



MACERICH®

freehold  
RACEWAY MALL

3710 Route 9 South, Freehold, NJ 07728



Tenant Design Criteria  
Section S Signage Criteria  
Updated: November 2015

**TABLE OF CONTENTS**

**SIGNAGE & GRAPHICS**

General Signage Requirements- Main Mall	s3-s9
<i>General Requirements for Primary Sign Design</i>	s3-s4
<i>Primary Signage Design</i>	s4
<i>Primary Signage Examples</i>	s5-s9
Alternate Signage- Main Mall	s10
<i>Storefront Window Signs, Threshold Signs, Awning Signage, Blade Sign</i>	s10
General Signage Requirements- Expansion	s11-s14
<i>General Requirements for Primary Sign Design</i>	s11-s12
<i>Sign Text/Graphics</i>	s13
<i>Acceptable/Unacceptable Signage Systems</i>	s14
Alternate Signage- Expansion	s15
<i>Storefront Window Signs, Threshold Signs, Awning Signage, Blade Sign</i>	s15
<i>Digital Display, Prohibited Signs/Materials, Sign Area Calculations</i>	s16
Plan Submittal Guidelines	s17-s18
<i>Drawing Preparation, Review Process, Drawing Requirements</i>	s17
<i>Sign Construction/Installation, Insurance Requirements</i>	s18

**PLEASE VISIT [WWW.MACERICH.COM](http://WWW.MACERICH.COM) TO VIEW  
PLAN SUBMITTAL & APPROVAL PROCEDURES and  
CONTRACTOR'S RULES & REGULATIONS**

## GENERAL SIGNAGE REQUIREMENTS- MAIN MALL

Tenant signs are vital to the successful functioning of the Shopping Center. Uncontrolled signs can create a verbal jungle and fail in their goal to communicate effectively. The ultimate goal is to produce a colorful collage of signs that tastefully inform, delight and stimulate the Shopper.

All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image. Due to the variety of architectural treatments within Freehold Raceway Mall, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. Each proposed sign will be evaluated on its originality and compatibility with neighboring signs, and its overall image within the Shopping Center.

The Landlord reserves the right to disapprove any sign design that is not compatible with these criteria and the aesthetics of the Shopping Center. Exceptions to these specifications are extremely rare and must be approved in advance by the Landlord. As with all undertakings, the ultimate success of the Mall depends on the positive contribution of all participants.

This criteria is intended to assist you, the Tenant, during the design and construction phases of your sign. It is provided by the Landlord in the interest of maintaining a high level of design excellence throughout the Center.

This criteria is intended to harmonize with the leasing documents. It is the responsibility of the Tenant to forward a copy of these criteria to their architect, contractor and various consultants.

Landlord reserves the rights to, from time to time, make additions, deletions, revisions, etc., as may be required to the contents, specifications and attachments referenced or contained herein. No deviation from the enclosed criteria will be accepted without prior written approval from The Macerich Company.

### General Requirements For Primary Sign Design

The following requirements apply to all Tenant signs:

1. All primary storefront signs must be illuminated. External illumination designs are subject to Landlord approval.
2. Imaginative signs utilizing a variety of materials are encouraged. Adaptation of current sign practices may be necessary in order to comply with these criteria.
3. Sign shop drawings for all signs, logos and graphics visible from the common area are to be submitted to the Landlord for final approval prior to fabrication/installation.
4. Sign wording is limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regard-less of the Tenant's legal name. Corporate crests, logos or insignia may be acceptable pending the Landlord's approval and provided they are part of the Tenant's name.
5. One sign is permitted per store frontage. Tenants occupying corner spaces may utilize one sign per elevation with a maximum of two (2) signs, or one sign on a diagonal corner.
6. Signs shall be designed as an integral part of the storefront, with letter size and location proportional to the overall storefront design, and in compliance with design district criteria.
7. Signs may project as shown in storefront conditions.
8. Sign height above floor: bottom of sign to be 9'-0" A.F.F. minimum.
9. Letter size: proportional letter required; max allowed for height of letter is 13% of overall storefront height. Example - a storefront that is 12'-0" in height will be allowed to have a maxim letter height of 18.72".
10. Letter dimensions of greater proportions may be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality.

