

SIGNAGE SPECIFICATIONS MANUAL

POPLAR MARKET PLACE

**9443 Poplar Avenue
Suite 101 - 108
Germantown, Tennessee**

GENERAL REQUIREMENTS

This purpose of this manual is to define and specify all exterior signage criteria for the Poplar Market Place, 9443 Poplar Avenue, Suite 101-108, Germantown, Tennessee.

Each tenant shall provide signage package for their space as described below by area designation. Tenants areas are as follows:

Main Signage Panel - a minimum of 14 inches to a maximum of 30 inches letter height.

Rear Door Sign.

Shop Street Address Numerals.

All sign packages shall be submitted for approval to Patton & Taylor Construction, 7960 Wolf River Blvd., Suite 101, Germantown, Tennessee 38138, prior to fabrication and installation. The costs of the fabrication and installation shall be the responsibility of each individual tenant. Sign construction is to be completed in compliance with code requirements of the City of Germantown sign ordinance and the instructions, limitations and criteria contained in this manual.

Sign requests for this shopping center that are submitted to the Design Review Commission (DRC) for approval shall require a letter of approval or disapproval from the property owner or his/her representative.

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

ALLOWABLE SIGNAGE

TEXT

The sign unit located above the canopy or the primary sign is to be limited by the area contained in the "signage space" shown on the elevation. As outlined in the sign ordinance, tenant signs shall have a maximum total area of 50 sq.ft., or one-half sq.ft. per lineal front foot of lease space on which the sign is erected, whichever results in the smaller sign area.

The "signage space" is the area in which a sign is permitted to be located.

For example, the standard shop signage space for one shop with twenty (20) front lineal feet of shop space is two and one half (2.5) feet high and eleven (11) feet wide. The actual signage permitted is (10) square feet.

TYPOGRAPHY

The main tenant sign unit shall be all individual letters, within the signage space above the tenant premises. The typography shall permit upper or lower case letters. The letter height shall be a minimum of 14 inches and a maximum of 30 inches. The type of typography shall be similar in character and overall appearance, but not limited to the following:

Caslon Swashes

Caxton Roman Bold

University Roman Bold

DRUG STORE - *Arial Bold*

Any other letter style shall be approved by the DRC.

National or regional chainstore tenants shall be permitted to use their standard typography logo script and logos (provided logos meet the City of Germantown sign ordinance and receive DRC approval) which have been used nationwide. These signs are also subject to DRC approval.

MATERIALS

The front and sides of the reverse channel letters shall be .080" aluminum. All exposed aluminum joints shall be welded and ground smooth. All letters shall have concealed, non-corrosive, attachment devices, clips, wires and shall be designed and fabricated in accordance with the local sign ordinances. Each letter of the sign units may be back lighted with single stroke 4500 soft white neon if greater than 3½" wide. Each letter of the sign shall be mounted 1½" to 2" away from face of wall to provide proper backlighting of letter. Provide ballast meeting U.L. standards. A junction box will be supplied at each tenant space by landlord and all wiring to junction boxes shall be concealed. The letters of these signs are to match the tenant's colors selected from the following page.

COLOR

Tenants shall coordinate color choices with Patton & Taylor to provide an equal mix and arrangement of sign colors.

Letters at main signage shall match one of the following "PMS" colors.

