The HUB
Comprehensive Sign Plan

January, 2020 Amendment
February, 2023 Amendment

CSA-2023-000005-AMEND

Gensler
# TABLE OF CONTENTS

## INTRODUCTION - SECTION 1
- A. Organization of Document ...................................................... 04
- B. Document Intent ................................................................... 04
- C. Regulatory Framework ........................................................... 04
- D. Criteria for Review ................................................................. 04

## APPROVALS PROCESS - SECTION 2
- A. Comprehensive Sign Plan Approval........................................................ 07
- B. Landmark Review .................................................................. 7-9
- C. Advisory Board Review ............................................................. 7-9
- D. Review by Planning ................................................................. 7-9
- E. City and County of Denver Approval .............................................. 7-9
- F. Amendments to the Plan ............................................................ 7-9
- G. Changeable Content ................................................................. 10

## BUILDING SIGNAGE - SECTION 3
- A. Design Principles ................................................................ 12
- B. Signage Definitions ................................................................. 13
- C. Sign Allowance Table ............................................................. 14
- D. General Location Site Plan ....................................................... 16, 22-23
- E. Project IDs/Tenant Sign Types Locations Allowed ................. 17-25

## SECTION 4
- F. Material & Performance Requirements ...................................... 36
- G. Acceptable Building Sign Material Examples .............................. 37
- H. Acceptable Building Sign Illumination Examples ........................ 38
- I. Prohibited Building Sign Types .................................................. 39

### Tenant and Project ID Signs
#### Wall Signs
- A. Project ID - Wall Sign .......................................................... 27
- B. Tenant or Project ID - Upper Story/Major Tenant - Wall Sign .... 28
- C. Tenant ID - Wall Sign ........................................................... 27

#### Canopy Signs
- B. Tenant or Project ID - Canopy Signs ....................................... 29

#### Projecting Signs
- C. Tenant or Project ID - Projecting Sign .................................... 30

#### Window Signs
- D. Tenant or Project ID - Window Graphic/Sign .............................. 31

#### Parking/Traffic Directional/ Wayfinding Signs
- E. Parking ID - Wall Sign .......................................................... 32
- F. Parking ID - Projecting Sign .................................................... 33

#### Joint Identification
- F. Joint ID - Wall Sign ............................................................. 34
Section 01

Introduction
INTRODUCTION

The following standards are intended to set out a comprehensive program for building signage. These criteria are intended to assist tenants in the design and review process.

All signage must be reviewed and approved by the Owner prior to submittal to the City of Denver for permit and subsequent fabrication and installation.

All tenants must adhere to these criteria and all applicable state and local sign and building codes. Signs may be erected, altered and maintained only for and by a use by right in the district in which the signs are located: shall be located on the same zone lot as the use by right and shall be clearly incidental, customary and commonly associated with the operation of the use by right.

GENERAL DESIGN GUIDELINES

Tenants are encouraged to be creative and unique in designing their signs, while complementing the project and working within the parameters outlined in this Plan. The Hub at RiNo Station provides an exciting creative environment for tenants. This calls for unique signs that are in keeping with the high quality standards of materials, finishes and details established in all parts of the architecture, streetscape and landscape.

PLACEMENT: All tenant signage placed on the building, within the parameters described in the Comprehensive Sign Plan. Retail and commercial use by right tenant signage will be located low on the building, at or below the top of the first floor. Signs for Major Tenant ID Signs. (Signs for Primary Building Tenant) will be located higher on the building but below the roof-line.

Sign placement and location shall respect architectural elements and maintain integrity of the architectural design intent.

A. ORGANIZATION OF DOCUMENT

This document begins with this Introduction which describes this 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 the HUB project. The standards are intended to set out a coordinated program for retail/tenant signage. These criteria were developed to aid the tenant in the development of a retail design that emphasizes the merchandise, enhances the product or service, and reinforces the design quality of the building as a whole. It is hoped that tenants will generate imaginative designs for their space with integral, creative graphics and quality merchandising. Tenants are encouraged to express their own unique design statement within the parameters of the criteria outlined in this document. All tenants must adhere to these criteria and all applicable state and local sign and building codes. Tenants are encouraged to understand the criteria prior to beginning design for their space. At that time, questions should be raised with Landlord and the City and County of Denver to avoid delays later in the design process.

This Comprehensive Sign Plan (CSP) is intended to support the creation of a unified, integrated and enhanced character for HUB, zoned as a Urban Center Mixed Use Development (C-MX-12) 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

This project is located in the Urban Center Mixed Use Development (C-MX-12) Zone District as established by the Denver Zoning Code (DZC).

ZONING

In accordance with Denver Zoning Code, Division 10.10 shall govern and control the erection, remodeling, enlarging, moving, operation and maintenance of all signs by permitted uses within all zoning districts. Nothing in the CSP 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

BUILDING SIGNAGE INTENT

1. To integrate private business signage in a manner that facilitates commerce, enlivens the public realm, and respects the character of HUB and surrounding area.
2. 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.
3. To encourage creative sign design.
SIGNAGE STANDARDS

DESIGN STANDARDS
1. All building signs shall conform to the Denver Zoning Code.
2. Buildings with ground floor uses shall provide a uniform zone for signage over the ground floor.
3. All signs shall be measured in conformance with Denver Zoning Code.
4. The signage zone shall be provided with electrical power to enable the installation of illuminated signs.
5. All building signs shall be constructed of durable materials suited to the urban environment and climate of Denver.
6. All conduits, junction boxes, and other functional elements shall be completely hidden from view and safely concealed once the sign is installed.
7. No flashing signs shall be permitted for private buildings or businesses.

