

# **SIGNAGE DESIGN GUIDELINES**

**Tenant Identification and  
Directory**

**AMENDED**

**REVISED JANUARY 25, 2005**

# **WOLF RIVER PROFESSIONAL CENTER**

**GERMANTOWN, TENNESSEE**

**Submitted by:**

**WOLF RIVER PROFESSIONAL CENTER, LLC**



## GENERAL REQUIREMENTS

The purpose of this manual is to define and specify the exterior signage criteria for the Wolf River Professional Center in Germantown, Tennessee. As a part of this application, we are requesting that the City of Germantown Design Review Commission grant the Department of Development the authority to approve the signs for Lots 2 through 21 in the Wolf River Professional Center which meet the approved center guidelines and the City of Germantown Sign Ordinance. Proposed Signage that does not comply with this policy must be approved by the Germantown Design Review Commission.

Signage for Lot 1 will be presented to the City of Germantown Design Review Commission under a separate application.

Once signs are approved by the City of Germantown Department of Development, the applicants must obtain a sign permit from the Memphis and Shelby County Office of Construction Code Enforcement prior to erecting any proposed sign.

### I. PERMANENT SIGNAGE

#### A. ALLOWABLE SIGNS

The following permanent signs shall be allowed in Wolf River Professional Center.

1. Wall Mounted Tenant and Building Identification

A maximum of two (2) wall mounted signs for tenant identification are permitted per entrance to the building, provided that the wall contains the major entrance for public entry of the occupant. One (1) wall sign per entrance is permitted for building identification. Wall mounted tenant signs are not allowed in combination with wall mounted building signs.

2. Ground Mounted Building Identification

A ground mounted sign for building identification is permitted in lieu of or in combination with the wall mounted signs. An individual tenant's name shall not be the sole element on a building identification sign.

3. Ground Mounted Subdivision Identification

A ground mounted office subdivision identification sign is permitted. The subdivision identification sign shall be indicated on the attachment.

4. Wall Mounted Directory

Wall mounted exterior directories shall be allowed adjacent to the entrances to the buildings for units which have more than two tenants. Wall mounted tenant signs are not allowed in combination with directories.

5. Wall Mounted or Ground Mounted Directional Signage

Wall or ground mounted directional signs in colors of beige, tan, bronze, brown, black or similar colors of a size, type, or material which is consistent with current signage guidelines are allowed to any property owner, so long as they are permitted by the City of Germantown Sign Ordinance and are individually approved by the City of Germantown.

B. SIZE

The size of permanent signs, as defined above, shall be as follows:

1. Wall Mounted Tenant Identification

A wall mounted sign, for building or tenant identification, shall have a maximum of three (3) square feet.

2. Ground Mounted Building Identification

A ground mounted sign, for building identification, shall have a maximum of twenty-five (25) square feet per face.

3. Ground Mounted Subdivision Identification

A ground mounted sign, for office subdivision identification, shall be a maximum of thirty-five (35) square feet per face.

4. Wall Mounted Directory

Directories shall be limited to nine (9) square feet.

C. LOCATION

The location of permanent signs, as defined above, shall be as follows:

1. Wall Mounted Tenant Identification

Wall mounted building and tenant identification signs shall be mounted flat against the building wall, directly adjacent to the entrance doors.

2. Ground Mounted Building Identification

Ground mounted building identification signs shall not be located less than thirty (30) feet from the face of curb. The height of the sign shall not exceed four (4) feet above the surrounding grade.

3. Ground Mounted Subdivision Identification

Ground mounted office subdivision identification signs shall not be less than thirty (30) feet from face of curb on Wolf River Boulevard. The height of the sign shall not exceed six (6) feet above the surrounding grade.

4. Wall Mounted Directory

Directories shall be mounted flat against the building wall, directly adjacent to the entrance doors.

D. CONTENT

The content of permanent signs, as defined above, shall be as follows:

1. Wall Mounted Tenant Identification

Wall mounted tenant identification signs shall be limited to the name of the individual tenant.

2. Wall Mounted Building Identification

Wall mounted building identification signs shall be limited to the name of the building and its address. An individual tenant's name shall not be the sole element on a building identification sign.

