



## 336 Marketplace Signage Approval Instructions

- 1) Review the Loop 336 Retail Center Design Guidelines and Standards to ensure that your signage proposal complies.
- 2) Submit the signage renderings together with a check payable for the \$500.00 review fee to “The Grand Central Park Commercial Association, Inc.” to:

Fidelis Realty Partners  
Attn: Brenda MacDonald, Sr. Property Manager  
449 S. Loop 336 W., Suite 400  
Conroe, TX 77304  
Office: (713) 693-1473  
Email: [bmacdonald@frpltd.com](mailto:bmacdonald@frpltd.com)

Please note that Landlord’s representative will submit your signage submittal together with the fee to the Association’s Architectural Control Committee (ACC) on your behalf after a preliminary review by our office for further review and approval. Variance requests will incur an additional review fee.

# Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
 See Specific Instructions on page 3.

<b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <div style="text-align: center; font-size: 1.2em;">The Grand Central Park Commercial Association Inc</div>	
<b>2</b> Business name/disregarded entity name, if different from above	
<b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):  Exempt payee code (if any) _____  Exemption from FATCA reporting code (if any) _____  <small>(Applies to accounts maintained outside the U.S.)</small>
<input type="checkbox"/> Individual/sole proprietor or single-member LLC	<input checked="" type="checkbox"/> C Corporation
<input type="checkbox"/> S Corporation	<input type="checkbox"/> Partnership
<input type="checkbox"/> Trust/estate	<input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____
<small>Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</small>	
<input type="checkbox"/> Other (see instructions) ▶	
<b>5</b> Address (number, street, and apt. or suite no.) See instructions. c/o CCMC 8360 E Via De Ventura, Ste L100	<b>Requester's name and address (optional)</b>
<b>6</b> City, state, and ZIP code Scottsdale, AZ 85258	
<b>7</b> List account number(s) here (optional)	

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>																					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> </tr> </table>											<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> </tr> </table>										
<b>or</b>																					
<b>Employer identification number</b>																					
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25px; height: 25px; text-align: center;">4</td> <td style="width: 25px; height: 25px; text-align: center;">7</td> <td style="width: 25px; height: 25px; text-align: center;">-</td> <td style="width: 25px; height: 25px; text-align: center;">4</td> <td style="width: 25px; height: 25px; text-align: center;">0</td> <td style="width: 25px; height: 25px; text-align: center;">7</td> <td style="width: 25px; height: 25px; text-align: center;">6</td> <td style="width: 25px; height: 25px; text-align: center;">6</td> <td style="width: 25px; height: 25px; text-align: center;">7</td> <td style="width: 25px; height: 25px; text-align: center;">2</td> </tr> </table>	4	7	-	4	0	7	6	6	7	2	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> <td style="width: 25px; height: 25px;"></td> </tr> </table>										
4	7	-	4	0	7	6	6	7	2												

**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶ <i>Suzanna Nadel</i>	Date ▶ 1/1/2022
------------------	---	-----------------

**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
  - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
  - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
  - Form 1099-S (proceeds from real estate transactions)
  - Form 1099-K (merchant card and third party network transactions)
  - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
- If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

**SEPTEMBER  
2014**

The  
**Johnson**  
Development Corp.

# **LOOP 336 RETAIL CENTER**

DESIGN GUIDELINES AND STANDARDS



## 6 | Signage

Signage is one of the most important site design considerations for commercial center developers and tenants; it is also a very important medium for defining the character of a development. The signage standards are intended to foster continuity in signage design and placement while allowing for individuality and distinction. Signs should be designed to complement the architectural expression and fit into the character of the landscape, thereby contributing to a unified sense of place as envisioned in the Master Plan.

All signage must be approved by the Architectural Control Committee (ACC), meeting and regulations and standards established by the City of Conroe, Texas. Banners and pennant signs are prohibited, except where as noted in **6.5, Temporary signs.**

The following pages contain standards and guidelines for each type of signage permitted at the Loop 336 Retail Center.

### 6.1 Monument signs

The design of monument signs should complement the design of Grand Central Park community monument signage through the use of duplicate or otherwise complementary materials. The image at right depicts a desired approach to signage treatment. The material selections, however, are subject to the approval of the ACC.

Monument signs shall be located in setbacks or cutbacks as indicated in the figure at right, provided it is situated at least **2 feet (2')** inside the property line, per the City of Conroe. Signage shall be created to establish a hierarchy, from primary tenant identification signs to secondary tenant identification to vehicular directional signage (refer to figure 9 at right for maximum dimensions for each type).

