



# METRO CENTER

**Tenant Design Criteria**

February 1, 2008

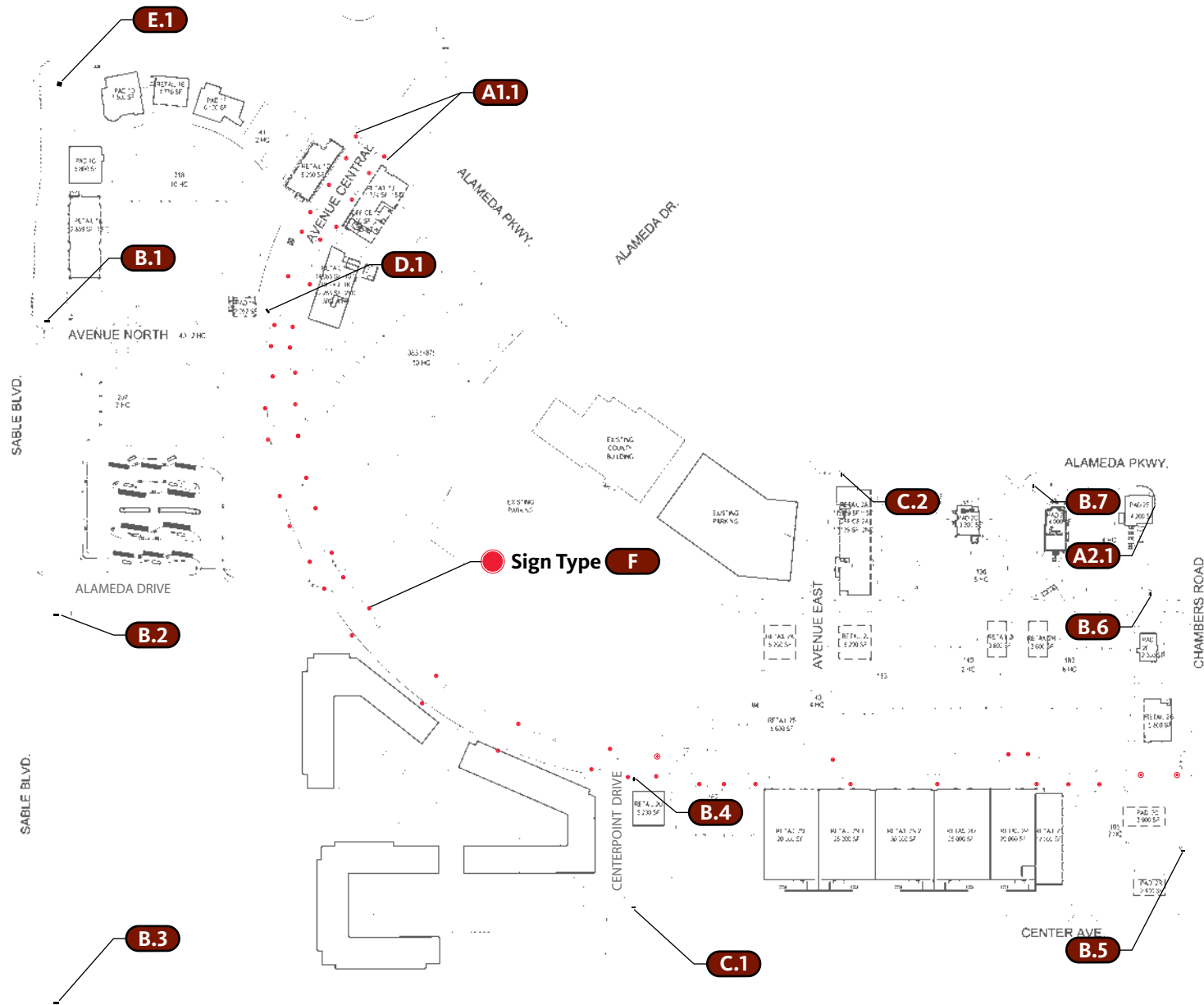




## Contents

Site Plan with Sign Locations	1.2	General Requirements	2.4
Project Sign Types	1.3	Acceptable Materials and Methods	2.5
Sign Type A1 - Main Entry	1.4	Unacceptable Materials and Methods	2.6
Sign Type A2 - Main Entry Signage	1.5	Primary and Secondary Signs	2.7
Sign Type B - Monument Entry	1.6	Wall-mounted Signs	2.8
Sign Type C - Monument Entry	1.7	Pin-mounted Letterforms	2.9
Sign Type D - Pedestrian Directory	1.8	Pin-mounted Letterforms	2.10
Sign Type E - Entry Gateway	1.9	Neon in Pan-Channel Letters	2.11
Sign Type F - Streetlight Banners	1.10	Exposed Neon	2.12
Tenant Signage - Building 1A	1.11	Signage on Glass	2.13
Tenant Signage - Mid Size Boxes	1.12	Raceways	2.14
Tenant Signage - Mid Size Boxes	1.13	Blade Signs	2.15
Tenant Signage - Building 2A	1.14	Blade Signs	2.16
Tenant Signage - Building 2A	1.15	Other Signage	2.17
Signage Goals	2.1	Other Signage	2.18
Submission Requirements	2.2	Other Signage	2.19
Signage Definitions	2.3	Sign Area Allowances	2.20

## Site Plan – Sign Locations



## Metro Center Signage



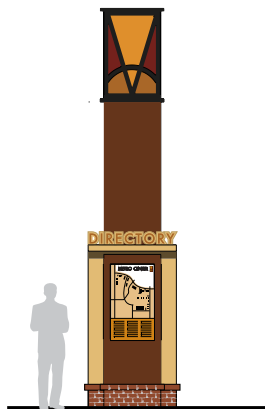
Patterns - Lantern  
Aurora City Center Sketchpak  
Sheet 1.5



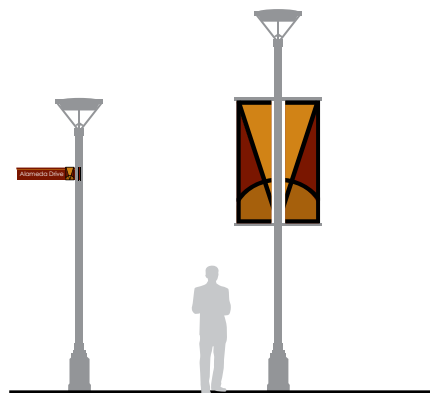
**B** Monument Entry with Tenant Listings



**C** Monument Entry with Tenant Listings



**D** Pedestrian Directory



**F** Pole Signs and Banners



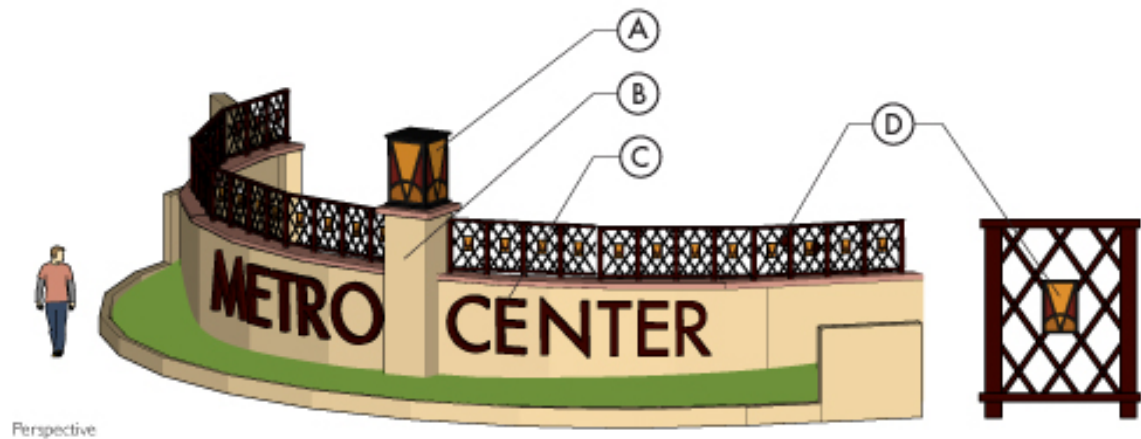
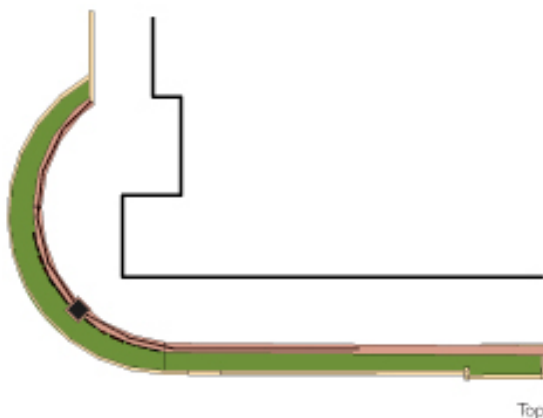
**E** Project Tower

