



Tenant **Design** Criteria

Section **S** Signage Criteria
Updated: November 2015

ADDENDUM LOG

August, 2009

Criteria Manual Series updated via current template

May, 2011

Updated Typical Sign Types

November, 2011

Updated Letter size requirements (s4) and Blade Sign requirements (s11)

February, 2014

Updated Primary Sign Design Requirements (s6 #6)

December 2014

Removed website address language from Storefront Window Signs

July 2015

Added Digital Display language (s12)

November, 2015

Language added regarding no radioactive material/signs allowed (s12)

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PLAN SUBMITTAL & APPROVAL PROCEDURES and
CONTRACTOR'S RULES & REGULATIONS**

SIGNAGE INFORMATION

Twenty Ninth Street is intended to look, work and feel like a district, a part of which the tenant signs are a vital contribution. Uncontrolled signs can quickly create a visual and verbal jungle and fail in their goal to communicate effectively, in turn undermining the overall district intent. The ultimate goal is to produce a colorful collage of signs that tastefully inform, delight and stimulate the shopper.

Due to the variety of architectural treatments within Twenty Ninth Street, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image. Each proposed sign will be evaluated on its originality and compatibility with the neighboring signs, and its overall image within Twenty Ninth Street.

The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria and the aesthetics of Twenty Ninth Street. Exceptions to these specifications are extremely rare and may be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality. Such exceptions must be approved in advance by the Landlord. As with all undertakings, the ultimate success of Twenty Ninth Street depends on the positive contributions of all participants.

Information on the City of Boulder's sign code and lighting ordinance can be found on the city's web site. The Boulder Valley Regional Center (BVRC) Design Guidelines signage section should also be referred to for additional information pertaining to this project.

The city's web site can be found at: www.ci.boulder.co.us

SIGNAGE PROGRAM

The Twenty Ninth Street Sign Program (the “Program”) shall be administered in accordance with the “Project Interior Signage” and “Project Exterior Signage” standards set forth below. The Program shall supersede and replace any existing sign criteria or other program for the property. For purposes of the Program, the following definitions shall apply:

“Project Exterior Signage” shall mean all other signage on the property that is not “Project Interior Signage.”

“Project Interior Signage” shall mean all signage on the property that is not visible beyond the boundaries of the property, which includes, without limitation, signage that is located in those areas of the property labeled “Interior Building Signing Zone” and “Interior Site Signing Zone” on the Signing Zone Diagram.

PROJECT EXTERIOR SIGNAGE STANDARDS

Project Exterior Signage shall be governed by the City’s sign code (including permit requirements) and BVRC design guideline. All such signage is subject to the prior, written approval of Westcor, its successors and assigns (“Owner”).

PROJECT INTERIOR SIGNAGE STANDARDS

All Project Interior Signage is subject to the prior, written approval of Owner.

All signage must meet structural and construction standards, as defined under BRC 10-11-13, 14 and 15,

“Structural Design Requirements,” “Construction Standards” and “Electric Signs.”

All signage shall be installed by a licensed sign contractor or a licensed Class A or Class B contractor.

Any signs attached to a wall, canopy, awning or other structural building element that are over 12 square feet per face and are over 8’-0” above grade will require a building permit. All ground mounted and monument signs over 12 square feet per face will require a building permit.

All electric signage shall require separate electrical permits.

Building permits and electrical permits for signs within the Interior Site Sign Zone and the Interior Building

Sign Zone may be submitted as part of building permits or Tenant finish permits.

CONFLICTS

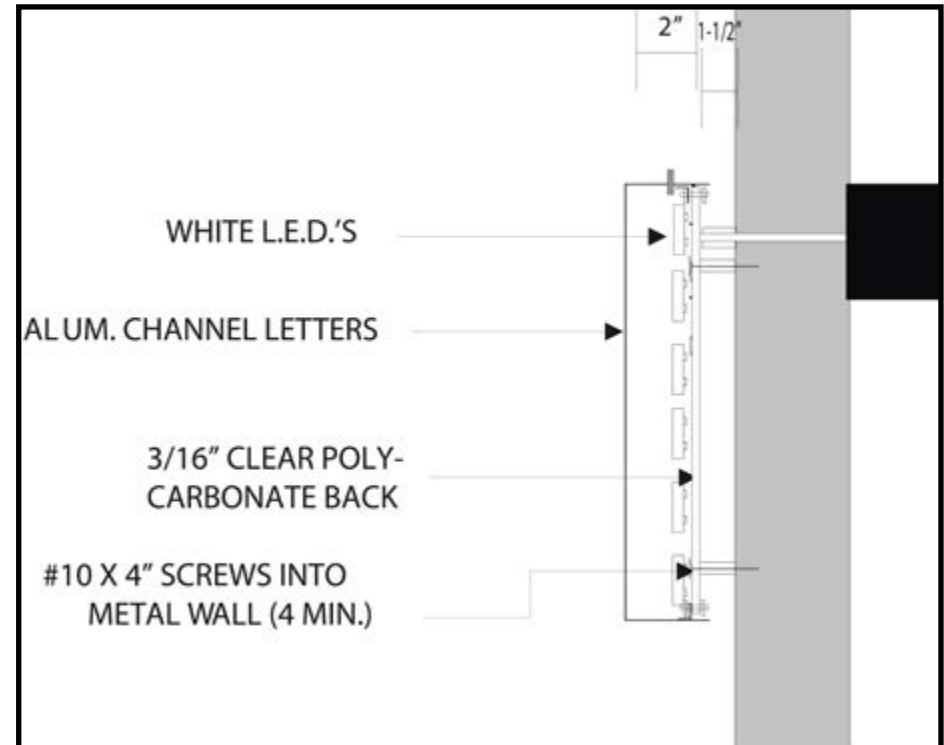
In the event of a conflict between this Tenant Criteria Manual, the Design Criteria Guidelines and the Signage Program for Twenty Ninth Street, the Design Criteria Guidelines shall control over this manual and the Signage Program over the Design Criteria Guidelines.

GENERAL SIGNAGE REQUIREMENTS

1. Imaginative signs utilizing a variety of materials are encouraged. Adaptation of current sign practices may be necessary in order to comply with these criteria.
2. Landlord approval of sign shop drawing submittal is required prior to fabrication or installation.
3. Sign wording is limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regardless of the Tenant's legal name. Corporate crests, logos or insignia may be acceptable pending the Landlord's approval and provided they are part of the Tenant's name.
4. Signs shall be integrated in to the building architecture and be compatible with the color and material palette of the individual tenant. Letter size and location must be proportional to the overall storefront design and in compliance with design district criteria.
5. Signs may project as shown in storefront conditions.
6. All storefront signage and lighting both interior and exterior is required to be on a separate circuit and controlled by a time clock. Storefront Signage and lighting are required to be on during operational hours and off during non-operation hours. This includes exterior building storefront signage.
7. Advertising placards, banners, pennants, names, insignia, trademarks and other descriptive material, may not be attached to the storefront or glazing.
8. Signs can be externally illuminated, back illuminated or internally illuminated. Backlit components must be contained wholly within the depth of the letter. When internally illuminated, letters must be dimensional with returns and an acrylic face.
9. All illuminated signs shall be required to meet the standards set forth in the City of Boulder's lighting ordinance and sign code. This information can be found on the City of Boulder's web site: www.ci.boulder.co.us
10. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed from view, or painted to match mounting surface.
11. There shall be no visible labels and/or code permitting on the completed signs. Any required labels must be inconspicuous.

GENERAL SIGNAGE REQUIREMENTS (cont'd.) Primary Signage Examples

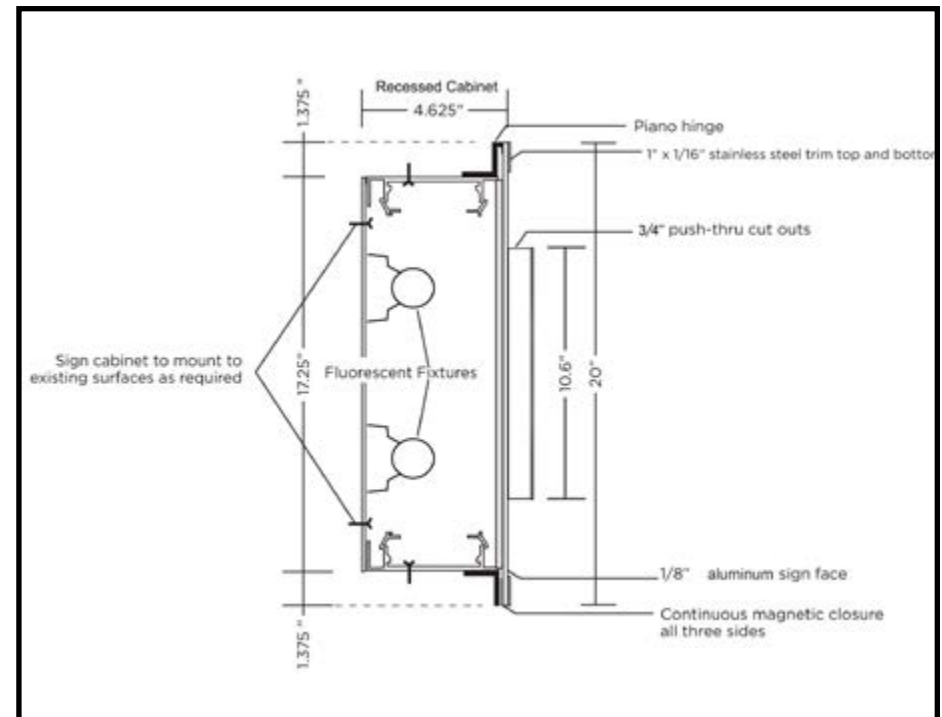
Reverse channel dimensional halo-lit letterforms.



These photographs are representative of the signage type, not the exact Tenants of Twenty Ninth Street. They are examples only.

GENERAL SIGNAGE REQUIREMENTS (cont'd.) Primary Signage Examples

Internally illuminated metal face with push-through acrylic graphics.



These photographs are representative of the signage type, not the exact Tenants of Twenty Ninth Street. They are examples only.

GENERAL SIGNAGE REQUIREMENTS (cont'd.)
Primary Signage Examples

Edge-lit, sandblasted glass (with a continuous light source).

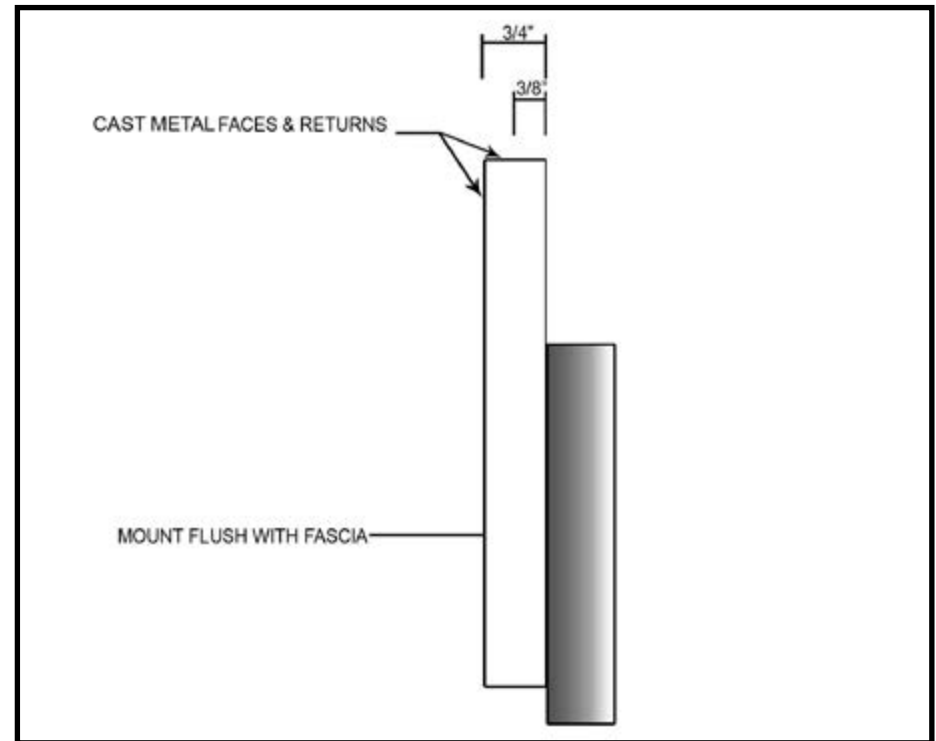


These photographs are representative of the signage type, not the exact Tenants of Twenty Ninth Street. They are examples only.



GENERAL SIGNAGE REQUIREMENTS (cont'd.)
Primary Signage Examples

Cast metal letters, raised or flush with fascia.

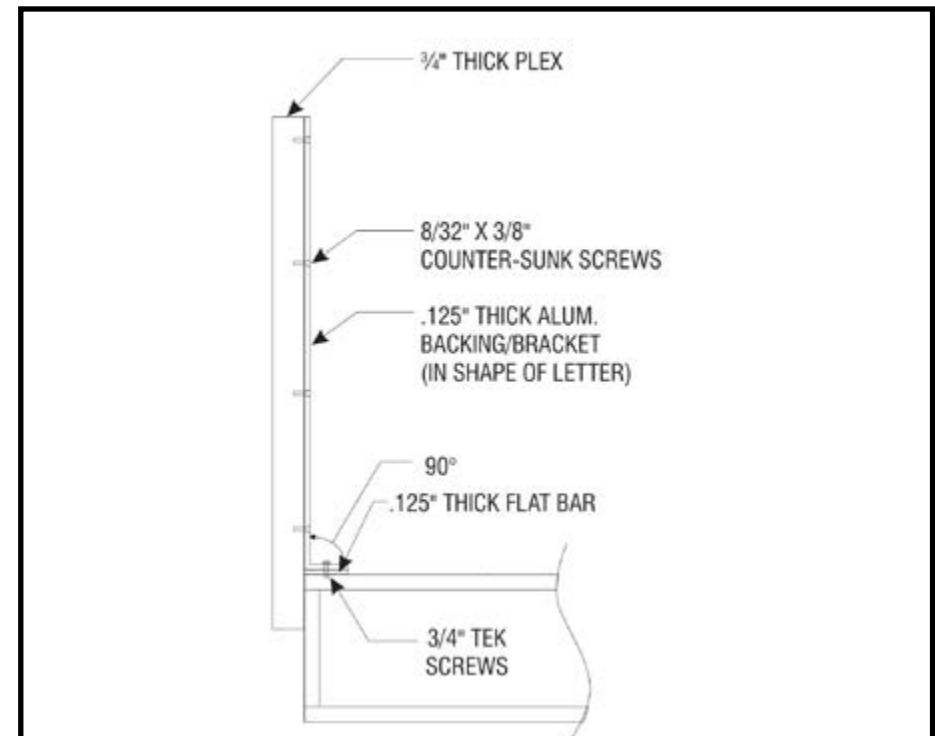


These photographs are representative of the signage type, not the exact Tenants of Twenty Ninth Street. They are examples only.

GENERAL SIGNAGE REQUIREMENTS (cont'd.)

Primary Signage Examples

Dimensional graphics or letterforms pinned off storefront or attached to a powered signage shelf.



These photographs are representative of the signage type, not the exact Tenants of Twenty Ninth Street. They are examples only.

STOREFRONT SIGNS

SIGN DESIGN CRITERIA INCLUSIONS:

- Sign height above floor for projecting or suspended signs in pedestrian zones: bottom of sign to be a minimum of 9'-6" above the finished floor.
- Letter size: Proportional letters required. See specific guidelines set for Tenant signs.
- Neon: Glare from neon is not allowed. Backs of neon tubes are to be blacked out. Rheostat controls are to be integral with transformers for Landlord adjustment. No skeleton neon- all neon is to be backed by a solid shape or open metal channel. Neon accent stripes are the exception as they do not need to be in open channel. Grommets with backing are to be provided at fascia or other penetrations.
- Electrical raceways are not to be visible.
- Signs must comply with all codes and regulations, must bear the U.L. label, and must have current sign permits when required.
- All external sign lights must be aimed downward. Lights shall not emit light or project light in an upwards manner.
- All illuminated signs shall be required to meet the standards set forth in the City of Boulder's lighting ordinance and sign code. Information can be found on the City of Boulder's web site: www.ci.boulder.co.us

DIGITAL DISPLAY:

Refer to Digital Display Manual on the Center's website for more information.

- Digital Display is required to become part of the storefront design.
- Pole mounted monitors are not allowed.
- Free Standing units are not allowed.

ENCOURAGED SIGN TYPES:

- Reverse channel, halo illuminated letters.
- Exposed neon recessed in open mental channel letters.
- Internally-lit routed fascia with Plexiglas letters pushed through.

- Edge-lit, sandblasted glass (continuous light source, no spot lights).
- Cast metal letters, raised or flush with fascia surface.
- Gold leaf on glass or stone.
- Silk-screened glass or metal panels.
- Tile mosaics.
- Indirect illumination on non-internally illuminated signs.
- Dimensional graphic elements that reinforce the Tenant's image and brand.

PROHIBITED SIGNS/MATERIALS:

- Vacuum formed or injection-molded plastic signs.
- Cabinet, box or "can" signs with illuminated translucent backgrounds and silhouetted letters.
- Exposed skeleton neon applied directly to fascia element.
- Temporary or 'sales' signs attached to storefront.
- Freestanding tripod signs or freestanding "sandwich board" signs.
- Flashing, scintillating, moving, sequencing, audible or odor producing signs.
- Paper, cardboard and Styrofoam signs.
- Credit card and advertising placards, decals, stickers or trademarks.
- Manufacturer labels.
- Carpet or rubber entry mat signs.
- Internally illuminated awnings.
- Other signs deemed unsuitable by the Landlord.
- No radioactive material shall be allowed to be used or installed as part of any tenant construction scope of work. Furthermore, no radioactive signs such as Tritium exit signs shall be allowed in our shopping centers.

