

KARBANK
REAL ESTATE COMPANY



Perspective
ARCHITECTURE + DESIGN

50th AND RAINBOW DEVELOPMENT
Comprehensive Signage Guidelines | July 2023

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INTRODUCTION

A. ORGANIZATION OF DOCUMENT

This document begins with this Introduction which describes this document's intent and identifies the Regulatory Framework—the language drawn from previous documents and criteria that form the basis of this Comprehensive Sign Plan. The Introduction also identifies what is not regulated by this document.

The second section is the Building Signage Design Guidelines which applies to the building identification and to all businesses operating within the boundaries of the project. This section describes the Design Principles, the different Sign Types—their maximum size and quantity, and suggested Materials & Illumination.

The third section is the Approvals Process as outlined for each sign plan applicant.

B. DOCUMENT INTENT

The purpose of this document is to create a policy for a comprehensive and balanced system of signs for the 50th and Rainbow Development in the City of Westwood, Kansas. The standards are intended to set out a coordinated program for retail/tenant signage.

These criteria were developed to aid the tenant in the development of a retail design that emphasizes the merchandise, enhances the product or service, and reinforces the design quality of the building as a whole. It is hoped that tenants will generate imaginative designs for their space with integral, creative graphics and quality merchandising. Tenants are encouraged to express their own unique design statement within the parameters of the criteria outlined in this document.

All tenants must adhere to these criteria and all applicable state and local sign and building codes. Tenants are encouraged to understand the criteria prior to beginning design for their space. At that time, questions should be raised with Landlord and the City of Westwood to avoid delays later in the design process.

This Comprehensive Sign Plan (CSP) is intended to support the creation of a unified, integrated and enhanced character for the 50th and Rainbow Development, zoned as a Planned Development District (PD), through signage rules and regulations that respond to the unique attributes of the area. This CSP is also intended to ensure that all signage will contribute to the vitality and interest of the project, creating a lively and provocative atmosphere.

The requirements of this Comprehensive Sign Plan shall be supplemented by the City of Westwood regulations and codes in all areas which are not addressed in this document. All City of Westwood ordinances and regulations remain in full effect except as varied by this Comprehensive Sign Plan.

C. REGULATORY FRAMEWORK

This project is located in a planned development district as established by the City of Westwood Zoning Code.

ZONING

In accordance with the City of Westwood, Article Nine shall govern and control the erection, remodeling, enlarging, moving, operation and maintenance of all signs by permitted uses within all zoning districts. Nothing in the CSP shall be deemed a waiver of the provisions of any other ordinance or regulation applicable to signs. Signs located in areas governed by several ordinances and/or applicable regulations shall comply with all such ordinances and regulations.

DESIGN STANDARDS

1. All building signs shall conform to the City of Westwood Zoning Code.
2. Buildings with ground floor uses shall provide a uniform zone for signage over the ground floor.
3. All signs shall be measured in conformance with the City of Westwood Zoning Code.
4. The signage zone shall be provided with electrical power to enable the installation of illuminated signs.
5. All building signs shall be constructed of durable materials suited to the urban environment and climate of Kansas.
6. All conduits, junction boxes, and other functional elements shall be completely hidden from view and safely concealed once the sign is installed.
7. No flashing signs shall be permitted.

BUILDING SIGNAGE INTENT

1. To integrate private business signage in a manner that facilitates commerce, enlivens the public realm, and respects the character of the 50th and Rainbow Development and surrounding area.
2. To ensure that the signs of individual buildings and businesses can express a unique identity, while not detracting from the more important wayfinding and identification signage.
3. To encourage creative sign design.

D. CRITERIA FOR REVIEW

- a. The sign plan allows flexibility in the size, type and location of signs identifying the use(s) and location of a large facility, structure, or building group.
- b. The sign plan shall exhibit design excellence, inventiveness and sensitivity to the context.
- c. Signs shall not be oriented or illuminated so that they adversely affect the surrounding area, particularly existing nearby residential uses or structures. Examples of adverse effects are glare from intense illumination, and large signs or structures which visually dominate and area.
- d. Roof signs shall not be allowed. Portable roof signs, flashing signs, and animated signs are prohibited.
- e. Signs shall be professionally designed and fabricated from quality, durable materials.

BUILDING SIGNAGE - DESIGN PRINCIPLES

This section is intended to be used by all Owners, Developers, Tenants and their Designers who will be operating within the 50th and Rainbow Development.

All exterior signage should address both the communicative functions of a sign and its aesthetic integration with the overall retail concept. The building's architecture sets the tone for the signage program and the Landlord has established standards for identity signage as outlined in these criteria. Engaging an environmental graphic designer to work with the retail designer will assure a coordinated design program. Their knowledge of typography, materials, and fabrication contribute to design success. Experienced designers are aware of the interplay between aesthetics and function, and possess the skills necessary to achieve a synthesis of these conflicting factors.

National and regional "standard" storefront concepts and signage are respected; however, some concept modification may be necessary for compliance. Tenant signs and related logo graphics located along the 50th and Rainbow Development perimeter should express a refined urban sophistication through the use of clean and contemporary shapes and forms. The use of similar architectural materials used throughout the building are encouraged so as to create a seamless transition between the building and the tenant space.

All tenant signage should be appropriate to and expressive of the tenant business activity for which they communicate. Tenant sign designs shall be compatible with and be an enhancement of the architectural character of the 50th and Rainbow Development building(s), expressing scale, color, materials and lighting levels. The Landlord reserves the right to disapprove any sign design which is not compatible with these criteria and the aesthetics of this project. Exceptions to these specifications are rare but will be considered if, in the Landlord's opinion, the sign design is of exceptional merit and architectural quality. Such exceptions must be approved in advance by the Landlord.

As with all undertakings, the ultimate success of the 50th and Rainbow Development depends on the positive contributions of all participants.

Tenants should take advantage of the opportunity to use unique two-and three-dimensional forms/shapes, profiles and iconography that reflect both the personality of the tenant, product/service and the surrounding building architecture. The tenant is encouraged to use color, typography, pattern, texture and materials to create a dynamic interface with the streetscape. Designs which simply maximize size and volume in rectangular form are not acceptable. The Signage Design Criteria should act as a guide for the design of the tenant's signage in conjunction with the provisions of the tenant's lease with the Landlord. Furthermore, these criteria are subject to revision by the Landlord, and the Landlord's interpretation of these criteria are final and governing.

