



# Sheraton

DENVER DOWNTOWN HOTEL

1550 COURT PLACE, DENVER CO 80202

## COMPREHENSIVE SIGNAGE PLAN

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## SECTION 1. INTRODUCTION

### (A) Project Overview

The Downtown Denver Sheraton is located on two city blocks (Parcels 208 and 231) defined by 15th Street, 16th Street, Tremont Place and Cleveland Place. It is a part of the Central Business District and is conveniently located off the bustling 16th Street Mall promenade.

The buildings are mixed-use, comprising of: lodging, merchantile, and food and beverage. The lower ground level varies between the three usage types. The upper levels and hotel tower are dedicated to lodging. Off Court Place, valet and short term parking are available. For extended parking, the Sheraton offers a parking garage to guests and the public, with access off 15th and 16th between Cleveland Place and Court Place.

The purpose of this document is to create a “comprehensive and balanced system of signs and street graphics to facilitate the enhancement and improvement of the [Downtown] districts through the encouragement of urban, innovative signs and street graphics which will aid in the creation of a unique downtown shopping and commercial area, facilitate an easy and pleasant communication between people and their environment and avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance.

### (B) Document Organization

This document starts with an overview of the City of Denver’s general design standards and code requirements. Thereafter, design principles and definitions are established along with signage allowances pursuant to the Denver Zoning Code. Next, signage locations, types, and acceptable

materials and illumination are defined. Prohibited signage is addressed, but are not limited to examples provided.

The final section lays out the criteria considered for the creation of this document to warrant approval. Lastly, future submission requirements and the review process are addressed and helpful reference information is provided.

### (C) Regulatory Framework

#### Zoning Code

This project lies in the Downtown - Core (D-C) District as established by the Denver Zoning Code, revised June 25, 2010.

#### Applicable Criteria

(At the time of this document’s writing, the applicable Denver Code is: Article 10. General Design Standards)

1. Denver Zoning Code, Article 10.10.: General Design Standards for Signs. Specifically, this CSP builds upon the foundation as described by:
  - Section 10.10.1: Intent
  - Section 10.10.3: Signs Permitted in All Districts (which includes the provisions for this CSP)
  - Section 10.10.4: Sign Area/Volume Measurement
  - Section 10.10.13: Downtown Zone Districts Sign Standards (this Project’s location)
  - Section 10.10.16: Special Provisions for D-C, D-TD, D-LD, D-CV and D-AS

All signage is subject to a Sign Permit issued by the City and County of Denver and in accordance with the approved Comprehensive Signage Plan.

### (D) Design Standards

1. All building signs shall conform to the Denver Zoning Code.
2. Buildings with ground floor uses shall provide a uniform zone for signage over the ground floor.
3. All signs shall be measured in conformance with Section 10.10.4 Sign Area/ Volume Measurement.
4. The signage zone shall be provided with electrical power to enable the installation of illuminated signs.
5. All building signs shall be constructed of durable materials suited to the urban environment and Denver climate.
6. All conduit, junction boxes, and other functional elements shall be completely hidden from view and safely concealed once the sign is installed.
7. Flashing and animated signs shall not be allowed except when the sign is a projecting sign which is readable from the 16th Street Mall, in which case the provisions of 10.10.16.4.C shall apply.



## SECTION 2. BUILDING SIGNAGE

### (A) Design Principles

Signs add to the vibrancy and character of the Downtown Core District (D-C). Creative and whimsical signage brands LoDo as a unique and lively Denver neighborhood, and is consistent with the District's legacy of varied commercial signage.

For businesses, signs are essential. Signage plays an important role in identifying the location of a business and attracting customers. Signs should be both integral to a building's design and be noticeable to customers. Signs should:

Help establish the perceived liveliness and safety of downtown street life

Promote neighborhood-serving and one-of-a-kind retail

Enhance the District's pedestrian friendly and human scale architecture

Promote District variety and quality, expressed in architectural elements, textures, materials and details

Preserve the grittiness and authenticity of Downtown's history

Support the mixed-use character of the District

### Overall Considerations

When planning signage for a storefront:

1. Signage should provide clear, legible information about a business while also appealing to prospective customers. A signage plan should demonstrate forethought in the design, size, placement and graphic format of each sign to ensure an integrated signage strategy and design. Every proposed sign should have a purpose.
2. Consider what type and size of signage would best fit the architecture. What signage would best relate to a building's vertical and horizontal patterns? Are the proposed signs made of high quality materials that correspond with the

building and its surroundings? Appropriately placed and sized signage, crafted of durable materials, can reinforce the architecture of a building and its surroundings and attract customers. Conversely, maximizing signage may often lead to visual clutter that does not promote business activity.

3. Create graphic interest. A generic sign box does little to acknowledge a business' location in a unique historic district. Ensure that any proposed signage lives up to its historic district location and is distinctive. In most cases, this translates into signage that is creative and visually interesting, providing pedestrians with a sense of curiosity and delight.

4. Understand the purpose in the hierarchy of the different sign types, their sizes, locations and messages. "Layer" the information, providing new content at each level, avoid repeating the same message on all sign types.

### Purpose

The purpose of this section is to create the policy for a comprehensive and balanced system of signs and street graphics to facilitate the enhancement and improvement of the D-C districts through the encouragement of urban, innovative signs and street graphics which will aid in the creation of a unique downtown shopping and commercial area, facilitate an easy and pleasant communication between people and their environment and avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance. To accomplish these purposes, it is the intent of this ordinance to encourage and to authorize the use of signs and street graphics which are:

1. Compatible with and an enhancement of the character of the surrounding district and adjacent architecture when considered in terms of scale, color, materials, lighting levels, and adjoining uses.
  2. Appropriate to and expressive of the business or activity for which they are displayed.
  3. Creative in the use of unique two and three dimensional form, profile, and iconographic representation; employ exceptional lighting design and represent exceptional graphic design, including the outstanding use of color, pattern, typography and materials. Signage which simply maximizes allowable volume in rectangular form is strongly discouraged.
  4. Of high quality, durable materials appropriate to an urban setting.
- National and regional "standard" storefront concepts and signage are respected: however, some concept modification may be necessary for compliance with this district.

### Exceptions

The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria. The Landlord also reserves the right to revise these criteria. The Landlord's interpretation of these criteria is final and governing. Exceptions to these criteria will be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality.

**SECTION 2. BUILDING SIGNAGE**

**(B) Definitions & Signage Area Calculations**

Definitions as described from Section 13.3 of the Denver Zoning Code

**Sign:** A sign is any object or device or part thereof, situated outdoors or indoors, which is used to advertise or identify an object, person, institution, organization, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, motion illumination, or projected images. Signs do not include the following:

- a. Flags of nations, or an organization of nations, states and cities, fraternal, religious and civic organizations;
- b. Merchandise, pictures or models of products or services incorporated in a window display;
- c. Time and temperature devices not related to a product;
- d. National, state, religious, fraternal, professional and civic symbols or crests;
- e. Works of art which in no way identify a product.

**General:** The area of a sign shall be measured in conformance with the regulations according to this Section, provided that the structure or bracing of a sign shall be omitted from measurement, unless such structure or bracing is made part of the message or face of the sign. Where a sign has 2 or more display faces, the area of all faces shall be included in determining the area of the sign unless the display faces join back to back, are parallel to each other and not more than 48 inches apart, or form a V type angle of less than 90 degrees.

**Sign With Backing:** The area of all signs, except projecting, with backing or a background material or otherwise, that is part of the overall sign display shall be measured by determining the sum of the areas of each square, rectangle,

triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of the display surface or face of the sign including all frames, backing, face plates, non structural trim or other component parts not otherwise used for support.

**Signs Without Backing:** The area of all signs, except projecting, without backing or a background, material or otherwise, that is part of the overall sign display shall be measured by determining the sum of the area of each square, rectangle, triangle, portion of a circle or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of each word, written representation (including any series of letters), emblems or figures of similar character including all frames, face plates, non structural trim or other component parts not otherwise used for support.

