SIGNAGE DESIGN CRITERIA

THE SHOPS AT NORTH BRIDGE

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THE SHOPS AT NORTH BRIDGE

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PLAN SUBMITTAL & APPROVAL
PROCEDURES
and CONTRACTOR RULES &
REGULATIONS

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THE SHOPS AT NORTH BRIDGE

Tenant signs are vital to the successful functioning of the shopping center. Uncontrolled signs can create a verbal jungle and fail in their goal to communicate effectively. The ultimate goal is to produce a colorful collage of signs that tastefully inform, delight and stimulate the shopper.

All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image. Due to the variety of architectural treatments within The Shops at North Bridge, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. Each proposed sign will be evaluated on its originality and compatibility with neighboring signs, and its overall image within the shopping center.

All signage must comply with the City of Chicago sign ordinances as well as the Greater North Michigan Avenue Association (GNMAA) sign ordinance for any exterior signage.

The Landlord reserves the right to disapprove any sign design that is not compatible with these criteria and the aesthetics of the shopping center. Exceptions to these specifications are extremely rare and must be approved in advance by the Landlord. As with all undertakings, the ultimate success of the Mall depends on the positive contribution of all participants.

This criteria is intended to assist you, the Tenant, during the design and construction phases of your sign. It is provided by the Landlord in the interest of maintaining a high level of design excellence throughout the Center.

This criteria is intended to harmonize with the leasing documents. It is the responsibility of the Tenant to forward a copy of these criteria to their architect, contractor and various consultants.

Landlord reserves the rights to, from time to time, make additions, deletions, revisions, etc., as may be required to the contents, specifications and attachments referenced or contained herein. No deviation from the enclosed criteria will be accepted without prior written approval from The Macerich Company.

GENERAL REQUIREMENTS FOR PRIMARY SIGN DESIGN

The following requirements apply to all Tenant signs:

1. All primary storefront signs must be illuminated. External illumination designs are subject to Landlord approval.
2. Level 1 Tenant signage may not be integrally or internally illuminated.
3. A Tenant on Levels 2-4 has the option of providing the primary signage on either the exterior of the storefront at the entry portal or on a soffit located behind their storefront glazing, but shall not have signage at both locations.
4. All Levels require a blade sign on a Landlord provided bracket.
5. Imaginative signs utilizing a variety of materials are encouraged. Adaptation of current sign practices may be necessary in order to comply with these criteria.
6. Sign Shop Drawings for all signs, logos and graphics visible from the common area are to be submitted to the Landlord for final approval prior to fabrication/ installation.
7. Sign wording is limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regard-less of the Tenant's legal name. Corporate crests, logos or insignia may be acceptable pending the Landlord's approval and provided they are part of the Tenant's name.
8. One sign is permitted per store frontage. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two (2) signs, or one sign on a diagonal corner.
9. Signs shall be designed as an integral part of the storefront, with letter size and location proportional to the overall storefront design, and in compliance with design district criteria.
10. Signs may project as shown in storefront conditions.
11. Sign height above floor: bottom of sign to be 9'-0" A.F.F. minimum.
12. Letter size: proportional letter required; max allowed for height of letter is 13% of overall storefront height. Example - a storefront that is 12'-0" in height will be allowed to have a maximum letter height of 18.72".
13. Letter dimensions of greater proportions may be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality.
14. 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.
15. Advertising placards, banners, pennants, names, insignia, trade-marks and other descriptive material may not be attached to the storefront or glazing.
16. Backlit components must be contained wholly within the depth of the letter. Maximum brightness may not exceed 100 foot-Lamberts.

17. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed from public view.
18. Electrical raceways are not to be visible.
19. High quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed. All labels must be away from public view.
20. Signs must comply with all codes and regulations, must bear the U.L. label and must have current sign permits.
21. Storefront signs are to state the store name and/or logo as stated on the Lease and may not advertise or list items sold.
22. Tenant may use Landlord bulkhead for lateral bracing only.
23. Threaded rods or anchor bolts shall be used to mount sign letters spaced out from background pane. Angle clips attached to letter sides will not be permitted. All bolts, fastenings and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze and no black iron materials of any type shall be permitted.
24. All signage shall not exceed a maximum brightness of 100 foot-candles.

