

Commercial Frontage Signage System
Commercial Tenant ID's
Blade signs (3 types: square, round, oval)
Window signs
Exterior Wayfinding
Street Numbering
Wayfinding Plaques

SIGNS AND GRAPHICS

All Signs – Shall adhere to applicable guidelines

Building Exterior Signage: Building ID / Marquee - No portion of a marquee sign shall be above the third floor space, or forty (40) feet above the existing grade adjacent to the building, whichever is less, in any commercial district.

A marquee sign will not extend more than five feet from the building wall into the public right-of-way and no closer than one foot from the curb line (Pages 27-29 of the presentation, followed by two alternative options on pages 30–33)

Tenant ID's -The size of signs and sign letters shall be proportional to the space in which they are located, with letters between 6 and 16 inches high.

No use of face lit signage is proposed.

Primary signs shall contain only the name of the business and/or its logo.

The proposed TENANT IDs are to be attached to storefront transom and utilize four types of dimensional lettering for tenant to choose from:

- 1) HALO-LIT LETTERING (Page 56)
- 2) PARTIAL-SIDE LIT DIMENSIONAL LETTERING (Page 57)
- 3) DIMENSIONAL LETTERING (Page 58) Wall signs on the upper portion of the storefront, within enframed storefront opening. The length of the sign should not exceed the width of the enframed storefront. Size of letters between 6 and 16 inches high.

Blade signs - signs perpendicular to the facade of the building, shall be located at least 8 feet above the sidewalk.

Proposed are three types of Blade signs (3 types: square, round, oval)

Note #1: Due to the character of the architectural elements blade signs (any type) are not available for Tenants #1 and #2 (Building D)

Note #2: Due to the character of the architectural elements (awning) the oval-shaped blade sign is only available for Tenant #6 (Building B). This tenant has three options to choose from: square, round, or oval.

Note #3: Tenants #3, #4, #5, #7, #8 have two options to choose from: square, or round.

Exterior Wayfinding - Shall adhere to applicable guidelines

Street Numbering - Shall adhere to applicable guidelines

Wayfinding Plaques - Shall adhere to applicable guidelines