

POPLAR COLLECTION SIGN POLICY

Primary Identification Sign:

- Type & Number:** One (1) primary identification sign per tenant is permitted.
- Location:** The primary tenant sign is to be centered above the tenant space within the sign band, no closer than 2 feet from adjacent tenant demising walls.
- Size:** Each tenant shall have a maximum of fifty (50) square feet or one-half square foot per lineal foot of lease space that is occupied by the tenant, or whichever results in the smaller sign area, for all signage.
- Content:** The content of wall signs will be limited to the tenant name and logo. The logo cannot occupy more than 10% of the sign area per the City Sign Ordinance. All logos shall be reviewed and approved by the DRC. Tenant signage can be one row or double row, limited to the size area requirements.
- Letter style & Font:** The main tenant sign is to consist of individual reverse channel aluminum letters. The typography can be Helvetica, Century Gothic or Times New Roman, with letters between twelve (12) and thirty (30) inches in letter height. The sign policy will permit corporate font scripts.
- Color & Material:** All letters and returns are to be reverse channel steel or aluminum 0.063 in. minimum. All letters shall be mounted and concealed with non-corrosive attachment devices. All letters are to be mounted no less than 1” and no more than 3” off the building fascia. The permitted color is Ibis White (SW #7000).
- Lighting:** To consist of 6500 degree white neon tubing or LED white backlighting installed inside the letters and logo script so as to provide a halo effect around the letter. All signs on the sign fascia must have illumination. The location of the transformer will be behind the building fascia and/or screened from view.
- Logo:** Tenants must obtain Design Review Commission approval for all logos.
- Approval:** The policy shall require the landlord to approve, in writing, each tenant sign submitted to the City for review. This letter shall specifically state whether the landlord approves of any variances from the sign policy requirements.
- Repair:** The policy requires the tenant to repair any damages made to the building fascia upon removal or installation of a sign.

Secondary Entrance Signs:

Vinyl Graphic: Each tenant will be allowed one (1) storefront entrance door graphic, consisting of the address numbers/letters.

Location: Centered vertically and horizontally on the glass transom above the entry door.

Content: The tenant street number only.

Letter Style & Size: Six (6) inch in height, Helvetica medium font.

Color & Materials: White Vinyl (CMYK 0000)

Lighting: None

Logo: None

Rear Entrance/Service Drive Signs:

Type & Number: Each tenant shall be allowed one (1) rear service drive identification sign.

Location: Centered horizontally, five feet above the bottom of the door.

Content: Street number only and the tenant's business name may be installed to an acrylic mounting plate.

Letter Style & Size: Three (3) inch high (maximum) letters and numbers in Helvetica Medium. The mounting plate will be seven inches high and eighteen inches wide.

Color & Materials: The tenants name shall be on a Brown #2418, 3/16 inch thick acrylic panel that is eighteen (18) inches wide by seven (7) inches in height, attached to the door with silicone. Letters and numbers are to be Beige # 1807.

Lighting: None