

## Tenant Sign Criteria

### OBJECTIVE

The objective of the sign design guidelines is to provide standards and specifications that assure consistent quality, size variety and placement for Tenant signs throughout Lee's Summit East.

The guidelines are intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. We encourage open and frequent dialogue between Tenant, Landlord and the project's graphic design consultant.

Excellent signs at the project are an integral part of the overall experience and of the center's image and visual appeal. Signs will be evaluated for appropriateness in terms of their placement and sale relationship to the architectural facade on which they are placed. Quality design, fabrication, materials and installation will enhance the overall customer experience and contribute to the overall project success.



# Tenant Sign Criteria

## OVERVIEW

### **THE LANDLORD IS RESPONSIBLE FOR**

- A. Provide a standard base building design and construction package to the Tenant's Design Consultant.
- B. Convey and communicate the criteria that will be used to evaluate Tenant storefront and identity signs.
- C. The review, revision and approval of the Tenant sign submittals.

### **THE TENANT WILL BE RESPONSIBLE FOR THE:**

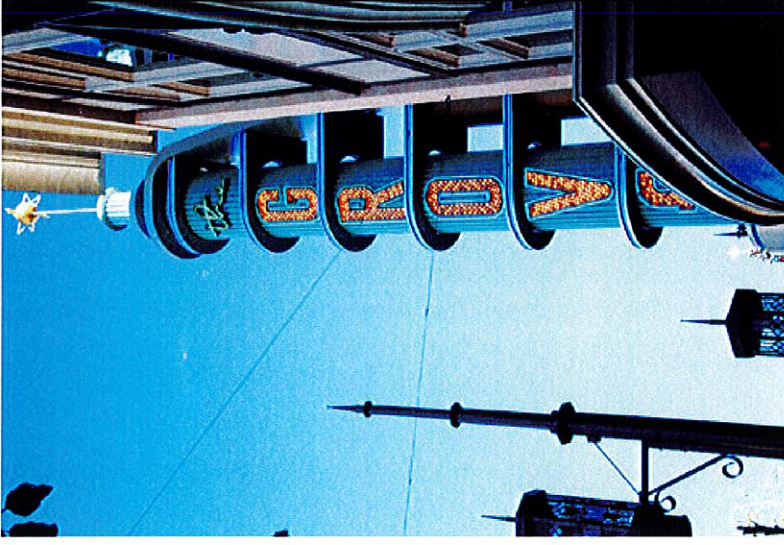
Design, approval submittal, fabrication, permitting and installation of signs, including all electrical service and/or structural support and any special installation conditions requiring modification to the shell building approved by the Landlord.

The Tenant shall employ sign fabricators and installers approved by the Landlord. Demonstrated experience and qualifications in the techniques and procedures required to implement the sign's approved design intent are mandatory.

The Tenant and Tenant's design consultant will abide by all provisions, guidelines and criteria contained within Lee's Summit East's Sign Plan and these sign criteria.

Only those sign types, and approved quantities, provided for and specifically approved by the Landlord in Tenant sign submission documents will be allowed. The Landlord may, at the Landlord's discretion and at the Tenant's expense, correct, replace or remove any sign that is installed without the Landlord's written consent, or that is not executed in conformance with the approved submission.

The Tenant must supply the Landlord with a copy of all sign fabrication and installation permits prior to installation.



# Tenant Sign Criteria

## DESIGN

### **GENERAL NOTES**

- A. Only Landlord specified Major and Sub-Major Tenants will be allowed Non-Courtyard Signage. All other signage will be placed on the Courtyard facades.
- B. Courtyard facades will have no more than 3 signs per Tenant. Courtyard signage will be a variety of signage types.
- C. Non-Courtyard signage will follow the requirements listed in Article 13 of the UDO for the City of Lee's Summit. Please see "Primary Identification Signs for Non-Courtyard Frontage" for these requirements.

