


# PROMENADE



## SHOPPES

LAKE PARK, FLORIDA

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### MASTER SIGNAGE PLAN

APRIL 8, 2024



CRITERIA

RESIDENTIAL SIGNAGE

WALL-MOUNTED SIGNS

The total square footage (SF) of all wall signs on all façades shall not exceed in surface area or sign area, a predetermined proportion of the length of the exterior wall of the individual facade to which it is attached. See the Sign Area Calculation table.

SIGN AREA CALCULATION	
FACADE	SF OF SIGN FACE SHALL NOT EXCEED FACADE LENGTH MULTIPLIED BY:
East	0.6
West	0.1
North	0.1
South	Not Permitted

Example: 200’ West Façade x 0.1 = 20 Square Feet

The maximum height of a wall sign shall be six inches below the roof at the location of the sign.

**Content:** The name of the residential building, logo and address to which the sign is accessory and other business related information.

*Logo Definition. Any symbol, trademark, picture or other graphic representation which is used to signify or identify the particular building, business or organization. Subject to approval by the owner of the property.*

COMMERCIAL SIGNAGE

WALL-MOUNTED SIGNS

**Content:** The name, logo and address of the business to which the sign is accessory and other business-related information.

*Note: All state and federally registered tenants shall be permitted to utilize their recognized corporate logos, colors, fonts, etc., on any wall signs or monument signs. Subject to approval by the owner of the property.*

Letters depicting the nature of the business are permitted at a maximum of fifty (50) percent of the height of the letters which depict the name of the building occupant.

**Type:** Signs shall consist of externally illuminated channel letters. Every sign shall be designed and constructed to withstand a wind pressure of not less than 50 pounds per square foot.

**Color:** All wall-mounted signs shall be black unless the proposed signage falls within the definition of Logo as provided in this Plan.

**Font:** All signs must utilize sans-serif fonts in their design.

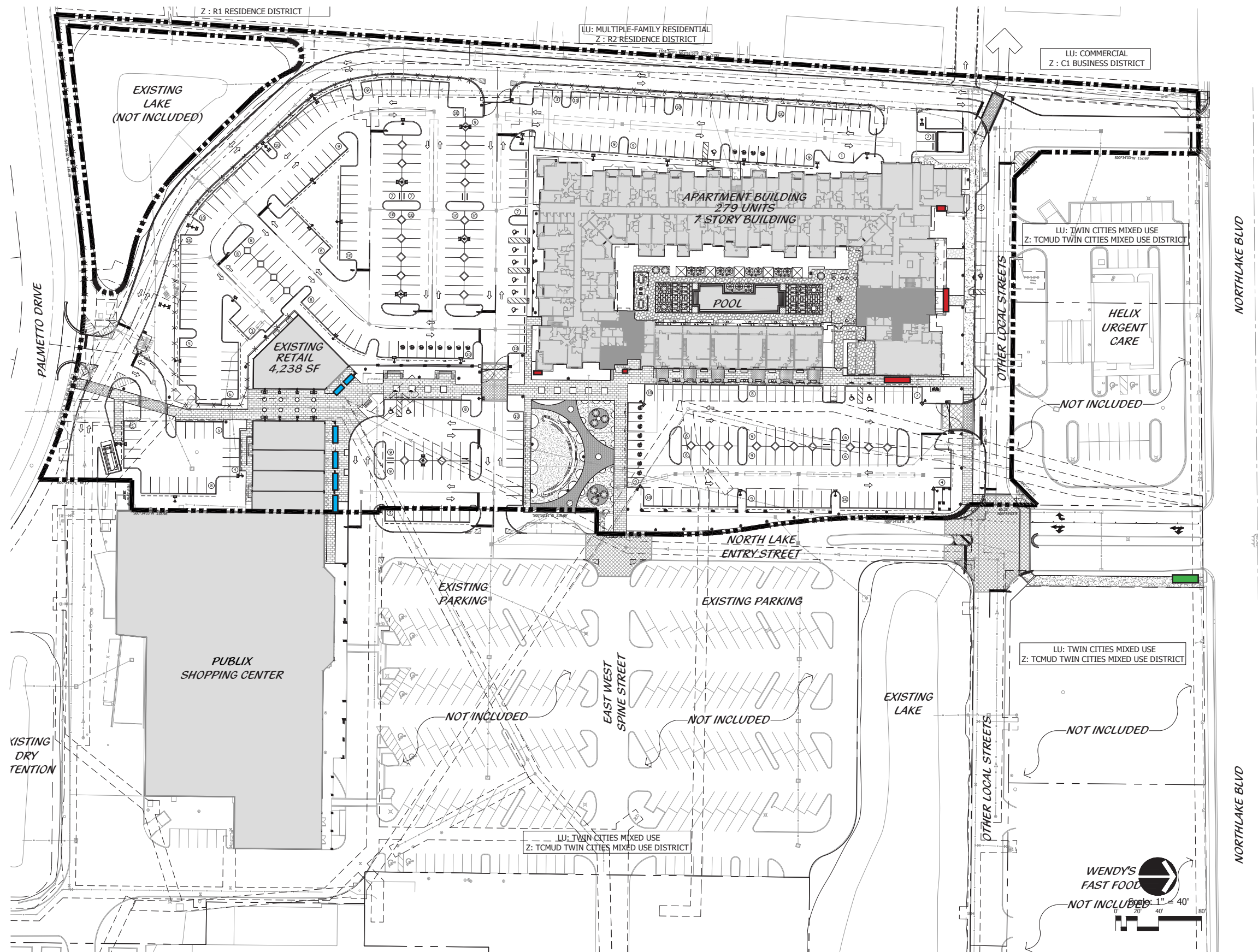
**Projection:** No sign shall be mounted at a distance measured perpendicular to the surface of a building greater than 18 inches from the surface of the building to the face of the sign.

