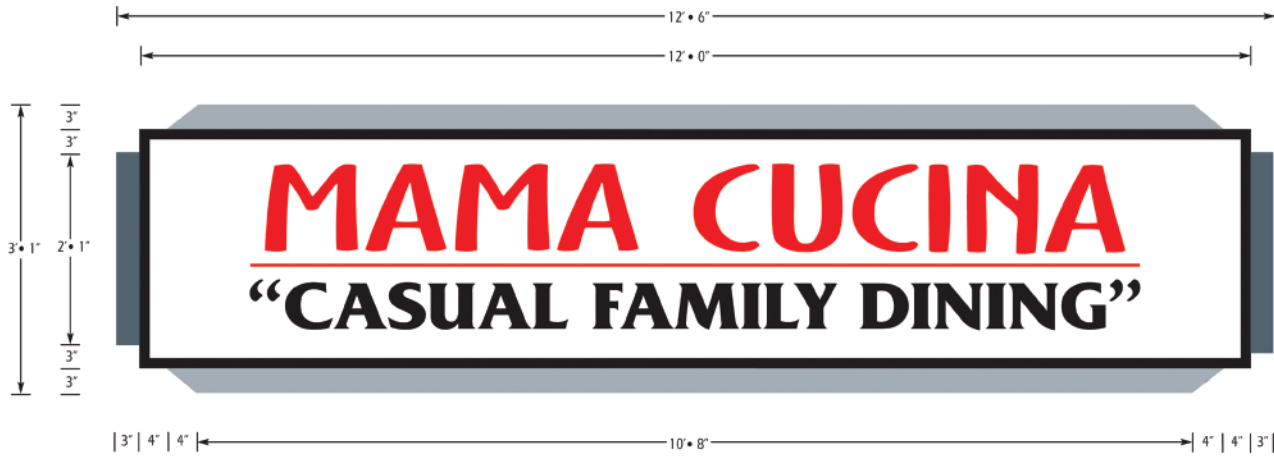
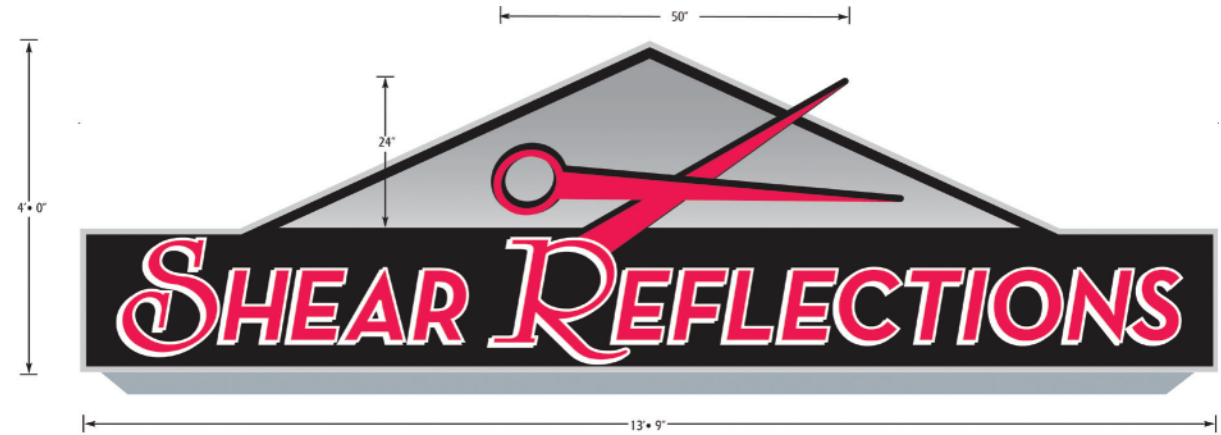


