

Sign Program for Marco Island Town Center

June 2019

These are General Guidelines

All tenant signs must meet city code.

Prior to submittal to city, all tenant signs must be approved by landlord (and may be withheld).

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SIGNAGE REQUIREMENTS

Introduction

Signage must be a part of the Project's comprehensive design strategy. Tenants are expected to explore a variety of signage types, sizes and styles with the objective of integrating the design without necessarily replicating other neighboring tenant's designs. The goal is to distinguish the tenant's identity and integrate with the storefront design.

Tenant signs will be evaluated by the landlord on the basis of how well they integrate into the architectural storefront elements to form an attractive composition.

Allowed Signage Types that can be included but are not limited to:

- Primary Wall Signs
- Menu & Sidewalk Signs
- Plaque Signs
- Window Signs
- Canopy Signs
- Perpendicular Blade Signs

- Signage must be of any durable material with similar quality characteristics of storefront materials and should maintain a high level of craftsmanship construction.
- Tenants must maintain all tenant signs in good condition. At landlord's discretion, it may maintain and repair any tenant sign not being maintained in a good condition by the tenant. Tenant must reimburse landlord for total cost of such maintenance/repairs.
- Emphasis should be on durable materials and quality manufacturing. Materials may include but are not limited to cast, polished or painted metal; painted, stained or natural wood; glazed or ceramic tile; etched, die-cut letters, cut, edge-lit, or stained-glass; cast resin or polymer that is plated, painted or integrally colored.
- Tenants should strive for creativity, uniqueness and high quality graphics for the signs.
- Signage is limited to a business's legal name and logo.
- Blade signs, Plaque signs, and Window signs may also include a brief descriptive tag-line of service or product (i.e. Restaurant and Bar; Café; Homemade Ice Cream; etc.).

Number & Area of Signs

- In-line tenant space is limited to two (2) signs. (One (1) facade sign and one (1) blade sign.)
- End caps may be allowed up to two (2) facade signs and two (2) blade signs on different planes.

Sign Location

- Signs should be located within the tenant's sign band area, centered between two columns, and bound by notes in width and height.

Sign Illumination

- Signs may be illuminated by continuous light.
- In certain cases, signs may be internally illuminated to create a halo effect for individually pin mounted letters.
- Signs may be illuminated from above, and may be illuminated from below or above with exterior pendant lights.



SIGNAGE DESIGN

Primary Wall Signs

- Primary wall signs are the typical primary sign for the retail tenant, attached to the face of the sign background provided by landlord and are typically located above the tenant's entrance.
- A maximum of one (1) mounted letter sign is allowed per tenant frontage except for end cap tenants.
- The letter height shall not exceed 27.5" above canopy or 20" below canopy for in-line tenants.
- Lettering can be mounted to backing of pin mounted to mounting structure.
- Primary wall signs are restricted to the company's name and/or logo. Any logo greater than 25% of total sign area must be approved by landlord. This sign may not include tag lines or slogans.
- Letters shall not project more than 8" from the sign band.
- Front lighting of signage is permitted.
- Signage raceways that are not integrated into the sign design and/or exposed electrical conduit are not permitted.

*** See pages 11 & 12**

SIGNAGE DESIGN

Perpendicular Blade Signs

- One (1) blade sign per storefront is allowed (except on end cap stores).
- Each blade shall not exceed 7 square feet per side.
- The lowest component of the sign shall be 8'-0" above the finished sidewalk elevation and hung from storefront wall (not the physical aluminum storefront) or canopy ceiling. In cases where under-canopy height will not allow clearance, parallel mounted signs are encouraged.
- Mounting brackets should be integral to the sign design.



Banner Signs

- The use of Banner Signs will be considered on a case-by-case basis. Final determination at Landlord's discretion. Minimum height shall be 8'. Maximum size is 4 square feet.



Window Signs

- A maximum of four (4) window signs are allowed per tenant frontage.
- The sign may not exceed 25% of the glazing area (including graphics) to which it is attached and will have a maximum letter height of 10".
- Window Signs should be die cut, laser cut, or CNC cut material applied to the interior of the glass.
- Window signs are not included in tenant type sign allowance.



SIGNAGE DESIGN

Sidewalk Signs

- Sidewalk signs are permitted on a case-by-case basis and require review of Landlord.
- A maximum of one (1) sidewalk sign is allowed per tenant frontage.
- Materials are limited to wood, metal, and slate (chalkboard) as a writing surface. Erasable white boards are not permitted.
- Sidewalk sign are not included in tenant type sign allowance.



