



General Signage Design Guidelines

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July 2012

SIGNAGE

GENERAL DESIGN GUIDELINES

General Signage Design Guidelines

1.0 Purpose

These sign guidelines are intended to create a strong image and reduce visual clutter, while allowing for signs that inform residents and visitors of the various amenities, services, and products within the Centerra planned community. Unity of freestanding signs is achieved by the repetition of design elements including buff sandstone columns and bases that are consistently battered, arched-top sign faces, in some cases lettering style, and illumination source, and a limited palette of sign face colors. Building mounted wall signs are also strictly regulated in terms of size and appearance.

2.0 Applicability

This Sign Guidelines Section applies to all signs within the Centerra Planned Community, unless covered by a separate Planned Sign Program that is established as a part of a specific project. All significant projects are encouraged to develop a Planned Sign Program. Planned Sign Programs in concert with The Centerra Planned Sign Program which controls community and temporary signs, supersede the City of Loveland Sign Code, and shall be enforced by both the Centerra Design Review Committee (DRC) and City of Loveland. The definitions as contained within the City of Loveland Sign Code, Chapter 18.50 of the Loveland Municipal Code, are considered a part of these General Signage Design Guidelines and are not repeated within this document. Proof of sign permit from the City of Loveland and a letter indicating approval by the Centerra DRC shall be required before installation of any sign.

3.0 Regulations Applicable to All Signs

3.1 Site Distance Triangle

3.1.1 All signs located within the sight distance triangle, as defined by the City of Loveland, shall either be of pole construction or ground mounted.

3.1.2 Limit pole diameter to twelve (12) inches, maximum.

3.1.3 Locate pole signs a minimum of seven (7) feet above finished grade (as measured to the bottom of the sign).

3.1.4 Limit ground mounted signs to a maximum height of 24 inches above finished grade.

3.2 Off-Premise Signs

3.2.1 Prohibit off-premise signs, except for Project Identity Signs (e.g., Centerra, business parks, town centers, etc.). These are the exclusive responsibility of the Master Developer.

4.0 Prohibited Signs

4.1 Prohibit the following signs, except as specifically approved by the DRC:

- Animated, Changeable Copy, Exposed Light Bulb, Flashing Signs or, Exposed LED Signs
- Roof Signs
- Portable Signs, including signed vehicles
- Hand-lettered Signs
- Paper or Cardboard Signs (attached to or temporarily placed within windows of buildings and/or affixed to the exterior or interior of doors, handbills, and hand-held signs)
- Signs in the Public Right-of-Way (R.O.W.)
- Internally illuminated awnings
- No “Sale” or “Special Announcement” signs
- Inflatable features
- Cabinet Signs (Internally illuminated plastic face) with the exception of convenience stores as described in this Section
- Signs on benches, trash receptacles, vending machines or other site furniture
- Neon or flexible LED signs, except as allowed by Section 20
- Signs held by people, animals, or people in costume
- Plastic Signs (formed plastic or injection molded)
- Other Signs as identified in the Master or Community Association Covenants

- Signs on Umbrellas
- Search Lights

5.0 Construction, Installation, and Maintenance Requirements

5.1 Prohibit exposed conduit, raceways, ballast boxes, or transformers.

5.2 Prohibit labels on exposed surfaces, except those required by ordinances. Where necessary, labels shall be placed in inconspicuous locations.

5.3 Insure that all metal surfaces are uniform and free from dents, warps, and other defects. Painted surfaces shall be free of particles, drips, and runs. Use only durable paints specifically intended for outdoor use.

5.4 Flush mount exposed screws, rivets, or other fastening devices and finish so as to be unnoticeable.

5.5 Limit individual letter depth. Depth of individual dimensional letters shall not exceed one-quarter of the letter height to a maximum of 6 inches deep. No letter is required to be less than four inches deep if internally illuminated. Text that has capital and lowercase letters shall use the capital letter height to determine the maximum depth of all letters.

5.6 All sign applicants shall provide assurance that the sign will be adequately maintained. All signs will be kept neatly finished and repaired, including all fasteners and supports. A Centerra Master Association or City of Loveland representative may inspect and have authority to order painting, repair, alterations or removal of a sign that constitutes a hazard to safety, health, or public welfare by reason of inadequate maintenance, dilapidation, or obsolescence.

5.7 Any sign which is associated with a business that is no longer being conducted, shall have the sign face altered so that the message is no longer visible to the public within 45 days of the cessation of such business.

ble to the public within 45 days of the cessation of such business.

5.8 The substrate for a sign which has been removed shall be repaired to eliminate any evidence that the sign (patches, paint, etc.) was previously in this location.

6.0 Sign Area Measurement

6.1 Provide proper sign area measurement. Specific sign areas for Centerra Development Identity Signs are defined in the Centerra Planned Sign Program. All other sign areas on freestanding and building-mounted wall signs shall be measured per the City of Loveland Sign Code, unless an approved Planned Sign Program is in place.

6.2 Measure individual letter and logo signs that are mounted on a landscape wall by the outline of the letters and logo, as if it were a building-mounted wall sign.

6.3 The sign area (face) shall be measured by including within a single continuous rectilinear perimeter of not more than eight straight lines which enclose the extreme limits of writing, representation, lines, emblems, or figures contained within all modules together with any air space, materials, or colors forming an integral part of background of the display or materials used to differentiate such sign from the structure against which the sign is placed. Architectural features, structural supports, and landscape elements shall not be included within the sign area.

7.0 Total Allowable Sign Area

7.1 Design sign area, based upon the following standards:

7.1.1 One (1) sign per building face, a maximum of two (2) signs per building frontage.

7.1.2 Total allowable sign area shall be equal to 2.0 square feet per linear foot of building frontage



for the first 200 linear feet. An additional 1.0 square foot of sign area may be provided for each additional linear foot of building frontage. (Figure 7a).

7.1.3 Up to two sides of a building may be counted as frontage.

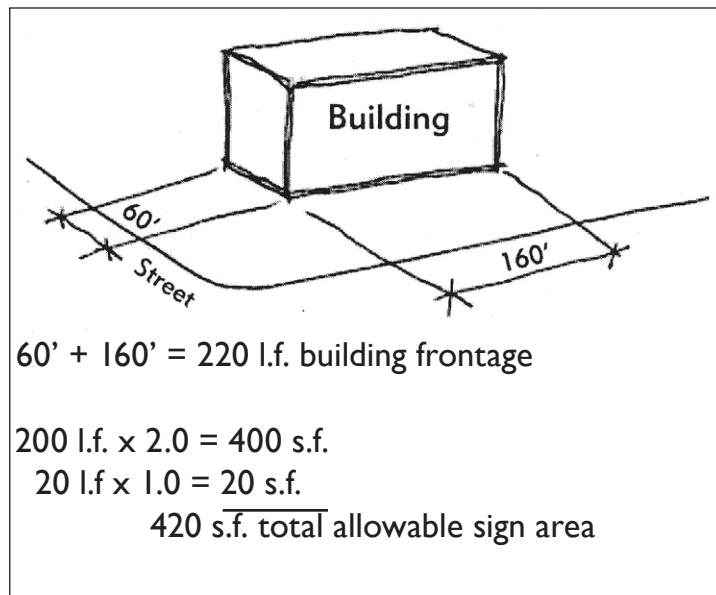


fig. 7a Total Allowable Sign Area

7.1.4 In multi-tenant retail projects, each business is entitled to one wall sign per building entrance. (See Section 13 for additional information.)

7.1.5 All signs, including Project Directional, Freestanding Menu Boards, Freestanding Identity Signs, and Building Mounted Signs shall be counted as part of the total allowable sign area.

7.1.6 A Project Identity Sign shall count as one of the two maximum Freestanding Identity Signs for the premise on which it is located, but shall not count towards the total allowable sign area for that premise.

8.0 Freestanding Signs - General Regulations

8.1 Style

8.1.1 Provide a solid base for all freestanding signs. Signs shall be designed to be in character with the sign designs illustrated in this Document and elsewhere at Centerra. Pole signs shall not be permitted.

8.2 Number of Signs

8.2.1 One (1) Freestanding Identity Monument or Sign per street frontage, maximum of two (2) signs per premise.

8.2.2 Project Identity Monument or Signs count as one (1) Freestanding Identity Sign for the premise on which it is located, but do not count towards the total allowable sign area for that premise.

8.3 Height

8.3.1 Eight (8) feet in height for the first eight (8) feet of setback from face of curb or edge of pavement then one (1) foot of height for each foot of setback thereafter up to a maximum height of fourteen (14) feet (fig. 8a).

