



TRAVURE

W20875 Exterior Sign Package
Office / Retail Center
6815 Poplar Ave, Germantown TN 38138

City of Germantown
Department of Community Development

Approved by DRC + BMA
On 6/25/19 7/22/19
Date #15-574

Signature Sarah Stralere
Title: Senior Planner



1. General
 - a. The purpose of these sign criteria is to inform the Tenant and the sign manufacturer of the specifications that the Landlord will review and approve the signs to be produced and installed by the Tenant in the Travure Parcel 1, Parcel 3 and Parcel 4, Germantown, TN consisting of mixed use, office, retail and hotel. Prior to installation, all signs must be approved by the Landlord and the proper city or governing authority. The Landlord reserves the right to interpret any additional requests from the Tenant.
 - i. Each sign will be reviewed by the Landlord and considered based on the total design of the development. The Landlord's decision is final. The Landlord has the right to modify prior to approving.
 - b. Sign construction may begin only after final written approval of the Landlord or the Landlord's representative, City of Germantown, and Shelby County Code Enforcement. All proposed tenant signage is to be submitted for Landlord approval prior to submitting to the City of Germantown for approval:

Gill Properties
Attn: Karmen Whicker and Brown Gill
8130 Macon Station
Cordova TN 38018, Suite #114
 - c. Sign fabrication, construction, and installation must meet the code requirements of the City of Germantown Sign Ordinance and applicable and state codes and requirements as well as the requirements within this document.
 - d. The cost of the design, fabrication, permits, construction and installation, and any electrical requirements shall be the Tenant's responsibility.
 - e. Sign text will be limited to the Tenant's name as it appears on the lease. The Landlord reserves the right to limit the use of the logo.
 - f. Tenant and sign company shall be liable and bear all costs for removal and correction of signs, sign installation, and damage to the building by any sign installation and for signs that do not meet the sign criteria.
 - g. Sign and mounting shall not stain or discolor building or walkways. Letters to be individually installed on two 3/4" wire tracks. Wire tracks to be painted to match building installed on. Landlord to supply color for wire tracks. Sign shall be maintained in good repair and alignment. Sign must be contained within fascia area directly in front of Tenants space unless otherwise approved by Landlord.
 - h. Removal of Sign Wire Tracks when Tenant vacates shall be the Tenant's responsibility. Repair damaged brick/mortar or EIFS and making waterproof to match the appearance of the existing wall in as new appearance is Tenant's responsibility.
 - i. Tenant shall not be allowed to open for business without sign in place without Landlord's approval. Failure to open for this reason shall not excuse the Tenant from its obligations under the lease.
 - j. The Landlord requests that City of Germantown Administratively approves the Tenant requests that meet the sign criteria and has been approved by the Landlord.
2. Once signs are approved by the City of Germantown, the applicants must obtain a sign permit from Memphis and Shelby County Office of Construction Code Enforcement prior to making and installing any proposed sign.

3. Sign Company Submittals
 - a. Prior to fabrication, three complete sets 11" x 17" drawings must be submitted to the landlord for approval showing
 - i. Building elevations
 - ii. Drawn to accurate scale
 - iii. Elevation of building side/storefront requiring signage
 - iv. Leased store width dimensions shown on elevation drawings
 - v. All Signage height, width, and thicknesses
 - vi. Dimensioned location of signage in relation to plane of fascia, reveals, and other building projections.
 - vii. Signage intended for mounting on glass, brick, exterior insulation and finish system, parking signs, walls, and/or doors
 - viii. Interior signs intended to be viewed from outside.
 - b. Building cross Section
 - i. Fixed location (vertical and horizontal dimensions) of sign in relation to façade reveals and projections and projections of the letter or signage from building façade.
 - c. Sign Section
 - i. Sign Materials
 - ii. Signage/letter heights, thicknesses, and colors
 - iii. Sign mounting method
 - iv. Electrical services and connections
4. Sign Types **(All signs, regardless of type, shall have a matte finish.)**
 - a. Retail-Type Sign Permitted (Wall Signs)
 - i. Only one (1) wall sign per Tenant is permitted except for Tenants with on 2 sides of building where Landlord may permit 2 wall signs in accordance with the criteria described within and with City of Germantown's approval.
 - ii. Only individual cutout, reverse channel letters with 4" return edge of .080 aluminum mounted to wall via wire track. Letters shall be studded out 2 1/2" from the fascia and backlit by white LED backlighting to provide a halo around the letters. No acrylic is permitted.
 - iii. All signs shall be professionally designed, fabricated, and installed by licensed and insured signage contractor. Sign company shall be provided to the tenant to Landlord per the Landlord's insurance requirements and naming the landlord as additional insured. All signs receiving electrical service must bear UL approved labels.
 - iv. Letters shall be individually fabricated and shall be mounted to wire track. 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.

- v. Wall Signs shall have a maximum total sign area per exterior fascia with entrance of 50 square feet, or one-half square foot for each lineal foot of building wall or lease space on which the sign is erected, whichever results in the smaller sign area, never to exceed 100 square feet. Signs may project no more than 6 inches from the face of the building and over a sidewalk in a City maintained right-of-way
- vi. Colors permitted are Duranodic Bronze or PMS Cool Gray 9.
- vii. Letter height maximum is 18.5". **No more than 75% width of the sign band area shall be occupied.**
- b. Project Directory Ground Mounted Monument Sign
 - i. Small tenant panels will be 14" x 28 1/2" with a maximum height of 12" and a maximum length of 25" push-thru letters. Large tenant panels will be 12" x 58 1/2" with a maximum height of 9" and a maximum length of 55" push-thru letters. **Corporate fonts are permitted. No logos permitted.**
 - ii. Only push-thru lettering with white LED lighting in a routed aluminum panel to be used for tenants on double-sided pylon.
 - iii. Pylon base and cap finish to match building fascia.
- c. Project Directory Second Ground Mounted Sign
 - i. Each tenant panel will be 10" x 44" with a maximum height of 8" and a maximum length of 40" push-thru letters.
 - ii. Only push-thru lettering with white LED lighting in a routed aluminum panel to be used for tenants on directional monument.
 - iii. Property logo is individual cutout, reverse channel letters with 2" return edge constructed of .080 aluminum pin-mounted to sign face and backlit by white LED backlighting to provide a halo around the letters.
- d. Hanging Sign (Tenant Blade Sign)
 - i. Only high-performance aluminum blade facepainted to match sign package with face applied cream exterior vinyl for tenant hanging signs.
 - ii. Hanging signs will be 18" x 18"
 - iii. Hanging signs will be installed from overhang with fasteners.
- e. Vinyl (Suite Number, Hours of Operation, Rear Entry)
 - i. Main Entry Suite Number, to be white exterior vinyl 6" copy height.
 - ii. Main Entry Logo may be no more than 10% of allowable sign area, to be cream exterior vinyl. The overall main entry logo will be no more than one square foot total. Hours of Operation copy height is 1".
 - iii. Rear Entry Door Suite Number, to be dusted crystal vinyl with reverse cut out letters or dusted crystal with black exterior vinyl 4" copy height.
 - iv. No sandwich board signs are allowed.
- f. Parking Direction Signs
 - i. Parking signs will be 12" x 18".
 - ii. Signs will be constructed of .060 aluminum. Aluminum will be facepainted Duranodic Bronze with face applied white and black vinyl.
 - iii. Stop signs will be 30" x 30".
 - iv. Signs will be constructed of .060 reflective white aluminum with face applied Traffic Red vinyl. Back will be facepainted Duranodic Bronze.