All signage designed for exterior identification of a retail store shall be designed for total compatibility with building finishes, color scheme and lighting levels, in order to maintain a design standard throughout the building. All primary signage will be limited to trade names and shall not include specification of merchandise sold or services rendered, regardless of the tenant's legal name. Corporate crests, logos or insignias may be acceptable pending the Landlord's approval and provided they are part of the tenant's name.

All signage requires review by the City of Westwood Zoning Administration and issuance of a Sign Permit.

BUILDING SIGNAGE: SIGNAGE DEFINITIONS

PERMITTED SIGN TYPES

Exterior signs for tenants and businesses operating covered by this section of the Comprehensive Sign Plan are:

Identification Signs: Project or Tenant

- Wall and Canopy Signs
- Window Signs
- Monument Signs
- Blade Signs

Parking/Traffic Directional Wayfinding

- Projecting Signs
- Wall Signs
- Ground Wayfinding Signs

Wayfinding: Pedestrian Directories

- Ground Signs
- Wall Signs

Refer to pages 10–16 of this document for further definitions of each sign type.

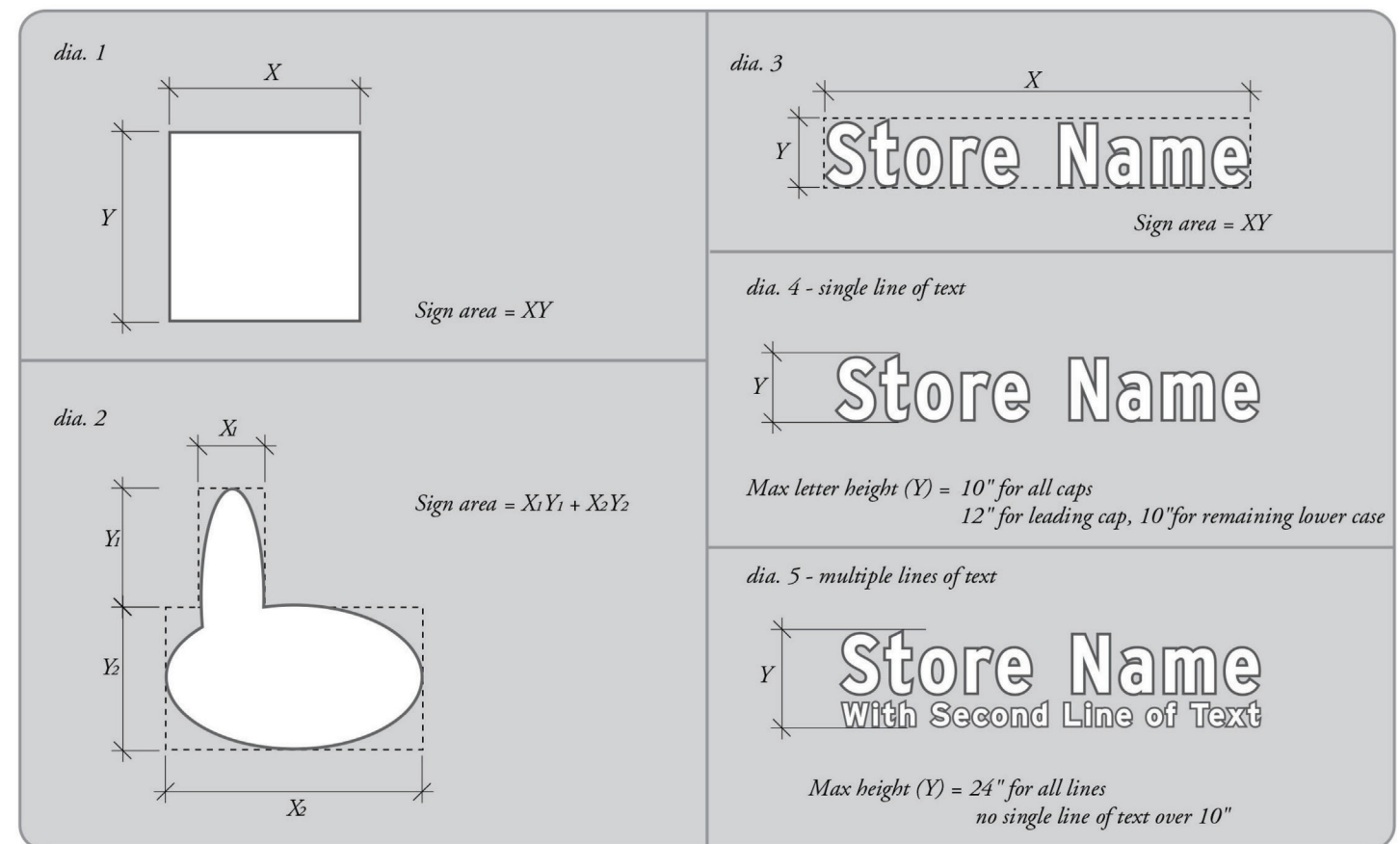
CALCULATING SIGNAGE AREA

The area of a sign is determined by the sum of all areas or portion of each triangle, parallelogram, circle, ellipses or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of decorative sign elements; this includes all words, letters, logos, frames, backing, face plates, non-structural trim or other components not used for support.

