



MEYERLAND

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SIGNAGE CRITERIA

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## I. INTRODUCTION

This document provides general provisions, design guidelines, and sign criteria for Tenant signage at the Meyerland Plaza Shopping Center, Houston, Texas.

The objectives of these Criteria are:

- 1) To guide the design of Tenant signs at Meyerland Plaza in order to generate creative and tasteful signage that contributes to the Center's sense of place and adequately identifies its Tenants.
- 2) To protect the Tenant in obtaining a sign which meets standards of good design and workmanship.
- 3) To help assure an attractive shopping center unmarred by poorly designed, badly proportioned and, most importantly, poorly constructed signs.

## II. GENERAL PROVISIONS

- A. Signs shall be designed in a manner that is not only imaginative but also is of high graphic quality. In addition, signs should be compatible with and complementary to adjacent signs and facades.
- B. Only those sign types provided for in the Signage Criteria and/or specifically approved in writing by the Landlord will be allowed. No temporary wall signs, window signs, pennants, banners, flags, inflatable displays or sandwich boards will be allowed unless specifically approved in advance in writing by the Landlord.
- C. Signage that incorporates logos, business identity, and/or designates the type of business (e.g., Men's Store, Jewelry, Flowers, etc.) shall be encouraged, but in addition to logo design and color, such signage must be approved in advanced in writing by the Landlord.
- D. Logo and letter heights, where specified, shall be determined by measuring inclusively all letters, swashes, ascenders, descenders, etc.
- E. Notwithstanding the maximum square-footages specified for copy area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. All signs shall fit comfortably into designated architectural spaces, roughly centered within sign bands, leaving sufficient margins and negative space on all sides. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. In no instance shall a Tenant be allowed to use more than 75% of store width in the length of the sign.
- F. Dimensional letters and plaques shall be affixed without visible means of attachment.
- G. All sign fabrication work shall be performed according to the highest standards of the industry. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles shall not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
- H. In the event Tenant signage is in need of repair, it is the Tenant's responsibility to repair signage immediately. If after fifteen (15) days following receipt of written notification to repair the sign, no action has been taken by the Tenant, the Landlord shall contract to repair and/or maintain the sign at the Tenant's sole expense. Such repair expense will be paid to the Landlord within thirty (30) days of presentation of the invoice by the Landlord.

## III. CONSTRUCTION REQUIREMENTS

- A. Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the building and in accordance with these specifications.
- B. All formed metal, such as letter forms, shall be fabricated using full-weld construction.
- C. All ferrous and nonferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- D. Threaded rods or anchor bolts shall be used to mount signage. Letters are to be spaced out 1/2" from background panel. Angle clips attached to letter sides will not be permitted unless they are clear Plexiglas.
- E. Paint colors and finishes must be reviewed and approved in writing by the Landlord. Color coatings shall exactly match the colors specified on the approved plans.
- F. Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows and purples) shall be coated with ultra-violet-inhibiting clear coat in a matte, gloss, or semi-gloss finish.
- G. The joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth so that no visible line is perceivable in the finished appearance. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so that no visible fastener is perceivable in the finished appearance.
- H. Finished surfaces of metal shall be free from canning and warping. All signs shall have a uniform, high-quality finish free of dust, orange peel, drips, and runs. Quality of all finished surfaces shall match or exceed Landlord's sample.
- I. The depth of open channel letters shall not exceed 2 1/2". All hardware and neon tube supports inside open channel letters shall be painted to match the interior letter color. Neon tubing shall be sufficient to make letters read solid and shall be installed so that top surface of neon is flush with front edges of open channel. The color of the interior of the open face channel shall match the neon color.
- J. Plexiglas faced channel letters with open back for reverse channel letter halo illumination shall be pinned 1-1/2" minimum off the building wall.
- K. All lighting must match the exact specifications of the approved working drawings.
- L. Brightness of sign is subject to approval by the Landlord. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted. Exposed neon tubing used in skeletal neon or open face channel letter applications will require a dimmer designed specifically for neon. The dimmer shall be installed by the tenant at the tenant's expense to the primary side of the neon transformers. In the event Tenant's sign illumination stands out brighter than others within the center, the brightness of the neon shall be adjusted by Tenant.
- M. The back side of all bare neon tubing used for signage shall be made opaque to eliminate a halo effect washing out of the letters against the wall background surface.
- N. All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings, and clips shall consist of enameling iron with porcelain enamel finish; stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with a painted finish. No black iron materials will be allowed.
- O. All signage installations shall be UL rated assemblies and shall bear Underwriter's Laboratory approved labels affixed in inconspicuous locations. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes. No other labels, decals or sign manufacturer's advertisements may be affixed to the signage for any purpose.
- P. All penetrations through exterior building walls, where allowed, shall incorporate sleeved and flanged spacers sealed to exterior face of E.I.F.S. as indicated in Exhibit 19, typical and be water tight. Penetrations for in-line tenants will occur at concealed raceways only.
- Q. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Landlord. Sign contractor shall install same in accordance with the approved drawings.

- R. Installation of timer and photocell device:
1. Tenant's sign contractor at Tenant's expense shall, during installation of Tenant's canopy sign, install a photo-electric device ("Photocell") as a means of activating or "switching on" the illuminated fascia sign at or near twilight each evening.
  2. In addition, the Tenant, at Tenant's expense, shall install a time clock in the canopy sign electrical circuit near the main circuit breaker panel in the demised premises. The time clock will function as a means of "switching off" the illuminated sign. The Landlord will designate the time and it shall be uniform for all Tenants.
  3. The required work specified in R.1 and R.2 above shall be reflected on the sign plans provided by Tenant's sign contractor.
- S. The Tenant is referred to Section VI for the submittal requirements regarding design and construction document approval.

#### IV. RESTRICTIONS

The following are prohibited:

- A. Permanent advertising devices such as attraction boards, posters, banners and flags.
- B. Window signs except where specifically approved by the Landlord.
- C. Exposed junction boxes, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
- D. Sign manufacturers and/or installer's names, stamps or decals.
- E. Luminous-vacuum formed type plastic letters.
- F. Paper, cardboard or Styrofoam signs, stickers, or decals hung around, on or behind storefronts.
- G. Simulated materials (i.e., wood grained plastic laminates, etc.) or wall covering.
- H. Animated lights or other "moving" sign components, except where specifically provided by the sign plan and approved in writing by the Landlord.
- I. Electrified neon attached to glass tubing surrounds or crossbars. Neon in display windows should be attached to clear acrylic backing.
- J. Front lighting fixtures that compete with the storefront design.
- K. Interior signs which do not meet the criteria listed under Additional Signage (Tenant Window Signs).
- L. Signs using "trim cap" retainers.
- M. Channel letters with light transmitting acrylic faces (tenant signs only)
- N. Exposed fastenings unless fastenings make an intentional statement and receive Landlord approval.

#### V. TENANT SIGNAGE

##### Design Objectives:

The primary objective of the sign criteria is to generate high quality, state-of-the-art Tenant signage that reflects a sophisticated and lively environment. In light of this, Tenants may choose to add contemporary elements or technology (such as fiber optics) to a sign or background provided it is approved in advance and in writing by the Landlord.

##### A. DESIGN GUIDELINES FOR PAD A TENANT SIGNAGE

1. Colors:

The following guidelines are to be adhered to in selecting colors for Tenant signage:

- a. Sign colors should be selected to provide sufficient contrast against building background colors.
- b. Colors within each sign should be harmoniously blended.
- c. Sign colors must be compatible with building background colors.
- d. Signage colors should provide variety and excitement.
- e. Color of letter returns is the same for all Tenants.

All sign colors are subject to review and approval in advance in writing by the Landlord as part of the Tenant sign submittal.

2. Type Styles:

The use of logos and distinctive type styles is encouraged for all Tenant signs. Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in Texas, provided that said images are architecturally compatible and approved in writing by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. Highly stylized or illegible type styles are discouraged.

##### B. SIGNAGE CRITERIA FOR PAD A TENANTS (see Exhibit 1-10 for further information)

1. Signs to be mounted on wall area in approved signage areas only.
2. Up to 75% of the storefront length is available for sign lettering and figures.
3. Height of sign lettering and figures contained within the sign band, centered on the sign band over the awning, shall be a maximum of 2'-0" in height or 2'-6" total height if letters are stacked.
4. Copy shall consist of tenant name and/or logo only.
5. Signage shall be internally illuminated acrylic face channel letters pin mounted off the sign band 1-1/2' with an open back to allow for reverse channel halo lighting effect.
  - a. Trim caps and 4' returns on letters (signage) shall be painted black to match existing Starbuck's signage.
  - b. Neon in channel letters shall be white. Typical for all signage.
  - c. Tenants are encouraged to use colored Scotchcal vinyl on white Plexiglas to create a white outline with a colored face to their letters.
6. Corner tenants, in addition shall install an internally illuminated logo box. The box may be any shape, but shall not to exceed 3'-0" in any direction.
  - a. Trim cap and 6' returns shall be painted black to match existing Starbuck's signage and centered on sign band above awning.

