

A MAJOR (AUTO-ORIENTED) IDENTITY SIGNAGE

A.1. Intent. Large anchor tenants require “eye-catching” identity signage scaled to the use. Typically, this signage will be directed toward the passing motorist along 10th Street West, often incorporating the identifiable graphic design of a national retailer.

A.2. Standards.

a. Major tenant signage shall be limited to tenants associated with the following building typologies:

- Major anchor retail (accommodating a tenant with >50,000 square feet of GLA)
- Minor anchor retail (accommodating a tenant with >20,000 square feet of GLA) oriented to 10th Street West.
- Cinema

b. Each qualified tenant shall be limited to a single building mounted wall sign that shall function as the primary means of identification, except that tenants fronting on more than one street (including arterial streets, designated interior streets, and commercial access drives) shall be allowed an additional wall sign.

c. The wall sign for a major anchor tenant shall not exceed one hundred (100) square feet of sign area. In the event an additional wall sign is allowed, that sign shall not exceed seventy-five (75) square feet.

d. The wall sign for a minor anchor tenant shall not exceed seventy-five (75) square feet of sign area. In the event an additional wall sign is allowed, that sign shall not exceed fifty (50) square feet.

e. A major tenant wall sign shall not project more than one and one-half (1.5) feet from the face of the building, and shall not project above the roofline.

f. Variations to the above standards may be considered by the Reviewing Agency in conjunction with the review of an overall sign program submitted concurrent with an application for development.

A.3. Design Guidelines.

a. Locate and size major tenant identity signs to complement the overall building design. The graphic composition and materials should also be coordinated with the architecture, while effectively portraying the identity of the business.

b. Coordinate sign placement with the arrangement of bays, windows and other architectural features.

c. Restrict major tenant identification signs to the business name and/or a simple logo.

d. Use bold typefaces that are easy-to-read; for example letter and words should be spaced for heightened legibility. Crowding or excessive spacing of letter and words is generally discouraged, as are overly intricate type faces and symbols.



•Signage coordinated with building design



•Bold typeface w/ contrasting background



•Simple, business identity signage



•Signage coordinated with storefront design



•Easy-to-read typeface on unadorned surface



•Framed signage

B PRIMARY IDENTITY SIGNAGE

B.1. Intent. A tenant's primary signage will consist of the name of the business and/or logo depicted on a wall sign, and designed to comfortably fit the building and storefront. Signage should reflect the character of the tenant and services provided, while clear and legible to both passing pedestrian and automotive traffic.

B.2. Standards.

a. Each tenant shall be limited to a single building mounted wall sign that shall function as the primary means of identification, except that tenants fronting on more than one street (including arterial streets, designated interior streets, and commercial access drives) shall be allowed an additional wall sign.

b. A primary tenant wall sign shall be allowed one and one-half (1.5) square foot of sign area for each lineal foot of ground floor street frontage (including arterial streets, and designated interior streets, and commercial access drives) to a maximum of thirty (30) square feet. In the event an additional wall sign is allowed, that sign shall not exceed twenty-five (25) square feet.

c. A primary tenant wall sign shall not project more than one (1) foot from the face of the building, and shall not project above the roofline.

d. Variations to the above standards may be considered by the Reviewing Agency in conjunction with the review of an overall sign program submitted concurrent with an application for development.

B.3. Design Guidelines.

a. Locate and size tenant identity signs to complement the building architecture and storefront design.

- The overall size, materials, and graphic composition of a tenant wall sign should be coordinated with the building architecture and storefront design.

- Tenant wall signs should be located on flat, unadorned surfaces. This is generally a panel or band above the storefront entrance, although alternative locations may be considered.

b. Coordinate sign placement with the arrangement of bays, windows and other architectural features.

- Molding, pilasters, cornices, and similar architectural features may be used to "frame" a tenant wall sign, allowing for sufficient margins on all sides.

