

**Appendix 4**  
**Signage Package**



**WAL-MART SIGNAGE PACKAGE**

Store No. 2107: Lockport, NY

September 24, 2006

Bergmann Associates  
200 First Federal Plaza 28 E. Main St.  
Rochester, NY 14614



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### 3 PURPOSE AND INTENT

To promote the quality of design desired for this Wal-Mart, this Sign Program establishes criteria for the design, implementation and regulation of Wal-Mart signage, as well as site or thematic graphics for the Wal-Mart located in Lockport, NY. Signage of high quality design and materials using appropriate colors is considered an integral part of the image and success of this Wal-Mart.

The Wal-Mart may utilize any or all of the sign types described herein. All signage shall comply with applicable provisions of the Zoning Ordinance and land use plans of the Town of Lockport. All building and site signage shall be consistent with this Sign Program to provide a consistent and comprehensive design character.

The intent of this Sign Program is to ensure that signage for the Wal-Mart is designed and executed in a manner which will achieve the following objectives while providing desired project identification.

#### Exterior Signage

The objectives of exterior signage are:

- To provide concise identity and information for shoppers and prospective shoppers while avoiding visual competition with the building's aesthetic or the site landscaping.
- To produce creative signage in good taste that will enhance the Wal-Mart's image while complementing the architectural and landscape design theme.
- To provide functional signage to effectively serve the needs of consumers while providing proper identification of the Wal-Mart.
- To expedite the review and approval of the Wal-Mart's signage by providing guidelines and criteria that explain acceptable standards for the signage.

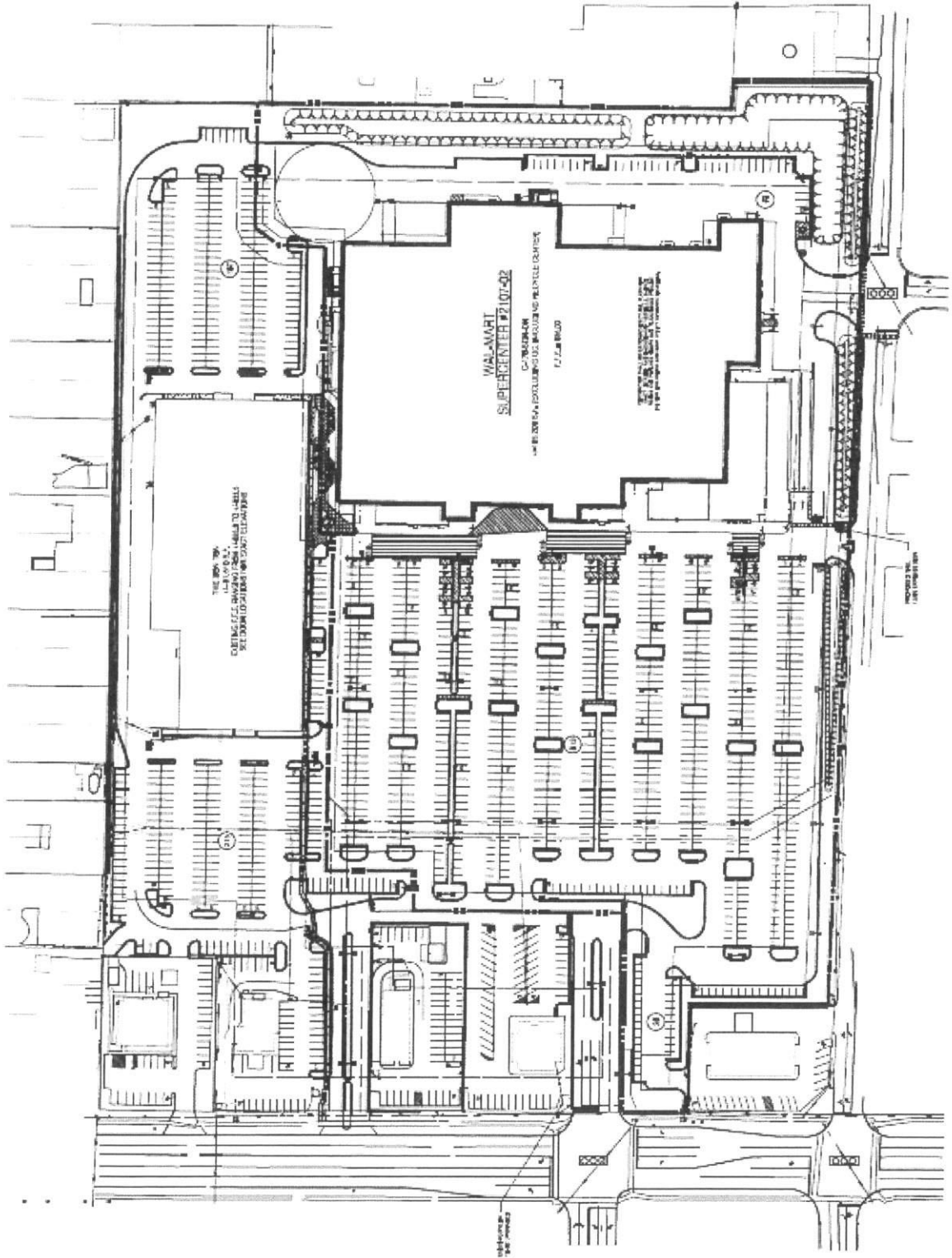
No sign shall be installed without the approval of this Sign Program by the Town of Lockport.

