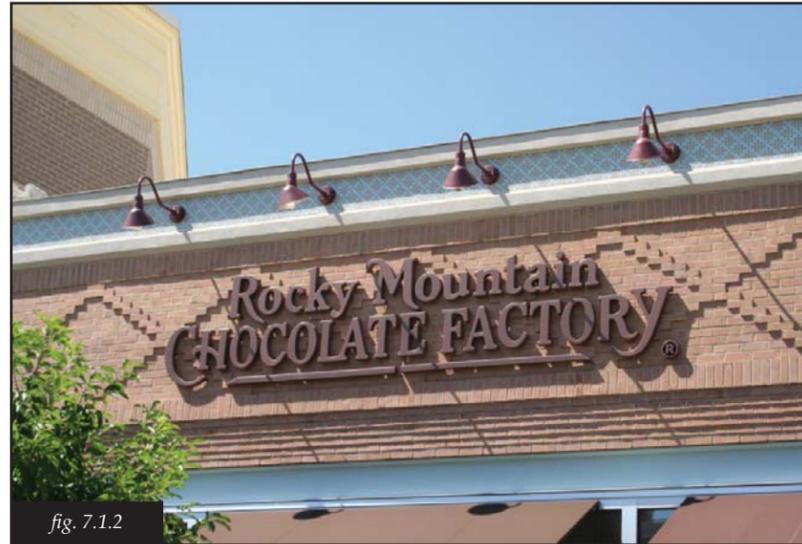


7. SIGNAGE STANDARDS



GENERAL SIGN REQUIREMENTS

The following requirements apply to all PUD planning areas within Eagle River Station. Specific requirements for each planning area are included in the sections that follow the General Sign Requirements. No sign shall be erected, constructed, altered or maintained prior to issuance of a sign permit by the Building Official. Every sign permit application shall also be subject to approval by the Town Planner, who shall review such application for conformance with the provisions of this chapter of the PUD Guide.

WALL SIGNS

Wall signs are required for all retail stores. Allowable wall sign types are façade signs, projecting signs and marquee signs.

Wall Sign - Façade

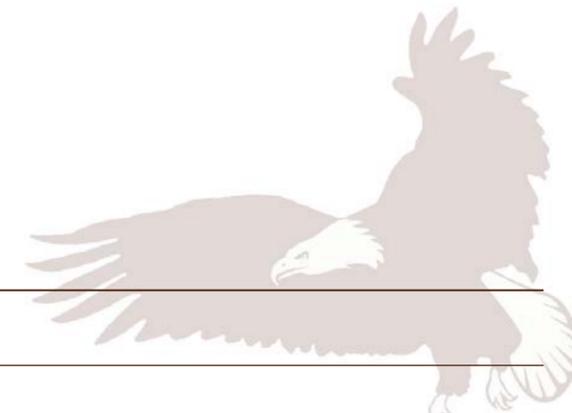
All façade signs shall be made up of individual illuminated letters. Individual letters shall be of three types:

1. Internally illuminated channel letters with translucent faces. See figure 7.1.1
2. Pin mounted letters that are direct lit. See figure 7.1.2
3. Reverse channel, halo lit letters. See figure 7.1.3

Facade signs shall not extend more than 8 inches beyond the face of the surface to which the sign is mounted. Individual letters and shall comfortably fit within the designated sign area of the storefront or building facade as determined by the Developer.

Wall Sign - Marquee

Sign shall be individually illuminated letters, pin mounted to projected metal marquees. All exposed conduit shall be concealed from public view and painted to match marquee structure. Exposed raceways behind letters are not permitted. Marquee signs may have horizontal or vertical letters. See figure 7.1.4



7. SIGNAGE STANDARDS CONTINUED

Wall Sign - Projecting

Projecting signs (See figure 7.2.1) may be sized to complement the architectural elements on which they are placed and will be determined at the sole discretion of the Developer. Projecting signs will be reviewed on a case by case basis.

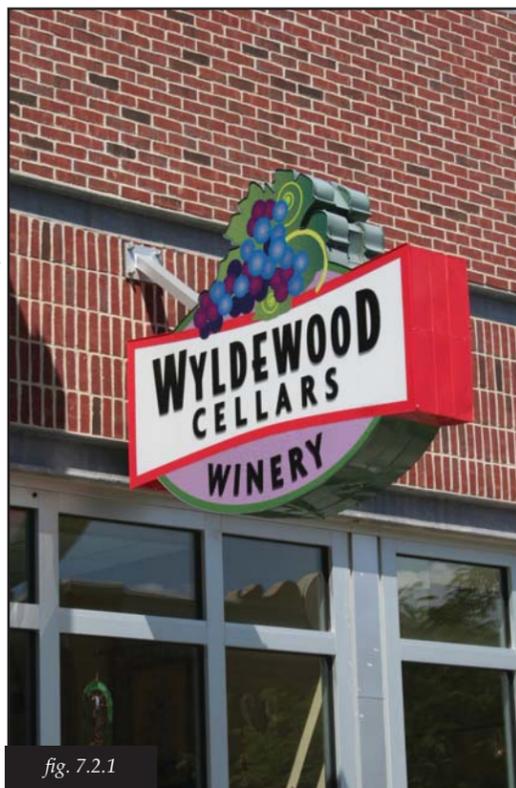


fig. 7.2.1

Blade Signs

Blade signs (See figure 7.2.2) are used in areas where pedestrian movement is parallel to the storefront. They are intended for pedestrian viewing and are generally perpendicular to the storefront. Decorative brackets and sign design are to reflect the qualities of the tenant and the theme of the shopping center. Size shall be limited to ten (10) square feet per sign face.

Sign Lighting

Sign lighting applications shall be down lighting, halo lit, or internally lit.

All other illumination standards for all signs shall meet the requirements for Commercial General sign lighting of Chapter 4.08.055 of the Town of Eagle Land Use and Development Code.

Hours of Operation

All illuminated signs must be turned on during the Center's normal operating hours or as required by the Developer. The use of time clocks for

sign and show window lighting is required, and should be adjusted and coordinated with the shopping center's normal business hours and shall remain on no longer than one hour after the store closing time.

Sandwich Board Signs

Sandwich alone Sandwich Board Signs shall:

A. Not more than one A-Frame/Sandwich Board/Sign per business, not to exceed 8-square feet in area per business shall be allowed. The edges of each sign face shall not be more than 36-inches apart, and must be constructed such as to prevent the sign from flattening out. The sign(s) may not be lighted, illuminated, flash, move, or be powered by any means.

B. The Sandwich Board Sign may be located within the public right-of-way if placed directly in front of the business displaying the sign.



fig. 7.2.2

C. A minimum of 5 feet of straight pedestrian pathway space shall remain clear along the sidewalk in a Town approved location, free of obstructions such as trees, posts, hydrants, or other infrastructure. Where a tree/pole line exists, the 5 foot path must remain in a straight line on the property line side of the tree/pole line. Minimum 5 foot wide pathways must be provided at all crosswalks. Sandwich Board Signs

shall not obstruct access to important features or infrastructure such as fire hydrants or regulatory signs, and must be a minimum of 6 feet from back-of-curb or edge of pavement of the street or parking areas.

D. The Sandwich Board Signs shall not be on wheels, and shall be anchored to prevent easy un-intended movement by wind or other situations (sandbags). Under high wind situations the signs shall be removed and placed inside the building, to prevent hazards.

E. The Sandwich Board Signs shall only be displayed at times that the business is open. Signs must be placed inside the building at times the business is closed.

F. Sandwich Board signs may contain information relevant to items for sale on the property such as a menu or list of items for sale. However Sandwich Board Signs shall not include information which is not relevant to sales items on the property.

