



CITY OF SOMERVILLE, MASSACHUSETTS
MAYOR'S OFFICE OF STRATEGIC PLANNING & COMMUNITY DEVELOPMENT
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Case #: PB 2014-07
Date: March 12, 2014
Recommendation: Conditional Approval

PLANNING STAFF REPORT

Site: 300 Canal Street (Assembly Row Block 3)

Applicant Name: Back Bay Sign
Applicant Address: 425 Riverside Ave, Medford, MA 02155
Property Owner Name: Street Retail, Inc.
Property Owner Address: 5 Middlesex Ave, Somerville, MA 02145

Alderman: Matthew McLaughlin

Proposal Description: Street Retail, Inc. would like to install signage for Saks Fifth Avenue - Off 5th at 300 Canal Street that is outside of the scope of the Assembly Row Sign Standards and requires Planning Board approval.

Dates of Public Meeting: March 20, 2014

I. PROJECT DESCRIPTION

1. Proposal: The signage will be for Fifth Avenue - Off 5th. This retailer will occupy 26,085 square feet on the first floor of Block 3 at the corner of Grand Union Boulevard and Canal Street. The proposed signage can be found on sheets 1 through 7 from Sign Crafters Incorporated dated 2/25/14.
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 with 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.

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 part to waive the signage requirements related to the size requirements for the western/Grand Union Boulevard side of the building. The Board approved the overall signage size that exceeds the size allowance under Section 12.4.4. The cinema and two retail signs which are setback 100 feet from the edge of the garage 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 be 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 in this location 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 proposed sign for Saks on this side of the building outside of the storefront area will increase this total signage area by 130 square feet, which still does not meet the special permit threshold. There will also be a 130 square foot sign on the southern façade. This is currently the only sign above the retail ground floor proposed for this façade and therefore the size is within the limits for size allowed by the Zoning Ordinance.

The Applicants provided information on how the larger context of signage design is progressing in the district and how it relates to the current proposal. To date, the tenants requiring variances are the largest tenants, anchors and junior anchors: AMC, LegoLand, Saks and Nike (not yet finalized for the Board’s review).

LegoLand and AMC are unique in that they occupy multi-levels of the building and have unique storefronts. LegoLand takes up an entire block face and AMC has a three-story storefront.

The signage for Saks is trying to achieve a few objectives. The first filing of the PUD included a Master Plan with no retail at all along Grand Union Boulevard (formerly Assembly Square Drive). The City pushed Federal Realty to bring retail out to this street so that the development was not turning its back to the rest of the area and a possible future redevelopment of the existing mall. They complied by and now the ground floors of Blocks 1 and 3 along Grand Union Boulevard are almost entirely made up of retail

storefronts. In order to make this strategy work for the retailers, corner merchandising opportunities were necessary that are large enough to attract junior anchor-type tenants next to them along Grand Union Boulevard at the edge of the development. The junior anchors are now critical to driving retail traffic and they need a significant presence. By granting them larger signage the overall goal of creating a true retail presence on Grand Union will be realized. Also, the signs at the corners are breaking up the pre-cast garages and screening the parking on the upper stories of the building.

The large majority of the in-line retailers have approved sign or are anticipated to have signs that meet the Assembly Row Signage Standards and do not need waivers. There may be some special cases where waivers are justified and those would be brought to the Board. Generally, however, the waivers are intended to address project-wide goals and weave together a collection of storefronts to create a balanced retail environment that is not intended to give specific retailers an edge.

II. RECOMMENDATION

Compliance with and waivers requested from the Assembly Row Storefront & Signage Standards can be found in the attached checklist. The comments column and the information above contains the rationale for why or why not Planning Staff is recommending approval for the proposed signage to deviate from the standards.

