

**ORDINANCE NO. \_\_\_\_\_**

An ordinance establishing the Mesquit Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (Code).

**WHEREAS**, the Framework Element encourages the establishment of a strong pedestrian orientation within regional centers, so that these districts and centers can serve as a focus of activity and investment for the surrounding community;

**WHEREAS**, the 670 Mesquit Project site is designated for Regional Commercial land uses and is located within the Central City North Community Plan area, which calls for conserving and strengthening viable commercial development and the economic base in the community;

**WHEREAS**, the 670 Mesquit Project will be a mixed-use infill development incorporating creative office, commercial, hospitality, educational, and residential uses with amenities for Downtown residents and visitors from through the City, in an area transitioning from low-rise industrial uses to mixed uses;

**WHEREAS**, the project will redevelop industrial and storage uses with high-jobs-producing land uses that will increase economic activity in the Arts District and the City, and a comprehensive signage program will facilitate the success of the project by ensuring the economic vitality of the project tenants, thereby contributing to the City's economic base;

**WHEREAS**, a clear and consistent set of regulations established by this Sign District would provide a level of certainty for future signage for the site, providing signage compatible with the surrounding community character by only permitting on-site signage and limiting digital displays;

**WHEREAS**, the Sign District will foster a vibrant urban environment with a unified aesthetic and sense of identity, by setting standards for uniform signage design, providing well-planned placement, design and architectural integration of signage with consideration for surrounding uses and architectural design, and improving pedestrian and traffic safety by directing functional wayfinding and building identification throughout the site; and

**WHEREAS**, a Sign District implementing a comprehensive signage program will complement the Ribbon of Light Bridge and proposed PARC Improvements, highlight the presence of and connectivity to the Los Angeles River, help to establish the Ribbon of Light Bridge and 7<sup>th</sup> Street Bridge as a gateway from the eastern side of the river to the Arts District, and building on the artistic character of the neighborhood.

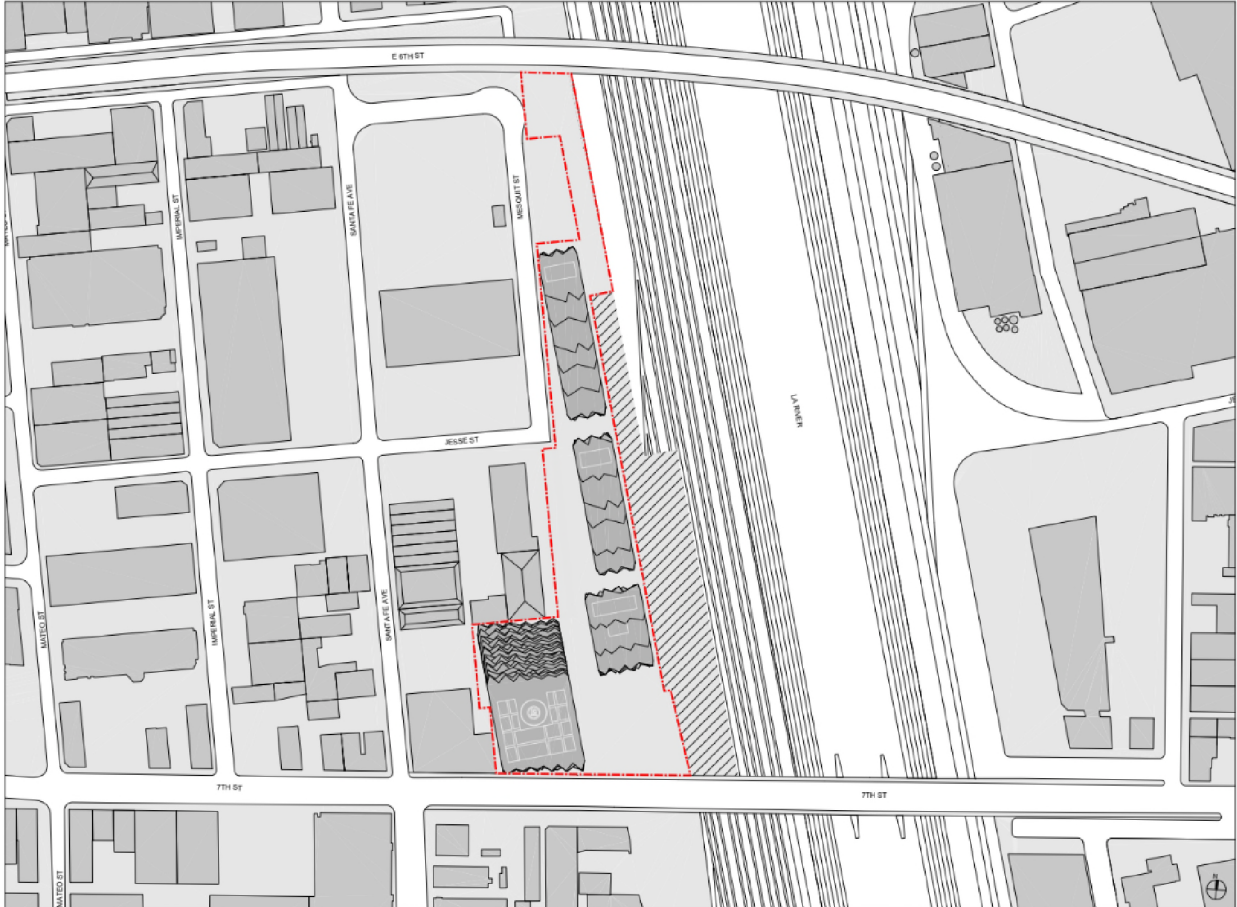
**NOW, THEREFORE,  
THE PEOPLE OF THE CITY OF LOS ANGELES  
DO ORDAIN AS FOLLOWS:**

