

Master Signage Program
The Market at Oakland
Mount Pleasant, South Carolina

AVTEX Commercial Properties
October 6, 2005

BetschAssociates LLC

Overview

This document has been prepared to provide consistent standards for the building identification, site directional, and regulatory signage program for the entire 70+ acre property for Phase IA and all future phases. This program will enhance the design character of the total development, serve its basic function to guide and direct users of the facilities, and meet the goals and intent of the town of Mount Pleasant Sign Ordinance.

The "Mount Pleasant Sign Ordinance", latest edition, is hereby made a part of these documents by reference. Copies of the ordinance may be obtained at the Planning Office of the Town of Mount Pleasant. All tenant signage shall meet the conditions of this ordinance and this "Master Signage Program".

Signage Program

The signage program for the Market at Oakland will consist of a Master Sign Plan, Exhibit G, and the following description of the basic sign types:

1. PROJECT IDENTIFICATION SIGNS

Two project identification signs will be provided for arterial traffic on Highway 17 North. The locations will be at the traffic signal entrance to the development and in the corner of the property at the intersection of Highway 17 and Porcher's Bluff Road. These signs are located on the Master Sign Plan. They will have a minimum setback of ten feet from the street right-of-way and will meet the South Carolina DOT requirements for site triangles at intersections.

These signs will contain the name of the development and identification of the major tenants. See Exhibits A and B for the design of these signs.

2. TRAFFIC AND REGULATORY SIGNAGE

Traffic, regulatory, and directional information to vehicular traffic within the bounds of the development will be provided on this type of signage. These signs will consist of a standard post and panel system with a finish to match that of the site accessories. The locations of these signs are shown on the Master Sign Plan. See Exhibit H for the design of these signs. This signage type is not required to be permitted.

3. DIRECTORIES

Directories indicating the location of each store within the Market will be placed at strategic locations within the development. While these locations are indicated on the Master Sign Plan, the final location and number of directories provided will be refined as the site is built out. Final design of the directories will be approved by the Town of Mount Pleasant after leases are finalized.

4. FLAG IDENTIFICATION SIGNS FOR STORES

Flag identification signs are double sided panels which hang at or above the canopy line perpendicular to the face of the building. For each store with twenty (20) or more feet of frontage, this type of sign may be furnished and installed by the Tenant. The sign panel and supporting aluminum frame shall be constructed and installed in accordance with the design and specifications provided by the Landlord. All fonts, colors, and content shall be approved by the Landlord prior to installation. See Exhibit C for the design of these signs.

5. TENANT A – ANCHOR TENANT FACADE SIGNS

Anchor Tenants are classified as such on the Master Sign Plan. Copies of the Master Sign Plan may be examined at the office of the Landlord. Anchor Tenants may have up to one square foot of sign area for each frontage foot of the building with a minimum sign area of 100 square feet and a maximum of 150 square feet. If the building has more than one street frontage or has parking to the rear of the building, the allowable sign area may be increased by an additional 50 square feet. No more than one hundred and fifty (150) square feet of sign area may be used on any one facade. Sign area is the area contained within a single continuous rectangular perimeter enclosing all parts of the sign excluding exterior supporting elements.

All illumination for this signage type must be from a steady, stationary light source. The signs shall not have light reflecting backgrounds or letters. All fonts, colors, and content shall be approved by the Landlord prior to installation of the signage. Signs shall be located as indicated on the attached facade elevations, Exhibit D.

Anchor Tenant signs may be:

Channel Letters – A sign composed of individual letters with plastic or glass face, either internally or externally illuminated, applied to a building facade.

Silhouette Sign (Reverse Channel) – A sign composed of individual letters with internal illumination to light the face of the building or sign background causing the letters to be silhouetted at night. The face of these letters will not be illuminated.

Placard Sign – A sign composed of externally illuminated flat background with the message copy sandblasted, painted, or applied on the face. Light intensity shall not exceed twenty (20) foot-candles at any point on the sign.

Individual Letter Sign – A sign composed of externally illuminated flat, cut-out individual letters with a minimum thickness of one and a half inches. The letters are to be mounted flat on the facade of the building. Light intensity shall not exceed twenty (20) foot candles at any point on the sign.

6. TENANT B – FACADE SIGNS

Tenants who are not designated Anchor Tenants with leases of five thousand (5,000) square feet or more in one location may have a gross allowance sign area as indicated below. If tenant space has more than one street frontage or has parking to the rear of the building, the gross allowable sign area may be increased by One Hundred percent (100%). Sign area is the area contained within a single continuous rectangular perimeter enclosing all parts of the sign excluding exterior supporting elements.

