

## **SECTION 3.4 – Tenant Sign Criteria**

### **3.4.1 Tenant Signage Design Criteria—Introduction:**

(Also applies to Pad Site/Outlot Tenants)

The purpose of this section is to define and specify all exterior signage criteria for Tenant Buildings in Ledge Rock Center. Entrance monuments and Overall District Signage are addressed in other Sections. Each Tenant/Pad Site Tenant shall provide signage package for its space as described below.

All sign packages shall be submitted for approval at least one hundred twenty (120) days of Lease Commencement Date to the Ledge Rock Center Design Review Committee prior to fabrication and installation. At a minimum, such drawings must show locations, sizes, and styles of lettering, materials, and types of illumination, installation details and logo design. Upon approval, the LRDRC shall issue a letter of approval to the tenant for use in obtaining a sign permit from the Town. In addition to LRDRC review, the tenant must gain Town approvals and permits.

If the plans are disapproved by the LRDRC, the Tenant/Pad Site Tenant shall resubmit them within fifteen (15) days from date of the notice of any disapproval, until such plans are finally approved.

The cost of the fabrication, permitting and installation shall be the responsibility of each individual tenant. Sign construction is to be completed in compliance with local building codes and sign ordinances, and the instructions, limitations and criteria contained in this manual. Each sign will conform to the limitations listed in this document below.

### 3.4.2 Signage Definitions

- a. Blade Sign – A panel type sign, projecting perpendicular from the wall. Located below the parapet, eave, or canopy.
- b. Direct Illumination – A sign where the source of illumination is in front of the sign, and not internal.
- c. “Halo” Lighting – A source of illumination entirely within an individual letter, which makes the letter/sign visible at night by means of lighting the background upon which the individual letters are mounted. The letter itself is opaque, and thus silhouetted against the background. The source of illumination is not visible. Also called ‘internal indirect’ or ‘reverse channel’ lighting.
- d. Internally Illuminated – A sign or letter which is illuminated from a light source located inside or behind the sign face, and where the light is transmitted through a translucent material that is part of the sign face.
- e. Marquee Sign – A sign mounted atop the parapet, canopy or eave. Sign shall be individually illuminated letters, pin-mounted to the parapet or canopy (marquee). Exposed raceways not allowed. Exposed conduit shall be concealed from public view.
- f. Plaque – A wall-mounted panel sign.
- g. Wall Sign – A sign mounted to the façade of a building, below the eave or parapet.
- h. Environmental Graphics – Artwork on a solid panel or glass, not to include lettering or advertising/identification. Not counted as a Wall Sign.
- i.. Tenant Size Descriptions for signage parameters:
  - Outlot/Pad Site— Leasable area 0 – 12,000 s.f.
  - Small Shop Inline Tenant— Leasable area 0 – 9,999 s.f.
  - Sub-Major Tenant— Leasable area 10,000 – 19,999 s.f.
  - Major Tenant – Leasable area more than 20,000 -49,999 s.f.
  - Anchor Tenant – More than 50,000 s.f.

### 3.4.3 Sign Types and Parameters

#### A. Outlot/Pad Site Sign Parameters

(0 – 12,000 s.f.)

- a. Outlot/Pad Site Tenant sign area shall be on the building faces above the entrances and integrated as part of the building design.
- b. The maximum height for Wall Signage letters in the body of the sign is 6'-0". (3'h for Marquee type)
- c. The sign areas shall not exceed ten percent (10%) of the area of the façade of which it is placed .Area is measured from grade to top of flat facades or cornices, and/or top of eaves of sloped roofs.
- d. Maximum one sign per facade with a maximum of (3) three.
- e. Wall Signage shall be illuminated individual letters mounted to the face of the building. The use of a colored or frosted Plexiglas face is required. Individual faces shall be fabricated from flat, smooth one-eighth inch (1/8") Plexiglas. Letter returns shall be fabricated of .090 aluminum with .063 aluminum letter backs. Retainers shall be one inch (1") trim cap or the equivalent and shall match the return. All signs must be illuminated from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted. Reverse channel halo lighting is encouraged.
- f. Marquee Signage: Allowed one (1) per storefront in lieu of Wall Sign – 5% of façade area maximum, letters shall be 3' high maximum. Sign shall be individually illuminated letters and logos, pin mounted to existing projected metal marquee. All exposed conduit shall be concealed from public view and painted to match marquee structure. Exposed raceways behind letters are not permitted. Marquee signage is subject to Landlord/Developer and Town review and will be approved on an individual basis and shall be treated as a primary sign.
- g. Drive-Thru Restaurant: Each drive-through restaurant shall be permitted no more than two (2) free-standing or wall-mounted menu boards, which shall not exceed 35 square feet in area and six (6) feet in height and shall be located adjacent to and oriented toward the drive-through lane to minimize visibility from adjacent streets and uses/tenants. One (1) order confirmation board may also be permitted per menu board and shall not exceed a four (4) foot height and three (3) square foot sign area.