**SECTION 1. ESTABLISHMENT OF THE MESQUIT SIGN DISTRICT.**

The City Council hereby establishes the Mesquit Sign District (Sign District), which shall be applicable to that area of the City shown within the heavy line on Map 1 - Sign District Boundary Map, comprising approximately 5.5 acres of land generally bounded by 6<sup>th</sup> Street to the north, railway property to the east, 7<sup>th</sup> Street to the south, the east and west sides of Mesquit Street for approximately 300 feet north of 7<sup>th</sup> Street, and Mesquit Street to the east from that point north to 6<sup>th</sup> Street.

## MAP 1. SIGN DISTRICT BOUNDARY MAP

[NOTE: PLACEHOLDER BELOW, MAP TO BE UPDATED, AND WILL ALSO SHOW BOUNDARY TO INCLUDE AIRSPACE AREA FOR THE DECK EXTENSION]



### SECTION 2. PURPOSE.

The Sign District is intended to:

- A. Support and enhance the land uses and urban design objectives of the Central City North Community Plan;
- B. Create a unique and recognizable identity utilizing signage elements, to draw visitors to the area to benefit the local economy and reduce lingering blight by standardizing signage in the Sign District area;
- C. Permit a variety of signage elements to allow for creativity and flexibility in design over time;
- D. Ensure that new signs are responsive to and integrated with the aesthetic character of the structures on which they are located;
- E. Reduce potential adverse impacts by concentrating signage, and setting standards for signage amounts, size, illumination, and sign motion/animation; and

- F. Coordinate the location, type, and display of signs so as to enhance the pedestrian realm, minimize potential traffic hazards, protect public safety, and maintain compatibility with surrounding uses.

### **SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.**

- A. This ordinance regulates signs within the Sign District. The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Los Angeles Municipal Code (Code) existing as of the effective date of this ordinance. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B. Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than the Code, this Ordinance shall prevail.

### **SECTION 4. DEFINITIONS.**

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Words and phrases not defined herein shall be construed as defined in Sections 12.03 and Article 4.4 of the Code existing as of the effective date of this ordinance.

**Can / Cabinet Sign.** An opaque or clear sign with illuminated or nonilluminated text, logos or symbols placed on, behind or extruded through the plastic face of an enclosed cabinet attached to the face of the building.

**Captive Balloon Sign.** Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

**Digital Display.** A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

**Off-Site Sign.** A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, or offered or occurs elsewhere than within the boundaries of the Sign District.

**On-Site Sign.** A sign that is other than an Off-Site Sign.

**Pillar Sign.** A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed the length of the vertical dimension.

**Tenant Frontage.** The linear length of building frontage of a tenant space, hotel, or lobby or entrance that serves a residential use; along a public street or right-of-way, driveway, or pedestrian walkway or plaza. Tenant frontage length shall be calculated separately for each building story.

**Wall Sign.** Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

## **SECTION 5. PROCEDURAL REQUIREMENTS.**

**A. Building Permits.** The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign within the Sign District unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director of Planning (Director); and (2) applicable requirements of the Code.

**B. Director Sign-Off Required.** LADBS may issue a permit for the following types of signs with only a ministerial Director sign-off on the permit application after determining the sign complies with all the applicable requirements of this Ordinance and Appendix A, Conceptual Sign Plan. The Director's approval shall be indicated by stamping the permit plans.

1. Digital Displays in compliance with the locations shown in Appendix A, Conceptual Sign Plan
2. Pillar Signs
3. Wall Signs

The Director shall sign off on the permit application if the sign complies with all of the applicable requirements of this Ordinance and Appendix A and the applicable requirements of the Code. The Director's approval shall be indicated by stamping and dating the permit plans.

