

# Germantown Collection

7850 Poplar Ave  
Germantown, TN 38138



## Tenant Sign Criteria and Specifications

Project Identification Sign Criteria and Specifications

Prepared by:



City of Germantown  
Department of Community Development

Approved by DRC  
Bayer Properties LLC | 2222 Arlington Ave S | Birmingham, AL 35205 | tel. 205.939.3111 | [www.bayerproperties.com](http://www.bayerproperties.com)

On #15-542  
Leasing | Property Management | Accounting | Marketing | Tenant Coordination | Development | Acquisitions

Date 9/25/2018  
Signature [Handwritten Signature]  
Title: Senior Planner

Germantown Collection Parcel I and Parcel II– Germantown Tennessee  
Tenant Sign Criteria and Specifications  
Project Identification Sign Criteria and Specifications

I. The follow sign criteria were approved by the City of Germantown on \_\_\_\_\_ and is binding for all tenants located within the Germantown Collection.

II. GENERAL

A. The purpose of these sign criteria are to inform the Tenant and the sign manufacturer of the framework within which the Landlord will review and approve all signs to be erected by the Tenant in the Germantown Collection, (Parcel I and Parcel II), Germantown, Tennessee 38138. Prior to installation, all signs must be approved by Landlord and the proper city or governing authority. When “General” requirements are mentioned, the Landlord reserves the sole right to interpret them.

1. Each sign will be reviewed on its merits and relationship to the total design of the shopping center. The Landlord’s decision is final. Nothing hereinafter stated shall be construed as limiting the Landlord’s right to require modification to signs prior to approving them or to modify these criteria at its sole discretion.

B. Sign construction can begin only after final written approval of the owner or owner’s representative, City of Germantown and Shelby County Code Enforcement. All proposed tenant signage is to be submitted for Landlord approval to, prior to submitting to the City of Germantown for approval:

Bayer Properties  
Attn: Tenant Coordination Department 2222 Arlington Avenue  
Birmingham, AL 35205

C. 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.

D. Only one (1) wall sign per Tenant is permitted except for Tenants with frontage on multiple (up to 3) sides of building where Landlord may permit three (3) wall signs in accordance with the criteria described in more detail below, with the City of Germantown Department of Economic and Community Development’s approval for the second and third wall signs.

- E. The cost of sign planning and design, fabrication, permits, construction and electrical installation shall be the Tenant's responsibility.
  - F. Sign text will be limited to the Tenant's trade name as it appears on the Lease. The Landlord reserves the right to limit the use of Tenant's logo.
  - G. Tenant and sign company shall be liable and shall bear all costs for removal and/or correction of signs, sign installation, and damage to the building by sign installations that do not conform to sign criteria.
  - H. Sign and mounting shall not stain or discolor building or walkways. Previous mounting holes shall be filled or repaired with waterproof material to match façade upon installation. Sign shall be maintained in good repair and alignment. Sign must be contained within fascia area directly in front of Tenant's space.
  - I. Removal of sign when Tenant vacates space shall be the Tenant's responsibility. Tuckpointing and/or repairing damaged brick/mortar or E.I.F.S. (and making waterproof) to match the appearance of the existing wall in as new appearance shall be the exiting Tenant's responsibility.
  - J. Unless the Landlord provides authorization otherwise, Tenant shall not be allowed to open for business without approved required signs in place. Failure to open for this reason shall not excuse the Tenant from the performance of its obligations under the Lease.
  - K. The Landlord requests that the City of Germantown Design Review Commission grant the Department of Economic and Community Development the authority to administratively approve signs in the Germantown Collection that meets the approval of these sign criteria.
- III. Once signs are approved by the City of Germantown Department of Economic and Community 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.
- IV. SIGN COMPANY SUBMITTALS
- A. Prior to fabrication, three complete sets of 11"x 17" (min.) drawings must be submitted to the Landlord for approval showing:
    - B. Building Elevations

1. Drawn to accurate scale of  $3/8" = 1'-0"$ .
2. Elevation of building side/storefront(s) requiring signage.
3. Leased store width dimensions.
4. All signage heights, lengths, and thicknesses.
5. Dimensioned location of signage in relation to plane of fascia, reveals, and other building projections.
6. Signage intended for mounting on glass, brick, exterior insulation and finish system, parking signs, walls, and/or doors.
7. Interior signs intended to be viewed from outside.