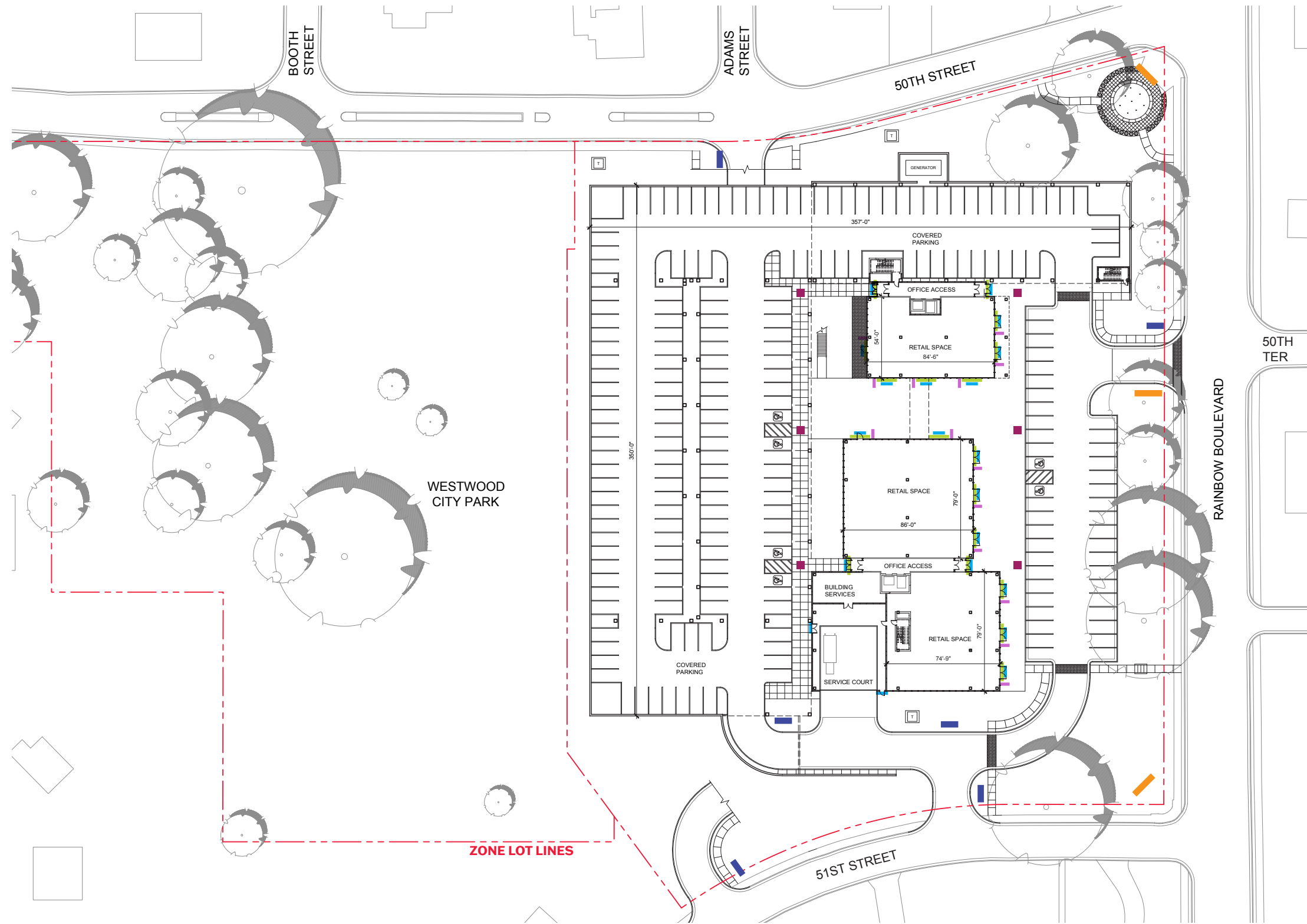
Sign armature or bracing shall not be included in the sign area measurement unless it is made part of the message or face of the sign. Where a sign has two (2) or more display faces, the area of all faces shall be included in the calculation unless the display faces are back to back and parallel to each other and not more than twenty four inches (24") apart, or form a "V" type angle of less than ninety degrees (90°).

For regular shaped signs the area of the sign will be computed by using standard mathematical formulas for regular geometric shapes, including, without limitation, triangles, parallelograms, circles, ellipses, or combinations thereof.

In the case of an irregularly shaped sign or a sign with letters or symbols directly affixed or painted on the wall of a building, the area of the sign is the entire area within a single continuous rectilinear perimeter of not more than eight straight lines enclosing the extreme limits of any writing, representation, emblem, or any figure of similar character, together with any material or color forming an integral part or background of the display if used to differentiate such sign from the backdrop of structure against which it is placed, but if a freestanding sign structure is not a fence which functions as such, the sign area shall be the area of the entire structure.