**C. Exempt Signs, Murals, and Art Installations.** LADBS permit applications for the following sign types, Original Art Murals, and Public Art Installations, shall be subject to LADBS review and approval, and/or Department of Cultural Affairs review and approval, based on the applicable requirements of this Ordinance and the Code, but are exempt from Director's review and do not require a Director's permit signoff:

1. Information Signs
2. Monument Signs
3. Projecting Signs
4. Window Signs
5. Marquee Signs
6. Temporary Signs
7. Awning Signs
8. Original Art Murals
9. Public Art Installations

**D. Project Compliance.** LADBS shall not issue a permit for the following signs unless the Director has issued a Project Compliance approval, pursuant to the procedures set forth in Division 13B.4.2 of the Code, and standards set forth in Section 7.A of this Ordinance:

1. Digital Displays which deviate from the locations shown in Appendix A, Conceptual Sign Plan

**E. Requests for Deviations from or Interpretations of Regulations.** The procedures for adjustments, exceptions, and interpretations to this Ordinance shall follow the procedures set forth in Division 13B.4 of the Code. The procedures for modifications of entitlement shall follow the procedures set forth in Section 13.B.5.4 of the Code. The procedures for amendments of this Ordinance shall follow the procedures set forth in Section 13.B.1.2 of the Code.

## **SECTION 6. GENERAL REQUIREMENTS.**

**A. General Requirements of Code.** Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code as of the effective date of this ordinance shall apply to this Sign District for permits, plans, design and construction, material, street address numbers, identification, maintenance, prohibited locations and sign illumination. Notwithstanding the foregoing, any combined area restrictions in Article 4.4, including, but not limited to, Code Sections 14.4.8.A.2 (Monument Signs), 14.4.9.B.2 (Projecting Signs), 14.4.10.A.4 (Wall Signs), 14.4.10.A.5 (Wall Signs), 14.4.13.B.3 (Roof Signs), 14.4.13.B.4 (Roof Signs), 14.4.14.B (Window Signs), and 14.4.16.B.2 (Temporary Signs), shall not apply to signs within the Sign District. A building permit shall be obtained from LADBS in accordance with the applicable provisions of the Code for all signs, sign structures, and/or alterations to existing signs, other than changes to or replacement of sign face copy.

**B. Permitted Signs.** Except as otherwise prohibited in Section 6.C (Prohibited Signs), below, and notwithstanding Section 14.4.4 B of the Code, all signs described and regulated in Section 7 (Standards for Specific Types of Signs) of this Ordinance and all signs otherwise permitted by the Code shall be permitted within the Sign District.

**C. Prohibited Signs.** The following signs shall be prohibited:

1. Can / Cabinet Signs
2. Captive Balloon Signs
3. Illuminated Architectural Canopy Signs
4. Inflatable Devices
5. Off-Site Signs
6. Pole Signs
7. Supergraphic Signs
8. Roof Signs
9. Any sign not specifically authorized by this ordinance or by the Code

- D. General Sign Area and Location Requirements.** The sign area and location of signage is subject to the standards identified in Sections 6 (General Requirements) and Section 7 (Standards for Specific Types of Signs) of this Ordinance, Code Section 14.4.4 C (Prohibited Locations). In addition, no sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the Los Angeles Fire Department (LAFD) determines, in writing, that the sign would not create a hazardous condition.
- E. Illumination.** Except for Temporary Signs (which may not be illuminated), all signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including but not limited to Section 93.0117, shall apply. Methods of signage illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. In addition, signage shall be subject to the following regulations:
- 1. Lighting onto Residential Units and Commercial Buildings.** All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
  - 2. Sign Illumination Limitations.** No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than three-foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.
  - 3. Reflective Materials.** Signs shall not use highly reflective materials such as mirrored glass.
  - 4. Green Code.** All light sources, including illuminated signage, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations) and the Green Code of the City of Los Angeles.
  - 5. Digital Display Illumination Standards.**
    - a. Digital Displays shall have a nighttime luminance no greater than 300 candelas per square meter (cd/m<sup>2</sup>) and a daytime brightness, from sunrise to sunset, no greater than 5,000 candelas. Digital Displays shall transition smoothly at a consistent rate from their daytime luminance to their maximum permitted nighttime luminance levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset. After sunrise, signs will transition smoothly from the applicable nighttime maximum luminance for 45 minutes, up to their daytime luminance.
    - b. Each Digital Display shall be fully dimmable and shall be controlled by a programmable timer and photocell to adjust the sign luminance according to the time of day and applicable lighting standards.
    - c. All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 170 degrees and maximum vertical beam spread of 160 degrees.

