TABOR CENTER - 1200 17TH ST
COMPREHENSIVE SIGN PLAN - CSA-2020-0000003-AMEND - 06.24.20

Prepared by ArtHouse Design
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INTRODUCTION - ARTICLE 10

ORGANIZATION OF DOCUMENT

The Introduction of this document describes its intent and identifies the Regulatory Framework as the basis for this Comprehensive Sign Plan. The Introduction also identifies what is not regulated by this document.

The second section is the Approvals Process as outlined for each sign plan applicant.

The third section is the Building Signage Design Guidelines which applies to the building identification and to all businesses operating within the boundaries of the project. This section describes the Design Principles, the different Sign Types – their maximum size and quantity, and suggested Materials & Illumination.

DOCUMENT INTENT

The purpose of this document is to create a policy for a comprehensive and balanced system of signs for the project. The standards are intended to set out a coordinated program for retail/tenant signage. These criteria were developed to aid the tenant in the development of a retail design that emphasizes the merchandise, enhances the product or service, and reinforces the design quality of the building as a whole. It is hoped that tenants will generate imaginative designs for their space with integral, creative graphics and quality merchandising. Tenants are encouraged to express their own unique design statement within the parameters of the criteria outlined in this document.

All tenants must adhere to these criteria and all applicable state and local sign and building codes. Tenants are encouraged to understand the criteria prior to beginning design for their space. At that time, questions should be raised with the Landlord and the City and County of Denver to avoid delays later in the design process.

This Comprehensive Sign Plan (CSP) is intended to support the creation of a unified, integrated and enhanced character for the project, zoned as Downtown Urban Center (D-C), through signage rules and regulations that respond to the unique attributes of the area. This CSP is also intended to ensure that all signage will contribute to the vitality and interest of the project, creating a lively and provocative atmosphere.

The requirements of this Comprehensive Sign Plan shall be supplemented by City and County of Denver regulations and codes in all areas which are not addressed in this document. All City and County of Denver ordinances and regulations remain in full effect except as varied by the Comprehensive Sign Plan.

REGULATORY FRAMEWORK

ZONING

This project lies in the Downtown Urban Center (D-C) zone and Downtown Theater District (D-TD) as established by the City and County of Denver.

This Comprehensive Sign Plan meets the intent for a Large Facility Sign Plan as outlined in the Denver Zoning Code.

IN ACCORDANCE WITH ARTICLE 10, DIVISION 10.10:

Article 10 of the Denver Zoning Code shall govern and control the erection, remodeling, enlarging, moving, operation and maintenance of all signs by permitted uses within all zoning districts established by this chapter. Nothing herein contained shall be deemed a waiver of the provisions of any other ordinance or regulation applicable to signs. Signs located in areas governed by several ordinances and/or applicable regulations shall comply with all such ordinances and regulations.

CRITERIA FOR REVIEW

The criteria for reviewing proposed comprehensive sign plans are as follows “Section 10.10.3.3.C.4 DZC”.

1. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.
2. 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.
3. Roof signs shall not be allowed. No flashing, blinking, fluctuating, animated or portable roof sign is allowed.
4. The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed sign face, including the illumination, support structure, color, lettering, height, an location, shall be designed so that it will be an attractive and complimentary feature of the building which it serves.
5. 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.
6. Signs shall be professionally designed and fabricated from quality, durable materials.
7. Signs for accessory uses, which are prohibited by other provisions of Division 10.10, are allowed as part of an approved sign plan.
CSP APPROVAL

The Comprehensive Sign Plan shall be reviewed and approved by the Zoning Administrator based upon the following criteria and the Criteria for Review listed on page 3 of this document:

- How tenant signage allowances are allocated among all eligible building uses.
- Approximate designated sign locations
- Allowable types of sign construction
- Illumination
- Indication of all sign types and locations.

LANDLORD APPROVAL

Tenants shall submit three 11x17 hard copy sets and one digital set of their sign designs to the Landlord for review and approval.

Sign submittals shall be in shop drawing format and drawn to scale at 1/2” = 1'-0” minimum. Shop drawings shall include sign type, sign dimensions, colored elevations, photographs of existing signs of the same design (if applicable), sign sections and details, materials, colors, methods of illumination, and structural details.

The submittal shall also include a complete building elevation showing the proposed signage. Upon Landlord request, the tenant shall provide drawings stamped and signed by a structural engineer registered in the State of Colorado.

After Landlord’s review and approval, it is the tenant’s responsibility to apply for, and obtain the applicable permits. All signs must comply with the applicable City and County of Denver Codes and requirements.

DESIGN ADVISORY BOARD

All Comprehensive Sign Plans in the following Districts are subject to review for adherence to their adopted Design Standards & Guidelines: D-C, D-TD, D-LD, D-AS, C-CCN-3, C-CCN-4, C-CCN-5, C-CCN-7, C-CCN-8, C-CCN-12, B-5, B-5-T, B-7, B-8-A.

Comprehensive Sign Plans in the D-C and D-TD Downtown Districts and Cherry Creek North District require review by their Advisory Boards prior to recommendation of approval by staff and/or the Planning Board to the Zoning Administrator.

After recommendations of approval by the corresponding board (if applicable) and the Planning Board (if applicable), the Zoning Administrator may approve this Comprehensive Sign Plan with immediate effect.

REVIEW BY PLANNING BOARD

All ‘Large Facility’ Comprehensive Sign Plans require review by the Planning Board

a. The Planning Board shall hold a meeting and shall require that notices be placed on the property by the applicant at least 15 days prior to the meeting. The Planning Board shall also send notice of the proposed plan to any Registered Neighborhood Organizations which are registered pursuant to the provisions of Article III, Chapter 12 of the Revised Municipal Code and whose boundaries are within 3,000 feet of the boundary line of the zone lot of the large facility with the proposed Comprehensive Sign Plan.

The Planning Board shall also send notices to the council members in whose district the large facility is located, and to the at-large council members. Such notices shall be sent at least 30 days prior to the hearing.

b. The Planning Board shall review the staff’s recommendation, the concerns of the public and the criteria for review, and shall provide a recommendation for approval, approval with conditions, or denial to the Zoning Administrator. The Planning Board recommendation shall be forwarded to the Zoning Administrator no later than 15 days following the date of the public meeting.

