



CITY OF SOMERVILLE, MASSACHUSETTS
MAYOR'S OFFICE OF STRATEGIC PLANNING & COMMUNITY DEVELOPMENT
JOSEPH A. CURTATONE
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MICHAEL F. GLAVIN
EXECUTIVE DIRECTOR

PLANNING DIVISION STAFF

GEORGE PROAKIS, *DIRECTOR OF PLANNING*
LORI MASSA, *SENIOR PLANNER*
AMIE HAYES, *PLANNER*
MELISSA WOODS, *PLANNER*
DAWN PEREIRA, *ADMINISTRATIVE ASSISTANT*

Case #: PB 2013-22
Date: January 30, 2014
Recommendation: Conditional Approval

Updated* PLANNING STAFF REPORT

Site: 598 Assembly Row (Block 3)

Applicant Name: Legoland Discovery Center Boston LLC
Applicant Address: 234 West 42nd Street, New York, NY 10036
Property Owner Name: Street Retail, Inc., c/o Federal Realty Investment Trust
Property Owner Address: 1626 East Jefferson St, Rockville, MD 20852

Alderman: Matthew McLaughlin

Proposal Description: Legoland Discovery Center Boston LLC, would like to install signage at 598 Assembly Row that is outside of the scope of the Assembly Row Sign Standards and requires Planning Board approval.

Dates of Public Meeting: January 16 & February 6, 2014

* The signage on the second floor has all been moved off of the glazing to an installation setback from the window. The sign above the parapet at the southeast corner was removed. The images have been removed from the awnings. Additions are underlined and deletions are ~~struck~~.

I. PROJECT DESCRIPTION

1. Proposal: The signage will be for Legoland Discovery Center, which is a family entertainment venue. They will occupy 43,519 square feet in the first and second floors of Block 3. The proposed signage reviewed at the January 16 meeting can be found on sheets Proposed Signage Elevation and Proposed Signage Details date stamped January 13, 2014 and Cut Sheets for Denali (5 pages) and Traxon lighting (4 pages) dated October 17, 2013. Revised signage elevations and detail sheet are dated January 29, 2014 and rendering is dated January 27, 2014.



2. 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 designs 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.” Legoland signage is requesting waivers from some of the signage standards. The waivers are outlined in the attached Assembly Row Storefront & Signage Standards Checklist.

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 facing 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 Legoland signage above the retail zone is on the western elevation, the location of which was already approved, and above the southeastern corner, which was not already approved. The signage at the southeastern corner has been removed in the latest set of plans.

The Board approved the overall signage size that exceeds the size allowance under Section 12.4.4 on the Assembly Square Drive side of the building. The cinema and two retail signs were anticipated to be a total of 1,176 square feet and the allowance is for 614 sf. The LegoLand signage in this area will be 64 sf of the 1,176 sf that was permitted in this location. The square footage of the cinema and parking signs on the other sides of the building are below the allowable square footage. The revised Legoland signage does not require is seeking a waiver from the size allowed in the sign standards for retailers.

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 Legoland are a part of this application.

II. RECOMMENDATION

Compliance with and 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 Planning Staff is recommending approval for the proposed signage to deviate from the standards. Staff recommendations for alterations to the proposed signage can be found in the conditions below.

Based on the materials submitted by the Applicant, the above information and subject to the following conditions, the Planning Staff recommends **CONDITIONAL APPROVAL** of the requested **SIGNAGE PROPOSAL**.

The recommendation is based upon a technical analysis by Planning Staff of the application material based only upon information submitted prior to the public meeting. This report may be revised or updated with new recommendations and/or conditions based upon additional information provided to the Planning Staff during the public meeting.

#	Condition	Timeframe for Compliance	Verified (initial)	Notes	
1	As conditioned, approval is for waivers from the size of signage and to have backlighted individual translucent lettering <u>and internal signs that in a few places will be setback less than 2 feet from the glazing. If conditions are removed more waivers are required as specified in the attached checklist.</u> This approval is based upon the following application materials and the plans submitted by the Applicant:	BP/CO	ISD/ Plng.		
	Date (Stamp Date)				Submission
	December 12, 2013				Initial application submitted to the City Clerk’s Office
	Date Stamped January 13, 2014 <u>January 29, 2014</u>				Modified plans submitted to OSPCD (Proposed Signage Elevation and Proposed Signage Details)
	<u>August 21, 2013</u>				<u>Plans submitted to OSPCD (Second floor plan)</u>
	Dated October 17, 2013	Modified plans submitted to OSPCD (Cut Sheets for Denali (5 pages) and Traxon lighting (4 pages))			
	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	Vinyl graphics cannot be applied to the outer face of the façade glazing. Graphics may be applied to an internal wall as is shown in some sections of the second floor.	BP/CO	ISD/ Plng.	
4	The awnings will be solid colors (as shown on the plans) and not contain graphics.	BP/CO	ISD/ Plng.	
5	The signage above the parapet at the southeastern corner shall not be constructed.	BP/CO	ISD/ Plng.	
Final Sign-Off				
6 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.	