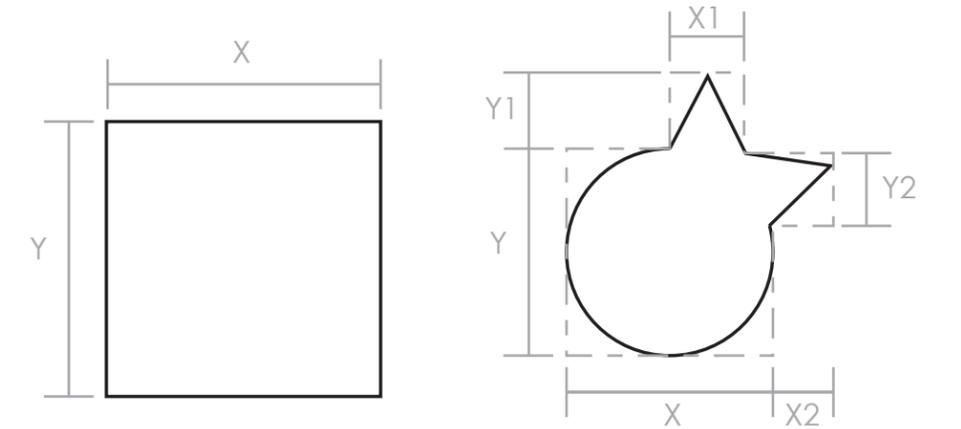
**Projecting Signs:**

a. Sign Volume - Relationship to Maximum Sign Area Allowed  
The sign area allowed for projecting signs shall be deducted from the permitted maximum sign area allowed in the applicable zone district. For these purposes, a cubic foot of projecting sign or graphic volume is considered to be equivalent to a square foot of sign area.

b. Calculation of Projecting Sign Volume - Minor Sign Elements

- 1. The volume of a projecting sign shall be calculated as the volume within a rectilinear form constructed to enclose the primary form of the sign.
- 2. Minor sign elements may project beyond the primary boundaries of this volume at the discretion of the Zoning Administrator. Minor elements will be defined as those parts of the sign that add to the design quality without adding significantly to the perceived volume and mass of the sign.

3. No dimension (height, width, or depth) shall be considered to be less than 1 foot and 0 inches for the purposes of calculating projecting sign volume.

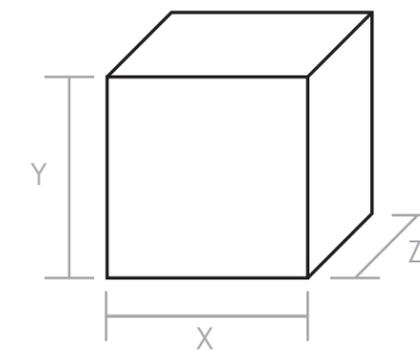


Sign with backing  
Area=XY

Sign with minor sign element  
Area=XY+X1Y1+X2Y2



Sign without backing  
Area=XY



Projecting sign volume  
Volume=XYZ\*

\*For projecting signs, 1 cubic foot equals 1 square foot of the Tenant's maximum sign area



## D. Signage Types: (a) Wall Signs

### Intent

Wall Signs are to be a Tenant's primary identifier, all additional signage should be supplemental to the Tenant's Wall Sign. These signs need to compliment the building architecture and character of the overall area. Sign must be respectful of the building and architecture on which they are placed.

### Location

Wall Signs may be located above the entry doors, above the Tenant's storefront glazing, or on an adjacent column/pilaster parallel to the building facade. Signs should not project more than four (4) inches when mounted lower than 8'-0" and should try to project no more than six (6) inches.

### Allowance

Based on the length of the tenant's linear frontage, signage allowances are to be calculated in accordance with the table provided previously (page 2.1)

### Illumination

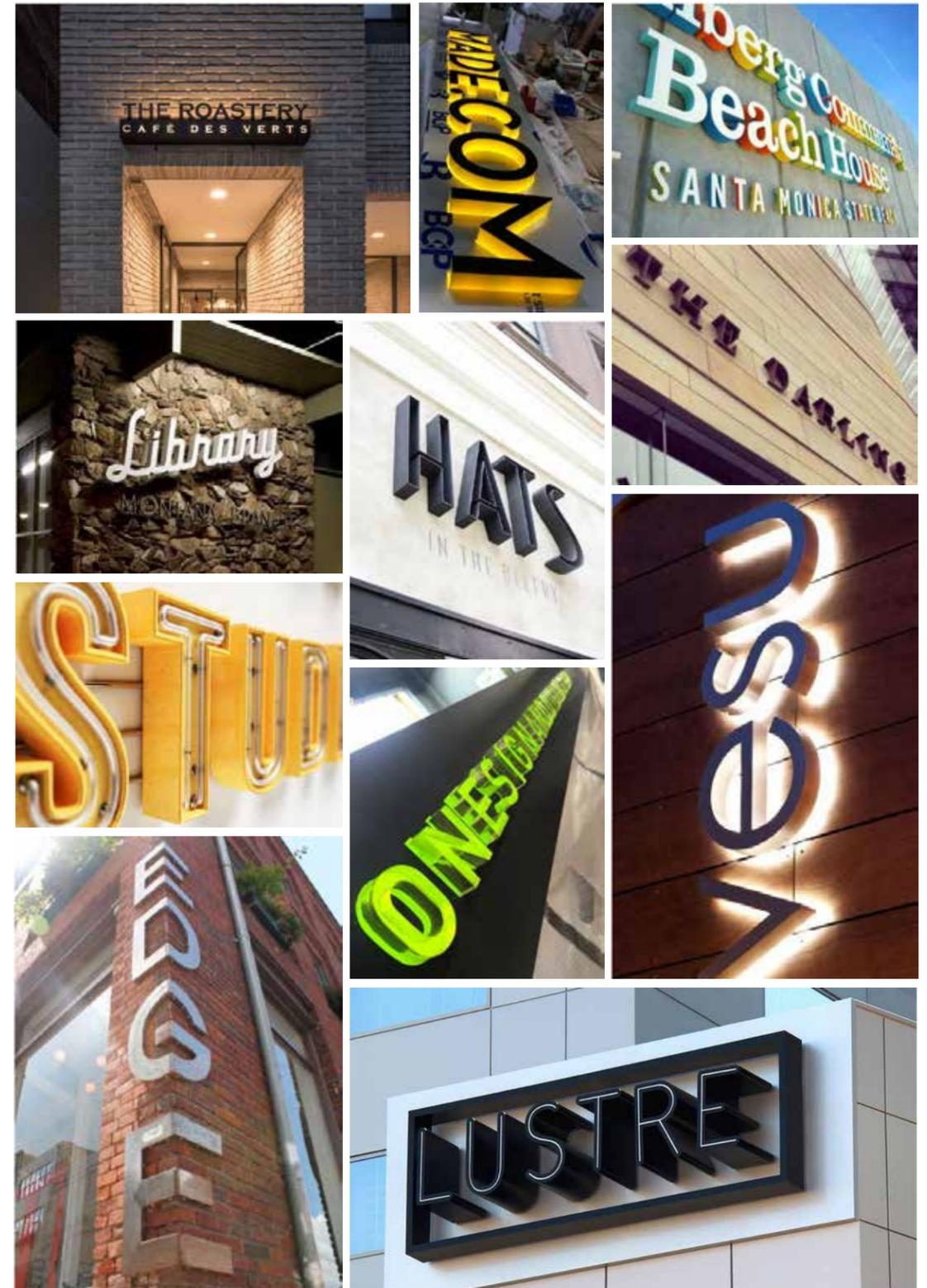
Concealed, unobtrusive, and non-animated illumination is allowed. Back lit (halo), shielded lighting, concealed or external, and neon lit illumination is allowed.

### Installation

Signs to be mounted into mortar joints at brick construction. Sign submittals are to be submitted and approved by Landlord.

### Required Approaches

1. Painted, individually lettered or solid backed assemblies made of one or two durable materials, such as aluminum, bronze, or high quality materials.
2. Externally illuminated dimensional letters and logo forms fabricated from suitable materials that have a painted, gilded, patinaed or metal finish. These should be point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Lamps used in these fixtures should be of a warm color, between 2,500 and 3,000 degrees Kelvin.
3. Letter and logo forms painted, gilded, surface mounted, or screen printed onto continuous or individual metal or glass fascia panels: These panel signs can employ external, concealed edge or halo illumination. Panels may be layered to give the sign more visual interest and a three dimensional quality.
4. Opaque faced surfaces or reverse pan channel letter and logos with concealed halo or edge illumination: These assemblies will be fabricated using similar materials and finishes as the dimensional letters listed above.
5. Open pan channel letters and logos with exposed neon or bulb-pack illumination are encouraged for, but not limited to, food and beverage and entertainment oriented establishments.



## D. Signage Types: (b) Projecting

### Intent

Of all the sign types permitted, Projecting Signs come with the most additional guidelines, criteria and scrutiny. Projecting Signs are permitted in the Downtown Core.

### Location

Projecting Signs are limited to predetermined demising pier locations for street level and second level Tenants with direct street level access. They are to be wall mounted perpendicular or diagonally to the building facade, centered on the column or field on which it is placed and project 18" to 84" from the building surface. Vertical height is defined by the Tenant's space. Signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk and their size should be limited to 12 square feet.

### Allowance

Tenant Projecting Sign allowance is determined per frontage calculations. Maximum area can be divided into multiple signs. These signs should be limited to one (1) sign per 25 linear feet of frontage.

