

# Carrefour at Kirby Woods Signage Specification Manual

## **Introduction:**

The signage specification manual is designed with the intent of being the prime working tool in establishing the Graphic Communication for Carrefour at Kirby Woods. This manual has been prepared as an aid to producing quality, standardized signage – efficiently and economically.

The manual, which is an end product of a unified visual communication system, can ensure against fragmentation, duplication, waste and ineffectiveness.

Good design saves time and money, and enhances communication and understanding, and that is what this signage specification manual helps to do. It is based on research, analysis, surveying, interviewing and validating to tailor a visual communication system for Carrefour at Kirby Woods. It is also a “living” document and should be subject to change as conditions warrant and to approval by the Design Review Commission.

## **Retail Tenant Alphabet:**

1. Helvetica
2. Helvetica Bold
3. Italia Medium
4. Diana Script Bold
5. Optima
6. Minstral
7. Machine Bold

## **Retail Tenant Sign Colors:**

- |                      |                          |
|----------------------|--------------------------|
| 1. Burgundy          | SW 1567 Sherwin Williams |
| 2. Black             | SW 1238 Sherwin Williams |
| 3. Purple Blue/Green | A 89 Kelly Moore         |
| 4. Teal              | A 80 Kelly Moore         |
| 5. Periwinkle        | X 30-3 Kelly Moore       |
| 6. Sea blue          | A 83 Kelly Moore         |
| 7. Turquoise         | V 10-3 Kelly Moore       |

## **Retail Tenant Sign Types:**

This Signage Specification Manual shall govern outdoor signage to be used or displayed by the Tenant at Carrefour at Kirby Woods. This will insure quality signage throughout the center, while maintaining pleasing architectural standards. Consideration will be given to allowing maximum flexibility of sign, individually, and creativity within the limits described below:

### **1-A Illuminated Tenant Graphics**

1. Tenant sign must be individually illuminated, white stroke neon “reverse channel letters.”
2. Signs shall be limited to the wording necessary to describe the business trade name and/or logo, or logo type. Logos, letters, and numbers shall conform to Chapter 14, Sec. 34-e(6), of the Germantown Sign Code. Type styles will provide maximum flexibility, provided they are legible and within the size limitations described below, and meet the

landlord's approval; however, approved styles shall be within the scope provided on page 1 Retail Tenant Alphabet.

3. Wall signs shall have the maximum total sign area of fifty (50) square feet, or one-half square foot for each lineal foot of building wall of lease space on which the sign is erected, whichever results in the smaller sign area.
4. Signs may be one or two lines.
5. Physical construction of all tenant signs shall adhere to the standard sign industry construction practices:
  - a. Letter Channels (Returns) – All letter returns shall be formed from sheet metal steel, 22 gauge minimum, or aluminum in minimum thickness of .040 inches. Depth of channels shall be 2 inches. All interior surfaces must have a splash coat of white for reflective purposes. Color to be selected from approved color list.
  - b. Letter Faces – All letter faces are to be formed from 22 gauge sheet metal steel minimum thickness or aluminum of .040 minimum thickness. Letter face shall be painted to match return channel. Color to be selected from approved color list.
  - c. Height – The height of the total graphic shall not exceed 24 inches and it shall be mounted on a stucco storefront.
6. Installation of all mounted signs shall conform to the regulations of Chapter 31, Section 3108 of the 1999 Standard Building Code enforced by the Memphis and Shelby County Department of Code Enforcement. Installation specifics shall include:
  - a. Reverse channel letters shall be held 2 ½ inches off the face of the sign board.
  - b. Reverse channel letters shall be attached to the sign band area using 3/8 inch all-thread bolts. Pre-drill holes into sign band area and insert metal receiving anchors. Bolts to be double nut connection to clip angles welded to letter returns.
  - c. All individual letters to have a minimum of two attachment clips.
7. Electrical Requirements shall conform to the requirements of the National Electrical Code. Electrical specifics shall include:
  - a. Letters shall be back lighted reverse channel letters with 4500 white neon tubing, not to be less than 10MM, nor greater than 15MM, using 30 MA transformers.
  - b. The required transformers shall be mounted on the back side of the wall directly behind the letters and housed in sheet metal box 7 inches x 7 inches x 18 inches. The secondary wiring (GTO-15), running from the transformer to a letter, will be contained in ½ O.D. flexible vinyl tubing with no less than .060 inch wall thickness. That tubing shall be mechanically fastened to both the transformer box and the back of the letter by the use of Thomas and Betts 3/8 inch squeeze type connector #253, or equal.
  - c. No holes shall be drilled through the ¾ inch plywood mounting area while mounting the transformers.

- d. The secondary wiring (GTO-15) between letters shall feed through grommets holes in the letter back.
- e. No penetrations or attachments in the finished wall surface, other than those in the sign band area, will be permitted under any circumstances.

#### 1-B Non-Illuminated Tenant Graphics (Blade Sign)

These shall be restricted to tenants with “interior” type frontages. They may be used in addition to the signage permitted in Section 1-A. These signs shall be wall-mounted plaque type signs with a maximum area of 18 inches wide x 24 inches high. This sign may be used in place of signage permitted in Section 1-A. The Blade Sign (1-B), in combination with the Illuminated Tenant Graphic (1-A), shall not result in a total area of signage in excess of that allowed as per Section 14-34(c)-1 of the Germantown Ordinance. (See 1-A (3); page 2)

#### 1-C Existing Tenant Graphics

Existing signage for the existing anchor tenants may remain in place; however, if existing anchor tenant elects to remove existing signage, then it must be replaced in accordance with the Illuminated Tenant Graphics (1-A).

#### 1-D Service Door Signage

1. Copy shall be limited to tenant name and address only. Letters shall be dark ivy green, Helvetica style, and a maximum of 3 inch height.
2. The top letters spelling the tenant’s name will be placed 5 feet 6 inches from the bottom of the door and beginning 6 inches from the left edge of the door. Letters spelling the tenant’s address shall be placed beginning 2 inches beneath the upper edge of the door.

#### 1-E Window Signs, Door Signs, and Decals

1. Permanently painted window signs or decals are not permitted.
2. Permanently affixed address numbers are allowed centered on transom above the door, using 2 inch high white Helvetica medium vinyl numbers.

### **Approvals:**

Tenant shall submit two (2) drawings to the Landlord for written approval prior to fabrication of any sign. Tenants are free to select any sign contractor they choose; however, Landlord must also approve Tenant’s sign contractor as having previously met the criteria for performing acceptable job standards over a period of no less than three (3) years to assure an ability to comply with these specifications. Any construction accomplished by the Tenant or Sign Contractor without having the Landlord’s written approval and not in compliance with these specifications will be done at the Tenant’s own risk. Landlord has the right to demand Tenant to remove any signs that are not in compliance with these specifications; and if not so removed, Landlord shall have the right to remove any sign at Tenant’s expense. Landlord suggests that Tenant select sign contractors willing to give acceptable warranties on their work.