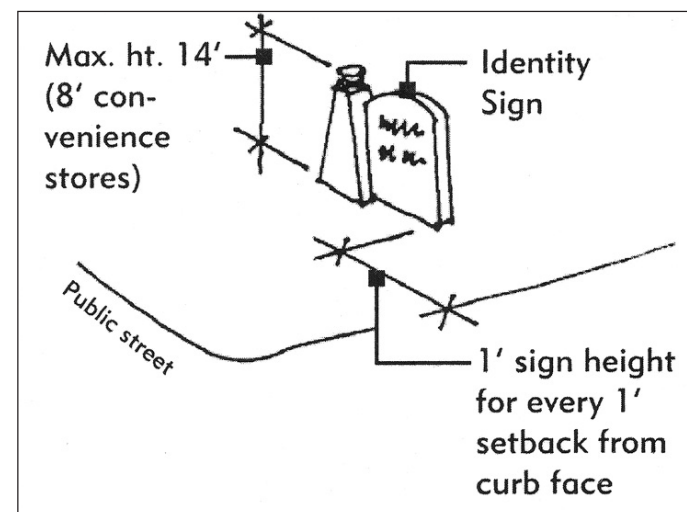


fig. 8a Maximum Sign Height

8.3.2 The height of a sign is the vertical distance measured from either the elevation of the nearest public or private sidewalk within twenty-five feet of the sign, to the upper most point of the sign structure, including architectural appendages, or from the lowest grade within twenty-five feet of the sign to the upper most point of the sign structure, including architectural appendages, whichever is lower.

8.3.3 Maximum height for all Convenience Store associated Freestanding Signs shall be eight (8) feet.

8.4 Setbacks

8.4.1 Freestanding Identity Signs shall be setback a minimum of eight feet from the public roadway curb face or edge of pavement. Signs shall not be placed within the ROW.

8.5 Maximum Sign Area

8.5.1 Freestanding Identity Signs shall contain a maximum sign area of up to 120 square feet per face, to a maximum of 240 square feet for all sign faces. Note: this maximum sign area is dependant of the acceptance by the DRC and the City of Loveland that the sign meets the City of Loveland Sign Area bonus criteria.

8.6 Number of Items of Information

8.6.1 Sign shall not contain more than four items of information, not including an address.

8.6.2 Directional arrows shall not be included on Identity Signs.

8.7 Changeable Copy and Electronic Messages

8.7.1 Signs with changeable copy or electronic messages shall not be permitted, except for those displaying time and temperature, or price associated with fuel.

8.8 Separation Between Signs

8.8.1 Provide a minimum separation of 75 feet between any two freestanding identity signs.

8.9 US 34 Regulations

8.9.1 All Freestanding Signs located contiguous to US 34 shall have a horizontal orientation.

8.9.2 All Freestanding Signs located contiguous to US 34 shall not exceed a maximum height of 12 feet if located within 75 feet of the ROW.

8.9.3 All signs proposed for US 34 shall be in compliance with regulations enforced by C.D.O.T.

8.9.4 All other setback and height restrictions in this Section shall apply.

8.10 I-25 Regulations

8.10.1 Premises with more than 500 feet of frontage along I-25 ROW shall be permitted a maximum of one (1) Freestanding Sign oriented to I-25, unless otherwise regulated by a project planned sign program.

9.0 Freestanding Identity Monuments and Signs

9.1 Residential Signage

9.1.1 Refer to Community Association Covenants for additional sign regulations related to residential areas.

9.2 Illumination

9.2.1 Freestanding Identity Monuments and Signs shall be internally illuminated with only the text lighted, or directly externally illuminated by a fully shielded source.

9.2.2 Plastic cabinet signs shall not be permitted.

9.2.3 All light sources shall be shielded to prevent glare and uplighting into the sky.

9.3 Landscaping

9.3.1 Freestanding Identity Monuments and Signs shall be located entirely within a landscaped area.

9.3.2 A minimum of four square feet of landscaping shall be provided for every one (1) square foot of sign face. Turf does not count towards this requirement.

9.3.3 Only one (1) face of the sign shall be counted, unless the sign face is perpendicular to the street, then two (2) faces shall be counted.

9.3.4 The portion of the sign located on the ground plane (foot print) shall not be counted as landscape area.

9.3.5 The landscape area shall be designed to have 75 percent of the area covered by live plant material within three years of installation.

9.3.6 Landscaping shall be installed within six months of installation of the sign.

9.4 Freestanding Private Development Identity Monuments and Signs for Non-Residential Projects

All freestanding private development identity signs shall comply with the following guidelines, unless specifically approved by the Centerra DRC.

9.4.1 For cohesive projects of greater than twenty (20) acres in land area, one (1) Freestanding Landmark Project Identity Monument that identifies the name of the overall project, without specific tenants, may be placed at the primary vehicular entrance to the site or other location approved by the DRC. The design of these signs should be a derivation of the other freestanding signs used at Centerra,

subject to DRC approval. (See fig. 9a and 9b for examples of such signs).



fig. 9a Freestanding Landmark Project Identity Monument



fig. 9b

9.4.2 Additional freestanding landmark project identity monuments may be placed at additional entries if approved by the DRC.

Commercial/Retail Signs

9.4.3 Freestanding signs (Commercial/Retail Tenant Signs) for the identification of multiple tenants may be considered by the DRC for retail/commercial projects. (See fig. 9c as an example of such sign).

9.4.4 All Commercial/Retail Tenant Signs shall be designed to be a variation of the other freestanding signs used at Centerra, subject to DRC approval. (See figure 9c for an example of such signs)

9.4.5 Single tenant freestanding Commercial/Retail



fig. 9c Freestanding Commercial / Retail Identity Sign

Tenant Signs are discouraged. Where necessary, provide a smaller version of a sign that is sympathetic to the intent of other signs in the project, subject to DRC approval.

Business, Office, and Industrial Park Monument Signs

9.4.6 Business/Office/Industrial Park Monument Signs are designed to identify a single tenant, or project name as opposed to multiple tenants.

9.4.7 All Business and Industrial Park Signs shall comply with the standard designs shown in figures 9d to 9g, unless otherwise approved by the DRC.

9.4.8 All Business, Office, and Industrial Park Monument Signs shall be composed of the following elements: dark patina bronze or light bronze sign panel; cut sandstone columns; and halo illuminated typography and logos or push through letters or pin mounted letters. Contact the DRC staff for specifications of finishes allowed by this requirement.

9.4.9 Each parcel is allowed one (1) Tenant Sign, unless otherwise approved by the DRC.

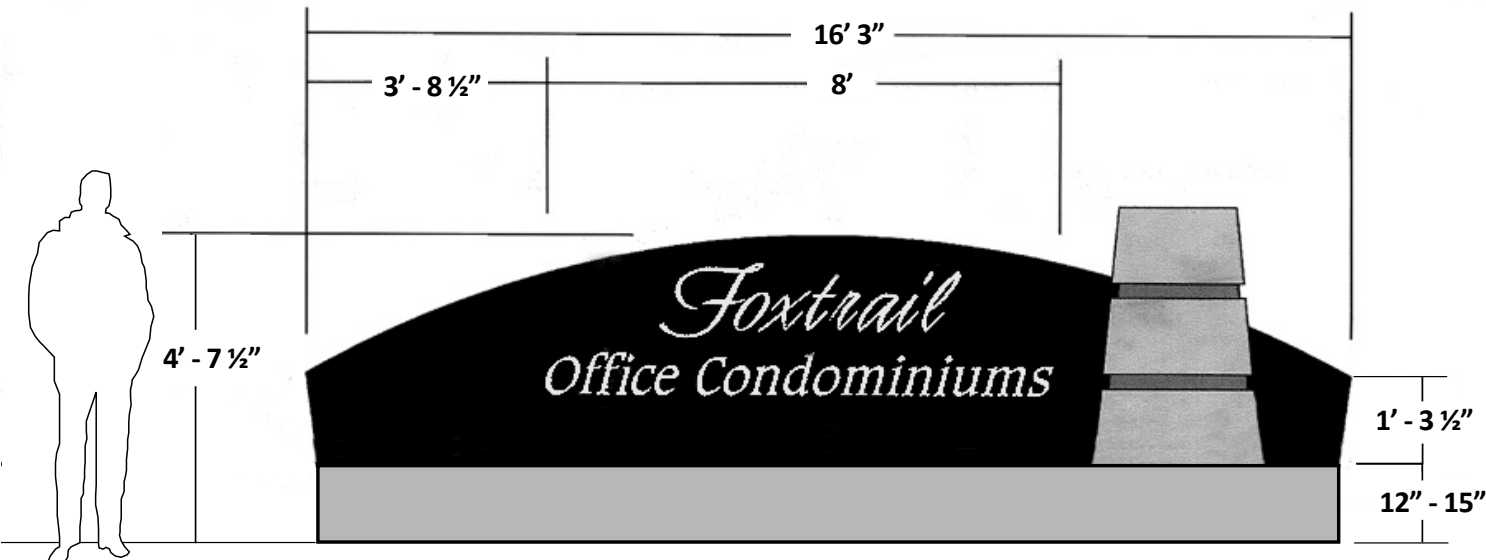
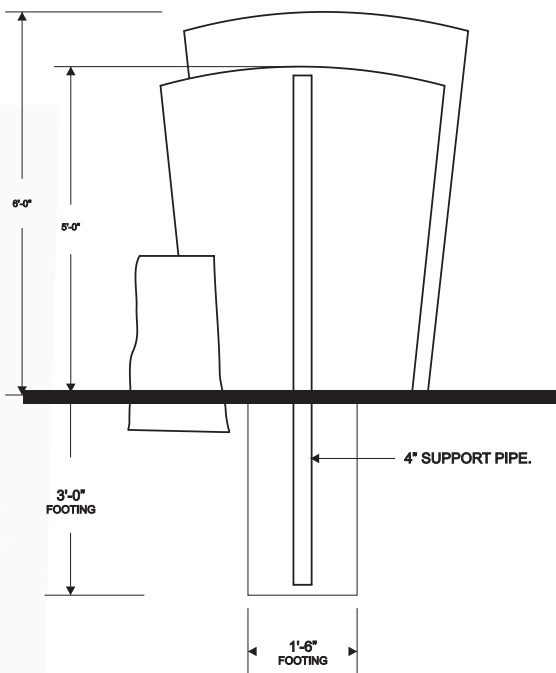