3. Ground Mounted Building Identification

Ground mounted building identification signs shall be limited to the name of the building and its address. An individual tenant's name shall not be the sole element on a building identification sign.

4. Wall Mounted Subdivision Identification

Ground mounted office subdivision identification signs shall be limited to the name of the office subdivision.

5. Wall Mounted Directory

Directories shall be limited to the name of the tenants within the building.

E. TYPOGRAPHY AND LETTER/NUMBER HEIGHT

The main tenant sign will be all individual letters, within the allotted signage space. The typography shall be upper and lower case letters or just upper case. The type of typography shall be similar in character and overall appearance to the following:

Time Roman Bold  
Cooper  
Caslon Medium

The letters shall be raised.

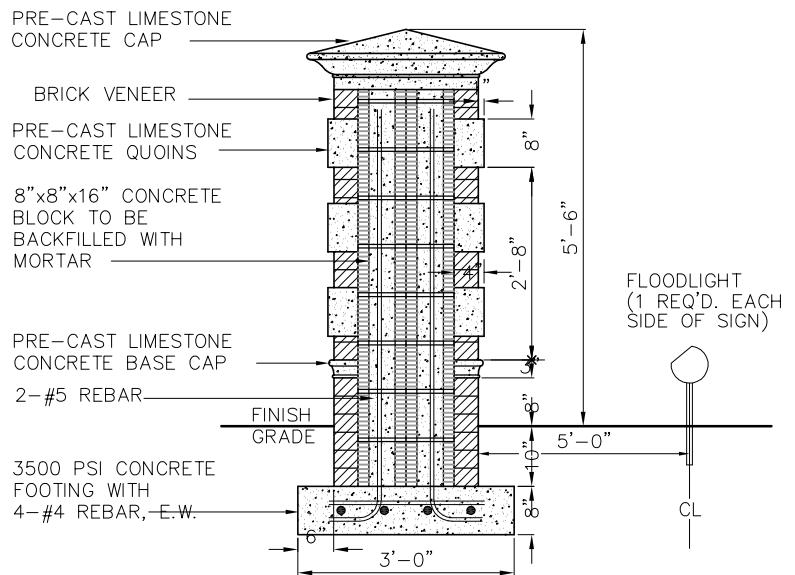
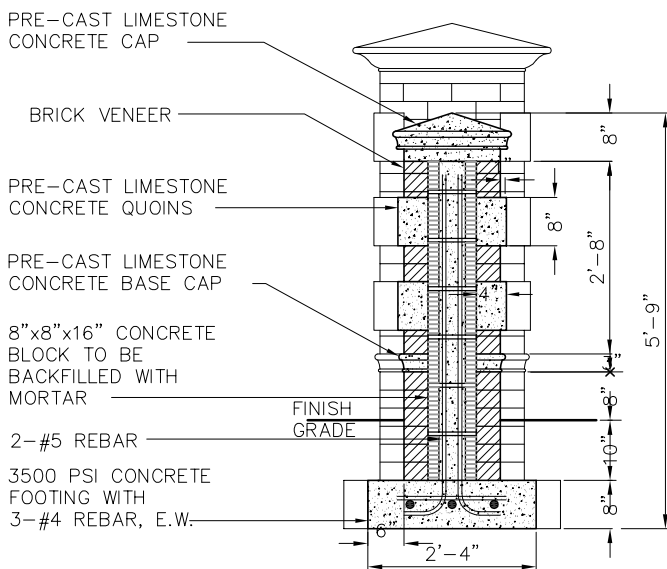
1. Tenant or Building Identification Sign lettering shall not exceed 5 inches in height.
2. Directory sign lettering shall not exceed 2 inches in height.
3. Building Street Address Numbers shall be 6 inches in height.
4. Ground Mounted Building Identification Sign lettering shall not exceed 4 inches in height.

F. MATERIALS

The materials of the signs shall be of cast bronze with an antique finish. The backgrounds of the signs shall be a textured finish of dark bronze. All signs must have a clear protective coating so as to protect them from the elements.

II. **BUILDING STREET ADDRESS NUMBERS**

1. There shall be building identification numbers for each lot.
2. Building identification numbers shall be centered above the major entrance door.
3. Lettering shall be 6 inches in height.

