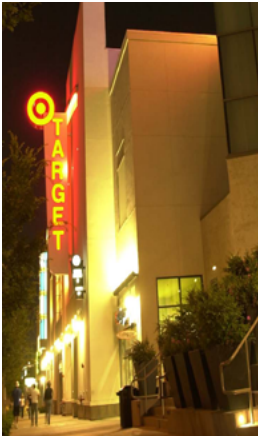






STOREFRONT SIGNAGE CRITERIA



General

The following outlines the work to be provided by the tenant. Tenant signage shall be designed, fabricated and installed by the tenant at his or her own expense.

All tenants within SMP are required to comply with this Signage and Graphics Criteria. Additionally, tenants must comply with criteria specific to their location. Please refer to

criteria location plans that may apply based on the location of your tenancy. Tenants with signs facing Santa Monica city streets are also responsible for adhering to the City of Santa Monica signage codes and such signs are subject to review by the City of Santa Monica.

Creativity, uniqueness and high quality are characteristics of the overall identity of SMP. Signs are an important finishing touch for storefronts and must receive the same quality of design and construction as the rest of the tenant's work. Tenants are encouraged to utilize dramatic illumination, individual dimensional letters and high-end finishes. Creative adaptations of Tenant's current sign practices to these specific criteria may be necessary.

- All storefront signage and lighting both interior and exterior is required to be on a separate circuit and controlled by a time clock. Storefront Signage and lighting are required to be on during operational hours and off during non-operation hours. This includes exterior building storefront signage.
- Full sign permits are required at Tenant's expense.

- Prior to sign installation, sign vendor to deliver an insurance certificate with the Landlord required limits and meet with Lndlord's representative to discuss any special installation instructions.
- Only code required stickers are allowed on the signs and they must be installed in inconspicuous places.
- Exposed raceways are not allowed.

Sign Types and Limits

PRIMARY SIGN:

One main sign or graphic treatment is allowed at each storefront.

Some tenants at corner and other specified conditions are permitted two + three primary signs. Each tenancy is

allotted a ratio that determines the maximum size of their primary sign or signs. All tenants must confirm this ratio by checking the criteria specific to their location. For example, tenants at L01 and L02 (with an overhang) located in the East, West Galleria and Plaza are allotted a total of one square foot per one linear foot of storefront.

The primary sign must be located a minimum of three feet from landlord's neutral piers. Sign letter height may not exceed 18 inches for the maximum leading



capital, 16 inches maximum following lower case letters. Tenants are encouraged to bring a sculptural and dimensional quality to their signs. Letters and graphics using depth will be looked upon more favorably that "flatter," less dimensional graphics.

Permitted Primary Sign Types

The following construction methods are permitted. Other conditions are subject to approval:

- Reverse channel dimensional halo-lit letterforms.
- Open pan channel letterforms with recessed exposed neon.
- Internally illuminated metal face with push-through acrylic graphics.
- Edge-lit glass panels with raised letterforms or



sandblasted graphics (this sign type

- Dimensional graphics or letterforms pinned off storefront or attached to a powered signage shelf.

Secondary Sign

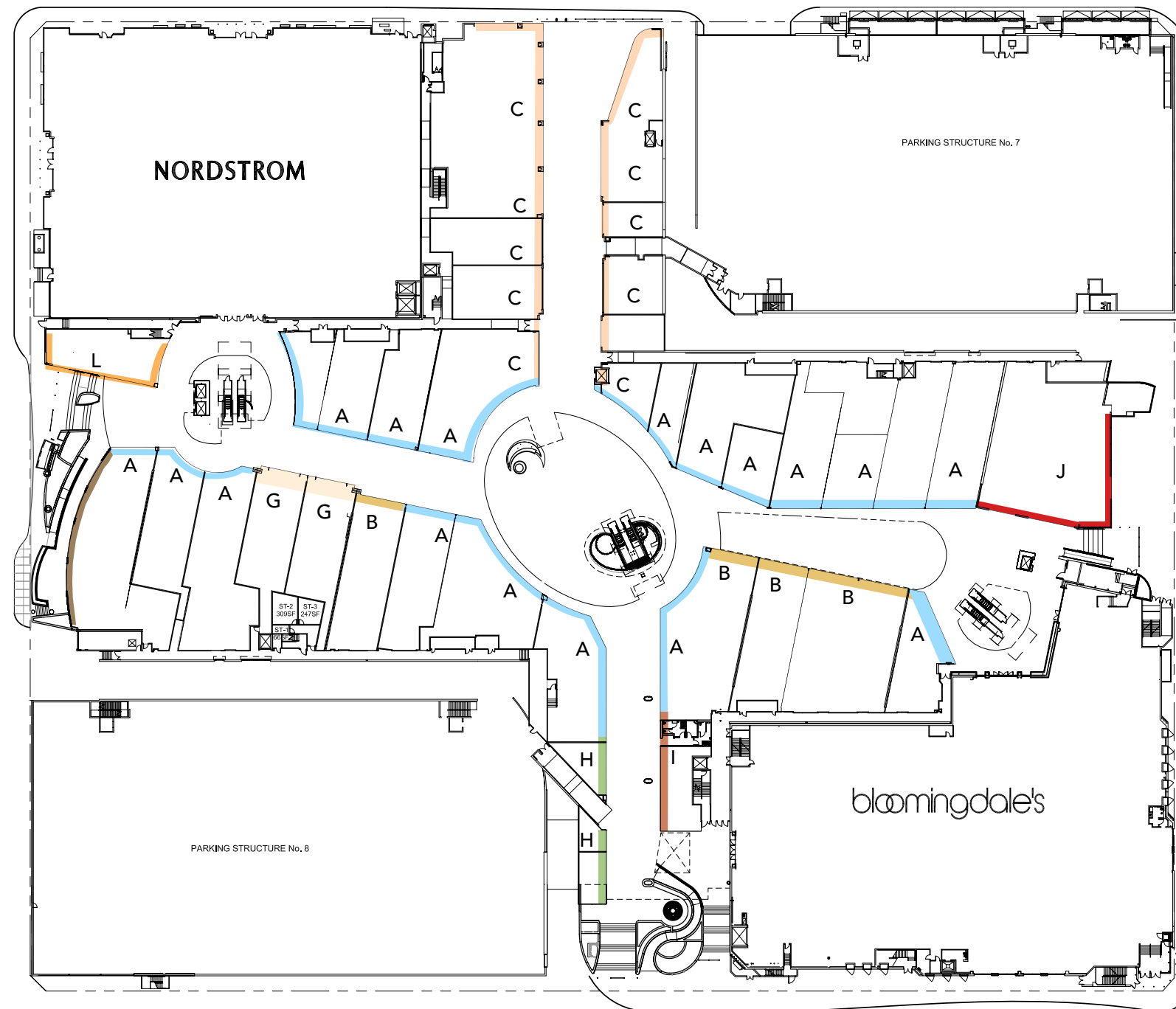
Some tenants are allowed secondary signs behind their lease line. Sizes vary per location of tenancy. Tenants must confirm by tenancy location. (Criteria specific to tenancy location 'trumps' general signage

criteria). Up to two secondary signs are permitted. Additional signs will be considered by landlord and designer on a case-by-case basis.

PERMITTED SECONDARY SIGN TYPES:

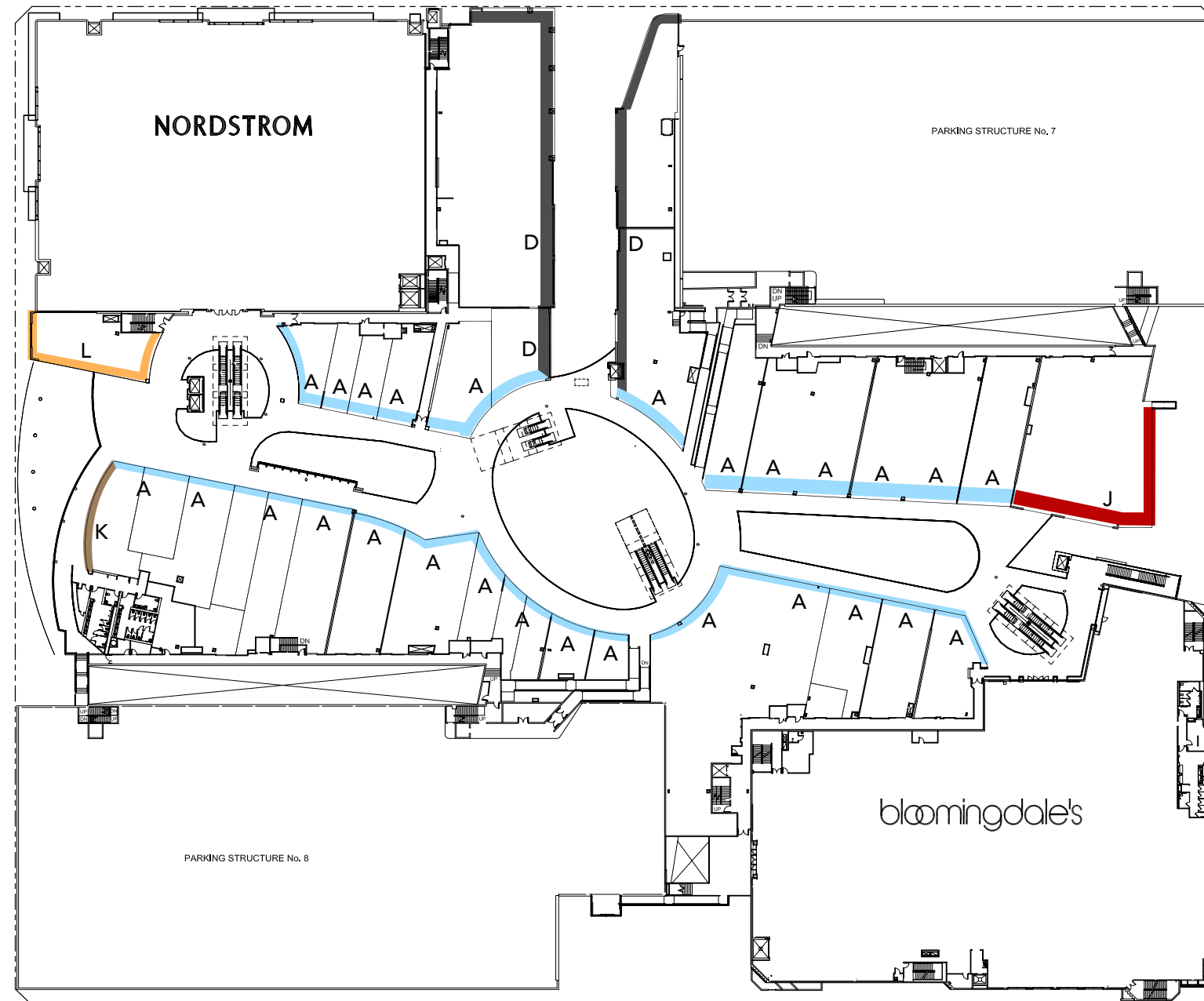
Secondary signs must be located behind the lease line, (except Restaurant Tenants) and the following construction methods are allowed:

- Edge-lit glass panels with raised letterforms or sandblasted graphics.
- Laser-cut metal panel with polished finished edges.
- Dimensional graphic forms.
- Light boxes (permitted for promenade extension tenants at L02 and Restaurant Tenants only): No representational images allowed .
- Internally illuminated metal face with push-through acrylic graphic forms and logos are preferred. Letterforms or logotypes will be considered on a case-by-case basis.
- Reverse channel dimensional halo-lit letterforms.



Criteria Location Plan - L01 _Key

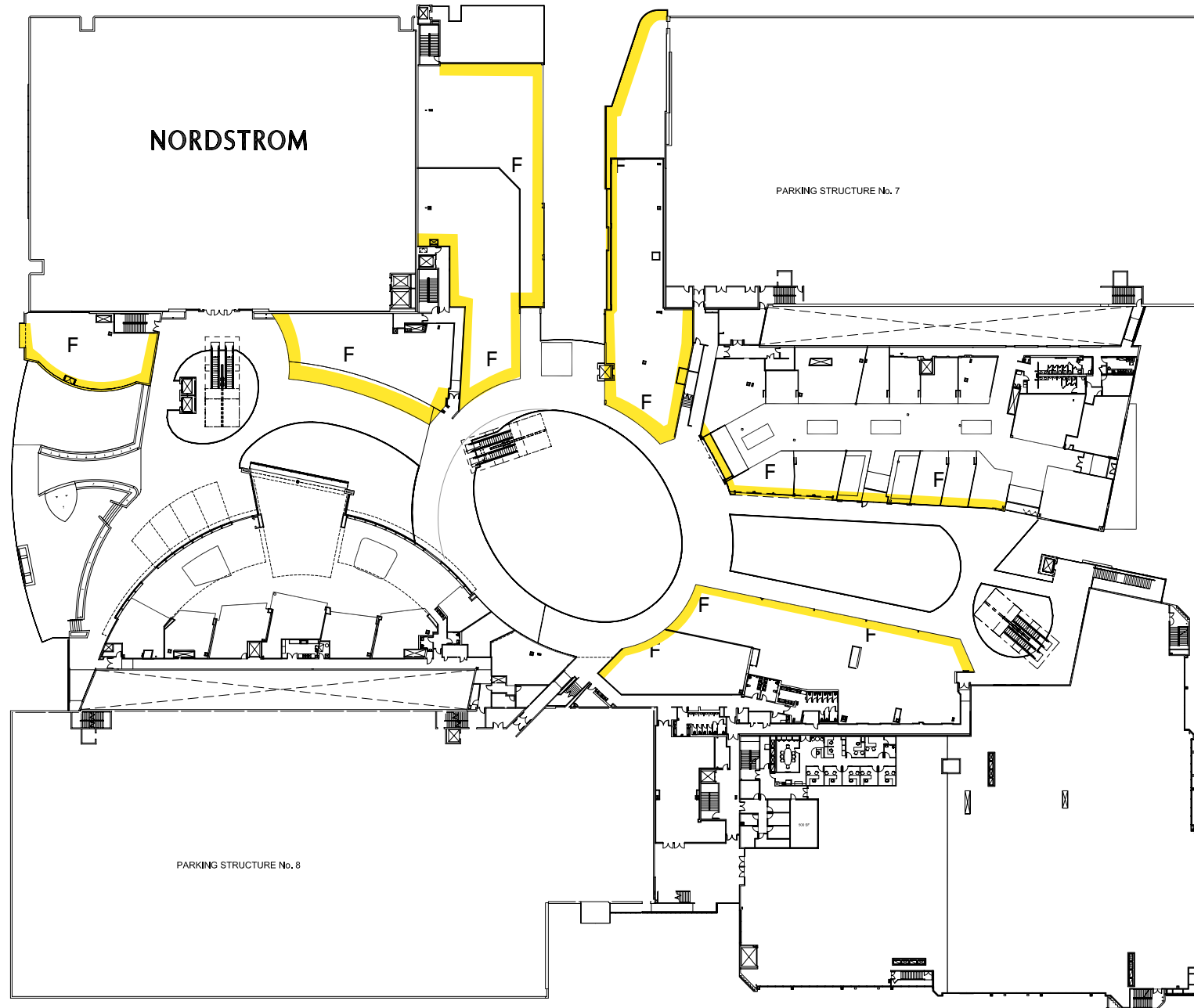
- A** Tenants at Plaza, East and West Galleria – L01 and L02 with Overhang:
- B** Tenants at East and West Galleria – L01 Without Overhang
- C** Tenants at Promenade Extension – L01
- D** Tenants at Promenade Extension – L02
- F** Restaurant Tenants – L03
- G** Special Condition: Tenants at West Galleria with Structural Glazing
- H** Special Condition: Tenants at Colorado Entry West - L01
- I** Special Condition: Tenant at Colorado Entry East - L01
- J** Special Condition: Single Tenant at Fourth Street Entry at L01 and L02
- K** Special Condition: Tenants at 2nd Street Entry - L01 and L02
- L** Special Condition: Tenants at 2nd Street Entry - L01 and L02



Criteria Location Plan - L02

_Key

- A** Tenants at Plaza, East and West Galleria – L01 and L02 with Overhang
- B** Tenants at East and West Galleria – L01 Without Overhang
- C** Tenants at Promenade Extension – L01
- D** Tenants at Promenade Extension – L02
- F** Restaurant Tenants – L03
- G** Special Condition: Tenants at West Galleria with Structural Glazing
- H** Special Condition: Tenants at Colorado Entry West - L01
- I** Special Condition: Tenant at Colorado Entry East - L01
- J** Special Condition: Single Tenant at Fourth Street Entry at L01 and L02
- K** Special Condition: Tenants at 2nd Street Entry - L01 and L02
- L** Special Condition: Tenants at 2nd Street Entry - L01 and L02



Criteria Location Plan - L03 _Key

- A** Tenants at Plaza, East and West Galleria – L01 and L02 with Overhang
- B** Tenants at East and West Galleria – L01 Without Overhang
- C** Tenants at Promenade Extension – L01
- D** Tenants at Promenade Extension – L02
- F** Restaurant Tenants – L03
- G** Special Condition: Tenants at West Galleria with Structural Glazing
- H** Special Condition: Tenants at Colorado Entry West - L01
- I** Special Condition: Tenant at Colorado Entry East - L01
- J** Special Condition: Single Tenant at Fourth Street Entry at L01 and L02
- K** Special Condition: Tenants at 2nd Street Entry - L01 and L02
- L** Special Condition: Tenants at 2nd Street Entry - L01 and L02



Window Graphics

Tenants may incorporate window graphics into their storefront glazing in addition to the signs above. Sizes vary per location of tenancy. Window graphics may not be illuminated. Only Tenant names or logos are allowed as window graphics.