## Sign Type A1 - Main Entry Sign

### SIGN DETAILS

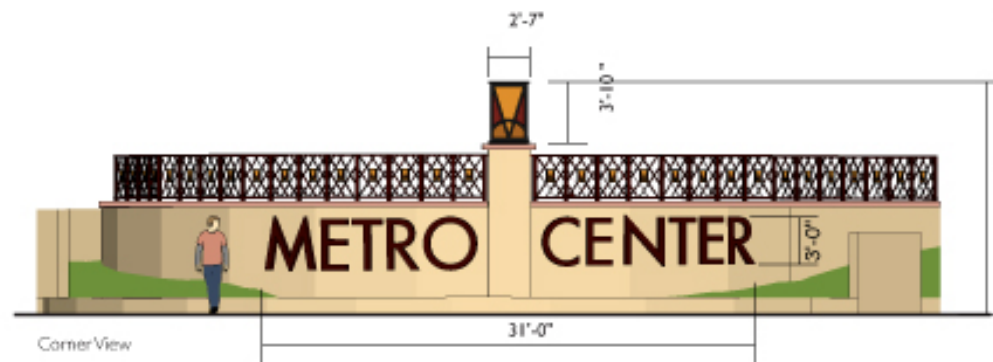
The main site entry wall is located at Alameda Parkway and Avenue Central. The purpose of the main site entry wall is to direct visitors to Avenue Central, the primary entrance and main connector street running through the project area. The signs are located on both sides of the entry to allow for ease of visibility for cars traveling to the site. The logo is a featured four sided internally illuminated lantern on top of a brick base integrated into the wall. The Metro Center letters are painted halo illuminated reverse pan channel dimensional letters pin mounted off of the wall. All colors are complimentary with the Metro Center logo and materials used for the site.

- (A) Internally illuminated aluminum logo cabinet with translucent panels. Translucent panels to match 1. Pantone 131C, 2. Pantone 483C, 3. Pantone 153C.
- (B) Tower/support element for logo lantern.
- (C) Dimensional halo illuminated letters painted to match Pantone Black 5C, letters pin mount off of wall.
- (D) Logo elements on railing.



Perspective

Detail



Corner View

## SIGN DETAILS

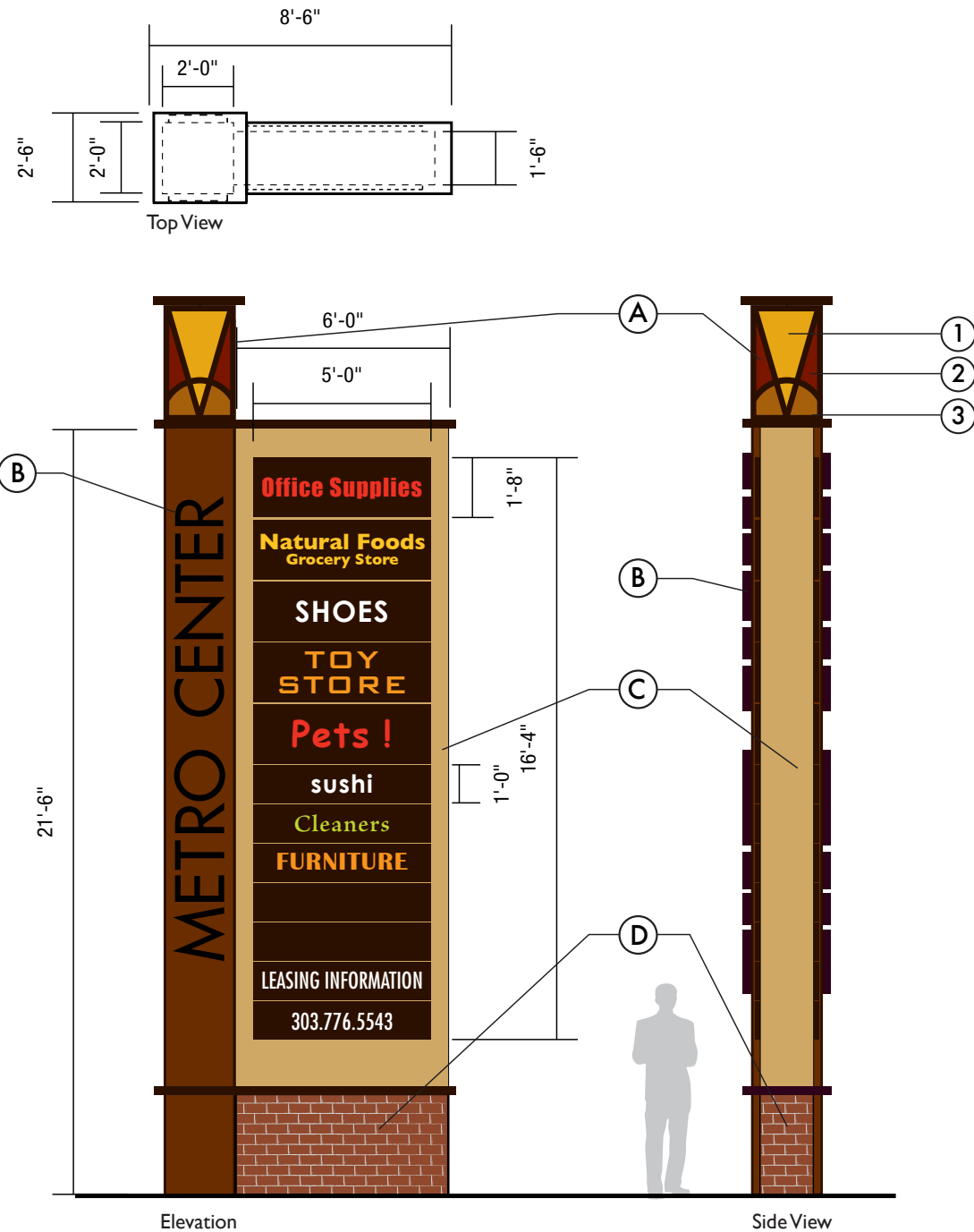
[illegible]

## Sign Type B – Entry Monument

### SIGN DETAILS

The monuments are located at the entries to Metro Center. The purpose of the monument signs is to direct visitors to the entries of the site and to list the retail tenants located at Metro Center. The signs are double sided to allow for ease of visibility for cars traveling to the site. The logo is a featured four sided internally illuminated lantern at the top of a square painted aluminum column. The Metro Center letters are painted halo illuminated reverse pan channel dimensional letters. The brick base of the monument matches one of the bricks used in the building architecture. Tenant listings are individual reverse pan panels that are routed and backed with acrylic and translucent vinyl. The tenant panels are mounted to an internally illuminated painted cabinet. All colors are complimentary with the Metro Center logo and materials used for the site.

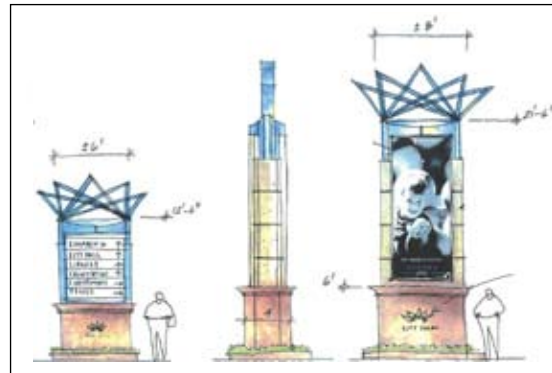
- (A) Internally illuminated aluminum logo cabinet with translucent panels. Translucent panels to match 1. Pantone 131C, 2. Pantone 483C, 3. Pantone 153C.
- (B) Dimensional halo illuminated letters painted to match Pantone Black 5C on aluminum cabinet painted Benjamin Moore 'Beaver Brown' 2104-20.
- (C) Internally illuminated aluminum cabinet with changeable dimensional tenant panels painted Matthew Paint MP20157 (Metallic Bronze). Cabinet painted Benjamin Moore 'Monroe Bisque' HC-26. Panels to be 1/8" aluminum, copy and logos are routed and backed with acrylic and translucent vinyl.
- (D) Brick base to match Project Brick B6.



