

EXHIBIT D

**SIGN CRITERIA**

**I. GENERAL**

The purpose of the sign criteria is to define and specify all exterior signage criteria for all shops at the Shopping Center. These criteria are developed as a guideline for all tenant signage in order to complement the overall design concept of the Shopping Center. These guidelines will insure identification of the signage while producing a coordinated, complementary graphic image for the entire Shopping Center. The advertising or information content of the signs shall be limited to letters designating the store name or trade logo as set forth in the executed Lease between Tenant and Landlord. Established trade logos and signage may be permitted provided they conform to City Codes and the criteria described herein. The face colors and styles of all signs shall be subject to Landlord's approval.

**II. SPECIFICATIONS**

**A. SIGN TEXT**

The Primary Sign, Secondary Storefront Sign and Rear Door Sign shall be limited to Tenant's trade name as provided in the Lease. Any additional symbols or logos must be submitted to Landlord for approval.

**B. TYPOGRAPHY**

Individual letters will be used on all signs. The typestyle for all Primary Signs and Secondary Storefront Signs can be selected by Tenant, contingent upon final approval by Landlord.

**C. NON-CONFORMANCE**

No field installation changes are permitted without first notifying Landlord in writing. If any sign is changed as to placement, location and size which differs from the Landlord approved drawings, Tenant will be responsible to repair, change and/or relocate sign(s) to proper placement at Tenant's expense.

Any sign that is installed by Tenant which is not in conformance to the approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant's sign is not brought into conformance within said fifteen (15) day period, then Landlord shall have the option to correct said sign(s) at Tenant's expense.

**D. APPROVED SIGN INSTALLERS**

The name of Tenant's sign contractor must be submitted to Landlord for approval, which approval shall be at Landlord's sole discretion.

**E. LOCATION AND SIZE**

**1. Primary Sign(s)**

The Primary Sign shall not exceed two (2) lines of sign text, with a minimum letter height of twenty-four inches (24") and a maximum height of thirty-six inches (36"). The sign shall be directly mounted on the outside face of a raceway provided and installed by Tenant at Tenant's expense. No other mounting method is acceptable unless prior approval is obtained from Landlord. The facade will include architectural bands and trim elements to establish the sign band area. The Primary Sign shall be centered between Tenant's demising walls and centered vertically on the raceway. Each Tenant sign length shall be

restricted to eighty percent (80%) of the width of the Premises.

2. **Secondary Storefront Sign**

The Secondary Storefront Sign shall consist of die-cut vinyl letters, a maximum of six inches (6") and a minimum of three inches (3") in height, located on the inside of the storefront glass.

3. **Prohibited Signs**

It is expressly understood that the following types of exterior signs are prohibited:

- A. Paper or cardboard signs, temporary signs (exclusive of contractor signs), stickers or decals; provided, however, the foregoing shall not prohibit the placement at the entrance of each occupant's space a small sticker or decal, indicating hours of business, emergency telephone numbers, acceptance of credit cards, and other similar bits of information displayed on the interior of the glass.
- B. Except as provided in A above, signs of temporary character or purpose, irrespective of the composition of the sign or material used therefor.
- C. Animated signs.
- D. Flashing, moving or audible signs.
- E. Signs placed on canopy roofs extending above the building roof (unless placed on a parapet extending above the roof), placed on penthouse walls, or placed so as to project above the parapet, canopy or top of the wall upon which it is mounted.
- F. Exposed ballast boxes or exposed transformers.
- G. Rooftop signs or banners.
- H. Names of designer, manufacturer or installer.
- I. Formed plastic or injected molded plastic signs.
- J. Any other signs, graphics or components that Landlord determines will distract from the overall theme of the Shopping Center.

