



CITY OF SOMERVILLE, MASSACHUSETTS
MAYOR'S OFFICE OF STRATEGIC PLANNING & COMMUNITY DEVELOPMENT
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MAYOR

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EXECUTIVE DIRECTOR

PLANNING DIVISION

PLANNING BOARD MEMBERS

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JAMES KIRYLO
MICHAEL A. CAPUANO, ESQ.
ELIZABETH MORONEY
JERRY AMARAL, (ALT.)

Case #: PB 2014-04
Site: 395 Artisan Way
Date of Decision: February 20, 2014
Decision: *Petition Approved with Conditions*
Date Filed with City Clerk: March 6, 2014

PLANNING BOARD DECISION

Applicant Name:	Street Retail, Inc.
Applicant Address:	5 Middlesex Ave, Somerville, MA 02145
Property Owner Name:	Street Retail, Inc.
Property Owner Address:	5 Middlesex Ave, Somerville, MA 02145

<u>Legal Notice:</u>	Street Retail, Inc. would like to install signage for AMC at 395 Artisan Way that is outside of the scope of the Assembly Row Sign Standards and requires Planning Board approval.
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<u>Zoning District/Ward:</u>	ASMD / 1
<u>Zoning Approval Sought:</u>	Waiver from Assembly Row Storefront and Signage Standards
<u>Date of Application:</u>	January 13, 2014
<u>Date(s) of Public Meeting:</u>	2/6 & 2/20/14
<u>Date of Decision:</u>	February 20, 2014
<u>Vote:</u>	4-0

Case #PB 2014-04 was discussed by the Planning Board at Somerville City Hall on February 6, 2014 and at the Visiting Nurses Association at 259 Lowell Street on February 20, 2014. Notice of the Public Hearing was given to persons affected and was published and posted, all as required by M.G.L. c. 40A, sec. 11 and the Somerville Zoning Ordinance. After two (2) meetings(s), the Planning Board took a vote.



DESCRIPTION:

The signage will be for AMC, which is an approximately 60,000 square foot cinema with approximately 2,310 seats and 12 screens, in Assembly Row Neighborhood on Block 3. The lobby will be on the first floor and the screens will be on the third floor. The proposed signage can be found on sheets 1 through 11 and 13 through 15 from Chandler Signs dated with a revision date of 10/1/13. Sheets 7 and 8 include option 2 which is NOT part of the approval.

APPLICABLE SIGNAGE REGULATIONS / APPROVAL:

The general regulations for signage in the Assembly Square Mixed Use District are located in the Somerville Zoning Ordinance Article 12 - Signs and Section 6.4.14. These sections were further refined in the approved Planned Unit Development (PUD-PMP) Preliminary Master Plan and Special Permits with Site Plan Review (SPSR) for Assembly Row. The PUD-PMP approval included a condition that required retail storefronts and signage to comply design standards that were to be developed. Condition 28 states, “[t]he applicant shall provide a design guideline for all retail storefronts and signage within the PUD area for review by the Design Review Committee and approval by the Planning Board.” The Planning Board approved the Assembly Row Storefront & Signage Standards on March 21, 2013.

All of the retail storefronts and signage shall be consistent with the approved Standards. Condition 5 of SPSR for the subject building, Block 3 of Assembly Square, reiterates this requirement. The condition states, “[a]ll storefronts and retail signage shall be consistent with the design to be developed. Storefronts or retail signage that is inconsistent with the guidelines shall be provided to DRC and Planning Board for review and approval.” AMC is requesting waivers from some of the signage standards. The waivers are outlined in the attached Assembly Row Storefront & Signage Standards Checklist.

The Planning Board has made it clear that they are going to hold applicants to meet these standards unless there are circumstances related to the building and tenant where the waiver allows for signage that furthers the goals of creating unique storefronts and a positive experience for those who live, work and play in the Assembly Row neighborhood. The Board must consider each application separately because the impacts of the types of waivers requested in the context of the other signage for the tenant that meets the standards, as well as the design and location of the signage that needs a waiver, vary greatly from one application to the next.

This application is unique because the signage for AMC was called out as part of the Special Permit with Site Plan Review (SPSR) for the original building. The signage has gotten bigger but it is still within the allowable square footage. The flat mounted sign on Artisan Way is now lower and the marquee background on which the letters sit is simpler.

