Attachment C:

Proposed Development Standards

1. Signs will be mounted directly on the fascia or wall area above the public entrance to the tenant space. Signs shall be mounted between the top of the parapet wall and the top of the brick lower wall or bottom of canopy side wall (depending on tenant space). Signs shall be mounted between the brick columns on the fascia/wall area above the bay.
2. Individual, internally illuminated channel letters and logo identifying the tenant. Front lit or Halo lit channel letters only, utilizing modern internal illumination. Day/Night channel letters are allowed.
3. Maximum height of lettering/logo is 36".
4. Each bay shall be limited to a total of 70 square feet of signage to be split between front and rear of the building. Tenants of multiple bays will be allowed 70 square feet of signage for each leased bay.
5. Signage on both sides of the building are subject to the same maximum signage area, and the signs design shall match with the exception of size. Signage on the building must fall within the cumulative maximum signage total for each tenant space.
6. Signs shall be measured from top to bottom of the letter, extending the length of the sign. The open space between the individual letters is included in the measurement. The logo, if applicable, shall be measured separately from the letters.
7. One A-Frame Sign with a maximum size of 4 feet in height and 3 feet in width shall be allowed on each side of the building, a maximum of two for each tenant. The sign shall not be placed in such a manner to impede patrons from walking on sidewalks, and all ADA required sidewalk widths shall be maintained. Temporary mobile signage shall be placed within 6 feet of the exterior wall of the building. The A-frame sign shall also be made primarily of wood or metal or a like material (plastic A-frame signs will not be allowed).
8. Window graphics shall be allowed with a maximum coverage of 50% of the total window area for the side of the building the graphics are to be located. The window graphics can be constructed of perforated adhesive backed vinyl or individual letters constructed of adhesive backed vinyl.
9. Blade signs are allowed to be located underneath the covered walkway/outdoor seating area. Blade signs shall only be located underneath the covered area directly above an entrance to a tenant space, and shall be a maximum of 1 foot tall by 3 feet in width. Blade signs shall maintain a 9 foot vertical clearance over the sidewalk below.