fig. 9d Business Park / Industrial Park Tenant Sign



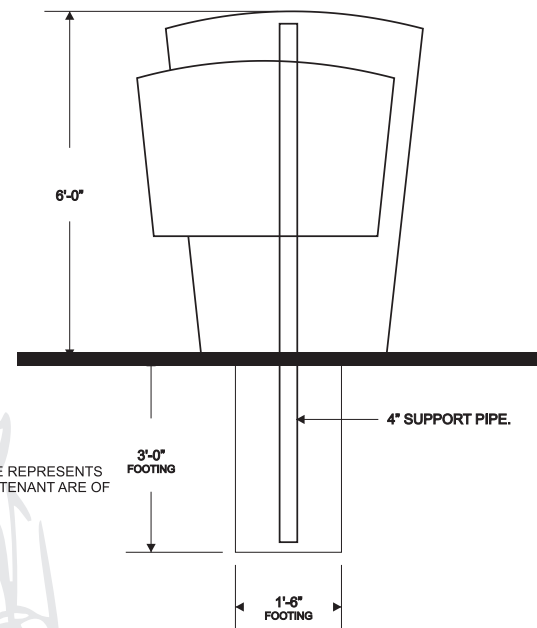


1/4" ALUMINUM FILLER SECTION PAINTED MAP CUSTOM FAUX PAINT TO MATCH CENTERRA SPECS.

OPTION: ALUMINUM FILLER SECTION PAINTED MP 27168 OLD COPPER (SEMI GLOSS).

ALUMINUM SIGN CABINET WITH 6" RETURNS ALL PAINTED Mp30134 AZTEC GOLD OVER MP 34132 BASE COAT LRV 39.7 (SEMI GLOSS). ALL GRAPHICS TO BE ROUTED AND BACKED WITH #7328 WHITE ACRYLIC. ILLUMINATE WITH DAYLIGHT LAMPS.

CUT BUFF SANDSTONE (TO MATCH EXISTING).
ALL ADDRESS COPY TO BE SAND BLASTED AND FILLED
WITH DARK BROWN LYTCHOCROME STAIN.



ALUMINUM FILLER SECTION PAINTED
MAP CUSTOM FAUX PAINT TO MATCH CENTERRA
SPECS.

*AVAILABLE OPTION ALUMINUM FILLER SECTION PAINTED MP 27168
OLD COPPER (SEMI GLOSS)*

ALUMINUM REVERSE PAN, CABINET
WITH 2" RETURNS ALL PAINTED MP30134 AZTEC GOLD OVER
MP 34132BASE COAT LRV 39.7 COLOR (SI GLOSS). ALL GRAPHICS
TO BE ROUTED AND BACKED WITH #7328 WHITE ACRYLIC.
BACKSIDE OF PANELS TO HAVE CLEAR ACRYLIC BACKS TO ALLOW
FOR HALO LIGHTING. SPACE OFF FILLER SECTION 1 ½".
ILLUMINATE WITH DAYLIGHT LAMPS.

OPTION: ALUMINUM REVERSE PAN, CABINET
WITH 2" RETURNS ALL PAINTED APPROVED
COLOR (SI GLOSS). ALL GRAPHICS TO BE
ROUTED AND BACKED WITH #7328 WHITE ACRYLIC.
ILLUMINATE WITH DAYLIGHT LAMPS.