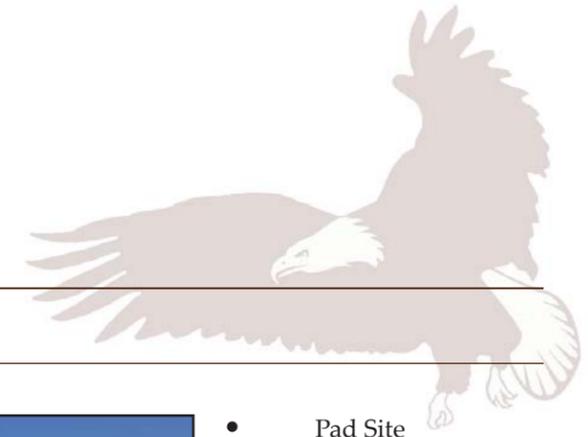
G. The Sandwich Board Sign applicant shall sign a hold harmless agreement whereby the Town is not responsible for any claims for liability or damages arising from the operation of a Sandwich Board Sign.

H. Applicants for Sandwich Board Signs in the public right-of-way shall provide liability insurance providing endorsements showing the Town of Eagle as additional insured on the policy, in an amount determined by the Town Attorney, and not less than \$1,000,000 per occurrence and \$2,000,000 annual aggregate. Outdoor Street Uses shall only be valid during the term of liability insurance coverage.

I. No electrical appliances, sound amplification devices, musical instruments or sound reproduction device, lighting, conductors, open flame devices, flammable products, or liquids, shall be placed or kept in conjunction with a Sandwich Board Sign.

Parking Cart Corral Signage

A vertical "signage" area indicating the store and the intended use is acceptable. It can not exceed 6 square feet, and must provide headroom clearance of a minimum of 8'-0". For Parking Cart Corral design requirements see page 63.



7. SIGNAGE STANDARDS CONTINUED

MONUMENT SIGNS, AND TENANT IDENTIFICATION SIGNS

Monument and Tenant identification signs shall be allowed at locations shown on page the following page..

In addition the following criteria shall apply:

Three (3) types of monumentation signage will be allowed:

- Development Monument Signs
- Tenant Identification Sign
- Pad Site Monument Signs

1. Development Monument Signs – there shall be two (2) allowed Development Monument Signs, one at the eastern project entry off of the new spur road, and one at the Highway 6/ Chambers Road extension.

- Development monument signs shall follow the general monument sign standards set forth in this section.
- No tenant identification shall be allowed to be located on development monument signs. Only the name and logo of the development may be placed on the development monument signs.
- Development Monument signs (See figure 7.3.2) shall be of a customized design integrated with the surrounding landscape elements, and shall be subject to individual review and approval by the Town of Eagle.
- Maximum Height shall be 10'.
- Materials shall match building materials and natural/native materials.
- Signs shall be landscaped at the base to fit the overall theme of the development.
- See page 49 for development monument concept.
- Development monument signage shall not be located closer than 100 feet to another monument sign and 20' feet from I-70 or Highway 6 right of way.
- Safe sight lines shall be maintained in accordance with AASHTO standards.

2. Tenant Identification Sign – there shall be one (1) allowed tenant identification sign. It is located in the I-70 Buffer.

- Tenant Identification Signs shall follow the general monument sign standards set forth in this section except as follows:
- Maximum Height shall be 20'.
- Sign shall be double sided.
- Materials shall match building materials and natural/native materials.
- Signage dimensions shall be as shown on page 49.
- Signs shall be landscaped at the base to fit the overall theme of the development.
- Tenant Identification Signage (See figure 7.3.1) shall be set back from property lines a minimum of 5 feet, from interstate highway right-of-way a minimum of 2 feet, and from public street right-of-way a minimum of 5 feet. Signs may not overhang the property line into the right-of-way. Safe sight lines shall be maintained in accordance with AASHTO standards.



fig. 7.3.1

3. Pad Site Monument Signs – there shall be one (1) pad site sign allowed for each individual pad site.



fig. 7.3.2

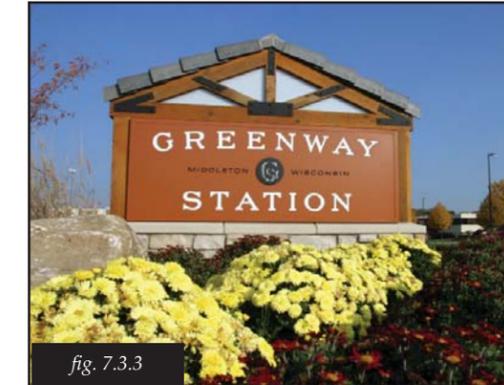


fig. 7.3.3

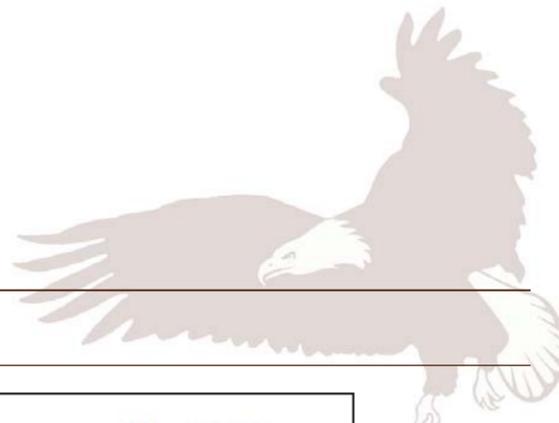
- Pad Site Monument Signs shall follow the general monument sign standards set forth in this section, except as follows:
 - The single tenant identification shall be allowed to be located on pad site monument signs. Only the name and logo

of the tenant may be placed on the signs.

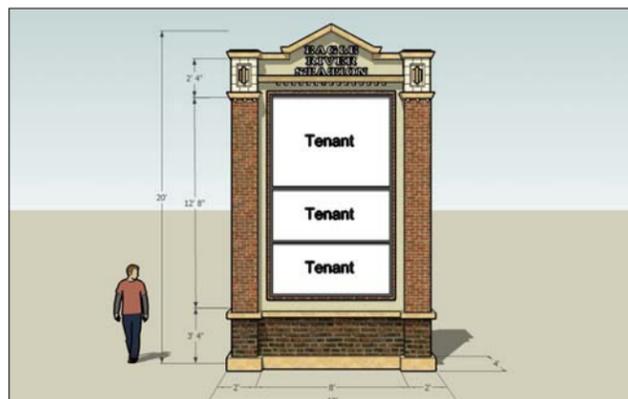
- Signs shall be double sided.
- Materials shall match building materials and natural/native materials.
- Signs shall be landscaped at the base to fit the overall theme of the development.
- Twenty five percent (25%) of the display surface must be opaque on all internally lit channel-letter signs within this development. Translucent areas shall be limited to individual lettering, logos, or similar graphics. Tenants shall utilize a standard Landlord monument sign base as provided by the Landlord.
- Pad Site Monument signs (See figure 7.3.3 & 7.3.4) shall not be closer than 100' to another monument sign.
- Pad site Monument signs associated with a specific retail tenant shall be limited to 5'-0" in height and a maximum area of 30 square feet per side.
- Safe sight lines shall be maintained in accordance with AASHTO standards.



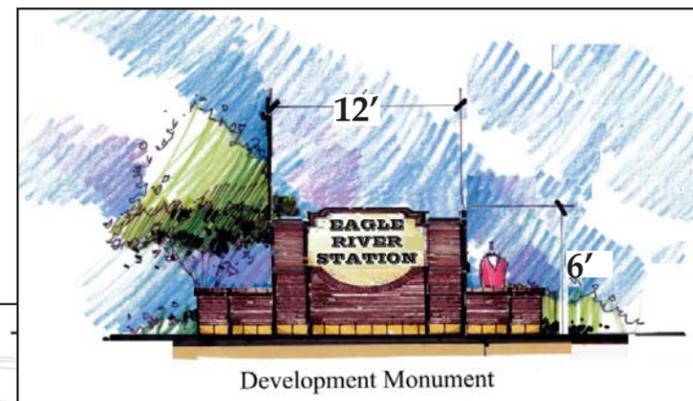
fig. 7.3.4



7. SIGNAGE STANDARDS CONTINUED



Tenant Identification Sign



Development Monument





7. SIGNAGE STANDARDS CONTINUED

SIGN TEXT, LOGOS AND PROHIBITED SIGN TYPES

Lettering on all store signs shall be limited to business or trade name of the premises as it appears on the lease. Logo signs (See figure 7.5.1) will be reviewed on an individual basis. Logo signs shall be considered wall signs and shall comply with regulations of wall signs.



fig. 7.5.1

Tag lines shall be allowed on an individual basis (See figure 7.5.2) only and are subject to the Developer's approval. Any allowable tag lines shall be individual illuminated letters (no box signs). The width of the tag line, if approved, shall not exceed the width established for the primary signage.

