NorthCreek
Comprehensive Sign Plan

Table of Contents

Introduction
Organization of Document 3
Document Intent 3
Regulatory Framework 3
Criteria for Review 3

Building Signage
Design Principles 4
Signage Definitions 5
Sign Allowance Tables 6-8
Location Plans 9-10
Elevations 11-16

Sign Types by Construction:
Sign Type A: Wall Signs 17
Sign Type B: Projecting Signs 18
Sign Type C: Window Signs 19
Sign Type D: Canopy Signs 20
Sign Type E: Arcade Signs 21
Sign Type F: Awning Signs 22
Sign Type G: Ground Signs 23

Material and Performance Requirements 24
Acceptable Building Sign Material Examples 25
Acceptable Sign Illumination Examples 26
Prohibited Building Sign Types 27

Approval Process
Landlord Approval 28
Comprehensive Sign Plan Approval 28
Cherry Creek North DAB Approval 28
A. ORGANIZATION OF DOCUMENT

This document begins with the document's intent and identifies the Regulatory Framework — the language drawn from previous documents and criteria that form the basis of 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.

B. DOCUMENT INTENT

The purpose of this document is to create a policy for a comprehensive and balanced system of signs for NorthCreek, Cherry Creek North. 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 NorthCreek, zoned as PUD-G district, 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.

C. REGULATORY FRAMEWORK

Zoning - This project is located in the Cherry Creek North Subarea 1 District and zoned PUD-G, as established by the City and County of Denver.

In accordance with Denver Zoning Code.

This Article 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.

D. CRITERIA FOR REVIEW

The criteria for reviewing proposed comprehensive sign plans are as follows:

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 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, are allowed as part of an approved sign plan.

8) Signs shall conform to the Design Standards & Guidelines for Cherry Creek North.
Design Principles

BUILDING SIGNAGE INTENT

To integrate private business signage in a manner that facilitates commerce, enlivens the public realm, and respects the character of NorthCreek 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 and the Design Standards and Guidelines for Cherry Creek North District if applicable.

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 sign 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.

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.

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.

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 to assure 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 to work with the retail designer to assure a seamless transition between the building and the tenant space.

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.

This section is intended to be used by all Owners, Developers, Tenants, their Designers, and the City of Denver who will be operating within NorthCreek - Cherry Creek North District.
Signage Definitions

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

A: Wall Signs
B: Projecting Signs
C: Window Signs
D: Canopy Signs
E: Arcade Signs
F: Awning Signs
G: Ground Signs

ARTICLE 13. RULES OF MEASUREMENT AND DEFINITIONS

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:

a. Flags of nations, or an organization of nations, states and cities, fraternal, religious and civic organizations;

b. Merchandise, pictures or models of products or services incorporated in a window display;

c. Time and temperature devices not related to a product;

d. National, state, religious, fraternal, professional and civic symbols or crests;

e. Works of art which in no way identify a product.

c. Time and temperature devices not related to a product;

d. National, state, religious, fraternal, professional and civic symbols or crests;

e. Works of art which in no way identify a product.

CALCULATING SIGNAGE AREA

The area of a sign is determined by the sum of all areas or portion 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 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 of sign area calculations]
SIGN ALLOWANCES

INTENT

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 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.

ALLOWABLE MAXIMUM SIGN AREA

This table details the specifics regarding each sign type. The table is subject to the following modifications:

### Permitted Content
Identification by letter, numeral, symbol or design of the use-by-right by name and use, hours of operation, services, and products offered, events and prices of products and services.

### Permitted Sign Types
Wall, awning, canopy, arcade, window, ground, and projecting signs.

### Prohibited Sign Types
Portable signs, sandwich boards, rooftop signs, 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.

### Maximum Quantity
The total maximum number of signs per use by right is five (5) signs, which may include one (1) projecting sign and a combination of other sign types allowed by the zoning standard up to (5) total. Refer to CCN Sign Standards for maximum sign area requirements per use by right.

- Projecting Sign: One (1) projecting sign permitted up to 30lf of frontage; one (1) additional projecting sign is allowed for each 25lf of frontage. Refer to CCN standards for additional requirements.