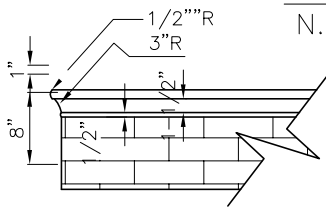


NOTES:

1. GALVANIZED CORRUGATED METAL TIES REQUIRED EVERY 3 S.F.
2. APPROVED BRICK COLORS ARE:  
 BORAL BICERSTAFF VIRGINIAN - QUEEN SIZE WITH BUFF MORTAR. (VIA EDMONDS SUPPLY)  
 BORAL BICERSTAFF WOODWARD - QUEEN SIZE WITH BUFF MORTAR. (VIA WITTICHEN LIME & CEMENT)  
 COLUMBUS OLD COLONY - QUEEN SIZE WITH BUFF MORTAR  
 CHEROKEE PORTSMOUTH - QUEEN SIZE WITH BUFF MORTAR

SIGN SECTION

N.T.S.

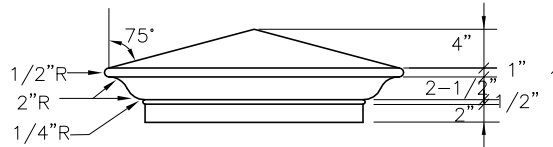


BASE & CAP

N.T.S.

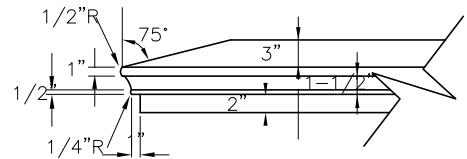
COLUMN CAP

N.T.S.



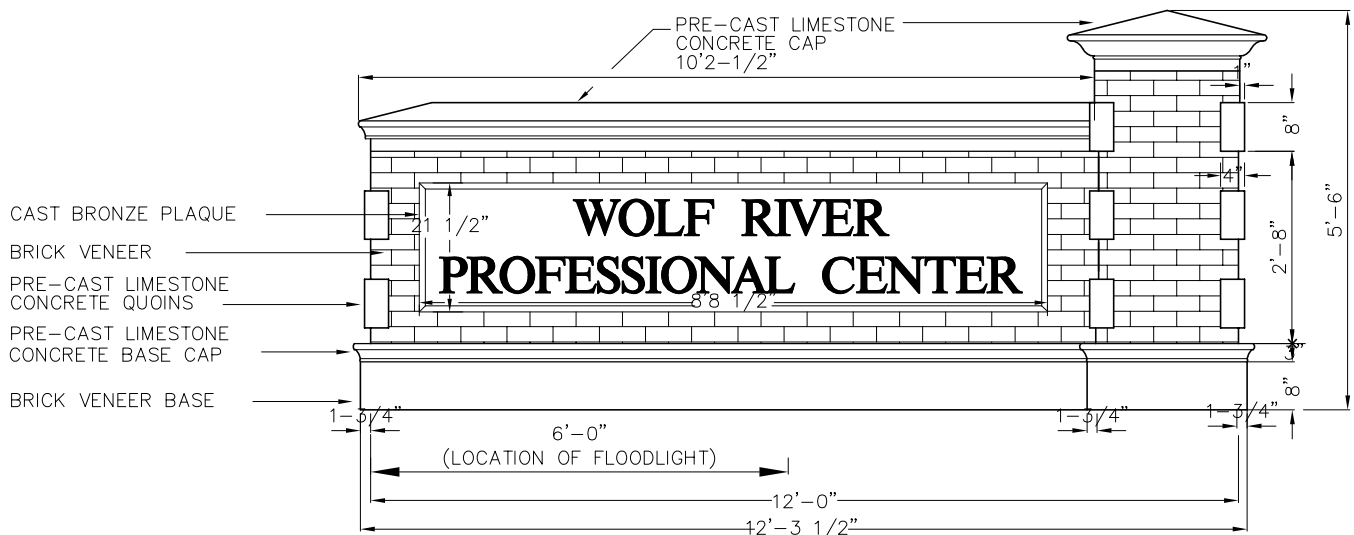
COLUMN SECTION

N.T.S.



SIGN CAP

N.T.S.

