



## *Sign Criteria and Master Sign Plan*

# **Revitalization Signage Area Portage Crossing Cuyahoga Falls, Ohio**

- *With Approval Recommendation by  
Cuyahoga Falls Planning Commission  
on September 17, 2013 and*
- *Approved by Cuyahoga Falls City Council  
on November 18, 2013*

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*Photographs of existing buildings, storefronts, and signs in this master sign plan are examples for discussion purposes only and are not approved for final design.*

# Introduction

The purpose of Portage Crossing's signage is to enhance its "urban" eclectic character through adherence to this Sign Criteria and Master Sign Plan pursuant to Cuyahoga Falls General Development Code, Section 1146.06(G) "Revitalization Signage Areas" (RSA).

The Sign Criteria and Master Sign Plan will ensure that signage used by individual businesses will contribute to the vitality and interest of Portage Crossing by creating a lively and provocative atmosphere. Signs will work with the building's architecture design and with other street amenities in establishing the character of the streets, alleys and parking lots on which they front, while clearly identifying businesses, both from afar with large-scale signs, as well as close-up with small-scale signs at the pedestrian scale. This variety of signage scale and proportion is critical to encouraging window shopping and enhancing the pedestrian experience.

Due to the special nature of the variety of buildings, including the height and mass, and the fact that portions of the development include tenants that face each other along an urban streetscape, there is variety of larger "Primary Identity Signs" and smaller "Secondary Identity Signs." While the Primary Identity Signs address the larger scale of the building blocks and architecture at a distance, the Secondary Identity Signs add another level of interest through the use of pedestrian-oriented, smaller scale signs. It is noted and acknowledged that the addition of Primary and Secondary Signs makes the total allowable signage area within the Portage Crossing RSA greater than the total sign areas generally allowed by Cuyahoga Falls Sign Design Ordinance as applied to non-RSA districts.

Pursuant to Cuyahoga Falls General Development Code, Section 1146.06(G), this Sign Criteria and Master Sign Plan shall govern all signage within the confines of the Portage Crossing RSA.

For the purposes of this document, "tenant" shall mean, unless specified, any retail, commercial, office or institutional business operating from a space, building, kiosk or cart within the Portage Crossing RSA. For the purpose of calculating sign areas, "tenant frontage" shall consist of the sides of the individual tenant space along a street, road, alley and/or parking area.

The following shall not be considered signage: project identity signs (i.e. the branding logo/text of the RSA), addresses, and wayfinding signs. Additionally, public art, including building murals and sculpture as well as installation art, seasonal displays and/or holiday decorations (i.e. Halloween, Christmas, St. Patrick's Day, Cinco de Mayo, etc.) that are sponsored by the landlord, a tenant or a third party shall not be considered signage. In addition to the aforementioned, the Criteria shall follow Cuyahoga Falls General Development Code, Section 1146.03, "Exempt Signs." Traffic control and regulatory signs are not governed by the Criteria, but are subject to applicable government regulations.

Public Art and building murals with content whose primary purpose is to advertise products, goods and/or services shall be considered signage and required to be in compliance with the Sign Criteria described herewith. When the art and advertisement/commercial message are combined in a design composition, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message.

Additionally, this Master Sign Plan provides for sign area entitlements with respect to advertisement placed on the exterior of building surfaces and above roofs (roof signs) beyond the highest point of a roof deck or peak as provided in Section 13.1

Tenants shall be permitted to have signage mounted to the facades of the building in which their primary leased space is located at a level other than the floor of their leased space, including above the roof parapet and atop the roof (roof signs) beyond the highest point of a roof deck or peak.

Outdoor dining signage shall be included as part of storefront design approval process or as part of a separate submittal for the outdoor dining facility. In either case, except for umbrella signs, outdoor dining signage shall be linked to the design and area calculations of the tenant storefronts.

The permitted sign types described in this document align with the proposed uses and locations of the various types of tenant businesses on all floor levels. Retail tenants with their entry and sales display at street level and with additional display space on an upper level shall use the "Retail Tenant Signage Allowances" for their street level storefront tenant frontage in addition to allowances for their upper level storefront tenant frontage. Permissible sign types vary according to the tenant frontage types as described in Section 1.2.

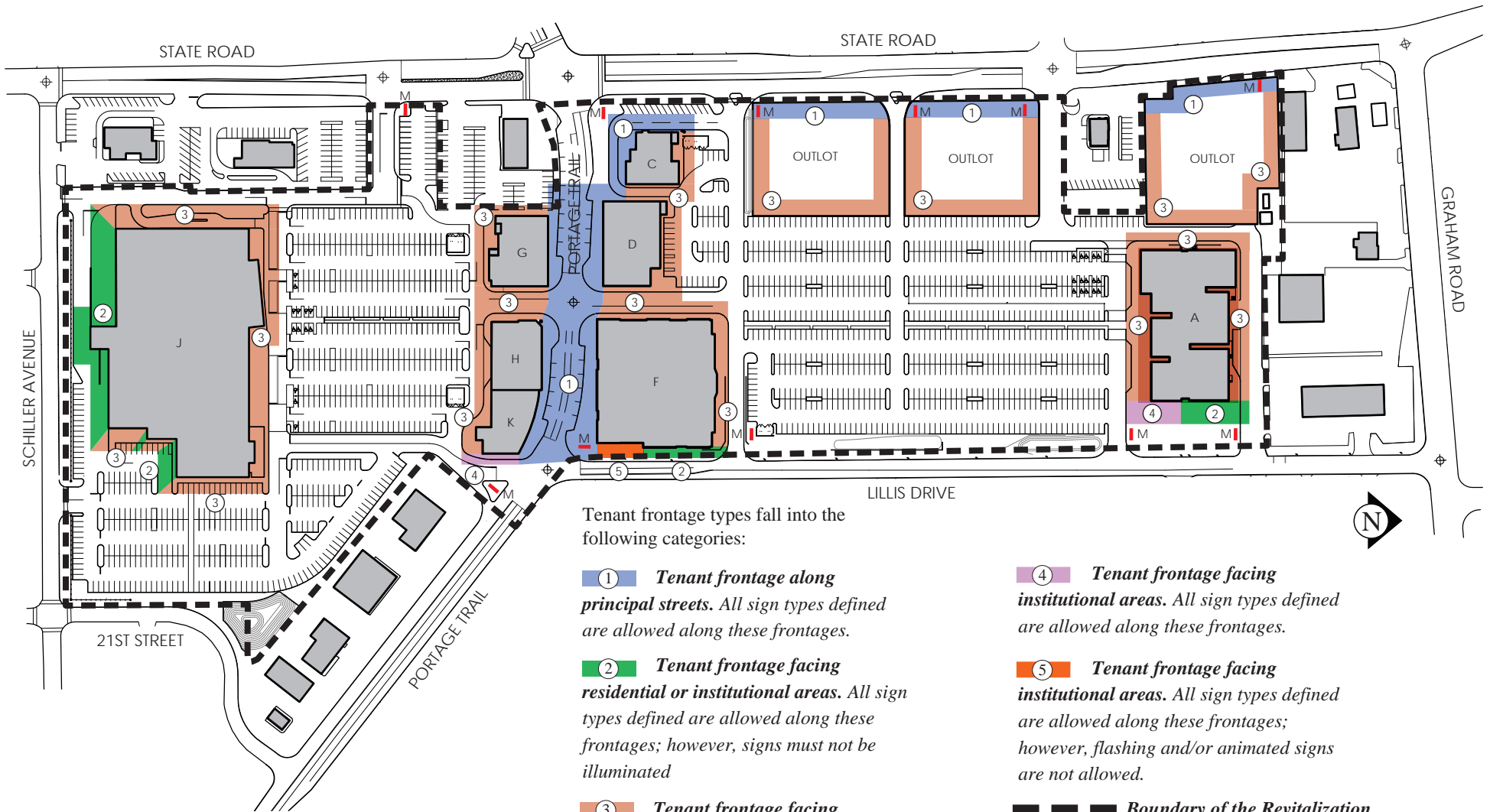
Monument Signs shall be permitted at entrances from surrounding streets and roads into the Portage Crossing RSA streets, roads and parking areas. All monument signs shall be allowed to have a double-sided vertical architectural element serving as a Portage Crossing RSA "District

Marker" and branding icon (DM) with a maximum DM sign area of 20 sf on each side and no taller than 17 feet. Monument Signs shall be allowed to be double-sided with a maximum total area of 60 sf (including the DM Area) on each side with a maximum tenant and/or third party sign area of 40 sf per side and a maximum height of 8 feet per side. Additionally, one (1) double-sided "RSA District" Monument Sign shall be allowed at the corner of State Road and Portage Trail with a maximum area of 120 sf on each side at a maximum height of 15 feet and may include a DM as described above. Monument Signs may have an additional 2-foot extension in height that is either decorative and/or that represents the branding/logo project identity of the Portage Crossing RSA. Monument Signs may be internally and/or externally illuminated, have changeable text and/or logos, and use changeable electronic message displays such as LED and LCD screens. Monument Signs designs are to be approved administratively by the Planning Division.

Pursuant to these Sign Criteria and Master Sign Plan, the Portage Crossing Landlord/Owner shall review and approve all proposed tenant signs. Subsequently, with the approval of the Landlord/Owner, tenants shall submit an application with proposed signs to the Planning Division for their review and administrative approval; tenant application and proposed signs designs shall be submitted with a Landlord/Owner approval transmittal letter.

Sign variances/modifications that are in-keeping with the design intent described in these Criteria may be approved administratively by the Planning Division; similarly, minor revisions to previously approved signs may be approved administratively by the Planning Division.

# Introduction



Tenant frontage types fall into the following categories:

**①** *Tenant frontage along principal streets. All sign types defined are allowed along these frontages.*

**②** *Tenant frontage facing residential or institutional areas. All sign types defined are allowed along these frontages; however, signs must not be illuminated*

**③** *Tenant frontage facing parking lots or alleys. All sign types defined are allowed along these frontages.*

**④** *Tenant frontage facing institutional areas. All sign types defined are allowed along these frontages.*

**⑤** *Tenant frontage facing institutional areas. All sign types defined are allowed along these frontages; however, flashing and/or animated signs are not allowed.*

**■ ■ ■** *Boundary of the Revitalization Signage Area (RSA)*

**■** *Locations of Monument Signage as defined in Section 1.1.*

# Definition of Signage Types

## **Primary Identification Signage**

**Sign Type A--Fascia Wall Sign:** Fascia Wall Signs are located above the storefront display windows and/or entry doors parallel to the building facade and project approximately 12". Fascia Wall Signs consist of letter and logo forms attached to a panel or directly to the building fascia. Fascia Wall Signs are permitted to be placed vertically extending along a wall or pilaster from the second floor up to the parapet and horizontally on the parapet wall surface and/or between floor levels.

**Sign Type B--Marquee/Canopy Sign:** Marquee/Canopy Signs are panels and/or letter forms that are attached to or project above a vertical surface of an architectural marquee/canopy. They provide the main identity for tenants who occupy spaces where an entry canopy is part of their base building facade.

**Sign Type C--Feature Sign:** Feature Signs are large format, multi-sided, illuminated projecting signs. These signs are permitted to be mounted perpendicular to the building facade and/or diagonally on a corner, providing visibility from multiple directions.

**Sign Type E1--Awning Sign:** Awning Signs used as primary identification signage consist of identity graphics applied to the primary surface of the awning.

## **Secondary Identification Signage**

**Sign Type A1--Secondary Fascia Wall Sign:** Secondary Fascia Wall Signs are smaller versions of Sign Type A. They

are permitted to be placed on any storefront surface and generally below the top of the storefront all the way to the storefront base.

**Sign Type D--Projecting Blade Sign:** Projecting Blade Signs are mounted perpendicular to the building facade or are suspended beneath an architectural canopy or marquee. Projecting Blade Signs provide visibility from a distance along the business's sidewalk. They provide identity for the tenants and are intended to convey the personality of the tenant with text, logo or three-dimensional objects.

**Sign Type E2, E3 and E4--Awning Sign:** Awning Signs used as secondary identification signage consist of identity graphics applied to the side triangle and valance and/or front valance of the awning.

**Sign Type F--Plaque Sign:** Plaque Signs are dimensional panels mounted flat against the building facade. They are intended to add another level of detail to the individual tenant's identity. Plaques or mosaics set flush in the pavement serve a similar purpose and are referred to as medallions.

**Sign Type G --Window Sign:** Window Signs are tenant graphics that are placed directly on or behind the glass of windows and/or doors. They can provide additional identity or be graphic elements that add interest to the tenant's space. They can also be skeletal neon signs displaying the tenant's text/logo and identity.

**Sign Type H--Changeable Sign:** Changeable Signs are signs that are

promotional or seasonal in nature and are fabricated such that the sign imagery and/or information can be changed. This sign type includes shadow boxes, poster display cases, banners/flags, and cross-street banners. Changeable signs are intended to augment the tenant's storefront character and to provide timely information regarding available products, services, or special events. Shadow boxes, poster display cases, cross-street banners stretched between buildings or poles, and banners/flags mounted to light poles are permitted to advertise products, goods and services by all tenants within Portage Crossing as well as by other businesses and entities outside of Portage Crossing.

**Sign Type J--Additional Signs:** This sign type includes showcase window signage, mobile retail carts, advertising kiosks, temporary signs, umbrella graphics and display stands/easels. These signs are permitted to advertise products, goods and services by all tenants within Portage Crossing as well as by other business and entities outside of Portage Crossing.

## **Supplementary Identification Signage**

**Sign Type K: Poster Advertisement and Large Format Advertisement Signs:** These Signs are located in several specifically designated exterior areas in the Portage Crossing RSA and their purpose is to display limited advertisement (by square-foot areas and locations) of products, goods and services by all tenants within the RSA as well as by other businesses and entities outside of the RSA.

## **Notes:**

1. Roof Signs: As pertaining to the above defined sign types, they are allowed to project above the parapet or above the highest point of the roof, whichever is higher, of that portion of the building on which it is mounted. Signs mounted upon vertical roof surfaces, such as mansard roofs, and signs displayed on pitched roofs that do not extend higher than the peak, are not considered roof signs, but may instead be designated as either Sign Types A, B, or C, depending on its configuration.

2. "Art" or "Distinctive Building Architectural Treatments" are exempt from being signs. They may be either surface mounted, attached behind a transparent surface and/or recessed inside a poster display case/shadow box. They may be internally or externally illuminated. These Treatments may be two or three dimensional in nature, flat or sculptural, and/or in the form of large graphic panels and may display both abstract and representational images of commercial content; for example, a model wearing a dress, a figure playing a sport, or a display of food. As long as there is no commercial message on the display, the graphics/image portion of the display does not qualify as a sign; however, when the art and advertisement/commercial message are combined in a design composition, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message. However, creative use of logos is encouraged and when they are displayed in an artistic manner, logos do not count as signage. Artistic use of electronic media such as LED and LCD, static or animated will not count as signage.

3. Depicted signs and sign locations on keyed elevations throughout this document are diagrammatic and not to scale. The building designs are generic and used for illustrative purposes only. Described sign conditions apply to multi-story buildings in compliance with RSA maximum heights plus an extended screening parapet and special corner architectural features.

## Sign Type A: Fascia Wall Sign

### Sign Type A--Fascia Wall Signs:

Fascia Wall Signs are located above the storefront display windows and/or entry doors, parallel to the building facade, projecting approximately twelve inches (12"). Generally, the colors, finishes and materials for building Fascia Wall Signs are an extension of those used for the tenant's or building identity. In the case of retail tenants, contrasting designs and materials may be used to convey the tenant's unique identity provided that the entire ensemble of the Fascia Wall Sign and storefront demonstrate a unified design intent. Fascia Wall Signs may be Roof Signs that project above the parapet and/or the highest point of the roof. Fascia Wall Signs are permitted to display animation.

