



General Signage Design Guidelines

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July 2026

SIGNAGE

GENERAL DESIGN GUIDELINES

General Signage Design Guidelines

1.0 Purpose

These sign guidelines are intended to create a strong community image, while reducing visual clutter, that allows for signs that inform residents and visitors of the various amenities, services, and products within Centerra. The guidelines establish consistent standards for permanent, temporary, window, and tenant-related signage so that signs support tenant and event visibility while preserving the overall quality and character of Centerra.

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, except as otherwise approved by the DRC. Building-mounted wall signs, window signs, temporary signs, and related display elements are also regulated in terms of size, placement, materials, appearance, and compatibility with the surrounding building and retail environment.

2.0 Applicability

These signage design guidelines apply to all signs within Centerra, 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 Unified Development 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 Unified Development 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 be ground mounted.

3.1.2 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 or permitted elsewhere in these Guidelines:

- Abandoned or obsolete signs
- Animated, changeable copy, exposed light bulb, flashing signs or exposed LED signs except as specifically permitted for approved window, temporary, or fuel-price signage
- Roof Signs
- Portable Signs, including signed vehicles used primarily for advertising purposes, except for freestanding sign holders, such as A-frame or sandwich boards, expressly permitted under the window and temporary signage criteria
- Hand-lettered or hand-written 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, except as permitted under the window and temporary signage

criteria

- Inflatable signs or inflatable advertising features
- Cabinet signs with internally illuminated plastic faces, except for convenience-store signage as described in these guidelines
- Signs on benches, trash receptacles, vending machines, umbrellas, or other site furniture
- Neon or flexible LED signs, except as allowed by Section 20
- Signs held, carried, worn or displayed by people, animals, mannequins, costumed persons, or similar attention-attracting devices
- Plastic Signs (formed plastic or injection molded)
- Search Lights
- Feather banners, advertising flag banners, or flutter flags
- Temporary bandit signs, yard signs, or similar advertising signs placed in landscaped areas, yards, or along public or private roads
- Signs that are damaged, deteriorated, faded, peeling, broken, leaning, missing components, or otherwise in disrepair
- Registered trademark symbols on signs
- Pennant strings, streamers, flags, balloons, and other temporary attention-getting devices
- Signs referencing liquidations, closeouts, “Going Out of Business,” or similar distress or discount-heavy language
- Any other signs prohibited by the Master Declaration, Community Association Covenants, approved Planned Sign Program, Unified Development Code or other applicable governing document

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.

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 continuous polygon with up to eight straight sides that completely encloses the limits of text and graphics of a sign, together with any frame or other material or color forming an integral part of the display or used to differentiate the sign's contents from the background against which they are 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.
 - 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.

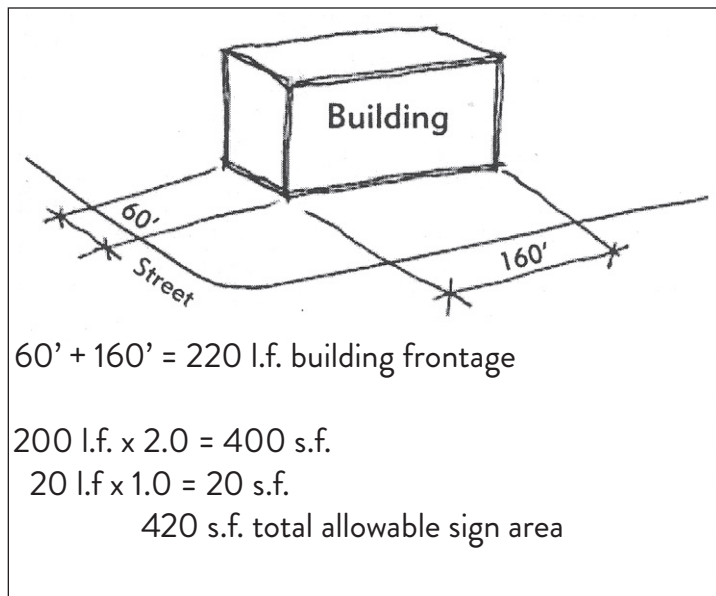


fig. 7a Total Allowable Sign Area

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).

- 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.

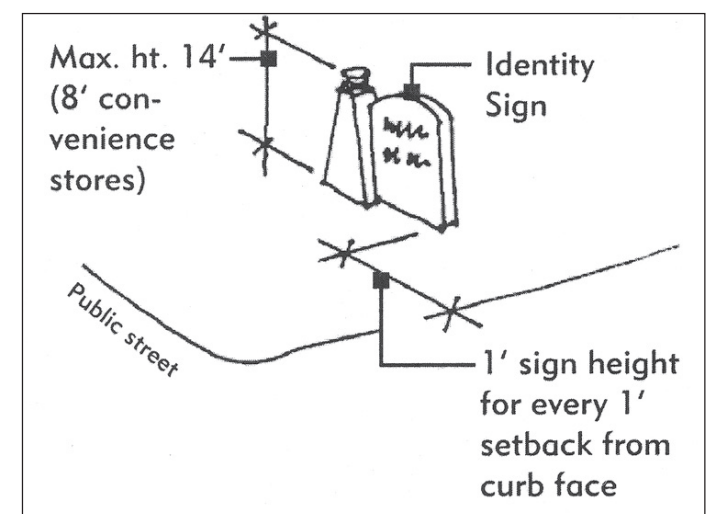


fig. 8a Maximum Sign Height

9.0 Freestanding Identity Monuments and Signs

9.1 Illumination

- 9.1.1 Freestanding Identity Monuments and Signs shall be internally illuminated with only the text lighted, or directly externally illuminated by a fully shielded source.
- 9.1.2 Plastic cabinet signs shall not be permitted.
- 9.1.3 All light sources shall be shielded to prevent glare and uplighting into the sky.

