

staff copy

PLEASE NOTE: This sign program has been amended and the amendments are attached to the back of this program.

SIGN CODE

MOUNTAIN VIEW PLAZA

SONNE P.U.D.

December 8, 1982  
Revised  
March 17, 1986

MOUNTAIN VIEW PLAZA SIGN CODE

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## MOUNTAIN VIEW PLAZA SIGN CODE

### Authority

#### A. Purpose

The objective of this code is to establish and control signage for the Mountain View Plaza that is harmonious with the Mountain View Plaza and its environment.

#### B. Authority

The Summit County Outdoor Advertising Regulations has the authority to control over signage visible from the exterior of the building. Specific authority and review responsibility for this project is defined in the Review Process. It is the intent of this code to be consistent with the Outdoor Advertising Regulations.

The adoption of this code by the Summit County Sign Review Commission shall establish certain self governing authority to the Mountain View Plaza under the provisions of Section 3.17.6, Exception #14 of the Summit County Outdoor Advertising Regulations.

#### C. Administration

The owner of the Mountain View Plaza shall have the authority to establish and maintain a Mountain View Plaza Sign Committee. The Committee shall consist of three members. One member shall be the building Leasing Agent and the other two members shall be appointed by the owner.

This committee shall contain, or employ, a design professional for review of all new signage.

The Mountain View Plaza Sign Committee shall designate and maintain a person, or office, to serve as the contact with the Summit County Sign Review Commission and the Summit County Planning Office.

REVIEW PROCESS

A. General Requirements

All signage that is visible on the site or building exterior shall be reviewed under the following procedures. Signage inside of the Arcades and interior signage is defined as not being under the jurisdiction of the Summit County Outdoor Advertising Regulations.

Signs submitted for review to the Summit County Sign Commission or the Summit County Planning Staff shall be submitted with the forms, plans, and informational requirements as required by the Outdoor Advertising Regulations in effect at the time of submittal.

B. Review Procedure

Three levels of review procedures have been established in keeping with the Summit County Outdoor Advertising Regulations, the General Review Requirements of this code and the Design Review required by each sign category as described in the Design Requirements of this Code.

1. Signage that does not fall within the jurisdiction of the Outdoor Advertising Regulation shall be reviewed by the Mountain View Sign Committee only.
2. Signs requiring Mountain View Plaza Sign Committee and County Planning Staff review:

Applications which are recommended for approval by the Mountain View Plaza Sign Committee shall be forwarded by that Committee together with two copies of a sketch of the proposed sign and any other pertinent information to the Summit County Planning Department for review. This review shall be only for the purpose of a staff determination as to whether the decision of the Mountain View Plaza Sign Committee is consistent with the Mountain View Plaza Sign Code as approved by the Sign Review Commission. If the staff agrees with a favorable recommendation of Mountain View Plaza Sign Committee it shall promptly issue the permit. In case of disagreement between the Mountain View

Plaza Sign Committee and the Planning Staff, the application shall be referred to the next meeting of the Sign Review Commission for final decision.

3. Signs requiring County Sign Review Commission review:

Application shall be forwarded by the Mountain View Sign Committee with two copies of plans and elevations of the proposed sign and any other pertinent information to the Summit County Planning Department for review and recommendation to the Sign Review Commission for its decision.

#### DESIGN REQUIREMENTS

##### A. General Requirements

All signage on the site and exterior of the buildings and arcades shall conform to the requirements and definitions of the Summit County Outdoor Advertising Regulations.

It is the intent of this code to establish signage for the Mountain View Plaza in which variations of design and colors are permitted within the overall signage character of the project.

All signage is to be indirectly lighted with concealed or screened lighting.

Any exceptions to this code will first be reviewed by the Mountain View Plaza Sign Committee, who, upon their approval will forward it to the County Planning Staff. The Planning Staff shall have the authority to approve minor exceptions or forward the proposed exceptions to the County Sign Review Commission.

Sign location and lighting shall be as generally described herein. The final placement shall be as approved by the Mountain View Plaza Sign Committee and forwarded along with sketches to the Planning Staff.

B. Sign Categories

1. Principal Project Signage

**Purpose:** The principal project sign is the main identification signage for the project. Secondary signage is incorporated with the principal sign, see below (4,86)

**Size:** 65 Square Feet maximum.

**Number:** One double faced sign. (4,86)

**Location:** Along south property line, east of the Tower building. It is recognized that the most desirable location is in front of the Tower on the Water Board property (4,86).

