

## SIGNAGE & GRAPHICS

**All Tenants/Applicants must obtain prior approval and required permits for signage from the City of Modesto Community & Economic Development Department**

All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image. Due to the variety of architectural treatments within The Village at Vintage Faire Mall, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. Each proposed sign will be evaluated on its originality and compatibility with neighboring signs, and its overall image within the Shopping Center.

The Landlord reserves the right to disapprove any sign design that is not compatible with these criteria and the aesthetics of the Shopping Center. Exceptions to these specifications are extremely rare and must be approved in advance by the Landlord. As with all undertakings, the ultimate success of the Mall depends on the positive contribution of all participants.

This criterion is intended to assist you, the Tenant, during the design and construction phases of your sign. It is provided by the Landlord in the interest of maintaining a high level of design excellence throughout the Center.

This criterion is intended to harmonize with the leasing documents. It is the responsibility of the Tenant to forward a copy of these criteria to their architect, contractor and various consultants.

Landlord reserves the rights to, from time to time, make additions, deletions, revisions, etc., as may be required to the contents, specifications and attachments referenced or contained herein. No deviation from the enclosed criteria will be accepted without prior written approval from The Macerich Company.

### Signage Guidelines

The following requirements apply to all tenant signs:

1. Imaginative signs utilizing a variety of materials are encouraged. Adaptation of current sign practices may be necessary in order to comply with these criteria.
2. Sign shop drawings for all signs, logos and graphics visible from the common area are to be submitted to the Landlord for final approval prior to fabrication/installation.
3. Sign wording is limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regard-less of the Tenant's legal name. Corporate crests, logos or insignia may be acceptable pending the Landlord's approval and provided they are part of the Tenant's name.
4. One sign is permitted per store frontage, unless Tenant's storefront height and width warrants second signage. Second sign is permitted with Landlord's approval only. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two (2) signs, or one sign on a diagonal corner.
5. Signs shall be designed as an integral part of the storefront, with letter size and location proportional to the overall storefront design, and in compliance with design criteria
6. Sign height above floor: bottom of sign to be A.F.F. 9'-0" minimum.
7. Letter size: proportional letters required; 18" maximum leading capital, 12" maximum following lower case letters. All capital letters, then 16" maximum.
8. Letter dimensions of greater proportions may be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality.
9. Signs are to remain on during shopping center business hours. Signs are to be controlled by a time clock and must be on a separate circuit from other lighting.
10. Advertising placards, banners, pennants, names, insignia, trade-marks and other descriptive material may not be attached to the storefront or glazing.
11. Backlit components must be contained wholly within the depth of the letter. Maximum brightness may not exceed one hundred foot-Lamberts.
12. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceway's, conduit and other mechanisms are to be concealed from public view.



### SIGNAGE TYPES

13. All signage shall not exceed a maximum brightness of one hundred (100) foot-candles

The following are sign types that are encouraged:

#### *Non-Illuminated Signs*

##### 1. Plaque Sign

- Plaque signs are to be mounted, typically at eye level, on the opaque surfaces of the storefront.
- Plaque signs can display a logo or symbol related to the type of activity contained within the premises.
- Plaque signs are limited to a maximum of 2 square feet in area.
- Suggested materials are brass, bronze, or ceramic tile. Bake enamel paint finishes on metal are permitted subject to approval by the Landlord's Tenant Coordinator.

##### 2. Windows Signs

- Window signs may be considered on storefront glazing other than the main entry.
- The sign may not exceed 25% of the individual glazing area and may not have opaque backgrounds.
- If allowed, accessory window signage letters within the window sign will not exceed 3" height.
- The use of simulated gold and silver leaf, etched, beveled or sandblasted glass is approved for window signing.
- Supergraphic or bas-relief treatment of large amounts of storefront area is prohibited for window signs, but may be used in the DCA, if well integrated with the DCA design.
- Supplemental lighting may be required for some signs.

##### 3. Awning Sign

- The Tenant may provide an awning where indicated and approved by the Landlord.

- A painted sign may be applied to the valance of the awning. Letter design and color to be selected by the Tenant and shall relate to the storefront design.
- The height of the letters shall not exceed 7" for interior facing awning and 9" for awnings facing the parking lots.
- The letters of the awning sign will cover no more than 2/3 the length of the awning.