C. Building Cross Section

1. Drawn to accurate scale of  $3/4" = 1'-0"$ .
2. Fixed location (vertical and horizontal dimensions) of sign in relation to facade reveals and projections, and projections of the letter or signage from the building facade.

D. Sign Sections

1. Drawn to accurate scale of  $1-1/2" = 1'-0"$ .
2. Sign materials.
3. Signage/letter heights, thicknesses, and colors.
4. Sign mounting method.
5. Electrical services and connections.

V. RETAIL -TYPE SIGN PERMITTED (WALL SIGNS)

- A. Only individual cutout, reverse channel type letters with 4" return edge, constructed of .80" aluminum stud-mounted to the wall. Letters shall be pegged out 2 1/2" from the wall and backlit by White LED backlighting to provide a halo effect around the letters.
- B. All signs shall be professionally designed, fabricated and installed by a licensed and insured signage contractor, and sign company's proof of insurance shall be provided by Tenant to Landlord per the Landlord's insurance requirements and naming the Landlord as Additional Insured. All signs receiving electrical service must bear U.L. approved labels.
- C. Letters shall be individually fabricated and shall be individually mounted to building fascia material with the minimum practical sized, non-corrosive, concealed fastening. All fastenings must be weather sealed at the point of fascia penetration. Any fastenings which may from time to time or from any angle be exposed must be painted to match the building fascia.

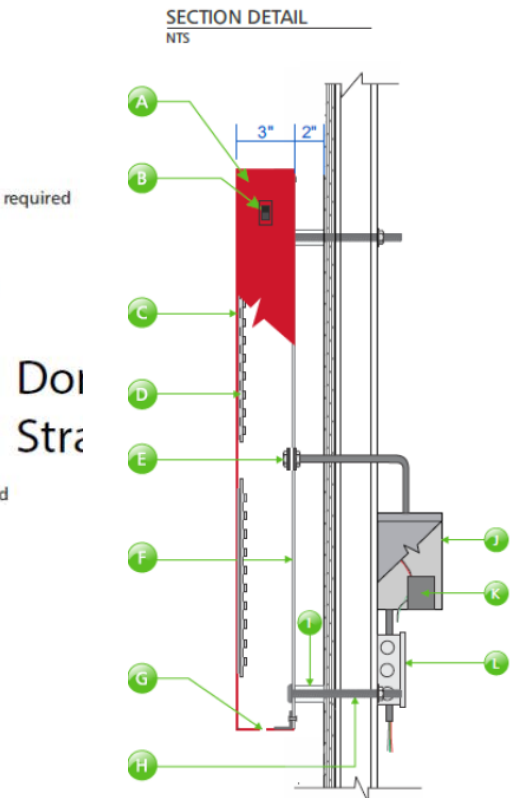
## VI. LETTER CONSTRUCTION

- A. Individual fabricated aluminum reverse channel
- B. All exposed aluminum joints will be welded and ground smooth.
- C. Only individual cutout, reverse channel type letters with 4" return edge, constructed of .80" aluminum stud-mounted to the wall. Letters shall be pegged out 2 ½" from the wall and backlit by White LED backlighting to provide a halo effect around the letters.
- D. LED lighting using compatible transformer. Only illuminated signs will be permitted on sign fascia.
- E. All signs are required to have a time clock 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, whether the store is open or not.

Typical Example of Letter Construction (e.g., Trader Joe's):

- A .063" Aluminum returns PTM PMS #186C Red Matte Finish
- B Disconnect switch
- C .125" Aluminum face PTM PMS #186C Red Matte Finish
- D Warm White LED lighting
- E .2" Power holes
- F .150" Clear polycarbonate backs with precision-CNC routed hole for electrical wiring

- G 1/4" weep holes in back. Light baffles not required
- H Non-Corrosive 1/4"-20 thru-bolts with Fender washers & nuts. Mounting hardware may vary to suit wall conditions
- I 2" spacers PTM facade
- J Enclosure Box
- K LED Power supply
- L 120v. Primary power junction box provided by others prior to installation



VII. LETTER STYLE AND LOGO

- A. All tenants shall be permitted to use their standard script and/or branding, subject to landlord approval.
- B. Letter style, either upper and/or lower case
- C. Style must be approved by the Landlord in writing, prior to fabrication.
- D. Tenants may use a copyrighted and/or trademarked logo and/or branding, provided they meet the requirement of the Germantown Collection Parcel I and Parcel II Signage Criteria and the City of Germantown Sign Ordinance.

