

## **VALLEY WEST SHOPPING CENTER SIGN CRITERIA**

### **A. PURPOSE:**

This Sign Criteria shall regulate the approval, installation, and placement of tenant wall signs within the Valley West Shopping Center to promote the health, safety, aesthetics, and economic and general welfare of the community.

### **B. PROCEDURE FOR SIGN APPROVAL:**

1. All proposed signs shall be reviewed and approved by the Kraus Anderson Realty Company. Contact the Property Management Team at:

Kraus Anderson Realty Company  
501 South 8<sup>th</sup> Street  
Minneapolis, Minnesota 55404  
612-332-7281

2. The tenant or sign consultant shall file with the City one (1) set of plans and specifications clearly showing the sign, or its colors and materials, and its placement on the building elevation, along with a sign permit application form and the required sign permit fee. The City, upon approval of the sign concept, will provide a "Letter of Approval" to the applicant.
3. No tenant sign shall be erected, constructed, altered, rebuilt or relocated until the City has issued a permit.
4. The tenant shall apply for an electrical permit, if the proposed sign has an electrical component, and receive approval prior to commencing installation of the sign.

### **C. GENERAL SPECIFICATIONS**

1. Each tenant is required to identify its premises by a sign on the exterior of the building they are leasing. Landlord may allow tenant not to use exterior signage area or restrict the tenant from having exterior signage.
2. Tenant signs shall be store identity signs only. Copy shall be restricted to the Tenant's proper name and major product or service offered. A logo, shield, coat of arms or other established corporate insignia, which has been customarily displayed or associated with the store name, shall be permitted if approved. Its area shall not exceed the total allowable sign area square footage.
3. Tenants are allocated an area on the exterior fascia of the buildings, as close to the store entrance as layout will allow, to which the tenant may attach a sign. The Landlord shall assign location of signage for the Interior Mall tenants. Any deviations from these criteria must be upon approval of the Landlord and the City of Bloomington.
4. It is intended that the signing of the stores at Valley West Shopping Center shall be developed in an imaginative and varied manner. This Criteria provides the guidelines, which govern the exterior signage and graphics for all tenant spaces. This includes letter fabrication, material, and size requirements.

5. Although previous and current signing practices of the Tenant will be considered, they will not govern signs to be installed at Valley West Shopping Center.
6. The furnishing and installation of a sign and the costs incurred shall be the responsibility of the Tenant. Sign construction and installation is to be completed in compliance with the instructions contained within this Sign Criteria.
7. Approval of store design drawings or working drawings and specifications for Tenant's leased premises does not constitute approval of any sign work for either the Landlord or City. Landlord's written approval of Tenant's sign drawings and specifications are required.

**D. CRITERIA STANDARDS:**

**Allowed Tenant Signs**

The tenant signs for the Valley West Shopping Center shall consist solely of the following:

**1. Exterior Signage Exterior Wall For Bays 5-49 and above the Mall Entrance Doors**

- A. **Internally Illuminated Neon or L.E.D Channel-Type, or as approved by Landlord.**  
Individual letters mounted on a raceway. Sign letters shall not have exposed neon or wiring. Translucent materials shall conceal all light sources. Colored faces and internal colored neon shall be allowed. All electrical feeds and conduit must be contained in the raceway.
- B. **Corporate Identity Logo.**  
Logos, coat of arms, shields, etc. will be permitted if the Landlord approves such logos. In all cases logos, shall not exceed the maximum letter height allowed for tenant. Logo may not exceed 25% of signage area. Illuminated with neon or L.E.D.
- C. **Raceway.**  
Tenant sign must be installed on an externally exposed raceway. The maximum height & depth of the raceway is 5" X 5". The raceway must be the same color as the exterior of the building or the sign band. Three separate colors are in use on the sign band of the Building as follows:

**SYNERGY, Custard #440** - Majority of south & east elevations. Also includes the Corner Mall Entrance Sign Band directly above the Mall Entrance doors.

**SYNERGY, Sandman #3105** - Bays 5-7, 9, 10, 12-27 and 36-39 & Two East Elevation Interior Mall Entrances.

**SYNERGY, Ground Mace #3031** - Bays 31-32.

- D. **Style.**  
The letter style shall not be limited.
- E. **Signage Placement.**  
All signs for the tenants of the above bays shall be placed on the architectural sign band on the exterior fascia of the building. Each bay, except Bays # 12-27, 33-35 and 36-39 has been assigned a specific designated sign location that is 36 inches high and 80

percent of the bay width and is shown on the attached Elevation Sheets SC-3, SC-4 and SC-6.