**Secondary Signage:** Secondary signage may be permitted as appropriate within the concept of the overall development and signage.

a. Changeable <sup>Panel</sup> copy tenant information sign at principal project sign. (4,86)

**Purpose:** A double sided changeable copy sign is to be installed immediately below the Principal Project sign to provide identification of the types of tenant services that are available at the Plaza. The signage is to be generic in nature. Special event signage will be permitted. Use of the sign shall be available to all tenants. The tenant association shall control useage.

**Size:** A 50 square foot <sup>interior lit</sup> backlite sign in a background field of 75 square feet maximum.

*was the director*

*for both signs*

*no advertising  
signs for sale  
or sale  
permitted  
(i.e. 50% off site)*

*lighting?*

Copy:

The copy shall be in white or yellow letters on the standard dark green background of the plaza. The sign shall display a maximum of 3 items per side. Maximum letter heights is 11 inches.

*Is 3 items too much info to read?*

Review:

The tenant association shall submit to the Mountain View Plaza sign committee and the Planning Staff a list of all proposed copy prior to its use.

*Planning Staff approve*

*3/3/30  
Committee  
Staff*

- b. Entry drive informational sign (formerly tenant directory signs)? *Secondary signage*

This sign with the Mountain View Plaza signage is to maintained at the drive entry. The tenant directory is to be removed from this sign. The sign will continue to have informational signage regarding leasing agent, owner and parking controls. This sign has been approved.

- c. Project identification sign on west side of tower. *remove*

Recognizing that there is a significant problem of project recognition and vehicular traffic direction with visitors approaching from the west. This signage is to be submitted to the Planning Staff for review by the County Sign Review Commission. (4,86)

*What if sign is moved into DWB project?*

Design Review: All principal and secondary signage is to be reviewed by the Planning Staff and Summit County Sign Review Commission.

2. Project Informational Signage

Purpose:

This signage is intended to provide essential vehicular and pedestrian direction and control. All signage is to be of the same graphic gender.

Size:

4 Square Feet maximum

Number: As established by the Mountain View Plaza Sign Committee.

Design Review: The basic graphic package for these signs will be reviewed by the Mountain View Plaza Sign Committee and submitted to the County Sign Commission for review and approval. Individual signs do not need to be reviewed, unless they are a significant departure from the basic package. The Mountain View Plaza Sign Committee shall coordinate these signs and shall provide the Planning Staff a list of signs installed.

3. Special Tenant Signage

Purpose: This signage is intended for the Commercial Development within Tract A. It is recognized that this property is intended to have a commercial development that is a major generator of business, such as a restaurant.

Principal Signage:

Size: 48 Square Feet freestanding.

Number: One (double face is allowable)

Secondary Signage: Secondary signage will be permitted as appropriate within the concept of the overall development and signage.

Design Review: By Mountain View Plaza Sign Committee Planning Staff and Summit County Sign Commission.

*Amber 10/1*

4. Tenant Signage

Purpose: To establish sign standards to insure a coordinated and proportional exposure for all Tenants.

Signage: Per the attached Tenant Sign Criteria

Design Review: By Mountain View Plaza Sign Committee and Planning Staff.

5. Tenant Information Signage

Purpose: The purpose of this signage is to provide supplemental informational signage as may be deemed necessary by the Mountain View Plaza Sign Committee. This would include such signage as: Tenant Directional Signage, Exterior Building Directions, Property Management and Leasing.

Size: Per the Outdoor Advertising Regulation Limitations. Maximum Size is 4 square feet.

Number: Per the Outdoor Advertising Regulation Limitations. Allowed by Special use permit only. (4,86)\*

Review: By the Mountain View Plaza Sign Committee and Planning Staff.

6. Additional Signage and Exclusions

The above categories define the principal signage proposed for the project. These categories are not intended to restrict signage that has not been defined. Signage that may be appropriate and permitted in the Outdoor Advertising Regulations may be proposed. *to SRC*

*Specify when need for one (Ira + Jar)*

*Add future (Angela)*

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The additional signs shall be reviewed by the Mountain View Plaza Sign Committee and the Plannin Staff.