### Maximum Area
The permitted maximum sign area for each individual use by right is 50 square feet or the total permitted sign area determined by one of the following provisions, whichever is the greater: provided, however, that no sign shall exceed 200 square feet in area nor shall the total permitted sign area of any single use by right exceed 600 square feet:

A. For a zone lot containing only 1 use by right. 1 square foot of sign area for each linear foot of street front of the zone lot; provided, however, that in computing the area of such signs, the measurement of not more than 2 front lines, 1 contiguous with the other, shall be used.

B. For a zone lot having 2 or more uses by right. For each use by right, 1.5 square feet of sign area for each linear foot of that portion of building frontage occupied by the use by right, for the first 200 feet of building frontage, then 1 square foot of sign area for each linear foot of building frontage thereafter.

Window signs: 20% of total ground level storefront window area.

### Maximum Projection
- Wall sign: Six (6) inches.
- Upper story wall sign: Nine (9) inches.
- Projecting sign: 4'-6" (54) inches.

### Maximum Height Above Grade
A. Wall Signs: The roof line to which the sign is attached; Fifteen (15) feet for Ground Floor Tenants. NOTE: At 105 Fillmore, tenant frontage facing East 1st Avenue, twenty-six (26) feet is allowed.

B. Projecting Signs: Fifteen (15) feet and shall not exceed the height of the parapet of the building on which mounted.

C. Window Signs: Fifteen (15) feet.

D. Canopy Signs: Tenant: To be determined by canopy height and signage allotments.

E. Arcade Signs: To be determined by canopy height and signage allotments.

F. Awning Signs: Tenant: To be determined by awning height and signage allotments.

G. Ground Signs: Joint Tenant / Project ID: Twelve (12) feet.

### Minimum Height Above Grade
- Projecting Signs: Tenant, Project ID, Awning Signs, and Canopy Signs: Eight (8) feet.

### Location
- Shall be set in at least 5 feet from every boundary line of the zone lot; provided, however, wall or projecting signs may project into the required setback space the permitted depth of the sign.

### Permitted Illumination
May be externally 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. Refer to Sign Illumination Examples for specifics.