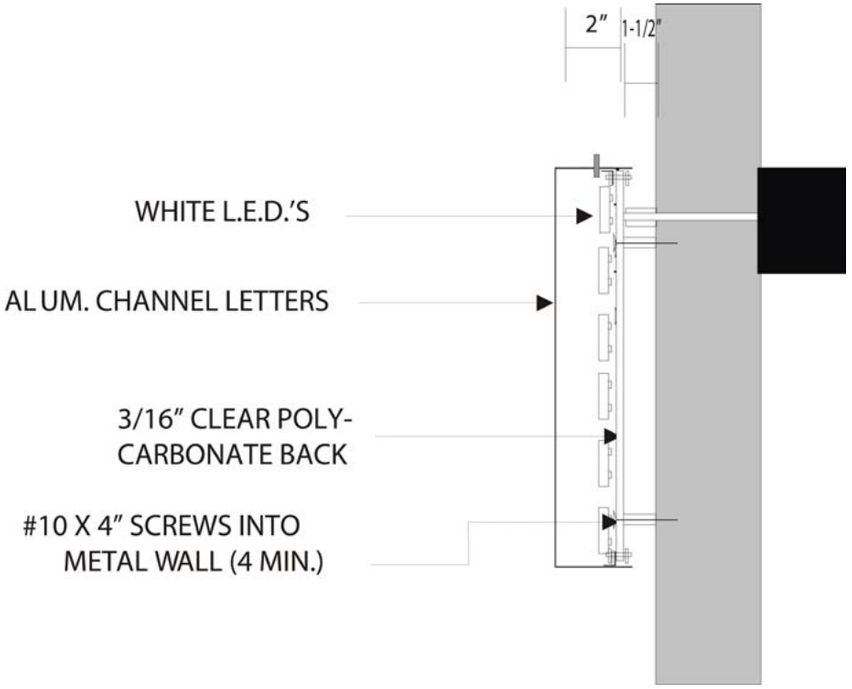
Primary Signage Design

The zone for Tenant's primary signage is located directly above the entry portal. Optional locations are located immediately adjacent to the entry above the display window. The following are sign types that are required:

1. Reverse channel (halo letters) minimum of 3" deep and must be projected from the background.
   - All neon is to be backed by a non-reflective architectural shape.
2. Internally illuminated metal-face with push-through acrylic graphics.
3. Dimensional graphics or letterforms pinned off storefront or attached to a sign power shelf.
4. Consideration will be given to internally illuminated sign housings having unique shapes with letters routed out and formed letters protruding beyond the routed out letter.
5. Edge-lit, sandblasted glass (with a continuous light source).
6. Cast metal letters, raised or flush with fascia surface.
7. Gold leaf on glass or stone.
8. Silk-screened glass or metal panels.
9. Indirect illumination or non-internally illuminated signs (artisan type panel signs).

Primary Signage Examples

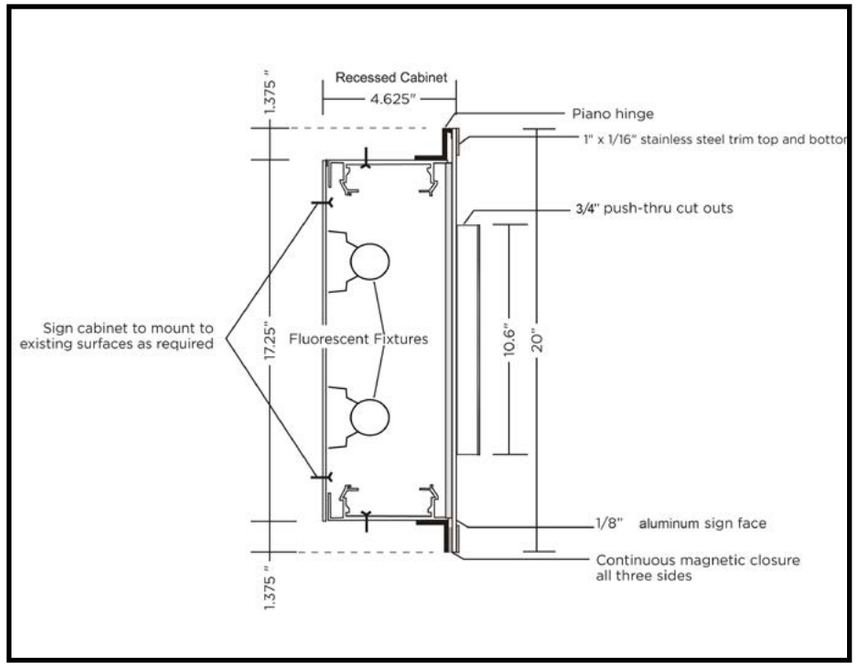
Reverse channel dimensional halo-lit letterforms.



These photographs are representative of the signage type, not the exact Tenants of The Shops at North Bridge. They are examples only.

Primary Signage Examples

Internally illuminated metal face with push-through acrylic graphics.



These photographs are representative of the signage type, not the exact Tenants of The Shops at North Bridge. They are examples only.

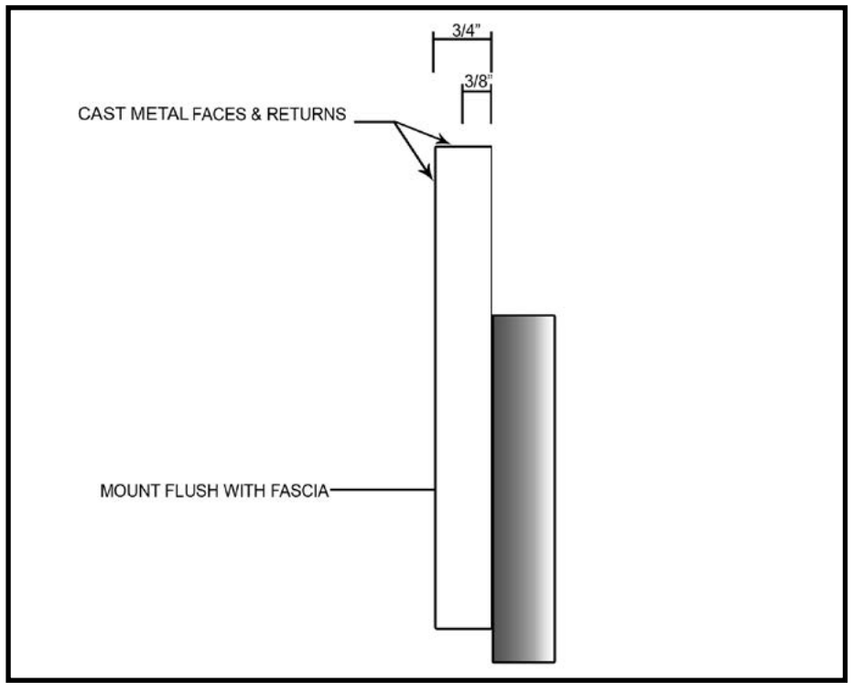
Primary Signage Examples

Edge-lit, sandblasted glass (with a continuous light source).

