

Exeter Village Shopping Center Germantown, TN Sign Specifications

October, 1994

These specifications will apply to all store identification, center identification, building and store street address signs, rear door identification signs, and other building markings at Exeter Village shopping center, comprised of buildings at 2055, 2095, 2075 and 2115 Exeter Road.

As part of this request, the applicants are also requesting that the Design Review Commission grant the Department of Development the authority to approve signs in Exeter Village shopping center which meet the approved center policy and the City of Germantown Sign Ordinance.

All proposed tenant signage is to be submitted for architectural approval to:

Weston Retail Management Company
6075 Poplar Ave
Suite 202
Memphis, TN 38119

Sign construction can begin only after final written approval of the owner or owner's representative. Sign fabrication, construction and installation must meet the code requirements of the City of Germantown Sign Ordinance and applicable local and state codes and requirements as well as meet the criteria contained herein.

Once signs are approved by all parties, the applicants must obtain a sign permit from the Memphis/Shelby County Office of Construction Code Enforcement prior to erecting any proposed sign.

Store Identification Signs

Store identification signs will have a maximum total area, counting spaces between words, as customarily calculated by members of the Germantown Department of Development and Design Review Commission, of 50 square feet or one-half square

foot of area for each lineal foot of frontage of the lease space for which the sign is proposed, whichever results in the smaller sign.

Store identification signs are to be comprised of individual stud-mounted block-style letters as are presently approved and in place.

Standard maximum letter height will be 18" unless otherwise approved by the owner or owner's representative and by the City Of Germantown Department of Development and Design Review Commission.

The total maximum height for any sign cannot exceed 22".

Typefaces; Letter Styles

Letter styles are to be held to a minimum. Capitals and lower-case are both counted as letter styles.

The standard letter styles allowed will be Helvetica Medium, or Helvetica Bold. Slanted letters or other variations will not be permitted without Landlord and Design Review Commission approval.

National and regional chain store tenants shall be permitted to use their standard typography logo script which has been used in the majority of that tenant's locations, provided that such signs meet the requirements of the City of Germantown Sign Ordinance and are approved by the owner or owner's representative and the Design Review Commission. Such lettering will be mounted and lit meeting the specifications of this section.

Construction and Mounting

Construction of letters and approved logo script are to be of reverse-channel design, constructed of .080" aluminum with all exposed joints welded and ground smooth. The thickness of letters and approved logo script letters shall be four (4) inches.

Letters and approved logo scripts shall be stud-mounted, utilizing concealed, non-corrosive attachment devices, and will be mounted two (2) inches from the background surface to provide proper backlighting.

Lighting and Electrical

All letters and logo script letters shall be backlit with 15 mm single-stroke white neon. Neon tubing, ballasts, junction boxes, wiring and other electrical components shall meet all local, state and Underwriters Laboratories (U.L.), specifications and codes. Neon tubing will be installed inside the letters and logo script so that lit tubing is not visible by casual nighttime observation. Each letter is to be individually wired to provide no exposed wiring, conduit, junction boxes or other electrical components.

All lit signs are required to be operated with a dial-type or electronic timeclock controller that will allow the sign to be lit during hours of darkness on all days of the week as required by the shopping center managers, whether the store is open or not.

Sign Letter Colors

Letter and logo script colors are to be as follows for **signband mounted letter/logo script**:

FACE and RETURNS COLOR: **Porter Paints 16404-4**
Antique Slate
Semi-Gloss Exterior Enamel

Letter and colors for **brick mounted letters/logo scripts** are already approved for Exeter Village:

FACE and RETURNS COLOR: **United Q6-57P**
Off White
Semi-Gloss Exterior Enamel

Signbands

2095 Exeter Road (Building B)

2075 Exeter Road (Building C)

The existing signbands are to be texture finished and painted with **Burk-Hall 7D, 29 Putty (M)**.

All tenants leaving a space, whether leaving or relocating within, Exeter Village shopping center, will be required to remove all signs for their business and repair the signband to like-new appearance with all patches to be of permanent (dryvit) material, covered with texture finish to match the finish of the signband, and painted with **Burk-Hall 7D, 29 Putty (M)** to match the existing signband.