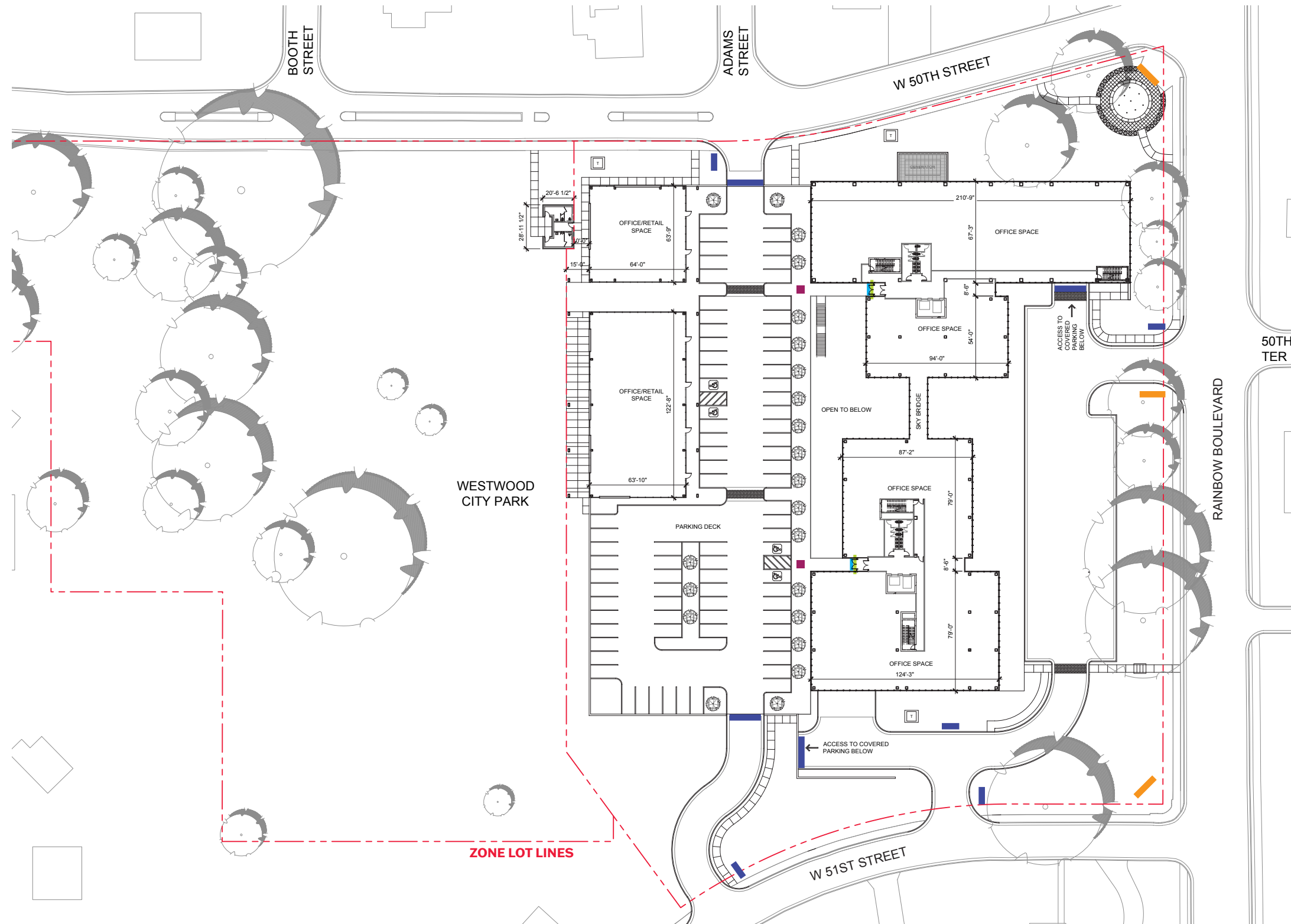


SITE LOCATION PLAN, LEVEL 1



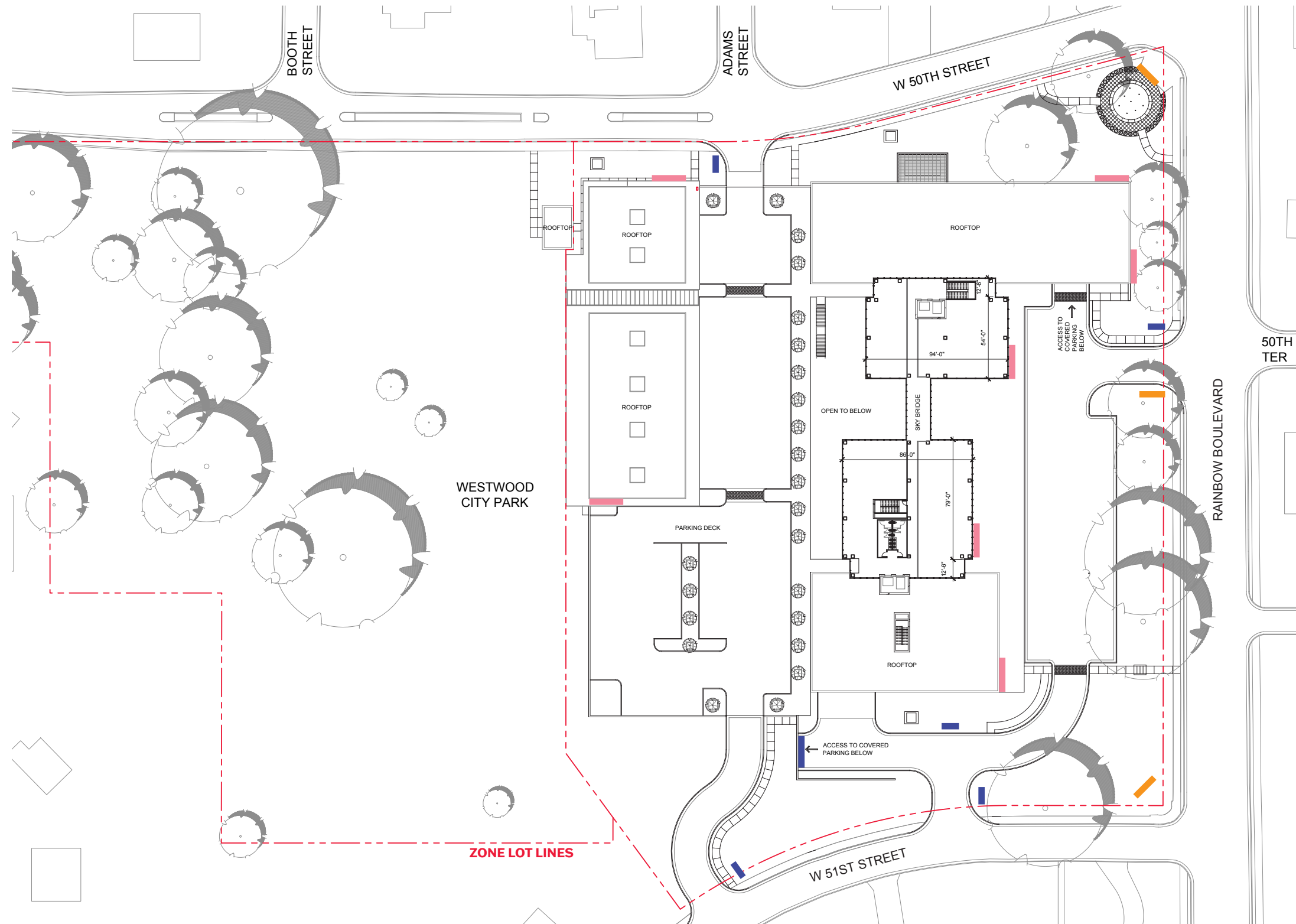
SIGN TYPE LEGEND	
A1	Wall Sign - Tenant or Project
A2	Wall Sign - Upper Story
B	Window Sign - Tenant or Project
C	Monument Sign - Tenant or Project
D	Blade Signs - Tenant or Project
E	Parking/Traffic Directional Sign
F	Wayfinding Sign - Pedestrian

