

SHOPS OF FOREST HILL TENANT SIGN CRITERIA

Introduction:

This criteria has been established for the purpose of assuring consistent and uniform signage for the mutual benefit of all tenants. This criteria sets specific guidelines for all tenant wall signs and will be enforced. This criteria has been reviewed by the City of Germantown; therefore, tenant signs meeting this criteria need only be submitted to the Germantown ~~Code Office~~ **Department of Economic and Community Development (ECD)** for final approval.

General Requirements:

Tenant must submit all sign proposals to Landlord for its approval prior to fabrication. Submissions must include: sign location, size, layout, design, color, graphics, and material for the proposed signs. All signs which required electrical service will require a U.L. label and their installation shall comply with all building and electrical codes.

Wall Signs:

Tenants are allowed one wall sign. An additional sign is allowed if the tenant has an additional elevation facing a public street, customer parking lot, or an additional major entrance.

- Main Tenant sign shall fit within the signage space above the tenant premises.
- The maximum area for each sign is **1.0 ±.5** square feet for each linear foot of frontage, **or as allowed by section 14-34(c) of the sign regulations of the Code of Ordinances..**
- The maximum width of the sign is 75% of the lease space.
- The maximum area of allowable signage is 75 square feet per tenant storefront.
- The maximum letter height for signage is 48”.
- All signage shall be reverse halo illuminated channel letter type.
- All signs shall be mounted to fascia wall with rust proof all thread rod. Letters must be installed a minimum of 1-1/2” from the face of the wall. No signs shall be installed within 24” of the adjacent tenant demising wall.
- **Logos of regional or national chain stores that meet the City of Germantown Sign Ordinance** may be approved at Landlord’s discretion, **subject to ECD approval.**

Address Signage:

- Each tenant shall display the shop street number above the front door, centered and two inches above the bottom of the door frame.
- Numerals shall be applied to first surface (exterior of the window).
- Numerals shall be white in color 4” in height
- Font type will be University Roman Bold

Rear Entrance

- Each tenant shall display a rear entrance sign panel. Signage panel centered in the width of the door at the rear entrance 4’-9” from the floor.
- Copy to have: “TENANT’S NAME” and “SERVICE ENTRANCE”.
- Each panel shall be 4” tall x 18” wide painted Dark Bronze with white copy.
- Font type is Upper Case Helvetica Medium

Undercanopy signage is allowed at the discretion of Landlord.

- Mounting may be blade type or suspended from the ceiling
- Sign shall maintain an 8’ clearance from the bottom of the undercanopy sign to the ground.
- Sign shall contain Tenant’s trade name or logo only.

Anchor Pylon Sign(**Major Project Directory Sign**) (if applicable)

Signage must be individual reverse halo lighted channel letters installed on existing double faced brick and concrete block structure.

- Letter construction detail shall be consistent with storefront signage detail.

Junior Anchor Pylon Sign (**Specialty Tenant Directory Sign**) (if applicable)

- Signage panel to be 1/8” aluminum painted black with routed copy backed up with 3/16” white #7328 acrylic.

- Copy to display Tenant's trade name only.

SIGN CONSTRUCTION DETAIL

Materials:

Wall / Permanent Project Sign

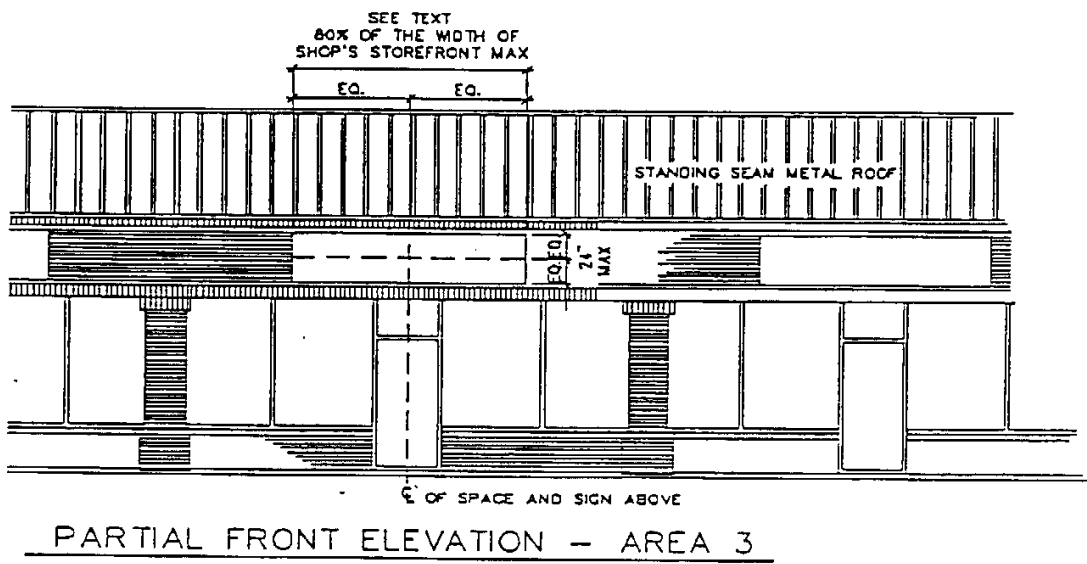
- .125 aluminum faces with .063 aluminum welded returns with 3/16" clear lexan backing for each letter. All fasteners shall be concealed.
- All letters shall be primed and painted to match one of the following colors: ANY VARIATION OF THESE COLORS MUST BE APPROVED BY THE LANDLORD **PROVIDE COLOR SAMPLES**
 - (d) Red 200U
 - (e) Vanilla Bean (Akzo Nobel 426 A1)
 - (f) Green 555C
 - (g) Yellow 116C
 - (h) Bronze 448C
 - (i) Gold
 - (j) Blue 295C
- All letters shall be interior illuminated with 7000 white LED's or 6500 white neon.
- Power supplies shall be 120 volt located behind the wall in an approved electrical box.