**B. Small Shop Inline Tenant Sign Parameters**  
**(0 - 9,999 s.f.)**

- a. The maximum height for letters in the body of the sign is 6'-0".
- b. Signs shall not extend more than 8" beyond the face of the surface to which the sign is mounted.
- c. The sign areas shall not exceed ten percent (10%) of the area of the façade of which it is placed. Area is measured from grade to top of flat facades or cornices, and/or top of eaves of sloped roofs, and demise walls of tenant.
- d. Wall Signage shall be illuminated individual letters mounted to the face of the building. The use of a colored or frosted Plexiglas face is required. Individual faces shall be fabricated from flat, smooth one-eighth inch (1/8") Plexiglas. Letter returns shall be fabricated of .090 aluminum with .063 aluminum letter backs. Retainers shall be one inch (1") trim cap or the equivalent and shall match the return. All signs must be illuminated from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted. Reverse channel halo lighting is encouraged.
- e. Marquee Type Signs: Allowed one (1) per side in lieu of Wall Sign – 5% of façade area maximum, letters shall be 3' high maximum. Sign shall be individually illuminated letters, pin mounted to existing projected metal marquees. All exposed conduit shall be concealed from public view and painted to match marquee structure. Exposed raceways behind letters are not permitted. Marquee signage is subject to Landlord and Town review and will be approved on an individual basis and shall be treated as a primary sign.
- f. Blade Signage: Allowed one (1) per storefront, seven (7) square feet max. Letter height shall be six (6) inches max. Blade signs are only allowed if below a canopy. The blade sign shall be located on an elevation drawing, with clear height to bottom of sign indicated, minimum 8' clear.
- g. Plaque: A 4 sf wall mounted Plaque shall be allowed in lieu of a blade sign, in areas not under a canopy. Max letter height of 6".
- h. Drive-Thru Restaurant: Each drive-through restaurant shall be permitted no more than two (2) free-standing or wall-mounted menu boards, which shall not exceed 35 square feet in area or six (6) feet in height and shall be located adjacent to and oriented toward the drive-through lane. One (1) order confirmation board may also be permitted per menu board and shall not exceed a four (4) foot height and three (3) square foot sign area.

**C. Sub-Major Tenant Sign Parameters**

(12,000 – 19,999 s.f.)

- a. Tenant sign area shall be on the building faces above the entrances and integrated as part of the building design.
- b. Maximum one sign per facade with a maximum of (3) three.
- c. Wall Sign areas shall not exceed ten percent (10%) of the area of the façade of which it is placed .Area is measured from grade to top of flat facades or cornices, and/or top of eaves of sloped roofs, and demise walls of tenant.
- d. Wall Signage shall be illuminated individual letters mounted to the face of the building. The use of a colored or frosted Plexiglas face is required. Individual faces shall be fabricated from flat, smooth one-eighth inch (1/8") Plexiglas. Letter returns shall be fabricated of .090 aluminum with .063 aluminum letter backs. Retainers shall be one inch (1") trim cap or the equivalent and shall match the return. All signs must be illuminated from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted. Reverse channel halo lighting is encouraged. All signs must be illuminated from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted.
- e. Marquee Type Signs: Allowed one (1) per side in lieu of Wall Sign – 5% of façade area maximum, letters shall be 3' high maximum. Sign shall be individually illuminated letters, pin mounted to existing projected metal marquees. All exposed conduit shall be concealed from public view and painted to match marquee structure. Exposed raceways behind letters are not permitted. Marquee signage is subject to Landlord and Town review and will be approved on an individual basis and shall be treated as a primary sign.
- f. Drive-Thru Restaurant: Each drive-through restaurant shall be permitted no more than two (2) free-standing or wall-mounted menu boards, which shall not exceed 35 square feet in area or six (6) feet in height and shall be located adjacent to and oriented toward the drive-through lane. One (1) order confirmation board may also be permitted per menu board and shall not exceed a four (4) foot height and three (3) square foot sign area.