Minimum height of all signage shall not be less than 50 percent of the maximum allowable letter height without prior written approval. Signs shall be readable against the designed background of the architectural facade of the building, and shall not require a secondary backer panel to make the lettering or graphics read.

Except as provided herein, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive materials shall be affixed or maintained upon the glass panes and supports of the storefront windows and doors, or anywhere inside the store within four feet of the storefront, without prior written approval of the Developer.



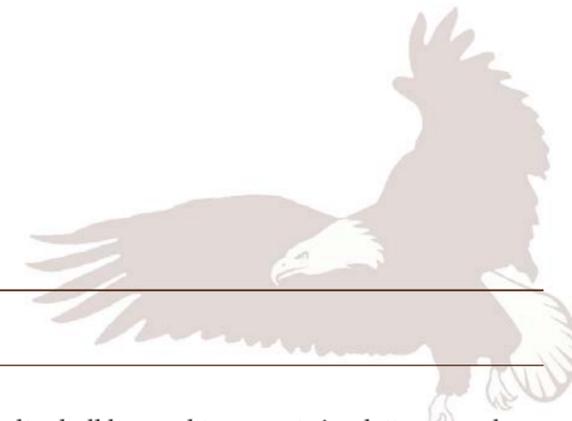
fig. 7.5.2

At no time will hand-lettered, non-professional signs, or newspaper advertisements be displayed on the storefronts or inside stores within four feet of the storefront.

Decals or other signs indicating products lines or credit card acceptability shall not be permitted on the storefront glazing or anywhere inside the store within four feet of the storefront, other than store operating hours.

The following type of signs shall not be permitted:

- Conventional box signs will not be approved. Box signs with raised or individual letters will be considered on an individual basis.
- Signs such as die cut vinyl, gold or silver leaf, or paint.
- Boxed pillow or cabinet type.
- Formed plastic or injection molded plastic signs.
- Temporary tenant banners or pennants.
- Secondary signs (window sign or sign plate indicating name of shop or good sold) in addition to primary signs, except as otherwise permitted herein.
- Cloth, paper, cardboard and similar stickers or decals around or on surfaces on the storefront, or inside the store within four feet of the storefront, without prior written approval.
- Exposed neon signs or any other exposed light source.
- Noise making, except as otherwise permitted herein.
- Additional signs of any kind inside stores within four feet of storefront windows.
- Awning signs, with the exception of awning signs provided in lieu of an over-door transom sign with the explicit approval of the Developer.
- Beacon signs or lighting.
- Animated signs including, streamers, spinners, flashing, and intermittent or moving lights.
- Any sign advertising a business other than those on the same lot/storefront that the sign is located.
- Signs which produce or emit smoke, flame or other emissions.
- Other signs prohibited by the Town of Eagle Sign Code 4.08.050, A through D and F.
- Posting of phone numbers is not allowed on any signage.
- Animated reader boards.



7. SIGNAGE STANDARDS CONTINUED



CONSTRUCTION, FABRICATION AND INSTALLATION REQUIREMENTS

Sign materials shall be compatible with the building façade materials and must be able to withstand climatic effects of the area. Allowable materials include:

- *Metal*
- *Wood or wood composite.*
- *Glass*
- *Painted, enameled or clear coated metal and wood.*
- *Plastic is permitted only on internally illuminate signs.*

The quality of the signage construction reflects directly on the quality of the development. The following are minimum requirements for the construction, fabrication and installation of signage.

All sign returns shall either match face color of sign or blend with adjacent building color.

All metal letters shall be fabricated using fully-welded construction, with all welds ground smooth so as not to be visible. Visible fasteners will not be permitted.

Acrycap or trimcap retainers used at the perimeter of sign letter faces shall match in color and finish the face or the sides of the sign.

Threaded rods or anchor bolts shall be used to mount sign letters standing off of the building face. Angle clips attached to letter sides will not be permitted. All mounting attachments shall be sleeved and painted.

All cabinets, conductors, transformers and other equipment shall be concealed from public areas; visible fasteners will not be permitted.

Any Plexiglas sign faces shall not be clear.

Manufacturers' labels, underwriters' labels, union labels, clips, brackets, or any other form of extraneous advertising attachment or lighting devices shall be fully concealed from public view. Labels installed on sign returns are not permitted.

No exposed lamps or tubing will be permitted. Sign illumination shall be internal and self contained. Neon tubing or other exposed light sources will be reviewed on an individual basis. No exposed raceways, crossovers or conduits will be permitted. All cabinets, conductors, transformers and other equipment shall be concealed from public areas. All electric signs and installation methods must meet Underwriter's Laboratories (UL) test criteria and contain a UL label. Tenants are required to provide a concealed access panel from within the Tenant's leasable area, if applicable, to service and install exterior building signage.



7. SIGNAGE STANDARDS CONTINUED



fig. 7.10.1
Graphic Banners for the Development

MISCELLANEOUS SIGNAGE PROVISIONS

All structure and tenant units shall have addresses and unit numbers posted in letters of 4-6" inches in height and clearly viewable above the primary doorway and rear doorway from the street or public way. Signage is required at each service door to tenant spaces throughout the project. Service door signage shall be 4 inches high and include identification only (name and address number or additional as required by local jurisdiction). The Tenant shall not apply any signs or other wording to service doors.

Directional signs that do not include any commercial message or identification, shall be allowable, and shall not count against the total sign count per facade or the total sign area. Directional signage shall be approved by the town.

All overhead signs, projecting signs and banners shall be a minimum of 8'-0" above the ground.



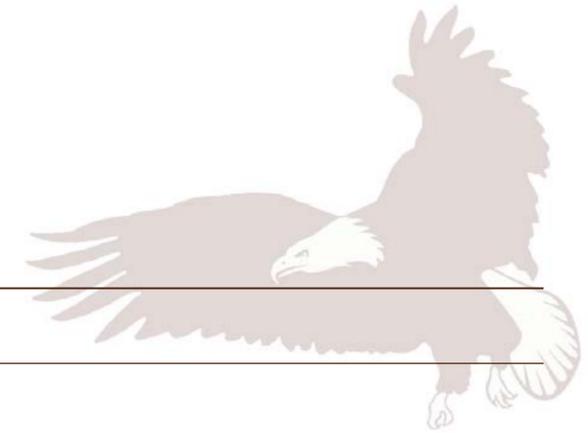
fig. 7.10.2

Development graphic banners may be incorporated into the design of roadway and pedestrian light poles within the Development but not located within the public right-of-way. The size of such banners shall be limited to 6 square feet. (See figure 7.10.1)

Exterior artwork such as sculptures, statues, or fountains shall not be counted as signs.

Non-tenant-identification graphic panels shall be allowable within the area of the main retail center. Such panels shall be limited to a maximum of twenty (20%) percent of the area of the building facade on which they are located. Non-tenant identification graphic panels shall be approved by Town Staff (See figure 7.10.2).

Construction signs, real estate signs, political campaign signs, garage sale signs, and other temporary signs shall be allowed based on the requirements of the Town of Eagle Sign Code Section 4.08.080.