##### C. DESIGN GUIDELINES FOR PAD (except Pad A) TENANT SIGNAGE

1. Colors:

The following guidelines are to be adhered to in selecting colors for Tenant signage:

- a. Sign colors should be selected to provide sufficient contrast against building background colors.
- b. Colors within each sign should be harmoniously blended.
- c. Sign colors must be compatible with building background colors.
- d. Signage colors should provide variety and excitement,
- e. Color of letter returns should contrast with face colors for ease of daytime readability.
- f. Neon colors should compliment related signage elements.
- g. Interior of open face channel letters must be painted out in a color to match the neon color.

All sign colors are subject to review and approval in advance in writing by the Landlord as part of the Tenant sign submittal.

2. Type Styles.

The use of logos and distinctive type styles is encouraged for all Tenant signs. Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in Texas, provided that said images are architecturally compatible and approved in writing by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. Highly stylized or illegible type styles are discouraged.

D. SIGNAGE CRITERIA FOR PAD TENANTS (except Pad A) (exhibit 22)

1. Signs to be mounted on wall area in approved signage areas only. Consult with Landlord for these areas.
2. The active customer store front entrance elevation must have signage.
3. Signs to be backlit channel letters (mounted to a minimum of 2" from the wall) or open face exposed neon channel letters (2 1/2" depth maximum). Other signage types will be allowed only with advance written approval from Landlord.
4. Multi-dimensional graphic logo with unique shape or imagery, neon accent lines and/or fiber optic lighting may be incorporated with wall signage or at entries below. Must be approved by Landlord.

E. DESIGN GUIDELINES FOR MAJOR TENANT SIGNAGE

1. Colors:

The following guidelines are to be adhered to in selecting colors for Tenant signage:

- a. Sign colors should be selected to provide sufficient contrast against building background colors.
- b. Colors within each sign should be harmoniously blended.
- c. Sign colors must be compatible with building background colors.
- d. Signage colors should provide variety and excitement.
- e. Color of letter returns should be Copper Sikkens MAP/Metallic 208-A-S.
- f. Interior open face channel letters must be painted out in a color to match the neon color.

All sign colors are subject to review and approval in advance in writing by the Landlord as part of the Tenant sign submittal.

2. Type Styles.

The use of logos and distinctive type styles is encouraged for all Tenant signs. Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in Texas, provided that said images are architecturally compatible and approved in writing by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. Suggested type styles include Helvetica, Times Roman, Optima, or Modern. Highly stylized or illegible type styles are discouraged.

F. SIGNAGE CRITERIA FOR MAJOR TENANTS (see Exhibits 13-19 for additional information)

1. Signs to be mounted on wall area in approved signage areas only.
2. The maximum copy area per sign shall be shown on the Exhibits that apply per location.
3. Copy shall consist of tenant name and/or logo only.
4. Primary lettering to be open-face, exposed-neon channel letters (except at buildings along Jackwood Street), maximum 2 1/2 " depth. Secondary lettering, where used, to be back-lit channel letters mounted to a minimum 2" from wall. Other signage types may be used only with advance written approval from the Landlord.
5. Major tenants along Jackwood Street are required to have backlit signage above their entries. Additionally, there are trellis areas above their entries (addressing 610 Freeway) where open-face, exposed neon channel letters are required. Refer to Exhibit 18 for more information.
6. In addition to signage, tenants may use neon or other fiber optic lighting in a decorative way at their entries. These applications must be approved in advance and in writing by the Landlord.
7. In addition to storefront signage, Major Tenants have access to providing signage on one monument sign along Beechnut or 610 Freeway right of ways (in one location as determined by the Landlord)
8. Criteria for Major Tenant and Monument Signage along Beechnut and 610 Freeway:
  - Signs shall be internally illuminated push through (1/4" relief) acrylic letters on painted aluminum panels. (see Exhibit 20)
  - Copy to consist of Tenant's trade name only in acrylic letters of Tenant's typeface.
  - Capital letter height to be a maximum of 24" for primary identification and a maximum of 12" for secondary copy.
  - A 5" clear border must be maintained on top and bottom and a 10" clear border must be maintained on each end for Major Tenant monument signage.
  - Color of panel faces and copy shall be as specified by Landlord and be consistent throughout.
  - Copy and logo to be centered within sign panel unless written approval is received from the Landlord to deviate from this standard.

G. DESIGN GUIDELINES FOR IN-LINE SHOP TENANTS (Facing Beechnut)

1. Colors: Black faces and returns with 15mm 6500 white single stroke neon tubing (double stroke for wider letters)
2. Type-styles:

The use of logos and distinctive type styles is encouraged for all Tenant signs. Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in Texas, provided that said images are architecturally compatible and approved in writing by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. Suggested type styles include Helvetica, Times Roman, Optima, or Modern. Highly stylized or illegible type styles are discouraged. Letter style to be submitted and approved by Landlord prior to fabrication and installation.

H. SIGNAGE CRITERIA FOR IN-LINE SHOP TENANTS (FACING BEECHNUT)

1. Reverse channel letters, halo lit, with clear Lexan backs.
2. Channel letters to be all aluminum construction
  - .090 aluminum face
  - 3" .063 aluminum letter returns
  - welded and sanded smooth & primed before painting
3. All letters to have clear 3/16" Lexan backs with weep holes as required
4. Power to be 30 ma, 110 volt via remote transformer

5. Letters to be installed using Sealite and held off unistrut raceway by 2" spacers
6. No penetrations through EIFS; penetrations will only be made through existing concealed raceways
7. Maximum Copy Height 36"; sign band length not to exceed 75% of tenant's storefront

I. DESIGN GUIDELINES FOR IN-LINE SHOP TENANTS (Jackwood and South Arcade)

1. Colors: Red 2415 faces and returns with 15mm clear red single stroke neon tubing (double stroke for wider letters) with Jeweltite 1" trim cap (red)
2. Type-styles:  
The use of logos and distinctive type styles is encouraged for all Tenant signs. Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them in Texas, provided that said images are architecturally compatible and approved in writing by the Landlord. Type may be arranged in one or two lines of copy and may consist of upper and/or lower case letters. Suggested type styles include Helvetica, Times Roman, Optima, or Modern. Highly stylized or illegible type styles are discouraged. Letter style by Tenant to be submitted to and approved by Landlord.

J. SIGNAGE CRITERIA FOR IN-LINE SHOP TENANTS (JACKWOOD AND SOUTH ARCADE) (see Exhibits 23,24)

1. Letters for Tenant signage to be channel type with double stroke open face neon installed on the existing unistrut raceways above the Tenant's storefront: (see Exhibit 27)
2. Sign band length not to exceed 75% of Tenant's storefront
3. Height of letter shall not exceed 30" (Jackwood) and 36" (South Arcade)
4. Letters to be centered on unistrut raceways
5. Specifications:
  - Returns: 3" (minimum-Jackwood) 4" (minimum-South Arcade), aluminum, paint interior and exterior to match trim cap
  - Trim Cap: 1" Jeweltite
  - Faces: 3/16" Clear Plex
  - Neon: 15mm/30ma double stroke sufficient to create a "solid" appearance
  - Attach to existing unistrut race way
  - All mounting hardware to be nonferrous
  - Seal all penetrations water tight
  - Transformers remote wired and located behind fascia
  - Tenant to verify dimensions of unistrut

## VI. SUBMITTALS AND APPROVALS FOR TENANT SIGNS

1. There is a formal three-step process for the creation, review and approval of Tenant signs for Meyerland Plaza.

Step One:

- a. The Tenant and/or Tenant's Graphic Designer will meet with the Landlord's Architectural Review Agent to discuss and review signage for proposed lease space (telephone meetings will be adequate).
- b. The Architectural Review Agent must approve the direction in writing before Tenant can begin Step Two.

Step Two:

The Tenant shall provide the Landlord with a conceptual design for required Tenant signage that:

- a. Shows an elevation of the storefront showing design, location, size and layout of the sign drawn to scale and indicating dimensions.
- b. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
- c. Landlord must approve this conceptual design in writing before Tenant can begin Step Three.

