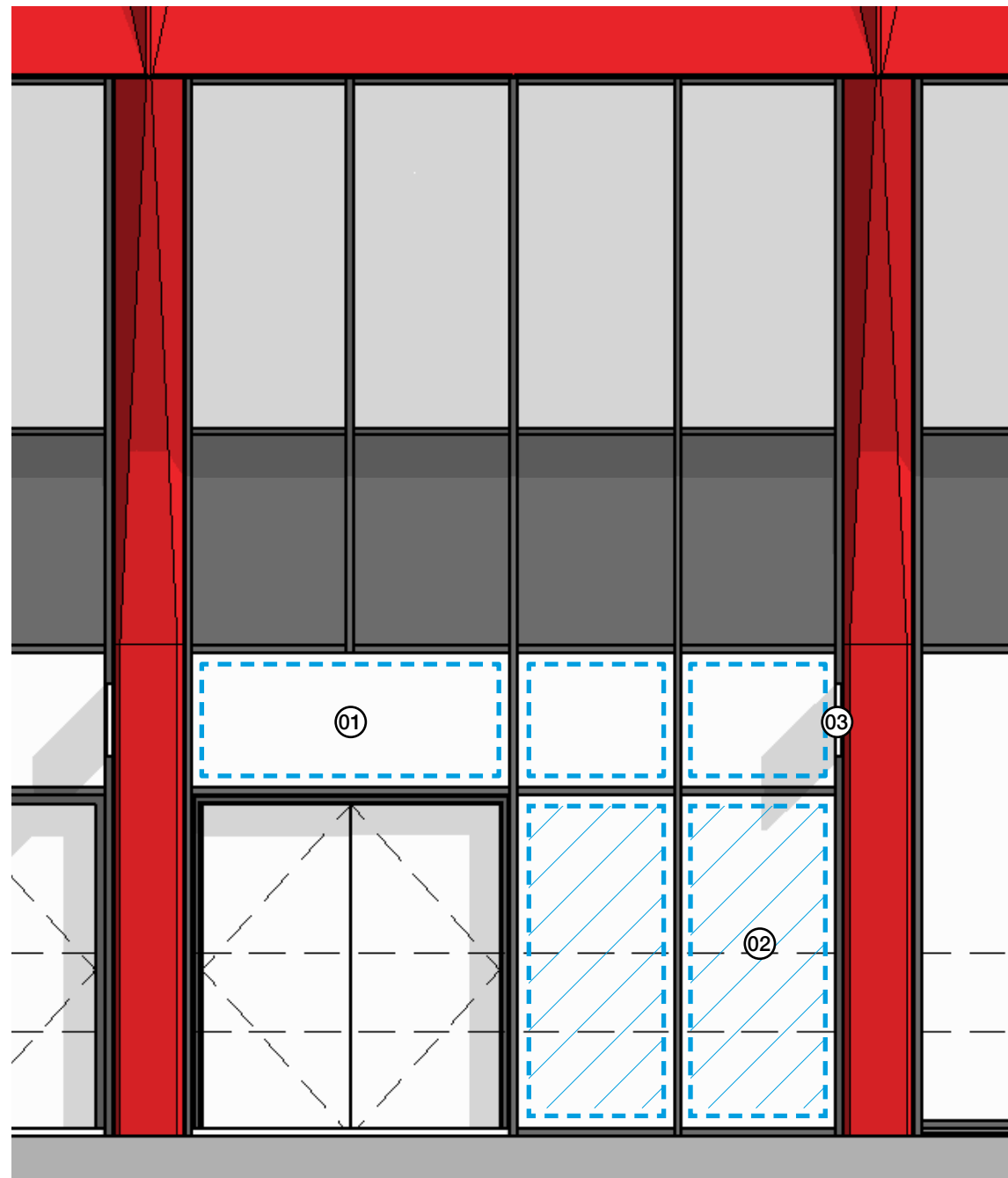


4.0 SHOPFRONT CRITERIA

Building 4 - Unit F

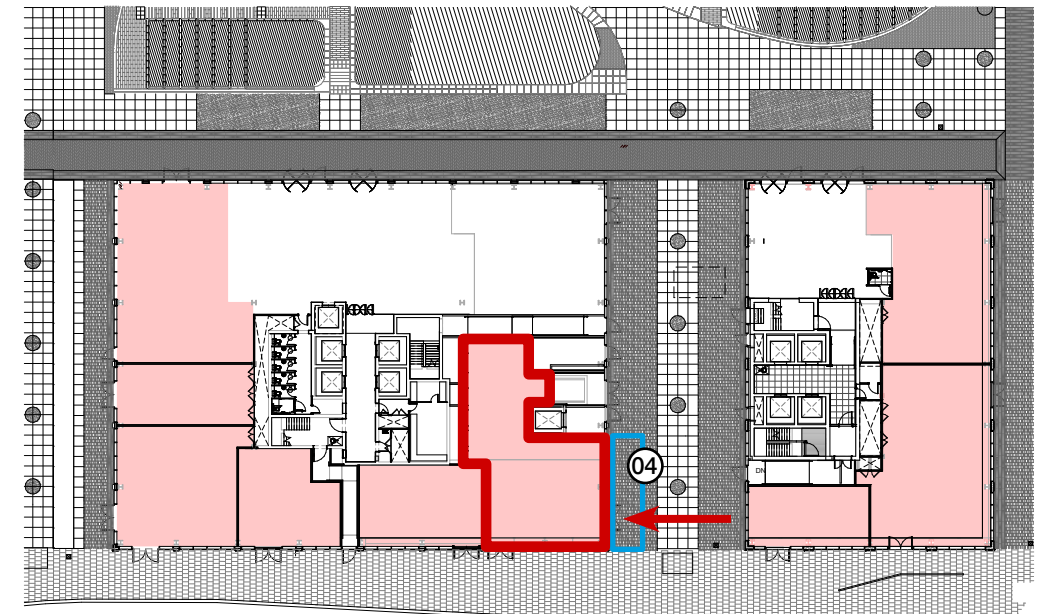
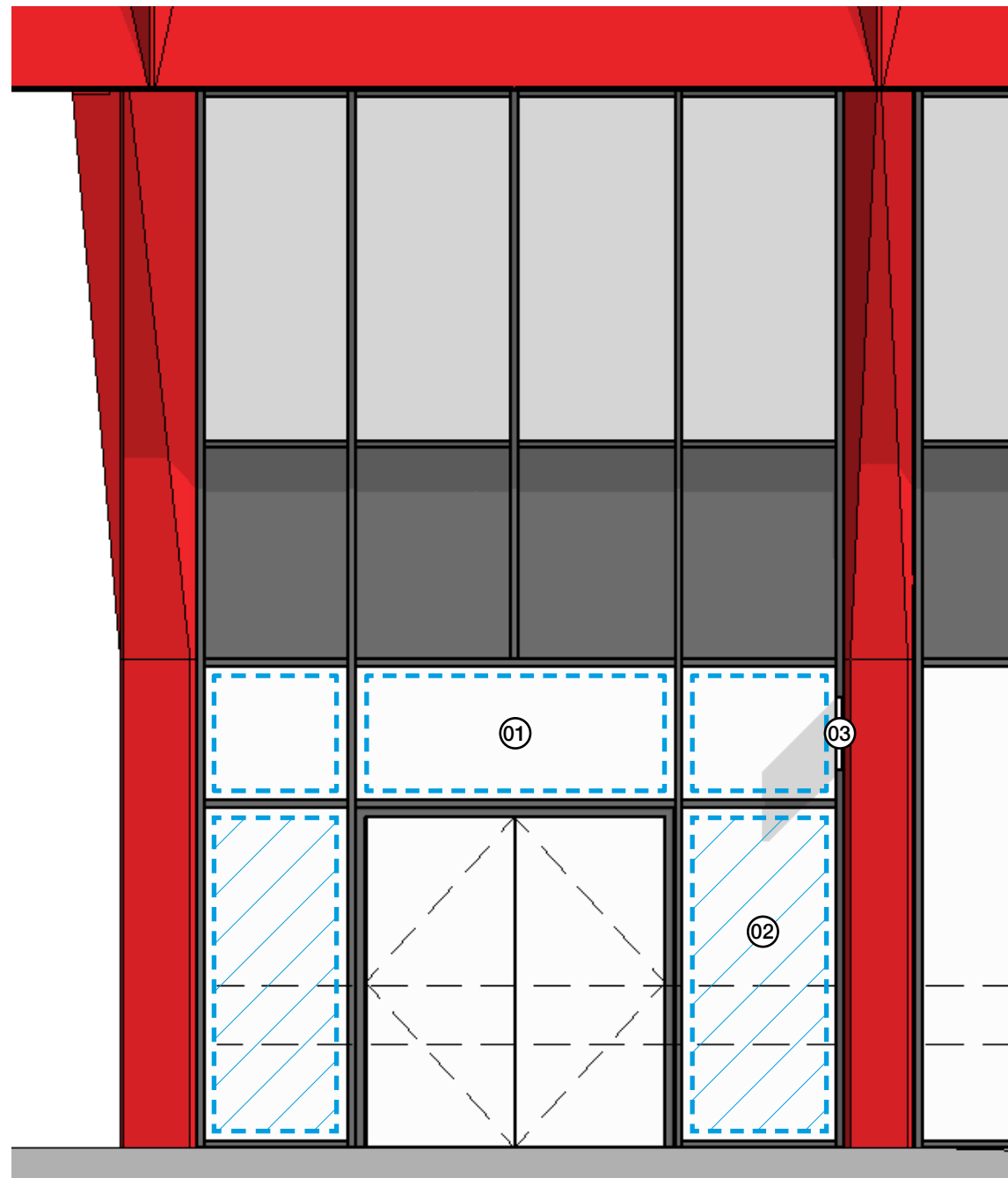