TENANT SIGNAGE REQUIREMENTS

TYPE A TENANT REQUIREMENTS

(20,000 ft² or greater)

1. Two signs are permitted per store frontage, plus window graphics. Tenants occupying corner spaces may utilize two signs per elevation with a maximum of 4 signs; only one standing canopy, fascia or major wall sign per frontage will be allowed. Window signs and graphics may also be used but will not count towards the maximum number of signs allowed per frontage as long as they meet the specified criteria.
2. Signs shall be designed as an integral part of the storefront and building and are limited to a maximum sign area based on the following formula: Sign area for each tenant may not exceed one and 1.5 square feet for each linear foot of store frontage, for the first 200'-0" of frontage and then 1 square foot for each foot of frontage thereafter. No single sign shall exceed 100 square feet. The length of the sign shall not exceed 60% percent of the length of the wall or the width of the leased space of the wall on which it is located or 36'-0" in length, whichever is less.
3. Where blade signs are used the following guidelines are to be met; signage area is not to exceed 9 square feet per face, with total sign area including armature not to exceed 12 square feet per face.
4. Maximum height of letters shall be limited to: 36" max letter height for tenants with 20,001 to 80,000 square feet; 48" max letter height for tenants with over 80,000 square feet.
5. Graphic symbols may not exceed 25% more than the height of the associated text/letters.
6. All signs must be 3-dimensional, finished on all sides with a maximum return of 10" (no flat, painted panel signs); dimensional objects may exceed this 10" projection. The area of all visible sides on dimensional objects will be calculated and counted towards the maximum allowable sign area.
7. Tenants shall follow all additional General Requirements listed.
8. Tenant storefronts located within the Project Interior Building Sign Zone may increase their maximum allowable sign area by one-third.

TYPE B TENANT REQUIREMENTS

(10,000 ft² to 20,000 ft²)

1. Two signs are permitted per store frontage, plus window graphics. Tenants occupying corner spaces may utilize two signs per elevation with a maximum of four signs; only one standing canopy, fascia or major wall sign per frontage will be allowed. Window signs and graphics may also be used but will not count towards the maximum number of signs allowed per frontage as long as they meet the specified criteria.
2. Signs shall be designed as an integral part of the storefront and building and are limited to a maximum sign area based on the following formula: Sign area for each tenant may not exceed one and 1.5 square feet for each linear foot of store frontage, for the first 200'-0" feet of frontage and then one square foot for each foot of frontage thereafter. No single sign shall exceed 100'-0" square feet. The length of the sign shall not exceed 60% of the length of the wall or the width of the leased space of the wall on which it is located or 36'-0" feet in length, whichever is less.
3. Where blade signs are used the following guidelines are to be met; signage area is not to exceed 9 square feet per face, with total sign area including armature not to exceed 12 square feet per face.
4. Maximum height of letters shall be limited to 24" for single lines of text and an overall height of 32' for signs with multiple lines of text.
5. Graphic symbols may not exceed 25% more than the height of the associated text/letters.
6. All signs must be 3-dimensional, finished on all sides with a maximum return of 8" (no flat, painted panel signs); dimensional objects may exceed this 8" projection. The area of all visible sides on dimensional objects will be calculated and counted towards the maximum allowable sign area.
7. Tenants shall follow all additional General Requirements listed.
8. Tenant storefronts located within the Project Interior Building Sign Zone may increase their maximum allowable sign area by one-third.

TENANT SIGNAGE REQUIREMENTS (cont'd.)

TYPE C TENANT REQUIREMENTS

(up to 10,000 ft²)

1. Two signs are permitted per store frontage, plus window graphics. Tenants occupying corner spaces may utilize two signs per elevation with a maximum of four signs; only one standing canopy or fascia sign per frontage will be allowed. Window signs and graphics may also be used but will not count towards the maximum number of signs allowed per frontage as long as they meet the specified criteria.
2. Signs shall be designed as an integral part of the storefront and building and are limited to a maximum sign area based on the following formula: Sign area for each tenant may not exceed 1½ square feet for each linear foot of store frontage, for the first 200'-0" feet of frontage and then one square foot for each foot of frontage thereafter. No single sign shall exceed 100 square feet. The length of the sign shall not exceed sixty 60% of the length of the wall or the width of the leased space of the wall on which it is located or 36'-0" in length, whichever is less.
3. Where blade signs are used the following guidelines are to be met; signage area is not to exceed 9 square feet per face, with total sign area including armature not to exceed 12 square feet per face.
4. Maximum height of letters shall be limited to 16" for single lines of text and an overall height of 21'-0" for signs with multiple lines of text.
5. Graphic symbols may not exceed 25% more than the height of the associated text/letters.
6. All signs must be 3-dimensional, finished on all sides with a maximum return of 6" (no flat, painted panel signs); dimensional objects may exceed this 6" projection. The area of all visible sides on dimensional objects will be calculated and counted towards the maximum allowable sign area.
7. Tenants shall follow all additional General Requirements listed.
8. Tenant storefronts located within the Project Interior Building Sign Zone may increase their maximum allowable sign area by ⅓.

RESTAURANT TENANT REQUIREMENTS

1. Two signs are permitted per store frontage, plus window graphics. Tenants occupying corner spaces may utilize two signs per elevation with a maximum of four signs; only one standing canopy or vertical blade sign per frontage will be allowed. Window signs and graphics may also be used but will not count towards the maximum number of sign allowed per frontage as long as they meet the specified criteria.
2. Signs shall be designed as an integral part of the storefront and building and are limited to a maximum sign area based on the following formula: Sign area for each tenant may not exceed 1½ square feet for each linear foot of store frontage, for the first 200'-0" feet of frontage and then one square foot for each foot of frontage thereafter. No single sign shall exceed 100 square feet. The length of the sign shall not exceed sixty 60% of the length of the wall or the width of the leased space of the wall on which it is located or 36'-0" in length, whichever is less.
3. Where blade signs are used the following guidelines are to be met; blade signage area is not to exceed 9 GSF, with total sign area including armature not to exceed 12 GSF .
4. Maximum height of letters on shall be limited to:
All Caps: 16"
Two size letters: 20" leading letter
16" remaining text
5. All signs must be 3-dimensional, finished on all sides with a maximum return of 6" (no flat, painted panel signs); dimensional objects may exceed this 6" projection. The area of all visible sides on dimensional objects will be calculated and counted towards the maximum allowable sign area.
6. Tenants shall follow all additional General Requirements listed.
7. Tenant storefronts located within the Project Interior Building Sign Zone may increase their maximum allowable sign area by one-third.

TENANT SIGNAGE REQUIREMENTS (cont'd.)

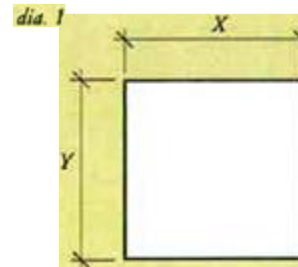
SIGN AREA CALCULATION

The area of a sign is determined by the sum of all areas or portion of each triangle, parallelogram, circle, ellipses or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of decorative sign elements; this includes all words, letters, logos, frames, backing, face plates, non structural trim or other components not used for support.

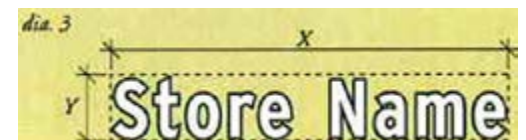
Sign armature or bracing shall not be included in the sign area measurement unless it is made part of the message or face of the sign. Where a sign has two or more display faces, the area of all faces shall be included in the calculation unless the display faces are back to back and parallel to each other and not more than 24" apart, or form a "V" type angle of less than 60°.

For regular shaped signs the area of the sign will be computed by using standard mathematical formulas for regular geometric shapes, including, without limitation, triangles, parallelograms, circles, ellipses, or combinations thereof.

In the case of an irregularly shaped sign or a sign with letters or symbols directly affixed or painted on the wall of a building, the area of the sign is the entire area within a single continuous rectilinear perimeter of not more than eight straight lines enclosing the extreme limits of an writing, representation, emblem, or any figure of similar character, together with any material or color-forming an integral part or backdrop of the display if used to differentiate such sign from the backdrop of structure against which it is placed, but if a freestanding sign structure is not a fence which functions as such, the sign area shall be the are of the entire structure.



Sign area = XY

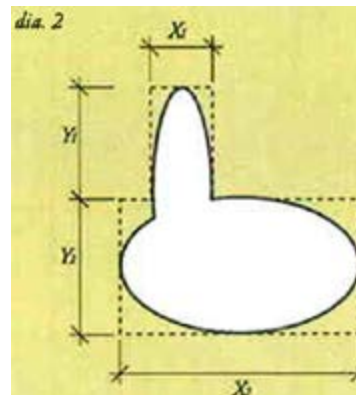


Sign area = XY

dia. 4 - single line of text



Max letter height (Y) = 24" for tenants 10,000 to 20,000 ft²
16" for tenants up to 10,000 ft²



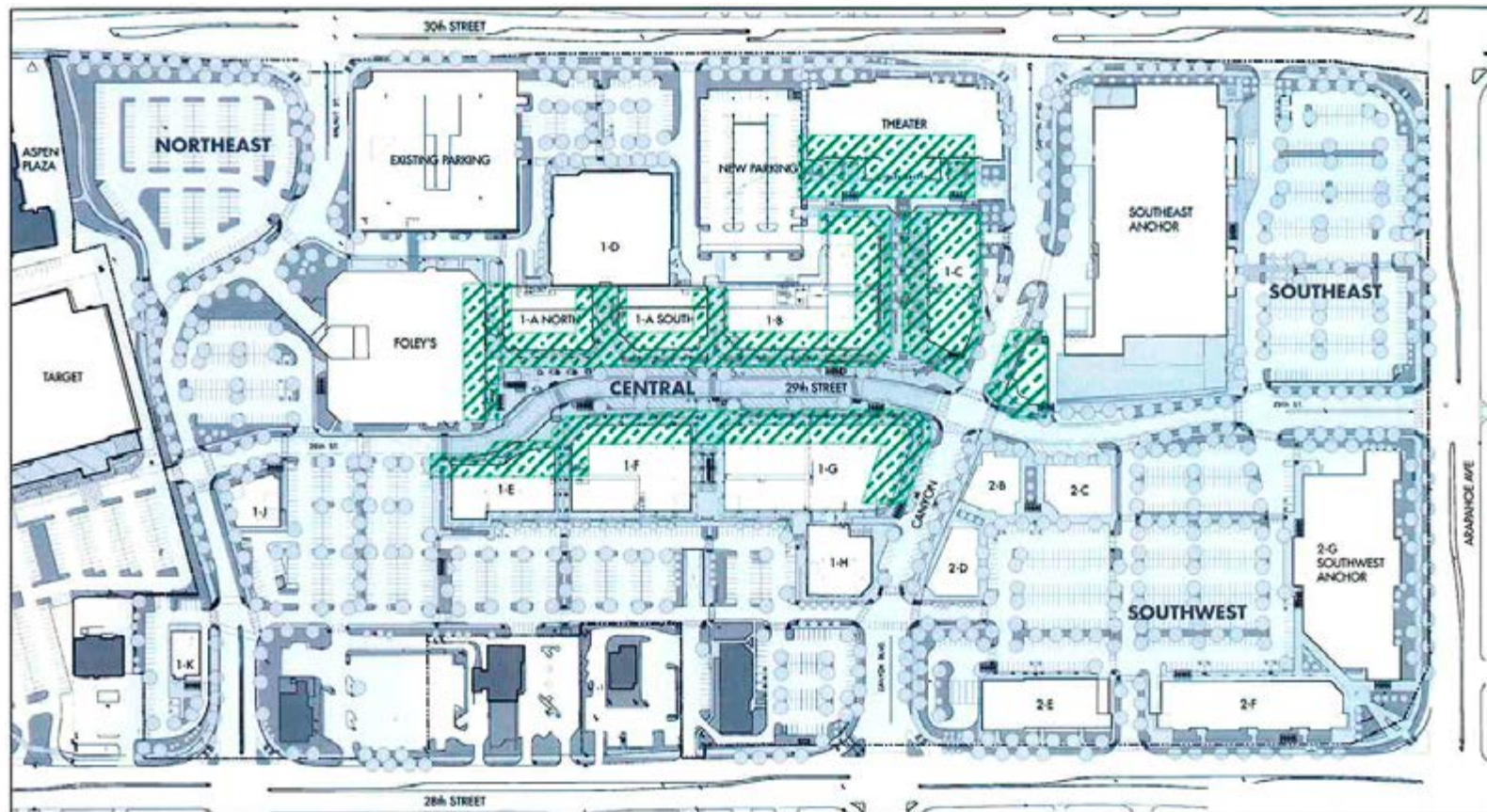
Sign area = X₀ Y₀

dia. 5 - multiple lines of text



Max letter height (Y) = 32" for tenants 10,000 to 20,000 ft²
21" for tenants up to 10,000 ft²

PROJECT INTERIOR BUILDING SIGN ZONE DIAGRAM















PROJECT INTERIOR BUILDING SIGN ZONE

Project Interior Building Sign Zone applies to all new and existing signage elements that are on the exterior of the building and are not regulated by the city of Boulder.

TENANT STOREFRONT CONDITIONS MAP



STOREFRONT ALLOWABLE SIGN TYPE SCHEDULE

STOREFRONT TYPE	ALLOWABLE SIGN TYPES
 Type 1 Single level retail inside of Interior Building Sign Zone	A, B, C, H, K, M
 Type 2 Feature corners inside of Interior Building Sign Zone	A, B, C, H, K, M
 Type 3 Two level retail/use inside of Interior Building Sign Zone	A, B, C, H, K, M - first level tenants A, B, C, D, F, H, K - second level tenants
 Type 4 Single level entertainment Interior Building Sign Zone	B, E, H, J, K, M
 Type 5 Single level retail inside of Interior Building Sign Zone	B, D, H, K, M
 Type 6 Freestanding building outside of Interior Building Sign Zone	A, B, C, H, J, K, L
 Type 7 One level storefront outside of Interior Building Sign Zone	A, B, C, D, H, K
 Type 8 Single level storefront with frontage on public street	A, B, H, K
 Type 9 Anchor store frontage outside of Interior Building Sign Zone	A, G, H, K
 Type 10 Anchor store frontage inside of Interior Building Sign Zone	A, G, H, K
 Type 11 Two level retail/use inside of Interior Building Sign Zone	B, C, H, K, M - first level tenants A, B, C, D, F, H, K - second level tenants
 Type 12 One & two level storefront outside of Interior Building Sign Zone	B, C, D, H, K - first level tenants A, B, C, D, F, H, K - second level tenants

NOTE: The "Storefront Types" are general groupings of storefronts with similar building features. Due to specific storefront locations and conditions, all of the listed "Allowable Sign Types" for each "Storefront Type" may not apply or be appropriate. Please refer to the building's architectural drawings for building details when planning and coordinating a specific storefront signage program.

This following is a list of the typical sign types allowed at *Twenty Ninth Street*. For more detailed information regarding these signs refer to pages 42 - 45.

While there are several sign types outlined in this manual, it is discouraged that a single tenant use **all** of the allowable sign types to identify their space.

SIGN TYPE A - CANOPY SIGNS

SIGN TYPE B - FASCIA MOUNTED SIGNS

SIGN TYPE C - SUSPENDED CANOPY SIGNS

SIGN TYPE D - PROJECTING BLADE SIGNS

SIGN TYPE E - VERTICAL BLADE SIGNS

SIGN TYPE F - WALL PLACARDS

SIGN TYPE G - WALL MOUNTED SIGNS (anchor tenants)

SIGN TYPE H - WINDOW GRAPHICS

SIGN TYPE I - PRINTED MENU SIGNS

SIGN TYPE J - THRESHOLD SIGNS

SIGN TYPE K - AWNING SIGNS

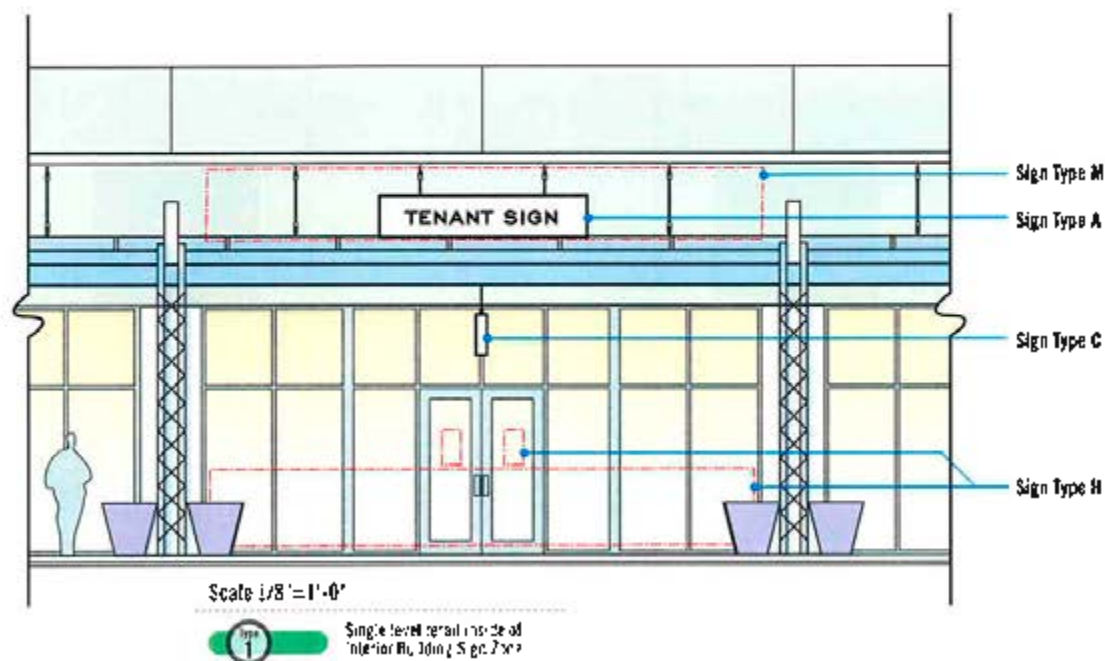
SIGN TYPE M - DIMENSIONAL ELEMENTS

TYPICAL STOREFRONT ELEVATIONS

STOREFRONT TYPE 1

- Sign Type A - Canopy Sign
- Sign Type B - Fascia Mounted Sign (not shown)
- Sign Type C - Suspended Canopy Sign
- Sign Type H - Window Graphics Zone
- Sign Type M - Dimensional Graphic Element Zone