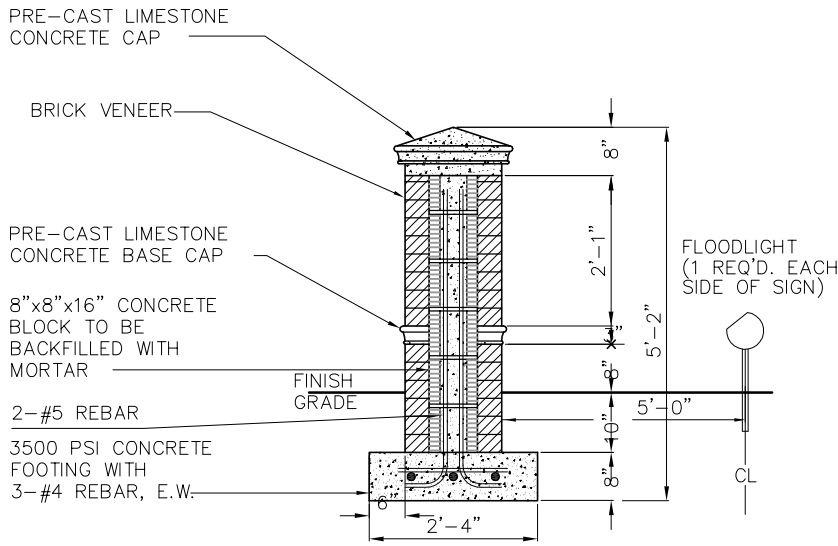


CAST BRONZE PLAQUE SHALL HAVE PEBBLE FINISH WITH DARK OXIDIZED BACKGROUND AND BEVELED BORDER, STYLE 515. LETTERS SHALL BE 6" TIMES ROMAN BOLD, RAISED, WITH SATIN BRONZE FINISH. ATTACH TO BRICK WITH CONCEALED STUDS FOR MASONRY. MANUFACTURER SHALL BE DALE & DALE, INC., 3741 HOMEWOOD ROAD, MEMPHIS, TENNESSEE 38181, (901) 362-0903. (1 PANEL REQUIRED FOR EACH FACE OF SIGN)

FLOODLIGHT FOR SIGNAGE SHALL BE MODEL NUMBER AFL11, 150 WATT METAL HALIDE, STANTION MOUNT, COLOR: DARK BRONZE. MANUFACTURER TO BE KIM LIGHTING, 16555 GALE AVE., CITY OF INDUSTRY, CA 91749, (818) 968-5666. LOCAL REPRESENTATIVE: DAVID LOCKE, FACTORY SALES AGENCY, 3780 HOMEWOOD DR., MEMPHIS, TN 38118, (901) 797-9991. LOCATE LIGHT 5' FROM CENTER OF SIGN. (1 REQ'D FOR EACH FACE OF SIGN)

# SUBDIVISION IDENTIFICATION SIGN

SCALE: 3/8"=1'-0"

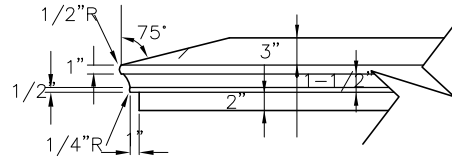


SIGN SECTION  
N.T.S.

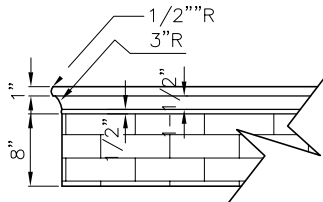
NOTES:

1. GALVANIZED CORRUGATED METAL TIES REQUIRED EVERY 3 S.F.
2. APPROVED BRICK COLORS ARE:  
 BORAL BICERSTAFF VIRGINIAN - QUEEN SIZE WITH BUFF MORTAR. (VIA EDMONDS SUPPLY)  
 BORAL BICERSTAFF WOODWARD - QUEEN SIZE WITH BUFF MORTAR. (VIA WITTICHEN LIME & CEMENT)  
 COLUMBUS OLD COLONY - QUEEN SIZE WITH BUFF MORTAR  
 CHEROKEE PORTSMOUTH - QUEEN SIZE WITH BUFF MORTAR
3. MODIFICATIONS IN SIZE OF OVERALL SIGN OR PLAQUE TO BE APPROVED BY LOEB PROPERTIES.