Types of Fascia Wall Signs to be encouraged include:

- **Dimensional letters and logo forms fabricated from suitable materials that have a painted, gilded or metal finish--**These letters should be illuminated with point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Color temperature of lamps used in the fixtures should be of a warm color temperature between 2,500 and 3,000 degrees Kelvin.

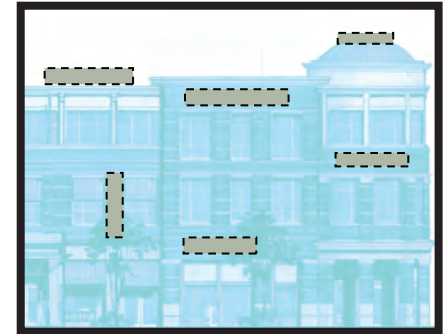
- **Letter and logo forms painted, gilded or screen printed onto continuous or individual fascia panels--**These panel signs will be illuminated in the same manner as described above. Panels may be layered to give the fascia more visual interest and a three-dimensional quality.
- **Reverse pan channel letter and logos with halo illumination--**These letters and logos will be fabricated using similar materials and finishes as the dimensional letters listed above.
- **Internally illuminated pan channel letters with acrylic faces--**These signs may be allowed for tenants who demonstrate that they will use this sign type with maximum creativity of design and the highest quality of materials and fabrication. The conditions are as follows:

- The attachment of acrylic faces to the metal channel of the letterform must be clean, flush and discreet.
- The acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.
- Raceways connecting letter forms must be concealed within the storefront construction. However, a raceway may be allowed when it is skillfully designed to become an integral part of the sign design or architecture of the building or storefront.

Open Pan channel letters and logos with exposed neon illumination are also allowed as additional logo/letter types; this sign detail gives establishments an entertainment quality that adds diversity of expression.

The following materials are also allowed, but must meet the high-quality and aesthetic requirements of the Portage Crossing RSA: plastic materials of any kind, including acrylic letters and vacuum-formed plastic letters; and cabinet signs with illuminated, translucent background and silhouette letters.

Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.



*reverse pan channel letter w/halo illumination*



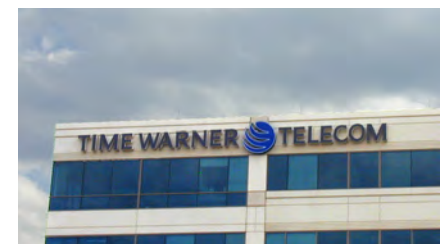
*externally illuminated layered letter forms*



*open pan channel letters with exposed neon*



*internally illuminated pan channel letters w/ acrylic faces*



*internally illuminated pan channel letters w/ acrylic faces*

## Sign Type B: Marquee/Canopy Sign

### Sign Type B- Marquee/Canopy

**Signs:** This sign type is permitted on building marquees, canopies or balconies. Colors, finishes and materials used for Marquee/Canopy Signs shall be complementary to the tenant facade and an integral part of the canopy or architectural element. These signs can be mounted above and/or be attached to a vertical surface of the marquee/canopy, or the sign and marquee/canopy may be integrated into each other as a single architectural design expression. Also, these signs may be Roof Signs that project above the parapet and/or the highest point of the roof.

Marquee/Canopy Signs are permitted to display animation. Also permitted are theatrical-type marquee lighting such as rows in varying shapes and forms of incandescent, neon and/or electronic media such as LED/LCD with colorful lights with animation.

Types of Marquee/Canopy Signs to be encouraged include:

- **Dimensional letters and logo forms fabricated from suitable materials that have a painted, gilded or metal finish**--These letters should be illuminated with point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. The character of the fixtures should be consistent with that of the overall facade and marquee/canopy design.

Lamps used in the fixtures should be of a warm color temperature between 2,500 and 3,000 degrees Kelvin.

- **Letter and logo forms painted, gilded or screen printed onto individual fascia panels**--These panel signs will be illuminated in the same manner as described above and are mounted above or onto the vertical surface of the marquee/canopy. Panels may be layered to give the fascia a more three-dimensional quality.
- **Reverse pan channel letter and logos with halo illumination**--These letters and logos will be fabricated using similar materials and finishes as the dimensional letters listed above.
- **Open pan channel letters and logos with exposed neon illumination**--These letters and logos will be fabricated using similar materials and finishes as the dimensional letters described above.
- **Internally illuminated pan channel letters with acrylic faces**--These signs may be allowed for tenants who demonstrate that they will use them with maximum creativity of design and the highest of quality materials and fabrication. The conditions are as follows:

- The attachment of acrylic faces to the metal channel of the letterform must be clean, flush and discreet.
- The acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.
- Raceways connecting letter forms must be concealed within the storefront construction. However, a raceway may be allowed when it is skillfully designed to become an integral part of the sign design or architecture of the building or storefront.

The following materials are also allowed, but must meet the high-quality and aesthetic requirements of the Portage Crossing RSA: plastic materials of any kind, including acrylic letters and vacuum-formed plastic letters; and cabinet signs with illuminated, translucent background and silhouette letters.

Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.



canopy-mounted, back-lit, gilded letters



canopy-mounted, internally illuminated, channel letters



externally illuminated canopy-mounted, dimensional letters

## Sign Type C: Feature Sign

### Sign Type C--Feature Signs:

These large vertically oriented signs will be multi-dimensional and mounted projecting perpendicular to the building face or diagonally from the building corner. Feature Signs are permitted to extend vertically up to and/or above the building parapet. Feature Signs may also be Roof Signs that project above the parapet and/or the highest point of the roof. A minimum clearance of twelve feet (12'-0") will be maintained under these signs. Feature Signs are allowed to display animation.

Encouraged methods of displaying identity through Feature Signs include but are not limited to:

- **Letter and logo forms painted, gilded or screen printed onto sign panel --** Surface mounted fixtures appropriate to the tenant facade design will illuminate these elements. Sign elements may be layered to give the fascia more visual interest and a three-dimensional quality with the potential for silhouette lighting.
- **Reverse pan channel letters and logos with halo illumination**
- **Open pan channel letters and logos with exposed neon illumination**
- **Exposed neon letters and logo forms**
- **Three-dimensional, artistically sculpted object signs**
- **Internally illuminated pan channel**

**letters with acrylic faces--**These signs may be allowed for tenants who demonstrate that they will use them with maximum creativity of design and the highest quality of materials and fabrication. The conditions are as follows:

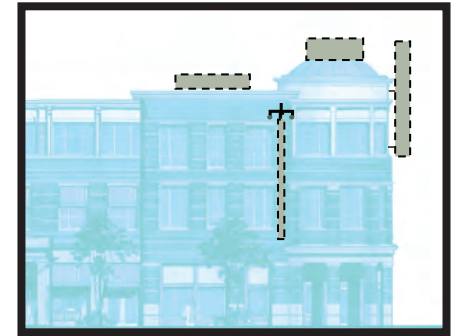
- The attachment of acrylic faces to the metal channel of the letterform must be clean, flush and discreet.
- The acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.
- Raceways connecting letter forms must be concealed within the storefront construction. However, a raceway may be allowed when it is skillfully designed to become an integral part of the sign design or architecture of the building or storefront.

The following materials are also allowed, but must meet the high-quality and aesthetic requirements of the Portage Crossing RSA: plastic materials of any kind, including acrylic letters and vacuum-formed plastic letters; and cabinet signs with illuminated, translucent background and silhouette letters.

Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.



3-sided sign with exposed neon



open channel letters mounted



2-sided sign with exposed neon



exposed neon



animated object neon



# Sign Type C: Feature Sign

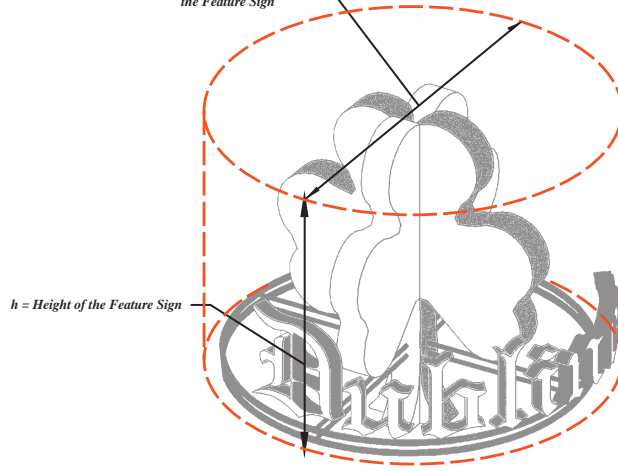
## Feature Sign Area Calculation:

The area of a three dimensional feature sign is determined by one-half the surface area of a regular geometric shape fully enclosing the feature sign or one-half of the addition of incremental multiple geometric shapes enclosing the feature sign. For example, in Diagram A, the feature sign is enclosed in a cylinder with a height of (h) and a diameter of (d). The surface area of a cylinder equals  $\pi \times d \times h$ . Therefore the area of the feature sign to be included in the tenant's total sign area calculations would be  $1/2 (\pi \times d \times h)$ . An alternate calculation for Diagram A is the addition of several incremental geometric shapes that more closely enfold the actual shape of the feature sign. Also see example Diagram B.

Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.

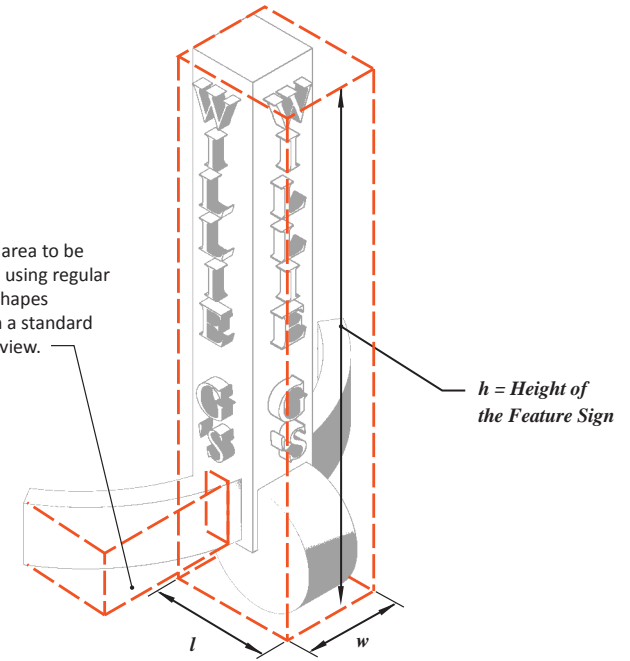
*d = Diameter of Cylinder Enclosing the Feature Sign*

**Diagram A Sign Area =  $\frac{\pi \times d \times h}{2}$**



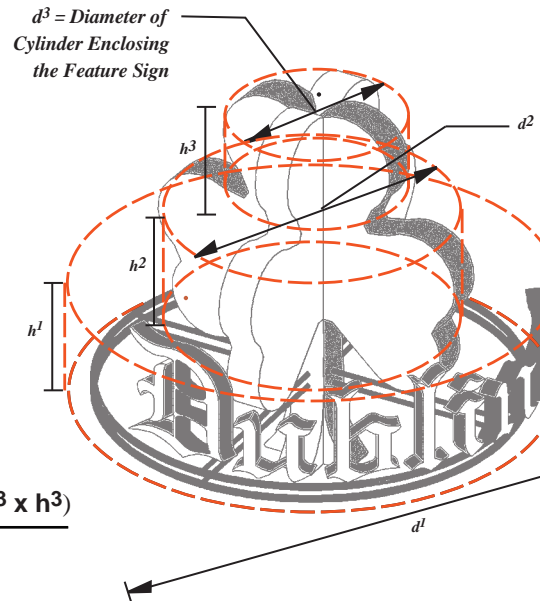
**Feature Sign Area Calculation: Diagram A**

By-line sign area to be determined using regular geometric shapes projected in a standard orthogonal view.



**Feature Sign Area Calculation: Diagram B**

**Diagram B Sign Area =  $(h \times l) + (h \times w) + \text{Area of by-line (one side only)}$**



**Diagram A Sign Area (Alternate) =  $\frac{(\pi \times d^1 \times h^1) + (\pi \times d^2 \times h^2) + (\pi \times d^3 \times h^3)}{2}$**

**Feature Sign Area Calculation: Diagram A Alternate**

## Sign Type D: Blade Sign

### Sign Type D--Projecting Blade Sign

The details and materials used for tenant blade signs should display the unique character of each individual tenant. While tenants will have the opportunity to design their own signs in their entirety, tenants may also choose to use the standard bracket design provided by the landlord. All Projecting Blade Signs will be mounted perpendicular to the building facade and generally project 18" to 48" from the building surface and be no greater than 48" in their vertical dimension. They are also permitted to be suspended beneath an architectural canopy or marquee. Blade signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk. All tenants will be encouraged to install blade signs, where appropriate. A wide variety of display options will be available to tenants when designing the body of their signs, including:

- **Object signs of logo or primary sales product(s) fabricated/sculpted from suitable materials.**
- **Dimensional letters/logos attached to sign panels.**
- **Painted, screen printed or gilded sign panels.**
- **Stretched fabric signs with sewn or applied graphics.**

Projecting Blade Signs for retail tenants are permitted to have external light fixtures to illuminate their signs or tenants may choose to have integral illumination

as part of their blade signs. The color temperature of external lamps used will be warm in color, between 2,500 and 3,000 degrees Kelvin. Tenants may elect to:

- **Have letter and logo forms rendered in exposed neon applied to the sign panel.**
- **Attach reverse pan channel letters with halo illumination to the sign panel.**
- **Attach open pan channel letters with exposed neon illumination to the sign panel.**

The following materials are also allowed, but must meet the high-quality and aesthetic requirements of the Portage Crossing RSA: plastic materials of any kind, including acrylic letters and vacuum-formed plastic letters; and cabinet signs with illuminated, translucent background and silhouette letters.

Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.



*externally illuminated with incised and gilded type*



*externally illuminated dimensional letters applied to sign panel*



*painted sign panel*



*externally illuminated dimensional letters applied to sign panel*



*sign panel with exposed neon*

# Sign Type E & F: Awning & Plaque Signs

## Sign Type E1, E2, E3 & E4--Awning Sign:

Awning Signs add to the overall identity of the tenant's facade through the use of logos and/or letters on the external surfaces of the awning. Logos, letters and graphics may be sewn, applied vinyl, digitally printed graphics, and/or screen printed onto the awning surfaces. Awning signs are permitted on all levels occupied by a tenant up to the total maximum allowable sign area. Awnings may be fabricated of a variety of high quality materials such as solid metal or other solid "rain screen" materials or stretched vinyl and fabric. Awnings may be externally illuminated or have shielded internal



valance surface used as secondary identification



primary surface used as primary identification



primary and secondary surfaces used as primary identification

lights to illuminate the ground surface. However, "glowing" internally illuminated awnings are not allowed. Awning sign areas shall be calculated according to the diagrams in Section 7.2

Note: Reference sections 1, 2 and 11 for additional information regarding sign locations and sizes.

## Sign Type F--Plaque & Medallion Signs: Plaque Sign:

Plaque signs are dimensional panels located on walls, columns, pilasters or doors displaying a tenant name, logo and/or a building name. Fabrication materials and methods include but are not limited to:

- Cast metal with polished letter forms and/or paint filled backgrounds.
- Etched or machined metal.
- Professionally fabricated custom porcelain or ceramic tiles.
- Carved and gilded stone panels.
- Deep etched glass panels.

Tenants are permitted to use an illuminated shadow box in addition to a plaque sign to display menus or daily specials. Reference Sign Type H Changeable Signs, for additional information.