Signage as required by State or County authorities municipal districts and utilities are exempt from this code.

## TENANT SIGN CRITERIA MOUNTAIN VIEW PLAZA

The purpose of this criteria is to establish minimum sign standards necessary to insure a coordinated and proportional exposure for all tenants. Performance shall be strictly enforced, and any installed non-conforming signs shall be removed by the tenant or his sign contractor at their expense.

### A. General Requirements

1. The tenant shall submit all requests regarding signage to the building leasing agent who shall bring them for review before the Mountain View Plaza Sign Committee.
2. All signs shall comply with the Mountain View Plaza Sign Code and the Summit County Outdoor Advertising Regulations as now in effect or hereinafter amended.
3. Each Commercial plaza tenant will be allowed the following signage representation in accordance with the attached specifications:
  - a. One storefront sign at tenant's expense in the location indicated on the architectural elevations (Pages 17 - 19)
  - b. One arcade sign at tenant's expense in the location indicated on the architectural elevations.
  - c. Representation on any building directories at owner's expense. Tenant must provide lettering and/or logo reduced to size indicated by owner's representative.
  - d. Entrance door signage at tenant's expense.
  - e. Space number at owner's expense.
4. Each office tenant will be allowed the following signage representation in accordance with the attached specifications:
  - a. One storefront sign, at tenant's expense, located as indicated on the architectural elevations (pages 17 - 19)

- b. Representation of one office lobby directory at owner's expense.
  - c. Representation on any building directories at owner's expense. Tenant will provide lettering and/or logo reduced to size indicated by owner's representative.
5. Each commercial Tower tenant will be allowed the following signage representation in accordance with the attached specifications:
- a. The storefront signs at tenant's expense in the location indicated on the architectural elevations. (pages 17 and 20).
  - b. Representation on any building directories at owner's expense. Tenant must provide lettering and/or logo reduced to size indicated by owner's representative.
  - c. Entrance door signage at tenant's expense.
  - d. Space number at owners expense.
6. Changeable tenant informational signage at principal project signage (4,86)

Every tenant is eligible for inclusion in the changeable tenant information sign at the principal project sign. The tenant association shall be responsible for establishing a rotation basis and shall maintain a current list of signage with the Planning Office.

Each tenant shall be responsible for the design, review, construction and maintenance of their sign panels.

Signs are to be white or yellow letters on the dark green background. Lettering shall have a maximum height of 11 inches. The sign shall be enclosed in a locking cover.

*use 11x14 panels for 12-1-84*

7. All signs shall be reviewed by the Mountain View Sign Committee for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Mountain View Sign Committee. Further, the Committee reserves the right to modify or grant exceptions to the sign criteria.
8. The Mountain View Sign Committee shall forward the sign submittal to the County Planning Staff for review and/or issuance of permits or referral to the County Sign Commission for review.
9. Tenant shall be responsible for the fulfillment of all requirements and specifications.
10. All signs shall be constructed and installed at tenant's expense, other than those defined as being provided by owner.
11. All signs shall be securely installed. Any sign that is not adequately secured shall be considered as being non-conforming. (4,86)\*

**B. General Specifications**

1. Tenant storefront and arcade signage may be either free standing lettering or logos, or lettering and logos on a wood base.
2. Sign base if desired may be natural, carved, or painted wood.
3. Sign lettering may be natural or painted wood, or metal. Vacuum formed plastic letters will not be accepted.
4. Owner will provide lighting of storefront signage via building lighting concealed within the soffit.
5. No lighted signs reflective, or luminous finish will be permitted.
6. No audible, flashing or animated signs will be permitted.

7. All signs and their installation shall comply with all local building codes.
8. Tenant shall be responsible for the installation and maintenance of all signs and the operations of his sign contractor.
9. All signs shall be located under the direction of the owner's superintendent or representative.
10. Tenant's sign contractor shall repair any damage to shopping center caused by his work.

C. Size

1. The overall size of the sign may not exceed the areas defined herein and delineated on the architectural elevations.
2. Signs mounted on bases shall have a base size equal to the envelope size described herein.
3. For storefront signage this envelope is typically 18" in height and 16' long.
4. For space 110 this envelope is 16" in height and 11' long. For spaces 111a and 111b this envelope 16" in height and 7'-6" long. (4,86)
5. For arcade signage this envelope is typically 16" in height and 7'-6" long.
6. For office storefront signage this envelope shall be 12" x 6'.
7. For Tower storefront signage this envelope shall be 18"x13'4".
8. Sign lettering plus base shall not exceed 4" in depth.