VIII. COLORS

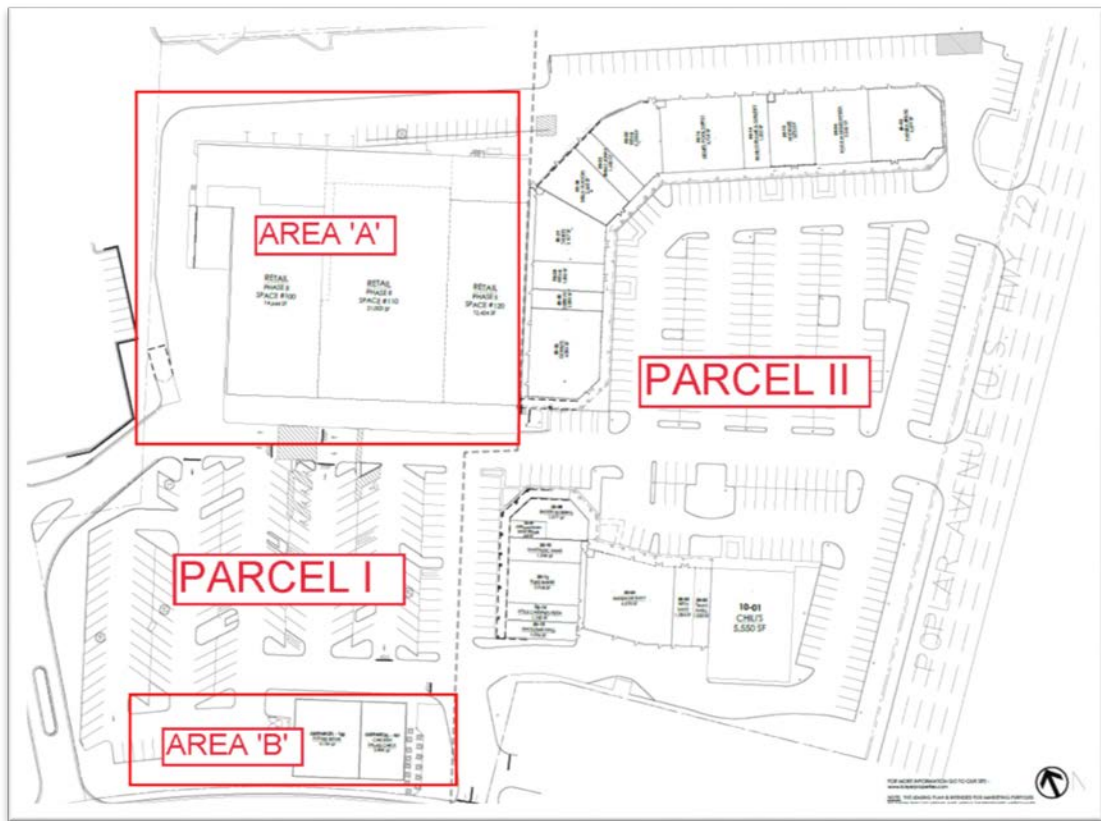
- A. Any tenant with copyrighted and/or trademarked brand standards and/or identity are permitted to use their standard colors in a matte finish, subject to approval by the City of Germantown's Department of Economic and Community Development, with the option to appeal the decision to the Design Review Commission.
- B. Additional colors as approved, with a matte finish. See Page \_\_\_\_ for illustration.
  - 1. White – Sherwin Williams - Vanilla Bean
  - 2. TCS Blue – PMS 286
  - 3. Black Fox – SW 7020
  - 4. PMS 186 Red (Trader Joe's Red)
- C. The back face shall be clear, 1/8" thick Lexan

IX. NUMBER OF WALL SIGNS

- A. Only one (1) wall sign per Tenant is permitted except for Tenants in Area B of Parcel I and the end caps in Parcel II with frontage on multiple (up to 3) sides of building where Landlord may permit three (3) wall signs, with the City of Germantown's Department of Economic and Community Development approval for the second and third wall signs.

X. SIZE OF SIGNS

Signs shall be permitted in accordance with the Parcels and areas as below.