### **PRIMARY IDENTIFICATION SIGNS FOR COURTYARD FRONTAGE**

- A. The Tenant is allowed one primary identification sign located in the designated sign zone just above the store entrance.
- B. Small shop tenants under 15,000 square feet with building elevations facing multiple exposures may incorporate one additional primary identification sign per exposure, with a maximum of two per store, subject to the Landlord's approval.
- C. Signs may identify the business name only. No product identity or specific service descriptions may be displayed without landlord written approval.
- D. Unless treated as the primary identification sign, blade signs, flags, banners and window text sign, where permitted, shall not count against the Tenant's overall sign square footage allowance.
- E. Sign size is based upon the Tenants leased frontage, as measured in a straight line from the lease line to lease line of each elevation. Tenants are allowed one square foot of primary sign area per lineal foot of store frontage.
- F. The overall width of any sign shall not exceed 80% of any uninterrupted architectural Treatment.



### **PRIMARY IDENTIFICATION SIGNS FOR NON-COURTYARD FRONTAGE**

- A. Sub-Major or Major Tenants are allowed one identification sign located in the designated sign zone just above the store's rear entrance.
- B. Signs may identify the business name only. No product identity or specific service descriptions may be displayed without landlord written approval.
- C. Sign size is based upon the Tenants leased frontage, as measured in a straight line from the lease line to lease line of each elevation. Tenant sign can not exceed 10% of the tenant lease space facade.
- D. Signage letters can not exceed 6'-0" in height.

# Tenant Sign Criteria

## PRIMARY IDENTIFICATION SIGN EXCEPTION FOR OUT PARCEL TENANTS

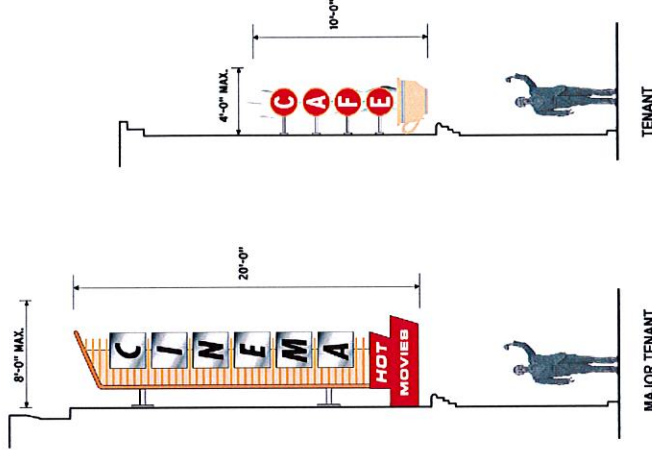
- A. Out Parcel buildings may have signs on three elevations based on the formula of one square foot of sign area per lineal foot of frontage onto the facade to which it is attached. One additional monument sign will be allowed. The monument graphics and materials must be integral with the Landlord's standard monument sign structure.
- B. Identification of primary and secondary out parcel facades is subject to Landlord approval. No Tenant may have more than one primary or two secondary facades. Any additional signs on other elevations are subject to Landlord approval.



## SIGN TYPES

### MONUMENT SIGNS (OUT PARCELS ONLY)

- A. A single Out Parcel monument sign is allowed for each Out Parcel. Only one monument sign will be permitted and must be located with the Landlord's approval.
- B. The sign shall be constructed as indicated and shall not exceed 72 square feet in area and 10'-0" high. Sign setback shall not be less than 15'-0" from the property line. The Tenant's monument graphics and materials must be integral with the standard monument sign structure, designed by the Landlord's signage consultant.
- C. The actual signage shall be illuminated letters on an opaque background. The letters may be individual channels or halo-lit. Sign boxes or cabinets will not be allowed. Remote lighting may be used to enhance the monument sign. All monument signs shall have required landscaping at the base which is subject to Landlord approval.



### PROJECT SIGNS, PRIMARY DEVELOPMENT

- A. For some Tenants, the Landlord may require that the Tenant's primary identification sign be a projecting sign. The size and placement of these projecting signs will vary depending upon the store frontage and location and will be determined at the sole discretion of the Landlord, up to 50% of the tenants will be allowed projecting signs. They will be sized to complement the architectural elements on which they are placed. For Major Tenants occupying buildings of 100,000 square feet or more, these signs will project a maximum of 8'-0" from the building face and shall be no more than 20'-0" in height, with a maximum of 100 square feet of area for each face. However, the exact size of the individual sign will be determined during the design and submission process, and will be subject to the Landlord's final review.