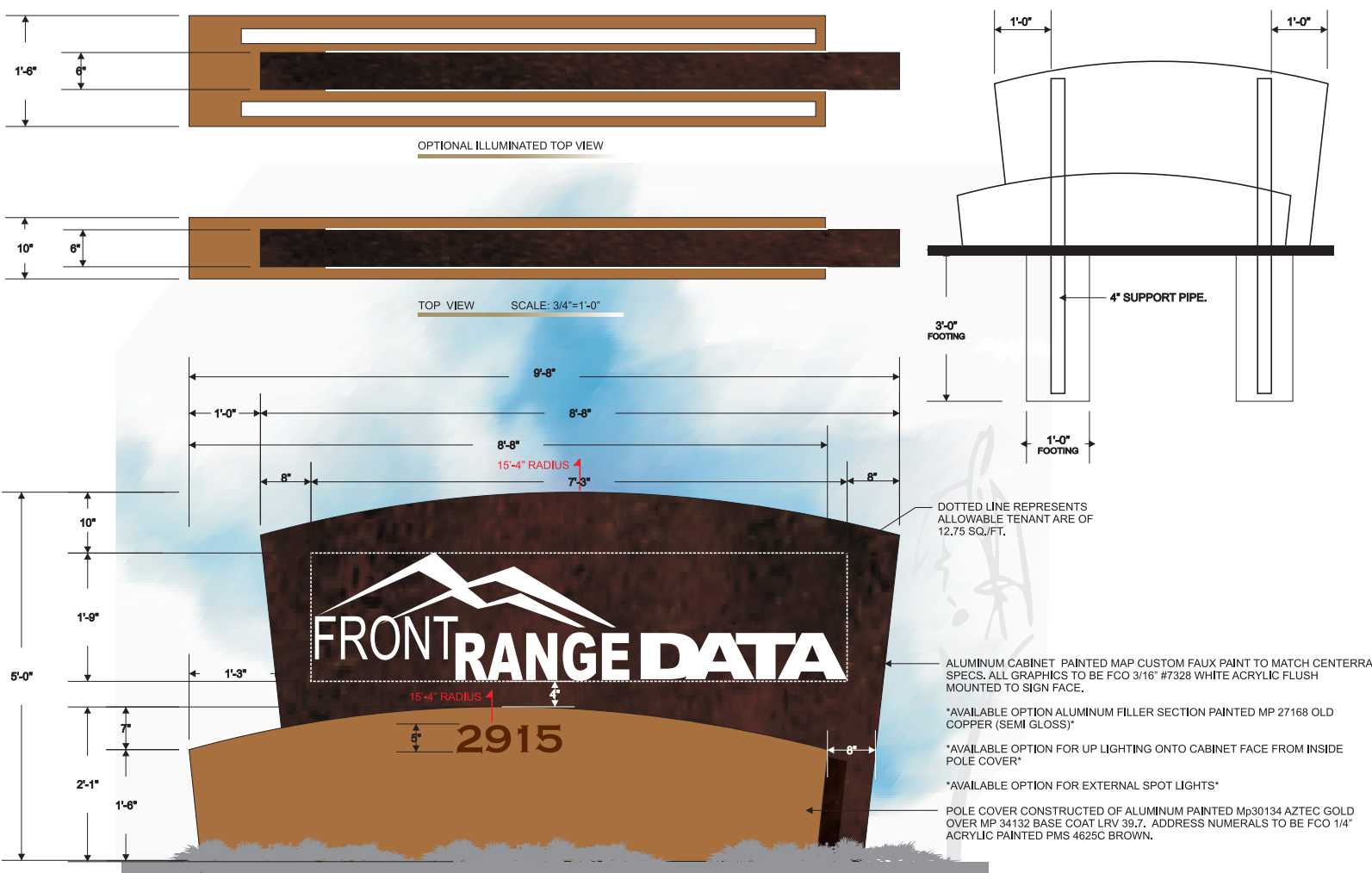


fig. 9g Business Park / Industrial Park Tenant Sign

Residential Identity Signs

9.4.10 Residential Identity Signs are designed to identify individual residential developments (fig. 9h).

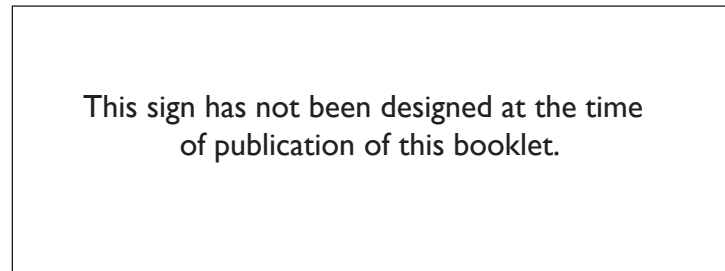


fig. 9h Residential Identity Sign

- 9.4.11 Residential Identity Signs may vary in size and design per the size of the property and DRC discretion.
- 9.4.12 Each parcel is allowed one (1) Residential Identity Sign, unless otherwise approved by the DRC.

Mixed-Use District Center Signs

- 9.4.13 Mixed-Use District Center Signs are designed to identify the special district centers (fig. 9i).
- 9.4.14 Mixed-Use District Center Signs may vary in size and design per the size of the property and DRC discretion.
- 9.4.15 Letters on Mixed-Use District Center Signs shall

be uniformly colored with the option of color variation in the back lighting that will be visible only at night (fig. 9i).

This sign has not been designed at the time of publication of this booklet.

fig. 9i Mixed-Use District Center Sign.

10.0 Freestanding Directional Signs

(Note: On larger projects, the applicant may be required to provide the following signs. In many cases, these will be provided by the Master Developer and maintained by the Master Association).

10.1 Centerra Community Directional Signs - General

10.1.1 Community Directional Signs throughout Centerra shall be in compliance with the Centerra Planned Sign Program.

10.2 Project Directional Signs

Project Pedestrian Directional Signs

10.2.1 Project Pedestrian Directional Signs are intended to inform pedestrians about destinations within a project and designed to complement the overall signage theme of that project (fig. 10a).

10.2.2 Project Pedestrian Directional Signs shall be reviewed on a case-by-case basis and shall be included in the total allowable sign area.

Project Vehicular Directional Signs

10.2.3 Project Vehicular Directional Sign shall not exceed eight square feet in size and are included in the total allowable sign area.

10.2.4 Other signs that provide direction to destinations within a project are also allowed, and will be reviewed and approved by the DRC on a case-by-case basis.

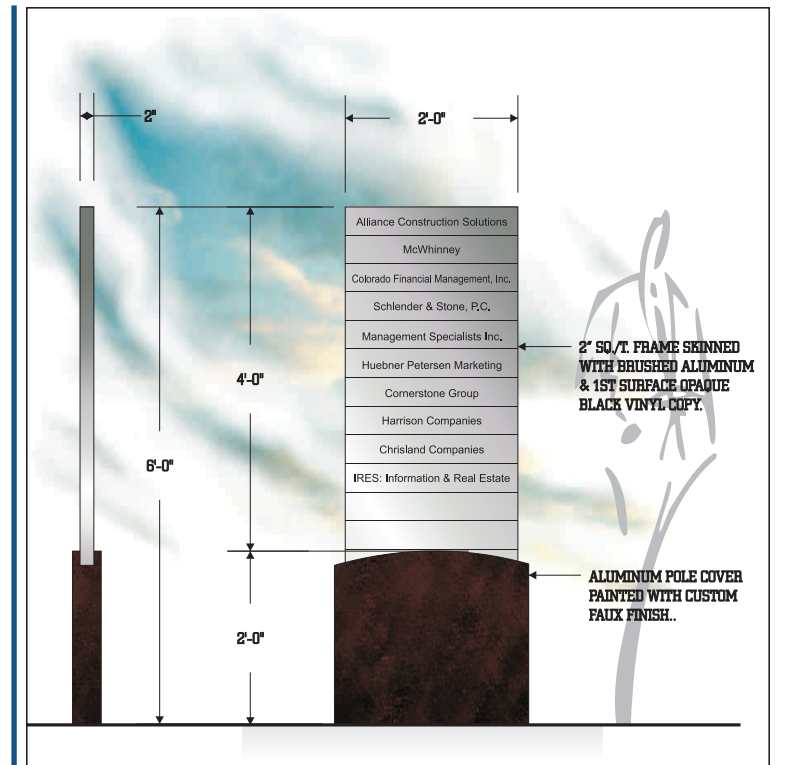


fig. 10a Pedestrian Directional Signs

10.2.5 Vehicular Project Directional Signs shall harmonize with the overall signage design theme created for that project (fig. 10b on the next page).

11.0 Building-Mounted Identity Signs - General

11.1 Size

11.1.1 Maximum sign area for all combined building-mounted signs shall be 15 percent of the wall surface on which they are mounted.

11.1.2 Maximum size of an individual sign shall not exceed 150 square feet per signable wall for each business, except as prohibited by size restrictions noted below, or as approved as part of a specific Planned Sign Program.



