

## URBAN DESIGN STANDARDS MATRIX

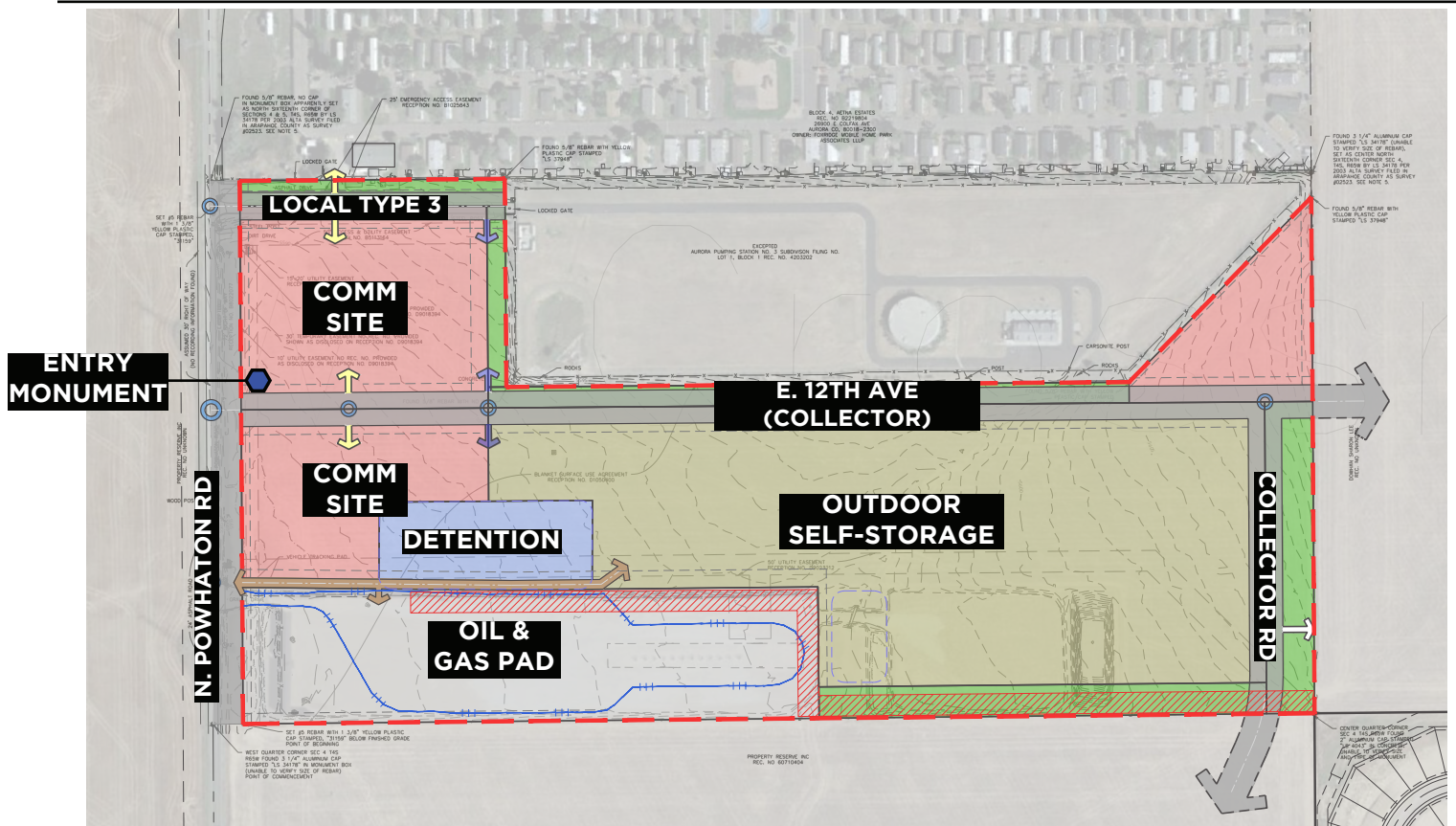
Special Urban Design Feature	Brief Description of the Feature	Location of the Standards in Application Package
1. Entry Monumentation	There will be one primary arrival point into this commercial area at the intersection of Powhatan Rd & E 12th Ave where an entry monument for commercial pad sites would be desired. The entry monument in this general location may utilize materials including board-formed concrete, stone veneers, stucco, exposed metal beams with an emphasis on strong horizontal lines and hard square edges. This entry monument will be complimented by the required public artwork (refer to Public Art Plan for details).	Reference TAB 10.2
2. Retaining Walls	Given the relatively gentle nature of site, we do not anticipate a significant use of retaining walls on the project. We will have wing walls at drainage crossings and we anticipate those elements being expressed as modular walls or standard grey concrete. (Railings are required on all walls greater than 30" in height.)	Reference TAB 10.3
3. Fence and Privacy Walls	Because of the commercial nature of this site and the potential for self storage facilities, fencing will be incorporated to screen views from right-of-ways, existing uses, and other land uses adjacent to this property. Primarily, self storage facilities will have perimeter fencing and shall also be used to screen views from E. 12th Avenue. This will be a wood-panelled screen fence with a saddle brown or tan colored panels. 18"x18" masonry columns shall be placed at fence corners and no more than 120 LF apart.	Reference TAB 11.3