**6. Pillar Sign Illumination Standards.**

- a. Any digital elements included on a Pillar Sign shall have a nighttime luminance no greater than 150 cd/m<sup>2</sup> and a daytime brightness, from sunrise to sunset, no greater than 3,500 cd/m<sup>2</sup>. The digital elements shall transition smoothly at a consistent rate from their daytime luminance to their maximum permitted nighttime luminance levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset. After sunrise, signs will transition smoothly from the applicable nighttime maximum luminance for 45 minutes, up to their daytime luminance.
- b. Each digital element on a Pillar Sign shall be fully dimmable and shall be controlled by a programmable timer and photocell to adjust the sign luminance according to the time of day and applicable lighting standards.

**F. Illumination Testing Protocol for Digital Displays.** Prior to the operation of any Digital Display, the applicant shall conduct testing to indicate compliance with the illumination regulations of this Ordinance, and provide a copy of the results, along with a certification from an LADBS approved testing agency, to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

- 1. **Testing.** In order to determine whether the illumination complies with Section 14.4 of the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, outside of the Sign District area, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.
- 2. **Metering.** The illumination and intensity levels of all Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement and shall indicate conformance with the standards of this Ordinance.
- 3. **Re-testing.** In addition, if as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation and determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance, the Code, or other applicable laws. LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with this Ordinance, the applicant or its successor shall immediately adjust the signage illumination to bring it into compliance and shall be subject to all of the enforcement provisions of the Code including administrative citations for continuing daily violations.

**G. Refresh Rates.** The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates are as follows and shall apply to Digital Displays and Digital Display elements of Pillar Signs as set forth in Section 7.

- 1. Controlled Refresh Rate.** The Controlled Refresh Rate shall be no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.
- 2. Non-Controlled Refresh Rate.** The Non-Controlled Refresh shall permit images, videos, animation, parts and/or illumination that flash, change, move, stream, scroll, blink or otherwise incorporate motion to change at an unrestricted rate.
- 3. Vehicular Safety Features.** Digital Displays which use a Non-Controlled Refresh Rate and are visible from any public street shall incorporate the following measures:
  - a. Digital Displays shall not incorporate driver interaction features.
  - b. Digital Displays shall not use colors or images that replicate or could be confused with traffic safety signage.
  - c. Digital Displays shall not use stroboscopic or flashing images.
  - d. Digital Displays shall use dissolves for transitions between static and animated content.

**H. Visual Maintenance.** All signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned sign shall be removed and building surfaces shall be restored to their original condition.
2. All sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.
5. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.
6. Signs that are no longer serving the current tenants, including support structures, shall be removed and the building facades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the facades.

**I. Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.

**J. Materials.** The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

- K. New Technologies.** The Director may permit the use of any technology or material that did not exist as of the effective date of this ordinance, provided that the material is approved by LADBS, utilizing the Director's Interpretation procedure outlined in Division 13B.4 of the Code, if the Director finds that such technology or material is consistent with the regulations described herein.

## **SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

### **A. Digital Displays.**

- 1. Sign Area.** The maximum Digital Display sign area for DD.01, as shown on Appendix A, Conceptual Sign Plan, shall not exceed 1,128 square feet, and the maximum Digital Display sign area for DD.02, as shown on Appendix A, Conceptual Sign Plan, shall not exceed 5,329 square feet. Digital Displays may be divided provided the total sign area shall not exceed the maximum for each sign.
- 2. Height.** The top of Digital Displays shall not extend above building levels shown in Appendix A, Conceptual Sign Plan.
- 3. Location.** Digital Displays shall be in conformance with the locations shown in Appendix A, Conceptual Sign Plan. Any deviation from the location will require a Project Compliance review.
- 4. Design.**
  - a. Digital Displays shall be in substantial conformance with the design guidelines identified in Appendix A, Conceptual Sign Plan.
  - b. Digital Displays shall use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology to be developed in the future, but may not include strobe lights, flashing lights, revolving beacon, or any other technology that interferes with traffic safety or visibility or is prohibited by applicable state or federal law.
  - c. Digital Displays shall be integrated into the architectural design of the building and shall align with major building elements such as window banding or vertical changes in material or texture.
- 5. Illumination.** Digital Displays shall be subject to the applicable illumination standards of Section 6.E (Illumination) of this Ordinance. The applicant shall submit a signage illumination plan to the Director as part of the Director Sign-off or Project Compliance Review procedures for Digital Displays set forth in Section 5 above. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the regulations of this ordinance.
- 6. Refresh Rates.** Digital Displays shall be subject to the Controlled Refresh Rate.

7. **Hours of Operation.** Digital Displays shall only be permitted to operate between the hours of 7:00 am to 11:00 pm.
8. **Operation.** No Digital Display shall be made operative until a Certificate of Occupancy has been issued for the building on which the Digital Display is located. The Digital Display facing east (DD.01 or .02) shall not be made operative until the approximately 64,900 square-foot Optional Deck Concept is developed and open to the public, in accordance with conditions of approval of associated entitlement case CPC-2017-247-GPAJ-VZCJ-HD-SN-SPPE-MCUP-CU2-ZV-PR, including requirements for the landscaping of the deck and the screening of the sign with trees from the 6<sup>th</sup> Street Bridge and the Los Angeles River.