These photographs are representative of the signage type, not the exact Tenants of The Shops at North Bridge. They are examples only.

Primary Signage Examples

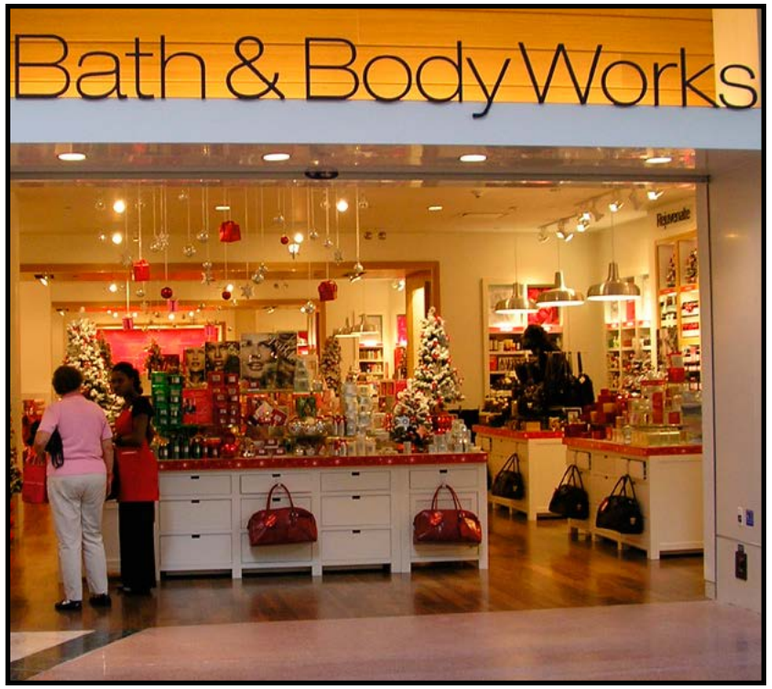
Cast metal letters, raised or flush with fascia.

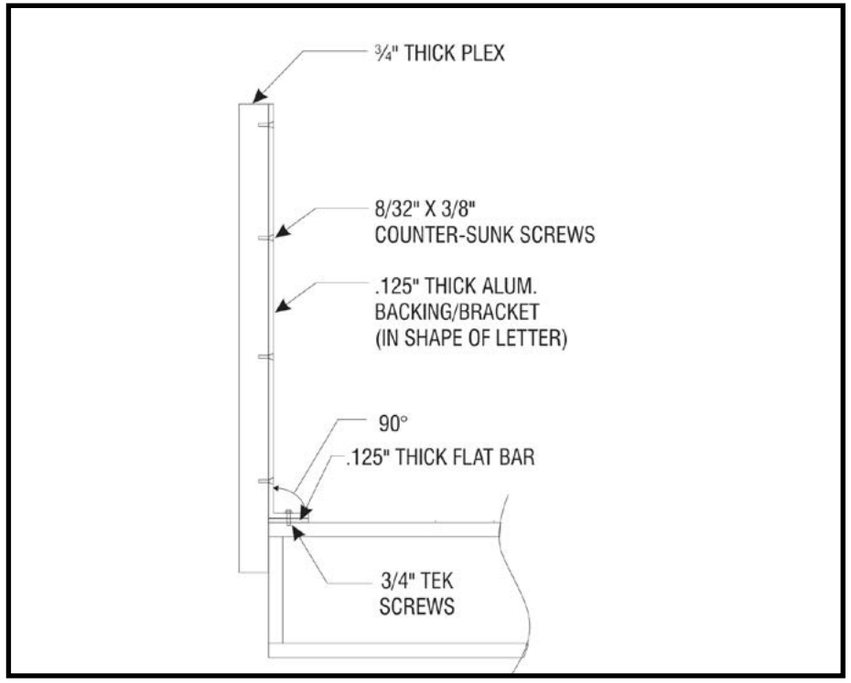


These photographs are representative of the signage type, not the exact Tenants of The Shops at North Bridge. They are examples only.