4. Lighting Standards	We anticipate to use lighting for street, parking and other outdoor lighting to promote safety and walkability. Interior site light sources shall be full cut-off luminaires and shielded/concealed to the furthest extent possible. Pole mounted down-lights will be used along with building-mounted lighting in retail and self-storage sites to conform to Building Design & Architectural standards. These lights will be die cast aluminum with powder coat finish in a graphite/metallic color. Lighting along Powhatan, E 12th Ave and other public right-of-way shall conform to City Standards for lighting specification.	Reference TAB 10.5
5. Paving Standards	Paving shall consist of regular standard grey concrete for most walks and crossings. Within pad sites, commercial uses with thresholds or outdoor gathering areas will have either colored concrete paving or rectilinear pavers to enhance the look on these high traffic areas. Retail and self-storage hard surfaced drives shall be concrete, asphalt or any other improved surface approved by Public Works. Specifically, local roads and parking areas may be concrete/asphalt.	Reference TAB 10.6 & TAB 10.9
6. Street Furniture Standards	We anticipate using modern street furniture for any commercial uses that have minimalist look, smooth edges and earth-colored tones that will compliment the architecture. Areas that will require furniture such as benches, tables and bicycle parking are at any outdoor gather/dining areas associated with commercial pad sites, and other locations along high pedestrian routes. Seating & bicycle parking will be provided at any transit stops along Powhatan Rd.	Reference TAB 10.7
7. Signage Standards	We have developed signage standards that specify retail and commercial signage character.	Reference TAB 10.8 through TAB 10.14
8. Special Neighborhood Concepts	N/A	
9. Special Facilities & Structures such as Clubhouse and Recreation Facilities	Commercial-use outdoor plaza areas shall have a modern layout and design with small planters for landscape. Areas shall be designed to create thresholds and carve out areas between buildings & provide ample shade for users	Refer to TAB 10.17
10. Other	N/A	