Permitted Window Graphic Types:

- Etched or frit glass.
- Clear, translucent screen printed directly on glass.
- Clear, translucent film for letterforms.
- Translucent film with muted coloration.
- Color painted directly on glass will be considered on a case-by-case basis.



Canopies

Canopies are encouraged for tenants located at Promenade Extension on L01, L02, all tenants at L03, and Restaurant tenants. Canopies in certain sections of L03 are required (reference pages 27 - 29 for specific locations and design requirements). Hard material canopies that incorporate primary signage are encouraged. Canopies may be constructed from glass, metal and wood. Internally illuminated canopies are not permitted. Canopy graphics may be located on canopy and will be reviewed on a case-by-case basis. Canopies must be supported by Tenant's storefront and may not be attached to shell building.



Digital Display

Refer to Digital Display Manual on the Center's website for more information.

- Digital Display is required to become part of the storefront design.
- Pole mounted monitors are not allowed.
- Free Standing units are not allowed.

Blade Signs

Blade signs is required for all tenants at Santa Monica Place. Tenants are allowed one blade sign per storefront and may hang the sign from a canopy. The Blade sign may also be pinned off the Tenant's storefront, however blade signs cannot be hung from landlord's shell.

Blade signs are required to meet the Bayside District Criteria.



Blade Signs are required to be 9 feet above finished floor. Maximum blade sign size for zone F is 3'-0" wide x 2'-0" high x 6" thick. Maximum blade sign size for zone C and for all wall-mounted blade signs is 4-1/2 square feet. If the blade sign is not internally illuminated, tenant must provide a light source that 'washes' the sign with light on both faces.

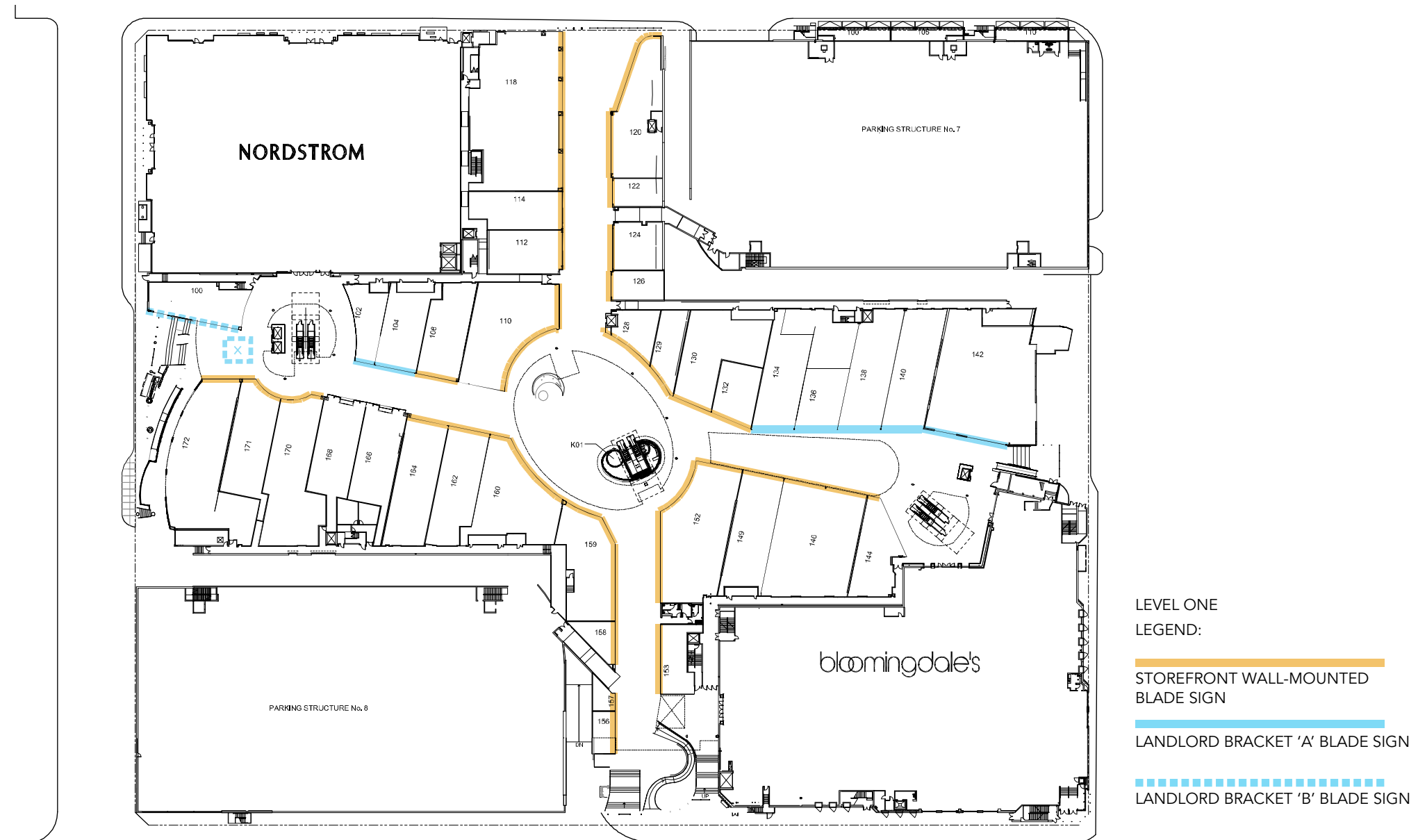
Permitted Blade Sign Types

- Internally illuminated metal face with push-through acrylic graphics.
- Metal face with surface mounted dimensional letterforms.

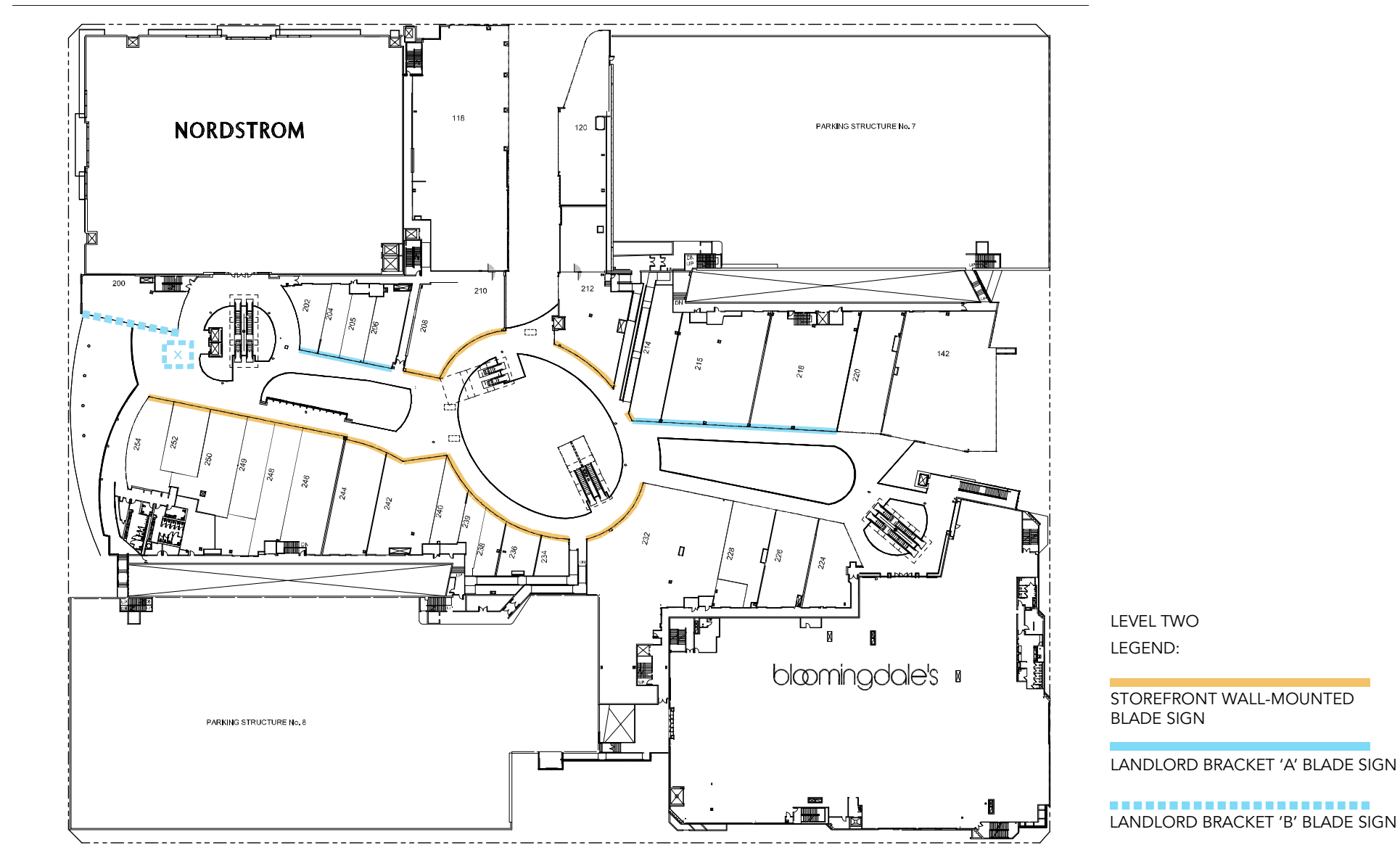
THE FOLLOWING SIGN CONSTRUCTION IS NOT PERMITTED THROUGH-OUT SANTA MONICA PLACE:

- Box or cabinet construction will be considered on a case-by-case basis.
- Vacuum formed luminous letters.
- Box channel letterforms with acrylic face.
- Exposed neon.
- Paper, cardboard, styrofoam, cloth, stickers, decals, or hand-lettered signs.
- Signs employing flashing, flickering, rotating or moving lights.
- Signs painted directly on storefront sign band.
- Credit card and advertising placards, trademarks or manufacturer labels.
- No radioactive material shall be allowed to be used or installed as part of any tenant construction scope of work. Furthermore, no radioactive signs such as Tritium exit signs shall be allowed in our shopping centers..