ALLOWABLE SIGNAGE
The following sign types are permitted:

TENANT SIGN DESIGN PROCESS
1. 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 will occupy. If you occupy a corner suite, you will have more than one frontage. Measure each frontage separately.
2. Next, refer to the attached Sign Location Elevations. These drawings will show you where your signs may be located on the building. Coordinate with your Landlord to avoid interference with other tenant signage. Once you have determined how much sign face area you’re allowed and the sight lines to your location, you and your professional sign designer can determine the types of signs you want to use to identify your business.
3. Work with your professional designer to create signs for your business that meet the criteria in this Plan. Follow the instructions in the CSP for document preparation and submittal.
4. Submit your final package to your Landlord for approval. Once you have approval from your Landlord, submit your final package to Denver Zoning for approval and sign permit.

FRAMING QUESTIONS
Throughout the process of developing these guidelines, the issues of context, location, placement, scale, intensity, materiality and function have formed the basis for the design criteria for the overall signage. As individual designers, developers and tenants use this document, these questions should remain at the forefront of the design process to ensure a cohesive project that celebrates the unique qualities of the site and that will provide both visually and functionally durable solutions for the environmental graphics.

FRAMING QUESTIONS FOR ALL SIGNAGE:
CONTEXT: Where is the sign located in its context and adjacency to the other uses within and adjacent to this CSP area?
LOCATION: In what Zone within the CSP area is it located?
PLACEMENT: Is the sign in the public realm, adjacent to the building or located on the building? Is it placed low or high on the building?
SCALE: How large is it? Is it expected to be seen from far away or from short distances?
INTENSITY: How visually assertive is it in terms of its finishes, colors and illumination? Is the intensity consistent with adjacent uses?
MATERIALITY: What is it made of? Does it conform to or complement its surroundings?
FUNCTION: Why is it there, what does it do and to whom is it in service? What is the tenant or building’s use or purpose?

As related to the applicable framing questions, the key parameters of The Hub at RiNo Station include:
- The District is urban in location and use. Signage must be designed to be clear, legible and durable as appropriate to this environment. Signs must be attractive and serve as a complimentary feature of the building or business it serves.
- The Hub at RiNo Station will be a premier transit oriented and mixed-use community, with a substantial portion of its visitors and users being pedestrians. Identity signs and directional information should be scaled and located accordingly.
- 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 must be replaced or removed, at the cost of their owner, within six (6) weeks of notification.
Section 02
Approval Process
A. Upon Confirmation of Complete Application

Notice Requirements:
1. Within 15 days of receipt of a complete application
2. Written comments due within 30 days of date of notification
3. Zoning Administrator forwards to Planning Board with a recommendation to approve, approve with conditions or deny
4. Planning Board hearing notice requirements

Criteria For Review:
1. Excellence, design quality and professional design
2. Compatibility with building architecture, orientation, illumination and neighborhood context
3. Durable materials
4. Appropriately defined design standards and guidelines

Planning Board meeting:
1. Staff report and recommendation
2. Public testimony
3. Planning Board deliberation
4. Recommendation to approve, approve with conditions or deny

Zoning Administrator action Amendments follow same process.

Permitting:
All signs shall be reviewed to ensure compliance with the Comprehensive Sign Plan before a permit is issued. No sign permits, with the exception of Temporary development signs, shall be issued unless prior approval from the building owner is gained. Once effective, all signs shall be reviewed to ensure compliance with the Comprehensive Sign Plan.

NOTE: All signage must first be approved by the Developer and Building owners before submitting to the city for review.

Intent:
The intent of the Comprehensive Sign Plan is to allow for a Supplemental Building Sign Plan to conform with the Comprehensive Sign Plan. Applications for building and tenant signage must be approved by the building owner.

Review Submittal:
Tenants shall submit three 11x17 hard copy sets and one digital set of their sign designs to the City of Denver for review and approval. Sign submittals shall be in shop drawing format and drawn to scale at 1/2" = 1'-0" minimum. Shop drawings shall include sign type, sign dimensions, colored elevations, photographs of existing signs of the same design (if applicable), sign sections and details, materials, colors, method(s) of illumination, and structural details. The submittal shall also include a complete building elevation showing the proposed signage. Upon Landlord request, the tenant shall provide drawings stamped and signed by a structural engineer registered in the State of Colorado. It is the tenant's responsibility to apply for, and obtain the applicable permits. All signs must comply with the applicable City of Denver Codes and requirements. Any deviation of the tenant design criteria shall be resubmitted for city approval at tenant's cost.

B. Comprehensive Sign Plan & Amendments

10.10.3.3

Confirmation of complete application

Notice Requirements:
The Zoning Administrator shall see that the notices are placed on the property by the applicant no later than 15 days after receipt of the complete application for the proposed plan. The Zoning Administrator shall also send notice of the proposed plan to the 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 Zoning Administrator shall also send notices to the council members in whose district the large facility is located and to the at large council members. Such notice shall require that written comments be submitted to the Zoning Administrator by those persons having a concern with respect to the proposal within 30 days of the date of notification. If the facility site falls within a district designated for preservation or the area of a structure designated for preservation pursuant to the provisions of D.R.M.C., Chapter 30 (Landmark Preservation), the Zoning Administrator shall notify the landmark approving authority regarding the proposal. Such notice shall require that the landmark approving authority provide a written recommendation, based on adopted standards, policies, and guidelines, to the Planning Board and Zoning Administrator, as set forth in D.R.M.C., Chapter 30 (Landmark Preservation).