All illumination for this signage type must be from a steady, stationary light source. The signs shall not have light reflecting backgrounds or letters. All fonts, colors, and content shall be approved by the Landlord prior to installation of the signage. Signs shall be located as indicated on the attached façade elevations, Exhibit E.

Linear Footage of Facade	Square Feet of Sign Area
0-59 feet	30
60 feet and over	60

Tenant signs may be:

Silhouette Sign (Reverse Channel) – A sign composed of individual letters with internal illumination to light the face of the building or sign background causing the letters to be silhouetted at night. The face of these letters will not be illuminated.

Placard Sign – A sign composed of externally illuminated flat background with the message copy sandblasted, painted, or applied on the face. Light intensity shall not exceed twenty (20) foot-candles at any point on the sign.

Individual Letter Sign – A sign composed of externally illuminated flat, cut-out individual letters with a minimum thickness of one and a half inches. The letters are to be mounted flat on the facade of the building. Light intensity shall not exceed twenty (20) foot candles at any point on the sign.

7. TENANT C – FACADE SIGNS

Tenants with leases of less than five thousand (5,000) square feet in one location may have a gross allowance sign area as indicated below. If tenant space has more than one street frontage or has parking to the rear of the building, the gross allowable sign area may be increased by one hundred percent (100%). Sign area is the area contained within a single continuous rectangular perimeter enclosing all parts of the sign excluding exterior supporting elements.

All illumination for this signage type must be from a steady, stationary light source. The signs shall not have light reflecting backgrounds or letters. All fonts, colors, and content shall be approved by the Landlord prior to installation of the signage. Signs shall be located as indicated on the attached façade elevations, Exhibit E.

Linear Footage of Facade	Square Feet of Sign Area
0-59 feet	30
60 feet and over	60

Tenant signs may be:

Placard Sign – A sign composed of externally illuminated flat background with the message copy sandblasted, painted or applied on the face. Light intensity shall not exceed twenty (20) foot-candles at any point on the sign. Light source shall be white.

Individual Letter Sign – A sign composed of externally illuminated flat, cut-out individual letters with a minimum thickness of one and a half inches. The letters are to be mounted flat on the face of the building. Light intensity shall not exceed twenty (20) foot candles at any point on the sign. Light source shall be white.

8. SERVICE SIGNS

Service area signs shall be located over the rear door of all leased spaces. The signs shall be 20 inches high and 36 inches long. Signs shall contain the name of the leased space and the number identifying the space. These signs shall have metal faces and applied vinyl die-cut letters no taller than 5 inches. These signs shall not be illuminated. They will not count towards the total allowable square footage for the tenant. All fonts, colors, and content shall be approved by the Landlord prior to installation. See Exhibit I. Signage for Opening Hours, Credit Cards and other operating information shall also consist of vinyl die cut letters in the design indicated in Exhibit F but is not required to be permitted.

9. AWNING SIGNS

Fabric awnings may have signs painted on the leading edge of the awning only. Letters shall not exceed 6" in height, have more than one line of copy, or cover more than thirty percent (30%) of the length of the skirt. They will not count towards the total allowable square footage for the tenant. All fonts, colors, and content shall be approved by the Landlord prior to installation.

10. WINDOW SIGNS

Window signs may not exceed twenty-five percent (25%) of the window area on each ground floor elevation of the store. Window signs are prohibited on floors above the ground floor. This signage shall consist of vinyl die-cut letters in the design indicated in Exhibit F. Window signs are subject to all provisions of the Sign Ordinance of the Town of Mount Pleasant. They will not count towards the total allowable square footage for the tenant, provided it does not have more than a single line of copy. All fonts, colors, and content shall be approved by the Landlord prior to installation.

Signage for Opening Hours, Credit Cards and other operating information shall also consist of vinyl die-cut letters in the design indicated in Exhibit F. However, this signage is not required to be permitted.

11. OUTPARCEL SIGNAGE

For sites designated on the Master Sign Plan as out parcels, the business may have one freestanding sign with an area no greater than 35 square feet and an overall height above grade not greater than 8 feet. If the building is less than 100 feet from the street, the building signage shall have an area of 50 square feet for 50 feet of frontage or less and an additional square foot of signage for each frontage foot of the building over 50 feet. If the building 100 feet or more from the street, the building signage shall have an area of 100 square feet for 50 feet of frontage or less and an additional two square feet of signage for each frontage foot of the building over 50 feet. The free standing signs shall not be located on the US Highway 17 frontage.