**Sign Area:** Each tenant is entitled to 1 wall sign on the front wall of the space they occupy. The maximum Front Wall signage area square footage is the greater of 1 ½ times the length of wall the sign is attached or 30 square feet. Side wall or rear wall signage adjacent to residential parcels shall not exceed 25 percent of the maximum square footage of the permissible front wall signage.

**Height:** The maximum height of a wall sign shall be six inches below the roof at the location of the sign.

GROUND SIGN

The Site shall have a Site identification sign with a maximum height of 14 feet. The sign will display the name of the complex. Individual businesses within the site or complex may be identified by a sign appendage not to exceed 12 square feet. Sign appendages may be internally illuminated acrylic with the same font and color regulations as wall-mounted signs.



- Wall-Mounted Sign - Residential
- Wall-Mounted Sign - Commercial
- Ground Sign - Commercial





**ELEVATION- EXTERIOR- EAST**



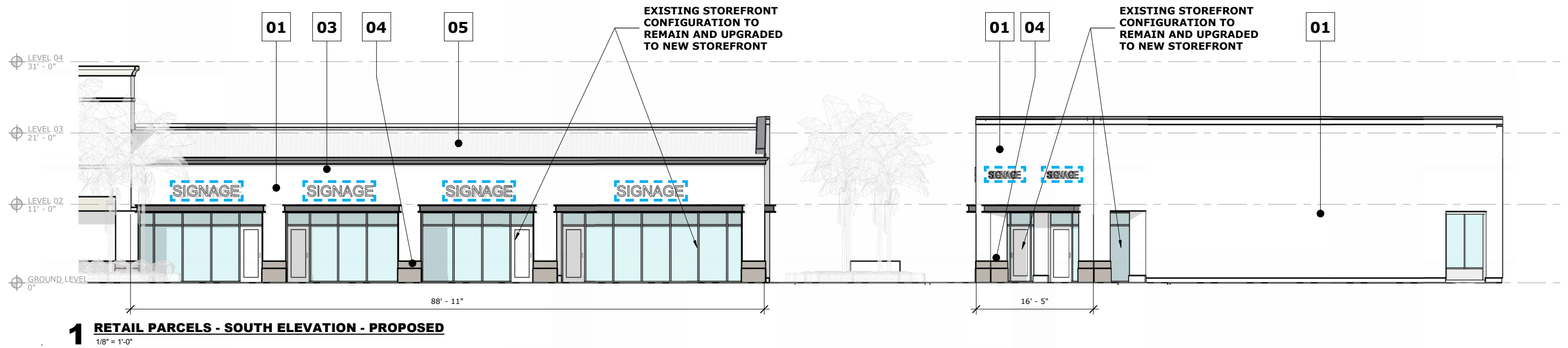
**NORTH BUILDING ELEVATION**



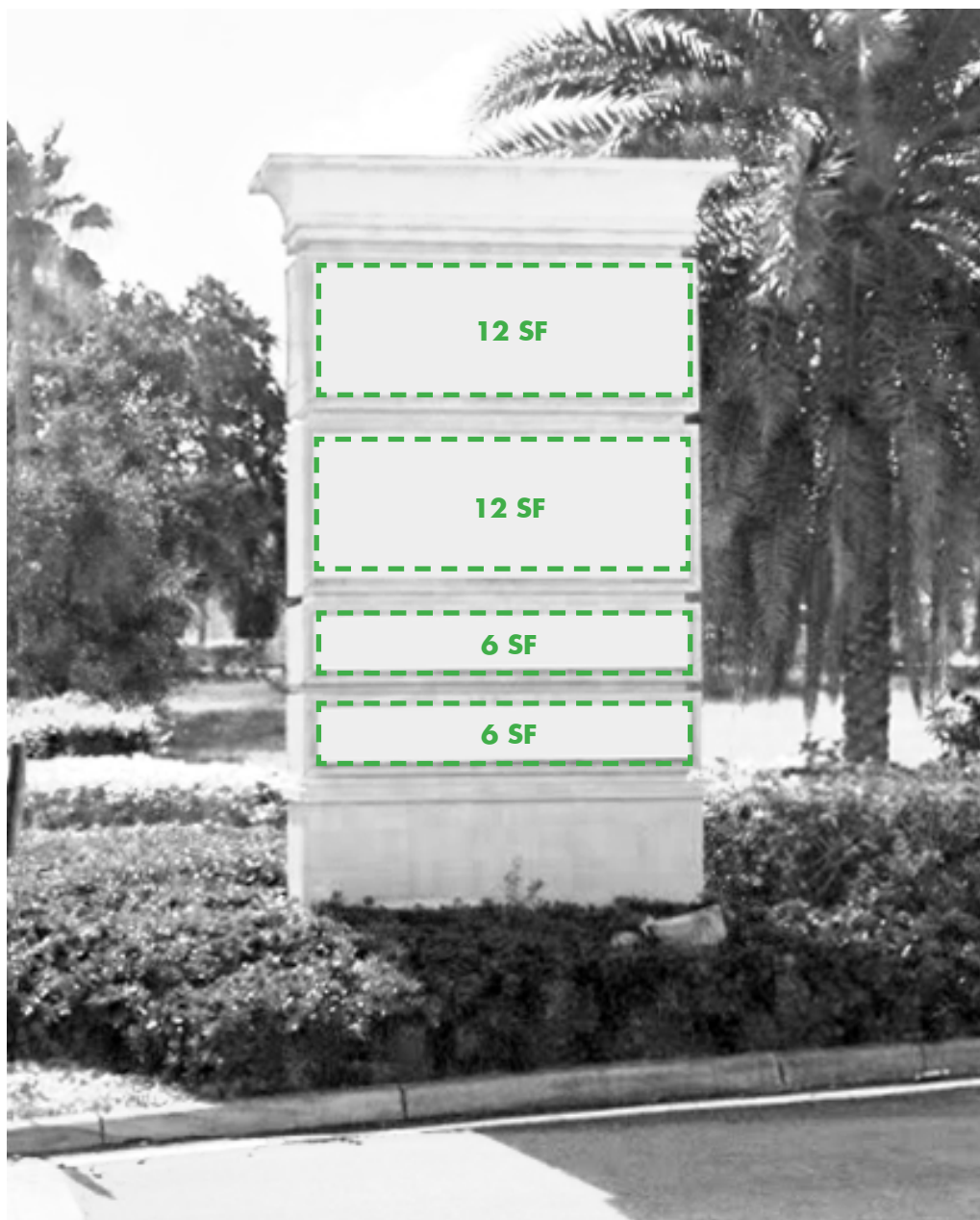


North Elevation









### Ground Sign - Commercial

Existing Monument Sign | Double-Sided

Height: 14'

Width: 6'

\*Maximum Sign Area per Tenant: 12 SF