## INTRODUCTION

Types of Comprehensive Plans ................................................. 03
Organization of Document ..................................................... 03
Document Intent ..................................................................... 03
Regulatory Framework ........................................................... 03
Criteria for Review.................................................................. 03

## APPROVALS PROCESS

Comprehensive Sign Plan Approval ......................................... 04
Landlord Approval .................................................................... 04
City and County of Denver Approval ........................................ 04
Review by Planning ................................................................. 04
Amendments to the Plan .......................................................... 04

## BUILDING SIGNAGE

Building Signage - Design Principles ...................................... 05
Building Signage - Definitions ............................................... 06
Sign Allowances ................................................................. 07
Location Plans ...................................................................... 08-10
Elevations .......................................................................... 11-18

### Sign Types by Construction:

- Sign Type A. Wall Signs: Project ID ....................................... 19
- Sign Type A.1. Wall Signs: Upper Story Tenant ID ............... 20
- Sign Type A.2. Wall Signs: Tenant ID .................................... 21
- Sign Type B. Canopy Signs: Project ID ............................... 22
- Sign Type C. Window Sign .................................................. 23
- Sign Type D. Awning Sign: Tenant ID ................................. 24
- Sign Type E. Projecting Signs: Tenant ID ......................... 25
- Sign Type F. Ground Signs: Joint Identification ................. 26

- Material & Performance Requirements ............................... 27
- Acceptable Building Sign Material Examples ..................... 28
- Acceptable Sign Illumination Examples .............................. 29
- 500 Feet Buffer Zone Map .................................................. 30
- Prohibited Sign Fabrication Methods ................................. 31
COMPREHENSIVE SIGN PLAN

Comprehensive Sign Plans (CSP) are a means to achieve a coordinated and balanced system of signs and street graphics. There are three types of CSPs:

a. Vital Sign Plan
b. Large Facility Plan
c. Supplemental Building Plan

A vital sign plan is required in downtown zone districts for all projecting or banner signs, or if a marquee or canopy sign is desired for uses without direct street access. The downtown zone districts include the following: Denver Zoning Code: D-C, D-TD, D-LD, D-AS, D-AS-12+, D-AS-20+, D-CPV-T, D-CPV-R and D-CPV-C Former Chapter 59: B-5, B-5-T, B-7, and B-8-A. A vital sign plan is not required for projecting signs in the Golden Triangle (B-8-G; D-GT).

Vital sign plans are used in downtown zone districts to encourage urban, innovative signs and street graphics that help foster a unique downtown shopping and commercial area and facilitate simple, pleasant communication between people and their environment.

A large facility plan is used for facilities located in mixed-use commercial or non-residential zone districts that have at least 50,000 sq. ft. of ground-floor area or 100,000 sq. ft. of zone lot area (which can include contiguous zone lots). Large facility sign plans allow for flexibility in the size, type, and location of signs in order to accommodate complex layouts of large facilities, while maintaining a coordinated program of high-quality signage.

c. Supplemental Sign Plans

Supplemental building sign plans are sign plans for specific buildings within a large facility comprehensive sign plan. These may be used for projects that add buildings over time and require a comprehensive and balanced system of signage for each new building, while meeting the standards, locations, and size allowances detailed in the over arching large facility comprehensive sign plan.

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 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.

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

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 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 an Urban Center Neighborhood District (C-RX-B), 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.

This Comprehensive Sign Plan is intended to support the creation of a unified, integrated and enhanced character for the project, zoned as a C-RX-8, 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.

REGULATORY FRAMEWORK

ZONING

This project lies in the Urban Center Neighborhood District (C-RX-B) 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.

Signs permitted in all Districts

Sign Area Measurement

All signage is subject to a Sign Permit issued by the City and County of Denver.

CRITERIA FOR REVIEW

The criteria for reviewing proposed comprehensive sign plans are as follows “Process to Establish Comprehensive Sign Plan · Criteria for Review”.

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 and 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 signage, 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 10.10.33 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:

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 and 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 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 the Denver Zoning Code are allowed as part of an approved sign plan.

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 Landlord and the City and County of Denver to avoid delays later in the design process.