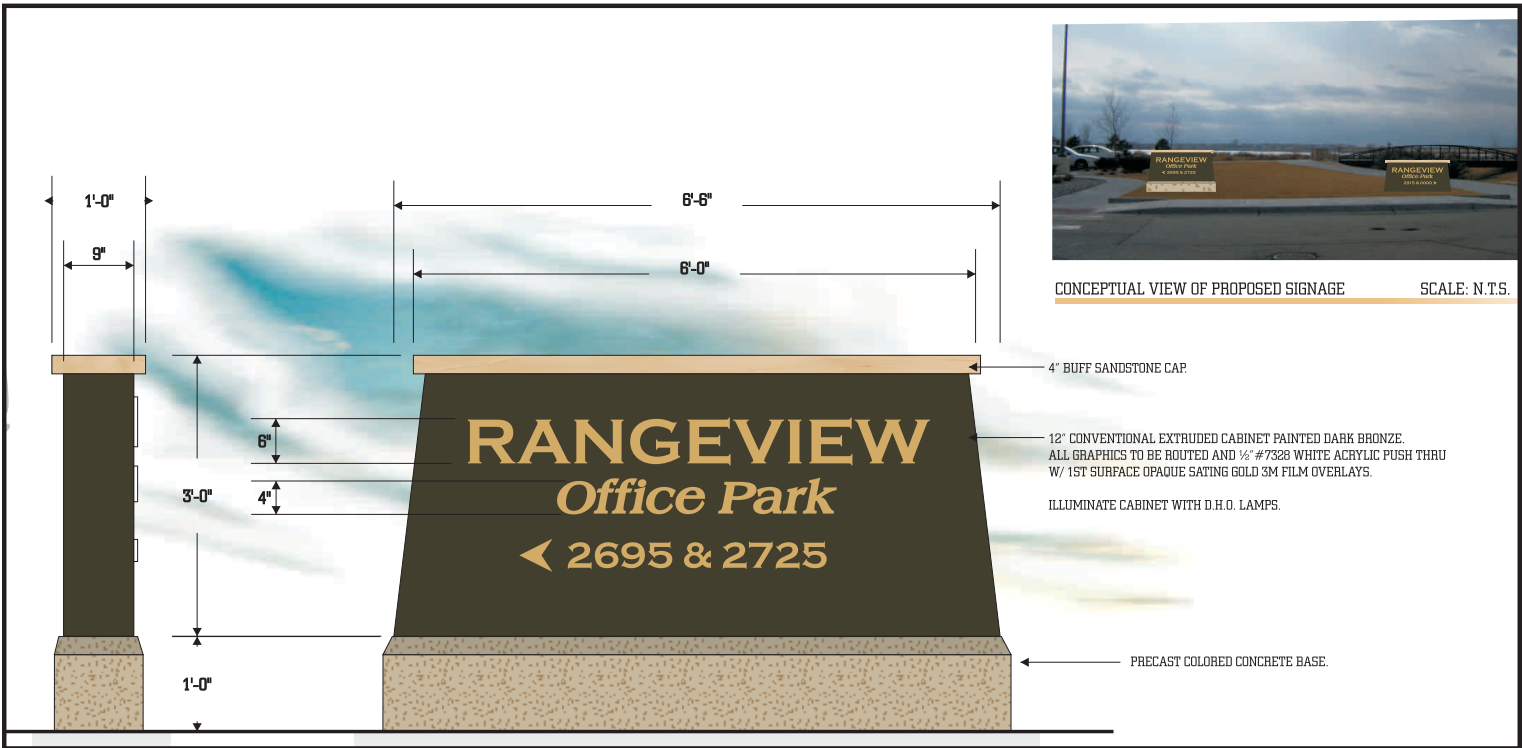


fig. 10b Vehicular Directional Sign

11.2 Materials - Option 1 - Individual Channel Letters, Internally Illuminated

- 11.2.1 Unless otherwise approved by the DRC, individual channel letters and logo marks shall be formed of bronze-colored, welded aluminum including returns (.036 minimum on sides and .080 minimum on backs) with no exposed mounting hardware.
- 11.2.2 Letter and logo faces shall be a minimum one-eighth inch thick acrylic (non-yellowing material).
- 11.2.3 Color on Building Mounted Identity Signs shall be uniform, unless specifically reviewed and approved by the DRC.
- 11.2.4 Letters shall be internally illuminated.
- 11.2.5 The symbol for registered trademarks may not be included on signs.

11.3 Materials - Option 2 - Halo Lit Letters

- 11.3.1 Individual metal letters and logo marks shall be dark, light, or patina-colored with concealed halo illumination.

11.4 Materials - Option 3 - Push-Through Cabinets

- 11.4.1 Individual letters shall be a uniform color, cutout from an opaque fascia panel and backlit.

11.5 Materials - Option 4 - Flat-Cut Out (F.C.O.), Externally Illuminated

- 11.5.1 Flat-Cut Out (F.C.O.) letters and/or logo mark. F.C.O. letters shall have a minimum depth of 1" and pegged off the surface of the building a minimum of 3/4". Directly illuminate with decorative fixtures, fully shielded from glare and protected from shining light into the sky.

12.0 Building-Mounted Primary Identification Sign - Office Building or Other Single-Use, Multi-Story Building

- 12.1 Only one (1) Primary Identification Sign that names the building or major tenant shall be permitted, located between the highest floor and top of the building parapet or in a location appropriate to the building architecture and as approved by the DRC.
- 12.2 Products or service descriptions shall not be permitted.
- 12.3 The height of the area on which the sign appears shall not be less than twice the height of the sign (fig. 12a).

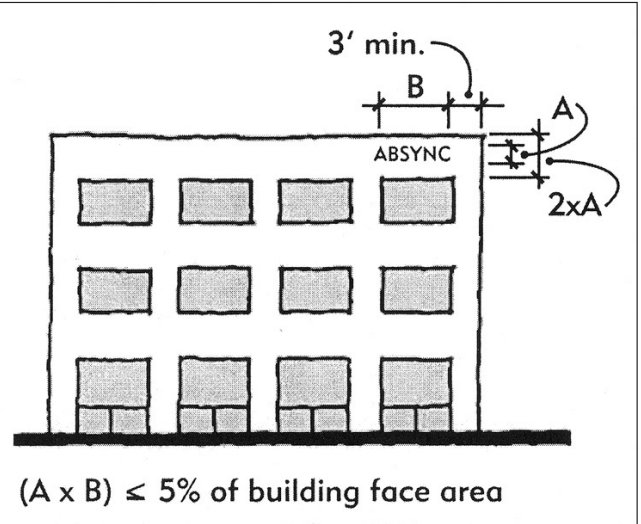


fig. 12a Primary Identification Sign at Building Parapet

Building Height (Stories)	Maximum Letter Height	Maximum Symbol Height
1	1' - 6"	2' - 0"
2	2' - 0"	2' - 6"
3	2' - 6"	3' - 0"
4	3' - 0"	3' - 6"
5	3' - 6"	4' - 0"

- 12.4 Primary Identification Sign area shall not exceed five percent of the building elevation on which it is located.
- 12.5 A minimum distance of three feet shall be maintained between the end of the sign and building corner (fig. 12a).
- 12.6 Determine maximum letter/symbol height and maximum sign area, based upon the formula in fig. 12a.

13.0 Single Story Buildings (Retail, Restaurant, Customer Service, Office, Light Industrial)

- 13.1 For buildings with multiple occupants, provide a sign containment area (sign band) between eight and 26 feet above the finished floor as an integral part of the building architecture.
- 13.2 Products or service descriptions shall not be permitted.
- 13.3 The height of the area on which the sign appears shall not be less than twice the height of the sign.
- 13.4 One (1) main or front entrance sign shall be allowed for each individual tenant.
- 13.5 The allowable signage for each tenant shall be prorated based upon its proportionate share of the primary building frontage or as directed by the building owner representative, and reviewed and approved by the DRC. Unless otherwise modified by an approved Planned Sign Program, tenants may not exceed a maximum sign area of 150sf, subject to the locations of the calculation in 6.0 and 7.0. For example a single in-line tenant with 30' of store front may not exceed 60sf of sign area (30'x2.0).
- 13.6 Total sign area for the premise (including freestanding signs) shall be determined by Total Allowable Sign Area requirements (See Section 7 for additional info).

13.7 Tenants with two distinct entrances on different facades shall be permitted a maximum of two signs (one (1) per entrance), subject to DRC review and approval.

13.8 Signs shall not be located any closer than 24 feet on-center, unless otherwise reviewed and approved by the DRC.

14.0 Secondary Signs on Mixed-Use Multi-Story Buildings (Office, Research and Development, Multi-Family Residential)

14.1 In addition to Primary Identification Signs, additional signs may be permitted if Retail, Restaurant, or Customer Service uses are contained within the building, subject to DRC review and approval.

14.2 Secondary Signs shall be placed between the first and second floors.

14.3 Maximum letter height shall not exceed 18 inches.

14.4 Primary Office Buildings shall be limited to one (1) ground floor Secondary Sign per building elevation, with a maximum of three signs per building. Consideration shall be given for a maximum of two Secondary Signs per building elevation, in situations where two major entrances occur on a building elevation.

14.5 The distance between Secondary Signs shall not be less than one-third of the building frontage on which the signs are located.

14.6 Buildings that have the entire ground floor devoted to Retail, Restaurant, or Customer Service uses shall follow the regulations contained in 13.0 Single Story Buildings.

15.0 Fuel/Convenience Store Canopy Signs

15.1 Signs on canopies associated with fuel/convenience stores shall be limited to one (1) corporate sign

or logo mark associated with the principal use per canopy face. The maximum number of signs/logo marks per canopy is two.

15.2 Signs and logos shall have a vertical dimension of no greater than 75 percent of the vertical dimension of the canopy face, and shall not exceed a maximum sign area of 12 square feet.

16.0 Awnings

16.1 Signs on awnings are allowed only as specifically approved by the DRC and shall not exceed eight (8) square feet in size and shall be applied to the building allowable sign area (fig. 16a).

16.2 Awnings shall not be internally illuminated.



fig. 16a Awning Example

17.0 Projecting Signs - Retail or Main Street Setting

17.1 Individual tenants in a retail or main street setting, may provide one (1) wall or canopy mounted projecting (blade) sign. Tenants located on ends of buildings may have two blade signs, one (1) per façade. Blade signs shall not exceed 15 square feet per face and must be located no less than 24 feet apart. Blade sign area shall be applied to the building total allowable sign area. Blade signs shall be mounted to provide a minimum of eight feet of clearance from the ground to bottom

edge of the sign when located over a public or private sidewalk, and shall not be internally illuminated unless specifically approved by the DRC (fig. 17a). Blade signs shall include 3-dimensional characteristics such as raised letters and logos. Blade signs with only vinyl graphics and logos are not permitted.



fig. 17a Projecting Sign Example

18.0 Regulatory and Street Signs

Specialty themed Regulatory Signs oriented towards motorists shall be used throughout Centerra. Regulatory Signs include standard Manual on Uniform Traffic Control Devices (MUTCD) signs such as speed limit signs, stop signs, etc. that can fit within the design theme established for Centerra. These regulatory signs may be placed in the right-of-way subject to City of Loveland approval. Sign post and mounting details are outlined in Section 18.4 and figure 18a. Regulatory signs must be mounted 7'-0" from the ground to the bottom of the sign to meet ADA guidelines. Work done in the right-of-way guidelines are in Section 18.8.