## GENERAL SIGNAGE REQUIREMENTS (cont'd.)

11. All storefront signage and lighting both interior and exterior is required to be on a separate circuit and controlled by a time clock. Storefront Signage and lighting are required to be on during operational hours and off during non-operation hours. This includes exterior building storefront signage.
12. Advertising placards, banners, pennants, names, insignia, trade-marks and other descriptive material may not be attached to the storefront or glazing.
13. Backlit components must be contained wholly within the depth of the letter.
14. 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.
15. Electrical raceways are not to be visible.
16. Signs must comply with all codes and regulations, must bear the UL label, and must have current sign permits.
17. Storefront signs are to state the store name and/or logo as stated on the Lease, and may not advertise or list items sold.
18. Tenant may use Landlord bulkhead for lateral bracing only.
19. Threaded rods or anchor bolts shall be used to mount sign letters spaced out from background pane. Angle clips attached to letter sides will not be permitted. All bolts, fastenings and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum, brass or bronze and no black iron materials of any type shall be permitted.
20. All signage shall not exceed a maximum brightness of one hundred (100) foot-candles.

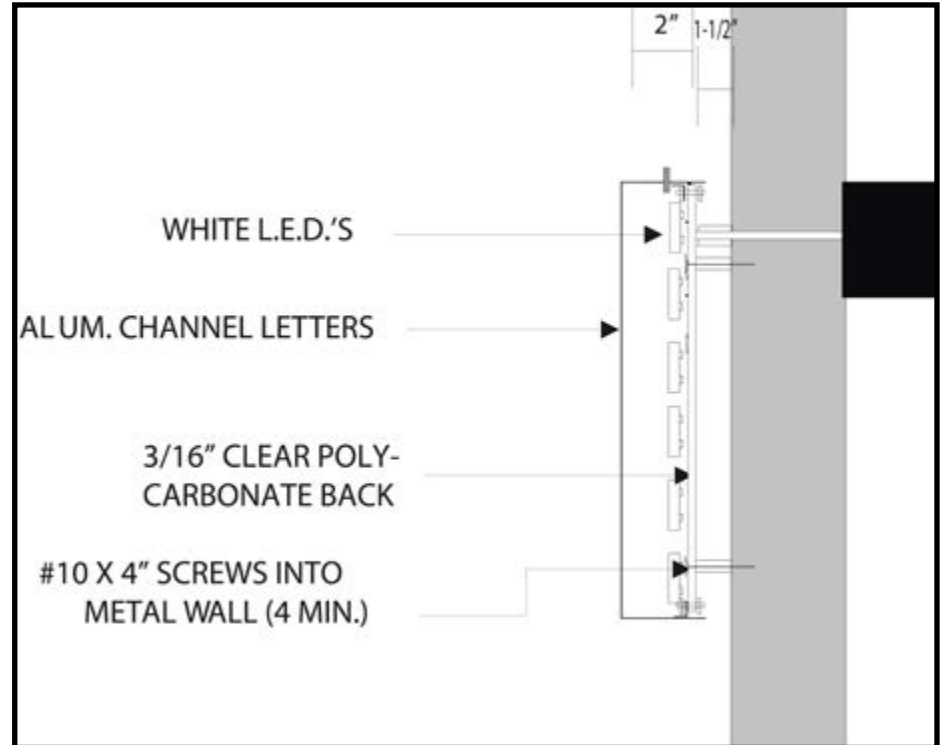
## Primary Signage Design

The zone for Tenant's primary signage is located directly above the entry portal. Optional locations are located immediately adjacent to the entry above the display window. The following are sign types that are encouraged:

1. Reverse channel (halo letters) minimum of 3" deep and must be projected from the background.
  - All neon is to be backed by a non-reflective architectural shape.
2. Internally illuminated metal-face with push-through acrylic graphics.
3. Dimensional graphics or letterforms pinned off storefront or attached to a sign power shelf.
4. Consideration will be given to internally illuminated sign housings having unique shapes with letters routed out and formed letters protruding beyond the routed out letter.
5. Edge-lit, sandblasted glass (with a continuous light source).
6. Cast metal letters, raised or flush with fascia surface.
7. Gold leaf on glass or stone.
8. Silk-screened glass or metal panels.
9. Indirect illumination or non-internally illuminated signs (artisan type panel signs).

**GENERAL SIGNAGE REQUIREMENTS (cont'd.)**  
**Primary Signage Examples**

Reverse channel dimensional halo-lit letterforms.