The design standards listed in this matrix implement the design themes of the Master Plan and are intended to complement and exceed the Unified Development Ordinance (UDO) standards. All proposed urban streetscapes will comply with the city urban street standards and additional design elements may be provided above and beyond city standards, but are not required. Unless an adjustment has been specifically requested and granted, if a conflict should exist between any specific provisions of this matrix and any other ordinance standards, the more stringent standards shall govern.

All the photos and illustrations referenced by this matrix are representative of the level of design quality required by this Master Plan. Final designs to be submitted at the Site Plan level will not necessarily duplicate the exact illustrations, but will contain the same themes and dimensions as shown, and will be at the same or higher level of design quality, extent and detail.

# 1. ENTRY MONUMENTATION

## Entry Monument Location Map



## Entry Monument Example

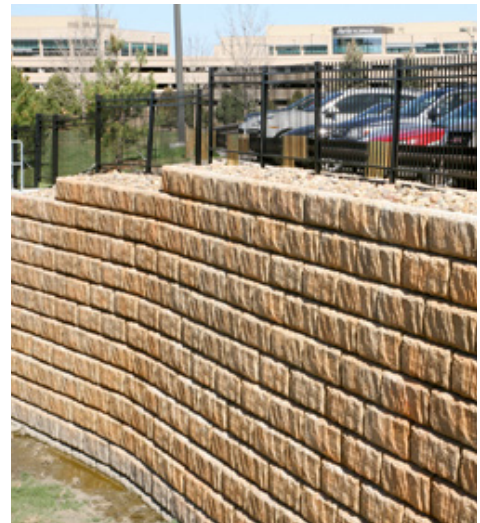
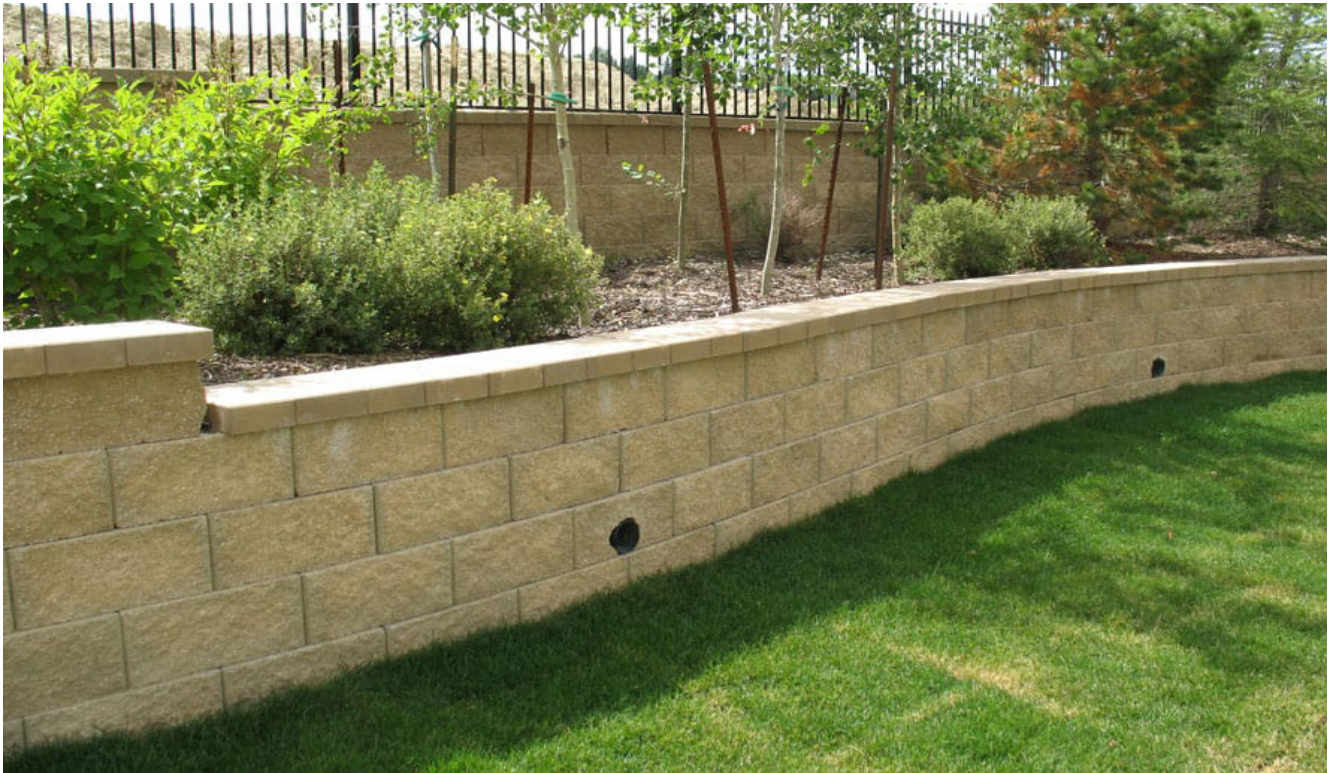