### Illumination

Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.

### Installation

Tenants shall provide the Landlord with attachment specifications/ detail drawings.

### Required Approaches

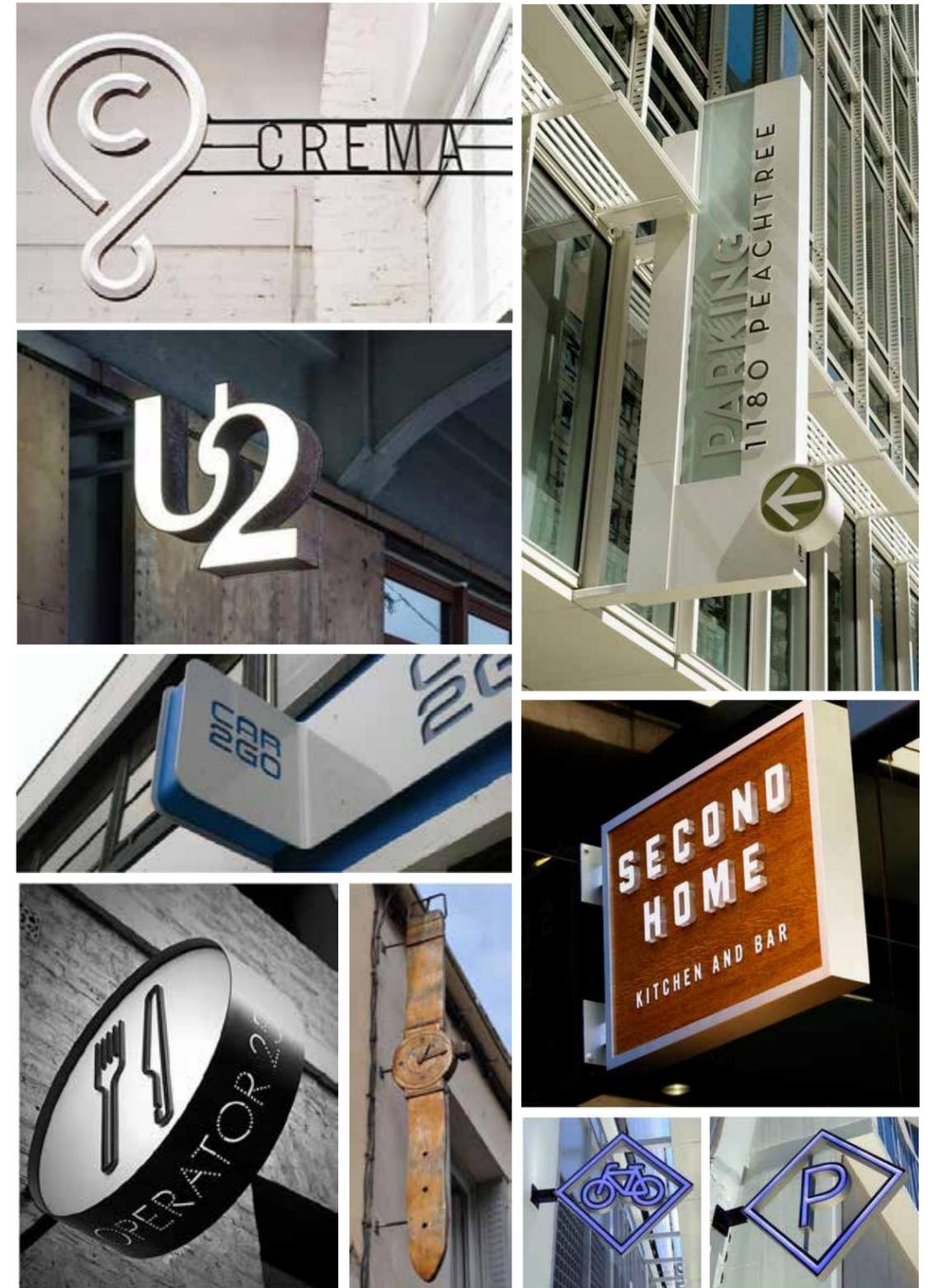
1. Recognizable and realistic sculptural representations of everyday objects, as appropriate for Tenant, crafted in stout materials intended for outdoor use. Can include Tenant branding as a minor element to the sign.
2. Exaggerated, artistic interpretations of objects, including Tenant branding, also fabricated/ sculpted from suitable materials.
3. Combination of geometric forms and recognizable forms, together creating an interesting profile or collage.
4. Found, reclaimed, recycled or resourced actual objects in an assembly with backer panels, support cabinets or bracket arms, with the objects serving as the major element. Care must be taken to ensure these are high quality and resilient to the elements.

### Projecting Sign Area Calculation

This sign type typically has two faces but only the area of one face is to be included in a Tenant's total sign area calculations.

### Notes

Projecting Signs require further approval.



## D. Signage Types: (c) Arcade

### Intent

Arcade Signs are distinguished from Projecting Signs in that these are signs attached to the underside of a roof or to the columns of an arcade, projecting canopy or building entry and are totally contained within the outside limits of the structural surfaces which delineate the arcade. The details and materials used for Arcade Signs should convey the personality and display the unique character of each individual Tenant. A standardized bracket or connection to the arcade must be used for all signs under the same structure. Because of their proximity to the viewer, special care and attention must be made to their craft and finish.

### Location

Arcade Signs are suspended from an arcade, architectural canopy or between the columns of a building entry, positioned perpendicular, parallel or diagonally to the building facade. Arcade signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk.

### Allowance

Arcade signs are limited to the Landlord or Tenants whose entry includes an arcade or canopy structure context, or those who have limited wall surface at their storefront. Tenants are allowed one (1) Arcade Sign.

### Illumination

Static, unobtrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed.

### Installation

In masonry, signs to be mounted into mortar joints only. Sign submittals to be reviewed and approved by Landlord.

### Arcade Sign Area Calculation

Though this sign type typically has two faces, only the area of one of the faces it to be included in the Tenant's total sign area calculation

### Required Approaches

1. Artistic, three-dimensional object signs of logo or primary sales product(s) fabricated/ sculpted from suitable materials
2. Router-cut or dimensional letters/ logos attached to sign panels or framed cabinet construction boxes. These can be illuminated by unobtrusive, indirect lighting build into the assembly.
3. Painted, screen printed or gilded sign panels or cabinet construction boxes illuminated by external, cantilevered spotlight fixtures.
4. Arcade signs are encouraged to employ external, point source, bracket mounted light fixtures that accentuate the form of the letter and logo forms. Lamps used in these fixtures should be of a warm color temperature. between 2,500 and 3,000 degrees Kelvin.
5. Exposed neon letters, logos or graphics mounted to a thin profile fabricated cabinet.
6. Opaque faced reverse pan channel letterforms or logos with halo illumination mounted to a sign panel or framed cabinet.



## D. Signage Types: (d) Canopy

### Intent

Canopy Signs are defined by their association with architectural entry canopies. Colors, finishes and materials used for Canopy Signs shall be complementary to the Tenant facade and an integral part of the canopy or architectural element.

### Location

With an architectural canopy structure located over an entry, only those signs that are mounted to the top of that structure are considered Canopy Signs. If the sign is attached to the face of the canopy, it is considered a Wall Sign. If it is attached to the underside of the canopy, it is considered an Arcade Sign. Canopies must maintain an 8'-0" clearance above grade.

### Allowance

Tenants are allowed one (1) Canopy Sign per entry canopy.

### Illumination

Static, unobstrusive illumination allowed. Back lit graphics (halo), shielded, concealed or external, shielded, downward facing fixtures are allowed. Exposed or shielded neon is allowed.

