

River Center Sign Criteria

(Revised May 2017)

(Changes in red proposed by applicant, changes highlighted proposed by City of Germantown)

The purpose of this manual is to define and specify all exterior signage criteria for the River Center Shopping Center, 7730 Wolf River Blvd., Germantown, TN.

Each tenant shall provide a signage package for their space as described below by area designation:

1. Main Signage Panel
2. Front Door Address Numerals and Tenant Name
3. Rear Door Address Numerals
4. Use of Logo's
5. Window Signs

All sign packages shall be submitted to McNeill Commercial Real Estate for preliminary approval, and then to the City of Germantown Economic and Community Development Department, prior to fabrication and installation. The cost of fabrication, permits, installation and maintenance shall be the Tenant's responsibility. All signs shall be in compliance with code requirements of the City of Germantown sign ordinance and the instructions, limitations and criteria of this manual.

If the proposed sign meets the requirements outlined herein, it may be approved administratively by the City of Germantown Economic and Community Development Department. Any deviation from these requirements shall require approval from the City of Germantown Design Review Commission (DRC).

Administrative approval applies only to tenant identification signs on the front façade of the leased space, and to front and rear door address numerals and front door tenant names. Administrative approval does not apply to permanent window signs. Any signage requests which do not meet the minimum standards for administrative approval must receive approval from the City of Germantown Design Review Commission (DRC).

Sign requests for this shopping center ~~must be that are~~ submitted to the ~~Design Review Commission~~ City of Germantown Economic and Community Development Department

for approval ~~shall require~~with a letter of approval ~~or disapproval~~ from McNeill Commercial Real Estate.

Once signs are approved by the City of Germantown Economic and Community Development ~~Department of Design Review Commission~~, the applicants must obtain a sign permit from the Memphis and Shelby County Construction Code Enforcement office prior to erecting the sign.

Main Signage Panel

Tenants are allowed one wall sign facing a major parking lot or public street, per the criteria outlined below:

- Main Tenant Signs shall have a maximum total area of 75 sq. ft., or one square foot for each lineal front foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area. Tenant signs must fit within the designated sign area of the building. Maximum lineal width of the sign is 75% of the lease space. Additional sign area may be permitted, up to 1.5 square feet of each lineal foot of building wall or lease space on which the sign is erected, with a maximum of 75 feet in any case with the Design Review Commission approval of 1.0 square foot for each linear foot of tenant space frontage (up to 75 square feet, whichever is less), or as allowed by Section 14-34(c) of City of Germantown Sign Ordinance.
- The Main Tenant Sign shall fit within the signage space above the tenant premises.
- The maximum width of the sign is 75% of the lease space.
- Logos of regional or national chain stores, which equal no more than 10% of the total allowable sign area, may be approved at the Landlord's discretion, subject to the City of Germantown Economic and Community Development's approval.
If a logo is determined not to be considered either a regional or national chain store (determination by the City of Germantown) then use of the logo is not allowed.

Single or multiple tenant names, including logos, shall be erected within the maximum sign height. Square footage for retail tenant names shall be measured as a block drawn around the entire name.

The "Signage Space" is the area in which a sign is permitted to be located.

In the event a tenant leases multiple bays, they are allowed to incorporate both "Signage Spaces" and the space in between for their use for signage as the formula permits.

Main Tenant Signs shall be all individual letters, upper or lower case letters, minimum of 14" to a maximum of 24". Single or multiple tenant names, including logos, shall be erected within the maximum sign height above. Square footage for retail tenant names shall be measured as a block drawn around the entire name.

All letters are to be individual cutout reverse channel type letters with 4" return edge and constructed of .80" aluminum finished in one of the following Sherwin Williams paint colors:

- Real Red SW 6868
- Shade Grown SW 6188
- Georgian Bay SW 6509
- ~~or~~ Rhumba Orange SW 6642.

Letters shall be pegged out from wall and illuminated by 7000 white LEDs or the modern equivalent of 6500 white neon, providing halo effect around letters. All letters shall be erected directly to the fascia with transformers located behind the fascia wall in metal boxes. All exposed aluminum joints shall be welded and ground smooth. All letters shall have concealed non-corrosive attached devices, clips, and wires, and shall be designed and fabricated in accordance with the Germantown code. All ballasts shall meet UL standards.

The type of typography shall be similar in character and overall appearance, but not limited to the following.

Arial Bold
Bookman Old Style
CG Times
Times New Roman
Tahoma

Any other letter style shall first be approved the Landlord, and then by the City of Germantown Economic and Community Development Department, by DRC

No part of sign shall be closer than 24" to adjacent tenant demising wall or project out of Signage Space area.

All main tenant signs are to be centered in the signage band as shown on attached drawings.

1. Front Door

Front Address Numerals and Tenant Name

Front address numerals shall be vinyl attached to inside surface of glazing and color shall be white.

All numerals shall be 6" Arial Font

Numerals shall be centered over front door, with bottom of numerals 1" above door frame. Locations are to be visible to the street and subject to approval of City of Germantown Fire Department.

Tenant may place name of business and business hours on front door. Letters will be:

White in color

Arial Font

Tenant's name and business hours shall not exceed a total area of one square foot. Any deviation from this must be approved by Landlord, City of Germantown Economic and Community Development Department and City of Germantown DRC. This section of signage is in Municipal Code Section 14-31 (e).

2. Rear Door

Rear Address Numerals

Rear address numerals shall be 3M brand, 2 mil pressure-sensitive, die-cut vinyl letters attached to outside surface of door, and color shall be brown. Letters shall be centered on door, and top of letters shall be 24" below top of door.

All numerals shall be 3" Arial Font

3. Use of Logos

Logos of regional or national chain stores, which equal no more than 10% of the total allowable sign area, may be approved at the Landlord's discretion, subject to the City of Germantown Economic and Community Development's approval. If a logo is determined not to be considered either a regional or national chain store (determination by the City of Germantown) then the use of a logo will not be allowed.

4. Window Signs

Decals, numerals, names, addresses, hours, credit information, etc., attached to doors or windows and all of which occupy a total area of one square foot or less are excluded from review by the City of Germantown. (Additional window signage is not permitted

by the City of Germantown.) Any other signage to either the front or rear of the leased space must be submitted to Landlord and to the City of Germantown for approval.

**City of Germantown
Department of Community Development**

Approved by DRC

On # 17-726

Date 6/27/2017

Signature Sarah [Signature]

Title: Planner