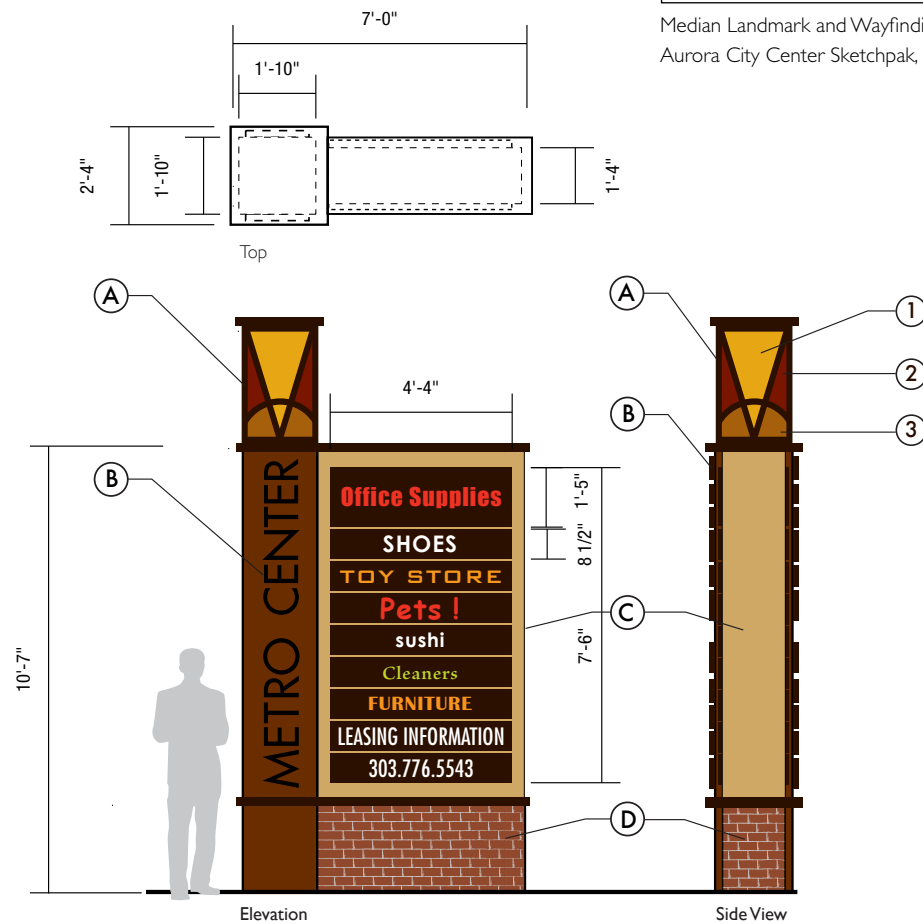
## Sign Type C – Entry Monument

### SIGN DETAILS

These smaller monuments are located at the corner of Center Avenue and Centerpoint Drive and Alameda Parkway and Avenue East entries to Metro Center. The purpose of these monument signs is to direct visitors to the entries of the site and to list the retail tenants located at Metro Center. The signs are double sided to allow for ease of visibility for cars traveling to the site. The logo is a featured four sided illuminated lantern at the top of a square painted aluminum column. The Metro Center letters are painted halo illuminated reverse pan channel dimensional letters. The brick base of the monument matches one of the bricks used in the building architecture. Tenant listings are individual reverse pan panels that are routed and backed with acrylic and translucent vinyl. The tenant panels are mounted to an internally illuminated painted cabinet. All colors are complimentary with the Metro Center logo and materials used for the site.



Median Landmark and Wayfinding  
Aurora City Center Sketchpak, Sheet 4.2



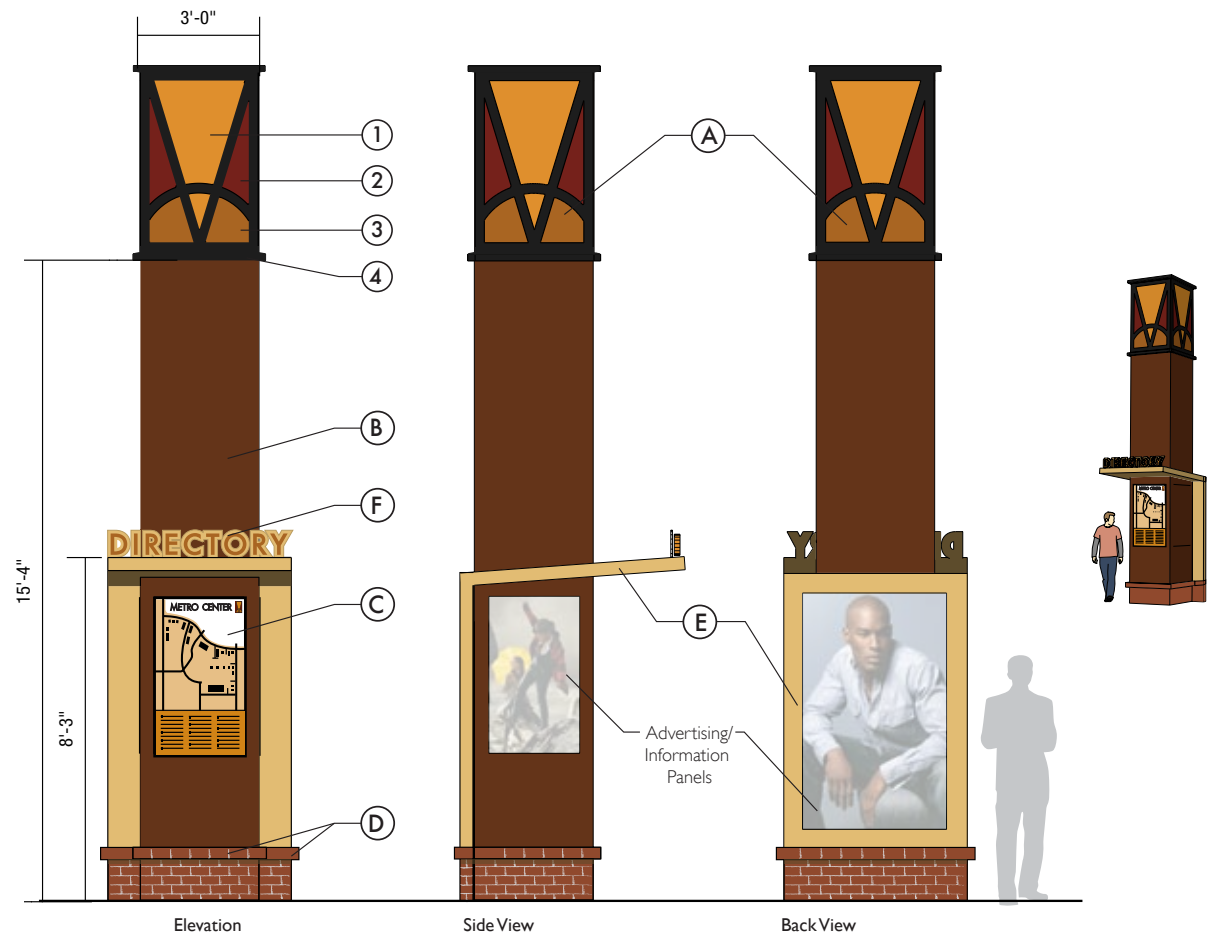
- (A) Internally illuminated aluminum logo cabinet with translucent panels. Translucent panels to match 1. Pantone 131C, 2. Pantone 483C, 3. Pantone 153C.
- (B) Dimensional halo illuminated letters painted to match Pantone Black 5C on aluminum cabinet painted Benjamin Moore 'Beaver Brown' 2104-20.
- (C) Internally illuminated aluminum cabinet with changeable dimensional tenant panels painted Matthew Paint MP20157 (Metallic Bronze). Cabinet painted Benjamin Moore 'Monroe Bisque' HC-26. Panels to be 1/8" aluminum, copy and logos are routed and backed with acrylic and translucent vinyl.
- (D) Brick base to match Project Brick B6.