7. SIGNAGE STANDARDS CONTINUED

MIXED USE LIFESTYLE (MUL) SIGN REQUIREMENTS

MUL Sign Classification

Signs in the Mixed Use Lifestyle area shall be classified according to the tenant types with which they are associated:

MUL Small Shop Retail Tenant:

Lease area 0 - 14,999 sq. ft.

MUL Sub-Major Retail Tenant:

Lease area 15,000 – 44,999 sq. ft.

MUL Out-Parcel (Single) Tenant:

Stand-alone structures 15,000 SF and below comprised of a single tenant.

MUL Residential

See page 54 for a summary of sign requirements in the MUL Planning Area. See page 54a for examples of the applications of the sign requirements in the MUL Planning Area.



Sub-Major Retail Tenant Sign - Channel letters, internally illuminated

MUL Small Shop Retail Tenant

Wall signs are required for each small shop tenant and shall be installed within sign areas indicated on the building drawings and incorporated as part of the building design. Wall signs may consist of facade signs, marquee signs, or projecting signs. One blade sign is required at each storefront.

MUL Sub-Major Retail Tenant Signs

Wall signs are required for each Tenant and shall be installed within sign areas indicated on the building drawings and incorporated as part of the building design. Wall signs may consist of facade signs, projecting signs, or marquee signs.

MUL Out Parcel Tenant

Wall signs are required and shall be installed within sign areas indicated on the building drawings. Wall signs may consist of facade signs, projecting signs, or marquee signs. In addition out parcel tenants are permitted to have a monument sign. Refer to “Monument Signage” in the general signage requirements for specific information.

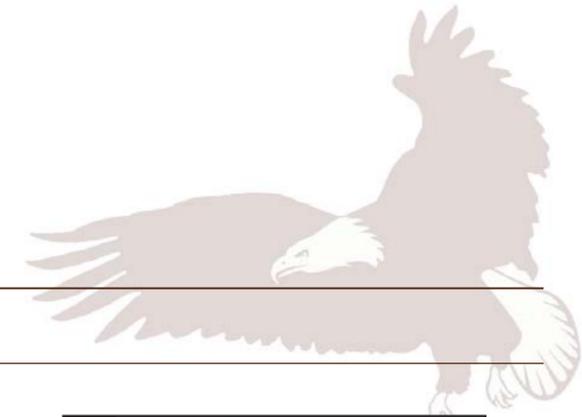
MUL Residential

Signage for residential units in the MUL zoning area shall be restricted to signage located near the entry lobbies that provide access to the upper level units. A transom sign that includes the name (if any) and address of the units is allowed. In addition one exterior wall sign is allowed near the entry. This sign shall be a cast metal wall sign that gives the name (if any) and street address of the residential units. This sign shall be limited to six square feet in size.

Real Estate Signs shall be allowed and shall meet the requirements of paragraph 4.08.080. B of the Town of Eagle Development standards.



Out Parcel Sign - Channel letters, internally illuminated

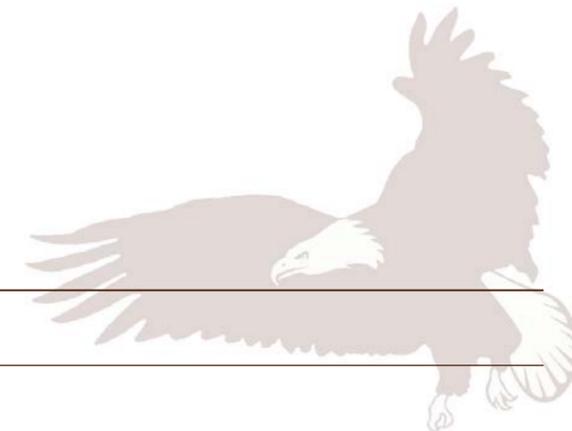


7. SIGNAGE STANDARDS CONTINUED

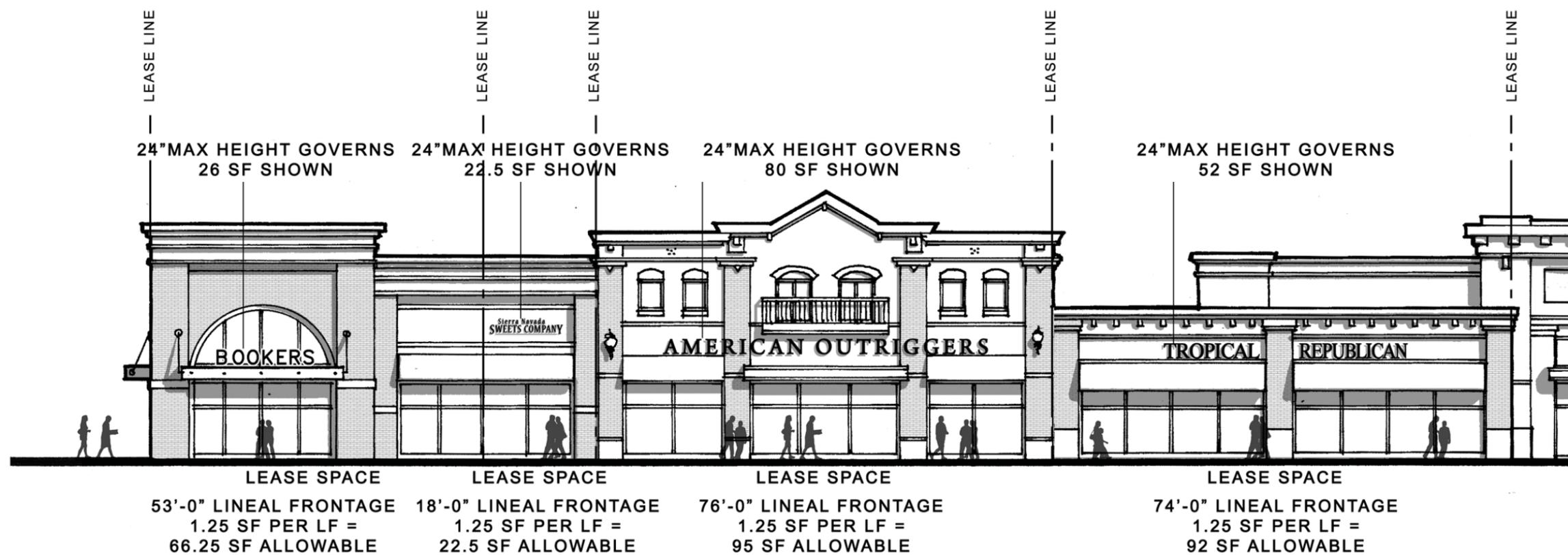
MIXED USE - LIFESTYLE SIGN SUMMARY

	Small Shop Retail Tenant	Sub Major Retail Tenant	Out Parcel Single Tenant	Residential
	Lease area less than 14,999 sf	15,000 to 44,999 sf	Less than 15,000 sf	
Façade Signs				
1 Individual channel letters, internally illuminated with translucent face	Allowed	Allowed	Allowed	Not allowed
2 Individual pin mounted letters with direct illumination	Allowed	Allowed	Allowed	Not allowed
3 Individual reverse channel letters, halo lit	Allowed	Allowed	Allowed	Not allowed
Max. Height of Letters	24"	54"	36"	NA
Sign Area	1.25 sf per 1 linear foot of store front	1.25 sf per 1 linear foot of store front	1.25 sf per 1 linear foot of store front	NA
Projecting Signs (20 SF Maximum Size)	Allowed in lieu of one façade sign at the discretion of the Developer	Allowed in lieu of one façade sign at the discretion of the Developer	Allowed in lieu of one façade sign at the discretion of the Developer	Not allowed
Marquee Signs	Allowed in lieu of one façade sign, 15 sf max, letter height 16" max.	Allowed in lieu of one façade sign, 15 sf max, letter height 20" max.	Allowed in lieu of one façade sign, 15 sf max, letter height 20" max.	Not allowed
Allowable Number of Wall Signs (not including transom and blade signs)	One per store front - two maximum	One per storefront - three maximum	Three wall signs and one monument	None
Secondary Signs	Not allowed	Not allowed	Not allowed	None
Over Door Transom (8" maximum letter size)	Allowed	Allowed	Allowed	Allowed
4 Double Stacked Lettering (max. 24" letter size)	Reviewed on individual basis	Reviewed on individual basis	Reviewed on individual basis	Not allowed
Tag Lines (10" max individual letters)	Reviewed on individual basis	Reviewed on individual basis	Reviewed on individual basis	Not allowed
Logos	Reviewed on individual basis	Reviewed on individual basis	Reviewed on individual basis	Not allowed
5 Blade Sign (7 sf max, letter size 6" max).	Required	Not allowed	Not allowed	Required
Rear Yard Sign if store faces I-70 or Highway 6	Not allowed	One Allowed	Not allowed	Not allowed