**B. Pillar Signs.**

1. **Sign Area.** Pillar Signs shall not exceed 56 square feet per face. If Digital Display elements are used, each shall not exceed 24 square feet per face.
2. **Height.** Pillar Signs shall not exceed 10 feet in height to the top of the sign above grade or finished floor level.
3. **Location.** Pillar Signs shall be limited to a total of sixteen signs as shown in Appendix A, Conceptual Sign Plan. There shall be no limitation on the location of a Pillar Sign relative to any another sign, except that the location of the Pillar Sign shall not interfere or present a hazard to pedestrian or vehicular traffic and shall not be placed within a 25-foot visibility triangle at corners or driveways.
4. **Design.** Pillar Signs shall be in substantial conformance with the design guidelines identified in Appendix A, Conceptual Sign Plan.
5. **Illumination.** Pillar Signs shall be non-illuminated or internally illuminated. Digital Display elements of Pillar Signs shall be subject to the applicable illumination standards of Section 6.E.5 (Pillar Sign Illumination Standards) of this Ordinance.
6. **Refresh Rate.** For Pillar Signs with any Digital Display element, the Digital Display element shall be subject to the Non-Controlled Refresh Rate.
7. **Hours of Operation.** For Pillar Signs with any Digital Display element, the Digital Display element shall only be permitted to operate between the hours of 7:00 am to 12:00 am.

**C. Wall Signs.** Wall Signs are designated into two types: Tenant Wall Signs and Tall Building Wall Signs. Wall Signs are prohibited outside of the height and location limitations identified for the two Wall Sign types.

1. **Tenant Wall Signs.** Tenant Wall Signs generally identify ground-floor tenants or buildings, and may include identification for commercial businesses, hotels, and residential lobbies, subject to the following criteria:
  - a. **Sign Area.** Each Tenant Wall Sign shall not exceed 2.5 square feet of sign area per linear foot of tenant frontage.

- b. **Number of Signs.** Each tenant shall be limited to a maximum of one Tenant Wall Sign per building frontage, and not to exceed three Tenant Wall Signs per tenant with multiple building frontage
  - c. **Height and Location.** Tenant Wall Signs are only permitted at the ground-floor building level or within 45 feet in height from the adjacent grade.
  - d. **Design.** Tenant Wall Signs shall be in substantial conformance with the design guidelines identified in Appendix A, Conceptual Sign Plan.
2. **Tall Building Wall Signs.** Buildings at least 120 feet in building height may have Tall Building Wall Signs that identify the building, subject to the following criteria:
- a. **Sign Area.** A Tall Building Wall Sign may not occupy more than 50 percent of the area in which the sign may be located on a single building face or 800 square feet, whichever is less, except that a maximum of two Tall Building Wall Signs may measure up to 1,700 square feet in area within the Sign District.
  - b. **Number of Signs.** A building may have no more than two Tall Building Wall Signs on any two sides of the building.
  - c. **Height and Location.** On a flat topped building, Tall Building Wall Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 26 feet below the top of the roof parapet. On buildings with stepped or otherwise articulated tops, Tall Building Wall Signs may be located within an area 26 feet below the top of the building or within an area 26 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. Tall Building Wall Signs must be located on a wall and may not be located on a roof, including a sloping roof, and may not obstruct views outward from any habitable rooms.
  - d. **Design.** Tall Building Wall Signs shall be in substantial conformance with the design guidelines identified in Appendix A, Conceptual Sign Plan.

