

# SIGNAGE SPECIFICATIONS MANUAL

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FOREST HILL SHOPS

FOREST HILL - IRENE ROAD & POPLAR PIKE

GERMANTOWN

TENNESSEE

GERMANTOWN DESIGN REVIEW COMMISSION ACTION

Date 8-9-96

Jay L. Cook Jr  
Chairman

FOR

- Approved as set forth in minutes of 7/23/96  
 Approved except as noted in minutes of \_\_\_\_\_  
and as follows:

AUSTIN/WEISS

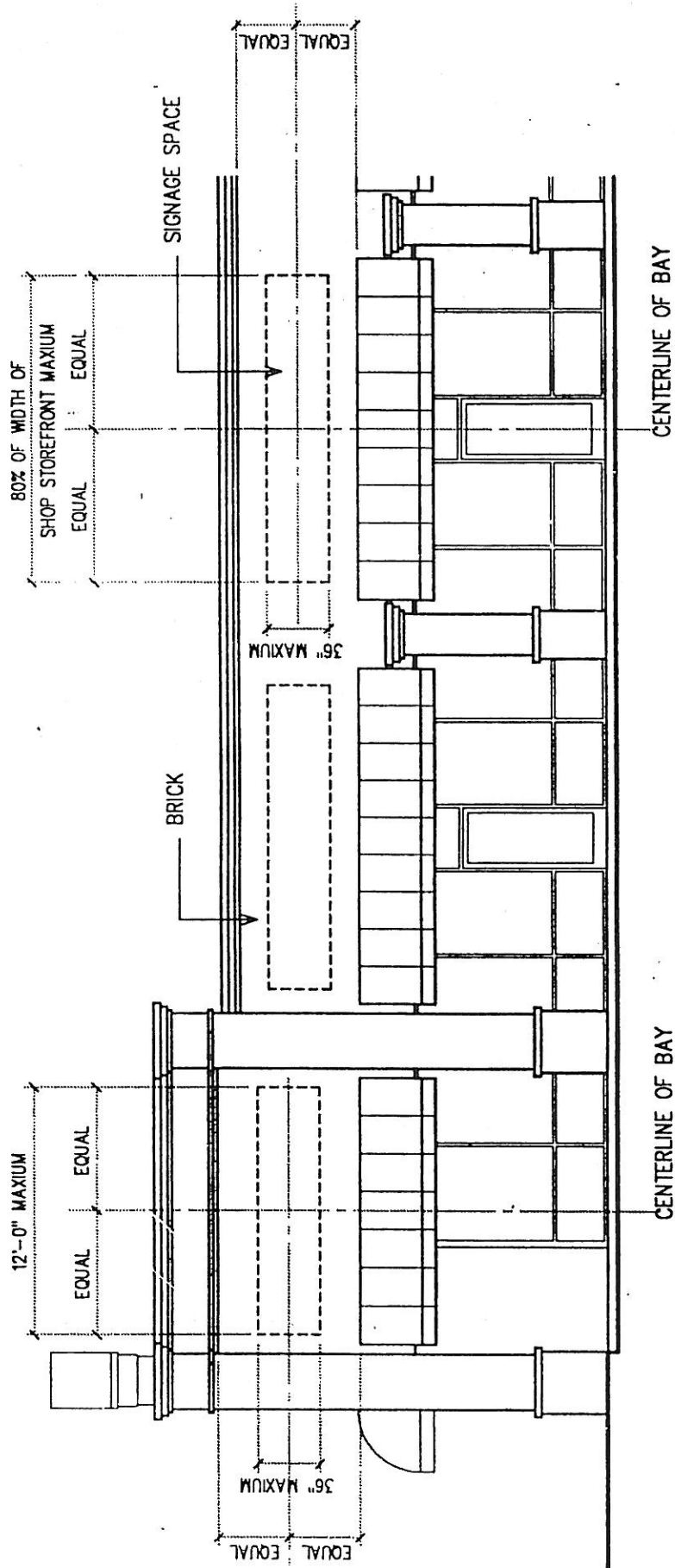
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# SPECIFICATION/PRIMARY TENANT SIGN

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## SIGN TEST

The sign unit located above the canopy or the primary sign is to be limited to the location contained in the "signage space" shown on the elevation contained herein. 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 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 shopping center management/owner to insure that the requested sign meets the approved sign policy and that an equal mix of colors and styles within the shopping center is maintained. A letter should be provided to the City of Germantown certifying the management/owner approval.



INTERIOR BAY

END BAY

## TYPOGRAPHY

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The main 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:

*Caslon Swashes*

**Caxton Roman Bold**

University Roman Bold

**Eurostile Bold**

Helvetica

### MATERIALS

The front and sides of the reverse channel letters shall be 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 shall be back lighted with single stroke 4500 soft white neon tubes, 10mm - 15mm where width of letter is 3 ½" or less, or double stroke 4500 soft white neon, 10mm - 15mm if greater than 3 ½". Each letter of the sign shall be mounted 1 ½" 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 following page.

In the instances where external light sources are used for signage illumination, painted aluminum shall be required for the main tenant sign. Where external light sources are proposed, the applicant must request approval from the Design Review Commission.

# COLOR

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Each canopy sign letter shall be one of the following approved colors. Secondary colors which border, accent, or are otherwise incidental to the primary sign colors shall be accepted, subject to the approval by the management/owner and the Germantown Design Review Commission. In the case that a tenant requests a signage color other than one of the approved colors for a primary color, the applicant must contact the management/owner of the shopping center and request a change in the approved sign policy to allow the requested color to be interchanged with one of the approved colors for Forest Hill Shops.

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

|           |                   |
|-----------|-------------------|
| Red       | 200U              |
| Green     | 555C              |
| Bronze    | 448C              |
| Off White | #10, Vanilla Bean |
| Gold Tone | 873C              |

## 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 above mentioned elevation.

All signage letters shall be mounted to the parapet with concealed fasteners. Aluminum clip angles shall be attached to each letter, using aluminum mounting studs to attach letters to surface.

All signs shall be centered in the signage space as shown on the attached drawing.

# **SPECIFICATIONS/SHOP STREET NUMBERS**

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## **SIGN TEXT**

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

## **TYPOGRAPHY**

Four (4) inch high University Roman Bold numerals shall be applied to glazing.

1 2 3 4 5

## **MATERIALS**

The shops suite numbers are to be vinyl, die cut numerals.

## **COLOR**

Black

## **INSTALLATION REQUIREMENTS**

Suite numbers shall be centered over each shop's front door. The bottom of the numerals shall be two (2) inches above the door frame.

# GENERAL REQUIREMENTS

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The purpose of this manual is to define and specify all exterior signage criteria for Forest Hill Shops.

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

**End Bay - See Elevation**

**Sign Band Height - 36" maximum, 24" maximum letter height**

**Interior Bay - See Elevation**

**Sign Band Height - 36" maximum, 24" maximum letter height.**

All sign packages shall be submitted for approval to Austin/Weiss, 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.