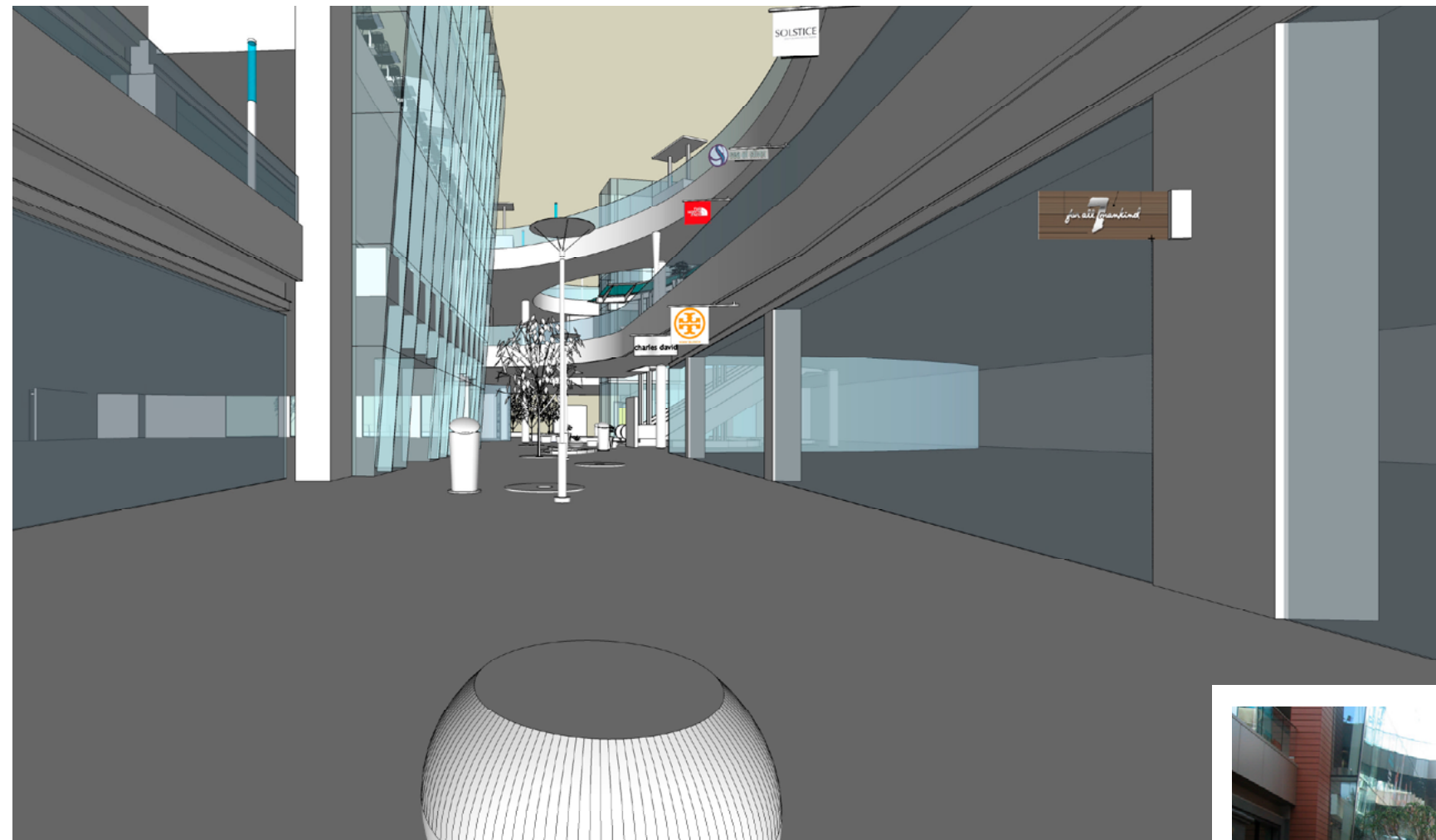
Blade Sign Key Map



Blade Sign Key Map



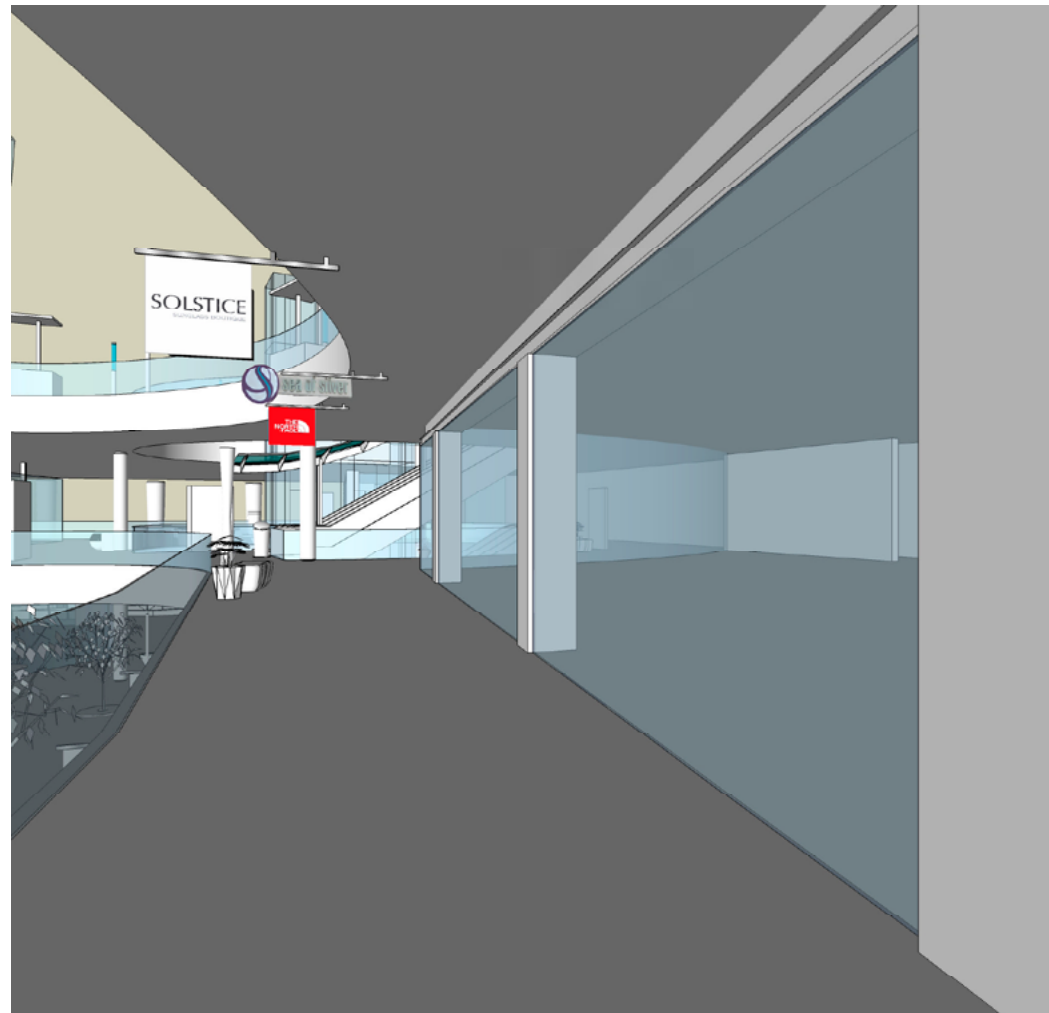
Blade Sign Concept Sketches



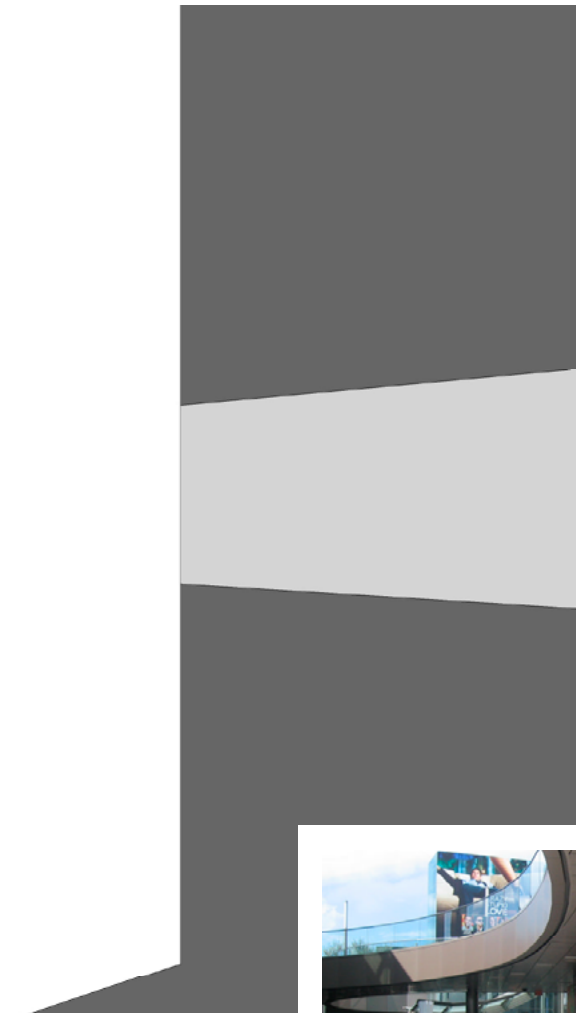
PROPOSED VIEW 1



Blade Sign Concept Sketches

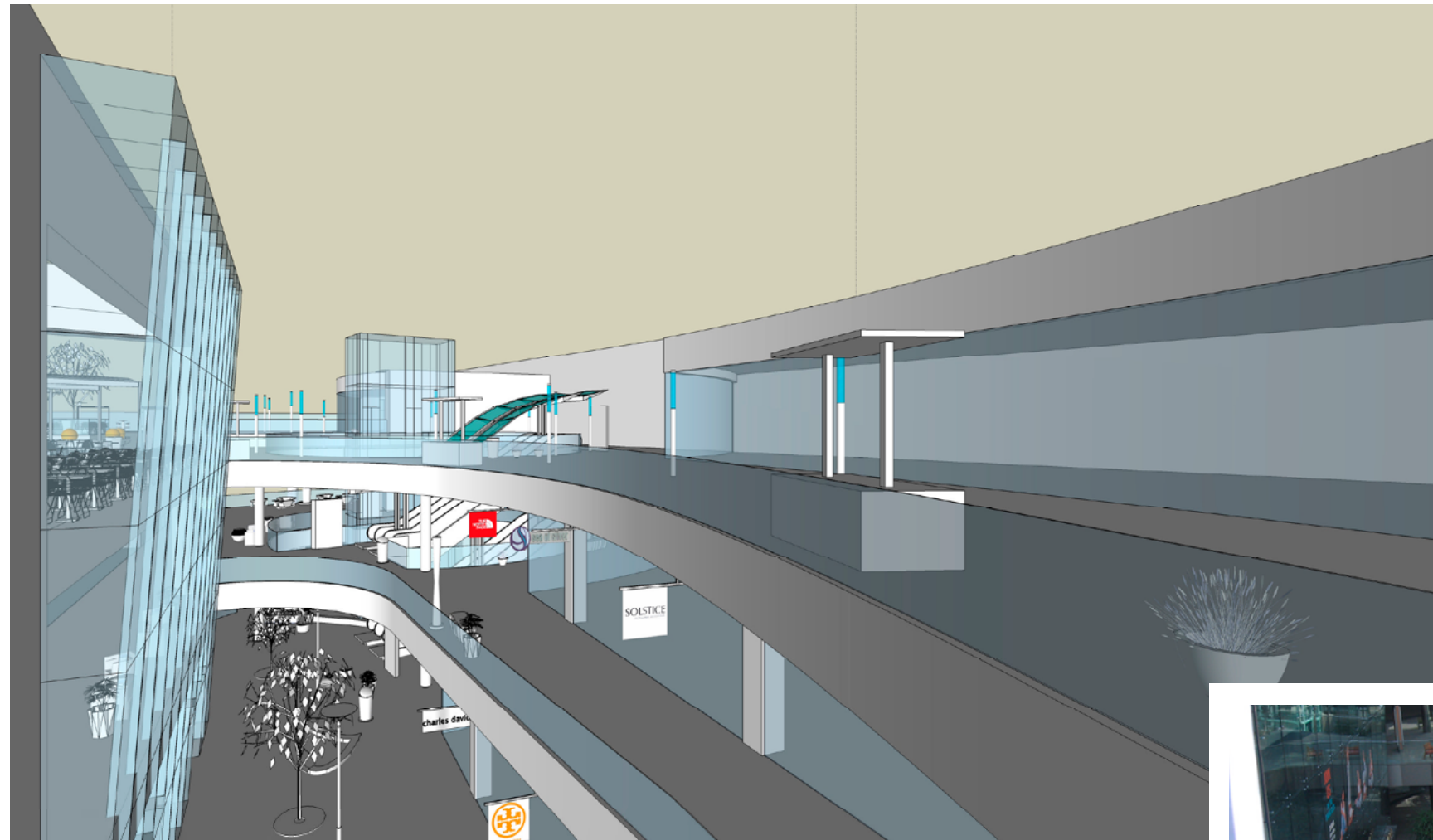


PROPOSED VIEW 2



PROPOSED VIEW 1

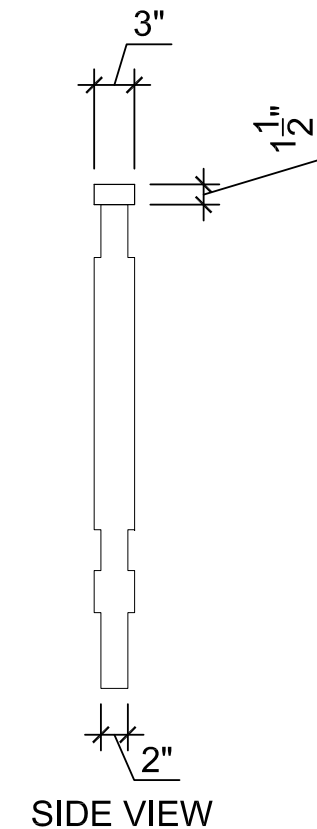
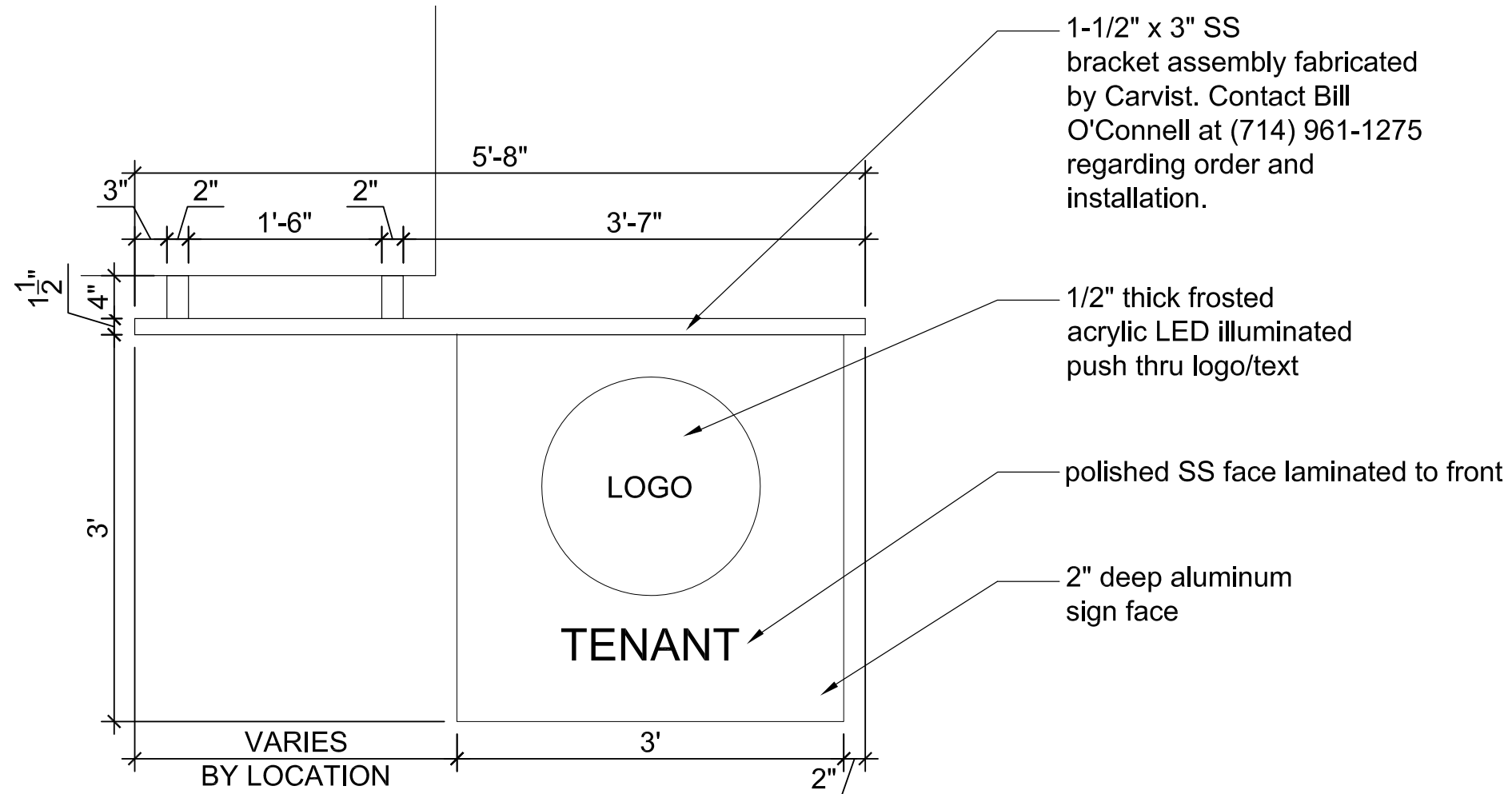
Blade Sign Concept Sketches



PROPOSED VIEW 3



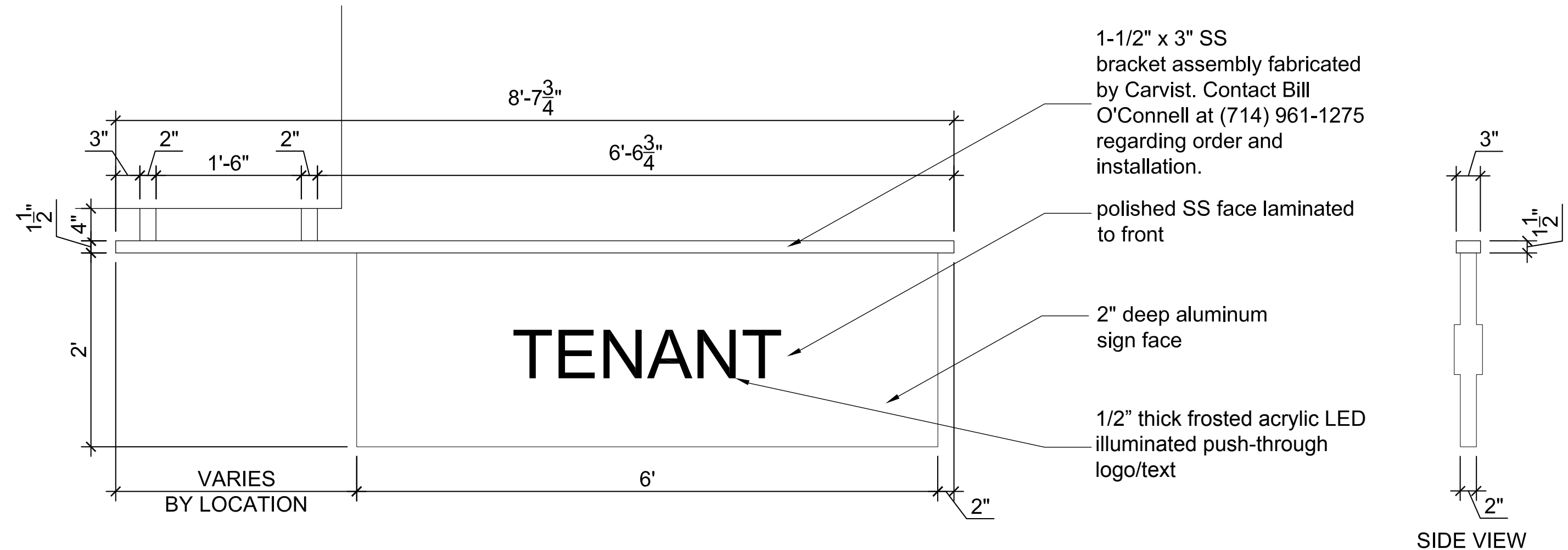
Blade Sign Drawing - Landlord Bracket A - Option 1