T R A U R E



PMS 326c



PMS 328c

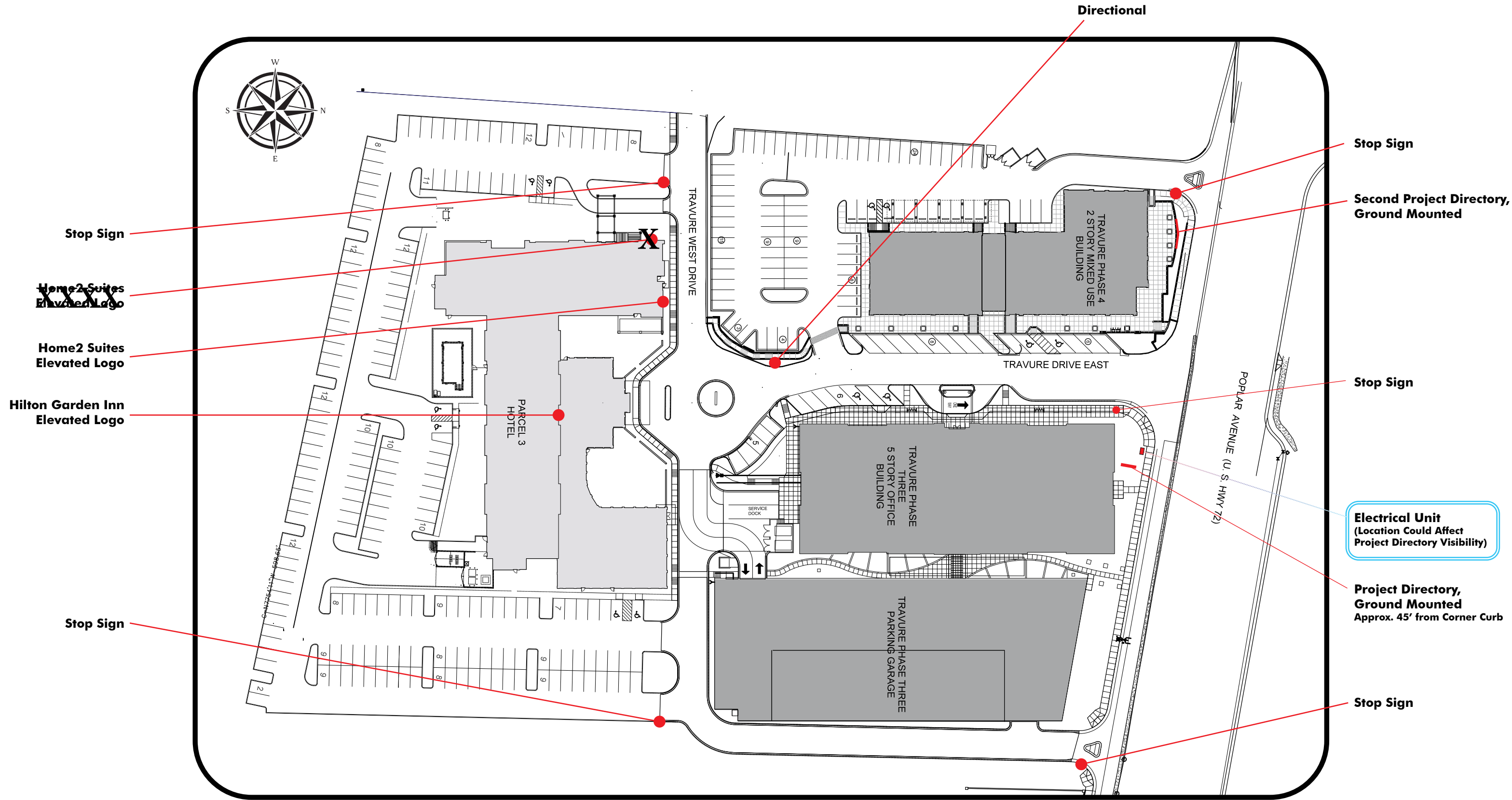


PMS 7765c

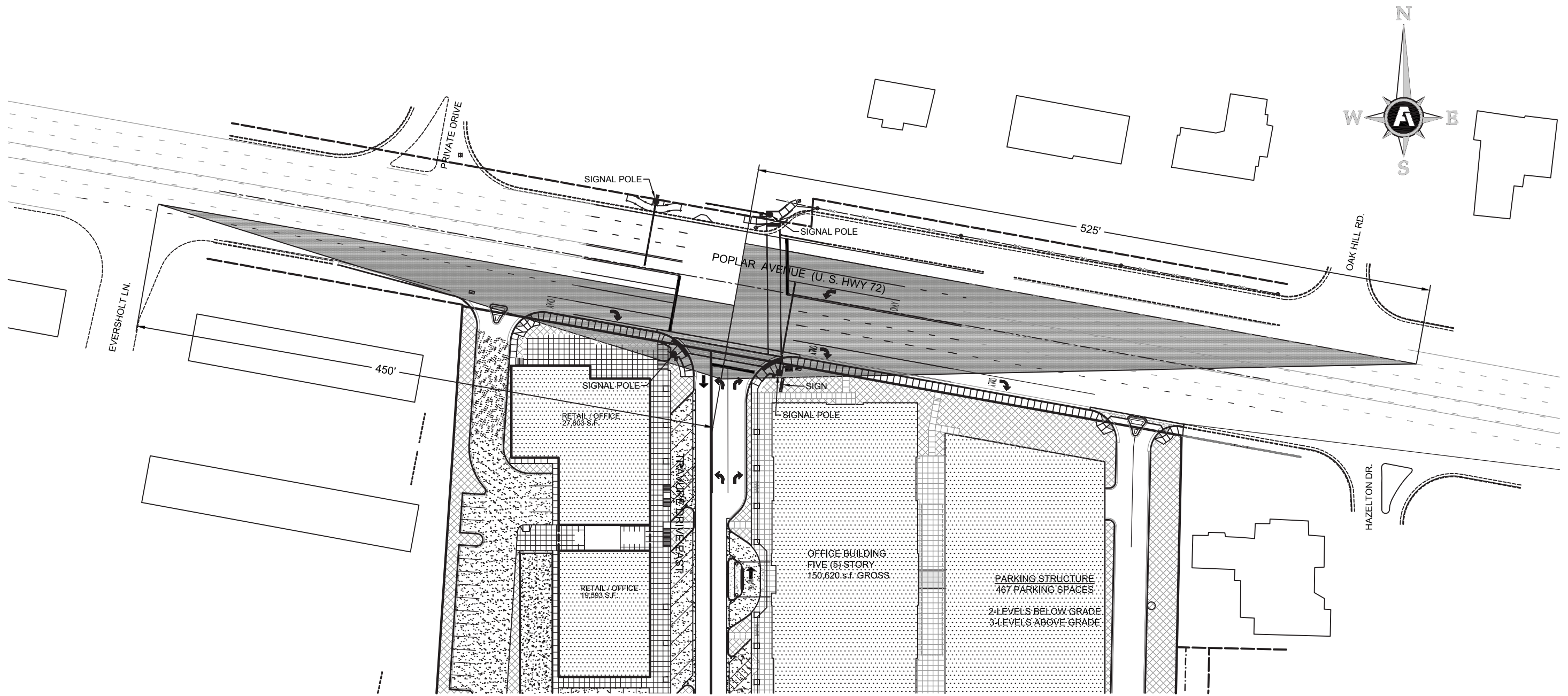




TRAVURE



SCALE: 1/2" = 40'-0"



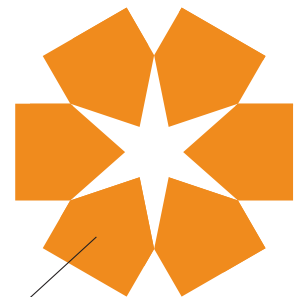
**TRAVURE DRIVE EAST @ POPLAR AVENUE
INTERSECTION SIGHT DISTANCE
JULY 13, 2017**

No Additional Wall Signs Outside of Established Tenant Standards Allowable on Property

For exact sign specifications for this facade, please refer to original sign approvals

Address Numbers
 Qty: 1 Set (4 Digits)
 OVERALL SIZE: 18.5" Copy
 MATERIAL: Pin Mounted
 2" Deep Reverse Channel Letters
 Duranodic Bronze