D. Lettering and Logos

1. Sign copy shall be limited to store or business identification (i.e. corporate or business name). Advertising copy will not be permitted.

2. Logos may be depicted on sign face. Logos and lettering shall not exceed 12" in height on the commercial storefront sign, 9" for the office storefront and 12" for the arcade sign.

E. Colors

1. Submit samples for approval.

F. Miscellaneous Requirements

1. Each tenant shall be permitted to place upon each entrance of his premises not more than 14 square inches of gold leaf or decal application lettering not to exceed 3-1/4" inches in height, indicating name, hours of business, emergency telephone number.
2. Except as provided herein, or as approved by the Mountain View Plaza Sign Committee and the building leasing agents, no special seasonal displays, advertising placards, banners, pennants, names, insignias, trademarks, or other descriptive material shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of buildings.
3. Each tenant who has a non-customer door for receiving merchandise may have uniformly applied on said door in location as directed by the Mountain View Plaza Sign Committee in 2" high block letters, the tenant's name and address. Where more than one tenant uses the same door, each name and address shall be applied. Color of numbers will be as selected by the owner's representative.
4. Tenant shall install on his storefront the building number of his space in the exact location stipulated by the owner's representative. Size, type and color of numbers shall be as stipulated by Mountain View Plaza Sign Committee.

SIGN MAINTENANCE REPAIR, REMOVAL OR NON CONFORMANCE

All signs shall be properly maintained at all times as originally approved. The Mountain View Plaza Sign Committee shall have the authority to order the painting, repair or removal of a sign by reason of inadequate maintenance or abandonment. Notification of corrective measures shall be by certified mail from the Mountain View Plaza Sign Committee. If, within fifteen days, the maintenance suggestions, or removal request, are not complied with, or replied to with alternative measures, the Mountain View Plaza Sign Committee may order the sign removed at the Owner's expense.

typo

AMMENDMENT

This code may be amended upon review and approval by; Mountain View Plaza Sign Committee, County Planning Department and the Summit County Sign Review Commission.

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ADOPTION

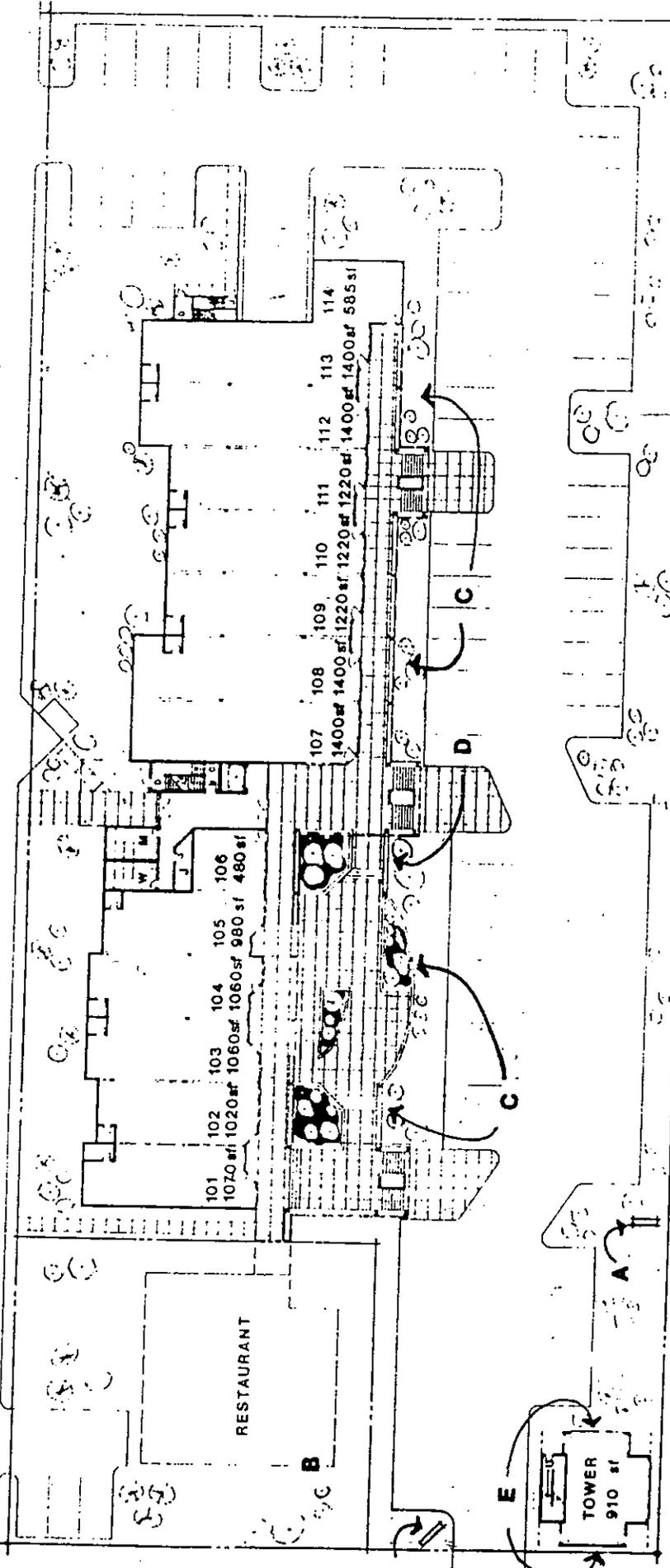
The Summit County Sign Review Commission hereby approves the amended Mountain View Plaza Sign Code. Mountain View Plaza Sign Committee to regulate signage a defined in the Mountain View Sign Code.

