



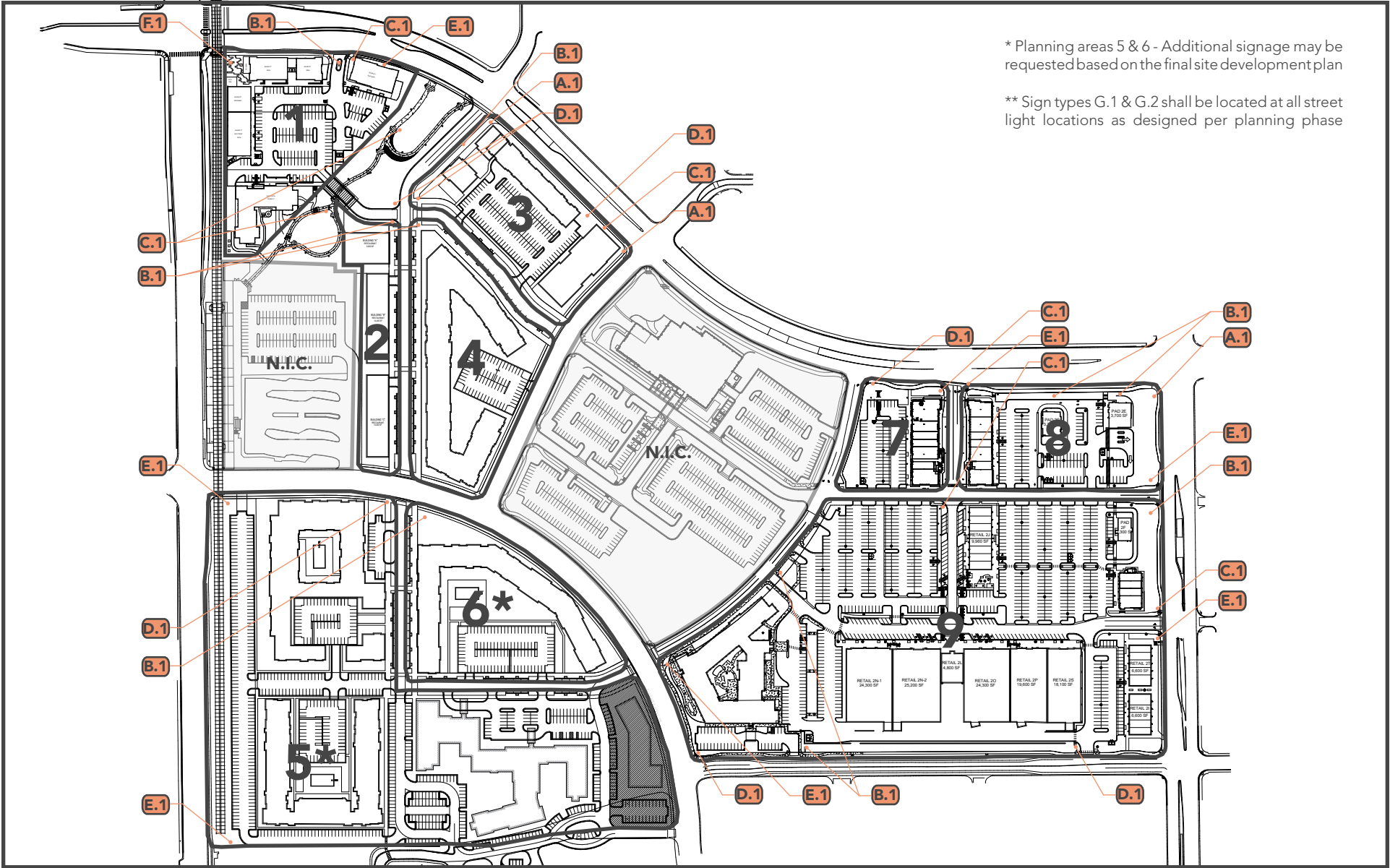
METRO CENTER



TABLE OF CONTENTS

Master Site Plan & Signage Locations	1.2	General Requirements	2.4
Metro Center Signage Types	1.3	Acceptable Materials & Methods	2.5
Sign Type A.1 - Site Entry Wall Signage	1.4	Prohibited Sign Types & Elements	2.6
Sign Type B.1 - Tenant Monument Sign	1.5	Primary and Secondary Signs	2.7
Sign Type C.1 - Roadtop Sign/Directory	1.6	Wall-mounted Signs	2.8
Sign Type D.1 - Small Multi-Tenant Pylon	1.7	Pin-mounted Letterforms	2.9
Sign Type E.1 - Large Multi-Tenant Monument	1.8	Pin-mounted Letterforms	2.10
Sign Type F.1 - Tower Sign/Entry Gateway	1.9	Neon in Pan-Channel Letters	2.11
Sign Type G.1 & G.2 - Streetlight Banners	1.10	Exposed Neon	2.12
Tenant Signage - Retail Pad Buildings	1.11	Signage on Glass	2.13
Tenant Signage - Mid Size Retail Boxes	1.12	Raceways	2.14
Tenant Signage - Mid Size Retail Boxes	1.13	Blade Signs	2.15
Tenant Signage - Shopping Center/Mall	1.14	Blade Signs	2.16
Tenant Signage - Mixed-Use Retail	1.15	Other Signage	2.17
Signage: Goals & Criteria	2.1	Other Signage	2.18
Submission Requirements	2.2	Other Signage	2.19
Signage Definitions	2.3	Sign Area Allowances	2.20