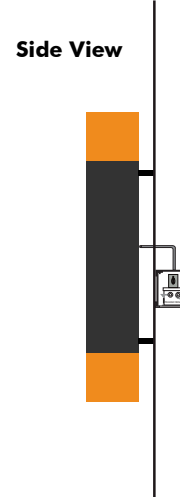
Example: Existing Wall Sign



Logo Gradient Hidden For Review Purposes

MAA

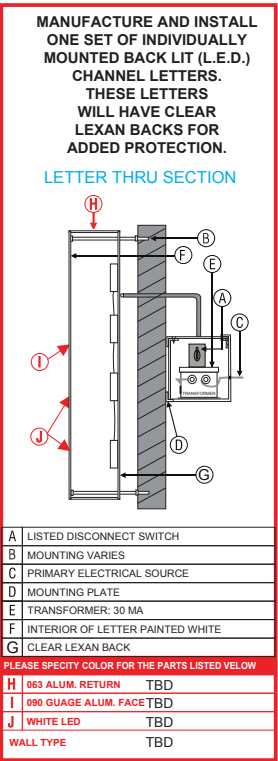
84" x 27.7"
 Total Sign Area: 16.1 ft²
 Qty: 2



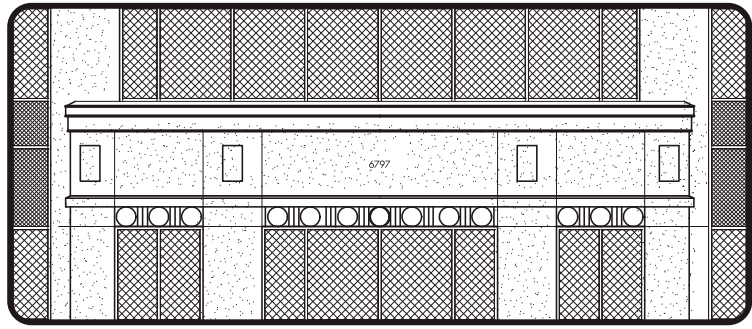
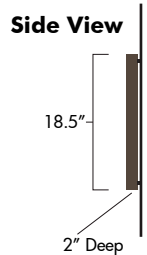
Elevated Building Signage
 Qty: 3
 OVERALL SIZE: See Layout

MATERIAL:
 Custom Fabricated 5" Deep Aluminum Reverse Channel Lettering w/ "Halo" Backlighting

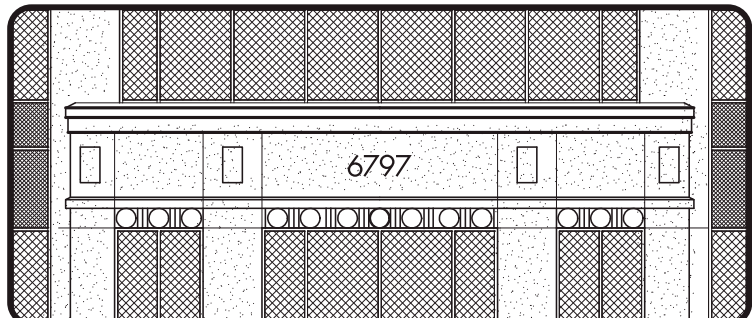
BACKLIT WITH LEXAN BACKS



6797



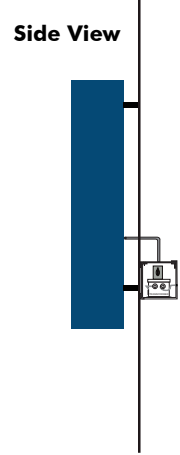
6" Address Numbers



Character Height Update 18.5" Address Numbers

FirstBank

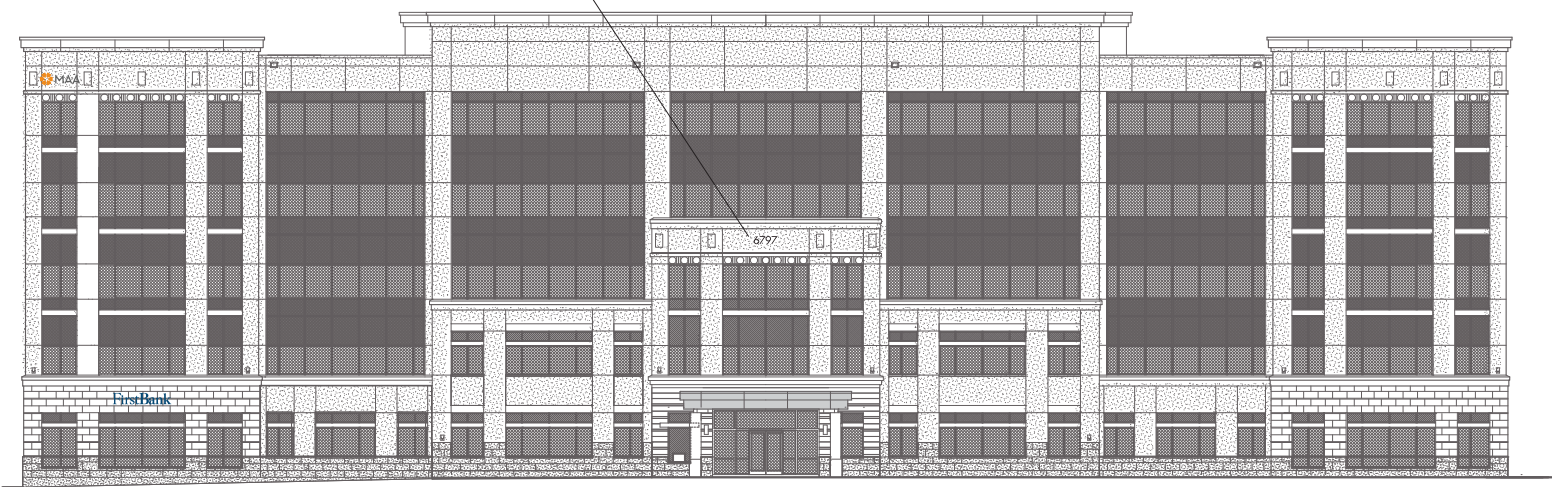
122" x 24"
 Total Sign Area: 20.34 ft²
 Qty: 1



Mock-Up Visualization



NORTH ELEVATION



WEST ELEVATION
 Measurements Approximated Based on Elevations

Character Height Update 18.5" Address Numbers



Wall Signs, Locations

Wire Tracks Painted To Match Building Architecture

4. a. iv. Any fastenings which may from time to time or from any angle be exposed must be painted to match the building fascia.

Elevated Tenant Signage

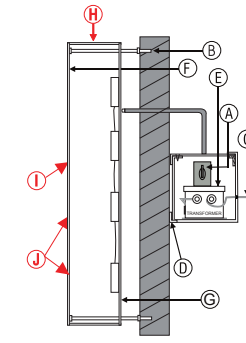
Qty: 4
OVERALL SIZE: See Layout

MATERIAL:
Custom Fabricated
Aluminum Reverse Channel Lettering
Duranodic Bronze or PMS Cool Gray 9
w/ **"Halo" Backlighting**
Mounted to 3/4" Wire Tracks

BACKLIT WITH LEXAN BACKS

MANUFACTURE AND INSTALL ONE SET OF INDIVIDUALLY MOUNTED BACK LIT (L.E.D.) CHANNEL LETTERS. THESE LETTERS WILL HAVE CLEAR LEXAN BACKS FOR ADDED PROTECTION.