AssemblyRow Storefronts & Signage DESIGN STANDARDS Checklist

Tenant: LegoLand Discovery Center Boston
 Address: 598 Assembly Row
 Plan Date: Stamped January 29, 2014

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.	W C	Glazing shown cannot be blocked or obscured on the ground floor so that there is an unobstructed view into the store and this standard is met. The glazing on the second floor is obstructed either by an internal wall with graphics or, above where Legoland will occupy the storefront on the first floor, is blocked by vinyl graphics applied to the exterior. A condition of approval will not allow vinyl graphics to be applied to the exterior so that there is at least some perception of a view into the space by providing depth behind the window.

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 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.	C	Glazing shown cannot be more opaque in area than this standard allows.
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	
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 sidewalks are sufficiently wide so that pedestrian traffic will not be affected by doors swinging out.
The underside of entry soffits shall be finished by the tenant to match the storefront design.	C	Detail not shown but should be complete.
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	There is a projecting fascia at the entrance.
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.	C	
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	NA	

final determination on the use and location of pop-out storefronts and recessed entries.		
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	
Canopies and awnings may project a maximum of 10'-0" from the lease line.	C	
Retractable fabric awnings are acceptable.	NA	
Fixed metal and glass structures are acceptable and encouraged at corner entrances.	C	There will be a painted aluminum brick portal and projecting aluminum fascia.
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	Awnings will be fabric.
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.	CAW NA	Graphics are shown on the awnings. Since the signage is over the allowed square footage, the graphics should be removed to reduce the visual clutter and impact of the size of the proposed signage on this building.
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.	NA	The proposal is for the signage package. Storefront materials are not shown.
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	As conditioned.
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	NA	

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		
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 solid backing. Unique treatments such as patinas, rusted, etched and imprinted metals may be considered.	C	The painted aluminum portal and projecting fascia must be a solid aluminum or affixed to a solid backing.
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	Color is to be determined. Needs to comply.
Light sources shall be a maximum color temperature of 3000K.	C	
Luminaires must have appropriate shielding/louvers to minimize glare.	C	Unclear on cut sheet. Needs to comply.
Signage with luminous backgrounds shall be 7 to 35 Candelas/square foot.	NA	
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	Unclear on cut sheet. Needs to 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	C	

<p>LED retrofit lamps – white 2700-3000K, 80-90 CRI /R9 Value (DUV max +/- 0.006 off black body curve) Neon or Cold Cathode (limited use) Incandescent – Must meet DOE 2012 deadline - Energy Independence and Security Act of 2007 (EISA 2007) criteria.</p>		
5.2 Approved Fixture Types		
<p>Compact Fluorescent – 3000K, low mercury Linear Fluorescent – T5 or T8 3000K, 80-90 CRI , low-mercury Ceramic Metal Halide – 3000K, Open fixture Rated, 20-70 wattage range LED retrofit lamps – white 2700-3000K, 80-90 CRI /R9 Value (DUV max +/- 0.006 off black body curve) Neon or Cold Cathode (limited use) Incandescent – Must meet DOE 2012 deadline - Energy Independence and Security Act of 2007 (EISA 2007) criteria.</p>	C	For some fixtures unclear on cut sheet. Needs to comply.
6.0 Signage Criteria		
<p>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.</p>	C	This is met to some degree. The signage at the first story will be aluminum. The signage on the west elevation will be individual acrylic box letters and graphics that will glow. This sign is only visible at a great distance and is designed to be visible from the highway.
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		
<p>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.</p>	<p>W C</p>	<p><u>On the first floor, the flat signs at the edge of the canopy are 18 sf each or 36 sf, the text strap on the front edge of the canopy is 44 sf and the blade sign is 17 sf. This is a total of 97 sf and the frontage is approximately 90 linear feet on the ground floor. On the second floor, signs that are set on walls behind the windows do not count in the signage figures. The two signs above the parapet have been removed and the awnings no longer have signage on them. The remaining sign to count is the banner sign which is 28</u></p>