Pittsburgh Paint Off White P2540

Green 357C Bronze 448C

Blue 295C Burgundy 483C

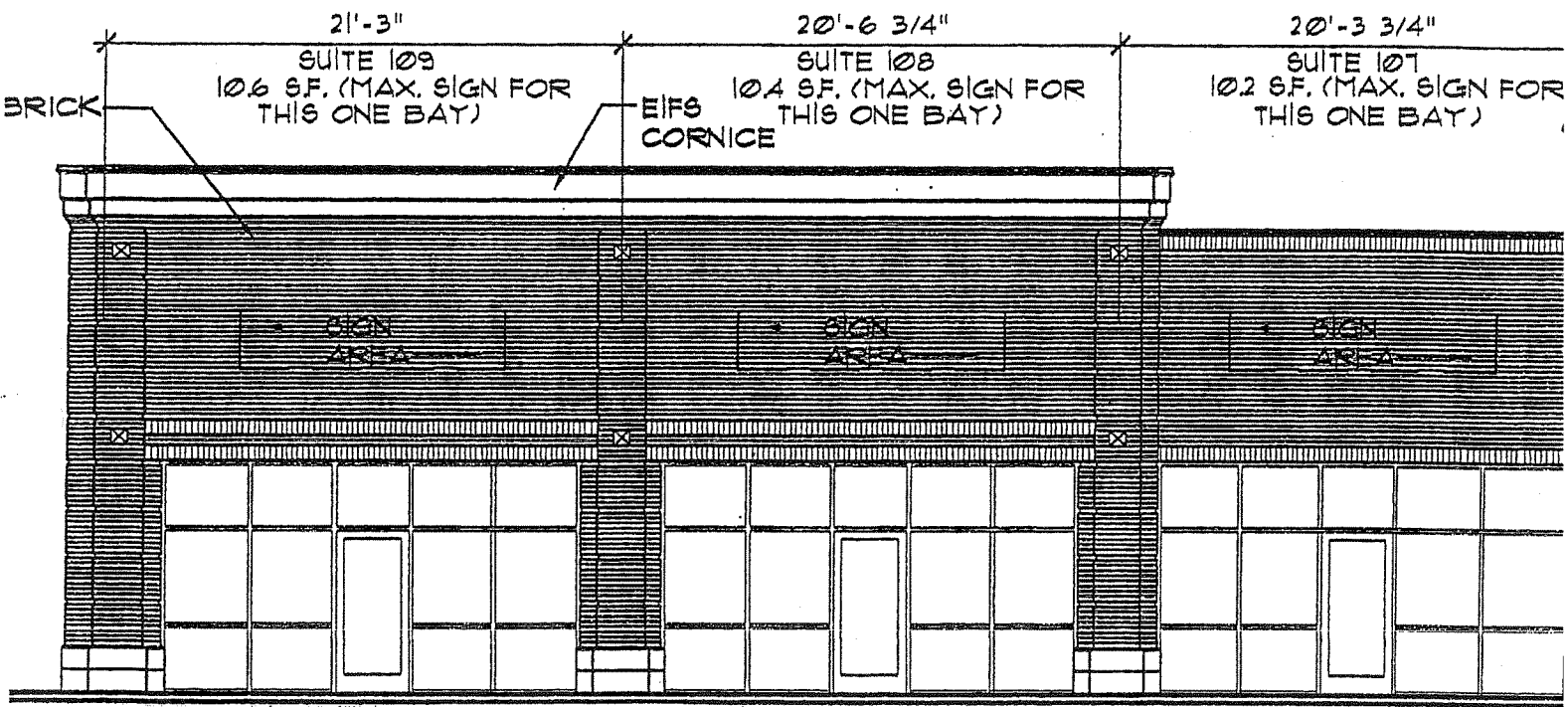
Secondary colors which border, accent or are otherwise incidental to the primary sign colors may be accepted, subject to approval by Patton & Taylor and the City of Germantown.

INSTALLATION REQUIREMENTS

The main tenant sign shall be centered within the canopy sign space above or in front of the tenant premises. No part of the sign shall be closer than 24" to the center line of adjacent demising walls (tenant dividers). No part of the sign shall extend beyond the tenant's sign area. (See front elevations.)

All main tenant signs are to be centered in the signage band as shown on pages 5, 5A and 5B.