LETTER THRU SECTION

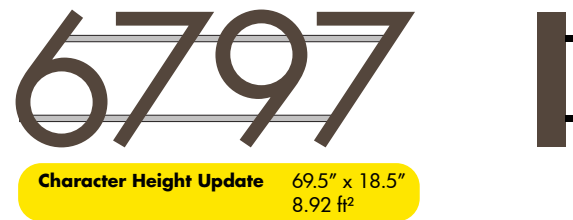


A	LISTED DISCONNECT SWITCH	
B	MOUNTING VARIES	
C	PRIMARY ELECTRICAL SOURCE	
D	MOUNTING PLATE	
E	TRANSFORMER: 30 MA	
F	INTERIOR OF LETTER PAINTED WHITE	
G	CLEAR LEXAN BACK	
PLEASE SPECIFY COLOR FOR THE PARTS LISTED BELOW		
H	063 ALUM. RETURN	TBD
I	090 GAUGE ALUM. FACET	TBD
J	WHITE LED	TBD
	WALL TYPE	TBD



Example Presented as Duranodic Bronze

Side View



Example Presented as Cool Gray 9

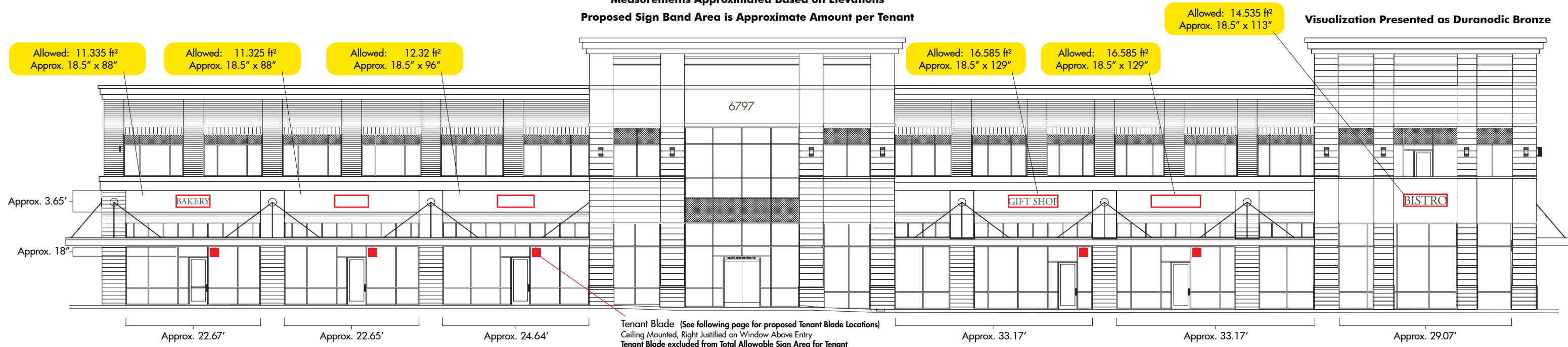
Side View



**One Blade Sign & One Elevated Tenant Sign Per Tenant
No Exceptions**

PROPOSED CODE
Signage Calculation:
Storefront Linear Footage x 0.5 = Allowed Signage Square Footage
Tenant Blade excluded from Total Allowable Sign Area for Tenant

Measurements Approximated Based on Elevations
Proposed Sign Band Area is Approximate Amount per Tenant