Step Three:

Prior to sign fabrication, the Tenant shall provide the Landlord with three (3) complete sets of working drawings reflecting the concept design approved by the Landlord. All sign plans submitted for the Landlord's approval must conform to requirements of the Planning and Building Divisions of the City of Houston. In addition to working drawings, such submissions shall include:

- a. Elevation of building showing storefront design, location, size and layout of sign drawing to scale indicating dimensions, attachment devices and construction details.
- b. Sample board showing colors and materials including letter faces, returns, and other details as requested by the Landlord.
- c. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
- d. Landlord must approve of these drawings in writing and initial sets submitted for approval before sign fabrication can begin.
- e. Upon written approval, sign fabricator may fabricate signage and must submit proof of property liability insurance and proposed installation schedule to the Landlord's field representative prior to beginning installation.

2. All Tenant sign submittals shall be reviewed by the Landlord and/or his agent for conformance with the Signage Criteria. Submittals should be addressed to:

Director of Design and Construction  
Ronus Properties  
3290 Northside Parkway Suite 250  
Atlanta, GA 30327

And a copy to:  
Property Manager-Meyerland Plaza  
420 Meyerland Plaza  
Houston TX 77096

3. Within ten (10) working days after receipt of Tenant's Conceptual Design or working drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Landlord. The Tenant must revise and resubmit rejected

plans until approval is obtained. A full set of final plans must be approved and stamped by the Landlord prior to permit application or sign fabrication.

4. The Tenant shall designate a sign fabricator(s) who is well qualified in the techniques and processes required to implement the intent of the concept design.
5. Following Landlord's approval of proposed signage, Tenant or his agent shall submit to the City of Houston sign plans signed by the Landlord including applications for all permits for fabrication and installation by Sign Contractor. Tenant shall be responsible for payment of all plan check and permit fees. Tenant shall furnish Landlord with a copy of said permits prior to installation of Tenant's sign(s).
6. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these guidelines and in the final approved plans and working drawings. Upon completion of signage installation, Tenant shall inform Landlord and signs shall be inspected to assure conformance with final approved working drawings. Any work deemed unacceptable shall be rejected and shall be corrected or modified at the Tenant's expense as required by the Landlord.
7. All sign companies must be licensed under their name by the City of Houston and must provide evidence to the Landlord of property liability insurance.
8. The Tenant shall be held liable and shall bear all costs for removal and/or correction of signs, sign installation, and damage to the building or signage surface by signs that do not conform to the sign criteria as set forth in the specifications and accompanying drawings. The Tenant shall also be held liable for repair to any damage caused by the installation of non-approved signs.
9. The Tenant shall be held liable and shall bear all costs for removal and/or correction of the Tenant's own sign or sign installation caused by vandalism, disaster, acts of nature, or acts of God. The Tenants liability shall include repair of any damage done to the Landlord's building or signage surface by the Tenants sign or by the removal or replacement of the Tenant's sign.

## VII. ADDITIONAL SIGNAGE & STOREFRONT CRITERIA

### A. TENANT WINDOW SIGNS

- Tenant will be permitted to place upon main entrance to its premises not more than a 144 square-inch area of white vinyl or screen-printed lettering. Text, not to exceed 1-1/2" in letter height, shall indicate hours of business and emergency phone numbers (See Exhibits 9,10 & 12).
- In addition to the above, un-affixed window signs may be incorporated as part of an interior Tenant storefront display. Such signs should be designed to augment the display of merchandise and appropriately scaled so as not to dominate the window area. Lettering and graphics must not exceed 15% of the window area. Signs should be highly creative and imaginative, with design of all window signs subject to Landlord's approval prior to installation. Use of windows strictly as sign boards or backgrounds is prohibited.

### B. ANCILLARY SERVICE SIGN (See Exhibit 11,12)

- Ancillary signs shall be allowed for identification of service areas (e.g., customer pick-up, deliveries, rear entrances, and other service-related information).
- Sign configuration, size, colors, materials, lighting, type style, and construction to be consistent for all Tenants and as specified in Exhibit 11.
- Sign copy to be limited to identification of Tenant and suite number.
- Signs to be located on rear doors as indicated in Exhibit 11.
- One sign per service area.

## VIII. APPENDICES

### APPENDIX A. -DEFINITIONS

#### Copy Area

The area of a sign computed by surrounding each graphic element with a regular geometric shape (e.g., circle, rectangle, trapezoid, triangle, calculating the area contained within the shapes, and then computing the sum of the areas. Minor elements such as swashes, simply drawn lines, or other decorative touches that might extend beyond the limited of the geometric shape shall be included as part of the copy area.

#### Double Bay Tenant Storefront

An in-line Tenant storefront created by combining two standard lease spaces or "bays."

#### In-Line Tenant

A Tenant who occupies lease space contiguous with one or more other Tenants in the same building.

#### Landlord

The party who possesses legal title to the property or site in question or his designated representative.

#### Letter Height

Letter height shall be determined by measuring the normal capital letter of a type font inclusive of swashes, ascenders, and descenders.

#### Logo

An image composed of a collection of symbols, figures, design elements, and letters that together form a distinct and unique identifying mark.

#### Monument Sign

A ground sign forming a continuous mass including the sign face, base and its connection to the earth.

#### Pad Tenant

A user who occupies a freestanding building on the project site.

#### Sign Area Face

The area of a sign, including margins, potentially available for display of copy and graphics.

#### Single Bay Tenant Storefront

An in-line Tenant storefront consisting of one standard lease space or "bay," or a portion thereof.

#### Wall Sign

Any sign affixed to and parallel with the elevation of a building wall.

APPENDIX B. DIRECTORY

Landlord:  
Ronus Meyerland Plaza L.P.  
c/o Ronus Properties LLC  
Houston, Texas 77096  
(713) 664-1166

City of Houston Planning Department:  
City of Houston  
Department of Planning  
1801 Main, 7th Floor  
Houston, Texas 77002

(713) 754-0005 754-0003 (Fax)

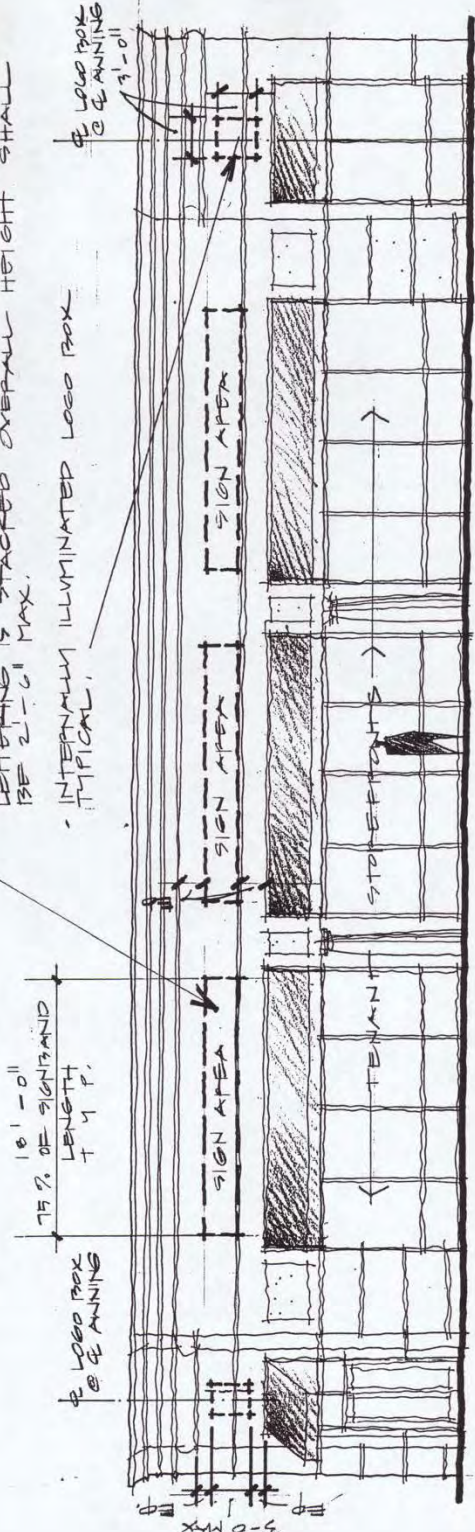
**IX. EXHIBITS**

- Exhibit 1. West Elevation-Pad A
- Exhibit 2. North Elevation-Pad A
- Exhibit 3. Sign Elevation-Pad A
- Exhibit 4. Logo Box Elevation-Pad A
- Exhibit 5. Section at Signage-Pad A
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- Exhibit 14. Sign Area-Major Tenant Facing Beechnut (Major A)
- Exhibit 15. Sign Area-Major Corner Tenant facing 610 and Beechnut (610 elevation)
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- Exhibit 21. Monument Sign-Pad Tenant
- Exhibit 22. Pad Tenant Signage
- Exhibit 23. In-Line Tenant Signage Facing Jackwood (South Arcade)
- Exhibit 24. In-Line Tenant Signage Facing Jackwood (South Arcade 1<sup>st</sup> and 2<sup>nd</sup> floor)
- Exhibit 25. In-Line Tenant Signage Facing Beechnut (North Arcade)
- Exhibit 26. Arcade Tenant Signage
- Exhibit 27. Raceway Attachment Detail for in-line Tenants