Signbands

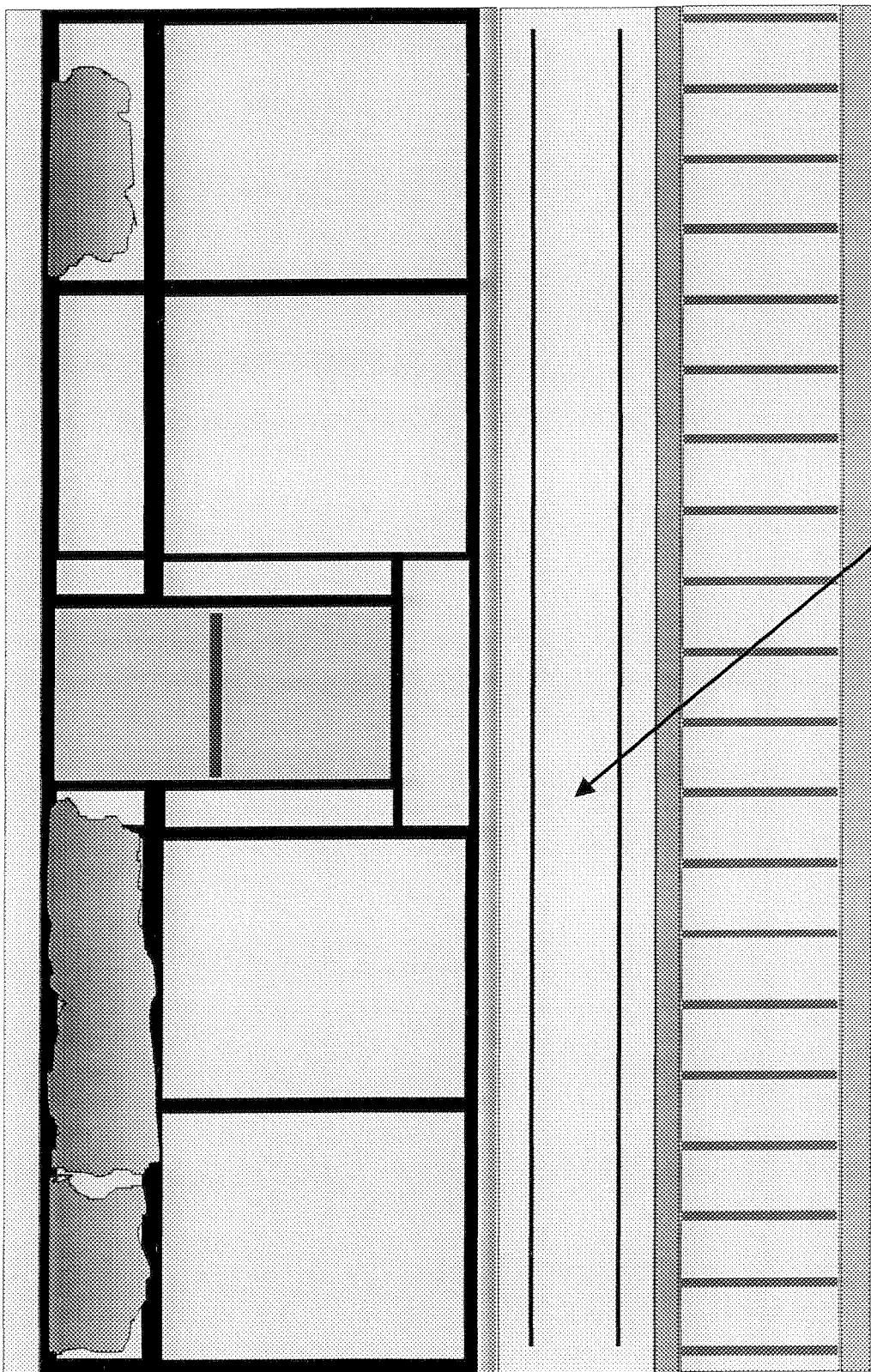
2075 Exeter Road (Building C; Brick Face)

2095 Exeter Road (Building B; Brick Face)

The existing brick frontage will remain in its natural color. Holes for signs' electrical conduit and mounting devices are to be drilled only in mortar joints.