### Installation

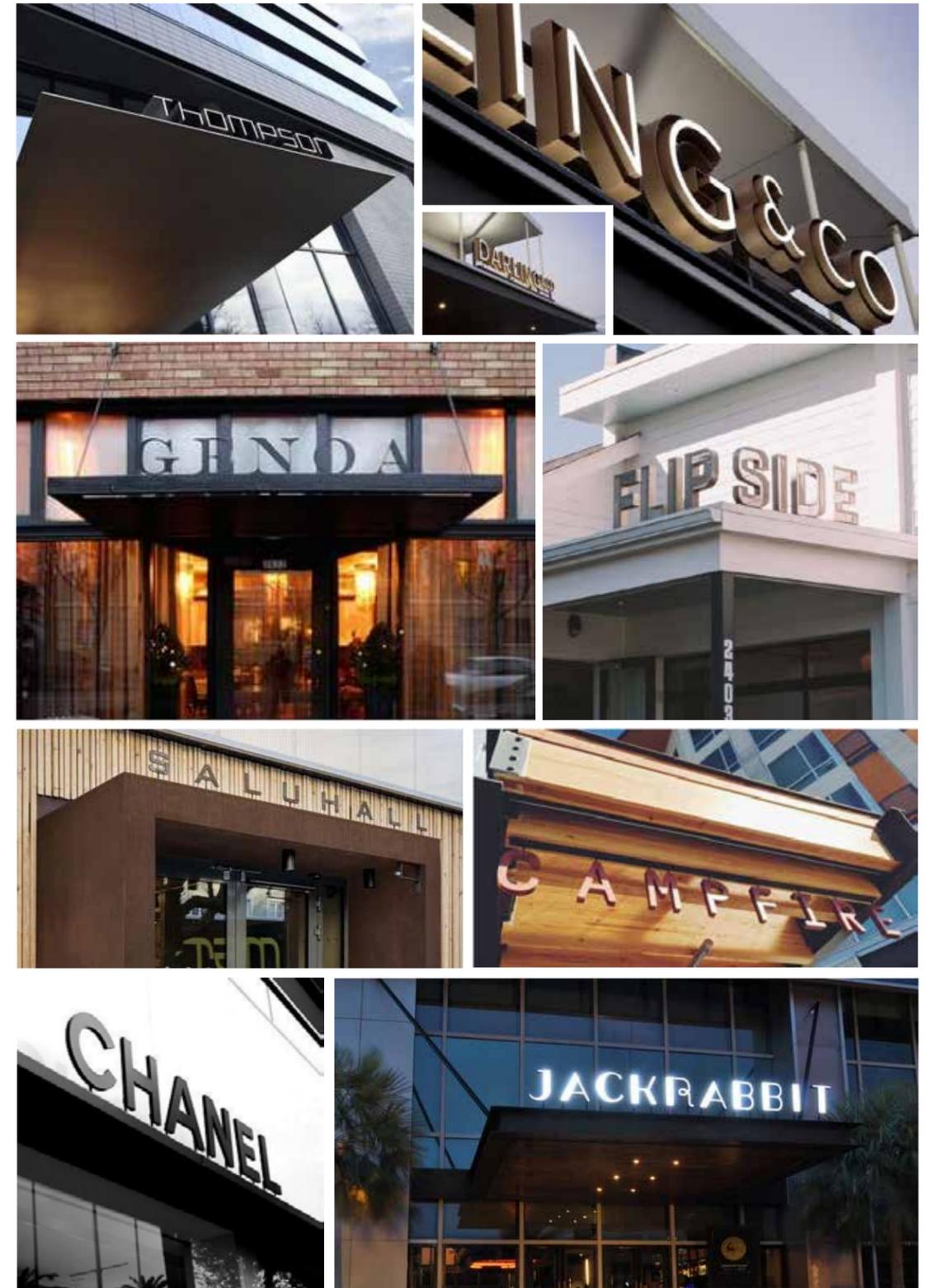
Letterforms/ Logos to be secured to the top of the canopy only. Fasteners to be concealed. Sign submittals to be reviewed and approved by Landlord.

### Required Approaches

1. Dimensional letter and logo forms fabricated from materials that have a painted, gilded or metal finish; supported by legs, brackets or panel backgrounds mounted on top or below the canopy surface. Verify proper clearance to the bottom of sign if mounting below the canopy (8'-0" minimum). Non-illuminated canopy signs are acceptable.
2. Letter and logo forms painted, gilded, or screen printed onto continuous or individual metal or glass fascia panels: These panel signs can use external or internal illumination (i.e. push-through)
3. Channel letters and logos with return and halo illumination: These letters and logos should be fabricated using similar materials and finishes as the dimensional letters described in the approaches above.
4. Open channel letters and logos with exposed neon illumination

### Notes

Tenants requesting to add canopies to their storefront display should begin by submitting proposed storefront designs and elevations to the Landlord for approval.



## D. Signage Types: (e) Awning

### Intent

Awning Signs add to the overall identity of the Tenant's facade and may be fabric or rigid, fixed or operable. Awnings must be integrated into the architecture upon which they are mounted. Because of their proximity to the viewer, quality of finish and craftsmanship are of utmost importance. Maintenance is required and awnings constructed of materials with shorter life-span should be regularly replaced and/or refreshed to maintain a high quality and like new appearance.

### Location

Logos, letters, pattern and graphics are to be integral to the awning material, not fastened onto the material. Graphics may be digitally printed, silk screened, masked and painted. Graphics are to be sized in relation to the main Tenant signage and should supplement the main signage. Graphics should only be placed on the face of the awning (not on the side returns).

### Allowance

Awnings may be used over an entry or storefront glazing. Awnings styles should be traditional, traditional with valance, and open wing/ flat panel, no domed, barreled, bullnose or arched styles are allowed. All awnings should project a minimum of 3'-0" for function and aesthetic. No shiny, plastic, or cheap materials. Area of graphics for each awning is limited to 4 square feet or less. Awnings in accordance with these restrictions will only count as (1) sign.

### Illumination

Awnings are not to be illuminated.

### Installation

Tenants shall provide the Landlord with attachment specifications/ detail drawings.

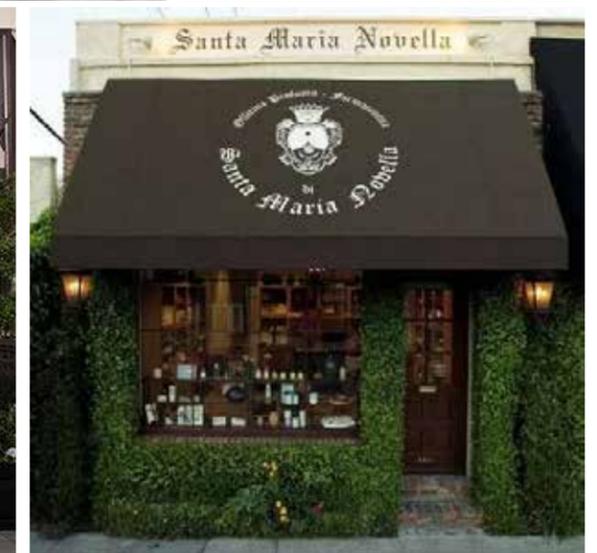
### Required Approaches

1. Stretched high quality canvas fabric over a metal frame. Surfaces should be taught and crisp. Assemblies may be limited to one vertical/ sloping surface or may include a vertical valance at their forward edge. Assemblies can be open or closed at the side returns.
2. Rigid glass, metal, or composite material panels secured by a metal frame over windows. Panels must be sloped to provide shade.
3. High quality operable rigid or fabric assemblies that are able to extend away from and contract back to the building facade.

### Notes

Tenants requesting to add awnings to their storefront display should begin by submitting proposed storefront designs and elevations to the Landlord for approval.

Zoning code states that any pattern or striping associated with a Tenant's logo or brand is considered signage, even if no text is included and will count toward the Tenant's sign allowance.



## D. Signage Types: (f) Window/ Door

### Intent

Window and Door Signs are ancillary to the primary Tenant signage and should maintain a level of transparency so that individuals have visibility in to and out of the business. Opaque plot cut or individual copy/lettering is encouraged, as well as transparent forms. Full coverage and solid opaque graphic panels are strongly discouraged. The intent of this signage is to provide additional messaging for products, services and atmosphere which are not allowed on other primary sign types. The repeating of logos on every window is discouraged and should be used minimally since this branding is already located on other signs.

### Location

Window Signs are to be placed in the middle to lower third of the Tenant's glazing. Door Signs should be located at eye-level. Any installation outside these parameters should be submitted for approval.

### Allowance

Window signs are limited to 20% of a Tenant window area. Opaque and solid window signs are limited to 10% of the window area. All window graphics count as one (1) sign type. Window and door signage area should be included in the total sign area calculation.

### Illumination

Window and Door Signs are not to be illuminated.

### Installation

Typically graphics are applied directly to the storefront glazing.

### Required Approaches

1. Traditional window graphic applications such as metal leaf or sandblasting are encouraged.
2. Painted, silkscreened or machine-cut vinyl message and graphics applied second surface (interior side).
3. Door signage including a combination of logo and hours of operation.

### Notes

Window signage should not be confused with temporary window displays or graphics, which may occupy a greater percentage of a Tenant's glazing. Window displays are to remain artful and are not allowed to contain messaging.



**D. Signage Types: (g) Ground/ Monument**

**Intent**

Ground Signs are encouraged to be sculptural or artistic in quality and should demonstrate exceptional design, including the selection of materials, finishes and details appropriate for their placement, accessibility and the Denver climate. Care should be taken in detailing the sign base if the sign is placed in an area subject to snow removal or elevated pedestrian interaction.

**Location**

Ground signs should be located within the Tenant's property line and should not impede pedestrian travel within the public right-of-way.

