# Temporary Signage

HJ Development has discovered that temporary signage can both be beneficial and detrimental when managing an upscale retail development. When utilized effectively, temporary signage serves as an excellent marketing tool. However, some temporary signs can create a lackluster or even negative atmosphere, ultimately harming the shopping center's appeal. Ensuring a cohesive and attractive overall appearance is vital for attracting the right clientele and boosting traffic across the development. The following temporary signage criteria apply to Crossroads East.

## Acceptable Signage

Certain temporary signage may be permitted on-site, provided the following criteria are fulfilled.

1. All temporary signage must be of professional appearance.
2. All temporary signs must be of "A-Frame" construction. Signage outside of this requirement is subject to Landlord & City of Lakeville approval.
3. Temporary signage is 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. Temporary signage must be approved by your Property Manager prior to installation.
5. Temporary signage must adhere to all City requirements.
6. The total number of temporary signs permitted on-site at any given time shall not exceed two (2) signs.

## Unacceptable Signage

The following types of temporary signage are prohibited 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).

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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 must receive approval from HJ Development and the City of Lakeville prior to installation. Failure to comply will result in the removal of the sign and a penalty of $100.00 per occurrence, which will be added to the tenant's rent invoice.

2. City of Lakeville temporary sign requirements and permit applications may be found on the City's website (lakevillemn.gov). Questions regarding temporary signage should be directed to the Planning Department.

3. Any damage to buildings or fixtures caused by temporary signage will be the tenant's responsibility to repair at their own expense. If the necessary repairs are not completed within 30-days, HJ Development will undertake the repairs and bill the tenant directly at 150% of the repair cost. All repairs must meet HJ Development's specifications.

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

5. Temporary signage is managed internally by Property Management. Please direct any and all questions to your Property Manager.