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Market Station is a full city block as defined by 16th, 17th, Blake and Market Streets, less the existing RTD headquarters building. It ultimately fills a long missing piece of Denver’s dynamic downtown fabric and provides an extraordinary alternative destination in the historic Lower Downtown District.

It is a mixed-use project, which includes retail, office, food & beverage and residential uses. Proposed building expressions within the site vary between 4 and 10 stories. Level 1 in all buildings is dedicated to retail or food & beverage, Level 2 varies between retail and residential, Levels 3 through 6 vary between office and residential and Levels 6 through 10 are intended for residential use. Beneath Level 1 is a one-level, valet-serviced parking garage. There is a pedestrian Arcade and Paseo, lined with retail, which bisect the site along both axes. These highly animated interior spaces are intended to provide a wholly new experience to the downtown Denver retail scene.
MARKET STATION  COMPREHENSIVE SIGN PLAN  |   SECTION 2  SIGN LOCATIONS

A ORGANIZATION OF DOCUMENT
SECTION 1 describes this document’s intent and identifies the regulatory framework: the language that is drawn from previous City documents and form the basis of this Comprehensive Sign Plan (CSP). Section 1 also identifies what is not regulated by this document.

SECTION 2 introduces the Project plan and the two Sign Zones that define signage aesthetic and allocation. Building plans and elevations follow, outlining the sign location opportunities for each Tenant and Project identification.

SECTION 3 presents the specific metrics of permitted signage. These allowances define quantities and sizes of the Tenant and Project I.D. signs and their location restrictions. This section also contains the Sign Fabricator’s performance and material requirements and the parameters for changeable content.

SECTION 4 outlines the considerations and principles to be followed by all Tenants in the preparation of their sign program. The sign types that are permitted in this District are presented here. Sign area calculation and an overview of encouraged sign materials and illumination methods conclude this section.

SECTION 5 details the approval process, from the approval of this CSP document and its possible future amendments, to the approval of each Tenant’s sign program from Landlord to City Staff and Design Review Board review.

SECTION 6 isolates the Project I.D. Signage from the Tenant signage locations. Building plan and elevations outline these sign location opportunities.

B DOCUMENT INTENT
This CSP was developed to aid the Tenant in the development of a retail sign package that compliments their storefront, defines their product or service, and heightens the design quality of the District as a whole. At Market Station, Tenants will generate imaginative designs for their storefronts and signage with thoughtful, attractive and creative materials and graphics. Tenants are expected to express their own unique design statement within the parameters of the criteria outlined in this document.

Specifically, the creation of this CSP is provided for within the Denver Zoning Code, Section 10.10.3.3: The intent of these provisions is to allow flexibility in the size, type and location of signs identifying the use and location of large facilities. Flexibility is generally offered because these facilities often have a need for additional or different types of signage due to the complexity of the issues and varied physical layout of the facility. This flexibility is offered in exchange for a coordinated program of signage ensuring a higher standard of design quality for such signs. This process should mitigate any possible adverse impacts of large facility signs on surrounding uses. The flexibility in size, type and location of signs identifying the use and location of certain large facilities is not a matter of right, and a proposed comprehensive sign plan for a large facility must be reviewed pursuant to the provisions of this Section.

C REGULATORY FRAMEWORK

Zoning Code
This project lies in the Downtown - Lower Downtown (D-LD) District as established by the Denver Zoning Code, revised June 25, 2010.

Applicable Criteria
(At the time of this document’s writing, the applicable Denver Code is: Article 10, General Design Standards)
1. Denver Zoning Code, Article 10.10., General Design Standards for Signs. Specifically, this CSP builds upon the foundation as described by:
   • Section 10.10.1: Intent
   • Section 10.10.3: Signs Permitted in All Districts (which includes the provisions for this CSP)
   • Section 10.10.4: Sign Area/Volume Measurement
   • Section 10.13.: Downtown Zone Districts Sign Standards (this Project’s location)
2. The Design Guidelines for Lower Downtown Historic District, which provides additional guidance and example for this specific District.

D SIGNS NOT REGULATED
1. Interior Signs
2. Traffic Control and Informational Signage within the ROW
3. Public Art and Interpretive Signage
4. Seasonal Displays
**Paseo/Arcade Signs**

This is comprised of the Paseo (north/south) and Arcade (east/west) passages that bisect the Project. This area is highly animated, most unexpected and palpably energetic; serving as the very heart and soul of the Project.

In general, the Perimeter Tenants serve as the outward facing ambassadors, reflecting and embracing the LoDo aesthetic in this up-to-recently vacated urban block. The Paseo/Arcade Group represents a whole new opportunity for downtown Denver. These spaces are small, with the intention of attracting innovative, independent incubator Tenants. Sign allocations and standards have been adjusted to reflect this interior group of Tenants with the goal of encouraging more variety and animation in this area.

**Project I.D. Signs**

One goal in the development of Market Station is to infill the area with a seemingly organically evolved urban block. Market Station does not want to look like a “canned development” or “shopping mall”. To that end, the Market Station identity is used sparingly and appears as a surprisingly different expression at each of its four perimeter locations, all centered around the entries to the inner Paseo/Arcade areas.

**Perimeter Signs**

16th Street contains the most sophisticated storefronts in the Market Station project. These elegant and minimal storefronts follow the high-style precedent set by the 16th Street Mall.

Market Street is the most eclectic street of the block. The highly-crafted storefronts will compliment the textured patina of this historic district.

17th Street is where the majority of food and beverage Tenants are located. These storefronts are encouraged to use contemporary, natural, organic and honest materials.

Blake Street is interrupted by the RTD building, rendering the retail expression disjointed. This street is largely devoted to the garage’s entry.

**SIGN ZONE GROUPS**

**PERIMETER SIGNS**

**16TH STREET**

This is the most sophisticated storefronts in the Market Station project. These elegant and minimal storefronts follow the high-style precedent set by the 16th Street Mall.

**MARKET STREET**

The most eclectic street of the block. The highly-crafted storefronts will compliment the textured patina of this historic district.

**17TH STREET**

This is where the majority of food and beverage Tenants are located. These storefronts are encouraged to use contemporary, natural, organic and honest materials.

**BLAKE STREET**

Interrupted by the RTD building, rendering the retail expression disjointed. This street is largely devoted to the garage’s entry.
INTRODUCTION TO BUILDING SIGN TYPES & LOCATIONS

SIGN DEFINITION
A sign is any object or device or part thereof situated outdoors or indoors which is used to advertise or identify an object, person, institution, organization, business, product, service, event or location by any means including words, letters, figures, designs, symbols, fixtures, colors, motion illumination or projected images.

Signs do not include the following:
- a. Flags of nations, or an organization of nations, such as the state flags of nations or an organization of nations, or an international, state, religious, fraternal, professional and civic symbols or crests;
- b. Merchandise, pictures or models of products or services incorporated in a window display;
- c. Time and temperature devices not related to a product;
- d. National, state, religious, fraternal, professional and civic symbols or crests;
- e. Works of art which in no way identify a product.

PERMITTED SIGN TYPES
Exterior sign types available for Tenant and Project identification are outlined as follows:

<table>
<thead>
<tr>
<th>Tenant</th>
<th>Project I.D.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Wall</td>
<td>X</td>
</tr>
<tr>
<td>B. Plaque/Panel Wall</td>
<td>X</td>
</tr>
<tr>
<td>C. Upper Story Wall</td>
<td>X</td>
</tr>
<tr>
<td>D. Directory Sign</td>
<td>X</td>
</tr>
<tr>
<td>E. Projecting</td>
<td>X</td>
</tr>
<tr>
<td>F. Arcade</td>
<td>X</td>
</tr>
<tr>
<td>G. Canopy</td>
<td>X</td>
</tr>
<tr>
<td>H. Awning</td>
<td>X</td>
</tr>
<tr>
<td>I. Window/Door</td>
<td>X</td>
</tr>
<tr>
<td>J. Ground</td>
<td>X</td>
</tr>
</tbody>
</table>

Items listed above in red require further LDDRB review for approval.

Lower Downtown Tenants are allowed to choose three sign types for their sign program. From these, LoDo Tenants are allowed (3) total signs, with a maximum of four (4) signs, (2) signs per frontage, for those with additional frontage. It is encouraged that Tenants take full advantage of their signage opportunities.

PROHIBITED SIGN TYPES
- Rooftop Signs
- Signs that flash, blink, or fluctuate, or which are animated (except in the Paseo/Arcade areas)
- Signs advertising a business at an address other than the location where the sign is installed (off-site advertising)
- Temporary banners and signage mounted perpendicular to the wall, on upper floors or railings in public rights-of-way
- Commercial flags

SIGN LOCATIONS
The following pages document the Project’s plans and elevations with each allowable sign type for Tenants and Project I.D. located in place by colored bars. These shapes do not reflect the sign’s size, just its possible location.

Tenants’ sign locations are intended to be “entry-centric,” that is to say, always located over or adjacent to their entry.

Project I.D. signs are also “entry-centric,” being located at each of the four entries into the interior Paseo/Arcade areas within the project.

Wall Signs have limited overhead locations in this Project. Columns adjacent to entries are available for Wall or Plaque/Panel Signs. Tenants with limited overhead wall surfaces may employ an Arcade Sign suspended over or spanning between columns in front of their entrance transom windows. Building 1 has opportunity for 3rd level slab Wall Signs for Tenants with 2nd or 3rd level occupancy.

Upper Story Wall Sign locations appear on every uppermost corner of the following plans and elevations. They can be located on any upper level below building setbacks. These simply indicate location opportunities, as any (3) total signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1.

Tenants may choose one of three sign types to be placed on the column adjacent to their entry. Plaque/Panel and Projecting signs are required to be centered laterally on the column. Project I.D. Wall Signs to have symmetrical layout, as used in pairs. Only one Tenant sign type of any kind may be placed on a column (excluding Wayfinding Signs).

Tenants require additional review.

DIAGRAMMATIC ELEVATION

Diagram of a Tenant with a Multi-Bay Storefront
Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Note: 3rd Level window signs preclude Building 1 from having more than (1) Upper Story Wall Sign. Conversely, if (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted.