Primary Signage Examples

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





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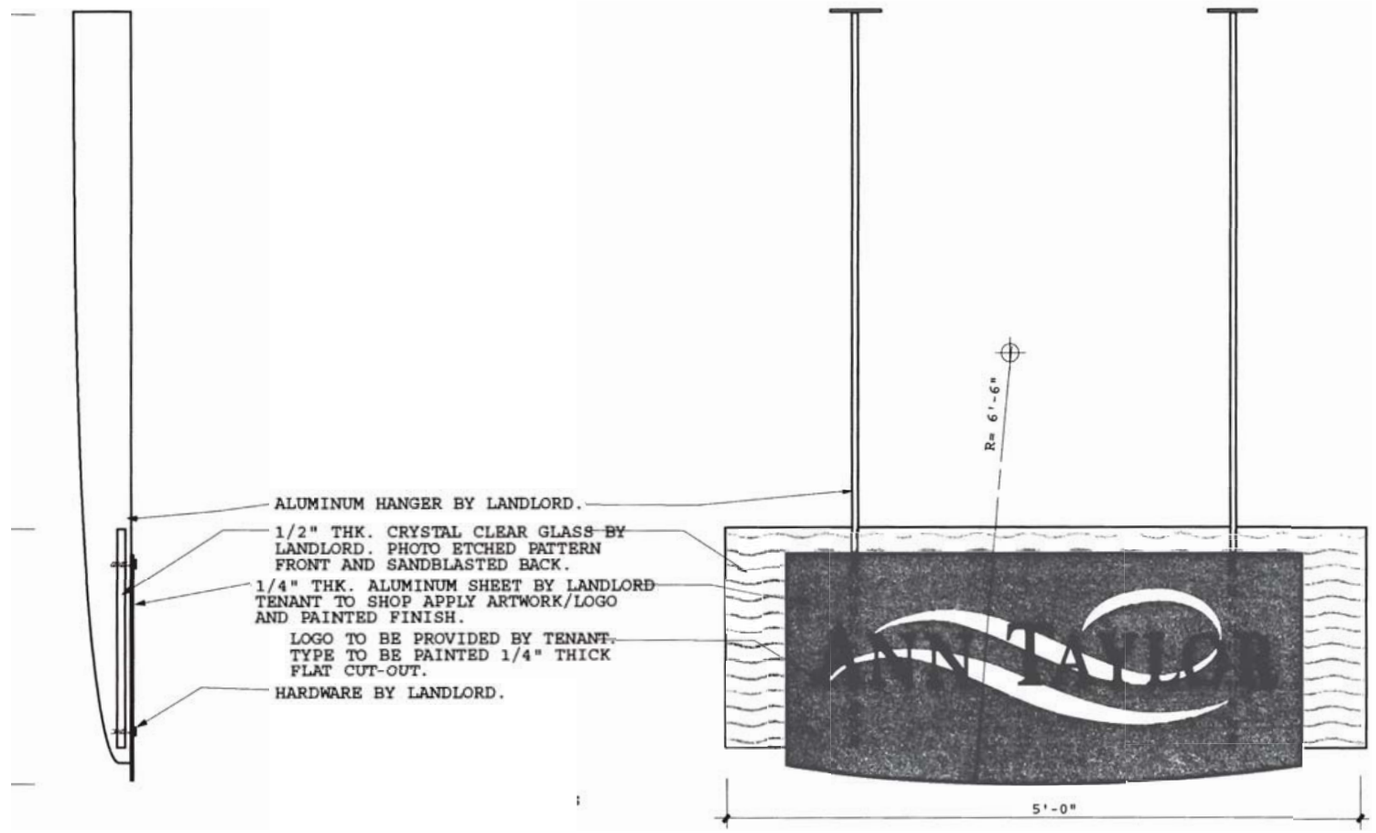
Blade Sign Details

Blade signs are required at this Center. There is a consistent design for the blade signs and armatures.

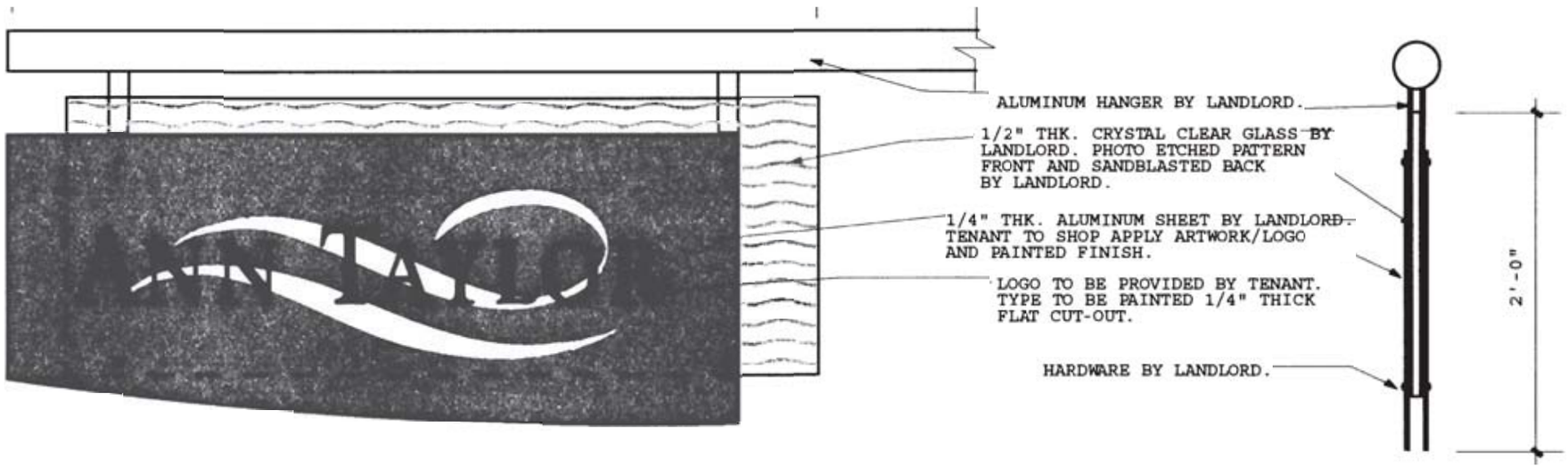
1. One blade sign per Tenant unless approved by Landlord.
2. Blade signs vary throughout the property. See following detail drawings