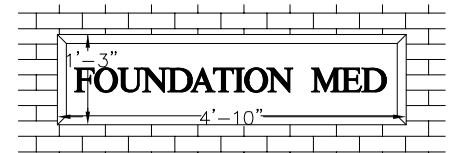
FLOODLIGHT FOR SIGNAGE SHALL BE MODEL NUMBER AFL11, 150 WATT METAL HALIDE, STANTION MOUNT, COLOR: DARK BRONZE. MANUFACTURER TO BE KIM LIGHTING, 16555 GALE AVE., CITY OF INDUSTRY, CA 91749, (818) 968-5666. LOCAL REPRESENTATIVE: DAVID KLOCKE, FACTORY SALES AGENCY, 3780 HOMEWOOD DR., MEMPHIS, TN 38118, (901) 797-9991. LOCATE LIGHT 5' FROM CENTER OF SIGN. (1 REQ'D FOR EACH FACE OF SIGN)



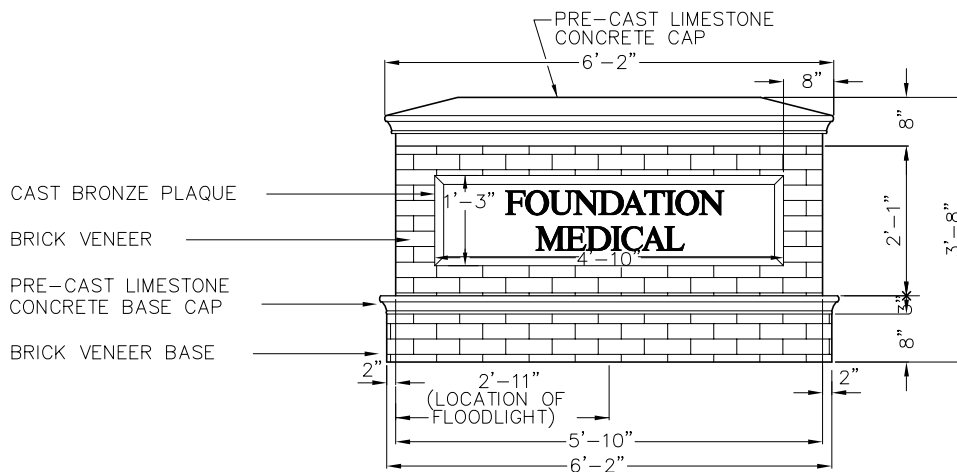
SIGN CAP  
N.T.S.



BASE & CAP  
N.T.S.



