

Crye – Leike Plaza

3030 & 3040 Forest Hill Irene
Germantown, TN 38138

SIGN CRITERIA

It is intended that the signage on the premises be imaginative yet uniform and aesthetically pleasing with the premises. We have, therefore, contracted with Witt Sign Co., Inc., Lebanon, Tennessee to design, furnish and install a doubled faced free standing identification pylon sign. All signage shall conform to the Criteria set forth hereafter.

I. GENERAL

- A. The approved sign contractor is: Witt Sign Co., Inc.
P. O. Drawer 784
Lebanon, TN 37088-0784
(615) 444-3898 Phone
(615) 444-3980 Fax
sales@wittdesign.com- e-mail
rwitt@wittdesign.com- e-mail
Contact: Russell H. Witt
- B. Three (3) working drawings must be submitted to the landlord for approval, one (1) drawing will be retained by the landlord, one (1) approved drawing will be returned to the tenant and one (1) approved drawing will be returned to Witt Sign Co., Inc authorizing them to proceed.

Submit three (3) drawings to:

Anita Frase
Crye-Leike, Realtors
6525 Quail Hollow
Memphis, TN 38120
(901) 756-8900 Ext. 103 Phone
(901) 758-5641 Fax
afrase@crye-leike.com – e-mail

- C. The tenant, through Witt Sign Co., Inc., is responsible for the furnishing and installing of all building tenant signage, providing the necessary sign erection permits and all other permits and licenses required, plus the cost of procuring all permits and licenses required.
- D. The tenant building signage must conform to local codes.
- Each Tenant is responsible for their sign conforming to the Crye-Leike Plaza Sign Criteria and the City of Germantown Sign Ordinance. Each Tenant shall be responsible for obtaining all required permits prior to the commencement of the sign installation.
- E. The use of a corporate crest, logo or insignia shall be permitted provided such crest, logo or insignia meet all criteria described therein.

National or regional retail chain, stores or franchise businesses 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 discretion of the Design Review Commission.

- F. No exposed ballast boxes, sign cabinets, or electrical transformers shall be permitted.
- G. Any deviations from this sign criteria 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. Recommended sign fonts are: Hammerfatt, Futura Bold, Helvetica, Helvetica Bold (all capitals or upper & lower case), Optima Semi Bold, Franklin Gothic Demi Condensed.
3. Depth of letter from front to back shall be four (4) inches.
4. Sign letters will be individually mounted to the building fascia. Electrical connections for each letter must be made behind the building fascia.
5. All wiring, transformers, lighting and reinforcing shall be concealed within UL listed materials in the building fascia area.

B. Size:

1. All signs shall comply with the size limitations enforced by the City of Germantown, TN.
2. The total building signage cannot be over 80% of the building fascia width of each tenant's leased frontage.

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 80% of the allotted space or 80% of the storefront width, whichever is less. Each tenant may have one-half square foot of signage per lineal foot of lease space that is occupied by the tenant or 50 square foot maximum, whichever is less.

C. Construction:

Reverse Channel Letter Specifications

- a. .125 aluminum faces
- b. .063 aluminum returns @ 4" deep
- c. .150 clear polycarbonate backs
- d. 6500 white neon
- e. Letters are to feature a polyurethane finish. All paint used shall be Spraylat Sign Coating Metal Sign Paint Series 20 Intermix System.

All colors will be based on the PMS – Pantone Matching System Formula Guide-Solid Coated.

Approved colors are:

20-01 White Gloss, 20-80 Black Gloss, 20-313 Duranodic Bronze, 300-C Blue, 7401-C Ivory, 193-C Red, Pantone Green-C.

- f. Approved transformers are Transco 30ma - 120 volt.

III. MOUNTING

- A. Letters shall be projection mounted 1 ½” minimum to 2” maximum off building fascia.**
- B. Acceptable mounting methods are stud mounting, clip mounting or stud and clip mounting.**
- C. All signs and connections shall be soundly constructed, securely attached and 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.**
- D. All fasteners, screws, bolts & other hardware, etc. used in the fabrication and mounting of the signs shall be non-corrosive.**
- E. Damage to any part of the building during the installation or removal of signs shall be promptly repaired by the Tenant at Tenant’s expense.**

IV. VINYL WINDOW GRAPHICS

- A. Vinyl window graphics will be allowed to display store hours and a limited amount of other language, i.e. goods and services provided by the tenant.**

All window signs are to be paid for by each tenant.

- B. Standard address numerals for postal and/or deliveries of the premises will be permitted. Each tenant shall display the name centered on the front and rear door of the retail space.**

“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. 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.