

## GENERAL REQUIREMENTS

The purpose of this manual is to define and specify the exterior signage criteria for the Forest Hill Professional Plaza in Germantown, Tennessee. As a part of this application, we are requesting that the City of Germantown Design Review Commission grant the Department of Development the authority to approve signs in the Forest Hill Professional Plaza which meet the approved center guidelines and the City of Germantown Sign Ordinance.

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

These guidelines will apply to Lots 2 through 9 of the development. Signage for Lot 1 will be presented to the City of Germantown Design Review Commission under a separate application.

## TENANT IDENTIFICATION SIGNS

Each building shall be permitted a tenant identification sign that will be located next to the major entrance doors and project no more than 12 inches from the face of the building. All of the tenant identification signs will be the same size with sign content restricted to tenant name, address (optional), hours, primary products and services. The name of the business shall be the primary element of the sign. Additional signs and/or information shall be approved by the Design Review Commission.

Tenant Identification Signs shall be 5 square feet.

## DIRECTORIES

Each building shall also be permitted an exterior directory where one or more tenants do not have an exterior entrance or do not qualify for an exterior sign in lieu of two tenant identification signs. There shall be one directory permitted for each building. The directory shall not exceed 12.5 square feet. Directory lettering shall not exceed two inches in height. Signs will not be illuminated.

## BUILDING STREET ADDRESS SIGNS

There shall be a building identification number for each lot. The numbers shall be four (4) inches in height and shall be made of cast faux bronze with an antique finish.

## DIRECTIONAL SIGNS

Currently there are no plans for directional signs in the Forest Hill Professional Plaza. In the event directional signs are to be provided in conjunction with Lot 1, they will be presented with that application.

## TYPOGRAPHY

The main tenant sign shall be all individual letters, within the allotted signage space. The typography shall be upper and lower case letters or just upper case. The type of typography shall be similar in character and overall appearance to the following:

**Time Roman Bold**

Cooper

**Caslon Medium**

Caslon Openface

The letters shall be raised. National or regional tenants shall be permitted to use their standard typography logo script and logos in conformance with the City of Germantown Sign Ordinance and subject to the approval of the Department of Development.

Tenant Identification Sign lettering shall not exceed 3 inches in height.  
Directory sign lettering shall not exceed 2 inches in height.

## MATERIALS

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The materials of the signs shall be of cast faux bronze with an antiqued finish. The backgrounds of the signs shall be a textured finish of dark bronze. All signs must have a clear protective coating so as to protect them from the elements.