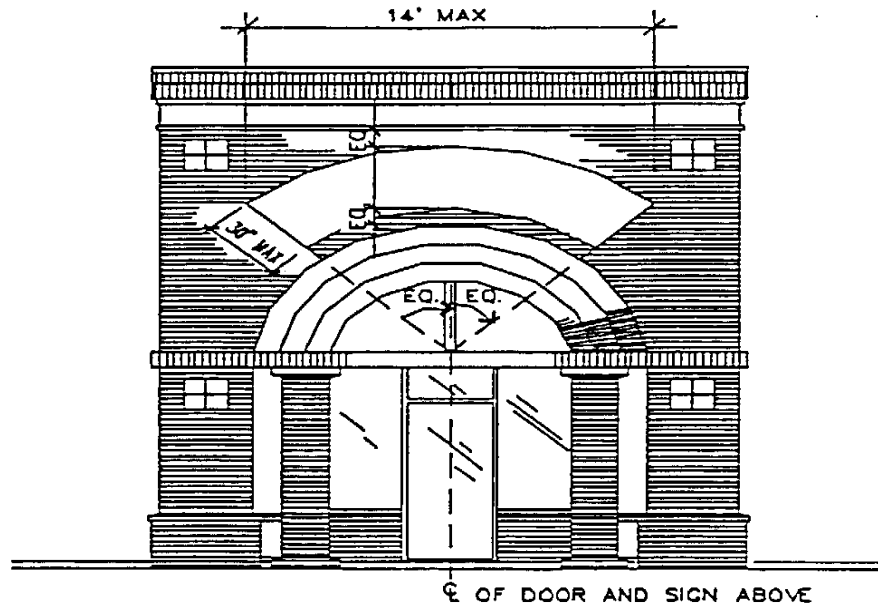
Undercanopy

- 6" square 1/4" aluminum mounting plate with welded 1-1/2" aluminum square tube projecting 48" from wall. Tube and mounting plate to be painted black.
- Sign face will be 1/8" aluminum painted Vanilla Bean with black vinyl copy with a 1" black border.

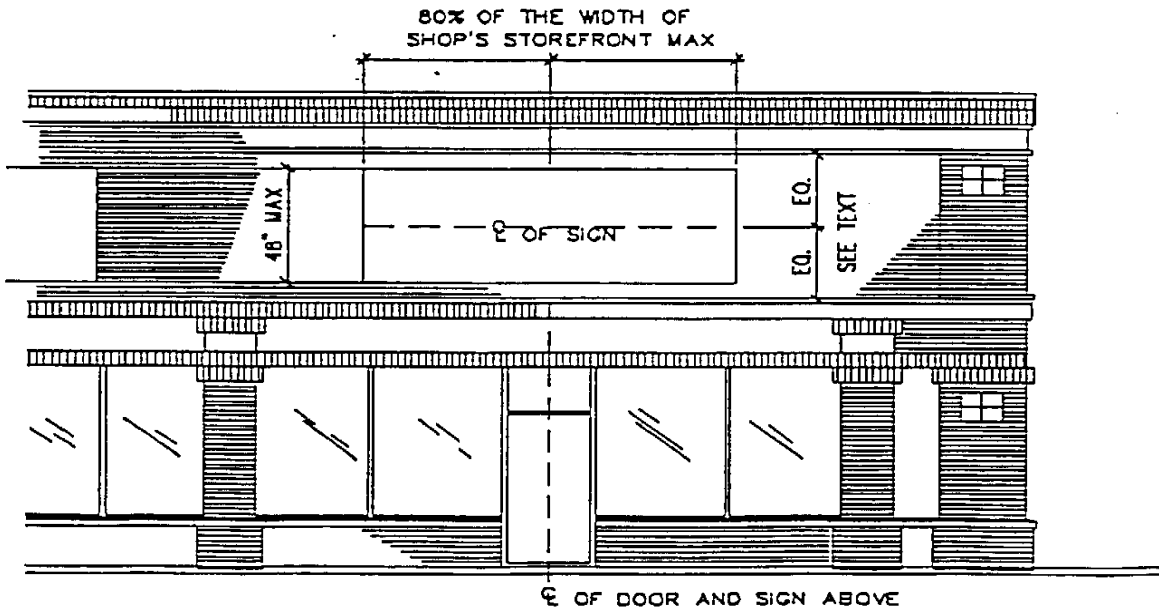
PROHIBITED SIGNS:

- Any sign cabinets or sign boxes or signs that simulate a box type.
- Signs with slogans, products, service descriptions, phone numbers, or advertising
- Window signs displaying "Open" or "Now Open" or "Open Now" are prohibited
- Signs made with Acrylic, Lexan, or Plastic, translucent or opaque
- Balloons and inflatable signs
- Back plates behind signs
- Any temporary signs other than what is approved for a banner
- Signs that contain a visible sign company name
- Signs that contain fluorescent or reflective sign colors
- Vehicle signs unless otherwise used for frequent business purposes
- Signs with exposed conduit, junction boxes, tubing, visible lamps, or crossover neon
- Signs that emit sound, odor, or visible matter (smoke, liquid, or confetti).
- Pole signs or ground signs that are not currently provided by Landlord.
- Flashing, rotating, or any animated signs
- Any signs advertising employment available





PARTIAL FRONT ELEVATION — AREA 2



PARTIAL FRONT ELEVATION — AREA 1