## Medallion:

Medallions are defined as plaques or mosaics set flush in the pavement. These are logotype, logo or decorative graphic patterns embedded in the sidewalk paving within the projected limits of the leased premises. Medallions must be inset flush with the surrounding paving to avoid any tripping hazards. Acceptable materials include but are not limited to:

- Poured terrazzo floor graphics
- Mosaics in ceramic or porcelain tile
- Cast metal medallions set into paving material.



cast metal plaque



glazed terra-cotta plaque sign

Only the tenant's or building identity will be counted as signage, not a decorative paving pattern.

Tenants shall be responsible for ensuring that all floor graphics meet all applicable codes, especially regarding slip resistance.

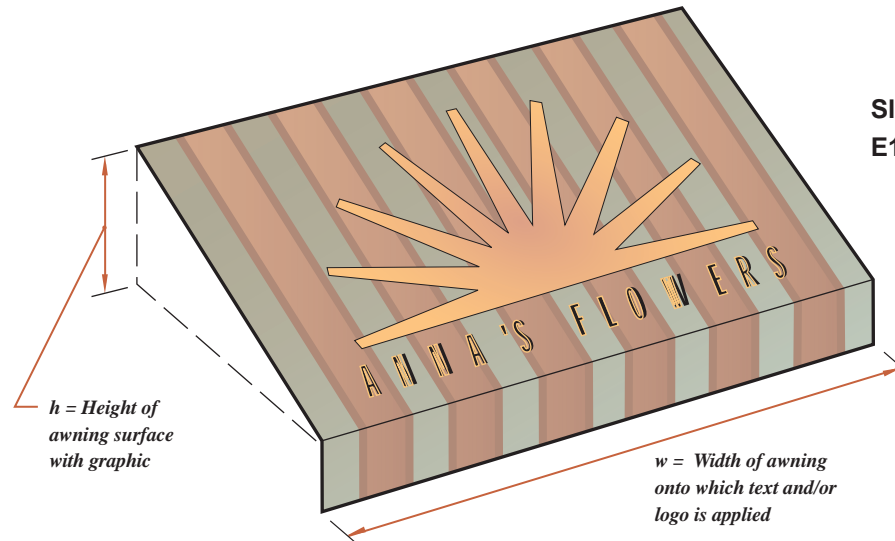
Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.

## Sign Type E1, E2, E3 & E4: Area Calculation

### Awning Sign Area Calculation:

Awning Signs may be used as either Primary or Secondary Identification. If the tenant name and/or logo occur on the sloped face of the awning, then the awning is considered a Primary Identification Sign (Type E1) and the entire vertical surface area of the awning is counted against the tenant's total maximum allowable sign area. If the tenant name and/or logo occur only on the front and/or side valances of the awning and are limited to ten inches (10") in height, then the awning is considered a Secondary Identification Sign (Type E2, E3 and E4) and only those surfaces to which the letters or logos are applied are counted towards the total maximum allowable sign area. Signs may be placed on both ends of awning, but only one side area shall be counted, whether using only the valance as specified above or the entire typical triangular awning area (or other awning geometric surface shape based on the particular awning side structure).

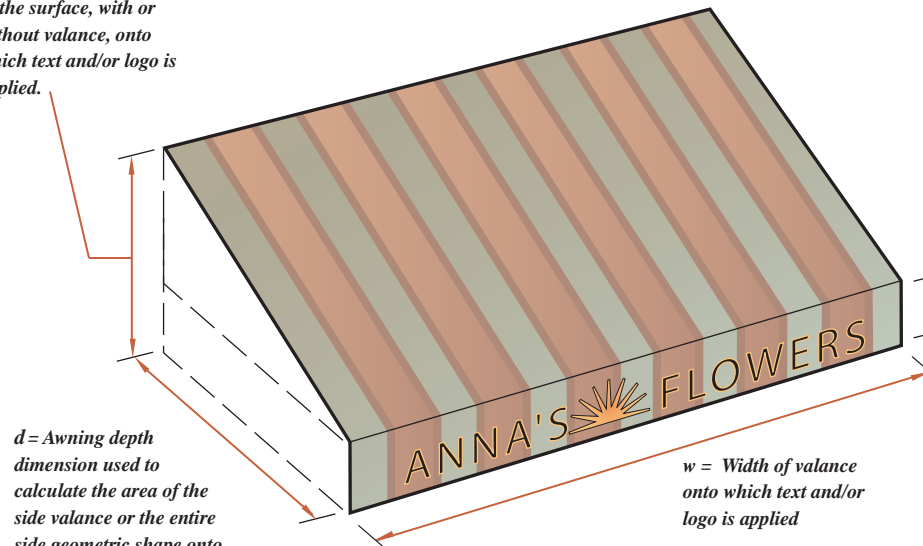
When the awning color and pattern appear to be of a "neutral" design expression, the sign logo/text area may be counted by drawing a regular geometric shape around the logo/text.



**Sloped Area:**  
E1 Sign Area =  $w \times h$

**Awning Sign, Type E1 Area Calculation**

*h' = Awning side height used to calculate the area of the surface, with or without valance, onto which text and/or logo is applied.*



*h = Height of valance onto which text and/or logo is applied*

**Front Valance:**  
E2 Sign Area =  $w \times h$

**Side Valance:**  
E3 Sign Area =  $d \times h$

**Side Triangle (or full area of side awning geometric shape):**

E4 Sign Area =  $\frac{d \times h^1}{2}$

**Awning Sign, Type E2 Area Calculation**

## Sign Type G: Window/Door Sign

### Sign Type G--Window/Door Sign:

Tenants are encouraged to add more interest and identity to their facade with signs placed directly on or behind the glass of windows and/or doors. These may include, but are not limited to:

- **Digital and screen-printing, gilding and cut vinyl**--These may be applied to the surface of the glass. Logos, letter forms or other supplemental graphics that contribute to the tenant's identity may be displayed.
- **Neon logo, text and/or skeletal frame neon depicting the tenant's identity or artistic product graphic**--The area described by the outline of the neon will be calculated for allowable square footage.
- **Individual dimensional letter forms and/or logos applied directly to the glazing or pin-mounted within three inches (3") of the window surface.**

"Supergraphics" that run along multiple surfaces of the building facade and/or separate glass panes are permitted as part of the logo/branding composition of a building facade. In this case there is no individual size limit of the sign/graphics, but it counts against the overall allowable sign area unless deemed exempt as a Distinct Building Architectural Treatment.



*individual vinyl letters applied to storefront*



*text and/or logo/brand supergraphics on multiple surface areas*

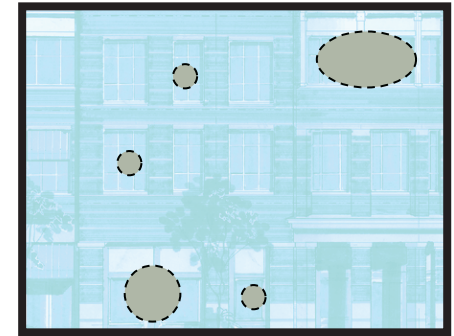
Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.



*vinyl letters on an upper-story window*



*text and/or logo/brand supergraphics on multiple surface areas*



*skeletal frame neon*



*screen-printed vinyl graphic*

## Sign Type H: Changeable Sign

### Sign Type H--Changeable Signs:

Changeable signs are armatures or cabinets with replaceable imagery, text, graphics and/or electronic message displays such as LED and LCD. Their purpose is to provide opportunities to display information that may change such as menus, special promotions, upcoming events, holiday imagery and/or advertisement.

Changeable Signs include, but are not limited to, the following:

- **Shadow Boxes**--Shadow Boxes are dimensional cabinets with a concealed illumination source used to display flyers, menus or daily specials. The cabinets shall be fabricated of high quality materials to compliment the tenant facade. The cabinet face shall be safety glass. Shadow Boxes are permitted on the columns or pilasters adjacent to the tenant entry or can be freestanding elements on the sidewalk by tenant's storefront.
- **Poster Display Cases**--Similar to the Shadow Box in material quality and light source, Poster Display Cases are large format recessed or surface mounted cabinets on the facades of buildings. Permitted uses for these cabinets include, but are not limited to the display of large posters at tenant storefronts such as, but not limited to retail shops, restaurants, office tenants, movie theaters, concert and performing halls, ballrooms, community rooms and churches, or by the Landlord for commercial advertisement, seasonal announcements and special events. The sign area for Poster Display Cases

shall be subject to the allowable sign areas as specified in Sections 11.1 through 11.6. The case glass shall be safety glass.

- **Banners/Flags**--Banners are stretched fabric or solid panels with applied digitally printed or sewn graphics, and may be used as signage or for promotional, seasonal or decorative displays. LED/LCD electronic media may also be used on banners/flags.

Banners shall be mounted perpendicularly to the building facade projecting 18" to 48" from the building surface using a fixed armature at top and bottom to hold the solid panels or to keep the fabric taut. Flags are loose hanging fabric and are permitted to extend over the sidewalk and street. Both banners and flags may be externally illuminated. Bottoms of flags, which may otherwise be hanging loose, may also be affixed to the building with metal brackets and/or with tensile ropes, cables or metal rods.

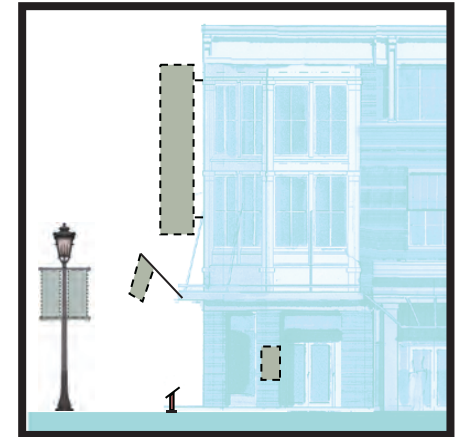
Banners/Flags are also allowed to be mounted to light poles or other freestanding armatures to promote special events or to enhance the character of Portage Crossing. Limited to within Portage Crossing streets, roads, alleys, and parking lots, these signs are also permitted to advertise products, goods, and services by all tenants within Portage Crossing as well as by other businesses and entities outside of Portage Crossing.

A maximum of two (2) double-sided banners/flags are allowed on individual light poles. They are mounted at a

minimum height of 8'-0" measured from finished floor at base of light pole to the bottom of the lower banner bracket or flag bracket. Banner sizes range from 60" tall by 30" wide each (12.5 square feet) to 96" tall by 36" wide each (24 square feet). Subject to these area limitations, light pole Banners may vary in size and shape.

Light pole banners are exempt from tenant storefront-related banner requirements. Tenant storefront-related semi-permanent Banners/Flags must be submitted for approval with the tenant's signage design program to the Planning Division for administrative approval. Only one side is included in Banner/Flags sign area calculations. These signs must be changed a minimum of once a year. After initial approval by the Planning Division, the Landlord has oversight of banners/flags, provided that design and colors do not change.

**Note:** See Note 2 in Section 2.1 with reference to "Art" or "Distinctive Building Architectural Treatments," for conditions of exemption as signs and explanation of how sign areas are calculated when "Art" or "Distinctive Building Architectural Treatments" are combined in a design composition with a commercial message.



banners



flag



shadow box

## Sign Type H: Changeable Sign

### Sign Type H--Changeable Signs Banners / Flags Continued:

#### • Display Stands/Easels

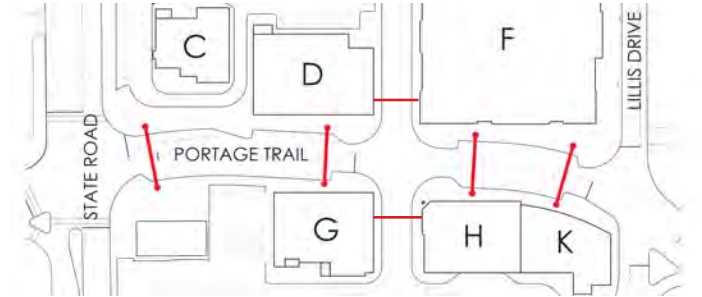
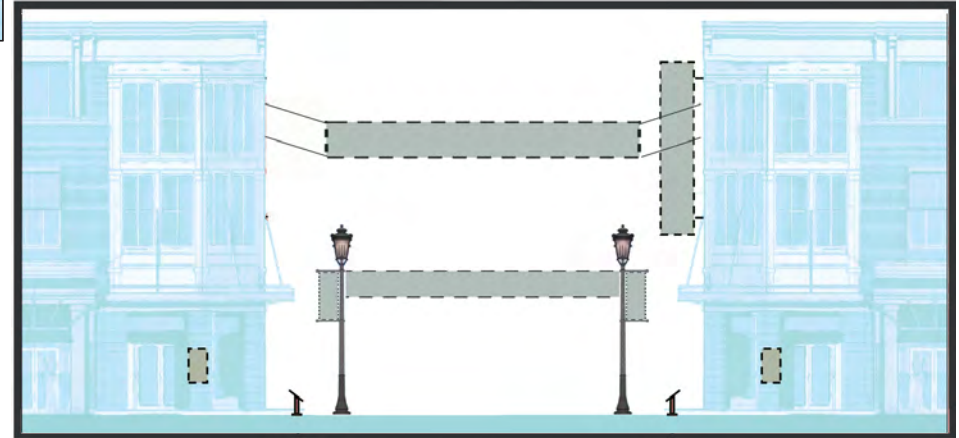
Movable stands, easels or sandwich boards are used to display promotional material adjacent to tenant's storefronts. Display stands are to be fabricated of wood or lightweight metal framing and finished to complement the building design and/or the tenant's branding character. Illumination for the display stands will be provided by ambient lighting. Only the area of display stands/easels (not the design or content) need be submitted as part of the overall tenant storefront plan. This area shall be counted as a part of the tenant's maximum allowable sign area. Exempt from storefront-related signage requirements, the Landlord shall be allowed to use one (1) display stand/easel per building. Display Stand/Easel signs shall have a maximum area of 8 square-feet and be either single-sided or double-sided, including sandwich boards, of which only one side is used in area calculations. Display Stand/Easels will be placed in such a way as to not impede pedestrian path clearance and must be changed a minimum of once per year.

#### • Cross-Street Banners

Cross-Street Banners are hanging or stretched fabric, vinyl, panels or

translucent mesh with applied digitally printed or sewn graphics. LED/LCD electronic media may also be used on Cross-Street Banners. They are suspended across streets, ends of which are attached to buildings and are also allowed to be mounted to light poles or other freestanding armatures. Cross-Street banners are allowed on six (6) Portage Trail as shown on the site plan of this section, with a maximum height size each of 60 inches at a minimum street surface clearance of 18 feet to the bottom of the banner. Additional Cross-Street Banners may be installed inside the Portage Crossing RSA with the administrative approval of the Planning Division.

Cross-Street Banners are permitted to advertise products goods and services by all tenants within Portage Crossing as well as by other businesses and entities outside of Portage Crossing. Cross-Street Banners are exempt from tenant storefront-related banner requirements, but must be submitted separately for administrative approval by the Planning Division. These banners must be changed a minimum of once per year.



Cross-Street Banner's Locations -- Red Lines

#### Notes:

1. See Note 2 in Section 2.1 with reference to "Art" or "Distinctive Building Architectural Treatments," for conditions of exemption as signs and explanation of how sign areas are calculated when "Art" or "Distinctive Building Architectural Treatments" are combined in a design composition with a commercial message.
2. Reference sections 1, 2, 11, and 12 for additional information regarding sign locations



display stand / easel

## Sign Type J: Additional Signs

### Showcase Display Window Signage and Murals

Showcase display windows are available to the landlord, tenants and the community for two and/or three-dimensional types of displays including, but not limited to, large format photographic images, digitally printed graphics, merchandise, special promotions and seasonal displays. Three-dimensional displays shall be permitted to have large format photographic images or digital graphic panels as a backdrop.