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

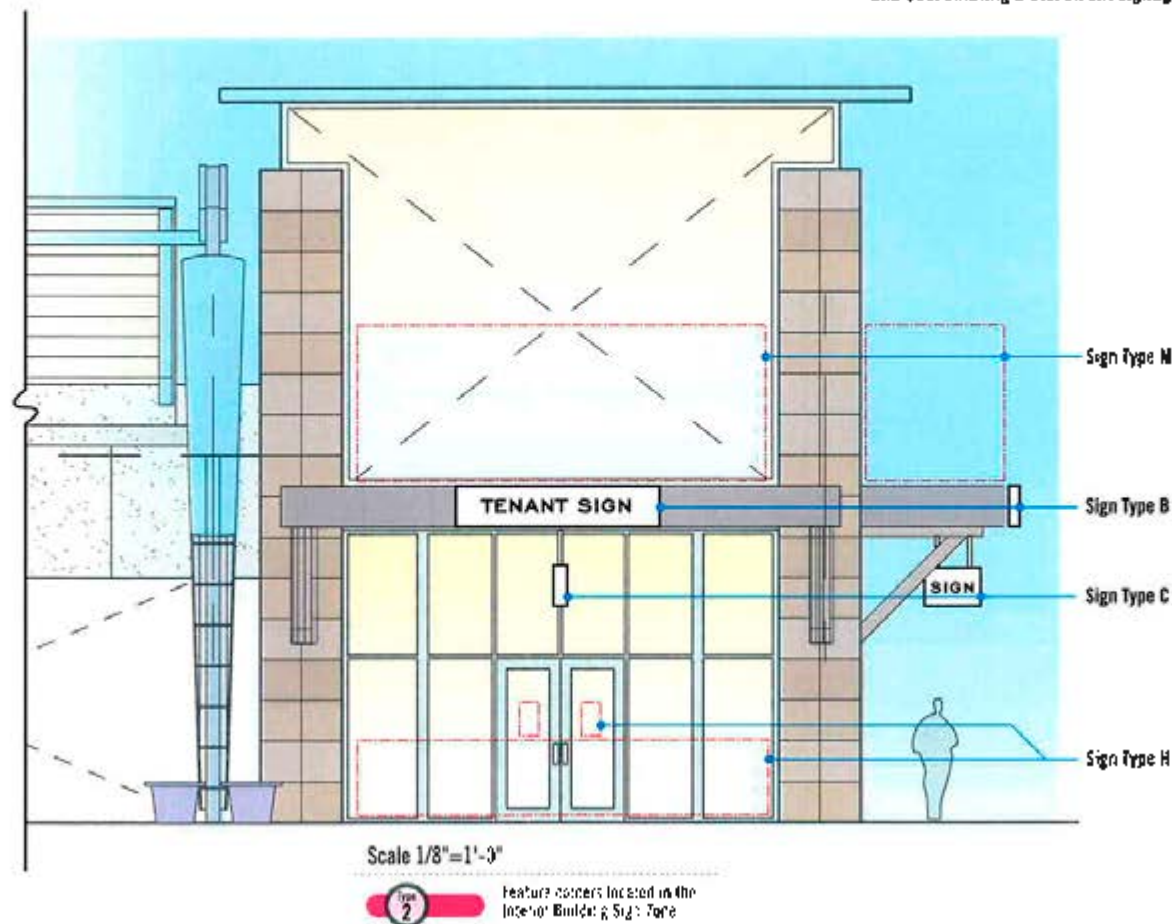


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 2

- Sign Type A - Canopy Sign (not shown)
- Sign Type B - Fascia Mounted Sign
- Sign Type C - Suspended Canopy Sign
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)
- Sign Type M - Dimensional Graphic Element Zone

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.



TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 3

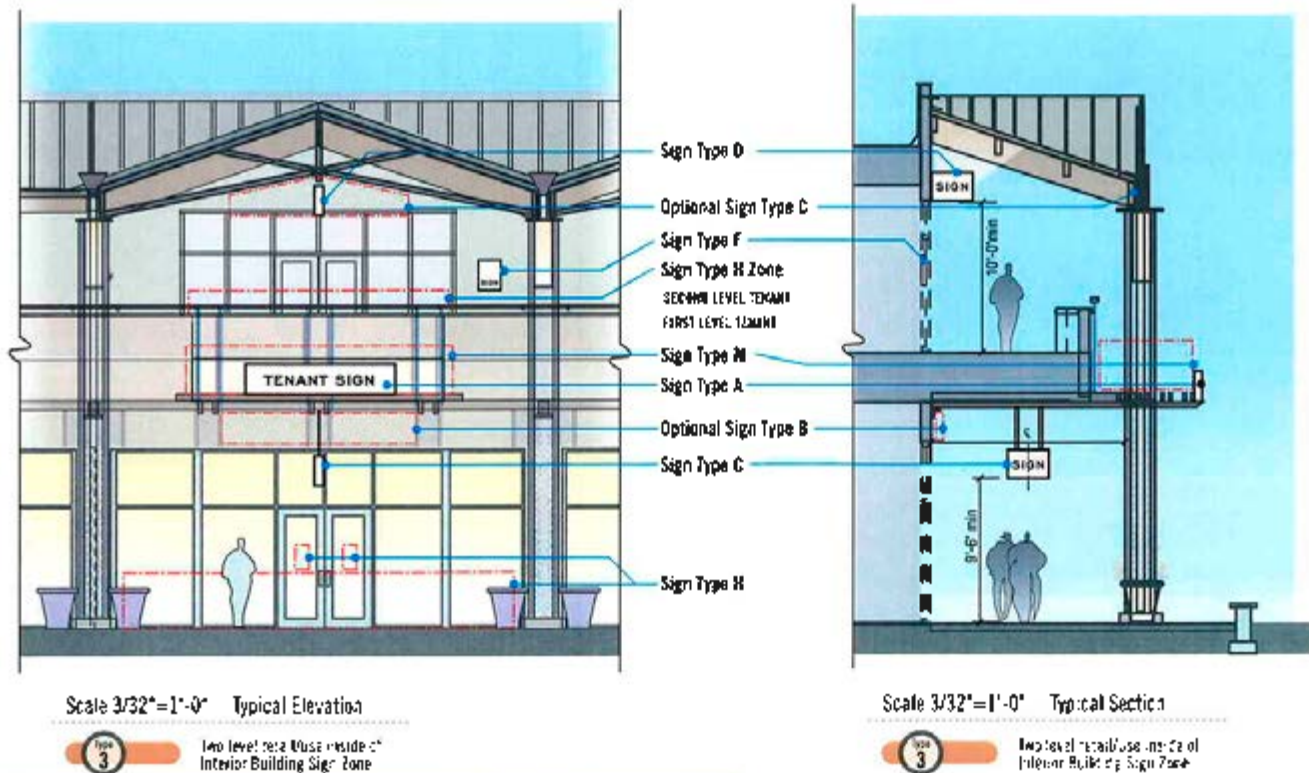
First Level Tenants

- Sign Type A - Canopy Sign
- Sign Type B - Fascia Mounted Sign (not shown)
- Sign Type C - Suspended Canopy Sign
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)
- Sign Type M - Dimensional Graphic Element Zone

Second Level Tenants

- Sign Type A - Canopy Sign (not shown)
- Sign Type B - Fascia Mounted Sign (not shown)
- Sign Type C - Suspended Canopy Sign
- Sign Type D - Projecting Blade Sign
- Sign Type F - Wall Placard
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)

The storefront elevation and section shown are diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

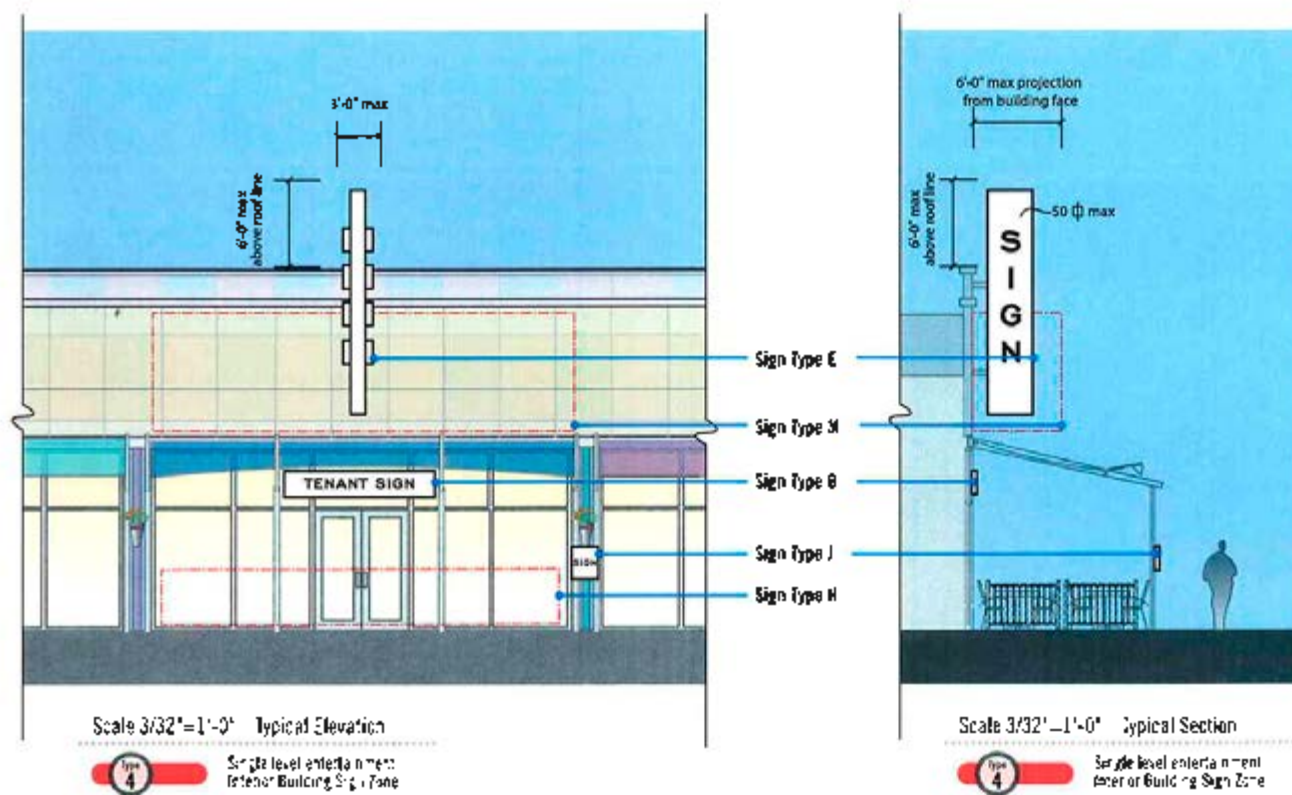


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 4

- Sign Type B - Fascia Mounted Sign
- Sign Type E - Vertical Blade Sign
- Sign Type H - Window Graphics Zone
- Sign Type J - Menu Display
- Sign Type K - Threshold Sign (not shown)
- Sign Type M - Dimensional Graphic Element Zone

The storefront elevation and section shown are diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

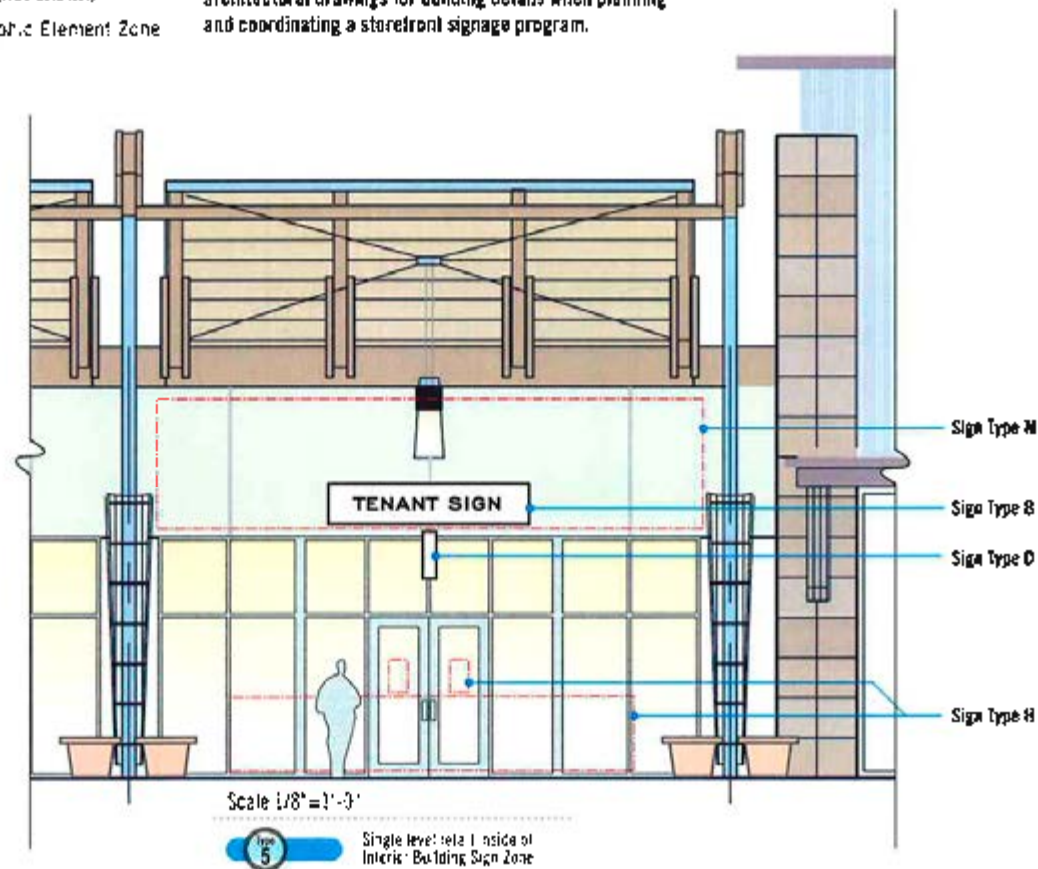


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 5

- Sign Type B - Fascia Mounted Sign
- Sign Type D - Projecting Blade Sign
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Signs (not shown)
- Sign Type M - Dimensional Graphic Element Zone

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

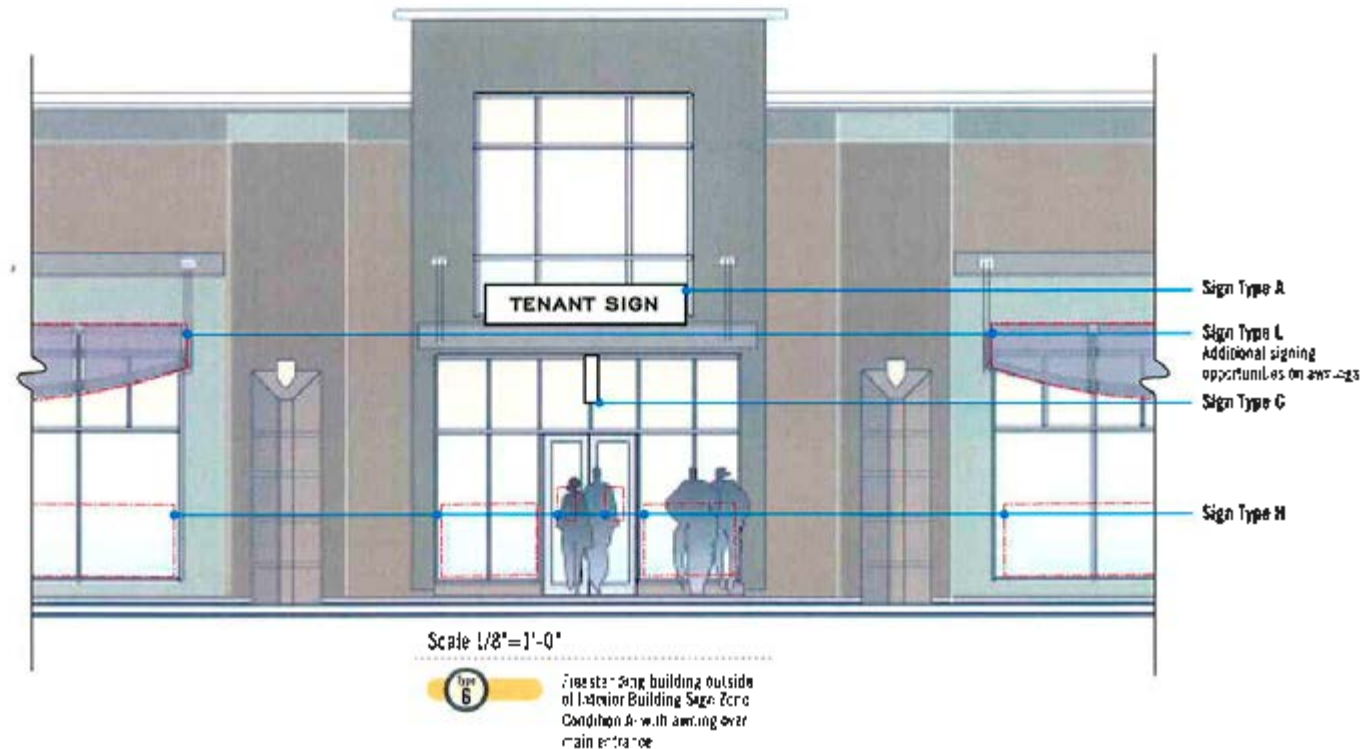


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 6 - Condition A

- Sign Type A - Canopy Sign
- Sign Type B - Fascia Mounted Sign (not shown)
- Sign Type C - Suspended Blade Sign
- Sign Type H - Window Graphics Zone
- Sign Type J - Printed Menu Display (not shown)
- Sign Type K - Threshold Sign (not shown)
- Sign Type L - Awning Graphic Zone