NOTES:

- Installed on timer
- LED's are all uniform color and temperature
- Maximum temperature = 3500K
- No exposed wiring

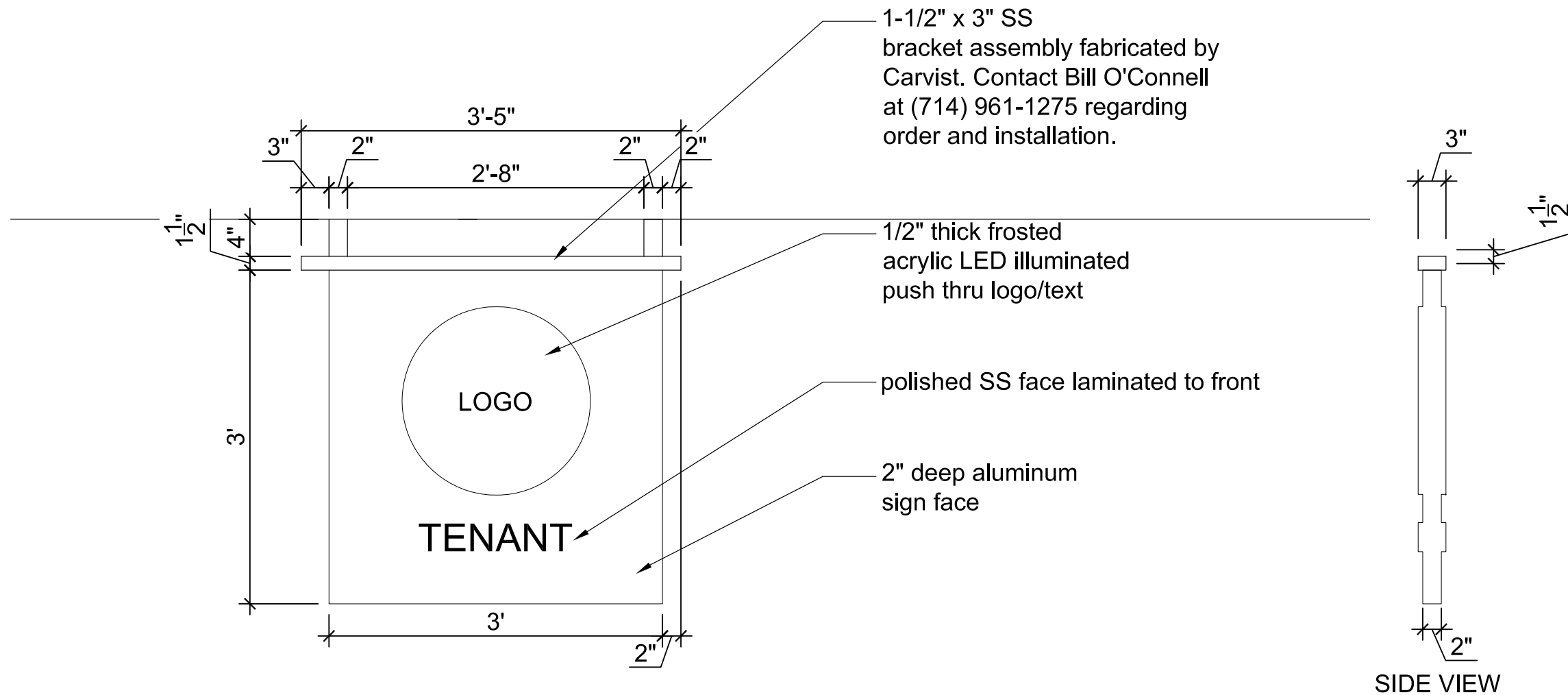
Blade Sign Drawing - Landlord Bracket A - Option 2



NOTES:

- Installed on timer
- LED's are all uniform color and temperature
- Maximum temperature = 3500K
- No exposed wiring

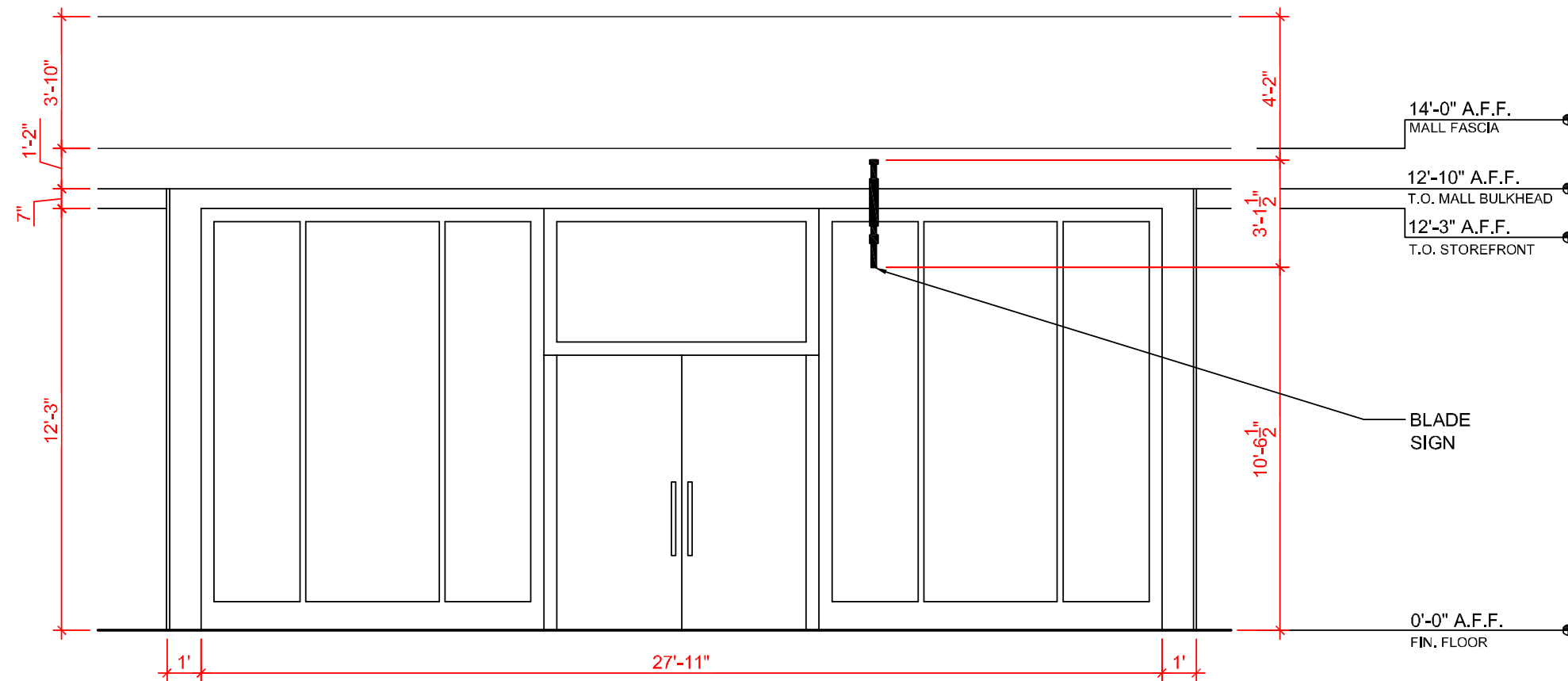
Blade Sign Drawing - Landlord Bracket B



NOTES:

- Installed on timer
- LED's are all uniform color and temperature
- Maximum temperature = 3500K
- No exposed wiring

Blade Sign Drawing - Typical Elevation



TYPICAL STOREFRONT

BLADE SIGN GUIDELINES



TENANT DESIGN CRITERIA
Section S Signage
Updated: March 2018



Primary Sign: Clear glass letterforms with polished edges surface mounted to glass panel.



Primary Sign: Reverse channel dimensional halo-lit letterforms.



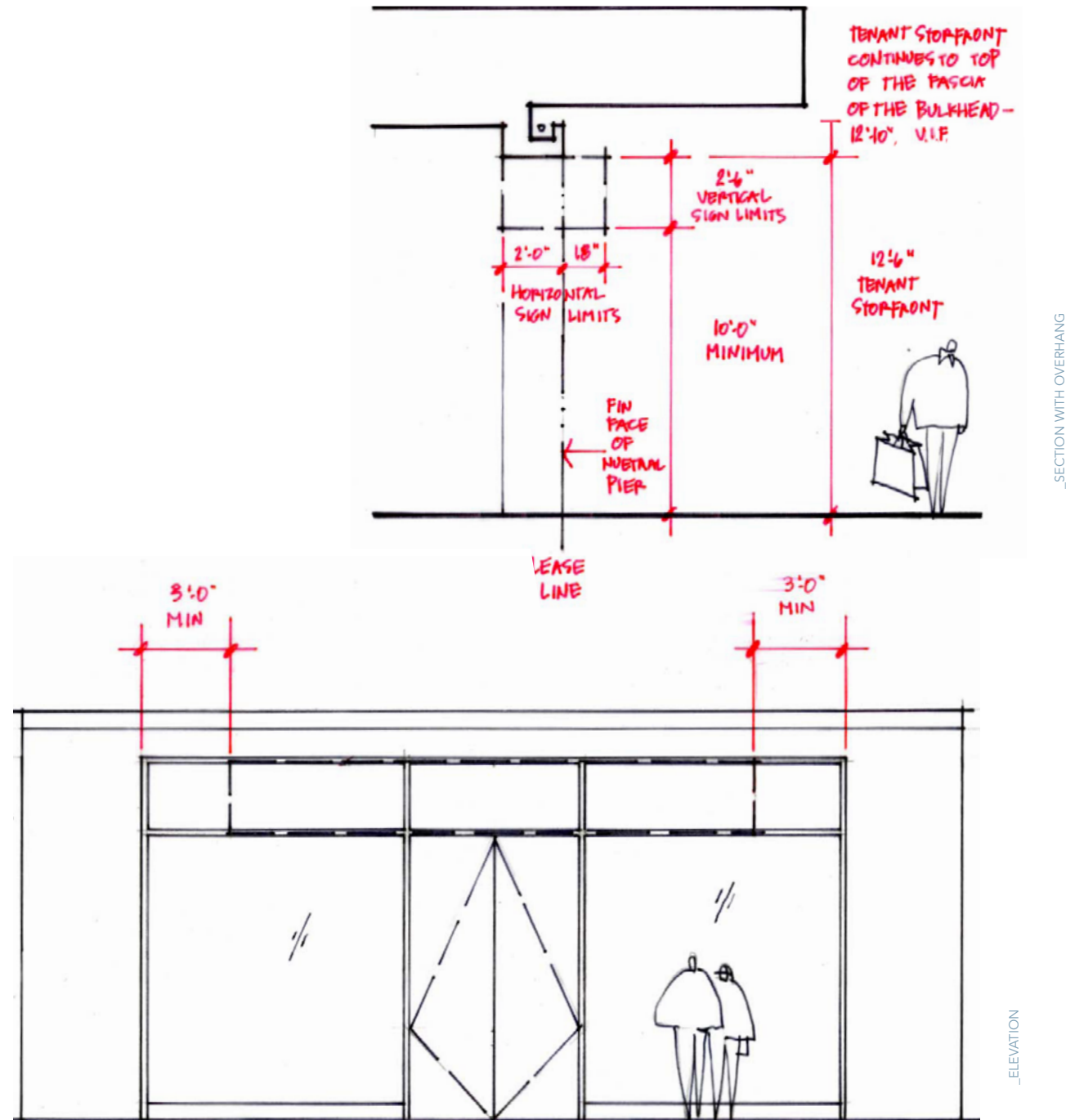
Primary Sign: Signage tube with internally illuminated metal pan letterforms and acrylic face.



Secondary Sign: Internally illuminated metal face with push-through acrylic forms.



Primary Sign: Signage shelf with hidden uplight and finished letterforms.



A

Tenants at Plaza, East and West Galleria –
L01 and L02 with Overhang

CRITERIA:

- One Primary sign is allowed per storefront. This sign may not exceed 1 square foot per one linear foot of storefront. The glass panel sign option (located behind lease line/ glass) may not be used by these tenants.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 10 square feet for every 30 linear feet of storefront. The light box option may not be used in this location as a secondary sign type.
- Allowable Window Graphics may be a maximum of 8% of storefront square footage.
- Canopies are not allowed.



Existing signage at Santa Monica Place



Primary Sign: Internally illuminated metal face with push-through acrylic graphics.



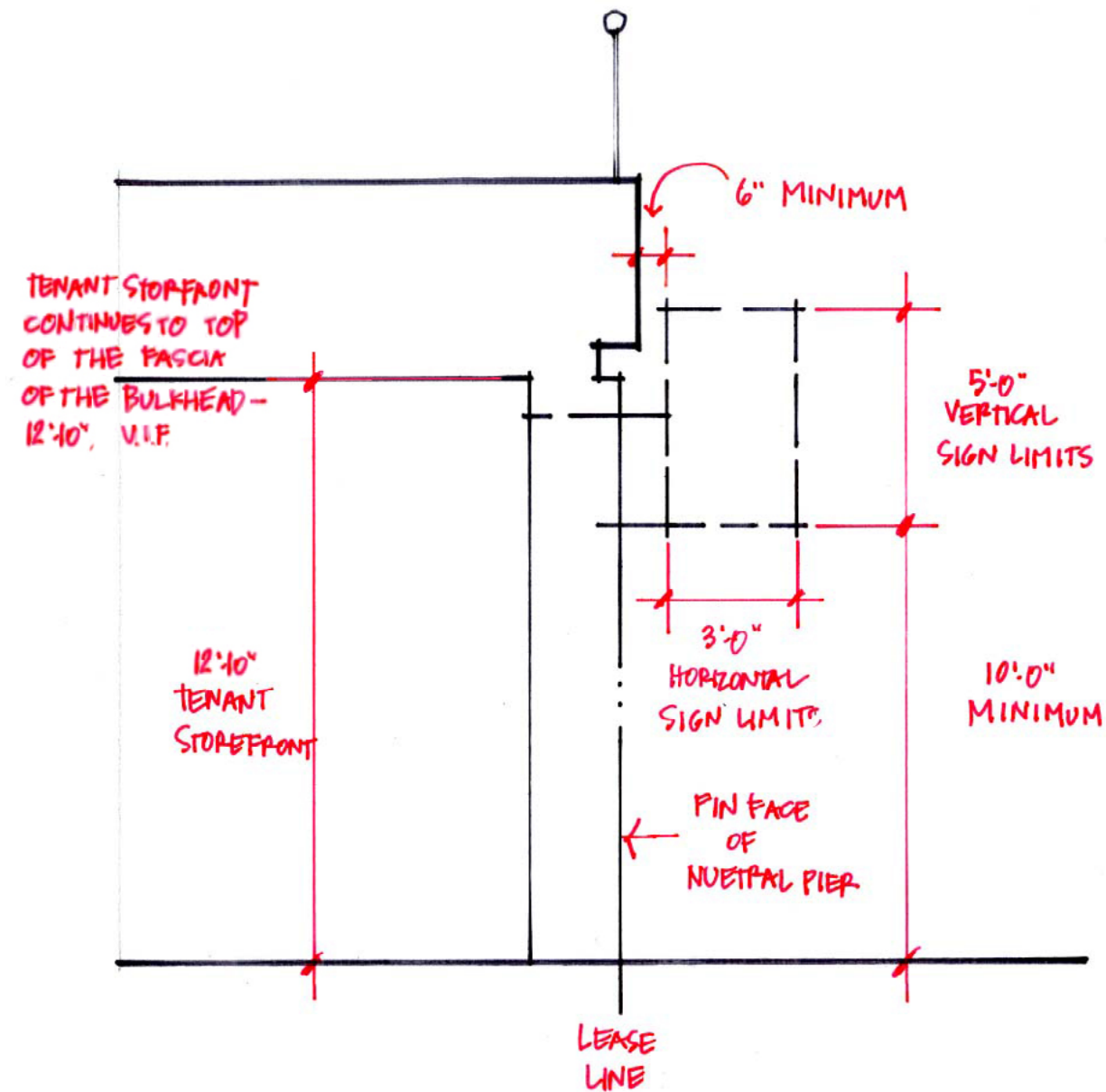
Primary Sign: Combination of reverse channel halo-lit letterforms and internally illuminated metal letterforms with push-through acrylic face.