Projected Sign- Major Tenant option

Projected Sign- Major Tenant option

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.
MARKET STATION  COMPREHENSIVE SIGN PLAN  |  SECTION 2  SIGN LOCATIONS

SITE PLAN - STREET LEVEL SOUTH

MARKET STREET
BLAKE STREET
PASEO
ARCADE
MARKET STREET

Plan: Street Level South
SCALE 1/16" = 1'-0"

Wayfinding:
Directional arrow
Project I.D.
Parking icon & availability. Structure wraps corner.
Wayfinding: (2) Project Directories
Wayfinding: Facility I.D. (garage entry lane & clearance I.D.)
Wayfinding: Project Directory
Sign wraps fence
Wayfinding: Facility I.D. (parking icon)

Wayfinding:
Facility I.D. (parking icon & availability)
Structure wraps corner
Wayfinding:
Project I.D.
Wayfinding: (2) Project Directories
Projecting Sign- Major Tenant or 45° South corner location option

Projecting Sign- Major Tenant or 45° South corner location option

SIGN TYPE LEGEND
Wall Signs
Plaque/Panel Wall Signs
Upper Story Wall Signs
Directory Signs
Projecting Signs
Arcade Signs
Canopy Signs
Awning Signs
Window/Door Signs
Ground Signs

Project I.D. Signage
(outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

2.7
**SITE PLAN - STREET LEVEL NORTH**

**Plan: Street Level North**

**SCALE: 1/16" = 1'-0**

- **MARKET STREET**
- **BLAKE STREET**
- **PASEO**
- **17TH STREET**

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

**SIGN TYPE LEGEND**
- **1. Wall Signs**
- **2. Plaque/Panel Wall Signs**
- **3. Upper Story Wall Signs**
- **4. Directory Signs**
- **5. Projecting Signs**
- **6. Arcade Signs**
- **7. Canopy Signs**
- **8. Awning Signs**
- **9. Window/Door Signs**
- **10. Ground Signs**
- **11. Project I.D. Signage** (outline applied to sign types above)

Wayfinding: Facility I.D. (restrooms)

RTD Building
Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Note: 3rd Level window signs preclude Building 1 from having more than (1) Upper Story Wall Sign. Conversely, if (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted.
Site Plan: Upper Story South

Building 1

Building 2

RTO Building

16th Street

Blake Street

Market Street

Arcade

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1; if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1; if no 3rd Level Window Signs exist on Building 1.

Sign Type Legend

- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awnings Signs
- Window/Door Signs
- Ground Signs

Project ID: Signage (outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.
Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1 if (2) Upper Story Wall Signs are already in place on Building 3, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Projecting sign to be centered on column and at 10\' AFF.

Projecting sign locations to be center aligned with projecting sign at far right on 1A south elevation.

All Plaque/Panel signs to be center aligned on column and 5\' AFF. All Door Signs to be centered at 5\' AFF.

Existent Upper Story sign location opportunities (Note: if a qualified Tenant chooses this type of sign, no other upper level signs are available to that Tenant).

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1, if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1, if no 3rd Level Window Signs exist on Building 1. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Note: 2nd/3rd level Window signs may be placed along the bottom, in the center, or along the tops of the windows. All options are illustrated. Tenant may choose only one (1) location.

**Sign Type Legend**
- Wall Signs
- Plaque/Panel Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

* Project I.D. Signage (outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

KEY PLAN

Elevation: Bldg 1B South
SCALE: 1/16" = 1'-0"

AFF
5'-0"

Projecting sign to be centered on column and at 10´ AFF.

All Plaque/Panel signs to be center aligned on column and 5' AFF.

All Door Signs to be centered at 5' AFF.

AFF
10'-0"

Projecting sign locations to be center aligned with projecting sign at far right on 1B south elevation.

Street level

All Plaque/Panel signs to be center aligned on columns and 5' AFF.
All Door Signs to be centered at 5' AFF.

Existing Upper Story sign location opportunities (Note: if a qualified Tenant chooses this type of sign, no other upper level signs are available to that Tenant.)

Note: Projecting Signs - Major Tenant

45° South corner location option

Wayfinding
Project Directory

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1; if no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.

Note: 2nd/3rd level Window signs may be placed along the bottom, in the center, or along the tops of the windows. All options are illustrated, Tenant may choose only one (1) location.

SIGN TYPE LEGEND

Wall Signs
Plaque/Panel Wall Signs
Upper Story Wall Signs
Directory Signs
Projecting Signs
Arcade Signs
Canopy Signs
Awning Signs
Window/Door Signs
Ground Signs

Project I.D. Signage
(outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 3, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Projecting Sign - Major Tenant

**Elevation: Bldg 1B East**

**Key Plan**

1. **Existing Upper Story sign location opportunities**
   - (Note: If a qualified Tenant chooses this type of sign, no other upper level signs are available to that Tenant.)

2. **Projecting sign locations to be centered on column and centered horizontally with top of window mullion at approximately 9'-3" AFF.**

3. **Projecting sign to be centered on column and centered horizontally with top of window mullion at approximately 9'-3" AFF.**

**Note:** Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.

4. **3rd level slab zone**

5. **3rd level **

**Note:** 2nd/3rd level Window signs may be placed along the bottom, in the center, or along the tops of the windows. All options are illustrated. Tenant may choose only one (1) location.

**Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement.**

**Refer to specific signage criteria in the design principles for allowable sizes.**

**Sign Type Legend:**
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

**Project I.D. Signage** (outline applied to sign types above)

**MARKET STATION COMPREHENSIVE SIGN PLAN | SECTION 2 SIGN LOCATIONS**

**PERIMETER ELEVATIONS - BUILDING 1B EAST**

**SCALE: 1/16" = 1'-0"**
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Elevation: Bldg 2A East

SCALE: 1/16" = 1'-0"

AFF

5'-0"

Projecting sign to be centered on column and centered horizontally with upper window area at approx. 9’ 8” AFF.

All Plaque/Panel signs to be center aligned on column and 5’ AFF.

All Door Signs to be centered at 5’ AFF.

Projecting sign locations to be center aligned with projecting sign at far right on 2A east elevation.

All Plaque/Panel signs to be center aligned on columns and 5’ AFF.

Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1. If no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

MARKET STATION COMPREHENSIVE SIGN PLAN | SECTION 2 SIGN LOCATIONS

2.18 PERIMETER ELEVATIONS - BUILDING 2A EAST

KEY PLAN

SIGN TYPE LEGEND
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

ONLY project I.D. Signage (outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

**Note:** Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (1) may be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (1) may be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

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PERIMETER ELEVATIONS - NORTH BLOCK ELEVATION

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.

SIGN TYPE LEGEND

- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

All Plaque/Panel signs to be center aligned on column and 5’ AFF.

All Door Signs to be centered at 5’ AFF.

Projecting sign location to be center aligned with projecting sign on same column located on 2B east elevation.

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent facade corners of Building 1, if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent facade corners of Building 1, if no 3rd Level Window Signs exist on Building 1.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Elevation: Bldg 2C North
SCALE: 1/16" = 1'-0"

Projecting sign to be centered on column and at 10´ AFF.
All Plaque/Panel signs to be center aligned on column and 5' AFF.
All Door Signs to be centered at 5' AFF.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.
Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 3, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Projecting sign to be centered on column and at 10’ AFF.

Elevation: Bldg 2C West

Scale: 1/16” = 1’-0”

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1; if no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1; if no 3rd Level Window Signs exist on Building 1.

Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Projecting sign location to be center aligned with projecting sign at far left on 2C west elevation.

All Door Signs to be centered at 5’ AFF.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
PERIMETER ELEVATIONS - BUILDING 1A WEST

Elevation: Bldg 1A West
SCALE: 1/16" = 1'-0"

Projecting sign to be centered on column and at 10´ AFF.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

SIGN TYPE LEGEND
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

Project I.D. Signage (outline applied to sign types above)

Existing Upper Story sign location opportunities (Note: if a qualified Tenant chooses this type of sign, no other upper level signs are available to that Tenant)

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1.

Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs). 45º South corner location option.
Only one风暴 sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Projecting sign location to be center aligned with projecting sign on same column located on 2C west elevation.

All Door Signs to be centered at 5’ AFF.

MARKET STATION  COMPREHENSIVE SIGN PLAN  |  SECTION 2  SIGN LOCATIONS

SIGN TYPE LEGEND
1 Wall Signs
2 Plaque/Panel Wall Signs
3 Upper Story Wall Signs
4 Directory Signs
5 Projecting Signs
6 Arcade Signs
7 Canopy Signs
8 Awning Signs
9 Window/Door Signs
10 Ground Signs

Project I.D. Signage (outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Projecting sign to be centered on column and at 10’ AFF.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

MARKET STATION
COMPREHENSIVE SIGN PLAN | SECTION 2 SIGN LOCATIONS

SIGN TYPE LEGEND

Wall Signs
Plaque/Panel Wall Signs
Upper Story Wall Signs
Directory Signs
Projecting Signs
Arcade Signs
Canopy Signs
Awning Signs
Window/Door Signs
Ground Signs

Project I.D. Signage (outline applied to sign types above)
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

All projecting sign locations on 2A/B west to be center aligned with horizontal window mullion.

All Plaque/Panel signs to be center aligned on column and 5’ AFF.

All Door Signs to be centered at 5’ AFF.

Wayfinding: Facility I.D. (restrooms)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Sign wraps corner of fence.

Elevation: Pavilion South
SCALE: 1/16" = 1'-0"

**Sign Type Legend**
- A Wall Signs
- B Plaque/Panel Wall Signs
- C Upper Story Wall Signs
- D Directory Signs
- E Projecting Signs
- F Arcade Signs
- G Canopy Signs
- H Awning Signs
- I Window/Door Signs
- J Ground Signs

Project I.D. Signage
(outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Arcade Tenants requesting a Projecting Sign are to contact Landlord for storefront alterations, which will require Landmark review for approval and may require an amendment to this document.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

Sign Type Legend:
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

All Door Signs to be centered at 5’ AFF

Wayfinding:
- Project Directory

Elevation: Bldg 2A South
Scale: 1/16" = 1'-0"

1. Project I.D. Signage (outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

**KEY PLAN**

- Elevation: Bldg 1B North
- SCALE: 1/16" = 1'-0"
- Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement.
- Refer to specific signage criteria in the design principles for allowable sizes.

**SIGN TYPE LEGEND**

- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

**MARKET STATION COMPREHENSIVE SIGN PLAN | SECTION 2 SIGN LOCATIONS**

**Wayfinding:**

- Project Directory

**Note:** Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

Only signature Tenants, such as a user which occupies two or more floors of a building, qualifies for Upper Story Wall Signage. A signature Tenant in Building 1 may be allowed (2) Upper Story Wall Signs on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1. (2) Upper Story Wall Signs are already in place on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1.