Blade Sign Detail Drawings



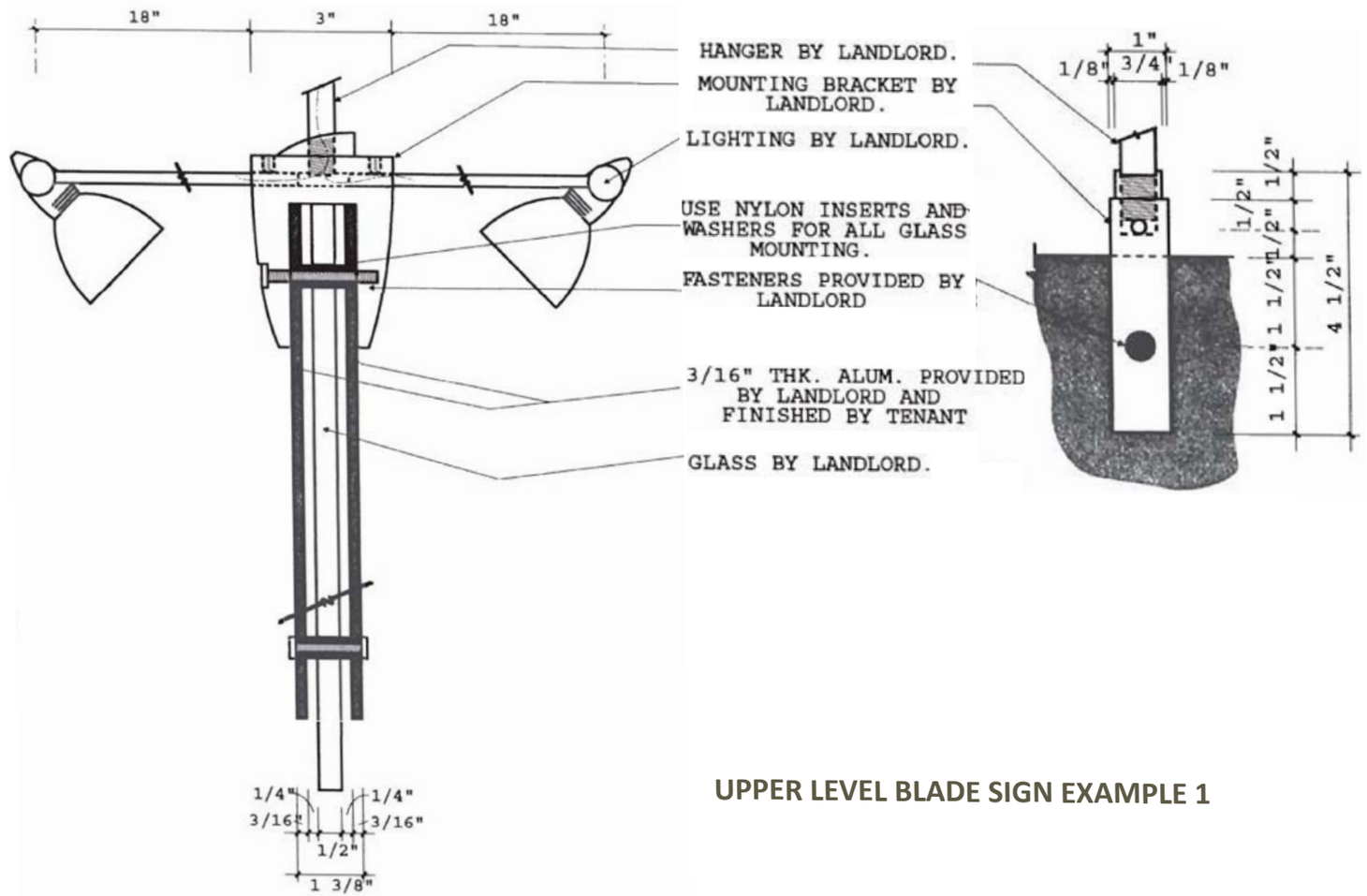
LEVEL 1 BLADE SIGN EXAMPLE 1

Blade Sign Detail Drawings



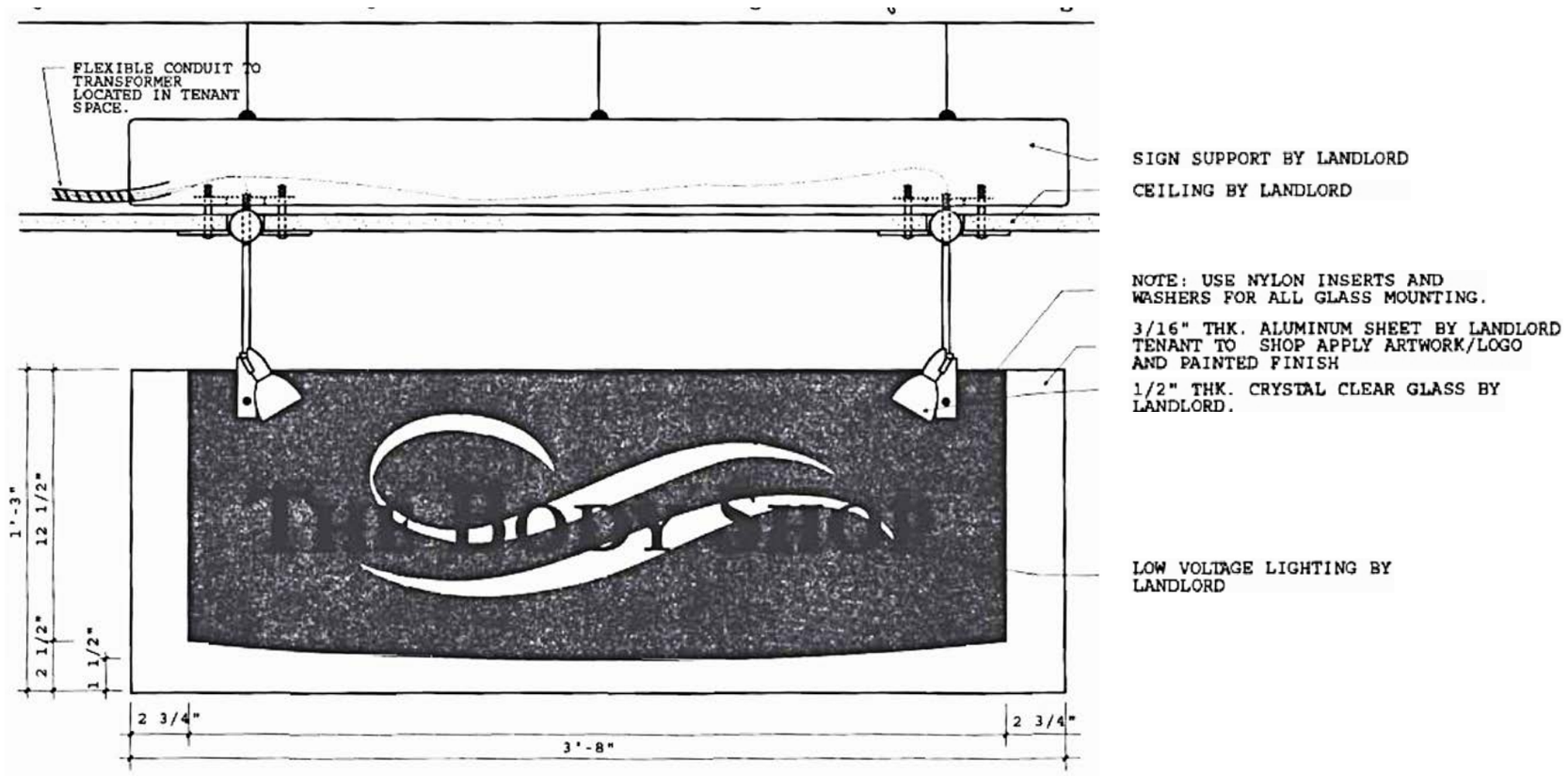
LEVEL 1 BLADE SIGN EXAMPLE 2

Blade Sign Detail Drawings



UPPER LEVEL BLADE SIGN EXAMPLE 1

Blade Sign Detail Drawings



UPPER LEVEL BLADE SIGN EXAMPLE 2

Signage Examples

LEVEL ONE, NORTH SIGNAGE

LEVEL ONE, SOUTH SIGNAGE

UPPER LEVELS, BLADE SIGNAGE

UPPER LEVELS, STOREFRONT SIGNAGE EXAMPLE

ALTERNATE SIGNAGE

Storefront Window Signs

If the Tenant wishes to provide additional Tenant identity, it is to be located at the pedestrian level on the inside face of the storefront glass.

1. Storefront window signs may include only the Tenant's logo and name.
2. Glazing signs are to be translucent (similar to frosted glass), reverse-reading and applied directly to the interior of the glass surface.
3. Tenant graphics on storefront glass shall be computer cut flat vinyl graphics (text/letter/logos).
4. Maximum allowable area of signage is subject to Landlord's review and approval.
5. Tenant graphics/logo will be limited to a maximum of 3" inches in height.

Threshold Signs

In addition to storefront signs, Tenants are encouraged to incorporate signs into their entry way flooring. Landlord will review threshold signs on an individual basis.

1. Threshold signs are to be graphics comprised of logos, crests and accent.
2. Finish is to be flush with adjacent materials and consistent with entry flooring quality.
3. Recommended materials are wood, tile, stone, metal and terrazzo inlays.
