



# Combined Sign Criteria

August 17, 2018

Amended Through October 1, 2022



# Tenant Submittals and Landlord Approval

Tenant Signage is expected to enhance and extend the spirit of the architecture for the retail, expressing clearly the retail name, while also serving as an expression of the high quality of merchandise and services within. Graphic Design shall be imaginative, simple and clear. Signage shall be limited to the logo and/or name of the tenant.

Tenants are expected to retain the services of a professionally trained graphic designer to create their identity and sign program. The landlord encourages tenants within the buildings to submit their individual creative schemes for their signage. Graphic Design, materials, construction and installation of all tenant signs will be subject to Landlord’s approval, and solely at tenant’s expense (including approval process).

The Center is subject to this Master Sign Criteria Manual promulgated by the City of Wauwatosa. All Sign requirements are contained within this manual, and are not subject to variation or exception.

Design Submittals must be as outlined. Each application is considered on its individual merit and as it applies to the manual. No design will be approved until all documents are received. Preliminary submittals are encouraged.

## Tenant Submittal Requirements

Tenants shall submit for review and written approval an electronic (PDF) set of sign drawings. All submittals shall include:

1. Elevation of all facades with tenant signs, showing designs, locations, sizes and layouts of each sign element drawn to scale. Drawings shall indicate dimensions, attachment devices and construction details including electrical connections and conduits.
2. Section through letter and/or sign panel showing the dimensioned projection of the face of the letter and/or sign panel and the method of illumination as well as the attachment devices and construction details including electrical connections and conduits.
3. Precise color specifications or PMS identified color(s).
4. Direct all submittals to [cthomas@toadesigns.com](mailto:cthomas@toadesigns.com)

## Landlord Approval

The Landlord reserves the right to reject any tenant signage that is deemed contrary to the design or fabrication quality indicated herein.



# Sign Fabrication Performance Requirements

1. Tenant shall have its sign contractor submit the Landlord’s required insurance certificate prior to commencement of any work on the property.
2. Tenant shall have its sign contractor meet with the Landlord representative for a pre-construction meeting prior to the placement of tenant’s sign.
3. Tenant shall be responsible for having sign contractor immediately repair any damage caused by its work on the property.
4. All signs shall be fabricated and installed in compliance with all applicable building and electrical codes and bear a UL label concealed from public view. Electrical signs shall be marked with input amperes at full load.
5. All signs shall be mounted on a maximum 2” deep metal raceway painted to match surrounding building material, with remote ballasts and transformers. All ballasts and transformers shall be concealed.
6. 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 painted finish.
7. All sign backs that are exposed to public view shall be finished.
8. Separate all ferrous and non-ferrous materials with non-conductive gaskets to prevent electro galvanic action. In addition to gaskets, provide stainless steel fasteners to secure ferrous to non-ferrous metals.
9. Sign fabricator’s labels – which shall not be visible for public view – shall list fabricator’s name, installation date and permit number.
10. The sign contractor is responsible for providing adequate structural support connection for sign.
11. Suitable material for letter forms. All fabricated letter forms shall have finished back faces.
  - a. Aluminum
  - b. Sheet Metal
  - c. Acrylic
  - d. Polycarbonate (Lexan)
  - e. Internally illuminated sign boxes with painted aluminum faces, routed letters with acrylic infill.
12. The following sign types are prohibited:
  - a. Internally illuminated sign boxes with acrylic faces.
  - b. Vacuum formed plastic faces.
  - c. Expanded and/or extruded PVC sheet.
  - d. Sign Foam.
  - e. Unedged or uncapped plastic letters without returns.
  - f. Non-ornamental hardware used to attach sign to building may not be exposed to view.
  - g. Exposed lamps except decorative neon.
  - h. Signs with animated components or flashing lights.
  - i. Paper or cardboard signs.

