

West 45th Business Center, LLC
West 45th Development, LLC

SIGNAGE GUIDELINES

Portable/changeable copy mobile signs

1. Portable signs must be leased only from Scott's Signs; contact number is 701.318.4000; Fax is 701.281.0264, or email Scott at scottssignsinc@yahoo.com. Scott's Signs is an approved vendor and all others need to be approved in advance.
2. Only two colors of letters/numbers to be used, florescent pink and/or florescent yellow. They can also produce business logos.
3. Lessor must **pre approve** the copy before Scott's Signs is contacted. Request must be presented to Lessor 15 calendar days prior to planned placement of sign. A \$45.00 charge is due and payable to Landlord upon sign request. To request pre-approval, go to <http://www.roers.com/ppm/portablesign.html>.
4. Sign cannot be in place more than 30 consecutive days.
5. Each Lessee can lease a sign and place on property a maximum of 3 times in a 12-month period.
6. Can reserve a 30-day period up to 12 months in advance.
7. Cannot reserve the same 30 days, within a 24-month period, unless no other Lessee has requested those particular days in advance.
8. Only **two** signs at property at any one time.
9. All grand openings must have the words "grand opening" or similar and must be put in service within 120 days of opening doors for business to the general public. Only one grand opening is permitted.
10. Conditions listed above subject to change at Landlord's discretion.
11. Conditions listed above subject to change as required by City of Fargo.

Building Signage

1. Channel or canned letters mounted on a color match raceway. (Raceway color will be paint product PPG NA208400-sheen to be flat. (PMS 7529-C) Maximum letter height is 42 inches; minimum is 24 inches, with raceway height and depth to be no more than 8 inches square.
2. Raceway requires continuous horizontal mounting flange (.080 or better) on both top and bottom. All fasteners penetrating building must follow through the building and bolted to the building with backing on the inside. Fastener heads to be painted same color as raceway.
3. All transformers must be 60 milliamp unless red neon or clear blue is used, then 30 amp is acceptable.
4. Style of lettering is open to be pre-approved by Lessor.
5. Color of lettering face is open to be pre-approved by Lessor.
6. All signage to be lit and operational from dusk to dawn 7 days a week.
7. Written request for building signage installation will include dimensions, style, color, and layout of signage as it relates to the leased space along with cross section including installation specifications and shop drawings.
8. All signage must have written approval from Lessor prior to installation.

Monument Signage: None Available

Glass door signage

1. All signage copy requires pre-approval from Lessor.
2. All lettering must be installed on the inside of the glass-2nd surface.

3. All lettering installed 48 to 66 inches from finished floor. One door section only. Text will only indicate business name, credit card acceptance and hours of operation. No other signage allowed on the business entrance door(s).

Stationary glass signage and/or banner installation

1. All signage copy and banner / advertisements require pre-approval from Lessor.
2. All lettering must be installed on the inside of the glass-2nd surface.
3. All lettering installed 48 to 66 inches from finished floor.
4. Banner / advertisements may not cover more than 25% of total store front glass.
5. Painted lettering, on the store front glass or glass doors, is not allowed.

Exterior Service Door: None Available.

Common corridor or service hall

1. Each door from the corridor will be labeled with business name and may include text such as, designated employee entrance, private door only, deliveries only, or similar, and this signage will be installed by Lessor and billed to Lessee for reimbursement.

General Restrictions

- No flashing, moving, or audible signs, to include time and or temperature signs.
- No signs employing exposed raceways, exposed neon tubes, exposed ballast boxes, exposed electrical connections, or exposed transformers.

Landlord reserves the right to entertain and approve any variances, presented by Tenant, from the above listed criteria. The above information represents general guidelines only. Please refer to the lease agreement for specific criteria.

Attachment: Exterior signage fabrication and installation criteria.