Primary Sign: Sculptural sign with reverse channel halo-lit letterforms.



Primary Sign: Combination of open pan channel letterforms with recessed exposed neon and internally illuminated metal face with push-through acrylic letterforms.



B

Tenants at East and West Galleria – L01 Without Overhang:

Tenants in these locations are encouraged to develop oversized sculptural signs with vertical orientation to take advantage of their site lines at levels one and two. Signs must be completely supported and pinned off tenant's storefront and finished at all surfaces, as they will be viewed from above. Strong dimensional forms are preferable, such as the internally illuminated Apple sign example. Layered signs utilizing diverse forms and dimensional letters are encouraged, such as the Betty Crocker 'spoon' signage example. Exposed neon will be considered on a case-by-case basis.

CRITERIA:

- One Primary sign is allowed per storefront. This sign may not exceed 1 square foot per one linear foot of storefront. The glass panel sign option (located behind lease line/ glass) may not be used by these tenants.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 10% of overall storefront square footage. The light box option may not be used in this location as a secondary sign type.
- Allowable Window Graphics may be a maximum of 8% of storefront square footage.
- Canopies are not allowed.



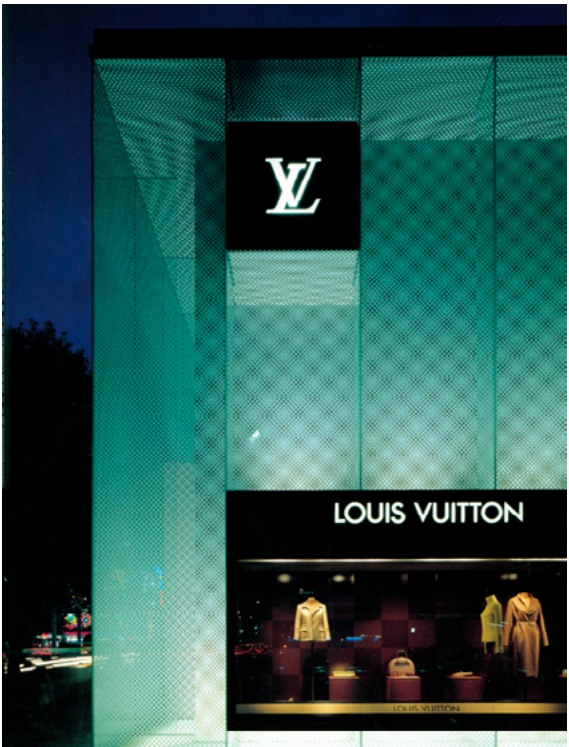
Primary Sign: Halo-lit internally illuminated dimensional letterforms pinned off metal canopy.



Existing signage at Santa Monica Place



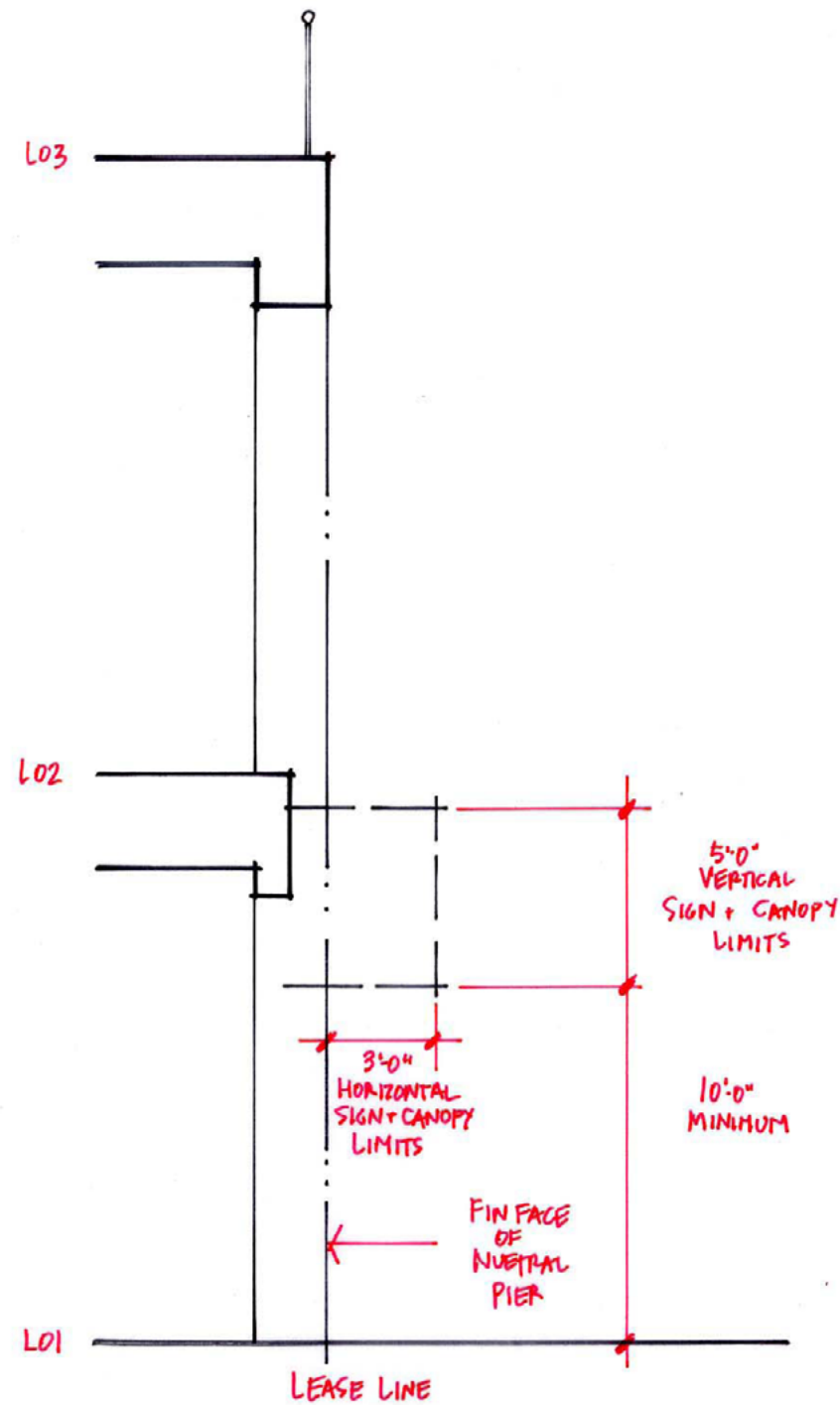
Primary Sign: Letterforms are film layer with panels of laminated glass or frit glass.



Secondary Sign: Logo is cut out of metal face with push-through acrylic with internal illumination.
Primary signage is same sign utilizing logotype.



Window Graphics: Translucent film with muted coloration is applied directly to storefront glazing.



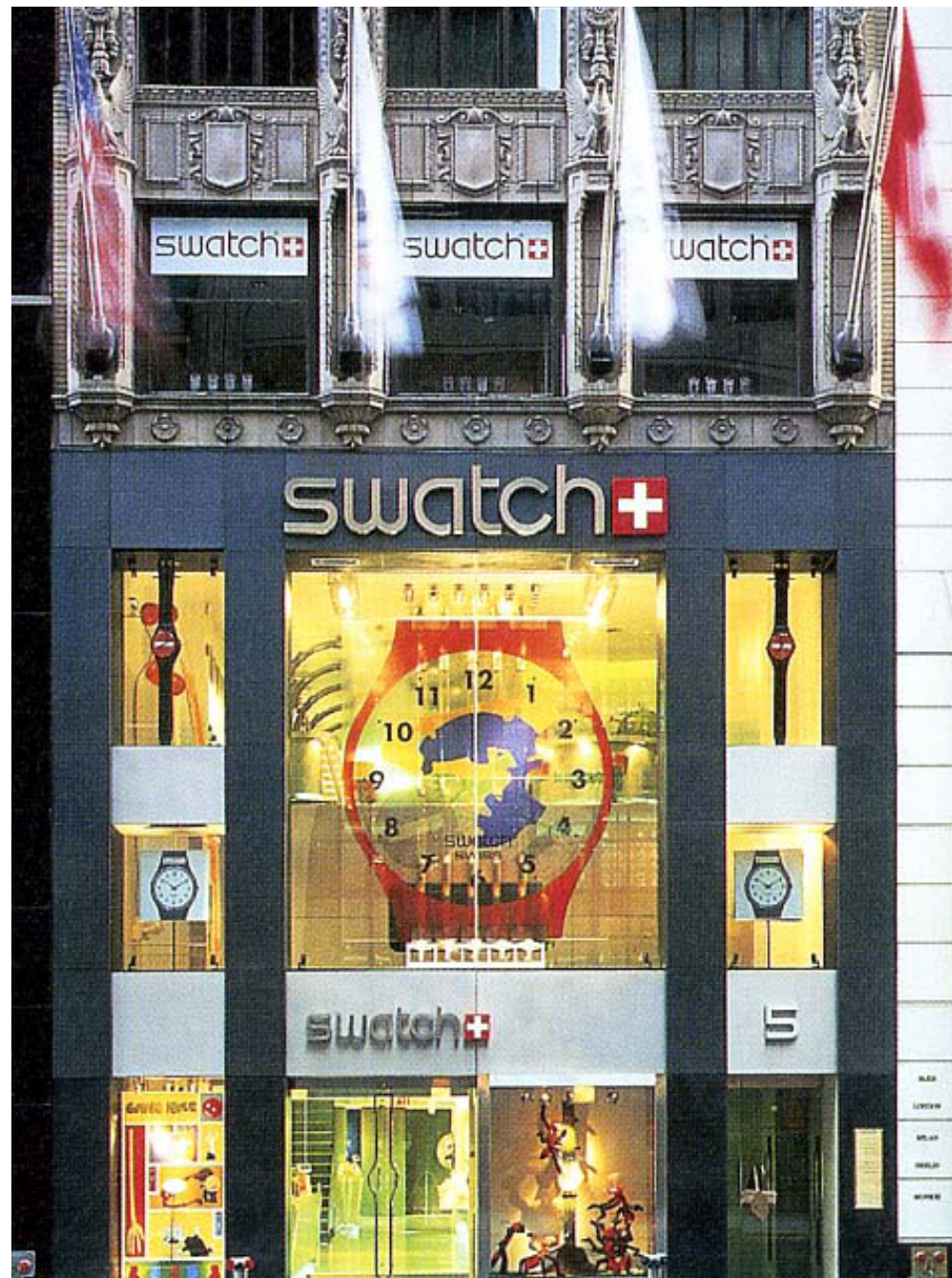
C

Tenants at Promenade Extension – L01

This area is intended to be a continuation of the 3rd Street Promenade. Tenants should consider combining over-scaled window graphics, high-quality signs, and canopies to achieve an urban ambiance.

CRITERIA:

- One Primary sign is allowed per storefront and may not exceed one square foot per one linear foot of storefront. If the glass panel sign option is selected (to be used behind lease line/ glass), 1 square foot per one linear foot of storefront is allowed.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 10% of overall storefront square footage.
- Allowable Window Graphics may be a maximum of 15% of overall storefront square footage.
- Canopies may be used in this area and may extend a maximum of 3 linear feet beyond lease line.
- Blade signs are encouraged.



Window Graphics: Color painted directly on glass.



Window Graphics: Clear translucent film applied directly to glass.



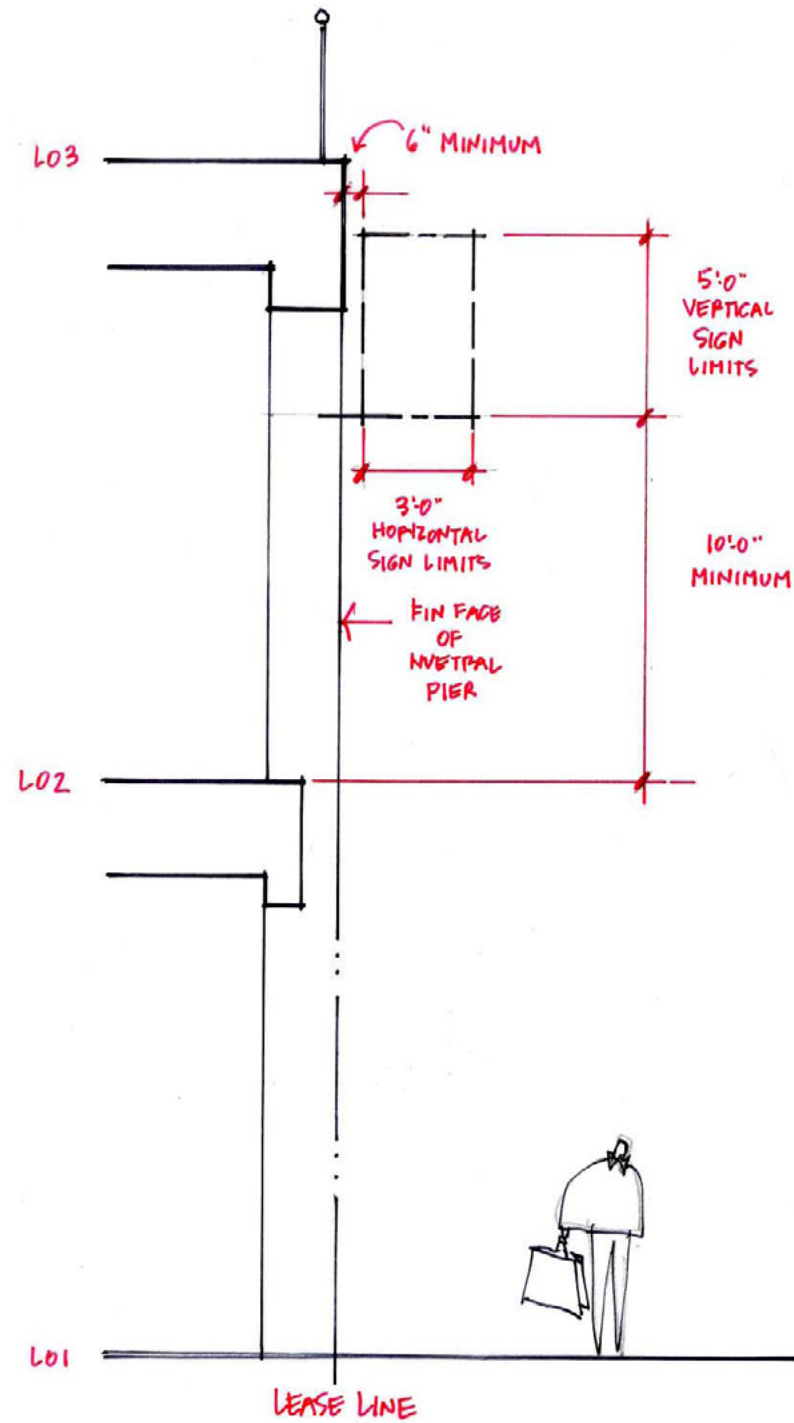
Canopy with Primary Sign: Finished metal letterforms surface mounted to canopy



Secondary Sign: Light boxes diffuse Chanel's logo type softening it in contrast to the dimensional letterforms of the primary sign.