A. Parcel I

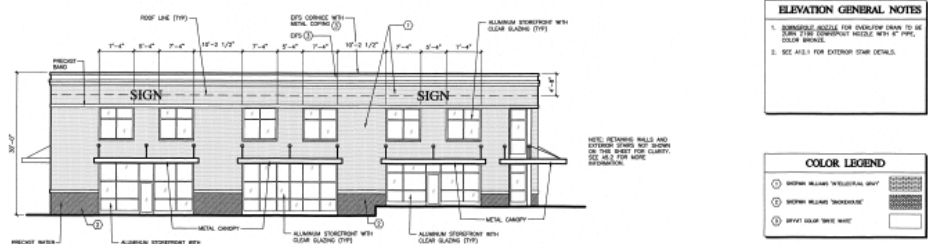
1. Area A – Inline (shall be regulated under City of Germantown's SC-1 zoning guidelines of the sign ordinance)
  - a) Depth of all letters are to be 4".
  - b) All signs shall be centered vertically on the brick and/or E.I.F.S. sign fascia.
  - c) Letter Height - Letters shall conform to the following,

Tenant Space (sq. ft.)	Maximum Sign Height
0—2,500	24"
2,501—5,000	30"
5,001—10,000	36"
10,000 and above	If over 36", at the discretion of the City of Germantown Department of Economic and Community Development.

- d) All signs shall not exceed 75 square feet or one square foot of area for each lineal foot of frontage of the lease space for which the sign is proposed, whichever is the smaller sign. With Landlord Approval, Tenants may seek to request administrative approval from City of Germantown for sign area between 75-100 s.f. (in accordance with the previous sentence), with the maximum of 125 s.f. of sign area to be considered by the City of Germantown Design Review Commission.



2. Area B – Outparcels (Regulated under the City of Germantown T5 Urban Center SmartCode zoning district of the Sign Ordinance)
- Depth of all letters are to be 4".
  - All signs shall be centered vertically on the brick and/or E.I.F.S. sign fascia.
  - Any individual sign shall not exceed 50 square feet or one square foot of area for each lineal foot of frontage of the lease space for which the sign is proposed, whichever is the smaller sign, with the total square footage of sign area of multiple signs per tenant not to exceed 100 square feet.





- B. Parcel II (Regulated under the City of Germantown's SC-1 zoning district guidelines of the Sign Ordinance)
1. Depth of all letters are to be 4".
  2. All signs shall be centered vertically on the brick and/or E.I.F.S. sign fascia.
  3. Sign to consist of individual letters, not to exceed 24" in height. At no point shall letters be smaller than 12".
  4. All signs shall not exceed a maximum of 75 square feet or one square foot of area for each lineal foot of frontage of the lease space for which the sign is proposed, whichever is the smaller sign.



XI. Once signs are approved by the City of Germantown Department of Economic and Community 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.

XII. SIGN COMPANY SUBMITTALS

A. Prior to fabrication, three complete sets of 11"x 17" (min.) drawings must be submitted to the Landlord for approval showing:

B. Building Elevations

1. Drawn to accurate scale of  $3/8" = 1'-0"$ .
2. Elevation of building side/storefront(s) requiring signage.
3. Leased store width dimensions.
4. All signage heights, lengths, and thicknesses.
5. Dimensioned location of signage in relation to plane of fascia, reveals, and other building projections.
6. Signage intended for mounting on glass, brick, exterior insulation and finish system, parking signs, walls, and/or doors.
7. Interior signs intended to be viewed from outside.

C. Building Cross Section

1. Drawn to accurate scale of  $3/4" = 1'-0"$ .
2. Fixed location (vertical and horizontal dimensions) of sign in relation to facade reveals and projections, and projections of the letter or signage from the building facade.

D. Sign Sections

1. Drawn to accurate scale of  $1-1/2" = 1'-0"$ .
2. Sign materials.
3. Signage/letter heights, thicknesses, and colors.
4. Sign mounting method.
5. Electrical services and connections.

XIII. INSTALLATION

A. All letters must be installed with hidden rust proof hardware. No exposed or visible wiring or conduit is permitted.

B. Secondary wiring shall be enclosed with flexible conduit to meet National Electrical Code.

- C. The sign manufacturer and installer shall be responsible for obtaining a sign permit and an electrical permit from the local governing authority. The sign installer shall be responsible for providing all materials and labor necessary to make the final electrical connection from the sign to a junction box, provided by the Tenant, located directly behind the signage.
- D. Sign letters shall be self-illuminated. Electrical penetrations of the fascia shall be of minimum practical size and number, non-corrosive, concealed and weather sealed at point of fascia penetration. Holes for signs' electrical and mounting devices are to be drilled only in mortar joints where practical. In the event that signage or fastening components are visible, match sign band color.