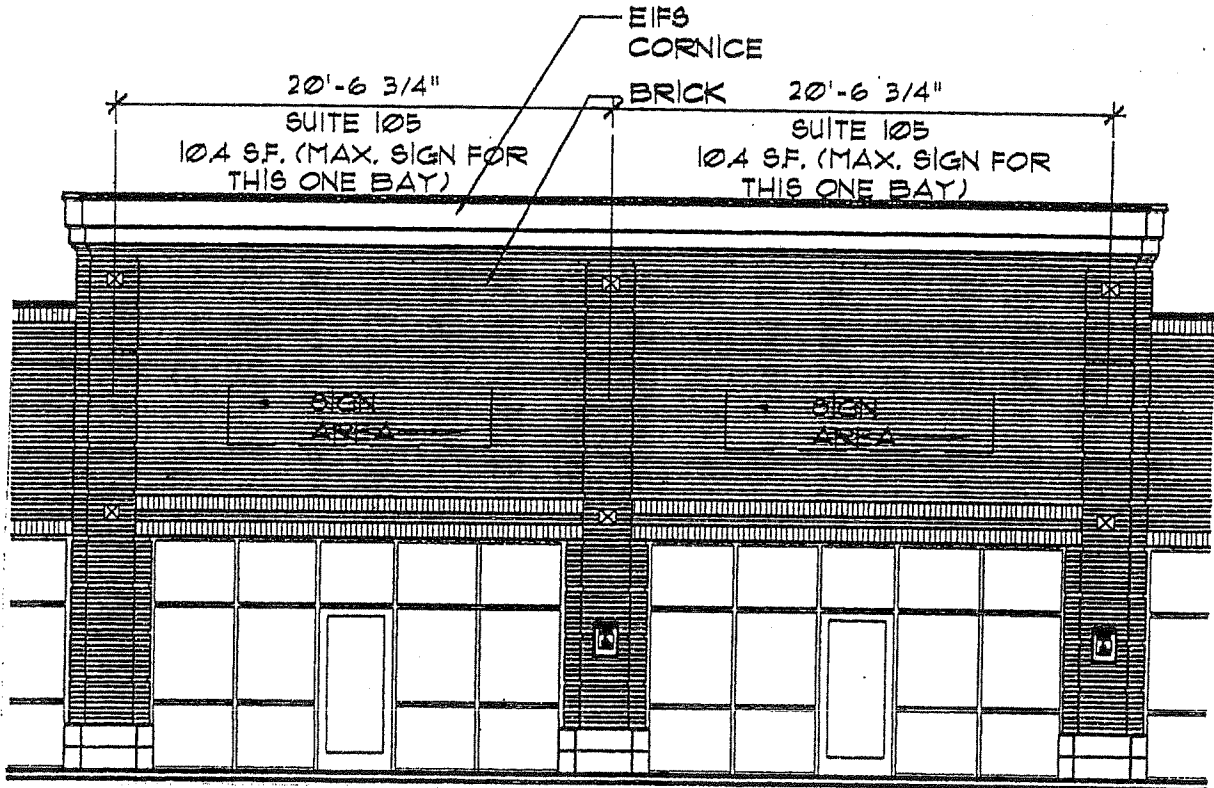
PRIMARY TENANT SIGN



SIGN AREA IS 11' X 2'-6" (27.5 S.F.), TYP.

① EXTERIOR ELEVATION
1/8" = 1'-0"

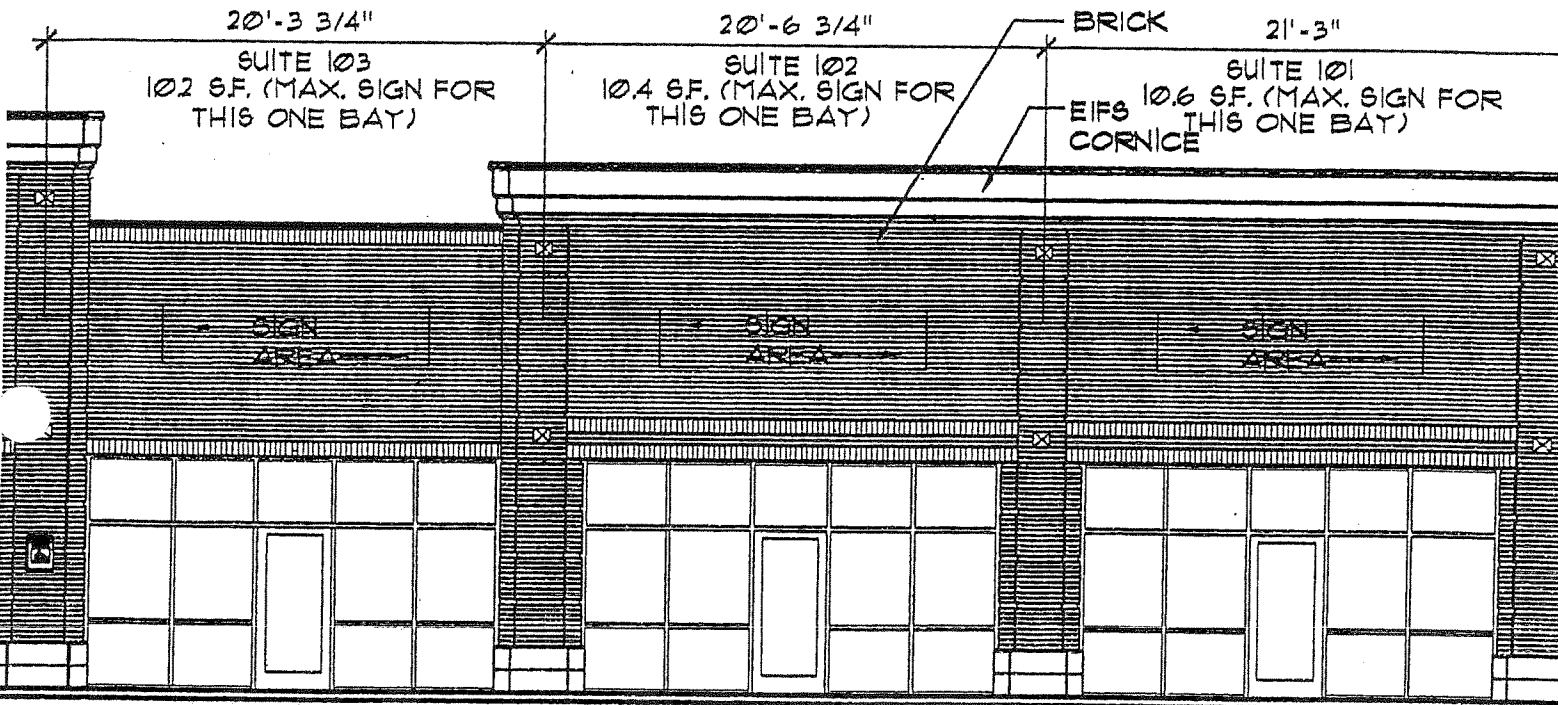
PRIMARY TENANT SIGN



SIGN AREA 16 11" X 2'-6" (27.5 S.F.), TYP.

② EXTERIOR ELEVATION
1/8" = 1'-0"

PRIMARY TENANT SIGN



SIGN AREA IS 11" X 2'-6" (275 S.F.), TYP.

3 EXTERIOR ELEVATION
1/8" = 1'-0"