These outparcel building and freestanding signs may be:

Silhouette Sign (Reverse Channel) – A sign composed of individual letters with internal illumination to light the face of the building or sign background causing the letters to be silhouetted at night. The face of the letters shall not be illuminated.

Placard Sign – A sign composed of externally illuminated flat background with the message copy sandblasted, painted or applied on the face. Light intensity shall not exceed twenty (20) foot-candles at any point on the sign. Light source shall be white.

Individual Letter Sign – A sign composed of externally illuminated flat, cut-out individual letters with a minimum thickness of one and a half inches. The letters are to be mounted flat on the face of the building. Light intensity shall not exceed twenty (20) foot candles at any point on the sign. Light source shall be white.

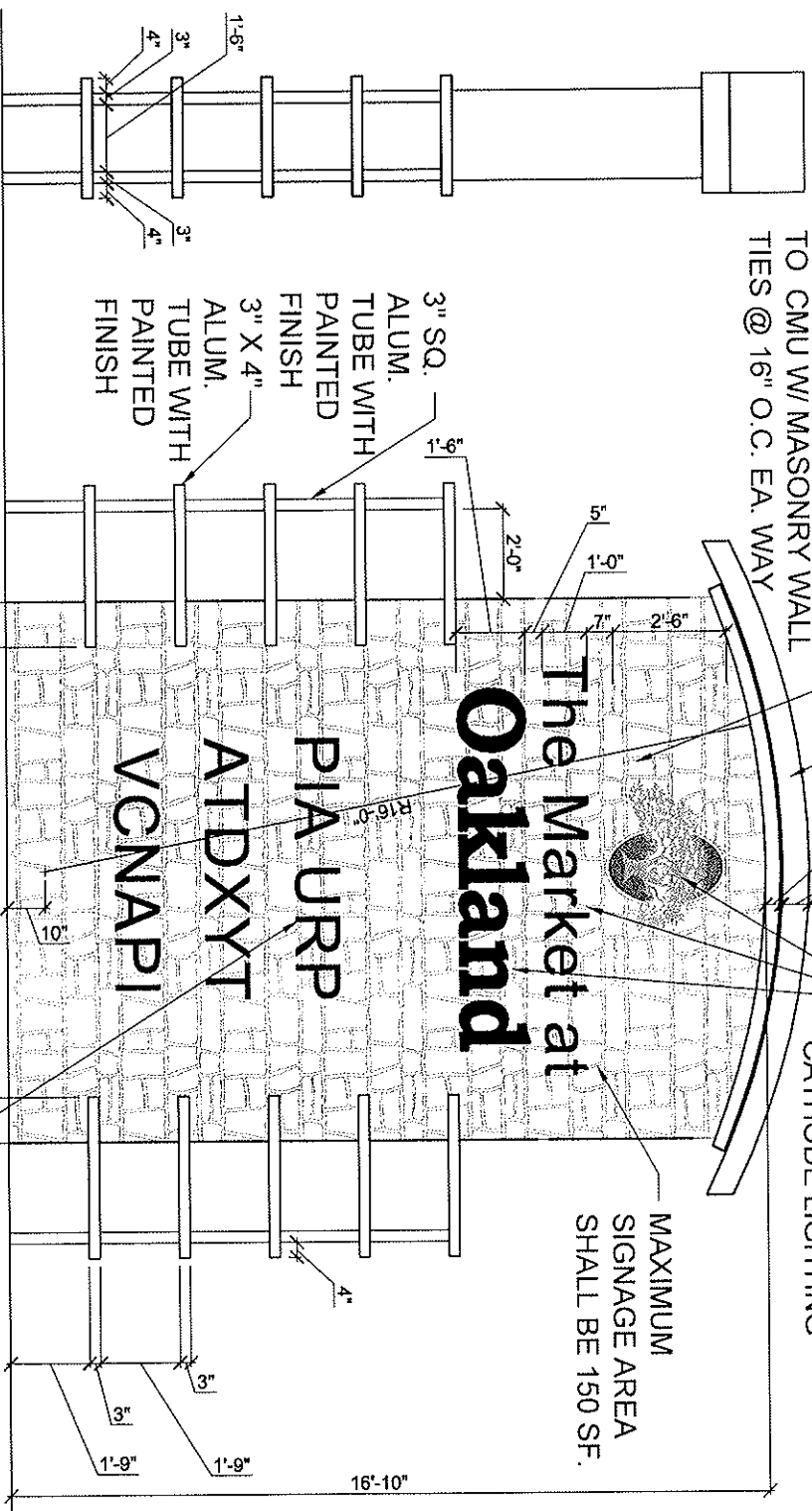
End of Master Signage Program

ALUM. COPING COVER W/ PAINTED FINISH TO MATCH ALUM. TUBES.