***D. Major Tenant*****(More than 20,000 s.f. to 49,999)**

- a. Tenant sign area shall be on the building faces above the entrances and integrated as part of the building design.
- b. The maximum height for letters in the body of the sign is 7'-0".
- c. The sign areas shall not exceed ten percent (10%) of the area of the façade of which it is placed .Area is measured from grade to top of flat facades or cornices, and/or top of eaves of sloped roofs, and demise walls of tenant.
- d. Maximum one sign per facade with a maximum of (3) three.
- e. Wall Signage shall be illuminated individual letters mounted to the face of the building. The use of a colored or frosted Plexiglas face is required. Individual faces shall be fabricated from flat, smooth one-eighth inch (1/8") Plexiglas. Letter returns shall be fabricated of .090 aluminum with .063 aluminum letter backs. Retainers shall be one inch (1") trim cap or the equivalent and shall match the return. All signs must be illuminated from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted. Reverse channel halo lighting is encouraged.
- f. Marquee Type Signs: Allowed one (1) per side in lieu of Wall Sign – 5% of façade area maximum, letters shall be 3' high maximum. Sign shall be individually illuminated letters, pin mounted to existing projected metal marquees. All exposed conduit shall be concealed from public view and painted to match marquee structure. Exposed raceways behind letters are not permitted. Marquee signage is subject to Landlord and Town review and will be approved on an individual basis and shall be treated as a primary sign.

***E. Anchor Tenant***  
**(More than 50,000 s.f.)**

- a. Tenant sign area shall be on the building faces above the entrances and integrated as part of the building design.
- b. The maximum height for letters in the body of the sign is 7'-0".
- c. The sign areas shall not exceed ten percent (10%) of the area of the façade of which it is placed .Area is measured from grade to top of flat facades or cornices, and/or top of eaves of sloped roofs, and demise walls of tenant.
- d. Maximum one sign per facade with a maximum of (3) three.
- e. Wall Signage shall be illuminated individual letters mounted to the face of the building. The use of a colored or frosted Plexiglas face is required. Individual faces shall be fabricated from flat, smooth one-eighth inch (1/8") Plexiglas. Letter returns shall be fabricated of .090 aluminum with .063 aluminum letter backs. Retainers shall be one inch (1") trim cap or the equivalent and shall match the return. All signs must be illuminated from a concealed source. No exposed lamps, globes, tubes, etc. will be permitted. Reverse channel halo lighting is encouraged.
- f. Marquee Type Signs: Allowed one (1) per side in lieu of Wall Sign – 5% of façade area maximum, letters shall be 3' high maximum. Sign shall be individually illuminated letters, pin mounted to existing projected metal marquees. All exposed conduit shall be concealed from public view and painted to match marquee structure. Exposed raceways behind letters are not permitted. Marquee signage is subject to Landlord and Town review and will be approved on an individual basis and shall be treated as a primary sign.

#### **3.4.4 General Sign Parameters – All Exterior Signage**

- a. In general signs must be made up of individual illuminated letters; conventional box signs that include attractive and distinctive designs with details such as raised letters will be considered on an individual basis.
- b. Lettering on all store signs shall be limited to business or trade name of the premises as it appears on the lease. No sign manufacturer's name, union labels, or other lettering shall be visible. Logo signs will be reviewed on an individual basis.
- c. Tag lines shall be allowed on an individual basis only and are subject to Landlord/Developer approval. Any allowable tag lines shall be individual illuminated letters (no box signs) and shall not exceed 10" in height. The width of the tag line shall not exceed the width established for the primary signage included in the signage calculation.
- d. No exterior sign or sign panel will be permitted to extend above any roof line.
- e. Any sign, notice or other graphic or video display, particularly self-illuminated signs, located within the store and which is easily visible from the shopping center will not be allowed. Illuminated Signs within 48" of a window are regarded as signage.
- f. Manufacturers' labels, underwriters' labels, clips, brackets, or any other form of extraneous advertising attachment or lighting devices shall be fully concealed from public view.
- g. No exposed lamps or tubing will be permitted.
- h. No exposed raceways, crossovers or conduits will be permitted.
- i. All signage returns shall be semi-gloss black enamel finish, or blend with adjacent building color.
- j. All cabinets, conductors, transformers and other equipment shall be concealed from public areas. Visible fasteners will not be permitted.
- k. All metal letters, including channel letters, shall be fabricated using fully-welded construction, with all welds ground smooth so as not to be visible.
- l. Acrycap or trimcap retainers used at the perimeter of sign letter faces shall match in color and finish the face or the sides of the sign.
- m. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from the building face. Angle clips attached to letter sides will not be permitted. All mounting attachments shall be sleeved and painted, and concealed.
- n. All signage whether halo illuminated or not, shall be pin mounted on building façade. Halo illuminated signage shall be