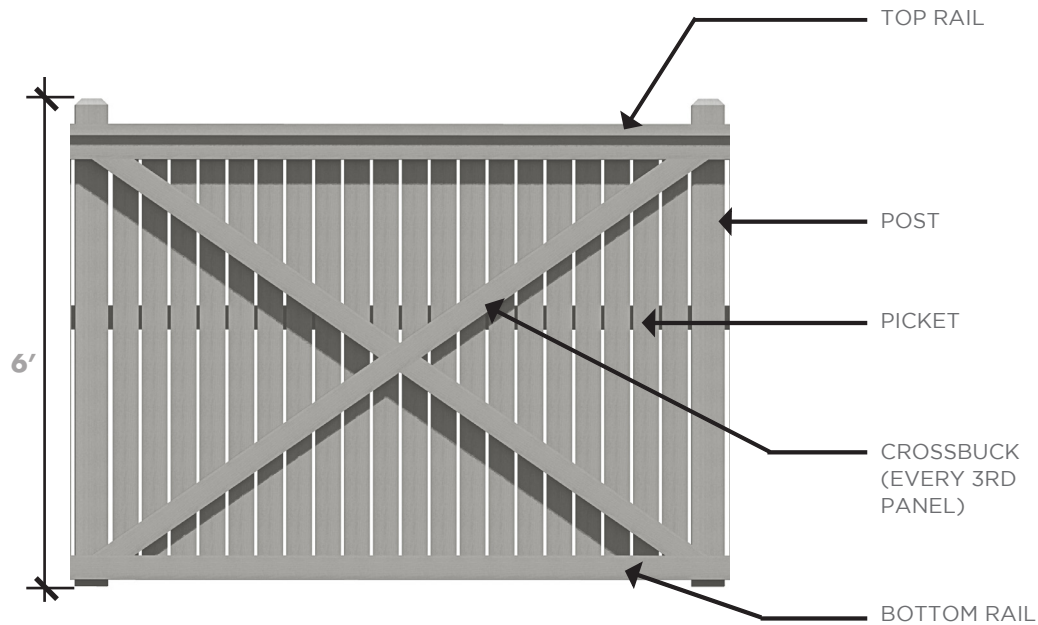
## 2. RETAINING WALLS

### Modular Wall Examples

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## OUTDOOR SELF-STORAGE FENCING



### TYPICAL FENCE PANEL (WOOD)



PRECAST CONCRETE PILLAR & MID-CAP:

