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THE GATEWAY

SIGNAGE CRITERIA MANUAL

Signage Criteria Overview

Signage is an integral design feature of the Tenant's storefront. Tenant signage shall be designed to complement the specific tenant's storefront and general building design and support the master plan for The Gateway experience.

The purpose of this section is to define and specify all exterior signage criteria for The Gateway. Each Tenant shall provide a signage package for its space.

All sign packages shall be submitted in triplicate or electronic format for approval at least sixty (60) days of Lease Commencement Date to Landlord and its designated agent prior to fabrication and installation. If the plans are disapproved by Landlord, Tenant shall resubmit them within fifteen (15) days from date of the notice of any disapproval by Landlord or its Architect until such plans are finally approved by Landlord.

The cost of the fabrication, permitting, and installation shall be the responsibility of each individual Tenant.

Sign construction is to be completed in compliance with local building code requirements and sign ordinances, and the instructions, limitations, and criteria contained in criteria manual.

Upon written notice from Landlord, Tenant agrees to take such actions as may be necessary to comply at Tenant's expense, with applicable requirements.

The Landlord must approve all Tenant signage intended to be visible from outside of the Tenant Premises.

The use of a corporate logo or other established corporate insignia shall be permitted only if specifically approved in writing by the Landlord.

All signage is to be of the highest quality construction. Shop fabrication and painting is required. All attachments, labels, fasteners, mounting brackets, wiring, clips, transformers, disconnects, lamps, and other required mechanisms must be concealed from view. Light leaks are not permitted and sign company labels and stamps must be concealed from view, unless Code requires labels to be visible from below. The Tenant's electrical contractor must perform all electrical connections for Tenant signs.

Municipal Signage Requirements

All signs shall comply with applicable codes regarding materials, electrical connections, overall size, and general signage construction. Any permits that may be required by the Jurisdictional Authority shall be the responsibility of the Tenant.

The Tenant's storefront signage shall be proportional to the overall storefront and building facade design.

To encourage design creativity, no maximum letter size has been established, however, the Landlord will closely review all signage to confirm the proper relationship between signage and facade.

Signage Location

Since the Landlord approved location for Tenant signage will depend on specific design conditions and varying base building facade details, the approved signage location shall be determined based on consultation with the Landlord's Architect.

The location of the signage shall specifically coordinate with the Tenant's storefront entry location, the character of the base building facade, and other conceptual design features.

The Tenant shall locate the main sign on the Tenant's storefront construction or immediately above the Tenant's storefront on the base building facade in accordance with Landlord's approved location. Tenant signage shall not be placed on top of, or over, base building design elements (i.e., second level windows).

Secondary Signage

Decorative secondary signage, such as blade signs, decorative icons, and small repetitive window signage, is encouraged provided such signage compliments the overall Tenant facade design and the base building district design theme without violating any municipal ordinances.

Landlord's Approval

Tenant shall provide design information for all signage on all preliminary and working drawings submitted to Landlord for review. Final approval of signage shop drawings.

Signage Shop Drawings

Signage shop drawings submitted by the Tenant shall provide complete information for the Landlord to understand the signage design and appearance. Fabrication or installation of the Tenant's signage shall not commence before the Landlord's approval of the signage shop drawings is secured.

Submitted signage shop drawings shall provide the following information:

- Type and size of all signage and lettering
- Scaled and dimensioned elevation of the store illustrating each sign location
- Section or sections through the sign

- Identify the materials, color scheme, fabrication techniques, illumination, and mounting system
- Photographs of similar wherever possible

Permitted Signage Types

- Halo type illuminated signs (reverse channel letters) with neon or LED illumination. LED colors and suppliers must be reviewed by the Landlord - particularly white since the brightness levels can be highly variable.
- Non-internally illuminated panel sign or individual pin mounted dimensional letters with accent lighting where required (letters or panel shall be minimum 3" thick).
- Internally illuminated metal cabinet sign with routed out copy and push through Plexiglas letters. The sign cabinet must be fully recessed or otherwise incorporated into the Tenant's storefront design. Such cabinet signs shall not be installed on or into the base building facade.
- Decorative blade signs - such signs are required to be dimensional. Flat panels with only painted or vinyl graphics are not allowed.
- Small, adhesive or painted lettering on storefront glazing
- Open-face channel letters with a visually exposed neon tube illumination. Lexan faces may be used to protect channel letters from nesting birds.
- Exposed illuminated neon tubing as part of an intricate, themed, and stylistically appealing sign

