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Location Map
I. INTRODUCTION
This document begins by describing the intent of the Sign Plan and then identifies the Regulatory Framework including Zoning and Landmarks. The Introduction also identifies what is not regulated by this document.

II. REVIEW AND APPROVAL PROCESS
Section II details the building sign plan review and approval process, outlining the documents and criteria required by each Tenant to be submitted to the Building Owner, Landmarks staff and Zoning Administrator for approval. This Comprehensive Sign Plan (CSP) document is a single framework under which Tenants must comply in order to move forward with approval of their individual sign permits, through the city’s permitting division.

III. TENANT SIGN PLAN
Section III details the signage guidelines which apply to the Building Owner and all Tenants and businesses operating within the defined boundaries of the building. The Project’s sign zones and signage allowances are identified as well. The Sign Types are identified with specifications, as well as acceptable material and lighting approaches. Prohibited sign types finish this document.

The purpose of this Comprehensive Signage Plan (CSP) is to create a comprehensive and balanced system of signs and street graphics to facilitate the enhancement and improvement of the district.

A. DOCUMENT ORGANIZATION

B. DOCUMENT INTENT
The Kittredge Building is centrally positioned at one of the busiest pedestrian intersections in Downtown Denver. Built in 1891, The Kittredge Building is a 7-story building which continues to attract high-quality restaurant tenants on the ground floor and office tenants on the upper floors.

This CSP is intended to support the creation of an organized, unified, integrated and enhanced character for the signs at The Kittredge Building. It will achieve this through a systematic approach for locating signs, providing a functional and flexible format for signage rules and regulations that respond to the unique and evolving attributes of the building and its Tenants. It is intended to ensure that all signage contributes to the vitality and interest of both the building and the downtown urban environment, preserving and creating a lively and dynamic sense of place.

Applicants shall conform with this Comprehensive Sign Plan when submitting for individual Tenant sign permits.

Signs shall exhibit design excellence, inventiveness and sensitivity to the context. 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 the area.

Sign design should reflect the existing or desired character of the area and encourage exciting, iconic, and inventively illuminated signage.

C. REGULATORY FRAMEWORK
This property is located in the Downtown Core D-C, U0-1 Zone District of the Downtown neighborhood context, as described in the Denver Zoning Code. This zone is also entitled to special provisions including additional opportunities for Projecting Signs, or “Vital Signs” as they are commonly called, alluding to their importance in contributing to the character of the street and community.

These provisions state:
The Downtown Core District is and must remain Denver’s most prominent public environment; an urban center that is at once comfortable, exciting, and without question the business, entertainment and urban lifestyle center of the region.

The purpose of this Section is to create the policy for a comprehensive and balanced system of signs and street graphics to facilitate the enhancement and improvement of the D-C, UO-1 district through the encouragement of urban, innovative signs and street graphics which will aid in the creation of a unique downtown shopping and commercial area, facilitate an easy and pleasant communication between people and their environment and avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance.

All signage in the City and County of Denver is regulated by the specific provisions of Division 1D.10 of the Denver Zoning Code as well as Chapter 6 of the Denver Design Guidelines for Historic Structures and Districts.

D. HISTORIC LANDMARK
This building is a landmarked building and was placed on the National Register of Historic Places in 1977. It is also located in the Downtown Denver Historic District, a district of non-contiguous buildings in Denver’s downtown.

KITTREDGE BUILDING | COMPREHENSIVE SIGN PLAN | 18 November 2021

I. Introduction | Page 3
II. REVIEW AND APPROVAL PROCESS

A. SUBMITTAL REQUIREMENTS

This section of the Comprehensive Sign Plan details the documents and evidence required by each Tenant to be submitted to (first) the Building Owner and (then) the City and County of Denver for approval of that Tenant’s proposed sign program.

1. A site plan, drawn to scale, showing the Tenant’s space and its location within the Building. This plan will identify the Tenant Zone(s) in which the space is located.

2. Scaled drawings showing all associated elevations available for that space. All proposed sign types are to be located on these elevations, drawn to scale.

3. Detailed shop drawing level design drawings that describe the shapes, profiles and sections of the signs, all fully dimensioned.