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# Typical Identity Signage

Each Tenant is allowed the following:

1. One Primary Identification Sign and Logo. Additional Signage at Landlord’s discretion, in locations available.
2. Allowable sign area and placement must follow the Landlord’s design Intent drawings for Tenant’s specific space as indicated in Tenant’s lease.
3. Tenant’s Identification Sign must consist of Store Name and may also contain Store’s logo.
4. Store Name must consist of individual letters as outlined above and shown on Intent drawing.
5. Store Logo must conform to the construction criteria for all other signs as outlined herein.  
**Logos may extend outside the allowable sign area by no more than 20%**

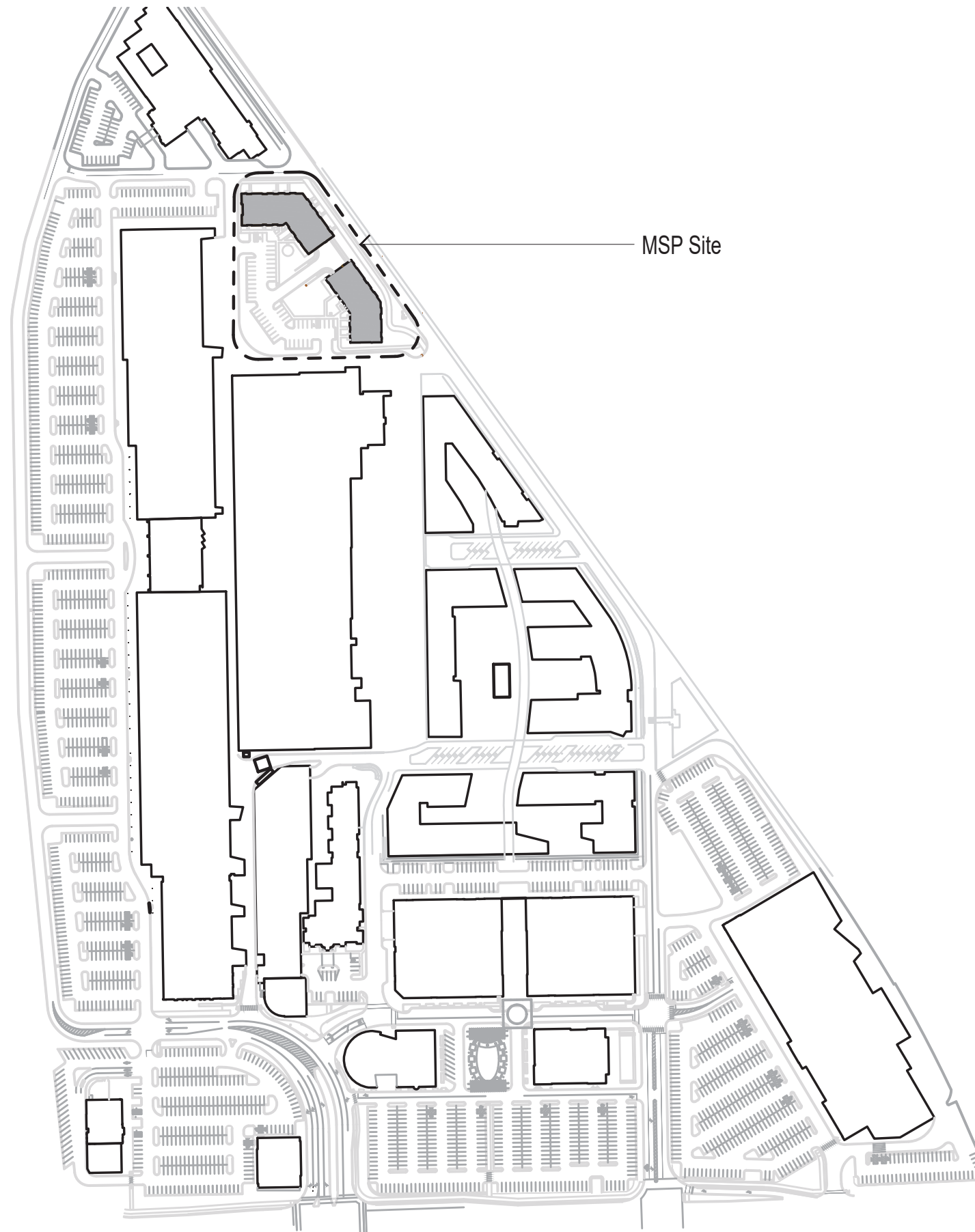
# Special Signage

In order to enhance the overall appearance and experience of the Center, certain specialty signage will be allowed only in locations shown specifically in the Manual. Specialty Signs consist of the following:

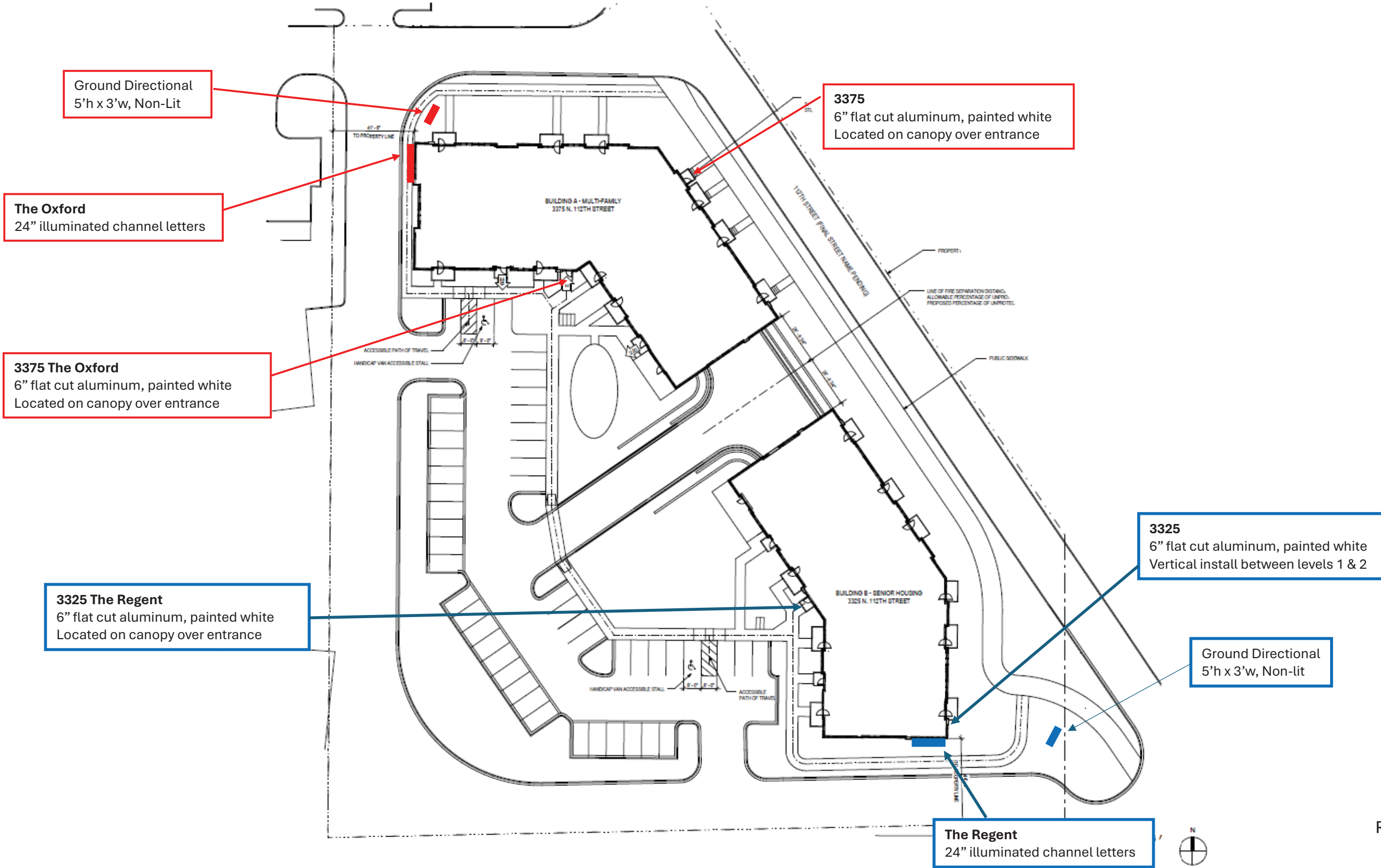
1. Vinyl Applique on fourth face of glass storefront. Vinyl to be limited to two colors to match tenant logo.
2. Vinyl Applique shall only exhibit patterns and images. Letters or words are prohibited.
3. Vinyl Applique shall have an opacity not exceeding 50%.
4. Parapet Mounted Sign shown on elevations of 11250-60 Burleigh shall follow the same criteria of individual letter identity signs. Parapet Mounted sign shall be constructed on a galvanized steel framework by tenant and submitted for review and approval by Landlord.
5. Chimney Mounted Blade Sign shown on elevations of 11250-60 Burleigh shall follow the same criteria of individual letter identity signs.
6. Illuminated Cube Signage shown on West and South elevations of West residential building
7. Illuminated Tower Signage shown on East and South elevations of East residential building
8. Vertical residential identity signs shown on North elevations of East and West residential buildings
9. Canopy edge signage shown on residential building elevations. Individual Illuminated Letters.
10. Residential Identity Blade signs shown on East and West elevations of West and East residential buildings.
11. **Window Graphics.** The intent of the Mayfair Collection is to have open storefronts to the greatest extent possible. Open storefronts contribute to the safety of the shopping environment as well as enhancing its visual quality. The Landlord recognizes that the operations of some retailers due to prototypical store layouts are not conducive to completely open storefronts. If a retailer can demonstrate that open storefronts present an operational problem that cannot be mitigated by mechanized show windows, the retailer may substitute Landlord approved vinyl graphics for at most 75% of their storefront area.