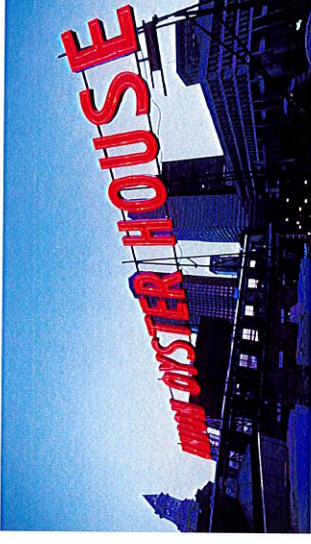


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- B. Where a projecting sign becomes the Tenants primary identification sign, the Landlord will permit a secondary storefront sign visible to pedestrians at the level of entry. In this instance, the square footage shall be half of that allowed on page 7.3, F.
- C. For Tenants under 15,000 square feet, where the Landlord will allow projecting signs, the signs may project a maximum of 4'-0" from the building face and shall be no more than 10'-0" in height, with a maximum of 40 square feet of area for each face. However, the exact size of the individual sign will be determined during the design and submission process, and will be subject to the Landlord's final approval.

### **ROOFTOP SIGNS, PRIMARY DEVELOPMENT (COURTYARD EXPOSURE ONLY)**

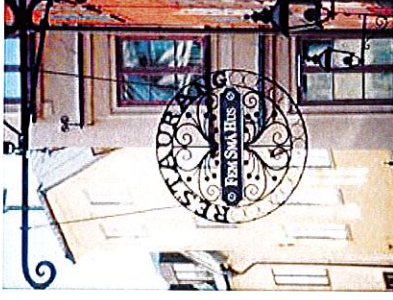
- A. The Landlord will only allow Tenants of 15,000 square feet or greater rooftop signage, not to exceed 50% of all Tenants or otherwise approved by the Landlord. Tenants under 15,000 square feet will not be allowed rooftop signage. In some cases, these Tenants may be given a sign that may appear on an exterior building elevation or service screen area instead of a rooftop sign. This sign may break above the roofline as approved and subject to the sole discretion of the Landlord.
- B. The sign shall be constructed to compliment the shopping center design of the development. Signs will be evaluated for appropriateness in terms of their content and scale relationship to the architectural facade on which they are placed. Tenant rooftop signs may only represent the name of the Tenant and reference to generic product sold by that Tenant at Lee's Summit East. All rooftop signs are subject to Landlord approval.
- C. The largest rooftop sign will be 30'-0" x 10'-0" = 675 square feet. Smaller rooftop signs and half size rooftops may also be utilized. Example: 12'-0" x 20'-0" = 240 square feet (these may appear on an exterior building elevation, breaking the roofline as discussed in "A" above).



## Tenant Sign Criteria

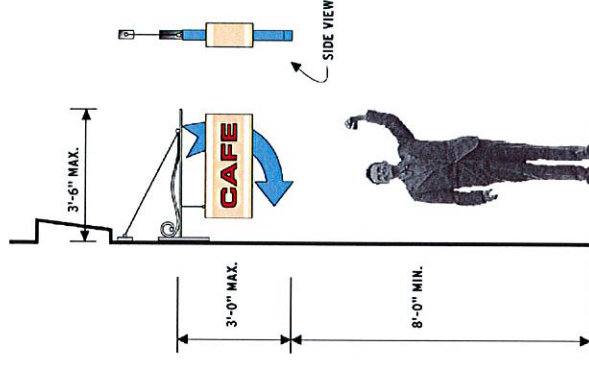
### STOREFRONTS

- A. For Sub-Major Tenants occupying buildings of 15,000 - 100,00 square feet, the maximum height for letters of a wall sign shall not exceed 54". Wall signs shall be located on the approved building elevations and shall not exceed one (1) sign per storefront with a maximum of three (3) signs total. Signs shall not extend more than 10" beyond the face of the surface to which the sign is mounted.
- B. For Tenants occupying buildings less than 15,000 square feet, the maximum height for letters of a wall sign shall not exceed an average cap height of 30". Signs shall not extend more than 8" beyond the face of the surface to which the sign is mounted.
- C. Reverse "halo" lighting is acceptable and encouraged.
- D. Wall signs shall be illuminated individual letters mounted to the exterior building face/wall. There shall be no raceways/signage backer panels applied to the Landlord provided sign band. A colored or frosted plexiglass face is required.
- E. "Tag Lines" will be allowed at a maximum of 10" high. "Tag Lines" shall be directly below the wall sign and shall not extend wider than the approved wall sign.
- F. Double stacked letters will be allowed but the total height shall not exceed 1.5 times the allowable height for wall signs.