In the case of a vacant tenant space, the landlord may use, during the vacancy period, the tenant's windows for advertisement of products, goods and services by all tenants within Portage Crossing as well as by other businesses and entities outside of Portage Crossing, and may make use of three-dimensional and/or 100% two dimensional types of displays. Likewise, advertisement Showcase Display Windows and Murals are used to enhance and animate blank walls including those located in through-block streets and alleys, loggias and parking lots and may also advertise products, goods and services by all tenants within Portage Crossing as well as by other businesses and entities outside of Portage Crossing making use of three-dimensional and/or 100% two dimensional types of displays including printed graphics, applied vinyl graphics, and electronic message displays such as LED and LCD screens.

Showcase display windows and Murals are recessed behind glass surfaces and/or surface mounted on glass and/or building facades. When glass surfaces are used the glass must be safety glass; also see allowable "Supergraphics" in Section 8.1.

### Temporary Signs

Temporary signs are intended to be displayed for a limited time only and do not incorporate a permanent armature or structural attachment to a building, sidewalk or similar architectural feature. These signs are allowed in building storefronts and windows, sidewalks and parallel parking areas used temporarily for valet parking. Temporary signs must be professionally designed and fabricated using appropriate materials and finishes, including paper, vinyl, mylar or acrylic. Allowable temporary signs shall include but are not limited to:

- Valet Parking Signs
- Coming Soon Signs
- Construction Signs
- Space Available, For Rent or For Lease Signs
- Sale Signs
- Special Promotions
- Seasonal Displays

### Temporary Displays

Subject to the review and administrative approval of the Planning Division, three-dimensional displays of full-size cars or other commercial objects and other items related to the displays, including signage up to 100 square feet in area visible at one time, may occupy available parallel parking spaces throughout Portage Crossing. No more than twelve (12) parking spaces may occur at the same time. The specific locations of parking spaces are flexible with the condition that the displays do not interfere with traffic. Surface decorative alterations such as the painting of the parking space shall be allowed, provided that alterations are

temporary and, after displays are removed, they are fully restored to original condition. Additionally, the parking meters may be decorated and used as display "props" and/or as sign holders, with the condition that after the displays are removed, meters are fully restored to original condition and use.

### Umbrella Graphics

Tenants that choose to use umbrellas as shading devices for their outdoor dining facilities are allowed to incorporate designed graphics on their umbrellas. These graphics may be screen printed or stitched onto the surface of the umbrella. Graphics are permitted to have the name and/or logo of the business or commercial products. Umbrellas Graphics will not be counted against the tenant's maximum allowable sign area, nor will they require permits or reviews.

### Product Dispenser Signage

Product dispenser signage, such as on vending machines, package delivery drop boxes, ATMs, and newspaper boxes, are regulated under the City of Cuyahoga Falls. Product dispenser signage will count against the tenant's maximum allowable sign area and are subject to the Planning Division administrative approval.

### Temporary Banners

These Banners are attached parallel to a building facade, marquee/canopy and/or above an entrance, either hanging or stretched flat against a building or tenant's storefront and are permitted to be used on a single building and/or by each individual tenant in a building. Temporary banners may measure up to an initial size of 80 square-feet for the first 20,000 square-feet of



*umbrella graphics*



*showcase display window*

Tenant Leasable Area, and with additional increments of 40 square-feet for every additional 20,000 square-feet of tenant leasable area. Allowable Temporary Banners shall include but are not limited to those uses listed under Temporary Signs.

#### Notes:

1. See Note 2 in Section 2.1 with reference to "Art" or "Distinctive Building Architectural Treatments," for conditions of exemption as signs and explanation of how sign areas are calculated when "Art" or "Distinctive Building Architectural Treatments" are combined in a design composition with a commercial message.

2. Reference sections 1, 2, 11, and 12 for additional information regarding sign locations.



## Sign Type J: Additional Signs

### Mobile Retail Carts & Advertising Kiosks

Mobile Retail Carts and Advertising Kiosks will be permitted to be located in Portage Crossing sidewalks, parking lots, and common areas. The prototype designs for Mobile Retail Carts and Advertising Kiosks shall be submitted to the City of Cuyahoga Falls Planning Division for administrative approval. This submittal is required to be made only one time, unless design changes significantly, thus requiring a new design submittal. Upon approval of the prototype design of carts and kiosks, permanent tenant signage shall be submitted for administrative review and approval by the Planning Division. Temporary signs may be changed without city reviews or permits.

Design submittals shall include sign types, locations and area calculations including electronic displays, wayfinding signage and temporary advertising posting areas for Advertising Kiosks and tenant signage for Mobile Retail Carts.

### Mobile Retail Carts

Mobile retail carts are permitted to have signage as approved administratively by the Planning Division. Fabrication methods and materials for these signs include, but are not limited to:

- **Object signs with the tenant logo or primary product fabricated or sculpted from suitable materials.**
- **Dimensional logos or letters with a painted, gilded or natural metal finish attached to sign panels.**

- **Painted, screen printed or gilded sign panels.**

The total maximum square footage allowed for mobile retail cart signage is limited to twenty four (24) square feet. If a tenant has, in addition to a retail cart, a leased space within a permanent building in the Portage Crossing RSA, the Mobile Retail Cart signage shall be included with the tenant's storefront submittal to the Planning Division.

### Advertising Kiosks

The Landlord is permitted to construct kiosks for the purpose of providing advertising space to tenants or national brands, or to promote Portage Crossing events. Kiosks may advertise products, goods and services by all tenants within Portage Crossing as well as by other businesses and entities outside of Portage Crossing. The kiosks are multisided freestanding units with Poster display cases, shadow boxes and/or electronic displays used for wayfinding, directories, seasonal and promotional displays. The balance of the kiosk surface may be used as an "urban tack board" by the Portage Crossing and community at large for posting miscellaneous information and advertising.

The design and location of Advertising Kiosks shall be included in the Portage Crossing wayfinding program and they shall be submitted to the Division of Planning for administrative approval.

### Construction Barricade Signs

As an integral part of the urban experience and dynamics, during the course of construction projects, the visible surfaces of construction enclosures, fencing and protective barricades are allowed to have advertisement signs announcing future Portage Crossing tenants, details about the professionals and contractors associated with the construction, leasing signs, special events, and/or seasonal and holiday displays. Instead of having a blank sterile wall or fence, these surfaces provide the "canvas" opportunity for integrated sign designs that are both informative as well as artistic. Design may cover the entire barricade surface and media may include but are not limited to digital photography, painted supergraphics and creative multicolored designs on applied vinyl banners. These signs are removed with the barricade after construction is completed. When the art and commercial message are composed into a mural, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement-commercial message. Signs are to be removed when construction is completed or are renewable on a yearly basis through administrative approval by the Planning Division.

Pursuant to Sections 11.1, 11.2, 11.3, 11.4, 11.5 and 11.6, and the approval of the Planning Division, these signs may also be used on temporary barricades enclosing ground level vacant spaces that do not have a permanently built wall or storefront.



mobile retail cart



advertising kiosk

### Free-Standing Construction Signs

These signs may be a maximum height of 8 feet and a maximum area of 40 square feet. For decorative purposes and/or to display the logo/branding of the RSA, an additional 2 feet of height is allowed to the structure holding the sign. Free-Standing Construction Signs may be located one per building fronting a principal street and/or two along streets and roads flanking newly built cross-street entrances into the Portage Crossing RSA.

Note: Reference sections 1, 2, 11 and 12 for additional information regarding sign locations and sizes.

# Allowable Sign Area

## Formula Matrix for Retail Tenants Under 20,000 Square Feet of Leasable Area

Total maximum allowable signage per tenant less than 20,000 square feet of leasable area is not to exceed 1.75 square feet per lineal foot of tenant frontage for Primary Identification Signage and 1.0 square feet per lineal foot of tenant frontage for Secondary Identification Signage. Maximum letter height allowed is 4 feet unless a larger size is otherwise allowed under specific sign types and/or under special conditions or otherwise approved administratively by the Planning Division.

| Sign Type - Description  | Formula for Determining Sign Area / Quantity   | Max. Allowable Individual Sign Area   |
|--|--|---|
| <b>PRIMARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A - Fascia Wall Sign  | 1.75 square feet per lineal foot of tenant frontage  | 100 square feet   |
| Type B - Marquee/Canopy Sign   | 1.75 square feet per lineal foot of tenant frontage  | 100 square feet; marquee background may be up to 8 feet in height.  |
| Type C - Feature Sign  | 1.75 square feet per lineal foot of tenant frontage  | 100 square feet   |
| Type E1 - Awning Sign (primary ID)   | 1.75 square feet per lineal foot of tenant frontage  | 100 square feet   |
| <b>SECONDARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A1- Fascia Wall Sign (secondary ID)   | --   | 15 square feet per structural bay   |
| Type D - Projecting Blade Sign   | 1 blade sign per tenant frontage   | 12 square feet (only one side is included in area calculations)   |
| Type E2, E3 & E4 - Awning Sign (secondary ID)  | up to 75% of the surface area of each awning to which logo/branding will be applied. Decorative graphics may cover awning 100%. Lettering on valance not to exceed 11" in height | 50 square feet per awning (All tenant awnings are permitted to display logo/branding within the total maximum allowable sign area.) |
| Type F - Plaque & Medallion Sign   | 1 per tenant frontage  | 8 square feet per sign  |
| Type G - Window/Door Sign  | 40% of the glazing area. 100% of glazing area for Supergraphics. For skeletal neon, the area described by the outline of the neon is calculated for square footage.              | 25 square feet per structural bay; Supergraphics is allowed to exceed this limitation.  |
| Type H - Changeable Sign   |  |   |
| <ul style="list-style-type: none"> <li>a. Shadow Boxes</li> <li>b. Poster Display Cases</li> <li>c. Banners</li> <li>d. Flags</li> <li>e. Display Stands/Easels</li> </ul>           | --   | a. 12 square feet   |
|  | --   | b. 75 square feet   |
|  | 1 banner per structural bldg. bay  | c. 75 square feet per banner  |
|  | 1 corporate flag per structural bldg. bay  | d. 40 square feet   |
|  | 1 per street frontage  | e. 12 square feet   |
| Type J - Additional Signs  |  |   |
| <ul style="list-style-type: none"> <li>a. Mobile Retail Cart</li> <li>b. Posting Kiosk Placard</li> <li>c. Temporary Banner Sign</li> <li>d. Construction Barricade Signs</li> </ul> | Total for each cart  | a. 24 square feet   |
|  | per sign (up to 24 square feet maximum per kiosk)  | b. 8 square feet  |
|  | 1 per tenant frontage, street, alley and/or parking area   | c. See Section 10.1   |
|  | 1 per tenant frontage when leased during construction of building and/or tenant frontages; 1 per street, alley, and/or parking area frontage when space is vacant.               | d. Murals and Supergraphics are allowed without individual sign area limitations.   |

### General Conditions For Sign Area Calculations

- Leasable Area shall be defined as the gross square foot area occupied by a tenant including all floor levels.
- Sign area is defined as the area within regular geometric shapes enclosing the limits of lettering, logos, emblems, or other figures on a sign, together with any material or color forming an integral part of

the display or used to differentiate the sign from the background on which it is placed. However, minor extensions such as vertical strokes on lower case text or other proportionately small logo design expressions that extend beyond the geometric shape, may be omitted from the area count. Structural members bearing no sign copy shall not be included in its surface area.

- Flags of the United States, the State, the City, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are not considered signs.
- When art and advertisement/commercial message are combined on a construction barricade, the only

### Allowable Sign Type Quantities: Primary Identification Signage

- Sign Types in this category include:
- Sign Type A--Fascia Wall Sign
  - Sign Type B--Marquee/Canopy Sign
  - Sign Type C--Feature Sign
  - Sign Type E1--Awning Sign

Non-corner, in-line Tenants are permitted to use two (2) of the above sign types as their Primary Identification Sign. Tenants in corner locations or with multiple frontages along streets, alleys and/or parking areas are permitted to use all four (4) of the above sign types and additional bonus sign area of 25 square feet per corner. Non-corner in-line tenants in any block with fitness, sports and/or entertainment uses and/or serving food and/or drinks are permitted to use three (3) of the above primary sign types. All Tenants with fitness, sports and/or entertainment uses and/or serving food and/or drinks shall be allowed additional bonus sign area of 25 square feet. Marquee/Canopy signs may span the full length of an entranceway and extend beyond by 25 feet at each side with additional 25 feet perpendicular returns at each side that may turn back the building's corner and/or project out as an overhang by 25 feet. The Changeable copy area of a Marquee/Canopy Sign is limited to a maximum area of 1000 square feet and is considered a "Distinctive Building Architectural Feature."

### Secondary Identification Signage

All Tenants are permitted to use four (4) of the following Secondary Identification Sign types:

- Sign Type A1--Fascia Wall Sign
- Sign Type D--Projecting Blade Sign
- Sign Type E2, E3 & E4--Awning Sign
- Sign Type F--Plaque Sign
- Sign Type G--Window/Door Sign
- Sign Type H--Changeable Sign

Signs may be allocated in proportion to the linear frontage of each facade and/or in accordance to the particular facade's importance such as customer entrances, storefronts and parking fields.

- area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message.
- The difference between the Maximum Allowable Area for Primary Signs and the Actual Sign Area used for Primary Signs may be added to the Maximum Allowable Sign Area for Secondary Signs.

# Allowable Sign Area

## Formula Matrix for Retail Tenants from 20,000 to 39,999 Square Feet of Leasable Area

Total maximum allowable signage per tenant from 20,000 to 39,999 square feet of leasable area is not to exceed 1.75 square feet per lineal foot of tenant frontage for Primary Identification Signage and 1.0 square feet per lineal foot of tenant frontage for Secondary Identification Signage. Maximum letter height allowed is 6 feet unless a larger size is otherwise allowed under specific sign types and/or under special conditions or otherwise approved administratively by the Planning Division.

| Sign Type - Description  | Formula for Determining Sign Area / Quantity   | Max. Allowable Individual Sign Area   |
|--|--|---|
| <b>PRIMARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A - Fascia Wall Sign  | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| Type B - Marquee/Canopy Sign   | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet; marquee background may be up to 12 feet in height.   |
| Type C - Feature Sign  | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| Type E1 - Awning Sign (primary ID)   | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| <b>SECONDARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A1- Fascia Wall Sign (secondary ID)   | --   | 36 square feet per structural bay   |
| Type D - Projecting Blade Sign   | 2 blade sign per tenant frontage   | 12 square feet (only one side is included in area calculations)   |
| Type E2, E3 & E4 - Awning Sign (secondary ID)  | up to 75% of the surface area of each awning to which logo/branding will be applied. Decorative graphics may cover awning 100%. Lettering on valance not to exceed 11" in height | 75 square feet per awning (All tenant awnings are permitted to display logo/branding within the total maximum allowable sign area.) |
| Type F - Plaque & Medallion Sign   | 2 per tenant frontage  | 12 square feet per sign   |
| Type G - Window/Door Sign  | 40% of the glazing area. 100% of glazing area for Supergraphics. For skeletal neon, the area described by the outline of the neon is calculated for square footage.              | 50 square feet per structural bay; Supergraphics is allowed to exceed this limitation.  |
| Type H - Changeable Sign   |  |   |
| <ul style="list-style-type: none"> <li>a. Shadow Boxes</li> <li>b. Poster Display Cases</li> <li>c. Banners</li> <li>d. Flags</li> <li>e. Display Stands/Easels</li> </ul> | --   | a. 12 square feet   |
|  | --   | b. 100 square feet  |
|  | 1 banner per structural bldg. bay  | c. 75 square feet per banner  |
|  | 1 corporate flag per structural bldg. bay  | d. 40 square feet   |
|  | 2 per street frontage  | e. 12 square feet   |
| Type J - Additional Signs  |  |   |
| <ul style="list-style-type: none"> <li>a. Temporary Banner Sign</li> <li>b. Construction Barricade Signs</li> </ul>  | 1 per tenant frontage, street, alley and/or parking area   | a. See Section 10.1   |
|  | 1 per tenant frontage when leased during construction of building and/or tenant frontages; 1 per street, alley, and/or parking area frontage when space is vacant.               | b. Murals and Supergraphics are allowed without individual sign area limitations.   |

### General Conditions For Sign Area Calculations

- Leasable Area shall be defined as the gross square foot area occupied by a tenant including all floor levels.
- Sign area is defined as the area within regular geometric shapes enclosing the limits of lettering, logos, emblems, or other figures on a sign, together with any material or color forming an integral part of the display or used to differentiate the sign from the background on which it is placed. However, minor extensions such as vertical strokes on lower case text or other proportionately small logo design expressions that extend beyond the geometric shape, may be omitted from the area count. Structural members bearing no sign copy shall not be included in its surface area.
- Flags of the United States, the State, the City, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are not considered signs.
- When art and advertisement/commercial message are combined on a construction barricade, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message.
- The difference between the Maximum Allowable Area for Primary Signs and the Actual Sign Area used for Primary Signs may be added to the Maximum Allowable Sign Area for Secondary Signs.