9.2 Landscaping

- 9.2.1 Freestanding Identity Monuments and Signs shall be located entirely within a landscaped area.
- 9.2.2 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.
- 9.2.3 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.
- 9.2.4 The portion of the sign located on the ground plane (foot print) shall not be counted as landscape area.
- 9.2.5 The landscape area shall be designed to have 75 percent of the area covered by live plant material within three years of installation.
- 9.2.6 Landscaping shall be installed within six months of installation of the sign.

9.3 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.

- 9.3.1 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).
- 9.3.2 Additional freestanding landmark project identity monuments may be placed at additional entries if approved by the DRC.

Commercial/Retail Signs

- 9.3.3 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).
- 9.3.4 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)
- 9.3.5 Single tenant freestanding Commercial/Retail 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

- 9.3.6 Business/Office/Industrial Park Monument Signs are designed to identify a single tenant (if occupied by one user), or project name as opposed to multiple tenants.
- 9.3.7 All Business, Office, and Industrial Park Signs shall comply with the standard designs shown in figures 9d to 9g, unless otherwise approved by the DRC.



fig. 9a Freestanding Landmark Project Identity Monument



fig. 9b



fig. 9c Freestanding Commercial / Retail Identity Sign

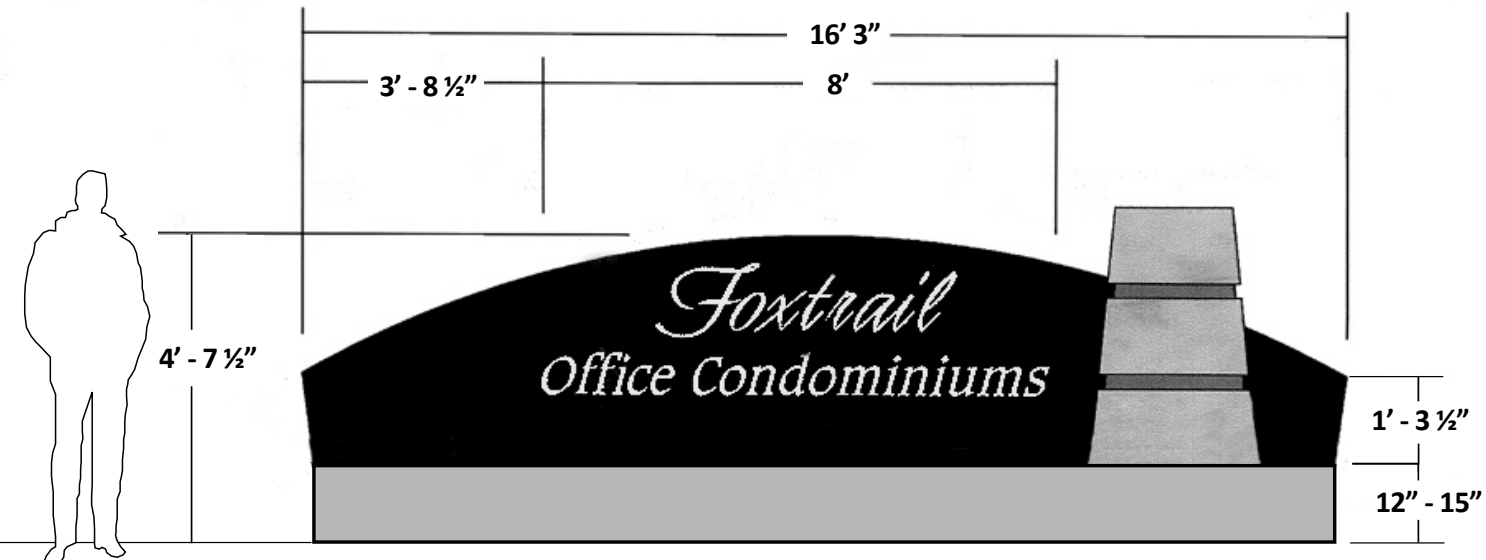


fig. 9d Business Park / Industrial Park Tenant Sign

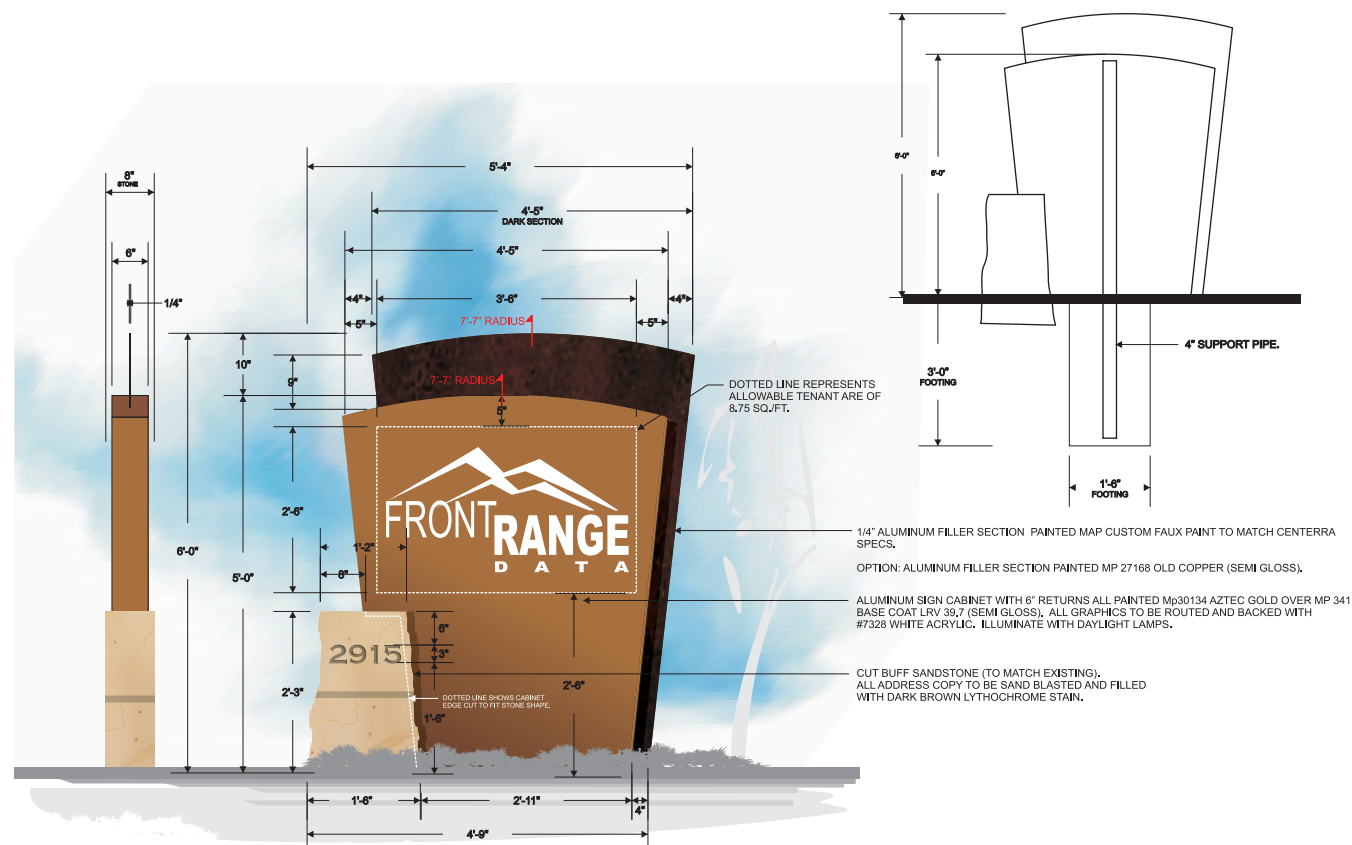


fig. 9e Business Park / Industrial Park Tenant Sign

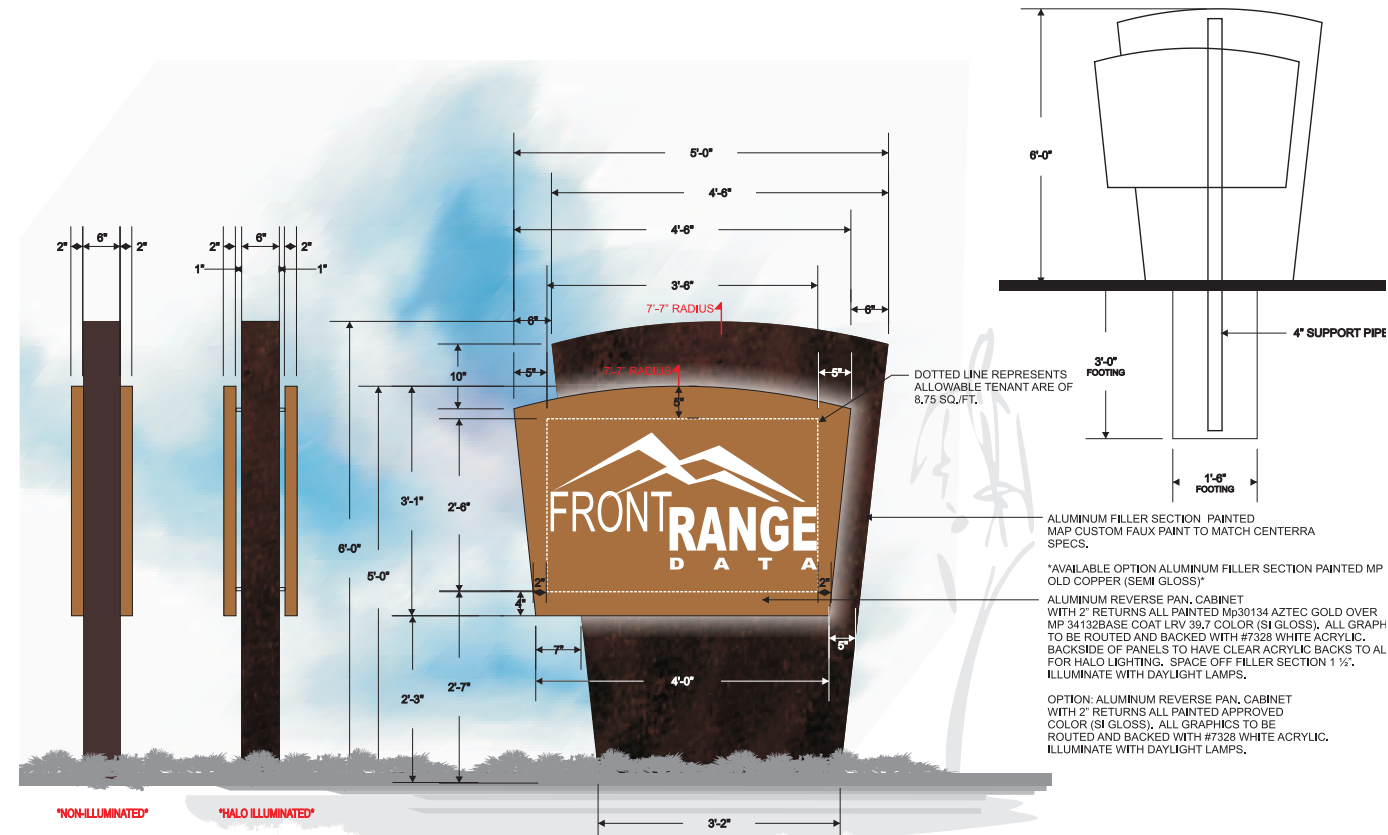


fig. 9f Business Park / Industrial Park Tenant Sign

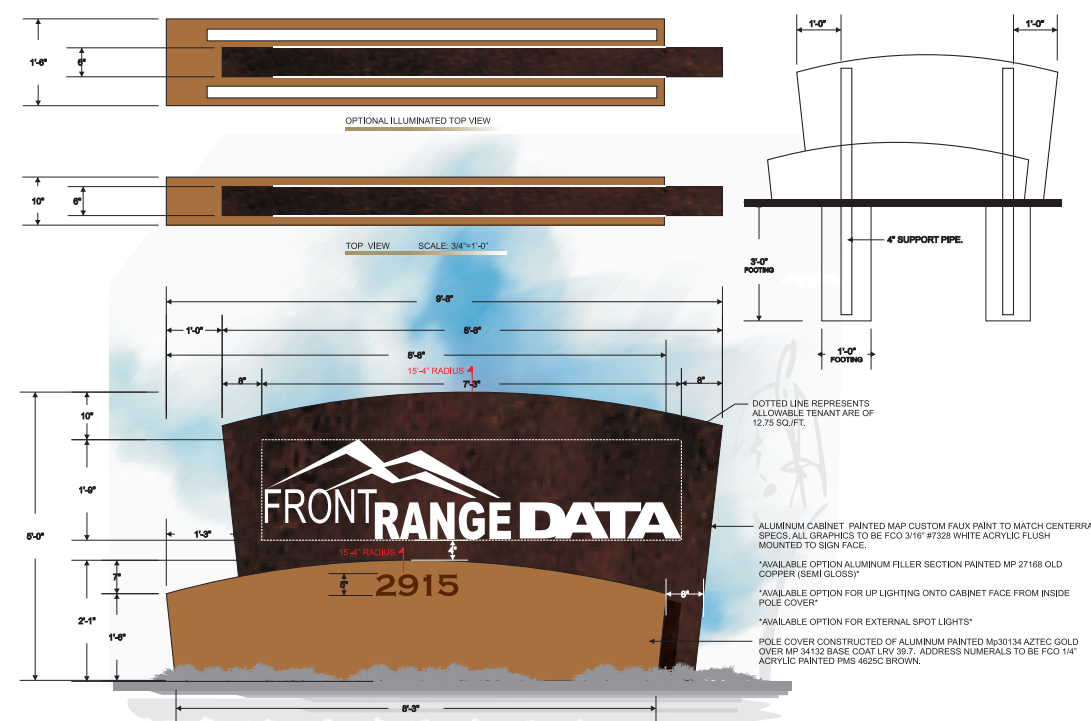


fig. 9g Business Park / Industrial Park Tenant Sign

9.3.8 All Business, Office, and Industrial Park Monument Signs shall be composed of the following elements: dark patina bronze or light bronze sign panel; solid base, 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.

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

Residential Identity Signs

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

9.3.11 Residential Identity Signs may vary in size and design per the size of the property and DRC discretion.

9.3.12 Each parcel is allowed one (1) Residential Identity Sign, unless otherwise approved by the DRC.

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



fig. 9h Residential Identity Sign

Mixed-Use Village Center Signs

9.3.13 Mixed-Use Village Center Signs are designed to identify the special village centers (fig. 9i).

9.3.14 Mixed-Use Village Center Signs may vary in size and design per the size of the property and DRC discretion.

9.3.15 Letters on Mixed-Use Village 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 Mixed-Use Village 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.