Visualization Presented as Duranodic Bronze

Wire Tracks



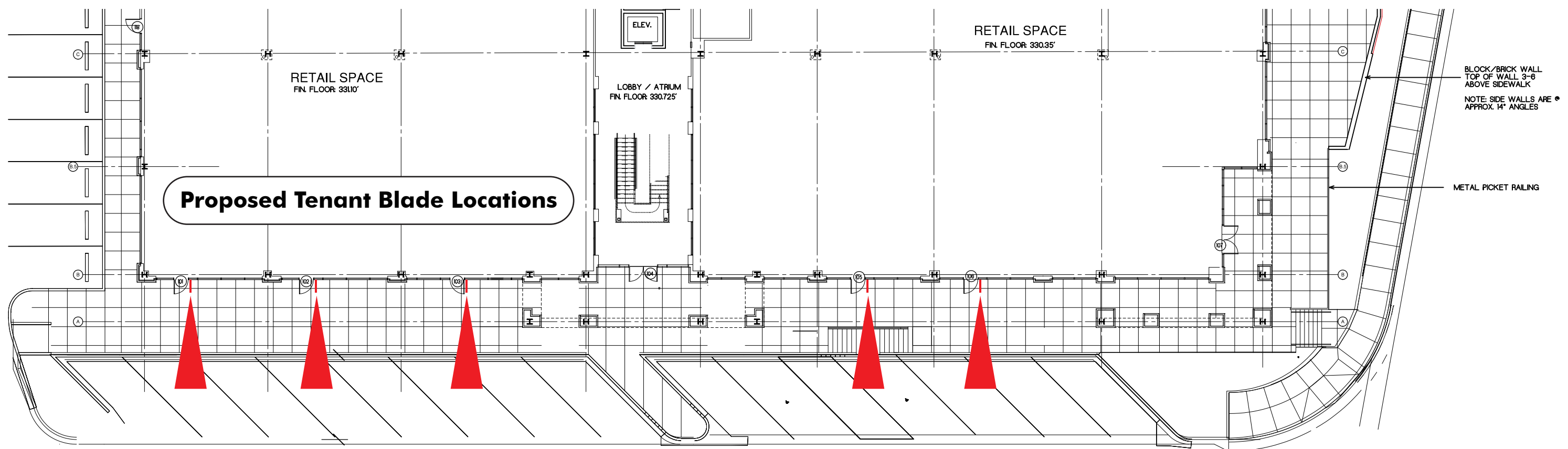
Lettering Area

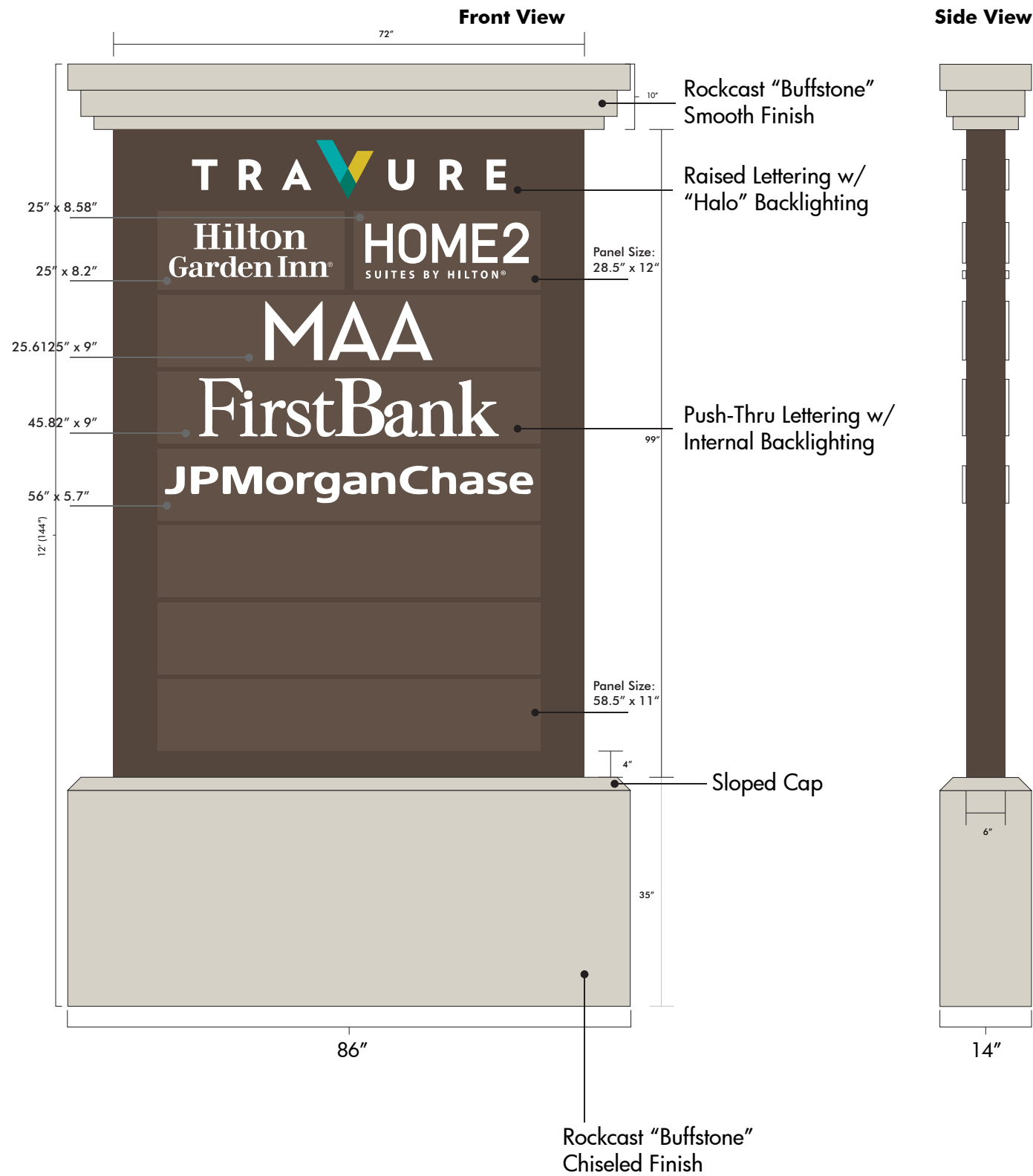


Center of Lettering Area

ELECTRICAL MOUNTING LOCATIONS
 1 Circuit Per Set of Letters
 12 Amps per Sign

Measurements Approximated
 Based on Elevations





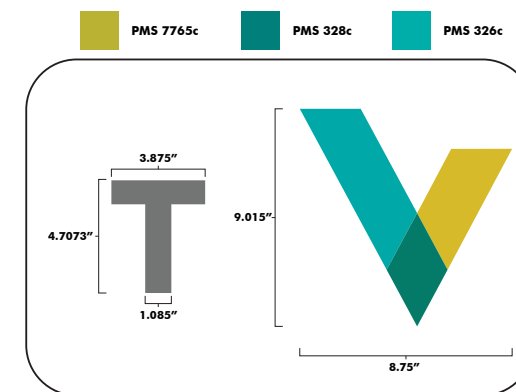
Mock Up Visualizations



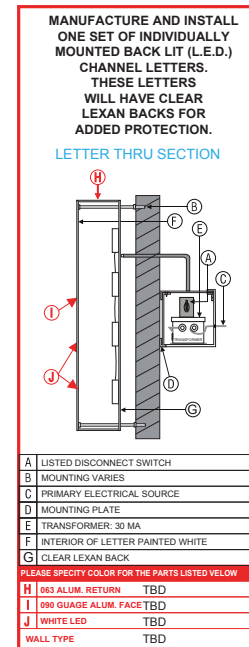
Project Directory, Ground Mounted (Doublesided)

Qty: 1
 OVERALL SIZE: 7'2" w x 12' h x 14" d
 FACE: 72" x 99" (49.5 ft²)

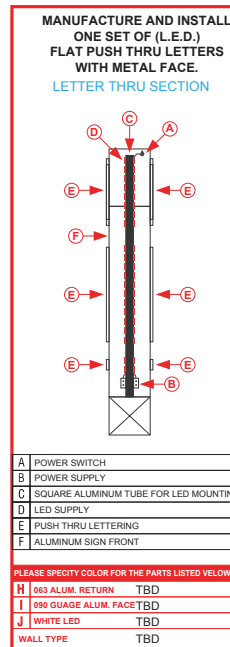
MATERIAL:
 Custom Fabricated Monument
 Duranodic Bronze
 w/ "Halo" Backlighting & Push-Thru Lettering