**Allowance**

Ground signs are limited to those Tenants that have street frontage. The Ground sign may not exceed forty (40) square feet and should not extend higher than thirty-two (32) feet above grade.

**Illumination**

Concealed, unobtrusive, and non-animated illumination is allowed. Back lit (halo), shielded, concealed, and push through illumination is encouraged.

**Installation**

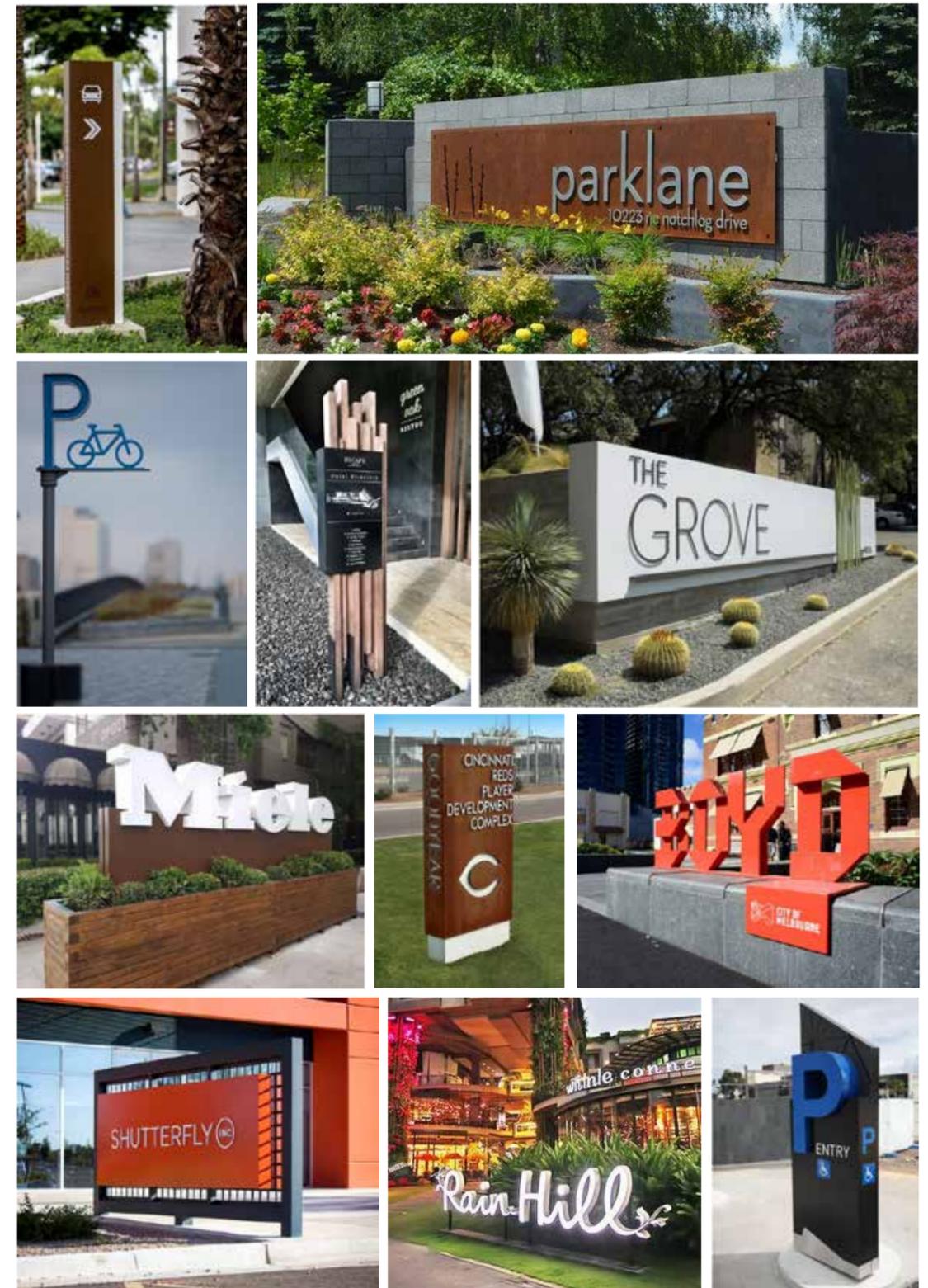
All Ground signs should be installed with no visible fasteners. Tenants shall provide the Landlord with attachment specifications/ detail drawings.

**Required Approaches**

1. Monumental stone, concrete or fabricated cabinet numerals and letters.
2. Monolithic form with painted, applied, cast, carved, router-cut or push through numerals and letters.
3. Artfully conceived three dimensional object or form with integrated numerals or letters.

**Notes**

Ground and monument signs that simply maximize allowable volume in rectangle form are strongly discouraged.



## E. Material and Performance Specifications

In keeping with high standards of design, all signage must utilize the highest quality materials and fabrication methods. The following minimum quality standards shall apply to all Tenant signs within Downtown Denver Sheraton zone lots:

### General

The Environmental Graphic Designers and their project Teams shall be responsible for verifying and ensuring compliance of the signage with all ADA, OSHA, MUTCD, environmental regulations and all other applicable governing code requirements.

Should there be a conflict between these documents and federal, state or local code requirements, code shall take precedence unless a specific agreement has been established with the City of Denver providing a variance to the local codes.

### Fabrication & Installation Requirements

#### a. Structural Requirements

The Designer shall follow this document for exterior visual appearance. The internal structure, engineered connections, mounting assemblies and foundations shall be developed by the sign fabricator as required for each sign type. The structural design shall utilize self-supportive framing and prevent irregularities in exposed surfaces.

#### b. Electrical Requirements

All transformers and electrical hardware shall be concealed so that it is not visible to vehicular or pedestrian traffic, but must be easily accessible for maintenance and servicing. All connections must be in compliance with the NEC and all other applicable governing code requirements. All necessary electrical components and assemblies are to be UL listed, or be approved by a nationally recognized testing lab and shall be warrantied by the manufacturer against failure for at least ninety days

#### c. Lighting

Direct, indirect and neon tube illumination are permitted. Bare bulb or diodes illumination is expressly discouraged. Color illumination is allowed, provided that they do not conflict with traffic signs. Lighting components should be accessible for maintenance and servicing. Neon that is exposed should be warrantied against failure for three years. All other components should be warrantied for at least ninety days.

#### d. Labels

Manufacturer's or testing laboratory labels shall clearly appear on all completed elements, as required by code, but shall be located on secondary or less obvious surfaces.

### Material and Workmanship Standards

Material selection should be made with the knowledge that these signs are unsecured and will take a large amount of abuse from the environment and external forces. The signs will also be installed with the intention of remaining for extended periods of time, so longevity of the materials is crucial.

#### a. Paints and Finishes

All pretreatments, primers, coatings, and finishes shall be applied in strict accordance with the manufacturer's specifications to provide the highest level of UV light resistance, weatherability and overall longevity. Paints and finishes shall be warrantied against color fading, UV damage, cracking, peeling, blistering, and other defects in material and/or workmanship for a minimum of five years.

#### b. Metals

Metals need to be high quality commercial grade free from

defects that can impair strength, durability or appearance. All seams are to be continuously welded, filled and ground smooth, unless designed and approved otherwise. All sheet metal shall have brake form edges with a radius no more than the sheet's thickness. All metals must be treated to prevent corrosion and possible staining.

#### c. Fasteners

All exposed and concealed fasteners shall be tamper-proof, resistant to oxidation and other corrosives. They should be of a finish that matches the adjacent materials.

#### d. Vinyl

All vinyl products shall be specified and installed in strict accordance with the manufacturer's recommendations to allow for longevity of the material against fading, weathering, or damage. All vinyl material shall be warrantied against color fade, UV damage, blistering, shrinking, delamination and peeling for a period of five years. Any digitally printed graphics should have a 200 dpi minimum resolution.

#### e. General Assembly

Unless stated otherwise, all installed elements shall be warrantied against manufacturer defects for a minimum of one (1) year and a minimum of three (3) years for defects in installation or workmanship.

#### f. Newly Created Materials

Newly created or materials not discussed in this CSP may be considered for approval based upon the guidelines set forth in this document.

**F. Acceptable Sign Material & Illumination Examples**

Use of high quality materials and finishes are required and should compliment the architecture and aesthetics of the buildings surrounding the signage. Signs that are made with one to two durable materials are generally accepted. Reflective materials should be avoided.

**Encouraged Materials Include:**

- Metal: Cast, Cut-out or fabricated
- Stone
- Glass
- Concrete
- Composite Materials
- Wood: Finished to be resistant to the elements
- High Quality Canvas
- Found, Reclaimed, and Recycled Objects; Resistant to the elements

When choosing materials, make sure to consider longevity and durability of the material and/ or finish. Materials with limited maintenance and of high quality are encouraged. Porous and hard to maintain materials should be used sparingly. Any freestanding and or exposed signage should be designed to withstand the elements, equipment and/ or chemicals used for snow removal and street cleaning.