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	<p>As conditioned, approval is for waivers from the location of the sign on the garage which is out of the tenant's storefront area, the number of flat mounted signs per frontage, and the height of the letters for the garage sign. This approval is based upon the following application materials and the plans submitted by the Applicant:</p> <table border="1"> <thead> <tr> <th>Date (Stamp Date)</th> <th>Submission</th> </tr> </thead> <tbody> <tr> <td>February 26, 2014</td> <td>Initial application submitted to the City Clerk's Office</td> </tr> <tr> <td>February 25, 2014</td> <td>Plans submitted to OSPCD (sheets 1 through 7 from Sign Crafters Incorporated)</td> </tr> </tbody> </table> <p>Any changes to the approved signage that are not <i>de minimis</i> must receive SPGA approval.</p>	Date (Stamp Date)	Submission	February 26, 2014	Initial application submitted to the City Clerk's Office	February 25, 2014	Plans submitted to OSPCD (sheets 1 through 7 from Sign Crafters Incorporated)	BP/CO	ISD/ Plng.	
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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.							

AssemblyRow Storefronts & Signage DESIGN STANDARDS Checklist

Tenant: Saks Fifth Avenue
 Address: 300 Canal Street
 Plan Date: Feb 25, 2014 (pages 1-7)

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.
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	Panels made of MDO with an applied acrylic element are proposed for portions of the storefront. An image of the panels is included in the plans. Excluding the doors for ease of calculation, the panels make up approximately half the storefront length on Grand Union Boulevard and 25% of the storefront length on Canal Street. 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	The doors will be glass and the hardware has not yet been presented.
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.	-	Information has not yet been provided.
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.	NA	
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.	NA	
Canopies and awnings may project a maximum of 10'-0" from the lease line.	NA	
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.	NA	

Canopy colors and graphics should coordinate with the tenant's brand identity, and may be solid, striped or patterned.	NA	
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.	NA	
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 solid backing. Unique treatments such as patinas, rusted, etched and imprinted metals may be considered.	NA	
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) <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	No exterior fixtures shown on plans apart from the signage. The signage will have halo lit letters that will use LED lights
6.0 Signage Criteria		
Signage may be of any durable material with similar quality characteristics of storefront materials and	C	The signs will be painted aluminum.

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.		
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	The signs on the garage will bring attention to this corner anchor tenant from a greater distance than a typical pedestrian oriented sign. See staff report for rational for signage scheme.
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	There is 197.6 sf of signage on each frontage. Frontage on Grand Union Boulevard is approx 128 ft allowing for a total of 257 sf of signage. Frontage on Canal Street is approx 134 sf allowing for a total of 268 sf of signage. The signs comply.
Signs should be located within the tenant's storefront both in width and height.	W	The signage will be within the tenant's storefront except for the signs at the corners of the building on the parking garage at a height of 33.5 ft. There will be panels mounted on the garage in the corner section to screen the parking and signs for this large anchor corner tenant will be designed to fit within the screening pattern and bring attention to retailers along Grand Union Boulevard.
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 signs will be panels with letters that will be lit with a halo effect.
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.	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.	W	There will be one flat sign above the door on each street and another at the garage level.
The letter height shall not exceed 18" for inline tenants or 24" for corner tenants.	W	The letter height for the flat mounted sign will be 23-3/8" which complies. The garage signs that will be larger than the pedestrian scale have letters that are 34.5 inches tall. The height of this sign necessitates the need for larger letters.
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 6 inches from the building.
Signs should be of high quality materials, preferably metal.	C	The signs will be painted aluminum.
Individual letters are preferred.	C	Panels are proposed with individual letters on them.
Backlighted individual translucent lettering will be considered on a case-by-case basis by the landlord. Halo lighted lettering is preferred.	C	All signs include halo lighting.
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.	NA	
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.	NA	
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.	NA	
Canopy sign lettering should follow the standards for materials, lighting, etc. as outlined in "Flat mounted signs."	NA	
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	There will be one blade sign per side that is 7.9 sf.
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	The sign is 8 feet off of the ground and projects 4.5 feet.
Letter size is limited to 18" in height.	C	Letter size will be a max of 8.5 inches.
3 Dimensional forms and unique shapes are permitted and encouraged.	NA	
Blade signs may be externally or internally lit.	C	Internally
Mounting brackets should be integral to the sign design.	C	
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.	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.	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 above finished floor of sidewalk.	NA	
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	NA	

marquees.		
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	