SITE LOCATION PLAN, LEVEL 2



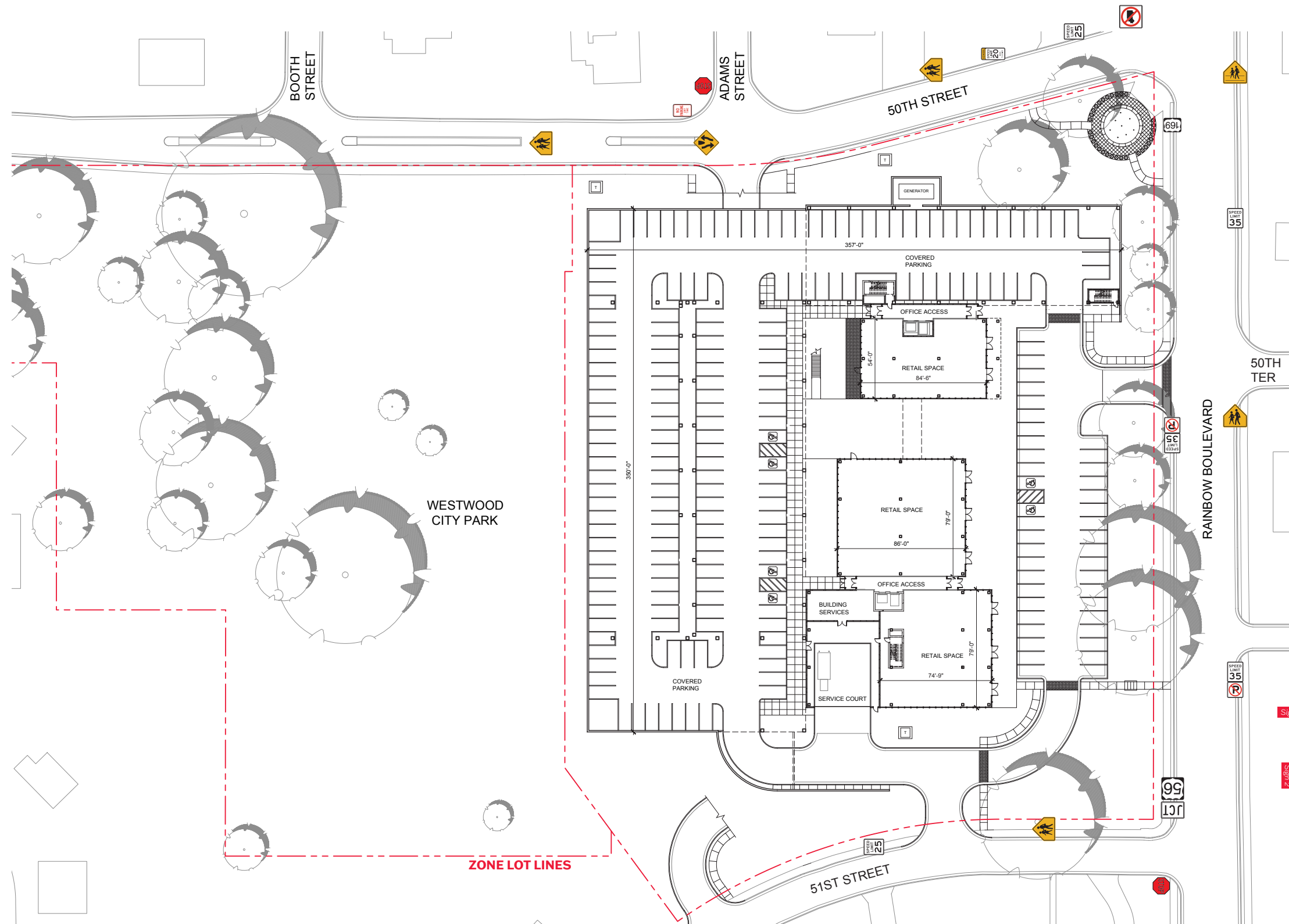
SIGN TYPE LEGEND	
A1	Wall Sign - Tenant or Project
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B	Window Sign - Tenant or Project
C	Monument Sign - Tenant or Project
D	Blade Signs - Tenant or Project
E	Parking/Traffic Directional Sign
F	Wayfinding Sign - Pedestrian

SITE LOCATION PLAN, LEVEL 4



SIGN TYPE LEGEND	
A1	Wall Sign - Tenant or Project
A2	Wall Sign - Upper Story
B	Window Sign - Tenant or Project
C	Monument Sign - Tenant or Project
D	Blade Signs - Tenant or Project
E	Parking/Traffic Directional Sign
F	Wayfinding Sign - Pedestrian

SITE LOCATION PLAN, EXISTING NEIGHBORHOOD SIGNAGE



Sign 1: St. Rose Philippine Duchesne Church



Sign 2: St. Rose Philippine Duchesne Church

A1: WALL & CANOPY SIGNS, TENANT IDENTIFICATION

INTENT:

Wall and Canopy Signs are integrated with the building walls where available or above main entries of tenant lease spaces and/or entrances into the project. These signs are mounted to the wall of the building; all connecting hardware should not be visible unless it is an integral part of the sign design.

LOCATION:

Wall and Canopy Signs are integrated with the building walls where available or on canopies above main entries of tenant lease spaces. All connecting hardware should not be visible unless it is an integral part of the sign design. In lieu of the wall, signs may be applied to entry canopies or awnings where applicable, and with approval of the Landlord. When using an existing sign band, provide space between the sign and the sign band border or edge to follow a traditional application. When using an existing sign band, keep signage flush to the wall surface. Do not design wall signs that project in front of adjacent architectural details, such as a wall band frame.

ALLOWANCE:

The maximum allowable is one (1) sign per each tenant on exterior wall/wall frontage. No more than 10% of total Tenant's elevation area may be used, and no more than 100 square feet total area per tenant.

ILLUMINATION:

Wall Signs may be illuminated. If illuminated, signs are to have static, unobtrusive illumination. Face-lit or back-lit letters (halo), neon or a shielded lamp or goose-neck located at top of the sign is allowed.

All direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited.

ENCOURAGED APPROACHES:

The following are approaches commonly encouraged:

- Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3-dimensional form to the signage components.
- Tenant logo/logo type should not fill the entire designated sign zone.
- Paint and metal finishes that connect to the building wall should reflect the overall architectural color palette.
- Sign/sign armature attachment to building wall with custom designed metal armature/brackets.
- External and or internal illumination integrated into sign canopy recommended.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three-dimensional logo or iconography are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.

ENCOURAGED EXAMPLES:



Flat cut out pin-mounted halo-lit letters



Deep single-mounted letters with high contrast



Fabricated letters integrated into architecture



Face-lit flush-mounted logo



Cabinet sign box



Canopy Signage

A2: WALL SIGNS, UPPER STORY

INTENT:

The intent for Upper Story Wall Signs is to bring greater hierarchy and large-scale vehicular wayfinding opportunity for said-tenant.

LOCATION:

Upper Story Wall Signs to be located near top of building, not to extend above the roof line on front facade of building.

ALLOWANCE:

Upper Story Wall Signs are not to exceed 100 sq-ft total per allowed location.