4. Not to extend beyond their lease line into the Center.

Awning Signage

1. Awning and/or canopies shall be made of glass or metal are the preferred materials of choice although fabric awnings will be considered.
2. Awning signage may be considered as the main Tenant's identification at the sole discretion of the Landlord.
3. Additional signage in addition to the Tenant's main identification signage is subject to the sole discretion of the Landlord.
4. Signage may occur on the valence of the awning and may be painted or silk-screened in a contrasting color.
5. Wording shall be confined to Tenant's name only.
6. Logos are highly encouraged. Symbols applied to awnings provide a highly effective method of Tenant identity while adding color and interest to the storefront design. Logos shall be silk-screened and submitted with awning and sign drawings. Size of the logo shall be proportionate to the overall width of the awning and subject to Landlord's approval.
7. The lowest point of the awning or shade shall be a minimum of 8'-0" above the finished floor. It is the designer's responsibility to ensure that awnings conform to all applicable codes.
8. Materials such as Pana-flex, plastic or other vinyl materials shall not be permitted.
9. Awnings shall be cleaned and maintained in good condition at the sole expense of the Tenant.

Digital Display

1. Refer to Digital Display Manual on the Center's website for more information.
2. Digital Display is required to become part of the storefront design.
3. Pole mounted monitors are not allowed.
4. Free Standing units are not allowed.