Unless otherwise noted, all specialty signage shall conform with all requirements contained herein.





MSP SIGNAGE -Site Plan  
Refer to subsequent pages for signage details



REVISED 10/1/24



Face-Lit Channel Letters  
Returns and Trim Cap  
to Match Building



Face-Lit Channel Letters

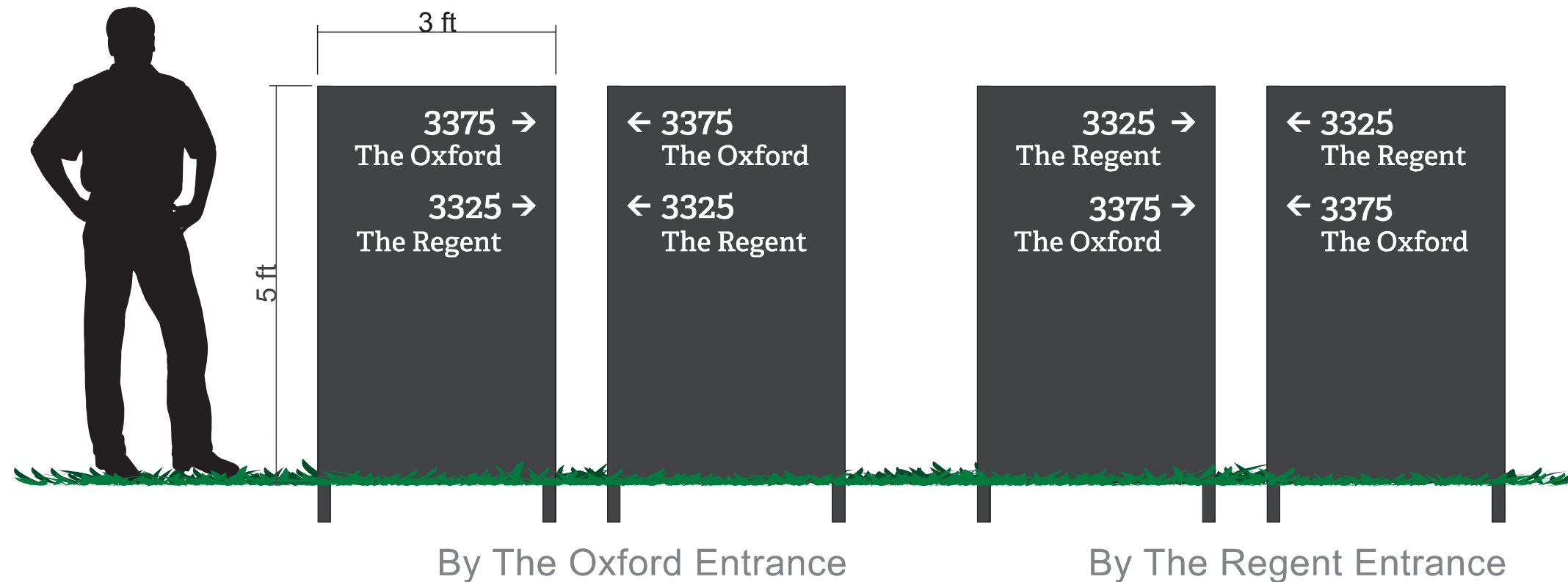
**6 SOUTH ELEVATION - BUILDING B**  
1/8" = 1'-0"