Signage must be centered between the top and bottom of the sign band area or the eyebrow feature if present. (Centered in the middle of the open area of the stucco design). In most cases this will line up with the middle of the second from the top stucco panel. See diagram on Elevation Sheet SC-9. The sign components may be stacked within the designated sign location.

If a tenant occupies two (2) or more of the designated bays, the tenant may, with written approval of the Landlord, combine the horizontal designated length for those bays.

Bays # 12-27, 33-35 and 36-39 have been assigned a designated sign location that is 48 inches high.

**F. Tenant Sign Area.**

Each tenant of the above bays has been assigned a maximum amount of sign area in a specific location that is shown on the east, south and west building elevations as shown on Elevation Sheets, SC-3, SC-4 and SC-6. The area of a tenant sign and/or logo shall be computed in accordance with the regulations of Section 19.107 of the City Code. If a tenant occupies two (2) or more designated signage areas, a tenant may, with the written approval of the Landlord, combine the assigned sign area for those bays.

**G. Sign Design.**

1. The maximum height of any upper or lower case letter is 30 inches except for Bays # 12-27, 33-35 and 36-39, where the maximum height on any letter is 48 inches.
2. If upper and lower or only lower case letters are used, the maximum height from top of an ascender to the bottom of a descender shall not exceed 36 inches except for Bays # 12-27, 33-35 and 36-39, which shall be 48 inches.
3. Multiple lines of copy may be used. If two or more lines of copy are used, the maximum height from top to bottom of the total copy and including the space(s) between lines shall not exceed 36 inches.
4. The minimum letter height is 10 inches and the maximum letter depth is 5 inches.
5. The sign face, returns, and trim color shall be limited to approval by the Landlord to assure that all signs are uniform with the colors of the exterior fascia and architectural building details.

**2. Main Door Signs.**

Main Door signage size not to exceed four (4) square feet, consisting solely of name and hours.

**3. Window Signs.**

Window signage must comply with the City Code and be pre-approved by Landlord.

4. **Rear Service Entry I. D.**

1. Tenant graphics at the rear service entry shall include address numerals and Tenant proper name only.
2. Sign shall be displayed on the rear entrance door of the store. Centered on door at 60" above bottom of the door.
3. Graphics shall be 3M pressure sensitive vinyl. Color to be #3680-20 matte white, heat removable, first surface application. (Verify 70% contrast of color prior to applying letters.)
4. The building standard letter style is Helvetica Medium, Upper & Lower Case.

This applies to all graphics in this area.  
Logos are not allowed on these signs.

5. **Prohibited Signs**

The following types of signs or sign components shall be prohibited:

1. Signs employing ballast boxes.
2. Moving or rotating signs.
3. Signs employing moving or flashing lights.
4. Signs, letters, symbols or identification of any nature painted directly on surfaces exterior to the premises.
5. Signs employing unedged or uncapped plastic letters or letters with no returns or exposed fastenings.
6. Free standing signs not allowed by City Code.
7. Rooftop signs.
8. Signs employing noise making devices and components.
9. Signs exhibiting the names, stamps or decals of the sign manufacturer or installer, unless required by law.
10. Cloth, wood, paper or cardboard signs, stickers, non-illuminated signs. Decals or painted signs around or on exterior surfaces (door and/or windows) of the premises, unless previously approved by the Landlord.
11. Signs that are prohibited by applicable governmental rules and regulations.
12. Signs of box or cabinet type.
13. Signs advertising "sales" or "clearances" on or around the interior storefront or exterior glass mall windows.
14. Portable signs and inflatable advertising devices.

6. **CUB FOODS Exterior Signage**

Cub Foods shall be provided five signage areas as shown on the Elevation drawings on pages SC-1 & SC-2. In addition, signage details are attached. All of the signs shall be on raceways with the exception of the large "CUB FOODS" sign (326 square feet).

7. **Bay 49 Exterior Signage**

Bay 49 shall be allowed a total of 105 square feet of exterior tenant signage on the east elevation. Placement to be determined upon signage approval request for future tenant or tenants for the Bay 49.

8. **Pylon Signage**

The pylon sign tenant panels will be available per Landlords distribution and must be approved by Landlord. Panels are the expense of the tenant.