Planning Board finds that the proposed AMC signage with a letter height waiver does create signage that creates a positive experience for those who will be living, working and recreating in this neighborhood. The cinema is a desired entertainment venue in the neighborhood and the signage should be appropriate for this use and respectful of the building and pedestrian experience. The sign will be reminiscent of theater marquee signs of the past and create an exciting ambiance while entering the cinema or walking by it. The building was designed around the large tenant of the building being a cinema and it was always in the plan to have a substantial cinema sign near its main entrance.

In addition to the conditions of approval related to signage, Block 3 received approval for signage as part of the SPSR approval. The Planning Board issued a Special Permit in order to waive the signage requirements related to the 35-foot height limit from finished grade and size requirements. The type of signage that was contemplated to be above the 35-foot height limit was the cinema sign above the northeastern corner of the building and two retail signs at approximately 70 feet on the western façade. The signs on the western façade are setback approximately 110 feet from the garage façade below. The signs will only be visible at a distance from the site and will be visible from



Interstate 93. The proposed AMC signage above the retail zone is on the western elevation and at the northeastern corner of the building. The location on the western façade was already approved. The sign at the northeastern corner was originally proposed to be a curved sign projecting from the building at the second story but is now a circular sign above the parapet.

The Board approved the overall signage size that exceeds the size allowance under Section 12.4.4 on the Assembly Square Drive (western) side of the building. The cinema and two retail signs were anticipated to be a total of 1,176 square feet and the by-right allowance is for 614 sf. The AMC signage in this area will 386 square feet and LegoLand's sign here will be 64 square feet for a total so far for filling this signage area of 450 square feet of the 1,176 square feet that was permitted in this location. Only one other sign will be installed for a future tenant in the building that will likely be the size of the LegoLand signage (64 square feet). Therefore the signage on the western side of the building will be less than half of that allowed by Special Permit.

The signage above the storefront area is slightly bigger than previously approved. The approved AMC sign at the corner was approved for 3 feet by 18 feet in elevation and the proposed sign is 4 feet by 18 feet in elevation. The prior approval included letters that are in excess of the 2 foot height limit in the signage standards that were created after the initial approval of the cinema sign. The cinema signage was originally approved outside of the scope of the standards and the revisions are being brought to the Planning Board for review for consistency. The actual size of the circular face of the sign is 192 square feet and the letters will 43.3 square feet on each side. The basic dimensions are the same as was originally approved but are now more refined in the signage plans. The size of this sign is still allowed considering that the overall size of the signage can be twice the linear frontage of the building.

The signage on the AMC entrance is slightly bigger than was previously approved. The marquee sign was approved to be 100 square feet; however, and the allowance under the sign standards is for up to 242.5 square feet. The letters on the 758 square foot background that wraps the corner of the lobby will comply with an area of 190 square feet. In the prior approval the letters were 4 feet tall and the proposed letters are 5 feet tall. This is taller than the 2 foot allowance in the sign standards that were created after the initial approval of the cinema sign; however, as noted above, it was always the intention for the cinema to have tall letters on a flat mounted/marquee sign. Smaller letters for the cinema name would not have the scale that is necessary to achieve the cinema marquee appearance with a canopy, outlined with lights and glowing letters for the name of the establishment.

The overall signage for AMC is less than that which is allowed in the signage standards and is consistent with the overall signage scheme that the Planning Board approved by Special Permit. It neither over shadows the architectural details of the building nor other tenants in the building. The wording is limited to the name of the business, which is three letters, and the word IMAX. AMC's glass storefront system that almost reaches to the full height of the building is not obstructed with signage. Additionally, the cinema does not have a scrolling message sign that was anticipated and allowed within the guidelines for cinemas. The taller letters and entire sign package does not overwhelm the building nor pedestrian experience and allows the cinema marquee and circular sign to enhance the lively atmosphere that will make Assembly Row a place where people want to be.

Since the details of the signage outside of the storefront and retail signage area, above the parapet of the retail space on floors one and two, was not yet finalized at the time of the SPSR application, final approval of the materials was a condition of approval. Condition 6 states that, "[t]he Applicant shall submit information regarding the material and lighting for the proposed garage and upper story retail signage for Planning Staff for review and approval." The details of the signs for AMC are a part of this application.