Criteria For Review:

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

Signage/Authorization To Apply For Signage Permit Schedule:
Building or Site signage construction documents may be submitted for ACC approval in its own package or along with a tenant improvement or base building package any time after design development submittal or anytime for replacement signage. Conceptual conference may be requested by applicant with chairman.

Meetings: None required.

Materials:
Items to be submitted by the applicant are:
Permit Copies: Two (2) 8 1/2 X 11 minimum colored print sets or e-mail in .pdf format including the following items of detail:
- Design Intent Drawing(s), clearly labeled as such
- Top, front and side view orthographic mechanical drawing(s)
- Drawn to scale (e.g. 1/4"=1'-0", 1/8"=1", etc.)
- Add bottom and additional side view(s) as required to completely show design intent
- Add section view(s) as required to completely show design intent
- Annotate and dimension all views as required to completely show design intent
- Overall and incremental dimensions
- Materials, finishes and colors
- Show 6'-0" person for scale
- Show sign(s) on building or on site and method(s) of attachment
- Show sign face area calculation(s)
- Show all sign message(s)
- one sign face layout for each sign message in the case of multiple signs

- Title block
- project name
- submittal date
- contact name, company, address, telephone, e-mail
- page number
- drawing title (e.g. elevation, section, plan, etc.)
- drawing scale

Sign Message Schedule:
Sign Message Schedule, clearly labeled as such (required only for projects with multiple signs)
- Key by sign number/letter to Sign Location Plan(s) to illustrate specific sign message
- Content to include columns for the following types of information:
  - sign number/letter designation
  - sign message / letter size / font
  - sign type (e.g. tenant identification, regulatory, address number, etc.)
  - location (e.g. Sign Location Plan page number, northeast corner of Site, etc.)
- Title block/header:
  - project name
  - submittal date
  - contact name, company, address, telephone, e-mail
  - page number (e.g. "1 of 3")

Color Rendering or Photo Simulation:
- Illustrate design intent of all materials, finishes and colors
- may be integrated into Design Intent Drawing(s)
- Title block: see Permit Copies
SUPPLEMENTAL BUILDING SIGN PLAN

A. Purpose & Authority

INTENT: The intent of the Comprehensive Sign Plan—Supplemental Building Sign Plan is to allow for a coordinated signage program among multiple buildings that will be designed, constructed and tenanted over time in multiple phases. Each Supplemental Building Sign Plan shall conform with the Comprehensive Sign Plan. Applications for building and tenant signage must be in conformance with the Supplemental Building Sign Plan to be approved.

B. Submittal Requirements

1. Description of Building Context (see Framing questions on p.4). This narrative is essential for establishing the framework for the Supplemental Building Sign Plan.
2. Overview of Building Signage Program.
   a. Building identification signage (building name and address, joint tenant signage and parking access signage)
   b. Tenant signage
3. Description of Sign Types Allowed. Establish the sign types, maximum envelopes, and number based on the Comprehensive Sign Plan. A Supplemental Building Sign Plan shall include only sign types, materials and illumination established in the Comprehensive Sign Plan.
4. Building Elevations. Provide building elevations showing the locations of sign envelopes and maximum size and number of signs within each envelope. Signage is expected to provide information and activation along streets and public spaces. Provide standardized attachment details for each sign type. Provide exterior lighting specifications, if required.
5. Site Plan. Provide a site plan showing maximum envelopes for freestanding signs including other existing and proposed freestanding signs; public art, landscaping, site features and vertical elements; and pedestrian access routes.

   a. Temporary event signs
   b. Temporary portable signs

FORMAT:
11x17 and PDF printed and electronic submittal
1. Cover page with signature block—applicant and Zoning Administrator and the Chair of the ACC
2. Narrative—items 1 and 2
3. Sign types chart, images, details and product information
4. Building elevations—include all elevations
5. Site plan

C. Supplemental Building Sign Plan

For each building or development, the following items and evidence shall be submitted to the Zoning Administrator to explain a proposed sign plan for that facility:
1. A site plan or improvement survey of the facility drawn to scale showing existing and proposed buildings, parking areas, landscaped areas, adjoining streets and alleys and locations of all ground signs.
2. Scaled drawings showing the elevations of all existing and all proposed buildings and structures that may support proposed signage.
3. Detailed design drawings and descriptions of all signs, including shapes, sizes, typography, lighting sources, exposed structure including brackets and armatures, colors, materials and finishes. Frequency or schedule of replacement of changeable graphics should be included.
4. All information on sign locations shall also be provided and applied to wall elevations drawn to scale showing locations of wall, feature, canopy, awning, projecting, arcade, plaque/panel changeable, temporary and electronic display (if applicable) signs. All elevations shall be referenced on site plans drawn to scale showing allowable locations and heights of ground signs.
5. Calculations of sign area and number for tenant signage.
6. The size, number type and location of building name and address signage will be determined at the time of submittal.

