

Retail Tenant Storefront and Signage Design Guidelines

Retail tenants will be required to submit their signage and storefront designs to the owner for review and approval prior to applying for permits from the District. The owner will regulate the external design and appearance of the retail tenants in a manner so as to preserve and maintain the design integrity of the building, while acknowledging the city's efforts to create a vibrant retail zone with an enhanced streetscape experience.

Retail tenants are required to observe the following guidelines:

1. Retail tenants will be encouraged to create individualized designs for their storefronts and signage. Where tenants do not have an individual design or brand, the owner will work closely with the tenant to develop one.
2. Retail signage and storefronts will be comprised of materials and colors that complement the materials and design of the base building.
3. Retail building signage will be permitted based on tenant needs.
4. Retail tenants may employ a wide variety of building materials in the design of their storefront and signage such as glass, masonry, stone, decorative metal, stucco, tile, etc. However, tenants will be required to use high quality materials, as determined by the owner. Where possible, the owner will work closely with retail tenants to maximize the use of glazing in the storefront design.
5. Sign area will be regulated by local ordinance.
6. Signage and storefront illumination is encouraged by owner so long as building design integrity is maintained. Illumination acceptable per owner approval and as in accordance with local ordinance.
7. The locations of doors and windows for retail tenants will be established as part of the storefront design. However, doors and windows to base building areas (such as lobbies, exit stairs and service areas) will be established by the owner during base building design. Tenants will be encouraged to make efforts to integrate the base building and character into the design of the storefronts.

Residential Building Signage Design Guidelines

The following guidelines will apply to the 60' x 4' corner signage advertising residential building 1A. The objective of these guidelines is to preserve and maintain the design integrity of the building, while simultaneously establishing energy and enthusiasm for new multifamily housing in a vibrant community.

Residential building signage shall observe the following guidelines:

1. The signage shall be limited to designating the name and/or address of the building and will not be used for other commercial purposes.
2. The signage shall be comprised of materials and colors that complement the materials, design, and quality of the building.
3. Sign area will be regulated by local ordinance but shall be no larger than 60 feet x 4 feet.
4. Signage illumination is permitted so long as building design integrity is maintained. Illumination must be in accordance with local ordinance. Though illumination is permitted, no external illumination from the ground or use of flashing lights is permitted.
5. The signage must be affixed to the building and shall not incorporate movement.
6. The signage shall not be disruptive for residents of the building.

Nothing herein will be construed to preempt any local or federal code or regulation.