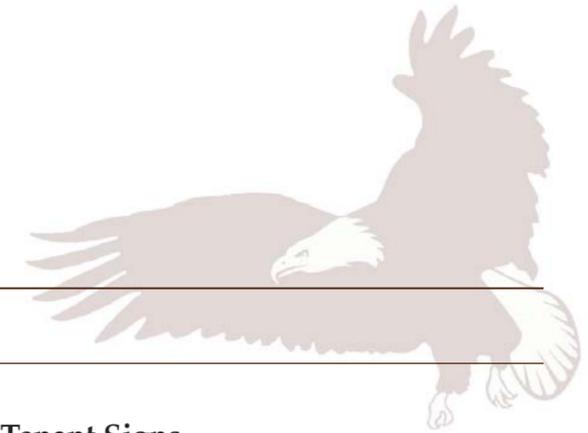




7. SIGNAGE STANDARDS CONTINUED



MUL Small Shop Signage



7. SIGNAGE STANDARDS CONTINUED



COMMERCIAL RETAIL (CR) SIGN REQUIREMENTS

CR SIGN CLASSIFICATION

Signs in the Commercial Retail Area shall be classified according to the tenant types with which they are associated:

Small Shop Retail Tenant:

Lease area 0 - 14,999 sq. ft.

Sub-Major Retail Tenant:

Lease area 15,000 – 44,999 sq. ft.

Major Retail Tenant:

Lease area 45,000 square feet and above

Out-Parcel (Single) Tenant:

Stand-alone structures 15,000 SF
and below comprised of a single tenant.

See page 56 for a summary of sign requirements in the CR Planning Area.
See pages 56a through 56f for examples of the application of the sign requirements in the CR Planning Area.

CR Small Shop Retail Signs

Wall signs are required for each small shop tenant and shall be installed within sign areas indicated on the building drawings and incorporated as part of the building design. Wall signs may consist of facade signs, marquee signs, or projecting signs. One blade sign is required at each storefront.

CR Sub-Major Retail Tenant Signs

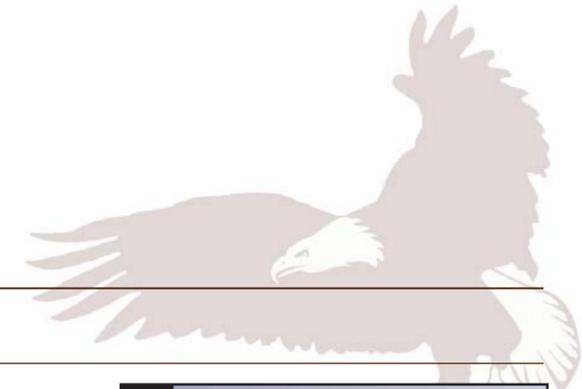
Wall signs are required for each Tenant and shall be installed within sign areas indicated on the building drawings and incorporated as part of the building design. Wall signs may consist of facade signs, projecting signs, or marquee signs.

CR Major Tenant Signs

Wall signs are required and shall be installed within sign areas indicated on the building drawings and incorporated as part of the building design. A maximum of one primary sign shall be permitted per storefront. Major tenants that face I-70 shall be permitted to have rear yard signs.

CR Out Parcel Tenant Signs

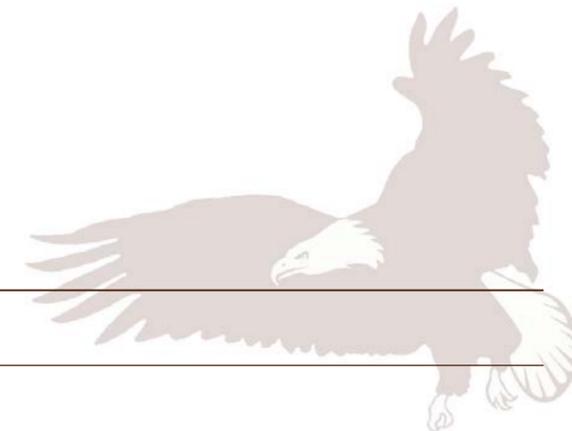
Wall signs are required and shall be installed within sign areas indicated on the building drawings. Wall signs may consist of facade signs, projecting signs, or marquee signs. In addition out parcel tenants are permitted to have a monument sign. Refer to "Monument Signage" in the general signage requirements for specific information.