CITY AND COUNTY OF DENVER

All Comprehensive Sign Plan submittals are subject to review for adherence to the Denver Zoning Code, and any applicable Design Standards & Guidelines as adopted by the Planning Board.

CITY AND COUNTY OF DENVER APPROVAL

All signs are subject to review for adherence to the Denver Zoning Code.

AMENDMENTS TO THE PLAN

Any sign changes or additions requested for the facility after the approval of the comprehensive sign plan, must be reviewed according to the provisions of Article 10 of the Denver Zoning Code.

Approval of revisions to the plan shall be by the same process as the original approval.
This section is intended to be used by all owners, developers, tenants and their designers who will be operating within the Downtown - Urban Center district.

All signs shall conform to the Denver Zoning Code (and the Design Guidelines for Denver Landmark Structures and Districts, the Design Guidelines for Lower Downtown Historic District and/or any Design Guidelines and Standards that might be applicable).

Buildings with ground floor uses shall provide a uniform approach for the application of signage on the ground floor. All signs shall be measured in conformance with Article 10 General Design Standards Division 10.10 Signs of the Denver Zoning Code.

Signage areas shall be provided with electrical power to enable the installation of illuminated signs. All signs shall be constructed of durable materials suited to the urban environment and climate of Denver.

All conduits, junction boxes, and other functional elements shall be completely hidden from view and safely concealed once the sign is installed. No flashing, blinking or fluctuating signs shall be permitted. 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. Roof signs shall not be allowed. No flashing, blinking, fluctuating, animated or portable roof sign is allowed.

All exterior signage should address both the communicative functions of a sign and its aesthetic integration with the overall retail concept. The building's architecture sets the tone for the signage program, and the landlord has established standards for identity signage as outlined in these criteria. It is advised that the tenant engage an environmental graphic designer to work with the retail designer. This will ensure a coordinated design program. Their knowledge of typography, materials, and fabrication contribute to design success. Experienced designers are aware of the interplay between aesthetics and function, and possess the skills necessary to achieve a synthesis of these conflicting factors.

National and regional “standard” storefront concepts and signage are respected; however, some concept modification may be necessary for compliance. Tenant signs and related logo graphics located along the project's perimeter should express a refined urban sophistication through the use of clean and contemporary shapes and forms. The use of similar architectural materials used throughout the building are encouraged so as to create a seamless transition between the building and the tenant space.

All tenant signage should be appropriate to and expressive of the tenant business activity for which they communicate. Tenant sign designs shall be compatible with and an enhancement of the architectural character of the building, expressing scale, color, materials and lighting levels. The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria and the aesthetics of this project.

Tenants should take advantage of the opportunity to use unique two- and three-dimensional forms/shapes, profiles and iconographic images that reflect both the personality of the tenant, product/service and the surrounding building architecture. The tenant is encouraged to use color, typography, pattern, texture and materials to create a dynamic interface with the streetscape. Designs which simply maximize size and volume in rectangular form are not acceptable.

The Signage Design Criteria should act as a guide for the design of the tenant’s signage in conjunction with the provisions of the tenant’s lease with the Landlord. Furthermore, these criteria are subject to revision by the Landlord, and the Landlord’s interpretation of these criteria are final and governing.

All signage designed for exterior identification of a retail store shall comply with the district guidelines building standards and be designed for total compatibility with building finishes, color scheme and lighting levels, in order to maintain a design standard throughout the building. All primary signage will be limited to trade names and shall not include specification of merchandise sold or services rendered, regardless of the tenant's legal name. Corporate crests, logos or insignias may be acceptable pending the Landlord’s approval and provided they are part of the tenant’s name.

All signage requires review by the City and County of Denver Zoning Administrator followed by the issuance of a Sign Permit.

**BUILDING SIGNAGE INTENT**
- To create an organized and inter-related systems of signs, sign structures, lighting and graphics
- To provide high quality sign and graphic design and durable materials appropriate to an urban setting
- To create signs and graphic elements that are appropriate to and expressive of the use they identify
- To create signs and graphic elements that are related to and/or respect the architecture of the building which they serve
- To encourage a variety of signs and graphic elements which are compatible with, and enhance the character of the surrounding district
- To integrate private business signage in a manner that facilitates commerce, enlivens the public realm, and respects the character of the project and surrounding area
- To ensure that the signs of individual buildings and businesses can express a unique identity, while not detracting from the more important wayfinding and identification signage
- To encourage creative sign design.

**DESIGN STANDARDS**
- All building signs shall conform to the Denver Zoning Code.
- Buildings with ground floor uses shall provide a uniform zone for signage over the ground floor.
- All signs shall be measured in conformance with Article 10 General Design Standards Division 10.10 Signs of the Denver Zoning Code.
- The signage zone shall be provided with electrical power to enable the installation of illuminated signs.
- All building signs shall be constructed of durable materials suited to the urban environment and climate of Denver, that also complement the materials found on the building.
- All conduits, junction boxes, and other functional elements shall be completely hidden from view and safely concealed once the sign is installed.
- No flashing, blinking or fluctuating signs shall be permitted for private buildings or businesses. Warm lighting should be used.
PERMITTED SIGN TYPES

Exterior signs for tenants and businesses operating within the District covered by this section of the CSP are:

- Sign Type A.1: Wall Signs – Tenant ID
- Sign Type A.2: Wall Signs – Major Retail Tenant
- Sign Type A.3: Wall Signs – Tenant Plaque
- Sign Type A.4: Wall Signs – Project ID
- Sign Type A.5: Wall Signs – Upper Story Major Tenant
- Sign Type B.1: Canopy Signs – Tenant
- Sign Type B.2: Canopy Signs – Project ID
- Sign Type C.1: Projecting Signs
- Sign Type D.1: Ground Signs – Joint Tenant/Project ID
- Sign Type D.2: Ground Signs – Monument Project ID
- Sign Type E: Awning Signs
- Sign Type G: Window Signs

Refer to pages 21-31 of this document for further definitions of each sign type.

