REGULATING THE USE OF  
FREESTANDING SIGNS WITHIN THE OUTLOT PARCELS OF  
THE VILLAGE PARK PLAZA SHOPPING CENTER  
WESTFIELD, INDIANA

- Number - For each outlot parcel within the shopping center, there shall be no more than one (1) freestanding building identification sign. This is exclusive of any site or operating signs not exceeding 5 square feet, such as entry or exit signs to the parking lot.  
Maximum number of outlot signs nine (9).
- Location - There shall be a minimum separation between freestanding building identification signs of 100 feet. Freestanding signs shall be installed between U.S. 31 right-of-way and the building to which it relates. In no instance shall the sign be located so that it extends into the right-of-way or beyond the bounds of the outlot parcel.
- Sign Area - Freestanding signs shall not exceed 15% of the area of the front facade of the building to which it pertains. In no case shall any freestanding out-building identification sign exceed sixty (60) square feet in area. The area of the front facade shall be calculated as the area of the building elevation (below the lowest point of the roof) which parallels or nearly parallels U.S. 31. The area of a two-sided identification sign shall be calculated as the area of the face of one side of the sign. Each sign shall have a 1:2 ratio of base width to sign width.
- Sign Height- No freestanding sign shall exceed a maximum height of sixteen feet (16), or ten feet (10) above U.S. 31 road grade whichever is less.
- Sign Palette- Colors, lettering, and image of freestanding signs shall directly reflect the colors and image of the building to which the sign relates. Bold, bright, or harsh colors shall be used sparingly, as accents on a sign, rather than as predominant colors. Dissonant contrasts of tone or color are unacceptable.
- Landscaping - Freestanding signs shall be landscaped at their base in a manner harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer.
- Other Signs- These standards shall remain independent of any covenant, restriction or limitation on wall or facia mounted building signs regulated elsewhere.