West Elevation

- APPROVED SIGNAGE AREA 75% OF SIGNBAND LENGTH
- HEIGHT OF LETTERING 9 FIGURES CONTAINED IN SIGN BAND SHALL BE 2'-0" HIGH MAX. IF SIGNAGE LETTERING IS STACKED OVERALL HEIGHT SHALL BE 2'-6" MAX.
- INTERNALLY ILLUMINATED LOGO BOX
- TYPICAL



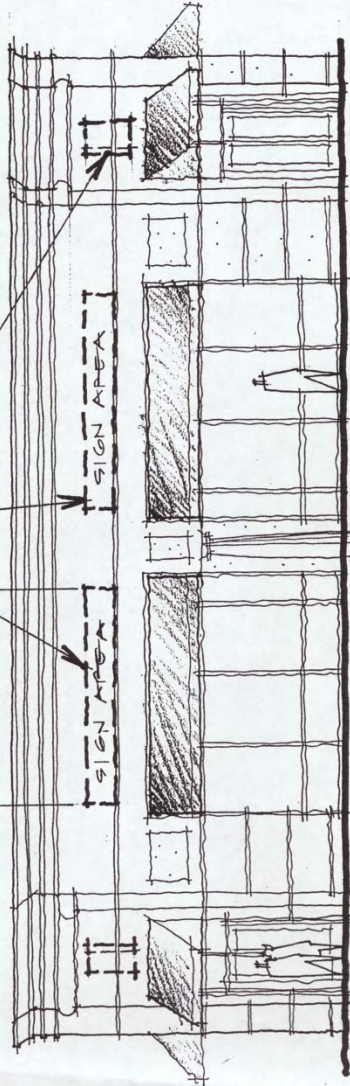
PAD WEST ELEVATION

Pad A

# 2 North Elevation

APPROVED SIGNAGE AREA: 75% OF SIGNBAND LENGTH  
HEIGHT OF LETTERING & FIGURES CONTAINED IN SIGN  
BAND SHALL BE 2'-0" HIGH MAX. IF SIGNAGE LETTERING  
IS STACKED OVERALL HEIGHT SHALL BE 2'-6" MAX.  
INTERNALLY ILLUMINATED LOGO BOX  
TYPICAL,

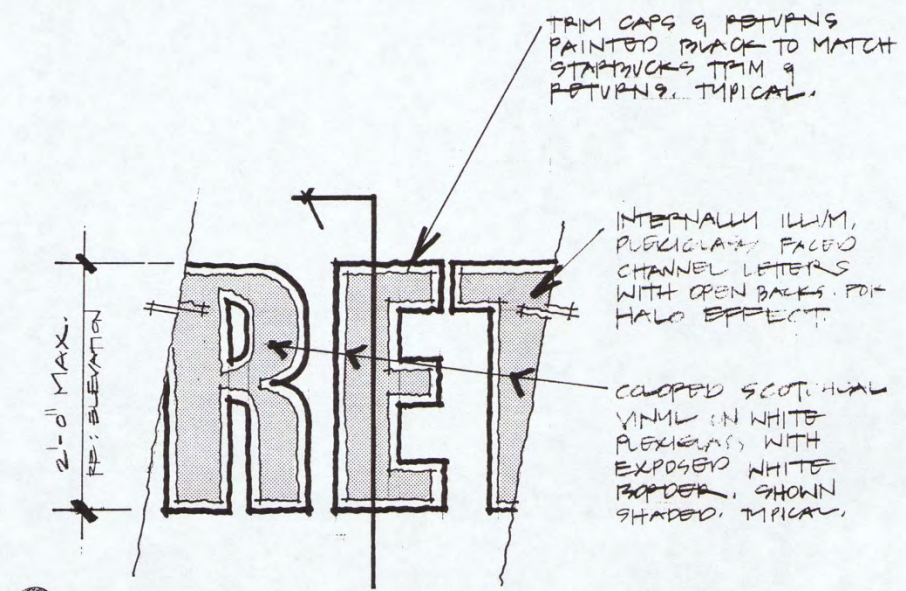
10'-0" 75% OF  
SIGNBAND LENGTH  
TYPICAL,



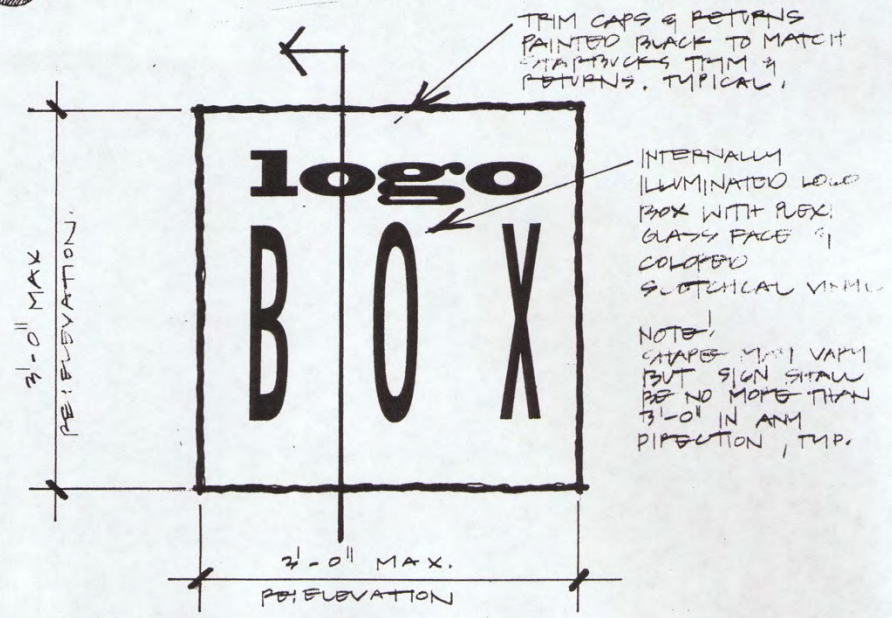
PAD A  
NORTH ELEVATION

REFER TO EXHIBIT | FOR ADDITIONAL  
NOTES.

Pad A



**3**



**4**

Pad A

TRIM CAP & RETURN  
PAINTED BLACK TO  
MATCH STAIRWELLS

CLEAR ACRYLIC  
MOUNTING CUP

NEON SHALL  
BE 12MM  
TYP.

OPEN BACK FOR  
HALO EFFECT

WHITE ACRYLIC  
FACE WITH  
OPTIONAL  
SCOTCHCAL

E.F.F.S. CONSTRUCTION

FIBERGLASS SHEATHING

EXHIBIT 10

NEON TRANSFORMER  
MOUNTED IN TENANT  
SPACE ACCESS  
THROUGH TENANT  
CEILING. XEMP  
LOCATION SHALL BE  
APPROVED BY OWNER