Site Plan – Sign Locations





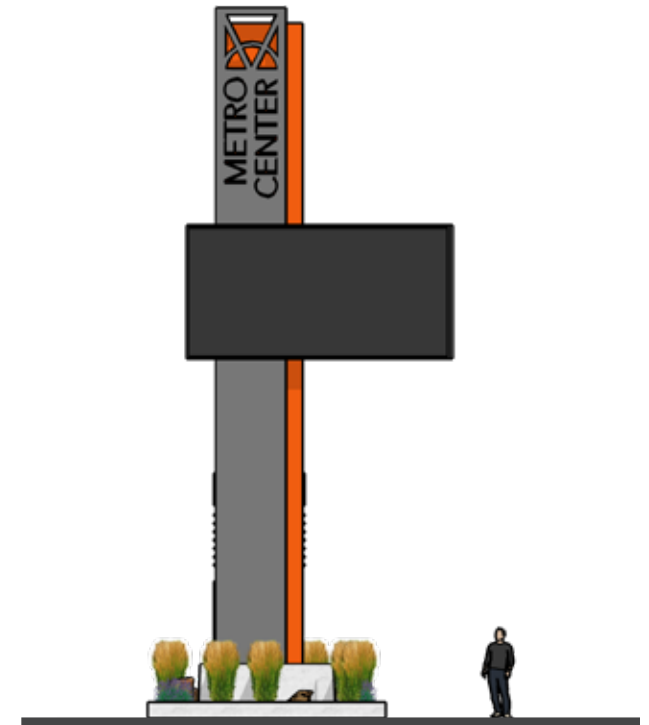
A.1 | Site Entry Wall Signage



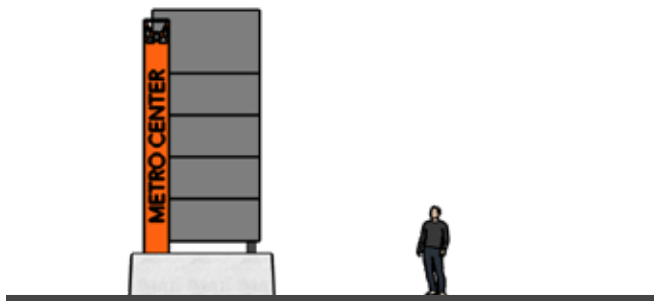
B.1 | Tenant Monument



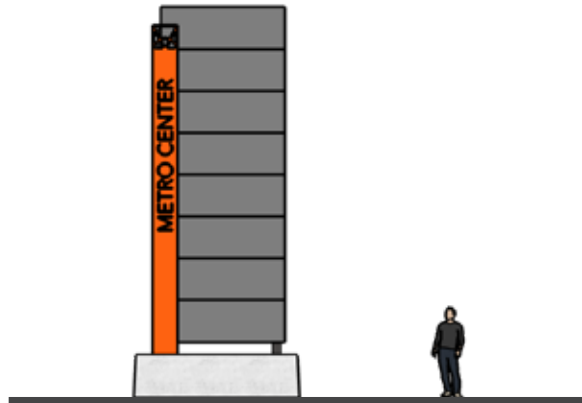
C.1 | Roadtop Sign/Directory



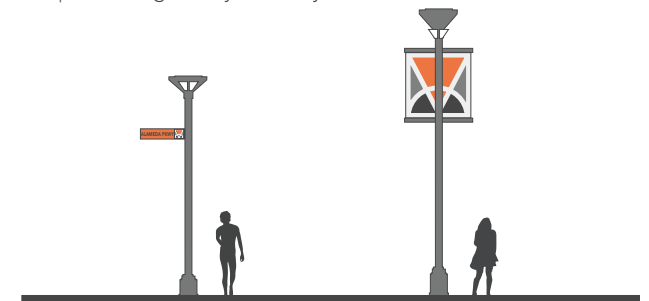
F.1 | Tower Sign/Entry Gateway



D.1 | Small Multi-Tenant Pylon



E.1 | Large Multi-Tenant Pylon



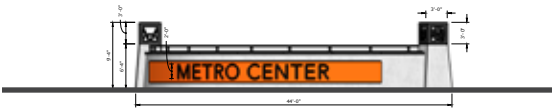
G.1 & G.2 | StreetLight Banners

Sign Type A.1 - Site Entry Wall Signage

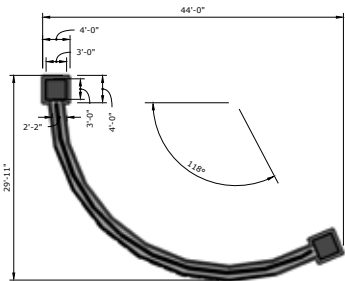
Sign Details

The main site entry wall is located along Alemeda Parkway at major site entry locations. The purpose of the main site entry wall is to direct visitors to Avenue Central & other primary entrances/main connector streets running through the project area. The signs are located on the corners of entries to allow for the ease of visibility for cars traveling to the site. The logo is a four sided lighted feature on top of an architectural concrete base integrated into both sides of the wall. The Metro Center letters are aluminum channel lettering with a black acrylic face & white LED illumination. All colors are complimentary with the Metro Center logo & materials as used on the site.

- 1 Architectural concrete base
- 2 Painted extruded aluminum panel
- 3 Channel letters - Black acrylic face/white illumination
- 4 Painted aluminum railing
- 5 Punched aluminum Metro Center lantern fixture



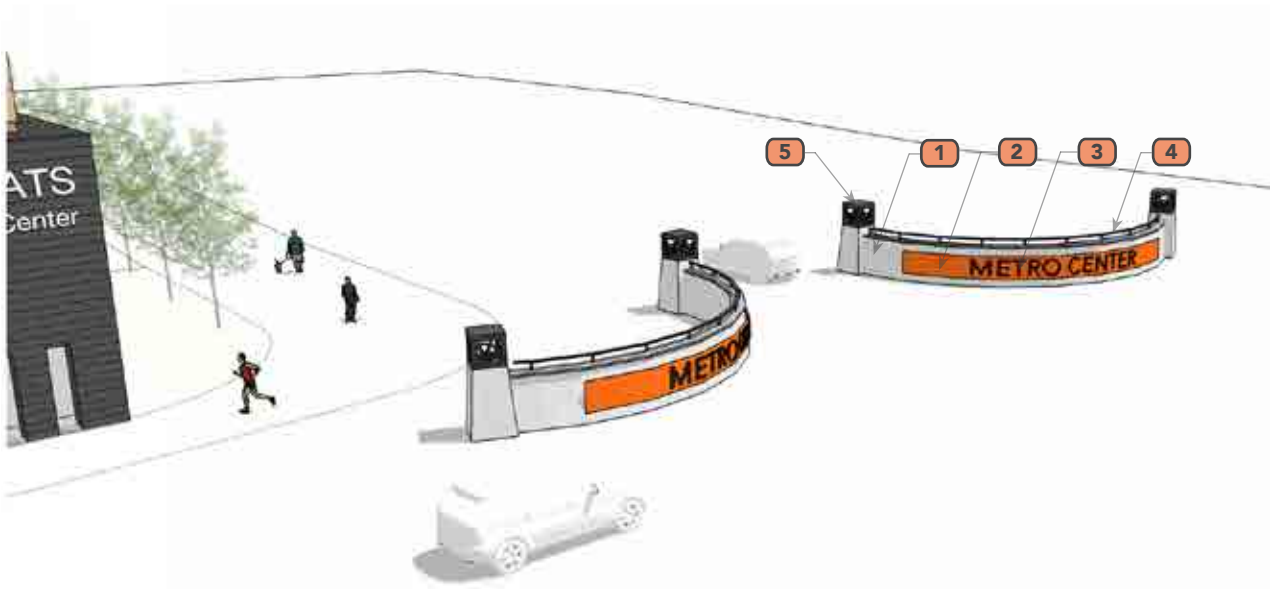
Typical - Sign Elevation



Typical - Sign Floor Plan



Street Perspective



Aerial Perspective

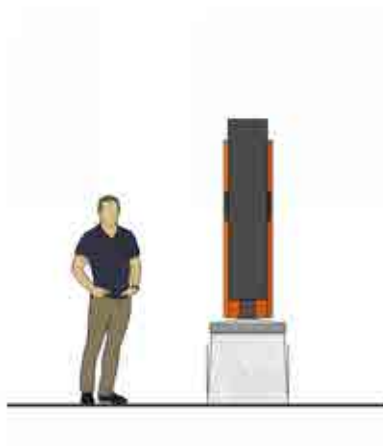
Sign Type B.1 - Tenant Monument Sign

Sign Details

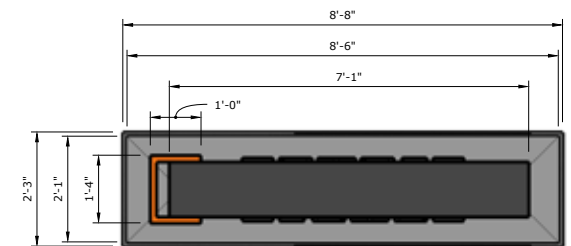
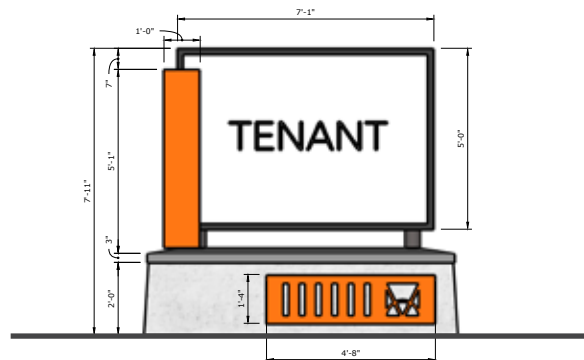
These smaller single tenant monument signs are located at the entries & corners throughout the site. The purpose of these signs are to direct visitors to single tenant buildings including but not limited to retail pad buildings, assisted living centers, residential apartments & hotels. The sign is double sided to allow for the ease of visibility along roadways. The sign rests upon an architectural concrete base matching other site considerations. The Metro Center logo is featured on the sides of the concrete base as a back-lit punched aluminum panel. The tenant signage is a routed reverse pan panel with acrylic & translucent vinyl. The tenant panel is mounted to an internally illuminated painted aluminum frame. All colors are complimentary with the Metro Center logo & materials as used on the site.

