

SIGN CRITERIA

FARMINGTON CENTRE

Revised 10/21/03

I. GENERAL

- A. Tenant must submit two copies of detailed sign drawings to Landlord for approval prior to fabrications. Drawings must include construction and mounting details of the sign itself as well as a frontal elevation of the sign on the building facade.
- B. Tenant shall be required to identify Tenant's demised premises by signage. Tenant shall furnish and install all signs at Tenant's cost. Each Tenant will be allowed one sign.
- C. If Tenant installs any sign without Landlord's prior written approval. Tenant shall remove such sign within five (5) days from the receipt of written notice from Landlord demanding removal of such sign. In the event Tenant fails to remove any such sign within a five (5) day period, Landlord may remove such sign without further notice to Tenant and shall reimburse Landlord the amount of expenses incurred by Landlord in removing such sign.
- D. Each Tenant is responsible for his sign conforming to the Farmington Centre Sign Policy and the City of Germantown Sign Ordinance. Each Tenant shall be responsible for obtaining all required permits prior to the commencement of installation.
- E. The advertising or informative content of all exterior signs shall be limited to letters designating the store name. Landlord shall not permit the use of a crest, shield, log or other established incorporated insignia which has been customarily displayed or associated with the store name, without prior written consent of Landlord, which consent shall not be unreasonably withheld. National or regional retail chains that prefer to use their standard typography logo script and/or logos must meet the requirements of the City of Germantown Sign Ordinance and are subject to the discretionary decisions of the Design Review Commission.
- F. No exposed ballast boxes, sign cabinets, or electrical transformers shall be permitted. Sign company names or stamps shall be concealed. External sign illumination shall not be permitted.
- G. Landlord shall designate and/or approve the sign contractor.

- H. Any deviations from this sign criterion are subject to written approval by the Landlord, which consent shall not be unreasonably withheld. Landlord has the right to waive any provisions listed herein.

II. DESIGN

A. General Requirements:

1. Exterior signs shall be limited to individual reverse channel letters.
2. The internal sign framework shall be adequate to support the weight of the sign.
3. Depth of letter from front to back shall be four inches.
4. Sign letters will be individually fastened to the building fascia. No exposed connections will be allowed. Connections for each letter must be made behind the building fascia.
5. All wiring, ballasts, lighting, and reinforcing shall be concealed within UL listed materials in the building fascia area. Avoid unnecessary fasteners on the bottom and sides of the can.

B. Size:

1. Signs will be a minimum of 16" and a maximum of 24" in overall height. Notwithstanding the foregoing, all signs shall comply with the size limitations enforced by the City of Germantown, TN.
2. The maximum overall length of a sign shall not exceed 75% of the storefront width. In no case shall any sign or portion of any sign extend beyond the Tenant's lease line. Where allotted fascia length is less than the storefront width (as at corners) the sign shall be no longer than 75% of the allotted space or 75% of the storefront width, whichever is less. Each tenant shall have a maximum of fifty (50) square feet or one-half square foot per lineal foot of lease space that is occupied by the tenant, or whichever results in the smaller sign area, for all signage.
3. Recommended sign fonts are: Clarendon Condensed, Helvetica Bold, Helvetica, Optima, Caxton Roman Bold, University Roman, Gothic, Arial or similar fonts.

C. Construction:

1. All signs shall be in the form of individual face reverse channel letters, illuminated with neon tubing with aluminum letter faces. All signs shall comply with the sign criteria of the City of Germantown, TN.
2. Materials of Constructions:
 - a. Aluminum letter faces to be a minimum of .080 aluminum face with a minimum of .063 aluminum returns
 - b. Color to be: Dark Bronze PMS # 462U
 - c. Neon tubing to be double stroke minimum 10 MM and maximum 15 MM cool white neon (6500 white).
 - d. Each letter to have .150 or .125 polycarbonate backing material covering the back of the letter and all materials inside.
3. All sign supports shall be a minimum of 2.5" or a maximum of 3.5" off the face of the building.

III. MOUNTING

- A. All signs and connections shall be soundly constructed securely attached and be weather tight. All signs should be mounted with good quality workmanship. The Landlord reserves the right to be the judge of such workmanship. Sign mounting must comply with the sign criteria of the City of Germantown, TN.
- B. All fasteners, screws, bolts, etc. used in the fabrication and mounting of the signs shall be stainless steel or a non-corrosive hardware.
- C. Any damage done to any part of the building during the mounting or removal of signs shall be promptly repaired to "like new condition" by the Tenant at Tenant's expense.

IV. SECONDARY SIGNS

- A. No secondary signs are to be placed on building wall elevations. Landlord will allow letters, not to exceed 5", to be placed on the rear door for identification purposes.
- B. No "sandwich" or easel/portable signs are allowed.
- C. No window signs are permitted without the written approval of the Landlord. It is

intended that hours of operation and emergency phone numbers will be the only exceptions. All window signage is limited to a total of one square foot.

- D. Standard address numerals for postal identification of premise will be permitted. Each tenant shall display the name centered on the rear door of the retail space (four (4) feet nine (9) inches from the ground), with the street number located two (2) inches below the name.
- E. "Grand Opening" signs in moderation and good taste shall be permitted at the Landlord's discretion, and are subject to conformance with the Germantown Sign Ordinance. Such signs will be permitted for a maximum period of ten (10) days only. Such signs must be located so as not to obstruct access either visually or physically to any other tenant space or common area. Tenant must obtain written approval prior to erecting any sign. All tenants requesting temporary signs such as a "Grand Opening" sign must also obtain a Temporary Sign Permit from the City of Germantown Department of Community Development.