Animation
- Shall not be animated.
<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>SIGN TYPE</th>
<th>LOCATION</th>
<th>ALLOWANCE/DIMENSIONS</th>
<th>QUANTITY</th>
<th>INTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.1</td>
<td>Wall Sign, Project ID</td>
<td>100 Detroit Street</td>
<td>50 square feet maximum.</td>
<td>1 (one) per Project frontage.</td>
<td>To display project name/address, non-tenant ID sign.</td>
</tr>
<tr>
<td>A.2</td>
<td>Wall Sign, Project ID</td>
<td>2800 Second Avenue</td>
<td>25 square feet maximum.</td>
<td>1 (one) per Project frontage.</td>
<td>To display project name/address, non-tenant ID sign.</td>
</tr>
<tr>
<td>A.3</td>
<td>Wall Sign, Project ID</td>
<td>105 Fillmore Street</td>
<td>25 square feet maximum.</td>
<td>1 (one) per Project frontage.</td>
<td>To display project name/address, non-tenant ID sign.</td>
</tr>
<tr>
<td>A.4</td>
<td>Wall Sign, Project ID</td>
<td>2800 East Second Avenue</td>
<td>12.5 square feet maximum.</td>
<td>2 (two) medallions.</td>
<td>To display project name (logo), non-tenant ID sign.</td>
</tr>
<tr>
<td>A.9</td>
<td>Wall Sign, Project ID</td>
<td>4 (four) each on Detroit Street</td>
<td>225 square feet maximum total – optional signs to replace type C.1 signs as indicated on table below.</td>
<td>6 (six) locations to replace existing C.1 signs.</td>
<td>To identify the NorthCreek project as well as provide a Tenant directory along the east and west frontages for vehicle and pedestrian viewing.</td>
</tr>
<tr>
<td>B.1</td>
<td>Projecting Sign, Directional</td>
<td>100 Detroit Street</td>
<td>50 square feet maximum. Bottom of sign must be at least 8 feet from finished grade.</td>
<td>1 (one) per Project frontage.</td>
<td>To identify and direct vehicles to driveway entry.</td>
</tr>
<tr>
<td>B.2</td>
<td>Projecting Sign, Directional</td>
<td>2 (two) on Detroit Street and 2 (two) on Fillmore Street</td>
<td>1.25 square feet, single face or 2.5 square feet, double face. Bottom of sign must be at least 8 feet from finished grade.</td>
<td>4 (four) total, 2 (two) on Detroit Street and 2 (two) on Fillmore St.</td>
<td>To identify and direct pedestrians to parking garage entry doors.</td>
</tr>
<tr>
<td>B.3</td>
<td>Projecting Sign, Directional</td>
<td>100 Detroit Street</td>
<td>25 square feet. Bottom of sign must be at least 8 feet from finished grade.</td>
<td>1 (one) per Project frontage.</td>
<td>To identify and direct vehicles to driveway entry.</td>
</tr>
<tr>
<td>C.1</td>
<td>Window Sign, Joint Tenant ID</td>
<td>6 (six) existing locations. First is at east pedestrian entry to parking garage on Fillmore Street, second is at west pedestrian entry to the parking garage on Detroit Street, and the third is at west entry to the vehicle parking entry on Detroit Street, both sides of garage entrance. Window sizes vary. Full coverage of windows. 225 square feet maximum total. The use of the type C.1 signs will be limited for multi-tenant, wayfinding, and for the shopping center itself. Signs shall be applied over spandrel glazing not to limit the transparency of the retail glazing for the retail center. The use of these C.1 signage locations for individual tenant signage will be prohibited. The type C.1 window signs may be upgraded to an illuminated wall sign of the same size at a future date. These multi-tenant, wayfinding wall signs are indicated in this table as type A.9.</td>
<td>6 (six) existing locations. Review/approval of additional locations is required.</td>
<td>To identify the NorthCreek project as well as provide a Tenant directory along the east and west frontages for vehicle and pedestrian viewing.</td>
<td></td>
</tr>
<tr>
<td>SYMBOL</td>
<td>SIGN TYPE</td>
<td>LOCATION</td>
<td>ALLOWANCE/DIMENSIONS</td>
<td>QUANTITY</td>
<td>INTENT</td>
</tr>
<tr>
<td>--------</td>
<td>-----------</td>
<td>----------</td>
<td>----------------------</td>
<td>----------</td>
<td>--------</td>
</tr>
<tr>
<td>A.5</td>
<td>Wall Sign, Typical Tenant ID</td>
<td>Within Middle Sign Bounding Area above Tenant entry/storefront.</td>
<td>25 square feet maximum sign area.</td>
<td>1 (one) per tenant frontage.</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
<tr>
<td>A.6</td>
<td>Wall Sign, Primary Tenant ID</td>
<td>Within Upper Sign Bounding Area above Tenant entry/storefront.</td>