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.

b. The Planning Board shall 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.

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 and this Comprehensive Sign Plan.

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.
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 be 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. Exceptions to these specifications are rare but will be considered if, in the Landlord’s opinion, the sign design is of exceptional merit and architectural quality. Such exceptions must be approved in advance by the Landlord. As with all undertakings, the ultimate success of this project depends on the positive contributions of all participants.

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 sign design 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 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 standards outlined in Article 10 of the Denver Zoning Code and sections pertaining to C-RX-8 zone district.
- Buildings with ground floor uses shall provide a uniform zone for signage over the ground floor.
- The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context. 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.
- 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 is to encourage exciting, iconographic, and inventively illuminated signage.
- 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 and area.
- The signage zone shall be provided with electrical power to enable the installation of illuminated signs.
- All building signs shall be professionally designed and 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 animated, blinking, fluctuating or flashing signs shall be permitted for private buildings or businesses. Roof signs shall not be allowed.
PERMITTED SIGN TYPES
Exterior signs for tenants and businesses operating within the District covered by this section of the CSP are:

A. Wall Signs: Project ID
A.1. Wall Signs: Upper Story Tenant ID
A.2. Wall Signs: Tenant ID
B. Canopy Signs: Project ID
C. Window Sign
D. Awning Sign: Tenant ID
E. Projecting Signs: Tenant ID
F. Ground Signs: Joint Identification

Refer to pages 19-26 of this document for further definitions of each sign type.

ARTICLE 13 DEFINITIONS
The Denver Zoning Code defines a sign as follows:

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:

- Flags of nations, or an organization of nations, states and cities, fraternal, religious and civic organizations;
- Merchandise, pictures or models of products or services incorporated in a window display;
- Time and temperature devices not related to a product;
- National, state, religious, fraternal, professional and civic symbols or crests;
- 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.

**Diagram 1:**
\[ \text{Sign area} = XY \]

**Diagram 2:**
\[ \text{Sign area} = X_1Y_1 + X_2Y_2 \]

**Diagram 3:**

Max letter height (Y) = 10" for all caps
12" for hanging cap, 10" for remaining lower case

Max height (Y) = 24" for all lines
no single line of text over 10"

**Diagram 4:**

**Diagram 5:**

**Diagram 6:**

**Diagram 7:**

Max height (Y) = 24" for all lines
no single line of text over 10"
**The Tables Below Details the Specifics Regarding Each Sign Type**

For ground floor 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 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 or conditional use by name, use, hours of operation, services offered and events.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permitted Types</td>
<td>Wall, canopy, window, awning, projecting and ground signs, except that projecting signs are prohibited for uses without direct street access on the ground story.</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), and commercial flags.</td>
</tr>
<tr>
<td>Permitted Location</td>
<td>Wall, window, canopy and awning signs: Shall be set back from the boundary lines of the zone lot on which the same distance as a building containing a use by right or conditional use; provided, however, wall signs may project into the required setback space the permitted depth of the sign. Ground signs: Shall be set in at least 5 feet from every boundary line of the zone lot. In no case shall there be more than 1 ground sign applied to any street front and shall have a maximum height of 12 feet AFG. Projecting Signs: Projecting graphics may project no more than 5 feet out from a building. Projecting signs shall not exceed the height of the parapet of the building on which mounted. Projecting signs shall not be placed less than 8 feet apart.</td>
</tr>
</tbody>
</table>