Finished Wood

Patinaed Metal over Natural Stone

Frosted Acrylic

**Signage Illumination**

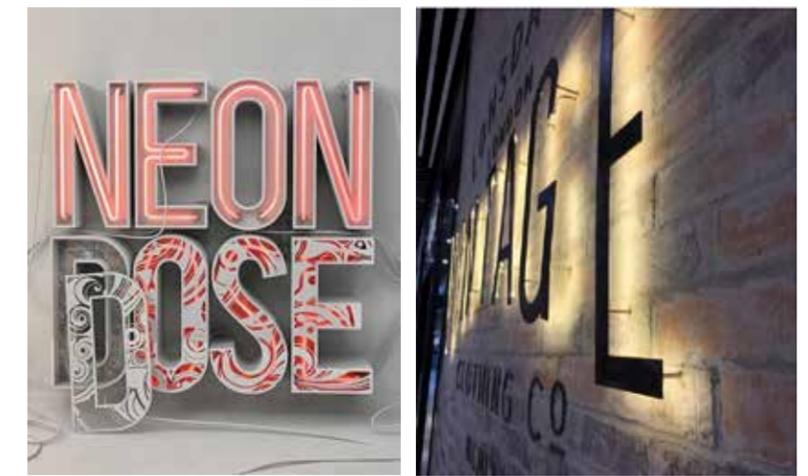
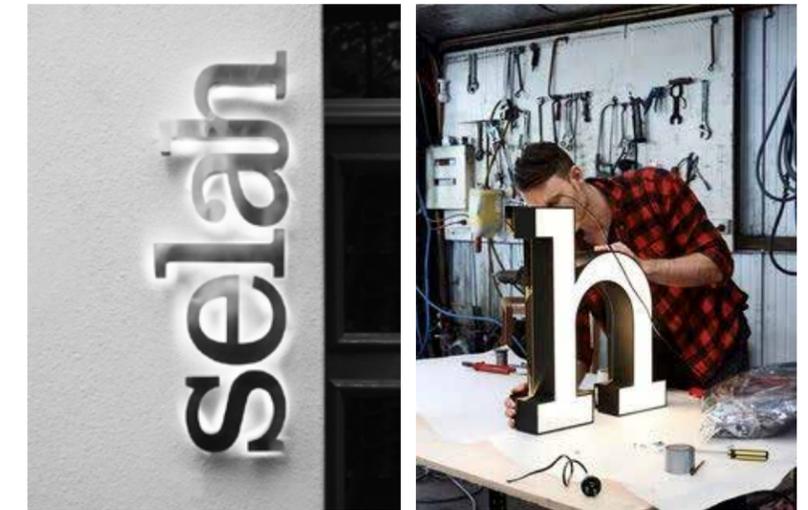
Signage illumination should be determined by the purpose of the sign and the required visibility, legibility, and competing signage in the vicinity. All illuminated signs must be controlled by a central timer or photosensitive switch (photo cell) to regulate the sign's hours of operation, allowing the sign to turn off or dim during late night and early morning hours.

**Illumination Types**

- Exposed or concealed neon
- Etched glass or acrylic with edge illumination
- Halo Lit
- Return Lit
- Face Lit
- Back lit

**Illumination Highlights**

- No fully illuminated plastic sign boxes with internal light sources
- Conceal all power sources so that they are not visible from the facade
- Exposed junction boxes and conduit is discouraged unless it coincides with the aesthetics of the building and/ or sign
- Signage illumination should not be invasive to adjacent tenants or upper level rooms
- Use warm temperature of light, similar to daylight
- Ensure lighting type, design, size, and numbers correspond with signage and building design.



## G. Prohibited Signage

In order to maintain a high level of quality and character appropriate to the Business District and 16th St. Mall, the sign fabrication methods described below will not be permitted for any business or development within its limits. All signs are subject to the review and approval of the City of Denver Zoning Administration.

The following identity sign fabrication methods are prohibited:

Fully internally-illuminated plastic sign boxes with internal light sources (10.10.15.6)

Parked motor vehicles and/ or trailers used as a sign or advertising

Signs with individual changeable plastic letters

Signs using cheap materials, limited layering or materiality, and/ or off the shelf portable signs

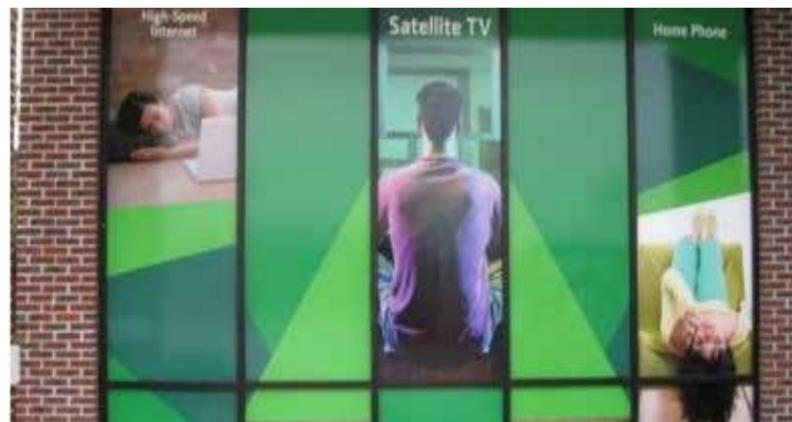
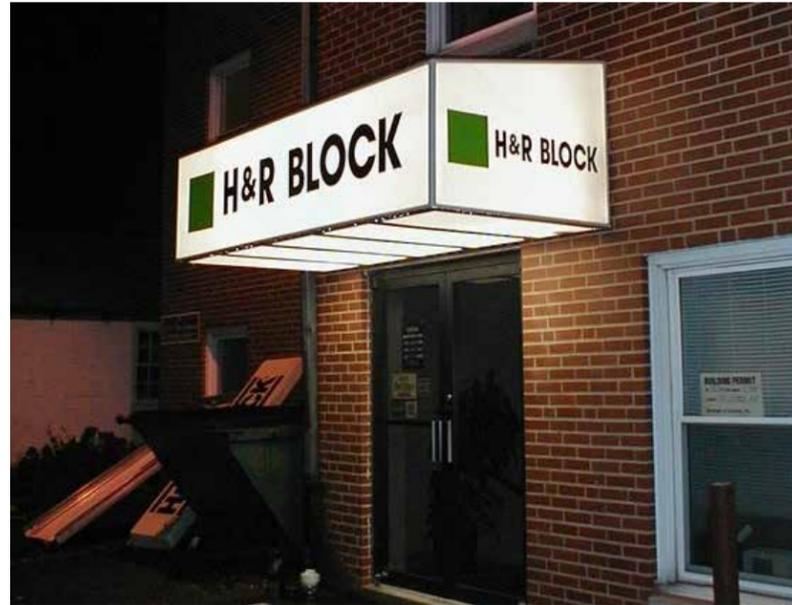
Painted or printed window graphics which cover more than fifteen percent of a tenant's overall glazing area.

Inflatable signs

Animated signs (changing graphics or display more than once per hour)

Flashing signs

Illuminated awnings



## SECTION 3. APPROVAL PROCESS

### (A) Comprehensive Sign Plan Approval

#### Preliminary step by Landlord:

Preliminary step by Landlord. This CSP document is required to be approved by the Denver Zoning Administrator and Design Review Committee before its implementation may begin. For the approval of this CSP document, the following criteria were considered:

- a. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.
- b. Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination and large signs or structures which visually dominate an area.
- c. Roof signs shall not be allowed unless such signs are designed to appear as an integral part of the building to which they are attached. Such roof signs shall not extend above any building height limit or zoning bulk plane. Portable roof signs, flashing signs and animated signs are prohibited.
- d. The comprehensive sign plan shall include design guidelines to ensure that all features of the proposed signage, including the illumination, support structure, color, lettering, height and location shall be designed so that it will be an attractive and complimentary feature of the building which it serves.
- e. Sign design should reflect the existing or desired character of the area. As an example, in a district in which night-time entertainment is concentrated, the intent of this Section 10.10.3.3. is to encourage exciting, iconographic and inventively illuminated signage.
- f. Signs shall be professionally designed and fabricated from quality, durable materials.

g. Signs for accessory uses, which are prohibited by other provisions of Division 10.10, are allowed as part of an approved sign plan.

### (B) Landlord Approval

#### Initial step by Tenants:

Tenants shall submit one (1) digital set of their sign program to the Landlord for review and if requested, up to three (3) 11x17 hard copy sets. Also upon Landlord request, the Tenant shall provide drawings stamped and signed by a structural engineer registered in the State of Colorado.