- ① Primary signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage
- ④ External Area

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

4.0 SHOPFRONT CRITERIA

Building 4 - Unit F

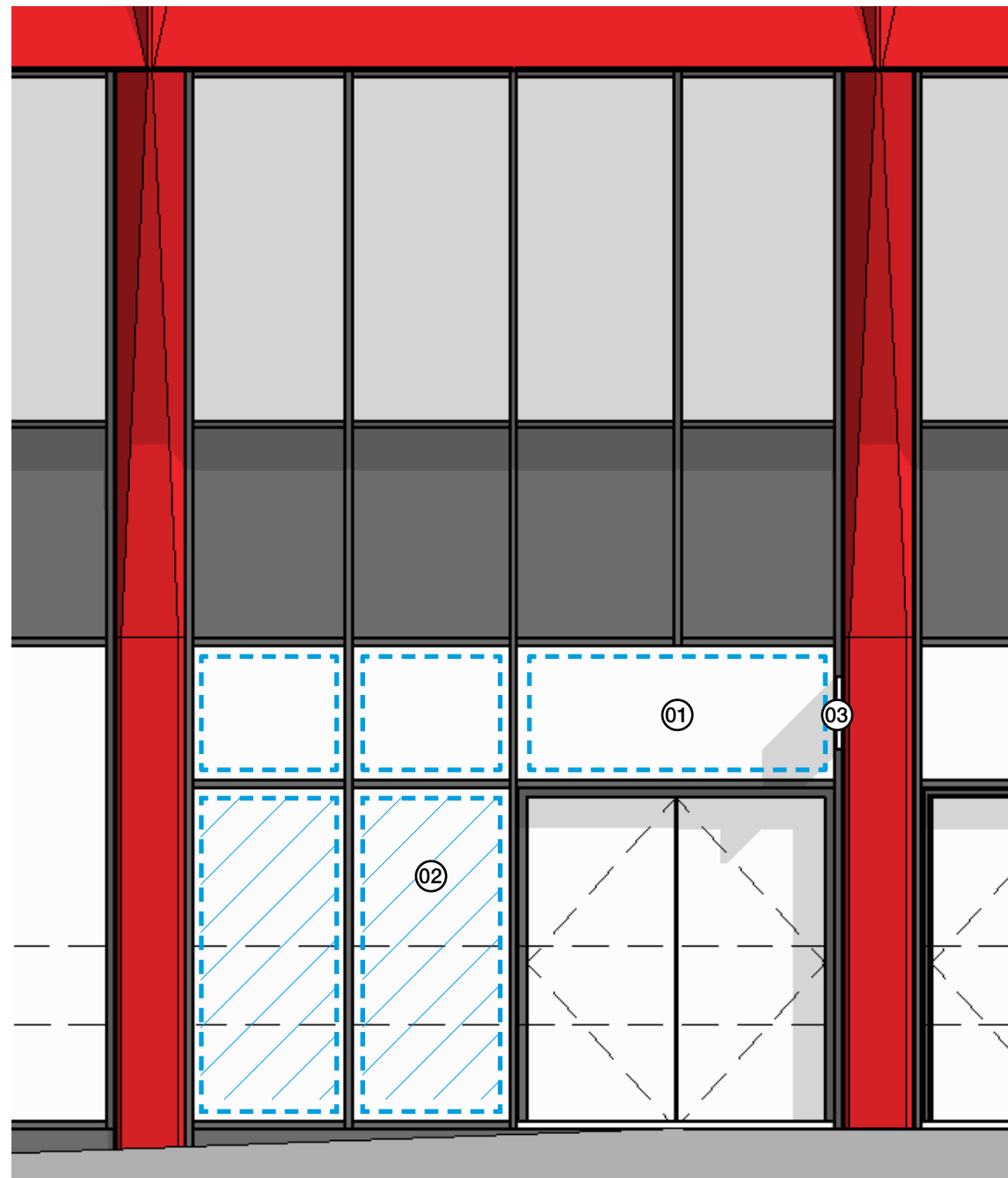


- ① Primary signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage
- ④ External Area

