

SIGN CRITERIA
Whitehall Professional Center Association, Charlotte, NC

GENERAL CRITERIA

The purpose of these criteria is to create the framework for comprehensive and balanced tenant signage/identity guidelines for Whitehall Professional Center. All signage shall be constructed in accordance with the following design criteria and shall be subject to written approval of the Association's Architectural Review Committee. Owners shall submit detailed renderings of the sign to meet criteria below and showing sign on the building. Renderings must be submitted with the \$600.00 Architectural Review Fee made out to MPV Properties. Renderings and Fee may be mailed to MPV Properties, 2400 South Blvd, #300, Charlotte, NC 28203 or Renderings may be emailed to sproctor@mpvre.com and ibruce@mpvre.com.

Unit Owner shall have the right to obtain one primary building mounted sign, one secondary suite sign and a third sign decal for the glass entrance door. Unit owner shall electronically submit all signage information including additional symbols or logos to the Association for approval prior to fabrication and installation. Complete signage information, including materials, dimensions, locations, specifications and an image/rendering shown on a photo of the building must be submitted to the Association for approval prior to installation. No other signs except the criteria stated herein will be allowed.

During the construction phase, one temporary banner to announce "coming soon" or "opening for business" will be allowed for a period of 30 days only. No other temporary banners or signs will be allowed to be placed on the building or in the common areas. This includes, but is not limited to, leasing signs, advertising signs, and the like.

SIGN SPECIFICATIONS

COPY/TEXT

The primary building sign unit shall be limited to Unit Owner's (or Tenant of Unit Owner's) trade name and optional single logo. The secondary suite sign shall be limited to the Unit Owner's name and additional approved symbols and logos. The glass decal shall contain Unit Owner or Tenant's business name, logo and additional symbols, address, suite number, hours of operation, telephone number (if necessary) and other appurtenant business information.

TYPOGRAPHY

Individual letters shall be used on all sign units using Unit Owner or Tenant's choice of letterstyle or font. Signage may be formed with both upper and lower case letters.

LOCATION AND SIZE

Primary Building Sign:

The sign shall consist of internally lighted, individual characters not to exceed 16 inches in height and shall be 4 inches in thickness. The width of the sign may not exceed 80 percent of the width of the Unit Owner's unit frontage. It shall be located with the center line of the sign aligned with the center line of the Unit Owner's unit frontage of the street.

Secondary Suite Sign:

The secondary sign shall be located to the left of the entrance of the Unit Owner's entrance door facing the parking lot.

Glass Door Signage:

The decal shall be placed on the glass entrance door of the unit facing the parking lot and shall not exceed the confines of the door itself. No other glass shall contain decals, lettering, or other signs whatsoever.

MATERIALS

Primary Building Sign:

The sign shall be fabricated from welded aluminum sheet in thickness of .090 for the rear panel and in thickness of .063 for the side panels and shall have an enamel finish of black. The face shall be 3/16" thick and limited to a single color of Plexiglas # 7328 white. Optional logos may contain some color, subject to Association approval, but lettering is to remain white. The sign shall have a flat face with a black 1" retainer ring. The sign may be illuminated with LED powered by normal factor transformers and installed on a 7"x 7" raceway reinforced with aluminum angle. Unit owners may elect to install non-illuminated lettering as long as all other primary sign criteria is followed and subject to Association approval. The raceway shall be sprayed with flat paint # DAR 22110 S/C. Signs must meet applicable codes and regulations. UL label must be affixed to raceway. The letters shall be center mounted on raceway.

Secondary Sign Unit:

The wall plaque must contain 0.125 aluminum plate flat against the exterior wall facing the parking lot. The plate must be painted silver #DAR 3-8053H. The second 0.125 aluminum face is painted # DAR 3-3127 and pinned off wall plate 1" with .250 aluminum studs. Studs are painted to match wall plate. All copy/text is white premium vinyl.

Glass Door Signage:

Subject to Association approval, Unit Owner may affix white premium vinyl lettering to the unit's glass entrance door facing the parking lot. No other type of glass decal or signage is allowed.

SIGNAGE VENDOR/CONTRACTOR

Unit Owner shall submit the name of signage supplier/fabricators to Whitehall Professional Center Association for approval prior to design and fabrication of any signage. The following sign company is familiar with these signage criteria and has agreed to provide specifications and quotes for your consideration:

Signs Etc
Attn: Spencer Brower
(704) 522 - 8860
info@signsetcofcharlotte.com

Unit owners may use any signage vendor of their choice as long such vendor follows all sign criteria.

SIGN PACKAGE SUBMITTAL

Unit Owner shall submit electronic signage images/drawings/renderings to Association for approval prior to fabrication and installation. The following submission requirements constitute the minimum data required:

1. Layout and color of text
2. Layout of additional symbol(s) or logo (if required)
3. Installation details
4. Rendering/image shown on photograph of building structure