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

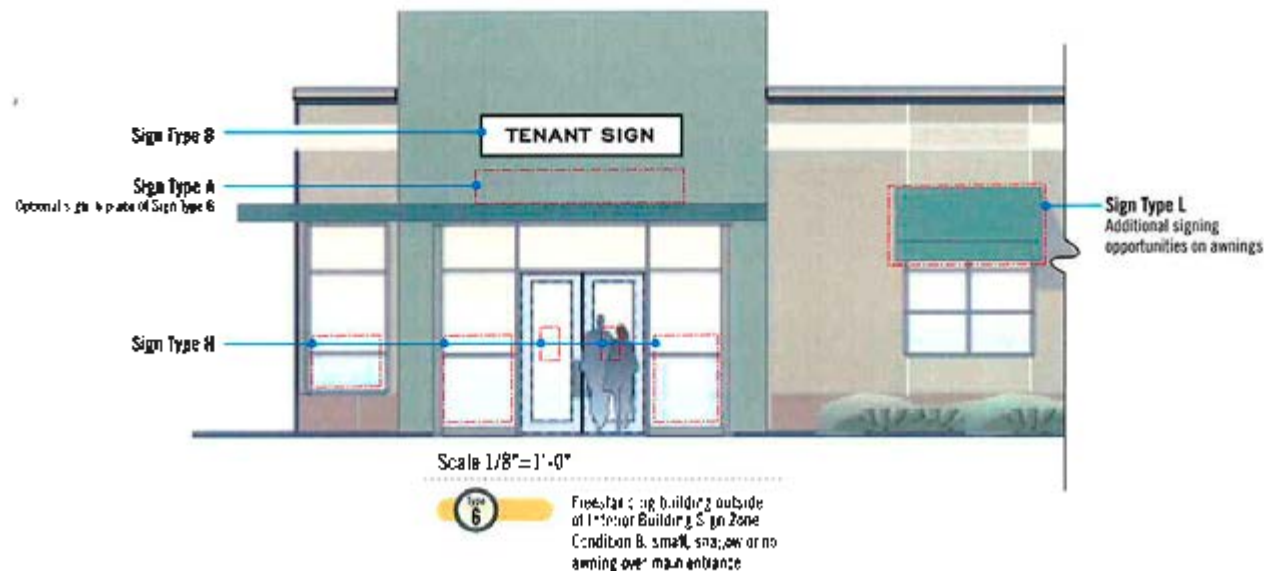


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 6 - Condition B

- Sign Type A - Canopy Sign (not shown)
- Sign Type B - Fascia Mount Sign
- Sign Type C - Suspended Blade Sign
- Sign Type H - Window Graphics Zone
- Sign Type J - Printed Menu Display (not shown)
- Sign Type K - Threshold Sign (not shown)
- Sign Type L - Awning Graphic Zone

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

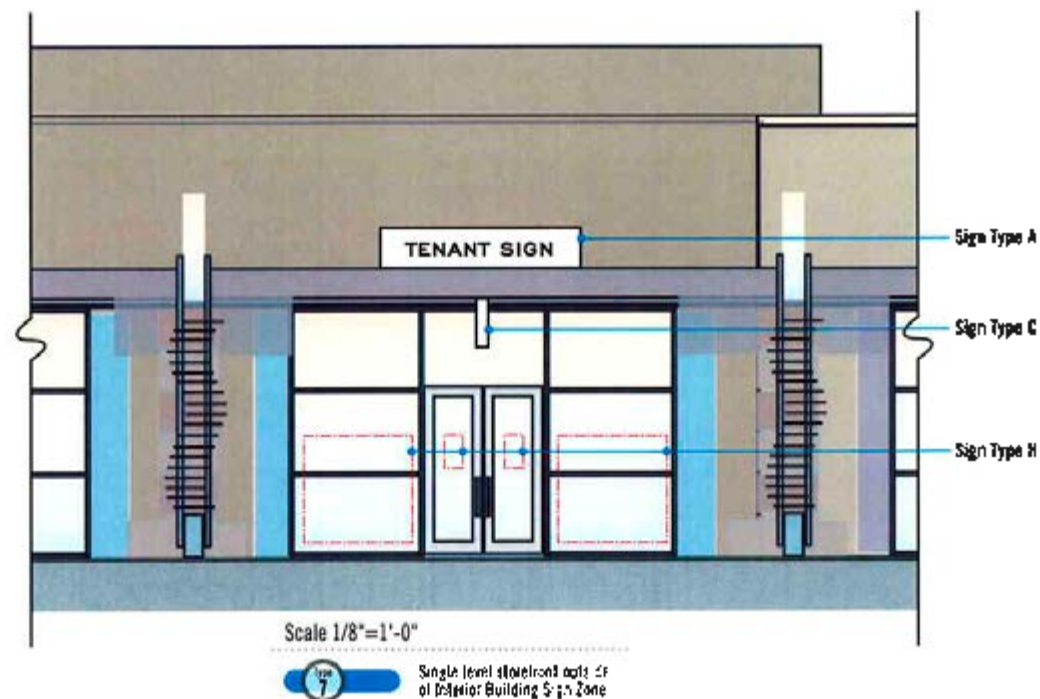


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 7

- Sign Type A - Canopy Sign
- Sign Type B - Fascia Mounted Sign (not shown)
- Sign Type C - Suspended Blade Sign
- Sign Type D - Projecting Blade Sign (not shown)
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

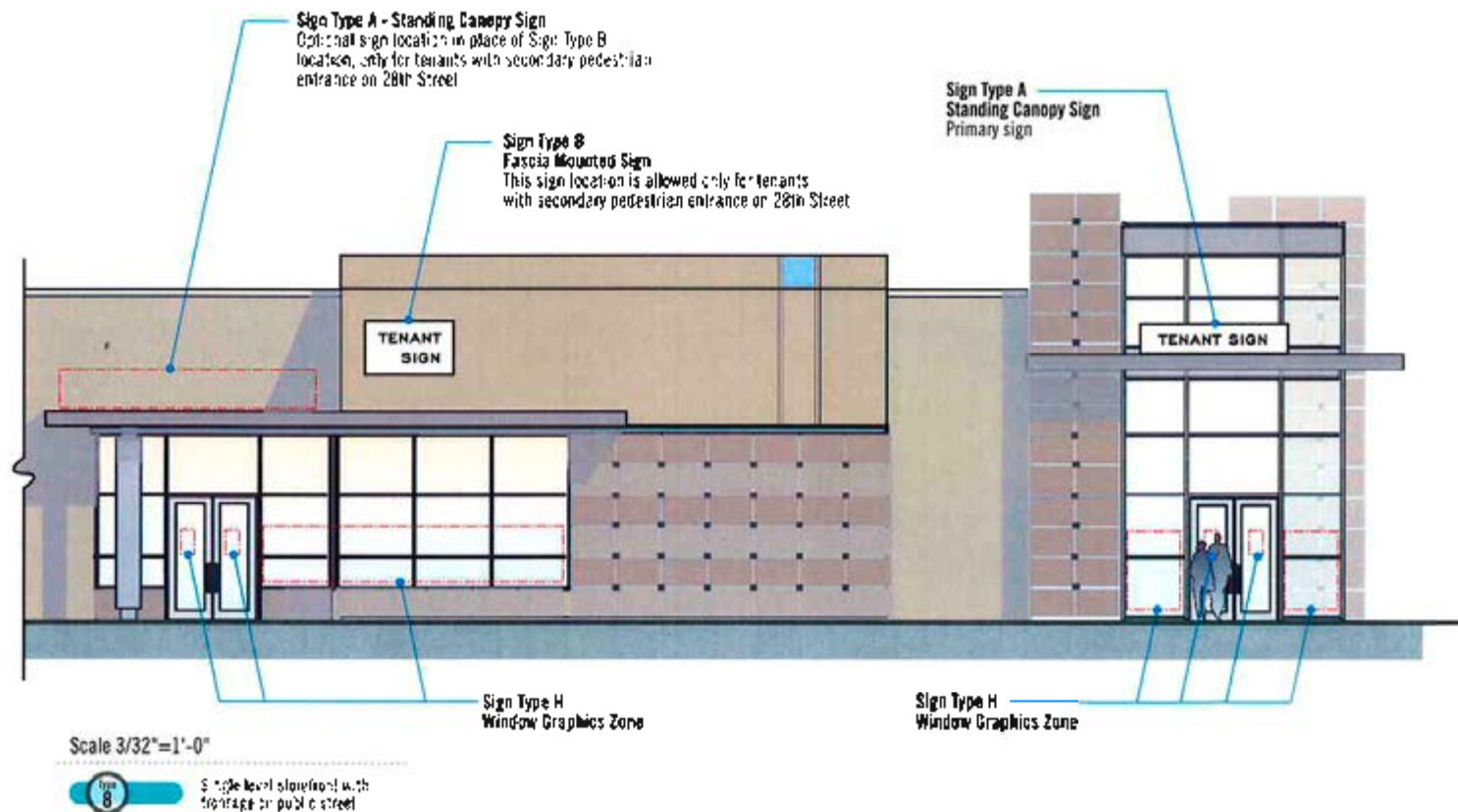


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 8

- Sign Type A - Canopy Sign
- Sign Type B - Fascia Mounted Sign
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.

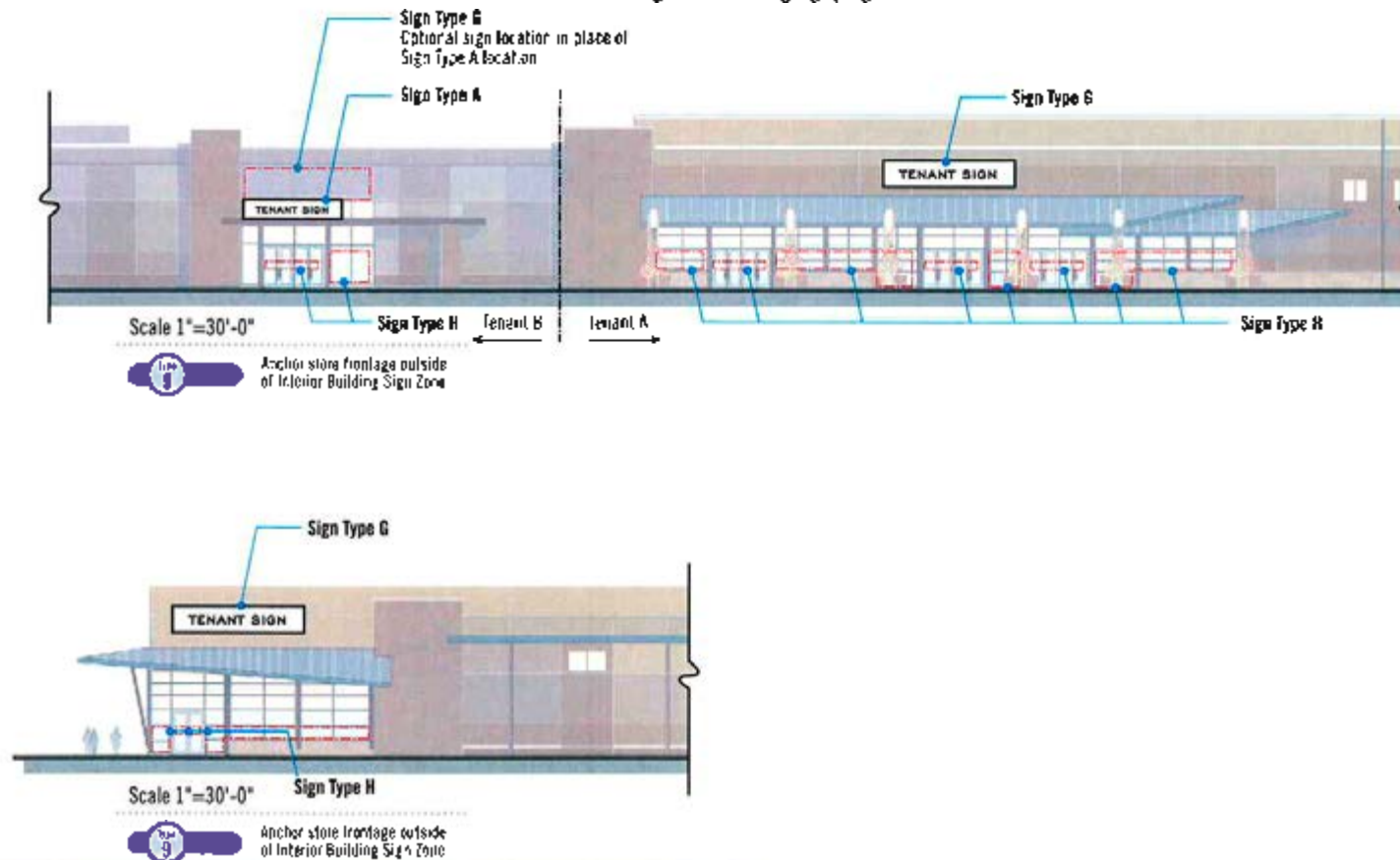


TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 9

- Sign Type A - Canopy Sign
- Sign Type G - Wall Mounted Sign
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)

The storefront elevation shown is diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.



TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 11

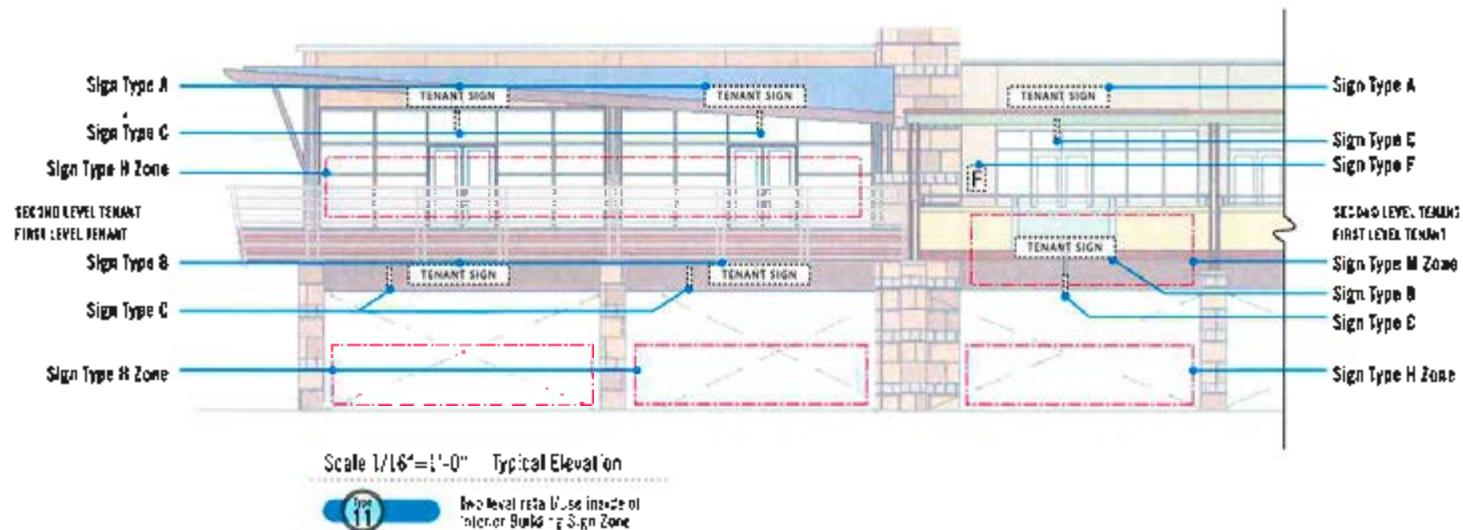
First Level Tenants

- Sign Type B - Fascia Mounted Sign
- Sign Type C - Suspended Canopy Sign
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)
- Sign Type M - Dimensional Graphic Element Zone

Second Level Tenants

- Sign Type A - Canopy Sign
- Sign Type B - Fascia Mounted Sign (not shown)
- Sign Type C - Suspended Canopy Sign
- Sign Type D - Projecting Blade Sign (not shown)
- Sign Type F - Wall Placard
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)

The storefront elevation and section shown are diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.



TYPICAL STOREFRONT ELEVATIONS (cont'd.)

STOREFRONT TYPE 12

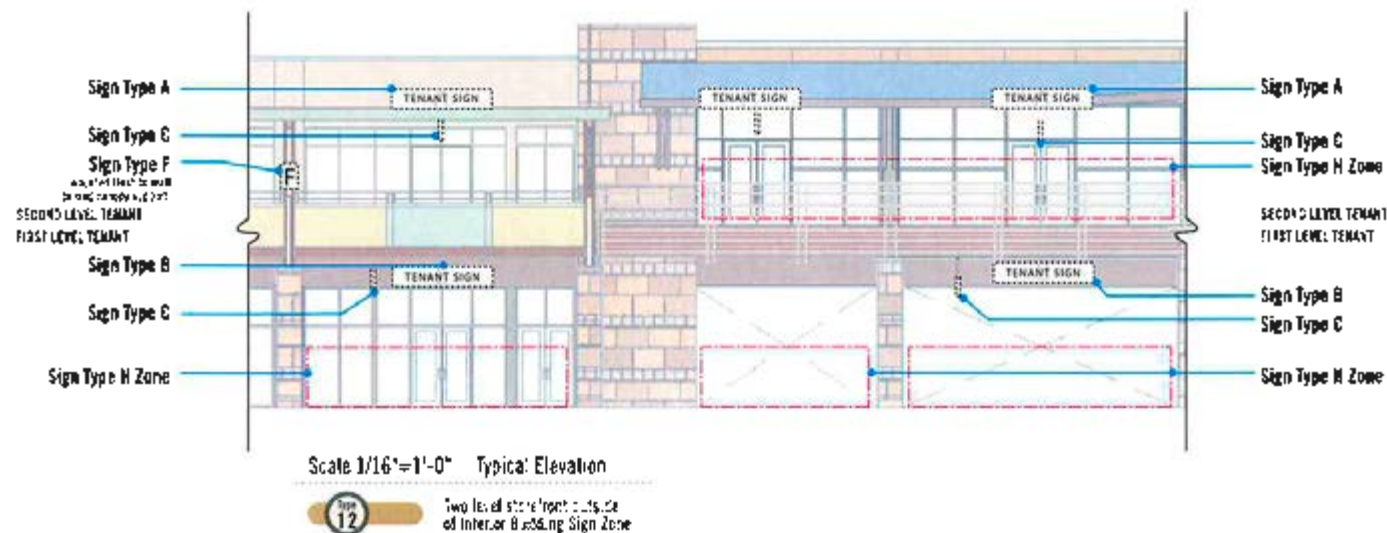
First Level Tenants

- Sign Type B - Fascia Mounted Sign
- Sign Type C - Suspended Canopy Sign
- Sign Type D - Projecting Blade Sign (not shown)
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)