Existing signage at Santa Monica Place



D

Tenants at Promenade Extension – L02

Second-level tenants at the Promenade extension are allowed greater flexibility in their signage needs. Vertical signs may be utilized, and creative use of metal face with exposed neon will be considered on a case-by-case basis. If exposed neon is used, it must accentuate the graphic of the sign. Light boxes will be considered on a case by case basis, if they are large in scale, enhance the architecture and contain simple graphic forms (see the Chanel storefront example).

CRITERIA:

- Two Primary signs per storefront are allowed. One sign must be located at the entry, the second location must be approved by landlord. Each sign may not exceed 0.5 square foot per one linear foot of storefront.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 10% of overall storefront square footage. If window boxes are a selected option (per Chanel example), then no other secondary signage type will be permitted.
- Allowable Window Graphics may be a maximum of 50% of overall storefront footage.
- Canopies may be used in this area and may extend a maximum of 3'-6" in front of the lease line.
- Blade signs are encouraged.



Primary Sign: Metal letterforms + graphic are mounted directly to canopy.



Canopy: Cut metal letterforms are pinned above canopy.



Primary Sign: Halo-lit dimensional letterforms are pinned off panel.



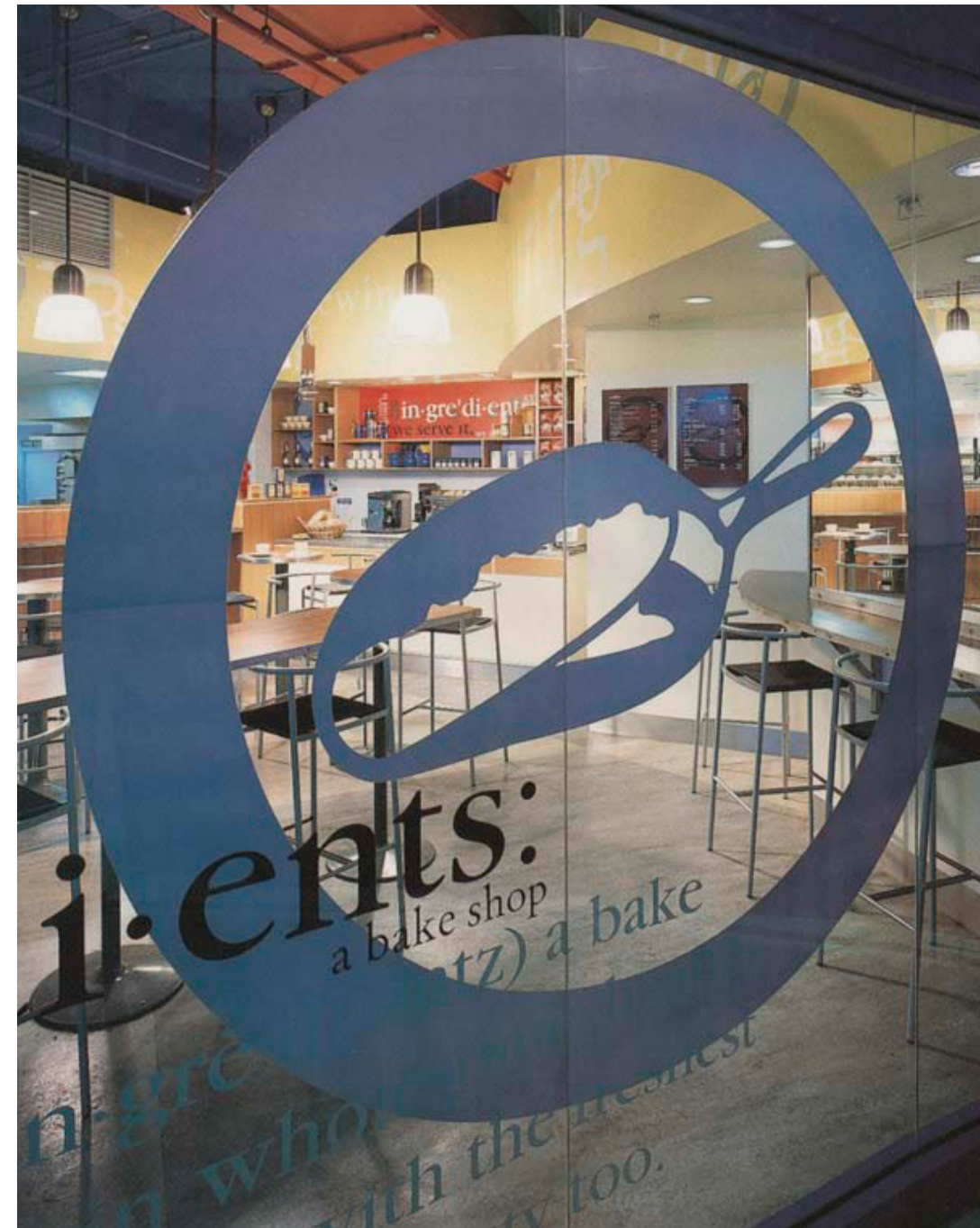
Blade Sign: Painted metal face with external light source above.



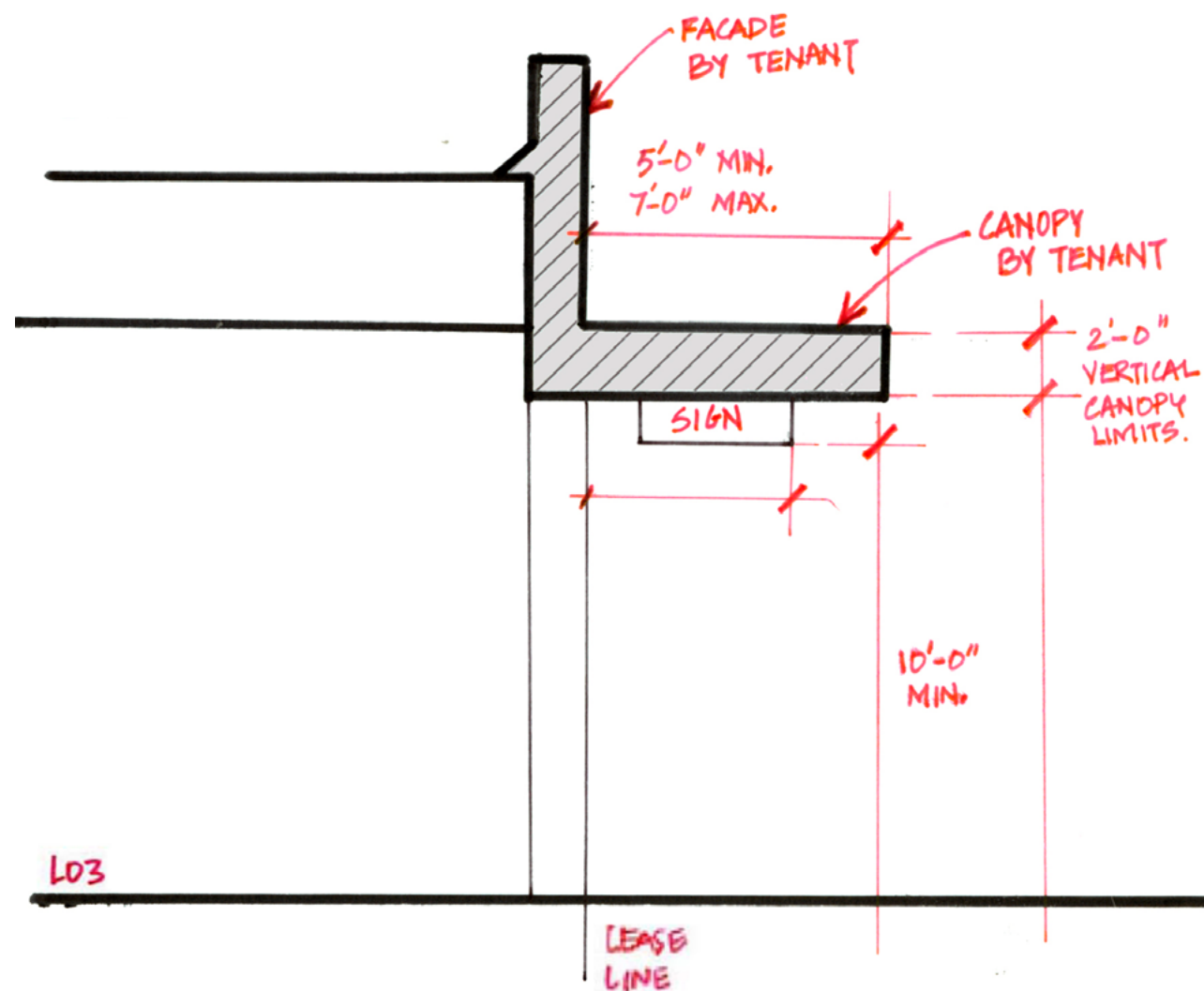
Existing signage at Santa Monica Place



Primary Sign: Iconic dimensional forms are surface mounted directly to sign band.



Window Graphics: Color painted directly on glass.



F

Restaurant Tenants - L03

Strong brand expression and creativity is expected from the restaurant tenants. Tasteful sculptural elements (such as PF Chang's horses or laser-cut metal tree) are encouraged and will be allowed in addition to primary signage. These will be reviewed on a case-by-case basis. These tenants are responsible for adhering to both landlord and City of Santa Monica signage criteria and codes, especially tenants that propose signage facing outwards towards City of Santa Monica streets.

CRITERIA:

- Two Primary signs are allowed per storefront. One must be located at entry and the other may be located on a second prominent elevation. Two Primary signs may not share the same elevation. Each sign may not exceed one square foot per one linear foot of storefront. Tenant located at #300 is encouraged to locate their second primary sign behind the structural glazing facing 2nd Street. This sign must be a minimum of 6" behind the structural glazing and 10'-0" minimum above the finished floor. See Section 12 for Sign limits.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 20% of overall storefront square footage.
- Allowable Window Graphics may be a maximum of 15% of overall storefront square footage, yet maintain an appropriate proportion within glazing.
- Canopies and trellises are encouraged in this area and limits will be considered on a case-by-case basis.
- Umbrellas, special lighting and menu display all enhance the tenant's presentation and will be considered on a case-by-case basis.
- Blade signs are encouraged and may be pinned from tenant's storefront or canopy structure. Blade signs must be 3'-0" wide x 2'-0" high x 6" thick and the finished bottom of the sign must be 9'-0" above the finished floor and a maximum of 3'-6" in front of the lease line.



Primary Sign: dimensional sign attached to canopy



Primary Sign: Internally illuminated dimensional letterforms have push-through acrylic and are pendant mounted.



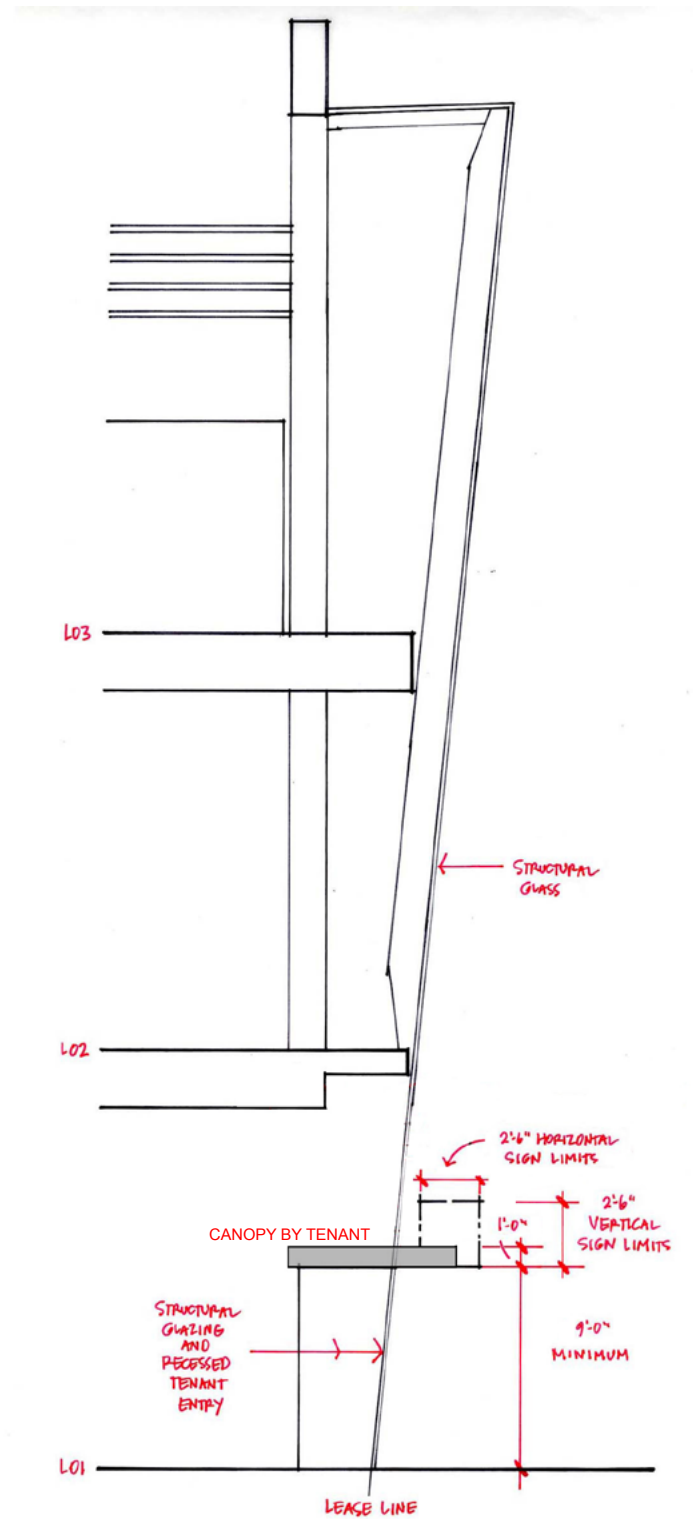
Existing signage at Santa Monica Place



Primary Sign: Metal face with internal illumination and push-through acrylic.



Blade Sign: internally illuminated sign attached to canopy



G

Special Condition: Tenants at West Galleria with Structural Glazing

CRITERIA:

- One primary sign is allowed per storefront and may not exceed 1 square foot per one linear foot of storefront.
- All Primary Signs, regardless of construction type, must be pendant or surface mounted to ceiling behind structural glazing. Finished face of sign must be at least 6 inches behind landlord-provided storefront. All edges must be finished.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 20% of overall storefront square footage.
- Window graphics are not permitted.
- Blade signs are not permitted.



Primary Sign: Metal letterforms + graphic are mounted directly to canopy.



Canopy: Cut metal letterforms are pinned above canopy.