Prohibited Sign Types

The following retail sign types are PROHIBITED:

- Animated, moving, chaser, flashing, smoke, audible or odor-emitting signs.
- Styrofoam, cardboard, paper or injected molded plastic.
- Luminous vacuum formed plastic letters.
- Credit card decals, stickers and/or trademarks.
- Signs which are constructed of a material that is deemed unsuitable by the landlord.
- Any sign which, by reason of its size, location, content, coloring or manner of illumination, constitutes a traffic hazard or a detriment to traffic safety in the opinion of the Building Commissioner by obstructing the vision of drivers, or detracting from the visibility of any traffic sign or control device on public streets and roads.
- Any sign which obstructs free ingress to or egress from a required door, window, fire escape or other required exit way or which obstructs a window, door or other opening for providing light or air or interferes with proper function of the building.
- Spinners or streamers, flashing, iridescent, intermittent, light-reflecting, revolving or moving signs, changing image or images, pennants, spinners, streamers, sales signs, special promotional signs, A-frame or other eye-catching devices.
- Any sign now or hereafter existing which no longer advertises a bona fide business conducted or product sold. Such signs shall be removed at owner's expense.
- Any sign affixed to a fence, or tree, shrub, rock or other natural objects.
- Scrolling message signs, television monitor signs or electronic signs with changing messages and/or images with the exception of cinema marquees.
- Off-Premise Signs: Billboards and other such advertising signs and signs located other than on the lot to which they refer.
- Any sign projected into the air or placed in the air by flotation or other means.
- Any sign mounted on a roof or extending above the roof line of a building, except where allowed on Building A.
- Signs affixed to the outside of a window.
- Raceways that are not integrated in to sign design and/or exposed electrical conduit.
- Any sign not specifically restricted or mentioned.

Elkcam Entry Signage



Collier Pylon Signage



Existing structure to remain

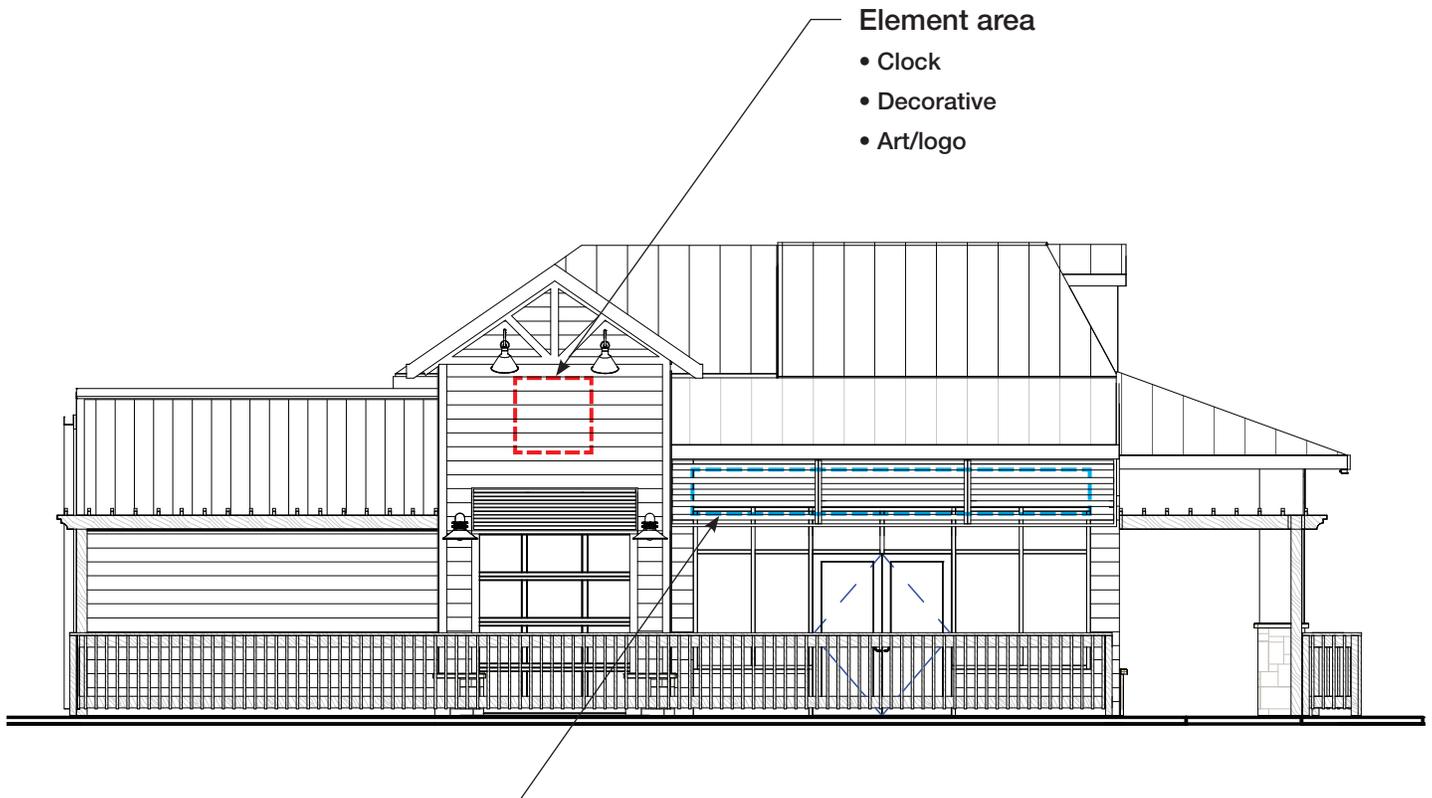
* To be included in permit set filed.