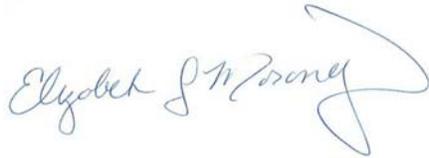
DECISION:

Present and sitting were Members Elizabeth Moroney, Joseph Favaloro, Michael Capuano and Gerard Amaral with Kevin Prior and James Kirylo absent. Compliance with the waivers requested from the Assembly Row Storefront & Signage Standards can be found in the attached checklist. The comments column contains the rationale for why or why not the Board is approving the proposed signage to deviate from the standards. Upon discussion of the application, Elizabeth Moroney made a motion to approve the request for a waiver from the Assembly Row Signage Standards. Michael Capuano seconded the motion. Wherefore the Planning Board voted **4-0** to **APPROVE** the request. In addition the following conditions were attached:

#	Condition	Timeframe for Compliance	Verified (initial)	Notes						
1	As conditioned, approval is for waivers/refined signage for the form of the circular sign at the northeast corner and height of letters on the flat mounted sign and canopy. The landlord and staff have approved of the lighting of the individual letters. This approval is based upon the following application materials and the plans submitted by the Applicant:	BP/CO	ISD/ Plng.							
	<table border="1"> <thead> <tr> <th>Date (Stamp Date)</th> <th>Submission</th> </tr> </thead> <tbody> <tr> <td>January 13, 2014</td> <td>Initial application submitted to the City Clerk's Office</td> </tr> <tr> <td>Revision date of 10/1/13</td> <td>Modified plans submitted to OSPCD (Sheets 1-11 and 13-15 from Chandler Signs. Sheets 7 & 8 include option 2 which is NOT part of the approval.</td> </tr> </tbody> </table>				Date (Stamp Date)	Submission	January 13, 2014	Initial application submitted to the City Clerk's Office	Revision date of 10/1/13	Modified plans submitted to OSPCD (Sheets 1-11 and 13-15 from Chandler Signs. Sheets 7 & 8 include option 2 which is NOT part of the approval.
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Any changes to the approved signage that are not <i>de minimis</i> must receive SPGA approval.										
2	Glazing on the ground floor cannot be blocked or obscured so that there is an obstructed view into the store. No more than 33% of the primary storefront measured linearly shall be opaque on Assembly Row and side street frontages with the balance being clear glazing.	BP/CO	ISD/ Plng.							
3	The Applicant shall contact Planning Staff at least five working days in advance of a request for a final inspection by Inspectional Services to ensure the proposal was constructed in accordance with the plans and information submitted and the conditions attached to this approval.	Final sign off	Plng.							



Attest, by the Planning Board:



Elizabeth Moroney, Acting Chair



Joseph Favaloro



Michael A. Capuano, Esq.

Copies of this decision are filed in the Somerville City Clerk's office.
Copies of all plans referred to in this decision and a detailed record of the
SPGA proceedings are filed in the Somerville Planning Dept.

CLERK’S CERTIFICATE

Any appeal of this decision must be filed within twenty days after the date this notice is filed in the Office of the City Clerk, and must be filed in accordance with M.G.L. c. 40A, sec. 17 and SZO sec. 3.2.10.

In accordance with M.G.L. c. 40 A, sec. 11, no variance shall take effect until a copy of the decision bearing the certification of the City Clerk that twenty days have elapsed after the decision has been filed in the Office of the City Clerk and no appeal has been filed, or that if such appeal has been filed, that it has been dismissed or denied, is recorded in the Middlesex County Registry of Deeds and indexed in the grantor index under the name of the owner of record or is recorded and noted on the owner’s certificate of title.

Also in accordance with M.G.L. c. 40 A, sec. 11, a special permit shall not take effect until a copy of the decision bearing the certification of the City Clerk that twenty days have elapsed after the decision has been filed in the Office of the City Clerk and either that no appeal has been filed or the appeal has been filed within such time, is recorded in the Middlesex County Registry of Deeds and indexed in the grantor index under the name of the owner of record or is recorded and noted on the owner’s certificate of title. The person exercising rights under a duly appealed Special Permit does so at risk that a court will reverse the permit and that any construction performed under the permit may be ordered undone.

The owner or applicant shall pay the fee for recording or registering. Furthermore, a permit from the Division of Inspectional Services shall be required in order to proceed with any project favorably decided upon by this decision, and upon request, the Applicant shall present evidence to the Building Official that this decision is properly recorded.

This is a true and correct copy of the decision filed on _____ in the Office of the City Clerk, and twenty days have elapsed, and

FOR VARIANCE(S) WITHIN

_____ there have been no appeals filed in the Office of the City Clerk, or
_____ any appeals that were filed have been finally dismissed or denied.