ARTICLE 10 PERMITTED SIGNS

Denver Zoning Code defines a sign as follows:

Sign: 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, motion illumination or projected images. Signs do not include the following:

1. Flags of nations, or an organization of nations, states and cities, fraternal, religious and civic organizations;
2. Merchandise, pictures or models of products or services incorporated in a window display;
3. Time and temperature devices not related to a product;
4. National, state, religious, fraternal, professional and civic symbols or crests;
5. Works of art which in no way identify a product.

CALCULATING SIGNAGE AREA

The area of a sign is determined by the sum of all areas or portions of each triangle, parallelogram, circle, ellipses or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of decorative sign elements; this includes all words, letters, logos, frames, backing, face plates, non structural trim or other components not used for support.

Sign armature or bracing shall not be included in the sign area measurement unless it is made part of the message or face of the sign.

Where a sign has two (2) or more display faces, the area of all faces shall be included in the calculation unless the display faces are back to back and parallel to each other and not more than twenty four inches (24") apart, or form a ”V” type angle of less than ninety degrees (90°).

For regular shaped signs the area of the sign will be computed by using standard mathematical formulas for regular geometric shapes, including, without limitation, triangles, parallelograms, circles, ellipses, or combinations thereof.

In the case of an irregularly shaped sign or a sign with letters or symbols directly affixed or painted on the wall of a building, the area of the sign is the entire area within a single continuous rectilinear perimeter of not more than eight straight lines enclosing the extreme limits of any writing, representation, emblem, or any figure of similar character, together with any material or color forming an integral part or background of the display if used to differentiate such sign from the backdrop of structure against which it is placed, but if a freestanding sign structure is not a fence which functions as such, the sign area shall be the area of the entire structure.

Refer to pages 21-31 of this document for further definitions of each sign type.
### Sign Allowances

#### This Table Details the Specifics Regarding Each Sign Type

**For ground floor and major tenants:** Working with your Landlord and using the attached Site Plan, identify the boundaries of your tenant space in the building. This will show you where your building frontage is. Verify with your Landlord the number of linear feet of frontage you occupy. If you occupy a corner suite, you will have more than one frontage. Measure each frontage separately.

<table>
<thead>
<tr>
<th>Permitted Content</th>
<th>Identification by letter, numeral, symbol or design of the use-by-right by name and use, hours of operation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permitted Types</td>
<td>Wall signs, window signs, projecting signs, ground signs, awning signs, canopy signs and temporary signage.</td>
</tr>
<tr>
<td>Prohibited Sign Types</td>
<td>Rooftop signs, portable signs, inflatable signs, parked motor vehicles located so as to serve as a sign or advertising device, exposed raceways, individual changeable plastic letters, sign boards using explicitly inexpensive materials, painted or printed window sign which cover more than twenty (20) percent of a tenant’s glazing area. Signs that flash, blink, or fluctuate, or which are animated, 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, and commercial flags.</td>
</tr>
<tr>
<td>Permitted Location</td>
<td>No setback is required from any boundary line of the zone lot. Wall signs and projecting signs attached to walls which are adjacent to a street right-of-way line may project into the right-of-way in accordance with D.R.M.C. Chapter 49, Article XIII, Division 8.</td>
</tr>
</tbody>
</table>

**Maximum Quantity**

- **Ground level uses by right with street frontage for each separate building:** Each use by right may have 3 for each street front of the use by right plus 1 additional sign for each 100’ of street frontage in excess of 200’. All other uses by right combined for each separate building 1 sign plus 1 sign for each front line of the zone lot on which the building is located.

  - **A.1: Wall Signs - Tenant ID:** The maximum allowable is one (1) per each tenant exterior wall/facade frontage (no more than two (2) total).
  - **A.2: Wall Signs - Major Retail Tenant:** Maximum of five (5) per address.
  - **A.3: Wall Signs - Tenant Plaque:** Maximum of three (3) for address.
  - **A.4: Wall Signs - Project ID:** Maximum of three (3) for address.
  - **A.5: Wall Signs - Major Tenant:** Maximum of one (1) for address.
  - **B.1: Canopy Signs - Tenant:** Maximum of one (1) per tenant at specified locations as noted in the site plan and elevations of this comprehensive sign plan.
  - **B.2: Canopy Signs - Project ID:** Maximum of one (1) for address at specified location as noted in the site plan and elevation of this comprehensive sign plan.
  - **C.1: Projecting Signs - Tenant ID:** The maximum allowable is one (1) per each tenant exterior wall/facade frontage (no more than two (2) total). Maximum of two (2) per total address. Parking Identification Projecting signs allowed – one at each parking garage entrance as noted in the site plan and elevations of this comprehensive sign plan.
  - **C.2: Ground Signs – Joint Tenant/Project ID:** Maximum of one (1) for address at specified location as noted in the site plan and elevation of this comprehensive sign plan.
  - **E: Awning Signs - Tenant:** The maximum allowable is one (1) per each tenant exterior wall/facade frontage (no more than two (2) total). Maximum of two (2) per total address. Parking Identification Projecting signs allowed – one at each parking garage entrance as noted in the site plan and elevations of this comprehensive sign plan.
  - **G: Window Signs:** The maximum allowable is one (1) per each tenant window pane. Not to exceed twenty percent (20%) of total window area.

**Maximum Area**

- For each use by right 4 square feet of sign area for each linear foot of that portion of the building frontage occupied by a ground level use by right. The resulting sign area is to be applied only to that portion of the building occupied by the use by right and all measurements shall be applied to each street front separately. However, that the total sign area of any use by right shall not exceed 600 square feet and the sign area permitted by this Section shall not be combined with the sign area permitted by any other Section of this chapter.