- 1 Architectural concrete base
- 2 Painted punched aluminum logo
- 3 Back-lit translucent acrylic tenant panel
- 4 Painted aluminum frame
- 5 Painted extruded aluminum side feature

Street Perspective



Typical - Sign Elevations



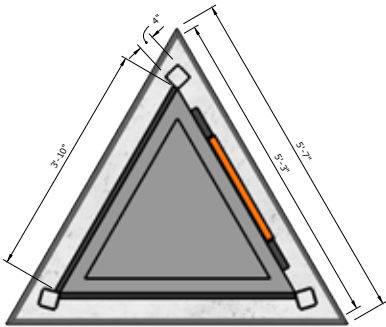
Typical - Sign Floor Plan

Sign Type C.1 - Roadtop Sign/Directory

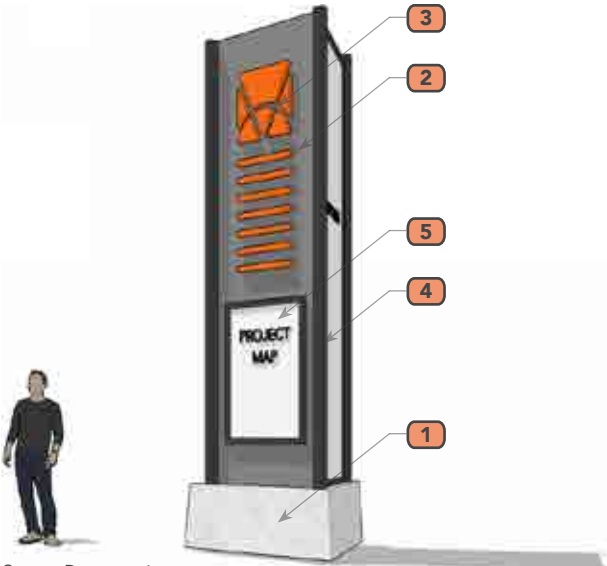
Sign Details

This roadtop sign/pedestrian directory is located along major walkways along the project area, including Alameda Parkway & the interior public park pathway. The locations & purpose of this pedestrian directory is to orient visitors, establish directional information, & provide relevant data on current events & advertising opportunities. The directory rests upon a architectural concrete base matching other site considerations. The directory is a 3-sided feature allowing for the ease of access & visibility from both roadways & pathways. The Metro Center logo is displayed on one of the sides as an aluminum channel logo with a development standard orange acrylic face & white LED illumination. The advertizing & project map are routed reverse pan panels with acrylic & translucent vinyl. All colors are complimentary with the Metro Center logo & materials as used on the site.

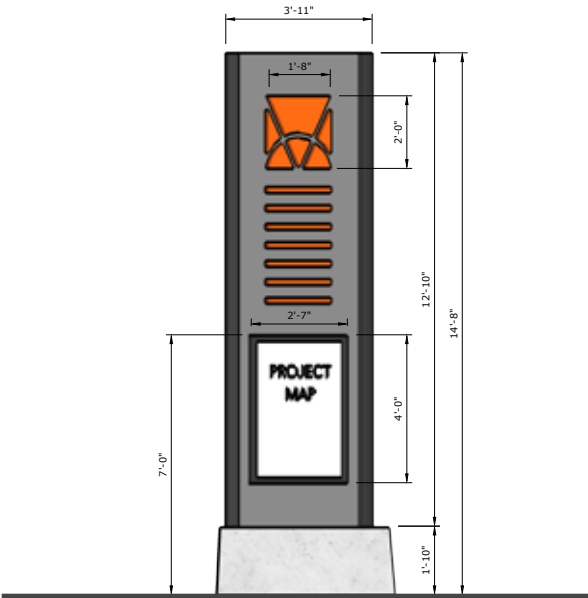
- 1 Architectural concrete base
- 2 Painted extruded aluminum panel
- 3 Channel Logo - Orange acrylic face/white illumination
- 4 Painted aluminum posts
- 5 Back-lit translucent acrylic project directory/map



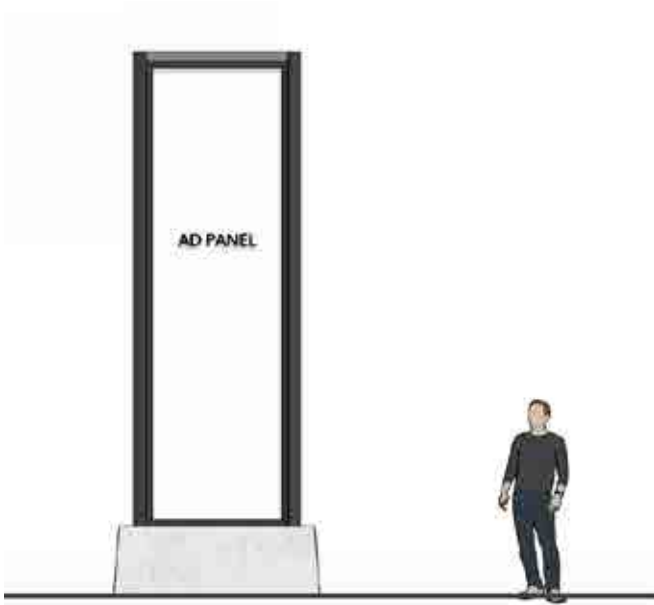
Typical - Sign Floor Plan



Street Perspectives

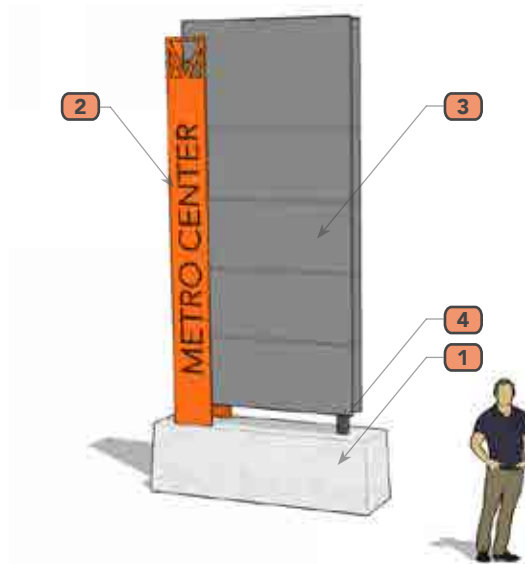


Typical - Sign Elevations





Street Perspectives

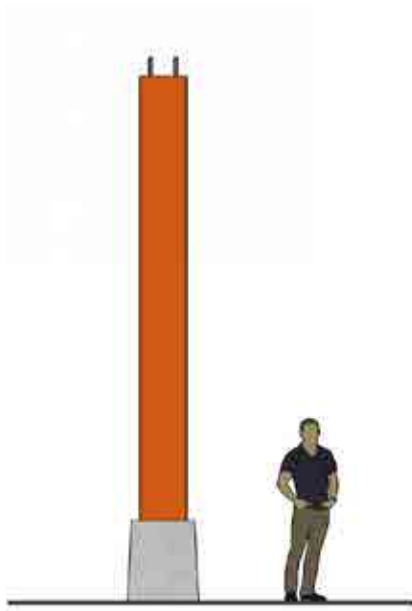


Sign Type D.1 - Small Multi-Tenant Pylon

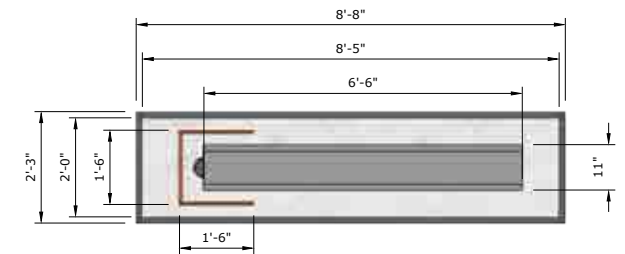
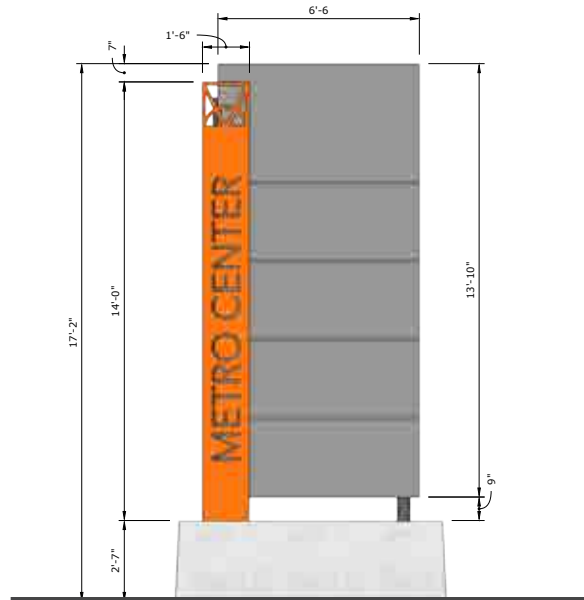
Sign Details

These smaller multi-tenant pylon signs are located at the entries & corners throughout the site near major retail centers & tenants. The purpose of these pylon signs are to direct visitors to the entries of the site & to list the retail tenants located within The Metro Center. The sign is double sided as to allow for the ease of visibility along roadways. The sign rests upon an architectural concrete base matching other site considerations. The Metro Center logo & lettering is featured as a back-lit punched aluminum vertical panel/column. The retail tenant signage are routed reverse pan panels with acrylic & translucent vinyl. The retail tenant panels are mounted to an internally illuminated painted aluminum frame. All colors are complimentary with the Metro Center logo & materials as used on the site.

