

**LEASE AGREEMENT  
EXHIBIT 'D'  
SIGN CRITERIA**

CONTINENTAL PLAZA SHOPPING CENTER  
5200 E. CORTLAND BLVD.  
FLAGSTAFF, ARIZONA 86004

This criteria has been developed to assure each tenant a standard conformance for the design, size and material used in the identification signs for its shop space ("premises"). And it is the intent of this sign criteria to provide sign design standards which are consistent with the Flagstaff Development Lighting Regulations and other applicable provisions of the Flagstaff Land Development Code.

Each tenant in Buildings B, C, or D, and each tenant with a retail or service use in any building in the Shopping Center shall be required to identify its premises by the required exterior cabinet sign. Any tenant in Buildings A or E with an "office-only" use shall have the right to either install the required exterior sign cabinet or to install a painted sign on one window next to it's main entry door. In the event an "office-only" tenant shall elect to have a painted window sign, then the tenant shall present landlord with a sign contractor's shop drawing, which must include the dimensions of the lettering and the colors to be used. Landlord, at landlord's sole discretion, shall have the right to approve or disapprove of the proposed painted sign.

Conformance to the sign criteria will be strictly enforced. Any sign installed after April 1, 2002, that is nonconforming or unapproved by the landlord shall be brought into conformance at tenant's expense.

**1. General Criteria**

- a. All signs shall conform to the sign code adopted by the City of Flagstaff.
- b. Cabinet signs shall be placed on the vertical dimension of the fascia area.
- c. All permits for signs and their installation shall be obtained by the tenant, at tenant's expense.
- d. Tenant, at tenant's expense, shall be responsible for bringing power to the sign location.
- e. Tenants, at tenants expense, shall be responsible for the fulfillment of all requirements and specifications of this sign criteria and the City of Flagstaff.
- f. No signs, advertisements, notices, names, insignia, trademarks, descriptive material or other lettering shall be displayed, exhibited, inscribed, painted or affixed on any part of the building, the glass panes or supports of the show windows or within twelve (12") inches of any window, except as approved in writing by the landlord.
- g. Flashing, moving or audible signs are not permitted.
- h. Signs installed without written approval of the landlord will be subject to removal. Costs incurred

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to refabricate and/or re-install the sign will be the responsibility of the tenant. Damages will be assessed to tenant to cover the cost of repairs to the building elements resulting from unapproved installations.

- i. All exposed metal shall be painted the same color as the trim color of the shopping center, as designated and approved by landlord.
- j. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
- k. Tenant shall not affix any sign to the roof or roof system, mansard roof, or sidewalk canopy.
- l. All penetrations to the building surface required for sign installation shall be neatly sealed in a water tight condition.
- m. Tenant shall be responsible for any damage caused by its sign contractor.
- n. Tenant shall submit or cause to submit two copies of the sign contractor's shop drawings to landlord for approval. Fabrication should not begin until the landlord approves the drawing.
- o. The sign copy shall be limited to the proper business name and shall not include the names of items, goods, products or service lines for sale, unless approved by landlord. The use of a crest, shield, logo or other associated with the business name shall be permitted, subject to landlord's approval.
- p. Tenant shall erect one sign on the fascia area of its business storefront not later than the date tenant opens for business. In the event tenant was open for business at the time this sign criteria was established (before April 1, 2002), then tenant shall install a conforming sign not later than April 1, 2007, or upon lease renewal, whichever date is sooner.
- q. All illuminated signs shall be extinguished at 11:30 P.M. or when tenant's business use or activity closes, whichever is later.

## 2. Definitions

- a. Business Storefront: The lineal distance across the front of the building space (premises) occupied by the particular tenant.
- b. Fascia Area: The area across the business storefront, from the location where the canopy roof attaches to the front wall to the bottom of the front wall.
- c. Building Mounted Wall Sign: A sign attached to or erected against the wall or fascia area of the building with the exposed face of the sign in a plane parallel to the vertical face of the building.
- d. Changeable Copy Sign: A sign that is designed so that characters, letters, numbers, or illustrations can be manually or mechanically changed or rearranged without altering the face or surface of the sign.

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- e. Internal Illumination: A source of illumination contained entirely within the sign cabinet which makes the contents of the sign visible at night by means of light being transmitted through a translucent material, but wherein the source of the light is not visible.
- f. Mansard Roof: A sloped wall segment or facade which imitates a building roof.
- g. Roof Line: The top edge of the roof or top of the parapet, whichever forms the top line of the building silhouette, but not including spires, chimneys, or heating or cooling mechanical devices.
- h. Office-Only Use: The use of a premises by a tenant as an office for tenant's business activities, whereby tenant shall not sell wholesale or retail items or merchandise to customers from the premises.