DISCONNECT  
SWITCH  
BY TENANT

PRIMARY  
ELECTRICAL  
SOURCE

NEED BLOCKIN  
BY TENANT  
ACRYLIC  
SIGNAGE CU  
METAL STUDS

PRIMARY SIGNAGE SECTION / PENETRATION DETAIL

5 Section at Signage

pad A

CLEAR ACRYLIC  
MOUNTING PIPEKIT

SIGN  
FIXTURE

WOOD  
BLOCKING

PVC REDUCER  
BUSHING (2x3/4)  
MODIFIED

FASTENING  
ANCHOR BY TENANT

PORTION OF REDUCER  
BUSHING REMOVED  
SHOWN DASHED

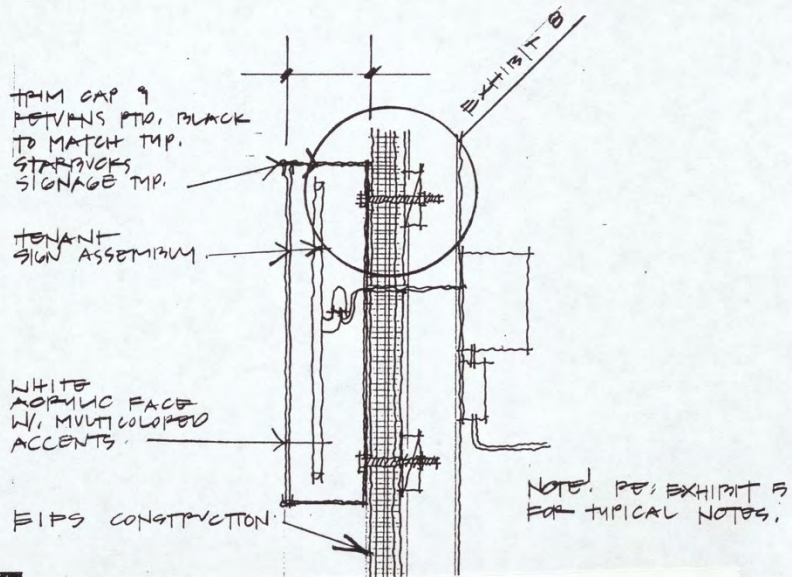
CONTINUOUS  
FULL BED TYPE A  
SEALANT

EXIST. E.I.F.S.  
CONSTRUCTION

NOTE SIMILAR CONDITION @ ELEC. FEED,  
E.I.F.S. PENETRATION @ SIGNAGE

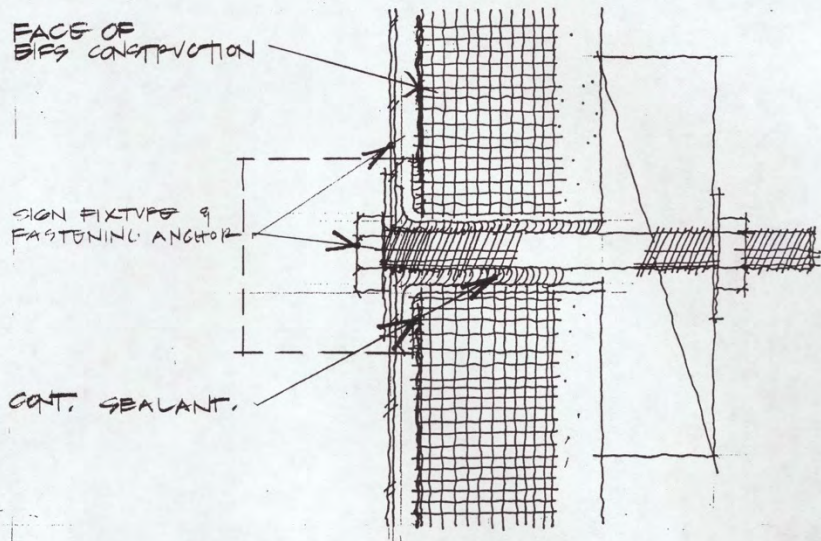
6 Detail at EIFS penetration

Pad A



7

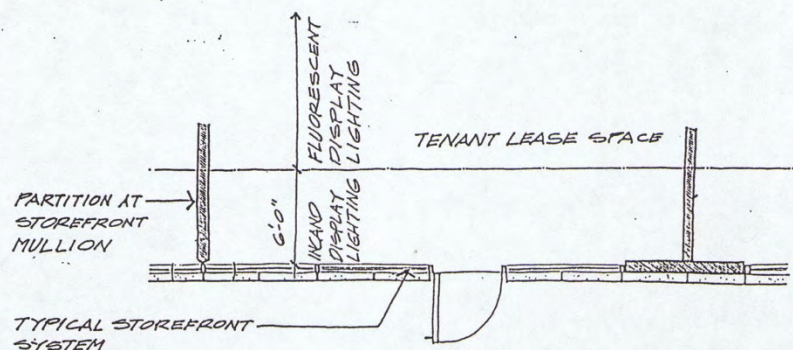
NOTE: REF. EXHIBIT 6 FOR TYPICAL NOTES



NOTE: SIMILAR CONDITION @ ELECTRICAL PEN. EIFS PENETRATION @ LOUVER

8 Detail at EIFS Penetration (Logobox)

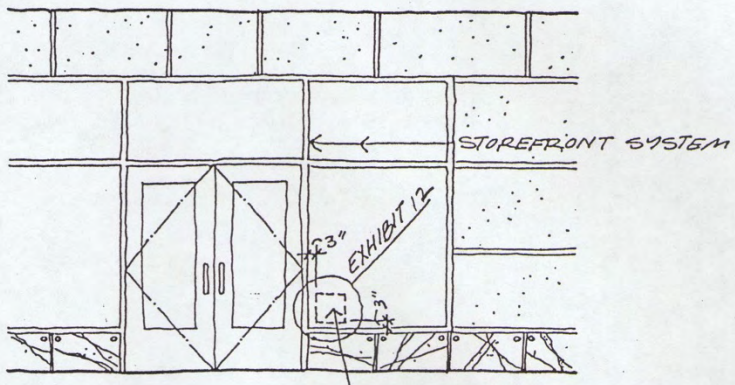
Pad A



TYPICAL STOREFRONT SYSTEM

TENANT STOREFRONT PLAN DIAGRAM

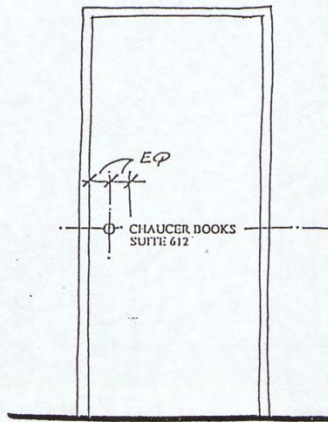
9



TENANT WINDOW SIGNAGE

10

Pad A

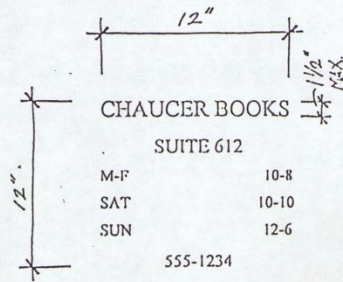


DOOR KNOB AND STORE NAME

2" TALL, WHITE, ALL CAPITAL, TIMES ROMAN TYPE FACE VINYL ADHESIVE LETTERS. STORE NAME AND SUITE NUMBER ONLY.

ANCILLIARY SERVICE SIGNAGE

**11**



1/2" MAX. HT. WHITE VINYL REVERSE CUT-OUT LETTERS. TYPE FACE TO BE TIMES ROMAN AND INCLUDE STORE NAME, SUITE NUMBER, HOURS OF OPERATION AND EMERGENCY PHONE NUMBER.