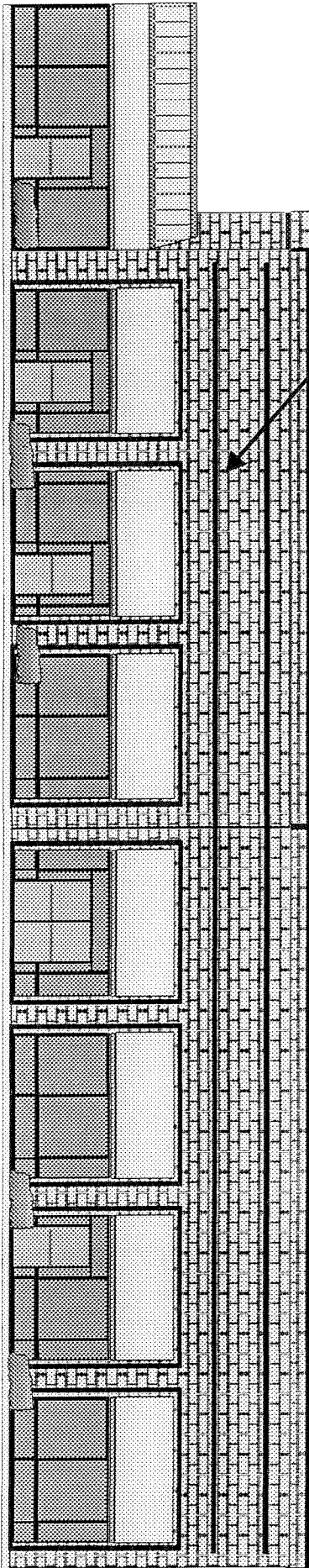
All tenants leaving a space, whether leaving or relocating within, Exeter Village shopping center, will be required to remove all signs for their business and repair the mortar joints and bricks to like-new condition with all patches to be of permanent material installed to match the appearance of the existing wall.

AVAILABLE SIGN AREA
22" MAX HEIGHT



2075 & 2095 EXETER ROAD
TYPICAL SIGNBOARD DETAIL

AVAILABLE SIGN AREA
22" MAX HEIGHT



2075 EXETER ROAD
CENTER (ELBOW) SECTION

Building Street Address Signs

The building identification numbers for 2075 and 2095 Exeter Road will remain as previously approved, but will be repainted **Porter Paints 16404-4, Antique Slate Semi-Gloss Exterior Enamel** to match the tenant identification sign letters/logo script color.

Tenant Suite Number Signs

Tenant spaces will be marked with their suite numbers in Helvetica style, three (3) inches in height, light gray in color, constructed of 3-M or similar brand 2 mil. pressure-sensitive vinyl numbers applied directly to the glass over the front door, centered over the door with the bottoms of the numbers one (1) inch above the window's bottom mullion.

Tenant and Service Rooms Rear Door Signs

Stores and shopping center service/utility rooms will display their trade names (or **Exeter Village Utility Room** for shopping center service/utility rooms), and individual suite numbers on the suites' rear doors, as shown below, for precise identification.

The letters will be upper and lower case, Helvetica regular block style, two (2) inches in height for the store name and 3 inches in height for the suite number, dark brown in color, constructed of 3-M or similar brand 2 mil. pressure-sensitive vinyl letters.

The letters and numerals shall be applied to mounting plates of 3/16" plexiglass which shall be seven (7) inches in height and eighteen (18) inches wide. The corners will be square.

The mounting plates will be mounted on the doors with flat head brass screws with brass grommet washers, one at each corner. The mounting plates will be centered on the door, with the bottom of each mounting plate at a height of 5' 6" above the bottom edge of the door. To prevent vandalism, the letters and

numerals will be reverse-cut (adhesive facing the viewer), and applied directly to the rear of the plexiglass mounting plate.

