

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 4-7, 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. Tenant Facade Areas are defined as either the linear horizontal band or the facade build out areas, as long as the facade build out is within the tenants leased space. 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 4-7, Elevations. Tenants on corner locations may elect to install one (1) additional sign, located on the tower element, in the same size and fashion as the front elevation sign. All corner elevation signage shall conform to City of Pompano Beach Sign Code 156.07.B and the guidelines of this Master Sign Plan. In addition, selected tenants may be allowed identification onto the existing pylon sign, subject to landlord approval and must follow guidelines as defined in the approved Master Sign Plan for this property.

**3) Sign Height:(sign structure and sign text)**

All In-Line tenant signage lettering shall be limited to a minimum of 3” to a maximum of 24” tall Capital height message as depicted on Pages 4-7, Elevations. Anchor Tenant: The anchor tenant, as indicated where PETSMART is shown on the elevations, is limited to 36 inch tall capital letter heights in accordance with the Building Sign standards within Code Section 156.08.A.1. and as depicted in the typical example shown on Page 6 of this Master Sign Plan. All Tenant Sign subject to landlord approval and must follow fabrication and finish guidelines as defined in the approved Master Signage Plan for this property.

**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, or for retail tenant space no more than 75 percent of the area between the tenants demising partitions for multi tenant buildings. 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, 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 4-7, Elevations. Tenant Signage square footage calculated as 1 square foot of signage for each linear foot of tenant frontage for storefronts. 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 Type:**

All tenant signage shall be individual internally illuminated channel manufactured lettering, 4 1/2” deep, flush 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 8 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, 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. Refer to Page 8 for examples of default, corporate / national letter / logo / font style

**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 Narrow 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 8 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, proof of registration for logo, logo color, letter style, letter style color. Logo area heights shall not be taller than the maximum allowable vertical dimension not exceed 1.5 times the height of the largest capital channel letter. Logos may be multi-colored in nature, may be depicted 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.

For the purposes of this Master Signage Plan, all drawings, color representations, layouts, wording and all aspects of this Master Sign Plan formula remain the exclusive property of Glen Welden & Associates LLC and may not be shared, copied, reproduced or used in any way without the express written permission of Glen Welden & Associates, LLC. Any unauthorized reproduction, duplication in any way, shape or fashion will constitute trade infringement and will be subject to recovery of lost revenue under Florida law.

**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 be finished in Matthews Acrylic Polyurethane # 41342SP “Brushed Silver” color, satin finish. All channel letter trim caps shall be Wagner Brand “Metallic Silver”, 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 USLED 6500K LED's. Acrylic selections determined by the Master Default Color Palette as outlined in this Master Sign Plan. Refer to Page 8 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 White coated .050 aluminum, 4 1/2” depth with white pre-finished interior coatings. Returns finished Matthews Acrylic Polyurethane # 41342SP “Brushed Silver”, satin finish. All Tenant Channel backs shall be manufactured using pre-finished White coated .050 aluminum, with white pre-finished interior coatings. Painted Matthews Acrylic Polyurethane # 41342SP “Brushed Silver”, satin finish. Refer to Page 8, for Channel Letter Section Detail and master Tenant Message Color Palette for Details.

All Tenant Channel fabrication to be secured flush to the designated tenant facade area, as provided in this Master Sign Plan. Refer to Page 8 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 Anchor Tenants shall be allowed to display their business on one the existing pylon display, with prior Landlord approval. Tenant panels shall be manufactured pan formed impact resistant polycarbonate with applied 1st surface translucent vinyl graphics. 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, as depicted on page 8, Default Style and Page 9, 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. Any new sign structure or any alteration to the existing structure shall require that the pylon meet the current code requirements, per Section 156.08.A.4 of the City of Pompano Beach Sign Code.

**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 10 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 11 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 Landlords Designated Architectural Review Specialist, Glen Welden & Associates, LLC for review and stamped 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 stamped approval by Glen Welden & Associates, LLC will be considered invalid.

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