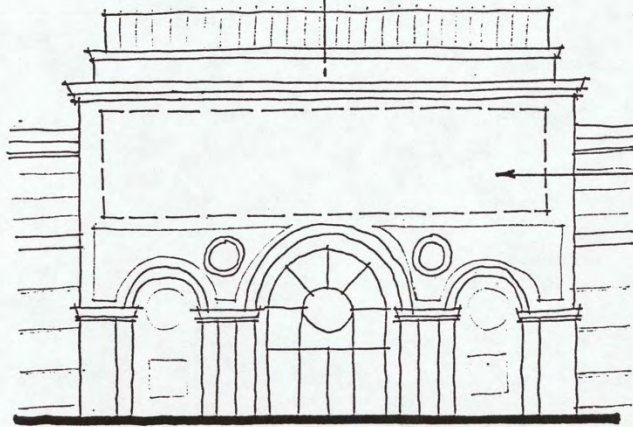
SIENAGE DETAIL

**12**

Pad A



± SIGN, SIGNAGE AREA

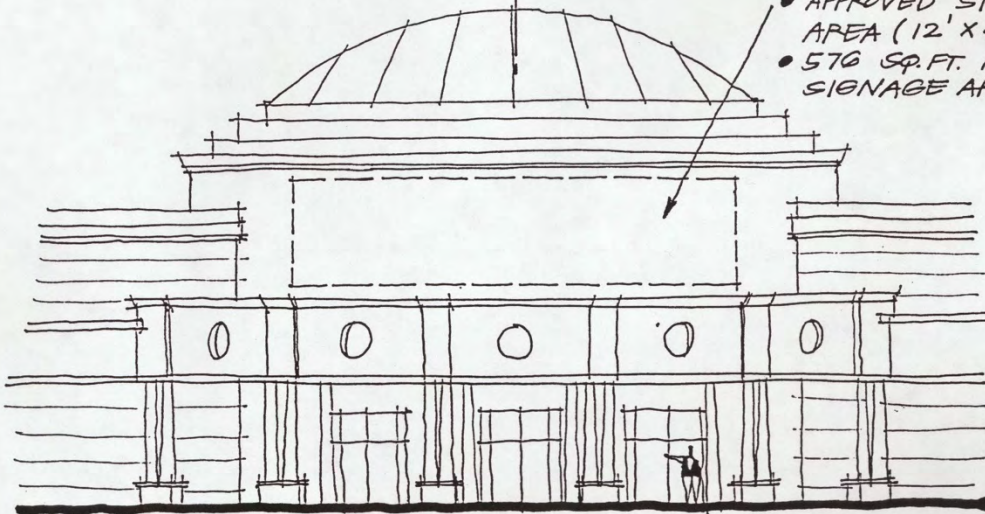


- APPROVED SIGNAGE AREA (12' X 48')
- 576 SQ. FT. MAX. SIGNAGE AREA

MAJOR TENANTS FACING G10

EXHIBIT 13

± SIGN, SIGNAGE AREA

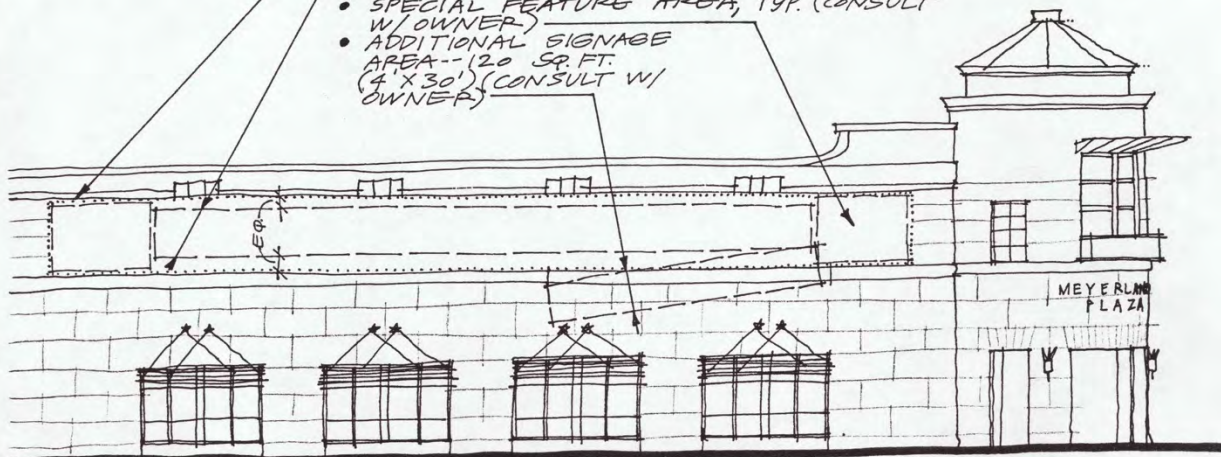


- APPROVED SIGNAGE AREA (12' X 48')
- 576 SQ. FT. MAX. SIGNAGE AREA

MAJOR TENANT FACING BEECHNUT

EXHIBIT 14

- POSSIBLE SIGNAGE BACKGROUND AREA (SHOWN DOTTED) (CONSULT W/ OWNER)
- APPROVED SIGNAGE AREA--360 SQ. FT. (5' X 72') (SHOWN DASHED)
- SPECIAL FEATURE AREA, TYP. (CONSULT W/ OWNER)
- ADDITIONAL SIGNAGE AREA--120 SQ. FT. (4' X 30') (CONSULT W/ OWNER)

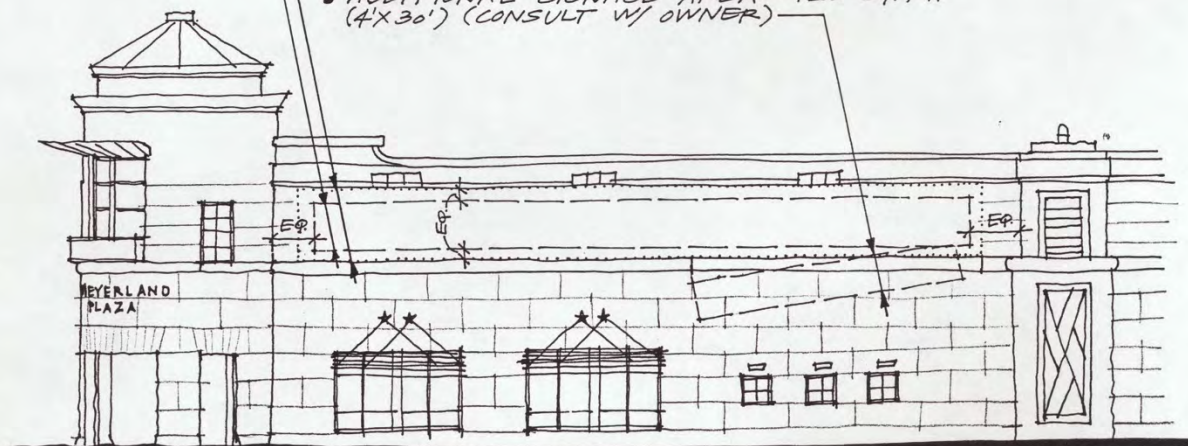


MAJOR TENANT FACING CORNER OF G10 FREEWAY & BEECHNUT

G10 ELEVATION

15

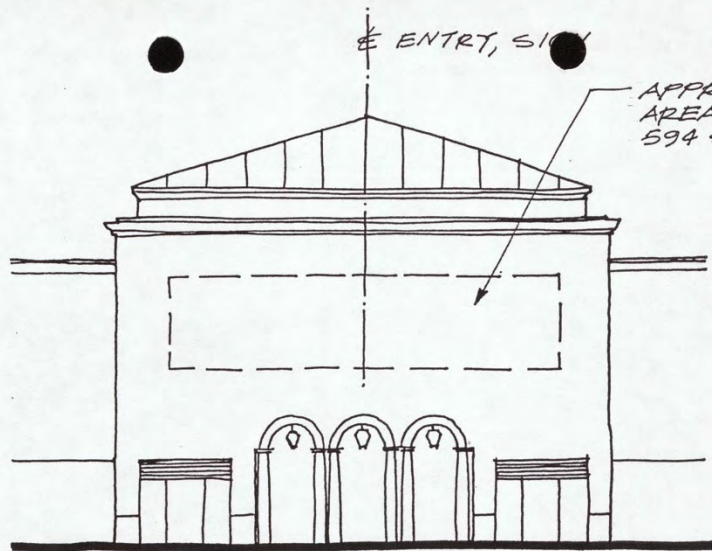
- APPROVED SIGNAGE AREA--360 SQ. FT. (5' X 72') (SHOWN DASHED)
- POSSIBLE SIGNAGE BACKGROUND AREA (SHOWN DOTTED) (CONSULT W/ OWNER)
- ADDITIONAL SIGNAGE AREA--120 SQ. FT. (4' X 30') (CONSULT W/ OWNER)



MAJOR TENANT FACING CORNER OF G10 FREEWAY & BEECHNUT

BEECHNUT ELEVATION

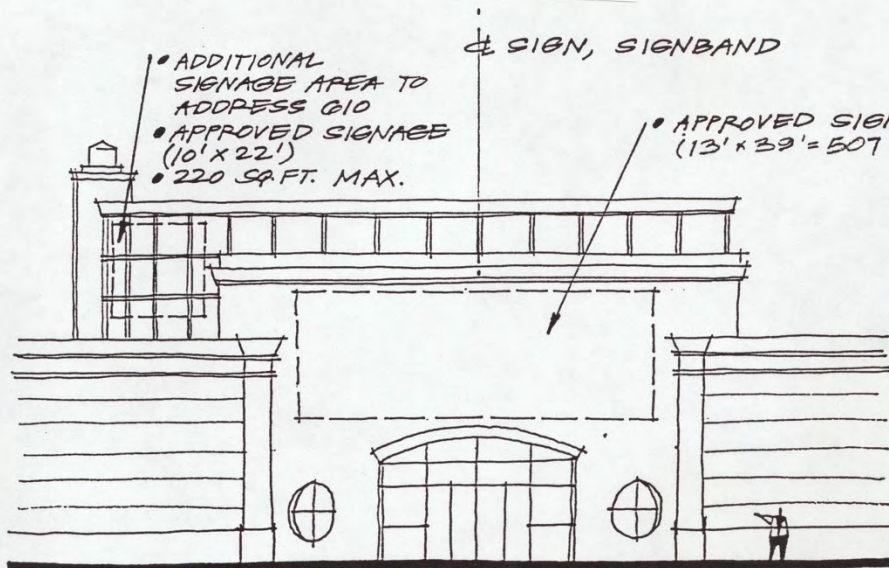
16



APPROVED SIGNAGE AREA (12' x 49'-6")  
594 SQ. FT. MAX.

MAJOR TENANT FACING BEECHNUT

17



- ADDITIONAL SIGNAGE AREA TO ADDRESS 610
- APPROVED SIGNAGE (10' x 22')
- 220 SQ. FT. MAX.

APPROVED SIGNAGE AREA (13' x 39' = 507 SQ. FT.)