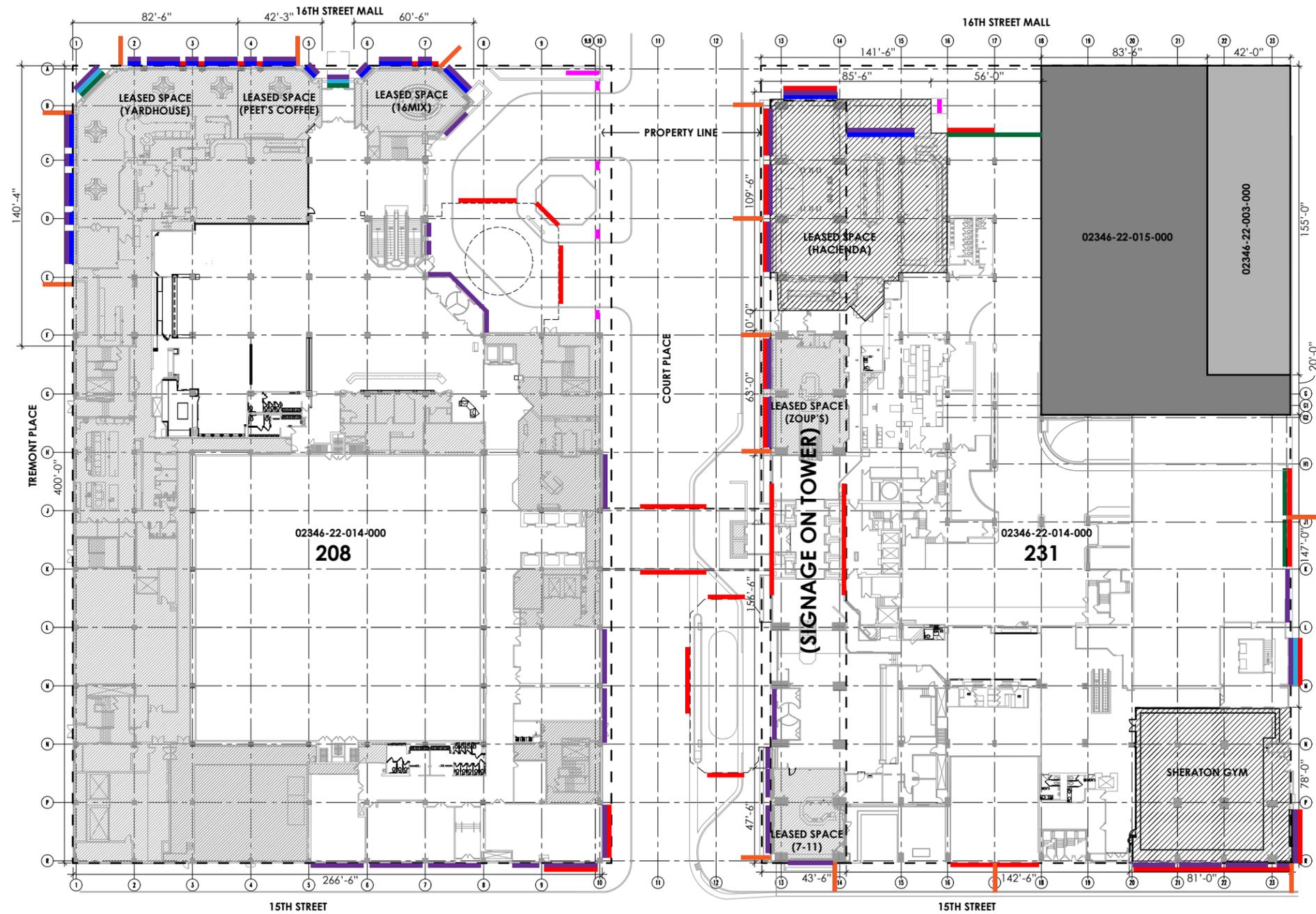
### (C) City and County of Denver Approval

#### Second step by Tenants:

It is the Tenant's responsibility to apply for, and obtain the applicable permits. All signs must comply with this document and all applicable City and County of Denver Codes and requirements. Sign submittals shall be in shop drawing format and drawn to scale at 1/2" = 1'-0" minimum. Shop drawings shall include sign type, dimensions, colored elevations, photographs of existing signs of the same design (if applicable), sections and details, materials, colors, method(s) of illumination, and structural details. The submittal shall also include a complete building elevation showing the proposed signage. Projecting Signs and Upper Story Signs require further review and approval by the Design Review Committee. All other signs that conform to the approved CSP may be reviewed and approved by the Denver Zoning Administrator.

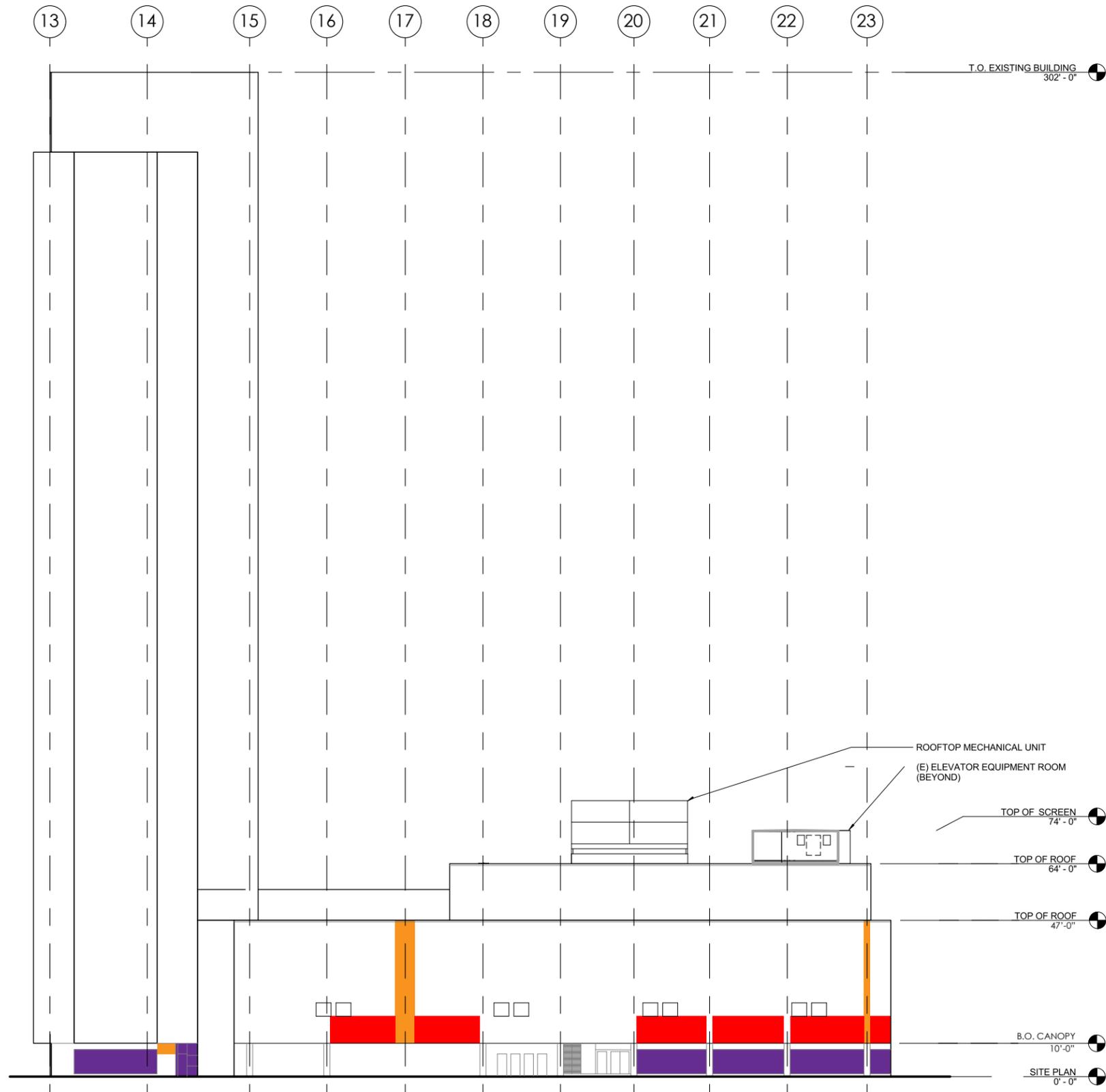
SECTION 4. LOCATION PLANS & ELEVATIONS

Overall Site Plan



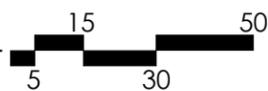
- a Walls Signs
- b Projecting
- c Arcade
- d Canopy
- e Awning
- f Window/ Door
- g Ground/ Monument