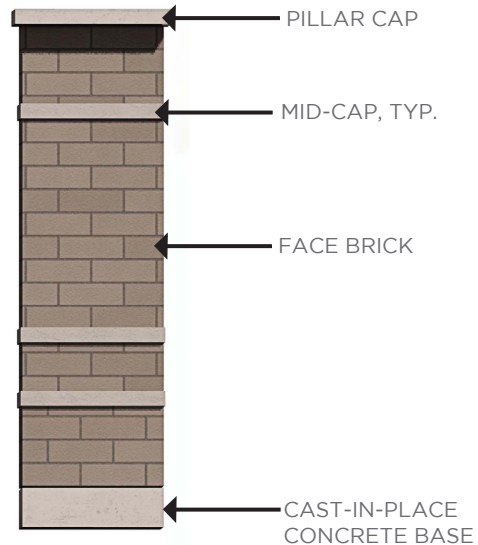
- LIGHT GREY
- SMOOTH EDGE



FACE BRICK

- PEBBLE GREY
- RUNNING BOND PATTERN

### TYPICAL PILASTER MATERIAL/COLOR/FINISH



### TYPICAL PILASTER (BRICK VENEER & PRECAST CONCRETE CAPS)



#### 4. LIGHTING STANDARDS

##### PARKING LOT / BOUNDARY ROAD - LIGHT DETAIL



PHILIPS GARDCO GL18 LUMINAIRE:  
- 255 WATT LED LAMP  
- POWDER COAT  
- ITEM & DETAILING SUBJECT TO DESIGN  
RESOLUTION

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##### PEDESTRIAN - LIGHT DETAIL



PHILIPS GARDCO LED BOLLARD:  
- POWDER COAT  
- ITEM & DETAILING SUBJECT TO DESIGN  
RESOLUTION  
- PEDESTRIAN LIGHTING TO BE PROVIDED  
ALONG MAIN STREET BETWEEN GUN CLUB  
RD AND REQUIRED PLAZA

## 5. PAVING STANDARDS



### **CROSSWALKS**

CROSSWALKS LOCATED AT RETAIL CROSSINGS AND OTHER AREAS MAY BE STANDARD CROSSWALK STRIPING, COLORED CONCRETE OR POTENTIALLY STAMPED CONCRETE TO ENHANCE CROSSING AND HIGHLIGHT FOR SAFETY.



## 6. STREET FURNITURE STANDARDS



BENCHES AND WASTE RECEPTACLES



BIKE RACKS

# TENANT SIGNAGE STANDARDS

## 1. GOALS (CONCEPT & INTENT)

The intent of creating this Tenant Signage Design Criteria is to provide design guidelines for tenant identification. These guidelines provide direction for tenant signage that will complement the commercial architecture while providing a distinct and functional utility for wayfinding and business / tenant identification. In following these guidelines, signage shall be cohesive with common architectural & site design themes, forms and character in order to achieve a sense of place and identity to this commercial property.

## 2. GENERAL CRITERIA

The following criteria shall govern the design, color, size illumination and location of all of the tenant's signs to be placed on or near the premises of the commercial property. Conformance to these criteria will be enforced and any nonconformance or unapproved storefronts or signs shall be brought into conformance at the expense of the tenant.

Tenant signing is expected to enhance and extend the spirit of the architecture for the retail facility, expression of the high-quality merchandise and services within. Graphic design shall be imaginative, simple and clear. Signage shall be limited to the logo and/or name of the tenant. Additional icon/imagery for tenants will be considered as long as it contributes to the overall identity of the store. Tenants are expected to retain the services of a professionally trained graphic designer to create their identity and sign program.

These signs standards will apply in addition to the sign regulations of the Unified Development Ordinance. Of there is a conflict between the two, the stricter provision shall apply.

## 3. RECOMMENDED SIGN TYPES

### a. INDIVIDUAL TENANT MONUMENT SIGNS

- i. Any freestanding building may utilize a monument sign at the tenant's expense that shall be designed to match the character of other primary monuments within the development, matching materials, form and character.
- ii. Animated and flashing components are prohibited
- iii. No monument shall exceed 8 feet height per COA's code
- iv. No bulbs, wiring and control devices are to be exposed



*(monument sign example)*

### b. FASCIA MOUNTED/WALL SIGNS

- i. Wall mounted letter form total projection shall not exceed 8"



## TENANT SIGNAGE STANDARDS - Cont'd.

- ii. Signs shall not overlap or cover features of the building, such as cornices, eaves, windows, door frames, columns and other decorative elements. Parapet wall signs, mansard roof signs, backlit awnings, and false front wall signs are prohibited
- iii. Wall signs may be placed on buildings in two locations: (1) the space between the top of storefronts and the second level finish floor (12'-16' above finished grade) and (2) the cap space above the top row of windows and below the parapet edge or the leading edge of the building form.
- iv. Recommended construction method:
  - Halo illuminated channel letters
  - Open pan channel with exposed neon (color to be approved by landlord)
  - Internally illuminated channel letters