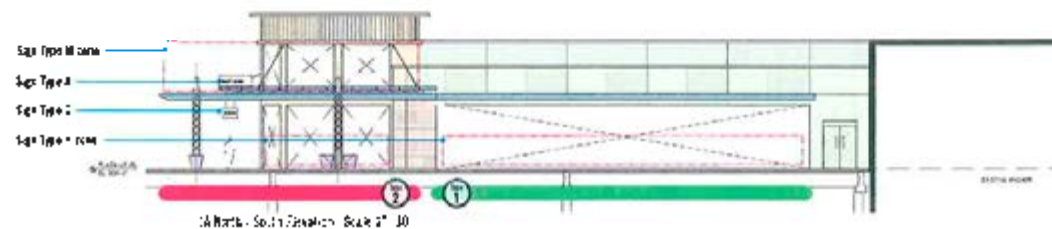
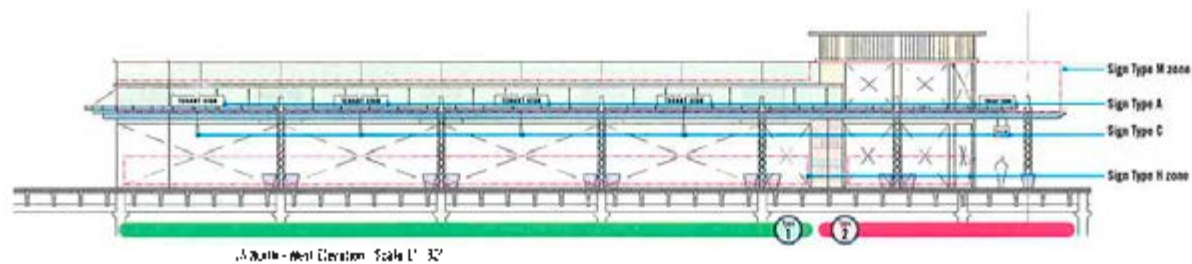
Second Level Tenants

- Sign Type A - Canopy Sign
- Sign Type B - Fascia Mounted Sign (not shown)
- Sign Type C - Suspended Canopy Sign
- Sign Type D - Projecting Blade Sign (not shown)
- Sign Type F - Wall Placard
- Sign Type H - Window Graphics Zone
- Sign Type K - Threshold Sign (not shown)

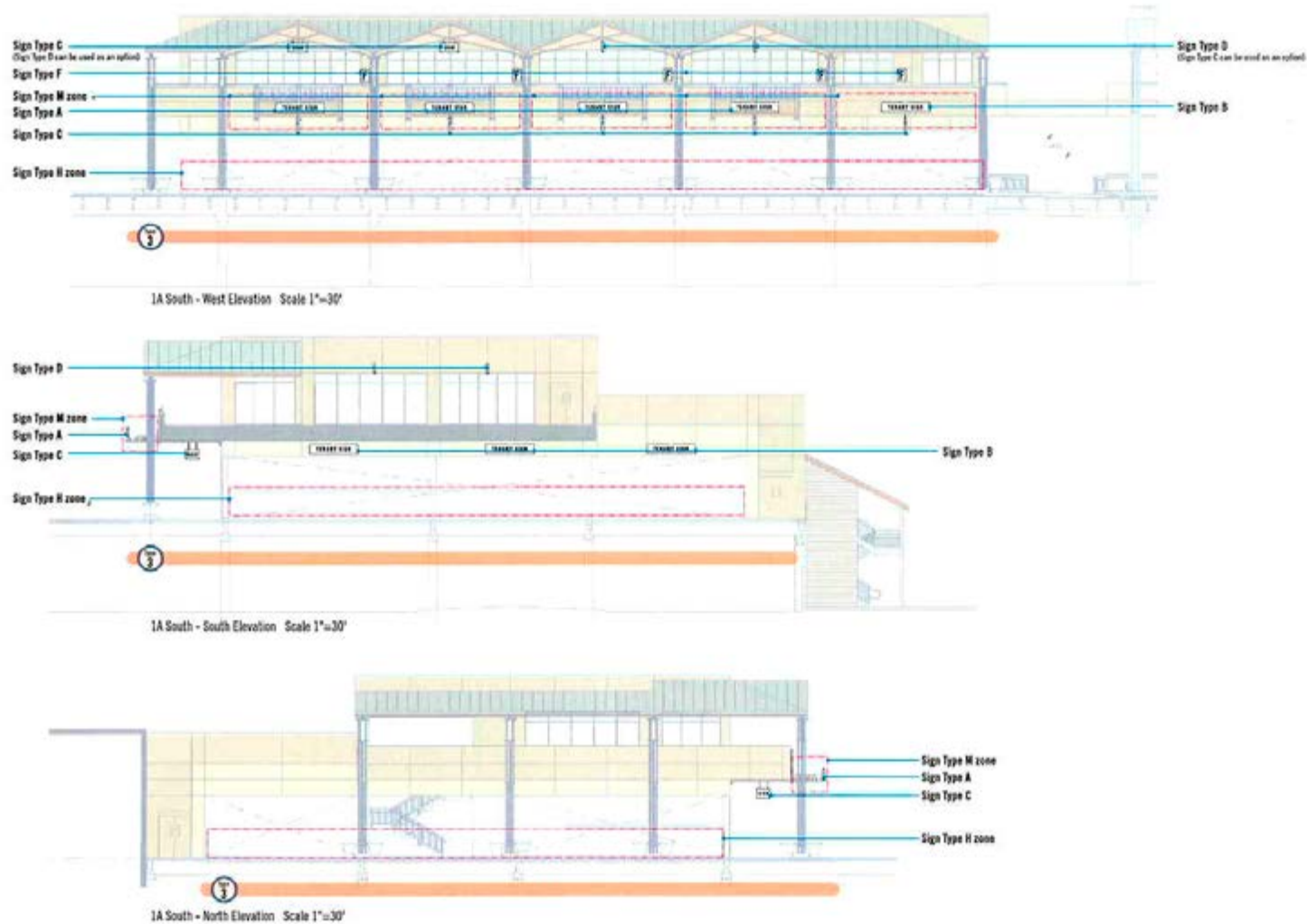
The storefront elevation and section shown are diagrammatic only; due to specific storefront locations and conditions, all of the "Allowable Sign Types" listed and shown may not apply or be appropriate. Please refer to the building's specific architectural drawings for building details when planning and coordinating a storefront signage program.



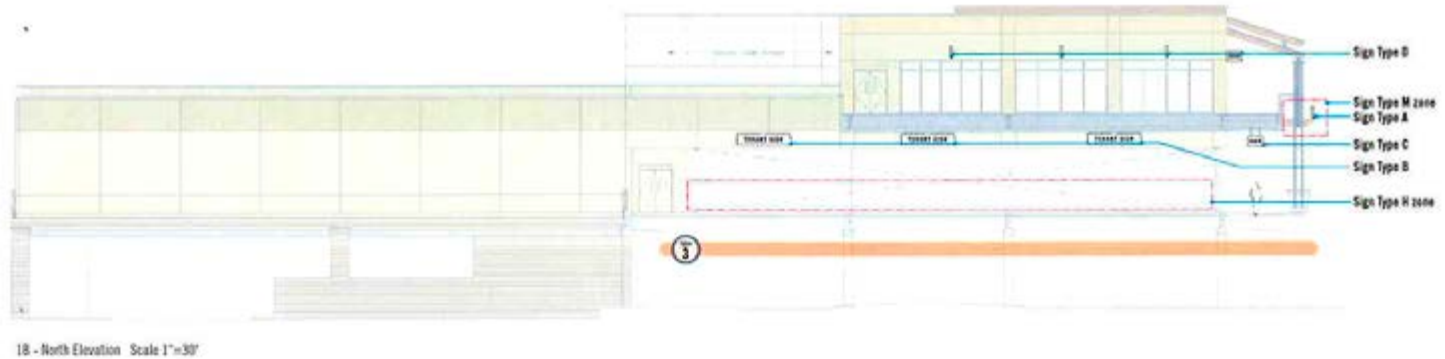
CENTER ELEVATIONS
Building 1-A North



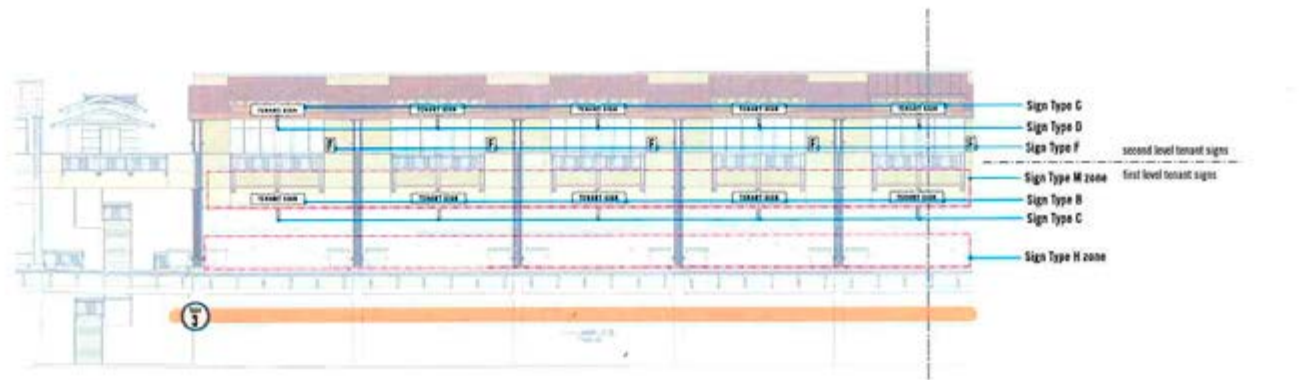
CENTER ELEVATIONS (cont'd.)
Building 1-A South



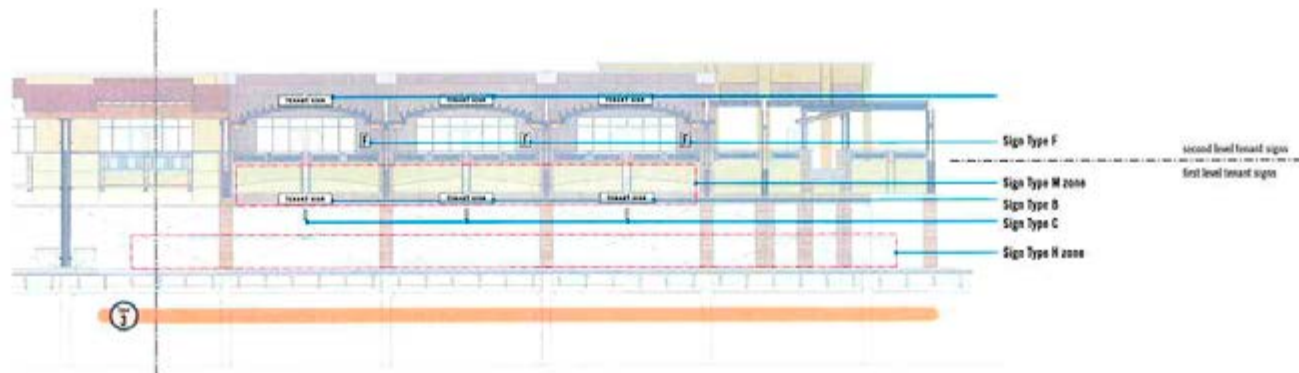
CENTER ELEVATIONS (cont'd.)
Building 1-B North and South



CENTER ELEVATIONS (cont'd.)
Building 1-B West

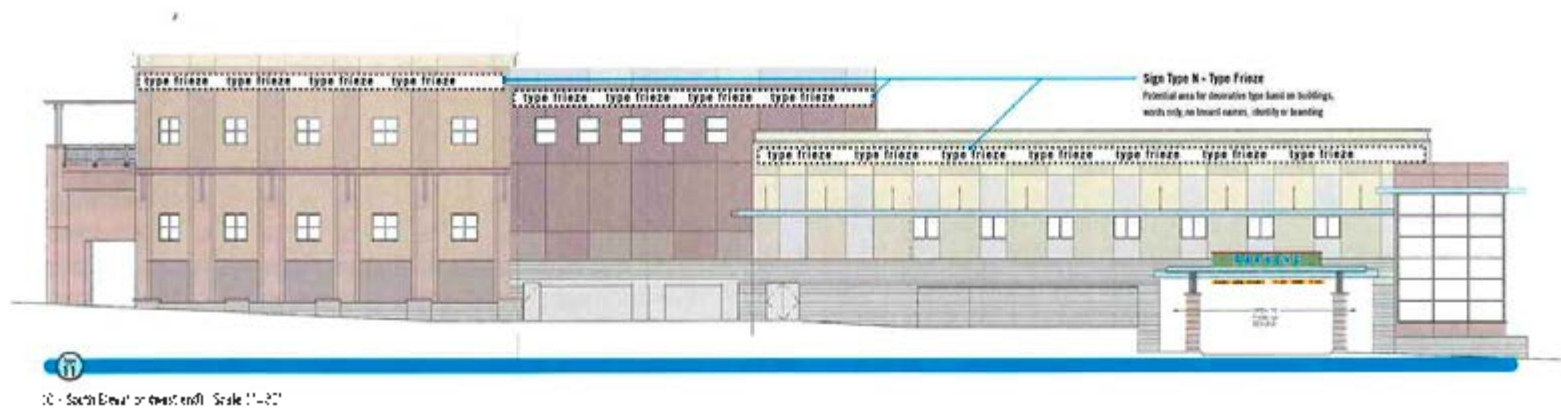


1B - Partial West Elevation (north end) Scale 1"=30'

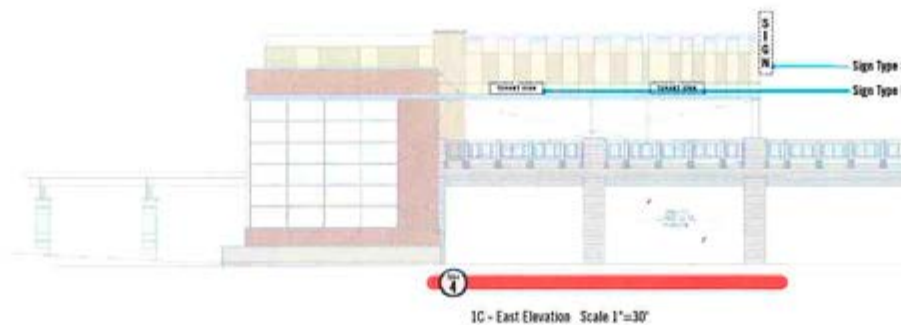
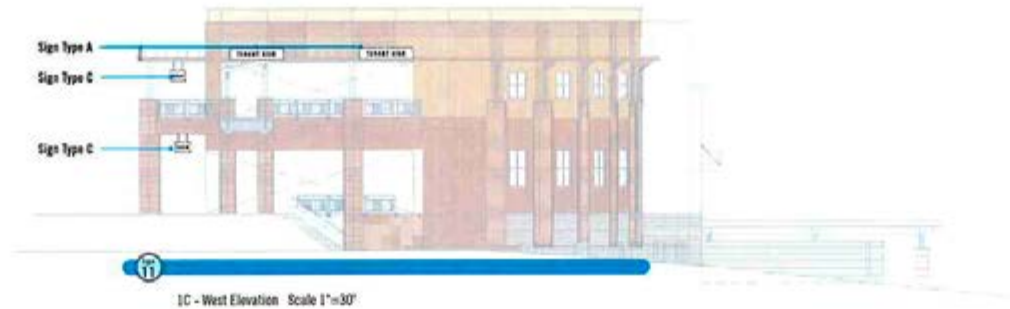


1B - Partial West Elevation (south end) Scale 1"=30'

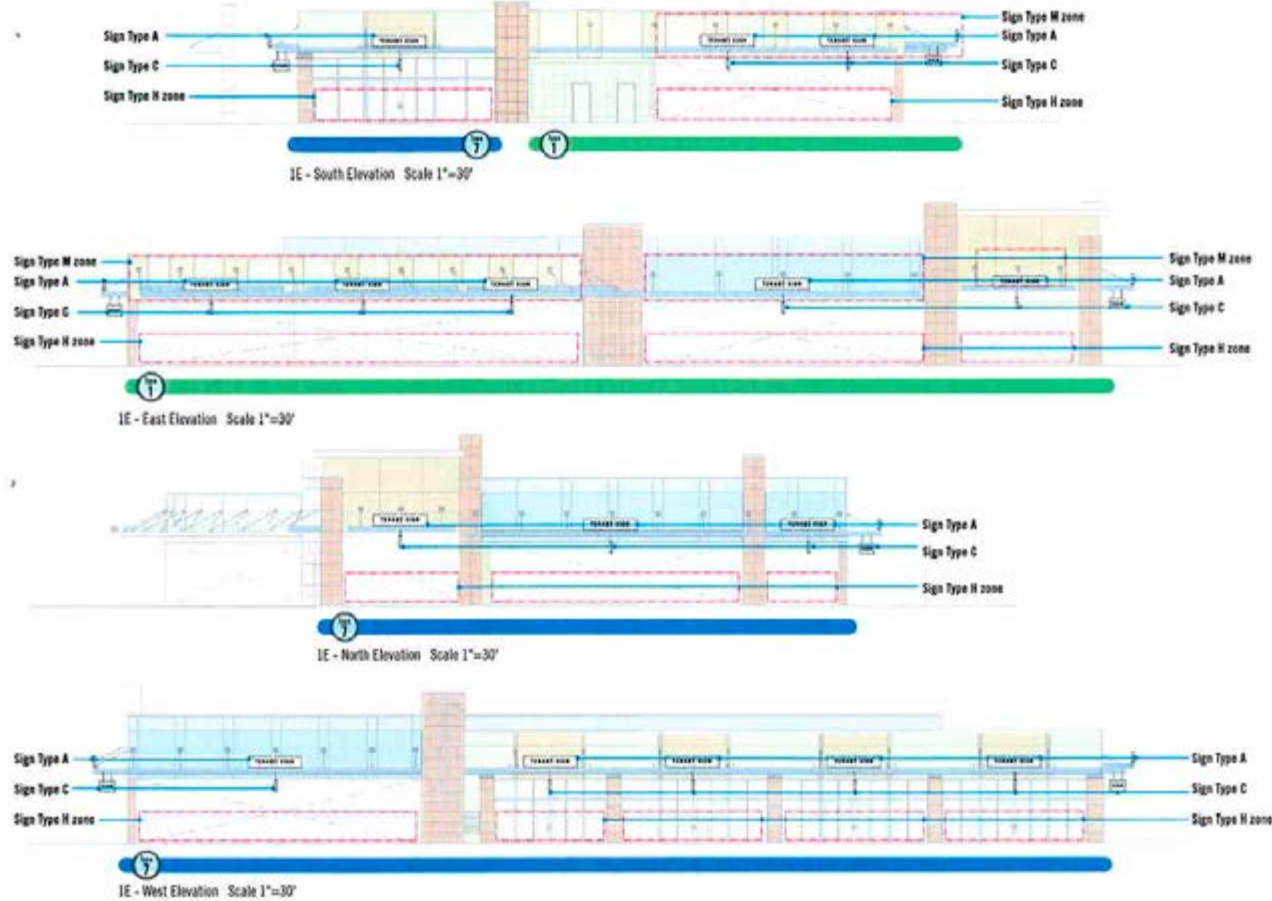
CENTER ELEVATIONS (cont'd.)
Building 1-C North and South



