



MAKATI COMMERCIAL ESTATE ASSOCIATION, INC.

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July 01, 2010

MEMORANDUM CIRCULAR 2010-10

TO : ALL MEMBERS

RE : AMENDMENTS ON THE BUILDING SIGNAGES GUIDELINES

For your information, the MaCEA Board of Governors, in its meeting on June 29, 2010, has APPROVED to amend certain provisions in Sub-sections 3.1, 3.1.1, 3.1.2 and 3.1.3 of the Guidelines for Building and Tenant Signages, Ground Floor Frontage Design and Convenience Retail and Restaurant Operations Makati CBD. The amendments (in italics), which shall take effect on July 05, 2010, are as follows:

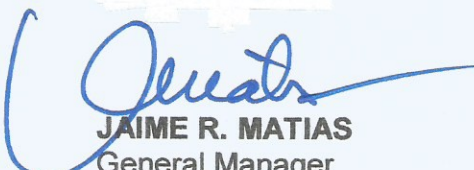
3. BUILDING IDENTIFICATION

3.1 Building identification signs shall be limited to the building *and/or one (1) selected tenant's* name and/or logo. These may be placed at the top of the building, at the ground floor facade, at the entrance canopy, and/or as freestanding signage element, subject to the following restrictions:

3.1.1 Signs placed at the top or uppermost portion of the building are intended to be viewed from a distance. These shall be limited to the building *and/or one (1) selected tenant's name and/or logo, provided there is only one (1) sign per major side of the building, and only a maximum of two (2) signs may be allowed.* These shall be halo-lit, internally lit or externally lit. *Use of LED lighting or any energy efficient lighting system is encouraged.* Maximum height *for the building name or logo* shall be 4% of the building height or 4.00m, which ever is smaller. *The size of the selected tenant's name and/or logo shall in no case be bigger than the size of the building name and/or logo.*

3.1.2 Signs placed at the ground floor facade of the building are intended to be viewed from the pedestrian and motorist/commuter standpoint. These shall be limited to the building *identification* name and logo and/or logo or address. These shall be individually halo-lit, internally lit or externally lit letters and logo. Maximum letter height shall be 1.0m.

3.1.3 Signs placed at the entrance canopy are intended to be viewed from the pedestrian and motorist/commuter standpoint. These shall be limited to the building *identification* name and logo and/or address. These shall be individually halo-lit, internally lit letters and logo. Maximum letter height shall be 0.60m.


JAIME R. MATIAS
General Manager