- Architectural concrete base **1**
- Painted punched aluminum panel/corner feature **2**
- Back-lit translucent acrylic tenant panel **3**
- Painted aluminum post **4**



Typical - Sign Elevations



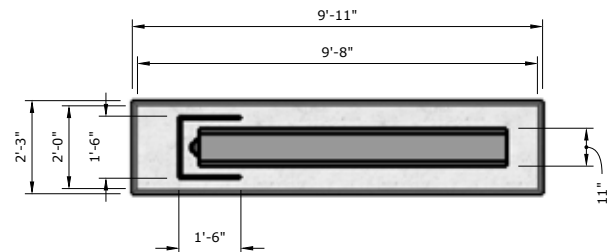
Typical - Sign Floor Plan

Sign Type E.1 - Large Multi-Tenant Pylon

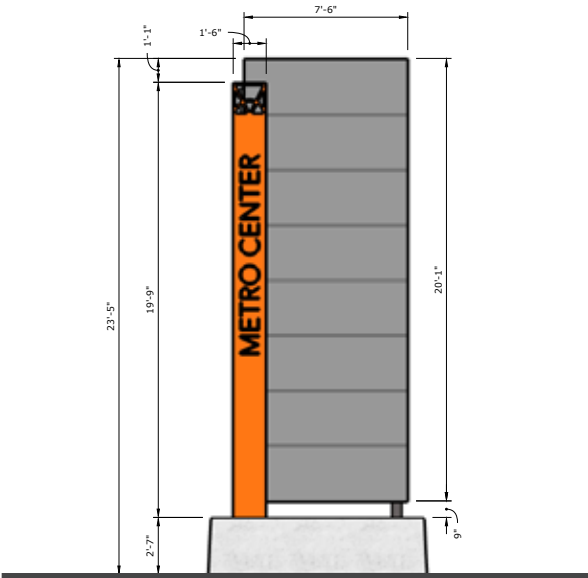
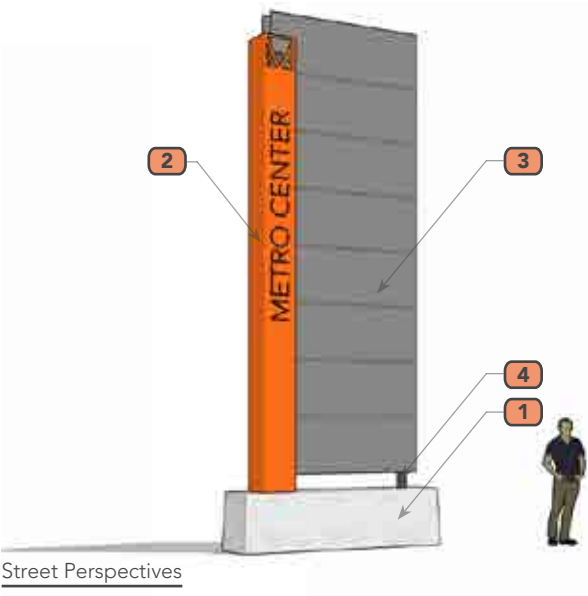
Sign Details

These larger multi-tenant pylon signs are located at the main site entries to The Metro Center & along all major roadways surrounding the site. The purpose of these pylon signs are to direct visitors to the entries of the site & to list the retail tenants located within The Metro Center. The sign is double sided as to allow for the ease of visibility along roadways. The sign rests upon an architectural concrete base matching other site considerations. The Metro Center logo & lettering is featured as a back-lit punched aluminum vertical panel/column. The retail tenant signage are routed reverse pan panels with acrylic & translucent vinyl. The retail tenant panels are mounted to an internally illuminated painted aluminum frame. All colors are complimentary with the Metro Center logo & materials as used on the site.

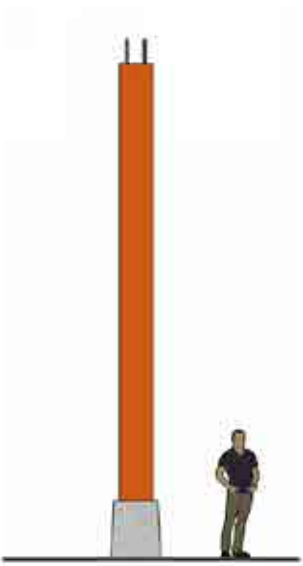
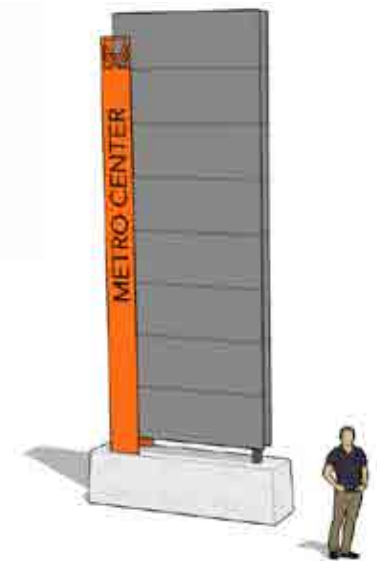
- 1 Architectural concrete base
- 2 Painted punched aluminum panel/corner feature
- 3 Back-lit translucent acrylic tenant panel
- 4 Painted aluminum post



Typical - Sign Floor Plan

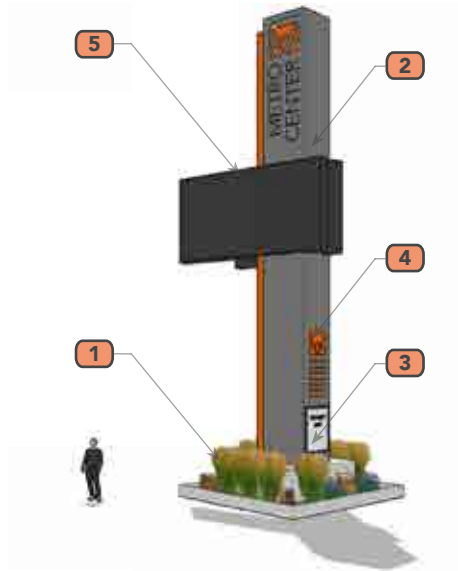


Typical - Sign Elevations





Street Perspective



Sign Type F.1 - Tower Sign/Entry Gateway

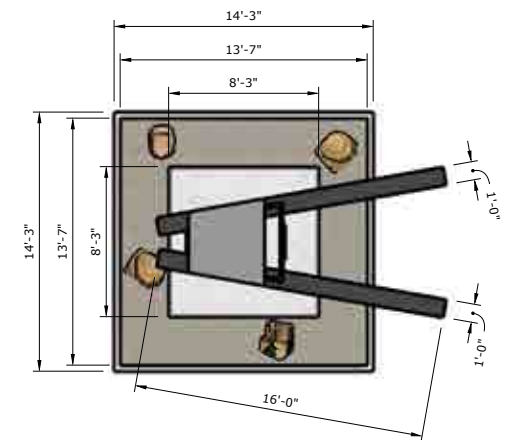
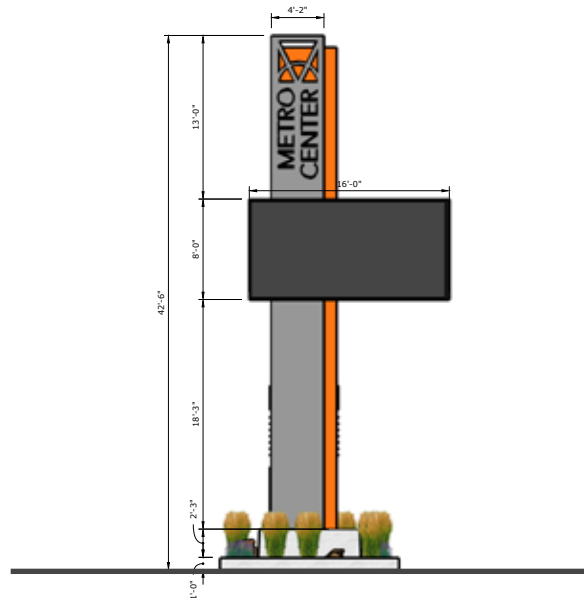
Sign Details

The project tower/Entry gateway is located at the corner of Alameda Parkway & Sable Blvd. The purpose of this tower is to create a landmark that directs visitors to The Metro Center. This tower has 2 digital reader boards for the purpose of advertizing, informing the public about community events & other information pertaining to the City of Aurora & The Metro Center. The tower also establishes directional information regarding the project site through the project map at the pedestrian level. The sign is double sided as to allow for the ease of visibility along the 2-major roadways. The sign rests upon an architectural concrete planter with vegetation matching other aspects of the site & project. The Metro Center logo & lettering is featured as a back-lit punched aluminum vertical panel/column matching the other site pylon signs. All colors are complimentary with the Metro Center logo & materials as used on the site.