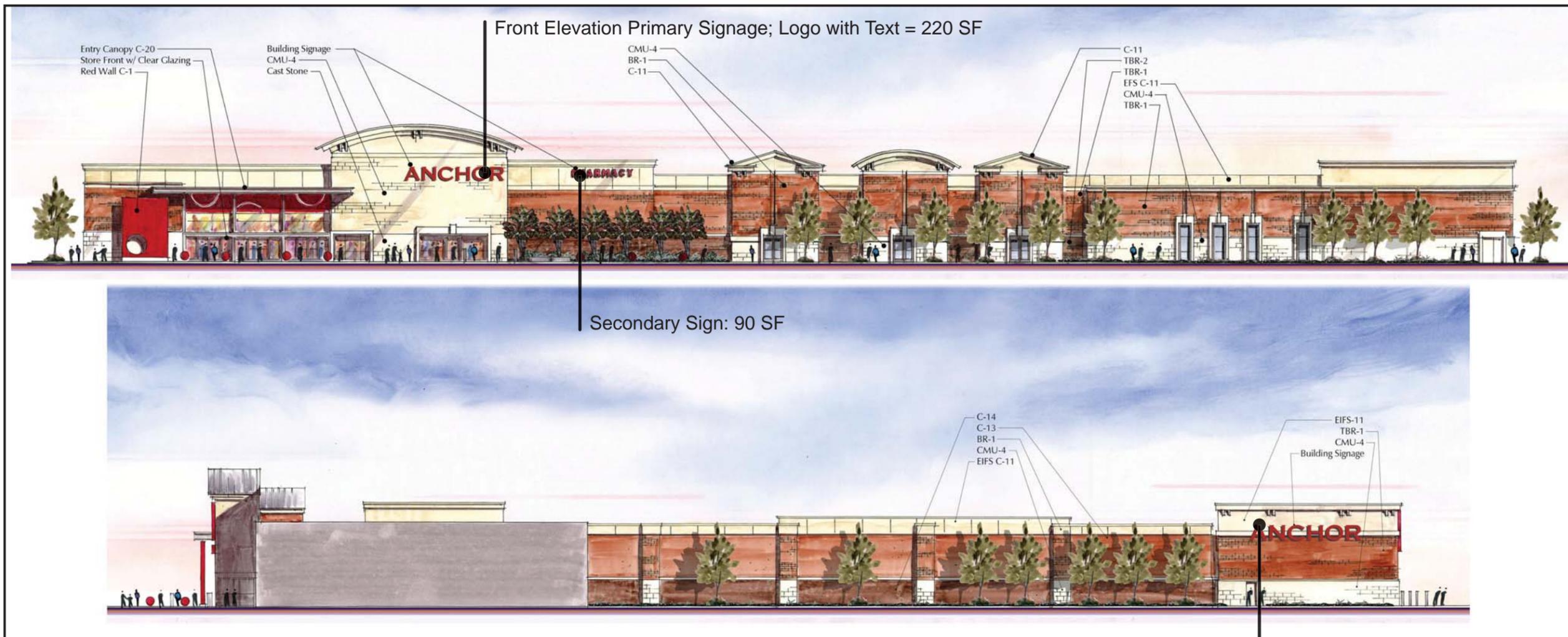
7. SIGNAGE STANDARDS CONTINUED

COMMERCIAL RETAIL SIGN SUMMARY				
	Small Shop Retail Tenant	Sub Major Retail Tenant	Major Retail Tenant	Out Parcel Single Tenant
	Lease area less than 14,999 sf	15,000 to 44,999 sf	45,000 sf and above	Less than 15,000 sf
Façade Signs				
1 Individual channel letters, internally illuminated with translucent face	Allowed	Allowed	Allowed	Allowed
2 Individual pin mounted letters with direct illumination	Allowed	Allowed	Allowed	Allowed
3 Individual reverse channel letters, halo lit	Allowed	Allowed	Allowed	Allowed
Max. Height of Letters	24"	54"	See Elevations on Pages 58 and 59 for Major Retail Tenant Signage	36"
Sign Area	1.25 sf per 1 linear foot of store front	1.25 sf per 1 linear foot of store front		1.25 sf per 1 linear foot of store front
Projecting Signs (20 SF Maximum Size)	Allowed in lieu of one façade sign at the discretion of the Developer	Allowed in lieu of one façade sign at the discretion of the Developer		Allowed in lieu of one façade sign at the discretion of the Developer
Marquee Signs	Allowed in lieu of one façade sign, 15 sf max, letter height 16" max.	Allowed in lieu of one façade sign, 15 sf max, letter height 20" max.		Allowed in lieu of one façade sign, 15 sf max, letter height 20" max.
Allowable Number of Wall Signs (not including transom and blade signs)	One per store front - two maximum	One per storefront - three maximum		Three wall signs and one monument
Secondary Signs	Not allowed	Not allowed		Not allowed
Over Door Transom (8" maximum letter size)	Allowed	Allowed		Allowed
Double Stacked Lettering (max. 24" letter size)	Reviewed on individual basis	Reviewed on individual basis		Reviewed on individual basis
Tag Lines (10" max individual letters)	Reviewed on individual basis	Reviewed on individual basis		Reviewed on individual basis
Logos	Reviewed on individual basis	Reviewed on individual basis		Reviewed on individual basis
4 Blade Sign (7 sf max, letter size 6" max).	Required	Not allowed	Not allowed	
5 Near Yard Sign if store faces I-70 or Highway 6	Not allowed	One Allowed	Not allowed	





7. SIGNAGE STANDARDS CONTINUED

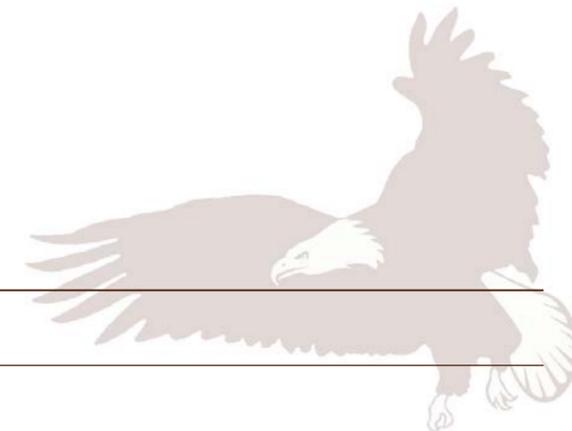


Front Elevation Primary Signage; Logo with Text = 220 SF

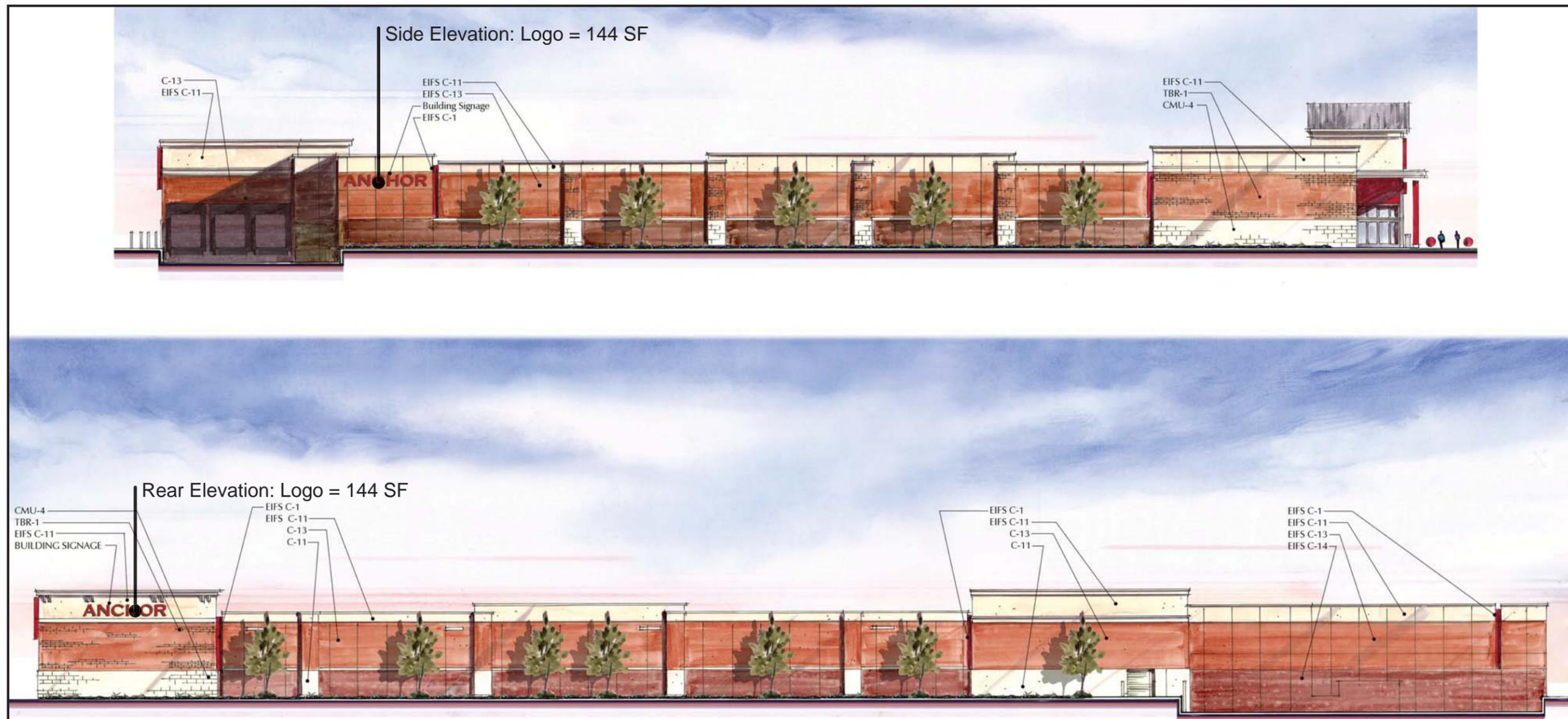
Secondary Sign: 90 SF

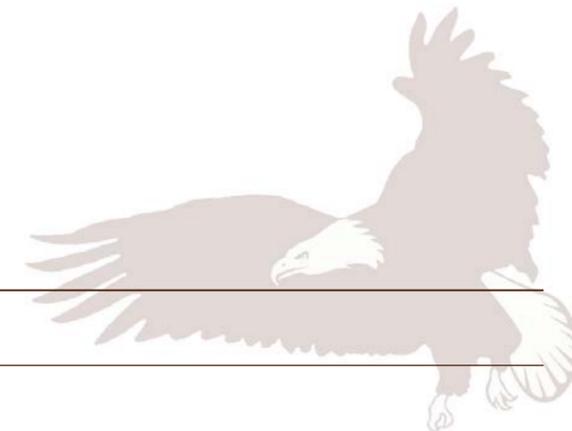
Commercial Retail Major Retail Tenant Signage.