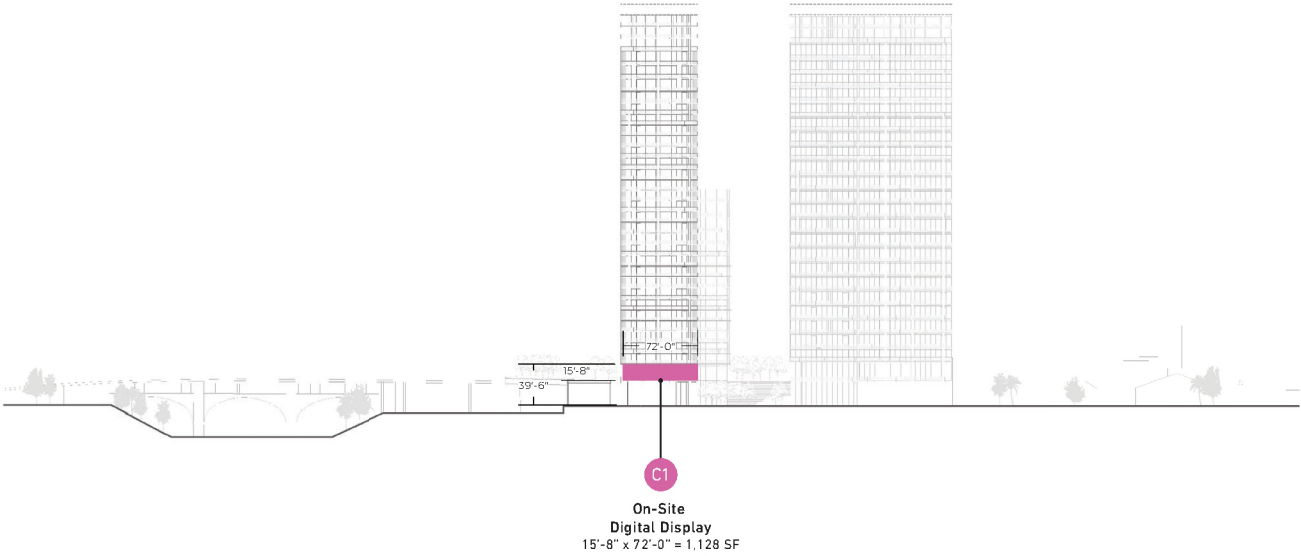
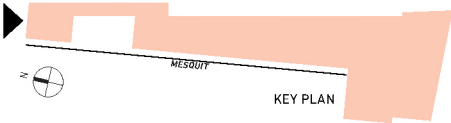
## **SECTION 8. SEVERABILITY.**

If any provision of this ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this ordinance are declared to be severable.

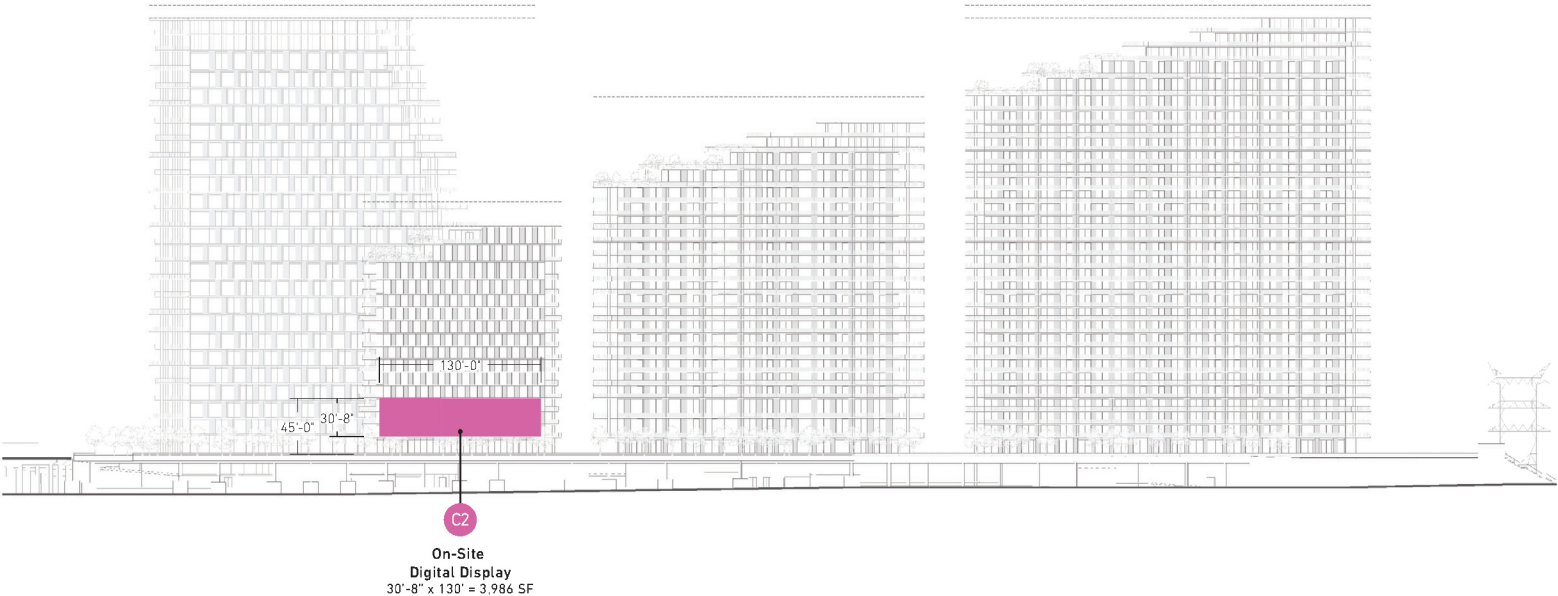
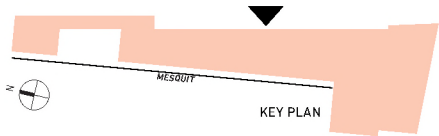
Mesquit Sign District  
Appendix A: Conceptual Sign Plans