  - **A.1: Wall Signs - Tenant ID:** The maximum allowable sign area not to exceed 42 sq/ft per sign type.
  - **A.2: Wall Signs - Major Retail Tenant:** Refer to elevations for exact area allowances at each location.
  - **A.3: Wall Signs - Tenant Plaque:** The maximum allowable sign area not to exceed 4 sq/ft per sign type.
  - **A.4: Wall Signs - Project ID:** Refer to elevations for exact area allowances at each location.
  - **A.5: Wall Signs - Major Tenant:** The maximum allowable sign area not to exceed 168 sq/ft.
  - **B.1: Canopy Signs - Tenant:** The maximum allowable sign area not to exceed 12 sq/ft per sign face in sign area.
  - **B.2: Canopy Signs - Project ID:** The maximum allowable sign area not to exceed 12 sq/ft per sign face in sign area.
  - **C.1: Projecting Signs:** The maximum allowable sign area for Tenant Projecting Signs not to exceed 30 cubic ft per sign type. Parking Identification Projecting signs not to exceed 20 cubic ft per sign type.
  - **D.1: Ground Signs – Joint Tenant/Project ID:** The maximum allowable sign area not to exceed 90 sq/ft.
  - **E: Awning Signs - Tenant:** Maximum graphic image area not to exceed twenty percent (20%) of total awning area.
  - **G: Window Signs:** Maximum graphic image area not to exceed twenty percent (20%) of total window area.
**TABOR CENTER - 1200 17TH ST - COMPREHENSIVE SIGN PLAN**

**THIS TABLE DETAILS THE SPECIFICS REGARDING EACH SIGN TYPE**

**For ground floor and major tenants:** Working with your Landlord and using the attached Site Plan, identify the boundaries of your tenant space in the building. This will show you where your building frontage is. Verify with your Landlord the number of linear feet of frontage you occupy. If you occupy a corner suite, you will have more than one frontage. Measure each frontage separately.

<table>
<thead>
<tr>
<th>Maximum Projection</th>
<th>A.1: Walls Signs - Tenant ID:  The maximum projection is two (2) feet from building facade.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A.2: Wall Signs - Major Retail Tenant: The maximum projection is two (2) feet from building facade.</td>
</tr>
<tr>
<td></td>
<td>A.3: Wall Signs - Tenant Plaque: The maximum projection is one (1) inch from building facade.</td>
</tr>
<tr>
<td></td>
<td>A.4: Wall Signs - Project ID:  The maximum projection is two (2) feet from building facade.</td>
</tr>
<tr>
<td></td>
<td>A.5: Wall Signs - Major Tenant:  The maximum projection is two (2) feet from building facade.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Maximum Height Above Grade</th>
<th>A.1: Walls Signs - Tenant ID:  The maximum height above grade is fifteen (15) feet.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A.2: Wall Signs - Major Retail Tenant:  The roofline to which the sign is attached.</td>
</tr>
<tr>
<td></td>
<td>A.3: Wall Signs - Tenant Plaque:  The maximum height above grade is fifteen (15) feet.</td>
</tr>
<tr>
<td></td>
<td>A.4: Wall Signs - Project ID:  The roofline to which the sign is attached.</td>
</tr>
<tr>
<td></td>
<td>A.5: Wall Signs - Major Tenant:  The roofline to which the sign is attached.</td>
</tr>
<tr>
<td></td>
<td>B.1: Canopy Signs - Tenant:  The maximum height above grade is fifteen (15) feet.</td>
</tr>
<tr>
<td></td>
<td>B.2: Canopy Signs - Project ID:  The maximum height above grade is fifteen (15) feet.</td>
</tr>
<tr>
<td></td>
<td>C.1: Projecting Signs:  Minimum height above grade is twelve (12) feet for each Projecting Tenant Sign. The maximum height above grade is fourteen (14) feet for each Parking Identification Projecting Sign.</td>
</tr>
<tr>
<td></td>
<td>D.1: Ground Signs - Joint Tenant/ Project ID:  The maximum height above grade is eighteen (18) feet.</td>
</tr>
<tr>
<td></td>
<td>D.2: Ground Signs - Monument Project ID:  The maximum height above grade is eighteen (18) feet.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum Height Above Grade</th>
<th>A.1: Walls Signs - Tenant ID:  The minimum height above grade is one (1) foot above tenant store frontage.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A.2: Wall Signs - Major Retail Tenant:  The minimum height above grade is eight (8) feet.</td>
</tr>
<tr>
<td></td>
<td>A.3: Wall Signs - Tenant Plaque:  The minimum height above grade is five (5) feet.</td>
</tr>
<tr>
<td></td>
<td>A.4: Wall Signs - Project ID:  The minimum height above grade is eight (8) feet.</td>
</tr>
<tr>
<td></td>
<td>C.1: Projecting Signs:  Minimum height above grade is eight (8) feet for each Projecting Tenant Sign. The minimum height above grade is ten (10) feet for each Parking Identification Projecting Sign.</td>
</tr>
<tr>
<td></td>
<td>E: Awning Signs - Tenant:  The minimum height above grade is eight (8) feet.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Permitted Illumination</th>
<th>G: Window Signs:  The maximum height above grade is fifteen (15) feet.</th>
</tr>
</thead>
</table>

| Animation                                 | Shall not be animated. |

**SIGN ALLOWANCES**

For the following sign types static, unobtrusive illumination is allowed: internal illumination of channel letters, back lit letters (halo), push thru acrylic letters, or a shielded spot light located at top of the sign is allowed. Illumination shall not flash, blink, or fluctuate. Do not install exposed conduit, races, or junction boxes on the primary elevation of the building.

| A.1: Walls Signs - Tenant ID |
| A.2: Wall Signs - Major Retail Tenant |
| A.4: Wall Signs - Project ID |
| A.5: Wall Signs - Major Tenant |

| B.1: Canopy Signs - Tenant |
| B.2: Canopy Signs - Project ID |
| C.1: Projecting Signs:  For projecting signs with exterior lighting: light source should be integrated into armature and be from a shielded source. |
| D.1: Ground Signs - Joint Tenant/ Project ID |

The following sign types shall not be illuminated:

| A.3: Wall Signs - Tenant Plaque |
| D.2: Ground Signs - Monument Project ID |
| E: Awning Signs - Tenant |
| G: Window Signs |

**Animation**

Shall not be animated.
Signed 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 and quantities.