D. Criteria for Review

The criteria for reviewing proposed 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 an area.
3. Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached. Such roof signs shall not extend above any building height limit or zoning bulk plane. No flashing, blinking, fluctuating, animated or portable roof sign is allowed.
4. The sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height, and location, shall be designed so that it will be an attractive and complementary feature of the building which it serves.
5. Sign design should reflect the existing or desired character of the area.
6. Signs shall be professionally designed and fabricated from quality, durable materials.
7. The name of a sign sponsor or activity sponsor may be shown on a sign providing it does not occupy more than one (1) percent of the sign area; provided, however, outdoor general advertising devices shall not be allowed.
8. Signs for accessory uses, which are not prohibited by other provisions of division 10.10, are allowed as a part of an approved sign plan.

E. Effect Of Approved Applications

All applications, plans and permits for signs approved under the Municipal Code and this CSP shall limit construction to only those items that have been approved.
PARAMETERS FOR CHANGEABLE CONTENT

CHANGEABLE SIGNS
Permanent structures which accept changeable content that identifies, advertises or promotes an event and/or sale of merchandise or services of a business use located on the same zone lot shall be limited to:
1. Banners or flags with commercial advertising copy and imagery;
2. Weather resistant poster frames, display cases and shadow boxes;
3. Changeable materials shall be replaced at a minimum every 60 days with materials displaying different imagery and copy;
4. Permitted maximum height above grade for banners and flags: Sixty (60) feet, minimum height for building mounted banners is twelve (12) feet;
5. Sign area shall be included in calculations of the maximum use-by-right permitted sign area and shall not exceed fifty (50) percent of the maximum use-by-right permitted sign area for the permitted use on the zone lot, and;
6. Shall be placed only on the business structure within the tenant's area.

TEMPORARY SIGNS
Temporary signs fall into three categories, all subject to review and approval by the Zoning Administrator:

A. Temporary Development Signs: (construction barricades) Subject to the conditions hereinafter set forth and upon application to and issuance by the Department of Zoning Administration of a permit therefore, signs identifying or advertising new construction, remodeling, development, sale, lease or rental of either a use-by-right or a designated land area. Each such permit shall be valid for a period of not more than eighteen (18) calendar months and shall not be renewed for more than one (1) successive period at the same location. Care must be taken to ensure that if a shorter life-span material is used (vinyl, fabric), it shall be refreshed/replaced on a regular basis to maintain a high quality product.
1. Permitted sign types: Wall, window or ground.
2. Permitted maximum number: two (2) signs for each front line of the zone lot or designated land area on which the signs are located.
3. Permitted sign area: two (2) square feet for each linear foot of exterior building frontage of the zone lot or designated land area on which the signs are located. Sign area shall be applied to each front line separately.
4. Permitted maximum height above grade: Thirty (30) feet.
5. Permitted location: No limitation.

B. Temporary Event Signs: signs which identify, advertise or promote a temporary event, activity and/or sale of merchandise or services of a business use located on the same zone lot. Each permit shall be valid for a period of not more than forty-five (45) days and shall not be renewable. Care must be taken to ensure that if a shorter life-span material is used (vinyl, fabric), it shall be refreshed/replaced on a regular basis to maintain a high quality product.
These signs shall be limited to:
1. Banners with commercial advertising copy and imagery;
2. Wall signs or posters which have been treated so as to be shielded from the elements (water, wind, sun, etc.);
3. Window graphics consisting of printed material, paint or decals applied directly to glazing subject to the specific prohibitions and shall meet the following conditions:
   • Shall be maintained in a clean, orderly and condition;
   • Shall be placed in/on ground level windows/walls only;
   • Shall not exceed fifty (50) percent of the maximum use-by-right permitted sign area for the permitted use on the zone lot.

C. The following constraints apply to all types of temporary signs:
1. Permitted illumination: May be illuminated but only from a concealed internal or external light source; and shall not flash, blink or fluctuate;
2. Shall not be animated, and;
3. Shall not be used for third-party advertising.
Section 03
Building Signage
DESIGN PRINCIPLES

This section is intended to be used by all Owners, Developers, Tenants and their Designers who will be operating within the HUB.

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. Engaging an environmental graphic designer to work with the retail designer will 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 for compliance. Tenant signs and related logo graphics located along the HUB perimeter should express a refined urban sophistication through the use of clean and contemporary shapes and forms. The use of similar architectural materials used throughout the building are encouraged so as to create a seamless transition between the building and the tenant space.

All tenant signage should be appropriate to and expressive of the tenant business activity for which they communicate. Tenant sign designs shall be compatible with and be an enhancement of the architectural character of HUB’s building(s), expressing scale, color, materials and lighting levels. The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria and the aesthetics of this project. Exceptions to these specifications are rare but will be considered if, in the Landlord’s opinion, the sign design is of exceptional merit and architectural quality. Such exceptions must be approved in advance by the Landlord.

As with all undertakings, the ultimate success of HUB depends on the positive contributions of all participants.

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

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

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

All signage requires review by the City and County of Denver Zoning Administration and issuance of a Sign Permit.
SIGNAGE DEFINITIONS

VIEWING DISTANCES:
Signs viewed from a short distance are generally smaller in scale and provide greater visibility at the pedestrian level and a greater degree of visual interest to the storefront composition. Given the context of this commuter intensive urban environment, signs at this scale are absolutely critical. All retail, food & beverage, entertainment and commercial offices with a ground level presence are encouraged to incorporate a variety of sign types into their storefront designs. The quantity of these additional short distance viewed pedestrian scale signs varies by Zone.