**Note:** 2nd/3rd level Window signs may be placed along the bottom, in the center, or along the tops of the windows. All options are illustrated. Tenant may choose only one (1) location.

**INTERIOR ELEVATIONS - BUILDING 1B NORTH**
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

Projecting sign to be centered on column and at 10’ AFF. All Plaque/Panel signs to be centered on column and at 5’ AFF. All Door Signs to be centered at 5’ AFF. All Plaque/Panel signs to be centered on column and at 10’ AFF.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1. If no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

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Note: 2nd/3rd level Window signs may be placed along the bottom, in the center, or along the tops of the windows. All options are illustrated, Tenant may choose only one (1) location.

Sign Type Legend:
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

Project I.D. Signage (outline applied to sign types above)

Note: Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs).

**Note:** Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) may be placed on non-adjacent façade corners of Building 1, if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

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**Note:** 2nd/3rd level Window signs may be placed along the bottom, in the center, or along the tops of the windows. All options are illustrated, Tenant may choose only one (1) location.
Only one Tenant sign type of any kind may be placed on a column (excludes Wayfinding Signs). Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

**SIGN TYPE LEGEND**
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

**Note:** Upper Story Wall Sign locations simply indicate location opportunities, as only (3) total Upper Story Wall Signs are allowed for the Project. (2) May be placed on non-adjacent façade corners of Building 1 if no 3rd Level Window Signs exist on Building 1, and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1. If (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

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**Note:** 3rd/3rd level Window signs may be placed along the bottom, in the center, or along the tops of the windows. All options are illustrated. Tenant may choose only one location.
SECTION 7 SIGN REGULATIONS AND ALLOCATIONS

Permitted Content
- Project I.D. and Tenant signs may be identified by letter, numeral, symbol or logo
- Window Signs/Door content extends to include hours of operation, services, prices, events, products and thematic messages

Permitted Sign Types:
- Tenants
  - Wall, Plaque/Panel, Arcade, Canopy*. Awning* (*new canopy or awning structures will require LDDRB review) and Window/Door
- Project I.D.
  - Upper Story Wall, Projecting and Projecting-Major Tenant signs permitted with additional LDDRB review

Maximum Quantity
- Tenants with one frontage may have (3) sign types and (3) total signs, those with 2nd level occupancy are allowed (4) total signs
- Tenants with two or more frontages may have (3) sign types and (4) total signs, those with 2nd level occupancy are allowed (3) sign types and (6) total signs
- Project I.D. signs are limited to (2) signs on each of the Project block’s (4) elevations, primarily located around the (4) Paseo/Arcade entries. Additionally, 2 Directory signs may be placed at each of these locations.

Area Calculation
- Tenants
  - Perimeter Sign Zone: Maximum sign area shall be three and one half (3.5) square feet of sign area for each linear foot of storefront
  - Paseo/Arcade Sign Zone: Maximum sign area shall be four and one half (4.5) square feet of sign area for each linear foot of storefront
- Project I.D.
  - Perimeter Sign Zone: A total of 250 sq. ft. of signage has been allocated for each of the (4) elevations of the Project’s block, with no single sign exceeding 200 sq.ft.

Maximum Area by Sign Type
- Tenants
  - Panel/Plaque signs: 4 sq. ft.
  - Projecting Signs: Tenants with 1-49 lin. ft.: 30 sq. ft. (cumulative sign area)
    - 50-74 lin. ft.: 64 sq ft. (cumulative sign area)
    - >75 lin. ft.: 96 sq. ft. (cumulative sign area)
  - Canopy and Awning Signs: 10 sq. ft.
  - Window/Door Signs: max. area of opacity: 20% of glazing area.
  - Ground Signs: 40 sq. ft.
  - Projecting Signs: Major Tenant: 80 sq. ft.

- Project I.D.
  - Wall Signs: 100 sq. ft., Projecting: 80 sq. ft.

Maximum Total Area
- Tenants: Maximum total sign area of a single Tenant sign program: 600 sq. ft.
- Project I.D.: Maximum total sign area on each of the Project block’s (4) elevations: 250 sq. ft.

Maximum Projection
- Wall Signs: 24 inches
- Projecting and Projecting Signs: Major Tenant: 84 inches

Maximum Height Above Grade
- All signs (except Ground): the parapet of the fifth level (before setbacks) of the building to which it is attached
- Projecting signs may extend 5 ft. above the Tenant’s level so long as it does not conflict with another Tenant’s storefront display
- Ground signs: 12 feet

Minimum Height Above Grade
- Projecting, Arcade, Canopy and Projecting Signs: Major Tenant: 8 feet

Location
- Tenant signs to be located on their frontage, in areas as indicated in this document
- Project I.D. perimeter signs are primarily focused on the (4) Paseo/Arcade entries, with all locations indicated in this document
- Ground signs may only be located outside of the public right-of-way
- No setback is required from any boundary line of the building frontage. Projecting Signs may project into the right-of-way in accordance with the Major Encumbrance Permit (MEP) process
- If multiple Tenants share a single entry point, a Joint I.D. Wall Sign shall be used to provide a listing of those Tenants.

Permitted Illumination
- All signs shall be oriented or illuminated so that they do not adversely affect the surrounding area, particularly existing nearby residential uses or structures
- See page 4.16 of this document for illumination opportunities and limitations.

Animation
- Animation, flashing, blinking or fluctuation of brightness is limited to the Paseo/Arcade Tenants only
- Permits for all flashing signs will be reviewed by the Design Review Committee (DRC) every 10 years

Permitted Content
- Project I.D. and Tenant signs may be identified by letter, numeral, symbol or logo
- Window Signs/Door content extends to include hours of operation, services, prices, events, products and thematic messages

Permitted Sign Types:
- Tenants
  - Wall, Plaque/Panel, Arcade, Canopy*. Awning* (*new canopy or awning structures will require LDDRB review) and Window/Door
- Project I.D.
  - Upper Story Wall, Projecting and Projecting-Major Tenant signs permitted with additional LDDRB review

Maximum Quantity
- Tenants with one frontage may have (3) sign types and (3) total signs, those with 2nd level occupancy are allowed (4) total signs
- Tenants with two or more frontages may have (3) sign types and (4) total signs, those with 2nd level occupancy are allowed (3) sign types and (6) total signs
- Project I.D. signs are limited to (2) signs on each of the Project block’s (4) elevations, primarily located around the (4) Paseo/Arcade entries. Additionally, 2 Directory signs may be placed at each of these locations.

Area Calculation
- Tenants
  - Perimeter Sign Zone: Maximum sign area shall be three and one half (3.5) square feet of sign area for each linear foot of storefront
  - Paseo/Arcade Sign Zone: Maximum sign area shall be four and one half (4.5) square feet of sign area for each linear foot of storefront
- Project I.D.
  - Perimeter Sign Zone: A total of 250 sq. ft. of signage has been allocated for each of the (4) elevations of the Project’s block, with no single sign exceeding 200 sq.ft.
SIGN AREA CALCULATIONS

GENERAL
The area of a sign shall be measured in conformance with the regulations according to this Section, provided that the structure or bracing of a sign shall be omitted from measurement, unless such structure or bracing is made part of the message or face of the sign. Where a sign has 2 or more display faces, the area of all faces shall be included in determining the area of the sign unless the display faces join back to back, are parallel to each other and not more than 48 inches apart, or form a V type angle of less than 90 degrees.

SIGNS WITH BACKING
The area of all signs with backing or a background material or otherwise, that is part of the overall sign display shall be measured by determining the sum of the areas of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of the display surface or face of the sign including all frames, backing, face plates, non structural trim or other component parts not otherwise used for support.

SIGNS WITHOUT BACKING
The area of all signs without backing or a background, material or otherwise, that is part of the overall sign display shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of each word, written representation (including any series of letters), emblems or figures of similar character including all frames, face plates, non structural trim or other component parts not otherwise used for support.

PROJECTING SIGNS
A. Sign Volume - Relationship to Maximum Sign Area Allowed
The sign area allowed for projecting signs shall be deducted from the permitted maximum sign area allowed in the applicable zone district. For these purposes, a cubic foot of projecting sign or graphic volume is considered to be equivalent to a square foot of sign area.

B. Calculation of Projecting Sign Volume - Minor Sign Elements
1. The volume of a projecting sign shall be calculated as the volume within a rectilinear form constructed to enclose the primary form of the sign.
2. Minor sign elements may project beyond the primary boundaries of this volume at the discretion of the Zoning Administrator. Minor elements will be defined as those parts of the sign that add to the design quality without adding significantly to the perceived volume and mass of the sign.
3. No dimension (height, width, or depth) shall be considered to be less than 1 foot and 0 inches for the purposes of calculating projecting sign volume.

ALL OTHER SIGNS OR COMBINATIONS THEREOF
The area of any sign having parts both with and without backing shall be measured by determining the total area of all squares, rectangles, triangles, portions of a circle or any combination thereof constituting the smallest single continuous perimeter enclosing the extreme limits of any of the following combinations: the display surface or face of the sign including all frames, backing, face plates, non structural trim or other component parts not otherwise used for support for parts of the sign that have backing and each word, written representation (including any series of letters), emblems or figures of a similar character including all frames, face plates, non structural trim or other component parts not otherwise used for support for parts of the sign having no backing.
SECTION 4 BUILDING SIGNAGE

SIGN DESIGN PRINCIPLES

INTENT
Signs add to the vibrancy and character of the Lower Downtown Historic District (LoDo). Creative and whimsical signage brands LoDo as a unique and lively Denver neighborhood, and is consistent with the District’s legacy of varied commercial signage.