## SIGN EXAMPLE OPTIONS

**SIGN OPTION - EXAMPLE A**  
STANDARD SIGN BOX WITH ACRYLIC SIGN FACE



**SIGN OPTION - EXAMPLE B**  
CUSTOM SIGN BOX WITH ADDED DIMENSIONAL APEX AND CHANNEL LETTERS



**SIGN OPTION - EXAMPLE C**  
CUSTOM FABRICATED SIGN CABINET WITH CHANNEL LETTERS

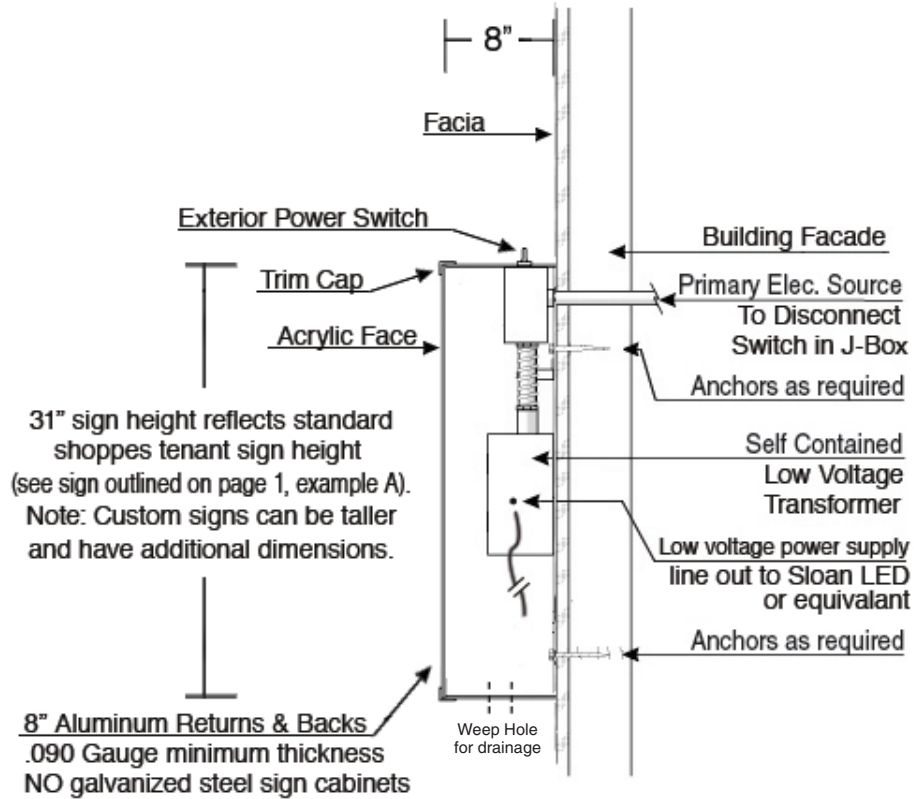


### NOTE:

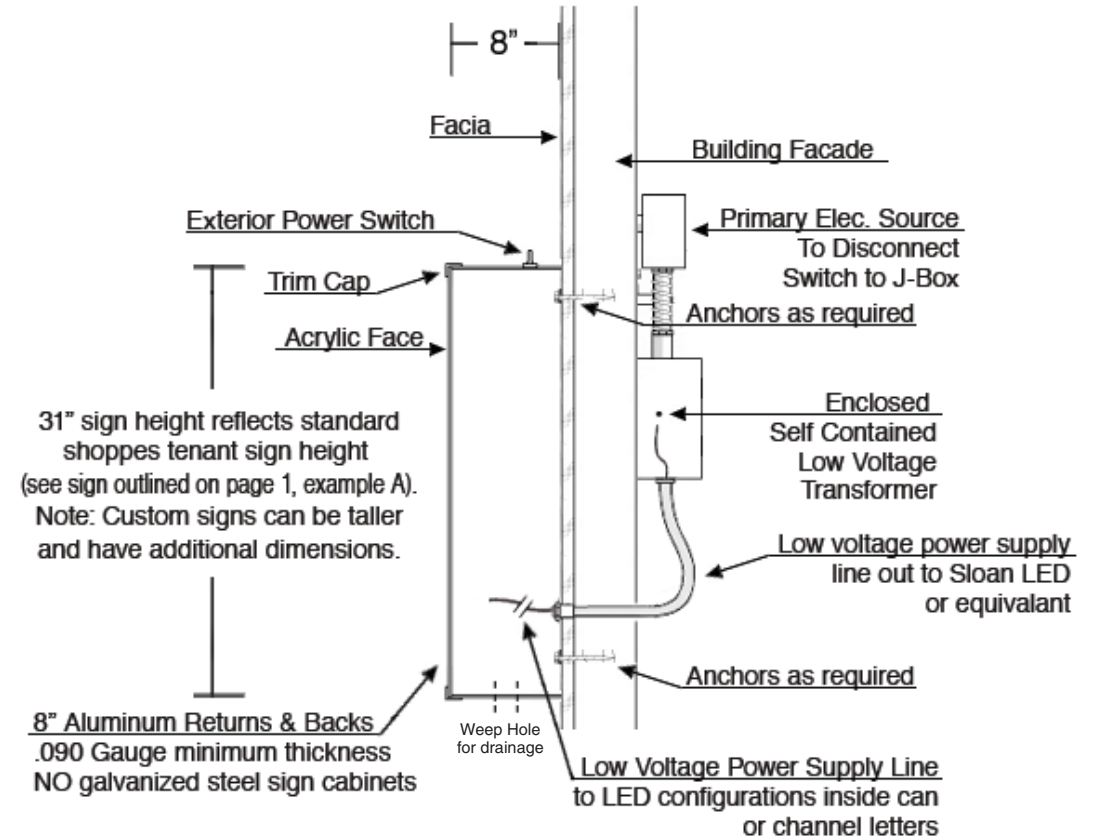
- While sign examples are shown, the Innsbrook Shoppes welcomes creative alternatives. Sign submittals that are outside the standard that reflect a high quality of fabrication and meet the approval of the Innsbrook Shoppes.
- Any additional sign outside the one tenant sign allowed per storefront (e.g. back entrance signs) must be in keeping with the color scheme, design and standards reflected in tenant's primary sign design. All signs must also be submitted to Innsbrook Shoppes for review prior to fabrication and must be within the guidelines of the county code.

## SIGN CABINET AND/OR INDIVIDUAL CHANNEL LETTERS/LED ILLUMINATION SPECIFICATIONS

### SIDE VIEW WITH INTERNALLY MOUNTED LED POWER SUPPLY



### SIDE VIEW WITH LED TRANSFORMER INSTALLED BEHIND FACIA



### CHANNEL LETTER OR SIGN CABINET LED SPECIFICATIONS

- Use Sloan LED Ultra Bright Lights or equivalent applied inside channel letters
- Style: V Series; Great White 3, Great White 4 or equivalent
- Install to aluminum using Peel N Stick for position and secure  
For final install using mechanical fastenings
- Use Modular Transformer rated for dry/damp/wet applications or equivalent
- Use appropriate number or rows of LED lights to properly illuminate sign

## CRITERIA AND FABRICATION SPECIFICATIONS

### SIGNAGE OVERVIEW:

Innsbrook Shoppes retail signage criteria has a purpose: the establishment of necessary sign standards to provide for an attractive identification and an overall harmony of design. The criteria have been designed to give tenants and pad owners reasonable flexibility in personalizing their own retail sign package. The intent of this retail sign plan is to provide consistency and proportional guidance for all retail signs designed, constructed and placed at Innsbrook Corporate Center.

Conformance to the criteria will be strictly enforced.

The sign package shall be designed in accordance to the size and shape accepted by county code and approved by the Innsbrook Shoppes.

If there are requirements by the Innsbrook Shoppes retail signage criteria that differ to regulatory authorities, the more restrictive prevails.

All fabrication specifications, color samples and shop drawings shall be approved in writing by the Innsbrook Shoppes prior to construction.

