

#### IV. SIGN REGULATIONS

These sign regulations have been established to assure an outstanding shopping center, in all respects, and for the mutual benefit of all tenants and the Kailua Village community. It is the intent of these sign regulations to permit Tenants the ability to identify their business within the center in a manner that is in harmony with the early 1900 Hawaii architecture style and village theme that prevails in the Kailua Village. Conformance with the sign regulations contained herein and the Ordinances of the County of Hawaii relating to signs for the Kailua Village will be strictly enforced by the Landlord. Any nonconforming or unapproved signs installed by Tenant must be brought into conformance by Tenant, at his expense, as directed by the Landlord.

##### A. General Requirements:

1. Each Tenant shall submit to the Landlord, for review and approval, at least two (2) copies of detailed sign drawings before fabrication. The drawing shall indicate the size, location, type, layout, color, materials, etc. of the proposed sign.
2. All permits for signs and their installation shall be obtained by the Tenant, at his expense.
3. Tenant shall be responsible for the fulfillment of all requirements and specifications for the sign installation.
4. Tenant is permitted one (1) sign on each storefront facing the mall, cross mall or parking lot, as hereinafter defined (parallel sign), and one (1) sign over the mall, hung from the mall soffit, perpendicular to the lease line at the storefront (perpendicular sign), unless otherwise prohibited by Landlord.

##### B. General Specifications:

1. Painted lettering on storefronts, of any type, will not be permitted, except as specified hereinafter.
2. Flashing, moving or audible signs will not be permitted.
3. Pylon or pole signs will not be permitted.
4. All electrical sign installations must comply with local building and electrical codes.
5. No exposed conduit, wiring, tubing, raceways, etc. will be permitted.
6. All boxes, conductors, transformers or other types of equipment shall be concealed.
7. Electrical service for all signs shall be on Tenant's electrical meter.
8. Illumination: Wherever illuminated signs are used, the light intensity, color illumination and the careful screening of the light source shall be considered.
9. Landscaping: Freestanding signs should offer an opportunity for landscaping treatment at their base.

10. Material: The use of materials which are compatible to the village atmosphere of Kailua shall be encouraged. Such materials may include, but shall not necessarily be limited to, wood, stone, canvas, rope, brushed or textured metals, or glass; provided, however, that any sign or display which is predominantly constructed of material with a shiney or slick surface shall not be permitted.
11. Color: The use of natural or earthtone colors that are not gaudy or clashing shall be encouraged, although it is recognized that good contrast is required for sign legibility.

C. Construction Requirements:

1. All exterior signs, bolts, fastenings, clips, etc. shall be hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze. No black iron materials, of any type, will be permitted.
2. All exterior letters or signs exposed to the weather shall be mounted at least 1/8" from the wall line to permit proper dirt and water drainage.
3. Location of all openings for conduit and sleeves in building walls shall be indicated on the sign drawings submitted for review and approval.
4. No manufacturerers' or other labels will be permitted on exposed surfaces of signs, except those required by local ordinance, which shall be applied in an inconspicuous location.
5. All penetrations of the building, required for installation of the sign, shall be sealed, watertight.
6. The sign contractor shall repair any damage to any other work caused by the performance of his work.
7. Tenant shall be fully responsible for the actions and work for the Tenant's sign contractor.

D. Design Requirements:

1. The Tenant shall design his sign in accordance with these sign regulations and in accordance with County requirements, for the review and approval of the Landlord. Imaginative designs are encouraged.
2. All signs shall be confined to the Tenant's storefront area. Signs in other locations shall be as permitted and approved by the Landlord.
3. Landlord reserves the right to disapprove any sign, whether or not such sign conforms to these sign regulations, if in Landlord's sole opinion such sign is not in harmony with the design character of the Center.
4. Parallel Sign
  - a. Sign shall be designed as an integral part of and parallel to the storefront.
  - b. Sign shall be illuminated. Surface-mounted metal sign boxes shall not be permitted.