For businesses, signs are essential. Signage plays an important role in identifying the location of a business and attracting customers. Signs should:
- Be both integral to a building’s design and be noticeable to customers. Signs should:
  - Help establish the perceived liveliness and safety of lower downtown street life
  - Promote neighborhood-serving and one-of-a-kind retail
  - Enhance the District’s pedestrian friendly and human scale architecture
  - Promote District variety and quality, expressed in architectural elements, textures, materials and details
  - Preserve the grittiness and authenticity of Lower Downtown’s commercial and industrial past
  - Support the mixed-use character of the District, including residential uses

OVERALL CONSIDERATIONS
When planning signage for a storefront:
1. Signage should provide clear, legible information about a business while also appealing to prospective customers. A signage plan should demonstrate forethought in the design, size, placement and graphic format of each sign to ensure an integrated signage strategy and design. Every proposed sign should have a purpose.
2. Consider what type and size of signage would best fit the architecture. What signage would best relate to a building’s vertical and horizontal patterns? Are the proposed signs made of high quality materials that correspond with the building and its surroundings? Appropriately placed and sized signage, crafted of durable materials, can reinforce the architecture of a building and its surroundings and attract customers. Conversely, maximizing signage may often lead to visual clutter that does not promote business activity.
3. Create graphic interest. A generic sign box does little to acknowledge a business’ location in a unique historic district. Ensure that any proposed signage lives up to its historic district location and is distinctive. In most cases, this translates into signage that is creative and visually interesting, providing pedestrians with a sense of curiosity and delight.
4. Understand the purpose in the hierarchy of the different sign types, their sizes, locations and messages. “Layer” the information, providing new content at each level, avoid repeating the same message on all sign types.

PURPOSE
The purpose of this section is to create the policy for a comprehensive and balanced system of signs and street graphics to facilitate the enhancement and improvement of the D-LD districts through the encouragement of urban, innovative signs and street graphics which will aid in the creation of a unique downtown shopping and commercial area, facilitate an easy and pleasant communication between people and their environment and avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance. To accomplish these purposes, it is the intent of this ordinance to encourage and to authorize the use of signs and street graphics which are:
1. Compatible with and an enhancement of the character of the surrounding district and adjacent architecture when considered in terms of scale, color, materials, lighting levels, and adjoining uses.
2. Compatible with and an enhancement of the architectural characteristics of the buildings on which they appear when considered in terms of scale, proportion, color, materials and lighting levels.
3. Appropriate to and expressive of the business or activity for which they are displayed.

4. In the use of unique two- and three-dimensional form, profile, and iconicographic representation; employ exceptional lighting design and represent exceptional graphic design, including the outstanding use of color, pattern, typography and materials. Signage which simply maximizes allowable volume in rectangular form is strongly discouraged.
5. Of high quality, durable materials appropriate to an urban setting.

National and regional “standard” storefront concepts and signage are respected, however, some concept modification may be necessary for compliance with this historic district. Tenant signs and related logo graphics located along the perimeter of the Project should express a refined urban sophistication through the use of clean and contemporary shapes and forms.

EXCEPTIONS
The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria and the aesthetics of this Project. The Landlord also reserves the right to revise these criteria and the Landlord’s interpretation of these criteria is final and governing. Exceptions to these criteria will be considered if, in the Landlord’s opinion, the sign design is of exceptional merit and architectural quality.
**INTENT**
Wall Signs are intended to serve as a Tenant’s primary I.D. in their sign program. All other signs are to be supplemental to a Tenant’s Wall Sign. These signs are to complement the architectural character of the building and its context. Signs must be architecturally respectful to the building on which they are placed. As a historic district, centered layouts are encouraged.

**LOCATION**
Wall Signs may be located above the entry doors or on the adjacent column, parallel to the building facade, projecting no more than three and one half inches (3 1/2”). Wall Signs are permitted to be placed vertically or horizontally on the building fascia above the first floor glazing and up to the height of second story windows.

**ALLOWANCE**
Tenants are allowed no more than one (1) Wall Sign per frontage.

**ILLUMINATION**
Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.

**ATTACHMENT DETAILS**
Signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

**REQUIRED APPROACHES**
1. Painted, individually lettered or solid backed assemblies made of one or two durable materials, such as aluminum, bronze or high quality materials are generally appropriate.
2. Externally illuminated dimensional letters and logo forms fabricated from suitable materials that have a painted, gilded, patinaed or metal finish. These should be point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Lamps used in these fixtures should be of a incandescent warm color temperature, between 2,500 and 3,000 degrees Kelvin.
3. Letter and logo forms painted, gilded, surface mounted, or screen printed onto continuous or individual metal or glass fascia panels. These panel signs can employ external, concealed edge or halo illumination. Panels may be layered to give the sign more visual interest and a three-dimensional quality.
4. Opaque faced surfaces or reverse pan channel letter and logos with concealed halo or edge illumination. These assemblies will be fabricated using similar materials and finishes as the dimensional letters listed above.
5. Open pan channel letters and logos with exposed neon or bulb-pack illumination are encouraged for, but not limited to, food & beverage and entertainment oriented establishments.
### INTENT
These Wall Signs are intended to supplement a Tenant’s street level presence. They are intended to provide additional visibility to Tenants who occupy 2nd or 3rd level space above their street level storefront. All signs are to complement the architectural character of the building and its context. Signs must be architecturally respectful to the building on which they are placed. As a historic district, centered layouts are encouraged, though not required.

### LOCATION
1. The primary purpose of this sign type is to take advantage of the highly visible and strategic locations on Building 1’s 3rd level slab above level 2. These elevated locations, especially near the corners, can be seen from a greater distance by pedestrians and vehicles alike.
2. Tenants may place this sign anywhere over their occupancy on the 3rd level slab, regardless of their entrance location. It is assumed that those locations with the best sight lines will be preferred.

### ALLOWANCE
1. Tenants are allowed one (1) 3rd level slab Wall Sign per elevation of occupancy. Adjacent corner locations are allowed for a single corner Tenant.

### LIMITATIONS
1. These opportunities are limited to 2nd/3rd level retail Tenants that have direct street level access.
2. These Tenants must have a fully developed street level signage program in order to expand to Wall Signs on the 3rd level slab above.

### ILLUMINATION
Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.

### ATTACHMENT DETAILS
Signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

### REQUIRED APPROACHES
1. Painted, individually lettered or solid backed assemblies made of one or two durable materials, such as aluminum, bronze or high quality materials are generally appropriate.
2. Externally illuminated dimensional letters and logo forms fabricated from suitable materials that have a painted, gilded, patinated or metal finish. These should be point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Lamps used in these fixtures should be of an incandescent warm color temperature, between 2,500 and 3,000 degrees Kelvin.
3. Letter and logo forms painted, gilded, surface mounted, or screen printed onto continuous or individual metal or glass fascia panels. These panel signs can employ external, concealed edge or halo illumination. Panels may be layered to give the sign more visual interest and a three-dimensional quality.
4. Opaque faced surfaces or reverse pan channel letter and logos with concealed halo or edge illumination. These assemblies will be fabricated using similar materials and finishes as the dimensional letters listed above.
5. Open pan channel letters and logos with exposed neon or bulb-pack illumination are encouraged for, but not limited to, food & beverage and entertainment oriented establishments.

### PHOTO REFERENCE NOTE
Locations of Wall sign examples at right do not follow those as described at left. Text takes precedence over the photo examples.
**INTENT**
These are a type of Wall Sign distinguished as being two-dimensional flat mount, flush or bas-relief panels or plaques positioned at a more intimate pedestrian height—being at or around eye-level. Because of their proximity to the viewer, special care and attention must be made to their materiality, craft and finish.

**LOCATION**
This sign type is to be vertically centered at 5'-0" AFF, and laterally centered on walls, columns or pilasters adjacent to the Tenant entry doors.

**ALLOWANCE**
Only one (1) Plaque/Panel Sign is allowed per Tenant. These signs may display a building or Tenant name, logo, product or service and are limited to a maximum of four (4) square feet in total area.

**ILLUMINATION**
Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, or concealed fixtures are allowed. Often this sign type is not illuminated.

**ATTACHMENT DETAILS**
Signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

**REQUIRED APPROACHES**
1. Cast metal with polished letter forms and/or paint filled backgrounds.
2. Layered etched or machined metal.
3. Porcelain or ceramic tiles set into building wall surface or metal frame.
4. Porcelain enamel finish metal panels.
5. Carved or cast stone or composite material panels.
6. Carved or deep etched glass panels.
7. Framed construction assembly with glass or router-cut metal surface with first or second surface flat or dimensional graphics. May include edge, halo or external illumination.
UPPER STORY WALL SIGNS  Available for Tenants only

INTENT
As per the Design Guidelines for Lower Downtown Historic District, Appendix A, these signs are intended to allow upper story signage in unusual cases to acknowledge a signature Tenant, while also ensuring that the overall signage program enhances the pedestrian streetscape. They are to be of simple design and minimal size needed to provide readability within the district.

LOCATION
Like Wall Signs, these are to be mounted parallel to the building facade, flush or projecting no more than four inches (4˝). They are permitted to be placed vertically or horizontally on the building above the first floor Wall Sign Zone. Signs must be architecturally respectful to the building on which they are placed.

ALLOWANCE
Upper Level Wall Signs are only for signature Tenants, such as a user which occupies two or more floors of a building. Only (3) total signs are allowed for the Project. (2) may be placed on non-adjacent facade corners of Building 1 if no 3rd Level Window Signs exist on Building 1; and the remaining (1 or 2) may be placed on either Building 2 or 3. If 3rd Level Window Signs already exist on Building 1, only (1) Upper Story Wall Sign is permitted on Building 1.

ILLUMINATION
Is not permitted for this sign type.

ATTACHMENT DETAILS
Signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

REQUIRED APPROACHES
Because of their viewing distance, and not being illuminated, Upper Story Wall Signs are typically of a simpler, more utilitarian construction.
1. Cut-out plate stock letters pin-mounted to the building surface in an architecturally appropriate location.
2. Fabricated letterforms mounted directly to the building surface.
3. Painted graphics.

NOTE
Upper Floor Wall Signs will require further LDDRB review.
DIRECTORY SIGNS
Available for Tenant and Wayfinding

INTENT
Directories are a specific type of Wall or Ground Sign that are intended for wayfinding purposes, presenting multiple Tenants and public-use destinations in a single display. These units may also include a Project I.D. header as part of its content (without being overly repetitive), so long as this element is limited to less than 1 sq. ft.

LOCATION
As wayfinding signs, they are to be located at strategic entry or intersection points: perimeter Wall Directories may be located only at the entries into the interior Paseo/Arcade zones of the Project. They may be placed in pairs, symmetrically, one on each side of the entrance, on the freestanding columns at these locations. They also may be located on the inner surfaces of these entries. They may occupy a single face of these columns or they may wrap onto the inner faces of the columns to echo other features or elements that do the same.

ALLOWANCE
No more than two (2) Directories (single faced or wrapping assemblies) may be placed at any of the four (4) entries into the interior zones.

ILLUMINATION
Directories located on entry columns are to have static, unobtrusive illumination. Halo, shielded, concealed or external, shielded, downward facing fixtures are allowed.