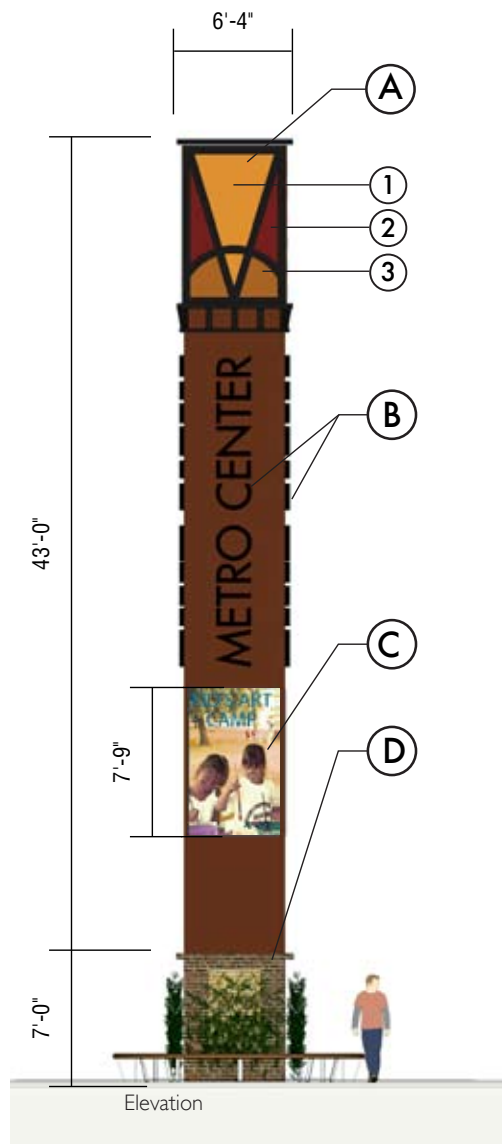
## Sign Type D – Pedestrian Directory

### SIGN DETAILS

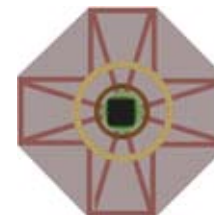
This pedestrian directory is located in the plaza at the corner of Avenue Central and Avenue North. The purpose of this pedestrian directory is to orient visitors, provide directional information, current events and advertising opportunities. The logo is a featured four sided illuminated lantern at the top of a square painted aluminum tower. The directory is located in the plaza area as a feature element. The Directory letters are painted halo illuminated reverse pan channel dimensional letters with a backer panel. The brick base of the monument matches one of the bricks used in the building architecture. All colors are complimentary with the Metro Center logo and materials used for the site.

- (A) Internally illuminated aluminum logo cabinet with translucent panels. Translucent panels to match 1. Pantone 131C, 2. Pantone 483C, 3. Pantone 153C, 4. framework and column cap painted Matthews MP20157.
- (B) Tower/aluminum cabinet painted Benjamin Moore 'Beaver Brown' 2104-20.
- (C) Internally illuminated cabinet with illuminated 2'-0" X 3'-0" directory and map and two 2'-0" X 3'-0" ad panels.
- (D) Base to match Project Brick B6.
- (E) Canopy and back panel. Back panel functions as an internally illuminated cabinet for 3'-6" x 6'-6" advertising panels. Cabinet painted Benjamin Moore 'Monroe Bisque' HC-26.
- (F) Halo illuminated dimensional letters with backer plate. Letters painted to match Pantone 153C. Backer plate painted to Benjamin Moore 'Monroe Bisque' HC-26.





Perspective



Plan View



Entry Gateway  
Aurora City Center Sketchpak  
Sheet 3.0

## Sign Type E – Entry Gateway

### SIGN DETAILS

The project tower is located at the corner of Alameda Parkway and Sable Boulevard. The purpose of this tower is to create a landmark that directs visitors to Metro Center. This tower has two reader boards to inform the public about community events and information pertaining to the City of Aurora and Metro Center. The tower is located at an angle so that the two reader boards allow for ease of visibility for cars traveling to the site. The logo is a featured four sided illuminated lantern at the top of a square painted aluminum column. The Metro Center letters are painted halo illuminated reverse pan channel dimensional letters located on all four sides of the tower. The brick base of the monument matches two of the bricks used in the building architecture. There is a paved plaza at the base of the tower with circular seating and landscaping. All colors are complimentary with the Metro Center logo and materials used for the site.

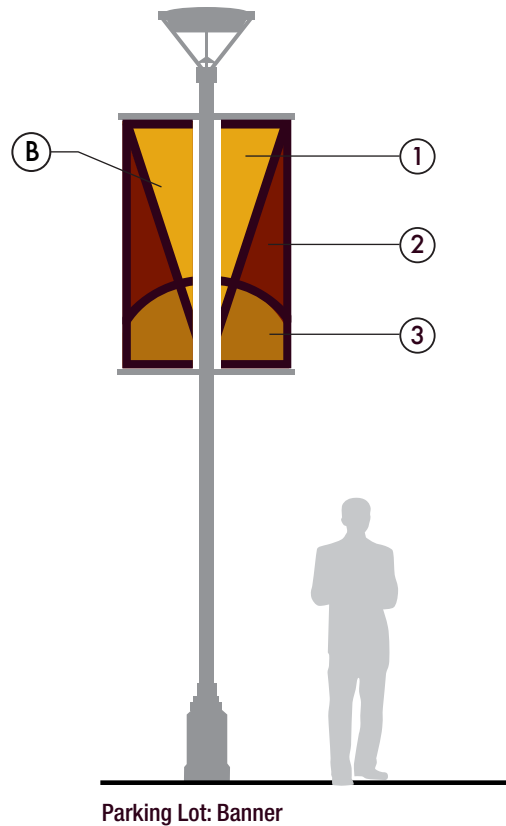
- (A) Internally illuminated aluminum cabinet with translucent panels. Translucent panels to match 1. Pantone 131C, 2. Pantone 483C, 3. Pantone 153C.
- (B) Dimensional halo illuminated letters painted to match Pantone Black 5C on aluminum cabinet painted Benjamin Moore 'Beaver Brown' 2104-20.
- (C) Electronic reader board
- (D) Base to match Project Brick B6 and B3. Paved plaza, seating and landscaping around base.

## Sign Type F – Streetlight Banners

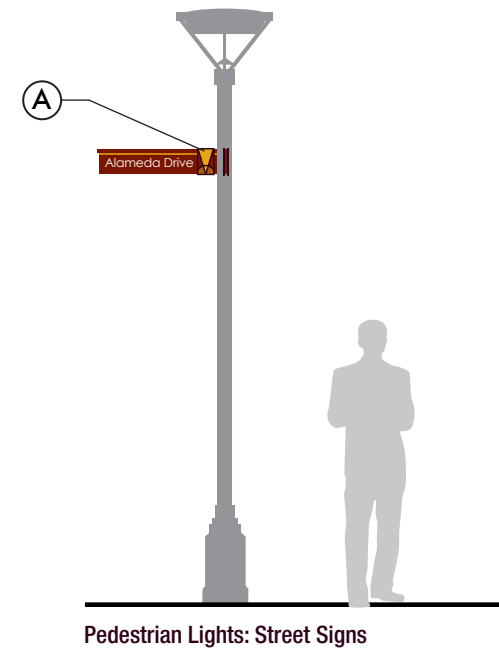
### SIGN DETAILS

The purpose of the streetlight banners and custom street signs is to strengthen the Metro Center brand. The banners are changeable to reflect seasonal character and promote upcoming events in the City of Aurora and Metro Center.

- (A) Street sign with branded element
- (B) Banners with Break away attachments. Design elements will vary based on community events, seasonal and Metro Center events. Logo banner colors to match 1. Pantone 131C, 2. Pantone 483C, 3. Pantone 153C.



Banners  
Aurora City Center Sketchpak, Sheet 4.1



## Tenant Signage - Building 1A

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations illumination sources and materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the descriptions on the following pages.

- (A) Internally illuminated aluminum sign cabinet, tenant designs will vary per storefront.
- (B) Comissioned artwork, historical photos of Aurora and other art related images digitally printed and applied to substrate on building. Advertising images are not allowed.