<td>144 square feet maximum sign area. Any of the four suggested sign locations are appropriate for signage, however, only two of the proposed sign locations can be used for signage at any given time at its maximum sign size. Future signage should be appropriately integrated into the architectural design of the building.</td>
<td>If the signs are the maximum allowable size, then a maximum of 2 (two) signs.</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
<tr>
<td>A.7</td>
<td>Wall Sign, Tenant ID</td>
<td>Within Lower Sign Bounding Area near Tenant entry/storefront.</td>
<td>30 square feet maximum sign area.</td>
<td>1 (one) per tenant frontage.</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
<tr>
<td>B.4</td>
<td>Projecting Sign</td>
<td>Within Middle Sign Bounding Area above Tenant entry/storefront.</td>
<td>Maximum sign area not to exceed 16 square feet for double faced sign, 8 sq ft per side. Bottom of sign must be at least 8 feet from finished grade.</td>
<td>1 (one) per tenant frontage.</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
<tr>
<td>C.2</td>
<td>Window Sign (Tenant ID)</td>
<td>On Tenant windows and entry doors.</td>
<td>No more than 20% of a window area to ensure visual transparency in and out of shop windows. Limit opaque and solid materials to no more than 10% of a window’s area, and place appropriately to avoid blocking visibility in and out of a window. Maximum 6 sq ft for windows. Maximum 4 sq ft for doors.</td>
<td>1 (one) per window and doors.</td>
<td>On windows, to display supplemental information on tenant products, services and atmosphere. On doors to identify business name, address, hours of operation and a possible logo if needed.</td>
</tr>
<tr>
<td>C.3</td>
<td>Window Sign (Translucent)</td>
<td>2 (two) existing locations.</td>
<td>Existing full coverage (100%) of type C.3 window sign shall be permitted for current tenants ONLY: Chase Bank (100 Detroit Street, Suite 101), Marmot (105 Fillmore, Suite 107) and Prana (105 Fillmore, Suite 109). The right to use these type C.3 window signs at full coverage (100%) will not transfer to future tenants and shall not be allowed anywhere within this CSP. Future signs shall be no more than 20% of a window area to ensure visual transparency in and out of shop windows. Limit opaque and solid materials to no more than 10% of a window’s area, and place appropriately to avoid blocking visibility in and out of a window. Maximum 6 sq ft for windows. Maximum 4 sq ft for doors. Window signage shall be used to promote a business logo, name, and or hours of operation, however, it should not serve as a means for additional promotional advertisement.</td>
<td>2 (two) existing locations. Review/approval of additional locations is required.</td>
<td>To display supplemental information on tenant products, services and atmosphere.</td>
</tr>
<tr>
<td>D</td>
<td>Arcade Sign</td>
<td>Within Middle Sign Bounding Area above Tenant entry/storefront.</td>
<td>Maximum sign area not to exceed 25 square feet for double faced sign, 12.5 sq ft per side. Bottom of sign must be at least 8 feet from finished grade.</td>
<td>1 (one) per tenant frontage.</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
<tr>
<td>E</td>
<td>Awning Sign</td>
<td>Within Middle Sign Bounding Area above Tenant entry/storefront.</td>
<td>Square footage will vary depending on linear feet calculation. Bottom of sign must be at least 8 feet from finished grade.</td>
<td>1 (one) per tenant frontage; Maximum of 2 (two) total.</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
<tr>
<td>F</td>
<td>Canopy Sign</td>
<td>Within Middle Sign Bounding Area above Tenant entry/storefront.</td>
<td>Square footage will vary depending on linear feet calculation. Bottom of sign must be at least 8 feet from finished grade.</td>
<td>1 (one) per tenant frontage; Maximum of 2 (two) total.</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
<tr>
<td>G</td>
<td>Ground Sign</td>
<td>In landscaping on west side of NorthCreek.</td>
<td>Maximum sign area not to exceed 9 sq ft per side or 36 square feet for all four sides.</td>
<td>1 (one)</td>
<td>To identify a tenant space with a business name and/or logo to vehicles and pedestrians.</td>
</tr>
</tbody>
</table>
Location Plan, Ground Level