- c. Plaque-type signs or lettering on storefront fascia shall be substantial in construction and shall have letters, logos and design elements with substantial relief dimensions.
- d. Sign size and letter sizes shall be appropriately scaled to the storefront area. Maximum letter size and symbol shall not exceed 12 inches. If two lines of copy are required, the total height of the two lines shall not exceed 20 inches. The maximum length of any sign, or sign letters, shall not exceed 40% of the store frontage width or 22 feet, whichever is less, but in no case shall a sign be closer than three (3) feet to a common vertical division or wall or divider strip, or a building corner.
- e. Parallel signs may project a maximum of 6 inches beyond the storefront line at a minimum height of 8'0" above the sidewalk.

#### 5. Perpendicular Sign

- a. Sign shall be two-sided and indirectly illuminated.
- b. The sign may incorporate name, logo and related artwork. Clarity and originality in design are encouraged. The sign shall be with substantial detail and construction. Letters, borders and devices shall be dimensional. Painting on flat boards shall not be approved.
- c. The sign shall be mounted 18" from Tenant's storefront over the mall at a minimum height clearance of 8 feet. In no case shall a sign be closer than 3 feet to a common vertical division or wall, divider strip or a building corner.
- d. The maximum size of the sign shall be 8 square feet and the maximum length shall be 4 feet. Maximum letter size and symbol shall not exceed 9 inches. If two lines of copy are required, the total height of the two lines shall not exceed 14 inches.
- e. No perpendicular sign allowed in the vaulted ceiling area.

#### 6. Major Store Sign

- a. A major store is any tenant who leases in excess of 20,000 s.f. of gross leasable area in the center.
- b. A major store is permitted one (1) sign for each storefront or building wall facing the mall, cross mall, parking lot or street.
- c. Sign size and letter size shall be appropriately scaled to the storefront or building wall width. Maximum letter size shall not exceed 27 inches. The maximum length of any sign or sign letters shall not exceed 40% of the storefront or building wall width or 25 feet, whichever is less.
- d. Except as noted in 9.a., 9.b. and 9.c., all other requirements contained herein shall apply to major store signs.

7. Kiosk Sign

- a. Sign may be illuminated.
  - b. Surface-mounted metal sign boxes shall not be permitted.
  - c. The total permitted surface area for a sign shall not exceed 6 square feet. However, the total surface area of all such signs shall not exceed, in aggregate, 12 square feet on its combined frontages. Maximum letter size and symbol shall not exceed 9 inches. If two lines of copy are required, the total height of the two lines shall not exceed 14 lines.
8. Wording of the sign shall contain the name of the store only. No product names, brand names, merchandise description, etc. will be permitted.
9. No advertising placards, banners, pennants, insignias, trademarks or other material shall be affixed against the inside face of display windows or glass doors, including credit card decals. Such advertising placards, credit card decals, etc. shall be mounted so as to be freestanding and set at least 6 inches back of the glass line.

E. Miscellaneous:

1. Tenant will be permitted to place at each entrance to his leased area not more than 144 square inches of decal lettering, not to exceed a letter height of 2 inches, to indicate business hours, emergency telephone numbers, etc., upon approval by the Landlord.
2. Signs on service entrance doors to Tenant spaces will be designed and installed by Tenant, subject to prior approval of Landlord.
3. Address numbers for the leased premises will be installed by the Landlord, to his design.
4. Floor designs, such as terrazzo inserts, matt inserts, etc., will be permitted within the Tenant's recessed entry area, if approved by the Landlord.
5. Sign types recommended are:
  - a. Back-lighted, freestanding letters.
  - b. Carved or sandblasted, with painting accents.
  - c. Metal letters, with neon tubes internal and translucent glass or plastic faces with matte finish.
  - d. Cut-out wood letters of suitable type style.

Other types of signs may be approved by the Landlord upon review of the design type proposed.

6. Directory sign: Directory signs shall be permitted at appropriate building locations. A directory sign shall not exceed 6 feet in height.

7. Shopping center sign: One (1) sign per street or public right-of-way on which the Center has frontage or one (1) sign per vehicular access shall be permitted. Each sign shall not exceed 6 feet in height. Maximum letter size and symbol shall not exceed 9 inches. The lettering and/or symbols shall not be higher than 5-1/2 feet from the finished elevation.