4. Drawings should indicate all color, typographic, illumination, fabrication methods and material & finish specifications. Structural and electrical connections are required, if applicable. These drawings are to be stamped by a licensed electrician or structural engineer registered in the State of Colorado where appropriate. Samples of proposed materials and finishes are to be included for review where appropriate.

5. Calculations of sign area are to be clearly indicated on the drawings.

6. The required format is an electronic PDF document along with full size printed versions of same. Preferred size is 11” x 17” which allows adequate area for detailed sign drawings.

B. CRITERIA FOR REVIEW

The criteria for reviewing proposed signs shall be consistent with Section 10.10.3.3.C.4 DZC.

1. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.

2. Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate and area.

3. Roof signs shall not be allowed. No flashing, blinking, fluctuating, animated or portable roof sign is allowed.

4. Sign design should reflect the existing or desired character of the area. As an example, in a district in which night-time entertainment is concentrated, the intent of this section 10.10.3.3 is to encourage exciting, iconic, and inventively illuminated signage.

5. Signs shall be professionally designed and fabricated from quality, durable materials and by a reputable company to be approved by the Landlord.

6. Signs for accessory uses, which are prohibited by other provisions of Division 10.10, are allowed as part of an approved sign plan.

C. PROCESS AND REVIEW AGENCIES

1. The initial design concepts shall be submitted to the building owner for preliminary review and approval. This review is to conform with the overall building concept and other signage on the building.

2. Upon approval, the applicant shall prepare a complete submittal per the requirements in Section II.A and submit to the Building Owner for Final Approval.

3. Upon approval by the Building Owner, the applicant shall submit the package to the City and County of Denver Landmark Preservation staff since the building is a designated Historic Landmark and within the Downtown Denver Historic District. The proposed design must conform to this CSP and the requirements of this document as well as Chapter 6, Guidelines for Signs in the “Design Guidelines for Denver Landmark Structures and Districts”. 

4. After receiving a Certificate of Appropriateness from the Landmark Preservation staff, the applicant will then apply to the City and County of Denver Zoning Department for final approval. Staff will ensure compliance with this CSP as well as Section 10.10 of the Denver Zoning Code.

D. EFFECT OF APPROVED APPLICATIONS

All applications, plans and permits for signs approved under this CSP shall limit construction to only those items that have been approved.
**A. DESIGN PRINCIPLES**

**BUILDING SIGNAGE INTENT**

1. The intent of signage for the building is to integrate signage in a manner that facilitates commerce, enlivens the public realm, and respects the character of the project and surrounding area.

2. The building is an ever-changing and evolving shell, able to accommodate shifting retail trends. Tenant spaces may be aggregated together or divided apart pending market requirements. Signage, too, should be adequately flexible in its encouraged forms and location opportunities to accommodate these changes.

3. The building is very urban in location and use. Major Tenant signage and related graphics should express refined urban sophistication through clear, legible and durable as appropriate to this environment. The signage should take full advantage of outstanding graphic design, a creative combination of materials and exceptional and effective illumination. They must serve as a complimentary feature of the building or business it identifies and collectively serve to contribute to creating a more vibrant downtown community.

4. The building signage shall be creative in the use of unique two and three dimensional form by employing interesting profiles, forms, or representation. Signage must be designed to be clear, legible and durable as appropriate to this environment. The signage should take full advantage of outstanding graphic design, a creative combination of materials and exceptional and effective illumination. They must serve as a complimentary feature of the building or business it identifies and collectively serve to contribute to creating a more vibrant downtown community.

5. Given the context of this pedestrian-intensive urban environment, pedestrian scale and wayfinding signs are also absolutely critical. All retail, food & beverage and entertainment Tenants are encouraged to incorporate a variety of sign types into their storefront sign plan within the boundaries of what the code allows in terms of use-by-right.

**DESIGN STANDARDS**

1. 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 building owner has established standards for identity signage as outlined in these criteria.

2. 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.

3. National and regional “standard” storefront concepts and signage are respected; however, some concept modification may be necessary for compliance. Signs and related logo graphics located along the building’s perimeter should express a refined urban sophistication through the use of clean and contemporary or elegant and classic forms.