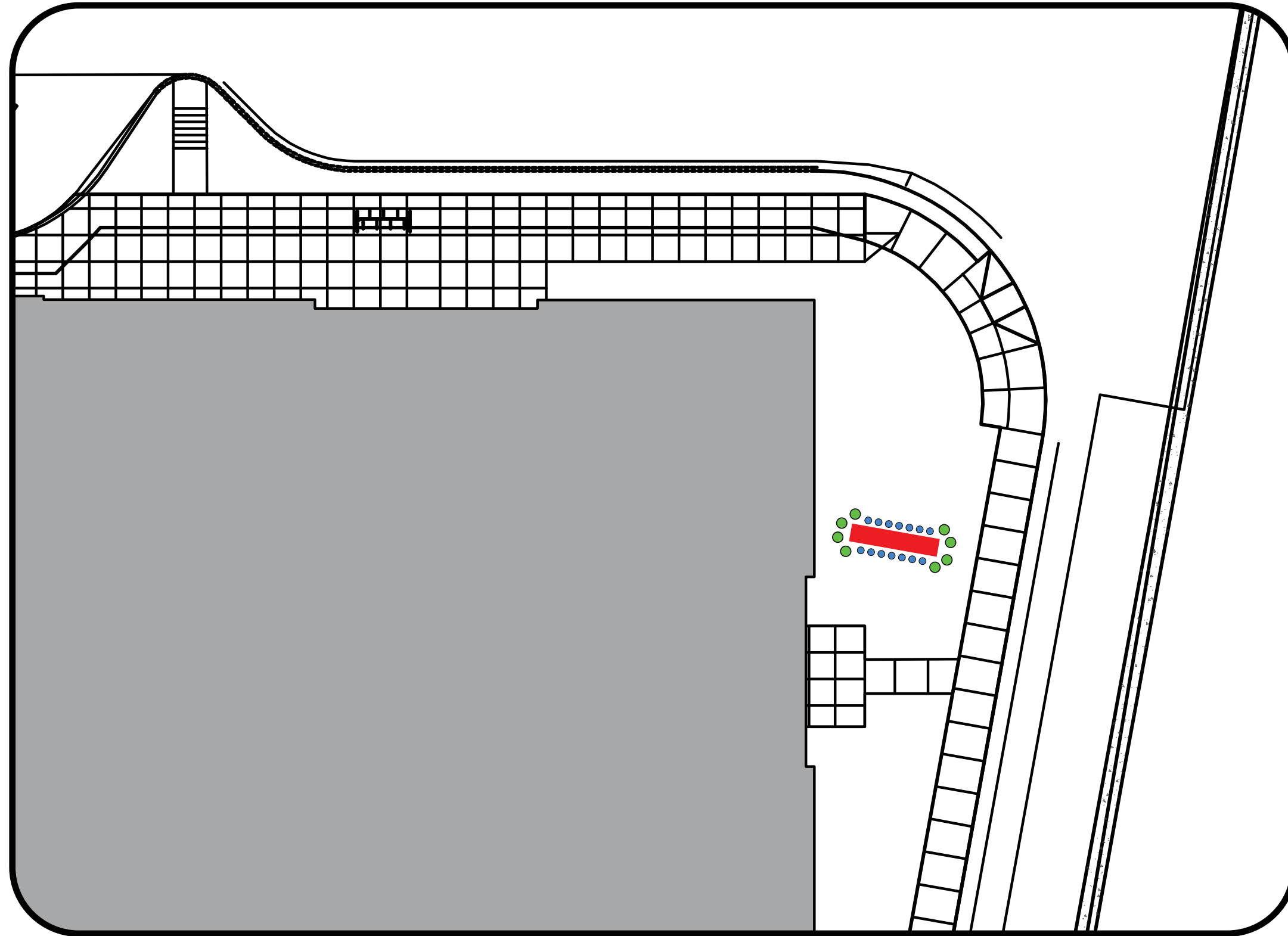


BACKLIT WITH LEXAN BACKS



PUSH THRU LETTERING



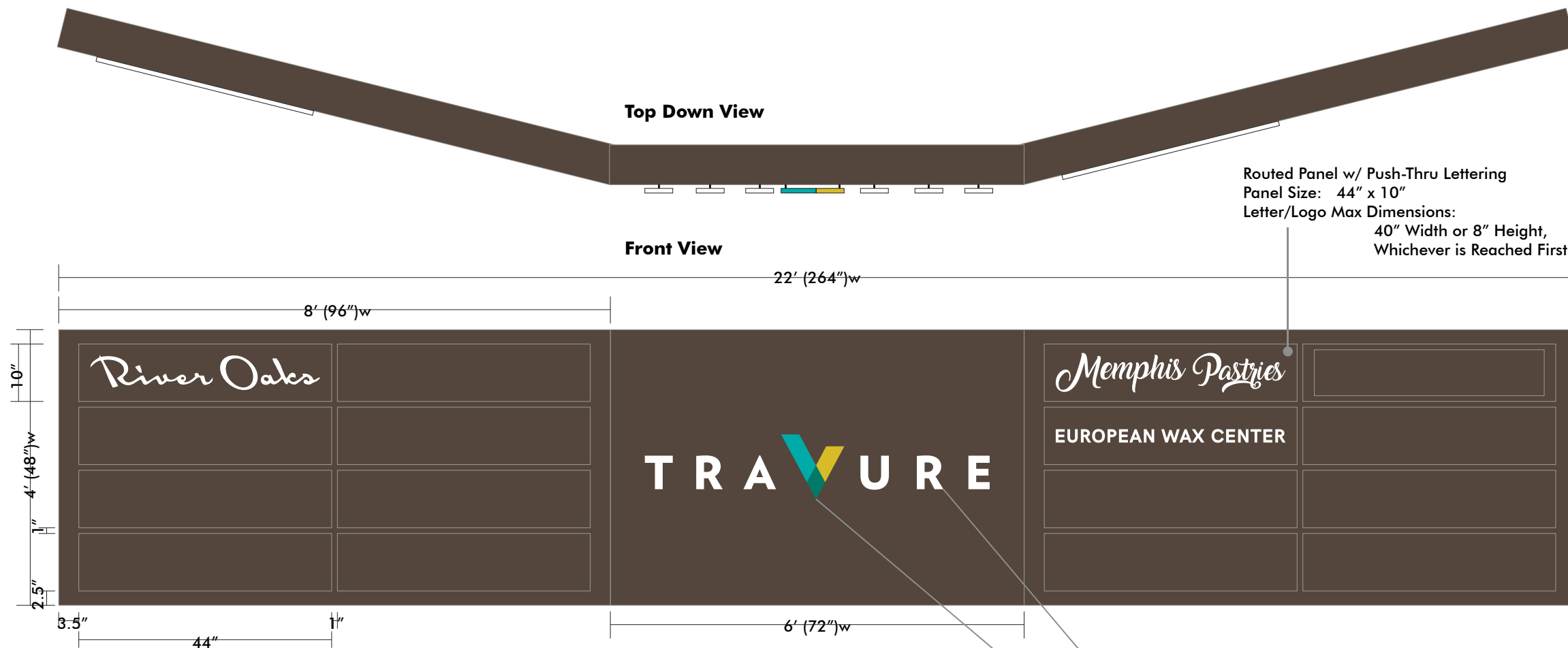


- Project Directory
- Low-Growing Flowers / Foliage
Qty: 14
- Shrubby
Qty: 8

Secondary Project Directory

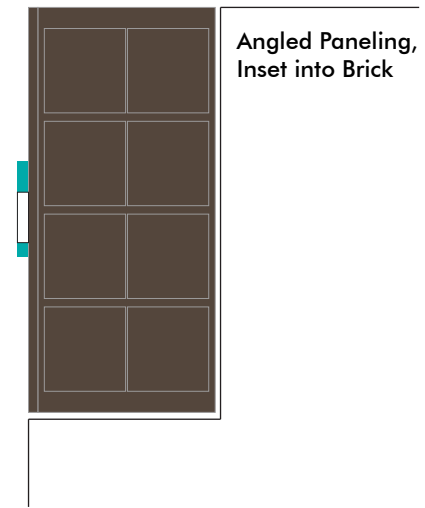
Qty: 1
 OVERALL SIZE: Approx. 22' x 4'

MATERIAL:
 Custom Fabricated Monument
 Duranodic Bronze
 Travure Logo **Raised Lettering**
 w/ **"Halo" Backlighting**
 Routed Tenant Panel w/ **Push-Thru Lettering**
 (44" x 10" Panel)



Routed Panel w/ Push-Thru Lettering
 Panel Size: 44" x 10"
 Letter/Logo Max Dimensions:
 40" Width or 8" Height,
 Whichever is Reached First

Side View



Angled Paneling,
 Inset into Brick

Face: 72" x 48"
 Overall Logo Size: 60" x 11.25"
 Aluminum Channel Letters
 w/ "Halo" Backlighting

BACKLIT WITH LEXAN BACKS

MANUFACTURE AND INSTALL ONE SET OF INDIVIDUALLY MOUNTED BACK LIT (L.E.D.) CHANNEL LETTERS. THESE LETTERS WILL HAVE CLEAR LEXAN BACKS FOR ADDED PROTECTION.

LETTER THRU SECTION

A	LISTED DISCONNECT SWITCH
B	MOUNTING VARIES
C	PRIMARY ELECTRICAL SOURCE
D	MOUNTING PLATE
E	TRANSFORMER: 30 MA
F	INTERIOR OF LETTER PAINTED WHITE
G	CLEAR LEXAN BACK

PLEASE SPECIFY COLOR FOR THE PARTS LISTED BELOW

H	063 ALUM. RETURN	TBD
I	090 GAUGE ALUM. FACET	TBD
J	WHITE LED	TBD
WALL TYPE	TBD	TBD

PUSH THRU LETTERING

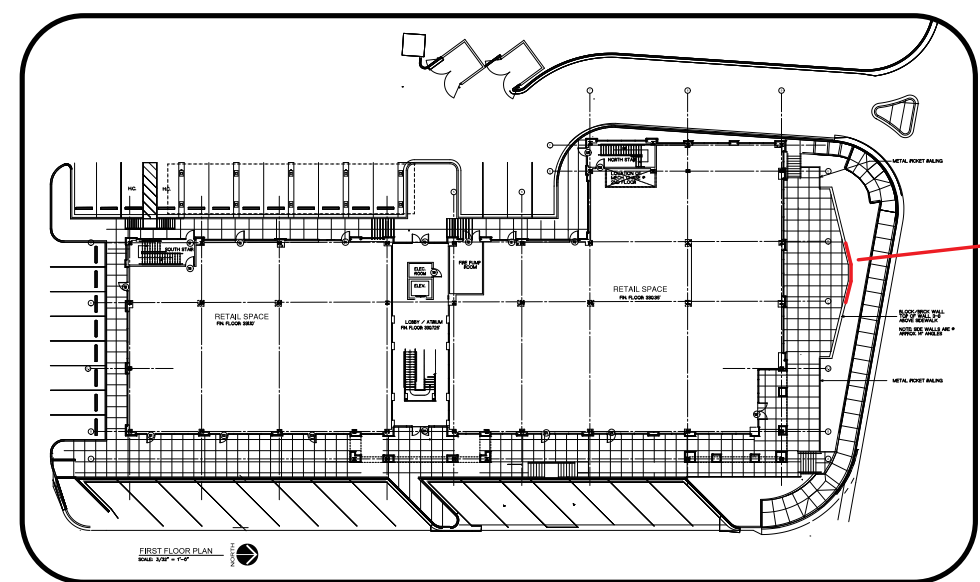
MANUFACTURE AND INSTALL ONE SET OF (L.E.D.) FLAT PUSH THRU LETTERS WITH METAL FACE.