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

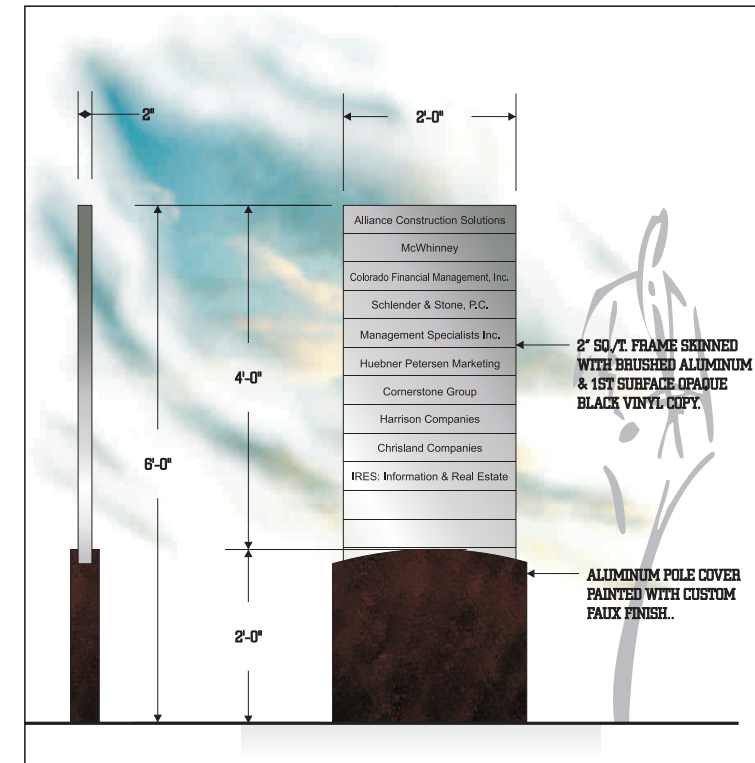


fig. 10a Pedestrian Directional Signs



fig. 10b Vehicular Directional Sign

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 where more restrictive size limitations are identified below, specified in the applicable lease agreement, or approved as part of an authorized Planned Sign Program.

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 (.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.

11.3 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.

11.6 Short Term Tenant Wall Mounted Signage

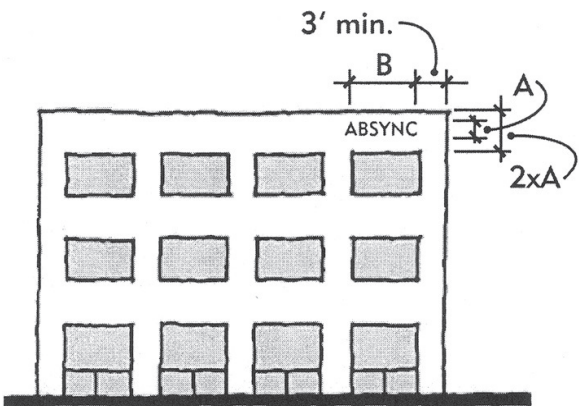
- 11.6.1 Tenants who are operating under a License Agreement have the option to install signage using materials and techniques other than those listed in Sections 11.2-11.5. The following signage criteria are available to Tenants operating under a License Agreement only:
 - a. Maximum Allowed Sign Area for License Agreement Tenants shall be calculated per Section 7.0 of these Design Guidelines.
 - b. The requirement for Blade Signs as described in Section 2.2.3 may be waived at the discretion of the Landlord and DRC.
 - c. Backing materials for wall signs may consists of the following: Corrugated Plastic such as Coroplast®, Hardwood Core sandwiched between two colorfast sheets of aluminum such as Luster board, Aluminum bonded to both sides of corrugated plastic such as Alupalite, Alubond, or similar material approved by the Landlord and DRC.
 - d. Letters and logos shall be applied to the sign backing and shall be of aluminum, acrylic or other material as approved by the Landlord and DRC.
 - e. Illumination of License Agreement Tenant Signage is not required however; it is encouraged for nighttime readability.
 - f. If at any time a Tenant operating under a License Agreement begins operating under a Fully Executed Lease, signage must be installed to comply with Sections 11.2-11.5.

12.0 Building-Mounted Primary Identification Sign - Office Building or Other 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).
- 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



(A x B) ≤ 5% of building face area

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"

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 Building-Mounted Secondary Identification Sign(s) - Office Building or Other Multi-Story Building

- 14.1 In addition to Primary Identification Signs, additional signs may be permitted as provided in the applicable lease agreement, Planned Sign Program (PSP) or established signage criteria.
- 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.

17.0 Projecting (Blade) 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.

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. 16a Awning Example



fig. 17a Projecting Sign Example

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).

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 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. 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).

18.3 Street Intersection Signs

Street name signs at minor intersections shall use curved plates with 5" letters, Clearview Highway 1W 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).