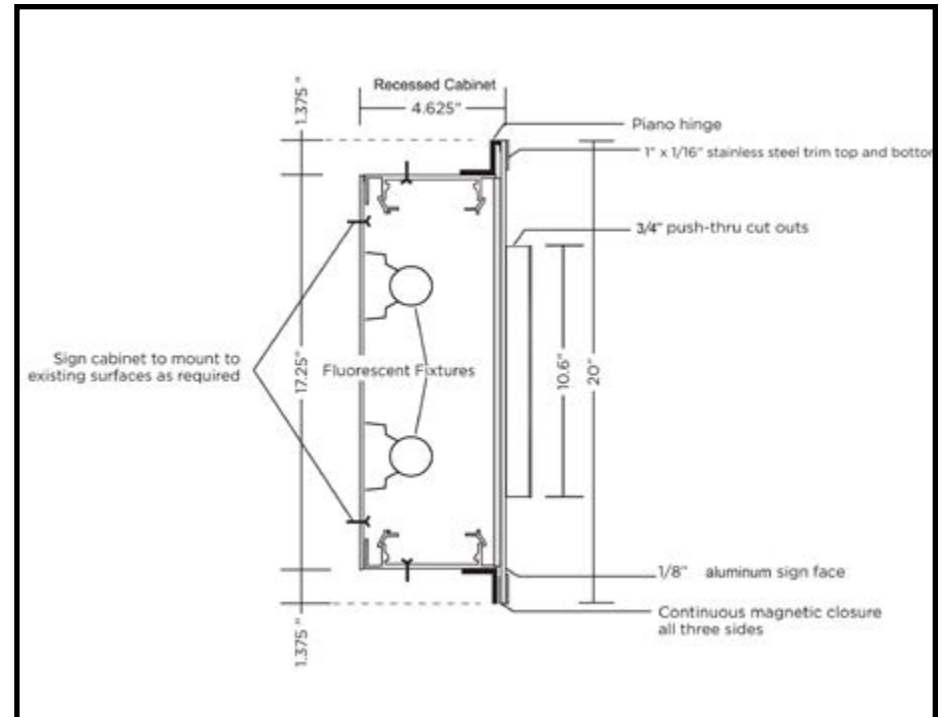
These photographs are representative of the signage type, not the exact Tenants of Freehold Raceway Mall. They are examples only.



**GENERAL SIGNAGE REQUIREMENTS (cont'd.)**

**Primary Signage Examples**

Internally illuminated metal face with push-through acrylic graphics.



These photographs are representative of the signage type, not the exact Tenants of Freehold Raceway Mall. They are examples only.

**GENERAL SIGNAGE REQUIREMENTS (cont'd.)**

**Primary Signage Examples**

Edge-lit, sandblasted glass (with a continuous light source)

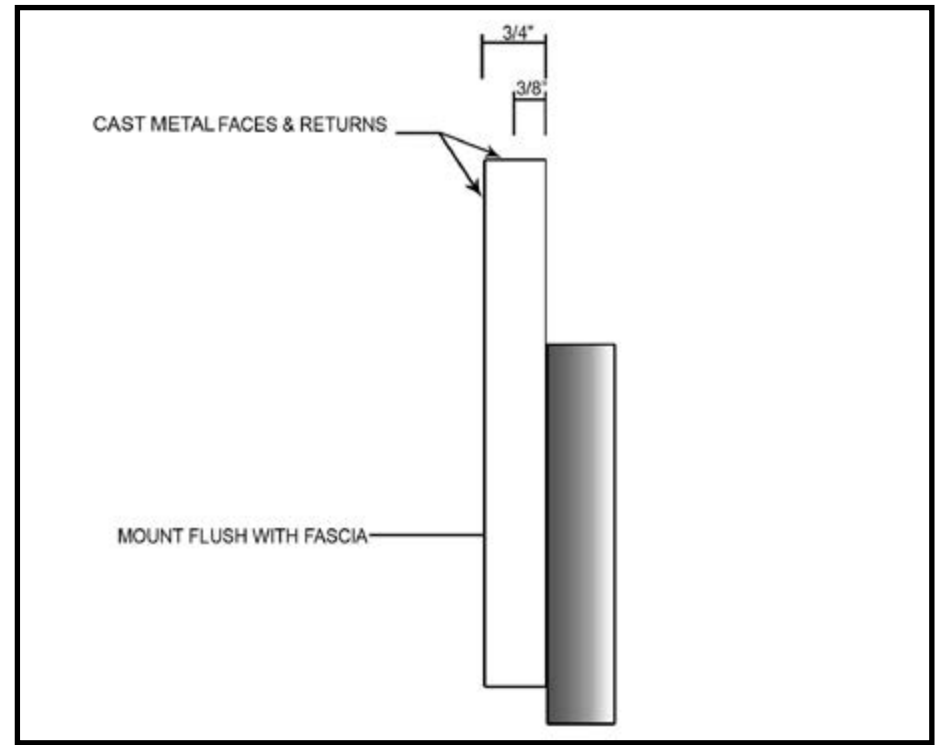


These photographs are representative of the signage type, not the exact Tenants of Freehold Raceway Mall. They are examples only.