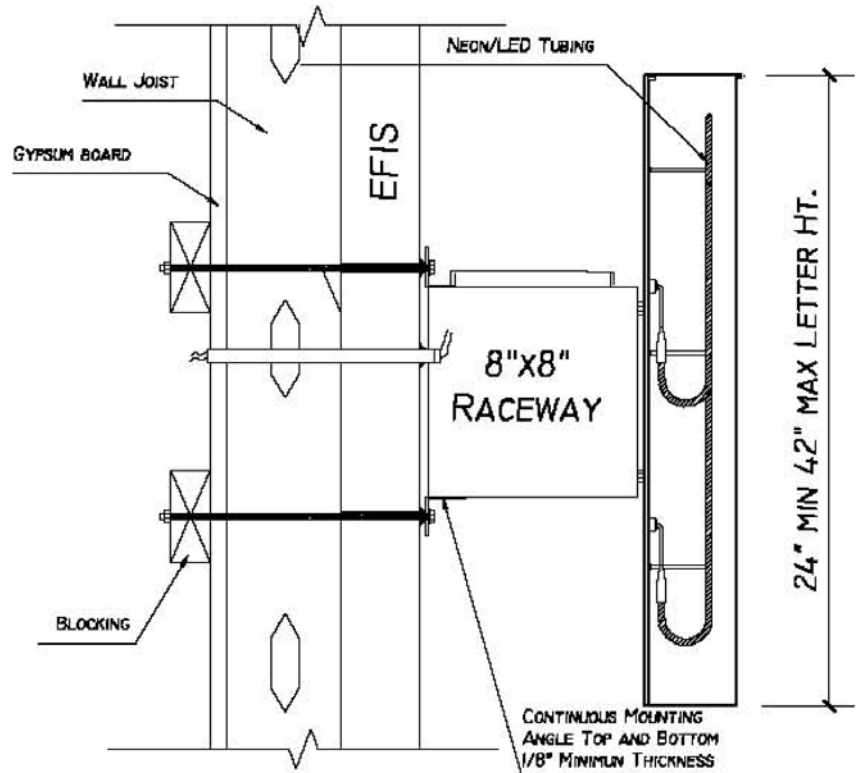
TENANT SIGNAGE GUIDELINES FOR:

JPR INVESTMENTS LLC, #7, 8, 9, 11, 13
 13TH AVE PLAZA EAST, LLC
 WEST 45TH BUSINESS CENTER, LLC
 WEST 45TH DEVELOPMENT, LLC

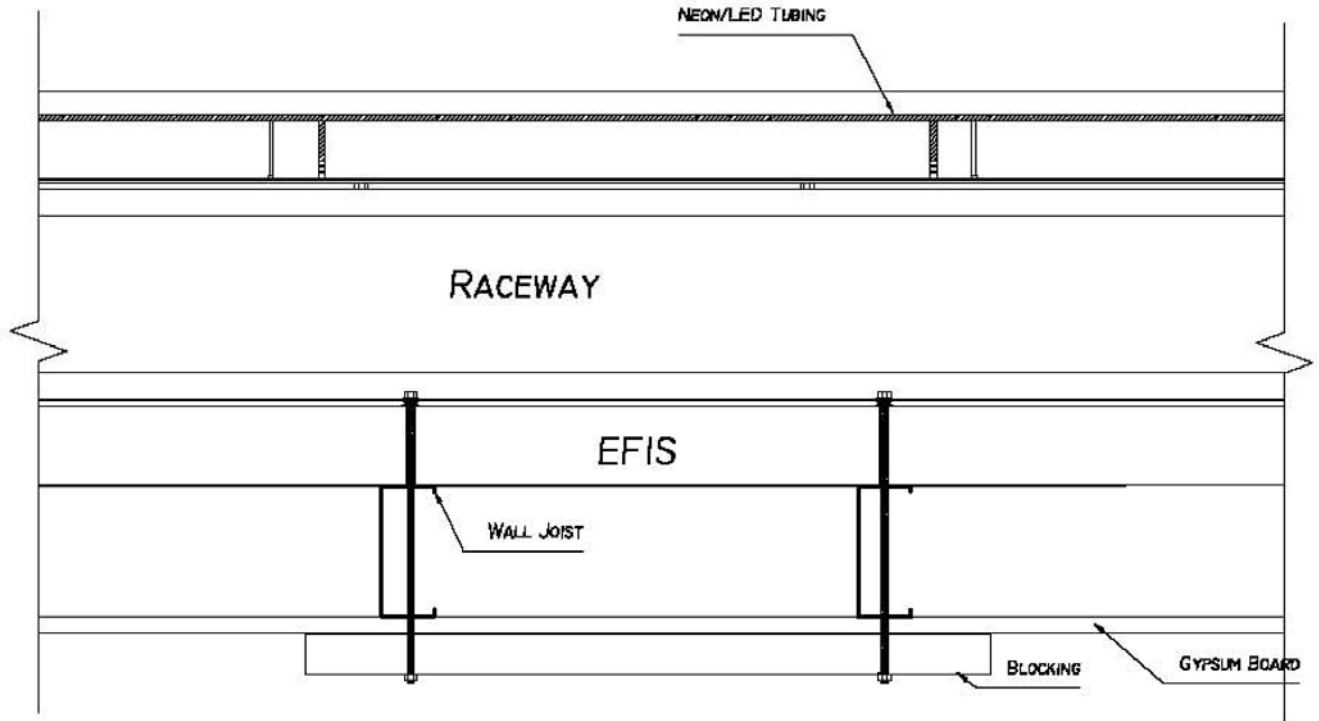


NOTES:

1. SEAL ALL PENETRATIONS IN WALL
2. ALL BOLT HEADS PAINTED TO MATCH RACEWAY



1 SECTION CUT
 SCALE 1 1/2" - 1'-0"



2 PLAN VIEW
 SCALE 1 1/2" - 1'-0"