

GERMANTOWN PLAZA SHOPPING CENTER

SIGNAGE SPECIFICATIONS MANUAL

The purpose of this manual is to define and specify all exterior signage criteria for the shopping center.

Revised: April 2, 2014

Prepared By:

Richard A. Smith Jr.
Finard Properties LLC
3460 Plaza Avenue
Memphis, TN 38111
901-458-8922

GENERAL REOUIREMENTS

Each Tenant shall provide a complete signage package for his/her space as described below:

- a. **Main Signage Panel:** not to exceed the maximum allowable size as defined by the then current City of Germantown's sign ordinance.
- b. **Rear Door Sign:** per the following specifications
- c. **Shop Street Address Numerals:** per the following specifications

All sign packages shall be submitted to Landlord for approval prior to fabrication or installation. Any associated cost with the approval process, fabrication, and installation shall be the responsibility of the Tenant. In addition to any limitations and criteria contained in this manual, sign construction is to be completed in compliance with all city, code, and governing ordinance requirements.

SPECIFICATION / MAIN SIGNAGE PANEL

SIGN TEST

The sign unit shall be located within the sign band/area as defined by the Landlord and limited to the "signage space". The sign size may be up to but may not exceed the maximum as defined by the then current city ordinance.

TYPOGRAPHY

The main signage panel unit shall be all individual letters and may not protrude in any direction beyond the sign band/area immediately above the tenant premises. The typography shall be upper and or lower case letters and similar in character and overall appearance as shown below, but not limited to the following: typography;

Challenge Extra Bold
Times New Roman Bold
Poster Bodoni

National or regional chain store tenants shall be permitted to use their standard typography, logo script, and logos (provided such meets the then current City of Germantown sign ordinance) which have been used nationwide. Any request by a National or Regional Tenant to use their standard typography, logo, or script must be submitted first to the Landlord for approval and then to the Germantown DRC for review and approval. Tenants are required to meet all deadlines, submission, and approval criteria as established by the DRC and all cost associated with obtaining DRC approval are to be paid for by Tenant.

MATERIALS

The letters shall be reverse channel with front and sides of .080" aluminum. All exposed aluminum joints shall be welded and ground smooth. All letters shall have concealed, non-corrosive, attachment devices

all of which (inclusive of clips and wires, etc.) shall be designed and fabricated in accordance with local sign ordinances and within local code parameters as established by the appropriate governing authority. Each letter of the sign unit(s) shall be backlighted with single stroke white neon and each letter of the sign shall be mounted 1.5” to 2” away from the face of the wall so as to provide proper backlighting of letter. The sign ballast shall meet appropriate U.L. standards. The Landlord will supply a junction box at each tenant space and all wiring to junction boxes shall be concealed, weatherproof, and at the expense of the tenant. The sign letters are to match the tenant’s colors from within the following selection parameters.

COLOR

Each canopy sign letter shall be one of the following approved colors; red, green, off-white, black, or blue.. If Tenant desires a color not included below, the Tenant may request Landlord’s approval of such color, but Landlord has the sole right to approve or deny the variation.

INSTALLATION REQUIREMENTS

The main tenant sign shall be centered within the canopy sign space above or in front of the tenant premises and no part of the sign shall be closer than 24” to the centerline of any adjacent demising walls.

SPECIFICATIONS / SHOP STREET NUMBERS

SIGN TEXT

Each tenant shall display the shop’s street number above the front door to allow for precise identification of the shop.

TYPOGRAPHY

Four (4) inch height, Times New Roman Bold, white individual die cut numerals shall be applied to glazing.

INSTALLATION REQUIREMENTS

The Shop Street Numbers shall be centered over each shop’s front door and the bottom of the numerals shall be two (2) inches above the doorframe.

SPECIFICATIONS / REAR ENTRANCE SIGNAGE

SIGN TEXT

Rear entrance signage panels are necessary to identify the shop from the rear service drive. Signage panels shall have the tenant name and “service entrance” on the panel.

TYPOGRAPHY

The typography of the tenant name shall be “Helvetica Light” and the typography of “service entrance” shall be “Helvetica Medium”. The tenant name shall be 1.5” upper case letters and “service entrance” shall be ¾” high upper case letters.

SPECIFICATIONS / REAR ENTRANCE SIGNAGE (continued)

MATERIALS

The signage panels shall be 18" wide by 4" high and constructed of 3/16" Plexiglas (or Landlord approved equivalent) with the corners of the panel square and grounded smooth. The letters shall be 3M brand, 2 mil. Pressure sensitive die cut letters.

COLORS

Each panel shall be black. The tenant's name and "service entrance" shall be 3-M brand, white or Amarillo white die cut letters.

INSTALLATION REQUIREMENTS

Each panel shall be centered in the width of the door at the rear entrance and 4' 9" from the bottom of the door. The sign panel is to be attached to the door with clear 100% silicone. The mastic is to be applied/installed continuously around the back of the sign.