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

4.0 SHOPFRONT CRITERIA

Building 4 - Unit E

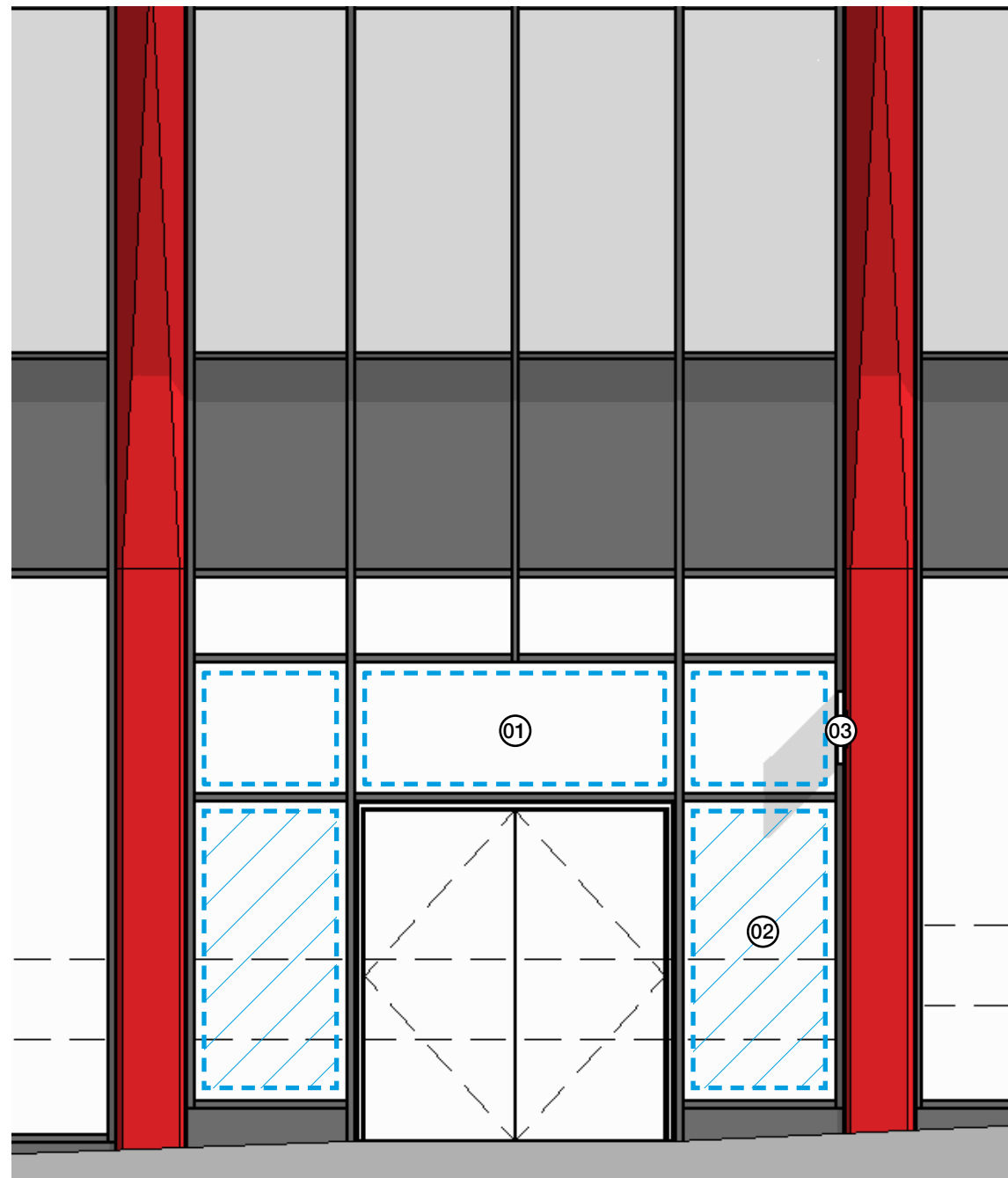


- ① Glazing signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

4.0 SHOPFRONT CRITERIA

Building 4 - Unit D

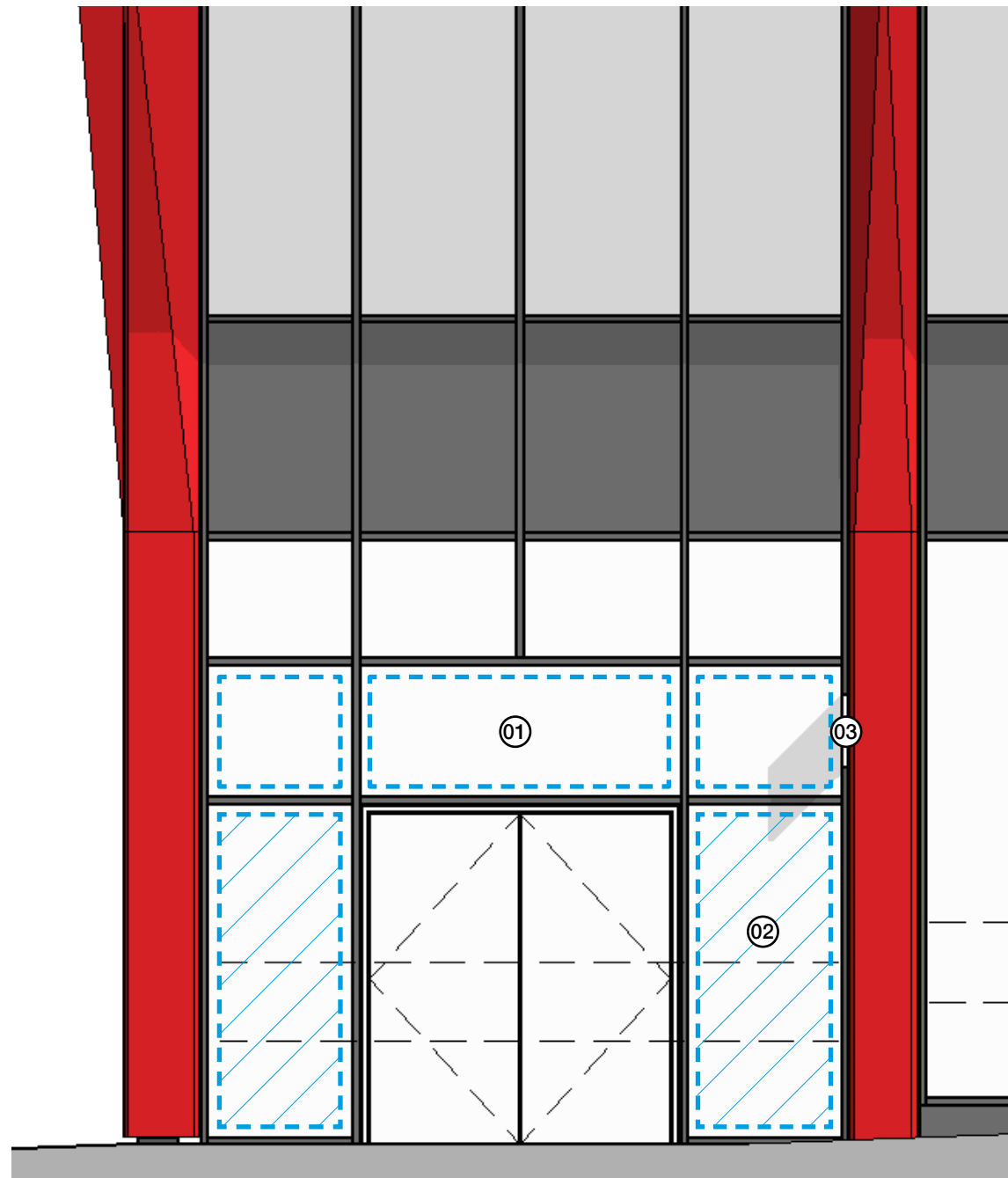


- ① Glazing signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

4.0 SHOPFRONT CRITERIA

Building 4 - Unit C