- Tenant wall signs should not overlap, obscure or otherwise interfere with windows, window trim or molding, grillework, piers, pilasters, etc.

c. Restrict tenant identification signs to the business name and/or a simple logo.

d. Use typefaces that are easy-to-read; for example letter and words should be spaced for heightened legibility. Crowding or excessive spacing of letter and words is generally discouraged, as are overly intricate type faces and symbols.

5.07

TENANT SIGNAGE TYPOLOGIES

C SECONDARY IDENTITY SIGNAGE

C.1. Intent. Within high-traffic pedestrian areas, encourage signs that are sized and oriented to persons on foot rather than the automobile. A tenant's secondary storefront signage offers an opportunity to be especially expressive. Nonetheless, these signs should complement the overall sign display, enhance the building and storefront, and reflect the highest quality.

C.2. Standards.

a. Permitted secondary tenant sign types are as follows:

- small-scale wall signs or identity plaques
- awning / canopy signs.
- projecting / wall-mounted blade signs.
- window signs.
- specialty paving, such as mosaic tile, cast concrete or terazzo.

b. Each tenant may select the most appropriate sign types for their establishment, provided that the total sign area for secondary signs may not exceed twenty-five (25) square feet.

c. A secondary tenant sign shall not exceed ten (10) square feet of sign area, and the location and setting may dictate a smaller size in accordance with the following guidelines.

d. Variations to the above standards may be considered by the Reviewing Agency in conjunction with the review of an overall sign program submitted concurrent with an application for development.

C.3. Design Guidelines.

a. Select secondary sign types based on setting and effectiveness of display. Appropriate locations include storefront windows, projecting

from a facade, hanging from an overhead canopy, an awning valence, and/or at rear and side entrances.

b. Encourage pedestrian-scaled projecting signs (overhead mounted, projecting blade signs, etc.) along pedestrian sidewalks and pathways.

- Logos, symbols and bold graphic forms that convey the product or service offered are especially appropriate for projecting signs.

- Place projecting signs and their support brackets out of reach and perpendicular to the building. Metal brackets are recommended.

c. Make awning or canopy signs an integral part of these features, complementing their design, pattern or style.

- Awning signs should be limited to a single line on the valence, and letter height should not exceed twelve (12) inches.

- Sign copy on canopies may be placed on either the vertical fascia or attached to the top of the canopy, and limited to no more than one line of lettering not to exceed twelve (12) inches in height.

- The use of internally illuminated awnings is prohibited.

d. Ensure that window signage and graphics augment and minimally obscure display areas, limiting such signage to 20% of the window area and preferably placed in the lower third of the window. Window signs may be painted or etched on glass, decal letters, or hung behind the glass.

e. Emphasize displays of craftsmanship and allow for a greater level of detail as these signs are intended to be read at close range.



•Window sign



•Awning sign



•Blade sign



•Business name and logo



•Tenant address



•High visibility building address

D ADDITIONAL SIGNAGE TYPOLOGIES

D.1. Major Office Tenant Signage. Office buildings may incorporate signage that identifies the major tenant. Major office tenant signage shall be limited to a single wall sign per street-facing facade, not to exceed fifty (50) square feet in sign area. Signs shall include only the business name and/or logo, and location, size, and design should complement the building architecture.

D.2. Building Identity Signage. Office and mixed-use buildings may incorporate signage that identifies the building. Building identification signage shall be limited to a single wall sign per street-facing facade, not to exceed fifteen (15) square feet in sign area. Signs shall include only the name of the building, and location, size, and design should complement the building architecture.

D.3. Building / Tenant Address. Locate building and tenant addresses for readability from streets and sidewalks. They should be set at a visible height, preferably mounted adjacent to or above a primary building or shop entrance. Fabricate addresses of exterior grade materials (e.g., metal, tile). Typically, addresses should contrast with the mounting surface to heighten visibility.

D.4. Cinema Marquee. A marquee sign may substitute as the major tenant identity sign for a cinema. It should be located above or near the main public entrance, and may project from the building in a vertical or horizontal direction, provided the marquee is integral to the architectural form of the building. The sign may advertise the name of the business, as well as events that occur on its premises. Animation is permissible.