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Date

Chairperson  
Summit County Sign Review  
Commission

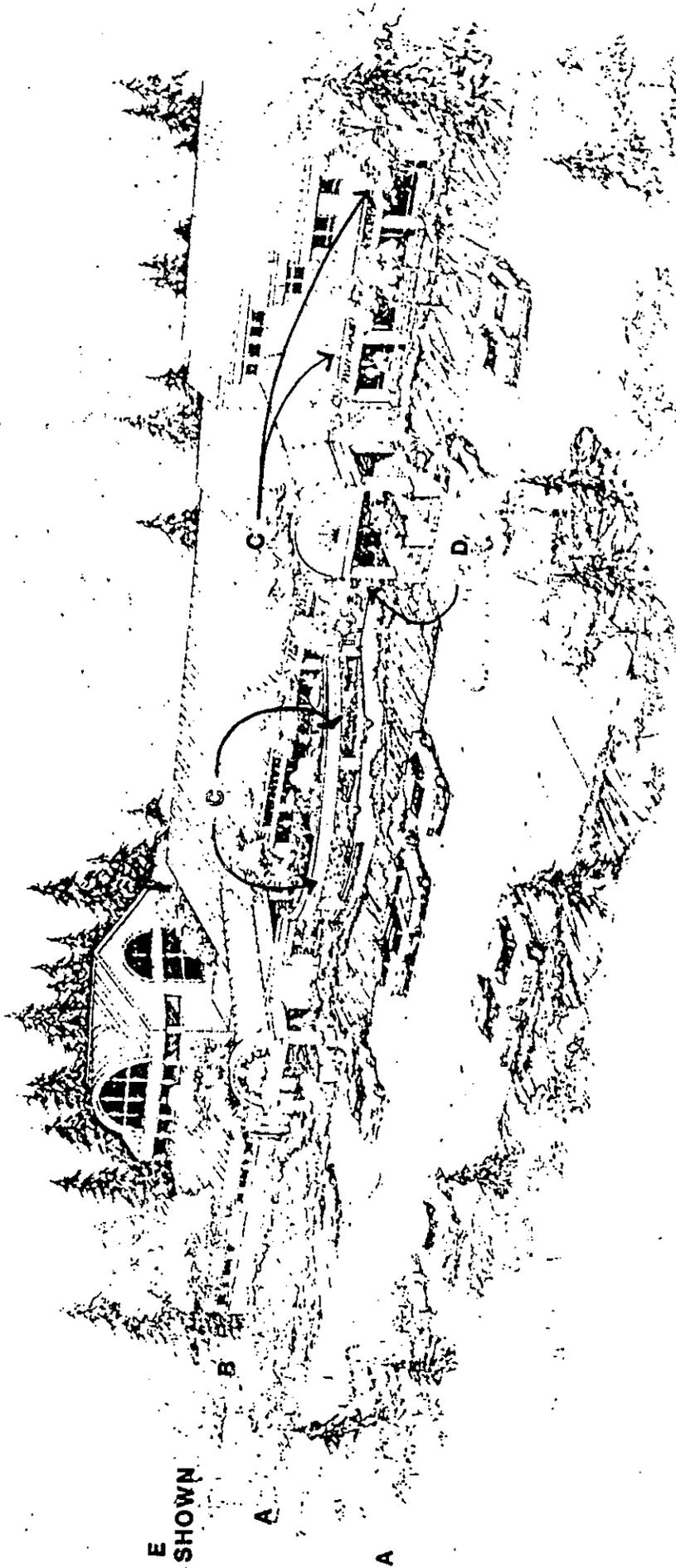
HANSEN ROAD



