hj development

TEMPORARY SIGNAGE | PARK PLACE PROMENADE

Highway 610 & Zane Avenue | Brooklyn Park, MN 55445

HJ Development has found that temporary signage is both a help and a hindrance when trying to run a successful, upper-class, retail development. When used properly, temporary signage can be a wonderful marketing tool. However, despite this, some temporary signage creates a mediocre and/or negative ambiance that winds up hurting the shopping center. Overall appearance is crucial to bringing in the right cliental, and increasing traffic at each development, the below temporary signage criteria is applicable to Park Place Promenade.

ACCEPTABLE TEMPORARY SIGNS

Certain temporary signs will be allowed on site provided the following criteria are met.

1. All temporary signage must be of professional appearance.
2. All temporary signs must be of "A-Frame" construction. *[Temporary signs outside of this requirement (i.e., banners, etc...) are subject to Landlord & City of Brooklyn Park approval.]*
3. Temporary signs will be allowed on site for a total of 30-days per calendar year. A calendar year is defined as being the time period from January 1st - December 31st.
4. All temporary signs must be approved by HJ Development prior to installation.
5. All temporary signs must adhere to all City requirements.
6. The maximum number of temporary signs allowed on site at any given time will be limited to two (2) signs total.

UNACCEPTABLE TEMPORARY SIGNS

The following temporary signs *will not* be allowed on the premises.

1. Portable signs designed to be to be transported on wheels and/or vehicle signs (some exceptions apply).
2. Balloons used as advertising.
3. Any sign that permanently alters the premises to accommodate the display (i.e., drilling holes in the building/cement for hooks and/or hanging devices).
4. Any sign which obstructs the sidewalk for pedestrian crossing.
5. Any sign that obstructs permanent signage in place at the center.

6. Banners on the building - except in the following instances:

   •Professional banners that contain the business name may be used until a permanent sign is installed. Permanent signs must be installed no later than 60-days after the Lease Commencement Date.

   •A 1-time only "grand opening" banner will be allowed within the first 90-days of business opening. Please note, banners may not exceed 32-square feet.

****ADDITIONAL NOTES****

Please keep the following in mind as it relates to temporary signage.

1. All temporary signage requires HJ Development and City of Brooklyn Park approvals prior to installation. *Failure to comply will result in the sign being removed, and a penalty of $100.00 per occurrence will be added to the tenant's rent invoice.*

2. City of Brooklyn Park temporary sign requirements and permit applications may be found on the City's website (brooklynpark.org). Questions regarding temporary signage should be directed to the Building Inspections Division at 763-488-6379.

3. Any building/fixture damage caused by temporary signage will be the tenant's responsibility to repair at their sole cost/expense. *If the requested work has not been completed within 30-days, HJ Development will repair the damage and bill the tenant directly at 150% of the cost of repair. All repairs must be completed to HJ Development's specifications.*

4. Temporary sign policies are subject to change and will be updated periodically.

5. Temporary signage is handled internally by Property Management. Please directly any/all questions to your Property Manager.