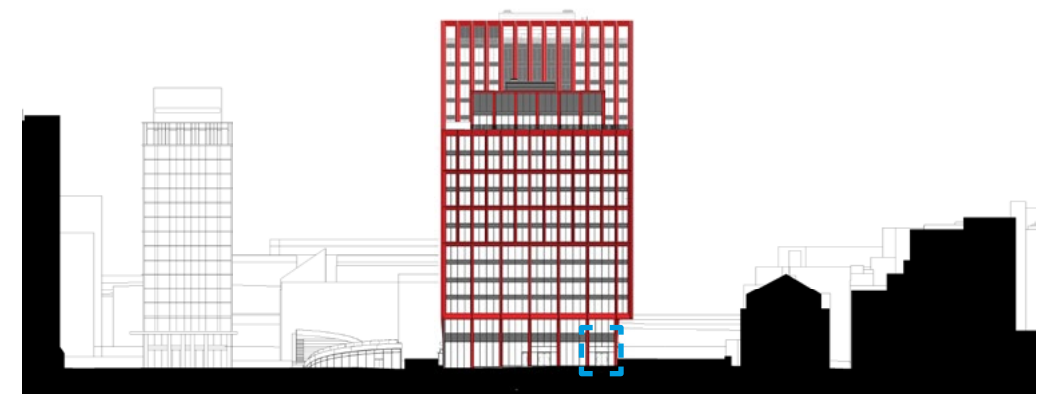
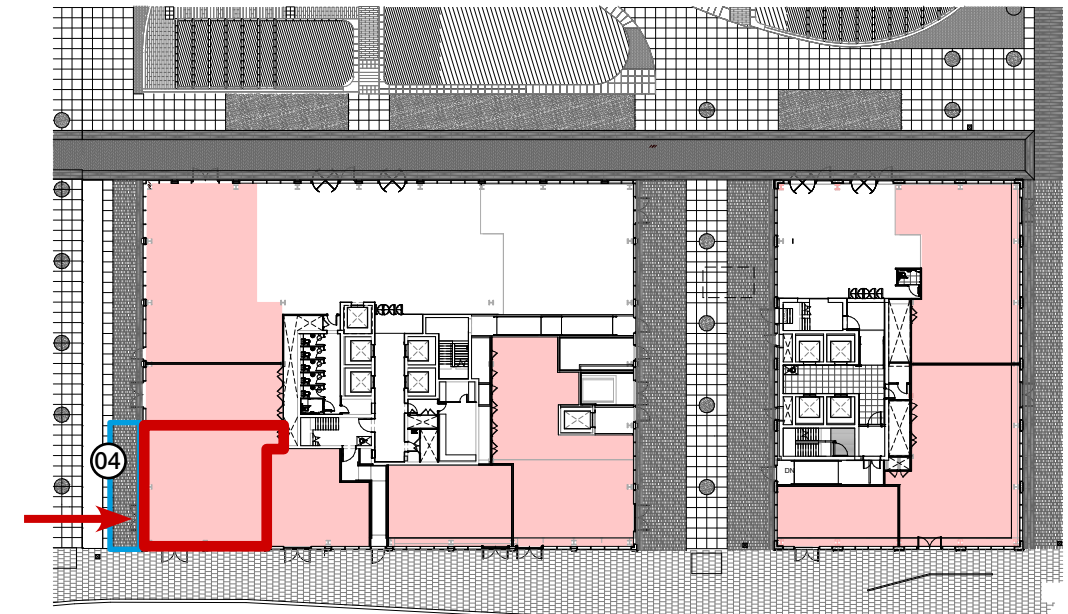
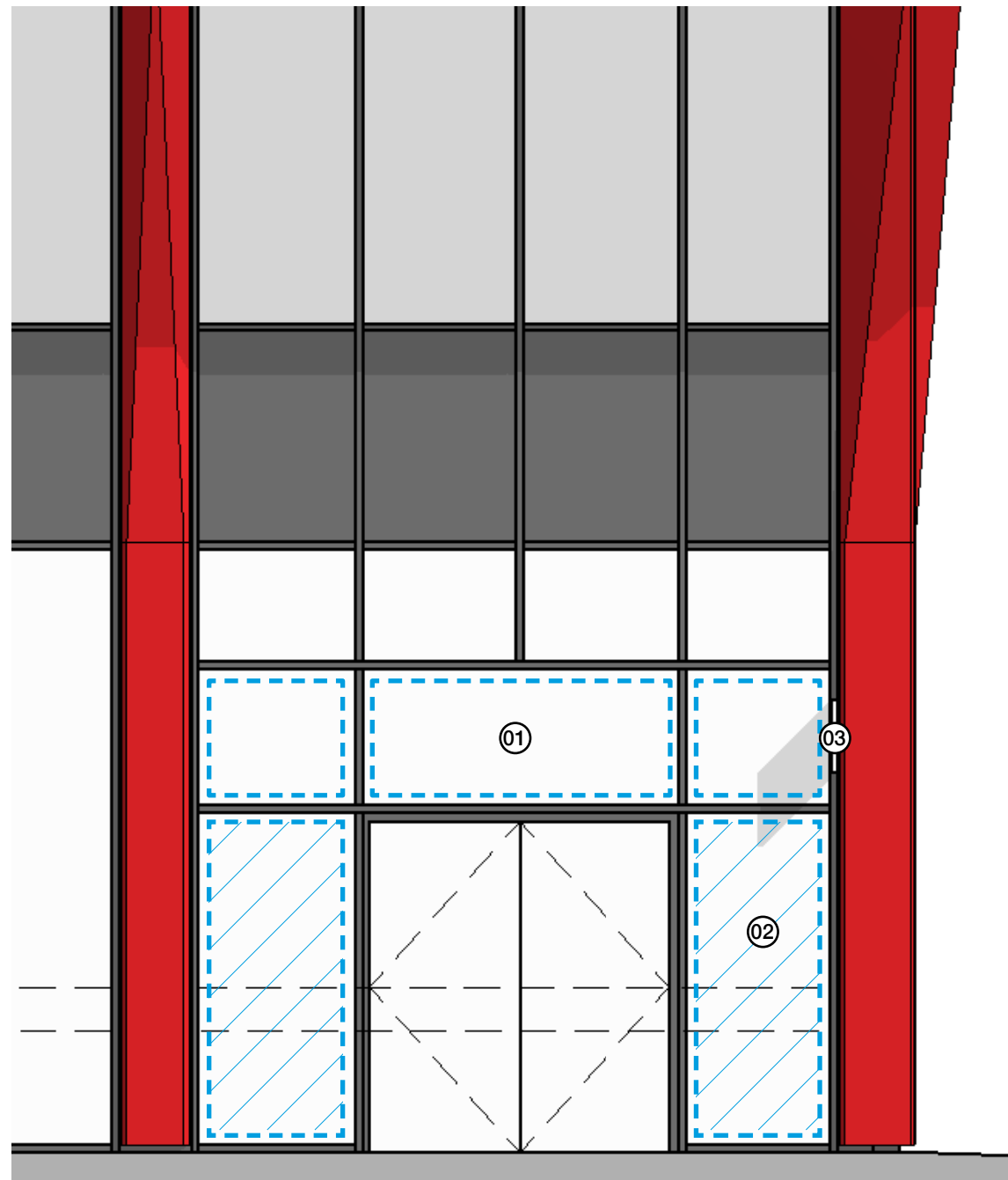


- ① Primary signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage
- ④ External Area

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

4.0 SHOPFRONT CRITERIA

Building 4 - Unit C



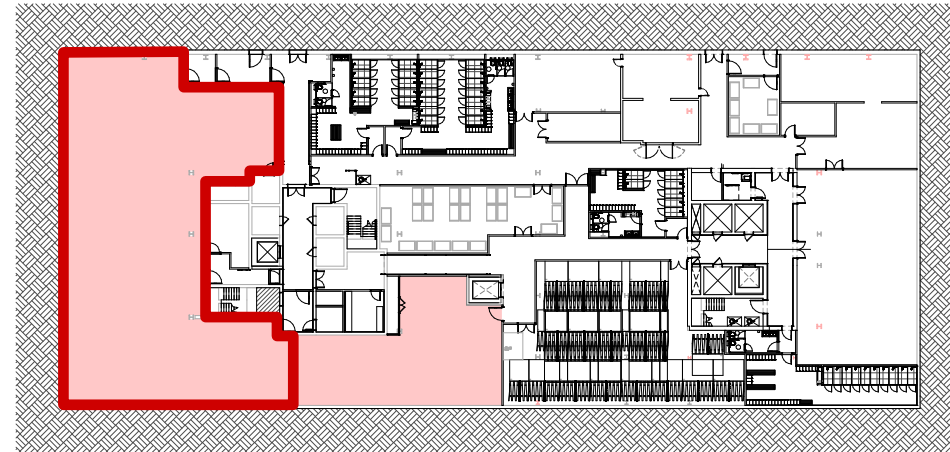
- ① Primary signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage
- ④ External Area