**GENERAL SIGNAGE REQUIREMENTS (cont'd.)**

**Primary Signage Examples**

Cast metal letters, raised or flush with fascia



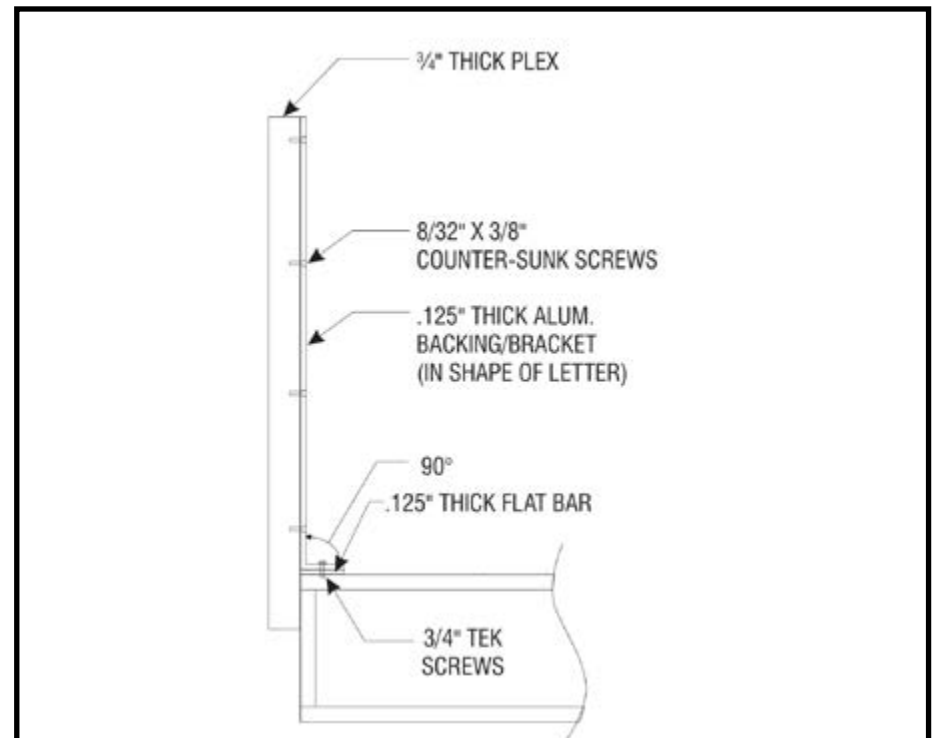
These photographs are representative of the signage type, not the exact Tenants of Freehold Raceway Mall. They are examples only.



**GENERAL SIGNAGE REQUIREMENTS (cont'd.)**

**Primary Signage Examples**

Dimensional graphics or letterforms pinned off storefront or attached to a powered signage shelf.



These photographs are representative of the signage type, not the exact Tenants of Freehold Raceway Mall. They are examples only.

## ALTERNATE SIGNAGE- MAIN MALL

### Storefront Window Signs

If the Tenant wishes to provide additional Tenant identity, it is to be located at the pedestrian level on the inside face of the storefront glass.

1. Storefront window signs may include only the Tenant's logo and name.
2. Glazing signs are to be translucent (similar to frosted glass), reverse-reading and applied directly to the interior of the glass surface.
3. Tenant graphics on storefront glass shall be computer cut flat vinyl graphics (text/letter/logos).
4. Maximum allowable area of signage is subject to Landlord's review and approval.
5. Tenant graphics/logo will be limited to a maximum of 3" inches in height.

### Threshold Signs

In addition to storefront signs, Tenants are encouraged to incorporate signs into their entry way flooring. Landlord will review threshold signs on an individual basis.

1. Threshold signs are to be graphics comprised of logos, crests and accent.
2. Finish is to be flush with adjacent materials and consistent with entry flooring quality.
3. Recommended materials are wood, tile, stone, metal and terrazzo inlays.
4. Threshold signs may not extend beyond the lease line into the Center.