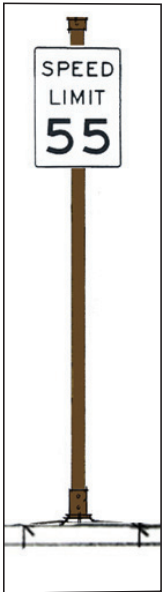


fig. 18a Regulatory Sign Examples

18.1 Street Name and Roundabout Signs - Font

Font for Signalized Intersection Signs, Street Name Signs and Roundabout Signs are upper and lower case Clearview Highway 1W. Spacing between letters can not be modified, the font has specific spacing for readability (fig. 18b).



fig. 18b Clearview Highway Sample Text

18.2 Signalized Intersection Signs

Street name signs placed on mast arms at signalized intersections shall use 18" plates with 12" letters, Clearview Highway 1W upper and lower case. Length of plates will vary to fit street names. Aluminum sign blank shall be .100 or .125 thickness with 3/4" radius corners. For signs with lengths up to 48" use .100, over 48" use .125. All sign letters and numbers are to be white diamond grade vinyl on green diamond grade sheeting per Federal Highway Administration (FHWA). The colors shall not fade when exposed to an accelerated test of ultra-violet light equivalent to 5 years of outdoor exposure. No silkscreened signs are permitted. All signs shall include block numbers plus arrow pointing toward higher block number. Arrows shall meet MUTCD standards. Signs are mounted to existing fiberglass and steel streetlight poles with 3/4" stainless steel banding. The street name signs are reinforced with aluminum extrusions attached directly to the sign with 3M VHB double-sided tape. The extrusions are riveted to the sign to ensure a strong, permanent installation. Universal channel clamps slide into the extrusions and are banded to the mast arm with Stainless Steel Banding and Stainless Steel Ear-Lokt Buckles using a Band-it tool. Mounting Band-it should match pole color. (Sign layouts - Figure 18c).



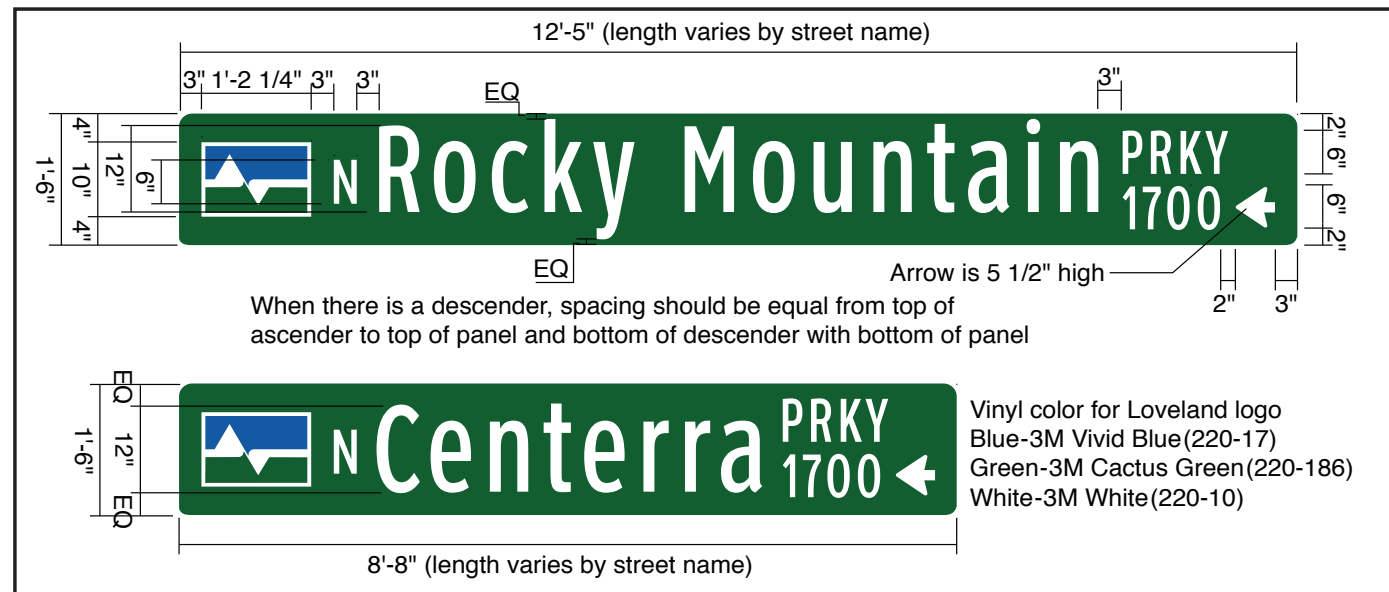


fig. 18c Signalized Intersection Signs

18.3 Street Intersection Signs

Street name signs at minor intersections shall use curved plates with 5" letters, Clearview Highway IW upper and lower case. The plates are 7 1/4" on the right and left edges and curve up in the center to 10 3/8". There are 4 size options of plates to fit the variation of street name lengths. Typical installation shall include 4 street name signs, 2 for each direction. For signs with lengths of 18"-30" use .080 gauge aluminum; for signs 36"-44" use .100 gauge aluminum. All sign letters and numbers are to be white diamond grade vinyl on green diamond grade sheeting per FHWA. The colors shall not fade when exposed to an accelerated test of ultraviolet light equivalent to 5 years of outdoor exposure. No silkscreened signs are permitted. All signs shall include block numbers plus arrow pointing toward higher block number. Arrows shall meet MUTCD standards. All street name signs shall be retroreflective (fig. 18d).

Private street signs have the same specifications as the street intersection signs outlined above except that all sign letters and numbers are to be green diamond grade vinyl on white diamond grade sheeting per FHWA (Fig. 18d).

18.4 Street Intersection Sign Posts and Mounting

All Street Intersection signs mount to 12 gauge 2" x 2" Chocolate Brown (Powder Coated or painted to match) solid Square Sign Posts. Signs are mounted back to back on adjacent sides of post. All posts are capped with a Chocolate Brown Powder Coated 2" closure cap. Post shall be installed 6"-8" into the anchor stub.

When possible Regulatory signs should mount to existing light poles to reduce the number of poles at street intersections. Regulatory signs attach to existing light poles with 3/4" stainless steel banding. Use aluminum sign bracing on the back of sign blank as needed for structural support and wind loads. Band-it should match existing light polecolor, for example use a brown Band-it for bronze light poles and stainless steel Band-it for light grey light poles.

18.5 Directional Roundabout Signs

Roundabout signs shall use a minimum size of 6' x 4' aluminum sign blank, .125 thickness with 3/4" radius corners. Use aluminum sign bracing on the back of sign blank as needed for structural support and wind loads. All sign letters and roundabout