4. All tenant signage should be appropriate to the tenant’s building, expressing scale, color, materials and lighting levels.

5. Signage should take advantage of the opportunity to use unique two and three-dimensional forms/shapes, profiles and iconic images that reflect both the personality of the tenant, product/service and the surrounding building architecture. The use of color, typography, pattern, texture and materials is encouraged to create a dynamic interface with the streetscape.

6. The Signage Design Criteria should act as a guide for the design of the tenant’s signage in conjunction with the guidelines for their lease with the Building Owner. All sign design and usage for exterior identification 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. Corporate crests, logos or insignias may be acceptable pending the Building Owner’s approval and provided they are part of the tenant’s name.

7. All signage outlined in this Comprehensive Sign Plan requires review by Community Planning and Development staff. Sign Permit applications submitted are subject to additional review by the staff of Community Planning and Development as well as Landmarks before issuance of a Sign Permit due to the Historic Landmark status of the building.

8. All signs shall conform with the City and County Zoning Code and the Design Guidelines for Denver Landmark Structures and Districts.

9. Building’s 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.

10. Signage areas shall be provided with electrical power where appropriate to enable the installation of illuminated signs.

11. All signs shall be constructed of durable materials suited to the urban environment and climate of Denver.

12. All conduits, junction boxes, and other functional elements shall be completely hidden from view and safely concealed once the sign is installed.

13. No flashing, blinking or fluctuating signs shall be permitted.

14. 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.

15. Roof signs shall not be allowed. No flashing, blinking, fluctuating, animated or portable roof sign are allowed.

16. Special consideration should be given to UV degradation, freeze-thaw cycles and snow removal (both chemical and manual methods). Signs must be regularly maintained. Signs that fail to keep a new or like new appearance due to lack of durability must be repaired, replaced, or removed, at the cost of their respective owner(s), within six (6) weeks of notification.

17. Given the historic stone facade all signage shall use existing holes wherever possible. If not possible, all anchorage shall be in the mortar joints and not into the face of the stone. Tenant shall get landlord approval for all attachment details and locations. See III.K Sign Attachment.
B. SIGN DEFINITIONS

PERMITTED SIGN TYPES

Permitted signs for projects within the District covered by this section of the CSP are:

a. Wall Signs
b. Projecting Signs
c. Window Signs
d. Arcade Signs
e. Awning Signs

ARTICLE 13. RULES OF MEASUREMENT AND DEFINITIONS

Sign: A sign is any object or device or part thereof situated outdoors which is used to advertise or identify an object, person, institution, organization, business, product, service, or location by any means including words, letters, figures, designs, symbols, fixtures, motion illumination or protected 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.

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 he 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°).

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

**INTENT**

For Ground Floor Tenants:

Working with the Building Owner 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 Building Owner the number of linear feet of frontage you occupy. If you occupy a corner suite, you will have more than one frontage. Measure each frontage separately.

<table>
<thead>
<tr>
<th>PERMITTED CONTENT</th>
<th>Identification by letter, numeral, symbol or design of the use by right by name and use, hours of operation, services and products offered, events and prices of products and services.</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMITTED TYPES</td>
<td>Wall, projecting, window, arcade, and awning. Projecting graphics permitted per 10.10.16.4. Auxiliary Graphics Permitted per 10.10.16.4.</td>
</tr>
<tr>
<td>PROHIBITED SIGN TYPES</td>
<td>Portable signs, sandwich boards, rooftop signs, signs that flash, blink, or fluctuate, or which are animated, signs advertising a business or product at an address other than the location where the sign is installed (off-site advertising), banners and signage mounted perpendicular to the wall, on upper floors or railings in public rights-of-way, and commercial flags.</td>
</tr>
<tr>
<td>MAXIMUM QUANTITY</td>
<td>Ground level uses by right with street frontage for each separate building: Each use by right may have 3 for each street front of the use by right.</td>
</tr>
<tr>
<td>MAXIMUM AREA *</td>
<td>Zone lot with more than 1 use by right: 4 square feet of sign area for each linear foot of that portion of the building frontage occupied by a ground level use by right. The resulting sign area is to be applied only to that portion of the building occupied by the use by right and all measurements shall be applied to each street front separately. Uses by right other than ground level uses by right with street frontage: 1 square foot of sign area for each foot of the front line of the zone lot on which the building is located or 3 percent of the exterior wall surface of the building whichever is greater. All measurements shall be applied to each building front separately. No more than 600 s.f. total area for all facade signs. See 101.10.13.2</td>
</tr>
<tr>
<td>MAXIMUM HEIGHT ABOVE GRADE *</td>
<td>Wall signs: 10’</td>
</tr>
<tr>
<td>LOCATION *</td>
<td>No setback is required from any boundary line of the zone lot. Wall signs attached to walls which are adjacent to a street right-of-way line may project into the right-of-way in accordance with D.R.M.C., Section 49-436.</td>
</tr>
<tr>
<td>PERMITTED ILLUMINATION *</td>
<td>May be illuminated and all direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited. Illumination of graphics permitted by direct, indirect, and neon tube illumination per 10.10.16.4</td>
</tr>
<tr>
<td>ANIMATION</td>
<td>Signs 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.</td>
</tr>
</tbody>
</table>
D. LOCATION PLAN