MESQUIT SIGN DISTRICT | NORTH ELEVATION



MESQUIT SIGN DISTRICT | EAST ELEVATION

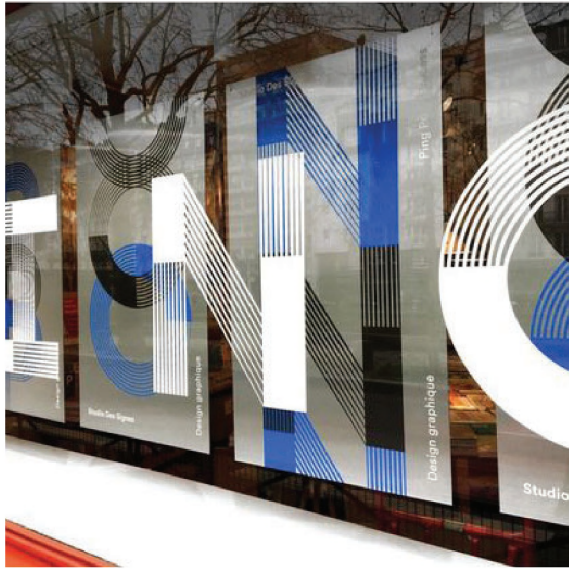


**WALL SIGNS | A. PROJECT IDENTIFICATION**



PROJECT IDENTIFICATION SIGNS SHALL SIT ON THE TOP OF THE BUILDINGS AND WILL BE LARGE FORMAT SIGNAGE THAT WILL BE INSTALLED ON THE ELEVATION OF THE BUILDING, IN FRONT OF THE CURTAIN WALL SYSTEM. THESE SIGNS SHALL IN NO WAY PROTRUDE BEYOND THE BUILDING ROOF LINE. THE SIGNAGE SHALL BE LEGIBLE BUT SHALL BE NO MORE THAN TWO (2) STORIES IN HEIGHT, WITH VISUALLY COMFORTABLE SPACING AS RELATED TO THE HORIZONTAL CURTAIN WALL DATUM LINES (HORIZONTAL GLASS DIVISION MULLIONS). LIGHTING OF THIS SIGN SHALL BE EITHER HALO, SIDE OR FACE ILLUMINATED WITH NO HOT SPOTS OR LIGHT LEAKS. SIGNS WILL BE FABRICATED OF QUALITY DURABLE WEATHER RESISTANT MATERIALS COMPLEMENTARY TO THE BASE BUILDING MATERIALS.

## WALL SIGNS | B. TENANT IDENTIFICATION



TENANT IDENTIFICATION SIGNS ARE SMALLER FORMAT SIGNAGE THAT ARE TO BE INSTALLED ONLY ON THE INSIDE OF THE EXTERIOR WALL GLAZING AND MUST OCCUPY ONLY FULL PANELS OF CURTAIN WALL GLASS MODULES. THESE SIGNS MUST BE A FREE-STANDING INSTALLATION, AND NOT BE APPLIED DIRECTLY ONTO THE INSIDE SURFACE OF THE GLASS OR INTERIOR MULLIONS. TENANT SIGNAGE MUST BE PROPORTIONED AND PLACED WITHIN THEIR RESPECTIVE ARCHITECTURAL FACADE. BRAND CREATIVITY IS ENCOURAGED WITH THE HIGHEST QUALITY MATERIALS AND ILLUMINATION TO BE REQUIRED.

**WALL SIGNS | C. ON-SITE DIGITAL DISPLAY**



ON-SITE DIGITAL DISPLAYS ARE LARGE FORMAT LED DISPLAYS THAT CAN BE INSTALLED EITHER ON TOP OF OR BEHIND THE EXTERIOR WALL, BUT THEY MUST ALIGN WITH THE GLAZING MODULES. THE FINISH OF THE DISPLAY EDGES (IF VISIBLE) SHALL BE COORDINATED WITH THE EXTERIOR GLAZING SYSTEMS. ALL WIRING MUST BE DESIGNED TO BE HIDDEN FROM VIEW. LATEST HIGH QUALITY LED TECHNOLOGIES SHALL BE USED, AND BRIGHTNESS WILL BE CONTROLLED PER DARKSKY GUIDELINES.

**WALL SIGNS | D. ADDRESS INFORMATION**



ADDRESS INFORMATION SIGNAGE WILL CONTAIN THE STREET ADDRESS PER FIRE CODE REGULATIONS. SIGNAGE WILL BE LEGIBLE FROM THE STREET WITH APPROPRIATE CONTRAST OF NUMBERS TO ITS BACKGROUND. TYPOGRAPHY AND MATERIALS SHALL BE COMPLEMENTARY TO THE BASE BUILDING MATERIALS.