ILLUMINATION:

Upper Story Wall Signs may be illuminated. If illuminated, signs are to have static, unobtrusive illumination. Face-lit or back-lit letters (halo), neon or a shielded lamp or goose-neck located at top of the sign is allowed.

All direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited.

ENCOURAGED APPROACHES:

The following are approaches commonly encouraged:

- Tenant logo/logo type to be fabricated or flat cut-out and layered to achieve a 3-dimensional form to the signage components.
- Tenant logo/logo type should not fill the entire designated sign zone.
- Paint and metal finishes that connect to the building facade should reflect the overall architectural color palette.
- Sign/sign armature attachment to building facade with custom designed metal armature/brackets.
- External and or internal illumination integrated into sign canopy recommended.
- All designs subject to review for scale and proportion relative to the building architectural context.
- Three-dimensional logo or iconography are encouraged.
- Cut-out letters with fabricated returns and shapes encouraged.
- No back-lit sign boxes will be allowed.

ENCOURAGED EXAMPLES:



Cut-out logo, halo-lit



High contrast color internally-illuminated letters

B: WINDOW SIGNS, TENANT

INTENT:

To identify the entrance and hours of operation, identify the tenants storefront and display windows and create visual interest.

LOCATION:

If any window signs are located on the door, the following design standards must be met: Use door signage to identify business name, address, hours of operation and a possible logo if needed.

Window graphics are typically located at eye level on doors or adjacent to entrances for door signs or in the lower 20% of storefront windows for window signs for each tenant. Patterns/graphics may be installed at transoms, but shall not contain any text. Limit opaque and solid materials to no more than 10 percent of a window's area, and place appropriately to avoid blocking visibility in and out of a window.

ALLOWANCE:

Any element that is attached to or located within 36 inches of a window is considered to be a window sign. A window sign should not exceed 20% of the total window area with 10% allowed to be opaque or solid. All words or pictures located on a window or door shall be considered signs and shall meet all criteria for signage defined herein and shall be permitted as signs by the City of Westwood.

ATTACHMENTS:

Install directly inside (second surface) to tenant glass.

ENCOURAGED APPROACHES:

The following are approaches commonly encouraged:

- Maximum graphic image area not to exceed 20% of total window area.
- Message height is recommended to be at eye level for door signs or in the lower 20% of storefronts for window signs.
- Digitally cut vinyl, silk-screened, gold leaf, hand painted or neon graphics should be applied to the interior surface of the window (second surface if single paned glass, fourth surface if double paned glass).
- Avoid repeating business wording and tenant ID's in every window when this information already exists on other signage.
- Provide secondary information on products, services, etc. that are not available on other signs.
- Plan window signage to draw the pedestrian's eye into a business and to create additional interest.
- Use door signage to identify business name, address, hours of operation and a possible ID if needed.
- Vinyl, silk-screened or gold leaf signage on doors is

ENCOURAGED EXAMPLES:



Logo & Hours



Logo, Tag-line & Hours



Retail ID and less than 20% window coverage brand graphic

C: MONUMENT SIGN, TENANT AND PROJECT

INTENT:

Monument Signs are for the purpose of identifying the Project as well as the tenants occupying space within it and is used for wayfinding.

LOCATION:

The permitted location shall be set in at least five (5) feet from every boundary line of the zone lot. Locate in a high traffic area out of the public right of way.

ALLOWANCE:

A maximum of three (3) monument signs are allowed on the site.

Monument signs for the site have a maximum height of 14 ft above finished grade. No more than 100 square feet total area per location.

ILLUMINATION:

Monument Signs may be illuminated. If illuminated, signs are to have static, unobtrusive illumination. Internal illumination of channel letters, back-lit letters (halo), push through letters, shielded, concealed or external, shielded, downward facing fixtures are allowed.

May be illuminated and all direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited.

ENCOURAGED APPROACHES:

The following are approaches commonly encouraged:

- Signs must be consistent with or complement the building, hardscape and existing signage material palettes.
- Use permanent, durable materials such as metals, metal composites, and other high quality materials. Do not use signs with plastic or acrylic.

ENCOURAGED EXAMPLES:



Contemporary materials & cut out logo



Industrial solution with contrast logo and background



Simple solution with small project ID



Complimentary material usage

D: BLADE SIGN, TENANT

INTENT:

Blade Signs are signs that attach and project from the building facade.

LOCATION:

All Blade Signs are to project perpendicular to the building facade and will be a minimum of 18" wide and be no greater than 36" wide in their horizontal dimension. Blade Signs must maintain a minimum clearance of eight feet (8'-0") above the sidewalk.

ALLOWANCE:

Blade Signs are limited to the Landlord or Tenants whose entry is on the exterior of the building, or those who have limited wall surface at their storefront. Eligible tenants are allowed one (1) Blade Sign.

ILLUMINATION:

Any sign configuration by multi-storefront tenants shall not exceed the allowance for total square feet area. Static, unobtrusive illumination allowed. Internal illumination of channel letters, Back-lit letters (halo), push through acrylic letters, or a shielded spot light located at top of the sign is allowed. May be illuminated and all direct illumination shall not exceed 25 watts per bulb. Flashing signs are prohibited.

ATTACHMENT DETAILS:

Blade Signs are attached to the building facades at main entries of tenant lease spaces. These signs are mounted directly to the exterior wall of the building; all connecting hardware should not be visible unless it is an integral part of the sign design. No more than 10% of total wall area may be used per tenant.

ENCOURAGED APPROACHES:

The following are approaches commonly encouraged:

1. Artistic, three-dimensional object signs of logo or primary sales product(s) fabricated/sculpted from suitable materials.
2. Router-cut or dimensional letters/ logos attached to or pushed through sign panels or cabinet construction boxes.
3. Painted, screen printed or gilded sign panels or cabinet construction boxes.
 - A combination of materials. Cut-out, layered, built up or pinned-off metal or wood borders or graphics.
 - Raceways, conduits and transformers must be concealed within the sign assembly.
 - Flush, discreet attachment of the acrylic faces to the metal channel letters without typical trim cap edging.
 - The acrylic face of the letter forms must have a matte finish to avoid reflections in the letter face when not illuminated.

Blade Signs for businesses and retail tenants are encouraged to have internal, integral, edge, halo or external illumination, or any combination thereof.

