

**THE FRESH MARKET CENTER
GERMANTOWN, TN
SIGNAGE**

I. GENERAL

- A. Tenant must submit two (2) copies of detailed drawings for approval prior to fabrication. Drawings must include construction and mounting details of the sign itself as well as a frontal elevation of the sign on the building façade.
- B. Tenant shall be required to identify Tenant's demised premises by signage. Tenant shall furnish and install all signs at Tenant's cost. Each Tenant will be allowed one sign per storefront.
- C. If Tenant installs any sign without Landlord's prior written approval, Tenant shall remove such sign within five (5) days from the receipt of written notice from Landlord demanding removal of such sign. In the event Tenant fails to remove any such sign within five (5) days, Landlord may remove such sign without further notice to the Tenant. The Tenant shall reimburse Landlord the amount of expense incurred by Landlord in removing such sign.
- D. Each Tenant is responsible for their sign conforming to the ordinances and codes having jurisdiction at this site. Each Tenant shall be responsible for obtaining all required permits prior to the commencement of installation.
- E. The advertising or informative content of all exterior signs shall be limited to letters designating the business name. Landlord shall not permit the use of a crest, shield, logo or other established corporate insignia that has been customarily displayed or associated with the store name without prior written consent of Landlord.
- F. No exposed ballast boxes, sign cabinets, or electrical transformers shall be permitted. Sign company names or stamps shall be concealed. External sign illumination shall not be permitted.
- G. Landlord shall designate or approve the sign contractor.
- H. Any deviation from these sign criteria is subject to written approval by the Landlord and may be subject to City of Germantown Design Review Committee approval. Landlord has the right to waive any provisions listed herein.

II. DESIGN

A. General Requirements

1. Exterior signs shall be limited to individual, reverse lit, reverse channel letters.
2. The internal framework shall be adequate to support the weight of the sign.
3. All wiring, ballasts, lighting and reinforcing shall be concealed within or behind the letters. Avoid any fasteners on the bottom or sides of the letter.
4. Reverse channel letters shall be installed in a single horizontal line.
5. The maximum overall length of a sign shall not exceed 75% of the storefront width. In no case shall any sign or portion of any sign extend beyond the Tenant's lease line. Tenant signs shall have a maximum total area of fifty (50) square feet, or one-half square foot per lineal front foot of Lease space on which the sign is erected, whichever results in the smaller sign area.

B. Construction

1. All letter returns shall be formed in aluminum with minimum thickness of .050 inches.
2. Letter backs shall be made of 3/16" clear Lexan.
3. Faces shall be .090 inch aluminum.
4. Neon tubing is to be 15mm/6500 white.
5. Reverse channel letters to be installed 1 1/2" off wall.
6. Color to be green - PMS-349.

C. Mounting

1. All signs and connections shall be soundly constructed, securely attached and be weather tight. All signs shall be mounted to the building with concealed fasteners and with good quality workmanship. The Landlord reserves the right to be the judge of such workmanship. Sign mounting shall comply with the City of Germantown sign criteria.
2. All fasteners, screws, bolts, etc., used in the fabrication and mounting of the sign shall be stainless steel.

3. Any damage done to any part of the building during the mounting or removal of signs shall be promptly repaired to "like new condition" by the Tenant at Tenant's expense.

D. Typography

The primary tenant sign unit shall be all individual letters, within the signage space above the tenant premises. The typography shall be upper or lower case letters. The type of typography shall be Stencil.

III. SECONDARY SIGNS

- A. No secondary signs are to be placed on building wall elevations. Landlord will allow black vinyl letters, not to exceed 5" in height, to be placed on the rear door for identification of Tenant's name and address. Tenant's name and address shall not exceed 12 inches in length or exceed ½ square foot in overall size. No logos shall be allowed on the rear door.
- B. No sandwich or easel/portable signs are allowed.
- C. No window signs are permitted without the written approval of the Landlord.
- D. Standard address numerals for identification of premise will be permitted.
- E. Grand opening signs in moderation and good taste shall be permitted at Landlord's discretion. Such signs will be permitted for a period of ten (10) days only. Such signs must be located so as not to obstruct access either visually or physically to any other Tenant space or common area. Tenant must also get approval for such signage from the City of Germantown.