**WALL SIGNS | E. PARKING INFORMATION**



PARKING INFORMATION SIGNAGE IN FRONT OF GARAGE ENTRIES SHALL BE PART OF A HOLISTIC DESIGN WITH A SIMPLE COLOR PALETTE THAT COORDINATES WITH OR PAIRS WELL WITH THE EXTERIOR BUILDING MATERIALS. WHILE IT NEEDS TO BE VISIBLE, IT SHOULD NOT CALL OUT FOR ATTENTION WITH OVERLY BRIGHT COLORS. SIGNAGE SHALL BE SIMPLE RECTANGLES OR INDIVIDUAL LETTERS THAT SIT COMFORTABLY WITHIN OPENINGS AND ADHERE TO CLEAR HEIGHTS AND OTHER NECESSARY CLEARANCES PER CODE. TYPOGRAPHY SHALL BE NON-SERIF AND CONSISTENT ACROSS ALL PARKING AND WAYFINDING SIGNAGE FOR THE ENTIRE DEVELOPMENT. TYPOGRAPHY SIZE SHALL BE LEGIBLE BUT COMFORTABLY SPACED WITHIN THE SIGNAGE AREA TO NOT BE OVERPOWERING. LIGHTING OF THIS SIGN SHALL BE EITHER HALO, SIDE OR FACE ILLUMINATED WITH NO HOT SPOTS OR LIGHT LEAKS. SIGNS WILL BE FABRICATED OF QUALITY DURABLE WEATHER RESISTANT MATERIALS.

**PROJECTING SIGNS | F. PARKING INFORMATION**



PARKING INFORMATION PROJECTING SIGNAGE ARE SIMILAR TO PARKING INFORMATION WALL SIGNS, BUT THESE SIGNS PROTRUDE OUT OF THE EXTERIOR WALL PERPENDICULARLY FOR VISIBILITY OF DRIVERS. ADHERING TO THE SAME DESIGN STANDARDS AS PARKING INFORMATION WALL SIGNS. INSTALLATION POINTS FOR THESE PROJECTING SIGNS SHALL BE MADE ONLY ON THE DIVIDING LINES OF THE EXTERIOR WALL, OR BE CENTERED TO MODULES WHERE NECESSARY. HEIGHTS SHALL ALSO ALIGN WITH HORIZONTAL DATUM LINES ACROSS THE EXTERIOR WALL, OR SIT COMFORTABLY WITHIN THESE DATUM LINES WITH CONSIDERATION TO SIZE AND PROPORTIONS. LIGHTING OF THIS SIGN SHALL BE EITHER HALO, SIDE OR FACE ILLUMINATED WITH NO HOT SPOTS OR LIGHT LEAKS. SIGNS WILL BE FABRICATED OF QUALITY DURABLE WEATHER RESISTANT MATERIALS COMPLEMENTARY TO THE BASE BUILDING MATERIALS.

**FREESTANDING SIGNS | G. INFORMATION PILLAR SIGNS**



INFORMATION PILLAR SIGNAGE ARE FREE-STANDING STRUCTURES THAT SHALL BE A SIMPLE GEOMETRY WITH FINISHES THAT COORDINATE WITH OR PAIR WELL WITH THE EXTERIOR BUILDING MATERIALS AND/OR ELEMENTS IN THE LANDSCAPE. THESE SIGNS WILL PROVIDE INFORMATION, MAPPING, AND PEDESTRIAN DIRECTION INFORMATION. SIGNS WILL BE FABRICATED OF QUALITY DURABLE WEATHER RESISTANT MATERIALS COMPLEMENTARY TO THE BASE BUILDING MATERIALS.

**FREESTANDING SIGNS | H. DIGITAL KIOSKS**



DIGITAL KIOSKS ARE FREE-STANDING STRUCTURES THAT SHALL BE A SIMPLE GEOMETRY WITH HIGH QUALITY FINISHES. THESE ELEMENTS CAN BE MULTI-FUNCTIONAL TO INCORPORATE TOUCHSCREEN DISPLAYS, LCD/LED MONITORS, PEDESTRIAN LIGHTING, PUBLIC WIFI, DYNAMIC MAPPING, TRANSIT INFORMATION, PUBLIC ART, ETC. THE BRIGHTNESS OF THE DISPLAYS SHALL BE ADJUSTABLE AND EASILY PROGRAMMABLE. ALL WIRING TO BE HIDDEN FROM VIEW. THE KIOSKS WILL BE FABRICATED OF QUALITY DURABLE WEATHER RESISTANT MATERIALS COMPLEMENTARY TO THE BASE BUILDING MATERIALS.