FIELDSTONE VENEER TIED TO CMU W/ MASONRY WALL TIES @ 16" O.C. EA. WAY

ALUMINUM CHANNEL LETTERING AND LOGO BACKLIT W/ COLD CATHODE LIGHTING

MAXIMUM SIGNAGE AREA SHALL BE 150 SF.



END ELEVATION

LETTERS SHALL BE 1 1/2" THICK EXCEPT "OAKLAND" WHICH SHALL BE 2" THICK. AND SHALL HAVE A BLACK PAINTED FINISH UNLESS NOTED OTHERWISE

DOUBLE SIDED SIGN TO BE LOCATED AT ENTRANCE TO PROPERTY FROM HIGHWAY US 17

SCALE: 1/4" = 1'-0"

EXHIBIT A - PROJECT IDENTIFICATION SIGN

BetschAssociates
 DATE: 10-4-05
 PROJECT NO: 0237.04

LETTERS SHALL BE 1 1/2" THICK EXCEPT "OAKLAND" WHICH SHALL BE 2" THICK, AND SHALL HAVE A BLACK PAINTED FINISH UNLESS NOTED OTHERWISE

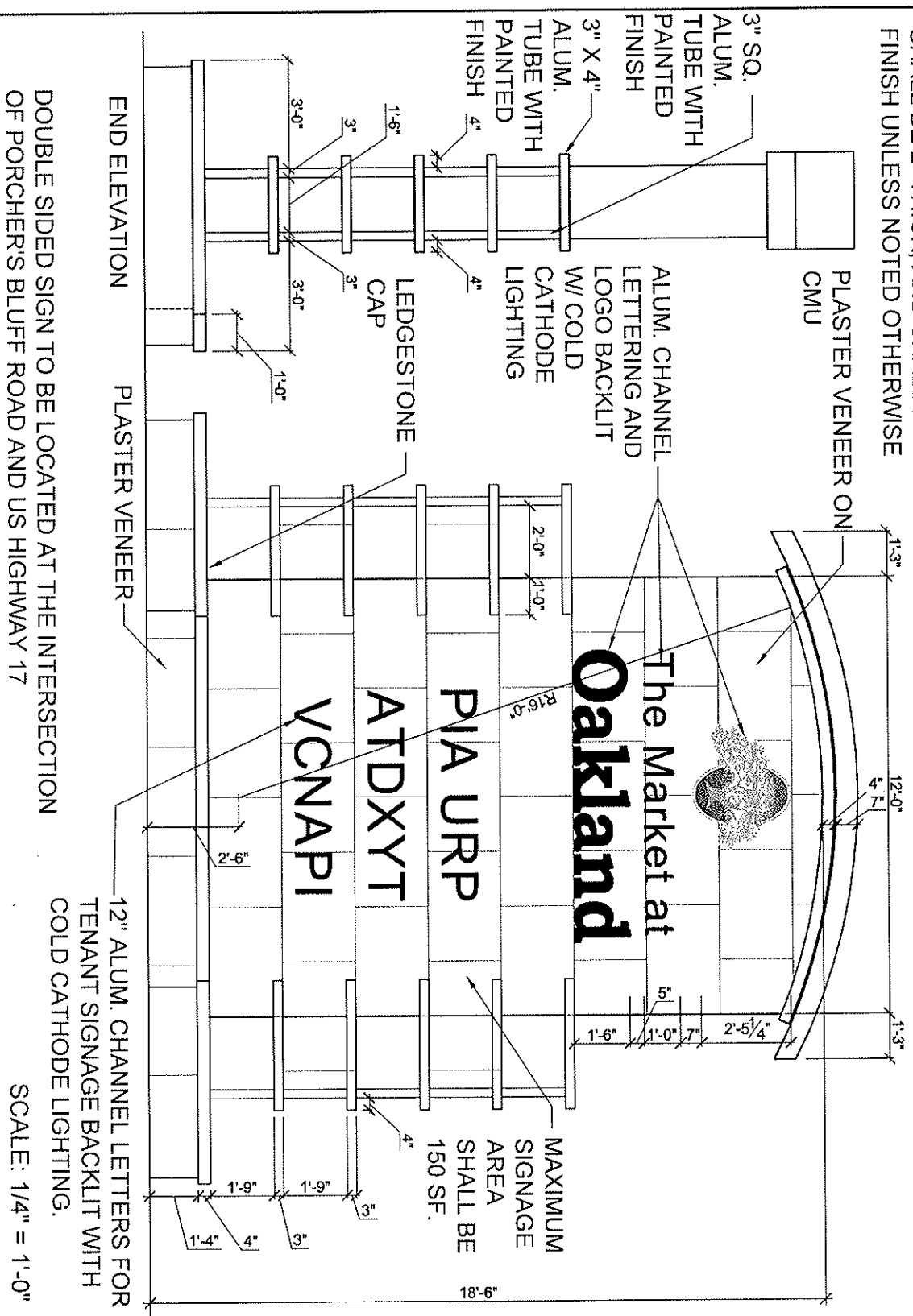
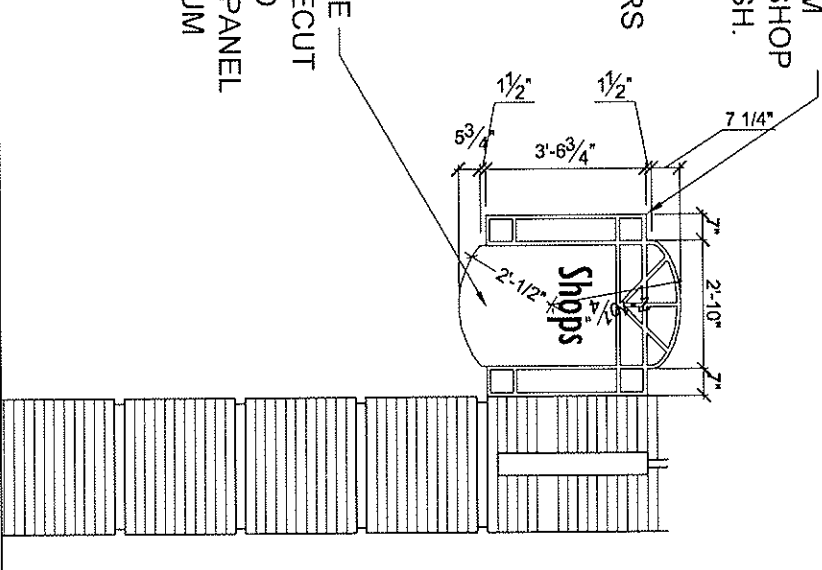