- Architectural concrete planter **1**
- Painted punched aluminum panel/column feature **2**
- Back-lit translucent acrylic project directory/map **3**
- Channel Logo - Orange acrylic face/white illumination **4**
- Electronic reader board **5**



Typical - Sign Elevations



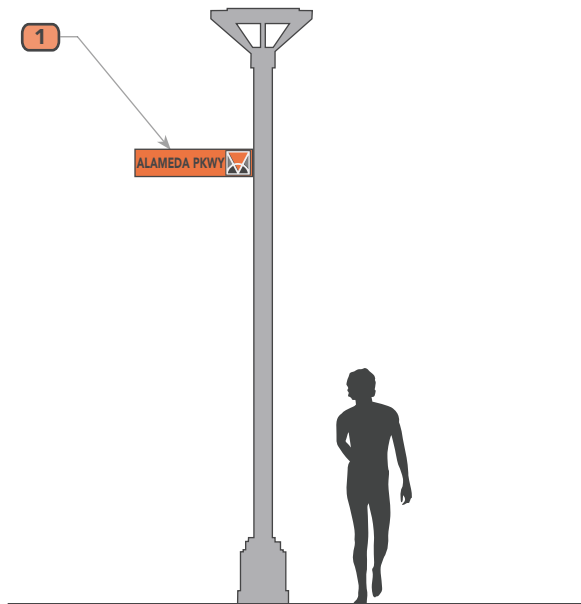
Typical - Sign Floor Plan

Sign Type G.1 & G.2 - Streetlight Banners

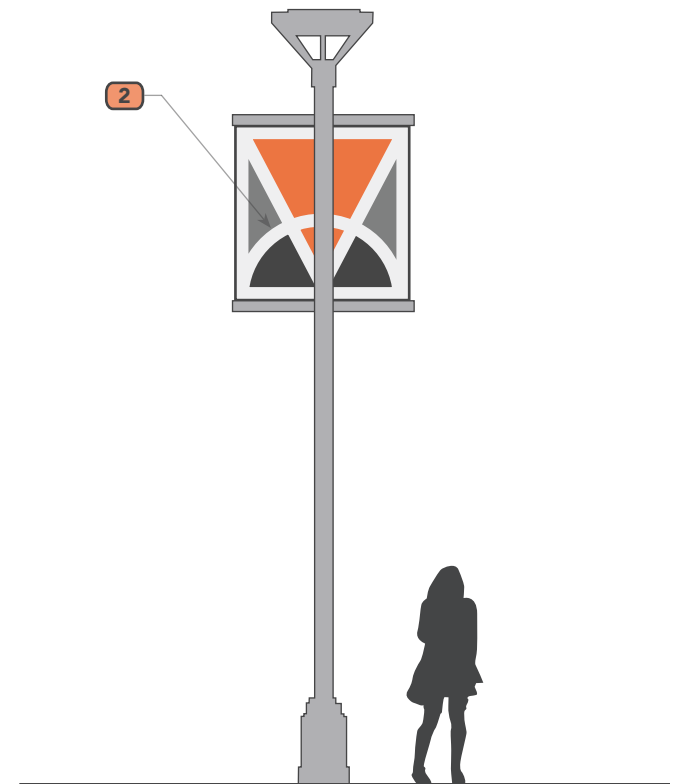
Sign Details

The purpose of the streetlight banners & custom street signs is to strengthen The Metro Center brand. The banners are changeable to reflect seasonal character & to promote upcoming events in the City of Aurora & The Metro Center.

- 1 Street Sign with branded element
- 2 Banners with break away attachments. Design elements will vary based on community events, seasonal & Metro Center events. All colors are complimentary with the Metro Center logo



Typical - Pedestrian Lights: Street Signs



Typical - Parking Lot: Banner Elevation

Signage Details

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations, illumination sources & materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the description on the following pages.

Internally illuminated aluminum sign cabinet (tenant designs will vary per storefront) **1**

Commissioned artwork, historical photos of the City of Aurora & other art related images digitally printed & installed on building substrate **2**
- Advertising images are not allowed



Typical - Building Elevations

Tenant Signage - Mid Size Retail Boxes

Signage Details

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations, illumination sources & materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the description on the following pages.

- 1 Internally illuminated aluminum sign cabinet (tenant designs will vary per storefront)
- 2 Metro Center logo medallion



Typical - Building Elevations



BLD. 2N



BLD. 2M

BLD. 2L

Tenant Signage - Shopping Centers/Mall

Signage Details

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations, illumination sources & materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the description on the following pages.

- 1 Internally illuminated aluminum sign cabinet (tenant designs will vary per storefront)
- 2 Individual letters on a raceway (tenant designs will vary per storefront)
- 3 Freestanding directory for tenant listing on level 2
- 4 Commissioned artwork, historical photos of the City of Aurora & other art related images digitally printed & installed on building substrate
- Advertising images are not allowed



Typical - Building Elevations

Signage Details

Tenants are permitted to use a full range of sign types however restrictions apply with regard to the sign dimensions, locations, illumination sources & materials utilized. Tenants are encouraged to use specific sign types as their primary signs as outlined in the description on the following pages.

- Internally illuminated individual letters on a raceway - (tenant designs will vary) **1**
- Individual letters on a raceway (tenant designs will vary per storefront) **2**
- Building address (Individual letters on a canopy) **3**
- Commissioned artwork, historical photos of the City of Aurora & other art related images digitally printed & installed on building substrate - Advertising images are not allowed **2**



Typical - Building Elevations

Signage: Goals & Criteria

Criteria

The objective of these guidelines are to promote high standards for The Metro Center's overall graphic image, ensure that such standards are maintained within the project area & encourage tenants to create high-quality signage that is compatible with their specific storefront. A variety of components, styles, materials & colors contribute to the texture of the streetscape.

The variety of storefronts allow for a similar variety of tenant signage, Pin-mounted letterforms, pan channel, halo illuminated letterforms & blade signs. It is intended that the signing of the stores in The Metro Center be developed in an imaginative & varied manner. Although previous & current signing practices of the Tenant will be considered, they will not govern the signs to be installed in The Metro Center.

Approval Required

All signs within the project area, on the exterior of any buildings, on storefronts, on windows, or within the store for a distance of 5-ft behind windows are subject to approval by the Landlord & must comply with the criteria herein.

Erection of any signs shall be prohibited unless approved in advance by the Landlord & other governing authorities. All proposed permanent & temporary signage must be submitted to the Landlord for approval in accordance with the requirements herein. No approval shall be deemed valid unless given in writing.

Compliance

Tenant shall be responsible for adhering to these criteria, the approved site plan, storefront design documents & all applicable state & local sign & building codes. The Landlord shall have the right to remove, at the Tenant's expense, any Tenant signage or building improvements that are not in compliance with these criteria or that were installed without the Landlord's written approval.

The Landlord reserves the right to allow exceptions to these criteria in the sole discretion of the Landlord when merited by the Tenant's design solution. Landlord's permission to allow an exception for a specific tenant shall not constitute a right for other tenants within the project area to have a similar exception.