XIV. TRANSFORMERS

- A. All transformers should be grounded.
- B. Transformers shall be U.L. rated secondary ground-fault type and shall be located in the canopy behind the building fascia enclosed in a fireproof box per UL code.

XV. THE SIGNS OR SIGN ELEMENTS FOLLOWING ARE PROHIBITED:

- A. Portable signs without express written permission from Landlord.
- B. Window signs without the express written approval of the Landlord.
- C. Flashing, rotating, or moving signs.
- D. Box, cube, or panel signs.
- E. Vacuum formed plastic or injection molded plastic signs.
- F. Raceways.
- G. Depictions of human figures, animals or food except those that are copyrighted or trademarked, or those that are previously reviewed and approved by the DRC.
- H. Armor, ply, or wooden back letters.
- I. Channel luminaire letters.

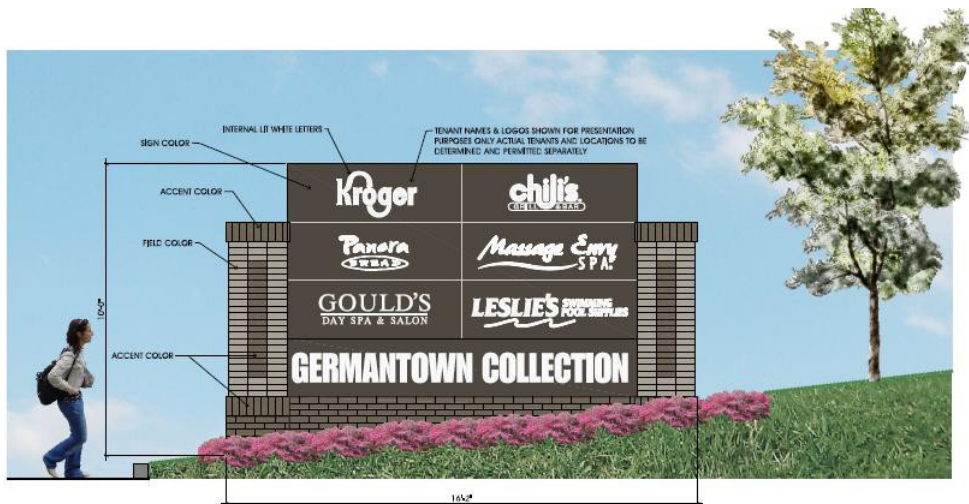
XVI. PERMANENT GROUND MOUNTED PROJECT DIRECTORY SIGNAGE

See pages 11 and 12 of this policy for specifications on the project directory sign. It is the landlord's discretion which tenants are permitted a sign panel on the project directory sign.

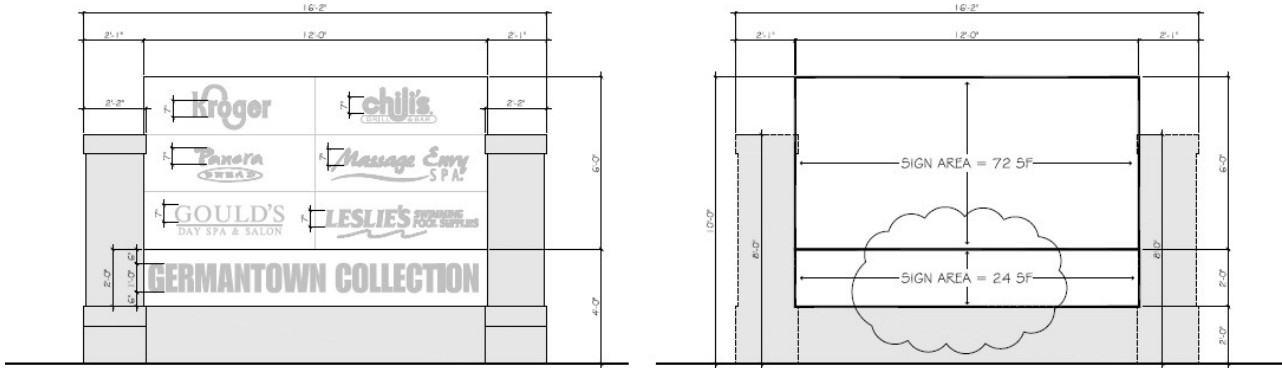
XVII. SECONDARY SIGNAGE

- A. Storefront Entrance Door Graphics
  - 1. Tenant shall provide address numbers/letters that shall be centered vertically and horizontally on glass transom above entry door with the bottom of the number one (1) inch above the window's bottom mullion. Numbers/letters shall be 6" in height and acceptable in both location and design to the Germantown Fire Department.
- B. Rear Door Graphics
  - 1. Landlord shall provide all rear doors with address numbers/letters that shall be centered horizontally with the bottom of the number 5' above the bottom edge of the door. Numbers/letters shall be 3" in height and acceptable in both location and design to the Germantown Fire Department.
  - 2. For all entrance door and rear door graphics, all signs shall be installed by Tenant at Tenant's expenses.