*(fascia mounted / wall signs examples)*

### c. BUILDING MOUNTED PROJECTING BLADE SIGNS

- i. Tenants are required to install a minimum of (1) projecting blade sign at the storefront of the building. Tenants with a corner location may elect to install a sign at each face of the building. Tenants with longer storefronts are permitted to install projecting blade signs at a rate of 1 sign per 30 lineal feet with a maximum quantity of 2.
- ii. The body of the project sign may be a custom shape or combination of 3-dimensional objects and forms to be determined by the tenant. Additionally, the tenant may propose a custom designed armature. The tenant shall submit proposed sign design to landlord for approval.
- iii. Minimum clear distance from the bottom of a projecting sign to a pedestrian or vehicular surface shall be 10'-0" and no higher than 12'-0".

- iv. Projecting signs may be externally illuminated with appropriately designed lighting outriggers or internally illuminated. Light boxes with acrylic faces will not be permitted.
- v. Height of blade sign shall be chosen as to not be obscured by awnings or canopy frames.
- vi. The overall thickness of the sign panel can vary according to where the sign is intended to be a 2-sided panel of a 3-dimensional projection.



*(building mounted projecting blade sign examples)*

d. SUSPENDED CANOPY BLADE SIGNS

- i. Tenants are required to install a minimum of (1) suspended canopy blade sign or projecting blade at the storefront of the building. Tenants with a corner location may elect to install a sign at each face of the building. Tenants with longer storefronts are permitted to install projecting blade signs at a rate of 1 sign per 30 lineal feet with a maximum quantity of 2.
- ii. Suspended canopy signs may occur in locations where the landlord has provided architectural canopies as part of the base building. Generally, one suspended canopy blade sign is permitted for each tenant with the exception of a corner location, where one sign would be permitted for each face of storefront.
- iii. The sign shall be positioned at the centerline of the canopy
- iv. Minimum clear distance from the bottom of a suspended canopy blade sign to the pedestrian surface is 8'-0".
- v. Projecting signs may be externally illuminated with appropriately designed lighting outriggers or internally illuminated. Light boxes with acrylic faces will not be permitted.



## TENANT SIGNAGE STANDARDS - Cont'd.

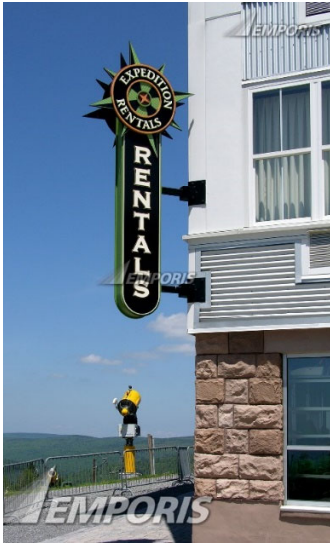


*(suspended canopy blade sign examples)*

### e. GRAND PROJECTING SIGN / CORNER FEATURE SIGN

- i. Grand projecting signs are intended to use at specific building corner to identify and emphasize prominent tenants. Due to the visual impact than be created with this sign type, the tenant is required to provide a high-quality design submission that will undergo review by the landlord. Grand projecting sign may include the following elements
  - i. Exposed neon letters
  - ii. Open pan channel letter with exposed neon
  - iii. 3-dimensional painted or gilded letters
- ii. The grand projecting sign may be mounted at the corner of the building diagonally, providing visibility from two directions. The view to the sign must not be obstructed by building mounted awnings or other architectural elements.
- iii. The bottom of the sign must be at a minimum of 13 feet above the finished pedestrian grade and may not project more than 5' beyond the face of the building.