Signage Not Permitted

- Exposed or surface mounted box or cabinet type signs, or any signage with an exposed raceway or electrical connections
- Suspended internally illuminated panel signs behind storefront glass
- Exposed neon tube signs, either in front of or behind the Tenant storefront, where the bare neon tube is fully exposed and not an integrated part of a more intricate, thematic sign are not permitted. Specifically, single line neon lettered signs such as "open" signs are not permitted.
- Freestanding, moving, rotating, flashing, noise making or odor producing signs
- Roof-mounted signs

- Signs that are not professional in appearance
- Cloth, paper, cardboard and other large stickers, decals, or other temporary looking signs on or around the storefront surfaces

SPECIFIC SIGNTYPE CRITERIA

Internally Illuminated Channel Letters Signs

- The background surface of the sign is to be opaque and not reflect the illumination or image of the neon lamps behind letters.
- The color of the channel returns must match the color of the letter faces.
- All neon tubing or LED must be fully concealed within the letter so it is not visible to the public.
- The rear and sides of the letter shall be opaque.
- Horizontally-mounted flanges/brackets shall be mounted above provided raceway invisible to public to support the letters.
- All connections and fasteners visible within the sign dimension between the horizontal shade surface and the back of the letters shall be painted to match the shade.
- Halo-type signs used in outdoor locations will have solid backing on the rear of the letters to prevent birds nesting in the letters.

Non-Internally Illuminated Panels or Individual Letter Signs

- Included types are dimensional panels with a textured design, such as a carved wood sign OR dimensional letters or graphics pin mounted to the face of the storefront area or base building facade with external, indirect illumination.
- Non-dimensional letters or graphics less than 3" thick are generally not permitted. Non-dimensional techniques include painting, silk-screening, pressure sensitive vinyl, metal applique or glass etching. Exceptions to this requirement may be allowed if such signage compliments the overall store facade design.
- Signs shall not be placed on a background material that detracts from the appearance of the sign.
- Supplemental lighting must be provided for appropriate signage visibility. The supplemental lighting must be incorporated into the facade design either as a concealed feature or as a design

element (i.e. decorative accent fixtures or concealed fixtures mounted on a Tenant facade that lights back towards the wall mounted signage). Such supplemental lighting shall be compatible with the existing base building facade lighting and is subject to Landlord's approval.

- Dimensional letter signs applied directly to transparent storefront glass must have matching dimensional letters on each side of the glass to create a finished appearance from both sides of the storefront glazing.

Internally Illuminated, Fully Integrated Cabinet Signs

- Signs shall be fully integrated into the storefront design concept. The cabinet sign shall be recessed so that the face of the cabinet sign is flush with the surrounding storefront material, or otherwise incorporated into the design.
- The size of the sign cabinet and the design of the face materials are to be integrally designed into the appearance of the store facade.
- Only letters shall be translucent on the sign face. The background must be opaque. Plastic faced sign panels will not be allowed.
- Signs must be of the highest quality design and construction. Seams are not permitted in the face of the sign cabinet.
- Light leaks are not permitted.
- Cabinet signs with the face panel routed out with Plexiglas laminated behind are not permitted. Push-through dimensional translucent Plexiglas letters that extend through the routed opaque sign face must be provided. Illumination is to be provided by neon, LED, or fluorescent lighting.
- The face panel is to be hinged to provide access for maintenance, or an access panel is to be located in an alternate concealed location. Where rear access is possible, a rear access hatch is preferred to reduce visibility.

Open Face Channel Letters With Exposed Tube Neon

In certain cases, the Landlord may approve visually exposed neon signs where the neon is placed in a channel letter. Other creative and thematic utilization of neon tube may also be considered where the exposed neon tube is integral to a more intricate and thematic sign, such as a dimensional blade sign.