**SIGN TYPE LEGEND: TENANT SIGNAGE**

- A1: Sign Type A.1: Wall Signs - Tenant ID
- A2: Sign Type A.2: Wall Signs - Major Retail Tenant
- A3: Sign Type A.3: Wall Signs - Tenant Plaque
- A4: Sign Type A.4: Upper Story Wall Signs - Project ID
- A5: Sign Type A.5: Upper Story Wall Signs - Major Tenant
- B1: Sign Type B.1: Canopy Signs - Tenant
- B2: Sign Type B.2: Canopy Signs - Project ID
- C1: Sign Type C.1: Projecting Signs
- D1: Sign Type D.1: Ground Signs - Joint Tenant / Project ID
- D2: Sign Type D.2: Ground Signs - Monument Project ID
- E: Sign Type E: Awning Signs
- F: Sign Type F: Arcade Signs - Tenant
- G: Sign Type G: Window Signs - Shown On Elevations Only

**NOTE:** Existing signage is faded in order to distinguish the difference between existing and proposed signage.
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 and quantities.
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 and quantities.
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 and quantities.

Note: Tenants may have either a wall sign or an awning sign, not both.
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 and quantities.

Note: This is a detail of the west corner of S. Larimer and 16th Street. The original elevation on the previous page does not reflect the built condition.
Note: Tenant may have either a wall sign or a canopy sign, not both.

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 and quantities.
Note: This is a detail of the south corner of S. Larimer and 16th Street. The original elevation on the previous page does not reflect the built condition.

Note: Tenant may have either a wall sign or an awning sign, not both.

Awnings must maintain a minimum clearance of 8’-0” AFU.

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 and quantities.
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 and quantities.

The Maximum Allowable Sign Area shall not exceed 168 sq/ft. The Major Tenant Wall Sign shall not exceed 7'-0" in height.
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 and quantities.
Note: Tenant may have either a wall sign or an awning sign, not both.
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 and quantities.
Location reserved for Parking Identification Projecting Sign only. Maximum volume of 20 cubic feet allowed. Parking Identification Projecting Sign not to exceed height of 14’-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 and quantities.

**SIGN TYPE LEGEND: TENANT SIGNAGE**

- **A.1** Sign Type A.1: Wall Signs - Tenant ID
- **A.2** Sign Type A.2: Wall Signs - Major Retail Tenant
- **A.3** Sign Type A.3: Wall Signs - Tenant Plaque
- **A.4** Sign Type A.4: Upper Story Wall Signs - Project ID
- **A.5** Sign Type A.5: Upper Story Wall Signs - Major Tenant

**SIGN TYPE LEGEND: TENANT SIGNAGE**

- **B.1** Sign Type B.1: Canopy Signs - Tenant
- **B.2** Sign Type B.2: Canopy Signs - Project ID
- **C.1** Sign Type C.1: Projecting Signs
- **C.2** Sign Type C.2: Ground Signs - Joint Tenant / Project ID
- **C.3** Sign Type C.3: Upper Story Wall Signs - Major Tenant

- **D.1** Sign Type D.1: Ground Signs - Joint Tenant / Project ID
- **D.2** Sign Type D.2: Ground Signs - Monument Project ID

- **E.1** Sign Type E: Awning Signs
- **F.1** Sign Type F: Arcade Signs - Tenant
- **G.1** Sign Type G: Window Signs - Shown On Elevations Only

Scale: NTS
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 and quantities.
INTENT
To identify tenants with a ground floor entrance.

ALLOWANCE
The maximum allowable is one (1) Tenant ID Wall Sign per each tenant exterior wall/facade frontage (no more than two (2) total).

No part of the sign shall project above or below the sign zone that is identified on the elevations. Tenant Wall Signs not to exceed height of fifteen (15) feet and may not project more than two (2) feet from building facade.

For each use by right, the maximum allowable area is four (4) square feet of sign area for each linear foot of that portion of the building frontage occupied by a ground level use by right. The maximum allowable sign area not to exceed forty two (42) square feet per face in sign area. The resulting sign area is to be applied only to that portion of the building occupied by the use by right and all measurements shall be applied to each street front separately. However, the total sign area of any use by right shall not exceed six hundred (600) square feet.

LOCATION
A Wall Sign - Tenant ID is located at pre-determined locations as indicated in the site plan and elevations of this Comprehensive Sign Plan. Wall Signs - Tenant ID to be centered vertically above entryway or windows.

MATERIALS
All signage must utilize the highest quality materials and fabrication methods. Please refer to page 35 of this document for more specific information about materials standards for signage.

ATTACHMENT DETAILS
These signs are mounted flush to building facade or window mullions with concealed mechanical fasteners.

All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION
Static, unobtrusive illumination allowed. Internal illumination of channel letters, back lit letters (halo), push thru acrylic letters, or a shielded spot light located at top of the sign is allowed. Illumination shall not flash, blink, or fluctuate.

THE FOLLOWING APPROACHES ARE REQUIRED:
- Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3-dimensional form to the signage components.
- Tenant logo/logo type is not allowed to fill the entire designated sign zone.
- Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
- Sign/sign armature attachment to building facade with custom designed metal armature/brackets.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three dimensional logo or iconographic elements are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.
- No back-lit sign boxes will be allowed.
- No raceway will be allowed.

ENCOURAGED EXAMPLES
INTENT
To identify the major retail tenants within individual buildings by either name or logotype. Major Retail Tenants occupy a majority of their floor in the retail portion of the project.

ALLOWANCE
Maximum of five (5) Major Retail Tenant Wall Signs (A.2) for address. Major Retail Tenant Wall Signs not to project more than two (2) feet from building facade.

Refer to elevations for exact area allowances at each location. The sign area is to be applied only to that portion of the building occupied by the use by right and all measurements shall be applied to each street front separately. However, that the total sign area of any use by right shall not exceed six hundred (600) square feet.

LOCATION
Major Retail Tenant Wall Signs are located at pre-determined locations as indicated in the site plan and elevations of this Comprehensive Sign Plan. Major Tenant Retail Wall Signs to be centered with architectural features as shown on elevation, on primary façades of building frontage.

MATERIALS
All signage must utilize the highest quality materials and fabrication methods. Please refer to page 35 of this document for more specific information about materials standards for signage.

ATTACHMENT DETAILS
These signs are mounted flush to building facade or window mullions with concealed mechanical fasteners.

All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION
Static, unobtrusive illumination allowed. Internal illumination of channel letters, back lit letters (halo), push thru acrylic letters, or a shielded spot light located at top of the sign is allowed. Illumination shall not flash, blink, or fluctuate.