9. **Drive-thru Signage**

The Drive-thru signage must comply with the City of Bloomington Code's and be approved by the Landlord.

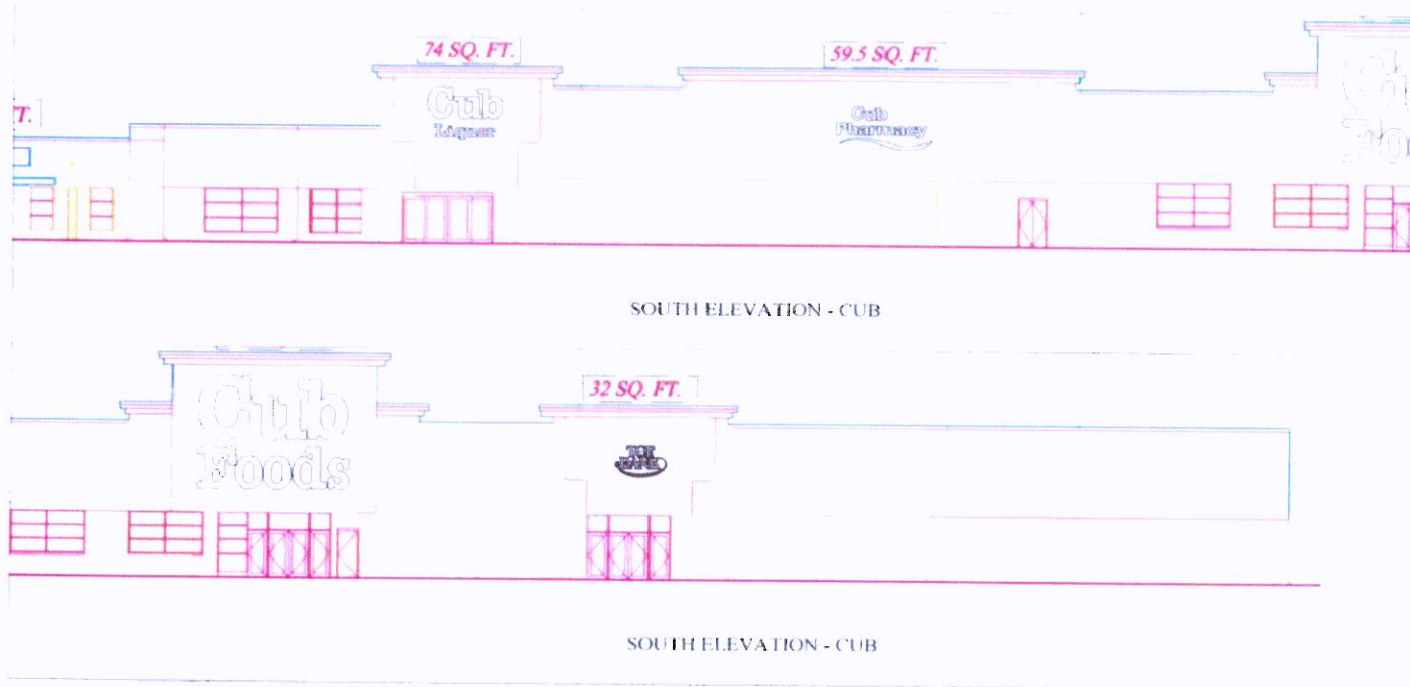


KEY PLAN



VALLEY WEST MALL, BLOOMINGTON MN  
 SEPTEMBER 8, 2008

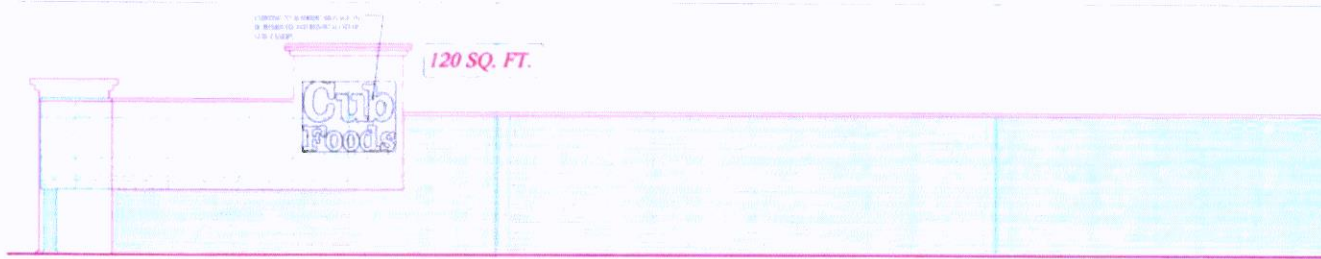




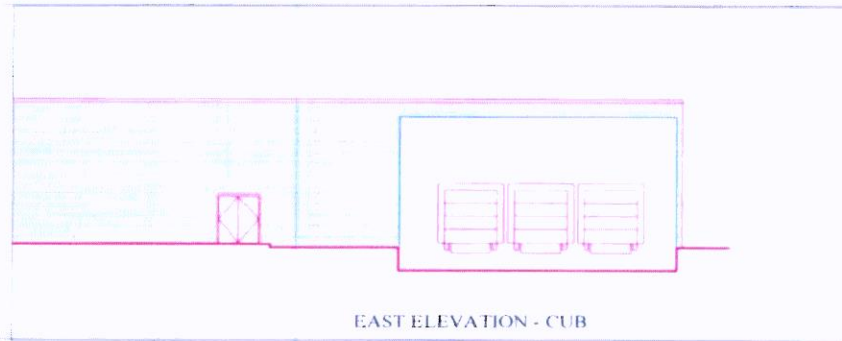