SIGN TYPE KEY
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

Sign Type A.1 Wall Sign Project ID
Sign Type A.2 Wall Sign Project ID
Sign Type A.3 Wall Sign Project ID
Sign Type A.4 Wall Sign Project ID
Sign Type A.5 Wall Sign Tenant ID
Sign Type A.6 Wall Sign Tenant ID
Sign Type A.7 Wall Sign Tenant ID
Sign Type A.9 Wall Sign Project ID

Sign Type B.1 Projecting Sign Project ID
Sign Type B.2 Projecting Sign Project ID
Sign Type B.3 Projecting Sign Project ID
Sign Type B.4 Projecting Sign Tenant ID

Sign Type C.1 Window Sign Project ID
Sign Type C.2 Window Sign Tenant ID
Sign Type C.3 Window Sign Tenant ID

Sign Type D Canopy Sign Tenant ID

Sign Type E Arcade Sign Tenant ID

Sign Type F Awning Sign Tenant ID

Sign Type G Ground Sign Tenant ID

NOTE:
SIGN TYPE C.3 are of restricted use. For clarification see page 8.
LOCATION PLAN – UPPER LEVEL

SIGN TYPE KEY

Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Description</th>
<th>ID Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.1</td>
<td>Wall Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>A.2</td>
<td>Wall Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>A.3</td>
<td>Wall Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>A.4</td>
<td>Wall Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>A.5</td>
<td>Wall Sign</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>A.6</td>
<td>Wall Sign</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>A.7</td>
<td>Wall Sign</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>A.8</td>
<td>Wall Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>B.1</td>
<td>Projecting Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>B.2</td>
<td>Projecting Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>B.3</td>
<td>Projecting Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>B.4</td>
<td>Projecting Sign</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>C.1</td>
<td>Window Sign</td>
<td>Project ID</td>
</tr>
<tr>
<td>C.2</td>
<td>Window Sign</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>D</td>
<td>Canopy</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>E</td>
<td>Arcade</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>F</td>
<td>Awning</td>
<td>Tenant ID</td>
</tr>
<tr>
<td>G</td>
<td>Ground</td>
<td>Tenant ID</td>
</tr>
</tbody>
</table>

SIGN TYPE LEGEND: EXISTING
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

EXISTING SIGNS
- Wall Signs
- Projecting Signs
- Window Signs
- Canopy Signs

SIGN TYPE LEGEND: PROPOSED
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

APPROVED SIGNS
- Wall Signs
- Arcade Signs
- Projecting Signs
- Awning Signs
- Window Signs
- Canopy Signs
South Elevation (100 Detroit & 105 Fillmore Street Buildings) on 1st Avenue

NOTE: ELEVATION DIMENSIONS
The dimensions shown on these building elevations are approximate references to the building's benchmark elevation and are not actual dimensions from the exterior grade, which varies throughout the site.

NOTE: SIGN TYPE C.3
SIGN TYPE C.3 are of restricted use. For clarification see page 8.
East Elevation (105 Fillmore Street Building)
on Fillmore Street

EXISTING SIGNS
A. WALL SIGNS
B. PROJECTING SIGNS
C. WINDOW SIGNS
D. CANOPY SIGNS
E. ARCADE SIGNS
F. AWNING SIGNS
G. GROUND SIGNS

PROPOSED SIGNS
A. WALL SIGNS
B. PROJECTING SIGNS
C. WINDOW SIGNS
D. CANOPY SIGNS
E. ARCADE SIGNS
F. AWNING SIGNS
G. GROUND SIGNS

Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

SIGN TYPE LEGEND: EXISTING
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

SIGN TYPE LEGEND: PROPOSED
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

NOTE: ELEVATION DIMENSIONS
The dimensions shown on these building elevations are approximate references to the building’s benchmark elevation and are not actual dimensions from the exterior grade, which varies throughout the site.

NOTE: SIGN TYPE C.3
SIGN TYPE C.3 are of restricted use. For clarification see page 8.

FOR C.3 CLARIFICATION, SEE NOTE ON PAGE 8
East Elevation (2800 East 2nd Avenue Building)
on Fillmore Street

SIGN TYPE LEGEND: EXISTING
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

EXISTING SIGNS
A WALL SIGNS
B PROJECTING SIGNS
C WINDOW SIGNS
D CANOPY SIGNS
E ARCADE SIGNS
F AWNING SIGNS
G GROUND SIGNS

SIGN TYPE LEGEND: PROPOSED
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

PROPOSED SIGNS
A WALL SIGNS
B PROJECTING SIGNS
C WINDOW SIGNS
D CANOPY SIGNS
E ARCADE SIGNS
F AWNING SIGNS
G GROUND SIGNS

SITE PLAN KEY
Red Bracket indicates area of elevation shown above on site plan

NOTE: ELEVATION DIMENSIONS
The dimensions shown on these building elevations are approximate references to the building's benchmark elevation and are not actual dimensions from the exterior grade, which varies throughout the site.
North Elevation (2800 East 2nd Avenue Buildings)
on Second Avenue

Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

SIGN TYPE LEGEND: EXISTING
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

SIGN TYPE LEGEND: PROPOSED
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

SITE PLAN KEY
Red Bracket indicates area of elevation shown above on site plan

NOTE: ELEVATION DIMENSIONS
The dimensions shown on these building elevations are approximate references to the building's benchmark elevation and are not actual dimensions from the exterior grade, which varies throughout the site.
West Elevation (2800 East 2nd Avenue Building) on Detroit Street

Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

SIGN TYPE LEGEND: EXISTING
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

EXISTING SIGNS
A. WALL SIGNS
B. PROJECTING SIGNS
C. WINDOW SIGNS
D. CANOPY SIGNS
E. ARCADE SIGNS
F. AWNING SIGNS
G. GROUND SIGNS

SIGN TYPE LEGEND: PROPOSED
Refer to Allowance Table on pg 6-8 for Sign Type Area Allowances