FOR SPECIAL PERMIT(S) WITHIN

_____ there have been no appeals filed in the Office of the City Clerk, or
_____ there has been an appeal filed.

Signed _____ City Clerk Date _____



AssemblyRow Storefronts & Signage DESIGN STANDARDS Checklist

Tenant: AMC
 Address: 395 Artisan Way
 Plan Date: Revision date 10/1/13

Standards:	Complies (C) / Waiver Required (W) / Not Applicable (NA)	Comments:
3.0 Storefront Components		
3.1 Windows & Glazing		
Mullion Hierarchy: To avoid repeating mullion patterns, storefronts should have mullions of varying thickness and depth. (A system of major and minor components to create a glazing pattern.) Major mullions may be associated with entries and doors, structural column covers at the transition to an adjacent tenant or to break the storefront into a base, middle and top.	C	
Proportion: Glass panels in the lower portion of the storefront may be square or vertical in proportion. Glass panels in the upper portion of the storefront may be horizontal, square or vertical and should be broken into smaller components than the middle. Glazing may be continuous (Butt glazed) and the glazing panels should be vertical or square.	C	
Glazing Properties: Glazing should be clear to allow an unobstructed view into the store. Spandrel glass may be used to obscure mechanical or structural components within the store. Opaque glass or patterns on glazing that exceed 75% of the window area will be considered an "infill panel". Mirror glass should not be used. Operable storefront at restaurants is preferred.	C	Glazing shown cannot and will not be blocked or obscured so that there is an unobstructed view into the store and this standard is met. There is spandrel glass between the second and third floor and at the top of the third floor to hide structural components as is allowed.
Infill Panels & Walls: Infill panels of contrasting or matching materials may be used as part of the storefront design. Panels and walls are limited to 33% of the storefront area between 3'-0"-12'-0" above finished sidewalk on the main and side streets or 75% on Grand Union Boulevard. Where solid walls are used in place of storefront, no more than 33% of the primary storefront measured linearly shall be opaque on Assembly Row and side street frontages with the balance being clear glazing. Where solid walls are used on Grand Union Boulevard or secondary storefronts where a tenant is on a corner, no more than 75% of the street frontage measured linearly shall be opaque walls, with the	C	Walls and infill panels are not proposed for the storefront system. Glazing shown cannot be more opaque in area than this standard allows.

balance being clear glazing or display windows. Walls used in place of storefront must coordinate with the overall store design, and should not use base building finishes. Infill panels should follow the standards for Mullion Hierarchy and Proportion as if glazed.		
3.2 Entries & Doors		
Tenants are encouraged to use transparent doors, as opposed to solid doors, to help make the connection between the inside and outside of the store. The door type and hardware style should tie with the tenant identity.	C	The doors will be glass and the hardware has not yet been presented; however, it will likely be typically for a movie theater.
If used, solid doors shall abut glazing on at least one side.	NA	
Doors should swing out (unless otherwise dictated by local codes) within the tenant's designated lease area or within the expansion zone. However, door swings shall never impede the flow of pedestrian traffic. In the case of recessed entries, tenants may design exterior floors to coordinate with store design or should match existing/adjacent streetscape material.	C	The doors will swing out onto the plaza area at the corner of the side and along the sidewalk that is sufficiently wide so that pedestrian traffic will not be affected by doors.
The underside of entry soffits shall be finished by the tenant to match the storefront design.	C	Detail is not shown but must comply.
Roll down grates are prohibited.	NA	
Multiple doors or operable storefronts that can remain open (as allowed by local code) during shop hours are encouraged.	C	There are multiple entrances.
Canopies or awnings over the entry are encouraged especially at corner entrances and should tie to the tenant's identity.	C	The marquee sign projects out over the main door to create a canopy.
Where code requires an entry vestibule, the design and materials of the vestibule should coordinate with the design and materials of the storefront.	NA	
3.3 Pop-out & Recessed Zones		
In some individual cases, i.e. street corners and wider sidewalks, a storefront may project beyond the typical 24" with prior approval by the landlord.	NA	
The total project area of pop-out storefront is limited, and therefore the use of pop-out storefronts is at the discretion of the landlord.	NA	
In no case will the storefront inhibit a clear pedestrian path.	NA	
Recessed entries may be used as part of the storefront design or, in some cases where a shallow sidewalk is present may be required to ensure a clear pedestrian path as it relates to door swings.	NA	
Recessed entry floors shall match the existing sidewalk materials or be of a unique, high quality material that is consistent with the Tenant's store design.	NA	
To avoid a line of repetitive pop-out and recessed zones, the landlord reserves the right to make the final determination on the use and location of pop-out storefronts and recessed entries.	NA	
Pop-outs shall maintain a minimum of 24" between the lease line and pop-out/recess zones.	NA	
3.4 Canopies & Awnings		
Components shall be installed a minimum of 8'-0" above finished sidewalk and should not exceed the height of the retail fascia.	C	The canopy is approximately 12 feet above the sidewalk.
Canopies and awnings may project a maximum of 10'-0" from the lease line.	C	The canopy projects approximately 9 feet.

