

**BADGER PLAZA
SIGN CRITERIA SUBMISSION FOR APPROVAL**

**EXHIBIT A
SIGN CRITERIA**

by MBS for BFD

APPROVED

*Per CPC action and Council
Resolution 06-7283*

In accordance with the Lease, all existing exterior signage requires written approval by Landlord. The following guidelines have been formulated to assure the aesthetic standards and uniformity of signage are met. Conformance will be strictly enforced and any installed non-conforming or unapproved signs must be brought into conformation at the expense of the Tenant.

1. GENERAL REQUIREMENTS

- A. Tenant shall submit to Landlord design information and specifications which must indicate the location, size, layout, design & color of the proposed signs, including all lettering and/or graphics.
- B. The sign contractor shall be approved by Landlord and if required shall be licensed by the City of Racine.
- C. All permits and/or approvals by governing authorities for signs and their installation shall be obtained by Tenant or Tenant's sign contractor at Tenant's expense.
- D. Tenant shall be responsible for the fulfillment of all requirements of these criteria.

2. LOCATION OF SIGNS

- A. All tenants will install an illuminated sign on the building sign fascia.
- B. No signs shall be permitted on the canopies, roof or above the building parapets, nor shall any neon, plastic, showcard or other permanent or non-permanent sign be located on, in front of, or immediately behind the storefront glass area.

3. DESIGN REQUIREMENTS

- A. Wording of signs shall not include the product sold except as part of Tenant's nationally recognized trade name or insignia.
- B. Tenant's fascia signage shall consist of individual letters, internally illuminated and mounted on a raceway.
- C. Letters shall be single-faced, open-channel, 4 inch minimum depth, with colored Plexiglas faces.
- D. Letter style and size may be selected by the Tenant: however, the height may not exceed 36 inches. No more than one line is allowed.
- E. No letters shall be closer than 4 inches to the top or bottom of the 36" designated signage band.
- F. Fascia signs shall be centered on storefront, where possible. Length shall not exceed 75% of the length of storefront up to 50 feet, and 60% of storefront

50 feet or longer. Overall size not to exceed 80 square feet. Fascia sign sizes must conform to City size limits.

- G. No sign cabinets, modular letters, reverse channel letters or signage of any type except as herein outlined will be accepted.
- H. At Tenant's rear service door, Landlord shall install a sign at Tenant's expense. Such signs shall be Tenant's name only, and can be no greater than 2 square feet in size.
- I. Signage differing from this sign criteria will require written approval of the Landlord and approval of the City of Racine,

4. GENERAL SPECIFICATIONS

- A. No animated, moving action, flashing or audible signs will be permitted.
- B. No exposed lamps or exposed neon tubing will be permitted.
- C. All signs and their installation shall comply with all applicable laws,, ordinances, rules and regulations, including, without limitation, the City of Racine Building and Electrical Codes.
- D. No crossovers or conduit will be permitted.
- E. All conductors, transformers, disconnects and other equipment shall be concealed.
- F. Electrical service to all signs shall be Tenant's meter.
- G. All exposed metal returns, fastening devices, and any trim caps for letters shall be white, black or match the sign color. Mounting brackets and the raceway shall match Landlord's sign fascia.
- H. Sign illumination shall be controlled by a seven-day time clock in the rear of the premises to be provided by the Tenant. Tenant shall set the time clock to coincide with hours determined by the Landlord.
- I. All signs will be UL listed and labeled accordingly.

5. MISCELLANEOUS REQUIREMENTS

- A. Tenant will be permitted to place upon each entrance to the Leased Premises not more than 144 square inches of gold leaf or decal application lettering not to exceed 2 inches in height, indicating store address number, hours of business, emergency telephone numbers, etc.
- B. Floor signs, etc., visible from the outside the Tenant's space, but within the Tenant's storefront, are prohibited unless approved in writing by Landlord.
- C. All signage, its installation and removal, and restoration of the sign fascia will be at the Tenant's expense.
- D. All signage attached to the interior of the Tenant's storefront windows and doors shall be professionally prepared by a firm or individual engaged in the business of signage design, preparation and installation. Individual letter appliques are prohibited.

6. APPROVAL

- A. Three white prints of each shop drawing of all signs shall be submitted to Landlord for approval prior to installation. The shop drawings shall include the size of all lettering and background panels, their location on the facade in relation to floor level, store divider and building line. Proposed location of license, union, and fabricator labels shall be indicated. A schematic section through the sign shall be provided. Color and finishes of all materials shall

be specified. A. approved as corrected" drawir shall be resubmitted until marked "approved" by Landlord. Incomplete drawings will be returned without approval. Samples shall be submitted if requested by Landlord.

- B. Variances from the above will be considered on their individual merits by Landlord who also reserves the right to disapprove of any sign which are out of character with the Shopping Center as a whole, or those signs which, in the opinion of the Landlord, clash with the colors of previously approved signs for adjacent buildings or stores. Such variances shall not relieve the Tenant from compliance with City ordinance.
- C. The installation, us or display of any sign for kiosks, promotional displays, or show, shall in each case be subject to the prior written approval of Landlord.
- D. Upon vacating of the premises, Tenant's signs and cabinets including Plexiglas panel inserts, shall be removed as per City ordinance.