EXHIBIT B - PROJECT IDENTIFICATION SIGN

BetschAssociates
 DATE: 10-4-05
 PROJECT NO.: 0237.04

1 1/2" X 1 1/2" ALUMINUM
 TUBE FRAME WITH SHOP
 APPLIED PAINT FINISH.
 SECURE TO WALL
 WITH THREE 3/4"
 EXPANSION ANCHORS

ALUMINUM SIGNAGE
 PANEL W/ VINYL DIECUT
 OR OTHER APPLIED
 LETTERS. INSTALL PANEL
 IN SLOT IN ALUMINUM
 TUBE FRAME.



SCALE: 1/4" = 1'-0"

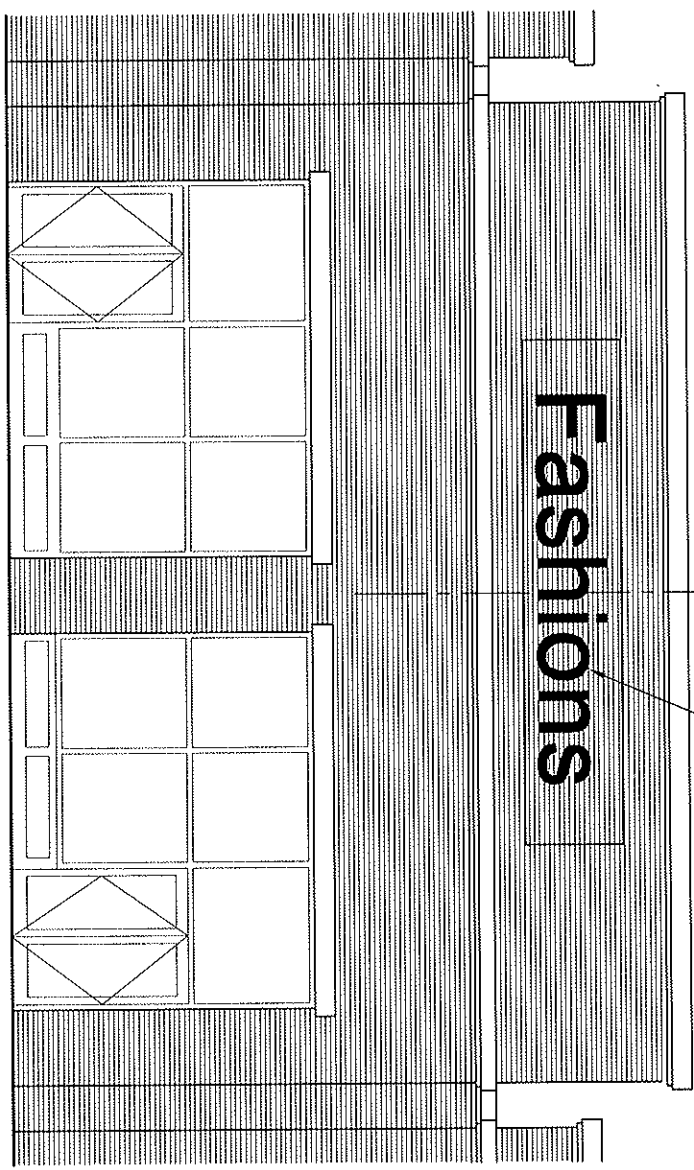
EXHIBIT C - FLAG IDENTIFICATION SIGN

BetschAssociates
 DATE: 10-4-05
 PROJECT NO: 0237.04

SIGNAGE TO BE CENTERED ON
BUILDING OR ENTRANCE BAY
CENTERLINE

℄