ENCOURAGED EXAMPLES:



Box sign



Custom shape



Cabinet sign box with push-through letters



Pushed through sign panel

E: PARKING/TRAFFIC DIRECTIONAL SIGNAGE

INTENT:

The intent of Parking/Traffic Directional Signage is to provide identification, information and direction to guests, residents and workers visiting and interacting with the project. These signs provide a general understanding of the project which allows users to move about with confidence and ease. These signs assist the guests, from well positioned and highly visible identification of the vehicular garage entries, to navigating within the garage, to emerging into the street-level public realm.

LOCATION:

To be mounted above the garage entrance as clear messaging for vehicular arrival. Wall signs are integrated with the building walls where available or above main parking entrances and vehicular flow routes.

ALLOWANCE:

Maximum of two (2) parking identification sign per garage entrance.

ILLUMINATION:

Parking/Traffic Directional signs may be illuminated. If illuminated, signs are to have static, unobtrusive illumination. Halo, shielded, concealed or external, shielded, downward facing fixtures are allowed.

ATTACHMENT DETAILS:

Wall signs are integrated with the building walls where available or above main parking entrances and vehicular flow routes. All connecting hardware should not be visible unless it is an integral part of the sign design.

ENCOURAGED APPROACHES:

The following are approaches commonly encouraged:

- Signs must be consistent with or complement the building, hardscape and existing signage material palettes.
- Use permanent, durable materials such as metals metal composites, and other high quality materials. Do not use signs with plastic or acrylic faces.

ENCOURAGED EXAMPLES:



Signage integrated into building architecture



Parking projecting ID



Cabinet sign box



Cabinet sign box

F: WAYFINDING, PEDESTRIAN DIRECTORIES

INTENT:

Wayfinding Signs are a specific type of sign that are intended for pedestrian wayfinding purposes, presenting multiple Tenants and public use destinations in a single display.

LOCATION:

Locate in a high traffic area out of the public right of way. Wayfinding Signs to be permitted location shall be set in at least five (5) feet from every boundary line of the zone lot. Wayfinding Signs may integrate with the building walls where available or above main entries of tenant(s) entrances into the project. All connecting hardware should not be visible unless it is an integral part of the sign design.

ALLOWANCE:

Wayfinding Signs for the complex may have a maximum height of 8 ft above finished grade. The maximum allowable is one (1) sign housing three or more tenant logos on exterior wall/wall frontage. Thirty-six (36) square feet maximum total area per sign.

ILLUMINATION:

Wayfinding Signs may be illuminated. If illuminated, signs are to have static, unobtrusive illumination. Halo, shielded, concealed or external, shielded, downward facing fixtures are allowed.

ENCOURAGED APPROACHES:

The following are approaches commonly encouraged:

- Fabricated, weather protective enclosures.
- Changeable graphics may be silk-screened or digitally printed. Units may be installed to be flush with wall (column) surface or may be secured to column faces. Illumination, if included, must be externally washed by concealed fixtures.
- Framed panel or open pan construction with expose or concealed external illumination sources. Changeable graphics may be silk-screened or digitally printed.
- Layered sandwich construction with protective glass face, changeable content and rear panel surface of appropriate materials and finishes all secured by vandal-resistant mechanical fasteners.
- Changeable cut-out metal letters or panels secured in a frame or track. External or halo illumination.

ENCOURAGED EXAMPLES:



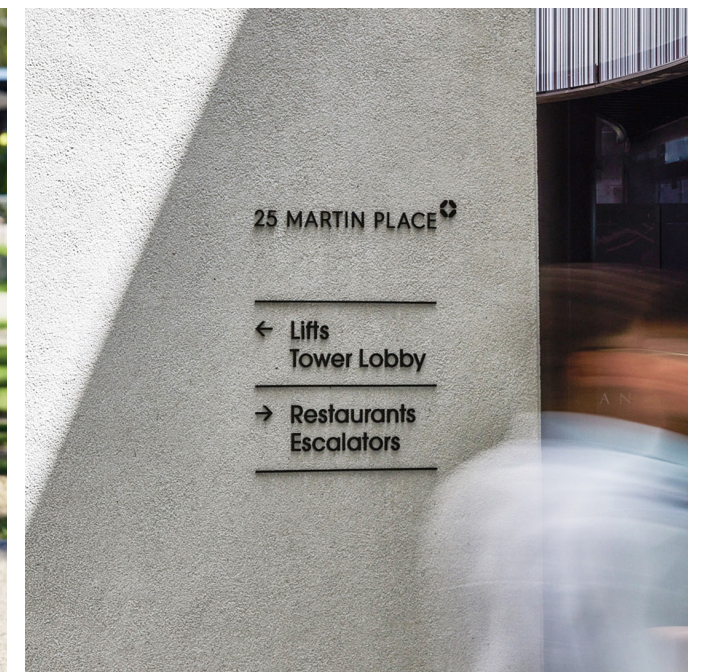
Sleek solution with clear wayfinding messaging and Project ID logo



Contemporary materials high contrast letters



Simple, modern solution



Complimentary material usage with tenant wayfinding.

MATERIAL & PERFORMANCE SPECIFICATIONS

In keeping with the high standards of design being applied to the overall project, all signage must utilize the highest quality materials and fabrication methods. The following minimum quality standards shall apply to all the 50th and Rainbow Development signs:

GENERAL

The environmental graphic designers and their project teams shall be responsible for verifying and ensuring compliance of the signage with all ADA, OSHA, MUTCD, environmental regulations and all other applicable governing code requirements.

Should there be a conflict between these documents and federal, state or local code requirements, code shall take precedence unless a specific agreement has been established with the City of Westwood providing a variance to the local codes.

FABRICATION & INSTALLATION REQUIREMENTS

A. STRUCTURAL REQUIREMENTS

The designer shall follow this document for exterior visual appearance. The internal structure, engineered connections, mounting assemblies and foundations shall be developed by the sign fabricator as required for each sign type. The structural design shall utilize self-supportive framing and prevent irregularities in exposed surfaces.

B. ELECTRICAL REQUIREMENTS

All transformers and electrical hardware shall be concealed (i.e. non-audible and non-visible to vehicular and pedestrian traffic) but easily accessible for maintenance and servicing. All connections must be in compliance with the requirements of the NEC and all other applicable governing code requirements. All necessary electrical components and assemblies are to be UL listed, or approved by a nationally recognized testing lab and shall be warranted by the manufacturer against failure for at least ninety days. All conduit, junction boxes and races shall be concealed within the sign or the building.