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

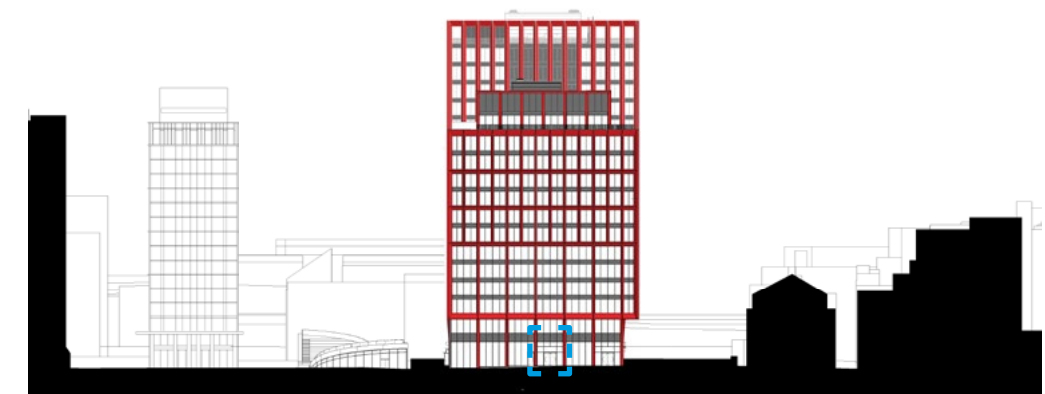
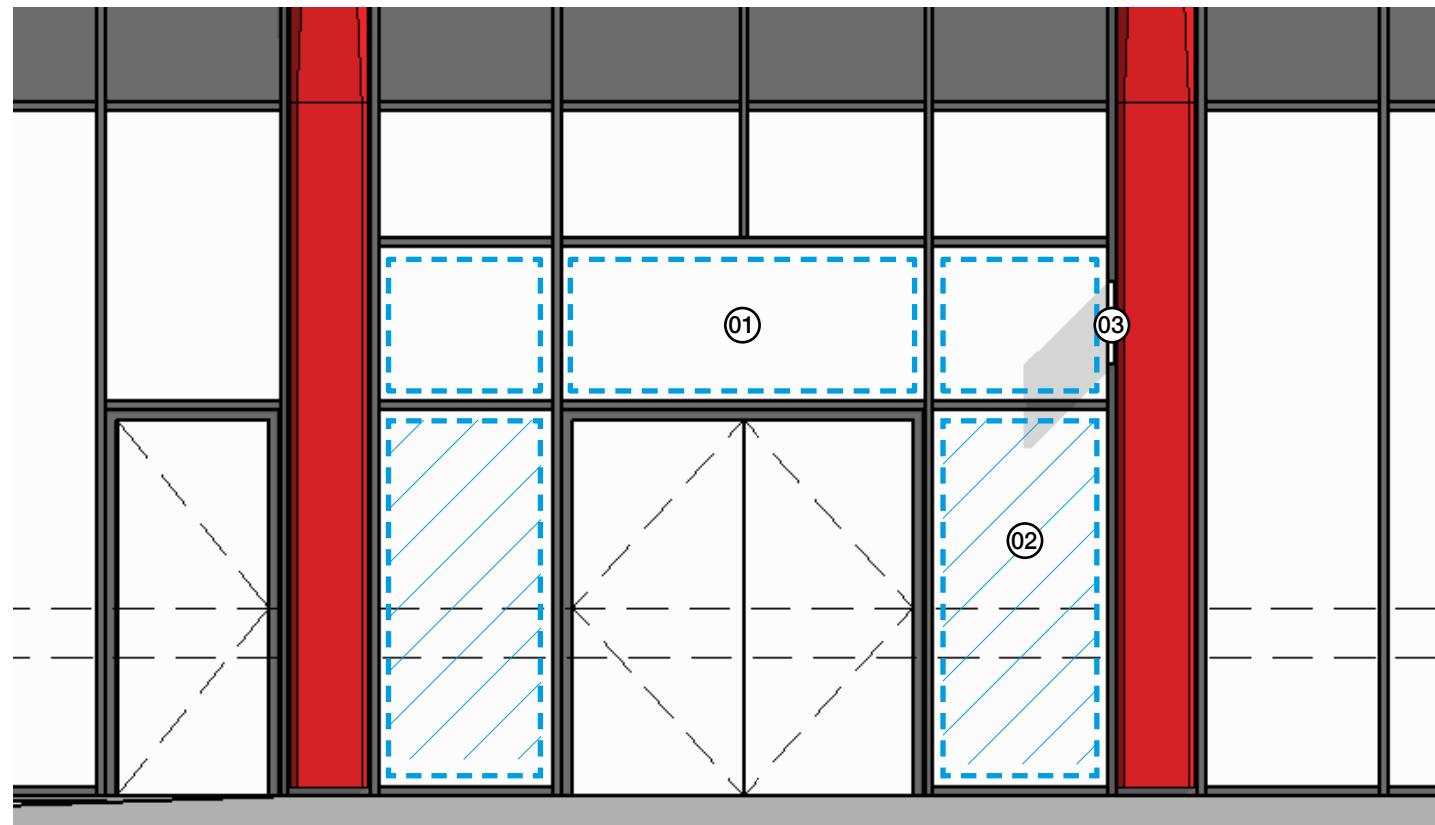
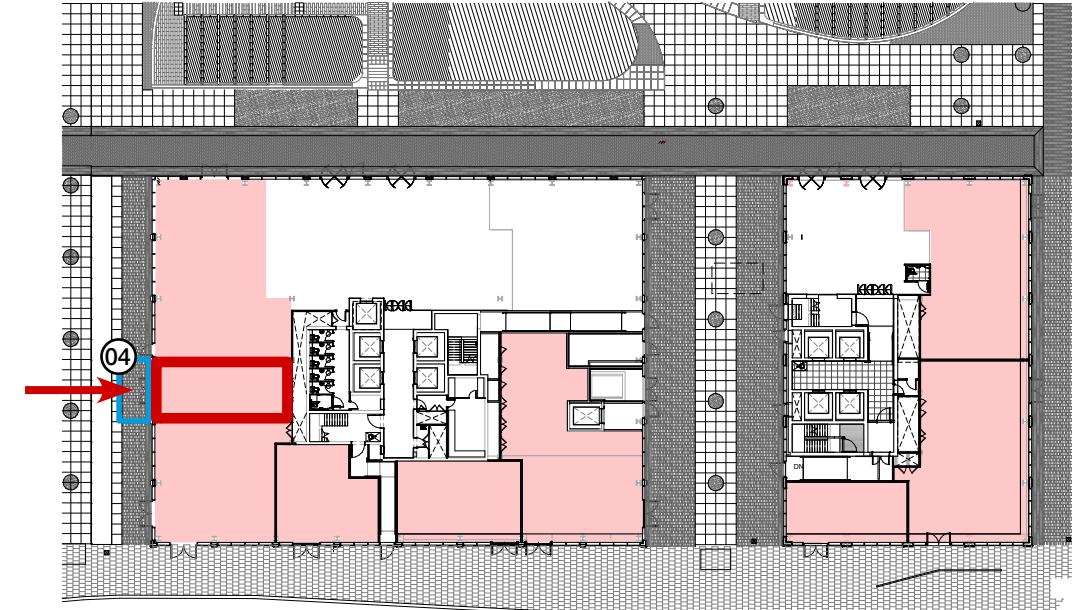
4.0 SHOPFRONT CRITERIA