### Awning Signage

1. Awning and/or canopies shall be made of glass or metal are the preferred materials of choice although fabric awnings will be considered.
2. Awning signage may be considered as the main Tenant's identification at the sole discretion of the Landlord.
3. Additional signage in addition to the Tenant's main identification signage is subject to the sole discretion of the Landlord.
4. Signage may occur on the valence of the awning and may be painted or silk screened in a contrasting color.
5. Wording shall be confined to Tenant's name only.
6. Logos are highly encouraged. Symbols applied to awnings provide a highly effective method of Tenant identity while adding color and interest to the storefront design. Logos shall be silk-screened and submitted with awning and sign drawings. Size of the logo shall be proportionate to the overall width of the awning and subject to Landlords approval.
7. The lowest point of the awning or shade shall be a minimum of eight feet (8'-0") above the finished floor. It is the designer's responsibility to ensure that awnings conform to all applicable codes.
8. Materials such as Pana-flex, plastic or other vinyl materials shall not be permitted.
9. Awnings shall be cleaned and maintained in good condition at the sole expense of the Tenant.

### Blade Sign (See separate Blade Sign Criteria)

Blade signs are not permitted in all locations throughout the Center nor are they required. If blade signs are submitted for review they are considered on a case by case basis.

## SIGNAGE & GRAPHICS- EXPANSION

Signage is a major visual element to be provided by the Tenant. Imaginative, progressive and creative signage is essential to the success of the Tenant's store. Wall signs are to identify the individual business or building by name or trademark only. Tenant signage must be compatible with both the character and high quality of Freehold Raceway Mall.

All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image. Due to the variety of architectural treatments within Freehold Raceway Mall, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. Each proposed sign will be evaluated on its originality and compatibility with neighboring signs, and its overall image within the Shopping Center.

The Landlord reserves the right to disapprove any sign design that is not compatible with these criteria and the aesthetics of the Shopping Center. Exceptions to these specifications are extremely rare and must be approved in advance by the Landlord. As with all undertakings, the ultimate success of the Mall depends on the positive contribution of all participants.

This criterion is intended to assist you, the Tenant, during the design and construction phases of your sign. It is provided by the Landlord in the interest of maintaining a high level of design excellence throughout the Center.

The criterion is intended to harmonize with the leasing documents. It is the responsibility of the Tenant to forward a copy of these criteria to their architect, contractor and various consultants.

The Landlord reserves the rights to, from time to time, make additions, deletions, revisions, etc., as may be required to the contents, specifications and attachments referenced or contained herein. No deviation from the enclosed criteria will be accepted without prior written approval from The Macerich Company.

All exterior signage is subject to the approval of the Township of Freehold.

### General Requirements For Primary Sign Design

The following requirements apply to all tenant signs:

1. Signage must be an integral design feature of the Tenant's storefront design. The signage is designed to complement the design of the overall facade and general building design. It is strongly recommended that each Tenant employ a graphic designer to develop sign concepts.
2. All signs which are visible from the common walkway or parking areas shall require specific approval in writing by the Landlord.
3. The Landlord has designated exterior sign locations on the Landlord's shell elevations. Variations from the specified location must be approved in writing by the Landlord.
4. Signage must be anchored to Landlord provided backing. If sign is to be located where no backing occurs the Tenant is responsible to provide fire resistant treated (FRT) plywood backing.
5. All signage is to be of the highest quality construction. Shop fabrication and painting is required. All attachments, labels, fasteners, mounting brackets, wiring, clips, transformers, disconnects, lamps and other mechanisms required must be concealed from view.
6. All signage must meet the requirements of the Township of Freehold ordinance. This is available online at [www.twp.freehold.nj.us](http://www.twp.freehold.nj.us). See Section E-Government/Forms for required drawings or permit forms.
7. The signage is limited to the Tenant's trade names detailed in the lease agreement with Landlord.
8. All signs must be illuminated. Signs shall be clock timer controlled and illuminated during all hours of operation of Freehold Raceway Mall. Circuiting for the signs shall be separate of store interior lighting.
9. Signs must be fabricated and installed according to national, local building and electrical codes and must bear UL label.
10. All electrical penetrations through the storefront fascia for sign installation shall use PK housing or approved equal.
11. Design shall provide for access to transformer and local disconnect. All electrical J-boxes to be located behind Tenant wall or above Tenant ceiling, they may not be located on the face of Tenant wall.
12. Weight of signage attached to Landlord's base building is limited to 120 lbs per linear foot. Sign loads that exceed this weight are subject