Drawing Content

Drawings shall include the location of the sign in context of the storefront or building elevation & be completely dimensioned showing the heights of all letters & the total length, all graphics including letter styles, materials, color of letter returns, plastic faces, edge trim, & lighting, & a cross section showing construction details & attachment devices. Where multiple signs are proposed, provide a key plan showing the location of each sign on the building. It is recommended that additional information be submitted that may aid the Landlord's Architect in the review of the Tenant's sign design solution, such as perspective drawings or renderings of the storefronts, color & material samples & photographic images of similar applications.



Submittal Process to the Landlord

The Tenant shall submit sign designs to the Landlord's Architect to review for compliance with these criteria. Each submittal shall be made electronically in PDF format. Make all submittals to the Landlord at: drawings@woodburycorp.com

WOODBURY CORPORATION
2733 East Parleys Way, Suite 300
Salt Lake City, Utah 84109
P. 801.485.7770

Pad Building Tenants

Tenants occupying pad sites or Tenants having directional signs, menu boards, or other signs that are not attached to the building or a part of the storefront shall provide designs of all such signs together with a site plan showing their location & orientation.

Monument Entry Signs

Where the Tenant is permitted to be identified on a Landlord provided Monument Entry Sign, the Landlord will provide the Tenant with a drawing of such a sign designating the location & size of the panel on which Tenant's identification may be placed. The Tenant must then submit drawings showing the copy, the colors, & construction of the signage, the Tenant intends to place on the panel.

Temporary Signs

All temporary signs, graphics, or banners to be placed on buildings, storefronts, within windows, or on temporary barricades along sidewalks during or prior to the build out of the Tenant's space, such as "Coming Soon" signs shall also be subject to approval by the Landlord. The Tenant shall show the method of attachment. The Tenant shall be responsible for repairing any damage caused by the installation & removal of temporary signs.

Permits & Fees

The Tenant or Tenant's representative will be required to make an application to the City for all permits required by state & local codes. All costs related to the design, permitting, fabrication, & installation of Tenant's signage shall be the responsibility of the Tenant unless otherwise agreed to in writing by the Landlord.

Signage: Definitions

A-Board - A freestanding sign hinged at the top (also called a "sandwich sign").

Awning - A structure or metal frame with a sloping or curved profile covered with a fabric or vinyl membrane attached to the building & or storefront.

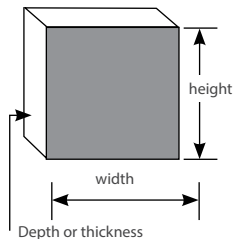
Banner - A one or two-sided display, temporary or permanent, hung perpendicular or parallel to a building, light pole, or other element.

Blade Sign - A two-sided sign with display surfaces in a plane perpendicular to the storefront (Also called a "flag-mounted" "Projecting" sign).

Box Sign - A sign having its illumination enclosed within a metal cabinet with a single flat or sculptured face (also called a "Cabinet" sign).

Canopy Identification - A sign either suspended from or mounted to a projecting architectural canopy with the display surface of the sign in a plane parallel to the canopy.

Depth of a sign - Indicates the thickness of the sign face or the thickness of the total sign if two-sided.



Eggshell Finish - A paint finish with gloss levels less than 20°, as measured using a spectrophotometer; maximum gloss allowed in compliance with ADA for ease of readability for the visually impaired.

Freestanding sign - Any sign which is freestanding through the use of a base supporting the vertical sign.

Frontage - The length of the facade measured along the lease line separating the premises from the common area. Line is centered on demising walls & the outside face of rear or side walls.

Governing Authorities - Persons or entities having jurisdiction over the development & occupancy of the property. This includes, but is not limited to, The Owner, The city of Aurora, & the State of Colorado.

Graphic Zone - Any areas defined herein as being designated for placement of signage & graphics.

Monument Sign - Any sign which is placed on the streetscape & is intended to identify & convey the overall image of the property. Such signs may be for single or multiple Tenants & will be of the same general design for the entire project. Monument signs may only be placed by the Landlord & are not allowed to be placed by any Tenant.

Pan Channel Letter Sign - A sign having each individual letter or element in a separate metal enclosure with the plastic translucent face illuminated with LED lights or an electrified neon or other gas filled glass tube.

Pole Sign - Any sign which is placed on the streetscape which is supported above grade by any type of posts or poles (also called a "Pylon" sign). Pole signs may only be placed by the Landlord & are not allowed to be placed by any Tenant.

Secondary Storefront Identification - Any sign or sub-sign that identifies products or services provided by the business, but not including its primary trade name.

Sign Area - The area included within the outer dimensions of the sign. The area of a rectangle surrounding all letters of the sign. Where upper & lower-case letters are used, the height of each letter shall be used to determine the average height.

Sign/Signage - Any item, object, structure, or attachment which conveys information to the public bearing lettering, logos, photographic images or symbols.

Storefront - The street or parking lot facing side of a retail location & the construction system involved.

Suspended Signs - A sign which is suspended from a canopy, awning, building structure or ceiling space.

Temporary Sign - Any sign, banner, poster, or graphic that is not permanently attached to a storefront, building, or structure & intended to continuously remain in place; or a freestanding sign that is readily moveable & not permanently attached to a base structure or the ground.

Visual Merchandising Area - Any storefront or display window in which signage or merchandise is displayed within 5-ft of the storefront of the building or structure.

Wall sign - Any sign which is mounted to a building face or on any raceway mounted to a building face intended to be viewed from a position standing facing the same building face.

Window signs - Any sign visible through &/or affixed to a window or exterior glass door that is visible from the exterior, including signs located inside the store but visible primarily from the outside of the store. Any sign visible through &/or affixed to a window or exterior glass door that is visible from the exterior, including signs located inside the store but visible primarily from the outside of the store.



General Requirements:

Applicable to All Signs

Tenant shall be required to identify the leased premises by signs. All signs & identifying marks shall be within the limits of the leased premises, or upon the perimeter fascia or other location designed by the Landlord. The Tenant may choose the color & letter style. Generally, all signs shall be illuminated or otherwise positioned to be readable at night time.

The wording of signs shall be as indicated in the Tenant's lease, but shall generally include the Tenant's, common/official trade name. Advertising of products or services offered, or the inclusion of taglines will generally not be permitted as part of the Tenant signage.

The extreme outer limits of sign letters, components, or insignia shall not fall closer than 24-inches to the side lease lines of the leased premises unless specifically approved otherwise. Wall signs shall generally be horizontally centered on the fascia & have no portion which extends closer than 12-inches to the top or bottom edge of sign fascia.

The average letter height permitted for Tenants occupying less than 10,000-sf shall be 32-inches; 36-inches for Tenants occupying between 10,000 & 25,000-sf; & 60-inches for Tenants occupying over 25,000-sf. Logos or font styles having extended lowercase letters may exceed the minimum height by 25%.

Sign letters may be stacked on more than one row. The height of letters in each row may equal the maximum permitted provided the maximum permitted area is not exceeded & the overall appearance maintains a pleasing proportion in the sole judgment of the Landlord.

The use of logos, corporate crests, shields, insignia, or other decorative elements will be permitted. The size of such logos may be 25% greater than the maximum size permitted for any individual letter.

Multiple or repetitive signing will be allowed provided the area of such signing conforms to the limitations set forth herein.

All wiring, ballasts & transformers shall be enclosed behind the building fascia, permitted raceways, or within sign cabinet & shall under no circumstances be exposed.



Blade Sign



Banner



Canopy Identification



Monument Sign



Blade Sign



Banner



Storefront



Window Sign



Pan Channel Letters

Acceptable Materials & Methods

Permitted Sign Types

Tenants are permitted to use a wide range of sign types. However, restrictions apply regarding the sign dimensions, locations, materials, illumination sources & colors utilized. The aggregate of all signage elements will count against the Tenant's allowable sign area.

All signs shall be designed to be complementary with the storefront in scale, proportion, materials, & color. On designated buildings, wall signs will be mounted to a raceway provided by the Landlord to prevent damage to the building facade.