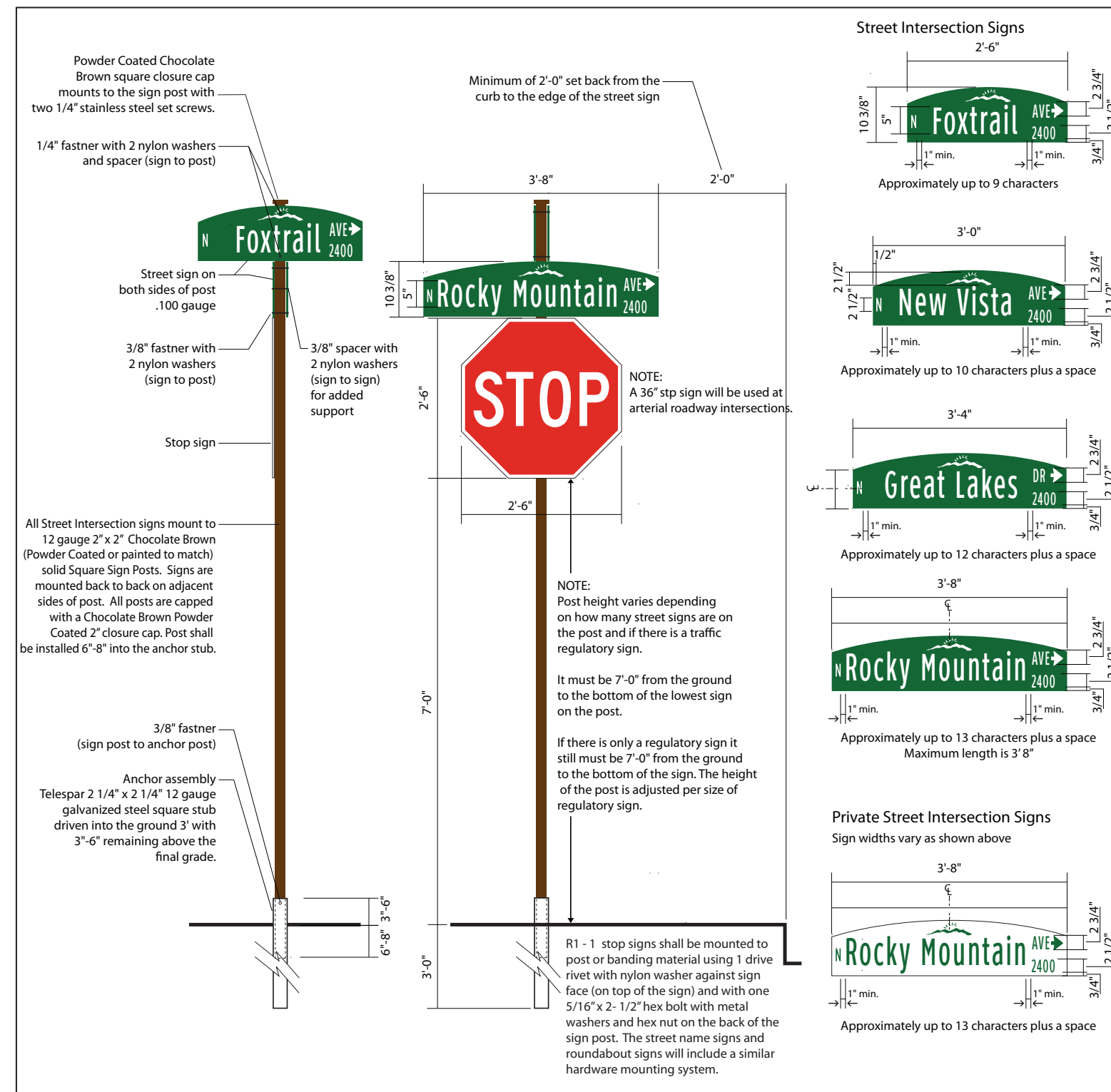


fig. 18d Street Intersection Signs

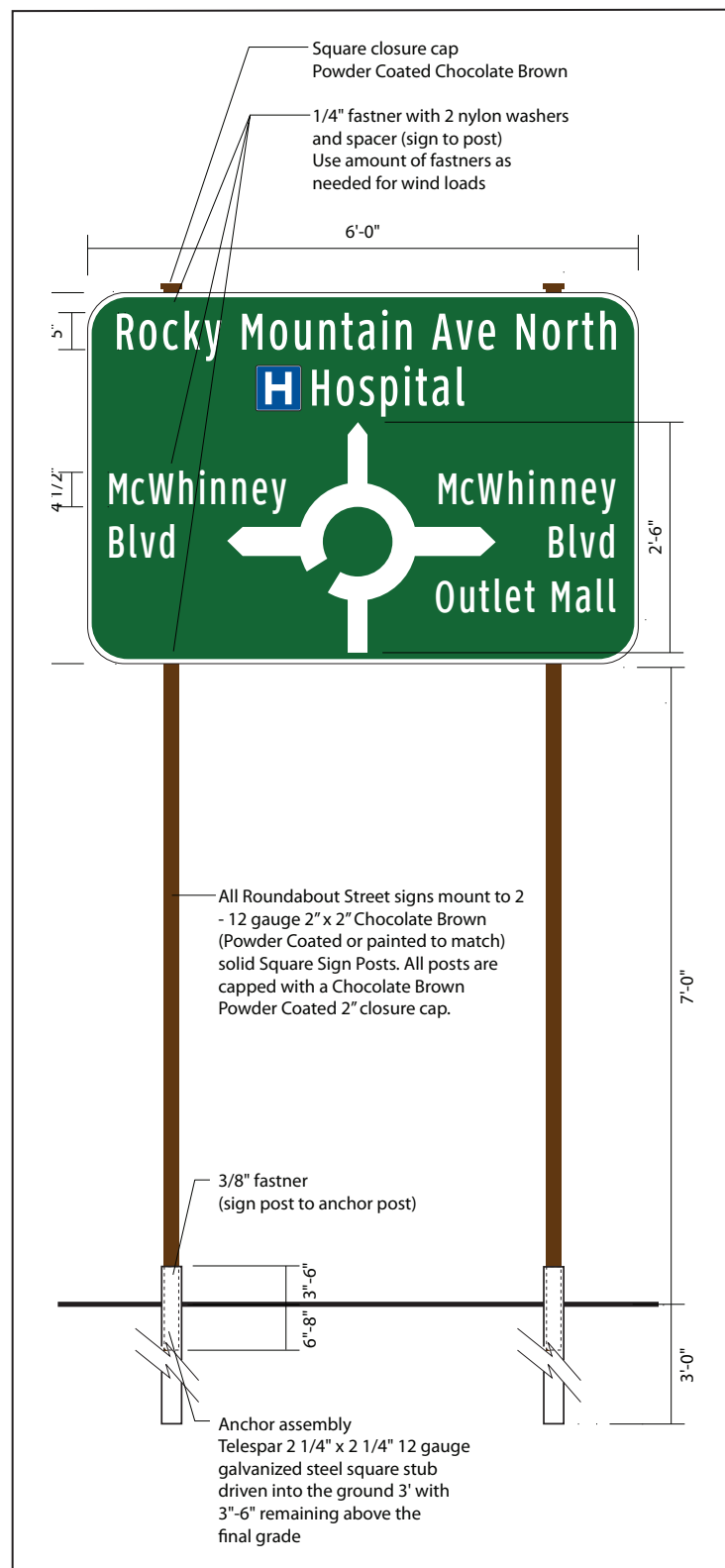


fig. 18e Roundabout Directional Signs

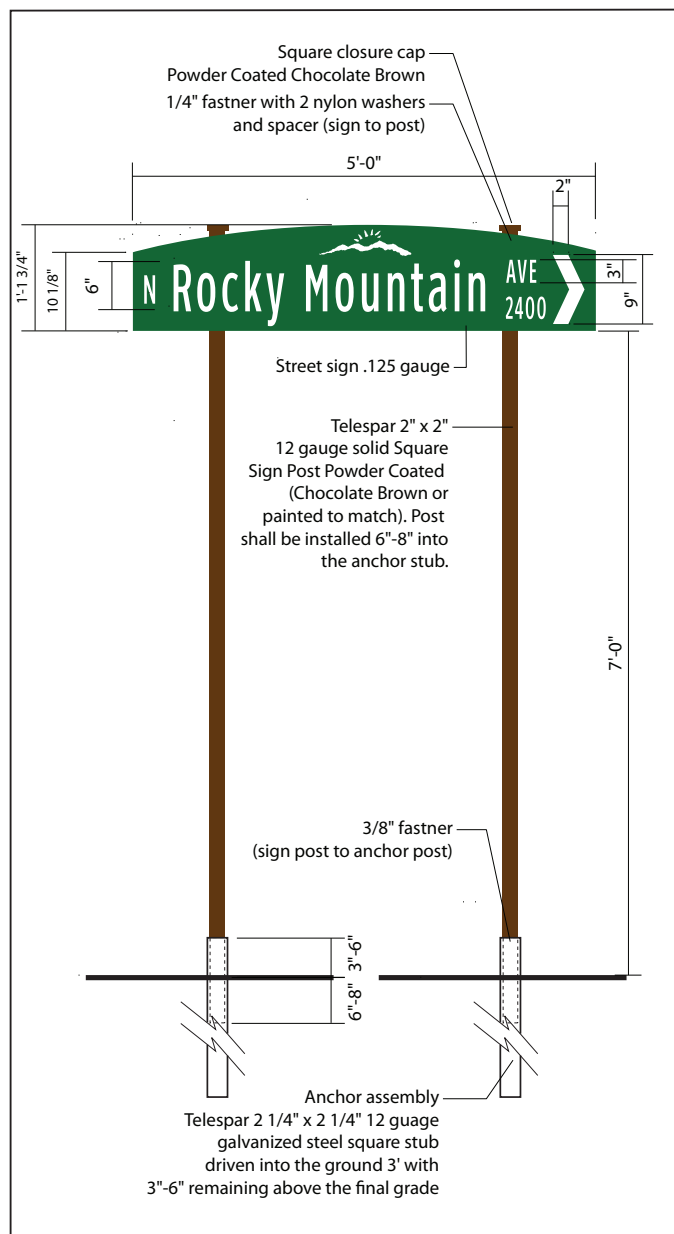


fig. 18f Roundabout Directional Signs

symbols are to be white diamond grade vinyl on green diamond grade sheeting per FHWA. Symbol for Hospital to follow Official Signs Guidelines. The colors shall not fade when exposed to an accelerated test of ultraviolet light equivalent to 5 years of outdoor exposure. No silkscreened signs are permitted. All directional roundabout signs shall be retroreflective (fig. 18e and 18f).