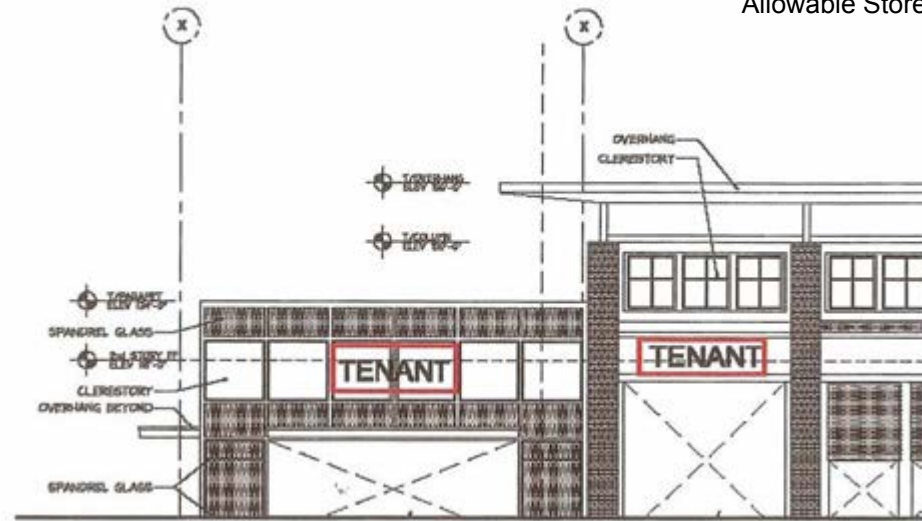
## SIGNAGE & GRAPHICS- EXPANSION

to Landlord's prior approval. Tenant shall submit structural calculations which have been prepared by a licensed structural engineer, to Landlord for review by Landlord's engineer, at Tenant's sole cost and expense.

13. Tenants shall take care to not damage the Landlord's base building when attaching signs. If signage is to be located on metal panels or other impermeable surfaces, special clips must be used to attach signs to Landlord neutral surfaces to prevent surface damage.
14. The total width of all permitted signs on a building facade shall not exceed 60% of the total facade width.
15. All Signs must use halo lighting or use individually illuminated letters.
16. Signage letter height shall not exceed 7.5% of the building elevation in the area where the sign is to be located (per town zoning requirements). However, in no case shall signage lettering exceed 24", regardless of building elevation
17. All exterior signage must be reviewed and approved by **Guy Leighton, Senior Planning/Zoning Officer** for the Township of Freehold.
18. The Township of Freehold is requiring the store signs to be one of the following colors:

Black	3M 3630-22	Arlon 2500-22
White	3M 3630-20	Arlon 2500-20
Bronze	3M 3630-69	Arlon 2500-69
Red	3M 3630-53	Arlon 2500-253
Red	3M 3630-33	Arlon 2500-33
Red	3M 3630-73	Arlon 2500-73
Green	3M 3630-76	Arlon 2500-76
Green	3M 3600-26	Arlon 2500-26
Green	3M 3630-12	Arlon 2500-126

Allowable Storefront Signage



### Primary Fascia Sign Design

The placement and size of the primary fascia sign must conform with all applicable codes and Tenant Design Criteria.

### Secondary Fascia Sign

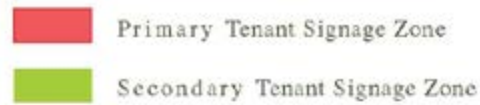
Secondary fascia signs may be allowed. See the Signage Zone Plan on the following page. These signs occur on the side or rear walls of the Tenant that are highly visible to pedestrian or vehicular traffic. The placement and size of the fascia sign must conform with all applicable codes and must be approved by the Landlord.



**SIGNAGE & GRAPHICS- EXPANSION**

**SIGN TEXT / GRAPHICS- EXPANSION**

1. Wording is limited to the Tenant's trade name (dba) and logo. Each Tenant's customary signature and logo, hallmark, insignia, of other trade identification will be respected and reviewed on a case-by-case basis. Graphic representations are not limited in content although they should incorporate imagery consistent with the store theme or product line. Landlord reserves the right to approve all graphics and text.
2. If Tenant has no usable logo or if logo is deemed unsuitable for application, Tenant shall use the following typeface: Mona Lisa Solid ITC Normal - lower case.
3. The Tenant's storefront signage shall be proportional to the scale of the overall storefront and building facade design. Tenant signs shall not overlap design elements of the Landlord provided shell.
4. Tenants shall be allowed one fascia sign unless they are on a corner, see the Signage Zoning Plan. The placement and size of the sign must conform with all applicable codes.
5. Additional signs may be permitted or required by the Landlord. See the Signage Zone Plan on this page.