Sign Types

We encourage the use of:

- Cut metal letterforms mounted to the canopy.
- Applied or pin mounted cut metal letter forms/logo types.
- Wall mounted metal or porcelain enamel sign faces.
- Stencil cut metal - visible from one side.
- Sandblasted glass or metal.
- Metal channel letters with reverse halo illumination.
- Screen printed logotypes on canvas or metal awnings.
- Screen printed or gold leaf logo types on glass.
- Clean, simple, minimally visible attachments.
- Hardware matching adjacent sign finishes.
- Satin finished metals rather than highly polished.
- Utilizing the play of light and shadow.

Box Signs

A limited number of interior illuminated box signs will be considered with the following restrictions:

- Face & returns must be metal or other completely opaque material; acrylic is not allowed.
- Letterforms or logotype may be stencil cut through surface & must be filled with acrylic "push through" forms. Stencil cut openings may not simply be backed with sheet acrylic; letterforms may not be vinyl backed or back painted.
- Cut & filled letterforms must be backed with milk white diffuser inside the box sign; letterforms may not let light directly through transparent acrylic.
- Although not required, box signs may not be wall mounted, but must be constructed in a manner where the cabinet is enclosed in or integral to the storefront design.

Materials

- Stainless steel, bronze or brass with satin finish.
- Aluminum with polished, brushed, painted, powder coated, or gilded finish.
- Resin coated high-density foam, painted or gilded finish.
- Electrolytically galvanized steel sheet with painted finish.



Halo-lit Letterforms



Internally Illuminated Sign
with Push-Through Canopy



Stencil-cut Letterforms



Feature Signs



Letterforms Mounted to a Canopy



Pin-mounted Letterforms



Painted Metal or Porcelain Enamel



Blade Sign



Awning Signs



Blade Sign



Banner



Canopy Identification



Monument Sign



Blade Sign



Banner



Storefront



Window Sign



Pan Channel Letters

PROHIBITED SIGN TYPES AND ELEMENTS

- Plastic sign faces or surface mounted sign boxes
- Internally illuminated pan channel type acrylic letters or sign faces (these types will be tolerated for major tenants, occupying over 10,000 sq ft. only)
- Formed injection molded plastic signs
- Paper or nylon signs or banners (allowed only for temporary preopening announcements and initial Tenant's grand opening; 10 days maximum).
- Animated, flashing, blinking, rotating or audible signs
- Carnival atmosphere to storefront or signage
- Signs with exposed lamps or tubing except as otherwise specifically described herein
- Adhesive graphics on sidewalk
- Advertising placards, banners, pennants or sale or other temporary signs on the building exterior
- Signs projecting beyond or below code compliance
- Internally illuminated awnings
- Vacuum formed plastic letters
- Sandblasted wood signs with painted, raised letters or logos
- Hand-painted letters on flat surfaced background panels
- Exposed raceways that are not visually integrated with overall sign appearance
- Sign fabricator labels or other identification shall not be permitted on the exposed surface of the signs except as required by local ordinance
- A-board or moveable non-permanent signs
- Cut-out individual non-illuminated painted wood, sintra, or plastic pin-mounted letterforms

Primary and Secondary Signs

A Tenant with less than 125 ft. of storefront frontage is allowed one primary identification sign, one blade sign, and graphics on glass. Awning or canopy signage may be used, but must not duplicate primary identification signage. Stores on corners or having frontage on multiple sides or with storefronts facing parking lots and rears facing streets may have one additional primary identification sign on each side.

Primary and secondary signage shall be complementary and work as a group. There might be primary identification over the door, visible to vehicles and pedestrians across the street, smaller ID at door for pedestrians on the sidewalk, and a blade sign perpendicular to the storefront entrance for pedestrians walking past the building. When the Tenant has rear visibility to a street or parking lot it they will be allowed an additional sign.

Each of the signs provides a piece of the whole, without duplicating purpose. Each sign must support the brand with continuity in graphics, color, and materials. Avoid combining too many elements when they duplicate information in the same sightline.

Secondary identification signs are only permitted on stores having more than 20,000 sq. ft. of leasable area. All such signs must be of the same character, quality, materials, and construction as the primary identification sign.



There is a primary ID over the door, and blade sign perpendicular at building



Inlaid floor graphics may be used for pedestrian sightlines if storefront entrance is inset



There are too many signs in one area, and the overhead identification is out of scale and too large



Signage is redundant as it provides duplicated information to same viewers, same sightline

Wall-mounted Signs



Cut and fill "push through letters" with a box sign



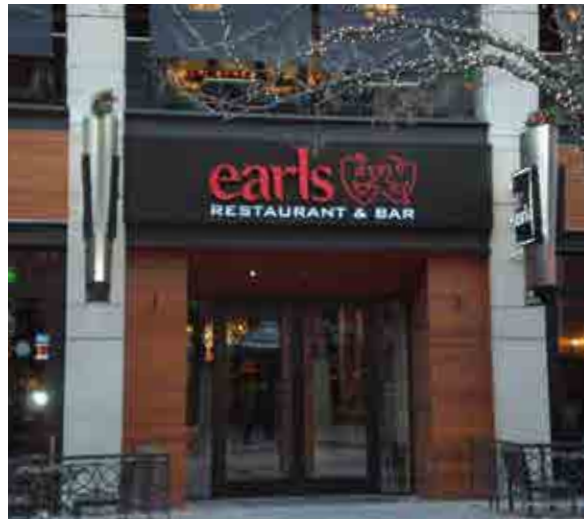
Cut and fill "push through letters" with a wall sign



Stencil cut metal wall sign



Cut and fill "push through letters" with a wall sign



Cut and fill "push through letters" with a wall sign



Painted metal letters on a metal signface

Pin-mounted Letterforms

Pin mounted letterforms, numerals or logo types should attach to the provided architectural raceway. Pin mounted letterforms, and numerals, or logo types are allowed to be mounted from pendants or stands that project a maximum of 30 in. above or below the physical dimensions of the approved architectural canopy for Tenant's occupying less than 10,000 sq. ft.; a maximum of 36 in. for tenants occupying between 10,000 and 25,000 sq. ft.; and a maximum of 60 in. for tenants occupying over 25,000 sq. ft. Refer to building elevations on pages 1.11-1.15.



Pin-mounted letterforms are freestanding above a metal canopy,



Pin-mounted letterforms are mounted off the face of wall



Metal letterforms are pin-mounted off brick storefront



Cut letterforms on glass have a reverse reading backup letter on

Pin-mounted Letterforms



Freestanding pin-mounted letterforms are allowed



Wall-mounted letterforms



Freestanding pin-mounted letterforms



Internally illuminated letters with acrylic faces are not allowed



Mirror finishes are allowed on smaller surfaces and in small quantities



Mirror finishes are allowed on smaller surfaces and in small quantities

Neon in Pan Channels Letters

Exposed neon will only be considered inside of a channel letter-form. All conduit and transformers must be hidden from view; see section on raceways.



Exposed neon contained in a metal channel letter is acceptable; this example doesn't have the recessed matte acrylic face that is required



Exposed neon contained in a metal channel letter is acceptable



Exposed Neon



Exposed neon is not allowed on the storefront or within the visual merchandising zone.



Exposed neon is generally not allowed as lighting storefront signage or within visual merchandising zone. Neon which supports the vision and goals outlined on page 2.1 will be considered on a case by case basis only if surrounded by metal channels or if it is an integral decorative element to a signage element that is otherwise approved.

Wherever exposed neon is permitted, the following criteria and policies shall govern:

- It shall be mounted with accessories of a type to be as hidden and unobtrusive as possible.
- No exposed crossovers will be permitted and all exposed metal surfaces shall be painted.
- Non-lighted sections shall be painted to match.
- Bands, stripes, or borders will be considered in establishing sign area and the overall height of sign.
- Tenant shall continuously maintain and promptly replace any broken, inoperative, burned, or flashed neon elements within five (5) days after damage occurs, or notice by Landlord. Landlord shall be the sole judge as to whether an exposed neon element needs.
- Landlord reserves the right to remove exposed neon signage at Tenant's expense if not repaired within seven (7) days after written notice to Tenant.

The exposed neon examples shown on this page—even though some of them are tastefully done—represent types that would not be approved.

Please Note:

Limitations regarding neon within the visual merchandising zone are subject to amendments within the Appearance Codes for the City of Aurora.



Even though some of these exposed neon examples shown on this page are tastefully done, they are unacceptable and would not be approved.