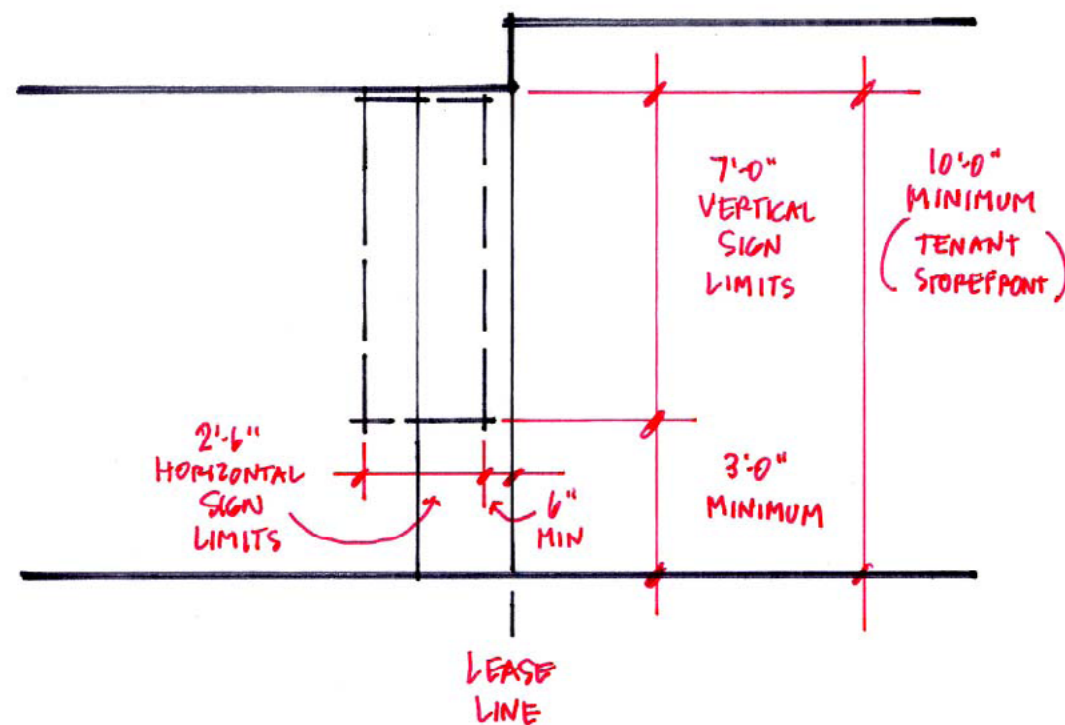
Primary Sign: Note vertical orientation. Internally illuminated metal face with push-through acrylic graphics.



Existing signage at Santa Monica Place



Secondary Sign: Continuous metal face behind lease line with internal illumination centered on glass has push-through acrylic letterforms + logo.



H

Special Condition: Tenants at Colorado Entry

West - L01

Tenants located at Colorado Entry at L01 have reduced storefront heights due to existing conditions at the south parking garage. Ten feet of glazing must be maintained at storefront, reducing the sign-band height to 10 inches. Vertical signing is preferred (see examples) in these locations due to the limited physical conditions. If the glass panel sign option (located behind lease line) is selected, 1 square foot per one linear foot of square foot is allowed per glass sign.

CRITERIA:

- Two Primary signs are allowed per storefront. Each sign may not exceed one square foot per one linear foot of storefront. (Note the glass sign option above).
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 10% of overall storefront square footage. Secondary signs should be carefully orchestrated with primary signage, so as to avoid a cluttered "look."
- Window Graphics are not allowed if secondary signs are used. If secondary signage is not utilized, then window graphics may be a maximum of 10% of overall storefront square footage.
- Canopies are not allowed.



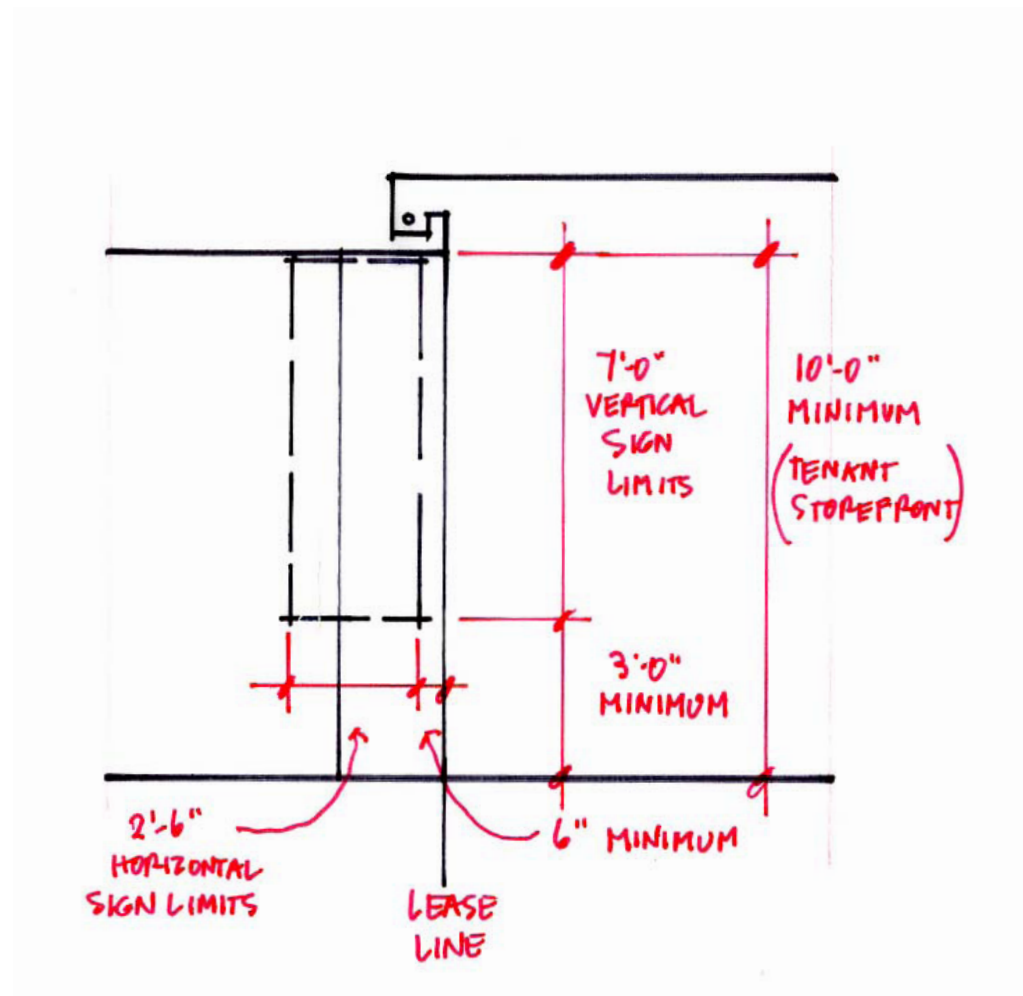
Existing signage at Santa Monica Place



Primary Sign: Metal face box with internal illumination and push-through acrylic letterforms. Cabinet style construction will be considered on a case-by-case basis.



Window Graphics: Color printed directly on glass with letterforms dropped out to create transparency.



I

Special Condition:

Tenant at Colorado Entry East - L01

This tenant has a 10'-0" overall storefront height due to existing conditions at the south parking garage. There is no sign band at this tenancy location and ten feet of glazing is required at the storefront. Vertical signing is a necessity and the allowable primary signage has been doubled due to the limitations of the physical conditions. If the glass sign option (located behind lease line) is used at this location, 1 square foot per one linear foot of square foot is allowed per glass sign.

CRITERIA:

- Two Primary signs are allowed per storefront. Each sign may not exceed one square foot per one linear foot of storefront. (Note the glass sign option above).
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted and may not exceed 10% of overall storefront square footage. Secondary signs should be carefully orchestrated with primary signage, so as to avoid a cluttered "look."
- Window Graphics are not allowed if secondary signs are used. If secondary signage is not utilized, then window graphics may be a maximum of 10% of overall storefront square footage.
- Canopies are not allowed.



Primary Sign: Metal canopy has reverse channel dimensional halo-lit letterforms.



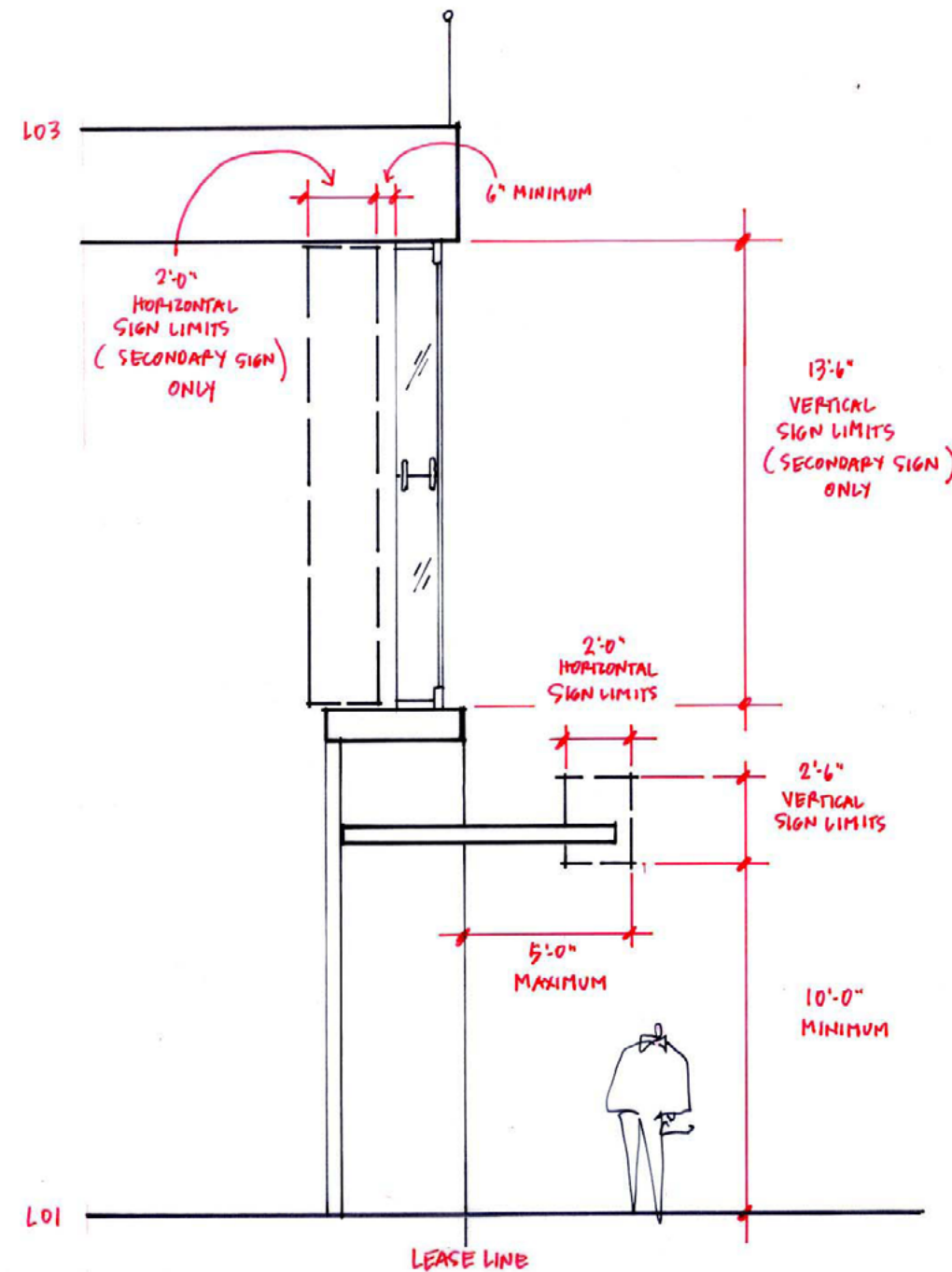
Existing signage at Santa Monica Place



Primary Sign: Individual internally illuminated letterforms with push-through acrylic and halo-lit are pinned off metal canopy.



Secondary Sign: Laser cut metal with polished, finished edges.



J Special Condition:
Single Tenant at Fourth Street Entry at L01 and L02

A single tenant occupying these spaces is allowed to have three Primary signs. Two of the signs must be located at storefront entries at the East Galleria L01 and L02 and must follow criteria in the "Tenants at Plaza, East and West Galleria – L01 and L02 With Overhang" section. The third primary sign must face outwards towards 2nd Street and be incorporated into required canopy. A bold secondary sign is recommended and optional behind the structural glazing facing 4th Street. Greater rather less transparency is preferred in the design of the secondary sign at this location (see the "X" example.) Secondary sign types such as light boxes and internally illuminated metal face with push thru graphics will not be permitted in this area. The finished face of the Secondary sign must be a minimum of 6 inches behind the structural glazing.

CRITERIA:

- Three Primary signs are allowed. Each sign may not exceed one square foot per one linear foot of storefront.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- One Secondary sign is permitted and may not exceed 30% of overall storefront square footage, sign must be located at structural glass only.
No secondary signs are permitted at East Galleria storefronts.
- Window graphics are allowed at East Galleria storefront only and may be a maximum of 10% of overall square footage of East Galleria storefront.
- Window Graphics are not permitted at structural glass.
- Canopy is required at 4th Street Entry.



Secondary Sign: Laser cut metal letters are pinned from storefront behind glass.



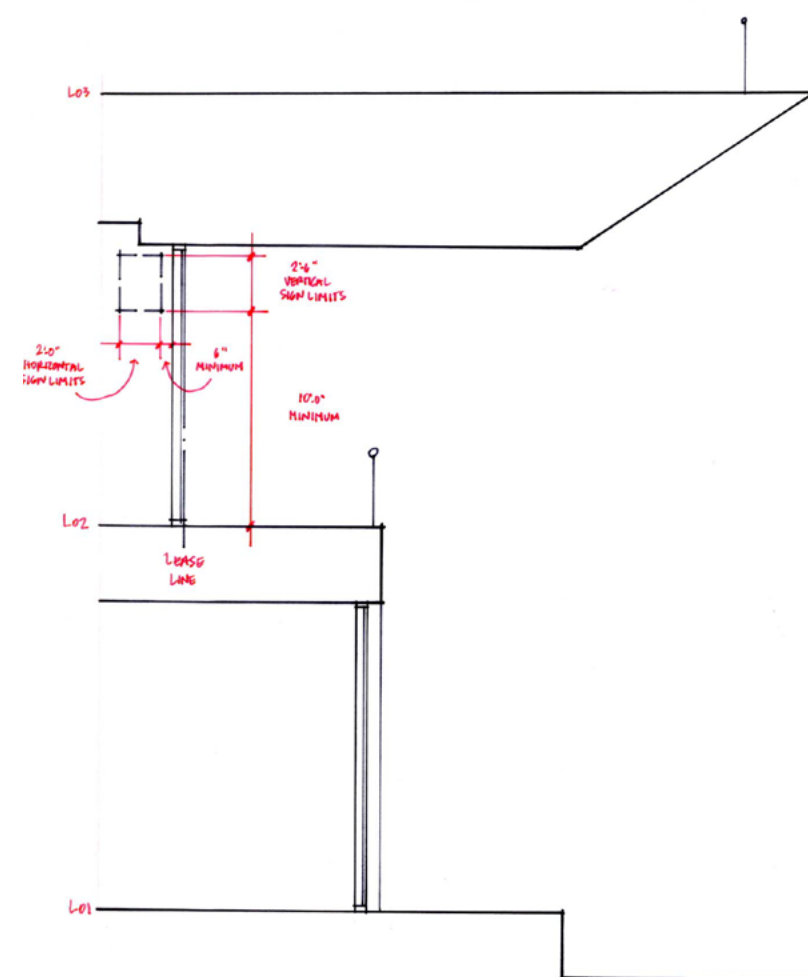
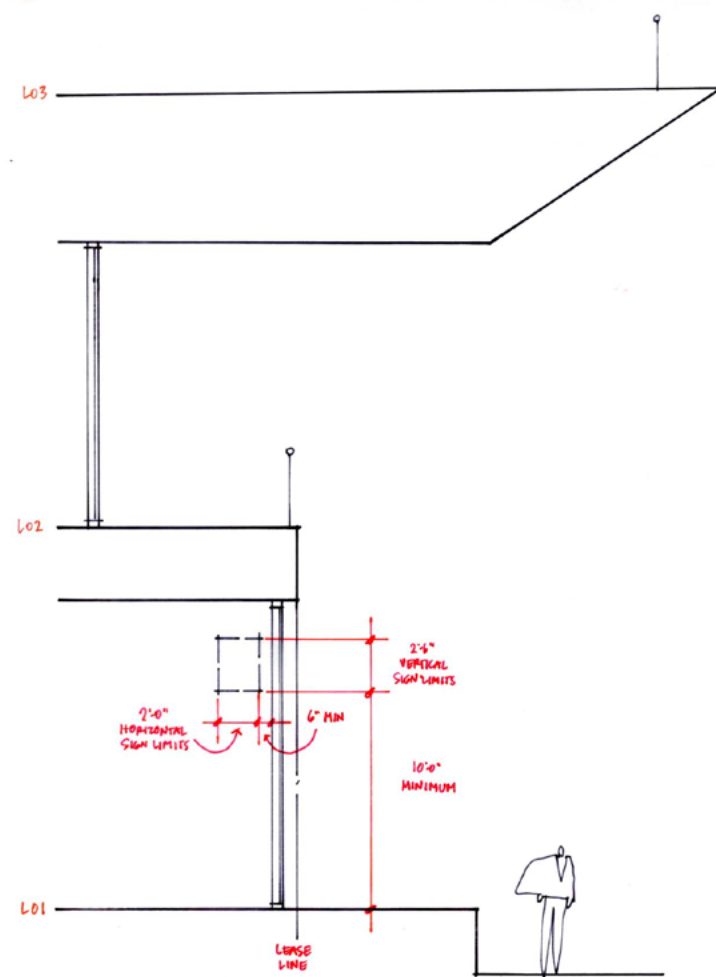
Window Graphics: Color printed directly on glass.