PROPOSED SIGNS
A. WALL SIGNS
B. PROJECTING SIGNS
C. WINDOW SIGNS
D. CANOPY SIGNS
E. ARCADE SIGNS
F. AWNING SIGNS
G. GROUND SIGNS

NOTE: ELEVATION DIMENSIONS
The dimensions shown on these building elevations are approximate references to the building’s benchmark elevation and are not actual dimensions from the exterior grade, which varies throughout the site.
SIGN TYPE A – WALL SIGNS
Available for Tenant and Project ID

**INTENT:** Wall signs are used to identify the project ID or a tenant space with a business name. These guidelines are intended to ensure wall sign designs enhance the architectural character of a building and its context.

**LOCATION:** Wall signs are integrated with the building facades where available or above main entries of tenant lease spaces. These signs are mounted directly to the wall of the building; all connecting hardware should not be visible unless it is an integral part of the sign design. When using an existing sign band, provide space between the sign and the sign band border or edge to follow a traditional application. When using an existing sign band, keep signage flush to the wall surface. Do not design wall signs that project in front of adjacent architectural details, such as a wall band frame. No part of the sign shall project above the retail sign zone that is identified on the elevations.

**ALLOWANCE:** The maximum allowable is one (1) retail tenant sign per each tenant exterior wall/facade frontage (no more than 2 total). No more than 10% of total wall area may be used, and no more than 100 square feet total area for all facade signs combined. Any sign configuration by multi-store front tenants shall not exceed the allowance for total square feet area.

**ILLUMINATION:** Static, unobtrusive illumination allowed. Back lit letters (halo) or a shielded lamp or gooseneck located at top of the sign is allowed.

**ATTACHMENT DETAILS:** Signs shall be mounted into mortar joints only. Signs shall be reviewed and approved by Landlord.

**NOTE:** Painted masonry is known to trap moisture in the wall. Therefore, all proposed Wall Signs: Tenant that are painted on a masonry wall must be reviewed and approved by Cherry Creek North Design Review Board.

**ENCOURAGED APPROACHES:**
- Tenant logo/logotype to be fabricated or flat cut-out and layered to achieve a three-dimensional form to the signage components. Depth limited to three and a half inches.
- Tenant logo/logotype 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 mounted into mortar joints.
- External illumination is encouraged.
- All designs subject to review for scale and proportion relative to the building architectural context. Ensure signage is compatible with building architecture and do not design wall signs that project in front of adjacent architectural details.
- Cut-out letters with fabricated returns and shapes encouraged.
- Painted, individually lettered or solid background wall sign made of one or two durable materials are generally appropriate. Use permanent, durable materials such as metals, metal composites and other high quality materials. No plastic or acrylic sign faces.
- Use wall signs in combination with a projecting sign or window signage.

**ENCOURAGED EXAMPLES:**
- Layered, three-dimensional form
- Cut-out letters with fabricated returns
- Cut-out letters with fabricated returns
- Good scale and proportion with building architecture
- Three-dimensional panel with cut letters
Sign Type B – Projecting Signs
Available for Tenant and Project ID

**INTENT:** 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.

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.

Of high quality, durable materials appropriate to an urban setting.

**LOCATION:** A Tenant Projecting Sign is located at predetermined 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.) No projecting sign shall project more than 48 inches over a public right-of-way. The bottom edge of the sign must maintain a clearance of at least (8) eight feet (8) six inches from the finish grade level below the sign. Sign must be at least 6” and no more than 1’-0” from the wall it is attached from.

Signs shall not be placed less than twenty-five (25) 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.

**ALLOWANCE:** One (1) Projecting sign per tenant frontage is allowed unless located on a corner in which case one projecting sign per frontage is permitted. Tenants on a corner may use one projecting sign at a 45° angle on a corner. Not to exceed 30 cubic feet in area. Projecting signs are limited to a rectangular sign boundary area of 12 square feet. No part of the sign shall encroach with a vertical plane measured two feet from the edge of the adjacent street pavement.

**ILLUMINATION:** Sign can have simple, unobtrusive 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.

**ATTACHMENT DETAILS:** A project specific armature will be used by all tenants for mounting their projecting sign. The Landlord will provide the tenant with detailed drawings and specifications for the armature. Signage must be consistent with building design standards.