Signs shall be surrounded with appropriately scaled plantings, such as native grasses and shrubs. Planting areas should follow the recommended planting palette and be maintained and irrigated.

Setbacks and cutbacks at the intersections of State Highway Loop 336 and "A" Street with Second Avenue, Fourth Avenue (Main Street) and Sixth Avenue, as well as State Highway Loop 336 and I-45 and "A" Street and I-45, are reserved for special signage indicating entry to the overall Grand Central Park community. Tenant signage at these intersections may be incorporated at the discretion of the ACC.



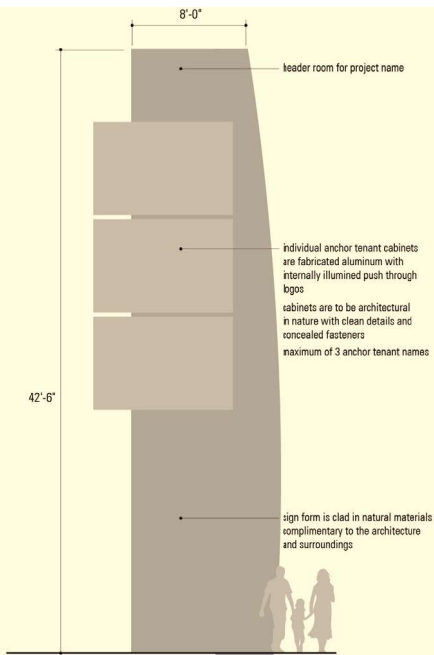
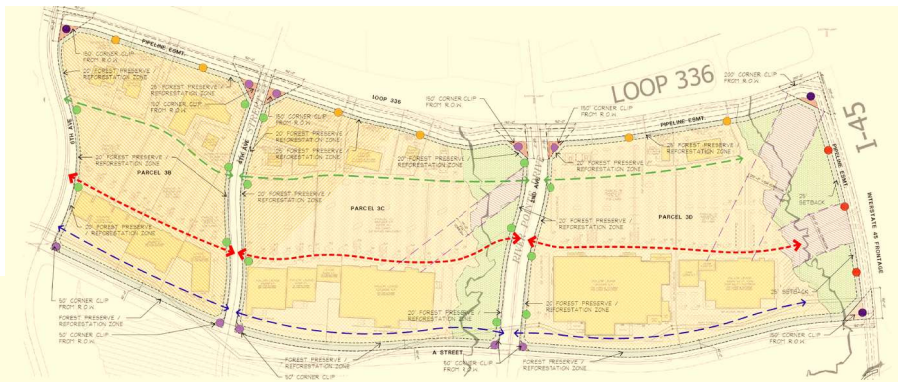
Precast concrete structure

Cultured stone veneer accent

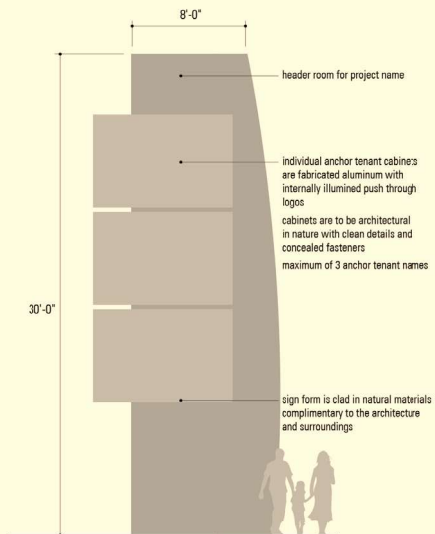
*Signs should be composed of high-quality, contrasting materials that relate to the development's architectural and landscape expressions.*

Figure 9: Illustration of typical monument sign styles and diagram of sign locations

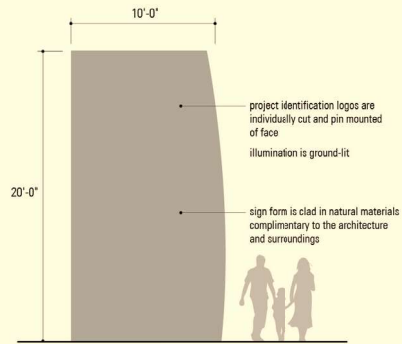
- PRIMARY PROJECT IDENTIFICATION
- SECONDARY PROJECT IDENTIFICATION
- PRIMARY TENANT IDENTIFICATION
- SECONDARY TENANT IDENTIFICATION
- VEHICULAR DIRECTIONAL