VALLEY WEST MALL, BLOOMINGTON MN  
SEPTEMBER 8, 2008



SC-1



EAST ELEVATION - CUB



EAST ELEVATION - CUB

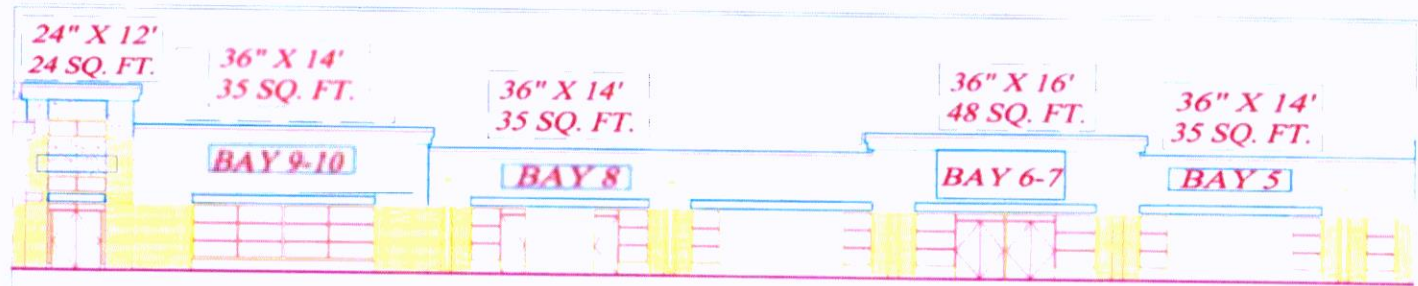


VALLEY WEST MALL, BLOOMINGTON MN  
SEPTEMBER 8, 2008

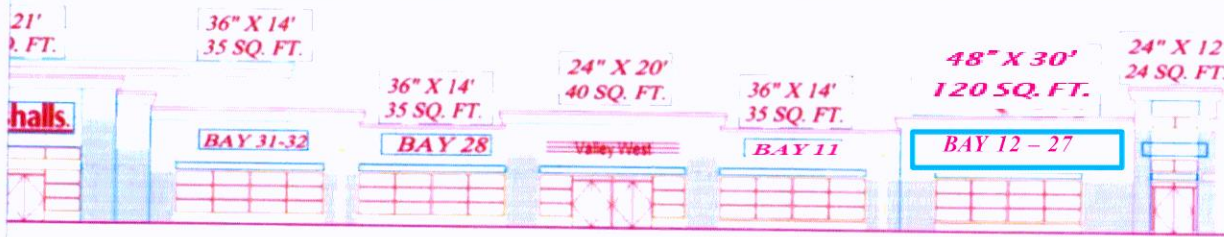


SC-2





SOUTH ELEVATION - BAY 5 TO 10 w MALL DIRECTORY