Existing and Proposed Signage Locations

SIGN TYPE LEGEND

- Existing Signs
- Proposed Signs

Wall Sign
Projecting Sign
Awning Sign
Window Sign
Arcade Sign

see elevations for specific size information

16th St. Mall

Alley

property line

0' 4' 8' 16'

125'
E. EXISTING ELEVATIONS

SIGN TYPE LEGEND

- Existing Signs
- Wall Sign
- Projecting Sign
- Awning Sign

16th St. Elevation

Existing awning (typ. of 6)

existing historic building sign, carved into stone. Shall be preserved in perpetuity

existing address

View from 16th St. - west side

View from 16th St. - center

View from 16th St. - east side
E. EXISTING ELEVATIONS

Glenarm Pl. and Alley Elevations

1. Glenarm Pl. Elevation
2. Alley Elevation

SIGN TYPE LEGEND

- Existing Signs
- Wall Sign
- Projecting Sign

Existing awning (typ. of 5)

Existing view from Glenarm Pl.

Existing view from corner of 16th St. and alley

on diagonal above restaurant entry, see Location Plan, page 8
F. PROPOSED ELEVATIONS

16th St. Elevation

SIGN TYPE LEGEND

- Proposed Signs
- Wall Sign
- Projecting Sign
- Window Sign
- Arcade Sign

16th St. Elevation
E. PROPOSED ELEVATIONS

Glenarm Elevation

SIGN TYPE LEGEND

- Proposed Signs
- Wall Sign
- Projecting Sign
- Window Sign
- Awning Sign
- Arcade Sign

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III. TENANT SIGN PLAN | Page 12
E. PROPOSED ELEVATIONS

SIGN TYPE LEGEND

- Proposed Signs
- Wall Sign
- Projecting Sign
- Window Sign
- Awning Sign
- Arcade Sign

Alley Elevation

on diagonal above restaurant entry,
see Location Plan, p. 8

Alley Elevation

KITTREDGE BUILDING | COMPREHENSIVE SIGN PLAN | 18 November 2021
F. SIGN TYPES ALLOWED

a. Wall Signs

Intent: Wall signs are used to identify a tenant space or a project. These guidelines are intended to ensure wall sign designs complement the historic architectural character of the building and enhance its context. Signs shall be designed to minimize visual clutter. The historic facade is very difficult to cut into to recess wiring or electrical equipment so it is acceptable to surface mount signage. Some depth is allowable to conceal electrical equipment in a surface mounted enclosed raceway.

Location: Wall signs are integrated with the building facades where available and/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. Do not design wall signs that project in front of adjacent architectural details, such as a wall band frame.

Allowance: One (1) Sign per tenant frontage is allowed unless located on a corner in which case one projecting sign per frontage is permitted.

Illumination: Static, unobtrusive illumination allowed: Back lit letters (halo), neon or a shielded lamp or goose-neck located at top of the sign is allowed. Surface mounted fixtures are acceptable where the historic facade makes recessing the fixture or electrical equipment difficult or would damage the existing substrate.