Project Directory Sign



PAINT COLORS:  
FIELD COLOR: SHERWIN-WILLIAMS  
5W 7045 INTELLECTUAL GRAY  
ACCENT COLOR: SHERWIN-WILLIAMS  
5W 7040 SMOKEHOUSE  
SIGN COLOR: SHERWIN-WILLIAMS  
5W 7020 BLACK FOX



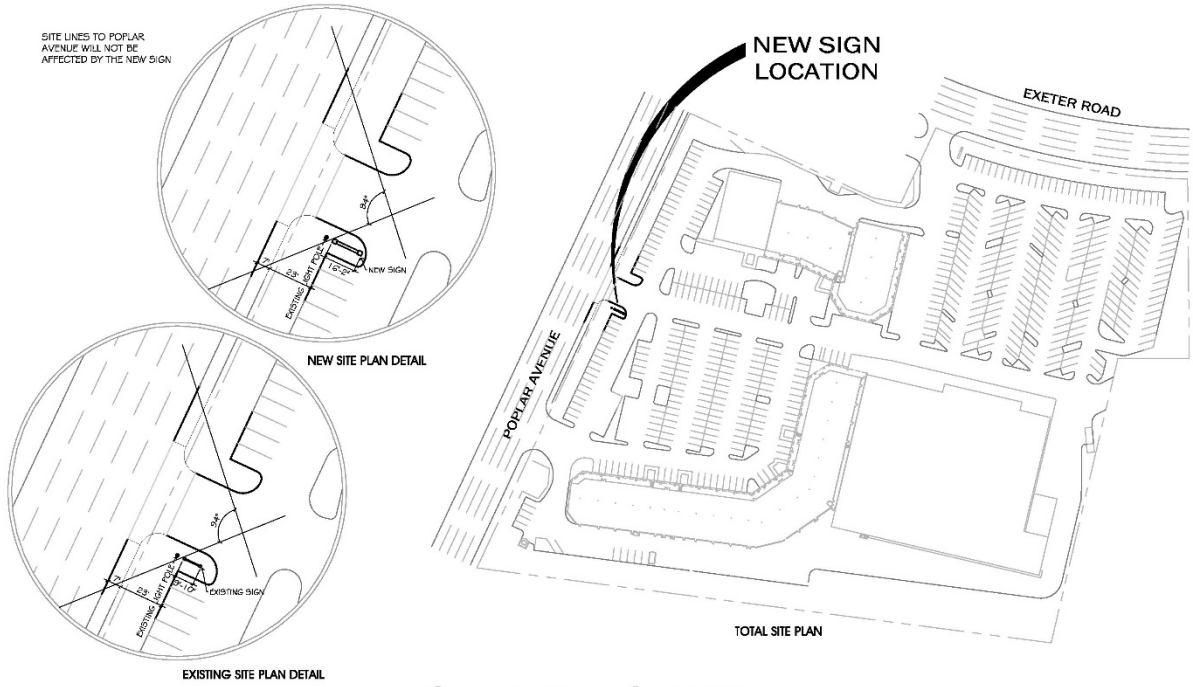
	PROPOSED	ALLOWED
SHOPPING CENTER SIGN =	24.5F	45.5F
TENANT SIGN =	72.5F	72.5F
TOTAL SIGN AREA =	96.5F	120.5F

**SIGN CALCULATIONS**



**Germantown Collection**  
 Poplar Avenue (US Highway 72) at Exeter Road  
 Germantown Tennessee

3 of 3  
 3/8" = 1' 5 OCTOBER 2015



**Germantown Collection**  
 Poplar Avenue (US Highway 72) at Exeter Road  
 Germantown Tennessee

2 of 3  
 5 OCTOBER 2015

XIX. Additional colors Approved with matt finish

White – Sherwin Williams - Vanilla Bean



TCS Blue – PMS 286



Black Fox – SW 7020



PMS 186 Red (Trader Joe's Red)

