

GENERAL REQUIREMENTS

The purpose of this manual is to define and specify all exterior signage criteria for Germantown Station located at 1215-1227 S. Germantown Road, Germantown, Tennessee.

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

Primary Tenant Sign-

Street Numbers-

Rear Door Sign-

All sign packages shall be submitted for approval to Walker Commercial Properties, LLC., 871 Ridgeway Loop Road, Suite 107, Memphis, Tennessee 38120; prior to fabrication and installation. The cost of the fabrication and installation shall be the responsibility of each individual tenant. Sign construction is to be completed in compliance with building code requirements and the sign ordinance of the City of Germantown and the instructions, limitations and criteria contained in this manual.

If any of the criteria listed in this manual are not met, the applicant must request approval from the Design Review Commission. Such submittal shall require a letter of approval or disapproval from the property owner.

Once signs are approved by the City of Germantown Department of Development or Design Review Commission, the applicant 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 tenant sign's location is to be limited to the area contained in the "signage space" shown on the enclosed 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. All sign requests must first be reviewed by the property owner to insure that the requested sign meets the approved sign policy and that an equal mix of colors and styles within the property is maintained.

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 primary tenant sign unit shall be all individual letters, within the signage space above the tenant premises. The typography shall be upper or lower case letters. The type of typography shall be one of the following:

Claradon
Calson
Time Roman Bold
Helvetica

National or regional tenants shall be permitted to use their standard typography logo script and logos, which have been used nationwide, provided the logo meets the requirements of the City of Germantown sign ordinance and receive approval from the Design Review Committee.

Material:

Letters shall be cast aluminum backlit reverse channel with 6,500 single stroke neon light in construction.

Color:

All letters in the sign shall be one of the colors listed below:

Burgundy	PMS color <u>188C</u>
Forest Green	PMS color <u>3308</u>
Off White	PMS color <u>2540</u>
Black	

Installation Requirements:

The primary tenant sign shall be located in the sign space of the tenant premises. No sign shall be located closer than 24" to the centerline of the adjacent demising walls (Tenant dividers). All sign shall be mounted with concealed fasteners. No letters shall be glued directly to the building surface.

No signage shall be allowed on the awnings.

SPECIFICATIONS - STREET NUMBERS

Sign Text:

Each tenant shall display the street number above the front door, location to be approved by the City of Germantown's Fire Marshall.

Typography:

Six (6) inch high Time Roman Bold numerals.

Colors:

Numerals shall be off-white.

Installation Requirements:

Street numbers shall be centered over the front door of space. 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 DOOR SIGN

Each tenant shall display the address of the business on the rear door to allow for precise identification of the space for delivery purposes. The letters shall be off-white. The letters are to be vinyl and 1" in height and centered on the door at 5' off the floor.