THE FOLLOWING APPROACHES ARE REQUIRED:
- Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.
- Tenant logo/logo type should not fill the entire designated sign zone.
- Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
- Sign/armature attachment to building facade with custom designed metal armature/brackets.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three dimensional logo or iconographic elements are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.
- No back-lit sign boxes will be allowed.
- No raceway will be allowed.

ENCOURAGED EXAMPLES
INTENT

These are two-dimensional flat mount, flush or bas relief panels, plaques or thin cabinets located on columns and to be centered with architectural features as shown on elevation.

ALLOWANCE

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. Maximum of one Tenant Plaque Wall Sign per tenant. Tenant Plaque Wall Signs not to exceed two (2) feet in height and not to project more than one (1) inch from building facade. All Tenant Plaque Wall Signs must be square in shape.

LOCATION

Tenant Plaque Wall Signs are located at pre-determined locations as indicated in the site plan and elevations of this Comprehensive Sign Plan. Tenant Plaque Wall Signs to be centered within architectural stone framework on primary columns of building facade as shown on elevation.

MATERIALS

All signage must utilize the highest quality materials and fabrication methods. Please refer to page 35 of this document for more specific information about materials standards for signage.

ATTACHMENT DETAILS

These signs are mounted flush to building columns with concealed mechanical fasteners.

All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION

Shall not be illuminated.

THE FOLLOWING APPROACHES ARE REQUIRED:

- Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.
- Tenant logo/logo type should not fill the entire designated sign zone.
- Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
- Sign/armature attachment to building facade with custom designed metal armature/brackets.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three dimensional logo or iconographic elements are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.
- No back-lit sign boxes will be allowed.
- No raceway will be allowed.

EXISTING SIGNAGE

ENCOURAGED EXAMPLES
INTENT
To identify the 1200 17th Street project.

ALLOWANCE
Maximum of three (3) Project ID Wall Signs for address. Project ID Wall Signs not to exceed seven (7) feet in height and not to project more than two (2) feet from building facade.

LOCATION
Project ID Wall Signs are located at pre-determined locations as indicated in the site plan and elevations of this Comprehensive Sign Plan. No part of the sign shall project above or below the sign zone that is identified on the elevations.

Refer to elevations for exact area allowances at each location. The sign area is to be applied only to that portion of the building occupied by the use by right and all measurements shall be applied to each street front separately. However, that the total sign area of any use by right shall not exceed six hundred (600) square feet.

MATERIALS
All signage must utilize the highest quality materials and fabrication methods. Please refer to page 35 of this document for more specific information about materials standards for signage.

ATTACHMENT DETAILS
These signs are mounted flush to building facade or window mullions with concealed mechanical fasteners, or at approved mounting bracket locations.

All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION
Static, unobtrusive illumination allowed. Internal illumination of channel letters, back lit letters (halo), push thru acrylic letters, or a shielded spot light located at top of the sign is allowed. Illumination shall not flash, blink, or fluctuate. Illumination shall not flash, blink, or fluctuate.

THE FOLLOWING APPROACHES ARE REQUIRED:
- Project logo to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.
- Project logo should not fill the entire designated sign zone.
- Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
- Sign/sign armature attachment to building facade with custom designed metal armature/brackets.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three dimensional logo or iconographic elements are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.
- No back-lit sign boxes will be allowed.
- No raceway will be allowed.

EXISTING SIGNAGE

ENCOURAGED EXAMPLES
INTENT
To identify a major tenant within individual buildings by either name or logotype. Major Tenants occupy at least one full floor of the office portion of the project.

ALLOWANCE
Maximum of two (2) Upper Story Major Tenant Wall Signs (A.5) per address.

Refer to elevations for exact area allowances at each location.
The sign area is to be applied only to that portion of the building occupied by the use by right and all measurements shall be applied to each street front separately. However, that the total sign area of any use by right shall not exceed six hundred (600) square feet.

LOCATION
Upper Story Major Tenant Wall Signs are located at pre-determined locations as indicated in the site plan and elevations of this Comprehensive Sign Plan. Upper Story Major Tenant Wall Signs to be centered with architectural features as shown on elevation, on primary façades of building frontage.

MATERIALS
All signage must utilize the highest quality materials and fabrication methods. Please refer to page 35 of this document for more specific information about materials standards for signage.

ATTACHMENT DETAILS
These signs are mounted flush to building facade or window mullions with concealed mechanical fasteners.

All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION
Static, unobtrusive illumination allowed. Internal illumination of channel letters, back lit letters (halo), push thru acrylic letters, or a shielded spot light located at top of the sign is allowed. Illumination shall not flash, blink, or fluctuate.

THE FOLLOWING APPROACHES ARE REQUIRED:
• Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.
• Tenant logo/logo type should not fill the entire designated sign zone.
• Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
• Sign/armature attachment to building facade with custom designed metal armature/brackets.
• All designs subject to review for scale and proportion relative to the building architectural context.
• Three dimensional logo or iconographic elements are encouraged.
• Cut-out letters with fabricated returns and shapes encouraged.
• No back-lit sign boxes will be allowed.
• No raceway will be allowed.

ENCOURAGED EXAMPLES

SIGN TYPE A.5 UPPER STORY WALL SIGNS – MAJOR TENANT
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.

ALLOWANCE
Only the graphics including lettering and logos shall be used in calculating total allowable sign area. The maximum allowable sign area not to exceed twelve (12) square feet per face in sign area.

LOCATION
Tenant Canopy Signs are located at a pre-determined locations as indicated in the site plan and elevations of this Comprehensive Sign Plan. These signs to be mounted above the canopy structure to accent entries. When adding signage to canopies, keep signage contained within the outer limits of the canopy or mount above canopy.

MATERIALS
All signage must utilize the highest quality materials and fabrication methods. Please refer to page 35 of this document for more specific information about materials standards for signage.

ILLUMINATION
Sign can have simple, unobtrusive external or internal illumination. Illumination shall not flash, blink or fluctuate.

ATTACHMENT DETAILS
Lettering/Logo to be attached to top of canopy with concealed fasteners (see drawing).