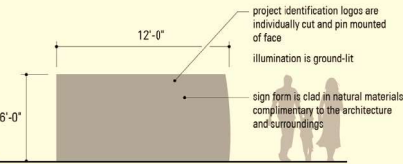
● **PRIMARY TENANT IDENTIFICATION**  
 Sizes to be verified per City of Conroe



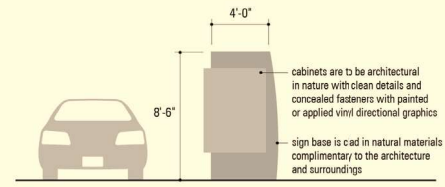
● **SECONDARY TENANT IDENTIFICATION**  
 Sizes to be verified per City of Conroe



● **PRIMARY PROJECT IDENTIFICATION**  
 Sizes to be verified per City of Conroe



● **SECONDARY PROJECT IDENTIFICATION**  
 Sizes to be verified per City of Conroe



● **VEHICULAR DIRECTIONAL**  
 Sizes to be verified per City of Conroe

## 6.2 Building identification signs

The following requirements shall apply to all tenant signs:

1. Each tenant is allowed one primary sign per storefront. Tenants who are occupying corner spaces may employ one sign per storefront elevation. This allows for a maximum of two signs, or one on a 45 degree diagonal at the corner.
2. All primary signs should be located on or above the canopy where applicable. In some cases, certain secondary signs such as window vinyl will be allowed below the canopy line.
3. Imaginative and innovative signs exploiting a variety of material types are encouraged. A variance may be required to the current sign regulations to comply with these criteria.
4. The design of all signs, logos, and graphics visible to the common area must be documented with a combination of photographs, conceptual renderings, and/or shop drawings that are noted in adequate detail to be explanatory and submitted to the ACC for final approval prior to fabrication and installation.
5. Signage copy is restricted to the Tenant's trade name. It may not include the specification of merchandise or services sold, regardless of the tenant's name. Tenant logos may be acceptable pending ACC approval.
6. Signage should be treated as an integral part of the storefront architecture and therefore the letter size and sign proportions should match the character of the storefront and be in compliance with district design criteria.
7. Signs may project as shown in storefront conditions.
8. The bottom of the sign must be at least 9' 6" A.F.F.
9. Letter proportions: 14" maximum height for block letters & 16" maximum height for script letters. Letters of more generous proportions may be considered if, in the ACC's opinion, the sign design is of exceptional distinction and architectural quality.
10. All illuminated signage is to remain lit during business hours. Illuminated signage must be controlled by a timer and on a separate circuit from other lighting.
11. Advertising placards, banners, pennants, names, insignia, trademark and other descriptive material may not be attached to the storefront or glazing.



*Building identification signs respond inventively to architectural context and materiality*

- 12. Backlit components must be contained wholly within the depth of the letter. Maximum brightness may not exceed one hundred foot-Lamberts (or 32 lumen/ft<sup>2</sup> or 32 candela/ft<sup>2</sup>).
- 13. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed from public view.
- 14. Electrical raceways are not to be visible.
- 15. All electrical signage must comply with article 600 of NEC, UL48, and local electrical codes. All electrical signage must bear the white UL serial number label and black manufacturer label. All signage must comply with and have current permits to ensure proper structural and electrical engineering and manufacturing processes are used.
- 16. All signage shall not exceed a maximum brightness of one hundred (100) foot-candles (or 100 lumens).

### 6.2.2 Primary Signage Design

Typically, the principal area for the tenant’s primary signage is located directly above the entry portal. Optional locations may include immediately adjacent to the entry above the display window. When applicable, tenants are encouraged to add secondary signage to the canopy or trellis element. All designs must be submitted to ACC for review and approval. The following sign types are encouraged:

- 1. Reverse channel letters (or Halo lit letters) with silhouette backer: These must be a minimum of 3” deep and be projected off of a background.
- 2. Open faced channel letters with exposed neon tubing.

### 6.2.3 Prohibited Materials

In conjunction with materials restricted by local building codes, the following materials are not permitted for use anywhere on any storefront for the primary construction of the sign.