Face Illuminated Channel letters

Face illuminated channel letters shall only be allowed for signage facing a public right-of-way, or parking areas where such signage is specifically controlled by the Municipal Signage Requirements. All such letters shall be evenly illuminated and directly mounted to the building facade in the required location.

Blade Sign

Store facade blade signs are allowed where such signage adds to the design environment of the public walkway area and to the building facades overall. Blade signs are required to have a decorative appearance that compliments the building facade and enhances the Tenant's storefront image. The blade sign size and location must comply with the maximum projection requirements stated below and must be generally proportional to the Tenant facade.

- Minimum height to bottom: 9' -0" of the projecting element
- Horizontal projection requirements: Maximum Projection 4'-0", Minimum Projection 1'-0"

Horizontal projection requirements are measured from the Lease Line. No projection will be permitted to impede the flow of emergency vehicles.

The Tenant blade sign may be an iconic representation of the products and services offered. For instance, a bakery might have a large pastry as an iconic blade sign, provided that the design is approved by the Landlord in writing.

Decorative elements such as iron brackets or three dimensional sculptural panels are encouraged unless otherwise standardized. Flat panels with painted or vinyl graphics are not allowed. The Tenant's blade sign can be internally illuminated. An electrical raceway may be provided from which Tenant can wire to sign. All criteria that apply to other internally illuminated sign types apply in this case. The mounting height of the blade sign can extend higher than the Tenant's leased premises storefront, provided that the base building elevation can accommodate the location and there is no interference with base building architectural features or glazing.

Show Window Graphics

Small-scaled, pedestrian level, adhesive window graphics are desired at the Tenant's show windows. Such store identification graphics shall be no more than 4" in height and located low on the window.

Storefront Address Signs

In addition to show window graphics, a standardized address sign may be required by the Jurisdictional Authorities and/or the Landlord to provide a means of identifying store addresses for emergency purposes. Tenants are not permitted to place an address sign that does not meet this standard in material, type, size, and location.

Freestanding Signage

Directional Signage

Freestanding signs with trade names on them are permitted in the project so long as they are for purposes of directing patrons to specific stores, restaurants, the hotel, residential, or office tenants (“Directional Signs”, “Directional Signage”). The Directional Signs shall have multiple trade names on them, but no tenants or users under 3,000 square feet shall be permitted on the Directional Signs. The Directional Signs shall be located at major entrances into the project.

Directional Signs shall be constructed of board form concrete bases with pin mounted letters on two sides, and remotely illuminated by ground light fixtures. Directional Signs shall not be higher than five (5’) feet from the ground level in height and not more than eight (8’) feet in width.

Project Identification Monuments Signs

The Developer intends to design, construct, and operate two (2) monument signs identifying the Project as “The Gateway” (the “Monument Signs”). The Monument Signs shall be constructed, operated, insured, and maintained consistent with the operation of a first-class property. The locations of the Monument Signs shall be at the northeast corner of the Project at the corner of Johnson Drive and Roe Avenue, and the southwest corner of the project at the corner of Shawnee Mission Parkway and Roeland Drive.

Temporary Signage

For tenants and other users of the project, temporary signage will be allowed for a maximum of 4 weeks for any one temporary sign posting. Temporary signs may include professionally done vinyl banners temporarily affixed to a storefront, or posted within storefront glass. Temporary Signage may include the tenant’s name, “Now Open”, “Grand Opening date” etc., but must be submitted to and approved by Landlord, just as permanent signage.

RESTRICTIONS ON SMALL SHOP TENANTS ALONG JOHNSON DRIVE AND ROELAND DRIVE

For all small shop tenants located in Buildings C, D, & E there shall be no awnings or any additional materials attached to the building that would protrude from the exterior building façade.

Tenants will not be permitted to sell or display merchandise on the exterior of their storefronts.

All public entrances for small shops in Buildings, C, D, & E will be facing the street, with the exception of access points for outdoor seating areas for restaurant tenants located in buildings C & D. Outdoor seating areas for these restaurant tenants shall be separated from the public outdoor space by use of railing or similar structure.