## TENANT SIGNAGE STANDARDS - Cont'd.



*(grand projecting / corner feature sign example)*

- f. FREESTANDING LETTER FORMS (ON ROOF, PARAPET OR CANOPIES)
  - i. Spot illuminated, 3-dimensional painted or gilded letters
  - ii. Open pan channel with exposed neon (colors subject to approval by landlord)
  - iii. Freestanding letter forms
    - i. Max letter height is 30"
    - ii. Max symbol height is 42"
  - iv. Tenant is responsible for providing adequate structural attachment for signs mounted to architectural canopies, parapets or the roof. Freestanding signs are not permitted to rest on or penetrate the roof without the landlord's review and approval. Furthermore, all penetrations into the building roof structure must be handled by the landlord's roofing contractor in order to maintain the landlord's roofing warranty.



*(sample freestanding letter forms sign examples)*



## TENANT SIGNAGE STANDARDS - Cont'd.

### g. AWNING SIGNS

- i. Tenants may elect to include store name or logo on primary panels and/or valence panels of approved architectural awnings.
- ii. For text on valence panels, the letter height shall not exceed 8"
- iii. Internally illuminated awnings signs such as Panaflex material stretched over structural frame will not be permitted.



*(sample awning sign examples)*

### h. PROHIBITED SIGN TYPES

- i. Signs with animated components or flashing lights
- ii. Internally illuminated awnings
- iii. Signs with exposed raceway
- iv. Internally illuminated channel letters with acrylic bases
- v. Pre-manufactured internally illuminated sign boxes with acrylic bases

### i. LOGOTYPES

- i. If tenant has no usable logo or its logo is deemed unsuitable for application, tenant shall use (1) of the following typefaces
  - i. Sans Serif: Stone Sans
  - ii. Serif: Stone Serif

### j. COLOR

- i. Tenant colors must be approved by the owner prior to fabrication. Tenant colors shall contrast 75% with applicable background

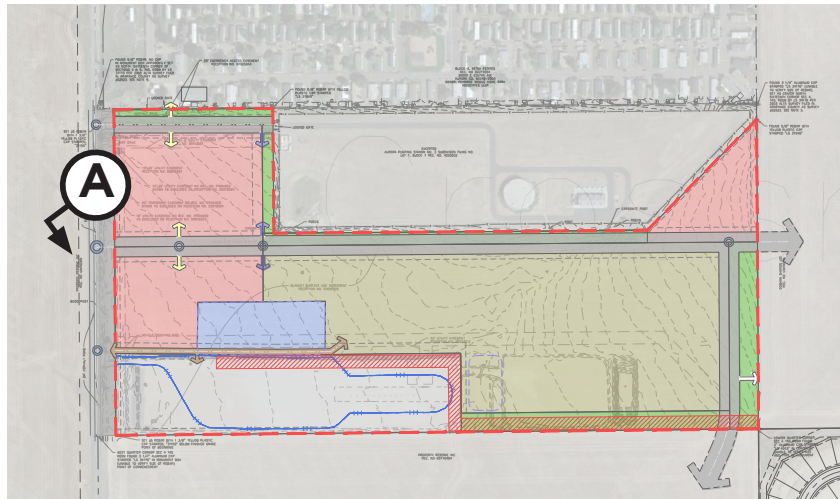
## TENANT SIGNAGE STANDARDS - Cont'd.

### k. ILLUMINATION

- i. Lighting of signage is encourage and electrical service to tenant's signs shall be from tenant's electric service and on a 24-hour time clock.  
Operating times to be determined by landlord. Signs to be turned off while stores are closed.
- ii. All proposed lighting schemes shall be included in tenant submission to landlord for approval prior to construction or installation.



SIGNALIZED INTERSECTION OF POWHATON ROAD & E. 12th AVENUE





COMMERCIAL PAD SITE VIEWS ALONG E. 12th AVENUE





## COMMERCIAL USE OUTDOOR PLAZA DESIGN IMAGERY

