

GENERAL REQUIREMENTS

The purpose of this manual is to define and specify all exterior signage criteria for the Office Building, 3860 Forest Hill-Irene Road, Germantown, Tennessee.

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

Main Signage Panel –

Rear Door Sign –

Street Address Numerals –

All sign packages shall be submitted for approval to Trammell Crow Company, 6000 Poplar Avenue, Suite 400, Memphis, Tennessee 38119, before fabrication and installation. The cost of 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 office building 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 the City of Germantown Department of Development or Design Review Commission approves signs, the applicants must obtain a sign permit from the Memphis and Shelby County Office of Construction Code Enforcement before erecting any sign.

SPECIFICATION/PRIMARY TENANT SIGN

ALLOWABLE SIGNAGE

TEXT

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.

See enclosed building elevation for typical signage space.

TYPOGRAPHY

The main tenant 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 eight (8 inches) and a maximum of sixteen (16 inches). If upper & lower case letter are combined into one sign – letters must be proportionately sized. The type of typography shall be similar in character, overall appearance, and shall be within the Helvetica Family.

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

SPECIFICATION/PRIMARY TENANT SIGN (Cont.)

MATERIALS

Letters shall be cast aluminum in construction. Depth of letters shall be a minimum of 5/8" with a maximum of 1 1/4". Letters shall be mounted using "studs" and collars 1/4" in depth. Letters shall not be glued directly to the building surface.

COLOR

Letters at main signage panel shall match the following color
Light Bronze Anodized – as manufactured by A.R.K. Ramos

INSTALLATION REQUIREMENTS

The primary tenant sign shall be installed along the horizontal sign centerline located 14' 0" above finish floor. Signs shall be centered in the sign space using the centerline of the main entry door as the vertical centerline of the sign. No part of the sign shall be closer than 24" to the centerline of adjacent demising walls (Tenant dividers). No part of the sign shall extend beyond the tenant's sign area.

SPECIFICATIONS/STREET NUMBERS

SIGN TEXT

Each tenant shall display the street number above the front door to allow for precise identification of the space.

TYPOGRAPHY

Four (4) inch high Helvetica Medium Numerals shall be applied to glazing.

MATERIALS

The space street numbers are to be vinyl & mounted on the exterior surface of glazing.

COLOR

Numerals shall be white.

INSTALLATION REQUIREMENTS

Street numbers shall be centered over front door of space. The bottom of the numerals shall be two (2) inches above the doorframe. The locations are to be visible at the street and said locations are subject to the approval of the City of Germantown Fire Department.

SPECIFICATIONS/REAR ENTRY SIGN

SIGN TEXT

Rear entrance signage is prohibited.