** Placement based on SF and at landlord discretion.



Portico Element Inline or End Cap*

Lettering to be on backer or individually mounted



Blue = Allowable sign area

Maximum sign area: 13'-6" x 23"

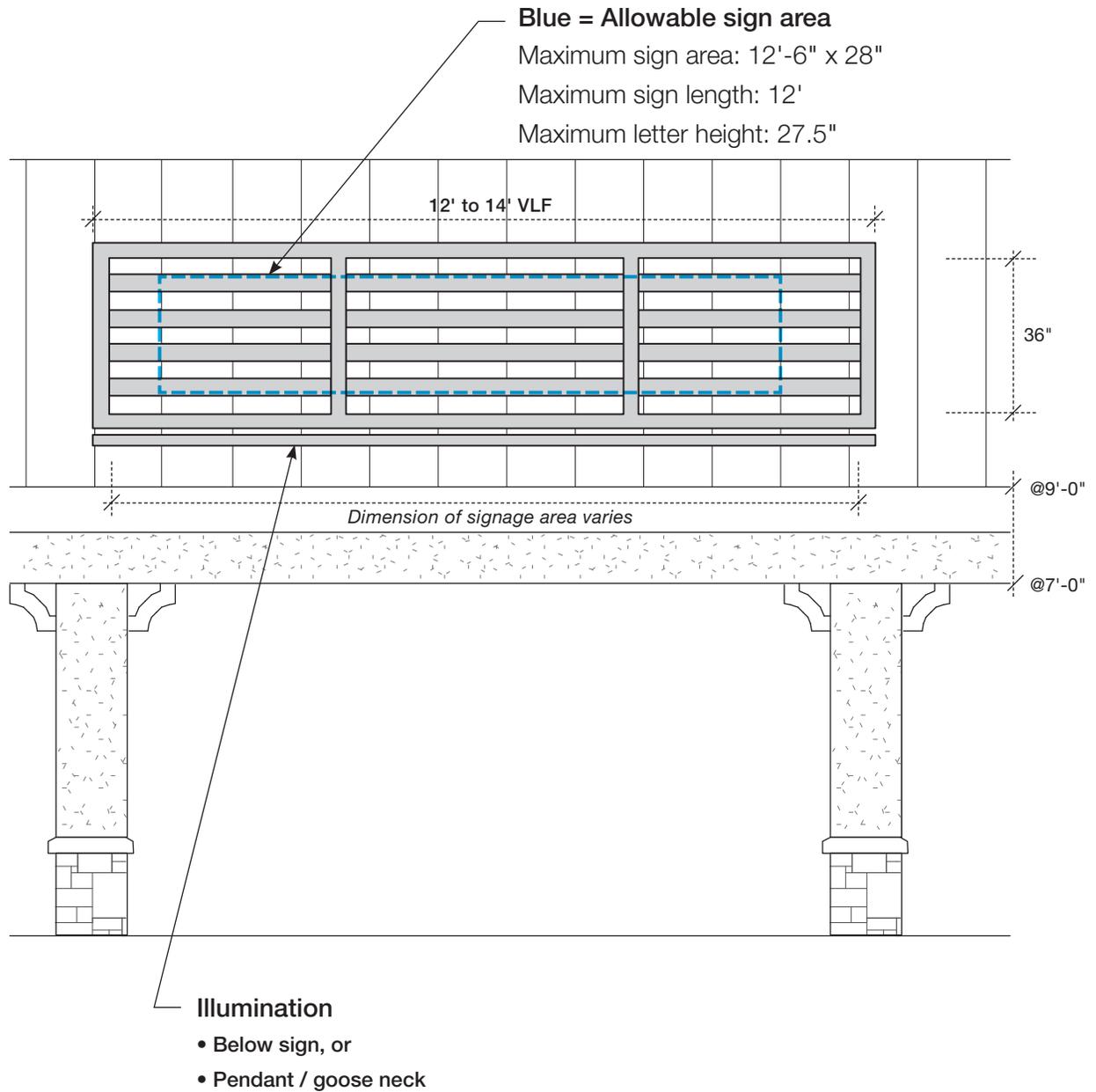
Maximum sign length: 12'-10"