Store Name
Suite 24

Exeter Village
Utility Room

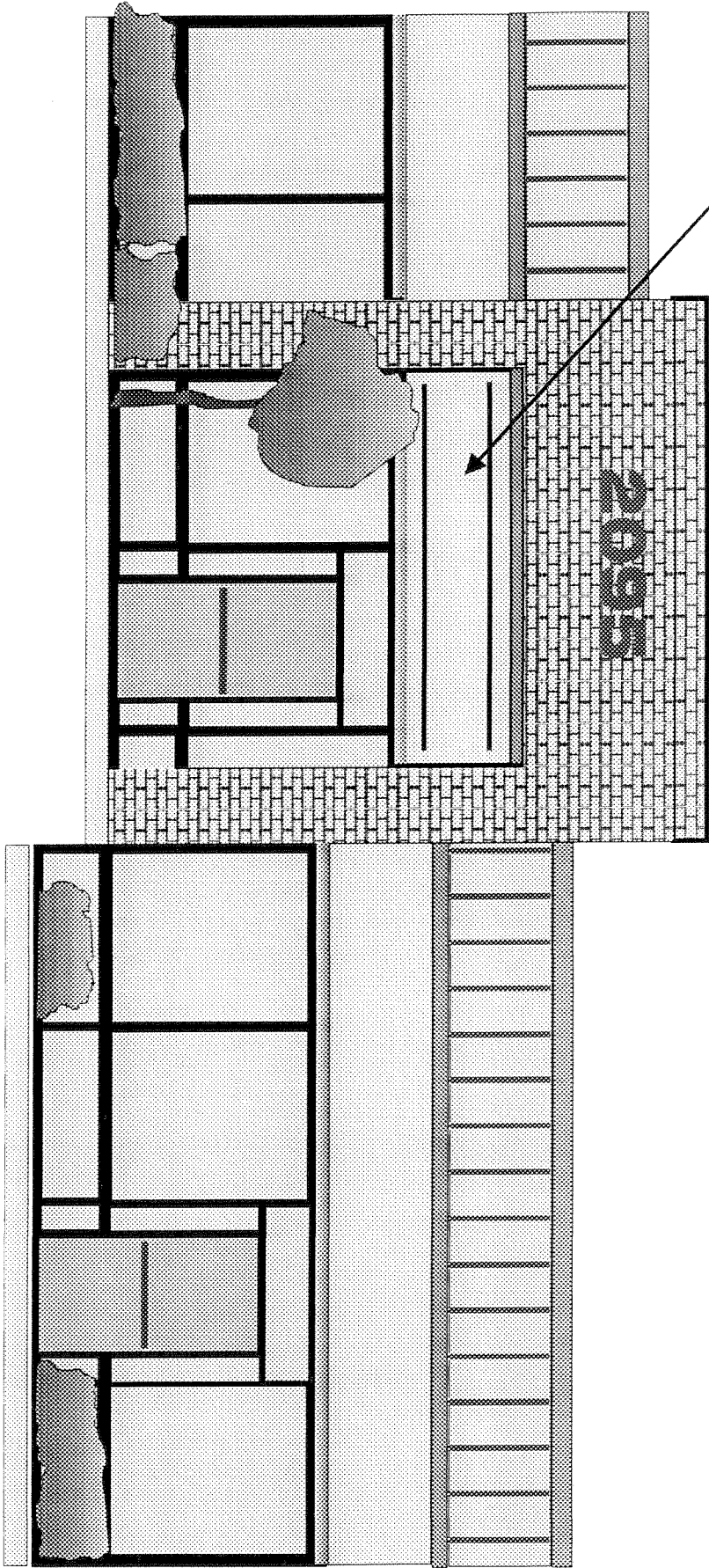
2055 Exeter Road (Piccadilly Cafeteria)

This building is separately owned from the Exeter Village shopping center. Any changes to the exterior of this building would be proposed by Piccadilly Cafeteria's owners.

2115 Exeter Road (Firestone store)

No changes are planned to the present exterior signage, which consists of individual letters mounted on the bronze-colored exterior metal fascia.

AVAILABLE SIGN AREA
22" MAX HEIGHT



2095 EXETER ROAD
CENTER SECTION