Retractable fabric awnings are acceptable.	NA	
Fixed metal and glass structures are acceptable and encouraged at corner entrances.	NA	
Materials must be of a woven fabric or other material that projects the natural appearance of canvas, metal, glass, etc. Materials must be durable, fire resistant, and resistant to fading. Translucent, acrylic and plastic awnings or canopies are not permitted.	C	The canopy is an extension of the marquee sign which is aluminum.
Canopy colors and graphics should coordinate with the tenant's brand identity, and may be solid, striped or patterned.	C	Awnings are solid colors that vary by window bay.
Graphics and lettering may be applied to awnings. They may be painted, sewn to the surface (applique) or printed.	NA	
The awning structure should be finished to resist corrosion and all connections must be smooth.	C	
4.0 Storefront Materials		
Durable: Materials should stand up to day-to-day abuse, especially at the pedestrian level, or where customers will come in direct contact with the storefront. All materials must stand up to the project's exterior environment.	C	The proposal is for the signage package. Storefront materials are not shown; however, the renderings show the material as a glass and metal storefront system with a base to handle wear due to the weather.
Finished: All exposed faces of the materials shall be finished. The method of attachment will be hidden unless it is part of the storefront design. Sharp edges will be smoothed.	C	Determined at final site visit.
Seamless: Material to material connections should be seamless, aligned and without gaps. Dissimilar materials susceptible to separation or cracking should be caulked.	C	Determined at final site visit.
Colorfast: Materials should fade minimally in an exterior environment.	C	Determined at future site visit.
Maintainable: Materials that are susceptible to wear should be easy to replace or repair.	C	
Transparent: Glazing should maximize the ability to see into the store (mirrored or tinted glazing is discouraged) and where appropriate may be operable.	C	Determined at future site visit.
4.1 Natural Stone/Cast Stone, GFRC and PreCAST		
The transition between stone and adjoining materials should include the use of metal reveals and caulked. Visible unfinished edges are not permitted. Stone used as paving material should be flush when meeting other flooring materials. Natural stone should be protected against staining and discoloration by means of sealers appropriate to the material.	NA	
Cast Stone, GFRC & Precast Concrete: <i>Cast Stone</i> could be in the manufacturer's special or custom shapes. Finish shall be a fine grain texture similar to a smooth natural limestone. <i>GFRC or a similar product</i> can be painted, or integrally colored, and should receive an appropriate protective sealant. <i>Architectural precast concrete</i> may be left natural if finish is smooth and even in color and appropriate to the storefront design concept	NA	
4.2 Woods/Metals		
Wood used in the construction of the storefront should be kiln-dried, mill-quality hardwood intended for exterior use. Painted wood should have an exterior grade finish. Wood without a paint finish should receive a clear, preservative sealant.	NA	
Metals: Fabrication should be either heavy gauge material or thinner gauge material shop laminated to	NA	