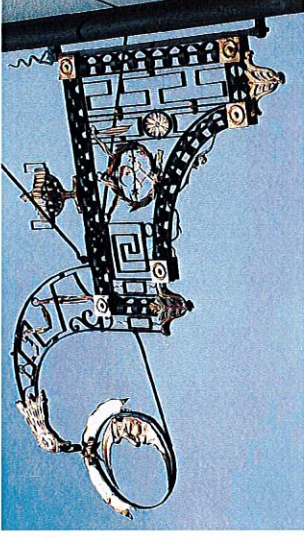
### BLADE SIGNS

- A. Each Tenant is required to have one blade sign. The blade sign may not be the primary store identification sign and will not be included in the calculation for the overall sign area permitted. The blade sign program requires that each Tenant's graphic identity be transformed into a three-dimensional double-faced sign. The Landlord encourages the Tenant to propose blade sign designs, which enrich the pedestrian environment with a creative use of color and material combined with a strong store name and identification.
- B. Additionally, blade signs may be illuminated or non-illuminated. Illuminated signs may have an internal or external light source.
- C. Blade signs shall project no more than 3'-6" from the building face, and shall be no more than 3'-0" in height, with a maximum of 9 square feet of area for each face. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of 8'-0"



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D. Proposals for blade sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that his fabrication and installation contractor includes adequate support for the blade sign and all required electrical services and connection.



### COMPONENTS

#### **SIGN STYLES & MATERIALS**

There are many acceptable sign treatments including a mixed media approach combining several different fabrication and lighting techniques. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed previously. The Landlord reserves the right to approve or reject any proposed sign on the basis of its size, placement and style.

#### **ACCEPTABLE SIGN STYLES INCLUDE:**

1. Front and halo illuminated channel letters. Note: acrylic face, internally illuminated channel letters will not be permitted unless successfully used as a part of an approved "mixed media" sign;
2. Mixed media, three dimensional signs painted gold, silver or copper leaf; Halo illuminated letters, 3" deep minimum;
3. Channel letter with exposed neon, 2 1/2" deep minimum. Exposed neon will be approved at the sole discretion of the Landlord and should be proposed only if a part of the overall Tenant design concept. However, neon will not be allowed in any storefront windows;



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4. Dimensional, geometric shapes; Screens, grids, or mesh; Etched, polished, patina or abraded materials;
5. Sand blasted textured, and/or burnished metal-leaf faced dimensional letters, pin mounted from the facade;
6. Signs mounted to hard canopies, eyebrows or other projecting architectural elements.  
For example:
  - a. Prismatic face letter forms with full facets strokes;
  - b. Rounded face letter forms with radius faces and eased edges.

### COMPONENTS

#### **LOGOS AND TYPE STYLES**

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sing lettering should be combined with other graphic and or dimensional elements denoting the type of business. The typeface may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark-protected type and marks in their sign submission to assist the Landlord in the review process.

#### **COLOR**

The following guidelines are for selecting colors for the Tenant's signing. The project and the individual building facade will consist of a variety of colors and materials. The Landlord encourages the Tenant to consider these colors when choosing sign colors, an where feasible the Landlord will consider the Tenants color scheme when making final building color or material choices. Tenants are requested to make early color submission for review by the Landlord, although final determination of building colors will follow from the on site mock-ups and raw downs reviewed and approved during construction of the base building shell.





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### LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques.