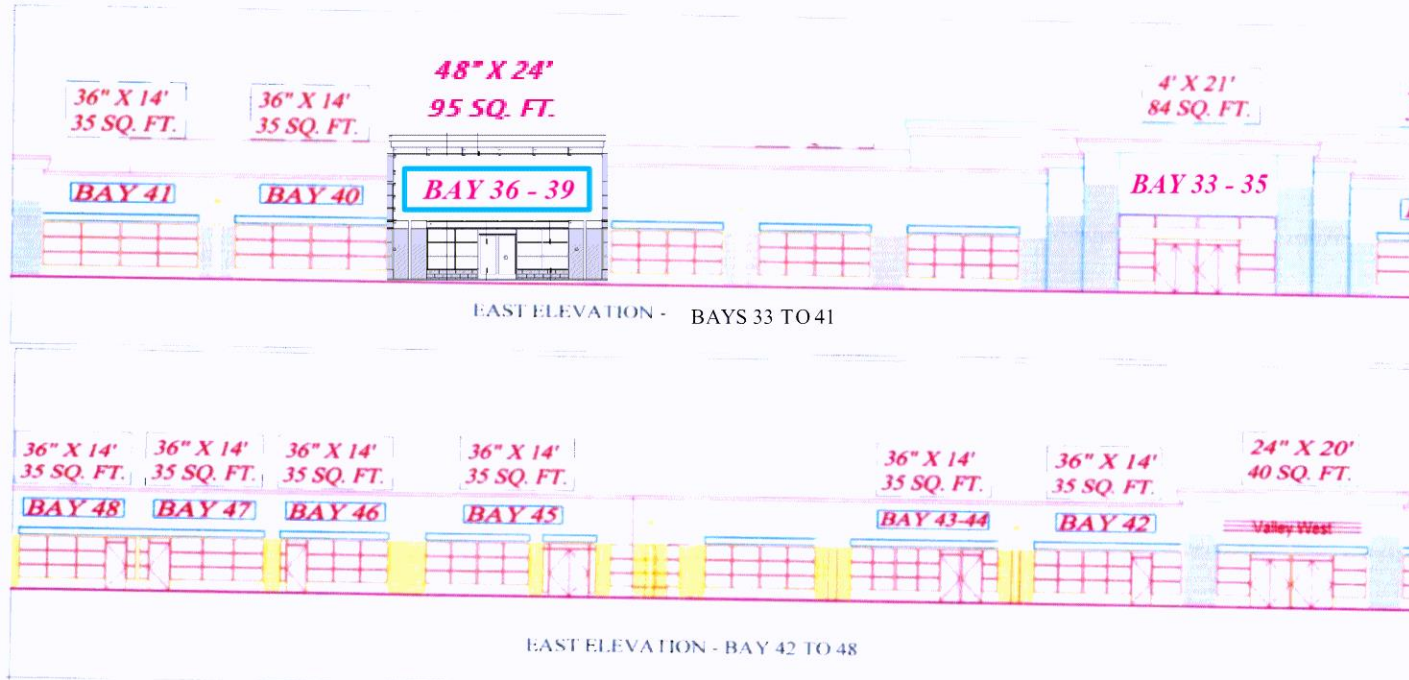


EAST ELEVATION - MALL DIRECTORY w BAY 11 TO 32



VALLEY WEST MALL, BLOOMINGTON MN  
 SEPTEMBER 8, 2008



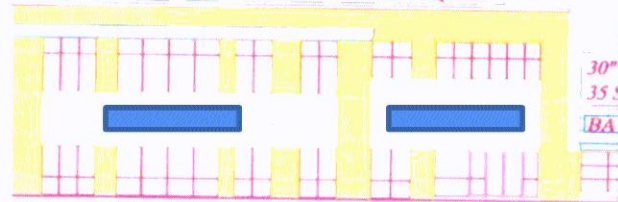


VALLEY WEST MALL, BLOOMINGTON MN  
SEPTEMBER 8, 2008



SC-4

Bay 49 TBD at a Future Date. Allocated 105 SQ. FT.