Prohibited Signs/Materials

1. Internally illuminated plexi-faced channel letters.
2. Vacuum-formed or injection-molded plastic signs.
3. Cabinet or standard "can type" signs with illuminated translucent
4. backgrounds and silhouetted letters.
5. Exposed skeleton neon applied directly to fascia element.
6. Temporary or "sales" signs attached to storefront.
7. Freestanding tripod signs.
8. Flashing, scintillating, moving, sequencing, audible or odor producing signs.
9. Paper, cardboard and Styrofoam signs.
10. Credit card and advertising placards, decals, stickers or trademarks.
11. Manufacturer labels.
12. Carpet or rubber entry mat signs.
13. Internally illuminated awnings.
14. Other signs deemed unsuitable by the Landlord.
15. Signs employing unedged or uncapped plastic logos or letters with no returns and exposed fastenings.
16. No simulated materials (i.e., wood grained plastic laminates, Zolatone etc.) or wall covering permitted.

Drawing Preparation

Prior to Tenant preparing calculations, designs, construction drawings, specifications and material submittals (collectively referred to as Tenant's Plans), which pertains to Tenant's work, Tenant's Architect, Contractor and Engineers shall thoroughly familiarize themselves with all applicable building codes and all existing field conditions.

Tenant's Architect and Sign Contractor shall make a physical on-site inspection of the premises to verify the "as-built" location, the applicable "zone condition" and physical dimensions of the premises. Failure to do so shall be at the risk and sole expense of the Tenant.

Within 20 days after receipt of this criteria (unless otherwise noted), Tenant agrees to submit fully detailed and dimensioned scaled preliminary drawings prepared at Tenant's expense.

Tenant's preliminary plans shall be prepared in full knowledge of, and compliance with, all city, county, state and national ordinances, rules and regulations.

The preliminary design submittal is intended to acquaint Landlord's Tenant Coordinator with Tenant's basic design intentions for the Tenant's storefront/signage and to correct any conflict with the design criteria prior to commencing with construction drawings. Simplicity and restraint in material selection is important; however, the material selection, its method of application, or its detail of construction, should be consistent with the criteria contained in the Design Manual for the Mall.

Sign Area Calculations

Sign area calculations shall be made by circumscribing a "box" around the main body of the sign.

All signage shall conform to the following requirements:

1. Area of the sign shall be calculated by:
   - Store footprint or "Lease line" width multiplied by 2/3 equals the maximum sign area in square feet.
1. Width of the sign shall be calculated by:
   - Dividing the overall sign area, by the maximum letter height.

   Sample Sign Area Calculation:

   Lease line width at 25'-0", times 0.667 = 16.68 square feet of sign area.

   If the maximum letter height of 1'-6" is desired, it will be divided into the maximum area which yields a maximum width of 11'-1.5" by 1'-6" in height.

   25 x 0.667 = 16.68 (area of sign in SF)

   16.68 divided by 1.5 = 11'-1.5"

1. The Tenant is responsible for all signs, permits, power sources, connections and installations.
2. All raceways, transformers, ballasts, P.K. housings, conduit, boxes, electrode boxes and other wiring shall be concealed from public view.
3. Exposed crossovers between letters or words are not permitted.
4. Metal sign materials, fastenings and clips of all types, shall be hot-dipped galvanized iron, stainless steel or brass. Black iron materials of any type are not permitted.
5. Labels on exposed sign surfaces are not permitted, except those required by local ordinances. Any required labels must be inconspicuous.
6. All electrical sign components must be U.L. labeled.
7. Signs with visible "weep holes" (Interior Application).

Insurance Requirements

Please contact Tenant Coordination for Insurance Information.

THE SHOPS AT NORTH BRIDGE

EXTERIOR SIGN CRITERIA

Illumination

All exterior signage along Michigan Avenue must comply with all local codes and with the GNMAA sign ordinance.

Only the following basic types of illumination are allowed:

Wording of the signage shall be limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regardless of Tenant "legal name." Logos may be permitted at the discretion of the Landlord.

Metal letters, back lit (halo effect) with warm white light (3200Kº - 3500Kº). Letters must be a minimum of 6" in depth, and must be projected from the background with one inch spacers.

Internally illuminated channel letters, with opaque sides and plastic faces, (3200Kº - 3500Kº) luminous tubing illumination within letters. Letters should not be more than 9" in depth. The Plexiglas color will be determined on an individual mall basis. Trim caps are to match letter color.

Exposed neon luminous tubing with a maximum diameter of twelve millimeters and operation current of 20 milliamperes.

Store sign shall not exceed 70% of the storefront width, a distance which shall be determined by the lineal footage of the Tenants lease line.

Letters are to be individually illuminated with white neon. The "Plexiglas" color is to be determined on an individual mall basis. Trim caps are to match letter color.

No exposed raceways, crossovers, conduit conductors, transformers, etc. shall be permitted.

PK housing (or other U.L. approved insulating sleeve approved by Landlord and local building codes) is required for all through wall penetrations and must be indicated on the Sign Shop Drawings.

No exposed raceways, crossovers, conduit conductors, transformers, etc. shall be permitted.

All signage and sign components shall be U.L. listed.

All signs, bolts, fastenings, and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze and no black iron materials of any type shall be permitted.

All exterior signage components (logos and all individual letters) shall stand off the face of the wall surface by a distance of 1/4". This shall be accomplished by the use of nylon spacers placed between the face of the wall and the back of the logo or letter.

Tenant is responsible for the operation of the Tenant's sign contractor.

Electrical service to the Tenant's sign shall be installed by the Tenant and not be part of the Landlord's operating costs. The sign shall be controlled by a time clock.

Construction Requirements For Exterior Signage

All metal letters shall be fabricated using full-welded construction.