MAXIMUM SIGN SIZE 150 SF. THIS
ALLOWABLE SIGN AREA MAY BE
INCREASED BY 50 SF. IF THE
BUILDING HAS MORE THAN ONE
STREET FRONTAGE OR PARKING
TO THE REAR OF THE BUILDING



SCALE: 1/8" = 1'-0"

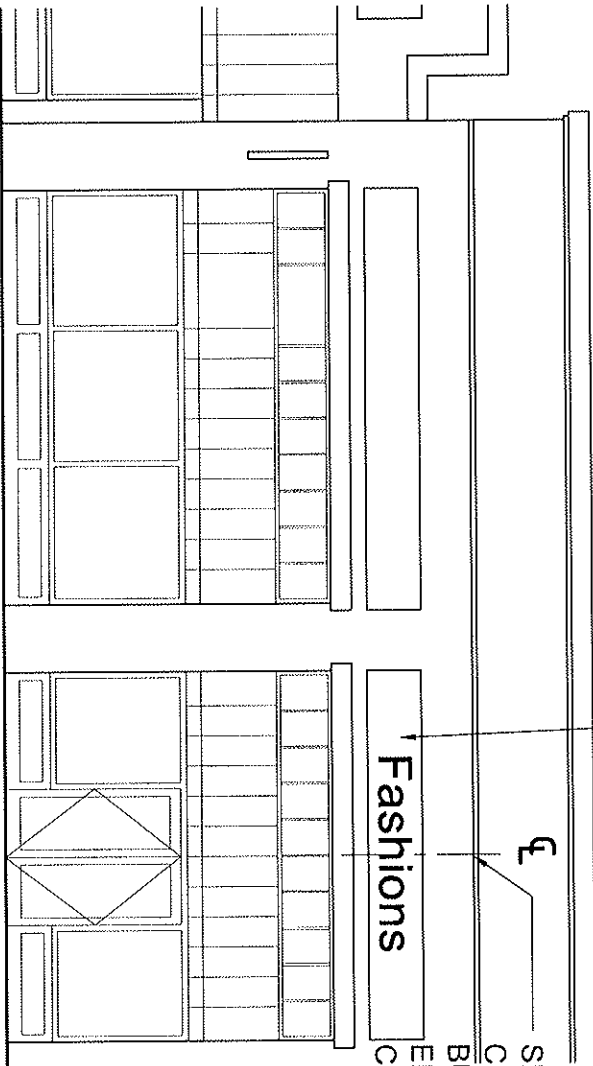
EXHIBIT D - TENANT A ANCHOR TENANT FACADE SIGNS

BetschAssociates
DATE: 10-4-05
PROJECT NO: 0237.04

MAXIMUM SIGN SIZE 30 SF FOR 0 TO 59' OF BUILDING FRONTAGE OR 60 SF FOR MORE THAN 60' OF BUILDING FRONTAGE. THIS ALLOWABLE SIGN AREA MAY BE INCREASED BY 100% IF THE BUILDING HAS MORE THAN ONE STREET FRONTAGE OR PARKING TO THE REAR OF THE BUILDING