Window Graphics: Clear translucent screen printed directly on glass.



Existing signage at Santa Monica Place



K

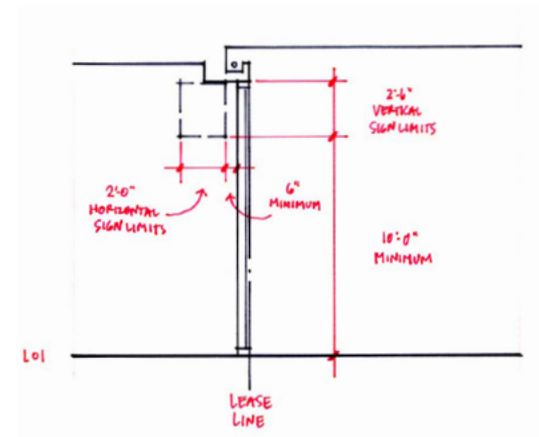
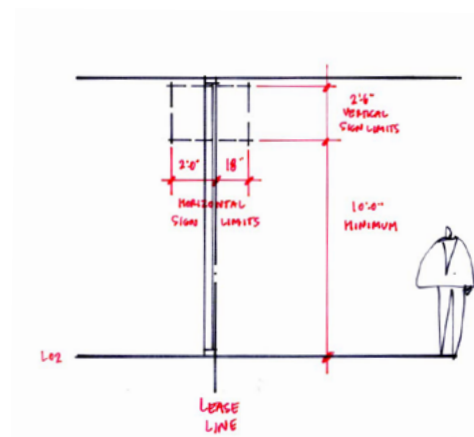
Special Condition:
Tenants at 2nd Street Entry - L01 and L02

Tenants in these spaces are allowed to have two Primary signs. One must be located at the storefront entry at the West Galleria. The second primary sign must face outwards towards 2nd Street. Primary signs facing 2nd Street must be pendant or surface mounted to the ceiling a minimum of 6" behind the glazing.

Note: Tenant 178 and Tenant 248 have different ceiling heights at West Galleria/ West Court; therefore sections vary.

CRITERIA:

- Two Primary signs are allowed. One sign must be located at interior storefront with entry at West Galleria/West Court. The second primary sign must face outwards towards 2nd Street. Each sign may not exceed one square foot per one linear foot of storefront.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted at storefront facing West Court/ West Galleria elevation only. These signs may not exceed 25% of overall storefront square footage at designated elevation only.
- Allowable Window Graphics may be a maximum of 10% of overall storefront square footage.
- Canopies and Blade signs are not permitted.

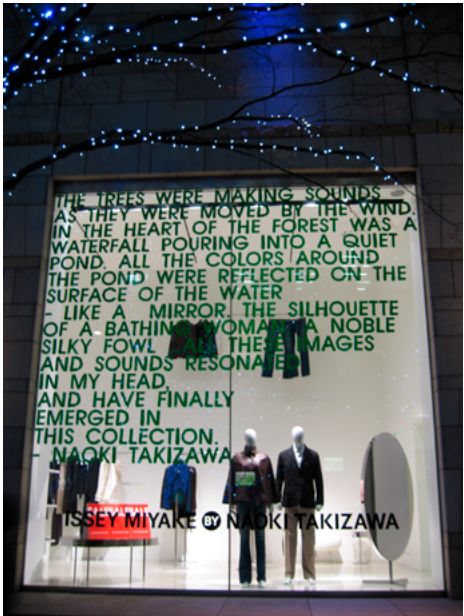




Existing signage at Santa Monica Place



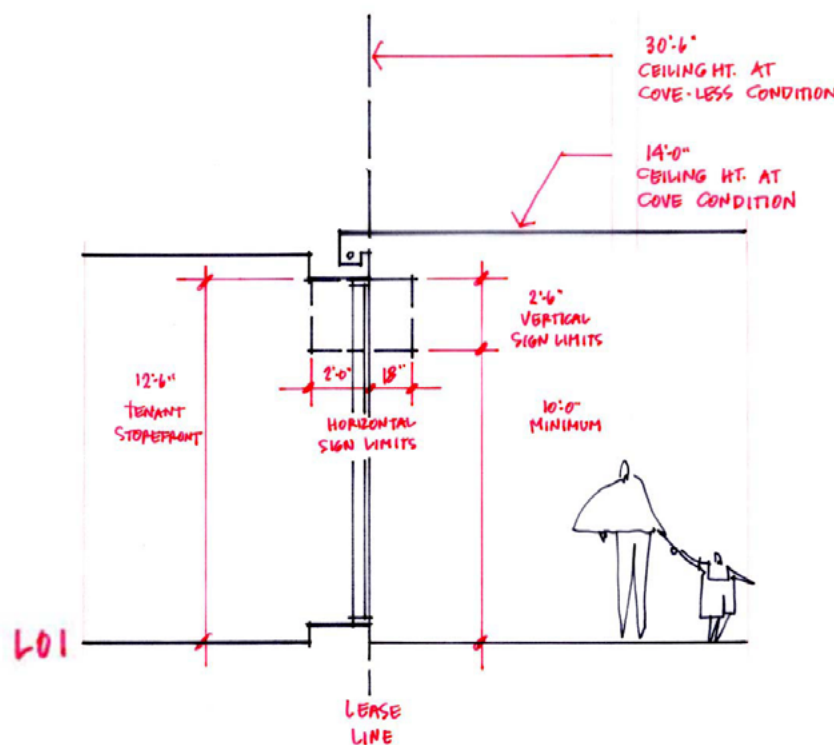
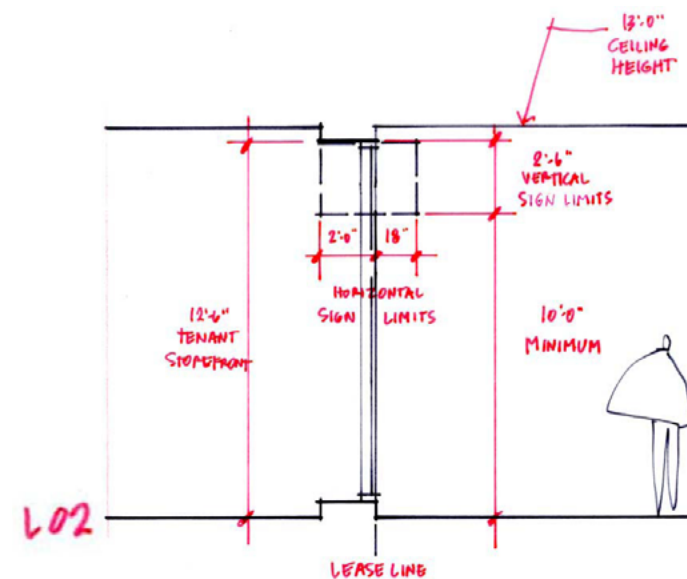
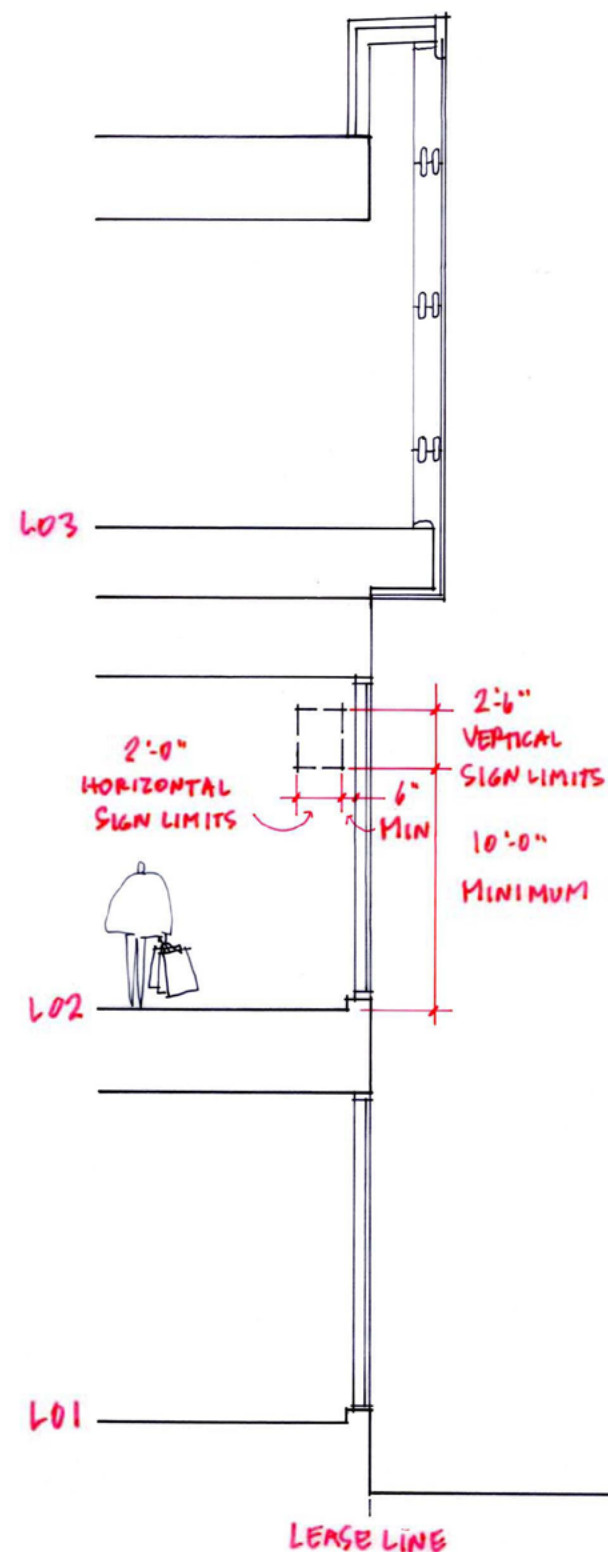
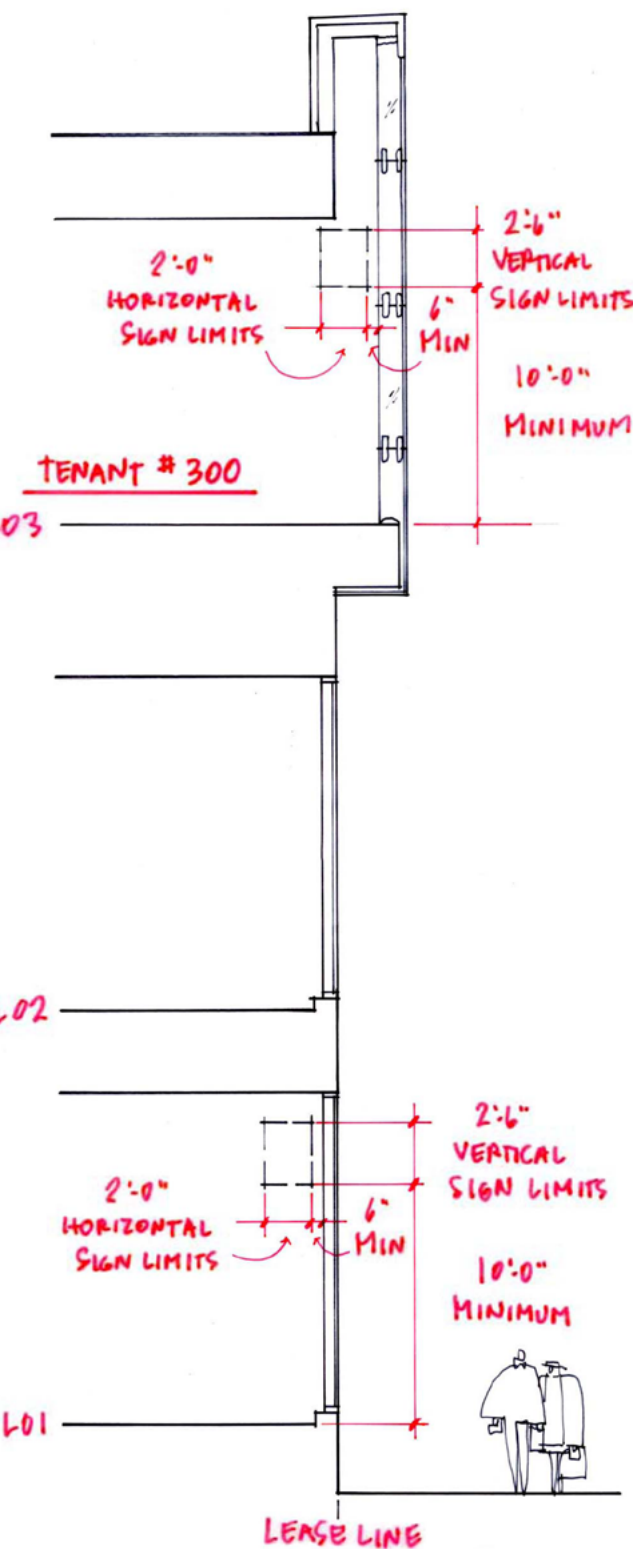
Primary Sign: Internally illuminated metal face with acrylic letter forms. Secondary sign above is same construction.



Window Graphics: Color printed directly on glass.



Window Graphics: Clear translucent screen printed directly on glass.



L

Special Condition: Tenants at 2nd Street Entry - L01 and L02

Tenants in these spaces are allowed to have two Primary signs. One must be located at the storefront entry at the West Galleria. The second Primary sign must face outwards towards 2nd Street. Primary signs facing 2nd Street must be pendant or surface mounted to the ceiling a minimum of 6" behind the glazing.

Note: In this area L01 and L02 have different ceiling heights; therefore sections vary.

CRITERIA:

- Two Primary signs are required. Signs may not exceed 1 sq. ft. per one linear foot of storefront.
- Primary Sign must be a minimum of 3 linear feet from the Landlord's neutral piers.
- Secondary signs are permitted at West Galleria/ West Court elevation only. Secondary signs may not exceed 15% of overall storefront square footage.
- Allowable Window Graphics may be a maximum of 10% of overall storefront square footage.
- Window Graphics are encouraged.
- Canopies are not permitted.