EAST ELEVATION - BAYS 49

BAY 49A - 50 SQ FT

BAY 49B - 87.5 SQ FT

BAY 49C - 87.5 SQ FT



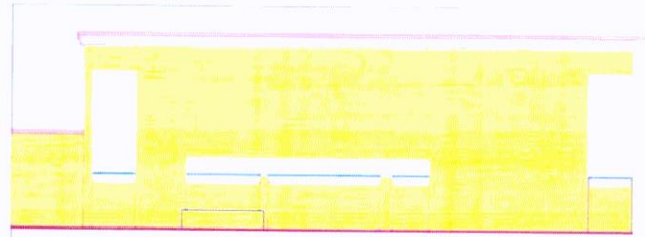
SOUTH ELEVATION - BAYS 49



VALLEY WEST MALL, BLOOMINGTON MN  
 SEPTEMBER 8, 2008



SC-5



WEST ELEVATION - BAYS 49



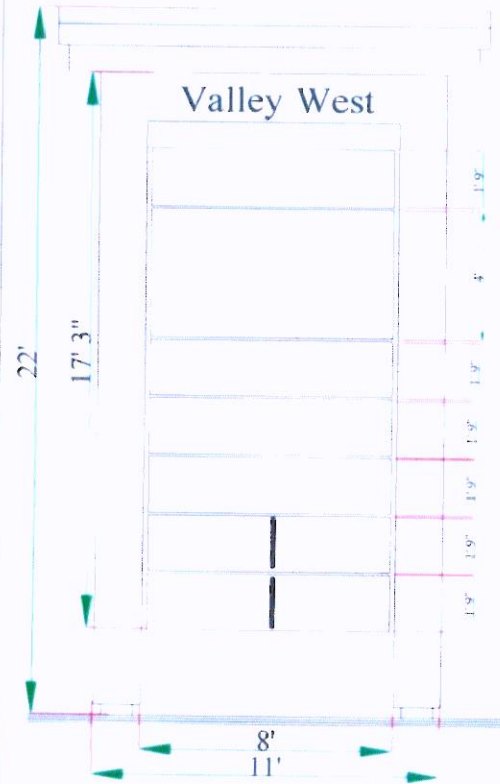
WEST ELEVATION - BAYS 19, 29, 30A & 30B



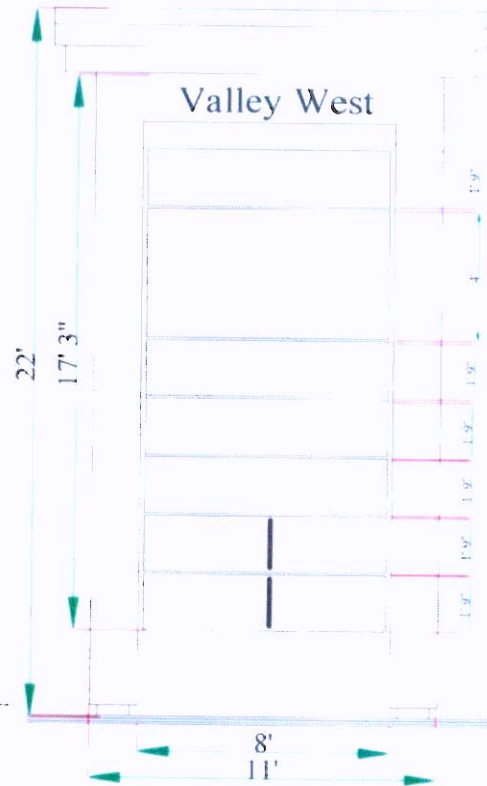
VALLEY WEST MALL, BLOOMINGTON MN  
SEPTEMBER 8, 2008