- A. PRIMARY PROJECT SIGN
- B. SPECIAL TENANT SIGNAGE
- C. COMMERCIAL SIGNAGE
- D. OFFICE SIGNAGE
- E. TOWER SIGNAGE

US HWY 6 INFORMATION SIGNAGE NOT SHOWN

# MOUNTAIN VIEW PLAZA



E  
NOT SHOWN

A

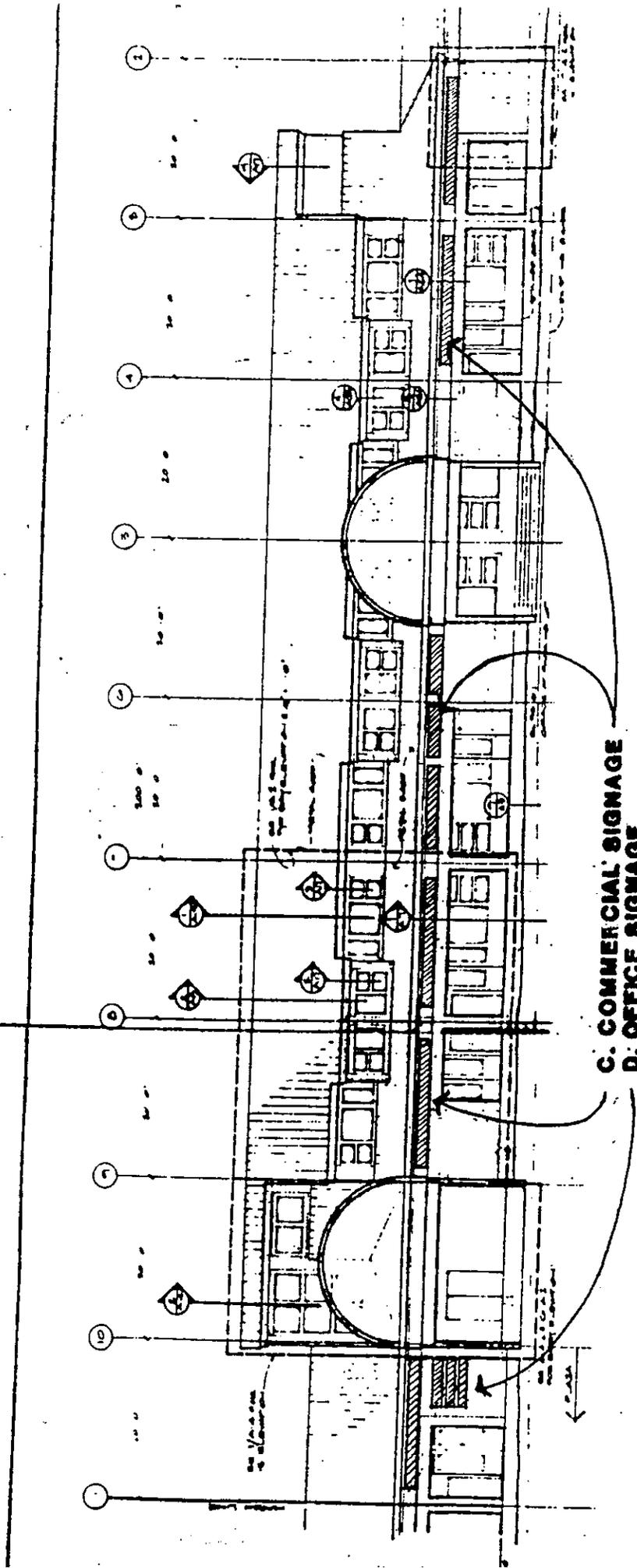
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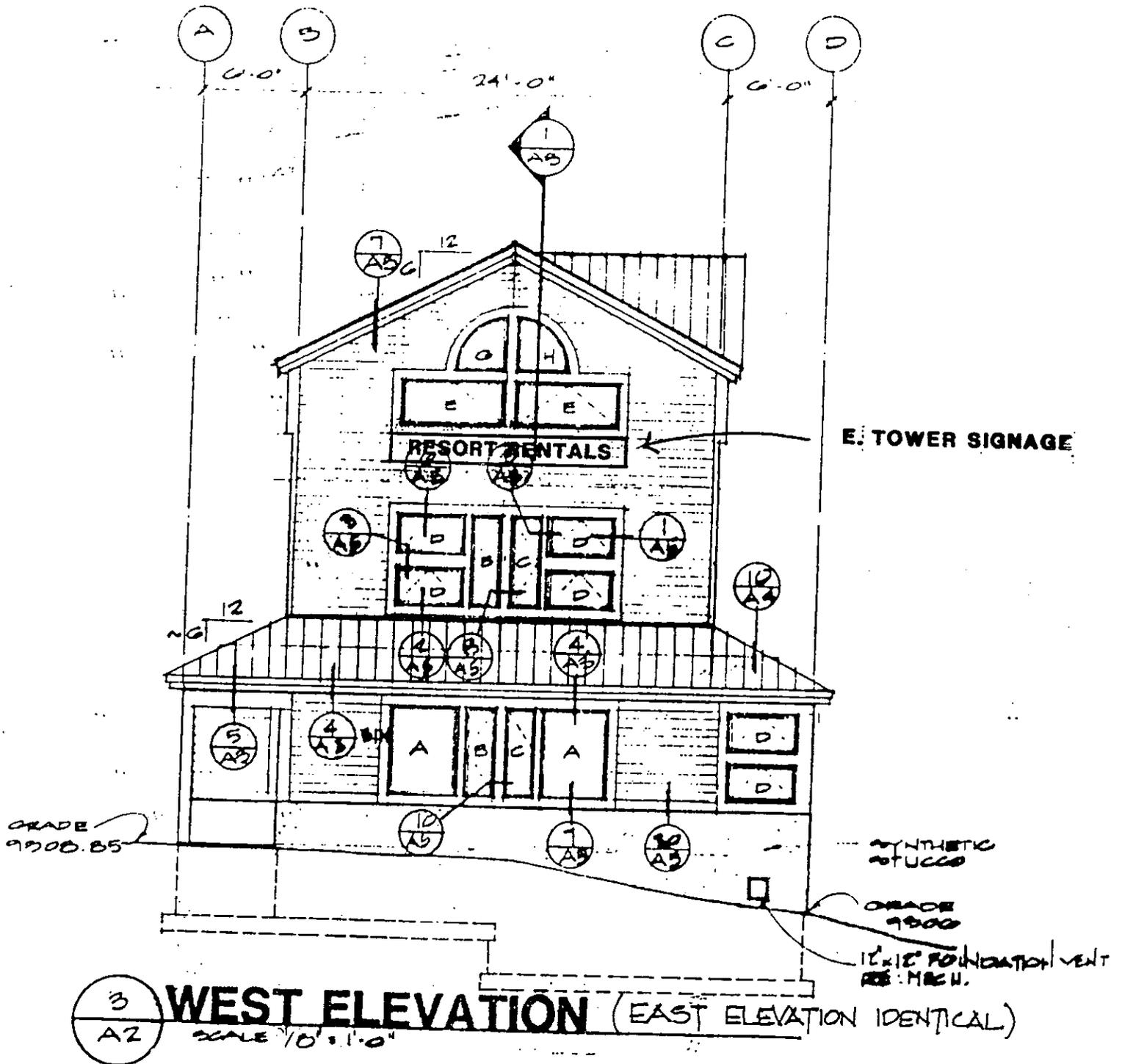
B

