

#### Letter of Intent

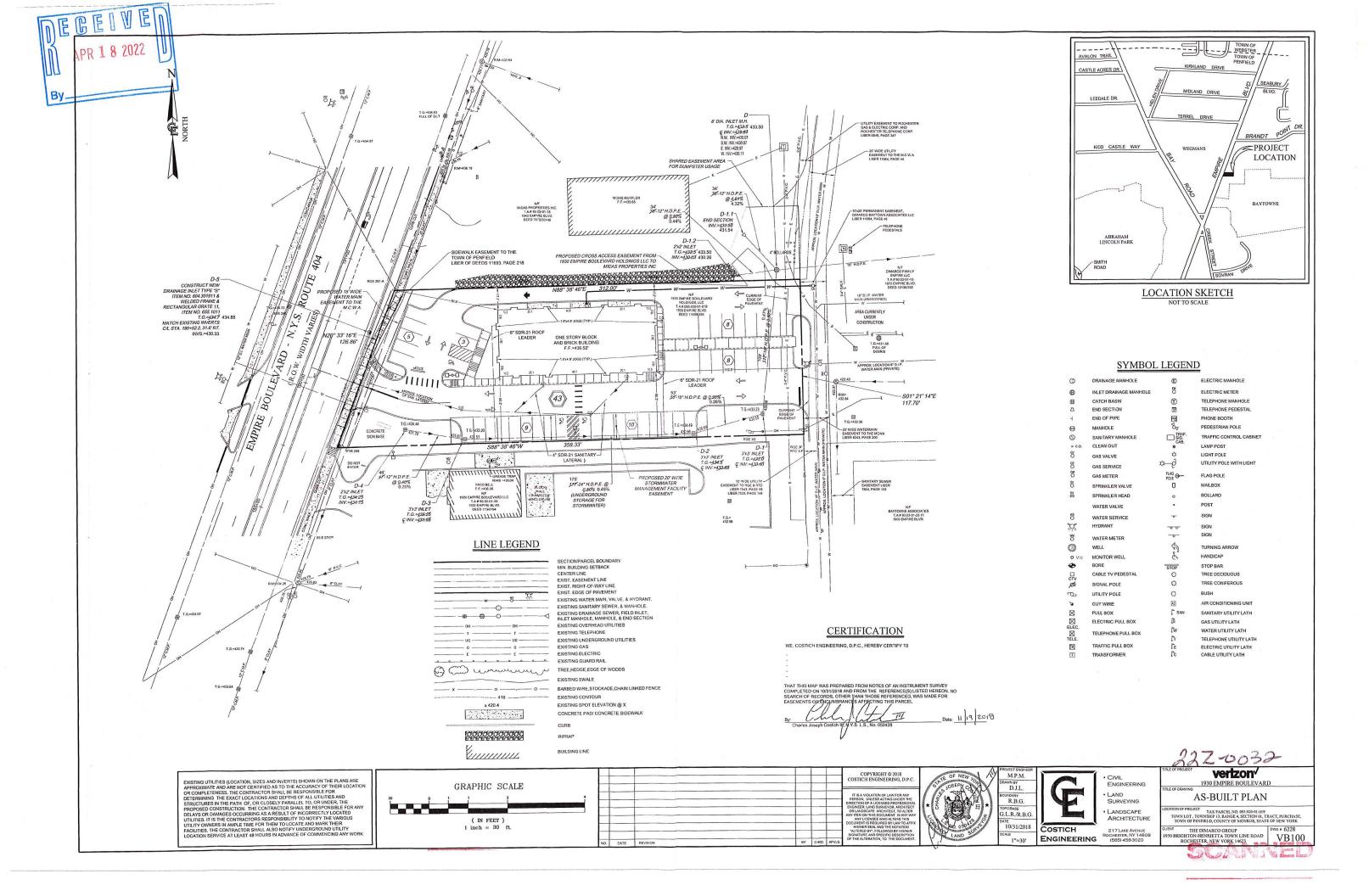
Howard Hanna is a large, 400+ office residential real estate brokerage. Our brand is created through our yard signs and building signs. This location on Empire Boulevard was chosen based on the potential visibility of the signs. We are prepared to enter into a long-term lease and invest hundreds of thousands of dollars on the interior — a real investment to the community. We currently have an office in Webster that is being relocated to Pennfield. It is critical that the consumer knows we are there. To reach the consumer, we feel it is necessary to maximize the signage on the building, and thus are requesting a sign on each of the 3 sides. There is no "frontage" to this building (Verizon has it) therefore it is necessary to use the remaining sides to catch the consumer's eye.