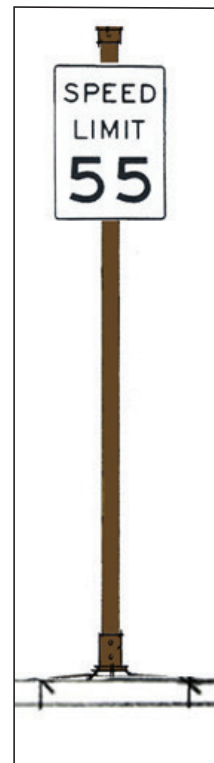


fig. 18a Regulatory Sign Examples

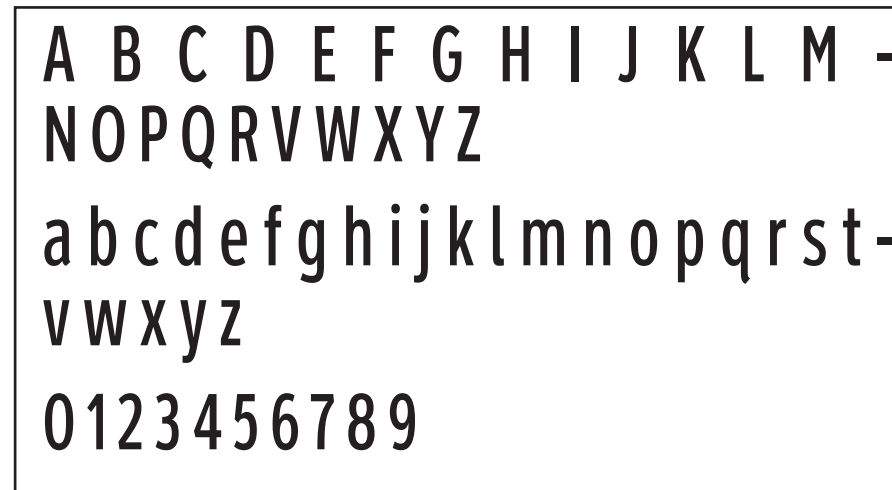


fig. 18b Clearview Highway Sample Text

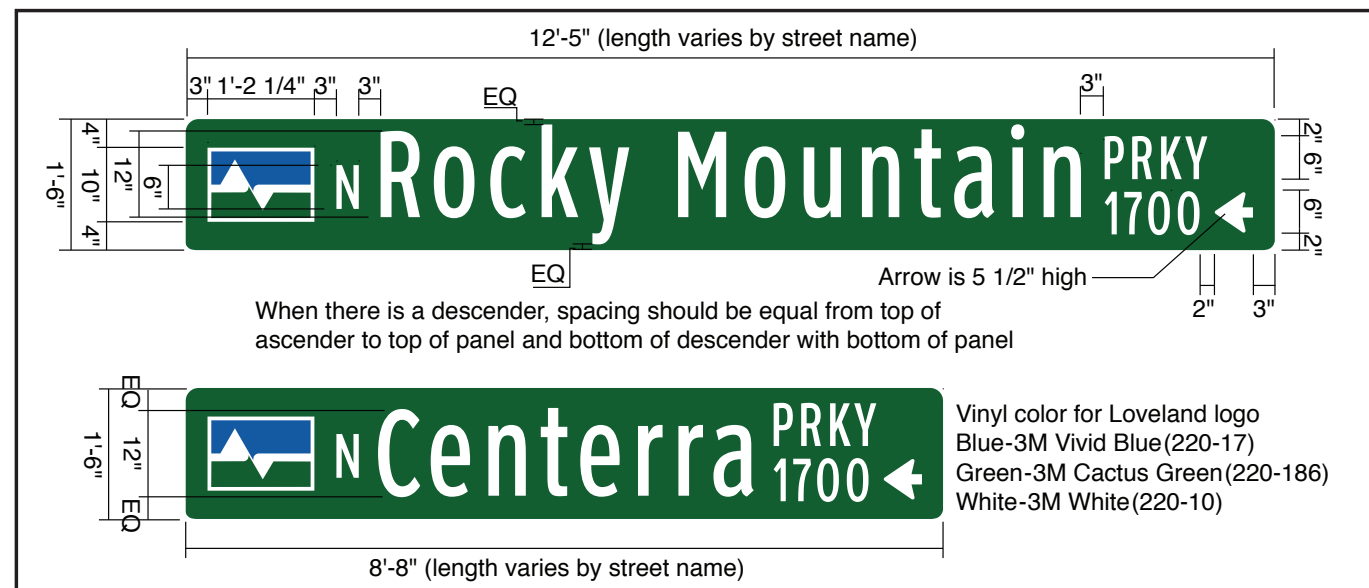


fig. 18c Signalized Intersection Signs

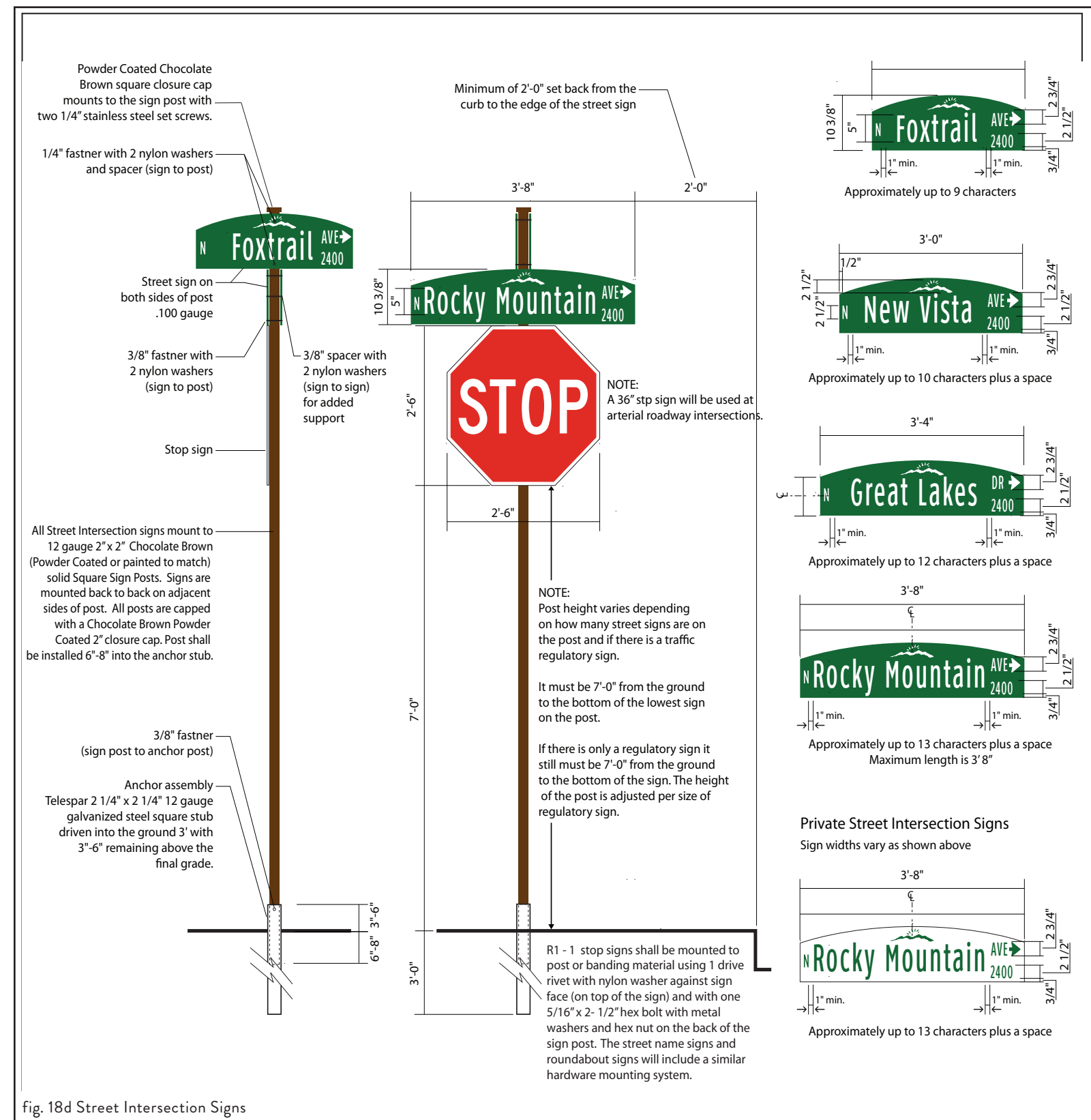


fig. 18d Street Intersection Signs



fig. 18e Roundabout Directional Signs

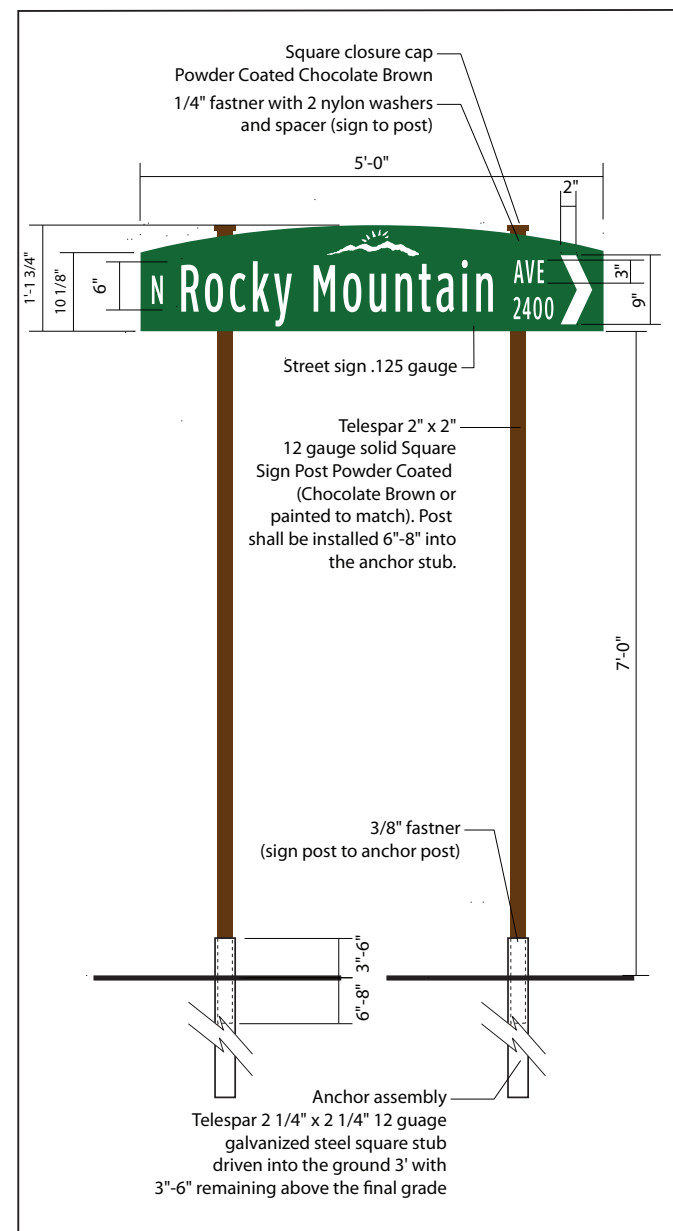


fig. 18f Roundabout Directional Signs

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.

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 pole color, 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 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 retroflective (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 retroflective (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 Residential uses may be allowed (1) banner at each main community entrance announcing community events for up to one week prior to the event. Banners must be pole-mounted, located outside the public right-of-way, and installed only with all necessary landowner approvals. Each banner may not exceed 40 square feet in area.

19.1.4 Additional restrictions or exceptions may be contained in the Covenants for special developments.

20.0 Window Signs

20.1 Window Signs, defined as signs that are located in such a manner within a premises that it is visible from the exterior, shall be permitted, based upon the following requirements:

20.1.1 Textual Signs, defined as window signs that contain letters, words, or the form of textural representation, that do not include merchandise price or discount information and that are not used conjunction with a merchandise display, are limited to 50% of window space. Except as provided in these design guidelines, no text may be affixed to, or displayed directly on, the glass.

