Master Sign Plan

155.2416) A Master Signage Plan shall contain the following information:

1) Sign Location:

All tenant signage shall be centered vertically and horizontally within designated signage band areas, as indicted on Pages 5-7, Elevations, subject to landlord approval and must conform to the guidelines as defined in the approved Master Sign Plan for this property. Tenant Channel message components shall be installed flush onto the designated tenant facade area. Message centered top / bottom / left / right within the sign band area, as shown. Refer to Page 8, for mounting details and specifications.

2) Number of Signs:

All tenant signage shall be limited to one illuminated sign per tenant elevation as depicted on Pages 5-7, Elevations. Corner tenants shall be allowed one additional sign on the exterior East "side" elevation, Building B, North Elevation, Building B, pursuant to City of Pompano Beach Sign Code Standards. In addition, selected tenants may be allowed identification onto the existing pylon sign, subject to the existing allowable sign cabinet structures without any additions to the existing display dimensions. All tenant placements subject to landlord approval and must follow guidelines as defined in the approved Master Sign Plan for this property.

3) Sign Heights and Placements: (sign structure and sign text)

In-Line Tenant Signage:

All In-Line tenant signage lettering shall be limited to a minimum of 3" to a maximum of 18" tall Capital height message as depicted on Pages 5-9, Elevation Examples. All tenant signage shall be centered both vertically and horizontally within the tenant sign fascia area of 34 1/2" for the East elevation of Building 1 and the South and North elevations of Building 2. North elevation tenant signage shall be limited to the top 48" of the wall elevation of Building 2 as depicted on Page 9 of this Master Sign Plan. Tenant signage to be limited within the 75% signable area, shown as the red dotted line on the "ART & FRAME" example, Page 6 and centered within the 48" designated tenant signabe area on Page 9. Logos shall be allowed and may not exceed 1.5 times the height of the largest capital letter or 24", whichever is lesser.

All square footage allowances and placement standards shall be per the examples depicted on all pages of this Master Sign Plan and in accordance with City of Pompano Beach Sign Code, Table 156.07(B): Building Signage Standards for Non Residential Tenant Signage.

All Tenant Sign subject to landlord approval and must follow fabrication and finish guidelines as defined in the approved Master Sign Plan for this property.

Architectural Tower Tenant Signage:

Tenants appearing on the Architectural Towers are limited to a minimum of 6" to a maximum of 36 inch tall capital letter height messages as depicted on Pages 5-9 of this Master Sign Plan. Architectural Towers are identified as Tower A (extended) and Tower B, per Pages 5-9

All tenant signage shall be centered both vertically and horizontally on the tower features. Tenant signage to be limited within the 75% signable area, shown as the red dotted line as depicted on Pages 5-9 of this Master Sign Plan. Logos shall be allowed and may not exceed 1.5 times the height of the largest capital letter. Tower features appear on the East and North elevation of Building 1 as well as the South, East and North Elevations of Building 2.

All square footage allowances and placement standards shall be per the examples depicted on Pages 5-9 of this Master Sign Plan and in accordance with City of Pompano Beach Sign Code, Table 156.07(B): Building Signage Standards for Non Residential Tenant Signage.

All Tenant Sign subject to landlord approval and must follow fabrication and finish guidelines as defined in the approved Master Sign Plan for this property. Note: Tenant on the East Tower Facade and North Tower Facade of Building 2, North elevation of Building 1, shall be allowed additional "side" elevation signage.

4) Sign Structure Area:

For the sign text height, the background shall be considered in determining the size of the sign as well as the heights of the allowable text. Signs may utilize no more than 75 percent of the vertical height of the background, where the sign is located, and no more than 75 percent of the width of any background space on which the sign is located. Note: Descending letter characters may align below the dotted line areas of tenant facade sign area. Refer to Pages 4-7, Elevations for allowable square footage and placement standards per tenant frontage.

5) Sign Face Area:

All tenant signage shall be limited to a maximum message area as depicted for each tenant on Pages 5-7, Elevations.

Tenant Signage square footage calculated as 10% of tenants frontage along building facade.Frontage is calculated as the height of facade multiplied by the length of the facade. Refer to Pages 5-7, Elevations.

Sign Face Area shall not exceed 75% of the vertical and horizontal plain of the designated Tenant Facade. Tenant Sign subject to landlord approval and must follow guidelines as defined in the approved Master Sign Plan for this property.Allowable square footage shall be determined by the tenant leased storefront measurement.

6) Sign Types:

All primary tenant messages / logos shall be individual internally illuminated channel manufactured lettering, 4 1/2" deep, raceway mounted onto the designated tenant facade area.

Tenant Sign subject to landlord approval and must follow guidelines as defined in the approved Master Sign Plan for this property.

Refer to Page 3 for details, specifications, color finish and designated default letter style.

7) Font Type: All Tenants

The purpose of this Master Signage Plan is to encourage and promote diversity and creativity for signage within this property. Tenants shall be allowed to use their corporate branded / regional marketing / national letter / logo / font style, subject to landlord approval for logo, logo color, letter style, letter style color and must follow guidelines for fabrication, trim cap and letter return / backs and illumination method as defined in the approved Master Signage Plan for this property. Refer to Page 3 for examples of default, corporate / national letter / logo / font styles.

7a) Font Type: Designated (Default) Style

Should a tenant not have a selected font style, the tenant shall use the Designated (Default) Style of **Arial Bold** in either all capital or capital and lower case and combinations thereof. Default Style includes White Acrylic faces, Default trim-cap and return colors. Refer to Page 4 for examples of the Designated Font Style and color finish.