Side Elevation Logo = 144 SF

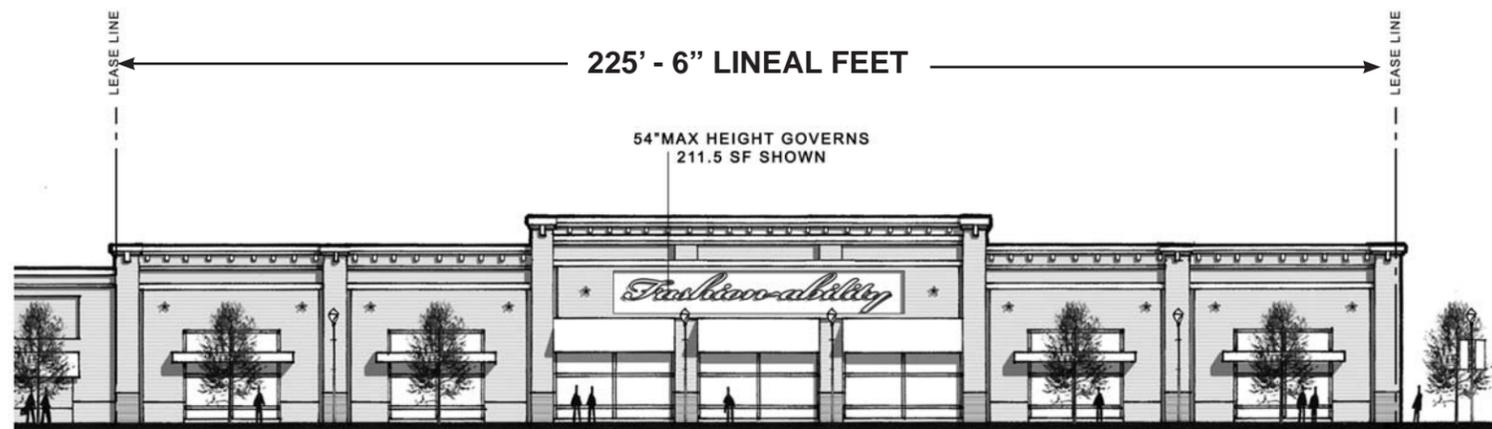


7. SIGNAGE STANDARDS CONTINUED



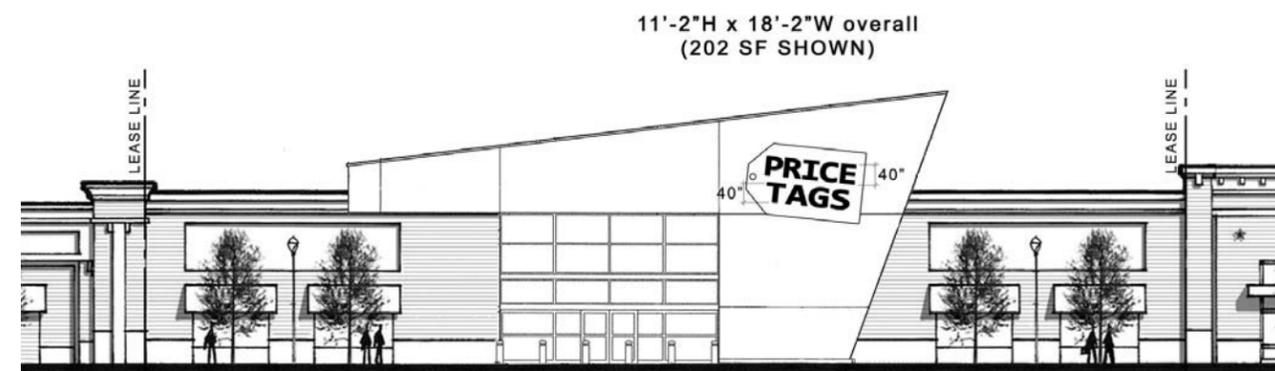


7. SIGNAGE STANDARDS CONTINUED



225'-0" LINEAL FRONTAGE
1.25 SF PER LF = 281 SF ALLOWABLE
SIGN AREA

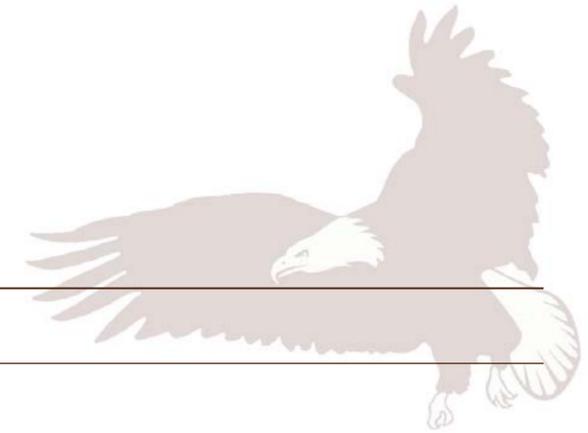
Commercial Retail Sub Major - Enlarged Front Elevation



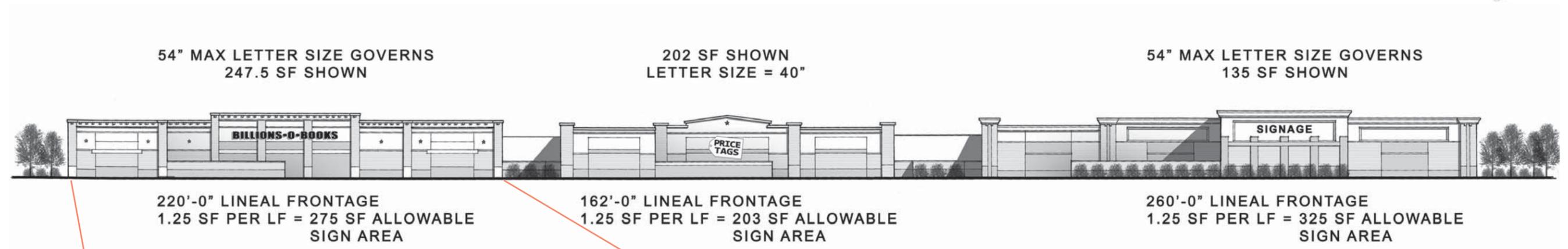
162'-0" LINEAL FRONTAGE
1.25 SF PER LF = 202.5 SF ALLOWABLE
SIGN AREA

Facade Sign: Maximum sign area 10% of facade or 54" maximum letter height.

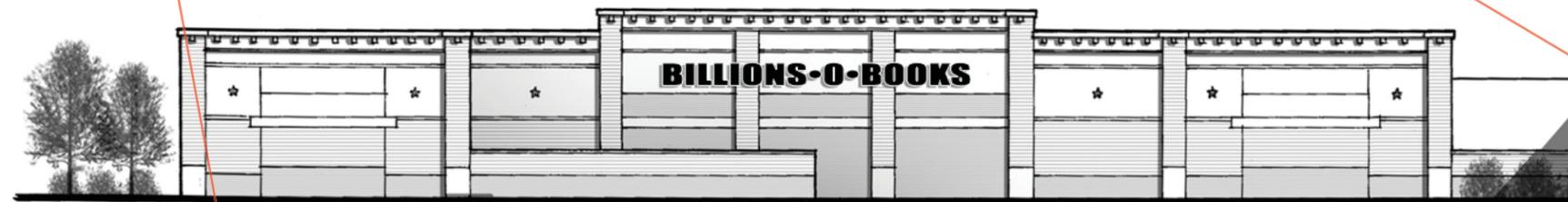
Commercial Retail Sub Major Signage - Front Elevation



7. SIGNAGE STANDARDS CONTINUED



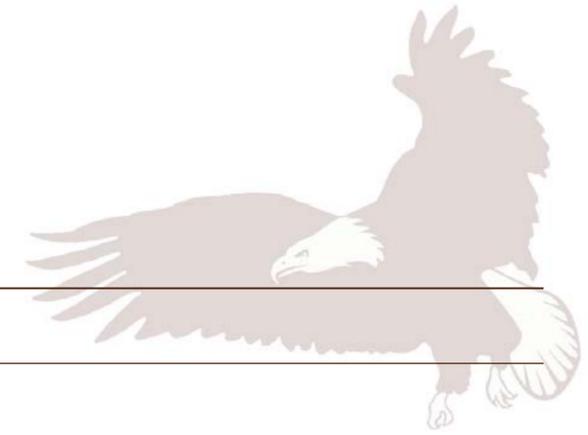
**54" MAX LETTER SIZE GOVERNS
247.5 SF SHOWN**



ENLARGEMENT **220'-0" LINEAL FRONTAGE
1.25 SF PER LF = 275 SF ALLOWABLE
SIGN AREA**

One rear yard sign allowed. Maximum of 10% of the facade area or 54" maximum height.