SC-6



OLD SHAKOPEE ROAD  
PYLON SIGN A



FRANCE AVENUE  
PYLON SIGN B



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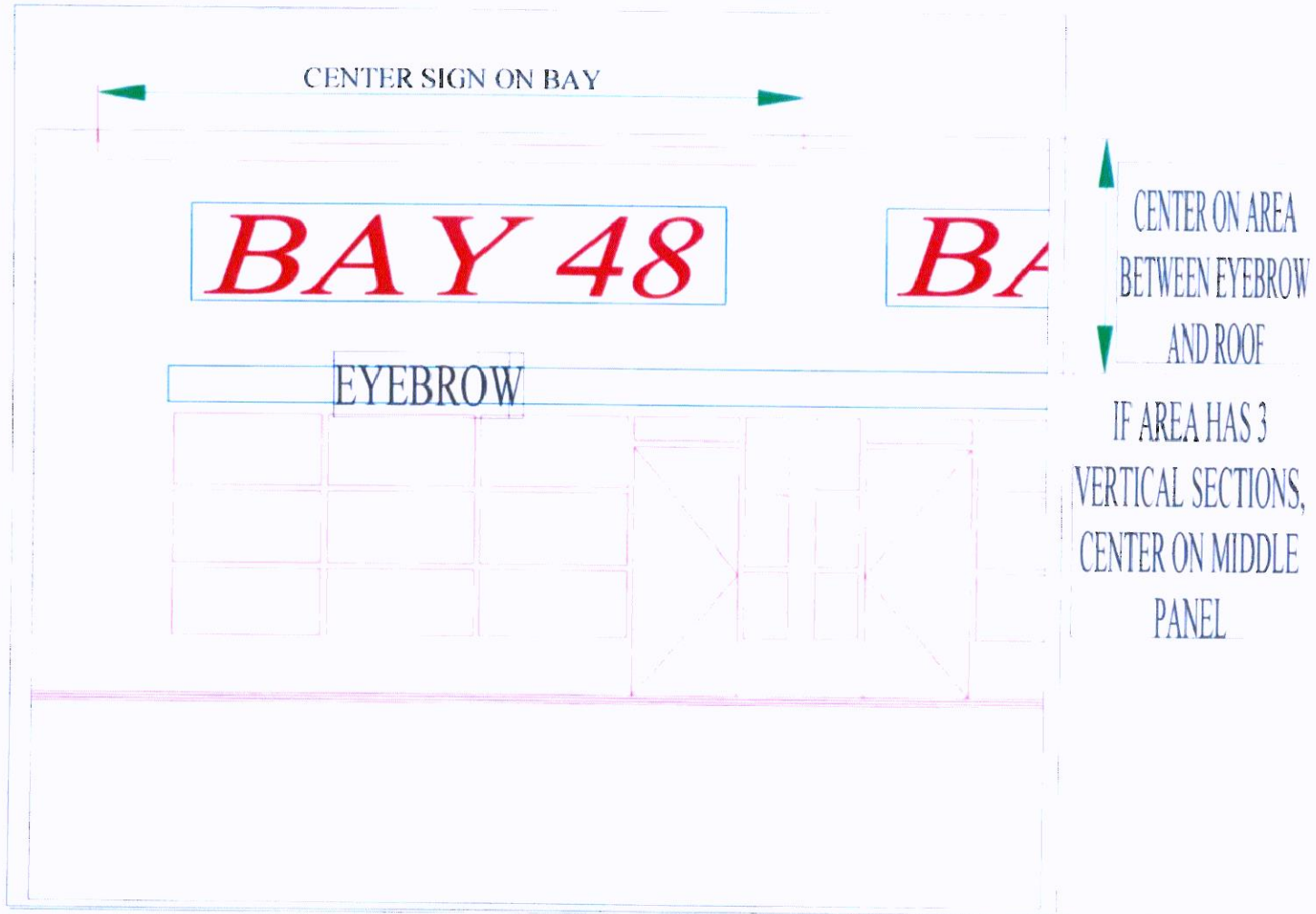
CORNER DIRECTORY SIGNAGE PLACEMENT