☒ SIGNAGE TO BE CENTERED ON BUILDING OR ENTRANCE BAY CENTERLINE

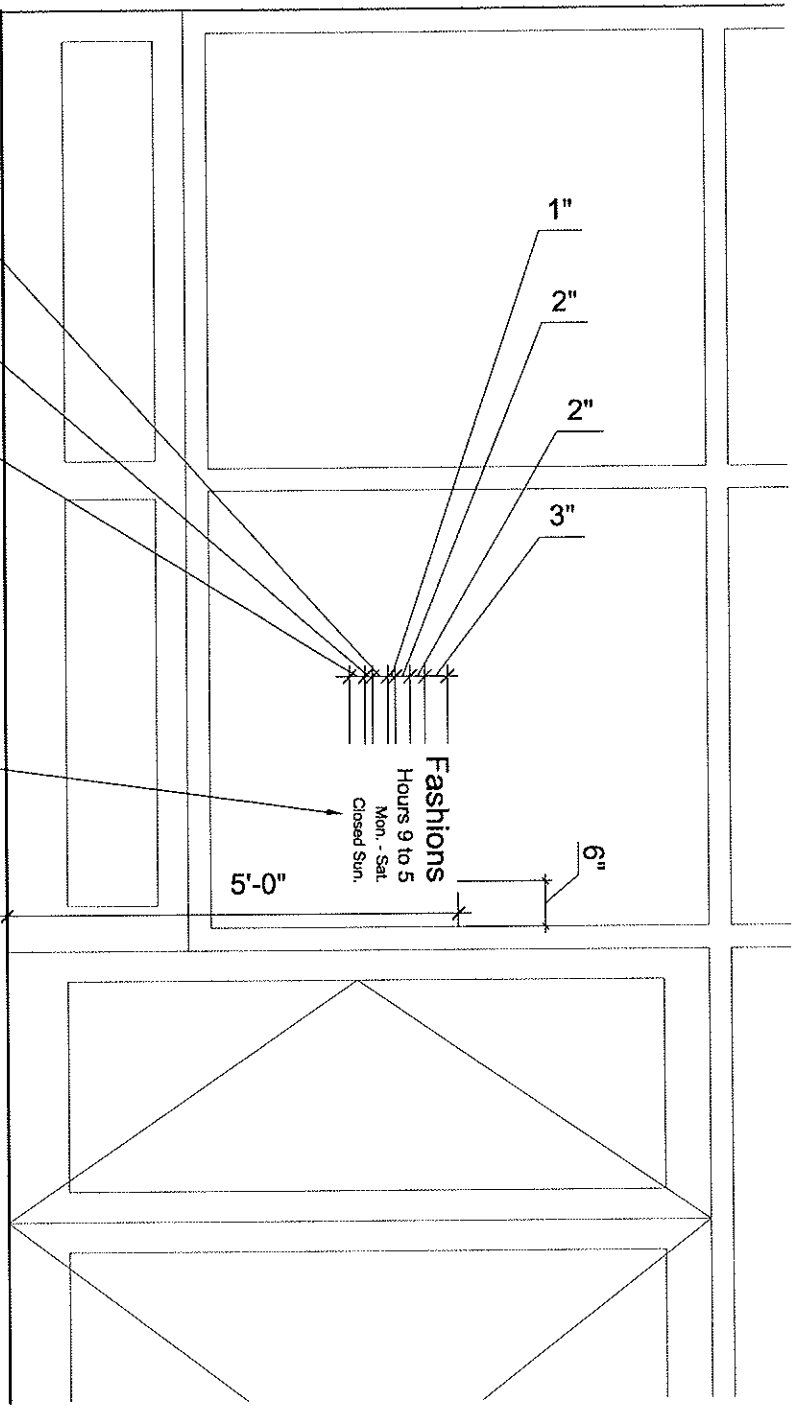
Fashions



SCALE: 1/8" = 1'-0"