##### 4. Threshold Sign

- Threshold signs located at Storefront entries within the Lease Line shall be constructed of durable materials (e.g. stone or tile mosaics).
- Carpeting, rubber, vinyl, and other such materials that are deemed of low quality are prohibited.
- A.D.A. guidelines shall be adhered to with regard to design and construction of threshold signs.

##### 5. Operational Sign

- Signs indicating hours of business and emergency phone numbers are



**SIGNAGE TYPES (continued)**

- permitted, one at each store entrance.
- These signs are not to exceed 144 square inches in size and must use metal leaf lettering not to exceed 1" in height.

*Illuminated Signs*

1. Externally-Illuminated Individual Letter Wall Sign

- Letters for non-illuminated signs must be made from painted metal. Remote illumination lights mounted on the surface of the storefront is required.

2. Push-thru Sign

- Signage cut out of primary surface and illuminated from behind via "push-thru" lettering with a minimum of 3/4" acrylic material thickness.
- Panels must be integrated into the storefront design.

3. Silhouette (Reverse Channel "halo") Wall Sign

- Reverse channel solid letters are to be lit from behind and should be properly integrated into the storefront design,
- The mounting surface of the halo-type sign must be opaque and it shall not reflect the image of lamps contained within the letters.
- All lamps must fully concealed within the letters so as to not be visible from any location accessible to the public.
- The rear face of each letter shall be no more than one inch (1") from the background surface.
- Maximum depth from the face of the letter to the signboard shall be four inches (4").
- Each letter is to be completely enclosed with the back surface made of white translucent Plexiglas.
- Standoff brackets shall be center mounted and painted to match the adjacent surfaces, so as to not be visible to the public.

4. Blade Sign



- Where indicated and approved by Landlord, Tenant may install one blade sign per store.
- The maximum letter height shall be 6" and
- The maximum panel size shall be 600 square inches.
- Tenant logos or images associated with their store, may be used as part of the blade sign design.
- The material selection, its method of application, and its detail construction shall be consistent with the storefront design and the Tenant's overall design character.
- Blade signs shall clear a minimum of 8'-0" from the finished walkway and project no more than 4'-0" from the Tenant's storefront.
- Approved materials for the blade sign are:
  - carved wood
  - painted wood or steel,
  - torch cut steel, brass and
  - gold leafed wood or steal
- The blade sign bracket is to be fabricated of wrought iron with a design compatible with the Tenants storefront signage.



**SIGNAGE TYPES (continued)**

- The attachment of the blade sign bracket must be reinforced by the installation of fire-treated wood blocking during store construction. These details must be shown on the sign drawings and store construction drawings.
- If needed, illumination of the blade sign must be from an external source. The light fixture used to illuminate the signage must be attached to the building, be separate from the sign, and the source of light must be substantially concealed from view. Lighting fixture and mounting details must be shown on the sign drawings and store construction drawings.

5. Neon-Illuminated Signs

- Exposed neon tubes forming letters are prohibited on the storefront and within the Design Control Area.
- All standoff, PK-type housings, and crossovers must be painted to match the sign background color. All elements of the sign shall have the same lighting intensity and be adjustable by the use of a rheostat.

**Construction**

All signage must be constructed of premium quality materials. All illuminated signs shall be fabricated and installed in compliance with all applicable building and electrical codes.

All signs shall bear an Underwriter’s Laboratory (UL) label located in a discreet area as allowed by the code official.



Threaded rods or anchor bolts-concealed from public view-shall be used to “float” elements from a “mounting surface”. Angle clips attached to letter sides will not be permitted.  
 All bolts, fastenings, and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze, and no black iron materials of any type shall be permitted.

**Electrical**

A 7-day, 24-hour time clock shall be provided by the Tenant for control of the illumination of the Tenant’s sign.

No exposed raceways, crossovers or conduits will be permitted. All cabinets, conductors, transformers or other equipment related to lighting controls must be concealed from the public view or accessibility.

Electrical service to the Tenant’s signs shall be from the Tenant’s electrical panel. Access panels cannot be visible from the storefront.

All permits for signs and their installation will be obtained by Tenant with a copy sent to Landlord’s Operations Director prior to installation.

