

# SIGN PACKAGE CRITERIA

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| <b>DATE</b>                       | 04/14/95   |
| <b>PROJECT NAME</b>               | Laird & Dines Building   |
| <b>PROJECT ADDRESS</b>            | 501 South Mill Ave.  |
| <b>TYPE</b>                       | Double-sided soffit mounted signs  |
| <b>ILLUMINATION</b>               | Low voltage spotlight, details to be approved by staff. Illumination source must not cast a glare for pedestrians.   |
| <b>MATERIAL</b>                   | Sandblasted wood panels  |
| <b>CONSTRUCTION</b>               |  |
| <b>LETTER STYLE</b>               | Open   |
| <b>LOGO</b>                       | Restricted to 25% of sign area – DRC policy.   |
| <b>COLOR</b>                      | Copy and logo color open, background to be dark green with maroon and gold trim.   |
| <b>SIZE RESTRICTION</b>           | Max. 2.5' x 6'   |
| <b>INSTALLATION</b>               | <p>North elevation - Sign to be located within 6 feet of entry door to business.</p> <p>Main building - Max. of two such signs, one centered in front of the recessed display area on the north elevation, and one centered over the west window immediately adjacent to the corner entry doors.</p> <p>In lieu of 2 locations for the soffit signs, the tenant may substitute one flag mounted sign at the northwest corner, running perpendicular to the corner entry doors.</p>   |
| <b>WINDOW SIGNAGE</b>             | Signs are to be hung from underside of veranda floor on two 3/8" diameter steel rods, painted to match color scheme. Window signs are restricted to 25% of the individual window in which the sign is located.   |
| <b>CENTER ID</b>                  |  |
| <b>MAJOR/PAD TENANT VARIATION</b> | <p>Basement tenant; exposed neon attached directly to surface of brick wall, or neon-illuminated, 2" deep, open face, white aluminum pan attached directly to surface of brick wall. Said sign is to be located on the west building elevation over the basement stair off sidewalk. Letter style and color are open. Maximum sign area not to exceed 40 s.f. without variance. Neon, or pan channel letters shall be mounted with expansion anchors in mortar joints only. Basement tenant may also utilize one of the standard soffit mounted business ID sign.</p> <p>Major 2nd story tenant; exposed neon, or neon-illuminated, 2" deep, open face, white aluminum pan<br/>Mounted with 2" reveal out in front of furthest projection of solid-panel</p> |

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|  | <p>storefront system. Color is open.</p> <p>Window signage; the sign package provides for window mounted exposed neon signage for both the first and second floor tenants. (Note: second floor window signs must first obtain a variance.) Color is open for such signs. Such signs, if they exceed 25% of window area, require a variance.</p> |
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