The name and/or logotype of the business occupying the premises of which the window is a part may be affixed to the glass upon the conditions that: (i) the name and/or logotype are permanently attached to the glass; (ii) the logotype may not be greater than six (6) inches tall and six (6) inches wide; (iii) each letter in the name or logotype may not be greater than two (2) inches tall and two (2) inches wide; (iv) if both the name and logotype are presented, both the name and logotype must be presented on the same Window; and (v) the name and logotype may be presented on multiple windows within the total glazing, but the name and logotype may not be presented on adjacent windows; (vi) the name and logo are affixed to the interior side of the glass.

20.1.2 Back drop signs, either textual or graphic display that may include merchandise price or discount information that is located behind a merchandise display, must be limited to ninety percent (90%) of the total glazing.

20.1.3 “Sale” or “Special Announcement” signs are intended to promote new merchandise, seasonal collections, or limited-time offers in a professional and visually cohesive manner. These signs should support the overall quality of the community presentation while allowing tenants flexibility to highlight current promotions.

Temporary window or wall signs may be used for storewide or product-specific promotions such as Spring Sale, New Arrivals, Fall Favorites, or Special Event. Messaging should be positive, brand-aligned, and focused on enhancing customer engagement.

Signs referencing liquidations, closeouts, “Going Out of Business,” or similar distress or discount-heavy language are not permitted.

Signs should generally be placed inside the storefront window and may not exceed 25% of the total window area.

Display duration should not exceed 30 consecutive days per event.

20.1.4 Decals, meaning any object or device that is adhered to the glazing in a window, decals must be limited to fifty percent (50 %) of total glazing. Decals may be displayed only in conjunction with a total merchandising or advertising plan that includes such elements as a backdrop Sign, merchandise display, props, etc. Decals must be a second surface installation, meaning they are installed on the interior side of the glass.

20.1.5 Painted Window Signs shall not be permitted.

20.1.6 Each business shall be allowed one (1) neon “OPEN” sign. No other neon window signs shall be permitted.

20.1.7 Real Estate Window Signs intended to identify leasable or retail office space shall be permitted (fig. 20a).

Real Estate Window Sign message text shall be Swiss 721 or Ariel, or as otherwise approved by the DRC.

Centerra Logo Background shall be machine cut 3M vinyl Black U.

Centerra Message Background shall be machine cut 3M vinyl Pantone 5767C.



fig. 20a Window Leasing Sign

Real Estate Window Sign message text shall be machine cut 3M vinyl Black.

The Real Estate Window Sign message panel shall be composed of 4 millimeter thick Cream or Ivory Coloplast or like material.

20.1.8 All Signs, except Decals and Leasing Signs, must be installed and maintained at least 8 inches behind the Window, unless otherwise approved by the DRC. No Sign, except a Decal, may be affixed to the window.

20.1.9 See Section 22 for Building Entry Information Signs.

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.

21.1.3 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 Freestanding Sign Holders, Sandwich Boards, and A-frames

Freestanding Sign Holders may be displayed outside a business premises so long as each such Freestanding Sign Holder is contained entirely behind the plane of the premises façade and the exterior dimensions of the Freestanding Sign Holder are not greater than twenty-two (22) inches wide and twenty-eight (28) inches tall.

No more than 1 Freestanding Sign Holder may be displayed in conjunction with each premises façade.

All text and illustrations must be displayed in a clean and uniform manner. See Figure 21a:

- Liquid chalk markers only, regular chalk is not permitted.
- Even spacing between lines of text.
- Font style & size must be uniform.
- Limit text amount to avoid crowding the display.

Signs must have a frame, and the frame must be in good condition. S

21.4 Temporary Event Signage

21.4.1 Temporary event signage may be permitted for short-term events, promotions, openings, community activities, or other special occasions, subject to review and approval by the DRC.

21.4.2 Temporary event signage shall meet the following criteria:



fig. 21a A-frame Sign

- Signage shall be professionally designed, fabricated, installed, and maintained in good condition.
- Signage shall be limited to the approved event period and shall be removed within 2 hours after the conclusion of the event.
- Signage shall identify only the event name, date, time, location, directional information, sponsor names or logos, and other event-related information approved by the DRC.
- Signage shall be located outside the public right-of-way and installed only with all necessary landowner approvals.
- Signage shall not obstruct pedestrian circulation, vehicular sight lines, building entrances, accessible routes, parking areas, landscape maintenance, or required emergency access.
- Hand-lettered, paper, cardboard, damaged, faded, wind-activated, inflatable, flashing, illuminated, or animated signs shall not be permitted.

- The number, size, location, duration, and installation method of temporary event signs shall be determined by the DRC based on the scale, duration, and location of the event.

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.



fig. 22a Building Entry Window Signs

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.

25.0 Curbside Pick Up Signage

- 25.1 Curbside pickup signs may be permitted to identify designated customer pickup areas, subject to review and approval by the DRC.

25.2 Curbside pickup signs shall meet the following criteria:

- Signage shall be professionally designed, fabricated, installed, and maintained in good condition.
- Signage shall be limited to essential pickup information, such as tenant name or logo, pickup stall number, phone number, app check-in instructions, directional information, and hours of availability.
- Signage shall be located only within approved pickup spaces or areas and shall not obstruct pedestrian circulation, vehicular sight lines, accessible routes, parking areas, drive aisles, or emergency access.
- Signage shall be securely mounted to a permanent post, wall, bollard, or other DRC-approved structure compatible with surrounding site improvements. Temporary, portable, or sandbagged fixtures shall not be permitted.
- The number, size, location, and installation method of curbside pickup signs shall be determined by the DRC based on the tenant location, parking layout, traffic circulation, and operational need.
- Curbside pickup signs shall be removed when the designated pickup area is discontinued or no longer actively used.