LETTER THRU SECTION

A	POWER SWITCH
B	POWER SUPPLY
C	SQUARE ALUMINUM TUBE FOR LED MOUNTING
D	LED SUPPLY
E	PUSH THRU LETTERING
F	ALUMINUM SIGN FRONT

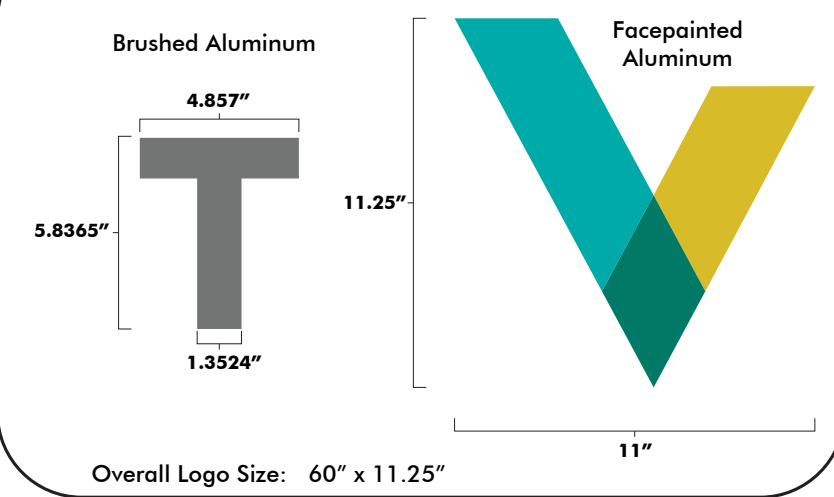
PLEASE SPECIFY COLOR FOR THE PARTS LISTED BELOW

H	063 ALUM. RETURN	TBD
I	090 GAUGE ALUM. FACET	TBD
J	WHITE LED	TBD
WALL TYPE	TBD	TBD



Sign Location
 See Page 2 for Full Location Map

Aluminum Channel Letters



- PMS 7765c**
- PMS 328c**
- PMS 326c**



Color Not Representative of Final Product





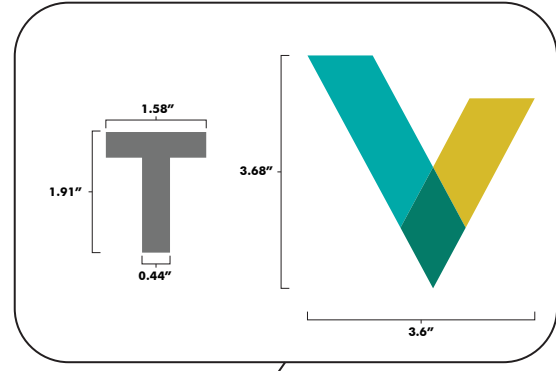
PMS 7765c



PMS 328c



PMS 326c



Directional

Qty: TBD
OVERALL SIZE: 22.5" x 42"

MATERIAL:

Aluminum Face
Duranodic Bronze
w/ Text Applied Vinyl

GRAPHICS:

Font: Futura Medium
Color: Off-White / Vanilla Bean

12" Mounting Bracket

Tenant Blade Hanging Sign

Qty: TBD
OVERALL SIZE: 18" x 18"

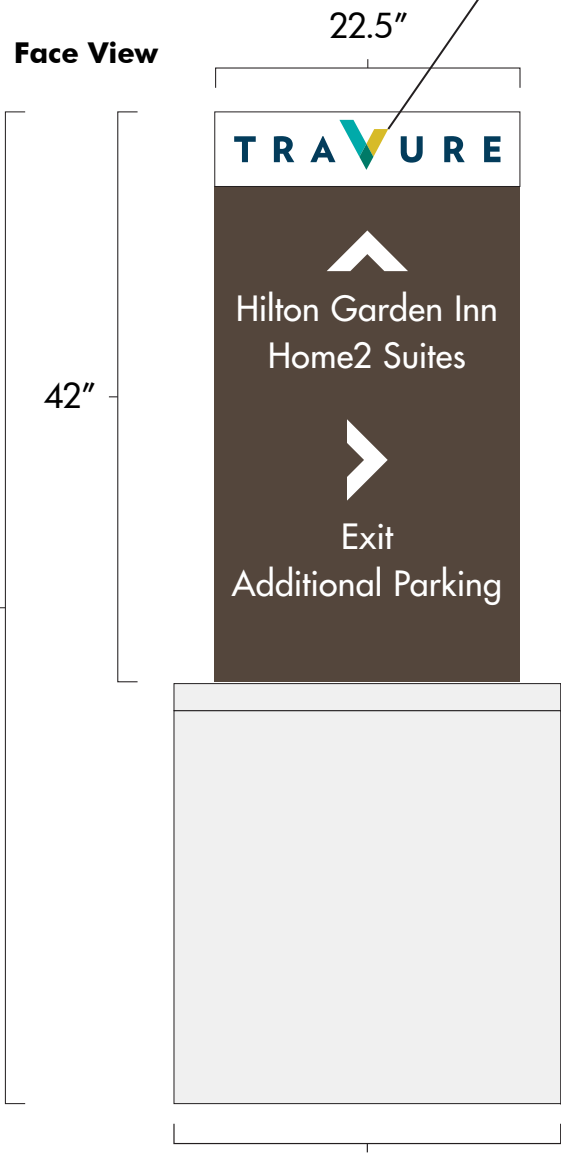
MATERIAL:

High Performance Aluminum Blade
Duranodic Bronze
w/ Tactile Copy

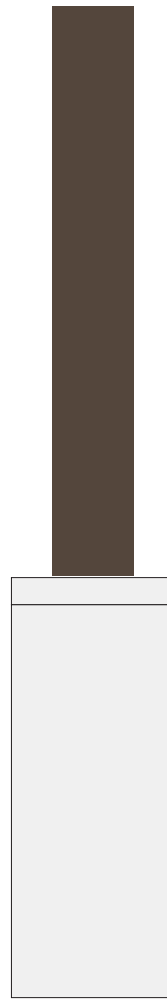
GRAPHICS:

Font: Futura Medium
Color: Off-White / Vanilla Bean

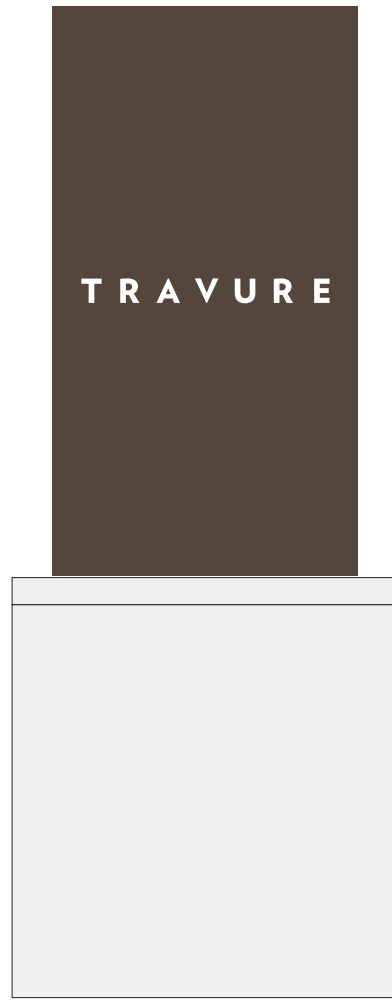
Face View



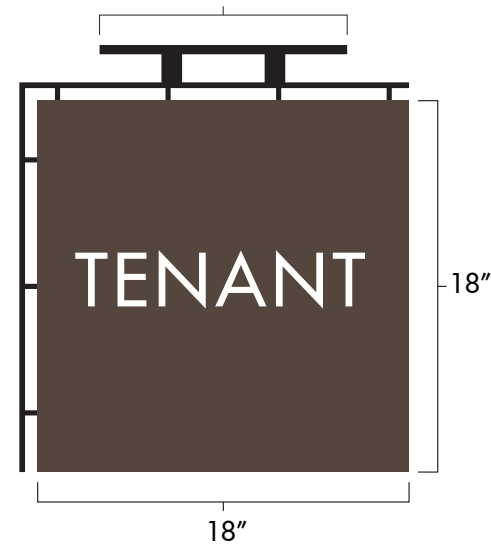
Side View



Reverse View



Shape Option A



Shape Option B



Maximum Logo Dimensions: 16.25" x 16.25"