Commercial Retail Sub Majors Signage - I-70 Elevation



7. SIGNAGE STANDARDS CONTINUED

MIXED USE SIGN REQUIREMENTS

The MU Planning Area is a second phase of development, signage standards for this planning area will be prepared and submitted for review by the town as an addendum to this PUD Guide and PUD Development Plan at a subsequent stage in the development review process. Signage standards will be consistent with the General Sign Requirements and with the overall design approach and level of quality established in the design guidelines specific to the CR and MUL Planning Areas.



7. SIGNAGE STANDARDS CONTINUED

SIGNAGE DEFINITIONS

The following definitions shall apply for the Eagle River Station Planned Unit Development Guide and Control document, unless the context clearly indicates that a different meaning was intended. For words not defined, refer to Webster's Unabridged Dictionary, latest published edition.

Additional signs / graphics: Any sign or graphic display not otherwise defined by these requirements. Additional signs / graphics may include, but are not limited to, non-commercial graphic displays, regulatory signs, and directional signs

Awning Sign: A framed fabric assembly mounted over storefront windows to provide shade, which may be adorned with sign graphics related to the tenant occupying the store, or other graphics.

Building Sign: Any sign attached to a building.

Blade Sign: Relatively small, two-sided sign projecting outward from a building facade, usually at a 90-degree angle to the facade. This sign is intended for pedestrian level visibility.

Center-Identification Monument Sign: Independently mounted signs that solely identify Eagle River Station at specific locations identified on the site plan.

Double-stacked Letters: Two rows of text comprising a single sign, wherein the second row is an integral part of the Tenant name identified by the sign.

Facade Sign: Sign mounted directly to a building facade, parallel to the plane of the building facade.

Face of Sign: The entire area or combination of areas of a sign on which a message is placed.

Height of Sign: The vertical distance measured from ground level to the top of the sign measured at its highest point above undisturbed natural ground level.

Marquee Sign: An assembly supporting sign graphics or lettering that projects from a building facade and provides sign visibility from angles other than 90-degrees to the building facade.

Monument Sign: Independently mounted signs associated with specific retail tenants that do not exceed 6 feet in height above the grade.

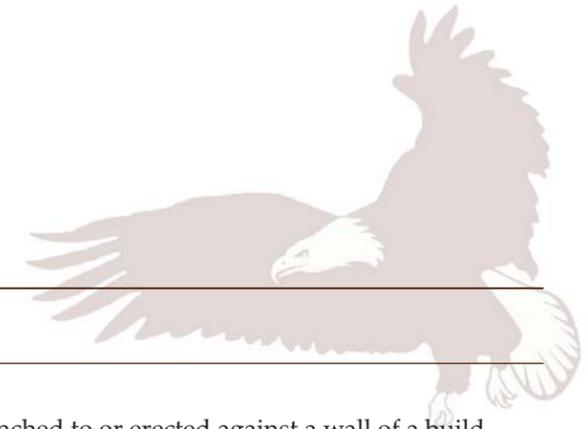
Non-tenant-identification graphic panel: A panel which conveys general graphic artwork or information related to the development as a whole, not related to any single specific tenant. (See Photo on page 48.)

Over-door Transom Sign: A sign located immediately over a storefront entry door, and applied using adhesive decal lettering directly to the inside surface of a glazed transom panel. This sign is intended for pedestrian level visibility.

Project Identification Sign: Independently installed signs that exceed 6 feet in height above the grade that identify the shopping center

Projecting Sign: Signs incorporating a three-dimensional form, which can be sculptural or representational in nature, and generally of a larger size than blade-signs

Should: Denotes a desired condition or requirement.



7. SIGNAGE STANDARDS CONTINUED

Sign: The term “sign” shall include any writing, letter, word, numeral, pictorial representation, pictorial abstraction, graphic or pictorial form, emblem, symbol, trademark, object or design which conveys a recognizable meaning or identity or distinction; or any of the above which forms a structure or part of a structure or which is affixed in any fashion to any structure and which by reason of the form or color or wording or stereotyped design or other feature attracts or is designed to attract attention to the subject matter or is used as a means of identification or advertisement or announcement. See additional definitions in Section 7, Signage Standards.

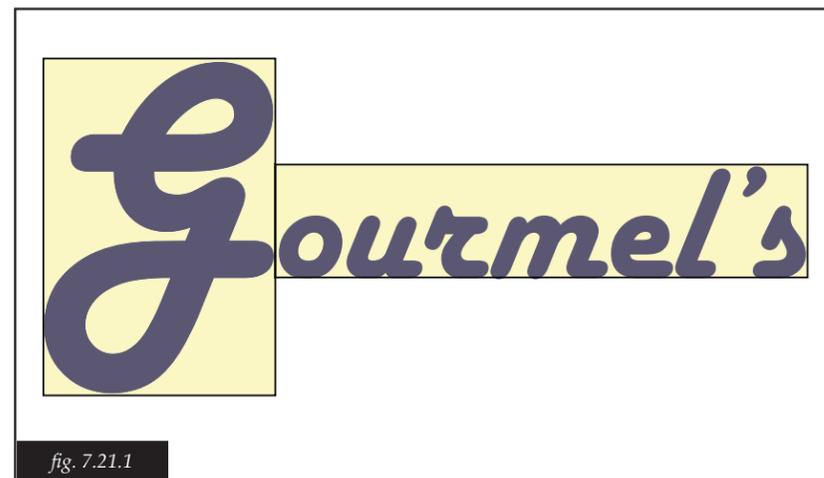


fig. 7.21.1

Example of rectilinear geometric figure enclosing signage area.

The term “sign” shall not include:

1. Flags, not to exceed 6 square feet in size, of governments, fraternal, religious, civic, or educational organizations.
2. Works of art which in no way identify a product or business and which are not displayed in conjunction with a commercial, for-profit, enterprise.
3. Temporary decorations or displays directly incidental to and customary and commonly associated with national, local or religious holiday celebrations.
4. Official traffic control devices and other official signs and devices of any public or governmental agency.

Sign Area: The area enclosed within the smallest rectilinear geometric figure needed to completely encompass all of the letters, words, insignia or symbols. (See figure 7.21.1)

Sign, Flat Wall: A sign attached to or erected against a wall of a building, with the face parallel to the building wall.

Sign, Freestanding: A sign affixed directly to the ground or erected on a freestanding frame, mast or pole, which is affixed to the ground and not attached to any building.

Storefront safety glazing decals: Decals applied to the interior of storefront safety glazing, conveying additional information about the store not conveyed by the primary Tenant sign (such as store operating hours).

Tag Line: An additional line of text in a sign, wherein the additional line provides further clarification or explanation of the primary Tenant or store name, though legally a part of the store operator identification.

Wall Sign: A sign mounted directly to a wall. Wall signs include facade signs, projecting signs, and marquee signs. Blade signs are considered, for the purposes of these standards, to be a separate category of sign.