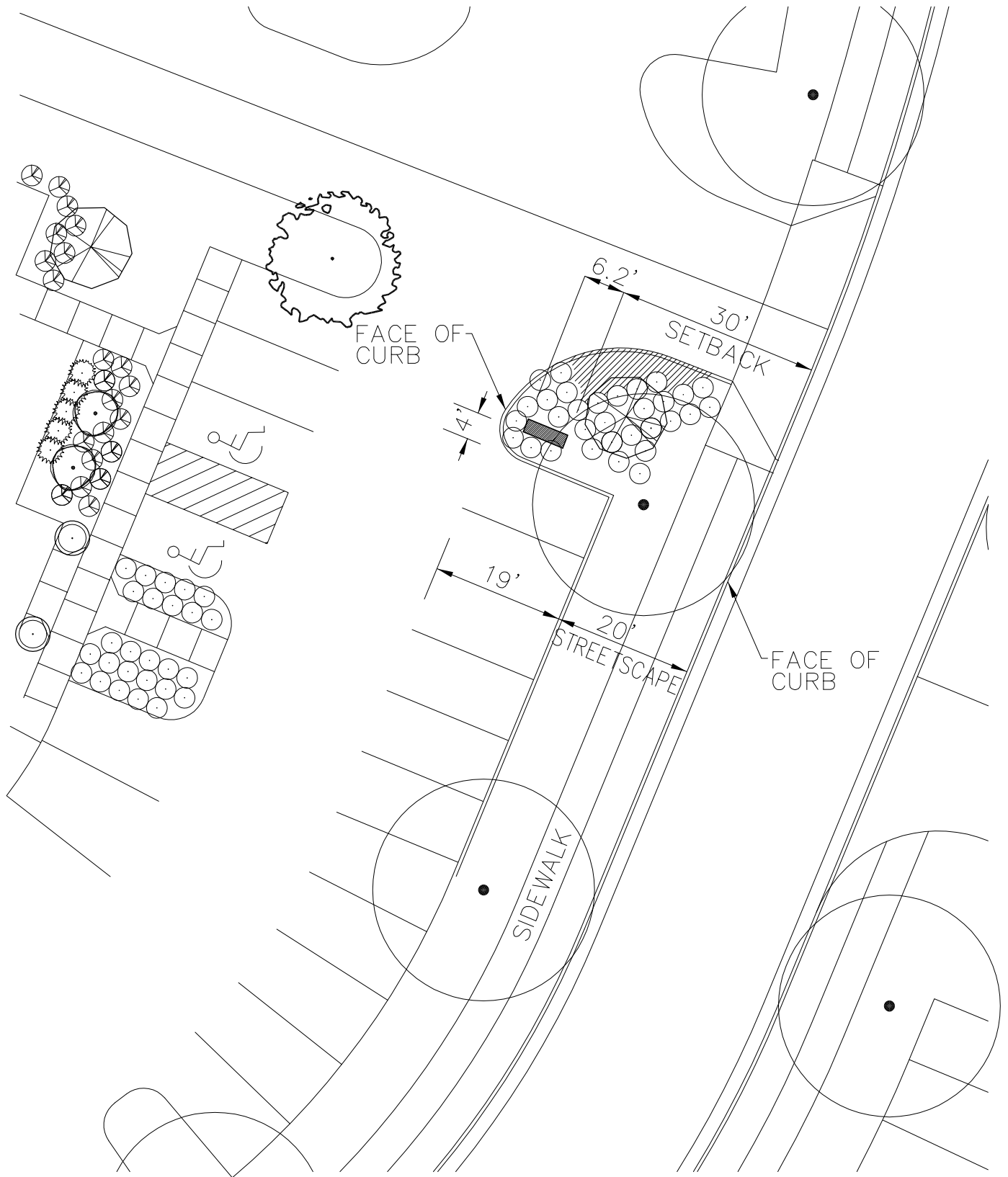
ALTERNATE LETTERING FORMAT



CAST BRONZE PLAQUE SHALL HAVE PEBBLE FINISH WITH DARK OXIDIZED BACKGROUND AND BEVELED BORDER, STYLE 515. LETTERS SHALL BE 3" to 4" TIMES ROMAN BOLD, RAISED, WITH SATIN BRONZE FINISH. ATTACH PLAQUE TO BRICK WITH CONCEALED STUDS FOR MASONRY. MANUFACTURER SHALL BE DALE & DALE, INC., 3741 HOMEWOOD ROAD, MEMPHIS, TENNESSEE 38181, (901) 362-0903.

# GROUND MOUNTED BUILDING IDENTIFICATION SIGN

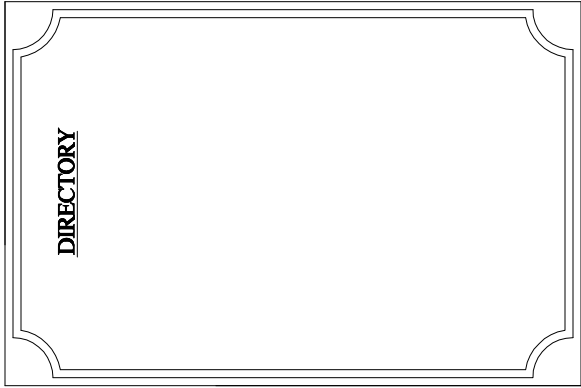
SCALE: 3/8"=1'-0"



**TYPICAL LOCATION GROUND MOUNTED  
BUILDING IDENTIFICATION SIGN**

SCALE: 1" = 20'