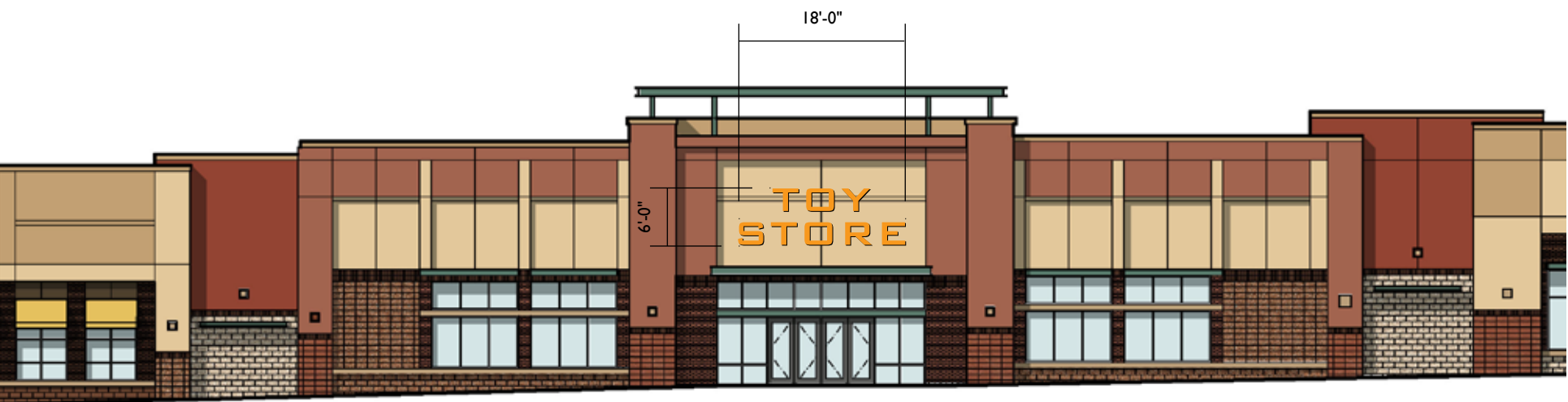


## Tenant Signage - Mid Size Boxes

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations illumination sources and materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the descriptions on the following pages.

- (A) Internally illuminated aluminum sign cabinet, tenant designs will vary per storefront.
- (B) Metro Center logo medallion.





BLD. 2N



BLD. 2M

BLD. 2L

## Tenant Signage - Building 2A

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations illumination sources and materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the descriptions on the following pages.

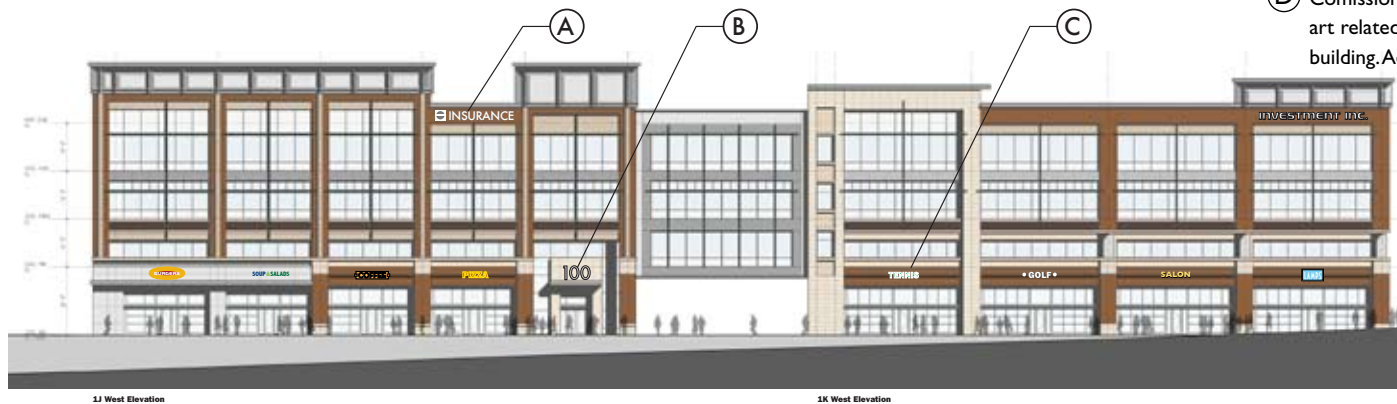
- (A) Internally illuminated aluminum sign cabinet and individual letters on a raceway, tenant designs will vary per storefront.
- (B) individual letters on a raceway, tenant designs will vary per storefront.
- (C) Freestanding directory for tenant listings on level 2.
- (D) Comissioned artwork, historical photos of Aurora and other art related images digitally printed and applied to substrate on building. Advertising images are not allowed.



## Tenant Signage - Building IJ and IK

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations illumination sources and materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the descriptions on the following pages.

- (A) Internally illuminated individual letters on a raceway, tenant designs will vary.
- (B) Building address Individual letters on canopy.
- (C) Individual letters on a raceway, tenant designs will vary per storefront.
- (D) Comissioned artwork, historical photos of Aurora and other art related images digitally printed and applied to substrate on building. Advertising images are not allowed.



## Signage: Goals

### CRITERIA

The objective of these guidelines is to promote high standards for Metro Center's overall graphic image, ensure that such standards are maintained within the project area, and encourage tenants to create high quality signage that is compatible with their specific storefront. A variety of components, styles, materials, and colors contribute to the texture of the streetscape.

The variety of storefronts allows a similar variety of tenant signage. Pin-mounted letterforms, pan channel, halo illuminated letterforms, and blade signs.

It is intended that the signing of the stores in the Metro Center be developed in an imaginative and varied manner. Although previous and current signing practices of Tenant will be considered, they will not govern signs to be installed in the Metro Center.

### APPROVAL REQUIRED

All signs within the project area, on the exterior of buildings, on storefronts, on windows, or within the store for a distance of 5 ft. behind windows are subject to approval by Landlord and must comply with the criteria herein.

Erection of any signs shall be prohibited unless approved in advance by Landlord and other governing authorities. All proposed permanent and temporary signage must be submitted to Landlord for approval in accordance with the requirements herein. No approval shall be deemed valid unless given in writing.

### COMPLIANCE

Tenant shall be responsible for adhering to these criteria, the approved site plan, storefront documents, and all applicable state and local sign and building codes. Landlord shall have the right to remove, at Tenant's expense, any Tenant signage or building improvements that are not in compliance with these criteria or that were installed without Landlord's written approval.

Landlord reserves the right to allow exceptions to these criteria in the sole discretion of Landlord when merited by Tenants design solution. Landlord's permission to allow an exception for a specific tenant shall not constitute a right for other tenants within the project area to have a similar exception.





#### SUBMITTAL PROCESS

Tenant shall generally submit signage drawings in two phases:

- a. Design drawings
- b. Construction/fabrication drawings

Where Tenant's work or occupancy does not involve the construction or remodeling of the storefront, the Design phase submittal is not necessary. Each submittal shall consist of three (3) full sets of drawings at a legible scale or at Tenant's option, submittals may be transmitted electronically in PDF format.

Make all submittals to Landlord's Architect at:

Attn: Lynn S. Woodbury  
**WOODBURY CORPORATION**  
 2733 East Parley Way, Suite 300  
 Salt Lake City, Utah 84109  
 Tel: (801) 485-7770  
 E-mail: l\_woodbury@woodburycorp.com

#### DESIGN DRAWINGS

Tenant shall submit sign designs to Landlord's Architect to review for compliance with these criteria. The initial review will be primarily concerned with the proposed sign areas, types quantities, illumination, and compatibility with storefront design and building facia. Tenant should provide drawings adequate for Landlord's Architect to understand Tenant's design intent including all exterior building elevations to which signage will be applied and sections through the primary storefronts showing the relationship of the signage to the building structure, storefront construction, and adjacent sidewalks and landscaping. Where multiple signs are proposed, provide a key plan showing the location of each sign on the building. It is recommended that additional information be submitted that may aid Landlord's Architect in the review of Tenant's sign design solution, such as perspective drawings or renderings of the storefronts, color and material samples, and photographic images of similar applications.

Tenants occupying Pad sites or tenants having directional signs, menu boards, or other signs that are not attached to the building or a part of the storefront shall provide designs of all such signs together with a site plan showing their location and orientation. Tenants with frontage on Avenue Central or tenants located in buildings with Landlord provided raceways or specific designated requirements unique to the particular building shall utilize the provided information and the specific sign components available to the specific building or Avenue Central tenants.