- Signs shall meet or exceed minimum industry standards for graphic quality and shall be designed to be compatible with and complementary to the surrounding building facades. Sign fabrication work shall meet or exceed minimum industry standards for quality.
- The sign copy, color, size and design shall be consistent with this Sign Program which shall be subject to approval by the Town of Lockport. Letter heights and logos, where specified, shall be determined by measuring the normal capital letter of a font exclusive of swashes, ascenders and descenders.
- Wall signs shall be affixed without visible means of attachment unless attachments make an intentional design statement and are an integral part of the design.
- The Wal-Mart's sign contractor shall repair any damage to the building caused by its work.



- All identification signs and secondary identification signs shall consist of face-illuminated individual dimensional letter forms and/or symbols (or an assembly of dimensional letter forms where the Wal-Mart's logotype is script-style letters). All letter/symbol faces shall be translucent acrylic with integral color.
- The cabinet and/or channel letters shall be constructed of 0.060 - 0.090 aluminum, with 1/8" plastic face and fastened to the wall or fascia in an approved manner. All metal shall receive a minimum of two (2) coats of primer and two (2) coats of finish paint. Metal sheet seam joints shall be joined by pop rivets. Halo lighting, LED and/or neon need secondary ground fault consistent with UL2161. All letters shall have service access to lamps, ballasts and wiring.
- All fascia signs shall be centered left to right on the fascia or building frontage and generally centered top and bottom between fascia reveals. The vertical position will vary depending on the configuration of the sign and the locations of the reveals on the sign fascia.
- Power will be provided from the site and/or building electrical panel to a junction box at all sign locations. Power connection shall be the Wal-Mart's responsibility. A time clock shall be provided by the Wal-Mart to turn off power to its wall signs. All electrical signs shall bear the Underwriters Laboratory "UL" symbol (not visible to the public view), and the installation of all electrical signs shall comply with applicable building and electrical codes. The owner of the Wal-Mart shall pay for electrical service for the signs. All conductors, transformers and other equipment shall be concealed.
- All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition. All bolts, fastenings, clips, etc., shall be painted to match the adjacent building surface.
- All lettering shall be restricted to the "net sign area". No projection above or below the "net sign area" shall be permitted, except as otherwise approved in writing.
- Any hole or other building damage resulting from the removal of a sign shall be repaired and painted to match the building surface in the vicinity of the damage.
- The owner of the Wal-Mart shall maintain the Wal-Mart signs in accordance with applicable Town of Lockport standards and shall replace defective lights and components in a timely manner.
- All sign installers shall comply with applicable State and local statutes, regulations and ordinances, and shall possess a current, valid Town of Lockport business license, and shall provide evidence of a current, valid Workman's Compensation Insurance policy.

6 SITE PLAN



7 BUILDING AND SITE SIGNAGE AREA CALCULATIONS



**Building Signage**

SIGNAGE	COLOR	DIMENSION	AREA	SIGNAGE	COLOR	DIMENSION	AREA
1 SUPERCENTER	YELLOW	2'-0" x 19'-6"	39.00	11 NOT USED			
2 WAL*MART	WHITE	5'-0" x 38'-0"	190.00	12 FOOD CENTER	WHITE	2'-6" x 20'-2"	50.42
3 NOT USED				13 RETAIL CENTER	WHITE	2'-6" x 17'-9"	44.38
4 TIRE & LUBE EXPRESS →	RED	2'-6" x 19'-1"	47.71	14 PRODUCE	WHITE	1'-6" x 7'-11"	11.88
5 WAL*MART	RED	2'-6" x 18'-3 3/4"	45.77	15 MEAT	WHITE	1'-6" x 4'-6 3/4"	6.84
TIRE & LUBE EXPRESS	WHITE	1'-3" x 8'-10 3/4"	11.12	16 DELI	WHITE	1'-6" x 3'-6 3/8"	5.30
LUBE EXPRESS (2 Signs)	WHITE	1'-9" x 14'-11 5/8"	26.20	17 BAKERY	WHITE	1'-6" x 6'-10"	10.25
TIRES (3 Signs)	WHITE	2'-6" x 15'-10 1/2"	39.69	18 NOT USED			
LUBE EXPRESS (2 Signs)	WHITE	1'-0" x 3'-3 1/8"	9.78	19 NOT USED			
1-HR PHOTO	WHITE	1'-0" x 8'-11 1/2"	17.92	20 GARDEN CENTER	WHITE	2'-6" x 22'-9"	59.92
OPTICAL	WHITE	1'-6" x 11'-0"	16.50	21 NOT USED			
PHARMACY	WHITE	1'-6" x 6'-10 1/8"	10.26	22 NOT USED			
			14.56				

**Site Signage**

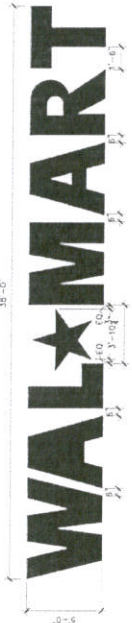
SIGNAGE	COLOR	DIMENSION	AREA
WAL*MART PYLON SIGN	MULTI	SEE DWG	140.50
TILE PYLON SIGN	MULTI	SEE DWG	*32.00

(\*TILE sign considered directional signage internal to the property - not included in signage calculations)

Building Signage Area	657.50 SF
Site Signage Area (Page 9)	140.50 SF
<b>TOTAL SIGNAGE</b>	<b>798.00 SF</b>



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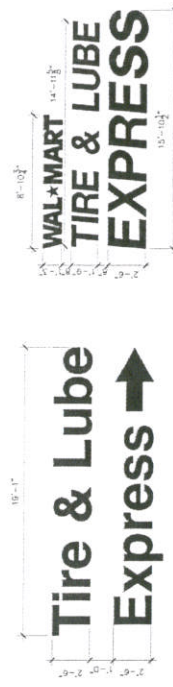
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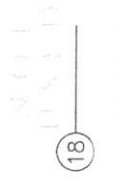
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