### 3. Sign Measurement Criteria and Design Requirements

#### a. Sign Area Measurement

- (1) Sign copy mounted, affixed, or painted on a background panel or area distinctively painted, textured, or constructed as a background for the sign copy, is measured as that area contained within the sum of the smallest rectangle that will enclose both the sign copy and the background.
- (2) The sign area for each business storefront within the shopping center shall not exceed one and one-half times (1.5) each linear foot of the business storefront of the primary entrance location of the individual tenant, up to an aggregate sign area not to exceed one hundred (100) square feet maximum per business storefront.
- (3) Building mounted wall signs shall not extend horizontally a distance greater than sixty percent (60%) of the width of the business storefront.
- (4) No building mounted wall sign shall extend above or below the fascia area upon which it is placed. The sign cabinet must be centered in the fascia area. No sign is permitted which breaks the silhouette of the building.
- (5) When two or more tenants businesses are served by a single common building entrance, they are considered one business for sign computation purposes and the permitted sign area shall not exceed one and one-half (1.5) times each linear foot of building frontage of such entrance.

#### b. Sign Height Measurement

- (1) The height of wall, fascia, or other building mounted signs is the vertical distance measured from the base of the wall on which the sign is located to the top of the sign or sign cabinet.
- (2) The maximum sign height shall be twenty-five (25) feet. Suites in Building E shall be excluded from this sign height requirement and subject to height approval by Landlord.

#### c. Sign Illumination

The sign face of all outdoor, internally illuminated, building mounted cabinet signs shall be

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constructed with an opaque background and translucent letters and symbols, or with a colored background and lighter letters and symbols. Where white or other night bright colors are part of a logo, such colors are permitted in the logo only, provided that such logo shall represent not more than fifty percent (50%) of the total sign area permitted. A colored background may have the translucency allowed by the City of Flagstaff.

d. Support Elements

The support elements for all signs shall appear to be free of any angle iron, bracing, guy wires or similar features.

e. Electrical Service

Electrical service to the building mounted signs, including conduit, housings, and wire, are to be entirely concealed or, when necessary (and only when approved by landlord,) painted to match the surface of the structure upon which it is mounted.

f. Sign Type and Construction

(1) Sign cabinets are to be rectangular shaped, internally illuminated, single face cabinets, with 6" radius corners, and of high quality aluminum metal.

(2) The sign cabinet exterior shall be painted to match the shopping center's trim color.

(3) Cabinet dimensions shall all be 8" deep and 36" high.

(4) All copy shall be not less than six (6") inches high.

(5) All signs shall be U.L. listed. Interior illumination shall be evenly disbursed and shall have high output type lamps.

(6) Signs for businesses whose primary access is from the rear/back of the building are permitted one (1) sign at a ratio of sixty percent (60%) of the area permitted for a business storefront of the same dimensions fronting on a City street, but never more than allowed by the City of Flagstaff.

(7) There shall be no changeable copy signs in the tenant sign cabinets.

4. Criteria Changes

In the event the City of Flagstaff or any governing authority shall make changes to the City sign codes which are in conflict with this shopping center sign criteria, landlord shall have the right, with written notice to tenant, to make changes to the shopping center sign criteria in order to bring the sign criteria into conformance with the new City codes. And upon tenant receiving a written copy of the new sign criteria, it shall be deemed that the new sign criteria has superseded the previous sign criteria and tenant shall abide by all of the new sign criteria's terms, conditions and requirements.

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5. **Sign Maintenance**

- a. Tenant, at tenant's expense, shall be responsible for maintaining tenant's sign in good condition.
- b. Complete maintenance is required for all signs, whether or not in existence prior to tenant taking occupancy of the premises. Maintenance of tenant's sign shall include periodic cleaning, replacement of flickering, burned out or broken light bulbs or fixtures, repair or replacement of any faded, peeled, cracked, or otherwise damaged or broken parts of a sign, and any other activity necessary to restore the sign so that it continues to conform to the requirements and contents of the sign permit issued for its installation and the provisions of the shopping center sign criteria.

6. **Vacating Premises and Sign Removal**

On the expiration or earlier termination of tenant's lease, unless landlord has conducted a lockout of the premises, any sign cabinet that has been purchased and installed by tenant shall be the property of the tenant and tenant shall have the right to remove the sign cabinet upon vacating the premises. However, any removal of a tenant's sign cabinet must be completed by a licensed sign contractor and tenant shall be responsible for the repair and/or replacement of any building area, fascia area or electrical service that is damaged at the time of the removal and as a result of the removal. The sign face shall be the personal property of tenant and may be removed by tenant upon vacating the premises.

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