solid backing. Unique treatments such as patinas, rusted, etched and imprinted metals may be considered.		
4.3 Plaster/Tile		
Plaster and stucco finishes should be used in combination with other high quality materials, but should not extend to the sidewalk without a durable base material.	NA	
Porcelain, ceramic or glass tiles in glazed or natural finishes may be used as accents and in field applications. Small and intricate mosaic tile patterns may be utilized for detail and accent. All tiles shall be carefully detailed at outside corners with bullnose edges or special corner trims.	NA	
5.0 Storefront Lighting		
5.1 Storefront Window Display Criteria/Energy Efficient Lighting		
<i>All exterior light shall meet the following criteria:</i> Light sources shall be a minimum of 80 + CRI . (Color Rendering Index)	C	Not found on plans. Must comply.
Light sources shall be a maximum color temperature of 3000K.	C	Not found on plans. Must comply.
Luminaires must have appropriate shielding/louvers to minimize glare.	C	Not found on plans. Must comply.
Signage with luminous backgrounds shall be 7 to 35 Candelas/square foot.	C	Not found on plans. Must comply.
Exterior fixtures must meet an Ingress Protection (IP) Rating of 66, 67 or 68 or appropriate UL listing/label (i.e. damp, wet, submersible) depending on the fixture location and conditions.	C	Not found on plans. Must comply.
<i>Storefront Window Display Criteria:</i> In accordance with IE S (Illuminating Engineering Society) The Lighting Handbook –10th edition, the exterior ambient lighting in this area will conform with the LZ2 moderate ambient lighting definition and that the activity level will conform with medium activity definition for residential. <i>Dazzle:</i> 500 lux/50 fc max vertical <i>Highlight:</i> 300 lux/30 fc max vertical <i>Total Display:</i> 50 lux/5 fc max vertical <i>Maximum:</i> Average contrast ratio – 5:1	*	*City staff will not review window display areas for consistency with standards.
<i>Recommended Energy Efficient Lighting Sources:</i> <i>Compact Fluorescent</i> – 3000K, low mercury <i>Linear Fluorescent</i> – T5 or T8 3000K, 80-90 CRI , low-mercury <i>Ceramic Metal Halide</i> – 3000K, Open fixture Rated, 20-70 wattage range <i>LED retrofit lamps</i> – white 2700-3000K, 80-90 CRI /R9 Value (DUV max +/- 0.006 off black body curve) <i>Neon or Cold Cathode</i> (limited use) <i>Incandescent</i> – Must meet DOE 2012 deadline - Energy Independence and Security Act of 2007 (EI SA 2007) criteria.	C	Not found on plans. Must comply.
5.2 Approved Fixture Types		
<i>Compact Fluorescent</i> – 3000K, low mercury <i>Linear Fluorescent</i> – T5 or T8 3000K, 80-90 CRI , low-mercury <i>Ceramic Metal Halide</i> – 3000K, Open fixture Rated, 20-70 wattage range <i>LED retrofit lamps</i> – white 2700-3000K, 80-90 CRI /R9 Value (DUV max +/- 0.006 off black body curve)	C	No exterior fixtures shown on plans apart from the signage. The signage LED lights are 3200K behind the letters and 6500K along the marquee sign.

Neon or Cold Cathode (limited use) Incandescent – Must meet DOE 2012 deadline - Energy Independence and Security Act of 2007 (EISA 2007) criteria.		
6.0 Signage Criteria		
Signage may be of any durable material with similar quality characteristics of storefront materials and should maintain a high level of craftsmanship, normally associated with furniture construction. Emphasis should be on durable materials and quality manufacturing. Materials may include but are not limited to cast, polished or painted metal; painted, stained or natural wood; glazed or ceramic tile; etched, cut, edge-lit, or stained-glass; cast resin or polymer that is plated, painted or integrally colored.	C	This is met to some degree. The marquee and round sign will be aluminum with acrylic letters. The signage on the west elevation will be acrylic letters for the AMC and vinyl for IMAX.
Tenant should strive for creativity, uniqueness and high quality graphics for the signs.	C	
Perpendicular identity is highly encouraged in this pedestrian oriented streetscape.	C	
6.1 Number and Area of Signs/Sign Location/Sign Illumination		
The total area of all tenant signage (flat mounted signs, awnings, canopies, blade signs, flags and banners, wall signs and window signs) shall not exceed 2 square feet per linear foot of tenant storefront, per each tenant frontage. For tenants occupying 2 levels, it shall be 2 square feet of combined linear footage of both levels.	C	The frontage along Artisan Way is 101.25 and 20 feet along Assembly Row. The frontage figure can double because the tenant occupies more than one level of storefronts for a total of 242.5 allowable sf. The letters on the 758 square foot background that wraps the corner of the lobby will be 190 square feet.
Signs should be located within the tenant's storefront both in width and height.	C/W	The signage will be within the tenant's storefront except for the sign on the western façade which was approved as part of the original Special Permit. The sign at the northeastern corner was originally proposed to be a curved sign projecting from the building at the second story but is now a circular sign above the parapet.
Tenant's signs are not permitted on the landlord's bulkhead, except with prior approval by the landlord.	C	
Single level retail tenants on the second and third levels will be allowed the same type and quantity of signs as street level tenants.	NA	
Signs may be illuminated by continuous light.	C	
Signs may be internally illuminated to create a halo effect for individually pin mounted letters.	C	The marquee signs will have individual letters that are pin mounted with dual lighting so that they are face and halo lit.
Neon tube lighting or other specialty lighting may be considered if it clearly supports the tenant's	NA	