**Prohibited Signage**

The following sign types are not appropriate for The Village at Vintage Faire Mall and are prohibited for Tenant use:

- Any signage outside of the Tenant storefront area is prohibited.
- Temporary or “sale” signs attached to Storefront
- Detached special purpose signs such as “sandwich board signs” are prohibited outside the Tenant lease line
- Fluorescent lighting of signage is prohibited
- Any and all types of face-lit Channel letter signs
- Vacuum formed plastic or injection molded plastic signs
- Roof Signs
- Signs with exposed raceways, ballast boxes, transformers, crossovers or conduit.
- Internally illuminated blade signs are prohibited
- Animated, Flashing, or Audible signs
- Self-Illuminated Box type signs. “Box” signs/Can signs with illuminated translucent background and silhouette letters
- Exposed skeleton neon applied directly to fascia elements
- Paper, cardboard or Styrofoam signs
- Carpet or rubber entry mat signs
- Banners and pennants



PLAN SUBMITTAL GUIDELINES

**Drawing Preparation**

Prior to Tenant preparing calculations, designs, construction drawings, specifications and material submittals (collectively referred to as Tenant's Plans), which pertains to Tenant's work, Tenant's architect, contractor and engineers shall thoroughly familiarize themselves with all applicable building codes and all existing field conditions.

Tenant's Architect and Sign Contractor shall make a physical on-site inspection of the premises to verify the "as-built" location, the applicable "zone condition" and physical dimensions of the premises. Failure to do so shall be at the risk and sole expense of the Tenant.

Within twenty (20) days after receipt of this criteria (unless otherwise noted), Tenant agrees to submit fully detailed and dimensioned scaled preliminary drawings prepared at Tenant's expense.

Tenant's preliminary plans shall be prepared in full knowledge of, and compliance with, all city, county, state and national ordinances, rules and regulations.

The preliminary design submittal is intended to acquaint Landlord's Tenant Coordinator with Tenant's basic design intentions for the tenant's storefront/signage and to correct any conflict with the design criteria prior to commencing with construction drawings. Simplicity and restraint in material selection is important; however, the material selection, its method of application, or its detail of construction, should be consistent with the criteria contained in the Design Manual for the Mall.

**Review Process**

Landlord's Tenant Coordinator shall review and approve Tenant's plans for conformance to the

Center's design criteria. Landlord's approval shall not be deemed to certify that Tenant's plans comply with building codes and shall not relieve Tenant of the responsibility to verify all job conditions including, without limitation, dimensions, locations, clearances and property lines.

Landlord's Tenant Coordinator shall notify Tenant's Architect of the matters, if any, in which said preliminary drawings fail to conform to the design criteria contained within these criteria. Immediately after receipt of any such notice from the Landlord's Tenant Coordinator, Tenant's Contractor/Architect shall make the necessary revisions to the drawings as required to obtain Tenant Coordinator's approval and shall resubmit the REVISED preliminary drawings to Landlord for preliminary approval.

**Incomplete Submittals**

Failure to provide the required information will be cause for return of the tenant's submission with no review.

**NOTE:**

*DRAWINGS PREPARED BY A CONTRACTOR WHO IS NOT LICENSED FOR THE DISCIPLINE IN QUESTION WILL NOT BE ACCEPTED; DRAWINGS RECEIVED VIA FACSIMILE WILL NOT BE REVIEWED. THIS IS DUE TO THE POOR IMAGE QUALITY OF THE TRANSMITTED DOCUMENTS.*

**Drawing Requirements**

Tenant's licensed sign contractor shall submit Sign Shop Drawings, **PDF file only**, directly to Landlord's Tenant Coordinator, as instructed, for approval prior to fabrication of signage. Drawings must be fully detailed and dimensioned, and shall include, but not be limited to the following information:

1. Elevation of the storefront including signage

and graphics; showing all doors, architectural features, etc., and fully detailed/dimensioned sections and details through the storefront.

2. These fully detailed and dimensioned drawings shall be drawn to scale as noted:
  - Storefront Plan, Elevation and Sectional views at 1/2 inch scale.
  - Details of the Signage at 1/2 inch scale or larger.
  - Storefront Signage at 1/2 inch scale.
3. Letter style and typeface specifics.
4. Color and finish qualities of all portions of signage.
5. Material specifications and thickness.
6. Transformer specifications, including input and output voltage of transformers. PK housing, (or other U.L. approved insulating sleeve approved by Landlord and local building codes), is required for all through wall penetrations and must be indicated on the sign shop drawings. Wiring specifications.
7. Locations of service switches, access panels and transformers. NONE of these items shall be visible to the public from any portion of the Mall.
8. Neon tube specifications, including color and dimension (in mm) of tubes to be used.
9. Type of lamps.
10. Mounting hardware.