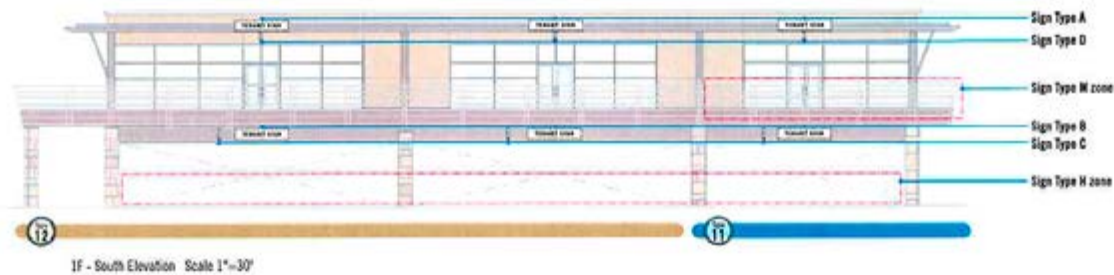
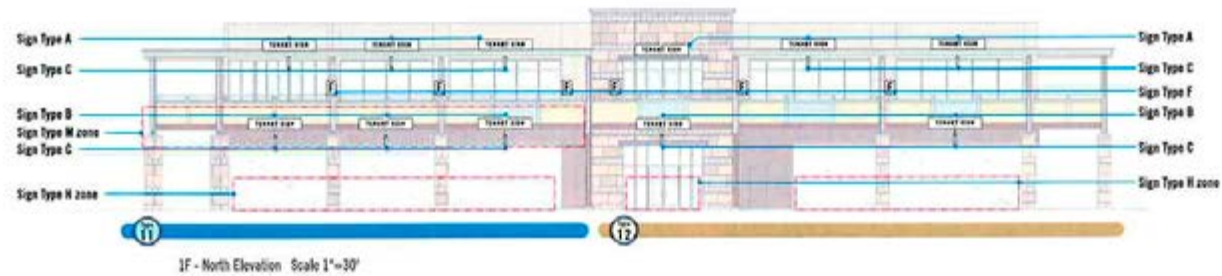
CENTER ELEVATIONS (cont'd.)
Building 1-C East and West



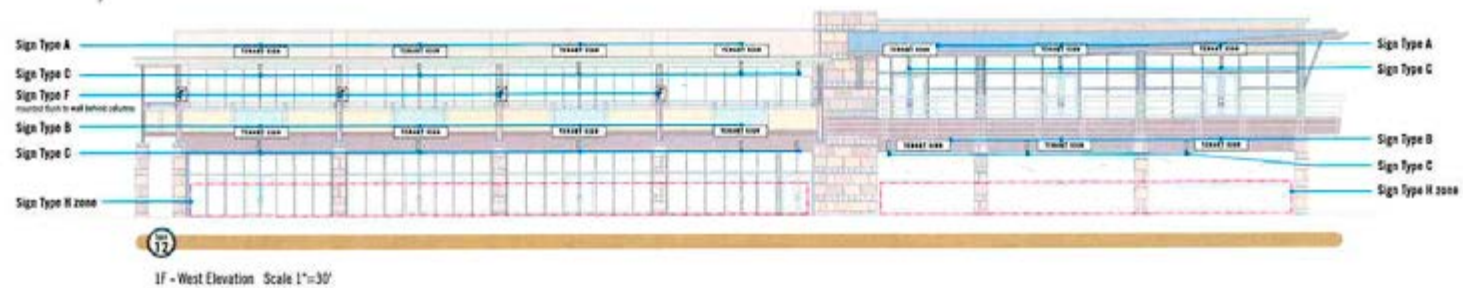
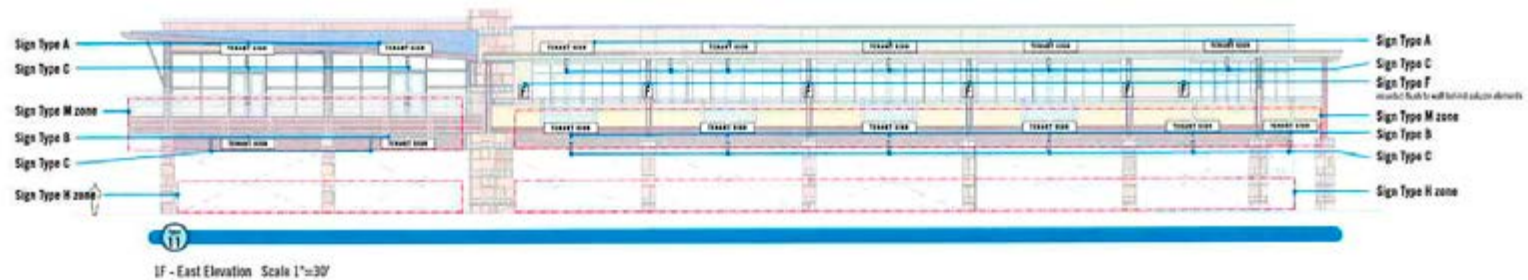
CENTER ELEVATIONS (cont'd.)
Building 1-E



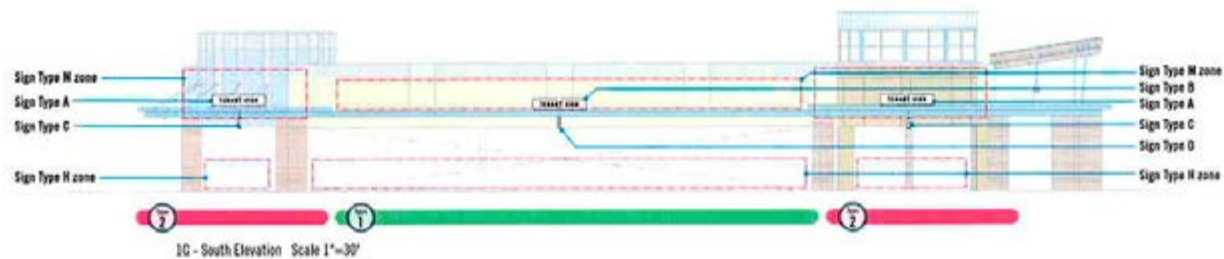
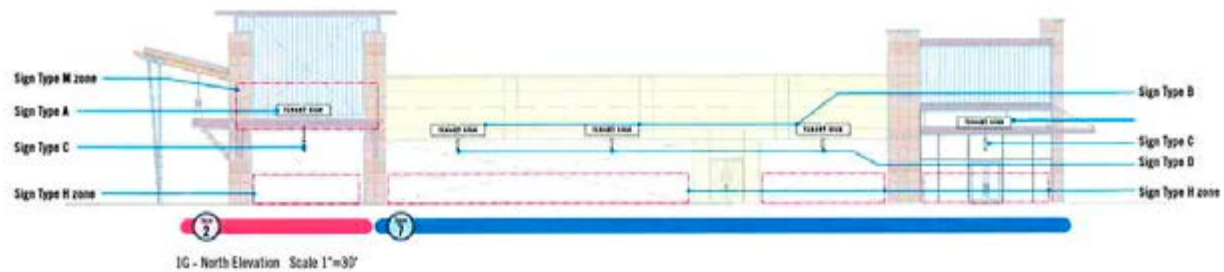
CENTER ELEVATIONS (cont'd.)
Building 1-F North and South



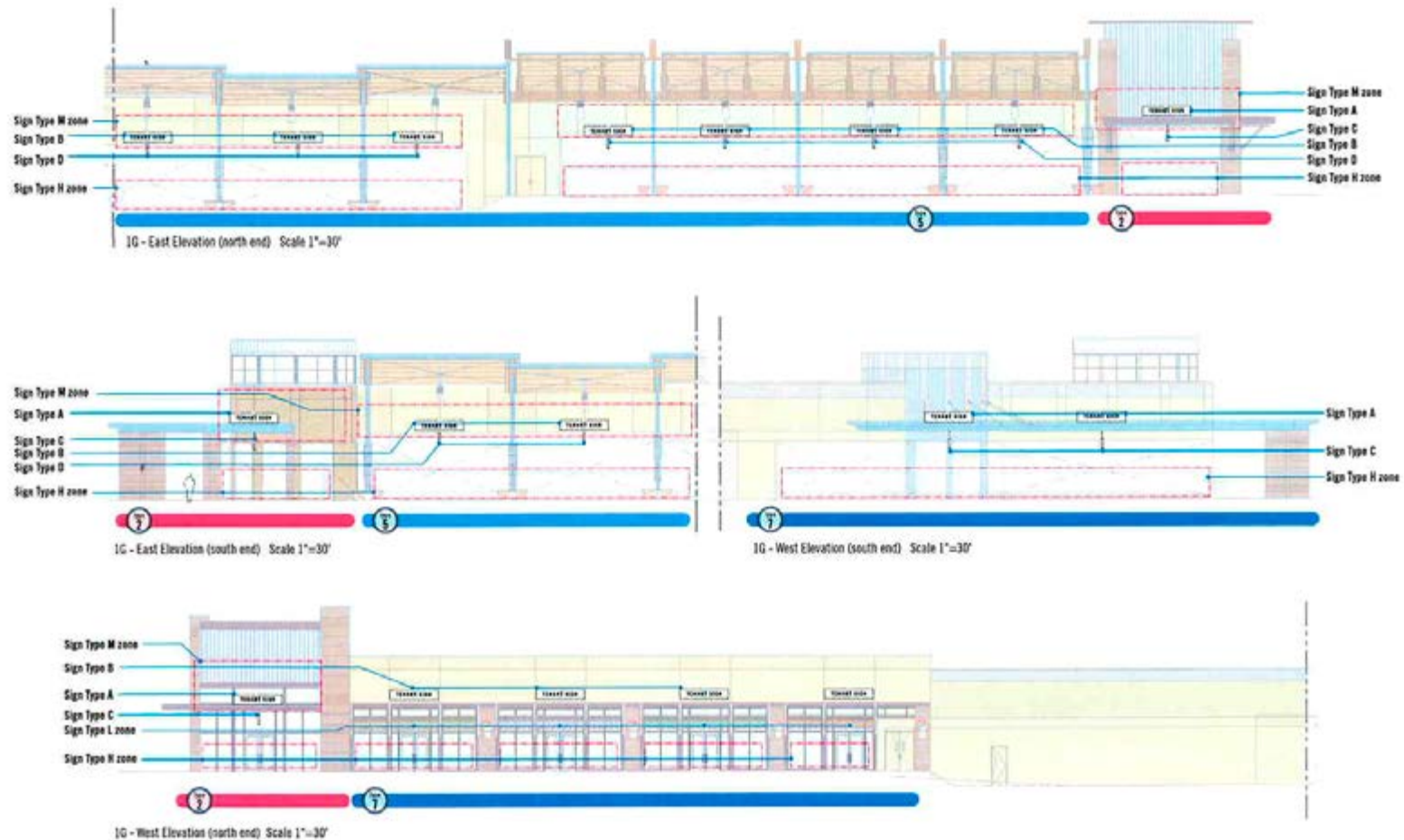
CENTER ELEVATIONS (cont'd.)
Building 1-F East and West



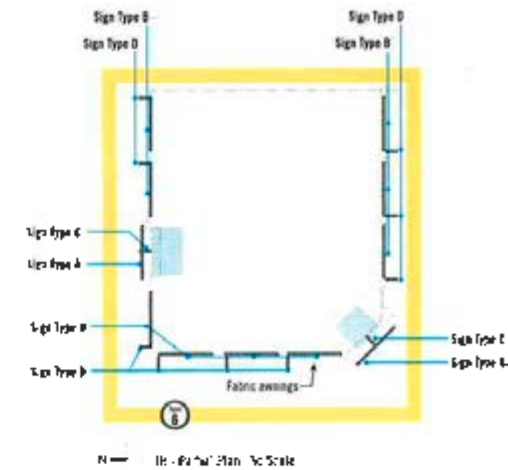
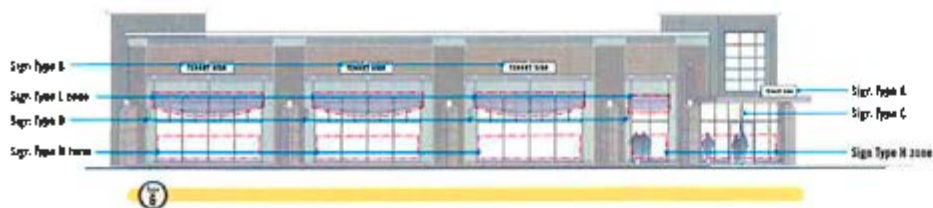
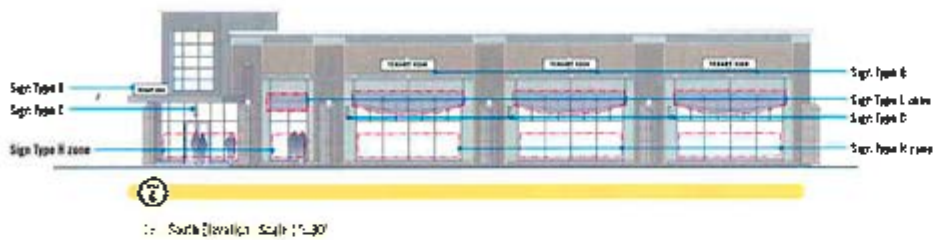
CENTER ELEVATIONS (cont'd.)
Building 1-G North and South



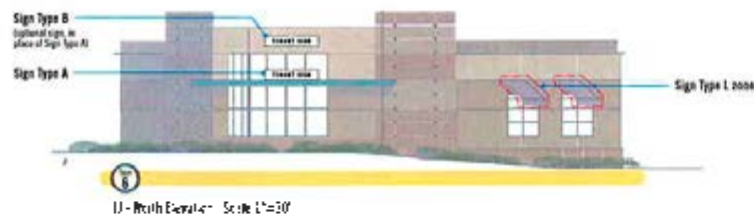
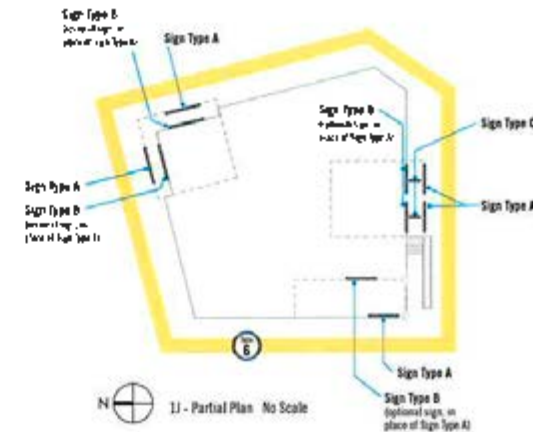
CENTER ELEVATIONS (cont'd.)
Building 1-G East and West



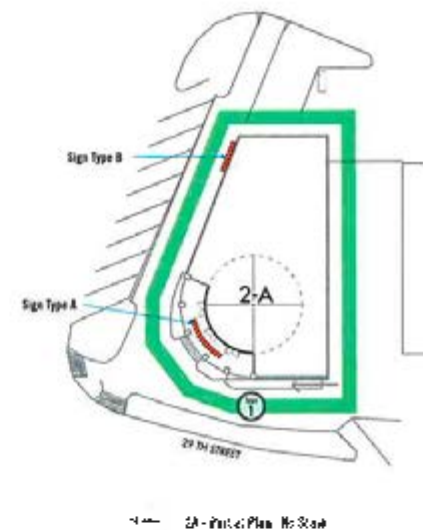
**CENTER ELEVATIONS (cont'd.)
Building 1-H**



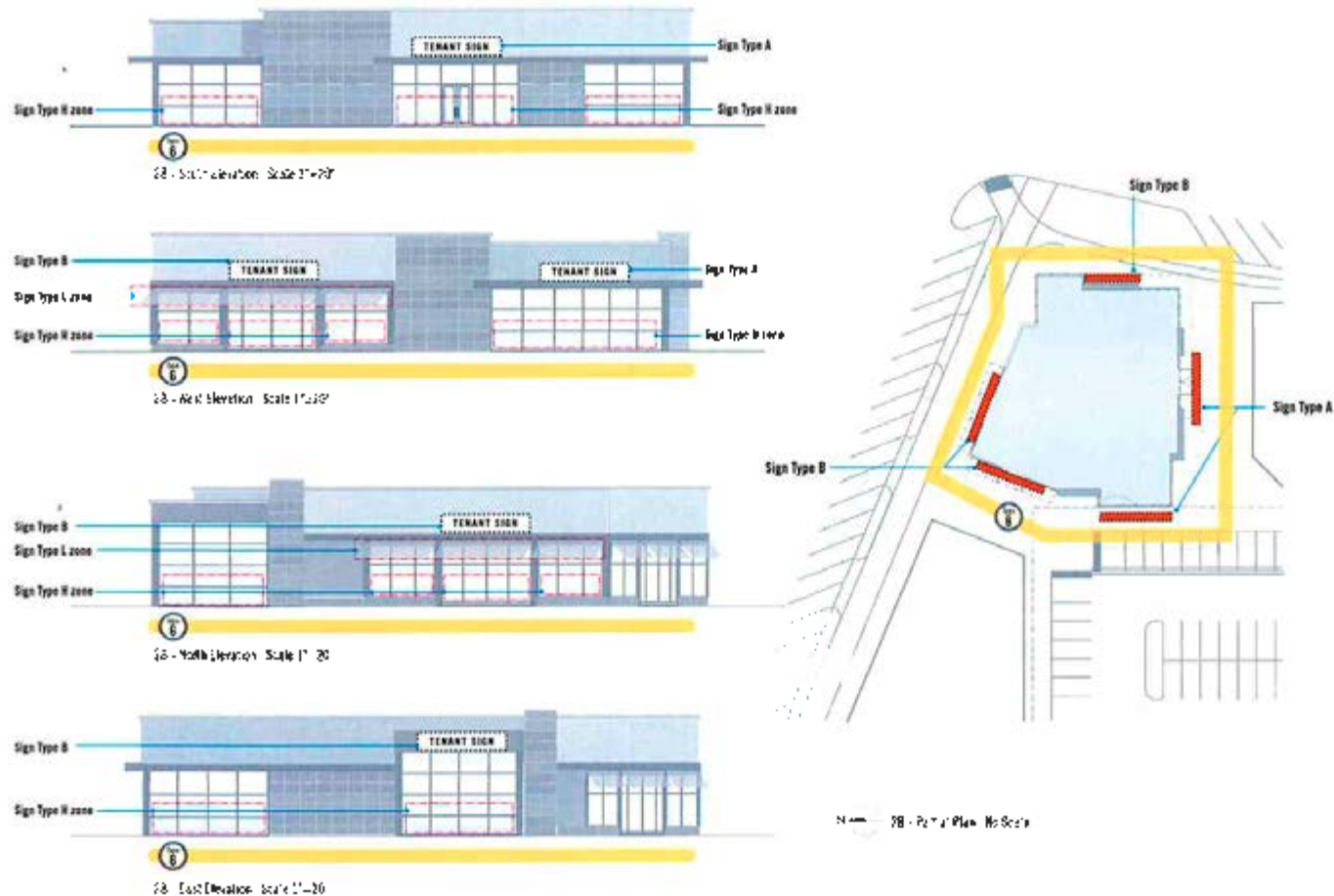
CENTER ELEVATIONS (cont'd.)
Building 1-J