Building 4 - Unit B

Basement Level:



Ground Level:



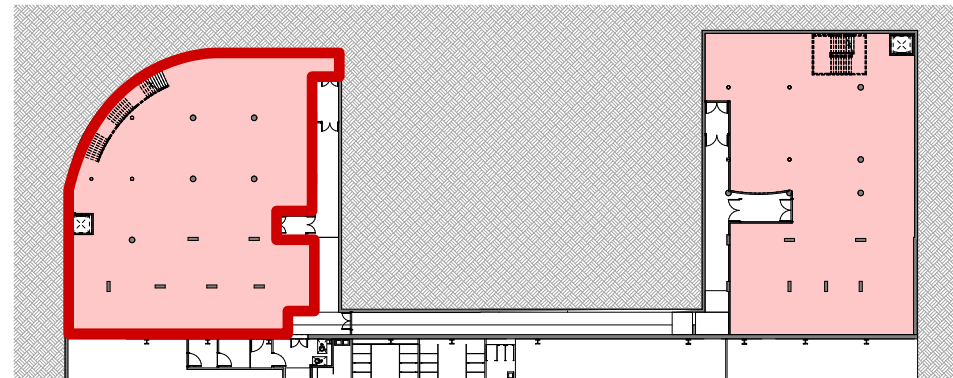
- ① Primary signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage
- ④ External Area

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

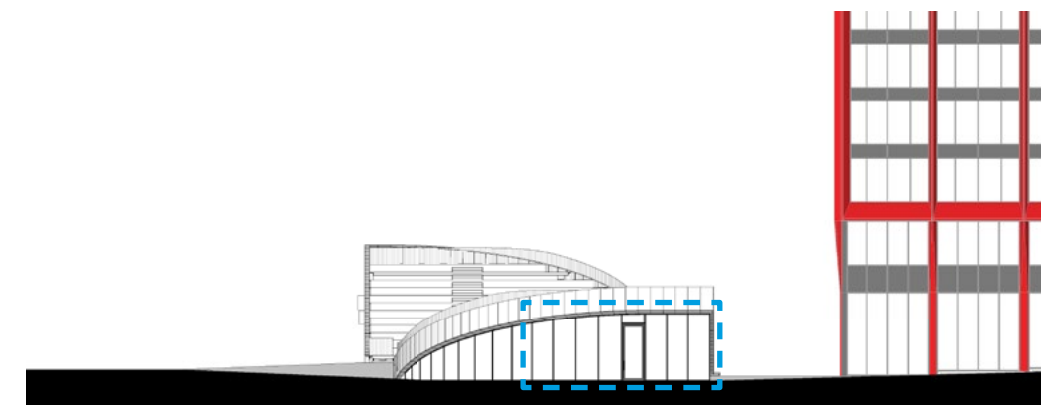
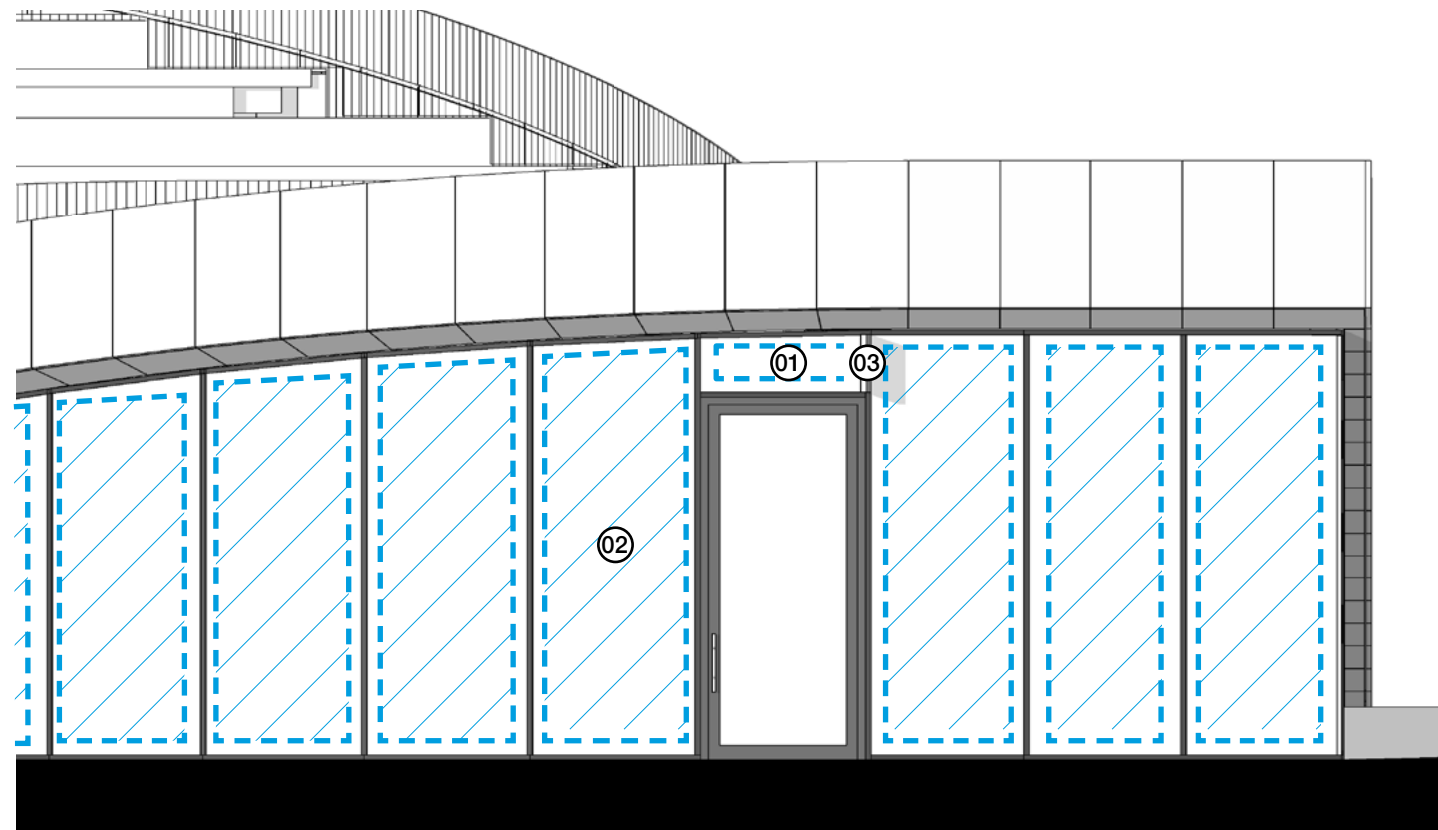
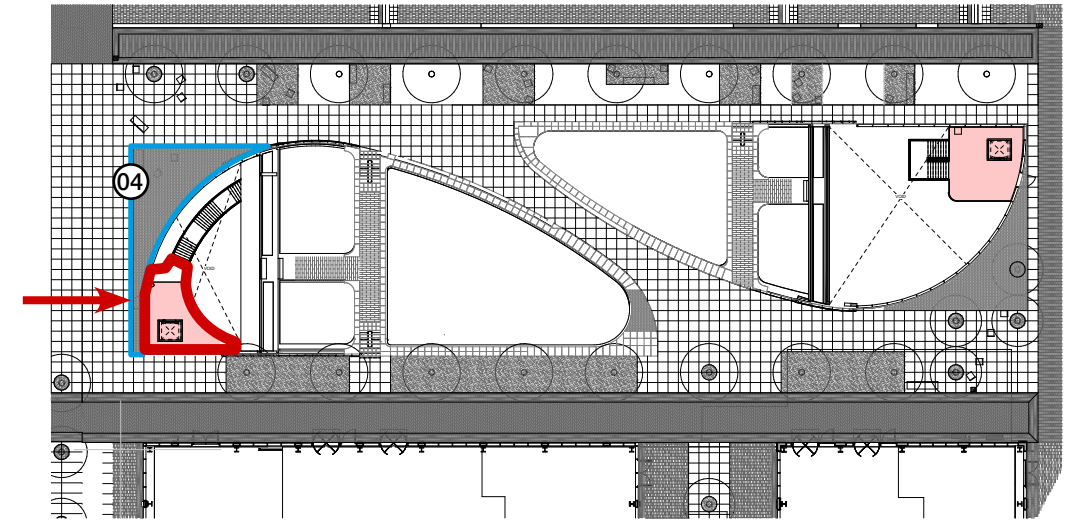
4.0 SHOPFRONT CRITERIA