Maximum letter height: 23"

* On portico with altered designs, landlord and tenant to work together on design and sign band

Sign Above Canopy

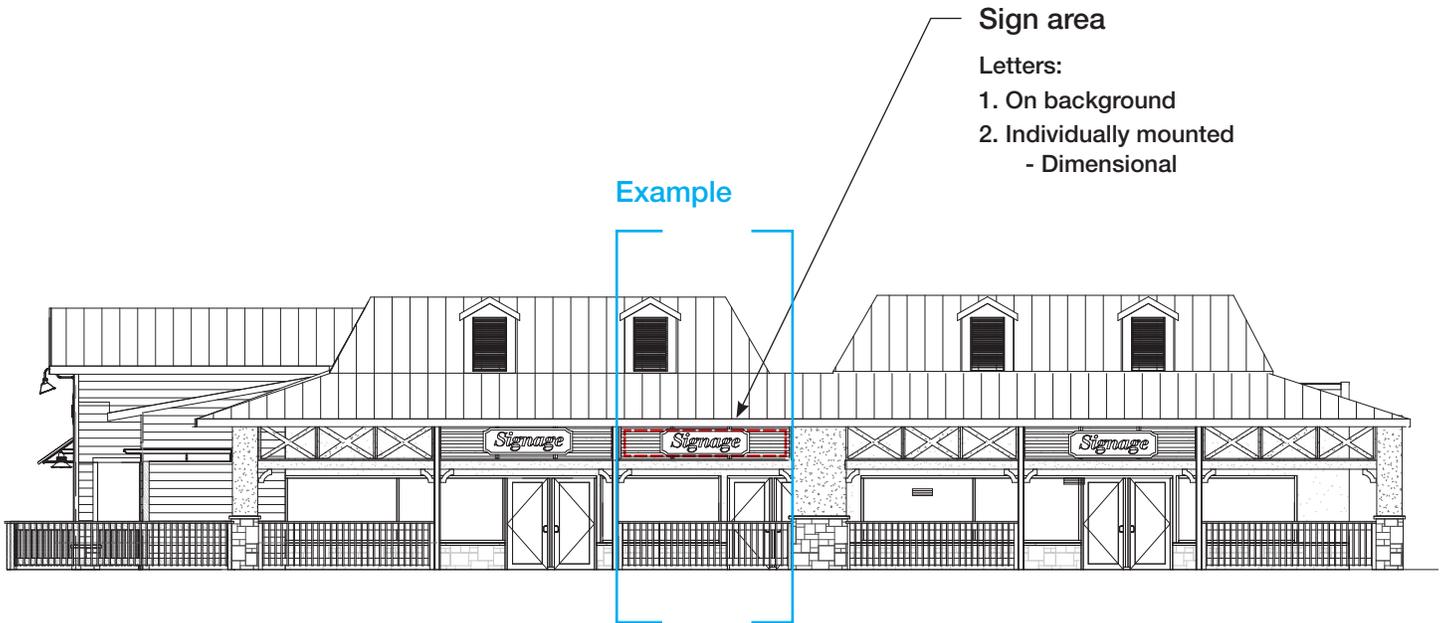
Lettering to be on backer or individually mounted



* See sign mounting structure detail.