		<p><u>sf per side.</u></p> <p>The signage area is exceeded. Since the signage is over the allowed square footage, the graphics should be removed to reduce the visual clutter and impact of the size of the proposed signage on this building.</p>
Signs should be located within the tenant's storefront both in width and height.	<p><u>W</u></p> <p><u>C</u></p>	<p>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 above the parapet on the southeastern corner of the building does not comply and should be removed from the plan. The building was not designed to have signage above the parapet at this corner and it appears as unnecessary clutter. Also, it will not be very visible from the surrounding area when Block 5 is developed and the store's blade signs and awnings will make the store's presence known in the neighborhood.</p>
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.	NA	Blade signs projecting fascia signs will not be lit.
Neon tube lighting or other specialty lighting may be considered if it clearly supports the tenant's identity, and is approved by landlord.	NA	
Signs associated with canopies or awnings are to be illuminated from above.	C	Awnings will be lit from above with flood lights. EZ-LED fixtures will be mounted at the bottom of the awning to light the signage in the windows.
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	Affixed to the projecting fascia <u>on north</u>

		<u>and east elevation</u> and on west elevation already approved by PB.
The letter height shall not exceed 18" for inline tenants or 24" for corner tenants.	C	Waiver for larger sign on west elevation already approved by PB.
Signs are NOT permitted within 6" of adjoining side lease lines.	C	
The letters shall project a maximum of 8" from the storefront.	C	
Signs should be of high quality materials, preferably metal.	C	This is met to some degree. The flat sign at the entrances will be aluminum. The signage on the west elevation will be individual acrylic box letters and graphics that will glow. This sign is only visible at a great distance and is designed to be visible from the highway.
Individual letters are preferred.	NA	
Backlighting individual translucent lettering will be considered on a case-by-case basis by the landlord. Halo lighted lettering is preferred	W	The location and size of the sign on the west elevation was approved by the Planning Board. It is proposed to be translucent letters because this sign is most visible from the highway and needs to be lit to be visible. The letters projecting from the flat metal sign will be halo lit.
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.	W C	The awnings will not contain graphics and are not considered signs. There are 9 awnings with graphics along Assembly Row and 4 awnings with graphics along Artisan Way. A condition of approval is that the awnings do not contain graphics.
The lowest component of the awning shall be no less than 8'-0" above finished sidewalk.	C	
Signage on the awning should not exceed 33% of the awning area.	W C	The awnings will not contain graphics and are not considered signs. Some of the graphics appear to exceed this

		limit. A condition of approval is that the awnings do not contain graphics.
Maximum projection may be 10'-0" from lease line.	C	Awnings only extend slightly from windows below.
Awning graphics and lettering may be painted, printed or sewn.	C	The awnings will not contain graphics and are not considered signs. The graphics are proposed to be printed on the awning. A condition of approval is that the awnings do not contain graphics.
The awning structure should be finished to resist corrosion and all connections should be smooth.	C	Awnings have no valances or sides.
If canopies are used there shall be a maximum of one (1) canopy sign per tenant frontage with a maximum of 18" letter height.	C	There is a projecting fascia that wraps around the corner of the building. <u>The letters will be 9 inches tall.</u>
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.	C	<u>One blade sign is proposed that is 17 square feet.</u>
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.	C	
Letter size is limited to 18" in height.	C	
3 Dimensional forms and unique shapes are permitted and encouraged.	NA	
Blade signs may be externally or internally lit.	NA	Not illuminated.
Mounting brackets should be integral to the sign design.	C	There are none shown.
The landlord will allow various sized flags and banners and will review all requests on a case- by-case basis.	C	
Flags or banners shall be hung perpendicular to the building face and from poles.	C	
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.	C	
Banners maximum size is 6'-0" by 30'-0" per Section 6.12.	C	The banner is 3 feet by 9 feet, 3 inches.
Flags and banners may project up to 8'-0" from face of building and may be no less than 12'-0" from above finished floor of sidewalk.	C	

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.	W C	
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".	W / C	<u>There will be graphics applied to internal walls set back from the glazing. Portions of the internal wall at the corner will not be setback 2 feet as is required although it is an acceptable solution. With the revisions, there will be no window signs. 12 window signs are proposed along Assembly Row and 6 are proposed along Artisan Way. These signs will be conditioned to be designed differently as they do not comply with several standards (size, number, window coverage)</u>
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.)	W NA	<u>Graphics on windows make the signage square footage exceed that which is allowed.</u>
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.	C	
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.	C	
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.	C	
Scrolling message signs or electronic signs with changing messages with the exception of cinema marquees.	C	
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	