The sign contractor on drawings submitted to the Landlord shall indicate location of all openings for conduit sleeves and supports in sign panels of building walls. Sign contractor shall install signage in accordance with the approved drawings.

Tenant's sign contractor shall repair any damage to any work caused by his work.

Tenant shall be fully responsible for the operations of Tenant's sign contractors.

All sign installation will be coordinated with the Landlord prior to initiation of any work by the Tenant and/or his subcontractors.

If Tenant has a non-customer door for receiving merchandise, Tenant may place its name and address on said door in a location approved in writing by Landlord's tenant coordinator, using 2" high block letters. Where more than 1 Tenant uses the same door, each name and address may be applied. Landlord's Tenant Coordinator shall also specify the size, type and color of numbers.

Tenant may install on its Mall storefront, if required by the US Postal Service, only the numbers of Tenant's street address and only in such location as Landlord shall specify. Landlord's Tenant Coordinator shall also specify size, type and color of numbers.

Floor signs consisting of inlaid logos or name shall be permitted within Tenant's storefront area, and are subject to Tenant Coordinator's prior written approval.

Tenant shall remove and make "like new" any and all areas where their inlaid logo or name exists when the Leased Premises is vacated.

Height of Exterior Signs/Logos

1. Logos cannot exceed 30" square depending upon the application.
2. Uppercase letters shall not exceed 24" in height.
3. Lowercase letters shall not exceed 20" in height.
4. Letters are to be individually illuminated with white neon. Plexiglas color is to be determined on an individual mall basis. Trim caps are to match individual letter color.

PLAN SUBMITTAL GUIDELINES

Review Process

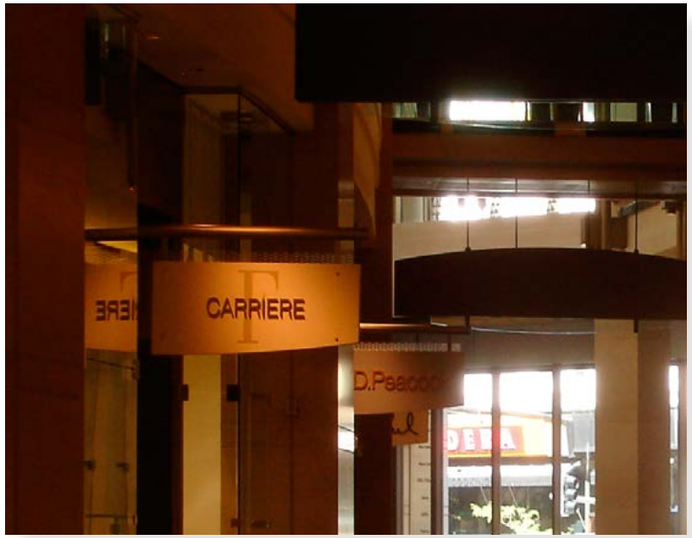
Landlord's Tenant Coordinator shall review and approve Tenant's plans for conformance to the Center's design criteria. Landlord's approval shall not be deemed to certify that Tenant's plans comply with building codes and shall not relieve Tenant of the responsibility to verify all job conditions including, without limitation, dimensions, locations, clearances and property lines.

Landlord's Tenant Coordinator shall notify Tenant's Architect of the matters, if any, in which said preliminary drawings fail to conform to the design criteria contained within these criteria. Immediately after receipt of any such notice from the Landlord's Tenant Coordinator, Tenant's Contractor/Architect shall make the necessary revisions to the drawings as required to obtain Tenant Coordinator's approval and shall resubmit the revised preliminary drawings to Landlord for preliminary approval.

Incomplete Submittals

Failure to provide the required information will be cause for return of the Tenant's submission with no review.

NOTE:
DRAWINGS PREPARED BY A CONTRACTOR WHO IS NOT LICENSED FOR THE DISCIPLINE IN QUESTION WILL NOT BE ACCEPTED; DRAWINGS RECEIVED VIA FACSIMILE WILL NOT BE REVIEWED. THIS IS DUE TO THE POOR IMAGE QUALITY OF THE TRANSMITTED DOCUMENTS.



Drawing Requirements

Tenant's licensed sign contractor shall submit Sign Shop Drawings, PDF file only, directly to Landlord's Tenant Coordinator, as instructed, for approval prior to fabrication of signage. Drawings must be fully detailed and dimensioned, and shall include, but not be limited to the following information:

1. Elevation of the storefront including signage and graphics; showing all doors, architectural features, etc. and fully detailed/dimensioned sections and details through the storefront.
2. These fully detailed and dimensioned drawings shall be drawn to scale as noted:
   - Storefront Plan, Elevation and Sectional views at 1/2" scale.
   - Details of the Signage at 1/2" scale or larger.
   - Storefront Signage at 1/2" scale.
3. Letter style and typeface specifics.
4. Color and finish qualities of all portions of signage.
5. Material specifications and thickness.

6. Transformer specifications, including input and output voltage of transformers. PK housing (or other U.L. approved insulating sleeve approved by Landlord and local building codes) is required for all through wall penetrations and must be indicated on the Sign Shop Drawings.
7. Locations of service switches, access panels and transformers. None of these items shall be visible to the public from any portion of the Mall.
8. Neon tube specifications, including color and dimension (in mm) of tubes to be used.
9. Type of lamps.
10. Mounting hardware.

Again this criteria is intended to assist you, the Tenant, during the design and construction of your sign. If you should have any questions prior to and during the submittal process please contact your Tenant Coordinator.