Encouraged Approaches

1. Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a three-dimensional form to the signage components. Depth to not exceed 10” (see detail).

2. Tenant logo/logo type should not fill the entire designated sign zone.

3. Paint and metal finishes that connect to the building facade should complement the overall architectural color palette.

4. Sign/armature attachment to building facade with custom designed metal armature brackets mounted into mortar joints. Existing building shall not damaged and all sign cabinets shall be exterior of the stone face.

5. External illumination is encouraged.

6. 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.

7. Cut-out letters with fabricated returns and shapes encouraged.

8. 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.

9. Use wall signs in combination with a projecting sign or window signage.

Layered, three dimensional form

Existing wall substrate

Detail of Wall Sign on Existing Wall

Good scale and proportion with building architecture

Pin-mounted letters on backing

Neon wall signs
F. SIGN TYPES ALLOWED

b. Projecting Signs

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.

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 72 inches over a public right-of-way. The bottom edge of the sign must maintain a clearance of at least (8) eight feet (6) 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.

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. Design projecting signs to be a maximum of 12 square feet in surface area for each sign face. No part of the sign shall encroach with a vertical plane measured two feet from the edge of the adjacent street pavement. See 10.10.17.4 for additional allowance and area requirements.

Illumination: Sign may have simple, unobtrusive external illumination. Back lit letters (halo), neon or a shielded lamp or goose-neck located at top of the sign is allowed. Neon lighting is encouraged. 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 or blink but may change color.

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.

Encouraged Approaches:
1. Iconographic or sculptural elements
2. Metal frame/hardware to reflect approved architectural material and color palettes.
3. Projecting signs that are three-dimensional abstracted, exaggerated or embellished interpretations of literal forms are preferred.
4. 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 iconicographic representation; employ exceptional lighting design and represent exceptional graphic design, including the outstanding use of color, pattern, typography and materials. Signage which simply maximizes allowable volume in rectangular form is strongly discouraged.
Intent: The function of this sign type is to identify the entrance and hours of operation, identify the tenant’s 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:
1. Maximum graphic image area not to exceed 20% of total window area.
2. 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.
3. Digitally cut vinyl, silk-screened, gold leaf, hand painted or neon graphics should be applied to the interior surface of the window (second surface if single paned glass, fourth surface if double paned glass).
4. Avoid repeating business wording and tenant ID’s in every window when this information already exists on other signage.
5. Provide secondary information on products, services, etc. that are not available on other signs.
6. Plan window signage to draw the pedestrian’s eye into a business and to create additional interest.
7. Use door signage to identify business name, address, hours of operation and a possible ID if needed.

Clean Simple Design
Graphic Language to match retail concept
Colored text to complement building
only relevant information
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 complement the historic building entry. 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: An Arcade Sign can be suspended from an arcade between the columns of the building entry, positioned parallel 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 sign or a primary office tenant at the entry of the building.

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.

Arcade sign area calculation: This sign type typically has two faces but only the area of one face is to be included in the total sign area calculation which is separate from the Tenant area calculation. Limit hanging arcade signs to one per business, typically no more than 6 square feet in size and no more than 3-1/2 inches in depth.

Encouraged Approaches
1. Artistic, three-dimensional object signs of logo or primary sales product(s) fabricated/sculpted from high quality materials.
2. Router-cut or dimensional letters/logos attached to sign panels or framed cabinet construction boxes. These can be illuminated by unobtrusive, indirect lighting built into the assembly.
3. Painted, screen printed or gilded sign panels or cabinet construction boxes illuminated by external, cantilevered spotlight fixtures.
4. Arcade signs are encouraged to employ external, point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Lamps used in these fixtures should be of an incandescent warm color temperature, between 2,500 and 3,000 degrees Kelvin.
5. Exposed neon letters, logos or graphics mounted to a thin-profile fabricated cabinet.
6. Opaque faced reverse pan channel letterforms or logos with halo illumination mounted to a sign panel or framed cabinet.
**Intent:** Awning Signs add to the overall identity of the project’s facade through the use of the awnings, which are often repeated over all windows, between columns, the entire length of the storefront. Awnings may be fabric or rigid, fixed or operable. Awnings must be integrated with the architecture upon which they are mounted. Because of their proximity to the viewer, special care and attention must be made to their craft and finish. Care must be taken to ensure that the fabric, a shorter life-span material, is refreshed/replaced on a regular basis to maintain a high-quality product. Use Awnings to enhance a storefront (See 6.16 Landmark Design Guidelines).