MAJOR TENANTS ALONG JACKWOOD

18

NEW EIFS & WALL  
CONSTRUCTION

SIGNAGE &  
NEON BY  
TENANT

OPAQUE OUT  
NEON RETURN

CENTER MTD.  
ALUM. STUDS OR  
STANDOFF CLIPS  
(TYP) PAINT TO  
MATCH EIFS

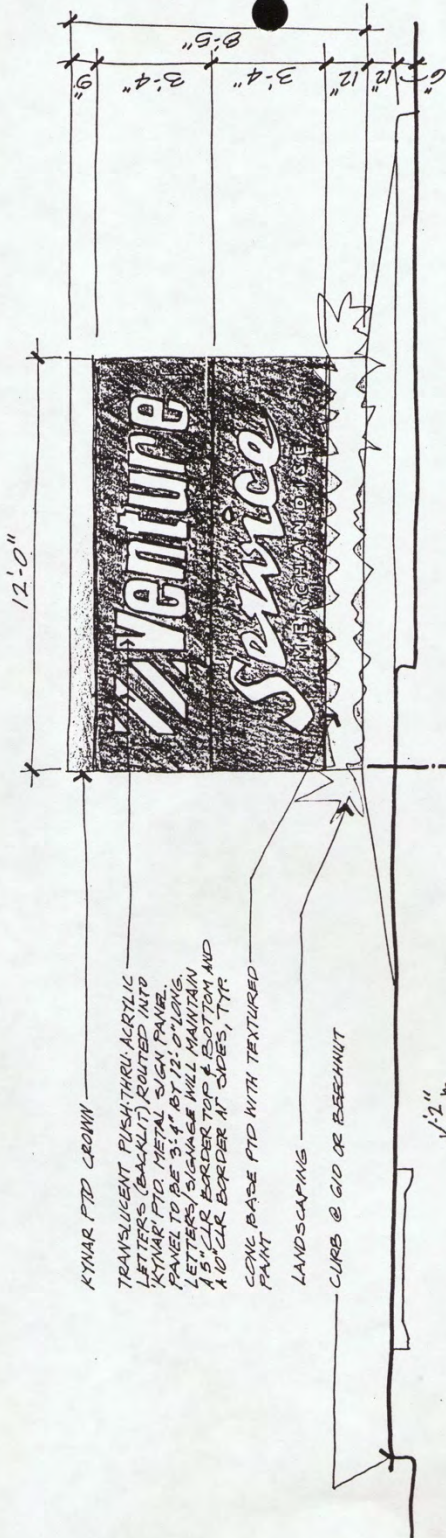
UL RATED PK  
HOUSINGS SET  
IN FULL BED  
OF TREMCO  
DYMERIC  
SEALANT INTO  
DRILLED HOLE  
IN FINISH, TYP

NEW EIFS OVER  
EXIST WALL  
CONSTRUCTION

NEON TRANSFORMERS  
MOUNTED IN TENANT  
SPACE, ACCESS  
THROUGH TENANT CLG.  
TRANSFORMER LOCATION  
MUST BE APPROVED BY  
OWNER.

SIGNAGE PENETRATION DETAIL

19



KYNAR PTD CROWN

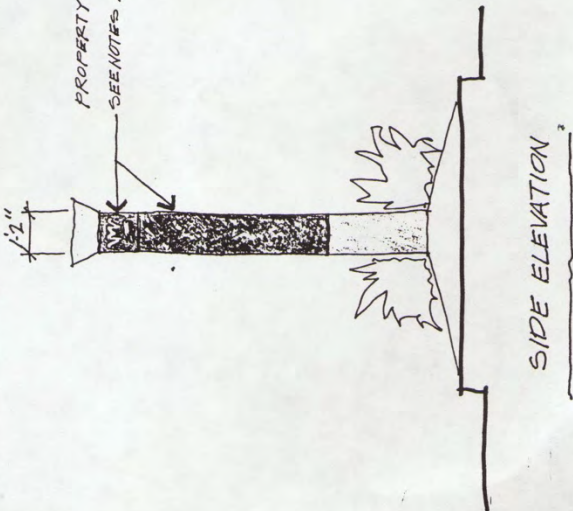
TRANSLUCENT PUSHTHRU ACRYLIC LETTERS (BACKLIT) ROUTED INTO KYNAR PTD. METAL SIGN PANEL TO BE 3'-4" BY 12'-0" LONG. LETTERS/SIGNAGE WILL MAINTAIN A 1/2" CLEAR BORDER TOP & BOTTOM AND A 1/2" CLEAR BORDER AT SIDES, TYP