C

D

MOUNTAIN VIEW PLAZA







# W I T T E R   A R C H I T E C T S

A PROFESSIONAL CORPORATION   POST OFFICE BOX 4786   KEYSTONE, COLORADO 80435   303 468 2277

## B.   Sign Categories

### 1.   Principal Project Signage

**Purpose:**   The principal project sign is the main identification signage for the project.  
Secondary signage is incorporated with the principal sign, see below

**Size:**   118 Square Feet maximum.

**Number:**   One double faced sign.

**Location:** Perpendicular to south property line, east of the Tower building.

**Approval:**   July 1986

#### a.   Changeable panel tenant information sign at principal project sign.

**Purpose:**   A double sided changeable panel sign is to be installed immediately below the Principal project sign to provide identification of the events and tenant services that are available at the Plaza. Special event signage will be permitted. Use of the sign shall be available to all tenants. The tenant association shall control useage.

**Size:**   A two sided 40 square foot backlite sign in a background field of 50 square feet maximum. (lighting of 30 watts per sq. ft. maximum)

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Copy: The copy shall be in white, black or yellow letters on the standard dark green background of the plaza. Maximum letter heights is 11 inches.

Review: The tenant association shall submit to the Mountain View Plaza sign committee and the Planning Staff a list of all proposed copy prior to its use.

Approval: This was approved by temporary permit which will expire April 16, 1987.

## 2. Project Informational Signage

Purpose: This signage is intended to provide essential vehicular and pedestrian direction and control. All signage is to be of the same graphic gender.

Size: 4 Square Feet maximum

Number: As established by the Mountain View Plaza Sign Committee.

Design Review: The basic graphic package for these signs will be reviewed by the Mountain View Plaza Sign Committee and submitted to the County Sign Commission for review and approval. Individual signs do not need to be reviewed, unless they are a significant departure from the basic package. The Mountain View Plaza Sign Committee shall coordinate these signs and shall provide the Planning Staff a list of signs installed.

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3. Major Tenant Signage

Purpose: This signage is intended for the Commercial Development within Tract A. It is recognized that this property is intended to have a commercial development that is a major generator of business, such as a restaurant.

Size: 65 Square Feet to include the tenant sign and project identification logo (if retained)

Number: One (double face is allowable)

Design

Review: By Mountain View Plaza Sign Committee Planning Staff and Summit County Sign Commission.

Approval: July 8, 1986 See item 1 above.

4. Tenant Signage

Purpose: To establish sign standards to insure a coordinated and proportional exposure for all Tenants.

Signage: Per the attached Tenant Sign Criteria

Design

Review: By Mountain View Plaza Sign Committee and Planning Staff.

5. Tenant Information Signage

Purpose: The purpose of this signage is to provide supplemental informational signage as may be deemed necessary by the Mountain View Plaza Sign

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Committee. This would include such signage as: Tenant Directional Signage, Exterior Building Directions, Property Management and Leasing.

Size: Per the Outdoor Advertising Regulation Limitations. Maximum Size is 4 square feet.

Number: Per the Outdoor Advertising Regulation Limitations. Allowed by Special Use Permit only.

Review: By the Mountain View Plaza Sign Committee and Planning Staff.

6. Additional Signage and Exclusions

The above categories define the principal signage proposed for the project. These categories are not intended to restrict signage that has not been defined. Signage that may be appropriate and permitted in the Outdoor Advertising Regulations may be proposed in the future.

The additional signs shall be reviewed by the Mountain View Plaza Sign Committee and the Planning Staff and Sign Review Commission, if necessary.

Signage as required by the State or County authorities, municipal districts and utilities are exempt from this code.

September 3, 1986

Mountain View Plaza

Addendum to Tenant Sign Criteria

Item 6. Changeable tenant informational signage at principal project sign. Every tenant is eligible for inclusion in the changeable tenant information sign at the principal project sign. The tenant association shall be responsible for establishing a rotation basis and shall maintain a current list of approved signage with the Planning Office.

Each tenant shall be responsible for the design, review, construction and maintenance of their sign panels.

Signs are to be white or yellow letters on the dark green background. Lettering shall have a maximum height of 11 inches.

Sign copy may identify tenant services and special events but may not advertise prices. All copy must be approved by the Summit County Sign Commission or their staff.