18.6 Roundabout Street Signs

Street name signs at roundabout intersections shall use curved plates with 6" letters, Clearview Highway 1W upper and lower case. The plates are 10 1/8" on the right and left edges by 5'-0" wide and curve up in the center to 1'-1 3/4". Sign blanks are .125 gauge aluminum with double post mounting. All sign letters, numbers and arrows are to be white diamond grade vinyl on green diamond grade sheeting per FHWA. The colors shall not fade when exposed to an accelerated test of ultraviolet light equivalent to 5 years of outdoor exposure. No silkscreened signs are permitted. All signs shall include block numbers plus arrow pointing toward higher block number. Arrows shall meet MUTCD standards. The Centerra logo is centered at the top of the sign. All roundabout street signs shall be retroreflective (fig. 18f).

18.7 Roundabout Sign Posts and Mounting

All Roundabout signs mount to 2 - 12 gauge 2" x 2" Chocolate Brown (Powder Coated or painted to match) solid Square Sign Posts. All posts are capped with a Chocolate Brown Powder Coated 2" closure cap.

18.8 Work in the Right of Way Guidelines

Section 12.16.040 of the City of Loveland municipal code states that "No person shall undertake or permit to be undertaken any construction, excavation, or work in the rights-of-way without first obtaining a permit from the city as set forth in this chapter." Section 12.16.250 of the code also states that "If any person violates or causes the violation of any of the provisions of this chapter, they shall be guilty of a separate offense for each and every day or portion thereof during which a violation is committed, continues, or is permitted, and upon conviction of any such violation, such person shall be punished as provided in Section 1.12.010 of this code for each such violation. (Ord. 5232 § 2, 2007)." Section 1.12.010 of the code states that this fine shall not exceed \$1,000 or imprisonment for a term not

exceeding one year. The City of Loveland Public Works Department will require the following language be added to the construction document plans prior to final approval:

"Prior to the commencement of any construction activity that will affect any existing street signs or traffic control devices within the public right-of-way (ROW), the contractor shall contact the City Traffic Division at 970-962-2535 to coordinate the removal, relocation, and/or proper storing of the existing sign(s) or traffic control device(s) and obtain a ROW work permit from the City Traffic Division to do such work. However, if the contractor moves any existing street sign(s) or traffic control device(s) within the public ROW without first obtaining a ROW work permit from the City Traffic Division, then the contractor will be charged for the labor, materials, and equipment to reinstall the sign(s) or traffic control device(s) as deemed necessary by the City. The contractor will also be charged to replace any existing street signs or traffic control devices that were damaged or blemished during any construction activity as deemed necessary by the City. The contractor may also be subject to additional fines as per the Loveland Municipal Code. Additionally, any work within the Colorado Department of Transportation (CDOT) ROW will also need to obtain a ROW work permit from CDOT.

Section 12.16.040 of the municipal code states that "No person shall undertake or permit to be undertaken any construction, excavation, or work in the rights-of-way without first obtaining a permit from the city as set forth in this chapter."



19.0 Banners

- 19.1 Banners may be permitted, subject to DRC review and approval, on an individual case-by-case basis, based upon the following requirements:
- 19.1.1 Retail uses may be allowed one (1) banner per building, not-to-exceed thirty (30) calendar days announcing grand opening of that particular location.
 - 19.1.2 Office, Light Industrial, and Commercial uses shall be permitted (1) banner per building, not-to-exceed thirty (30) calendar days announcing grand opening of that particular location.
 - 19.1.3 Additional restrictions or exceptions may be contained in the Covenants for special developments.

20.0 Window Signs

- 20.1 Window Signs shall be permitted, based upon the following requirements:
- 20.1.1 Painted Window Signs shall not be permitted.
 - 20.1.2 Each business shall be allowed one (1) neon "OPEN" sign. No other neon window signs shall be permitted.
 - 20.1.3 Signs, decals, or decorations shall not be installed in doorways, windows, or other areas visible from public view, except as allowed in retail stores as regulated by the Centerra Commercial Owners Association (CCOA).
 - 20.1.4 Real Estate Window Signs intended to identify leasable or retail office space shall be permitted (fig. 20a).
 - 20.1.5 Real Estate Window Sign message text shall be Swiss 721 or Ariel, or as otherwise approved by the DRC.



fig. 20a Real Estate Window Sign

- 20.1.6 Centerra Logo Background shall be machine cut 3M vinyl Deep Mahogany Brown.
- 20.1.7 Real Estate Window Sign message text shall be machine cut 3M vinyl Brown or Black.
- 20.1.8 The Real Estate Window Sign message panel shall be composed of 4 millimeter thick Cream or Ivory Coloplast or like material.

21.0 Temporary Signs

- 21.1 Real Estate/Project Identification Signs
- 21.1.1 Temporary Real Estate Project Signs shall be designed in accordance with the Centerra Planned Sign Program.
 - 21.1.2 Temporary Project Information (construction and real estate) Signs shall be permitted in non-residential areas only.
 - 21.1.3 Temporary Project Information (construction and real estate) Signs shall be used where land or leaseable space is available and to identify project and future development prior to and during construction. These signs shall be placed in a location on the property and of a design reviewed and approved by the DRC.

- 21.1.4 Color of message text for Temporary Signs may vary and may have individual graphics as approved by the DRC.
- 21.1.5 The sign fabricator shall provide the required subgrade foundation to ensure that the sign will withstand wind loads.

21.2 Seasonal Signs

- 21.2.1 Seasonal Temporary Commercial/Retail Tenant Building Mounted Signage is allowed for temporary or seasonal uses up to a period of six months. Materials and construction will be reviewed by the Centerra DRC on an individual basis.

22.0 Building Entry Information Signs

22.1 Building Entry Window Signs - General

- 22.1.1 Each business shall be permitted to post information including building or occupant names, hours of operation, emergency information, delivery hours, and other required notices, adjacent to the main exterior entrance on a wall or glass side-light adjacent to the entrance door.

22.2 Building Entry Window Signs

- 22.2.1 Building Entry Window Signs are allowed only on glass side-lights adjacent to entrance door or directly on the door.
- 22.2.2 Glass side-light letters shall be die-cut vinyl, silk-screened, or gold/silver leaf.
- 22.2.3 Maximum letter height shall be one-inch for basic information.
- 22.2.4 Maximum letter height for building names or occupants may be three-inches.
- 22.2.5 Logo marks shall be a maximum height of three (3) inches.

- 22.2.6 All type shall fit within a maximum two-foot-by-two-foot area.
- 22.2.7 Type style shall be consistent with other building signs.
- 22.2.8 Text and logos must be reverse cut vinyls and applied to the interior side of glass.

22.3 Building Entry Wall Mounted Signs

- 22.3.1 Wall mounted signs shall be applied to a panel that is compatible with surrounding wall treatments.
- 22.3.2 Panel area shall not exceed four square feet.
- 22.3.3 Decals, credit card information, or hand painted signs shall not be permitted unless reviewed and approved by the DRC.

22.4 Building Entry Service Entrance Signs

- 22.4.1 Buildings that provide service entrances shall be permitted an additional sign on or adjacent to each delivery door.
- 22.4.2 Information area shall not exceed two (2) square feet and may include tenant name and suite number.
- 22.4.3 Sign design shall be consistent with all exterior doors of the building and approved by the DRC.

23.0 Flags and Pennants

23.1 Flags and Pennants - General

- 23.1.1 Flagpoles are not permitted, except when associated with a public facility, or as specifically approved by the DRC.
- 23.1.2 Flags that project a maximum of four feet from the building face, shall be permitted on retail, entertainment, service, or commercial buildings only when associated with an approved special district sign program.
- 23.1.3 All flag and pennant faces shall count as part of the Total Allowable Sign Area (See Section 7.0 for additional info).
- 23.1.4 Flags may not exceed a dimension of 4' x 6'.
- 23.1.5 Flag illumination is only allowed by luminaires that illuminate the flag from above.

24.0 Menu Boards

- 24.1 A maximum of two Menu Boards shall be permitted per premise.
- 24.2 Maximum Menu Board height is six feet.
- 24.3 Maximum Menu Board area is 25 square feet.
- 24.4 Freestanding Menu Board area shall be included in the Total Allowable Sign Area for the premise (See Section 7.0 for additional info).
- 24.5 Wall Mounted Menu Board area (25 square feet) is allowed in addition to other wall mounted signs, but is included in overall allowable sign area for the premise.