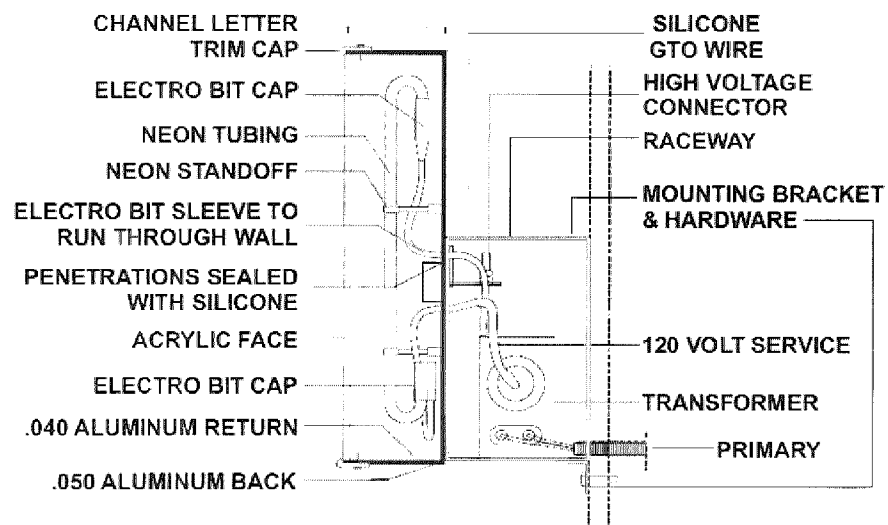
VALLEY WEST MALL, BLOOMINGTON MN  
SEPTEMBER 8, 2008



SC-8



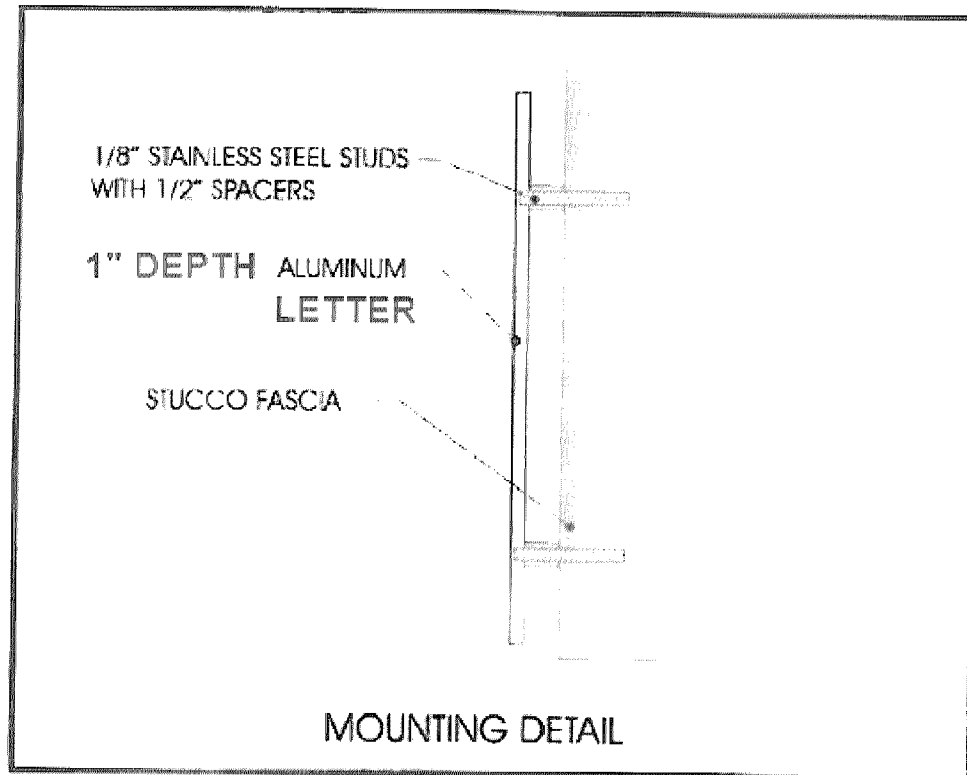
## **TYPICAL RACEWAY MOUNT CHANNEL LETTER SECTION DETAIL**



**SC-9**



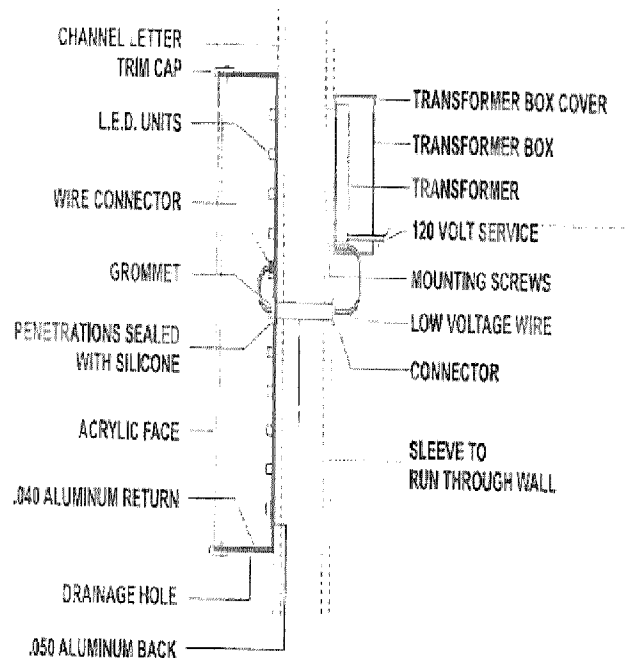
**INTERIOR MALL TENANT "MALL DIRECTORY"**  
**ALUMINUM LETTER MOUNTING DETAIL**



**SC-10**

**INDIVIDUAL LIGHTED LETTER MOUNTING DETAIL**  
**WITHOUT RACEWAY – CUB FOODS ONLY**

**TYPICAL L.E.D. FLUSH MOUNT  
CHANNEL LETTER SECTION DETAIL**



**ALL PENETRATIONS FOR FASTENERS &  
ELECTRICAL MUST BE IN MORTAR JOINTS ONLY.**

**SC-11**