



## SIGN PACKAGE CRITERIA

<b>DATE</b>	06/18/10
<b>PROJECT NAME</b>	Valley Fair Plaza
<b>PROJECT ADDRESS</b>	5 thru 125 East Southern Ave.
<b>TYPE</b>	Individual pan channel
<b>ILLUMINATION</b>	White neon
<b>MATERIAL</b>	
<b>CONSTRUCTION</b>	Letters to be mounted to raceway, raceways not to exceed 1/2 vertical height of letters
<b>LETTER STYLE</b>	Inline tenants - optima semi bold, major and pads -open
<b>LOGO</b>	Restricted to 25% of sign area – DRC policy.
<b>COLOR</b>	#015-2 White face, white trim cap and returns. Raceways to be painted Frazee #4885-A Turquoise. Note: 211-1 Red allowed for west elevation of building adjacent to Mill Ave. only
<b>SIZE RESTRICTION</b>	Max. 24" for one line of copy, 12" for two with a 4" space.
<b>INSTALLATION</b>	Centered over leased space. One sign per business per elevation.
<b>WINDOW SIGNAGE</b>	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>	Maximum allowable sign height for building mounted business identification sign is 5 feet. Brushed aluminum trim caps and returns allowed.