#### CONSTRUCTION FABRICATION DRAWINGS

Upon written approval of the Design Drawings, Tenant may proceed with the development necessary for the fabrication of any exterior Tenant improvements. As the purpose of these drawings will be for fabrication of the Tenant improvements, particular attention should be given to their method of construction and the installation details. All drawings shall be fully dimensioned and shall indicate all materials and finishes. The Construction Drawings Submittals shall include a key plan, floor plans, all exterior elevations locating signage, graphics, and lighting, enlarged section through an individual sign letter, storefront sections and enlarged details of signage, awnings and any other exterior Tenant improvements. Sign details must include all fonts to be used, letter size, methods of attachment

## Submission Requirements

and illumination. Tenant must provide matrices of the final individual sign area and the total sign area by building facade. Include in addition final finish schedule showing all materials, finishes and colors of all exterior Tenant improvements.

#### MONUMENT ENTRY SIGNS

Where Tenant is permitted to be identified on a Landlord provided Monument Entry Sign, Landlord will provide Tenant with a drawing of such sign designating the location and size of the panel on which Tenant's identification may be placed. Tenant must then submit drawings showing the copy, the colors, and construction of the signage Tenant intends to place on the panel.

#### TEMPORARY SIGNS

All temporary signs, graphics, or banners to be placed on buildings, storefronts, within windows, or on temporary barricades along sidewalks during or prior to the build out of Tenant's space, such as "Coming Soon" signs shall be subject to approval by Landlord as a separate package. Temporary signs must comply with all applicable state and local codes and be approved by governing authorities. Hand-painted signs on the storefront glazing are strictly prohibited.

#### PERMITS AND FEES

Tenant or Tenant's representative will be required to make application to the City for all permits required by state and local codes. All cost related to the design, permitting fabrication and installation of Tenant's signage shall be the responsibility of Tenant unless otherwise agreed to in writing by Landlord.

## Signage Definitions

**A-BOARD** A freestanding sign hinged at the top, also called a “sandwich sign”.

**AWNING** A structure or metal frame with a sloping or curved profile covered with a fabric or vinyl membrane attached to the building lf or storefront.

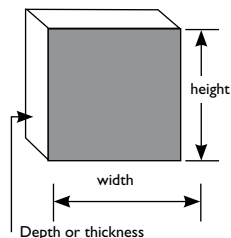
**BANNER** A one or two-sided display, temporary or permanent, hung perpendicular or parallel to a building, light pole, or other element.

**BLADE SIGN** A two-sided sign with display surfaces in a plane perpendicular to the storefront (Also called a “flag-mounted” “Projecting” sign).

**BOX SIGN** A sign having its illumination enclosed within a metal cabinet with a single flat or sculptured face (also called a “Cabinet” sign).

**CANOPY IDENTIFICATION** A sign either suspended from or mounted to a projecting architectural canopy with the display surface of the sign in a plane parallel to the canopy.

**DEPTH** of a sign indicates the thickness of the sign face or the thickness of the total sign if two-sided.



**EGGSHELL FINISH** A paint finish with gloss levels less than 20°, as measured using a spectrophotometer; maximum gloss allowed in compliance with ADA for ease of readability for the visually impaired.

**FREESTANDING SIGN** Any sign which is freestanding through the use of a base supporting the vertical sign.

**FRONTAGE** The length of the facade measured along the lease line separating the premises from the common area. Line is centered on demising walls, and outside face of rear or side walls.

**GOVERNING AUTHORITIES** Persons or entities having jurisdiction over the development and occupancy of the Property. This includes, but is not limited to, The Owner, The city of Aurora, and the State of Colorado.

**GRAPHIC ZONE** Any and all areas defined herein as being designated for placement of signage and graphics.

**MONUMENT SIGN** Any sign which is placed on the streetscape, and is intended to identify and convey the overall image of the Property. Monument signs may only be placed by The Landlord, and are not allowed to be placed by any Tenant.

**PAN CHANNEL LETTER SIGN** A sign having each individual letter or element in a separate metal enclosure with the plastic translucent face illuminated with LED lights or an electrified neon or other gas filled glass tube.

**POLE SIGN** Any sign which is placed on the streetscape which is supported above grade by any type of posts or poles (also called a “Pylon” sign). Pole signs may only be placed by The Landlord and are not allowed to be placed by any Tenant.

**SECONDARY STOREFRONT IDENTIFICATIONS** Any sign or sub-sign that identifies products or services provided by the business but not including its primary trade name.

**SIGN AREA** The area included within the outer dimensions of a sign. The area of rectangle surrounding all the letters of the sign. Where upper and low case letters are used, the maximum height of the letters shall be used to determine the height of the rectangle.

**SIGN / SIGNAGE** Any item, object, structure, or attachment which conveys information to the public bearing lettering, logos, photographic images or symbols.

**STOREFRONT** The street or parking lot facing side of a retail location, and the construction system involved.

**SUSPENDED SIGNS** A sign which is suspended from a canopy, awning, or ceiling space.

**TEMPORARY SIGN** Any sign, banner, poster, or graphic that is not permanently attached to a storefront, building, or structure and intended to continuously remain in place; or a freestanding sign that is readily moveable and not permanently attached to a base structure or the ground.

**VISUAL MERCHANDISING AREA** Any storefront or display window in which signage or merchandise is displayed including the graphic zone of the building or structure.

**WALL SIGN** Any sign which is mounted to a building face or on any raceway mounted to a building face, intended to be viewed from a position standing facing the same building face.

**WINDOW SIGNS** Any sign visible through and/or affixed to a window or exterior glass door that is visible from the exterior, including signs located inside the store but visible primarily from the outside of the store. Any sign visible through and/or affixed to a window or exterior glass door that is visible from the exterior, including signs located inside the store but visible primarily from the outside of the store.



Storefront



Blade Sign



Banner



Canopy Identification



Monument Sign



Blade Sign



Banner



Storefront



Window Sign



Pan Channel Letters

## General Requirements Applicable to All Signs

Tenant shall be required to identify the leased premises by signs. All signs and identifying marks shall be within the limits of the leased premises, or upon the perimeter fascia or other location designed by Landlord. Tenant may choose color and letter style. Generally, all signs shall be illuminated or otherwise positioned to be readable at night time.

The wording of signs shall be as indicated in Tenant's lease, but shall generally include Tenant's, common/official trade name. Advertising of products or services offered or the inclusion of taglines will not be permitted as part of Tenant signage

The extreme outer limits of sign letters, components, or insignia shall not fall closer than 24" to the side lease lines of the leased premises unless specifically approved otherwise. Wall signs shall generally be horizontally centered on the fascia and have no portion which extends closer than 12" to the top or bottom edge of sign fascia.

The maximum letter height permitted for tenants occupying less than 10,000 sq. ft. shall be 30 in.; 36 in. for Tenant's occupying between 10,000 and 25,000 sq. ft.; and 60 in. for Tenant's occupying over 25,000 sq. ft. Refer to building elevations on pages I.12 and I.13.

Sign letters may be stacked on more than one row. The height of letters in each row may equal the maximum permitted provided the maximum permitted area is not exceeded and the overall appearance maintains a pleasing proportion in the sole judgment of Landlord.

The use of logos, corporate crests, shields, insignia, or other decorative elements will be permitted. The size of such logos may be 15% greater than the maximum size permitted for any individual letter.

Multiple or repetitive signing will be allowed provided the area of such signing conforms to the limitations set forth herein.

All wiring, ballasts, and transformers shall be enclosed behind the building fascia, permitted raceways, or within sign cabinet and shall under no circumstances be exposed.

## Acceptable Materials and Methods

### ALLOWABLE SIGN TYPES

Tenant's are permitted to use a wide range of sign types; however restrictions apply with regard to the sign dimensions, locations, materials, illumination sources and colors utilized. Tenant's are encouraged to use specific sign types as their primary signs as outlined in the descriptions on the following pages. All signage elements, regardless of the list below will count against the Tenant's allowable signs area.

All signs shall be designed to be complementary with the storefront in scale, proportion, materials, and color. On designated buildings, wall signs will be mounted to a raceway provided by the Landlord to prevent damage to the building facade.