### Allowable Sign Type Quantities: Primary Identification Signage

Sign Types in this category include:

- Sign Type A--Fascia Wall Sign
- Sign Type B--Marquee/Canopy Sign
- Sign Type C--Feature Sign
- Sign Type E1--Awning Sign

Non-corner, in-line Tenants are permitted to use two (2) of the above sign types as their Primary Identification Sign. Tenants in corner locations or with multiple frontages along streets, alleys and/or parking areas are permitted to use all four (4) of the above sign types and an additional bonus sign area of 150 square feet per corner. Non-corner in-line tenants in any block with fitness, sports and/or entertainment uses and/or serving food and/or drinks are permitted to use three (3) of the above primary sign types. All Tenants with fitness, sports and/or entertainment uses and/or serving food and/or drinks shall be allowed additional bonus sign area of 800 square feet. Marquee/Canopy signs may span the full length of an entranceway and extend beyond by 25 feet at each side with additional 25 feet perpendicular returns at each side that may turn back the building's corner and/or project out as an overhang by 25 feet. The Changeable copy area of a Marquee/Canopy Sign is limited to a maximum area of 1600 square feet and is considered a "Distinctive Building Architectural Feature."

### Secondary Identification Signage

All Tenants may be allowed to use four (4) of the following Secondary Identification Sign types:

- Sign Type A1--Fascia Wall Sign
- Sign Type D--Projecting Blade Sign
- Sign Type E2, E3 & E4--Awning Sign
- Sign Type F--Plaque Sign
- Sign Type G--Window/Door Sign
- Sign Type H--Changeable Sign

Signs may be allocated in proportion to the linear frontage of each facade and/or in accordance to the particular facade's importance such as customer entrances, storefronts and parking fields.

# Allowable Sign Area

## Formula Matrix for Retail Tenants from 40,000 to 59,999 Square Feet of Leasable Area

Total maximum allowable signage per tenant from 40,000 to 59,999 square feet of leasable area is not to exceed 1.75 square feet per lineal foot of tenant frontage for Primary Identification Signage and 1.0 square feet per lineal foot of tenant frontage for Secondary Identification Signage. Maximum letter height allowed is 6 feet unless a larger size is otherwise allowed under specific sign types and/or under special conditions or otherwise approved administratively by the Planning Division.

| Sign Type - Description  | Formula for Determining Sign Area / Quantity   | Max. Allowable Individual Sign Area   |
|--|--|---|
| <b>PRIMARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A - Fascia Wall Sign  | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| Type B - Marquee/Canopy Sign   | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet; marquee background may be up to 12 feet in height.   |
| Type C - Feature Sign  | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| Type E1 - Awning Sign (primary ID)   | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| <b>SECONDARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A1- Fascia Wall Sign (secondary ID)   | --   | 36 square feet per structural bay   |
| Type D - Projecting Blade Sign   | 2 blade sign per tenant frontage   | 12 square feet (only one side is included in area calculations)   |
| Type E2, E3 & E4 - Awning Sign (secondary ID)  | up to 75% of the surface area of each awning to which logo/branding will be applied. Decorative graphics may cover awning 100%. Lettering on valance not to exceed 11" in height | 75 square feet per awning (All tenant awnings are permitted to display logo/branding within the total maximum allowable sign area.) |
| Type F - Plaque & Medallion Sign   | 2 per tenant frontage  | 12 square feet per sign   |
| Type G - Window/Door Sign  | 40% of the glazing area. 100% of glazing area for Supergraphics. For skeletal neon, the area described by the outline of the neon is calculated for square footage.              | 50 square feet per structural bay; Supergraphics is allowed to exceed this limitation.  |
| Type H - Changeable Sign   |  |   |
| <ul style="list-style-type: none"> <li>a. Shadow Boxes</li> <li>b. Poster Display Cases</li> <li>c. Banners</li> <li>d. Flags</li> <li>e. Display Stands/Easels</li> </ul> | --   | a. 12 square feet   |
|  | --   | b. 200 square feet  |
|  | 1 banner per structural bldg. bay  | c. 100 square feet per banner   |
|  | 1 corporate flag per structural bldg. bay  | d. 60 square feet   |
|  | 2 per street frontage  | e. 12 square feet   |
| Type J - Additional Signs  |  |   |
| <ul style="list-style-type: none"> <li>a. Temporary Banner Sign</li> <li>b. Construction Barricade Signs</li> </ul>  | 1 per tenant frontage, street, alley and/or parking area   | a. See Section 10.1   |
|  | 1 per tenant frontage when leased during construction of building and/or tenant frontages; 1 per street, alley, and/or parking area frontage when space is vacant.               | b. Murals and Supergraphics are allowed without individual sign area limitations.   |

### General Conditions For Sign Area Calculations

- Leasable Area shall be defined as the gross square foot area occupied by a tenant including all floor levels.
- Sign area is defined as the area within regular geometric shapes enclosing the limits of lettering, logos, emblems, or other figures on a sign, together with any material or color forming an integral part of the display or used to differentiate the sign from the background on which it is placed. However, minor extensions such as vertical strokes on lower case text or other proportionately small logo design expressions that extend beyond the geometric shape, may be omitted from the area count. Structural members bearing no sign copy shall not be included in its surface area.
- Flags of the United States, the State, the City, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are not considered signs.
- When art and advertisement/commercial message are combined on a construction barricade, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message.
- The difference between the Maximum Allowable Area for Primary Signs and the Actual Sign Area used for Primary Signs may be added to the Maximum Allowable Sign Area for Secondary Signs.

### Allowable Sign Type Quantities: Primary Identification Signage

Sign Types in this category include:

- Sign Type A--Fascia Wall Sign
- Sign Type B--Marquee/Canopy Sign
- Sign Type C--Feature Sign
- Sign Type E1--Awning Sign

Non-corner, in-line Tenants are permitted to use two (2) of the above sign types as their Primary Identification Sign. Tenants in corner locations or with multiple frontages along streets, alleys and/or parking areas are permitted to use all four (4) of the above sign types and an additional bonus sign area of 200 square feet per corner. Non-corner in-line tenants in any block with fitness, sports and/or entertainment uses and/or serving food and/or drinks are permitted to use three (3) of the above primary sign types. All Tenants with fitness, sports and/or entertainment uses and/or serving food and/or drinks shall be allowed additional bonus sign area of 900 square feet. Marquee/Canopy signs may span the full length of an entranceway and extend beyond by 25 feet at each side with additional 25 feet perpendicular returns at each side that may turn back the building's corner and/or project out as an overhang by 25 feet. The Changeable copy area of a Marquee/Canopy Sign is limited to a maximum area of 1600 square feet and is considered a "Distinctive Building Architectural Feature."

### Secondary Identification Signage

All Tenants may be allowed to use four (4) of the following Secondary Identification Sign types:

- Sign Type A1--Fascia Wall Sign
- Sign Type D--Projecting Blade Sign
- Sign Type E2, E3 & E4--Awning Sign
- Sign Type F--Plaque Sign
- Sign Type G--Window/Door Sign
- Sign Type H--Changeable Sign

Signs may be allocated in proportion to the linear frontage of each facade and/or in accordance to the particular facade's importance such as customer entrances, storefronts and parking fields.

# Allowable Sign Area

## Formula Matrix for Retail Tenants from 60,000 to 79,999 Square Feet of Leasable Area

Total maximum allowable signage per tenant from 60,000 to 79,999 square feet of leasable area is not to exceed 1.75 square feet per lineal foot of tenant frontage for Primary Identification Signage and 1.0 square feet per lineal foot of tenant frontage for Secondary Identification Signage. Maximum letter height allowed is 6 feet unless a larger size is otherwise allowed under specific sign types and/or under special conditions or otherwise approved administratively by the Planning Division.

| Sign Type - Description  | Formula for Determining Sign Area / Quantity   | Max. Allowable Individual Sign Area   |
|--|--|---|
| <b>PRIMARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A - Fascia Wall Sign  | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| Type B - Marquee/Canopy Sign   | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet; marquee background may be up to 12 feet in height.   |
| Type C - Feature Sign  | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| Type E1 - Awning Sign (primary ID)   | 1.75 square feet per lineal foot of tenant frontage  | 375 square feet   |
| <b>SECONDARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A1- Fascia Wall Sign (secondary ID)   | --   | 36 square feet per structural bay   |
| Type D - Projecting Blade Sign   | 2 blade sign per tenant frontage   | 12 square feet (only one side is included in area calculations)   |
| Type E2, E3 & E4 - Awning Sign (secondary ID)  | up to 75% of the surface area of each awning to which logo/branding will be applied. Decorative graphics may cover awning 100%. Lettering on valance not to exceed 11" in height | 75 square feet per awning (All tenant awnings are permitted to display logo/branding within the total maximum allowable sign area.) |
| Type F - Plaque & Medallion Sign   | 2 per tenant frontage  | 12 square feet per sign   |
| Type G - Window/Door Sign  | 40% of the glazing area. 100% of glazing area for Supergraphics. For skeletal neon, the area described by the outline of the neon is calculated for square footage.              | 50 square feet per structural bay; Supergraphics is allowed to exceed this limitation.  |
| Type H - Changeable Sign   |  |   |
| <ul style="list-style-type: none"> <li>a. Shadow Boxes</li> <li>b. Poster Display Cases</li> <li>c. Banners</li> <li>d. Flags</li> <li>e. Display Stands/Easels</li> </ul> | --   | a. 12 square feet   |
|  | --   | b. 200 square feet  |
|  | 1 banner per structural bldg. bay  | c. 100 square feet per banner   |
|  | 1 corporate flag per structural bldg. bay  | d. 60 square feet   |
|  | 2 per street frontage  | e. 12 square feet   |
| Type J - Additional Signs  |  |   |
| <ul style="list-style-type: none"> <li>a. Temporary Banner Sign</li> <li>b. Construction Barricade Signs</li> </ul>  | 1 per tenant frontage, street, alley and/or parking area   | a. See Section 10.1   |
|  | 1 per tenant frontage when leased during construction of building and/or tenant frontages; 1 per street, alley, and/or parking area frontage when space is vacant.               | b. Murals and Supergraphics are allowed without individual sign area limitations.   |

### General Conditions For Sign Area Calculations

- Leasable Area shall be defined as the gross square foot area occupied by a tenant including all floor levels.
- Sign area is defined as the area within regular geometric shapes enclosing the limits of lettering, logos, emblems, or other figures on a sign, together with any material or color forming an integral part of the display or used to differentiate the sign from the background on which it is placed. However, minor extensions such as vertical strokes on lower case text or other proportionately small logo design expressions that extend beyond the geometric shape, may be omitted from the area count. Structural members bearing no sign copy shall not be included in its surface area.
- Flags of the United States, the State, the City, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are not considered signs.
- When art and advertisement/commercial message are combined on a construction barricade, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message.
- The difference between the Maximum Allowable Area for Primary Signs and the Actual Sign Area used for Primary Signs may be added to the Maximum Allowable Sign Area for Secondary Signs.

### Allowable Sign Type Quantities: Primary Identification Signage

Sign Types in this category include:

- Sign Type A--Fascia Wall Sign
- Sign Type B--Marquee/Canopy Sign
- Sign Type C--Feature Sign
- Sign Type E1--Awning Sign

Non-corner, in-line Tenants are permitted to use two (2) of the above sign types as their Primary Identification Sign. Tenants in corner locations or with multiple frontages along streets, alleys and/or parking areas are permitted to use all four (4) of the above sign types and additional bonus sign area of 225 square feet per corner. Non-corner in-line tenants in any block with fitness, sports and/or entertainment uses and/or serving food and/or drinks are permitted to use three (3) of the above primary sign types. All Tenants with fitness, sports and/or entertainment uses and/or serving food and/or drinks shall be allowed additional bonus sign area of 950 square feet. Marquee/Canopy signs may span the full length of an entranceway and extend beyond by 35 feet at each side with additional 35 feet perpendicular returns at each side that may turn back the building's corner and/or project out as an overhang by 35 feet. The Changeable copy area of a Marquee/Canopy Sign is limited to a maximum area of 1800 square feet and is considered a "Distinctive Building Architectural Feature."

### Secondary Identification Signage

All Tenants may be allowed to use four (4) of the following Secondary Identification Sign types:

- Sign Type A1--Fascia Wall Sign
- Sign Type D--Projecting Blade Sign
- Sign Type E2, E3 & E4--Awning Sign
- Sign Type F--Plaque Sign
- Sign Type G--Window/Door Sign
- Sign Type H--Changeable Sign

Signs may be allocated in proportion to the linear frontage of each facade and/or in accordance to the particular facade's importance such as customer entrances, storefronts and parking fields.