ATTACHMENT DETAILS
Directories to be mounted into mortar joints only, when installed onto masonry. Directories may be mounted flush with the masonry surface, so long as they respect the material’s coursing.

REQUIRED APPROACHES
1. Fabricated, weather protective enclosures with lockable glass faced doors. Changeable graphics may be silkscreened or digitally printed. Units may be installed to be flush with wall (column) surface or may be secured to column faces. Illumination, if included, must be externally washed by concealed fixtures.
2. Framed panel or open pan construction with exposed or concealed external illumination sources. Changeable graphics may be silkscreened or digitally printed.
3. Layered sandwich construction with protective glass face, changeable content and rear panel surface of appropriate materials and finishes all secured by vandal-resistant mechanical fasteners.
4. Changeable cut-out metal letters or panels secured in a frame or track. External or halo illumination.
5. If context allows- artfully rendered graphic interpretation of the Project with silkscreened or digitally printed changeable content.
**INTENT**
Of all the sign types permitted for use in Denver’s LoDo District, and Market Station, Projecting Signs come with the most additional guidelines, criteria and scrutiny. Projecting Signs are permitted in the LoDo District through the provisions detailed in Section 10.10.16 of Denver Zoning Code. Specifically, Projecting Signs must be creative in the use of unique 2 and 3-dimensional form, profile and iconographic representation; employ exceptional lighting design and represent exceptional graphic design, including the outstanding use of color, pattern, typography and materials. Signage which simply maximizes allowable volume in rectangular form is strongly discouraged.

Further direction expands upon this idea: It is envisioned that Projecting Signs will enliven the pedestrian environment with unique, expressive and iconic shaped signage. These signs are to be three-dimensional iconographic and vibrant images to enhance the pedestrian experience. They should be eye-catching and well-crafted objects to portray a business’ persona or service with as few words as possible. Signs should be designed so that the three-dimensional image, rather than the words, are visible from the street or further down the block. Wording and logos should be kept to a minimum, though kept legible. These sculptural forms can be literal representations but abstracted, exaggerated or embellished interpretations of literal forms are preferred. The support bracket should be kept simple, serving only as a backdrop to hold the three-dimensional imagery. External lighting sources should include shielded lamps. Simply designed unobtrusive fixtures, such as gooseneck lamps or simple contemporary fixtures should be used. Warm illumination temperatures, similar to daylight, is to be specified. LED halo, edge or wash illumination or exposed neon may also be used. Lighting must not cast light on adjacent properties or upper-floor residences. Projecting Signs should not be used as a Tenant’s primary sign. Because of their proximity to the viewer, special care and attention must be made to their craft and finish.

**LOCATION**
Projecting Signs are limited to predetermined demising pier locations for street level and second level Tenants with direct street level access. They are to be wall mounted perpendicular to the building facade (the block’s four corners also have a 45° diagonal option), centered on the column or field on which it is placed and project 18” to 84” from the building surface. Vertical height is defined by the Tenant’s space. Signs must maintain a minimum clearance of eight feet (8’-0”) above the sidewalk and their size should be limited to 12 sq. ft.

**ALLOWANCE**
Tenants are allowed one (1) Projecting Sign per frontage. These signs should be limited to 12 sq. ft. in area.

**ILLUMINATION**
Static, unobtrusive illumination allowed. Backlit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.

**ATTACHMENT DETAILS**
Tenants have three options of custom designed Projecting Sign bracket armatures from which to choose. Landlord will provide Tenant with specifications/drawings for these options.

**REQUIRED APPROACHES**
1. Recognizable and realistic sculptural representations of everyday objects, as appropriate for Tenant, crafted in stout materials intended for outdoor use. Can include Tenant branding as a minor element to the sign.
2. Exaggerated, artistic interpretations of objects, including Tenant branding, also fabricated/sculpted from suitable materials.
3. Combination of geometric forms and recognizable forms, together creating an interesting profile or collage.
4. Found, reclaimed, recycled or resourced actual objects in an assembly with backer panels, support cabinets or bracket arms, with the object(s) serving as the major element. Care must be taken to ensure these are high quality and resilient to the elements.

**PROJECTING SIGN AREA CALCULATION:**
This sign type typically has two faces but only the area of one face is to be included in a Tenant’s total sign area calculation.

**NOTE**
Projecting Signs will require further LDDRB review.
**INTENT**

Market Station was designed to appear like an organically evolved urban block, rather than a planned development. To support this, Tenants have a choice of three pre-approved options for the armature for their Projecting sign. These options will serve traditional and contemporary needs as well as sign assemblies with and without their own illumination. Tenants may also propose their own armature design to the LDDRB for approval.

**OPTION 1**
- Projected sign assembly
- Contemporary design
- Concealed fasteners
- Sign assembly can envelop the arm or be sandwiched by it
- Intended for sign assembly with its own illumination source

**OPTION 2**
- Suspended sign assembly
- Contemporary design
- Concealed fasteners
- Available without light fixtures for signs with their own illumination source
- Also available with clean, contemporary cantilevered sight fixtures for signs requiring illumination.

* See Elevations within this document for specific location height requirements.

**OPTION 2A**
- Addition of external light fixture

**OPTION 2B**
- Option 2B Perspective: Addition of external light fixture

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**Bracket Option 1**
- Bracket Option 1: Side View
- Bracket Option 1: Elevation View

**Bracket Option 2**
- Bracket Option 2: Side View
- Bracket Option 2: Elevation View

**Bracket Option 2A**
- Bracket Option 2A: Elevation View

**Bracket Option 2B**
- Bracket Option 2B: Elevation View

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**MARKET STATION COMPREHENSIVE SIGN PLAN | SECTION 4 BUILDING SIGNAGE**
SECTION 4 BUILDING SIGNAGE

Tenant 3-Dimensional design here not to exceed permitted cu. ft.

Exposed fasteners

1/2" thick metal mounting plate and bracket armature

LED lighting fixture with traditional metal hood

Adjustable connections to suspend Tenant sign

Opportunity for custom elements

OPTION 3A Perspective: the bracket as designed

Option 3 Alt. Perspectives: Examples of additional elements added to the bracket design to achieve a more custom expression. Such additions must be supportive of the sign’s design theme

NOTE

The Landlord has provided steel embed plates for all blade sign brackets at brick columns throughout the ground level of the project. The Tenant will be required to engage LL masonry contractor (Gallegos Masonry) to remove the brick in order to access the embed plates for tenant’s sign contractor to weld the brackets too. An open junction box and conduit into Tenant space are also located at these column embed plates by LL for Tenant to use for illuminating the blade sign.

Any signage mounted on the face of the brick where supporting anchors are drilled through the brick face must be templated so that the anchors only penetrate through the mortar joints, no drilling of face brick is allowed.

OPTION 3

• Suspended sign assembly
• Traditional, historic design
• Plate stock metal rather than tube
• Expressed fasteners
• Includes traditional gooseneck light fixtures
• Includes opportunity to add unique embellishment such as cut-out plate metal scrolls, flourishes, accent silhouettes or 3-dimensional objects - so long as such additions are supportive of the sign’s design theme

Bracket Option 3: Plan

Bracket Option 3: Side View

Bracket Option 3: Elevation View

Projecting Sign - Bracket Options

* See Elevations within this document for specific location height requirements

NOTE

The Landlord has provided steel embed plates for all blade sign brackets at brick columns throughout the ground level of the project. The Tenant will be required to engage LL masonry contractor (Gallegos Masonry) to remove the brick in order to access the embed plates for tenant’s sign contractor to weld the brackets too. An open junction box and conduit into Tenant space are also located at these column embed plates by LL for Tenant to use for illuminating the blade sign.

Any signage mounted on the face of the brick where supporting anchors are drilled through the brick face must be templated so that the anchors only penetrate through the mortar joints, no drilling of face brick is allowed.
**OPTION 2 FIXTURE**
- Contemporary design
- Straight cantilevered arm
- Available with one or two fixtures on arm

**OPTION 3 FIXTURE**
- Traditional design
- Curved cantilevered arm

**STYLE D SIGN STAR™**

"The consistence and quality in the fixtures and the Company are second to none."

Lou Long, Kirk Sommer Sales, Inc., BKU Spring 2004

Shown on a Power Canopy™
INTENT
This variation of a Projecting Sign is intended to visually connect a Tenant’s street level storefront up to their 2nd or 3rd level occupancy. These signs are vertical in nature, 2-sided and have a greater long-distance pedestrian read than a traditional Projecting Sign. They are to be compatible with the scale of the project and its architectural details. Major Tenant Projecting Signs are similar to Projecting Signs in that they must be creative in the use of unique 2 and 3-dimensional form, profile and iconographic representation; employ exceptional lighting design and represent exceptional graphic design, including the outstanding use of color, pattern, typography and materials. Unlike Projecting Signs, Major Tenant Projecting Signs are anticipated to feature the Tenant’s name in a prominent, vertical orientation, with the letters either stacked or running vertically.

ALLOWANCE
Tenants that occupy either of these corner spaces and have additional occupancy on the 2nd or 3rd level above are allowed one (1) Major Tenant Projecting Sign in their sign program.

LIMITATIONS
1. These opportunities are limited only to 2nd/3rd level retail Tenants that have direct street level access at the block’s two corner bays on 16th St., at either Blake or Market Streets. Only these two corners are permissible for this type of sign.
2. These Tenants must have a fully developed street level sign program in order to utilize a Major Tenant Projecting Sign.
3. Tenants may combine a Major Tenant Projecting Sign with adjacent 3rd level slab Wall Signs, as desired.
4. If a Major Tenant Projecting Sign is chosen, Tenants may not place any other type of sign on that corner column (Wall, Panel/Plaque or Projecting).
5. Due to the 45° orientation, if a Major Tenant Projecting Sign is chosen, Tenants may not include any other Projecting Signs in their sign program.
6. These signs are limited to 80 sq. ft. per face.

ILLUMINATION
Static, unobtrusive illumination allowed. Backlit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.

ATTACHMENT DETAILS
Signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

REQUIRED APPROACHES
1. Vertical cabinet core with interesting profile and articulated details supported by projecting bracket arms. Pan channel letterforms with exposed or edge illumination; or reverse pan channel letterforms with halo illumination pinned off each face. Restrained color break limits sign's palette to a minimum of colors (3–4).
2. Assembled vertical central support structure fabricated of repeated structural members (tubes, angles, plates, etc.). Open pan channel letterforms with exposed neon or concealed edge illumination secured to each face. Texture of support assembly contributes to the sign’s iconic appeal.
3. Simplified vertical structure consisting of minimal heavy weight members (singular tube, wide flange or heavyweight plate). Back-to-back letter cabinets on each face or projecting off side of structure provide the sign’s interesting silhouette. Letters may have edge, exposed or external illumination.