F. **MATERIALS AND INSTALLATION**

1. **Primary Sign**

Sign installation shall be in accordance with the specifications noted on this Exhibit D. **ABSOLUTELY NO REAR PARAPET OR ROOF PENETRATIONS ARE ALLOWED. ALL WIRING AND REMOTE MOUNTED TRANSFORMERS MUST BE LOCATED BELOW THE ROOF LINE AND INSIDE THE BUILDING WALL.** Signs shall be of individual, internally illuminated, channel letters with double stroke neon, 1/8" thick acrylic faces and five inches (5") deep metal returns painted black. The .063 ga. aluminum returns shall be welded to the backs (.090 ga.) and all seams shall be caulked from the inside prior to painting. Tenant shall provide weep holes for moisture drainage. Individual letters shall only be mounted directly to the face of Tenant's raceway, eight inches (8") high by two inches (2") deep, provided and installed by Tenant; letters cannot be attached to the building

exterior wall finishes. The raceway must be painted a color to match the color of the building wall to which it is mounted. All letters with openings must be sealed with clear plexiglass to prevent bird nesting in letters. All fasteners shall be concealed and non-corrosive.

Tenant shall coordinate the mounting methods for the Primary Sign with the building construction. All wiring shall be concealed inside the raceway. The transformer must be remotely mounted inside the building wall AND below the roof by Tenant. Landlord will provide the 120-volt junction box for the transformer and empty conduit from the junction box to Tenant's electrical panel. Tenant's sign contractor shall make the final connection between Tenant's electrical panel and the sign transformers.

Tenant acknowledges that:

- A. No exposed lamps will be permitted.
- B. All signs shall conceal all necessary wiring, transformers, ballasts, starters and other necessary equipment within their individual letters or behind store construction. Ballasts located behind sign panels shall be enclosed in U.L. approved transformer box to prevent leakage on building.
- C. It is the responsibility of Tenant's sign contractor to verify all conduit and transformer locations and service prior to fabrication.
- D. NO ladders, NO installation equipment and NO installation crews are permitted to lean or walk on awning/canopy storefront due to these being easily damaged by same. All installation equipment must be of the scaffolding type to avoid contact with awning/canopy.
- E. No conduit or electrical runs allowed over or above roof top.
- F. Absolutely no roof penetrations are allowed - no exceptions.
- G. No box-type signs will be permitted.
- H. No sign company labels will be permitted on the exposed surfaces of the signs.
- I. The Landlord shall provide primary electrical terminations at location to be determined by Landlord. Power sources and connections for all illuminated signs shall be the responsibility of Tenant.
- J. Each Tenant, or its sign contractor, shall be responsible for the repair of any damage to the building caused by the installation of said Tenant's sign.

2. **Secondary Storefront Sign**

This sign shall be die cut vinyl applied to the interior glass surface.

G. **COLOR**

1. **Primary Sign**

The color of the acrylic letter faces of the Primary Sign is subject to the approval of Landlord.

The metal side return and trimcap of the letter shall be black.

2. **Secondary Storefront Sign**

The color of the vinyl die-cut letters shall be white unless otherwise submitted to and approved by Landlord. Any other colors for logos and symbols (whose use has been pre-approved by Landlord) must also be submitted for approval by Landlord.

**III. APPROVAL**

The Landlord has absolute and final approval concerning all signage. Approval given by Landlord will not relieve Tenant from compliance with all applicable City Codes as set by the governing authority.

Each Tenant shall meet with Landlord's approved sign company and make available to them a copy of this sign criteria. Prior to the fabrication and installation of any signage, Landlord approved sign company must submit to Landlord two (2) sets of working drawings which are to contain the following minimum data:

1. Layouts of the Primary Sign which detail its height, length, depth, typestyle, plexiglas color number, trimcap make and color number, color number of the return, and a color number of the raceway with a note stating the raceway color will match the building surface color to which it is mounted.
2. A note on the plans stating there will be no roof penetrations and the remote mounted transformer must be 1) inside the building wall and 2) below the roof.
3. Layout of the Secondary Storefront Sign specifying height of copy, typestyle and color, and material to be used (Painted and die-cuts).
4. Drawings should be submitted to:

MPV Properties, LLC  
2400 South Boulevard, Suite 300  
Charlotte, NC 28203