### GENERAL DESIGN CRITERIA:

- Tenants and businesses utilizing signage are encouraged to install signs which are aesthetically pleasing and proportional to the building features to which they are applied.
- Numerous types and fabrication methods are acceptable, however, in all cases, mechanical fasteners and electrical connections and conduits should be concealed and not visible.
- All signs must be made up of individual illuminated letters and graphics; conventional box rectangular signs will not be approved. Multi-dimensional box signs will be considered. Box signs with raised or push through letters will be considered.
- No exterior sign or sign panel will be permitted to extend above any roofline.
- Manufacturers' labels or any other form of extraneous advertising attachment or lighting devices shall be fully concealed from public view.
- All cabinets, conductors, transformers and other equipment shall be concealed from public view. Visible fasteners will not be permitted.
- The proposed treatment and design must be presented in a scaled drawing showing front, side and top view perspectives.

### SIGNAGE SIZE AND QUANTITY:

- Per typical retail bay primary letters not to exceed 18" – 24"; subordinate letters not to exceed 9" – 12" in height. Exceptions will be evaluated for multi-bay tenants.

### FREESTANDING SIGNS:

On multi-building retail complexes one freestanding detached monument sign shall be permitted per county code.

### INTERNALLY ILLUMINATED SIGN FACES:

**NOTE:** As of May 2009 there are no more directly "visible and/or exposed raceway" signs allowed in the retail areas within Innsbrook. So if a raceway type sign is used the raceway:

- A)** Enclosed boxes for power supplies and transformers have to be concealed in or behind the facade of the building, flush to the building as seamlessly in appearance as possible.
- B)** Multi-dimensional sign designs can have enclosed power supply and transformers
- C)** Channel letters with self-contained transformers are acceptable.
- D)** All transformers, clips, wiring, tubes and such must be concealed behind the buildings facade.
- E)** Careful consideration must be given to the design in order to conceal the raceway so that it is not visible.
- F)** Sign installation details shall indicate selected method of installation and the location of the transformer and other mechanical equipment, as well as outline fasteners and electrical connection locations.
- G)** In multi-bay retail buildings, building signs shall be mounted only in consistently approved locations that respect the design of a building.

### PERMITTED USE OF GLASS OR STOREFRONT:

Small, adhesive or painted lettering on storefront is permitted only to post address lettering, store hours or to feature small scale menus or events not to exceed 11" X 17" in size and only one sheet allowed to post such an event.

### SIGNAGE NOT PERMITTED:

- Suspended internally illuminated panel signs behind storefront glass
- Freestanding, moving, rotating, flashing, noise making signs
- Roof-mounted signs
- Signs that are not professional in appearance (No sign vinyl letters or vinyl wrapped signs are to be used in the construction of permanent sign faces)
- Cloth, paper, cardboard, A-frame, wood or PVC signs and other large stickers, decals or other temporary signs on or around the storefront surfaces

- Vinyl wrapped sign faces are not allowed for permanent use, but are allowed for temporary signs
- Wood permanent signs
- Stock molded plastic letters

NOTE: Window/tenant identification signs may not include LED\*, motion sensors, noise or strobing. Beam lights are not allowed in any shape, style or form.

\*A full-color LED sign may be used to identify an entire shopping center and all designs must be presented and approved by all of the following: The Innsbrook Shoppes and County of Henrico

### SUBMITTALS AND APPROVALS

All submittals should be sent to and approvals must be in writing by the Innsbrook Shoppes. Submitted signage shop drawings shall provide the following information:

- Type and size of all signage and lettering
- Scaled and dimensioned elevation of the store illustrating each sign location
- Section or sections through the sign
- Identify the materials, color scheme, fabrication techniques, illumination and mounting system
- All sign installations require a building permit and must meet county requirements

### FABRICATION SPECIFICATIONS

- All metal signs including channel letters must be aluminum (metal or galvanized is not allowed) sign work to be constructed using at least .125-gauge aluminum
- The interior framing of the sign shall be properly constructed to prevent oil-canning or aluminum wrapping and to support overall weight of sign
- Use only aluminum or other rustproof hardware, use drainage holes where necessary
- Heliarc all joints and seams, sand smooth all sign edges
- All painted areas of the sign cabinet are to be painted with gloss Imron paints
- A sign pan if used in a neutral setting must have a return of at least 2" depth minimum and be constructed of aluminum
- If pendant mounted letters are used they must be at least 1" thick

(cont'd)