Building 3A - North Pavillion

Basement Level:



Ground Level:



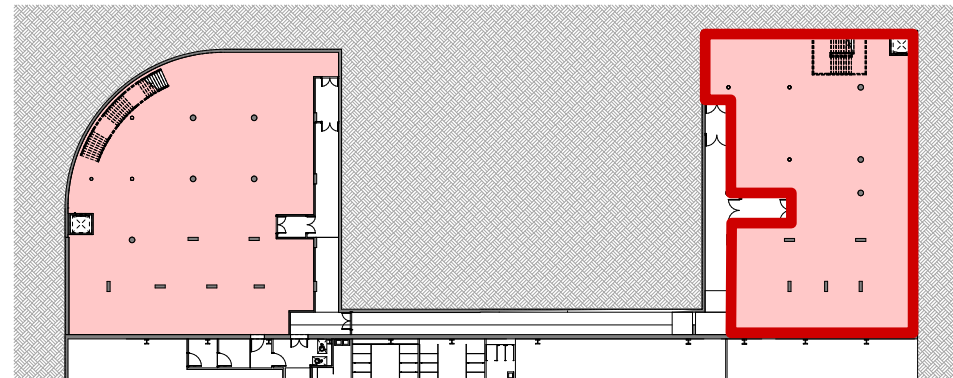
- ① Glazing signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage
- ④ External Area

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

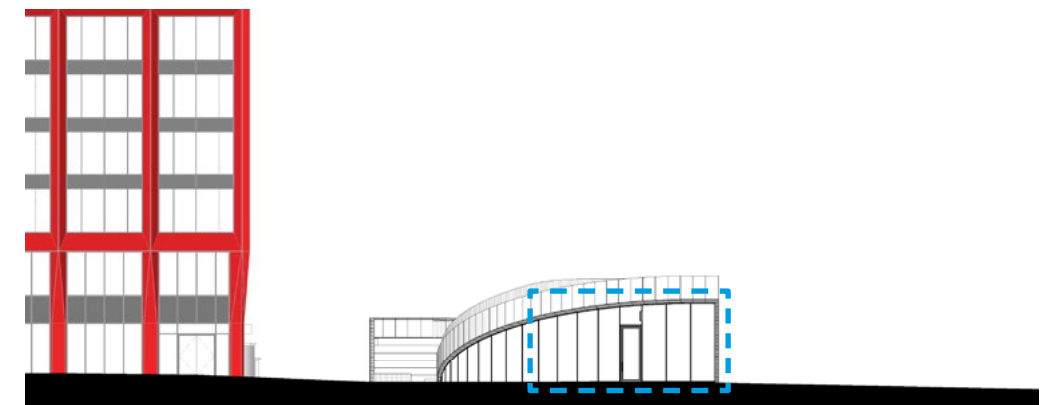
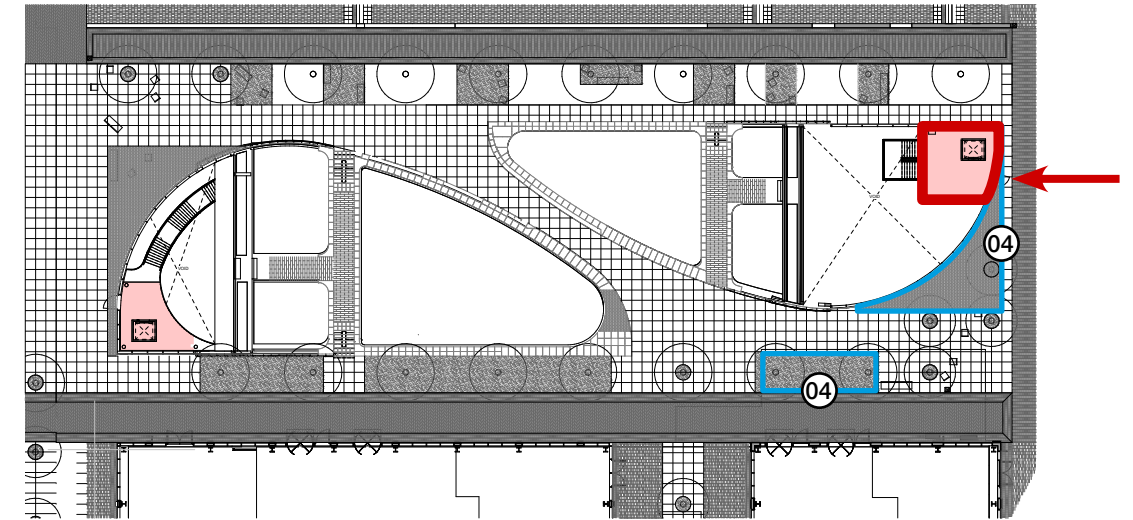
4.0 SHOPFRONT CRITERIA

Building 3B - South Pavillion

Basement Level:



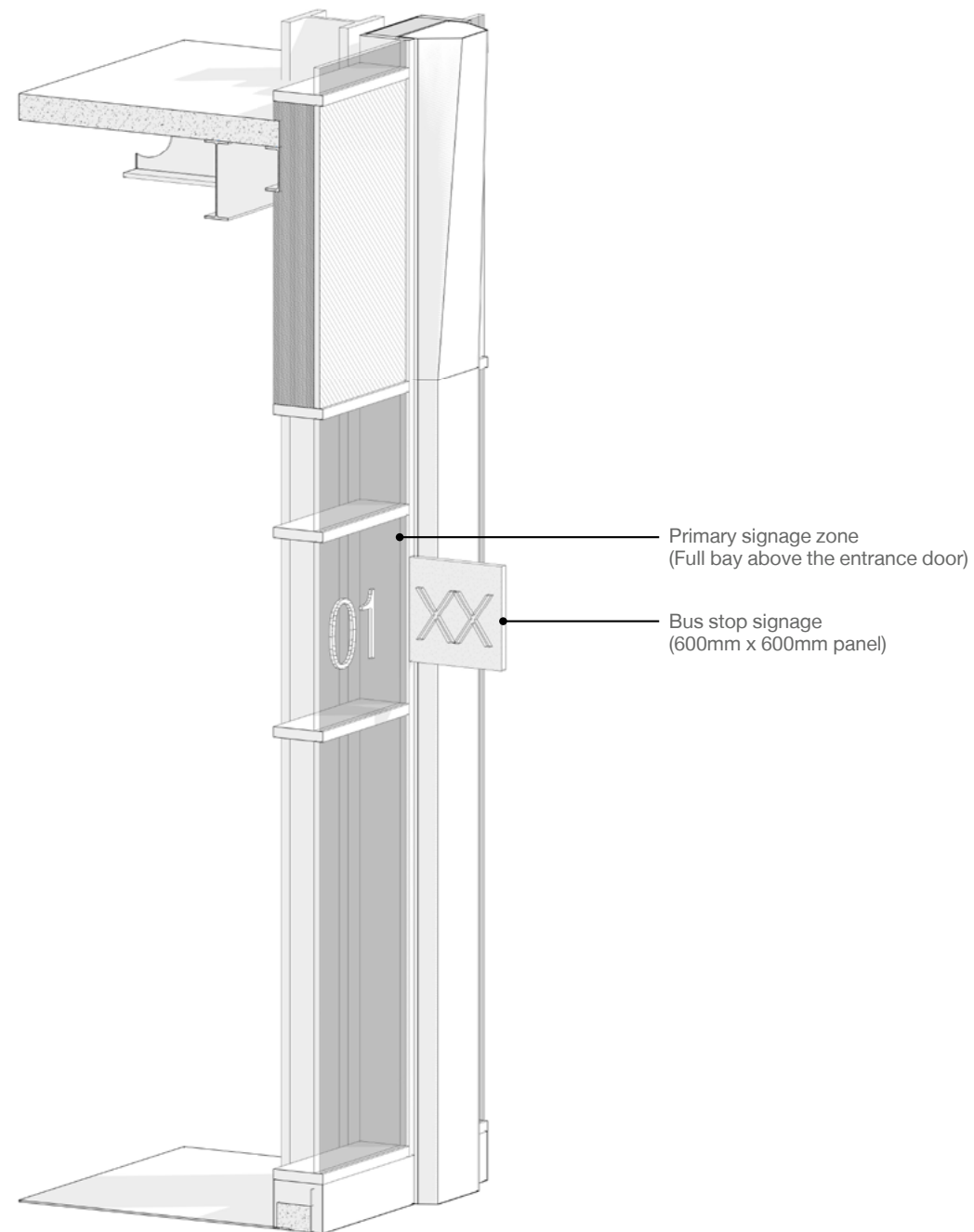
Ground Level:



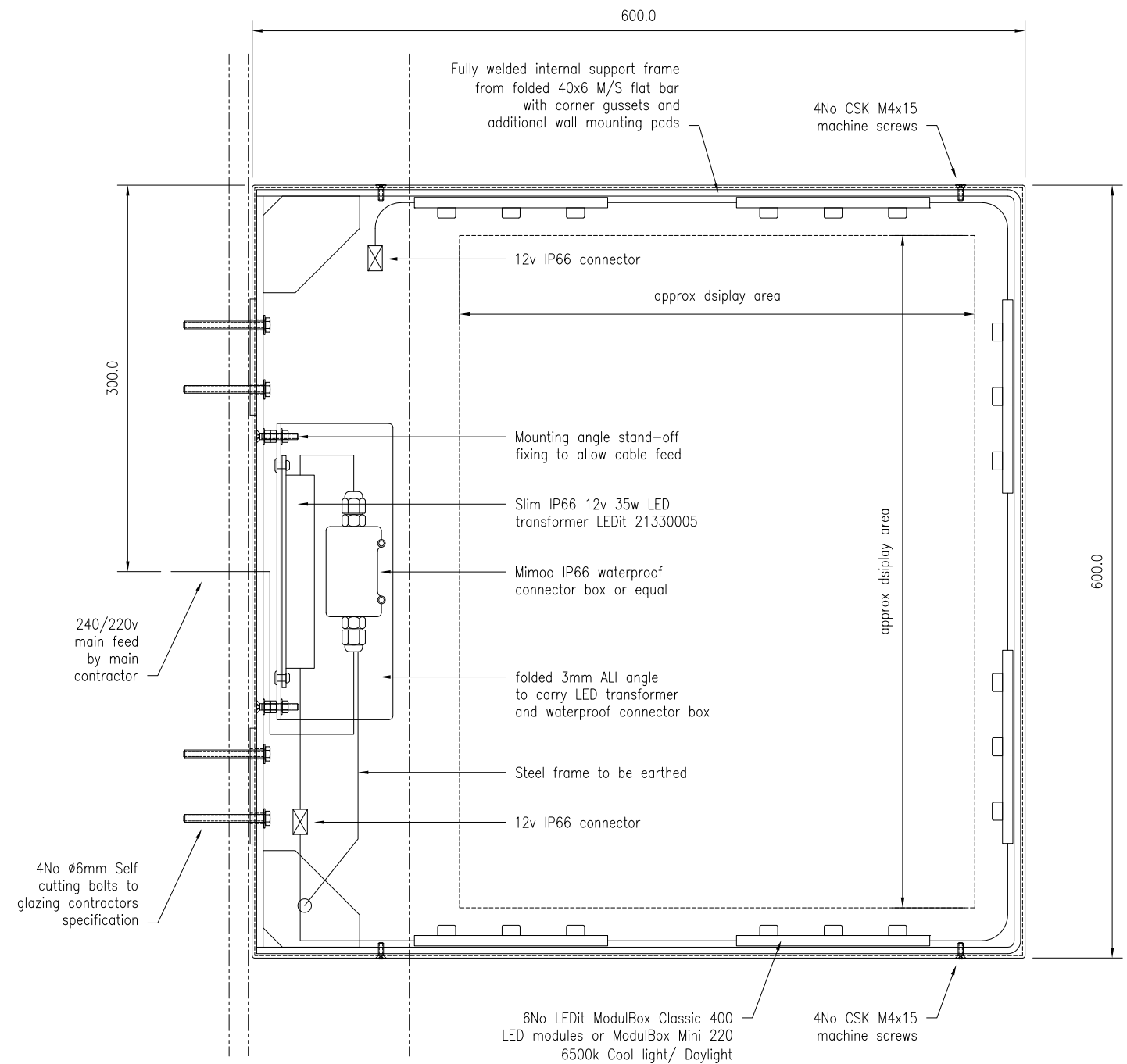
- ① Glazing signage zone
- ② Optional supergraphic zone
- ③ Bus-stop signage
- ④ External Area

Note: The signage can be up to 15% of the unit's total glazing and must receive prior approval from Bruntwood.

5.0 BUS STOP SIGNAGE



PFI Bus Stop Signage Detail (full detail to be issued separately)



6.0 DO'S & DON'TS

- Repeated use of logos or retailers name will not be permitted.
- Imaginative, unusual and non-traditional signs are encouraged.
- Full unit width fascia signs are not permitted.
- Back lit acrylic box signs are not permitted.
- Up to 15% of the glazing zone can be used for signage (including decals and vinyl), subject to approval. The design information should include calculations to demonstrate signage design does not occupy more than 15% of the glazing area (or as per the terms of the lease).
- All proposed external signs will need to comply with the Building Regulations with respect to surface spread of flame and external illumination and fixed independently back to the main frame of the building. Core drilling, breaking out of pilasters or mechanically fixing to the landlords cladding materials will not be allowed.
- Innovative illuminated signs of good design are encouraged. No part of the sign may extend beyond the units shop front demise (the permanent building fabric) of the façade.
- Illuminated projecting banner signs will only be allowed if they conform to the landlords design (see Information Pack) and should contain the tenants company branding logo on both sides in a form approved by the Project Manager.
- Signing will require a separate application for Advertising Consent from the Local Planning Authority.
- If high humidity levels are anticipated within the unit tenants are to make additional provision for ventilation to avoid condensation on display and shop front windows and doors. The Tenant is to provide all shop unit internal doors, ironmongery, fire lobby doors / shutters and signage as required by statute, the Local Authority, the Fire Officer and the Tenant's Insurers.

