

## MASTER SIGN PLAN AMENDMENT – TENANT-SPECIFIC DEVIATIONS

City of Manor  
Planning & Development Department  
105 E. Eggleston St.  
Manor, TX 78653

RE: Letter of Intent – Amendment to Master Sign Plan  
Las Entradas Shopping Center

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### **1. PURPOSE**

This Master Sign Plan (MSP) Amendment establishes tenant-specific deviations from the requirements of the City of Manor Sign Code. These deviations are requested to accommodate the established branding standards of national tenants while maintaining the overall intent of the Code related to safety, placement, and proportionality.

In addition, this amendment establishes a uniform signage framework for multi-tenant buildings (Shops 1 and 2) to ensure consistency across the development while allowing limited flexibility for tenant brand expression.

### **2. APPLICABILITY**

This amendment shall apply exclusively to the following tenant spaces within Shop 1 & 2.

Additional signage standards outlined herein shall apply to multi-tenant spaces within **Shops 1 and 2**.

### **3. DEVIATIONS REQUESTED: SIGNAGE STANDARDS – SHOPS 1 & 2**

Additional sign locations are permitted for Shops 1 and 2 to accommodate multiple tenants within these buildings. These additional sign areas are intended to provide adequate tenant identification, improve wayfinding, and support leasing activity while maintaining a cohesive signage program.

To maintain visual consistency across the development, tenant wall signage shall follow a uniform design standard comparable in scale and proportion to the approved Einstein Bros. Bagels signage.

Tenants may incorporate a single logo element as part of their wall signage, subject to the following:

- Logo perimeters shall be white translucent acrylic faces with 1” trimcap and internally illuminated with white leds. Logos can be full color aligning with their specific brand standards.
- Logo size shall not exceed **75% larger than the tallest letter within the associated wordmark**
- Total sign area shall remain within the **maximum allowable square footage** established by the Master Sign Plan

## **4. DEVIATIONS REQUESTED**

### **4.1 CHUY’S (SH6 & SH7)**

Chuy’s is a unique, destination-oriented tenant with highly distinctive branding. The following deviations are requested to accommodate its established brand standards:

#### **a. Projecting Signs (Blade-Type Variations)**

Projecting signs shall be permitted with customized shapes, materials, and design elements that may deviate from standard blade sign configurations, provided minimum clearance and projection safety requirements are met.

#### **b. Primary Illumination Methods**

LED faux neon, internal illumination, and halo-lit elements shall be permitted as primary illumination methods, in lieu of strictly external illumination standards, subject to compliance with applicable brightness and glare limitations.

#### **c. Brand-Specific Colors and Materials**

Use of bold, non-neutral, and highly saturated colors, as well as unconventional materials consistent with Chuy’s branding, shall be permitted.