Within the context of this document and unless specified otherwise, “Tenant” shall mean any retail, commercial, office or institutional business operating from a building, space, kiosk or cart within The Hub RiNo Station.

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

Tenant and Project ID Signs
Wall Signs
A1 Project ID - Wall Sign
A2 Tenant or Project ID - Upper Story/Major Tenant
A3 Tenant ID - Wall Sign
Canopy Signs
B Tenant or Project ID - Canopy Signs
Projecting Signs
C Tenant or Project ID - Projecting Sign
Window Signs
D Tenant or Project ID - Window Graphic/Sign
Parking/Traffic Directional/ Wayfinding Signs
E1 Parking ID - Wall Sign
E2 Parking ID - Projecting Sign
Joint Identification
F Joint ID - Wall Sign

Refer to pages 26-34 of this document for further definitions of each sign type.

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 not more than twenty four inches (48”) 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.
**SIGN ALLOWANCES**

<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 and Project Identity</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Permitted Types</th>
<th>Wall, window, ground, projecting, canopy, and arcade, except that projecting signs are prohibited for uses without direct street access on the Street Level</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Prohibited Sign Types</th>
<th>Wall Mounted Sign Box Cabinets, Vacuum Formed Letterforms Portable signs, sandwich boards, rooftop signs, signs that flash, blink, or fluctuate, of 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.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Maximum Quantity</th>
<th>Projecting Signs Only: Each user may display 1 projecting sign adjacent to every street upon which the user has frontage and an entry, or 1 projecting sign at the corner of a building where the user has 2 frontages, provided that the approval of the manager of Public Works has been given pursuant to the sections 49-436 of the revised municipal code. A maximum of 3 Upper Story signs permitted for this project. All other signs, including a Mix of Projecting and Other sign types: each use may have the greater number of the following: 5 signs; or 2 signs for each front line of the zone lot on which the use is located. Each use by right or conditional use may have the greater number of the following: 5 signs; or 2 signs for each front line of the zone lot on which the use by right or conditional use is located. All Other Signs (including a Mix of Projecting &amp; Other Sign Types) Each use may have up to: • 5 signs (or) • 2 signs on each front line of the zone lot on which the use is located.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Maximum Area</th>
<th>Fifty (50) square feet OR the total permitted sign area of each use by right shall be determined by the following: For a zone lot having 2 or more uses by rights. 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. Ground level uses-by-right with street frontage: Sign area shall be 1.5 square feet of sign area for each linear foot of building frontage occupied by the use by right for first 200 linear feet of building frontage; and 1 square foot of sign area for each linear foot above 200 linear feet of building frontage occupied by use by right. A. The total sign area of any use-by-right shall not exceed 600 square feet B. No single sign shall exceed 200 square feet C. All measurements shall be applied to each street/ frontage separately, then totaled for a cumulative sign area calculation D. No additional sign area is granted for tenants occupying multiple floors. E. Max. area of panel/plaque sign: four (4) sq. ft.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Maximum Projection</th>
<th>A. Wall sign: twenty four (24) inches B. Projecting sign: five feet.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Maximum Height Above Grade</th>
<th>Arcade signs: 20'. Ground signs: 32'. Wall or window signs: The roof line of the building to which the sign is attached. Projecting signs: The bottom of any projecting sign must be at least 8' above the sidewalk or Street Level finished floor level, whichever is higher. The top of any projecting sign may be no higher than 15' above the sidewalk or Street Level finished floor level, whichever is higher.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>A. No setback is required from any boundary line of the building frontage. Projecting signs attached to walls which are adjacent to a street right-of-way line may project into the right-of-way in accordance with section 49-436 of the Denver Zoning Code. (Ord. No. 143-81, effective. 3-31-81) B. Tenants above the ground floor will be permitted exterior signage C. If multiple tenants share a single entry point, individual Plaque/Panel Signs or a Joint I.D. Wall or Ground sign may be used to provide a listing of those tenants. Multiple signs, of any type, at a single entry will not be permitted. Projecting signs: • May not project more than 6 feet out from a building. • Shall not exceed the height of the parapet of building. • Shall not be placed less than 8 feet apart.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Permitted Illumination</th>
<th>May be illuminated but shall not flash, blink or fluctuate. All signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination and large signs or structures which visually dominate an area! Sign Types: May be illuminated and all direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited. Additional Standards for Projecting Signs: • Illumination of projecting signs shall be permitted by direct, indirect, neon tube, light emitting diode (LED), and fluorescent illumination for users with over 20 linear feet of frontage. Users with fewer than 20 linear feet of frontage may have direct external illumination only. • Fully internally-illuminated plastic sign boxes with internal light sources are prohibited. • Projecting signs may use a variety of illuminated colors.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Animation</th>
<th>Animated signs are prohibited.</th>
</tr>
</thead>
</table>
Section 03

Signage Locations
SITE PLAN HUB 1 and HUB 2 - UPPER LEVEL

KEY
- A1: WALL SIGN - PROJECT ID
- A2: WALL SIGN - UPPER STORY/MAJOR TENANT
- A3: WALL SIGN - TENANT ID
- B: CANOPY SIGN - TENANT ID
- C: PROJECTING SIGN - TENANT OR PROJECT ID
- D: WINDOW SIGNS - TENANT OR PROJECT ID
- E1: PARKING/TRAFFIC/WAYFINDING - WALL
- E2: PARKING/TRAFFIC/WAYFINDING - PROJECTING
- F: JOINT TENANT ID - WALL SIGN
- ZONE LOT BOUNDARY
DOWNING STREET ELEVATION - HUB 1
WALNUT STREET ELEVATION - HUB 1