Tenants TBD
See Page 4 for Location on Store Front

Landscaping at Base TBD

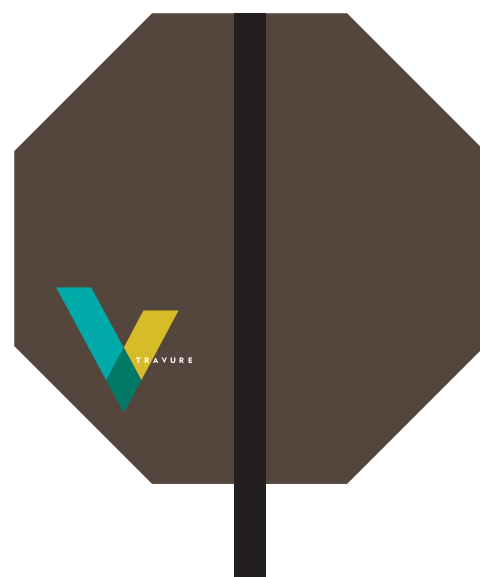
Sign Face Area: 6.5625 ft²
Total Sign Area: 14.25 ft² (Including Base)



Face



Reverse



Traffic Signage - Stop Sign

Qty: TBD
OVERALL SIZE: 30" x 30"

MATERIAL: .060 Reflective White Aluminum

FACE: Face Applied Traffic Red Vinyl
REVERSE: Facepainted Duranodic Bronze w/ Face Applied Vinyl



Deliveries / Rear Entry Door Vinyl

Qty: TBD
OVERALL SIZE: TBD

MATERIAL: Dusted Crystal w/ Reverse Cut Lettering or Face Applied Black Vinyl

Option A - Face Applied Black Vinyl



Mock-Up Visualization



Face



Reverse

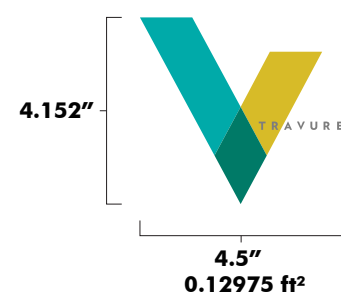


Traffic Signage - Reserved Parking

Qty: TBD
OVERALL SIZE: 12" x 18"

MATERIAL: .060 Aluminum Facepainted Duranodic Bronze

GRAPHICS: Face Applied Vinyl
Color: Reflective White



Option B - Reverse Cut Lettering



Mock-Up Visualization



Main Entry Suite Number Vinyl

Qty: TBD
 OVERALL SIZE: 6" Copy

MATERIAL: Face Applied White Vinyl
 Font: Futura Medium
 Color: Off-White / Vanilla Bean
 Copy Height: 6"

Hours of Operation Vinyl

Qty: TBD
 OVERALL SIZE: Approx. 20" Wide

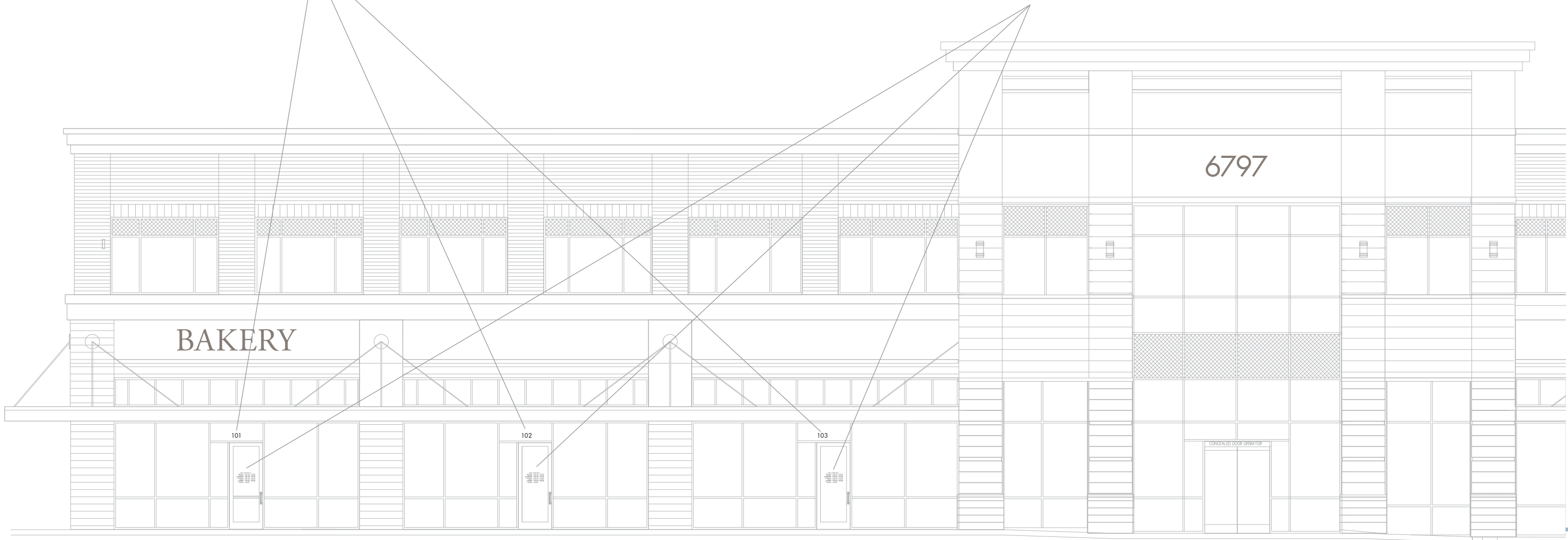
MATERIAL: Face Applied White Vinyl
 Font: Futura Medium
 Color: Off-White / Vanilla Bean
 Copy Height: 1"

101

No more than 1 total permitted per tenant space on all doors/windows.

Hours of Operation
 MONDAY: 8:00 AM - 7:00 PM
 TUESDAY: 8:00 AM - 7:00 PM
 WEDNESDAY: 8:00 AM - 7:00 PM
 THURSDAY: 8:00 AM - 7:00 PM
 FRIDAY: 8:00 AM - 5:30 PM
 SATURDAY: 7:00 AM - 9:00 PM
 SUNDAY: CLOSED

1 ft² per tenant maximum



BACKLIT WITH LEXAN BACKS

Exterior Elevated Logo - Hilton Garden Inn

Qty: 1
OVERALL SIZE: 232.65" x 45"

MATERIAL: Custom Fabricated 12" Deep Reverse Channel Letters

Exterior Elevated Logo - Home2 Suites

Qty: 1
OVERALL SIZE: 163.33" x 80"

MATERIAL: Custom Fabricated 12" Deep Reverse Channel Letters



Side View



Total Sign Area: 69 ft² PMS 383c PMS 7533c

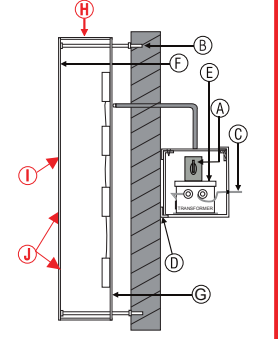


Side View



MANUFACTURE AND INSTALL ONE SET OF INDIVIDUALLY MOUNTED BACK LIT (L.E.D.) CHANNEL LETTERS. THESE LETTERS WILL HAVE CLEAR LEXAN BACKS FOR ADDED PROTECTION.

LETTER THRU SECTION



A	LISTED DISCONNECT SWITCH	
B	MOUNTING VARIES	
C	PRIMARY ELECTRICAL SOURCE	
D	MOUNTING PLATE	
E	TRANSFORMER: 30 MA	
F	INTERIOR OF LETTER PAINTED WHITE	
G	CLEAR LEXAN BACK	
PLEASE SPECIFY COLOR FOR THE PARTS LISTED BELOW		
H	063 ALUM. RETURN	TBD
I	090 GAUGE ALUM. FACE	TBD
J	WHITE LED	TBD
	WALL TYPE	TBD



NORTH ELEVATION