identity, and is approved by landlord.		
Signs associated with canopies or awnings are to be illuminated from above.	NA	
Free standing individual letters, associated with fixed canopies may be lit from above or directly below.	NA	
Sign wiring and/or conduit should not be exposed or visible.	C	
6.2 Flat Mounted Signs		
A maximum of one (1) flat mounted sign is allowed per tenant frontage.	C	
The letter height shall not exceed 18" for inline tenants or 24" for corner tenants.	W	AMC letters will be 5 feet tall and IMAX letters will be 3 feet tall.
Signs are NOT permitted within 6" of adjoining side lease lines.	C	
The letters shall project a maximum of 8" from the storefront.	C	The letters are 5 inches deep and approximately 2 inches from the building.
Signs should be of high quality materials, preferably metal.	C	This is met to some degree. The background of the signs will be aluminum and the letters will be acrylic.
Individual letters are preferred.	C	
Backlighting individual translucent lettering will be considered on a case-by-case basis by the landlord. Halo lighted lettering is preferred.	C/W	The letters on the marquee are both face lit and backlit individual translucent letters. The letters on the circular sign and western face are face lit translucent letters. The landlord and staff feels that signage for a cinema with three individual letters for AMC and four letters of IMAX that are lit in this way is an appropriate location for these types of letters. This entertainment venue is a large tenant of the building and the overall signage has been proposed in a tasteful manner that is reminiscent of theater marquee signs of the past. The letters will be a high quality acrylic letters and the letters on the marquee will have halo lighting as well which softens the appearance. This design was used for the sign on the western side of the building because this sign is most visible at a great distance while on the highway and needs to be lit to be

		visible.
Visible signage raceways are not permitted.	NA	
Front lighting of signage is permitted, however, uplight is not.	NA	
Exposed electrical conduit is not permitted.	C	
With prior approval by landlord, signs or logos may be painted directly onto base building materials and will otherwise follow guidelines relating to flat mounted signs.	NA	
6.3 Awning Signs/Canopy Signs		
If awnings are used there shall be a maximum of three (3) awning signs per tenant frontage with a maximum of 18" letter height.	NA	
The lowest component of the awning shall be no less than 8'-0" above finished sidewalk.	NA	
Signage on the awning should not exceed 33% of the awning area.	NA	
Maximum projection may be 10'-0" from lease line.	C	The canopy projects approximately 9 feet.
Awning graphics and lettering may be painted, printed or sewn.	NA	
The awning structure should be finished to resist corrosion and all connections should be smooth.	NA	
If canopies are used there shall be a maximum of one (1) canopy sign per tenant frontage with a maximum of 18" letter height.	W	There is one canopy with 3' letters.
The lowest component of the canopy shall be no less than 8'-0" above finished sidewalk elevation and no greater than the storefront extent vertically and may project a maximum of 10'-0" from the lease line.	C	
Canopy sign lettering should follow the standards for materials, lighting, etc. as outlined in "Flat mounted signs."	C	
6.4 Blade Signs/Flags and Banners		
Two (2) blade signs are allowed per tenant frontage with a maximum of 18 sf per side. For measurement purposes, the area of only one side of the blade sign counts towards the total square footage allowed.	NA	
The lowest component of the sign shall be 8'-0" above the finished sidewalk elevation with a maximum projection of 6'-0" from lease line.	NA	
Letter size is limited to 18" in height.	NA	
3 Dimensional forms and unique shapes are permitted and encouraged.	NA	
Blade signs may be externally or internally lit.	NA	
Mounting brackets should be integral to the sign design.	NA	
The landlord will allow various sized flags and banners and will review all requests on a case- by-case basis.	NA	
Flags or banners shall be hung perpendicular to the building face and from poles.	NA	
The maximum height for flags should not exceed the height of 25'-0" unless approved by landlord.	NA	
Banners shall not exceed an overall height of 50'-0" as measured from finished sidewalk nor exceed the height of the building parapet, whichever is less.	NA	
Banners maximum size is 6'-0" by 30'-0" per Section 6.12.	NA	
Flags and banners may project up to 8'-0" from face of building and may be no less than 12'-0" from	NA	