NOTE
Major Tenant Projecting Signs will require further LDDRB review.

PHOTO REFERENCE NOTE
Locations of Major Tenant Projecting sign examples at right do not follow those as described at left. Text takes precedence over the photo examples.
**INTENT**
Arcade Signs are distinguished from Projecting Signs in that these are signs attached to the underside of a roof or to the columns of an arcade, projecting canopy or building entry and are totally contained within the outside limits of the structural surfaces which delineate the arcade. The details and materials used for Arcade Signs should convey the personality and display the unique character of each individual Tenant. A standardized bracket or connection to the arcade must be used for all signs under the same structure. Because of their proximity to the viewer, special care and attention must be made to their craft and finish.

**LOCATION**
Arcade Signs are suspended from an arcade, architectural canopy or between the columns of a building entry, positioned perpendicular, parallel or diagonally to the building facade. Arcade signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk.

**ALLOWANCE**
Arcade signs are limited to the Landlord or Tenants whose entry includes an arcade or canopy structure context, or those who have limited wall surface at their storefront. Tenants are allowed one (1) Arcade Sign.

**ILLUMINATION**
Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.

**ATTACHMENT DETAILS**
In masonry, signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

**ARCADE SIGN AREA CALCULATION**
This sign type typically has two faces but only the area of one face is to be included in a tenant’s total sign area calculation.

**REQUIRED APPROACHES**
1. Artistic, three-dimensional object signs of logo or primary sales product(s) fabricated/sculpted from suitable materials.
2. Router-cut or dimensional letters/logos attached to sign panels or framed cabinet construction boxes. These can be illuminated by unobtrusive, indirect lighting built into the assembly.
3. Painted, screen printed or gilded sign panels or cabinet construction boxes illuminated by external, cantilevered spotlight fixtures.
4. Arcade signs are encouraged to employ external, point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Lamps used in these fixtures should be of a incandescent warm color temperature, between 2,500 and 3,000 degrees Kelvin.
5. Exposed neon letters, logos or graphics mounted to a thin-profile fabricated cabinet.
6. Opaque faced reverse pan channel letterforms or logos with halo illumination mounted to a sign panel or framed cabinet.

**NOTE**
Project I.D. Arcade Signs will require further LDDRB review.

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**Available for Tenant, Project I.D. and Wayfinding**

- Integrated hanging assembly
- Cut letters attached to underside of canopy
- Layered cut-out graphics
- Externally illuminated plate letters mounted to spanning structure
- Exposed neon and dimensional letters
- Router-cut panel with brass details
**INTENT**

Canopy Signs are defined by their association with architectural entry canopies. Colors, finishes and materials used for Canopy Signs shall be complementary to the Tenant facade and an integral part of the canopy or architectural element.

**LOCATION**

With an architectural canopy structure located over an entry, only those signs that are mounted to the top of that structure are considered Canopy Signs. If the sign is attached to the face of the canopy, it is considered a Wall Sign. If it is attached to the underside of the canopy, it is considered an Arcade Sign. Canopies must maintain an 8’ clearance above grade.

**ALLOWANCE**

Tenants are allowed one (1) Canopy Sign per entry canopy.

**ILLUMINATION**

Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded. downward facing fixtures are allowed. Exposed or shielded neon is allowed.

**ATTACHMENT DETAILS**

Letterforms/Logos to be secured to the top of the canopy only. Fasteners to be concealed. Sign submittals to be reviewed and approved by Landlord.

**REQUIRED APPROACHES**

1. Dimensional letter and logo forms fabricated from materials that have a painted, gilded or metal finish supported by legs, brackets or panel backgrounds on top of the canopy surface. Non-illuminated Canopy signs are quite acceptable.

2. Letter and logo forms painted, gilded or screen printed onto continuous or individual metal or glass fascia panels. These panel signs can employ external or glowing edge (push-through) illumination. Panels may be layered, with exposed illumination between the layers, to give the sign more visual interest and three-dimensional quality.

3. Opaque faced reverse pan channel letter and logos with edge or halo illumination. These letters and logos will be fabricated using similar materials and finishes as the dimensional letters listed above.

4. Open pan channel letters and logos with exposed neon illumination are encouraged for, but not limited to, entertainment and food & beverage oriented establishments.

**NOTE**

Tenants requesting to add canopies to their storefront display begin with the submission of a revised storefront design application to the Landlord and Denver Landmark Preservation for approval.
INTENT
Awning Signs add to the overall identity of the Tenant’s facade through the use of the Tenant’s awnings, which are often repeated over all windows, between columns, the entire length of the storefront. Awnings may be fabric or rigid, fixed or operable. Awnings must be integrated with the architecture upon which they are mounted. Because of their proximity to the viewer, special care and attention must be made to their craft and finish. Care must be taken to ensure that the fabric, a shorter life-span material, is refreshed/replaced on a regular basis to maintain a high quality product.

LOCATION
Logos, letters, pattern and graphics are to be integral to the awning material, not fastened onto the material. Graphics may be digitally printed, silk screened, masked and painted and then sized with restraint and located only on bottom horizontal band of awning of front face of awning (not on side returns).

ALLOWANCE
Awning Signs may be used over an entry or storefront glazing. Triangular shaped awning structures, with open ends are allowed, arched or bubble shaped awnings are not. Awning Signs must be a minimum of 3’ in depth in order to provide a traditional appearance and adequate shade. Do not use plastic or shiny material. Awning Signage may be placed on multiple awnings so long as the area of each is limited to 4 sq. ft. or less. Graphics applied to a Tenant’s awning must be consistent with the restrictions count as one (1) sign type in a Tenant’s sign program.

REQUIRED AWNING TYPES
1. Stretched high quality canvas fabric over a metal frame. Surfaces should be taught and crisp. Assemblies may be limited to one vertical/sloping surface or may include a vertical valence at their forward edge. Assemblies can be open or closed at their ends.
2. Rigid glass, metal or composite material panels secured by a metal frame over windows. Panels must be sloped to provide shade.
3. High quality operable rigid or fabric assemblies that are able to extend away from and contract back to the building facade.

NOTE
Tenants requesting to add awnings to their storefront display begin with the submission of a revised storefront design application to the Landlord and Denver Landmark Preservation for approval.

Zoning has determined in the past that pattern and striping readily associated with a Tenant’s logo is to be considered signage - even if no text is included and will count towards the Tenant’s sign allowance.

ILLUMINATION
Awning Signs shall not be illuminated

ATTACHMENT DETAILS
Awning sign submittals to be reviewed and approved by Landlord.

Tenant descriptors on vertical surface
Graphics on vertical surface of operable assembly
Vertical surface awning sign
Tenant name on striped valance
Contemporary form, vertical surface graphics
**INTENT**

Street level Window and Door signs provide Tenants with a pedestrian level location to extend their presence and supplement their signage while also maintaining transparency to and from a business. Individual opaque lettering and transparent forms are encouraged over opaque or solid sign panels. The intent is to draw the pedestrian’s eye into a business and create additional interest. This sign type allows Tenants to provide additional messages, such as products, services and atmosphere that are not allowed to be placed on other primary sign types.

Tenants should avoid repeating logos in every widow, when that information already exists on other signs.

2nd and 3rd level Window Signs also serve to identify the extent of a Tenant’s occupancy and supplement their signage program while also maintaining transparency to and from their business. However, unlike street level Window Signs, 2nd & 3rd level Window Signs are allowed to repeat the Tenant’s logo in each window due to their physical separation from the Tenant’s primary street level I.D.

**LOCATION**

Street level Window Signs are to be placed in the lower third of a Tenant’s glazing. Door Signs are typically located at eye-level on the entry door. The Leasing Office entry on Market Street may have a neon sign located at eye-level on the entry door. The Leasing Office entry on Market Street is allowed to have one neon sign suspended inside at eye-level.

**ALLOWANCE**

Window signs are limited to 20% of a Tenant’s window area. Opaque and solid window signs are limited to 10% of the window area. Signs may be placed in multiple windows so long as the area is limited to 4 sq. ft. or less. Door signs are limited to 4 sq. ft. in area. Graphics applied to a Tenant’s windows and doors under these restrictions count as one (1) sign type in a Tenant’s sign program. The Leasing Office entry on Market Street is allowed to have one neon sign suspended inside at eye-level.

**2ND & 3RD LEVEL WINDOW SIGN LIMITATIONS**

1. These opportunities are limited to 2nd/3rd level retail Tenants that have direct street level access.
2. These Tenants must have a fully developed street level signage program in order to extend Window Signs to the 2nd or 3rd levels above.
3. Tenants must treat their 2nd & 3rd level Window Signs in the same manner—by placing their logo or message in the same location, same color and size (with only the message changing, if applicable) from window to window.
4. Different Tenants with abutting bays may have Window Signs in abutting bay windows (no gap required).
5. 2nd & 3rd level Window Signs must be placed in the same location on the windows from Tenant to Tenant across the entire facade of the building. The First Tenant to permit their sign program sets the tone for that facade.
6. As an extension of street level Window Signs, 2nd & 3rd level Window Signs are similarly limited to 20% of a Tenant’s window area.
7. 3rd Level Window Signs preclude Building 1 from having more than (1) Upper Story Wall Sign.

Conversely, if (2) Upper Story Wall Signs are already in place on Building 1, 3rd Level Window Signs are not permitted on Building 1.

**ILLUMINATION**

Typically, Window and Door signs are non-illuminated. Physical signage elements placed within the Tenant’s display zone area may have static, nonobtrusive illumination. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed. Exposed or shielded neon is allowed.

**ATTACHMENT DETAILS**

Typically graphics are applied directly to storefront glazing. Signage elements placed in the display zone area are to be secured with concealed fasteners.

**REQUIRED APPROACHES**

1. Traditional window graphic applications such as metal leaf and sandblasting are particularly appropriate for this historic district.
2. Painted, silkscreened or machine-cut vinyl messaging and graphics.
3. Take advantage of the content allowed on Window Signs that is not allowed elsewhere.
4. Door Signs are typically a combination of logo and hours of operation. This may be the extent of this sign type for many perimeter Tenants.
5. Neon or LED signs affixed to inner window surfaces.