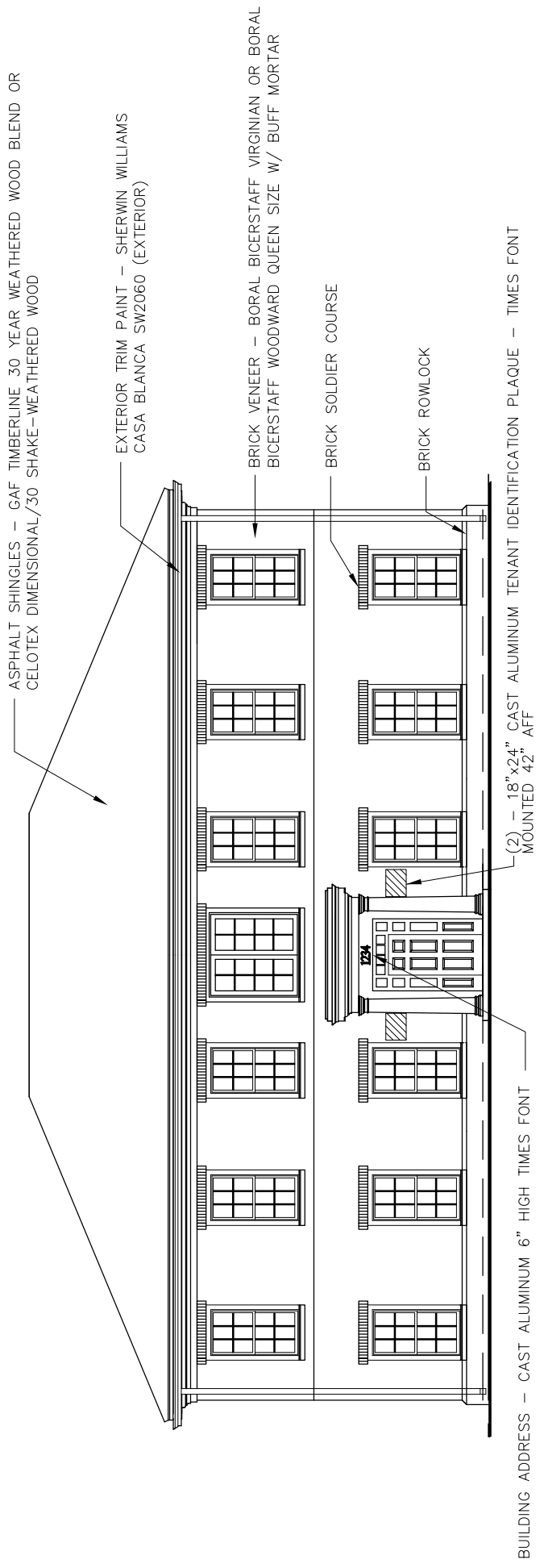
36" x 24" CAST ALUMINUM  
DIRECTORY — TIMES FONT  
MOUNTED 42" AFF



18" x 24" CAST ALUMINUM  
TENANT IDENTIFICATION  
PLAQUE — TIMES FONT  
MOUNTED 42" AFF

DIRECTORY  
SCALE: 1" = 1'-0"

TENANT AND BUILDING IDENTIFICATION  
SIGN ELEVATION  
SCALE: 1" = 1'-0"



FRONT ELEVATION - SINGLE ENTRANCE  
 NOT TO SCALE

36"x24" CAST ALUMINUM DIRECTORY - TIMES FONT  
MOUNTED 42" AFF (TYP.)

ASPHALT SHINGLES - GAF TIMBERLINE 30 YEAR WEATHERED WOOD BLEND  
OR CELOTEX DIMENSIONAL/30 SHAKE-WEATHERED WOOD

EXTERIOR TRIM PAINT - SHERWIN WILLIAMS  
CASA BLANCA SW2060 (EXTERIOR)

BRICK VENEER - BORAL BICERSTAFF VIRGINIAN OR BORAL  
BICERSTAFF WOODWARD QUEEN SIZE W/ BUFF MORTAR

BRICK SOLDIER COURSE

BRICK ROWLOCK

18"x24" CAST ALUMINUM IDENTIFICATION PLAQUE - TIMES FONT  
MOUNTED 42" AFF (TYP.)

BUILDING ADDRESS - CAST ALUMINUM 6" HIGH TIMES FONT (TYP.)

## FRONT ELEVATION - DOUBLE ENTRANCE

NOT TO SCALE