# Allowable Sign Area

## Formula Matrix for Retail Tenants from 80,000 to 99,999 Square Feet of Leasable Area

Total maximum allowable signage per tenant from 80,000 to 99,999 square feet of leasable area is not to exceed 1.75 square feet per lineal foot of tenant frontage for Primary Identification Signage and 1.0 square feet per lineal foot of tenant frontage for Secondary Identification Signage. Maximum letter height allowed is 6.5 feet unless a larger size is otherwise allowed under specific sign types and/or under special conditions or otherwise approved administratively by the Planning Division.

| Sign Type - Description  | Formula for Determining Sign Area / Quantity   | Max. Allowable Individual Sign Area   |
|--|--|---|
| <b>PRIMARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A - Fascia Wall Sign  | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet   |
| Type B - Marquee/Canopy Sign   | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet; marquee background may be up to 12 feet in height.   |
| Type C - Feature Sign  | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet   |
| Type E1 - Awning Sign (primary ID)   | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet   |
| <b>SECONDARY IDENTIFICATION SIGNAGE</b>  |  |   |
| Type A1- Fascia Wall Sign (secondary ID)   | --   | 36 square feet per structural bay   |
| Type D - Projecting Blade Sign   | 4 blade sign per tenant frontage   | 12 square feet (only one side is included in area calculations)   |
| Type E2, E3 & E4 - Awning Sign (secondary ID)  | up to 75% of the surface area of each awning to which logo/branding will be applied. Decorative graphics may cover awning 100%. Lettering on valance not to exceed 11" in height | 75 square feet per awning (All tenant awnings are permitted to display logo/branding within the total maximum allowable sign area.) |
| Type F - Plaque & Medallion Sign   | 4 per tenant frontage  | 12 square feet per sign   |
| Type G - Window/Door Sign  | 40% of the glazing area. 100% of glazing area for Supergraphics. For skeletal neon, the area described by the outline of the neon is calculated for square footage.              | 75 square feet per structural bay; Supergraphics is allowed to exceed this limitation.  |
| Type H - Changeable Sign   |  |   |
| <ul style="list-style-type: none"> <li>a. Shadow Boxes</li> <li>b. Poster Display Cases</li> <li>c. Banners</li> <li>d. Flags</li> <li>e. Display Stands/Easels</li> </ul> | --   | a. 12 square feet   |
|  | --   | b. 250 square feet  |
|  | 1 banner per structural bldg. bay  | c. 125 square feet per banner   |
|  | 1 corporate flag per structural bldg. bay  | d. 96 square feet   |
|  | 2 per street frontage  | e. 12 square feet   |
| Type J - Additional Signs  |  |   |
| <ul style="list-style-type: none"> <li>a. Temporary Banner Sign</li> <li>b. Construction Barricade Signs</li> </ul>  | 1 per tenant frontage, street, alley and/or parking area   | a. See Section 10.1   |
|  | 1 per tenant frontage when leased during construction of building and/or tenant frontages; 1 per street, alley, and/or parking area frontage when space is vacant.               | b. Murals and Supergraphics are allowed without individual sign area limitations.   |

### General Conditions For Sign Area Calculations

- Leasable Area shall be defined as the gross square foot area occupied by a tenant including all floor levels.
- Sign area is defined as the area within regular geometric shapes enclosing the limits of lettering, logos, emblems, or other figures on a sign, together with any material or color forming an integral part of the display or used to differentiate the sign from the background on which it is placed. However, minor extensions such as vertical strokes on lower case text or other proportionately small logo design expressions that extend beyond the geometric shape, may be omitted from the area count. Structural members bearing no sign copy shall not be included in its surface area.
- Flags of the United States, the State, the City, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are not considered signs.
- When art and advertisement/commercial message are combined on a construction barricade, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message.
- The difference between the Maximum Allowable Area for Primary Signs and the Actual Sign Area used for Primary Signs may be added to the Maximum Allowable Sign Area for Secondary Signs.

### Allowable Sign Type Quantities: Primary Identification Signage

Sign Types in this category include:

- Sign Type A--Fascia Wall Sign
- Sign Type B--Marquee/Canopy Sign
- Sign Type C--Feature Sign
- Sign Type E1--Awning Sign

Non-corner, in-line Tenants are permitted to use two (2) of the above sign types as their Primary Identification Sign. Tenants in corner locations or with multiple frontages along streets, alleys and/or parking areas are permitted to use all four (4) of the above sign types and additional bonus sign area of 250 square feet per corner. Non-corner in-line tenants in any block with fitness, sports and/or entertainment uses and/or serving food and/or drinks are permitted to use three (3) of the above primary sign types. All Tenants with fitness, sports and/or entertainment uses and/or serving food and/or drinks shall be allowed additional bonus sign area of 975 square feet. Marquee/Canopy signs may span the full length of an entranceway and extend beyond by 35 feet at each side with additional 35 feet perpendicular returns at each side that may turn back the building's corner and/or project out as an overhang by 35 feet. The Changeable copy area of a Marquee/Canopy Sign is limited to a maximum area of 1900 square feet and is considered a "Distinctive Building Architectural Feature."

### Secondary Identification Signage

All Tenants may be allowed to use four (4) of the following Secondary Identification Sign types:

- Sign Type A1--Fascia Wall Sign
- Sign Type D--Projecting Blade Sign
- Sign Type E2, E3 & E4--Awning Sign
- Sign Type F--Plaque Sign
- Sign Type G--Window/Door Sign
- Sign Type H--Changeable Sign

Signs may be allocated in proportion to the linear frontage of each facade and/or in accordance to the particular facade's importance such as customer entrances, storefronts and parking fields.

# Allowable Sign Area

## Formula Matrix for Retail Tenants from 100,000 Square Feet or Greater of Leasable Area

Total maximum allowable signage per tenant from 100,000 square feet or greater of leasable area is not to exceed 1.75 square feet per lineal foot of tenant frontage for Primary Identification Signage and 1.0 square feet per lineal foot of tenant frontage for Secondary Identification Signage. Maximum letter height allowed is 7 feet unless a larger size is otherwise allowed under specific sign types and/or under special conditions or otherwise approved administratively by the Planning Division.

| Sign Type - Description  | Formula for Determining Sign Area / Quantity   | Max. Allowable Individual Sign Area  |
|--|--|--|
| <b>PRIMARY IDENTIFICATION SIGNAGE</b>  |  |  |
| Type A - Fascia Wall Sign  | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet  |
| Type B - Marquee/Canopy Sign   | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet; marquee background may be up to 12 feet in height.  |
| Type C - Feature Sign  | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet  |
| Type E1 - Awning Sign (primary ID)   | 1.75 square feet per lineal foot of tenant frontage  | 400 square feet  |
| <b>SECONDARY IDENTIFICATION SIGNAGE</b>  |  |  |
| Type A1- Fascia Wall Sign (secondary ID)   | --   | 36 square feet per structural bay  |
| Type D - Projecting Blade Sign   | 4 blade sign per tenant frontage   | 12 square feet (only one side is included in area calculations)  |
| Type E2, E3 & E4 - Awning Sign (secondary ID)  | up to 75% of the surface area of each awning to which logo/branding will be applied. Decorative graphics may cover awning 100%. Lettering on valance not to exceed 11" in height | 100 square feet per awning (All tenant awnings are permitted to display logo/branding within the total maximum allowable sign area.) |
| Type F - Plaque & Medallion Sign   | 4 per tenant frontage  | 12 square feet per sign  |
| Type G - Window/Door Sign  | 40% of the glazing area. 100% of glazing area for Supergraphics. For skeletal neon, the area described by the outline of the neon is calculated for square footage.              | 75 square feet per structural bay; Supergraphics is allowed to exceed this limitation.   |
| Type H - Changeable Sign   |  |  |
| <ul style="list-style-type: none"> <li>a. Shadow Boxes</li> <li>b. Poster Display Cases</li> <li>c. Banners</li> <li>d. Flags</li> <li>e. Display Stands/Easels</li> </ul> | --   | a. 12 square feet  |
|  | --   | b. 300 square feet   |
|  | 1 banner per structural bldg. bay  | c. 150 square feet per banner  |
|  | 1 corporate flag per structural bldg. bay  | d. 96 square feet  |
|  | 2 per street frontage  | e. 12 square feet  |
| Type J - Additional Signs  |  |  |
| <ul style="list-style-type: none"> <li>a. Temporary Banner Sign</li> <li>b. Construction Barricade Signs</li> </ul>  | 1 per tenant frontage, street, alley and/or parking area   | a. See Section 10.1  |
|  | 1 per tenant frontage when leased during construction of building and/or tenant frontages; 1 per street, alley, and/or parking area frontage when space is vacant.               | b. Murals and Supergraphics are allowed without individual sign area limitations.  |

### General Conditions For Sign Area Calculations

- Leasable Area shall be defined as the gross square foot area occupied by a tenant including all floor levels.
- Sign area is defined as the area within regular geometric shapes enclosing the limits of lettering, logos, emblems, or other figures on a sign, together with any material or color forming an integral part of the display or used to differentiate the sign from the background on which it is placed. However, minor extensions such as vertical strokes on lower case text or other proportionately small logo design expressions that extend beyond the geometric shape, may be omitted from the area count. Structural members bearing no sign copy shall not be included in its surface area.
- Flags of the United States, the State, the City, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by an elected legislative body of competent jurisdiction are not considered signs.
- When art and advertisement/commercial message are combined on a construction barricade, the only area to be counted as signage shall be an "imaginary" geometric shape drawn around the advertisement/commercial message.
- The difference between the Maximum Allowable Area for Primary Signs and the Actual Sign Area used for Primary Signs may be added to the Maximum Allowable Sign Area for Secondary Signs.

### Allowable Sign Type Quantities: Primary Identification Signage

Sign Types in this category include:

- Sign Type A--Fascia Wall Sign
- Sign Type B--Marquee/Canopy Sign
- Sign Type C--Feature Sign
- Sign Type E1--Awning Sign

Non-corner, in-line Tenants are permitted to use two (2) of the above sign types as their Primary Identification Sign. Tenants in corner locations or with multiple frontages along streets, alleys and/or parking areas are permitted to use all four (4) of the above sign types and additional bonus sign area of 275 square feet per corner. Non-corner in-line tenants in any block with fitness, sports and/or entertainment uses and/or serving food and/or drinks are permitted to use three (3) of the above primary sign types. All Tenants with fitness, sports and/or entertainment uses and/or serving food and/or drinks shall be allowed additional bonus sign area of 1000 square feet. Marquee/Canopy signs may span the full length of an entranceway and extend beyond by 40 feet at each side with additional 40 feet perpendicular returns at each side that may turn back the building's corner and/or project out as an overhang by 40 feet. The Changeable copy area of a Marquee/Canopy Sign is limited to a maximum area of 2000 square feet and is considered a "Distinctive Building Architectural Feature."

### Secondary Identification Signage

All Tenants may be allowed to use four (4) of the following Secondary Identification Sign types:

- Sign Type A1--Fascia Wall Sign
- Sign Type D--Projecting Blade Sign
- Sign Type E2, E3 & E4--Awning Sign
- Sign Type F--Plaque Sign
- Sign Type G--Window/Door Sign
- Sign Type H--Changeable Sign

Signs may be allocated in proportion to the linear frontage of each facade and/or in accordance to the particular facade's importance such as customer entrances, storefronts and parking fields.

## *Sign Type K: Poster Advertisement and Large Format Advertisement Signs*

### **Sign Type K -- Poster Advertisement and Large Format Advertisement Signs:**

The purpose of the Poster Advertisement (PA) and Large Format Advertisement (LFA) Sign program is to display advertisement by limited square-foot areas and in specified locations. Following the Portage Crossing RSA diverse and dynamic aesthetic goals, these signs are to enhance and promote Portage Crossing's "urban" character by adding another layer of visual interest and vitality to all buildings surfaces fronting streets, roads, alleys and parking areas. PA and LFA Signs are primarily dedicated for commercial use and advertisement of products, goods and/or services, but may also be used for art, seasonal displays, and holiday decorations.

In order to encourage greater innovation and creativity and the use of state of the art technology capable of resulting in memorable iconographic displays, PA and LFA signs may use a great variety of material-media and be two and/or multi-dimensional as well as static and/or kinetic with full animation and either external and/or internal illumination.

PA and LFA Signs are permitted to be located in only the specified locations with measurements bound by the specific area-sizes and dimensions shown in this Section's site plans and building elevations. These signs may be divided into multiple smaller area signs and creative shapes, but collectively cannot exceed the maximum overall allowable dimensions and areas specified in each location. By definition, LFA signs must be placed on building facades and no higher than a roof parapet that may be used as a framing architectural treatment. Projecting signs must clear sidewalks by at least eight (8) feet in height and may extend a maximum of ten (10) feet out from a building; there is no limit as to the number of projecting sign elements bound by an allocated sign area. When extensions are desired below the 8-foot clearance, they must not interfere with pedestrian and/or vehicular traffic and be approved administratively by the Planning Division.

PA and LFA signs are submitted to the Planning Division for administrative review and approval. Signs may remain in place for a maximum time of one (1)

year with the option to renew for an additional year extension, with a maximum of two consecutive one (1) year extensions. These signs may be used by all tenants within the Portage Crossing LFA as well as by other businesses and entities outside of the Portage Crossing LFA.

PA and LFA Signs shall be governed only by this section and are exempt from any and all restrictions imposed by other sections in this Sign Criteria in reference to dimensions, areas, color palette, animation, illumination and use of commercial content.

All Sign Types, "A" through "J" described within this Sign Criteria are permitted as integral parts of the PA and LFA Sign program with locations, area-sizes, material/color, dimension limitations, and other specifications as described within this Section. Minor deviations of sign types and/or material media may be approved administratively by the Planning Division when the pre-approved design intent, sign location, and sign area are clearly maintained.

In addition to the allowable Sign Types, the following are "Sign Material-Media", permitted for use in the display of PA and LFA Signs:

1. Full Color Printed Media
2. External Window Graphics
3. Electronic Message Display
4. Fiber Optic Display
5. Kinetic Medium
6. Exposed Neon and/or LED
7. Translucent/Mesh Material
8. Projected Light
9. Sign with multi-dimensional extension(s)

Note: For above number 3. Electronic Message Display brightness requirements, see Section 12.4.

In the following pages, the above listed allowable Material Media are defined and illustrated with photographic examples.



# Sign Type K: Poster Advertisement and Large Format Advertisement Signs

## Allowable Sign Material Media:

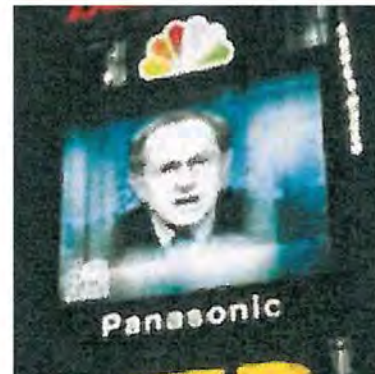
1. **Full Color Printed Media** --Banner type signs made of fabric, plastic, mesh, perforated scrim or other non-rigid material which has no enclosing framework. Finishes include but are not limited to painting, screen print, digital print, and/or vinyl graphics.



2. **External Window Graphics** --Imagery logos and/or text are applied directly to building front windows. Materials may include: applied semi-opaque and translucent vinyl applications.



3. **Special Electronic Message Display** -  
-A sign that uses computer-generated messages or other electric/electronic means of changing text and images— in-color or monotone TV and movies. Mounted on buildings, these signs may use incandescent lamps, LEOs, LCDs, Flat-panel displays, LED Reader Boards and other technologies.



4. **Fiber Optic Display** --A type of sign that transmits the message utilizing light directed through threadlike fibers of glass or plastic.



## Sign Type K: Poster Advertisement and Large Format Advertisement Signs

### Allowable Sign Material Media (Continued):

5. **Kinetic Medium** --A sign that has the ability to move up to 360 degrees because of the presence of an electric motor to drive its moveable parts, or an environmental (wind, gravity) catalyst. All or a portion of the sign may revolve slowly and have subtle steady animation or movement..



6. **Exposed Neon and/or LED Signs** - Illumination systems that allow for the creative use of multicolor linear and/or pointillistic elements in the design of logos, texts and images in two and three dimensional forms with subtle animation.



7. **Translucent/Mesh Material** --Ideal for placement over windows; result is a viewable message from a distance while maintaining unobstructed visibility from behind windows.



8. **Projected Light** --Technology that uses projected text and/or images on surfaces or behind screens using traditional movie projection technology or electronic media. These can be either static and/or have animation.



## Sign Type K: Poster Advertisement and Large Format Advertisement Signs

### Allowable Sign Material Media (Continued):

- Sign with multi-dimensional extension(s) – These signs may include a surface background with the combined characteristics of Fascia Sign, Marquee Sign and/or the multi-dimensional qualities of a Feature Sign.