We encourage the use of:

- Cut metal letterforms—mounted to the canopy
- Applied or pin-mounted cut metal letterforms/logotypes
- Wall-mounted metal or porcelain enamel sign faces
- Stencil cut metal—visible from one side
- Sandblasted glass or metal
- Metal channel letters with reverse halo illumination
- Screenprinted logotypes on canvas or metal awnings
- Screenprinted or gold leaf logotypes on glass
- Clean, simple, minimally visible attachments
- Hardware matching adjacent sign finishes
- Satin finished metals rather than highly polished
- Utilizing the play of light and shadow

A limited number of interior illuminated box signs will be considered with the following restrictions:

- Face and returns must be metal or other completely opaque material; acrylic is not allowed
- Letterforms or logotype may be stencil cut through surface and must be filled with acrylic “push through” forms. Stencil cut openings may not simply be backed with sheet acrylic; letterforms may not be vinyl backed or back painted.
- Cut and filled letterforms must be backed with milk white diffuser inside the box sign; letterforms may not let light directly through transparent acrylic
- Although not required, box signs may not be wall mounted, but must be constructed in a manner where the cabinet is enclosed in or integral to the storefront design.



Halo-lit letterforms



Internally illuminated sign with push-through copy



Stencil-cut letterforms



Feature Signs



Letterforms mounted to canopy



Pin-mounted letterforms



Painted metal or porcelain enamel signage



Blade Signs



Awning Signs

### Materials

- Stainless steel, bronze or brass with satin finish
- Aluminum with polished, brushed, painted, powder coated or gilded finish
- Resin coated high density foam, painted or gilded finish
- Electrolytically galvanized steel sheet with painted finish

## Unacceptable Materials and Methods



Vinyl banners are not allowed



Exposed lighting is not allowed



Exposed neon or LED is not allowed



Injection molded plastic sign faces



Injection molded plastic sign faces



Signs with exposed lamps or tubing



Animated, flashing, blinking, rotating or audible signs



Acrylic sign faces



Fabric banners are not allowed

### PROHIBITED SIGN TYPES AND ELEMENTS

- Plastic sign faces or surface mounted sign boxes
- Internally illuminated pan channel type acrylic letters or sign faces (these types will be tolerated for major tenants, occupying over 10,000 sq ft. only)
- Formed injection molded plastic signs
- Paper or nylon signs or banners (allowed only for temporary preopening announcements and initial Tenant's grand opening; 10 days maximum).
- Animated, flashing, blinking, rotating or audible signs
- Carnival atmosphere to storefront or signage
- Signs with exposed lamps or tubing except as otherwise specifically described herein
- Adhesive graphics on sidewalk
- Advertising placards, banners, pennants or sale or other temporary signs on the building exterior
- Signs projecting beyond or below code compliance
- Internally illuminated awnings
- Vacuum formed plastic letters
- Sandblasted wood signs with painted, raised letters or logos
- Hand-painted letters on flat surfaced background panels
- Exposed raceways that are not visually integrated with overall sign appearance
- Sign fabricator labels or other identification shall not be permitted on the exposed surface of the signs except as required by local ordinance
- A-board or moveable non-permanent signs
- Cut-out individual non-illuminated painted wood, sintra, or plastic pin-mounted letterforms

## Primary and Secondary Signs

A Tenant with less than 125 ft. of storefront frontage is allowed one primary identification sign, one blade sign, and graphics on glass. Awning or canopy signage may be used, but must not duplicate primary identification signage. Stores on corners or having frontage on multiple sides or with storefronts facing parking lots and rears facing streets may have one additional primary identification sign on each side.

Primary and secondary signage shall be complementary and work as a group. There might be primary identification over the door, visible to vehicles and pedestrians across the street, smaller ID at door for pedestrians on the sidewalk, and a blade sign perpendicular to the storefront entrance for pedestrians walking past the building. When the Tenant has rear visibility to a street or parking lot it they will be allowed an additional sign.

Each of the signs provides a piece of the whole, without duplicating purpose. Each sign must support the brand with continuity in graphics, color, and materials. Avoid combining too many elements when they duplicate information in the same sightline.

Secondary identification signs are only permitted on stores having more than 20,000 sq. ft. of leasable area. All such signs must be of the same character, quality, materials, and construction as the primary identification sign.



There is a primary ID over the door; and blade sign perpendicular at building



Inlaid floor graphics may be used for pedestrian sightlines if storefront entrance is inset



There are too many signs in one area, and the overhead identification is out of scale and too large



Signage is redundant as it provides duplicated information to same viewers, same sightline

## Wall-mounted Signs



YES

Cut and fill "push through letters" with a box sign



Cut and fill "push through letters" with a wall sign



Stencil cut metal wall sign



YES

Cut and fill "push through letters" with a wall sign



Cut and fill "push through letters" with a wall sign



Painted metal letters on a metal signface

## Pin-mounted Letterforms

Pin mounted letterforms, numerals or logo types should attach to the provided architectural raceway. Pin mounted letterforms, and numerals, or logo types are allowed to be mounted from pendants or stands that project a maximum of 30 in. above or below the physical dimensions of the approved architectural canopy for Tenant's occupying less than 10,000 sq. ft.; a maximum of 36 in. for tenants occupying between 10,000 and 25,000 sq. ft.; and a maximum of 60 in. for tenants occupying over 25,000 sq. ft. Refer to building elevations on pages 1.11-1.15.



Pin-mounted letterforms are freestanding above a metal canopy, and are a satin finished natural metal



Pin-mounted letterforms contrasts with the brick storefront



Pin-mounted letterforms are mounted off the face of wall



Metal letterforms are pin-mounted off brick storefront



Cut letterforms on glass have a reverse reading backup letter on the inside to hide adhesive

## Pin-mounted Letterforms

YES



Freestanding pin-mounted letterforms are allowed



Wall-mounted letterforms



Freestanding pin-mounted letterforms

NO



Internally illuminated letters with acrylic faces are not allowed



Mirror finishes are allowed on smaller surfaces and in small quantities



Mirror finishes are allowed on smaller surfaces and in small quantities

## Neon in Pan Channels Letters

Exposed neon will only be considered inside of a channel letter-form. All conduit and transformers must be hidden from view; see section on raceways.



Exposed neon contained in a metal channel letter is acceptable; this example doesn't have the recessed matte acrylic face that is required



YES

Exposed neon contained in a metal channel letter is acceptable



YES



Exposed neon is not allowed on the storefront or within the visual merchandising zone.



## Exposed Neon

Exposed neon is generally not allowed as lighting storefront signage or within visual merchandising zone. Neon which supports the vision and goals outlined on page 2.1 will be considered on a case by case basis only if surrounded by metal channels or if it is an integral decorative element to a signage element that is otherwise approved.

Wherever exposed neon is permitted, the following criteria and policies shall govern:

- It shall be mounted with accessories of a type to be as hidden and unobtrusive as possible.
- No exposed crossovers will be permitted and all exposed metal surfaces shall be painted.
- Non-lighted sections shall be painted to match.
- Bands, stripes, or borders will be considered in establishing sign area and the overall height of sign.
- Tenant shall continuously maintain and promptly replace any broken, inoperative, burned, or flashed neon elements within five (5) days after damage occurs, or notice by Landlord. Landlord shall be the sole judge as to whether an exposed neon element needs.
- Landlord reserves the right to remove exposed neon signage at Tenant's expense if not repaired within seven (7) days after written notice to Tenant.

The exposed neon examples shown on this page—even though some of them are tastefully done—represent types that would and would not be approved.

Please Note:

Limitations regarding neon within the visual merchandising zone are subject to amendments within the Appearance Codes for the City of Aurora.



Even though some of these exposed neon examples shown on this page are tastefully done, they are unacceptable and would not be approved.

## Signage on Glass and Behind Storefront Windows

### SIGNS ON GLASS

Graphics on the interior of surface of storefront glass are permitted, but should be tasteful and minimal. Signage in this format is pedestrian friendly and smaller graphics frequently draw viewers closer to a window display thereby engaging them in the visual merchandising zone.

- Graphics must be created from high quality, durable materials—3M's adhesive vinyl, epoxy inks, or metal leaf, and be applied reverse reading directly to glass.
- Window graphics shall not exceed 20% of the window area so that visibility is not obscured.
- Repetition of logos and store name are limited to one (1) per window bay.
- Repetition of words or symbols used for decorative purposes are allowed with a maximum 4" cap height.

