



THE SHOPS AT PARK CENTRAL SIGN CRITERIA FOR THE SHOPPING CENTER

The Landlord has established the following sign criteria to help assure a quality Shopping Center for the mutual benefit of all tenants. Landlord will strictly enforce conformance to these criteria and may require any nonconforming sign to be brought into conformance at Tenant's expense.

It will be the sole responsibility of the Tenant to conform to the terms of the Lease and to the following Sign Criteria:

1. Each Tenant is obligated to have a sign and all signs will be reviewed for conformance with this criteria and overall aesthetics and design quality of the Shopping Center. Tenants shall, at their sole cost and expense, purchase from landlord, at a cost of One Thousand One Hundred and 00/100 Dollars (\$1,100.00), a blank sign panel to be used in the sign band for their particular demised premises.
2. Each Tenant will submit or cause to be submitted to Landlord within three (3) weeks of the date of execution of this Lease, and prior to fabrication, four (4) copies of detailed drawings of the proposed sign indicating size, color, layout, design and materials to be used for the purpose of Landlord's approval of such sign. Said drawings of the proposed sign shall be submitted to:

**Horizon West Property Management, Inc.
760 Whalers Way, Building A, Suite #200
Fort Collins, CO 80525**

3. All permits for signs and their installation will be obtained by Tenant or Tenant's representative, at Tenant's sole cost and expense, and will comply with all appropriate state and City of Fort Collins sign code requirements.
4. Maximum letter or combination of letters shall not exceed 18" in height and minimum letter height shall be 12". Signs shall be fabricated and installed, including electrical hook-

- up, at Tenant's expense. All copy on the sign band is to be routed out and backed with translucent plexiglass to be permanently affixed. Installation of lighting is Tenant's responsibility. Lighting type is to consist of two rows of H.O. 800 m.a. T12 fluorescent bulbs 10" O.C., lengths to coincide with length of copy to insure proper illumination.
5. The sign band consists of a continuous, 32" vertical band of .090 Aluminum. Sign Panels shall be painted to match the existing sign band.
 6. All signs will be internally illuminated and will not exceed a maximum width of seventy-five percent (75%) of the storefront of the Demised Premises. All signs must have 60 m.a. transformers on all Mercury/Argon gas tubing and may be 30 m.a. transformers on neon gas tubing.
 7. All sign maintenance and repair will be the responsibility of Tenant.
 8. No animated, flashing, or audible signs will be permitted.
 9. With the prior written consent of the Landlord, any signs erected or placed in or on the Demised Premises by the Tenant may be removed by the Tenant during the term of the Lease. Upon the expiration or sooner termination of the Lease, all signs placed by the Tenant must be removed and all damage caused by the erection, maintenance, or removal of any or all signs shall be fully repaired at the sole expense of the Tenant.
 10. No manufacturer or fabricator labels will be allowed.
 11. Letter style, though not restricted, must be compatible with the design character of the Shopping Center and is subject to Landlord's approval.
 12. No penetrations of the building structure of the Demised Premises will be allowed without the prior written consent of Landlord. Any permitted penetration will be sealed in a watertight condition and will be patched to Landlord's satisfaction. All holes in the brick fascia shall be in mortar joints only.
 13. All electrical service to Tenant's sign will be connected to the appropriate electrical service panel serving Tenant's Demised Premises or to a master control panel should Landlord so designate.
 14. Each Tenant shall be responsible for the acts and performances of its sign contractor.
 15. No sign will be permitted to protrude perpendicular to the building of the Demised Premises.
 16. All signs will be erected within the sign band area as specified by Landlord.
 17. Logos will be permitted subject to Landlord's sole discretion and approval.
 18. No other sign, advertising placard, banner, pennant, insignia, trademark, or other descriptive material will be affixed or maintained on the exterior of the Demised Premises, or any building of the Shopping Center, nor shall any such signage be placed within the Demised Premises if it is visible to the public from outside the Demised Premises.
 19. Each Tenant may paint or apply Vinyl Die Cut graphics on the glass area of its storefront entrance door in letters and numbers not exceeding four (4) inches in height identifying its street address.
 20. Each Tenant may paint or apply Vinyl Die Cut graphics on the glass area of its storefront in letters not exceeding two (2) inches in height identifying its hours of operation.
 21. Tenant assumes all responsibility for damage to the fascia of the building, building canopy or other structures resulting from the installation, presence or removal of Tenant's sign.