C. LIGHTING

All lighting components must be easily accessible for maintenance and servicing. All lighting components shall be constructed per recognized national standards, and/or specific manufacturer's recommendations. It is strongly encouraged that all illumination shall be provided by LED light sources for longevity, ease of maintenance and life-cycle cost purposes. Unless otherwise noted, the interior of all illuminated enclosures shall be painted bright white to increase reflectivity. Should exposed neon components be used, they shall be warranted against failure for at least three years, and all other lighting components shall be warranted for at least ninety days.

D. LABELING

Manufacturer's or testing laboratory labels shall clearly appear on all completed elements, as required by code but shall be located on secondary or less obvious surfaces.

MATERIAL & WORKMANSHIP STANDARDS

When selecting final materials to be used for the signage, the design must bear in mind the unsecured, urban environment in which these signs will be installed and the high potential for their abuse. Furthermore, these signs will likely be in place for an extended period of time, materials should be selected for longevity

A. PAINTS & FINISHES

Given the potential for abuse, painted finishes should be used sparingly or located at a height less susceptible to abuse. All pretreats, primers, coatings, and finishes shall be applied in strict accordance with the paint manufacturer's specifications to provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the final install locations. Paints and finishes shall be warranted against color fading, UV damage, cracking, peeling, blistering and other defects in materials or workmanship for a minimum of five years.

B. METALS

Metals shall be the best commercial quality for the purposes specified and free from defects impairing strength, durability or appearance. Unless specifically designed otherwise as a feature element, all visible seams are to be continuously welded, filled and ground smooth. All sheet metal shall have brake formed edges with radii not greater than sheet thickness. All metals must be treated to prevent corrosion and staining of other finishes.

C. FASTENERS

Unless specifically designed otherwise as a feature element, all exposed fasteners shall be tamper-proof, resistant to oxidation and other corrosion and of a finish to match adjacent surfaces. Concealed fasteners must be resistant to oxidation and corrosion to prevent staining of other finishes.

D. VINYL

All vinyl products shall be specified and installed in strict accordance with the manufacturer's recommendations to provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials

indicated and the environmental conditions of the final installation locations. All vinyl material shall be warranted against color fading, UV damage, de-lamination and peeling for a period of five years.

E. DIGITAL PRINTS

Technological advances in digital printing make this medium ideal for easily updatable content. As such, this material must be periodically refreshed, whether the content has changed or not. All digital prints must provide the highest level of ultraviolet light resistance, weatherability and overall longevity for both the materials indicated and the environmental conditions of the Kansas region. Unless specifically designed otherwise as a feature element, digital prints shall have a minimum resolution of 200 dpi. Printed products shall be warranted against color fading, UV damage, delamination or peeling for a minimum of five years.

F. GENERAL ASSEMBLY

Unless otherwise stated above, all installed elements shall be warranted against manufacturer defects for a minimum of one year and all installed elements shall be warranted against defects in installation or workmanship for a minimum of three years.

G. NEWLY CREATED MATERIALS

Newly created materials meeting the intent of the CSP may be considered for approval based upon the guidelines set forth in this document.

ACCEPTABLE BUILDING SIGN MATERIAL EXAMPLES

Selected materials should reflect their use and the anticipated longevity of the sign. Materials should be urban in character, durable, easily maintained and of the highest quality. Elements such as acrylic and wood should be used selectively and their location should be considered to minimize the potential for damage. The materials used for all freestanding signage shall be designed and constructed to be durable enough to withstand the equipment to be used for snow removal and other maintenance.



ACCEPTABLE WALL SIGN ILLUMINATION EXAMPLES

Signage illumination should be chosen based upon the purpose of the sign, the required legibility and visibility, the anticipated ambient lighting and the competing signage elements in the area(s) in which the signs will be located. All illuminated signs must be controlled by a central timer or photosensitive switch (photo cell) to regulate the hours of operation.

It is additionally encouraged that the controls for the lighting allow for dimming during the late night/early morning hours.



PROHIBITED BUILDING SIGN TYPES

PROHIBITED SIGN TYPES

In order to maintain a high level of quality and a character appropriate to the 50th and Rainbow Development project, the sign types and fabrication methods described below will not be permitted for any businesses or developments within its limits. All signs are subject to the review and approval of the Landlord and the City of Westwood Zoning Administration.

The following identity sign types are prohibited:

1. Internally illuminated signs with vacuum formed plastic faces.
2. Internally illuminated box signs with exposed acrylic or stretched vinyl sheet faces without additional materiality and layering.
3. Internally illuminated awnings.
4. Parked motor vehicles and/or trailers intentionally located so as to serve as a sign or advertising device.
5. Signs with exposed raceways.
6. Signs with individual changeable plastic letters.
7. Sign boards using explicitly inexpensive materials.
8. Painted or printed window graphics which cover more than twenty (20) percent of a tenant's glazing area.
9. Off the shelf portable signs that do not reflect the quality demanded of this district.
10. Inflatable signs.



Internally illuminated signs with plastic faces



Exposed raceways, heavy trim cap



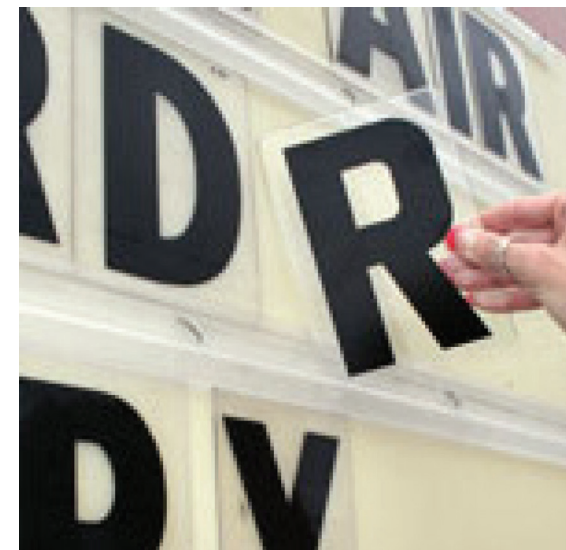
More than 20% of window area with graphics



Low quality off-the-shelf portable signs



Temporary inflatables, of any kind



Signs with individual changeable plastic letters



Internally illuminated signs with vacuum formed plastic faces