Signage Zone Plan



## **SIGNAGE & GRAPHICS- EXPANSION**

### **ACCEPTABLE SIGNAGE SYSTEMS- EXPANSION**

1. Halo lit channel letters.
2. Individually internally-illuminated channel letters.

### **UNACCEPTABLE SIGNAGE SYSTEMS- EXPANSION**

1. Exposed or surface mounted box or cabinet type signs.
2. Any signage with exposed raceway or electrical connections.
3. Exposed tube neon signs and open face channel letters with exposed tube neon.
4. Cloth, paper, cardboard and other similar stickers or decals on or around the storefront surfaces. Permanent window graphics are permitted.
5. Freestanding, moving, rotating, flashing, animated or noisemaking signs.
6. Signs which are not professional in appearance.

## SIGNAGE & GRAPHICS- EXPANSION

### ALTERNATE SIGNAGE- EXPANSION

#### Storefront Window Signs

If the Tenant wishes to provide additional tenant identity, window signs may be applied directly to window glass. These are designed to be seen from the exterior of the store. Decals must be applied to the inside face of the window. Such a sign must not exceed the parameters below and is limited to a maximum of two colors per sign.

1. The total allowable decal area on the entire storefront may not exceed 7 sq. ft.
2. A clear margin 3" must be maintained from the edge of window frame to edge of decal.
3. Doors are limited to 1 sq. ft. of decal area per door.
4. Large windows are limited to 2 sq. ft of decal area per window.
5. Transom windows are limited to 1 sq. ft. per window.
6. Maximum Letter Height of three (3) inches.



## SIGNAGE & GRAPHICS- EXPANSION

### ALTERNATE SIGNAGE (cont'd.)

#### Digital Display

Refer to Digital Display Manual on the Center's website for more information.

1. Digital display is required to become part of the storefront design.
2. Pole mounted monitors are not allowed.
3. Free standing units are not allowed.

#### Prohibited Signs/materials

1. Internally illuminated plexi-faced channel letters.
2. Vacuum-formed or injection-molded plastic signs.
3. Cabinet or standard "can type" signs with illuminated translucent backgrounds and silhouetted letters.
4. Exposed skeleton neon applied directly to fascia element.
5. Temporary or 'sales' signs attached to storefront.
6. Freestanding tripod signs.
7. Flashing, scintillating, moving, sequencing, audible or odor producing signs.
8. Paper, cardboard and Styrofoam signs.
9. Credit card and advertising placards, decals, stickers or trademarks.
10. Manufacturer labels.
11. Carpet or rubber entry mat signs.
12. Internally illuminated awnings.
13. Other signs deemed unsuitable by the Landlord.
14. Signs employing unedged or uncapped plastic logos or letters with no returns and exposed fastenings.

15. No simulated materials (i.e., wood grained plastic laminates, Zolatone etc.) or wall covering permitted.
16. No radioactive material shall be allowed to be used or installed as part of any tenant construction scope of work. Furthermore, no radioactive signs such as Tritium exit signs shall be allowed in our shopping centers.

#### Sign Area Calculations

Sign area calculations shall be made by circumscribing a "box" around the main body of the sign.

All signage shall conform to the following requirements:

1. Area of the sign shall be calculated by;
  - Store footprint or "Lease line" width multiplied by 2/3 equals the maximum sign area in square feet.
2. Width of the sign shall be calculated by:
  - Dividing the overall sign area, by the maximum letter height.

Sample Sign Area Calculation:

1. Lease line width at 25'-0", times 0.667 = 16.68 square feet of sign area.
2. If the maximum letter height of 1'-6" is desired, it will be divided into the maximum area which yields a maximum width of 11'-1.5" by 1'-6" in height.
  - $25 \times 0.667 = 16.68$  (area of sign in SF)
  - $16.68 \text{ divided by } 1.5 = 11'-1.5"$

## PLAN SUBMITTAL GUIDELINES

### Drawing Preparation

Prior to Tenant preparing calculations, designs, construction drawings, specifications and material submittals (collectively referred to as Tenant's Plans), which pertains to Tenant's work, Tenant's architect, contractor and engineers shall thoroughly familiarize themselves with all applicable building codes and all existing field conditions.