**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:** Awnings 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. Awnings may be applied to single or multiple awnings and still be counted as a single sign if under 10 sq. ft.

**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 Landlord.

**Required Awnings Types**

1. Stretched high quality canvas fabric over a metal frame. Surfaces should be taught and crisp. Assemblies may be limited to one vertical/sloping surface or may include a vertical valence at their forward edge. Assemblies can be open or closed at their ends.

2. High quality operable rigid or fabric assemblies that are able to extend away from and contract back to the building facade.

3. per Landmark Design Guidelines 6.16:
   - Use awning signage to enhance a storefront.
   - Use awnings as secondary signage to accent an entry or window.
   - Limit signage on awnings to text on bottom horizontal band of awning of front face of awning (not on awning returns), and to 10 square feet in area per awning face. (see Allowance).
   - Use traditional triangular shaped awnings to frame a storefront window or door.
   - Do not use arched or bubble shaped awnings.
   - Do not add logos to awnings.
   - Use high quality canvas and similar high quality materials for awnings.
   - Do not use plastic or shiny materials for awnings.
   - Use awnings as primary signage in unusual circumstances only.
   - Ensure that awning signs have a minimum 3’ depth to provide a traditional appearance and to offer shade for merchandise and pedestrians alike.

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**F. SIGN TYPES ALLOWED**

**e. Awning Signs**

- Tenant descriptors on vertical surface
- Signage on vertical surface of operable assembly
- Graphics or Art on sloped surface do not count as part of the sign allowance
- Tenant name on striped valance
- Simple language complement building
G. 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 or 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 for historic structures. For example, fasteners should be set in mortar rather than damage brick. Concealed fasteners must be resistant to oxidation and of a finish to match adjacent surfaces.

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

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.

E. Paints & Finishes

Given the potential for abuse, painted finishes should be used sparingly or located at a height less susceptible to abuse. All pre-treats, 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 Denver region.

Direct lighting toward a sign from an external shielded lamp if possible. Use halo, LED, or exposed neon for lighting signs when externally focused lighting is not possible. Use warm temperature of light, similar to daylight where appropriate.

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.
H. 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
- Cast stone particulate letters
- Rolled /formed metal letters
- Metal construction employing a pegboard design
- Metal letters with enamel and gilded finishes
I. 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 enhance impacts on the building and its surrounding context.

Standards and Guidelines based on Landmark Building:

1. Do not use an internally-lit plastic or glowing box.
2. Locate the power source for signs so that it is not visible on a building façade.
3. Do not install exposed conduit, races or junction boxes on the primary elevation of a building.
4. Do not cast light on adjacent properties or upper-floor residences.
5. Direct lighting toward a sign from an external shielded lamp if possible.
6. Use simply designed unobtrusive lamps, such as goose-neck lamps or simple contemporary fixtures, for external lighting sources.
7. Use halo, LED or exposed neon for lighting signs when externally focused lighting is not possible.
8. Use a warm temperature of light, similar to daylight, where appropriate.
9. Ensure lighting type, design, size and numbers correspond with signage and building design.
J. SIGN ATTACHMENT

Any signage mounted to the existing granite columns or schist stone above shall utilize the existing holes currently found. See locations on right and the following page.

Additional penetrations into the stone are not to be made, nor existing holes enlarged. If, in special circumstances additional anchorage locations are required, these shall be made into the mortar joint and not into the face of the stone.

All anchorage of signs into the building shall be reviewed and approved by the building owner.
J. SIGN ATTACHMENT - cont.

KEY
- existing penetration potentially used for sign attachment
- existing penetration not to be used for sign attachment

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K. 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 and Landmark Preservation staff.

The following identity sign types are prohibited:

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