**Maximum Area**

- Wall Signs: Project ID - to identify the project. Maximum of 5 signs, or 2 signs for each front line of the zone lot on which the use by right or conditional use is located.
- A. Wall Signs: Upper Story Tenant ID - to identify the main tenant. Maximum of 1 sign per building, 2 total on site.
- A.2. Wall Signs: Tenant ID - to identify the tenant. Maximum of 1 sign for each store frontage. A tenant is allowed a wall or awning sign, not both. B. Canopy Signs: Project ID - to identify main entrances to condominiums and apartments. Maximum of 5 signs, or 2 signs for each front line of the zone lot on which the use by right or conditional use is located. 
- C. Window signs: To identify the entrance and hours of operation, identify the tenants storefront and display windows and create visual interest for the tenant and for project entrances. Maximum of twenty percent (20%) of total ground level storefront window area.
- D. Awning Sign: Tenant ID - to identify tenant storefronts. Maximum of 1 sign for each store frontage. A tenant is allowed a wall or awning sign, not both. E. Projecting Signs: To identify tenant storefronts. Each user may display 1 projecting sign adjacent to every street upon which the user has frontage and an entry, or 1 projecting sign at the corner of a building where the user has 2 frontages, provided that the approval of the manager of public works has been given pursuant to the provisions of Section 49-436 of the Revised Municipal Code.
- F. Ground Signs: Joint Identification - To identify the project and its tenants, and/or provide wayfinding information. Maximum of one (1) joint identification for the site. |

**Maximum Projection**

- Wall signs: twenty four (24) inches. Projecting signs: may project no more than five (5) feet out from a building. Projecting signs shall not exceed the height of the parapet of the building on which mounted. 
- Projecting signs shall not be placed less than 8’ apart. |

**Maximum Height Above Grade**

- A. Wall Signs: Project ID - see elevations for allowable locations 
- A.1. Wall Signs: Upper Story Tenant ID - the roof line to which the sign is attached 
- A.2. Wall Signs: Tenant ID - limited to the area above the storefront as illustrated on elevations. 
- B. Canopy Signs: Project ID - shall be mounted to the face of the canopy only. 
- C. Window signs: area limited to middle window panels, as illustrated on elevations. 
- D. Awning Sign: Tenant ID - shall be attached directly to architectural awning. 
- E. Projecting signs: The top of any projecting sign may be no higher than 15 feet above the sidewalk or ground story finished floor level, whichever is higher. 
- F. Ground Signs: Joint Identification - 12 ft. |

**Minimum Height Above Grade**

- D. Awning Sign: Tenant ID - area limited to 1-6’ tall attached to metal awning face. 
- E. Window signs: area limited to middle window panels, as illustrated on elevations. 
- F. Projecting signs: 8’-0” to bottom AFG. |

**Permitted Illumination**

- All Sign Types: May be illuminated but only from a concealed light source. Flashing signs are prohibited. May be illuminated but shall not flash, blink or fluctuate. All 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.
- Upper Story Tenant ID signs shall not be illuminated after 11PM. Signs located above the second floor as defined by the architectural fenestration on the exterior of each respective building and visible from any point 5’0” above the boundary line of a protected (zone) district within 500 feet of the sign location shall be dimmed or turned off after 11pm to avoid objectionable brightness or glare on residential uses in those protected districts. “Glare” is defined as, “The sensation produced when a source of light in excess of 1650 lumens is directly visible or light that is so bright that it causes annoyance, discomfort, or loss in visual performance.” (Ord. No. 228-05, § 1, eff. 4/15/05) |

**Additional Standards for Sign Type E: Projecting Sign:**

- Illumination of projecting signs shall be permitted by direct, indirect, neon tube, light emitting diode (LED), and fluorescent illumination for users with over 20 linear feet of frontage. Users with fewer than 20 linear feet of frontage may have direct external illumination only. 
- Fully internally-illuminated plastic sign boxes with internal light sources are prohibited. 
- Projecting signs may use a variety of illuminated colors. |

**Animation**

- Shall not be animated. Flashing illumination, animated graphics, and signs that blink, fluctuate or change graphics or messages more than once an hour are prohibited.
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 A: Wall Signs: Project ID
Sign Type A.1: Wall Signs: Upper Story Tenant ID
Sign Type A.2: Wall Signs: Tenant ID
Sign Type C: Window Signs (shown in elevation only)
Sign Type D: Awning Signs: Tenant ID
Sign Type B: Canopy Signs: Project ID
Sign Type E: Projecting Signs: Tenant ID
Sign Type F: Ground Signs - Joint Identification

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.
Level 9 Location Plan

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:

A - Sign Type A: Wall Signs: Project ID
A.1 - Sign Type A.1: Wall Signs: Upper Story Tenant ID
A.2 - Sign Type A.2: Wall Signs: Tenant ID
B - Sign Type B: Canopy Signs: Project ID
C - Sign Type C: Window Signs (shown in elevation only)
D - Sign Type D: Awning Signs: Tenant ID
E - Sign Type E: Projecting Signs: Tenant ID
F - Sign Type F: Ground Signs - Joint Identification
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**