- + Plastic and metal laminates, acrylic, polycarbonate, PVC, smoked and/or tinted glass, simulated materials (i.e., imitation brick, wood, etc.)
- + Interior wall coverings of any kind, distressed and/or sandblasted signs, rough-sawn woods, plywood paneling, mirror, brick, or fabrics
- + No sandblasted wood signs in a natural wood finish with painted, raised letters and/or logos

- + Signage must not have any flashing lights or animated components
- + Internally illuminated channel letters with acrylic faces and Jewelite type trim cap are not permitted
- + Vacuum-formed letters of any kind, whether a stand-alone letter, channel letter faces, or push-through letters, are not allowed
- + Cabinet signs with illuminated, translucent backgrounds and silhouetted letters are not permitted
- + Exposed raceways, ballast boxes, transformers, crossovers, or conduits are not tolerable.
- + No advertising placards, banners, pennants, names, insignias, trademarks, or other descriptive or promotional material may be affixed or maintained on windows, glass fixtures, equipment, or any other area of the storefront. This includes credit card signs and sale signs
- + No exposed fasteners or non-ornamental hardware is allowed within the sign cabinets or structures themselves or on the storefront. Ornamental fasteners that accentuate the sign’s design are permitted.
- + Signs manufactured from paper, foam board, cardboard, stickers, applied decals, or located behind the storefront glazing are not acceptable.

Though some labels are required by code, such as the UL serial label and the UL black manufacture label, they are to be placed in an inconspicuous location near the sign’s shut-off switch (per UL48). All other names, stamps, or decals by the sign manufacturer or otherwise are forbidden.

### 6.2.4 Color and Finish

While the tenant should be able to provide their own distinct identity, the tenant must also carefully coordinate their color palette and storefront design to harmonize with the existing architectural finishes. All storefront colors must be approved by the ACC prior to installation or implementation of colors in question. In the case of questionable colors, the ACC may request an on-site sample of the color to further determine eligibility.

All finishes must be durable, long-lasting, high-quality finishes. These finishes must be applied in a factory or plant type environment and be an automotive-quality paint finish or electrostatically applied and baked (powder coating) for all metal paint finishes.

### 6.2.5 Installation

Access panels in the tenant's ceilings required to service the tenant's signage equipment must be provided per applicable building and electrical codes at the tenant's own expense. Access panels that may be required for remotely located transformers/power supplies must be located at the back side of entry soffits. Underside and highly visible access panels are not permitted.

All signs with electrical components (i.e., illuminated signs) must be fabricated and installed with compliance to local building codes, article 600 of the NEC, UL48 and bear the proper UL labels.

### 6.2.6 Signage Power

All storefront signage must be on the tenant's own electrical circuit. The circuit for the signage must be dedicated for only the signage and on an electrical time clock set to the established common area business hours. All lighting and lighting luminosity must be maintained in a consistent fashion to the overall lighting plan and must be controlled by a lockable dimmer switch and dedicated circuit.

### 6.2.7 Sign Area Calculations

The maximum vertical dimension for signs with one (1) line of copy are:

1. 50,000 square feet of gross building area or larger (example: grocery store) - **six (6) feet (6'0")**
2. 20,000 to 49,999 square feet of gross building area (example: department store) - **four (4) feet (4'0")**
3. 10,000 to 19,999 square feet of gross building area (example: drug stores) - **three (3) feet (3'0")**
4. Under 10,000 square feet of gross building area (example: pad sites, restaurants/fast food, gas stations) - **two (2) feet (2'0")**
5. In-line retail stores - **two (2) feet (2'0")**

The maximum vertical dimension for signs with **two (2) lines** of copy, including spaces between lines, is **one and a half (1.5) times** what is applicable for a single line. This includes spaces between the lines of copy.



## 6.3 Temporary signs

During the construction phase of a project, unlighted construction/leasing signs are permitted for a maximum of 1 year. Signs must be removed by 60 days after initial occupancy. Signs may be double-faced and placed perpendicular to the roadway, at least 10 feet (10') from the right of way unless otherwise approved by Johnson Development.

Temporary signage may include the following information:

- + Project name and logo
- + Major tenant(s)
- + Project developer and consultants
- + Financial institution
- + Contractor
- + Opening date
- + Phone number sales or leasing agent

One (1) white temporary banner may be displayed with “Coming Soon” or “Now Open” in red or black letter for no more than 30 days. Pennant banners are prohibited for temporary or permanent use.

Approved material for window shades