#### Please Note:

Limitations regarding graphics on glass are subject to amendments within the Appearance Codes for The City of Aurora.

### SIGNS BEHIND STOREFRONT WINDOWS

Tenant shall be permitted to place signage in storefront windows behind the glass, but all such signs within the visual merchandising zone are subject to this criteria.

- Signage shall not be illuminated
- Signs to be hung or supported by rigid pendants or stands—not from nylon strings, wire, or chains.
- Temporary signage and posters advertising sales or other promotional events must be professionally printed. Such signs may not remain in the window for more than two (2) consecutive weeks.
- Such signs do not require Landlord's advanced approval, but Tenant agrees to remove any signs in show windows and storefronts which Landlord deems inappropriate, unprofessional, or otherwise objectionable in Landlord's sole judgment. Tenant will pay \$50.00 per day for failure to remove objectionable signs after receiving a written request from Landlord.



Graphics on glass at the pedestrian level reinforce the store identification



We encourage using the play of light and shadow

YES



Graphics on glass at the pedestrian eye level reinforce the store identification



YES

YES



Raceways used as an architectural element; this should become a covered canopy



Raceways used as an architectural element

## Raceways

Raceways are acceptable if incorporated into an architectural span-drel or other element. Raceways will be part of the architectural storefronts.

All conduit, transformers, and attachment devices must be concealed.

NO



Raceway is visible and not acceptable



Raceway is visible and not acceptable

## Blade Signs



Letters are backlit "cut and fill" within a metal signbox



Flag mounted blade sign



A painted metal sign hangs from a custom metal bracket flag mounted perpendicular to storefront

YES



A blade sign hangs beneath a canopy



Flag-mounted metal blade sign



Metal blade sign flag-mounted, letters must be dimensional

YES

YES



Provide internal warm incandescent illumination of blade signs for evening visibility



Provide 90" clearance from base of sign to sidewalk

## Blade Signs

Blade sign faces must be a minimum 1" thickness, with dimensional graphics of a 1/4" thickness. Vinyl letterforms will not be approved. Acid etched and filled graphics are acceptable.

Hardware and brackets for blade signs shall be painted to match the retail metal storefront color. Other colors will be considered if they are natural metals, or they provide continuity with a strong branded identity.

Provide warm incandescent external illumination for all blade signs; internal illumination is allowed, although not preferable.

NO



Bracket attaching awning frame system to brick should also be the same color as frame and storefront



The examples shown at left do not meet the design criteria stated above. Not allowed:

- Vinyl graphics
- Letterforms less than 1/4" thick unless acid etched and filled
- Brackets finished a color that does not match storefront; see not above regarding natural metals
- Non-illuminated blade signs
- Chain hung or swinging support elements

## Other Signage

## INFORMATIONAL SIGNS

Painted or vinyl letters on windows or doors indicating address, operating hours, or otherwise identifying customer or service entrances will be permitted provided such letters are no larger than 4" in height. The location, quality, color, and letter type are subject to Landlord's approval. Such signs shall appear as subtle graphics on the storefront glass, and preferably below 36 in. height

## MONUMENT SIGNS WITH TENANT DISPLAY PANELS

Where Tenant's lease permits, Tenant shall be entitled to place signage on one or more of the monument signs with tenant listings located at entrances to the project area. Tenant listings are individual reverse pan panels that are routed and backed with acrylic and translucent vinyl. The Tenant panels are mounted to an internally illuminated painted cabinet.

## PAD SITE SIGNAGE

All building signs shall be subject to all criteria described herein. Free-standing pole or monument signs may not be erected for single occupant buildings and pad sites within the project area. However, additional informational, directional, or menu board signs may be placed. All such signs shall be of a similar character and design.

Free-standing directional signs may be placed at entries to the pad site. Such signs shall comply with the following:

- Mount on a decorative pedestal or base utilizing the same materials in the primary building.
- Maximum height above grade to be 36 inches.
- Maximum area of sign face to be 3 sq.ft.
- Faces may be two-sided, shall be internally illuminated with reverse pan panels that are routed and backed with acrylic and translucent vinyl.

Directional signs placed on buildings shall comply with the following:

- Maximum area of sign face to be 2 sq.ft.
- To be placed on non-illuminated panels.
- Utilize ¼ inch minimum raised letter forms on background panel.



Hours appear as subtle graphics on storefront glass, preferably below 36" height



**YES**



Temporary signs are not allowed on storefront, including posting of hours



CZ

YES



NO



## Other Signage

Menu boards may be free-standing or placed on buildings and shall comply with the following:

- Mount on decorative pedestal or base utilizing the same materials in the primary building.
- Maximum height above grade to be 6 ft.
- Maximum area of sign face to be 36 sq. ft.
- Faces to be one-sided and internally illuminated.
- Cabinets to be painted with same color as utilized in primary building.

### SIGNS WITHIN STORES

Signs and signage within the store beyond the visual merchandising zone are not controlled by Landlord and shall be as selected by Tenant.

### SIGNS ON FABRIC AWNINGS

Awnings may be incorporated into Tenant's storefront design except in buildings fronting on Avenue Central north of the Alameda Drive intersection. Awning construction shall comply with following criteria:

- Frame work to be constructed of painted steel or aluminum material matching that used as part of the storefront construction.
- Frame work to be mounted directly to the building wall and sized to fit the full width of a building panel, door and sidelight opening, or window.
- Awning fabric shall be opaque and utilize a natural cloth or canvas.
- Translucent plastic or Panaflex-type material are not permitted.
- Fabric shall cover the entire framework, but remain open on the sides and bottom.
- Free hanging leaders, scalloped edges, and frills or prohibited.
- Can lights or other decorative light fixtures may be placed behind. Open tube fluorescent lighting is prohibited.
- The color and pattern of the awning fabric is flexible, but must be compatible with the building colors and other building awnings in the sole judgment of Landlord. Color should be subdued.

Where awnings are allowed, Tenant may place signage thereon in compliance with the following:

- Utilize stencil cut painted, sewn on, or vinyl applied letterforms.
- Size of lettering shall be governed by their proportion to height and width of the awnings and may be placed on the sloping and/or vertical face of the awnings.
- Sufficient clear space at either end and above and below the script shall be maintained.
- Landlord shall be the sole judge as to what constitutes a pleasing proportion.
- The color of the letters shall generally be white, but may be a different color depending on the background fabric color.

Awning fabrics shall be continuously and properly maintained. Ripped, torn, tattered, or faded materials shall be promptly removed and replaced. Lettering shall be refurbished as required where worn. Tenant will pay \$50.00 per day for failure to replace, refurbish, or repair materials or lettering after receiving a written request from Landlord.



YES



YES

## Sign Area Allowances Summary

Tenant Type Frontage	Sign Area Formula	Maximum Sign Area	Additional Conditions
<b>Majors, In-line Locations: Zones D &amp; E</b>		AURORA Code: Chapter 146, Article 16	
General Conditions		600 s.f. maximum total building mtd. sign area	Sign length shall not exceed 80% of Tenant's sign fascia or facade length
Primary Facade	Two s.f. per linear foot of primary frontage for the first 100 ft plus 1/2 s.f. per linear foot of primary frontage beyond 100 feet.	300 s.f. maximum for any single sign	(6) signs max. on primary facade Max. Letter Height: 9'-0"
Secondary Facade	2 s.f. per linear foot of secondary frontage up to a max. of 200 s.f. OR (1) double-sided listing on the multi-Tenant Entry Sign.	200 s.f. maximum for any single sign	(1) sign max on secondary facade OR (1) double-sided listing on the Multi-Tenant Entry sign.
Multi-Tenant Entry Sign Listings	Tenant sign panel sizes are dictated by the Multi-Tenant Entry Sign design; refer to sign drawings for panel dimensions and allowable sign area.	20 s.f. per face on the Multi-Tenant Entry Sign (22 s.f. applying for variance) Max. 3 panels per Tenant (only of occurring on multiple entry signs)	Tenants are permitted a max. of one sign panel per face per sign; specific location and quantity to be negotiate with Landlord within the limits of these standards; Tenants sign panel designs are subject to Landlord approval.

**Gensler**

1625 Broadway  
Suite 400  
Denver CO 80202  
USA

Tel 303.595.8585  
Fax 303.825.6823