**SIGN TYPE LEGEND**

- A: Sign Type A: Wall Signs: Project ID
- A.1: Sign Type A.1: Wall Signs: Upper Story Tenant ID
- A.2: Sign Type A.2: Wall Signs: Tenant ID
- B: Sign Type B: Canopy Signs: Project ID
- C: Sign Type C: Window Signs (shown in elevation only)
- D: Sign Type D: Awning Signs: Tenant ID
- E: Sign Type E: Projecting Signs: Tenant ID
- F: Sign Type F: Ground Signs - Joint Identification

**KEY PLAN**

ZIA NODO - 990 W 41ST AVE. & 4055 N. INCA ST. - COMPREHENSIVE SIGN PLAN
ZIA NODO - 990 W 41ST AVE. & 4055 N. INCA ST. - COMPREHENSIVE SIGN PLAN

A.2

Tenant Signage Zone

No tenant signage shall be mounted above the allowed signage zone.

CANTOPY SIGNS NOT TO EXCEED 1'-6" HEIGHT

Scale: 1/8" = 1' - 0"

PARTIAL ELEVATION

1. Partial Elevation - North (41st Ave.) - Tenant Entrance

Scale: 1/8" = 1' - 0"

2. Partial Elevation - North (41st Ave.) - ZIA Condominiums Entrance

Scale: 1/8" = 1' - 0"

SIGN TYPE LEGEND

A. Sign Type A: Wall Signs: Project ID
A.1. Sign Type A.1: Wall Signs: Upper Story Tenant ID
A.2. Sign Type A.2: Wall Signs: Tenant ID
B. Sign Type B: Canopy Signs: Project ID
C. Sign Type C: Window Signs (shown in elevation only)
D. Sign Type D: Awning Signs: Tenant ID
E. Sign Type E: Projecting Signs: Tenant ID
F. Sign Type F: Ground Signs - Joint Identification

KEY PLAN

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.

ZIA NODO - 990 W 41ST AVE. & 4055 N. INCA ST. - COMPREHENSIVE SIGN PLAN

12
Project Elevation - East (Inca St.)

Scale: 3/32" = 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**

- **A** Sign Type A: Wall Signs: Project ID
- **A.1** Sign Type A.1: Wall Signs: Upper Story Tenant ID
- **A.2** Sign Type A.2: Wall Signs: Tenant ID
- **B** Sign Type B: Canopy Signs: Project ID
- **C** Sign Type C: Window Signs (shown in elevation only)
- **D** Sign Type D: Awning Signs: Tenant ID
- **E** Sign Type E: Projecting Signs: Tenant ID
- **F** Sign Type F: Ground Signs - Joint Identification

**KEY PLAN**
PARTIAL ELEVATION

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

A  Sign Type A: Wall Signs: Project ID
A.1 Sign Type A.1: Wall Signs: Upper Story Tenant ID
A.2 Sign Type A.2: Wall Signs: Tenant ID
B  Sign Type B: Canopy Signs: Project ID
C  Sign Type C: Window Signs (shown in elevation only)
D  Sign Type D: Awning Signs: Tenant ID
E  Sign Type E: Projecting Signs: Tenant ID
F  Sign Type F: Ground Signs - Joint Identification

KEY PLAN

ZIA NODO – 990 W 41ST AVE. & 4055 N. INCA ST. • COMPREHENSIVE SIGN PLAN

14
Project Elevation - South (40th St.)

Scale: 1/32" = 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**

- **A** Sign Type A: Wall Signs: Project ID
- **A1** Sign Type A: Wall Signs: Upper Story Tenant ID
- **A2** Sign Type A: Wall Signs: Tenant ID
- **B** Sign Type B: Canopy Signs: Project ID
- **C** Sign Type C: Window Signs (shown in elevation only)
- **D** Sign Type D: Awning Signs: Tenant ID
- **E** Sign Type E: Projecting Signs: Tenant ID
- **F** Sign Type F: Ground Signs - Joint Identification