7b) Logo Use:

All Tenants shall be allowed the use of a logo icon / element in conjunction with their channel identity, subject to landlord approval for logo, logo color, letter style, letter style color. Logo area heights shall not be taller than the maximum allowable vertical dimension not to exceed 1.5 times the height of the largest capital channel letter. Logos may be multi-color in nature, may be shaped in a number of geometric or non geometric shapes. Tenant logos shall be subject to landlord approval, proof of registration for logo, logo color, letter style, letter style color. and must follow guidelines for fabrication, trim cap and letter return / backs and illumination method, as defined in the approved Master Signage Plan for this property.

8) Colors: Channel Letter Face, Return, Trim Cap:

Tenants with a corporate branded / regional marketing / national letter / logo / font style, shall use their chosen color theme for their tenant faces, subject to landlord approval, for logo, logo color, letter style, letter style color.

Color themes shall include solid translucent acrylic faces or translucent vinyl applications onto #2447 Milk White acrylic faces.

Channel Letter faces shall be 3/16" thick.

All channel returns and backs shall from .050 pre-finished gloss black aluminum coil stock.

All channel letter trim caps shall be Gloss Black, 1" wide.

Should a tenant not have a selected font color, the tenant shall use the Designated Tenant channel letter face color selections, with 3/16" thick acrylic and white 6500K LED's. Acrylic selections determined by the Master Default Color Palette as outlined in this Master Sign Plan. Refer to Page 4 for Channel Letter Section Detail, Default Font Usage and Color Palette.

9) Sign Materials:

All Tenant Channel Faces shall be manufactured using 3/16" thick translucent acrylic.

All Tenant Channel Returns shall be manufactured using pre-finished Gloss Black coated .050 aluminum coil stock, 4 1/2" depth with white pre-finished interior coatings. All Tenant Channel backs shall be manufactured using pre-finished Gloss Black coated .050 aluminum, with white pre-finished interior coatings.

Refer to Page 4, for Channel Letter Section Detail and master Tenant Message Color Palette for Details.

All Tenant Channel fabrication to be secured to the designated tenant facade area with extruded wiring raceways, as shown in this Master Sign Plan. Refer to Page 4 for Channel Letter Section Detail.

10) Method of Illumination and Illumination Color:

Tenant Channel message components shall be internally illuminated with low voltage, energy efficient white 6500Kelvin low voltage, energy efficient LEDs for all Tenant Channel fabrication using white #7328 acrylic faces or white #2447 acrylic faces with translucent vinyl color overlays. Tenants with solid translucent color acrylic faces such as Red, Blue, Green shall use color matching LED's.

Example: Red Channel letter faces shall use RED LED's. Green Channel letter faces shall use GREEN LED's. Blue Channel letter faces shall use BLUE LED's. Refer to Page 8 for Channel Letter Section Detail, Font Usage and Color Palette.

11) Existing Pylon Sign:

Select Tenants shall be allowed to display their business on one the existing pylon display, with prior Landlord approval. Tenant panels shall be manufactured aluminum pans with routed out tenant graphics, based with red acrylic. Tenants with a corporate branded / regional marketing / national letter / logo / font style, shall use their chosen color theme for their tenant faces, subject to landlord approval.

Should a tenant not have a selected font style or color, the tenant shall use the Designated letter style and face color selections, Default Style, Page 10, Pylon Signage, of this Master Sign Plan.

Important Note: No additional panels, cabinets, lettering shall be applied and / or affixed to this existing pylon sign. Existing display structure and number of tenant display(s), as shown, may not be altered in any way, shape or form, other than required lighting maintenance and/or face changes.

Any alteration to structure and / or tenant signage cabinet sizes / quantities will require the display to conform with the current City of Pompano Beach sign code requirements of height, square footage and standards.

12) Tenant Storefront Glass Entrance Door Graphics

Per Sec 156.08(5): Total aggregate window signage, shall not exceed 20% of the total window glass area with a maximum of 6" in letter heights.

Letter Style: Humnst777 BT. Default Tenant Lettering Color: 3M White #7725-10 applied 1st surface to glass surface of entrance door, as shown.

Tenants with a corporate branded / regional marketing / national letter / logo / font style, shall use their chosen color theme for their tenant window / glass door identity, subject to landlord approval.

Refer to Page 11 of this MSP for details and specifications on placement.

13) Tenant Delivery-Service Doors (Solid Metal)

Tenant Lettering Color: 3M Black #7725-12 applied first surface to door area, as shown. Suite Identity number, tenant name and phone number to be exclusively in Humnst777 BT. letter style. Tenant Delivery-Service Door Graphics are to be exclusively mounted to the first surface of the solid surface metal service door only. Refer to Page 12 of this MSP for details.

14) Existing Conditions and Compliance to the Master Sign Plan

Current Existing tenant signage conforms to the "spirit" of this new Master Sign Plan however, manufacturing processes, depth of lettering, distance from wall and halo lighting differ greatly. New tenants are to conform with the provisions of this Master Sign Plan and are to follow all provisions as set forth.

In order to ensure timely and correct approval by City of Pompano Beach Permit Staff, tenants must submit their plans and permit documents electronically to the Landlord or the Landlords Designated Architectural Review Specialist for review and approval prior to submittal to the City of Pompano Beach.

Any permit application submitted to the City of Pompano Beach for Permit consideration without the proper review and approval by the Landlord or the Landlords Designated Architectural Review Specialist will be considered invalid.

GWA

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scope of work:
Master Sign Plan Identity Specifications for 1291 South Pompano Parkway

client:

notes

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Glen Welden & Associates, LLC

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