THE FOLLOWING APPROACHES ARE REQUIRED:
• Dimensional letters and logo forms fabricated from metal materials that have a painted, gilded or metal finish. These letters should be illuminated with edge or 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 warm color temperature.
• Letter and logo forms painted, gilded or screen printed onto continuous or individual metal or glass fascia panels. These panel signs can employ external, edge or limited area internal illumination (defined as glowing push through letters or graphics, not the entire panel surface). Panels may be layered to give the sign more visual interest and a three-dimensional quality.
• Reverse pan channel letter and logos with edge illumination. These letters and logos will be fabricated using similar materials and finishes as the dimensional letters listed above.
• Open pan channel letters and logos with exposed neon illumination are encouraged for, but not limited to, entertainment and food & beverage oriented establishments.

ENCOURAGED EXAMPLES

*NOTE: FABRICATOR TO DETERMINE FINAL ENGINEERING ATTACHMENT DETAILS

SUPPORTED, NON-ILLUMINATED LETTERS

FACEMOUNTED GRAPHICS, INTERNAL ILLUMINATION

SUSPENDED, NON-ILLUMINATED LETTERS

OPEN PAN CHANNEL LETTERS AND LOGOS

Internally Illuminated Pan Channel Letters and Logos

Reverse Pan Channel Letter and Logos

Supported, Non-Illuminated Letters

Face-mounted Graphics, Internal Illumination

Suspended, Non-Illuminated Letters

Open Pan Channel Letters and Logos with Exposed Neon Illumination

Encouraged for, but not limited to, entertainment and food & beverage oriented establishments.
INTENT
To identify a tenant in a building. Projecting signs should serve to enliven the pedestrian environment with unique, expressive and iconic shaped signage, or to create well-crafted, three-dimensional objects which are iconic and sculptural.

ALLOWANCE
The maximum allowable is one (1) Projecting Sign per each tenant frontage (no more than two (2) total per tenant). The maximum allowable sign area for Tenant Projecting Signs not to exceed thirty (30) cubic feet in area per sign. Projecting signs are limited to a rectangular sign boundary area of sixteen (16) square feet. No part of the sign shall encroach with a vertical plane measured two feet from the edge of the adjacent street pavement. Parking Identification Projecting Signs not to exceed twenty (20) cubic feet per sign type.

LOCATION
Projecting Signage is located at the pre-determined locations as indicated in the site plan and elevations. This signage should be centered on columns or centered at locations in which they are placed. Locate projecting signs at or immediately above ground level, advertising uses with direct street level access (e.g., ground floor, garden level, etc.)

Projecting Signage not to exceed height of twelve (12) feet. Minimum height above grade is eight (8) feet and may project no more than seven (7) feet out from a building. Signs shall be mounted no less than six (6) inches and no more than one (1) foot away from the building wall.

ATTACHMENT DETAILS
A recommended armature will be used as a guide by all tenants for mounting their projecting sign. The Landlord will provide the tenant with detailed drawings and specifications for this armature. Sign hardware should be consistent with building design standards. This approach is intended to limit physical damage to the building and minimize anchor points. All projecting signs brackets to be installed into mortar joints or wood materials, rather than masonry. Refer to page 26 for recommended armature details.

MATERIALS
Painted metal or metal composite, hardwoods, acrylic, non-illuminated push-through type. Please refer to page 35 of this document for more specific information about materials standards for signage.

ILLUMINATION
Sign can have simple, unobtrusive halo, neon or external illumination. Exterior lighting should be integrated into armature and be from a shielded source. Do not install exposed conduit, races, or junction boxes on the primary elevation of the building. Illumination shall not flash, blink or fluctuate.

OTHER
Extraneous information, such as services provided by the business, telephone numbers, hours of operation, etc. is not permitted. Keep wording and logos to a minimum on a three-dimensional object, but ensure that any wording is readable.

THE FOLLOWING APPROACHES ARE REQUIRED:
• Iconographic or sculptural elements
• Metal frame/hardware to reflect approved architectural material and color palettes.
• Projecting signs that are three-dimensional
• Abstracted, exaggerated or embellished interpretations of literal forms are preferred.
• Projecting signs should be:
  • 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.
  • Appropriate to and expressive of the business or activity for which they are displayed.
  • Creative in the use of unique three (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.
  • Of high quality, durable materials appropriate to an urban setting

SIGN TYPE C.1 PROJECTING SIGNS

ENCOURAGED EXAMPLES
**Projecting Sign Armature**

- **Scale:** 1/2" = 1' - 0"

- **Paint finish:** armature/hardware Gunmetal steel frame to match architectural accents

- **When using exterior lighting, it should be integrated into armature and be from a shielded source.**

- **Final load/engineering requirements to be determined by engineer/fabricator**

- **TENANT DESIGN HERE NOT TO EXCEED SIGN BOUNDARY OF 16 SQ. FT.**

- **SIGN TYPE C.1 RECOMMENDED**

- **PROJECTING SIGN ARMATURE**
INTENT
The purpose of Joint Tenant/Project ID Ground Signs is identifying the project as well as the tenants occupying space within it.

ALLOWANCE
Only one sign will be allowed for the project. The ground sign for the complex may have a maximum height of eighteen (18) feet above finished grade and is not to exceed ninety (90) square feet in area.

LOCATION
The Joint Tenant/Project ID Ground Sign is located at a pre-determined location as indicated in the site plan and elevations of this Comprehensive Sign Plan. Locate in a high traffic area out of the public right of way.

MATERIALS
Painted metal or metal composite, stone, concrete, acrylic push-through type, cast resin or wood. Please refer to page 35 of this document for more specific information about materials standards for signage.

ILLUMINATION
Sign can have simple, unobtrusive internal or external LED illumination. Illumination shall not flash, blink or fluctuate.

THE FOLLOWING APPROACHES ARE REQUIRED:
- Monolithic form with applied, cast, carved, router-cut or push through numerals and letters.
- Artfully conceived three dimensional object or form with integrated numerals or letters.

ENCOURAGED EXAMPLES
ENCOURAGED EXAMPLES

THE FOLLOWING APPROACHES ARE REQUIRED:

- Monumental stone, wood, concrete or fabricated cabinet numerals and letters. Setting should include landscaping.