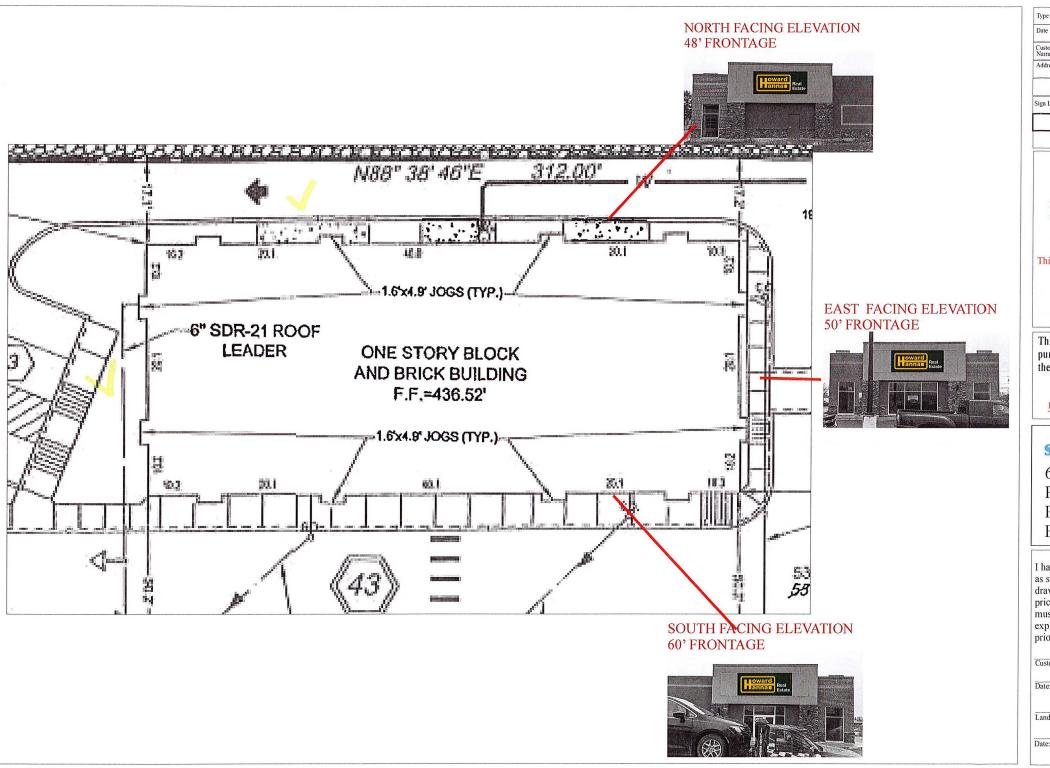
This is a retail intensive area. Our requested signs will blend in with others in the area, including the adjacent tenant – Verizon. Howard Hanna's tenancy, investment and signage will only enhance the neighborhood without any drawbacks. We are only requesting building signs, and thus, there will be no monument, poles or any other potential hazards created.

We feel this building is suited for 3 signs, and we look forward to bringing the Howard Hanna brand to Pennfield, and request that adequate signage be granted to assist in our brand identity.

Howard Hanna







Type of sign/s Cabinet Sign
Date 04-14-22
Customer Howard Hanna

Address 1930 Empire Blvd

Sign Location

This original, conceptual, and or shop drawing has been created by SKYLIGHT SIGNS INC.

It is submitted for use within the above stated organization ONLY and/or other parties necessary to make signage decisions.

This drawing is not to be shown, e-mailed or transmitted in anyway to anyone outside of your organization, nor is it to used, reproduced or exhibited in any way, without expressed written consent.

This custom artwork is for representational purposes only. Colors will not exactly match the paint or materials to be used.

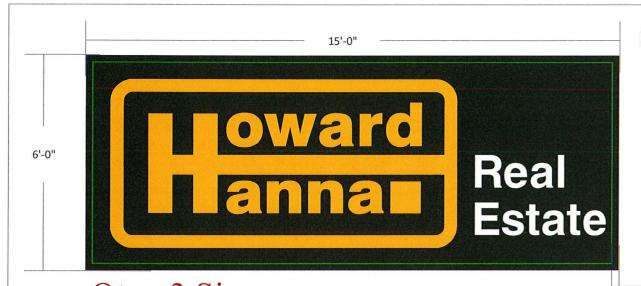
ALL ELECTRICAL SIGNS REQUIRE 120V ELECTRIC. UNLESS OTHERWISE STATED

## skylight signs inc.

60 Industrial Park Circle Rochester NY 14624 Phone 585 594-2500 Fax 585 594-2525

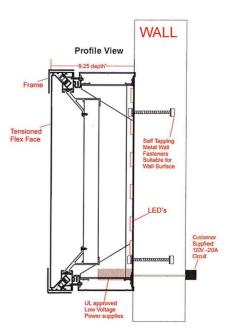
I have reviewed this drawing and accept it as shown. Any changes made to this drawing at any time will affect the contract price. Any and all changes to this drawing must be accompanied by written explanation and approved by both parties prior to production.





Sign Type 2

### **FLEX FACE CABINET**



2 1/2"

Qty: 3 Signs Each Sign is 90 Sq.Ft.

TOTAL SQ FT Three (3) SIGNS IS 270 Sq Ft.

### Description:

(1) Single Sided, Duel frame body sign cabinet with hinged Flex Face

Returns and Retainers to be painted Pantone 553 C.

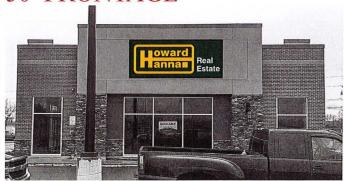
Graphics to be : Heat Transferred translucent Vinyl to match 553C Green & 1235C Yellow



# SOUTH FACING ELEVATION 60' FRONTAGE



EAST FACING ELEVATION 50' FRONTAGE



## NORTH FACING ELEVATION 48' FRONTAGE



Type of sign/s Cabinet Sign

Date 04-18-22

Sustomer Howard Hanna

Address 1930 Empire Blvd

Mike 13000 Anno

Sign Location

Michael B@ Skyllaht Sign

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