### Brightness Setting Requirements for Material Media Number 3. Special Electronic Message Display

All signs under this category shall conform to the seasonal brightness setting outlined in the tables below:

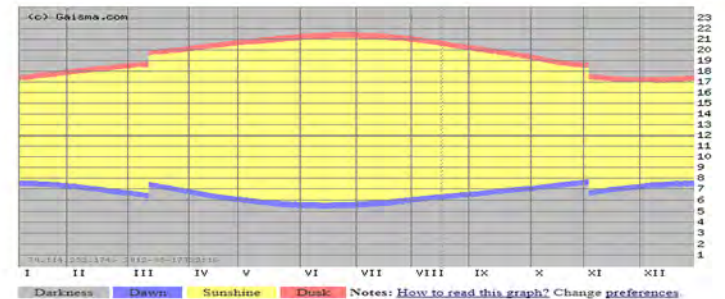
| Crocker Park Display Brightness Settings<br>Spring (100% brightness = 6000 NITS) |                    |                       |
|--|--------------------|-----------------------|
| Time   | Brightness Setting | Percentage Brightness |
| 12:00 AM   | 8                  | 13%                   |
| 6:30 AM  | 16                 | 25%                   |
| 7:00 AM  | 32                 | 50%                   |
| 7:30 AM  | 48                 | 75%                   |
| 8:00 AM  | 64                 | 100%                  |
| 7:00 PM  | 48                 | 75%                   |
| 7:30 PM  | 32                 | 50%                   |
| 8:00 PM  | 16                 | 25%                   |
| 8:30 PM  | 8                  | 13%                   |

| Crocker Park Display Brightness Settings<br>Summer (100% brightness = 6000 NITS) |                    |                       |
|--|--------------------|-----------------------|
| Time   | Brightness Setting | Percentage Brightness |
| 12:00 AM   | 8                  | 13%                   |
| 5:30 AM  | 16                 | 25%                   |
| 6:00 AM  | 32                 | 50%                   |
| 6:30 AM  | 48                 | 75%                   |
| 7:00 AM  | 64                 | 100%                  |
| 7:30 PM  | 48                 | 75%                   |
| 8:00 PM  | 32                 | 50%                   |
| 8:30 PM  | 16                 | 25%                   |
| 9:00 PM  | 8                  | 13%                   |

| Crocker Park Display Brightness Settings<br>Fall (100% brightness = 6000 NITS) |                    |                       |
|--|--------------------|-----------------------|
| Time   | Brightness Setting | Percentage Brightness |
| 12:00 AM   | 8                  | 13%                   |
| 6:30 AM  | 16                 | 25%                   |
| 7:00 AM  | 32                 | 50%                   |
| 7:30 AM  | 48                 | 75%                   |
| 8:00 AM  | 64                 | 100%                  |
| 7:00 PM  | 48                 | 75%                   |
| 7:30 PM  | 32                 | 50%                   |
| 8:00 PM  | 16                 | 25%                   |
| 8:30 PM  | 8                  | 13%                   |

| Crocker Park Display Brightness Settings<br>Winter (100% brightness = 6000 NITS) |                    |                       |
|--|--------------------|-----------------------|
| Time   | Brightness Setting | Percentage Brightness |
| 12:00 AM   | 8                  | 13%                   |
| 7:00 AM  | 16                 | 25%                   |
| 7:30 AM  | 32                 | 50%                   |
| 8:00 AM  | 48                 | 75%                   |
| 8:30 AM  | 64                 | 100%                  |
| 5:00 PM  | 48                 | 75%                   |
| 5:30 PM  | 32                 | 50%                   |
| 6:00 PM  | 16                 | 25%                   |
| 6:30 PM  | 8                  | 13%                   |

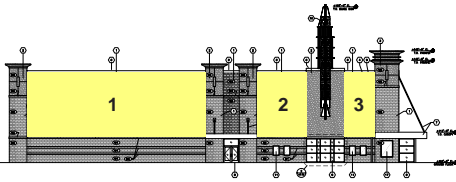
Westlake, Ohio, United States - Sunrise, sunset, dawn and dusk times, graph



# Sign Type K: Poster Advertisement and Large Format Advertisement Signs

## Locations of Signs – Building A

1.



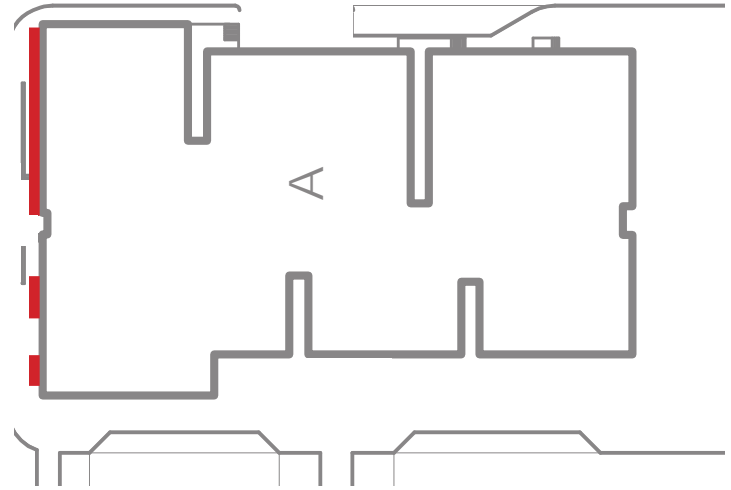
- 1. Location:** Building A (northernmost building on the site)  
**Picture View:** From the west side of the building, looking east  
**1:** 75'-0" L x 27'-0" H (2,025SF)  
**2:** 20'-0" L x 27'-0" H (540SF)  
**3:** 13'-0" L x 27'-0" H (351SF)

**Allowable Sign Types:**

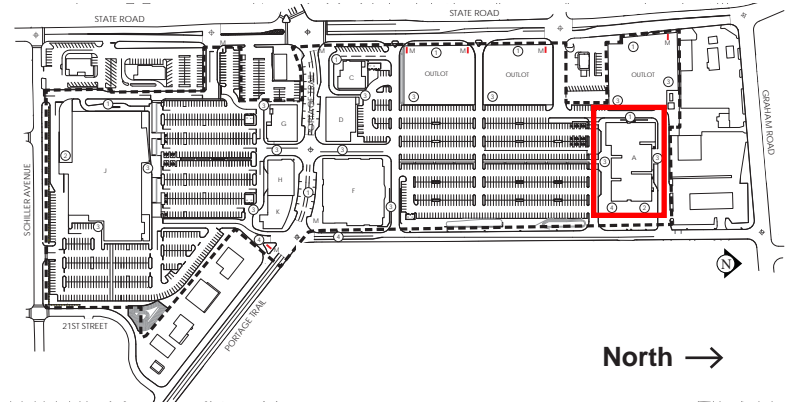
- A. Fascia Wall Sign
- B. Marquee/Canopy Sign
- C. Feature Sign
- D. Projecting Blade sign
- E. Awning Sign
- F. Plaque Sign
- G. Window/Door Sign
- H. Changeable Sign : Banner/Flag

**Allowable Sign Material-Media**

- 1. Full Color Printed Media
- 2. External Window Graphics
- 3. Special Electronic Message Display
- 4. Fiber Optic Display
- 5. Kinetic Medium
- 6. Exposed Neon and/or LED
- 7. Translucent/Mesh Material
- 8. Projected Light
- 9. Sign with multi-dimensional extension(s)



↑ North  
**Building A Site Plan**

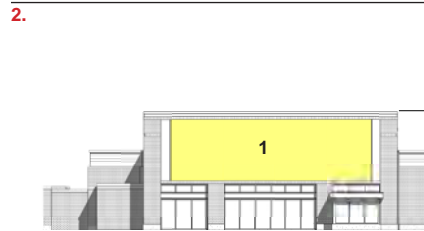


North →

**Key Site Plan**

# Sign Type K: Poster Advertisement and Large Format Advertisement Signs

## Locations of Signs – Building C



**2. Location:** Building C (northeast corner of State and Portage Trail)

**Picture View:** From west side of building, looking east

• **Sign Area Dimensions:**

1: 48'-0"L x 14'-0"H (672SF)

**Allowable Sign Types:**

- A. Fascia Wall Sign
- B. Marquee/Canopy Sign
- C. Feature Sign
- D. Projecting Blade sign
- E. Awning Sign
- F. Plaque Sign
- G. Window/Door Sign
- H. Changeable Sign : Banner/Flag

**Allowable Sign Material-Media**

- 1. Full Color Printed Media
- 2. External Window Graphics
- 3. Special Electronic Message Display
- 4. Fiber Optic Display
- 5. Kinetic Medium
- 6. Exposed Neon and/or LED
- 7. Translucent/Mesh Material
- 8. Projected Light
- 9. Sign with multi-dimensional extension(s)



**3. Location:** Building C (northeast corner of State and Portage Trail)

**Picture View:** From south side of building, looking north

• **Sign Area Dimensions:** 23'-4"L x 14'-0"H (327SF)

**Allowable Sign Types:** Same as above Location 2.

**Allowable Sign Material-Media:** Same as above Location 2.



**4. Location:** Building C (northeast corner of State and Portage Trail)

**Picture View:** From east side of building, looking west

• **Sign Area Dimensions:**

1: 4'-4"L x 6'-2"H (27SF each - typ. of 4; 2 combined panels = 10'6"L x 6'-2"H @ 65SF)

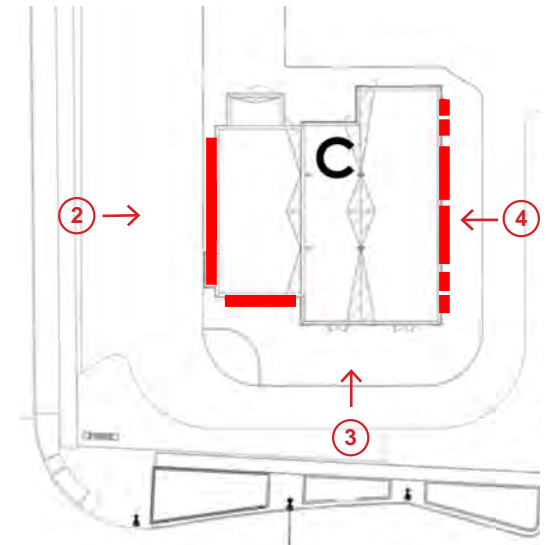
2: 16'-10"L x 6'-2"H (102SF each - typ. of 2)

**Allowable Sign Types:** Same as above Location 2.

**Allowable Sign Material-Media:** Same as above Location 2.

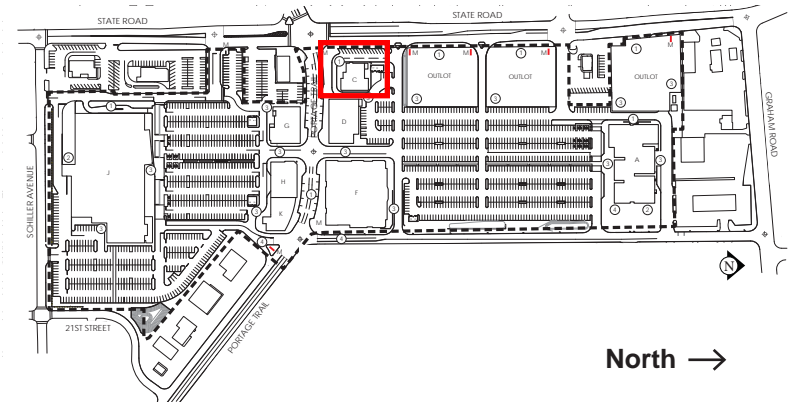
**Notes:**

- 1. Sign extension(s) cannot interfere with pedestrian and/or vehicular traffic.
- 2. Sign 1 panels may be combined into one single sign that includes the space between the multiple signs shown in the diagram, but cannot exceed the overall dimensions and allowable maximum sign area for this location.



↑ North

Building C Site Plan



North →

Key Site Plan

# Sign Type K: Poster Advertisement and Large Format Advertisement Signs

## Locations of Signs – Building D

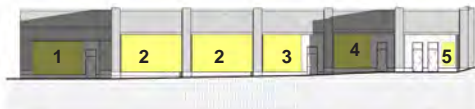
5.



6.



7.



**5. Location:** Building D (northwest corner of Portage Trail and main access drive)

**Picture View:** From west side of building looking east

**Sign Area Dimensions:**

1: 4'-4"L x 6'-2"H (27SF each - typ. of 6; 3 combined panels = 17'-0"L x 6'-2"H @ 104SF)

2: 17'-0"L x 6'-2"H (104SF)

3: 20'-0"L x 10'-0"H (200SF)

**Allowable Sign Types:**

- A. Fascia Wall Sign
- B. Marquee/Canopy Sign
- C. Feature Sign
- D. Projecting Blade sign
- E. Awning Sign
- F. Plaque Sign
- G. Window/Door Sign
- H. Changeable Sign : Banner/Flag

**Allowable Sign Material-Media**

- 1. Full Color Printed Media
- 2. External Window Graphics
- 3. Special Electronic Message Display
- 4. Fiber Optic Display
- 5. Kinetic Medium
- 6. Exposed Neon and/or LED
- 7. Translucent/Mesh Material
- 8. Projected Light
- 9. Sign with multi-dimensional extension(s)

**Notes:**

- 1. Sign extension(s) cannot interfere with pedestrian and/or vehicular traffic.
- 2. Sign 1 panels may be combined into one single sign that includes the space between the multiple signs shown in the diagram, but cannot exceed the overall dimensions and allowable maximum sign area for this location.

**6. Location:** Building D (northwest corner of Portage Trail and main access drive)

**Picture View:** From east side of building, looking west

**Sign Area Dimensions:**

1: 4'-4"L x 6'-2"H (27SF each - typ. of 6; 3 combined panels = 17'-0"L x 6'-2"H @ 104SF)

**Allowable Sign Types:** Same as above Location 5.

**Allowable Sign Material-Media:** Same as above Location 5.

**Notes:** Same as Notes 1 and 2 above.

**7. Location:** Building D (northwest corner of Portage Trail and main access drive)

**Picture View:** From north side of building, looking south.

**Sign Area Dimensions:**

1: 16'-0"L x 10'-8"H (171SF)

2: 18'-4"L x 11'-10"H (217SF each - typ. of 2)

3: 12'-4"L x 11'-10"H (146SF)

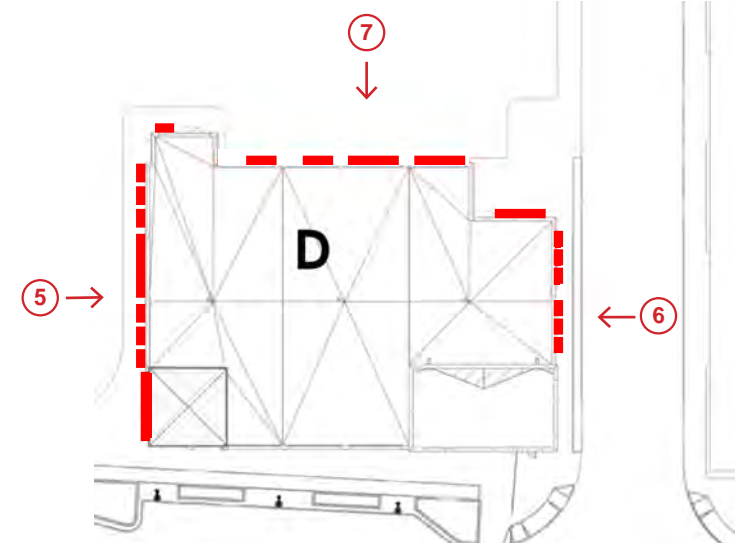
4: 11'-8"L x 10'-8"H (124SF)

5: 4'-4"L x 6'-2"H (27SF)

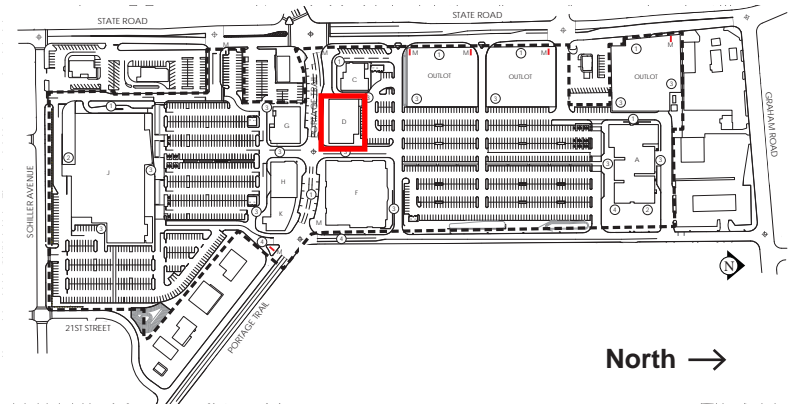
**Allowable Sign Types:** Same as above Location 5.