Scale: 1:300

KEY
- A1: WALL SIGN - PROJECT ID
- A2: WALL SIGN - UPPER STORY/MAJOR TENANT
- A3: WALL SIGN - TENANT ID
- B: CANOPY SIGN - TENANT ID
- C: PROJECTING SIGN - TENANT OR PROJECT ID
- D: WINDOW SIGNS - TENANT OR PROJECT ID
- E1: PARKING/TRAFFIC/WAYFINDING - WALL
- E2: PARKING/TRAFFIC/WAYFINDING - PROJECTING
- F: JOINT TENANT ID - WALL SIGN
36th STREET ELEVATION - HUB 1

Scale: 1:300

KEY
- A1: WALL SIGN - PROJECT ID
- A2: WALL SIGN - UPPER STORY/MAJOR TENANT
- A3: WALL SIGN - TENANT ID
- B: CANOPY SIGN - TENANT ID
- C: PROJECTING SIGN - TENANT OR PROJECT ID
- D: WINDOW SIGNS - TENANT OR PROJECT ID
- E1: PARKING/TRAFFIC/WAYFINDING - WALL
- E2: PARKING/TRAFFIC/WAYFINDING - PROJECTING
- F: JOINT TENANT ID - WALL SIGN
Section 03

Sign Type Descriptions
WALL SIGNS

A1: PROJECT ID AND A3: TENANT ID

INTENT:
Wall signs are integrated with the building walls where available or above main entries of tenant lease spaces and/or entrances into the project. These signs are mounted directly to the curtain wall of the building; all connecting hardware should not be visible unless it is an integral part of the sign design. Specific Tenant signs are located above the storefront display windows and/or entry doors, parallel to the building facade, projecting no more than twenty-four inches (24”). Wall signs consist of letter and logo forms individually attached to the building fascia or to a panel or cabinet.

LOCATION:
Wall signs are integrated with the building walls 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.

ALLOWANCE:
The maximum allowable is one (1) sign per each tenant on exterior wall/wall frontage. No more than 10% of total wall area may be used, and no more than 600 square feet total area wall signs.

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. May be illuminated and all direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited.

ATTACHMENT DETAILS:

ENCOURAGED APPROACHES:
The following are approaches commonly encouraged:

• Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3 dimensional form to the signage components.

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

• Paint and metal finishes that connect to the building wall should reflect the overall architectural color palette.

• Sign/sign armature attachment to building wall with custom designed metal armature/brackets.

• External and or internal illumination integrated into sign canopy recommended.

• All designs subject to review for scale and proportion relative to the building architectural context.

• Three dimensional logo or iconographic elements are encouraged.

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

• No back-lit sign boxes will be allowed.

ENCOURAGED EXAMPLES

FCO pin-mounted halo-lit letters

Deep open channel single-mounted letters

Fabricated letters integrated into architecture

Layered, externally lit metal panel

Cabinet sign box

Face-lit flush-mounted logo
WALL SIGNS

A2: UPPER STORY

INTENT:
The intent for Upper Story wall signs is to bring greater hierarchy and large-scale vehicular wayfinding opportunity for said-tenant. To additionally identify major tenants within individual office buildings by either name or logotype.

LOCATION:
Upper Story wall signs to be located near top of building, not to extend above the roof line on front facade of building.

ALLOWANCE:
No single sign shall exceed 200 Sq. Ft. Signs are to be located near top of buildings, not to extend above the parapet wall. A maximum of three (3) tenant signs per building, one (1) per side.

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. May be illuminated and all direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited.

ATTACHMENT DETAILS:
ENCOURAGED APPROACHES:
The following are approaches commonly encouraged:

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

ENCOURAGED EXAMPLES

Cut-out logo, halo-lit mounted to brick

High contrast color internally-illuminated letters
CANOPY SIGN - TENANT ID
B: TENANT OR PROJECT ID CANOPY SIGN

INTENT
Canopy signs are intended to house a tenant ID or project ID and to complement the canopy architecture and integrity of structure. Canopy Signs are defined by their association with architectural entry canopies. Colors, finishes and materials used for Canopy Signs shall be complementary to the tenant facade and an integral part of the canopy or architectural element.

ALLOWANCE
These signs can be mounted above, below or on the face of canopy structures. Due to slope of the project, maximum height is 4' above top of storefront glass locations and also for parking directional support. Each use by right or conditional use may have the greater number of the following: 5 signs; or 2 signs for each front line of the zone lot on which the use by right or conditional use is located.

Types of Canopy Signs to be encouraged include:
Dimensional letters and logo forms fabricated from suitable 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, between 2,500 and 3,000 degrees Kelvin.