Face-Lit Channel Letters



6 WEST ELEVATION - BUILDING A  
1/8" = 1'-0"

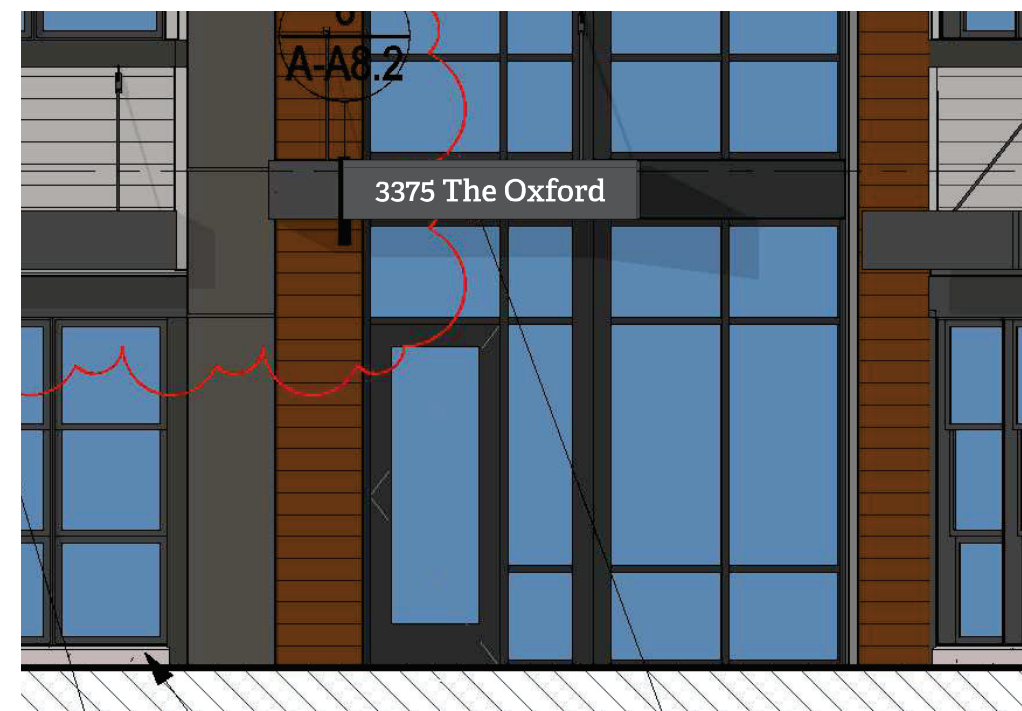
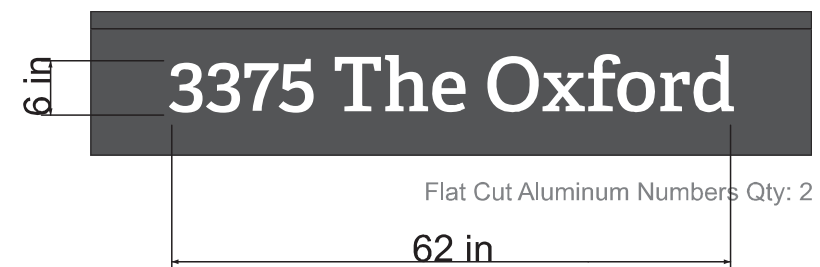
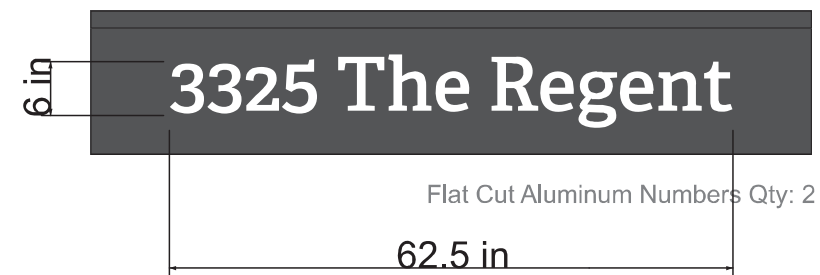


Non-Lit Ground Double Face Directionals, Painted Aluminum, Vinyl Lettering



# MSP SIGNAGE -Entrance Signage

Refer to Site Plan for signage locations



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