**KEY PLAN**
**ELEVATION**

**SIGN TYPE LEGEND**

- **A** Sign Type A: Wall Signs: Project ID
- **A.1** Sign Type A.1: Wall Signs: Upper Story Tenant ID
- **A.2** Sign Type A.2: Wall Signs: Tenant ID
- **B** Sign Type B: Canopy Signs: Project ID
- **C** Sign Type C: Window Signs (shown in elevation only)
- **D** Sign Type D: Awning Signs: Tenant ID
- **E** Sign Type E: Projecting Signs: Tenant ID
- **F** Sign Type F: Ground Signs - Joint Identification

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.
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SIGN TYPE LEGEND

- Sign Type A: Wall Signs: Project ID
- Sign Type A.1: Wall Signs: Upper Story Tenant ID
- Sign Type A.2: Wall Signs: Tenant ID
- Sign Type B: Canopy Signs: Project ID
- Sign Type C: Window Signs (shown in elevation only)
- Sign Type D: Awning Signs: Tenant ID
- Sign Type E: Projecting Signs: Tenant ID
- Sign Type F: Ground Signs – Joint Identification

KEY PLAN
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**
To identify the project.

**ALLOWANCE**
Each use may have the greater number of the following: 5 signs; or 2 signs for each front line of the zone lot on which the use is located. No part of the sign shall project above or below the sign zone that is identified on the elevations.

**LOCATION**
Refer to location plans and elevations for allowed locations.

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

**ILLUMINATION**
May be illuminated but only from a concealed light source. Flashing signs are prohibited. Shall not flash, blink or fluctuate. All 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.

**THE FOLLOWING APPROACHES ARE ENCOURAGED:**
- Project identification/logo/logo type to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components or painted on brick.
- Project identification/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/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.

**SIGN TYPE A**
**WALL SIGNS - PROJECT ID**

- Dimensional letters on clean rail for added depth
- Dimensional logo pin mounted on brick facade
- Modern metal letters
- Painted or heat applied vinyl mural with ghost effect
**INTENT**
To identify the main tenant.

**ALLOWANCE**
Maximum of 1 (one) sign per building, 2 (two) total on site.
No sign shall exceed 150 sf.

**LOCATION**
To wrap adjacent façades, just below roof line. Placement of sign is encouraged to be aligned with architectural design elements.

**ATTACHMENT DETAILS**
Sign to be mechanically fastened to building façade. All attachment hardware to be painted to match architecture and to be concealed when possible.

All structural, mechanical, wind bearing/load-bearing & break-away requirements to be determined by qualified/contracted engineer.

**ILLUMINATION**
May be illuminated but only from a concealed light source. Flashing signs are prohibited. Shall not flash, blink or fluctuate. All 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. Upper Story Tenant ID signs shall not be illuminated after 11PM.

Signs located above the second floor as defined by the architectural fenestration on the exterior of each respective building and visible from any point 5’0” above the boundary line of a protected (zone) district within 500 feet of the sign location shall be dimmed or turned off after 11pm to avoid objectionable brightness or glare on residential uses in those protected districts.

“Glare” is defined as, “The sensation produced when a source of light in excess of 1650 lumens is directly visible or light that is so bright that it causes annoyance, discomfort, or loss in visual performance.”

(Ord. No. 228-05, § 1, eff. 4-15-05)
INTENT
To identify tenants.

Wall signs are used to identify a tenant space. These guidelines are intended to ensure wall sign designs enhance the architectural character of a building and its context.

ALLOWANCE
The maximum allowable is 1 wall sign: tenant ID per each tenant exterior wall/facade frontage (no more than 2 total). A tenant is allowed a wall or awning sign, not both.

LOCATION
Directly above the tenant entrance and/or above tenant storefront to coordinate with architectural design elements.

No part of the sign shall project above or below the sign zone that is identified on the elevations.

ATTACHMENT DETAILS
All connecting hardware to be concealed unless it is an integral part of the sign design. These signs are mounted to the brick facade above retail entrances.

ILLUMINATION
May be illuminated but only from a concealed light source. Flashing signs are prohibited. Shall not flash, blink or fluctuate. All 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.