**NOTE**

Window Signs are not to be confused with temporary window displays or graphics which may occupy a greater percentage of a Tenant’s glazing. These expressions are required to remain artful and are not allowed to contain messaging.

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**PHOTO REFERENCE NOTE**

Building types with Window sign examples at right do not accurately represent those of Lower Downtown or the Project. Text takes precedence over the photo examples.
INTENT

Ground Signs are to be avoided in the Lower Downtown District except for wayfinding and unusual circumstances. They may also serve Directory-like purposes: listing multiple Tenants and destinations in a single display and may include a Project I.D. header as part of its content, so long as this element is limited to less than 1 sq. ft.

LOCATION

As wayfinding signs, they are to be located at strategic entry or intersection points: interior Ground Sign location is limited to the intersection of the two interior passageways and shall in no way impede pedestrian travel within the public right-of-way.

ALLOWANCE

This sign type is allowed for wayfinding purposes only. Height is limited to 12’.

ILLUMINATION

Wayfinding signage shall not be illuminated.

ATTACHMENT DETAILS

Flush Ground Signs, those set flush within the poured groundplane surface, would have no visible fasteners. Vertical Ground Signs are to cleanly meet the groundplane surface with no visible fasteners.

REQUIRED APPROACHES

1. Monumental stone, concrete or fabricated cabinet numerals and letters.
2. Monolithic form with painted, applied, cast, carved, router-cut or push through numerals and letters.
3. Artfully conceived three dimensional object or form with integrated numerals or letters.
4. Metal or stone sign panel or individual letters, symbols or graphics set flush into the ground plane. Slip hazard must be considered and solved.

Cast bronze inlaid in concrete

Screen-printed metal blade directional

Blasted stone pavers
• Use high quality materials and finishes that compliment the durable materials found in this historic District.
• Use permanent, durable materials such as metals, metal composites and other high quality materials.
• Signs made of one or two durable materials, such as aluminum, bronze or high quality man-made materials, are generally accepted.
• Avoid using reflective materials.

**ENCOURAGED MATERIALS INCLUDE:**
- Metal: cast, cut-out or fabricated
- Stone
- Glass
- Concrete
- Composite materials
- Wood: care must be taken to ensure its resilience to the elements
- High quality canvas
- Found, reclaimed, recycled or resourced actual objects: Care must be taken to ensure that these are high quality and resilient to the elements.

Selected materials should reflect their use and the anticipated longevity of the sign. Materials should be urban in character, durable, easily maintained and of the highest quality. Elements such as wood should be used selectively and their location should be considered to minimize the potential for damage. The materials used for all freestanding signage shall be designed and constructed to be durable enough to withstand the equipment to be used for snow removal and other maintenance.

Refer to Section 1.7 of the Guidelines for Lower Downtown Historic District, Appendix A for additional guidelines regarding Signage Materials.

**ENCOURAGED SIGN MATERIALS**
- Natural patina finished metals
- Prismatic letterforms with galvanized steel returns
- Weathering metals
- Frosted glass with enamel or vinyl graphics
- Twisted wood letter forms pinned off wood
- Natural wood with cutout letterforms exposing concrete wall
- Stainless steel letterforms pinned off wood
- Composite materials
- Found, reclaimed, recycled or resourced actual objects

**MARKET STATION COMPREHENSIVE SIGN PLAN | SECTION 4 BUILDING SIGNAGE**

4.17
Encouraged Sign Illumination

Signage illumination should be chosen based upon the purpose of the sign, the required legibility and visibility, the anticipated ambient lighting and the competing signage elements in the area(s) in which the signs will be located. All illuminated signs must be controlled by a central timer or photosensitive switch (photo cell) to regulate the sign’s hours of operation, allowing for dimming or non-use during the late night/early morning hours.

• External fixtures: cantilevered or chin-mounted to up or downlight sign surface.
• Exposed or cove-concealed neon
• Deeply carved or acid etched glass with edge illumination
• Halo illumination with silhouetted graphics
• Exposed traditional bulb-pack (or LED equivalent) illumination. Bulbs cannot blink, flash or animate
• Silhouetted opaque faced graphics with glowing returns

Specifically

(1.9a) Do not use an internally-lit plastic or glowing sign box.
(1.9b) Locate the power source for signs so that it is not visible on a building façade.
(1.9c) Do not install exposed conduit, races or junction boxes on the primary elevation of a building, unless it is part of the aesthetic.
(1.9d) Do not cast light on adjacent properties or upper floor residences.
(1.9e) Direct lighting toward a sign from an external shielded lamp if possible.
(1.9f) Use simply designed unobtrusive lamps, such as goose neck lamps or simple contemporary fixtures, for external lighting sources.
(1.9g) Use halo, LED or exposed neon for lighting signs when externally focused lighting is not possible.
(1.9h) Use a warm temperature of light, similar to daylight.
(1.9i) Ensure lighting type, design, size and numbers correspond with signage and building design.

**Examples**

- Recessed neon
- Exposed neon
- Open channel with incandescent lights
- Dimensional metal letters with downlights
- Edge illumination
- Etched graphics on edge
- Lit glass panel
- Down lighting on dimensional letters
In keeping with the high standards of design being applied to the overall Project (including the standards established in the Design Guidelines for the Lower Downtown Historic District), all signage must utilize the highest quality materials and fabrication methods. The following minimum quality standards shall apply to all Tenant signs within the Market Station project:

**GENERAL**

The Environmental Graphic Designers and their project Teams shall be responsible for verifying and ensuring compliance of the sign with all ADA, OSHA, MUTCD, environmental regulations and all other applicable governing code requirements.

Should there be a conflict between these documents and federal, state or local code requirements, code shall take precedence unless a specific agreement has been established with the City of Denver providing a variance to the local codes.

**FABRICATION & INSTALLATION REQUIREMENTS**

- **A. Structural Requirements**
  The Designer shall follow this document for exterior visual appearance. The internal structure, engineered connections, mounting assemblies and foundations shall be developed by the Sign Fabricator as required for each sign type. The structural design shall utilize self-supportive framing and prevent irregularities in exposed surfaces.

- **B. Electrical Requirements**
  All transformers and electrical hardware shall be concealed (i.e. non-audible and non-visible to vehicular and pedestrian traffic) but easily accessible for maintenance and servicing. All connections must be in compliance with the requirements of the NEC and all other applicable governing code requirements. All necessary electrical components and assemblies are to be UL listed, or approved by a nationally recognized testing lab and shall be warranted by the manufacturer against failure for at least ninety days. All conduit, junction boxes and raceways shall be concealed within the sign or the building.

- **C. Lighting**
  All lighting components must be easily accessible for maintenance and servicing. All lighting components shall be constructed per recognized national standards, and/or specific manufacturer’s recommendations. It is strongly encouraged that all illumination shall be provided by LED light sources for longevity, ease of maintenance and life-cycle cost purposes. Unless otherwise noted, the interior of all illuminated enclosures shall be painted bright white to increase reflectivity. Exposed neon shall be warranted against failure for at least three years, all other lighting components shall be warranted for at least ninety days.

- **D. Labeling**
  Manufacturers or testing laboratory labels shall clearly appear on all completed elements, as required by code but shall be located on concealed surfaces.

**MATERIAL & WORKMANSHIP STANDARDS**

- **A. Paints & Finishes**
  Given the potential for abuse, painted finishes should be used sparingly or located at a height less susceptible to abuse. All pretreats, primers, coatings, and finishes shall be applied in strict accordance with the paint manufacturer’s specifications to provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and installed in strict accordance with the paint manufacturer’s specifications to provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the final installation locations. Paints and finishes shall be warranted against color fading, UV damage, cracking, peeling, blistering and other defects in materials or workmanship for a minimum of five years.

- **B. Metals**
  Metals shall be the best commercial quality for the purposes specified and free from defects impairing strength, durability or appearance. Unless specifically designed otherwise as a feature element, all visible seams are to be continuously welded, filled and ground smooth. All sheet metal shall have brake formed edges with radii not greater than sheet thickness. All metals must be treated to prevent corrosion and staining of other finishes.

- **C. Fasteners**
  Unless specifically designed otherwise as a feature element, all exposed fasteners shall be tamper-proof, resistant to oxidation and other corrosion and of a finish to match adjacent surfaces. Concealed fasteners must be resistant to oxidation and corrosion to prevent staining of other finishes.

- **D. Vinyl**
  All vinyl products used on window signs shall be specified and installed in strict accordance with the manufacturer’s recommendations to provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the final installation locations. All vinyl material shall be warranted against color fading, UV damage, delamination and peeling for a period of five years.

- **E. Digital Prints**
  Technological advances in digital printing make this medium ideal for easily updateable content (for use in applications such as window graphics). As such, this material must be periodically refreshed, whether the content has changed or not. All digital prints must provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the Denver region. Unless specifically designed otherwise as a feature element, digital prints shall have a minimum resolution of 200 dpi. Printed products shall be warranted against color fading, UV damage, delamination or peeling for a minimum of five years.

- **F. General Assembly**
  Unless otherwise stated above, all installed elements shall be warranted against manufacturer defects for a minimum of one year and all installed elements shall be warranted against defects in installation or workmanship for a minimum of three years.

- **G. Newly Created Materials**
  Newly created materials meeting the intent of the CSP may be considered for approval based upon the guidelines set forth in Guidelines for Lower Downtown Historic District, Appendix A.
PARAMETERS FOR CHANGEABLE CONTENT

A. CHANGEABLE SIGNS
Commercial signs which advertise or promote an activity and/or sale of merchandise or service of a business use located on the same zone lot.
1. Shall be limited to
   a. Window signs
   b. Projecting Banners with commercial advertising copy
   c. Wall or Ground signs that shield the changing content from the elements (water, wind, sun, etc.)
2. Signs shall meet the following conditions:
   a. Shall be maintained in a clean, orderly and sightly condition;
   b. Shall be placed on the ground and in/on ground level windows/walls only;
   c. Shall be limited in placement to 60 days (except menus, which have no limitation)
   d. May be illuminated from a concealed light source
   e. Illumination shall not flash, blink or fluctuate
   f. Shall not be animated

B. TEMPORARY DEVELOPMENT SIGNS
Signs identifying or advertising new construction, remodeling, rebuilding, development, sale, lease or rental of either a use by right or designated land area shall be permitted for a period of not more than twelve (12) calendar months and shall not be renewed for more than 1 successive period at the same location.
   A. Permitted sign types: Wall, Projecting, Window and Ground
   B. Permitted Maximum number: 2 signs for each front line of the zone lot or designated land area on which the signs are located.
   C. Permitted sign area: 64 square feet for each front line of the zone lot or designated land area on which the sign is located, but not more than 32 square feet per sign.
   D. Permitted height above grade: 25 feet
   E. Permitted location: No limitation
   F. Permitted illumination: May be illuminated but only from a concealed light source, shall not remain illuminated between 2:00 a.m. and 6:00 a.m. (bar closing hours and dawn) and shall not flash, blink, or be animated.