STONE BASE PTD WITH TEXTURED PAINT

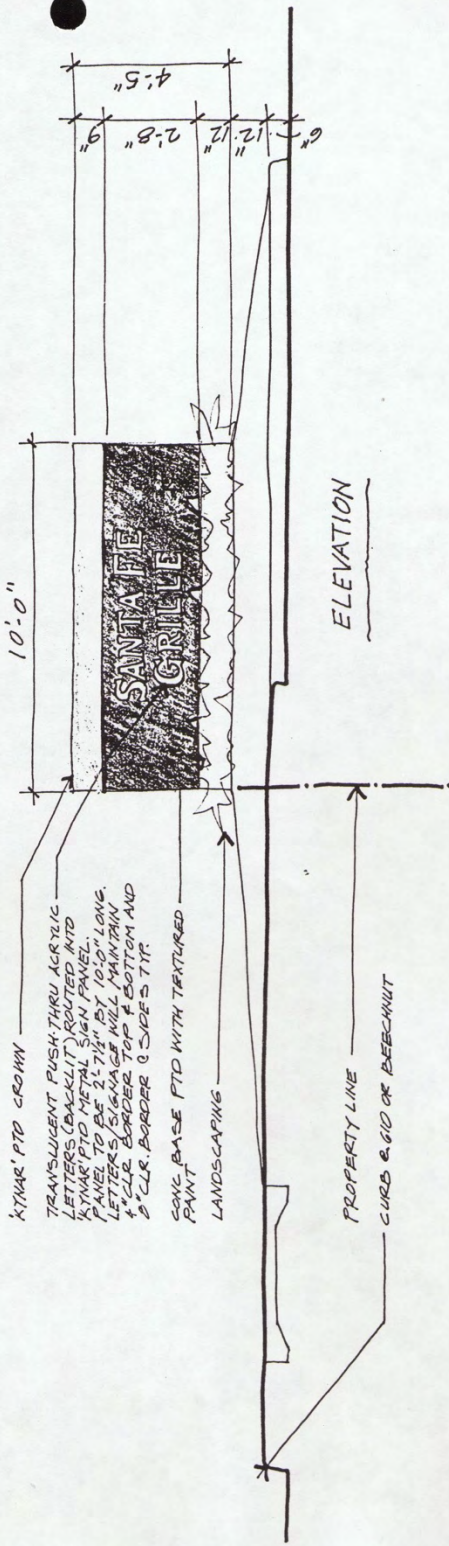
LANDSCAPING

CURB @ 6" OR BASEMENT

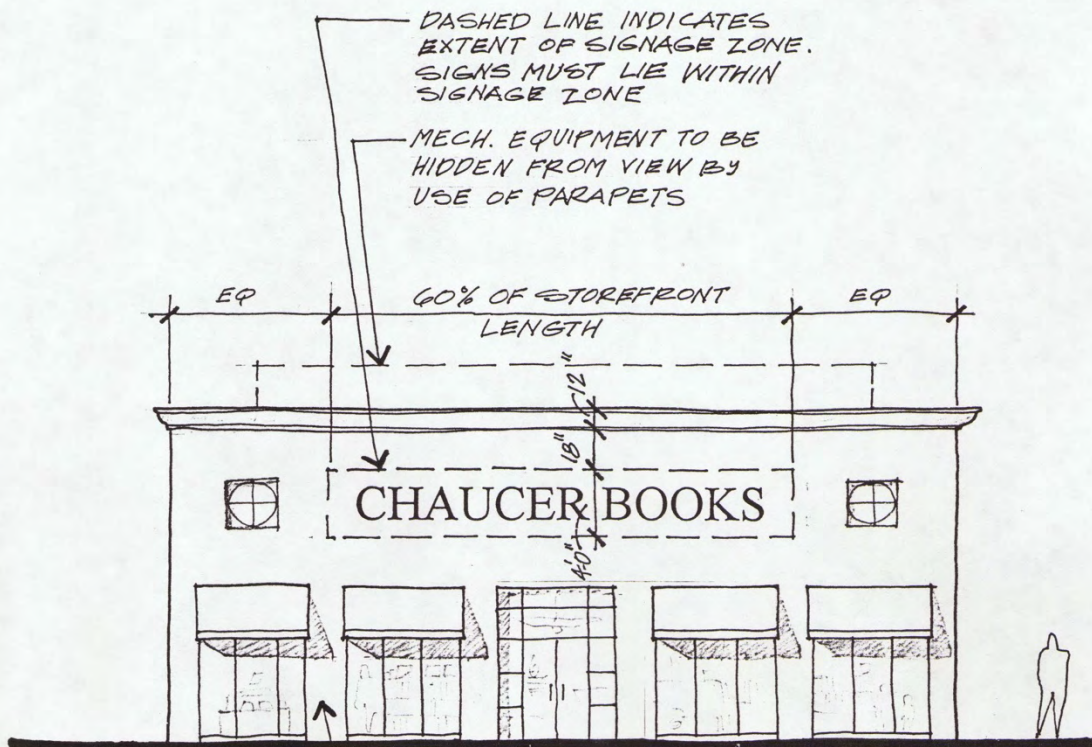
ELEVATION



E 20



21



DASHED LINE INDICATES  
EXTENT OF SIGNAGE ZONE.  
SIGNS MUST LIE WITHIN  
SIGNAGE ZONE

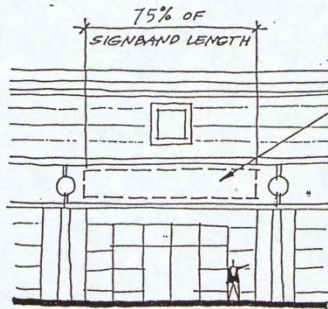
MECH. EQUIPMENT TO BE  
HIDDEN FROM VIEW BY  
USE OF PARAPETS

ELEVATION DESIGNS WILL  
VARY FROM TENANT TO TENANT

- SIGNAGE PERMITTED ON  
UP TO 3 BUILDING ELEVATIONS
- TOTAL COPY AREA OF ALL SIGNS  
NOT TO EXCEED 150 S.F.

PAD TENANT SIGNAGE

22



- APPROVED SIGNAGE AREA: 75% OF SIGNBAND LENGTH
- HEIGHT OF LETTERING & FIGURES CONTAINED IN SIGN BAND WILL BE A MAXIMUM OF 3'-0", CENTERED ON SIGN BAND

TENANT SIGNAGE

23



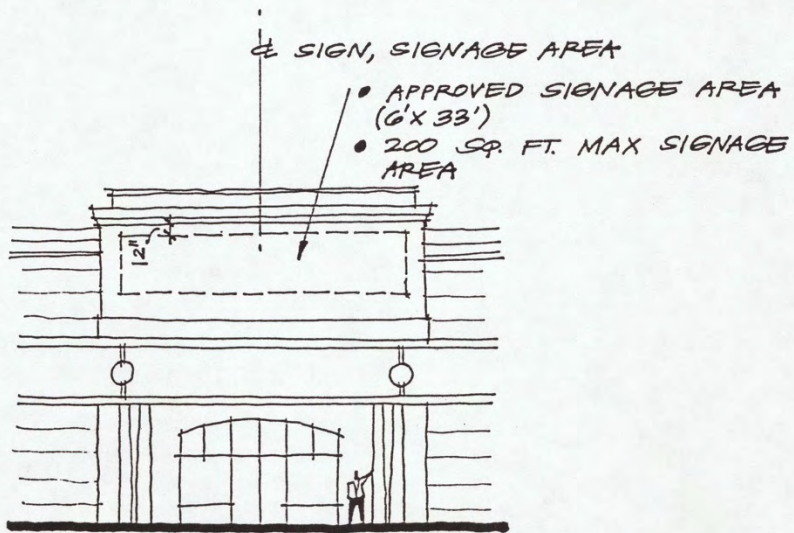
MAXIMUM HEIGHTS OF LETTERS AND FIGURES CONTAINED IN SIGNBAND.

- SIGNAGE TO BE CENTERED IN SIGNBAND.
- LENGTH OF SIGNAGE AREA TO BE 75% OF SIGNBAND LENGTH.

SMALL TENANTS FACING JACKWOOD

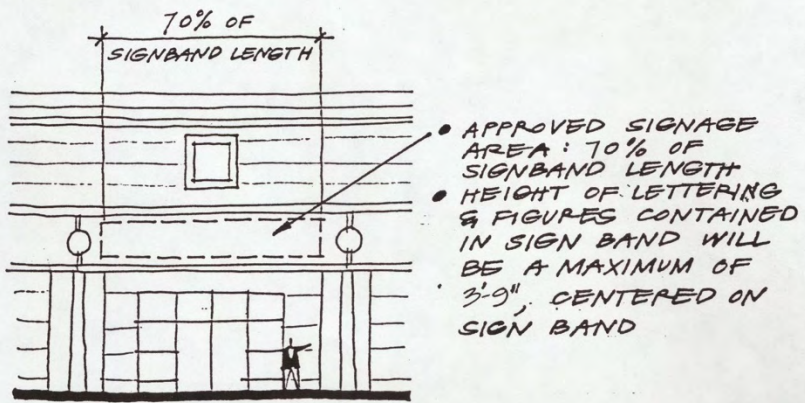
24





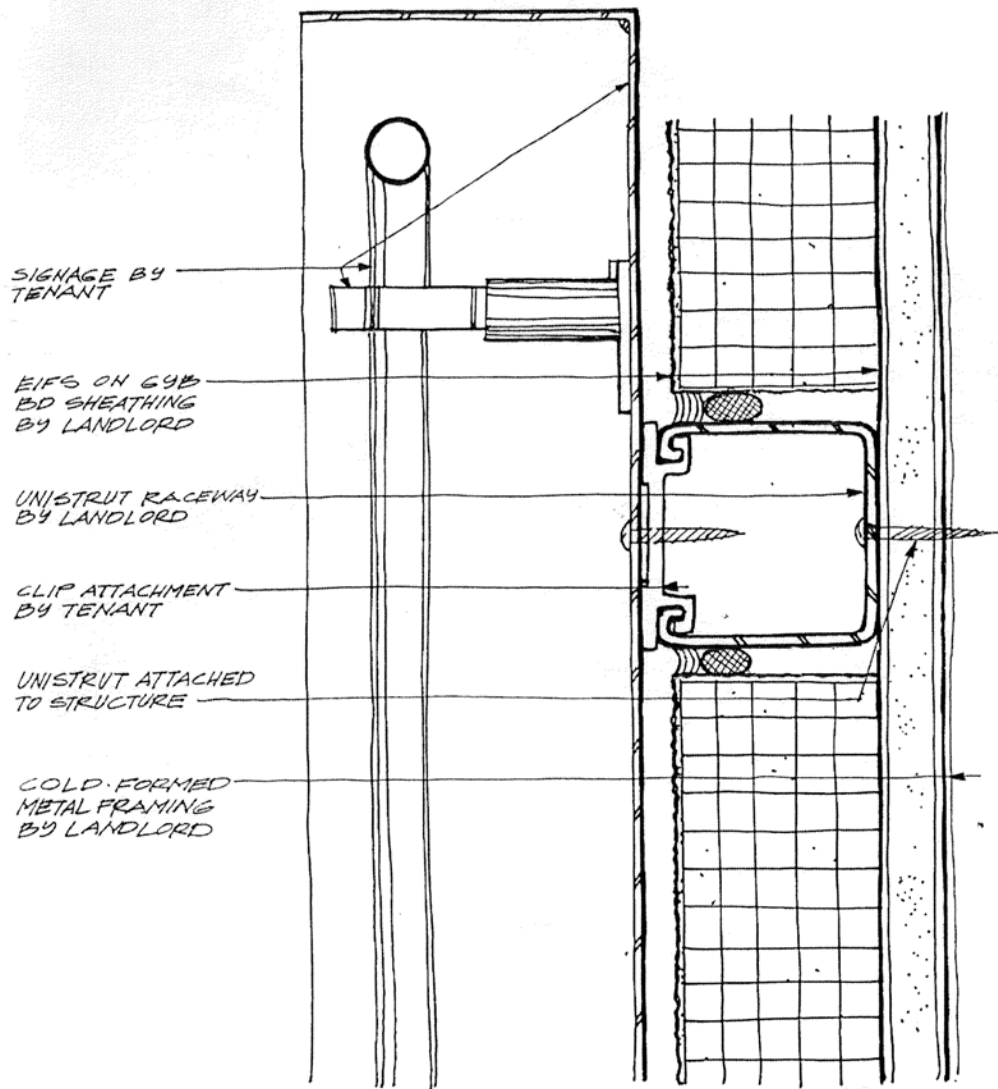
MID-SIZE TENANT FACING BEECHNUT

25



SMALLER TENANTS

26



RACEWAY ATTACHMENT DETAIL