THE FOLLOWING APPROACHES ARE REQUIRED:
- Sign area is limited to directly above the tenant entrance and/or above tenant storefront to coordinate with architectural design elements.

THE FOLLOWING APPROACHES ARE ENCOURAGED:
- 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/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.

SIGN TYPE A.2 WALL SIGNS - TENANT ID
- Dimensional letters on clean rail for added depth
- Simple metal letters with contrast to brick background
- Slim but visible letters with material shift for contrast
- Modern metal letters

- Cut-out letters with fabricated returns and shapes encouraged.
INTENT
To identify main entrances to condominiums and apartments.

ALLOWANCE
Maximum of one (1) canopy sign per entrance.

LOCATION
Refer to location plans and elevations for allowed locations.

ATTACHMENT DETAILS
These signs are mounted to the canopy with concealed mechanical fasteners. All connecting hardware to be concealed unless it is an integral part of the sign design.

ILLUMINATION
May be illuminated but only from a concealed light source. Flashing signs are prohibited. Shall not flash, blink or fluctuate. All 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.

THE FOLLOWING APPROACHES ARE ENCOURAGED:
• Design to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.
• Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
• All designs subject to review for scale and proportion relative to the building architectural context.
• Cut-out letters with fabricated returns and shapes encouraged.
INTENT
To identify the entrance and hours of operation, identify the tenants storefront and display windows and create visual interest for the tenant and for project entrances.

ALLOWANCE
Vinyl graphics should not exceed 20% of the total window area with 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.

Pattern/graphics may be installed on windows, but shall not contain any text. Limit opaque and solid materials to no more than 10 percent of a window’s area, and place appropriately to avoid blocking visibility in and out of a window.

LOCATION
If any window signs are located on a door they must meet the following design standards: Use door signage to identify business name, address, hours of operation and a possible logo if needed.

ATTACHMENT DETAILS
Install directly to tenant glass.

ILLUMINATION
Shall not be illuminated.

THE FOLLOWING APPROACHES ARE ENCOURAGED:
• Message height is recommended to be at eye level for door 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.
• Avoid repeating 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.

SIGN TYPE C WINDOW SIGNS

One brand color on front door

Primary logo in color with hours

Brand support on multiple windows

Simple white laser-cut vinyl
**INTENT**
To identify tenant storefronts.

**ALLOWANCE**
The maximum allowable is 1 awning sign per tenant. A tenant is allowed a wall or awning sign, not both.

**LOCATION**
Awnings must be architecturally aligned to complement the building and the storefront. Awnings are located at pre-determined locations as indicated in the location plans and elevations of this Comprehensive Sign Plan.

**ILLUMINATION**
May be illuminated but only from a concealed light source. Flashing signs are prohibited. Shall not flash, blink or fluctuate. All 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.

**ATTACHMENT DETAILS**
These signs are mounted to the face of the metal awning with concealed mechanical fasteners. All connecting hardware to be concealed unless it is an integral part of the sign design.

**THE FOLLOWING APPROACHES ARE ENCOURAGED:**
- Push-through illuminated letters
- The logo/tenant name shall not fill the entire backer panel
- Cut-out letters with fabricated returns applied to face of or pin mounted to backer panels.
INTENT
To identify tenants storefronts.
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
Each user may display 1 projecting sign adjacent to every street upon which the user has frontage and an entry, or 1 projecting sign at the corner of a building where the user has 2 frontages, provided that the approval of the manager of public works has been given pursuant to the provisions of Section 49-436 of the Revised Municipal Code.

LOCATION
A Tenant Projecting Sign is located at pre-determined locations as indicated in the elevations and should be centered on columns or centered at locations on 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 graphics must clear sidewalks by at least eight (8) feet in height and may project no more than five (5) 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.

Signs shall not be placed less than eight (8) feet apart unless they meet the following criteria: A. The signs work together to make a unified and compatible design that is stronger as a group than it would be as a single sign or multiple signs widely separated. B. The sign group is compatible with the building architecture, reinforcing the design intent of a significant building feature such as a primary entry.