C. TEMPORARY EVENT SIGNS
Temporary commercial signs which advertise or promote a temporary event, activity and/or sale of merchandise or service of a business use located on the same zone lot.
1. Shall be limited to
   a. Window signs
   b. Projecting Banners with commercial advertising copy
   c. Wall or Ground signs that shield the changing content from the elements (water, wind, sun, etc.)
2. Signs shall meet the following conditions:
   a. Shall be maintained in a clean, orderly and sightly condition;
   b. Shall be limited in placement to 45 days
   c. Signs shall not be illuminated

D. TEMPORARY PORTABLE SIGNS
Temporary Portable or Movable signs are A-frame sandwich board type signs or signs mounted on an “H” type base that may be permitted to be placed in the right-of-way. This sign type is regulated and permitted through the Department of Public Works and shall follow these requirements:
1. Sign may only advertise the establishment it is placed in front of and products and services sold or provided by that establishment, the sign may also have non-commercial messages.
2. Signs cannot interfere with the safe and clean passage of pedestrians.
3. Signs must be anchored in the right of way
4. The placement of the sign must comply with the “Public Safety Criteria for Placement of News Racks” pursuant to 45-509 Denver Revised Municipal Code (D.R.M.C.)
5. No more than one (1) sign per street level business with direct street level access, per street front.
6. Signs are required to be removed from the public realm and locked inside the Tenant’s space after hour of operation.
SECTION 5 APPROVAL PROCESS

CSP APPROVAL

Preliminary step by Landlord.

This CSP document is required to be approved by the Zoning Administrator, the Lower Downtown Design Review Board and the Planning Board before its implementation may begin. For the approval of this CSP document, the following criteria were considered:

a. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.
b. Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination and large signs or structures which visually dominate an area.
c. Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached. Such roof signs shall not extend above any building height limit or zoning bulk plane. Portable roof signs, flashing signs and animated signs are prohibited.
d. The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height and location shall be designed so that it will be an attractive and complimentary feature of the building which it serves.
e. Sign design should reflect the existing or desired character of the area. As an example, in a district in which night-time entertainment is concentrated, the intent of this Section 10.10.3.3. is to encourage exciting, iconographic and inventively illuminated signage.
f. Signs shall be professionally designed and fabricated from quality, durable materials.
g. Signs for accessory uses, which are prohibited by other provisions of Division 10.10, are allowed as part of an approved sign plan.

LANDLORD APPROVAL

Tenants shall submit one (1) digital set of their sign program to the Landlord for review and if requested, up to three (3) 11x17 hard copy sets. Also upon Landlord request, the Tenant shall provide drawings stamped and signed by a structural engineer registered in the State of Colorado.

CITY & COUNTY OF DENVER APPROVAL

Second step by Tenants.

It is the Tenant’s responsibility to apply for, and obtain the applicable permits. All signs must comply with this document and all applicable City and County of Denver Codes and requirements. Sign submittals shall be in shop drawing format and drawn to scale at 1/2” = 1’-0” minimum. Shop drawings shall include sign type, dimensions, colored elevations, photographs of existing signs of the same design (if applicable), sections and details, materials, colors, method(s) of illumination, and structural details. The submittal shall also include a complete building elevation showing the proposed signage.

Projecting Signs and Upper Story Signs require further review and approval by the Lower Downtown Design Review Board (LDDRB). All other signs that conform to the approved CPS may be reviewed and approved administratively by Landmark Preservation staff.
Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
PERIMETER ELEVATIONS - PROJECT I.D. - SOUTH BLOCK

Elevation: Bldg 1A & 1B South
SCALE: 1:400

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
PERIMETER ELEVATIONS - PROJECT I.D. - EAST BLOCK

Elevation: Bldg 1B & 2A East
SCALE: 1:400

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

SIGN TYPE LEGEND

1. Wall Signs
2. Plaque/Panel Wall Signs
3. Upper Story Wall Signs
4. Directory Signs
5. Projecting Signs
6. Arcade Signs
7. Canopy Signs
8. Awning Signs
9. Window/Door Signs
10. Ground Signs

Project I.D. Signage
(outline applied to sign types above)

MARKET STATION COMPREHENSIVE SIGN PLAN | SECTION 6 Project Signage

6.3
PERIMETER ELEVATIONS - PROJECT I.D. - NORTH BLOCK

SCALE: 1:400

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

SIGN TYPE LEGEND
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

Project I.D. Signage
(outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
PERIMETER ELEVATIONS - PROJECT I.D. - WEST BLOCK

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

MARKET STATION  COMPREHENSIVE SIGN PLAN  |  SECTION 6  Project Signage
INTERIOR ELEVATIONS - PROJECT I.D. - WEST ELEVATION

MARKET STATION COMPREHENSIVE SIGN PLAN | SECTION 6 Project Signage

6.6
PROJECTION MATERIAL, TBD

Sign wraps corner of fence.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

**SIGN TYPE LEGEND**
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

**Project I.D. Signage**
(outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
INTERIOR ELEVATIONS - PROJECT I.D. - SOUTH ELEVATION

SIGN TYPE LEGEND

1 Wall Signs
2 Plaque/Panel Wall Signs
3 Upper Story Wall Signs
4 Directory Signs
5 Projecting Signs
6 Arcade Signs
7 Canopy Signs
8 Awning Signs
9 Window/Door Signs
10 Ground Signs

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
**Elevation: Bldg 1A East**

**SCALE: 1/16" = 1'-0"**

AFF 5'-0"

Plaque panel sign to be center aligned on column and at 5’ AFF.

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.

**SIGN TYPE LEGEND**
- Wall Signs
- Plaque/Panel Wall Signs
- Upper Story Wall Signs
- Directory Signs
- Projecting Signs
- Arcade Signs
- Canopy Signs
- Awning Signs
- Window/Door Signs
- Ground Signs

**Project I.D. Signage**
(outline applied to sign types above)

Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement. Refer to specific signage criteria in the design principles for allowable sizes.
Colored areas on the elevation represent the corresponding sign type and general overall signage area and placement.

Refer to specific signage criteria in the design principles for allowable sizes.
INTENT
The intent of all Wayfinding signage is to provide identification, information and direction to guests, residents and workers visiting and interacting with the project. These signs provide a general understanding of the project which allows users to move about with confidence and ease. These signs assist the guests, from well-positioned and highly visible identification of the vehicular garage entries, to navigating within the garage, to emerging into the street-level public realm. These signs make the guests aware of the full array of offerings within the project, specifically the locations of high-traffic public-use facilities. Wall Signs are used here to highlight the primary vehicular entry into the project's underground parking garage.

ALLOWANCE
One primary Parking identification sign is planned for the garage entry. This sign will have a small Project Identification component above and garage capacity messages below. Two Project Directories are planned, commensurate with all other pedestrian entries into the project.

ILLUMINATION
Concealed and exposed neon is planned for the garage entry sign. External linear LED fixtures are planned for the directory cases.

ATTACHMENT DETAILS
Signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

LOCATION
Wayfinding Signs are required to be located at strategic decision points in order to be effective. For the garage, this sign is sized and located so as to be seen from a great distance allowing approaching vehicular traffic to make their way into the proper turning lane. This same location is a decision point for pedestrians entering the project. Directory cases are located at this corner to fully inform these guests of the offerings within.
**Project Wayfinding Signage**

**Intent**

The intent of all Wayfinding signage is to provide identification, information and direction to guests, residents and workers visiting and interacting with the project. These signs provide a general understanding of the project which allows users to move about with confidence and ease. These signs assist the guests, from well-positioned and highly visible identification of the vehicular garage entries, to navigating within the garage, to emerging into the street-level public realm. These signs make the guests aware of the full array of offerings within the project, specifically the locations of high-traffic public-use facilities. Arcade Signs are used here to highlight and identify the vehicular entry and exit lanes for the project’s underground parking garage.

**Location**

Wayfinding Signs are required to be located at strategic decision points in order to be effective. For identification, a brightly colored and illuminated arrow is sized and located so as to be seen from a great distance allowing approaching vehicular traffic to make their way into the proper turning lane. These lanes are further identified by oversized, suspended signs, one over each lane. They are positioned to allow for a hang bar to be suspended from their bottoms to represent the minimum height within the garage.

**Allowance**

This garage has a very unusual “left-in, left-out” traffic pattern, quite uncommon in downtown Denver. Size and location are key to these signs’ success in fulfilling their roles to identify this. One large-scale, highlighting arrow is planned and positioned for vehicular approach. One pair of large-scale entry/exit signs are planned for the garage entry.

**Illumination**

The brightly colored arrow is illuminated by exposed neon. The entry/exit identification signs rely upon the reflective properties of the vinyl graphics to make them visible at night.

**Attachment Details**

Signs to be mounted into mortar joints only.

Sign submittals to be reviewed and approved by Landlord.
**INTENT**

The intent of all Wayfinding signage is to provide identification, information and direction to guests, residents and workers visiting and interacting with the project. These signs provide a general understanding of the project which allows users to move about with confidence and ease. These signs assist the guests, from well-positioned and highly visible identification of the vehicular garage entries, to navigating within the garage, to emerging into the street-level public realm. These signs make the guests aware of the full array of offerings within the project, specifically the locations of high-traffic public-use facilities. Projecting Signs are used here to highlight and identify the two most commonly sought public facilities for the project.

**ALLOWANCE**

Both facilities are allowed one highly visible, brightly illuminated, immediately legible, two-sided icon symbol sign. Their projecting orientation allows them to be more visible within the project’s interior passageways.

**ILLUMINATION**

Both signs have brightly illuminated exposed neon planned for their illumination source.

**ATTACHMENT DETAILS**

Signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

**LOCATION**

Wayfinding Signs are required to be located at strategic decision points in order to be effective. For these two facilities, these signs are located above their entries.