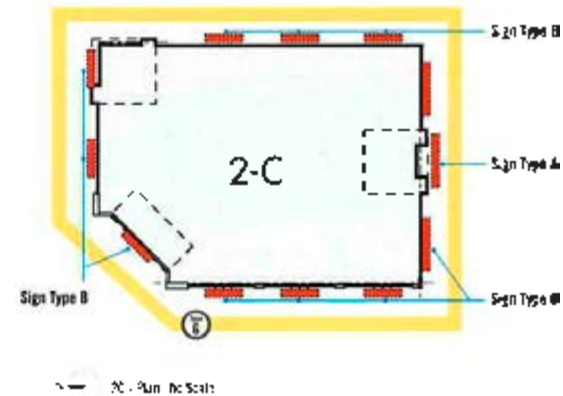
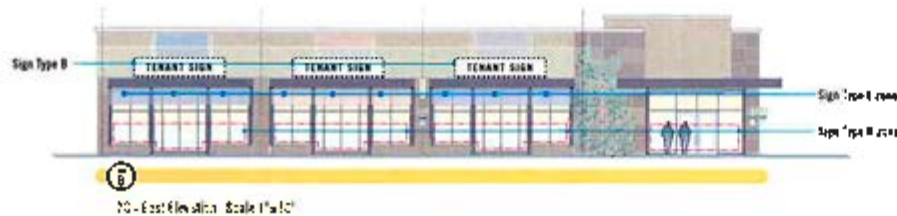
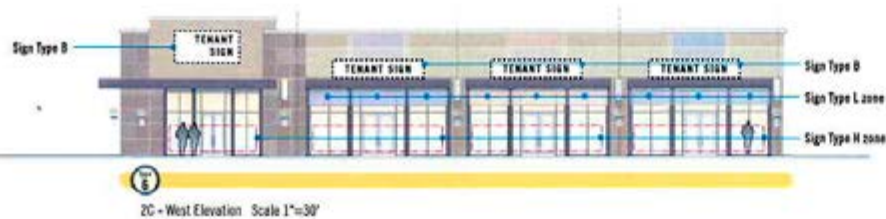
CENTER ELEVATIONS (cont'd.)
Building 2-A



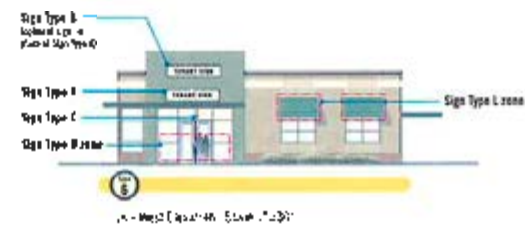
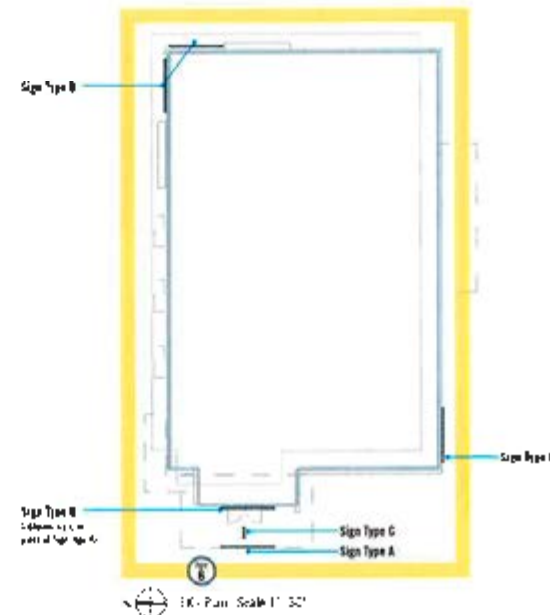
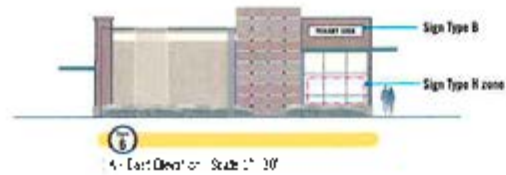
CENTER ELEVATIONS (cont'd.)
Building 2-B



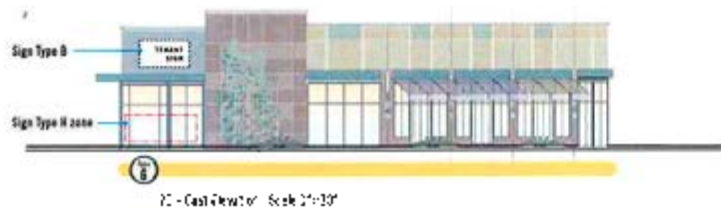
CENTER ELEVATIONS (cont'd.)
Building 2-C



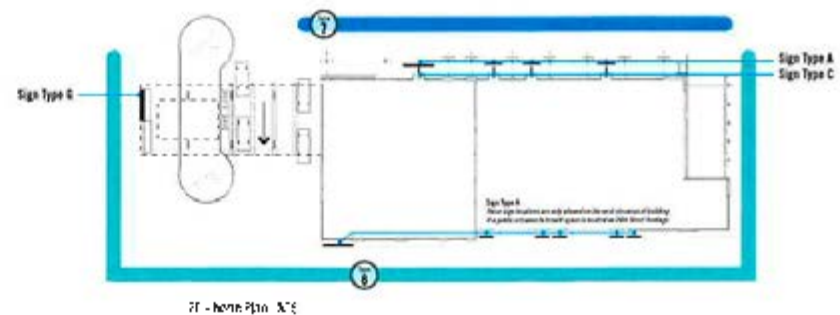
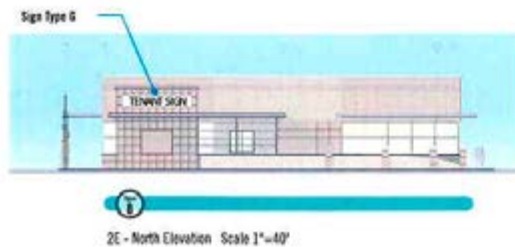
CENTER ELEVATIONS (cont'd.)
Building 1-K



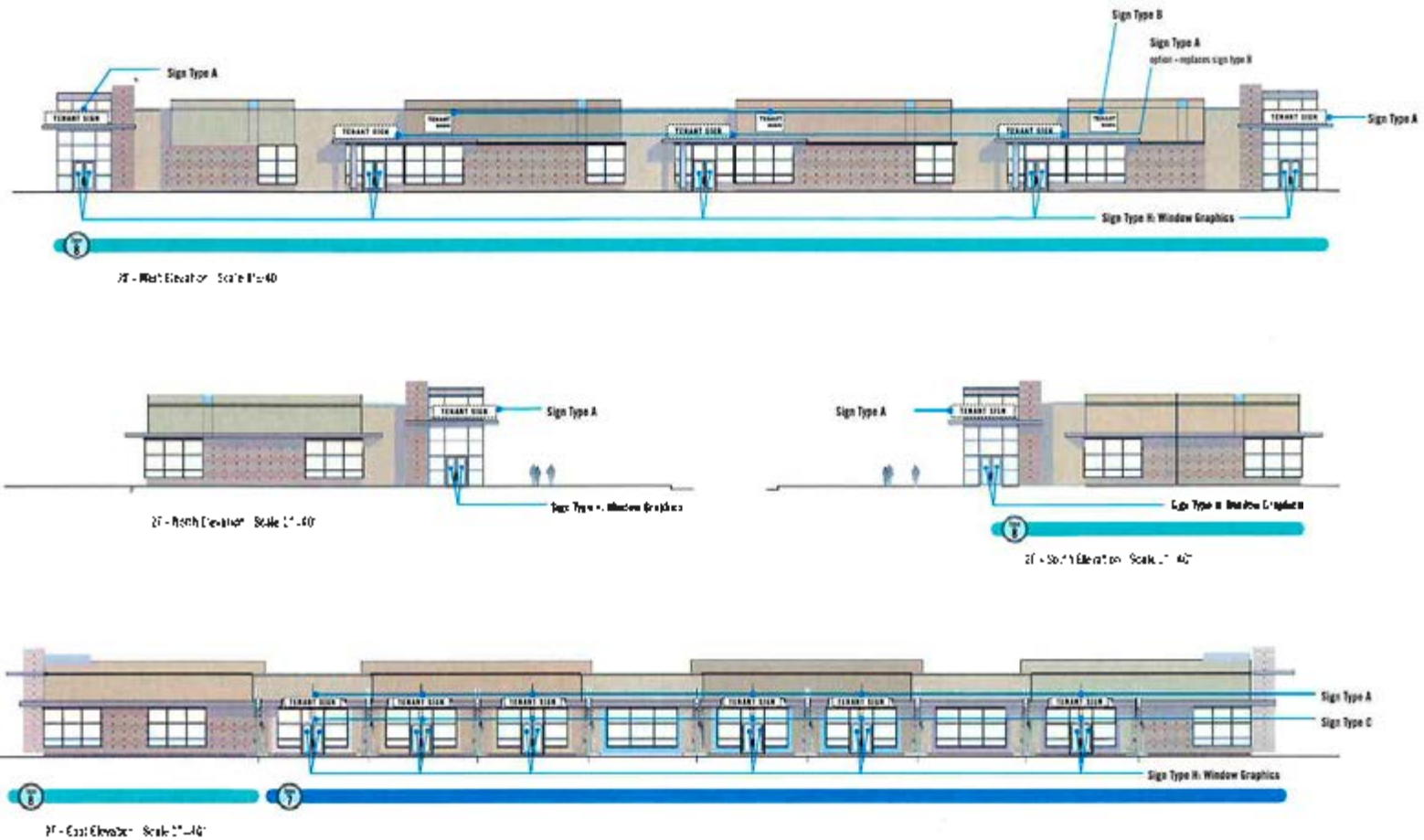
**CENTER ELEVATIONS (cont'd.)
Building 2-D**



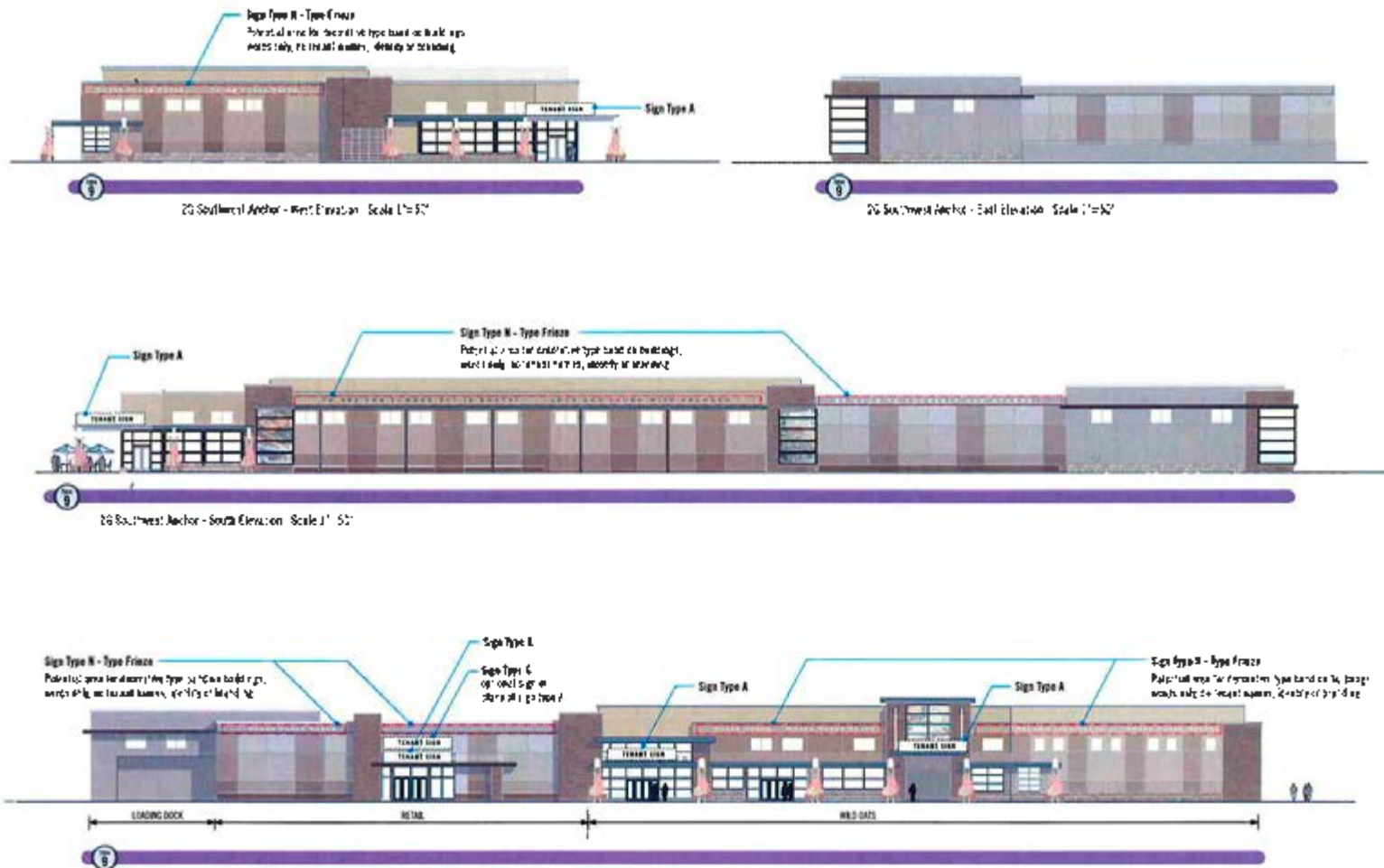
CENTER ELEVATIONS (cont'd.)
Building 2-E



CENTER ELEVATIONS (cont'd.)
Building 2-F



CENTER ELEVATIONS (cont'd.)
Building 2-G

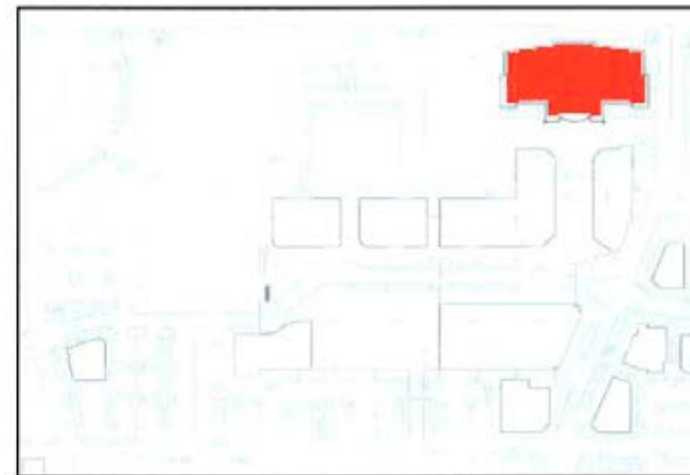
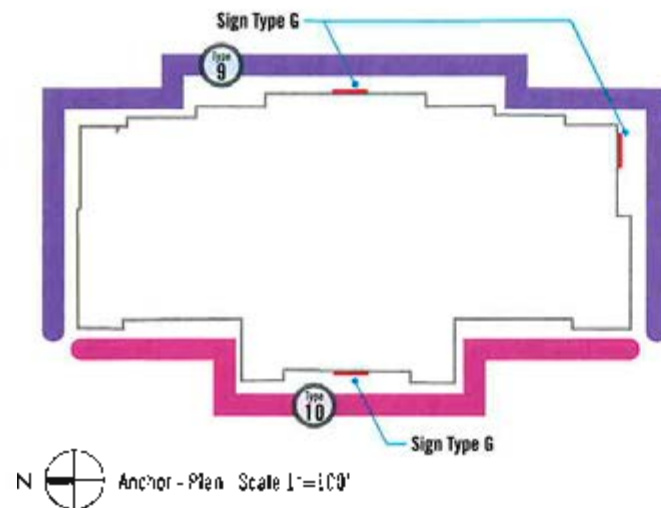


CENTER ELEVATIONS (cont'd.)
Southeast Anchor Building

Final building elevations have not yet been determined for these anchor locations.

All anchor tenant signage requires review and approval by the Landlord prior to submittal to the City of Boulder for review.

The area highlighted as "Type 9" on the building "footprints" below show the portions of these anchor tenant buildings that are located outside of the Project Interior Building Sign Zone. All tenant signage located outside of the Project Interior Building Sign Zone is subject to review by the City of Boulder and its sign code.