ILLUMINATION
- Illumination of projecting signs shall be permitted by direct, indirect, neon tube, light emitting diode (LED), and fluorescent illumination for users with over 20 linear feet of frontage. Users with fewer than 20 linear feet of frontage may have direct external illumination only.
- Fully internally-illuminated plastic sign boxes with internal light sources are prohibited.
- Projecting signs may use a variety of illuminated colors.

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 ENCOURAGED:
- 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.
  - 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.
  - 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.
**INTENT**
To identify the project and its tenants, and/or provide wayfinding information.

**ALLOWANCE**
Maximum of one (1) joint identification for the site. Permitted maximum height above grade: 12 feet. The total sign area shall not exceed 200 square feet.

**LOCATION**
Shall be set back at least 5 feet from every boundary line of the zone lot.

**ATTACHMENT DETAILS**
All structural, mechanical, wind bearing, load-bearing & break-away requirements to be determined by qualified/contracted engineer.

**ILLUMINATION**
May be illuminated but only from a concealed light source. Flashing signs are prohibited. May be illuminated but shall not flash, blink or fluctuate. All 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.

**THE FOLLOWING APPROACHES ARE ENCOURAGED:**
- Signs must be consistent with or complement the building, hardscape and existing signage material palettes.
- Use permanent, durable materials such as metals, metal composites, and other high quality materials. Do not use signs with plastic faces.

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**SIGN TYPE F GROUND SIGNS – JOINT IDENTIFICATION**

**Dimensional numbers with vinyl tenants**

**Dark modern metal cabinet**

**All natural stone with stud-mounted glass panels**

**Natural stone base with white logos**
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.

Should exposed neon components be used, they shall be warranted against failure 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**

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 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 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.

Standards and Guidelines for Signs in the Lower Downtown Historic District (if applicable)
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.

ACCEPTABLE BUILDING SIGN MATERIAL EXAMPLES

- 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
- Clean and discrete letters
- Push-through graphics
- Patina finish letters, open metal, exposed neon
- Sonicville sounds & music
- Condor
- A D’ACTES HEMIKA
- ENERGÍA NATURAL
- ZIA NODO - 990 W 41ST AVE. & 4055 N. INCA ST. - COMPREHENSIVE SIGN PLAN
- ZIA NODO - 990 W 41ST AVE. & 4055 N. INCA ST. - COMPREHENSIVE SIGN PLAN
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 required that the controls for the lighting allow for dimming during the late night/early morning hours. Static, unobtrusive illumination is allowed. Illumination shall be back-lit letters (halo), edge-lit letters or a shielded spot light located at the top of the sign.

Wall Signs above 2nd Floor

Signs located above the second floor as defined by the architectural fenestration on the exterior of each respective building and visible from any point 5’0” above the boundary line of a protected (zone) district within 500 feet of the sign location shall be dimmed or turned off after 11pm to avoid objectionable brightness or glare on residential uses in those protected districts.

“Glare” is defined as, “The sensation produced when a source of light in excess of 1650 lumens is directly visible or light that is so bright that it causes annoyance, discomfort, or loss in visual performance.” (Ord. No. 228-05, § 1, eff. 4-15-05)

Standards and Guidelines for Signs in the Lower Downtown Historic District (if applicable)

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.
Signs located above the second floor as defined by the architectural fenestration on the exterior of each respective building and visible from any point 5'0" above the boundary line of a protected (zone) district within 500 feet of the sign location shall be dimmed or turned off after 11pm to avoid objectionable brightness or glare on residential uses in those protected districts.

“Glare” is defined as, “The sensation produced when a source of light in excess of 1650 lumens is directly visible or light that is so bright that it causes annoyance, discomfort, or loss in visual performance.” (Ord. No. 228-05, § 1, eff. 4-15-05)
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 individual 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

![Large internally illuminated acrylic faces](image1)

![Exposed raceways, head trim cap](image2)

![More than 20% of window area with graphics](image3)

![Vacuum formed plastic faces](image4)

![Large internally illuminated acrylic faces](image5)

![Internally illuminated awnings](image6)

![Off-site outdoor advertising device](image7)

![Temporary inflatables or any kind](image8)