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

ILLUMINATION
Internally illuminated pan channel letters with acrylic faces. These signs are allowed for tenants who demonstrate that they will use this sign type with maximum creativity of design and the highest quality of materials and fabrication including:
• Raceways and conduit connecting letter forms must be concealed within the canopy or storefront construction.
• Flush, discreet attachment of the acrylic faces to the metal channel letters without typical trim cap edging.
• The acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.
SECTION 03

INTENT
Projecting Signs are wall mounted perpendicular or diagonally to the building facade and will project 18” to 48” from the building surface. Vertical height is defined by the Tenant’s space. The details and materials used for Projecting Signs should convey the personality and display the unique character of each individual tenant and be complementary to the architecture upon which they are located. Because of their proximity to the viewer, special care and attention must be made to their craft and finish.

LOCATION
Projecting signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk. Final location to be determined as part of the Supplemental Building Sign Plan.

ALLOWANCE
Types of Projecting Signs to be encouraged include:
1. Artistic, three-dimensional object signs of logo or primary sales product(s) fabricated/sculpted from suitable materials.
2. Router-cut or dimensional letters/logos attached to or pushed through sign panels or cabinet construction boxes.
3. Painted, screen printed or gilded sign panels or cabinet construction boxes.
   • A combination of materials. Cut-out, layered, built up or pinned-off metal or wood borders or graphics.
   • Raceways, conduits and transformers must be concealed within the sign assembly.
   • Flush, discreet attachment of the acrylic faces to the metal channel letters without typical trim cap edging.
   • The acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.

PROJECTING SIGNS - TENANT ID

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.

Projected Signs for businesses, retail, food & beverage and entertainment tenants are encouraged to have internal, integral, edge, halo or external illumination, or any combination thereof. Food & beverage and entertainment tenants are encouraged to:
- Have letter and logo forms rendered in exposed neon applied to the sign panel.
- Attach reverse pan channel letters with halo illumination to the sign panel.
WINDOW SIGNS - TENANT OR PROJECT ID

D: TENANT OR PROJECT ID WINDOW GRAPHIC

INTENT:
To identify the entrance and hours of operation, identify the tenants storefront and display windows and create visual interest. Signs are displayed on glass entry doors; graphics applied directly to the glass surface. Maximum area for Window Signs on entry doors cannot exceed twenty-five percent (25%) of the total entry door window area.

LOCATION:
If any window signs are located on the door, the following design standards must be met: 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.

ATTACHMENTS:
Install directly inside to tenant glass.

ENCOURAGED APPROACHES:
The following are approaches commonly encouraged:
- 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.
- 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).
- Avoid repeating business wording and tenant ID’s in every window when this information already exists on other signage.
- Provide secondary information on products, services, etc. that are 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 ID if needed.
- Vinyl, silk-screened or gold leaf signage on doors is

ENCOURAGED EXAMPLES:

Logo & Hours

Logo, Tag-line & Hours

Retail ID and less than 20% window coverage brand graphic
SECTION 03

PARKING/TRAFFIC DIRECTIONAL/WAYFINDING - WALL SIGNS

E1: PARKING ID - WALL SIGN

INTENT:
The intent of wall parking identification signage is to provide identification, information and direction to guests, residents and workers visiting and interacting with the project. These wall signs provide a general understanding of the project which allows users to move about with confidence and ease. These signs assist the guests, from well positioned and highly visible identification of the vehicular garage entries, to navigating within the garage, to emerging into the street-level public realm.

LOCATION:
To be mounted above the garage entrance as clear messaging for vehicular arrival. Wall signs are integrated with the building walls where available or above main parking entrances and vehicular flow routes. 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. Ground signs permitted location shall be set in at least five (5) feet from every boundary line of the zone lot. Locate in a high traffic area out of the public right of way.

ALLOWANCE:
Maximum of two (1) parking identification sign per garage entrance. 50 square feet, or, the total permitted sign area of each use by right shall be determined by one of the following provisions; provided, however, that no sign shall exceed 200 square feet in area nor shall the total sign area of any use exceed 600 square feet:

ILLUMINATION:
Non-illuminated

ATTACHMENT DETAILS:
Wall signs are integrated with the building walls where available or above main entries of tenant lease spaces. These signs are mounted directly to the curtain wall of the building; all connecting hardware should not be visible unless it is an integral part of the sign design.

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

FCO letters wall-mounted
Wall mount dimensional letters
Wall mount, cabinet
Wall-mounted directional
PARKING/TRAFFIC DIRECTIONAL/WAYFINDING - PROJECTING SIGNS

E2: PARKING ID - PROJECTING SIGN

INTENT

Parking Identity & Directional Signs and graphic screen panels are a specific example of a Facility ID sign that, due to their simple use of an iconic symbol, are so widely recognized and understood that they've become a common sign type.

ALLOWANCE

They may be freestanding or flat, suspended or perpendicular mounted to a building or overhead structure.

Parking Identity & Directional Signs must be designed and located to provide optimum visibility and legibility for the streets on which they are placed and due to the consolidated parking strategy of the HUB project, easily visible from the adjacent major thoroughfares. For freestanding units, coordination with street/site lighting and landscaping is critical to avoid conflicts.

Parking Identity and Directional Signs shall employ the international symbol for Parking consisting of a capital letter “P” enclosed in a circular form. Private parking facilities must be designed so as to differentiate themselves from the public parking to minimize any confusion among first time visitors.

If the public parking facilities incorporate a “smart parking” system for counting available spaces, this information should be provided as a separate panel below the parking symbol. Content can be displayed numerically or as a simple “Open” or “Full” message. The garage/building address may also be displayed adjacent to or around the “P” symbol, if desired. If the sign is being used for directional information, an arrow may also be enclosed in the circle or it may appear as a secondary element below or violating the circle. This sign type must be illuminated.