- Monolithic form with applied, cast, carved, router-cut or push through numerals and letters.

- Artfully conceived three dimensional object or form with integrated numerals or letters.
INTENT
Tenant Awning Signs add to the overall identity of the tenant’s facade, which often stretch the entire length of the storefront.

ALLOWANCE
Only the graphic vertical face portion of the awnings shall be used in calculating total allowable sign area, including the front face, valance, and side faces. Maximum graphic image area not to exceed twenty percent (20%) of total awning area. Graphics on awnings that extend into the right of way are limited to six (6) square feet per surface.

A tenant may have either a wall sign or an awning, not both.

LOCATION
Awnings are located at a predeterminate locations as indicated in the site plan and elevations of this Comprehensive Sign Plan. Awnings must maintain a minimum clearance of eight (8) feet above the sidewalk.

MATERIALS
Awnings shall be stretched high quality canvas fabric over a metal frame. Please refer to page 35 of this document for more specific information about materials standards for signage.

ILLUMINATION
Awnings shall not be illuminated.

OTHER
Awnings may be fabric or rigid, fixed or operable. Awnings must be integrated with the architecture upon which they are mounted.
**INTENT**
To identify the entrance and hours of operation, identify the tenants storefront and display windows and create visual interest for the tenant.

**ALLOWANCE**
Vinyl graphics should not exceed twenty percent (20%) of the total window area with ten percent (10%) allowed to be opaque or solid. Place opaque or solid areas appropriately to avoid blocking visibility in and out of a window.

All words or pictures located on a window or door shall be considered signs and shall meet all criteria for signage defined herein and shall be permitted as signs by the City and County of Denver.

**LOCATION**
Window signage to be centered within the proposed signage area indicated by the elevations within this Comprehensive Sign Plan. Maximum height for window signage is five (5) feet. Window signs are to be located at eye level on doors or adjacent to entrances.

**MATERIALS**
High-quality, exterior grade vinyl with UV resistant inks for printed graphics, fade-resistant, color-fast vinyls or hand-painted signs. Please refer to page 35 of this document for more specific information about vinyl standards for window signage.

**ATTACHMENT DETAILS**
Install directly to tenant glass.

**ILLUMINATION**
Shall not be illuminated.

### THE FOLLOWING APPROACHES ARE ENCOURAGED:
- Maximum graphic image area not to exceed twenty percent (20%) of total window area.
- Message height is recommended to be at eye level for Window Signs. See elevations for more specific location guidance.
- This is digitally cut vinyl or hand painted graphics applied to the interior (second surface if single paned glass, fourth surface if double paned glass) surface of the window.
- Do not repeat business wording and logos in every window when this information already exists on other signage.
- Provide secondary information on products, services, etc. not available on other signs.
- Plan window signage to draw the pedestrian’s eye into a business and to create additional interest.
- Use door signage to identify business name, address, hours of operation and a possible logo if needed.
In keeping with the high standards of design being applied to the overall project, all signage must utilize the highest quality materials and fabrication methods. The following minimum quality standards shall apply to all signs:

GENERAL
The environmental graphic designers and their project teams shall be responsible for verifying and ensuring compliance of the signage 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 and County 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.

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.

D. FASTENERS
Exposed metal components shall be warranted for at least three years and all other lighting components shall be warranted for at least ninety days.

D. LABELING
Manufacturer’s or testing laboratory labels shall clearly appear on all completed elements, as required by code but shall be located on secondary or less obvious surfaces.

MATERIAL & WORKMANSHIP STANDARDS

When selecting final materials to be used for the wayfinding signage, the design must bear in mind the unsecured, urban environment in which these signs will be installed and the high potential for their abuse. Furthermore, these signs will likely be in place for an extended period of time, materials should be selected for longevity.

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 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
All 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 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 updatable content. 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 this document.
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.

- Porcelain enamel, high pressure laminate graphics
- Fabricated letters, natural metal finishes
- Accent painted surfaces
- Carved/cast stone, cement or composite material
- Glass with enamel or vinyl graphics
- Stainless steel, wood
- Patina finish letters, open metal, exposed neon
- Clean and discrete letters
- Push-through graphics
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 acrylic and 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.

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 hours of operation.

It is additionally encouraged that the controls for the lighting allow for dimming during the late night/early morning hours. Locate and design sign illumination to minimize impacts on the building and its surrounding context.

Do not use an internally-lit plastic or glowing box. Locate the power source for signs so that it is not visible on a building façade.

Do not install exposed conduit, races or junction boxes on the primary elevation of a building.

Do not cast light on adjacent properties or upper-floor residences.

Direct lighting toward a sign from an external shielded lamp if possible.

Use simply designed unobtrusive lamps, such as goose-neck lamps or simple contemporary fixtures, for external lighting sources.

Use halo, LED or exposed neon for lighting signs when externally focused lighting is not possible. Use a warm temperature of light, similar to daylight.

Ensure lighting type, design, size and numbers correspond with signage and building design.
In order to maintain a high level of quality and a character appropriate to the project, the sign types and fabrication methods described below will not be permitted for any businesses or developments within its limits. All signs are subject to the review and approval of the City and County of Denver Zoning Administrator.

The following identity sign types are prohibited:

- Internally illuminated signs with vacuum formed plastic faces.
- Internally illuminated box signs with exposed acrylic or stretched vinyl sheet faces without additional materiality and layering.
- Internally illuminated awnings.
- Parked motor vehicles and/or trailers intentionally located so as to serve as a sign or advertising device.
- Signs with exposed raceways.
- Signs with individually changeable plastic letters.
- Sign boards using explicitly inexpensive materials.
- Painted or printed window signs which cover more than twenty (20) percent of a tenant’s glazing area.
- Off the shelf portable signs that do not reflect the quality demanded of this district.
- Inflatable signs

### PROHIBITED BUILDING SIGN TYPES

- Large internally illuminated acrylic faces
- Exposed raceways, head trimcap
- More than 20% of window area with graphics
- Vacuum formed plastic faces
- Internally illuminated awnings
- Low quality off-the-shelf portable signs
- Off-site outdoor advertising device
- Temporary inflatables or any kind