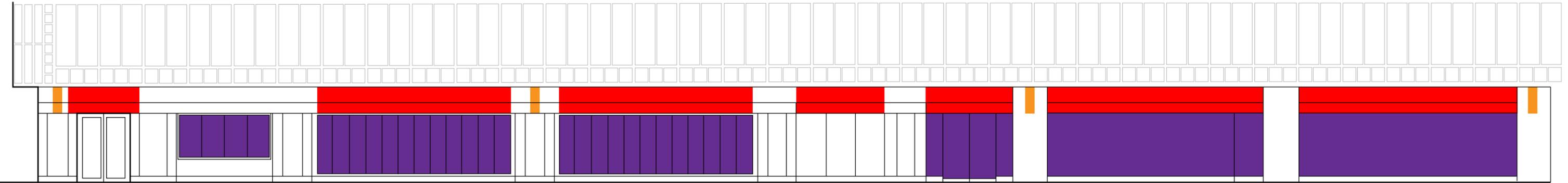
SITE PLAN  
SCALE: 1/64" = 1'-0"



- a Walls Signs
- b Projecting
- c Arcade
- d Canopy
- e Awning
- f Window/ Door
- g Ground/ Monument

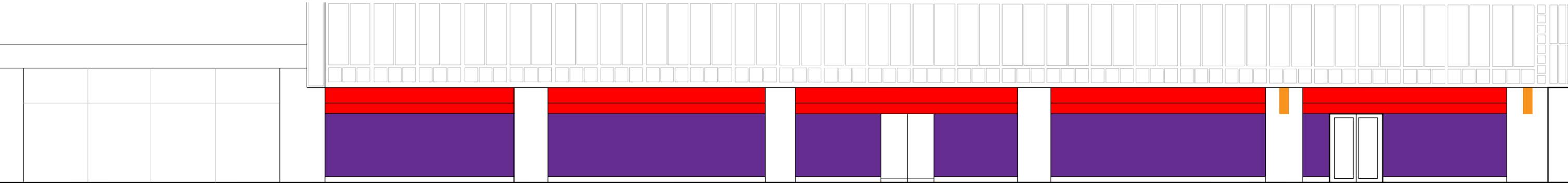
231 - PLAN SOUTH





231 - PLAN WEST

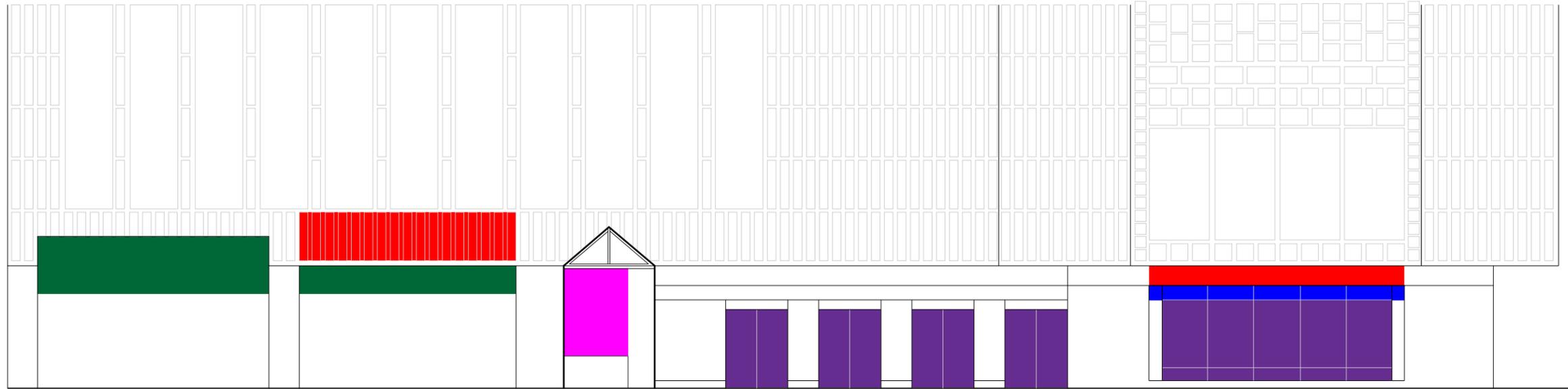
Scale: 3/32" = 1'-0"



231 - PLAN WEST

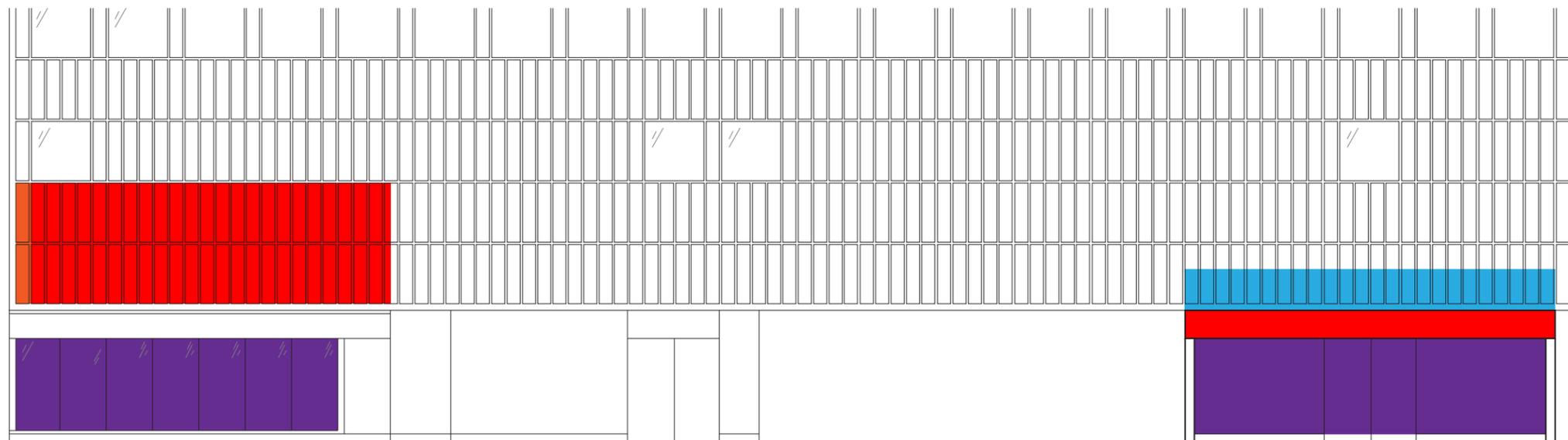
Scale: 3/32" = 1'-0"

- a Walls Signs
- b Projecting
- c Arcade
- d Canopy
- e Awning
- f Window/ Door
- g Ground/ Monument



231 - PLAN NORTH

Scale: 3/32" = 1'-0"



- a Walls Signs
- b Projecting
- c Arcade
- d Canopy
- e Awning
- f Window/ Door
- g Ground/ Monument

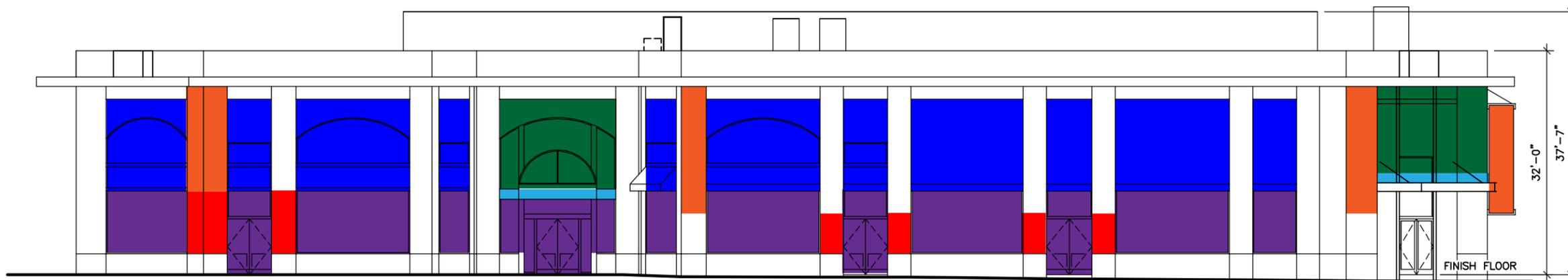
231 - PLAN EAST

Scale: 3/32" = 1'-0"



231 - PLAN EAST

Scale: 3/32" = 1'-0"



- a Walls Signs
- b Projecting
- c Arcade
- d Canopy
- e Awning
- f Window/ Door
- g Ground/ Monument

208 - PLAN NORTH

Scale: 1/8" = 1'-0"