One or more of the following are allowed:

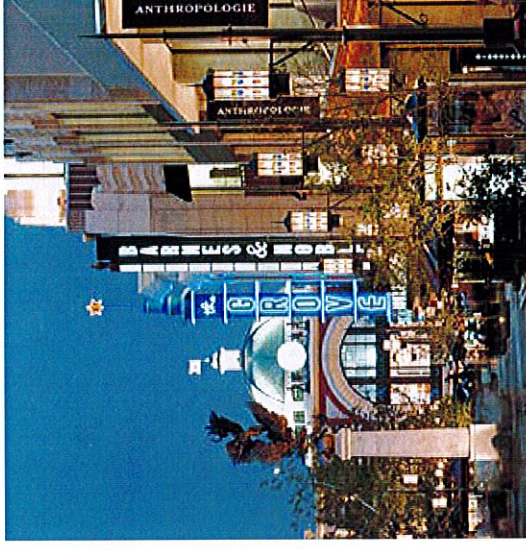
1. Front and/or halo illuminated pin-mounted reverse channel letters;
2. Reverse channel neon with silhouette illumination;
3. Open channel neon with exposed neon, fiber optics, incandescent light bulbs are subject to the scrutiny of the Landlord.
4. Internally illuminated signs with seamless opaque cabinets and pushed-thru lettering and/or neon. Visible neon will be approved at the sole discretion of the Landlord and should be proposed only if a part of the overall Tenant design concept.
5. Cove lighting.

All front lighting must be baffled and obscured from direct visibility with recessed channels, which are fully integrated into the building facade elements. Visible weep holes on all letters and cabinets must be baffled. Exposed lamps or tubing, raceways, crossovers or conduits will not be permitted.

Decorative shrouds or housing custom designed and fabricated to maintain or enhance the architectural integrity of the building may be used to conceal "off the shelf" standard fixtures subject to the Landlord's approval. Visible standard (non-custom) "gooseneck" lamps and similar fixtures will not be approved. All housings and posts for exposed neon signs must be painted to match or compliment the building facade color immediately behind and adjacent to the sign.

All illuminated signage will be controlled by a time clock and shall have a dimmer switch, located for easy access by the Landlord.

All electrical signs and installation method must met UL standards and contain a UL label.



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### PROHIBITED SIGNS

1. Rectangular boxed or cabinet signs.
2. Flashing, oscillating, animated lights or other moving sign components, except as specifically approved by the Landlord.
3. Noise and odor making signs.
4. Exposed junction boxes, wires, transformers, ballast boxes, lamps tubing, conduits, raceways or neon crossovers of any type.
5. Exposed fasteners, unless essential to the sign design concept. (Subject to approval)
6. Signs using trim-cap retainers that do not match the color of the letter or logo returns (polished gold, silver or bronze trim caps are not permitted).
7. Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria.
8. Formed plastic or injection molded plastic signs.
9. Manufacturers' labels, underwriters' labels, brackets or any other form of extraneous advertising attachment or lighting devices shall be fully concealed from public view.
10. Temporary walls signs, pennants, banners, inflatable displays or sandwich boards.
11. Window signs. Decals and lettering or other signing indicating product lines or credit card acceptability shall not be permitted on the storefront glazing other than store operating hours.  
Note: box signs and neon hanging in display windows is not allowed.
12. Gold leaf treatments on windows.
13. Paper, cardboard or Styrofoam signs, stickers, or decals hung around or behind storefronts. Signs, letters and symbols painted directly on exterior surfaces.
14. Simulated materials such as wood grained plastic laminates or wall coverings.
15. Signs on mansard roofs or equipment screens.
16. Advertising or promotional signs on parked vehicles.



# Tenant Sign Criteria

## SUBMITTAL AND APPROVAL

The Landlord has hired the services of a sign consultant who will assist in the review and approval of tenant sign submissions. This is to insure each Tenant's conformance to the project's overall Sign Criteria.

1. Upon receiving final plan approval from the Landlord's architect, the Tenant shall submit four sets of complete and fully dimensioned shop drawings of the Tenant's sign, to the Landlord's sign design consultant at the following address:
2. Shop drawings shall include at least the following:
  - a. Tenant's entire building facade elevation, showing the proposed sign, in color drawn to the scale of 1/4" = 1'-0".
  - b. Storefront (partial building) elevation, showing the location.
  - c. Size, color, construction and installation details of the Tenant's proposed sign.
  - d. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.
  - e. Color and material samples board with photograph (if possible) of a similar installation.
3. Within twenty one (21) days of receipt of the sign submission, the Landlord's representative will approve, approve as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and resubmit within ten (10) days of the receipt, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction. Allow reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrications.
4. Upon receipt of final sign approval, permits required for fabrication and installation shall be obtained by the Tenant, at the Tenant's expense. Submit required drawings to the City of Lee's Summit, Missouri.