Signage on Glass and Behind Storefront Windows

SIGNS ON GLASS

Graphics on the interior of surface of storefront glass are permitted, but should be tasteful and minimal. Signage in this format is pedestrian friendly and smaller graphics frequently draw viewers closer to a window display thereby engaging them in the visual merchandising zone.

- Graphics must be created from high quality, durable materials—3M's adhesive vinyl, epoxy inks, or metal leaf, and be applied reverse reading directly to glass.
- Window graphics shall not exceed 20% of the window area so that visibility is not obscured.
- Repetition of logos and store name are limited to one (1) per window bay.
- Repetition of words or symbols used for decorative purposes are allowed with a maximum 4" cap height.

Please Note:

Limitations regarding graphics on glass are subject to amendments within the Appearance Codes for The City of Aurora.

SIGNS BEHIND STOREFRONT WINDOWS

Tenant shall be permitted to place signage in storefront windows behind the glass, but all such signs within the visual merchandising zone are subject to this criteria.

- Signage shall not be illuminated
- Signs to be hung or supported by rigid pendants or stands—not from nylon strings, wire, or chains.
- Temporary signage and posters advertising sales or other promotional events must be professionally printed. Such signs may not remain in the window for more than two (2) consecutive weeks.
- Such signs do not require Landlord's advanced approval, but Tenant agrees to remove any signs in show windows and storefronts which Landlord deems inappropriate, unprofessional, or otherwise objectionable in Landlord's sole judgment. Tenant will pay \$50.00 per day for failure to remove objectionable signs after receiving a written request from Landlord.



Graphics on glass at the pedestrian level reinforce the store identification



We encourage using the play of light and shadow



Graphics on glass at the pedestrian eye level reinforce the store identification



Raceways

Raceways are acceptable if incorporated into an architectural spandrel or other element. Raceways will be part of the architectural storefronts.

All conduit, transformers, and attachment devices must be concealed.



Raceways used as an architectural element; this should become a



Raceway is visible and not acceptable



Raceway is visible and not acceptable

Blade Signs



Letters are backlit "cut and fill" within a metal signbox



Flag mounted blade sign



A painted metal sign hangs from a custom metal bracket flag mounted perpendicular to storefront



Metal blade sign flag-mounted, letters must be dimensional

Blade Signs



Provide internal warm incandescent illumination of blade signs for evening visibility



Provide 90" clearance from base of sign to sidewalk



Bracket attaching awning frame system to brick should also be the same color as frame and storefront



Blade sign faces must be a minimum 1" thickness, with dimensional graphics of a 1/4" thickness. Vinyl letterforms will not be approved. Acid etched and filled graphics are acceptable.

Hardware and brackets for blade signs shall be painted to match the retail metal storefront color. Other colors will be considered if they are natural metals, or they provide continuity with a strong branded identity.

Provide warm incandescent external illumination for all blade

The examples shown at left do not meet the design criteria stated above. Not allowed:

- Vinyl graphics
- Letterforms less than 1/4" thick unless acid etched and filled
- Brackets finished a color that does not match storefront; see not above regarding natural metals
- Non-illuminated blade signs
- Chain hung or swinging support elements

Other Signage

INFORMATIONAL SIGNS

Painted or vinyl letters on windows or doors indicating address, operating hours, or otherwise identifying customer or service entrances will be permitted provided such letters are no larger than 4" in height. The location, quality, color, and letter type are subject to Landlord's approval. Such signs shall appear as subtle graphics on the storefront glass, and preferably below 36 in. height

MONUMENT SIGNS WITH TENANT DISPLAY PANELS

Where Tenant's lease permits, Tenant shall be entitled to place signage on one or more of the monument signs with tenant listings located at entrances to the project area. Tenant listings are individual reverse pan panels that are routed and backed with acrylic and translucent vinyl. The Tenant panels are mounted to an internally illuminated painted cabinet.

PAD SITE SIGNAGE

All building signs shall be subject to all criteria described herein. Free-standing pole or monument signs may not be erected for single occupant buildings and pad sites within the project area. However, additional informational, directional, or menu board signs may be placed. All such signs shall be of a similar character and design.

Free-standing directional signs may be placed at entries to the pad site. Such signs shall comply with the following:

- Mount on a decorative pedestal or base utilizing the same materials in the primary building.
- Maximum height above grade to be 36 inches.
- Maximum area of sign face to be 3 sq.ft.
- Faces may be two-sided, shall be internally illuminated with reverse pan panels that are routed and backed with acrylic and translucent vinyl.

Directional signs placed on buildings shall comply with the following:

- Maximum area of sign face to be 2 sq.ft.
- To be placed on non-illuminated panels.
- Utilize ¼ inch minimum raised letter forms on background panel.



Hours appear as subtle graphics on storefront glass, preferably below 36" height



Temporary signs are not allowed on storefront, including posting



Other Signage



Menu boards may be free-standing or placed on buildings and shall comply with the following:

- Mount on decorative pedestal or base utilizing the same materials in the primary building.
- Maximum height above grade to be 6 ft.
- Maximum area of sign face to be 36 sq. ft.
- Faces to be one-sided and internally illuminated.
- Cabinets to be painted with same color as utilized in primary building.

SIGNS WITHIN STORES

Signs and signage within the store beyond the visual merchandising zone are not controlled by Landlord and shall be as selected by Tenant.

SIGNS ON FABRIC AWNINGS

Awnings may be incorporated into Tenant's storefront design except in buildings fronting on Avenue Central north of the Alameda Drive intersection. Awning construction shall comply with following criteria:

- Frame work to be constructed of painted steel or aluminum material matching that used as part of the storefront construction.
- Frame work to be mounted directly to the building wall and sized to fit the full width of a building panel, door and sidelight opening, or window.
- Awning fabric shall be opaque and utilize a natural cloth or canvas.
- Translucent plastic or Panaflex-type material are not permitted.
- Fabric shall cover the entire framework, but remain open on the sides and bottom.
- Free hanging leaders, scalloped edges, and frills or prohibited.
- Can lights or other decorative light fixtures may be placed behind. Open tube fluorescent lighting is prohibited.
- The color and pattern of the awning fabric is flexible, but must be compatible with the building colors and other building awnings in the sole judgment of Landlord.



Other Signage

Color should be subdued.

Where awnings are allowed, Tenant may place signage thereon in compliance with the following:

- Utilize stencil cut painted, sewn on, or vinyl applied letterforms.
- Size of lettering shall be governed by their proportion to height and width of the awnings and may be placed on the sloping and/or vertical face of the awnings.
- Sufficient clear space at either end and above and below the script shall be maintained.
- Landlord shall be the sole judge as to what constitutes a pleasing proportion.
- The color of the letters shall generally be white, but may be a different color depending on the background fabric color.

Awning fabrics shall be continuously and properly maintained. Ripped, torn, tattered, or faded materials shall be promptly removed and replaced. Lettering shall be refurbished as required where worn. Tenant will pay \$50.00 per day for failure to replace, refurbish, or repair materials or lettering after receiving a written request from Landlord.



Sign Area Allowances Summary

Tenant Type Frontage	Sign Area Formula	Maximum Sign Area	Additional Conditions
Majors, In-line Locations: Zones D & E		AURORA Code: Chapter 146, Article 16	
General Conditions		600 s.f. maximum total building mtd. sign area	Sign length shall not exceed 80% of Tenant's sign fascia or facade length
Primary Facade	Two s.f. per linear foot of primary frontage for the first 100 ft plus 1/2 s.f. per linear foot of primary frontage beyond 100 feet.	300 s.f. maximum for any single sign	(6) signs max. on primary facade Max. Letter Height: 9'-0"
Secondary Facade	2 s.f. per linear foot of secondary frontage up to a max. of 200 s.f. OR (1) double-sided listing on the multi-Tenant Entry Sign.	200 s.f. maximum for any single sign	(1) sign max on secondary facade OR (1) double-sided listing on the Multi-Tenant Entry sign.
	Tenant sign panel sizes are dictated by the Multi-Tenant Entry Sign design; refer to sign drawings for panel dimensions and allowable sign area.	20 s.f. per face on the Multi-Tenant Entry Sign (22 s.f. applying for variance) Max. 3 panels per Tenant (only of occurring on	Tenants are permitted a max. of one sign panel per face per sign; specific location and quantity to be negotiate with Landlord within the limits of these standards; Tenants sign panel designs