above finished floor of sidewalk.		
6.5 Wall Signs/ Window Signs		
Wall signs are minor signs generally made of cast or cut metal attached near the tenant entrance and are approximately at eye level.	NA	
There is a maximum of 4" projection and an 12" letter height.	NA	
A wall sign shall not exceed 8'-0" square feet.	NA	
Two wall (2) signs per tenant frontage are allowed.	NA	
A maximum of six (6) window signs are allowed per tenant frontage.	NA	
The sign and associated graphics may not exceed 33% of the glazing area to which it is attached and will have a maximum letter height of 18".	NA	
Temporary signage and/or graphic panels related to the tenant's primary business are permitted as part of window display area. (See temporary signage on page 28 for specific standards.)	NA	
6.6 Entry Embeds/Sidewalk Signs (A-Frames)		
Entry signs shall be located within the popout storefront zone or within the recessed entry.	NA	None shown on the plans.
All ornamentation and/or signage materials are to be flush with the existing pavement.	NA	
A maximum of one (1) sidewalk sign is allowed per tenant frontage.	NA	
Maximum signage height is 36". The maximum width is 24".	NA	
Sign location is limited to the 24" merchandising zone, or within the restaurants designated café zone.	NA	
Materials are limited to wood/metal and slate (chalkboard) as a writing surface. Erasable white boards are not permitted.	NA	
6.7 Window Display Area:		
Window display areas are permitted within the tenant space behind the storefront.	*	
Temporary or permanent graphics as well as solid walls may be used.	*	
Graphics or walls should be a minimum of 2'-0" behind the storefront glazing.	*	
Window display graphics or walls shall be a maximum of 8'-0" in width and shall have a minimum of 2'-0" clear space between adjacent display walls/panels.	*	
A platform within the display area may be used, but may not exceed 30" in height.	*	
The display area may have a dropped hard ceiling, or may be open to the structure above.	*	
Lighting levels within the window display area should be sufficient to overcome the daylight glare of the storefront glazing. The landlord reserves the right to dictate after hours lighting levels in the display area. See storefront lighting section 5.0 (page 17).	*	*City staff will not review window display areas for consistency with standards.
6.8 Temporary Signage		
Temporary signs attached to construction barricades may include the name and logo of the tenant, information regarding the opening timeline of the store as well as additional text describing the tenant's brand or merchandise.	NA	Not part of this application.
Temporary signs installed by landlord may include general information and graphics associated with the overall project.	NA	
Temporary signs attached to storefront while the store is operating and before permanent signage is installed shall follow the standards for Flat Mounted Signs, Section 7.0, page 22 and shall not be installed for no more than 120 days	NA	

Temporary signs may be of a material appropriate for temporary installations excluding paper based materials and must be replaced at the first sign of wear, fading or damage.	NA	
Signs associated with retail promotions must follow the standards for Window Display Area section 7.5 page 27 and shall be replaced every 120 days.	NA	
6.9 Sign Types Not Allowed		
Styrofoam, cardboard, paper or injected molded plastic.	NA	
Luminous vacuum formed plastic letters.	NA	
Credit card decals, stickers and/or trademarks. Animated, moving, chaser, flashing, smoke, audible or odor-emitting signs.	NA	
Signs which are constructed of a material that is deemed unsuitable by the landlord.	NA	
Any sign which, by reason of its size, location, content, coloring or manner of illumination, constitutes a traffic hazard or a detriment to traffic safety in the opinion of the Building Commissioner by obstructing the vision of drivers, or detracting from the visibility of any traffic sign or control device on public streets and roads.	NA	
Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exitway or which obstructs a window, door or other opening for providing light or air or interferes with proper function of the building.	C	
Spinners or streamers.	NA	
Any sign now or hereafter existing which no longer advertises a bona fide business conducted or product sold. Such signs shall be removed at owner's expense.	NA	
Any sign affixed to a fence, utility pole or structure, or tree, shrub, rock or other natural objects.	NA	
Scrolling message signs or electronic signs with changing messages with the exception of cinema marquees.	NA	The cinema marquee will not have scrolling message signs.
7.0 Café Enclosure Criteria		
Design of boundary barrier element should be as minimal as possible to reduce the barrier between the cafe space and the sidewalk.	NA	No café are proposed.
Planters may be integrated with other elements and materials to provide a continuous barrier at the street edge. These shall be substantial enough to ensure they will not be easily moved.	NA	
Planters shall be filled with an appropriate quality and type of living plant material, and will be maintained by the tenant.	NA	
Barriers should be constructed of durable, finished, exterior grade materials as defined in the storefront section of this standard.	NA	
All barriers should be securely installed for the duration of the outdoor cafe season.	NA	
At no time should any Tenant barrier, planter or other item encroach into the Landlord's clear sidewalk area, impacting the pedestrian's clear path.	NA	
7.1 Café Furnishings Criteria		
All chairs, tables, umbrellas and other furnishings should be of high-quality, durable, finished and exterior-grade materials.	NA	
The design of the cafe furnishings should reflect the overall design intent of the restaurant.	NA	
Umbrellas should be of a durable canvas or other high-quality material.	NA	

The landlord encourages the use of color and patterning integrated into umbrella fabric.	NA	
Outdoor heaters may be used as allowed by local code.	NA	