Other: Excessive 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.

**ENCOURAGED APPROACHES:**
- 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.

**ENCOURAGED EXAMPLES:**

- Large dimensional objects
- Realistic, constructed or found objects
- Abstract interpretation / Internal & external illumination
- Thematic dimensional objects
INTENT: The function of this sign type is to identify the entrance and hours of operation, identify the tenants storefront and display windows and create visual interest for the tenant.

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. Window graphics are typically located at eye level on doors or adjacent to entrances for door signs or in the lower 20% of storefront windows for window signs for each tenant. Patterns/graphics may be installed at transoms, 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.

ALLOWANCE: Any element that is attached to or located within 36 inches of a window is considered to be a window sign. A window sign should not exceed 20% of the total window area with 10% allowed to be opaque or solid. 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.

ILLUMINATION: Shall not be illuminated.

ATTACHMENT DETAILS: Install directly to tenant glass.

ENCOURAGED APPROACHES:
Tenants are allowed one window sign per window pane. Maximum graphic image area not to exceed 20% of total window area.

Message height is recommended to be at eye level for door signs or in the lower 20% of storefronts 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.

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.

Use door signage to identify business name, address, hours of operation and a possible logo if needed.

NOTE: SIGN TYPE C.3: This sign type is to be used in situations where the use of the interior of the retail space requires privacy from street view – An example would be for the changing room for sale of apparel or the bank lobby on an ATM.

These signs are allowed with the prior approval of the Landlord.

These sign locations may move, based upon the location of the areas where the use of the interior space requires privacy.

These signs may exceed the overall transparency of the window signage for the development, but meet the minimum standards required by CC&O and CCN.

ENCOURAGED EXAMPLES:
Sign Type D – Canopy Signs

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

**LOCATION:** These signs can be mounted above the canopy structure to accent entries. When adding signage to canopies, keep signage above canopy.

**ALLOWANCE:** Only the graphics including lettering and logos shall be used in calculating total allowable sign area. Canopy signs are permitted for all building entries with permitted architectural canopies.

**ILLUMINATION:** Static, unobtrusive illumination is allowed as outlined in Encouraged Approaches to the right.

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

**ENCOURAGED APPROACHES:**
- 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. Panels may be layered to give the sign more visual interest and a three-dimensional quality.
- These panel signs can employ external illumination, edge illumination, or internal illumination. Edge illumination may be at the rear 1/3 of the lettering only and the front 2/3 of the lettering edge must be solid. The limited area of internal illumination may be no more than 25% of the total sign area.

**ENCOURAGED EXAMPLES:**
- Open pan channel letters and logos with exposed neon illumination are encouraged for, but not limited to, entertainment and food & beverage oriented establishments.
- Do not cover or remove architectural details when mounting signage to a historic canopy.
- Use canopy signs as primary or secondary signage.

Supported letters, open-face neon illumination
Supported, internally-illuminated letters
Supported, non-illuminated letters
Supported, illuminated letters
Supported, up-lit letterforms
Supported, non-illuminated letters

*NOTE: FACADES TO DETAIL FINAL ENGINEERING*
SIGN TYPE E – ARCADE SIGNS

INTENT: Arcade Signs are distinguished from Projecting Signs in that these are signs attached to the underside of a roof or to the columns of an arcade, projecting canopy or building entry and are totally contained within the outside limits of the structural surfaces which delineate the arcade. The details and materials used for Arcade Signs should convey the personality and display the unique character of each individual Tenant. A standardized bracket or connection to the arcade must be used for all signs under the same structure. Because of their proximity to the viewer, special care and attention must be made to their craft and finish.

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

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

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

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

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

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

ENCOURAGED EXAMPLES:
- Dimensional graphic panel
- Integrated hanging assembly
- Integrated hanging assembly
- Dimensional graphic panel

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

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

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

ARCADE SIGN AREA CALCULATION:
This sign type typically has two faces but only the area of one face is to be included in a tenant’s total sign area calculation.
INTENT: Awning Signs add to the overall identity of the Tenant’s facade through the use of the Tenant’s awnings, which are often repeated over all windows, between columns, the entire length of the storefront. Awning Signs may be fabric or rigid, fixed or operable. Awnings must be integrated with the architecture upon which they are mounted. Because of their proximity to the viewer, special care and attention must be made to their craft and finish. Care must be taken to ensure that the fabric, a shorter life-span material, is refreshed/replaced on a regular basis to maintain a high quality product.