EXHIBIT E - TENANT B OR C FACADE SIGN

BetschAssociates
DATE: 10-4-05
PROJECT NO.: 0237.04



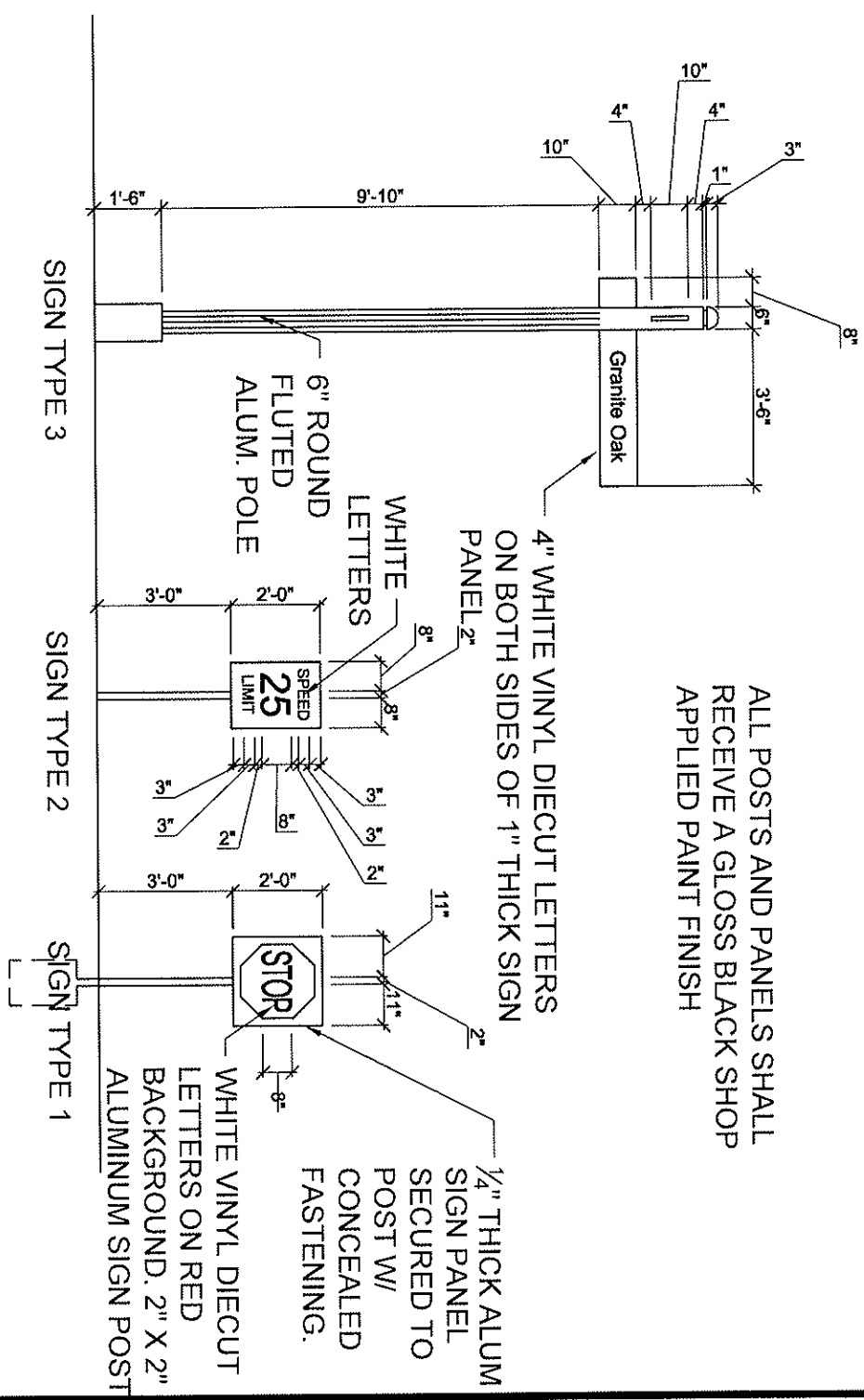
WHITE VINYL DIECUT LETTERS MOUNTED ON GLASS. LETTERING SHALL BE MOUNTED EITHER FLUSH RIGHT (AS SHOWN) OR FLUSH LEFT DEPENDING ON POSITION RELATIVE TO ENTRY DOOR.

SCALE: 1/2" = 1'-0"

EXHIBIT F - WINDOW SIGNS

BetschAssociates
 DATE: 10-4-05
 PROJECT NO.: 0237.04

ALL POSTS AND PANELS SHALL RECEIVE A GLOSS BLACK SHOP APPLIED PAINT FINISH



THIS SIGN IS NOT REQUIRED TO BE PERMITTED

SCALE: 1/4" = 1'-0"

EXHIBIT H - TRAFFIC AND REGULATORY SIGNAGE

Betsch Associates
 DATE: 10-4-05
 PROJECT NO: 0237.04