**Allowable Sign Material-Media:** Same as above Location 5.

**Notes:** Same as Note 1 above.



↑ North  
Building D Site Plan



North →

Key Site Plan

# Sign Type K: Poster Advertisement and Large Format Advertisement Signs

## Locations of Signs – Building E

8.



**8. Location:** Building E (northwest corner of Portage Trail and Lillis)  
**Picture View:** From intersection of Portage and Lillis looking northwest

**Sign Area Dimensions:**  
 1: 34'-0"L x 15'-8"H (532SF each - typ. of 2)

**Allowable Sign Types:**

- A. Fascia Wall Sign
- B. Marquee/Canopy Sign
- C. Feature Sign
- D. Projecting Blade sign
- E. Awning Sign
- F. Plaque Sign
- G. Window/Door Sign
- H. Changeable Sign : Banner/Flag

**Allowable Sign Material-Media**

- 1. Full Color Printed Media
- 2. External Window Graphics
- 3. Special Electronic Message Display
- 4. Fiber Optic Display
- 5. Kinetic Medium
- 6. Exposed Neon and/or LED
- 7. Translucent/Mesh Material
- 8. Projected Light
- 9. Sign with multi-dimensional extension(s)

9.



**9. Location:** Building E (northwest corner of Portage Trail and Lillis)

**Picture View:** From intersection of Portage and Lillis looking northwest

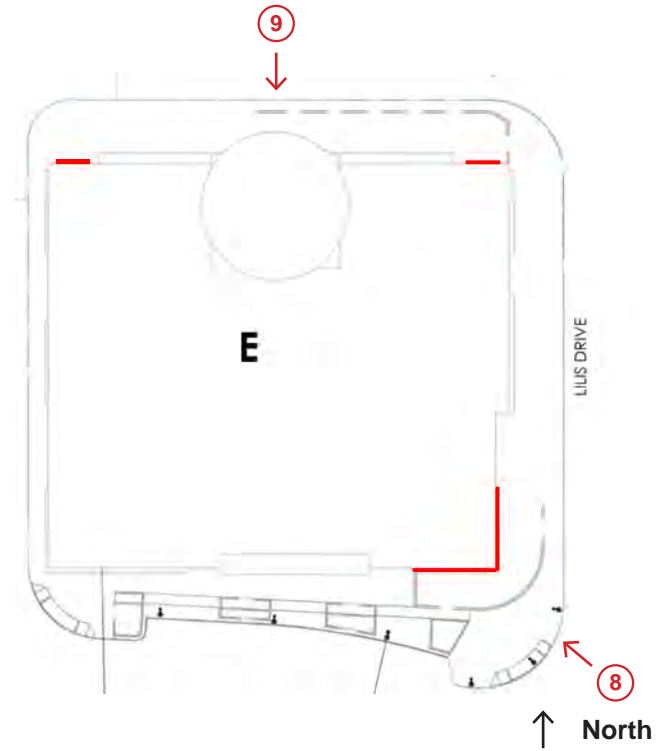
**Sign Area Dimensions:**  
 1: 14'-0"L x 26'-0"H (364SF each - typ. of 2)

**Allowable Sign Types:** Same as above Location 8.

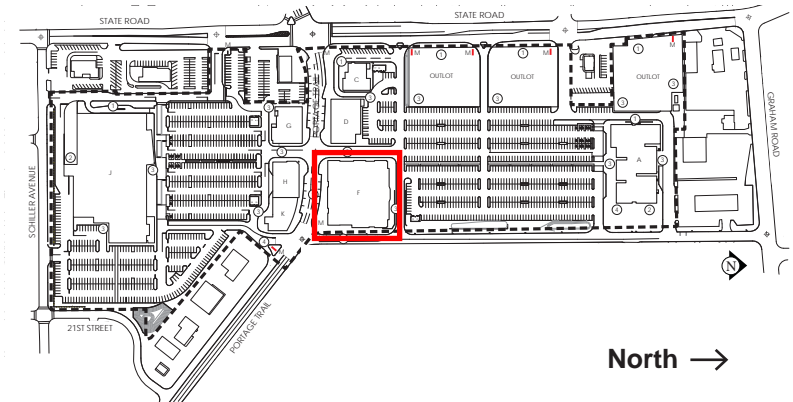
**Allowable Sign Material-Media:** Same as above Location 8.

**Notes:**

- 1. Sign extension(s) cannot interfere with pedestrian and/or vehicular traffic.



Building E Site Plan



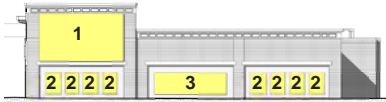
North →

Key Site Plan

# Sign Type K: Poster Advertisement and Large Format Advertisement Signs

## Locations of Signs – Building G

10.



**10. Location:** Building G (southwest corner of Portage Trail and main access drive)

**Picture View:** From west side of building looking east

• **Sign Area Dimensions:**

- 1: 24'-6"L x 13'-9"H (336SF)
- 2: 4'-4"L x 6'-2"H (72SF each - typ. of 8; 4 combined panels = 20'-10"L x 6'-2"H @ 128SF)
- 3: 20'-10"L x 6'-2"H (128SF)

**Allowable Sign Types:**

- A. Fascia Wall Sign
- B. Marquee/Canopy Sign
- C. Feature Sign
- D. Projecting Blade sign
- E. Awning Sign
- F. Plaque Sign
- G. Window/Door Sign
- H. Changeable Sign : Banner/Flag

**Allowable Sign Material-Media**

1. Full Color Printed Media
2. External Window Graphics
3. Special Electronic Message Display
4. Fiber Optic Display
5. Kinetic Medium
6. Exposed Neon and/or LED
7. Translucent/Mesh Material
8. Projected Light
9. Sign with multi-dimensional extension(s)

**Notes:**

1. Sign extension(s) cannot interfere with pedestrian and/or vehicular traffic.
2. Sign 2 panels may be combined into one single sign that includes the space between the multiple signs shown in the diagram, but cannot exceed the overall dimensions and allowable maximum sign area for this location.

11.



**11. Location:** Building G (southwest corner of Portage Trail and main access drive)

**Picture View:** From south side of building looking north

• **Sign Area Dimensions:**

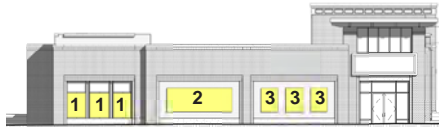
- 1: 17'-4"L x 9'-7"H (166SF)
- 2: 8'-6"L x 8'-6"H (72SF)
- 3: 8'-6"L x 14'-0"H (119SF)
- 4: 17'-4"L x 9'-4"H (161SF)

**Allowable Sign Types:** Same as above Location 10.

**Allowable Sign Material-Media:** Same as above Location 10.

**Notes:** Same as Note 1 above.

12.



**12. Location:** Building G (southwest corner of Portage Trail and main access drive)

**Picture View:** From east side of building looking west

• **Sign Area Dimensions:**

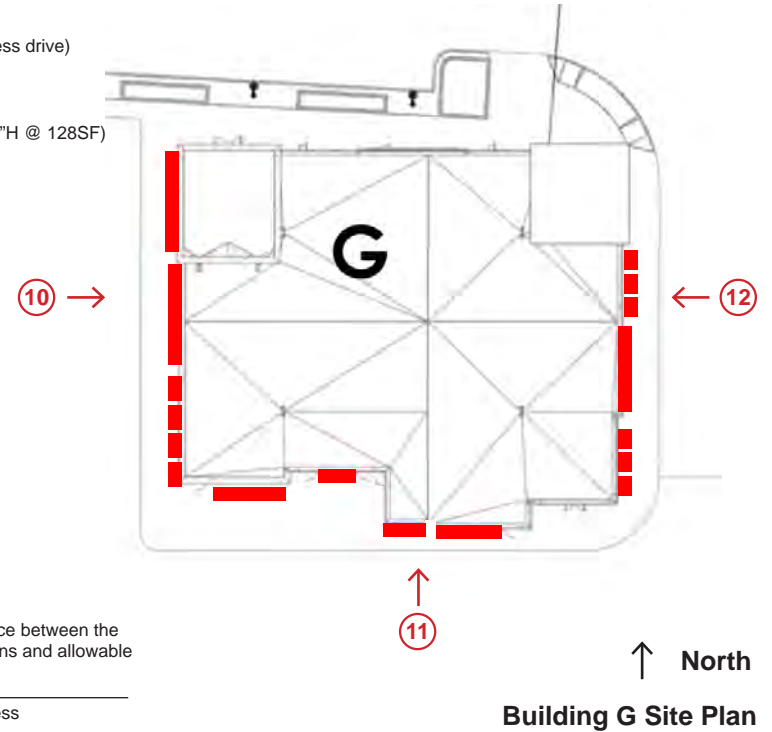
- 1: 4'-9"L x 6'-4"H (30SF each - typ. of 3; 3 combined panels = 16'-4"L x 6'-4"H @ 104SF)
- 2: 16'-10"L x 6'-2"H (103SF)
- 3: 4'-4"L x 6'-2"H (26SF each - typ. of 3; 3 combined panels = 16'-0"L x 6'-2"H @ 100SF)

**Allowable Sign Types:** Same as above Location 10.

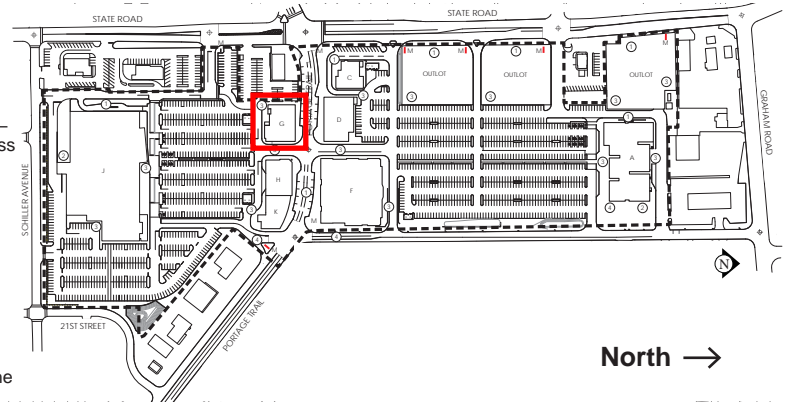
**Allowable Sign Material-Media:** Same as above Location 10.

**Notes:** Same as Note 1 above.

2. Sign 1 and 3 panels may be combined into one single sign that includes the space between the multiple signs shown in the diagram, but cannot exceed the overall dimensions and allowable maximum sign area for this location.



Building G Site Plan



Key Site Plan



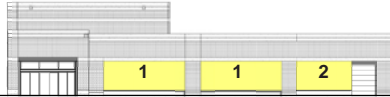
# Sign Type K: Poster Advertisement and Large Format Advertisement Signs

## Locations of Signs – Building H

13.



14.



**13. Location:** Building H (southeast corner of Portage Trail and main access drive)

**Picture View:** From west side of building looking east

**Sign Area Dimensions:**

- 1: 11'-4"L x 6'-2"H (69SF each - typ. of 2)
- 2: 4'-4"L x 6'-2"H (26SF each - typ. of 2; 2 combined panels = 11'-4"L 6'-2"H @ 69SF)

**Allowable Sign Types:**

- A. Fascia Wall Sign
- B. Marquee/Canopy Sign
- C. Feature Sign
- D. Projecting Blade sign
- E. Awning Sign
- F. Plaque Sign
- G. Window/Door Sign
- H. Changeable Sign : Banner/Flag

**Allowable Sign Material-Media**

- 1. Full Color Printed Media
- 2. External Window Graphics
- 3. Special Electronic Message Display
- 4. Fiber Optic Display
- 5. Kinetic Medium
- 6. Exposed Neon and/or LED
- 7. Translucent/Mesh Material
- 8. Projected Light
- 9. Sign with multi-dimensional extension(s)

**Notes:**

- 1. Sign extension(s) cannot interfere with pedestrian and/or vehicular traffic.
- 2. Sign 2 panels may be combined into one single sign that includes the space between the multiple signs shown in the diagram, but cannot exceed the overall dimensions and allowable maximum sign area for this location.

**14. Location:** Building H (southeast corner of Portage Trail and main access drive)

**Picture View:** From south side of building looking north

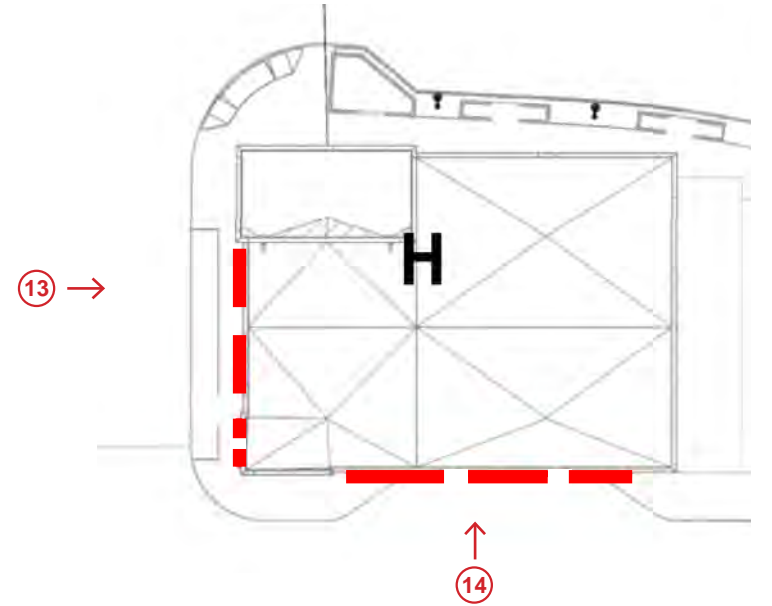
**Sign Area Dimensions:**

- 1: 24'-8"L x 8'-0"H (197SF each - typ. of 2)
- 2: 16'-8"L x 8'-0"H (133SF)

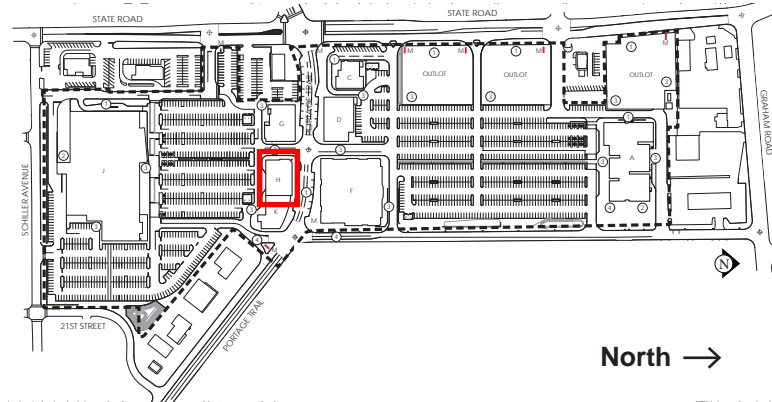
**Allowable Sign Types:** Same as above Location 13.

**Allowable Sign Material-Media:** Same as above Location 13.

**Notes:** Same as Note 1 above.



↑ North  
Building H Site Plan



North →

Key Site Plan