- pin mounted a minimum of 2” from builder façade. Direct or internally illuminated signage shall be pin mounted a minimum of 1/2” and maximum of 1” from building face.
- o. Except as provided herein, no advertising placards, flags, balloons, banners, pennants, names, insignia, trademarks, or other descriptive materials shall be affixed or maintained upon the glass panes and supports of the storefront windows and doors, within 4’ of the storefront without prior written approval of the Landlord / Developer. Painted, flashing, animated, audible, revolving, or other such signs that create animation are not permitted.
  - p. Non-illuminated exterior signage is allowed upon approval and receipt of a Special Event Permit from Town.
  - q. Any Plexiglas sign faces shall not be clear.
  - r. Sign illumination shall be internal and self-contained.
  - s. All electric signs and installation methods must meet UL standards and contain a UL label.
  - t. Decals or other signing indicating products lines or credit card acceptability shall not be permitted on the storefront glazing other than stores operating hours.
  - u. All illuminated signs must be turned on during the Center’s normal operating hours per lease. The use of time clocks for sign and show window lighting is required. Lighting of signs shall be at hours required by Landlord/Developer.
  - v. Double stacked lettering shall be allowed on an individual basis only and are subject to Landlord/Developer approval. Double stacked letters shall be a maximum 24” high individual letters and shall comfortably fit within the Landlord bulkhead as determined by the Landlord/Developer’s Representative.
  - w. Minimum height of all signage shall not be less than 60% of the maximum allowable letter height except for approved taglines.
  - x. All signage is subject to the approval of the Landlord/Developer’s Architect and the local authorities. Landlord/Developer has design discretion of overall size and height of letters and signs.
  - y. Tenants are required to provide a concealed access panel from within the Tenant’s leasable area, if applicable, to service and install exterior building signage.
  - z. Signs placement that would cause sight obstruction within required sight triangles along roads and drives is prohibited.

**3.4.5 Signs Not Permitted****(also applies to Pad Site/Outlot Tenants)**

- a. Sign materials such as die cut vinyl, gold or silver leaf, or paint.
- b. Boxed pillow or cabinet type formed plastic or injection molded plastic signs.
- c. Signature signage (window sign or sign plate indicating name of shop or good sold) in addition to primary signage.
- d. Cloth, paper, cardboard and similar stickers or decals around or on surfaces on the storefront without prior written approval from Landlord/Developer.
- e. “Sale” sign, “Special Announcements” sign or other advertisement of any kind on the exterior without Special Event Permit from Town or written approval from Landlord/Developer.
- f. Exposed neon signs.
- g. Animated, moving, rotating or flashing.
- h. Noise making.
- i. Additional signage of any kind within 4’ of storefront windows.
- j. Signage on Awnings.
- k. Use of the word “Outlet” in the signage text is prohibited.

**3.4.6 Additional Signage Permitted****(also applies to Pad Site/Outlot Tenants)**

- a. Service doors to Tenant spaces throughout the project shall be identified by standard 4” signs/lettering, identification only (name and address number) and shall be installed by the Tenant. The Tenant shall not apply any signage or other wording to service doors.
- b. All signage must be shown to scale on the approved storefront elevation, for approvals.
- c. All additional signage shall be submitted to the LRDRRC for approval as specified in Section 1.
- d. Any minor deviations to this criteria will be reviewed on an individual basis and subject to LRDRRC and Town approval.

### **3.4.7 Environmental Graphics**

- a. Must be non-commercial graphics/artwork. No advertising or messages. Mounted on permanent metal panel or glass.
- b. Must be front lit with concealed or other non-exposed type lighting system. No backlit lighting is allowed.
- c. Graphics must integrate with building façade design.
- d. Designs must integrate with the overall shopping center design.

### **3.4.8 Directional Signage (Wayfinding)**

- a. For minor wayfinding per outlot or parcel of inline pads, as necessary for drive-thrus, banks, etc.
- b. Each sign must not exceed four (4) square feet in total size.
- c. Logos must not exceed one (1) square foot.
- d. Sign support structure for directional signage must not exceed five (5) feet in height unless a deviation is granted.
- e. Signs placement that would cause sight obstruction within the sight triangles are prohibited.
- f. Proposed signage shall be included on Site Development Plans, for Location and Information review.