Tenant's Architect and Sign Contractor shall make a physical on-site inspection of the premises to verify the "as-built" location, the applicable "zone condition" and physical dimensions of the premises. Failure to do so shall be at the risk and sole expense of the Tenant.

Within twenty (20) days after receipt of this criteria (unless otherwise noted), Tenant agrees to submit fully detailed and dimensioned scaled preliminary drawings prepared at Tenant's expense.

Tenant's preliminary plans shall be prepared in full knowledge of, and compliance with, all city, county, state and national ordinances, rules and regulations.

The preliminary design submittal is intended to acquaint Landlord's Tenant Coordinator with Tenant's basic design intentions for the Tenant's storefront/signage and to correct any conflict with the design criteria prior to commencing with construction drawings. Simplicity and restraint in material selection is important; however, the material selection, its method of application, or its detail of construction, should be consistent with the criteria contained in the Design Manual for the Mall.

### Review Process

Landlord's Tenant Coordinator shall review and approve Tenant's plans for conformance to the Center's design criteria. Landlord's approval shall not be deemed to certify that Tenant's plans comply with building codes and shall not relieve Tenant of the responsibility to verify all job conditions including, without limitation, dimensions, locations, clearances and property lines.

Landlord's Tenant Coordinator shall notify Tenant's Architect of the matters, if any, in which said preliminary drawings fail to conform to the design criteria contained within these criteria. Immediately after receipt of any such notice from the Landlord's Tenant Coordinator, Tenant's Contractor/Architect shall make the necessary revisions to the drawings as required to obtain Tenant Coordinator's approval and shall resubmit the REVISED preliminary drawings to Landlord for preliminary approval.

### Incomplete Submittals

Failure to provide the required information will be cause for return of the Tenant's submission with no review.

#### NOTE:

*DRAWINGS PREPARED BY A CONTRACTOR WHO IS NOT LICENSED FOR THE DISCIPLINE IN QUESTION WILL NOT BE ACCEPTED; DRAWINGS RECEIVED VIA FACSIMILE WILL NOT BE REVIEWED. THIS IS DUE TO THE POOR IMAGE QUALITY OF THE TRANSMITTED DOCUMENTS.*

### Drawing Requirements

Tenant's licensed sign contractor shall submit Sign Shop Drawings, **PDF file only**, directly to Landlord's Tenant Coordinator, as instructed, for approval prior to fabrication of signage. Drawings must be fully detailed and dimensioned, and shall include, but not be limited to the following information:

1. Elevation of the storefront including signage and graphics; showing all doors, architectural features, etc., and fully detailed/dimensioned sections and details through the storefront.
2. These fully detailed and dimensioned drawings shall be drawn to scale as noted:
  - Storefront Plan, Elevation and Sectional views at 1/2" scale.
  - Details of the Signage at 1/2" scale or larger.
  - Storefront Signage at 1/2" scale.
3. Letter style and typeface specifics.

**PLAN SUBMITTAL GUIDELINES (cont'd.)**

4. Color and finish qualities of all portions of signage.
5. Material specifications and thickness.
6. Transformer specifications, including input and output voltage of transformers. PK housing, (or other U.L. approved insulating sleeve approved by Landlord and local building codes), is required for all through wall penetrations and must be indicated on the sign shop drawings.
7. Locations of service switches, access panels and transformers. None of these items shall be visible to the public from any portion of the Mall.
8. Neon tube specifications, including color and dimension (in mm) of tubes to be used.
9. Type of lamps.
10. Mounting hardware.

**Sign Construction / Installation**

1. The Tenant is responsible for all signs, permits, power sources, connections and installations.
2. All raceways, transformers, ballasts, PK housings, conduit, boxes, electrode boxes and other wiring shall be concealed from public view.
3. Exposed crossovers between letters or words are not permitted.
4. Metal sign materials, fastenings and clips of all types, shall be hot-dipped galvanized iron, stainless steel or brass. Black iron materials of any type are not permitted.
5. Labels on exposed sign surfaces are not permitted, except those required by local ordinances. Any required labels must be inconspicuous.
6. All electrical sign components must be U.L. labeled.
7. Signs with visible “weep holes” (Interior Application) will not be permitted.

**Insurance Requirements**

Please contact Tenant Coordination for Insurance Information.

Again this criterion is intended to assist you, the Tenant, during the design and construction of your sign. If you should have any questions prior to and during the submittal process please contact your Tenant Coordinator.