LOCATION

For projecting building mounted Parking I.D. signs, the bottom edge of the enclosing circle must be not less than 8'-0" above grade and not more than 15'-0" above grade unless extenuating site conditions require otherwise for optimum visibility of the sign. The minimum cap height for the “P” is 1'-9".

MATERIAL

Types of Projecting Signs to be encouraged include:
1. Artistic, three-dimensional object signs of logo or primary sales product(s) fabricated/sculpted from suitable materials.
2. Router-cut or dimensional letters/logos attached to or pushed through sign panels or cabinet construction boxes.
3. Painted, screen printed or gilded sign panels or cabinet construction boxes.

Recommended Examples

- Projecting - custom finish
- Projecting - standard P
- Ground mount, pole
- Projecting - long directional
- Projecting sign with arcade/wall support
SECTION 03

JOINT TENANT IDENTIFICATION - WALL SIGNS
F: JOINT ID - WALL SIGN

INTENT:
Joint Tenant ID or Directories are a specific type of Wall sign purposes, presenting multiple Tenants and public-use destinations in a single display. These units may also include a Project ID header as part of its content (without being overtly repetitive).

Joint Tenant ID signs are integrated with the building walls where available or above main entries of tenants’ entrances into the project. These signs are mounted directly to the curtain wall of the building; all connecting hardware should not be visible unless it is an integral part of the sign design.

LOCATION:
Wall signs are integrated with the building walls 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.

ALLOWANCE:
The maximum allowable is one (1) sign housing three or more tenant logos on exterior wall/wall frontage. No more than 10% of total wall area may be used, and no more than 600 square feet total area wall signs per one street frontage.

ILLUMINATION:
Joint Tenant ID signs are to have static, unobtrusive illumination. Halo, shielded, concealed or external, shielded, downward facing fixtures are allowed.

ENCOURAGED APPROACHES:
The following are approaches commonly encouraged:

- Fabricated, weather protective enclosures with lockable glass faced doors. Changeable graphics may be silkscreened or digitally printed. Units may be installed to be flush with wall (column) surface or may be secured to column faces. Illumination, if included, must be externally washed by concealed fixtures.

- Framed panel or open pan construction with expose or concealed external illumination sources. Changeable graphics may be silkscreened or digitally printed.

- Layered sandwich construction with protective glass face, changeable content and rear panel surface of appropriate materials and finishes all secured by vandal-resistant mechanical fasteners.

- Changeable cut-out metal letters or panels secured in a frame or track. External or halo illumination.

- If context allows- artfully rendered graphic interpretation of the Project with silkscreened or digitally printed changeable content faces.
Section 04

Materials and Methods
ACCEPTABLE MATERIALS

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.

Use permanent, durable materials such as metals and metal composites. Do not use sign boxes with plastic or acrylic faces. Acrylic letters or logos may be used for window signs.

EXAMPLES

**Wall Signs**

Face-lit Channel Letters  
Face-lit Channel Letters  
Open Pan Channel Letters  
Neon Signs  
Painted Signs with External Illumination  
Channel Letters  
Signage on Custom Background  
Symbols / Shapes
**ACCEPTABLE MATERIALS**

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 its surrounding context.

Guidelines for Signs

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, raceways or junction boxes on the street frontage elevations of a building.

Direct lighting toward a sign from an external shielded lamp is encouraged.

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

Halo, LED or exposed neon for lighting signs are also acceptable

Use a warm temperature of light, similar to daylight.

Ensure lighting type, design, size and numbers correspond with signage and building design.

**EXAMPLES**

**Projecting Signs**

Neon  
This example shows adjacent indirect building lighting; this approach can provide good sign visibility.

Direct Lamp lighting  
Iconic Design

**Window Graphics**

Bold Graphics  
Vintage Materials/Techniques  
Unique Lettering  
Typographic
ACCEPTABLE MATERIALS

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.

Use permanent, durable materials as to eliminate general wear and tear from weather & the elements. Tenant must replace awning signage if discoloration or ripping occurs.

EXAMPLES

Awning Signs

Subtle Pattern  Pop of Color  Typographic  Logo
UNACCEPTABLE MATERIALS

PROHIBITED SIGN TYPES

In order to maintain a high level of quality and a character appropriate to the Hub 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 of Denver Zoning Administration.

The following identity sign types are prohibited:

1. Internally illuminated signs with vacuum formed plastic faces.
2. Internally illuminated box signs with exposed acrylic or stretched vinyl sheet faces without additional materiality and layering.
3. Internally illuminated awnings.
4. Parked motor vehicles and/or trailers intentionally located so as to serve as a sign or advertising device.
5. Signs with exposed raceways.
6. Signs with individual changeable plastic letters.
7. Sign boards using explicitly inexpensive materials.
8. Off the shelf portable signs that do not reflect the quality demanded of this district.
9. Inflatable signs.

EXAMPLES

Prohibited Signage

Internally Illuminated Box Signs with Plastic Faces
Exposed Raceways, Heavy Trim-Cap
Low Quality, Off the Shelf Portable Sign
Temporary Inflatables, Of Any Kind

Signs with individual changeable plastic letters
Internally illuminated signs with vacuum formed plastic faces
Low Quality, Portable Flag Signs
Illuminated Awnings