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

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

ILLUMINATION: Awnings shall not be illuminated

ATTACHMENT DETAILS: Awnings must respond to the entry or storefront glazing over which it is located. Awnings must be reviewed and approved by the Landlord.

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

ENCOURAGED EXAMPLES:
- Tenant descriptors on vertical surface
- Tenant identity on vertical surface
- Tenant identity on awning face
- Graphic awning without name or descriptors
Sign Type G – Ground Signs

**INTENT:** Joint Tenant/Project ID ground signs are for the purpose of identifying the Project as well as the tenants occupying space within it and is used for wayfinding.

**LOCATION:** Locate in a high traffic area out of the public right of way.

**ALLOWANCE:** Only one sign will be allowed for the project.

Ground signs for the complex may have a maximum height of 12'-0" above finished grade.

**ILLUMINATION:** Shall not be illuminated.

**ENCOURAGED APPROACHES:** 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 or acrylic faces.

**ENCOURAGED EXAMPLES:**

- Integrated hanging assembly
- Project directory sign
- Project directory sign
- Project directory sign
- Tenant identity sign
- Project directory sign

---

-NORTHCREEK COMPREHENSIVE SIGN PLAN | JANUARY 22, 2020

SIGN TYPE G – GROUND SIGNS

PAGE 23
Material and Performance Requirements

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 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 light sources for longevity, ease of maintenance and life-cycle cost purposes. Direct lighting toward a sign from an external shielded lamp if possible. Use halogen, LED, or exposed neon for lighting signs when externally focused lighting is not possible. Use warm temperature of light, similar to daylight. 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 concealed 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, weather-ability 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. Special considerations should be taken for historic structures. For example, fasteners should be set in mortar rather than damage brick.

**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, weather-ability 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, weather-ability 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.
Acceptable Building Sign Material Examples

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.

- Weathered finish metal letters for a vintage look
- Cast stone particulate letters
- Rolled / formed metal letters
- Edge-lit acrylic or glass elements
- Varnished wood with cast letters
- Metal construction employing a pegboard design
- CNC routed metal letters set in galvanized returns
- Metal letters with enamel and gilded finishes
Acceptable Sign Illumination Examples

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

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 facade.

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 gooseneck 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.

Exposed neon

Exterior armature illumination

Edge illumination with acrylic or glass

Halo illumination

Push-through graphics with internal edge
Prohibited Building Sign Types

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 Administration.

The following identity sign types are prohibited:

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

LANDLORD APPROVAL
All proposed sign design solutions must be reviewed and approved by Landlord, CCN’s Design Advisory Board and the City and County of Denver prior to fabrication.

The Landlord shall remove at the tenant’s expense any tenant signage that does not comply with these criteria, or were installed without the Landlord’s approval.

COMPREHENSIVE SIGN PLAN APPROVAL
The Comprehensive Sign Plan shall be reviewed 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.

Comprehensive Sign Plans in the Cherry Creek North District require review by the Cherry Creek North Advisory Board prior to recommendation of approval by the Planning Board.

After recommendations of approval by the corresponding board and the Planning Board, the Zoning Administrator can approve this Comprehensive Sign Plan with immediate effect.

CHERRY CREEK NORTH DESIGN ADVISORY BOARD APPROVAL
All Signs in the Cherry Creek North District are subject to review for adherence to the Design Standards & Guidelines for Cherry Creek North.

REVIEW BY THE PLANNING BOARD
All 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 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. 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 denial, approval or approval with conditions to the Zoning Administrator. The Planning Board recommendation shall be forwarded to the Zoning Administrator no later than 15 days following the adoption of the recommendation.

CITY AND COUNTY OF DENVER APPROVAL
All signs are subject to review for adherence to the Denver Zoning Code, Design Standards & Guidelines for Cherry Creek North, and this Comprehensive Sign Plan.

AMENDMENTS TO THE PLAN
Approval of amendments to the plan shall be by the same process as the original approval.