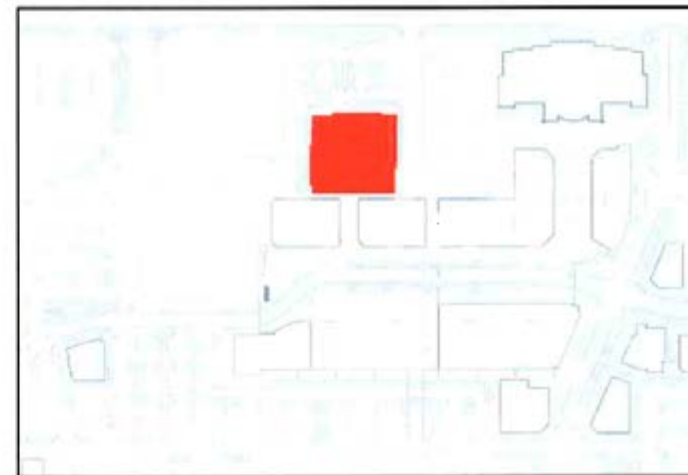
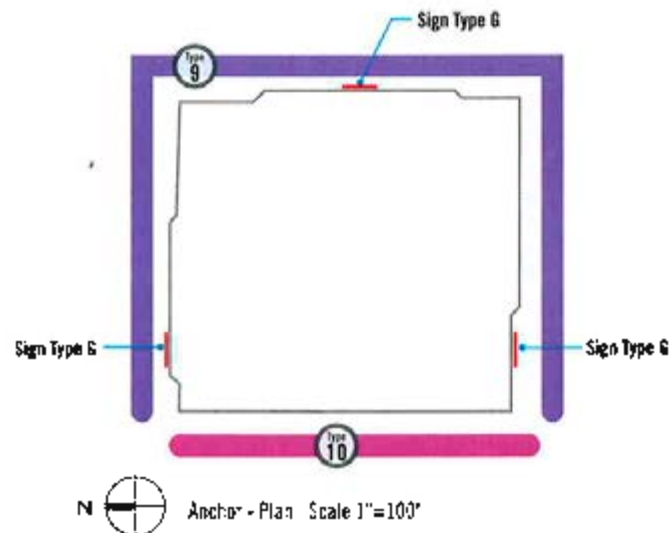
KEY PLAN - NTS

CENTER ELEVATIONS (cont'd.) Anchor Building

Final building elevations have not yet been determined for these anchor locations.

All anchor tenant signage requires review and approval by the Landlord prior to submittal to the City of Boulder for review.

The area highlighted as "Type 9" on the building "footprints" below show the portions of these anchor tenant buildings that are located outside of the Project Interior Building Sign Zone. All tenant signage located outside of the Project Interior Building Sign Zone is subject to review by the City of Boulder and its sign code.



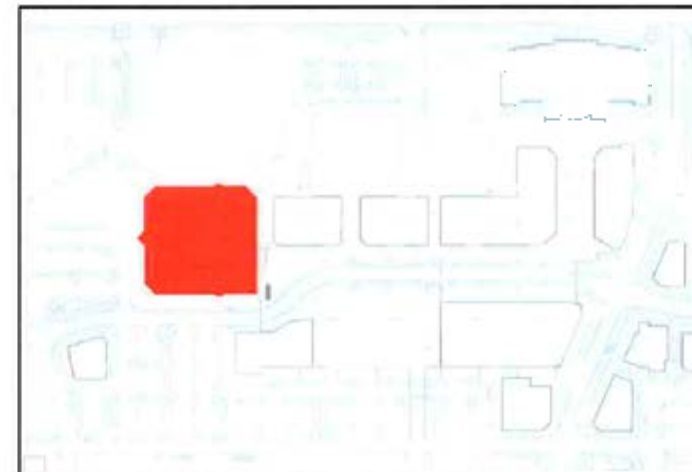
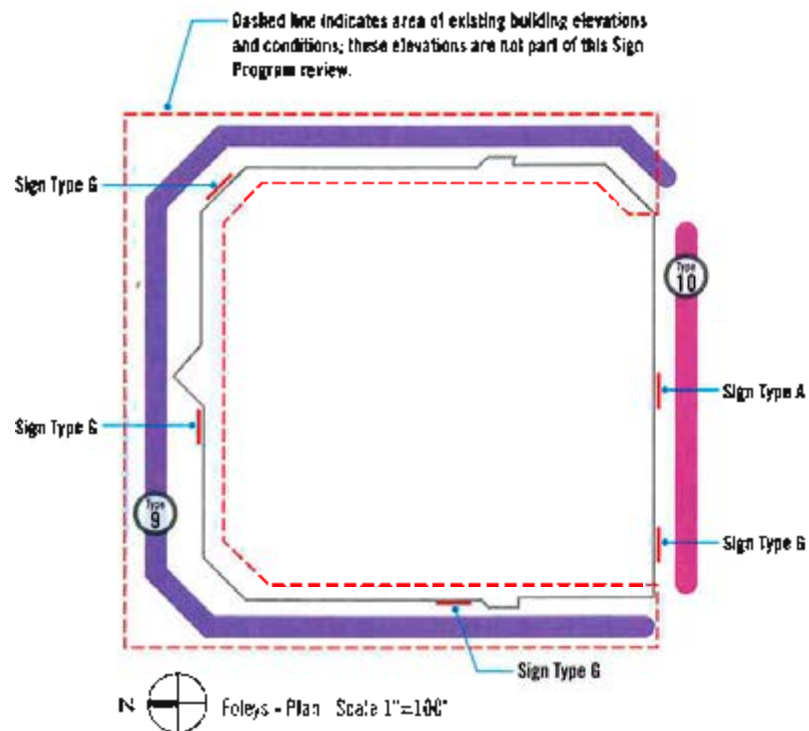
KEY PLAN - NTS

CENTER ELEVATIONS (cont'd.) Anchor Building

Final building elevations have not yet been determined for these anchor locations.

All anchor tenant signage requires review and approval by the Landlord prior to submittal to the City of Boulder for review.

The area highlighted as "Type 9" on the building "footprints" below show the portions of these anchor tenant buildings that are located outside of the Project Interior Building Sign Zone. All tenant signage located outside of the Project Interior Building Sign Zone is subject to review by the City of Boulder and its sign code.



KEY PLAN - NTS.

TYPICAL SIGN TYPES

SIGN TYPE A - STANDING CANOPY SIGNS

Canopy signs are located above the storefront and/or entry doors, parallel to the building facade and mounted on top of or on the fascia of the canopy at the leading edge. The colors, finishes and materials used should convey the tenant's unique identity and create a unified design with the tenant's storefront display. Canopy signs should express characteristics which evoke a sense of contemporary high craftsmanship and design sensitivity. The tenant shall submit the design of the proposed sign for review according to the procedures outlined.

Maximum Sign Area: 40 square feet and a maximum letter height of 12".

Mounting Restrictions: Standing canopy signs shall not overlap or cover building features such as cornices, eaves, windows, door frames, columns and other decorative elements. Letter forms shall not project more than 9" from the face of the sign panel.

Where non-illuminated sign types are considered, the following restrictions shall apply:

- Individual dimensional letters mounted directly to signing surface shall be at least ½" thick on ½" spacers, or 1" thick if directly applied.
- Letters formed from thin metal plate or similar materials shall be pin mounted at least 1" from the signing surface.
- External (spot) illumination for non-illuminated signs is strongly recommended.
- All illumination must comply with the City of Boulder's lighting ordinance

SIGN TYPE B - FASCIA MOUNTED SIGNS

Fascia mounted signs are located above the storefront display windows and/or entry doors, parallel to the building facade. The colors, finishes and materials used should convey the tenant's unique identity and create a unified design with the tenant's storefront display. Fascia mounted signs can be used in locations where appropriate; substituting for Sign Type A Canopy Signs.

Mounting Restrictions: Wall mounted fascia signs shall not overlap or cover building features such as cornices, eaves, windows, door frames, columns

and other decorative elements. Wall mounted letter forms shall not project more than 8" from the building.

Where non-illuminated sign types are considered, the following restrictions shall apply:

- Individual dimensional letters mounted directly to wall surface shall be at least ½" thick on ½" spacers, or 1" thick if directly applied.
- Letters formed from thin metal plate or similar materials shall be pin mounted at least 1" from the signing surface.
- The landlord requires external (spot) illumination for non-internally illuminated signs.
- All illumination must comply with the City of Boulder's lighting ordinance.



Example of a fascia mounted sign



Examples of canopy signs

TYPICAL SIGN TYPES (cont'd.)

SIGN TYPE C - SUSPENDED CANOPY SIGNS

Double sided suspended canopy signs may occur in locations where the Landlord has provided architectural canopies as part of the base building. Armature for suspended canopy signs should be constructed as a rigid element not allowing the sign to swing. Suspended signs should display the Tenant's unique characteristic while evoking the sense of contemporary high craftsmanship and design sensitivity.

Maximum Sign Area: 9 square feet (12 square feet including armature) per sign face. Maximum depth allowed is 0'-2".

Illumination: Projecting signs must be internally illuminated. Light boxes with acrylic faces will not be permitted. All illumination must comply with the City of Boulder's lighting ordinance.

Mounting Restrictions: Minimum clear distance from the bottom of a suspended sign to a pedestrian surface shall be 9'-6". The sign shall be positioned at the center line of the canopy. Second level Tenants may mount sign parallel or perpendicular to the building facade.

SIGN TYPE D - PROJECTING BLADE SIGN

The Tenant may elect to utilize a double sided projecting blade sign that is mounted perpendicular to the building for their primary identity. Blade mounted signs should display the Tenant's unique characteristic while evoking the sense of contemporary high craftsmanship and design sensitivity.

Illumination: Projecting signs must be internally illuminated. Light boxes with acrylic faces will not be permitted. All illumination must comply with the City of Boulder's lighting ordinance.

Mounting Restrictions: Minimum clear distance from the bottom of a projecting blade sign to a pedestrian surface shall be 9'-6". Tenant blade signs shall not project from the building face more than a maximum of 4'-0".

Maximum Sign Area: 9 square feet (12 square feet including armature) per sign face. Maximum depth allowed is 0'-2".

Special Conditions: Tenants with a corner location may elect to install a sign at each face of the building for optimum exposure.

SIGN TYPE E - VERTICAL BLADE SIGN

(For specific Tenants in buildings 1B and 1C)

Specific Tenants located in buildings 1B and 1C may utilize a double sided vertical blade sign that is mounted perpendicular to the building for their primary identity. Vertical blade signs are only allowed in these specific locations within the Building Interior Sign Zone and will not be considered for storefronts outside of these locations. The Tenant shall submit the design of the proposed sign for review according to the procedures outlined.

Illumination: Vertical blade signs must be internally illuminated. Light boxes with acrylic faces will not be permitted.

Mounting Restrictions: Vertical blade signs shall not project more than a maximum of 6'-0" from the face of the building and 6'-0" above the parapet wall.

Maximum Sign Area: 50 square feet per display face. The sign shall have a maximum thickness of 3'-0", including all projecting dimensional objects.

Special Conditions: Specific Tenants located in buildings 1B and 1C will only be allowed to use this sign type.



Example of a suspended canopy blade sign



Example of a vertical blade sign



Example of a projecting blade sign

TYPICAL SIGN TYPES (cont'd.)

SIGN TYPE F - WALL PLACARD

The Tenant may propose additional identity features which emphasize the Tenant logo or information about merchandise. Such plaques may be etched or cast metallic material attached to the building surface.



Examples of wall placards

SIGN TYPE G - WALL MOUNTED SIGNS

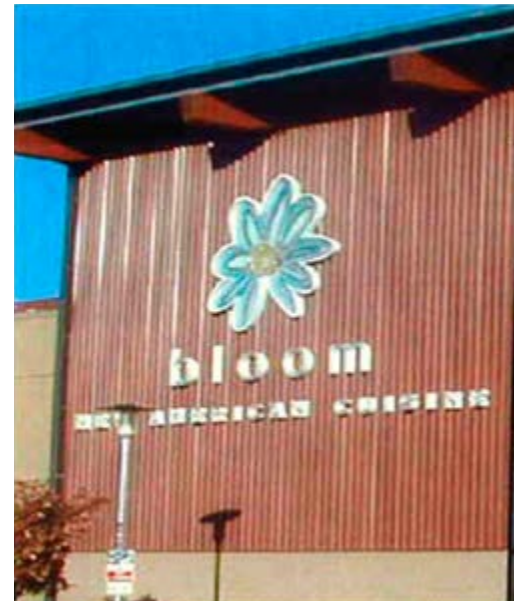
(For major anchor Tenants only)

In addition to other sign types, anchor Tenants may also have wall mounted signs where appropriate. Wall signs are parallel to the building facade/walls and should not project more than fifteen inches from the wall. The colors, finishes and materials used should convey the Tenant's unique identity and create a unified design with the Tenant's storefront display. Wall signs should express characteristics which evoke a sense of contemporary high craftsmanship and design sensitivity. The Tenant shall submit the design of the proposed sign for review according to the procedures outlined.

Maximum Sign Area: the total area of all wall signs may not exceed 15% of the area of that portion of the building face between the ground level and the roof line or a line twenty-five feet above grade level, whichever is less. The length of a wall sign shall not exceed 60% of the length of the wall or the width of the leased space which it is located, whichever is less.

Mounting Restrictions: Wall signs shall not extend beyond the roof line of a building except as permitted on a parapet wall. No part of a wall sign shall be located more than twenty five feet above grade.

Letter Heights: See pages s14 and s15 for letter height requirements and specifications.



Example of a wall mounted sign

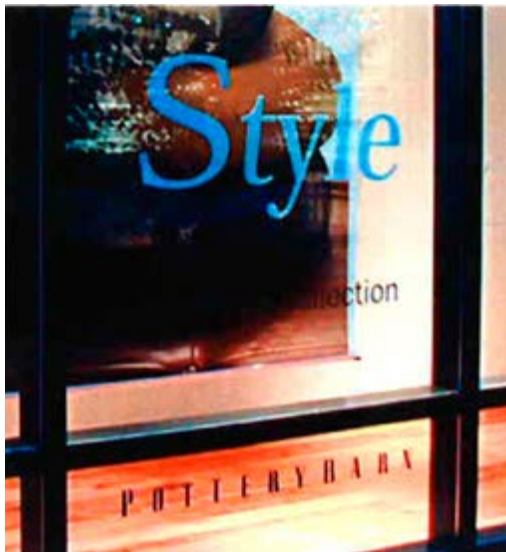
TYPICAL SIGN TYPES (cont'd.)

SIGN TYPE H - WINDOW SIGNS & GRAPHICS

The Tenant may apply a logotype, a logo, or a decorative type band to the second surface of storefront glazing. Window signs are meant to be subordinate to the primary identity signage; type bands are to provide additional information such as good or services provided, or a changing marketing campaign. Graphic read should be subtle and toned down.

The following are suggestions for applying second surface display window signage or type bands:

- Machine cut vinyl diffuser film (sandblast effect) applied to second surface of window glazing.
- Gilt metal leaf, with the addition of vinyl.
- Silk-screened inks or vinyls.



Examples of a window sign and type band graphics

SIGN TYPE J - PRINTED MENUS-DISPLAYS

(For Restaurant Tenants Only)

The Tenant has the option of displaying the printed table menu in a tamper resistant enclosure fabricated in materials appropriate to the restaurant design. Menus adhered to the backside of storefront glazing are prohibited.



Example of a printed menu display

SIGN TYPE K- THRESHOLD SIGNS

In addition to storefront signs, Tenants may incorporate signs into their entry way flooring. Landlord will review threshold signs on an individual basis.

3. Threshold signs are to be graphics comprised of logos, crests and accent graphics.
4. Finish is to be flush with adjacent materials and consistent with entry flooring quality.
5. Recommended materials are wood, tile, stone, metal and terrazzo inlays.
6. Signs not to extend beyond their lease line into Twenty Ninth Street.

TYPICAL SIGN TYPES (cont'd.)

SIGN TYPE L - AWNING SIGNS

Some Tenants will have the opportunity to have additional signage place on storefront awnings. The colors, finishes and materials used should convey the Tenant's unique identity and create a unified design with the Tenant's storefront display. The Tenant shall submit the design of the proposed sign for review according to the procedures outlined.

Maximum Sign Area: 150 square feet or 1 square foot of sign area for every linear foot of awning length that is parallel to the building. Awning signs are encouraged to be graphics comprised of logos, crests and accent graphics with minimum use of text.

All signage elements should be silk screened or fabric applique to fabric awning surfaces. Metal awnings should be silk screened or cut vinyl rated for exterior use.

Internally illuminated awnings are not allowed.



Example of dimensional graphic elements

SIGN TYPE M - DIMENSIONAL GRAPHICS

Tenants storefronts within the Building Interior Sign Zone may use additional dimensional graphic elements that relate to their business. These additional graphic elements help reinforce the identity of the Tenant without the use of additional words, trademarks and conventional signage. Colors, finishes and materials used should convey the Tenant's unique identity and create a unified design with the Tenant's storefront display. Dimensional elements should have the characteristics that evoke a sense of contemporary high craftsmanship and design sensitivity; premium fabrication of these elements is absolutely required. The Tenant shall submit the design of the proposed design for review according to the procedures outlined. The Landlord reserves the right to reject any design or design element for any reason.

Dimensional elements shall not overlap or cover any building features such as cornices, eaves, door frames, columns, and other decorative elements. Nor should these elements obstruct or overlap onto neighboring Tenant spaces.

The area of all visible sides of dimensional graphic elements/icons will be calculated and will count towards the maximum allowable signage.

SIGN ILLUMINATION AND CONSTRUCTION**ILLUMINATION**

- Lighting of signage is encouraged and electrical service to Tenant's signs shall be from Tenant's electrical service and on a 24-hour time clock. Operating times to be determined by Landlord.
- All proposed lighting schemes shall be included in tenants submission to Landlord for approval prior to construction or installation.
- All external sign lights must be aimed downward. Lights shall not emit light or project light in an upwards manner.
- All illuminated signs shall be required to meet the standards set forth in the City of Boulder's lighting ordinance and sign code. Information can be found on the City of Boulder's web site: www.ci.boulder.co.us

SIGN FABRICATION & INSTALLATION

- The Tenant is responsible for all signs, permits, power sources, connections and installations.
- All raceways, transformers, ballasts, p.k. housings, conduit, boxes, electrode boxes and other wiring shall be concealed from public view.
- Exposed crossovers between letters or words are not permitted.
- Metal sign material, fastenings and clips of all types, shall be hot dipped galvanized iron, stainless steel or brass. Black iron materials of any type are not permitted.
- Labels on exposed sign surfaces are not permitted, except those required by local ordinances. Any required labels must be inconspicuous.
- All electrical sign components must be U.L. labeled.