Signs Below Canopy Sign Band

Lettering to be on backer or individually mounted



Sign area

Letters:

1. On background
2. Individually mounted
- Dimensional

Example

SIGNS B – D

Red = Allowable sign area

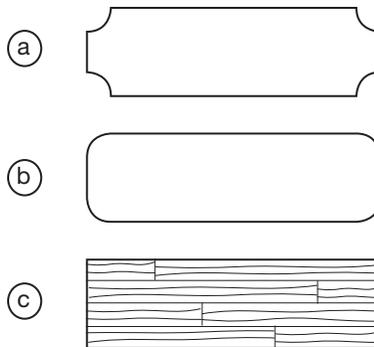
Maximum sign area: 10' x 21"

Maximum sign length: 10'

Maximum letter height: 20"

If not individually mounted, required sign backer shapes above or below canopy*:

*Min 1/2" thick

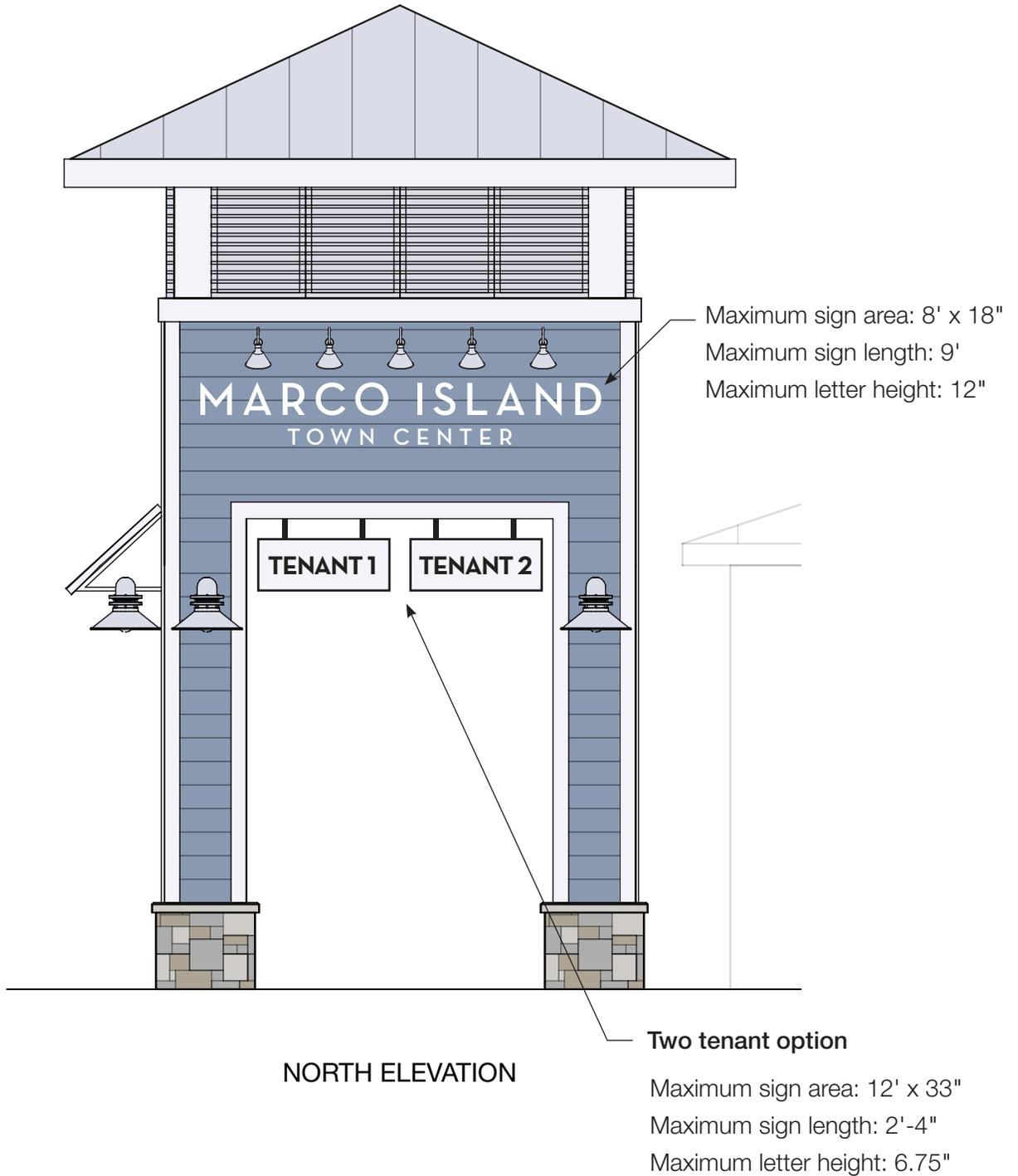


Made out of distressed wood
to resemble driftwood

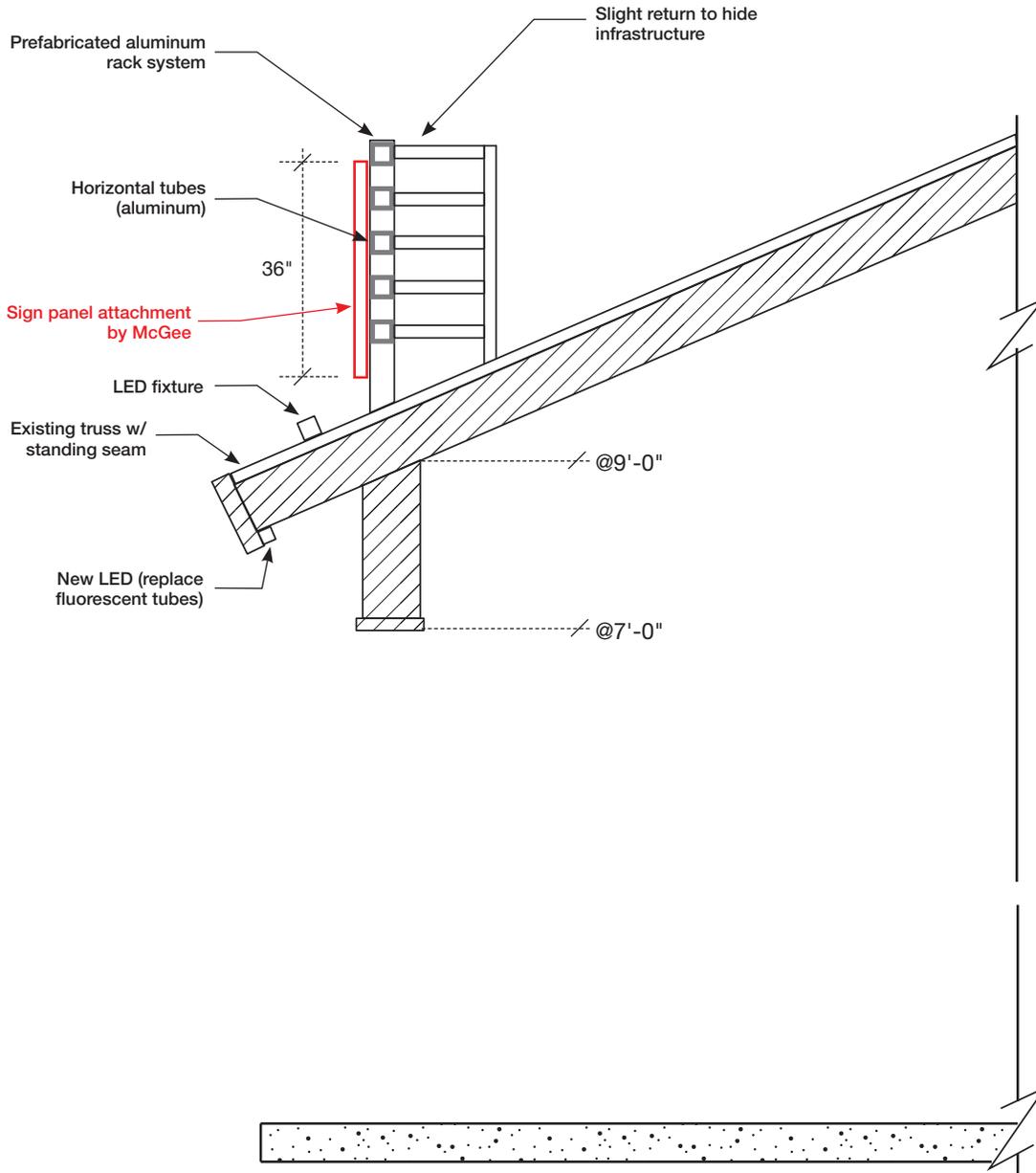
Final sizes must be approved by landlord and submitted with sign package. Landlord open to review other shapes and colors.

Tower Potential Tenant Signage

For tenants behind tower element only



Sign Mounting Structure Detail



Sign Return Detail

