

# Port Covington

SPARK INSPIRATION.  
IGNITE POTENTIAL.

  
**SAGAMORE**  
DEVELOPMENT



**PORT COVINGTON AREA OF SPECIAL SIGN CONTROL  
PRESENTATION TO THE URBAN DESIGN & ARCHITECTURE  
REVIEW PANEL**

**JUNE 8, 2017**



# Port Covington

## **PRIOR ACTIONS**

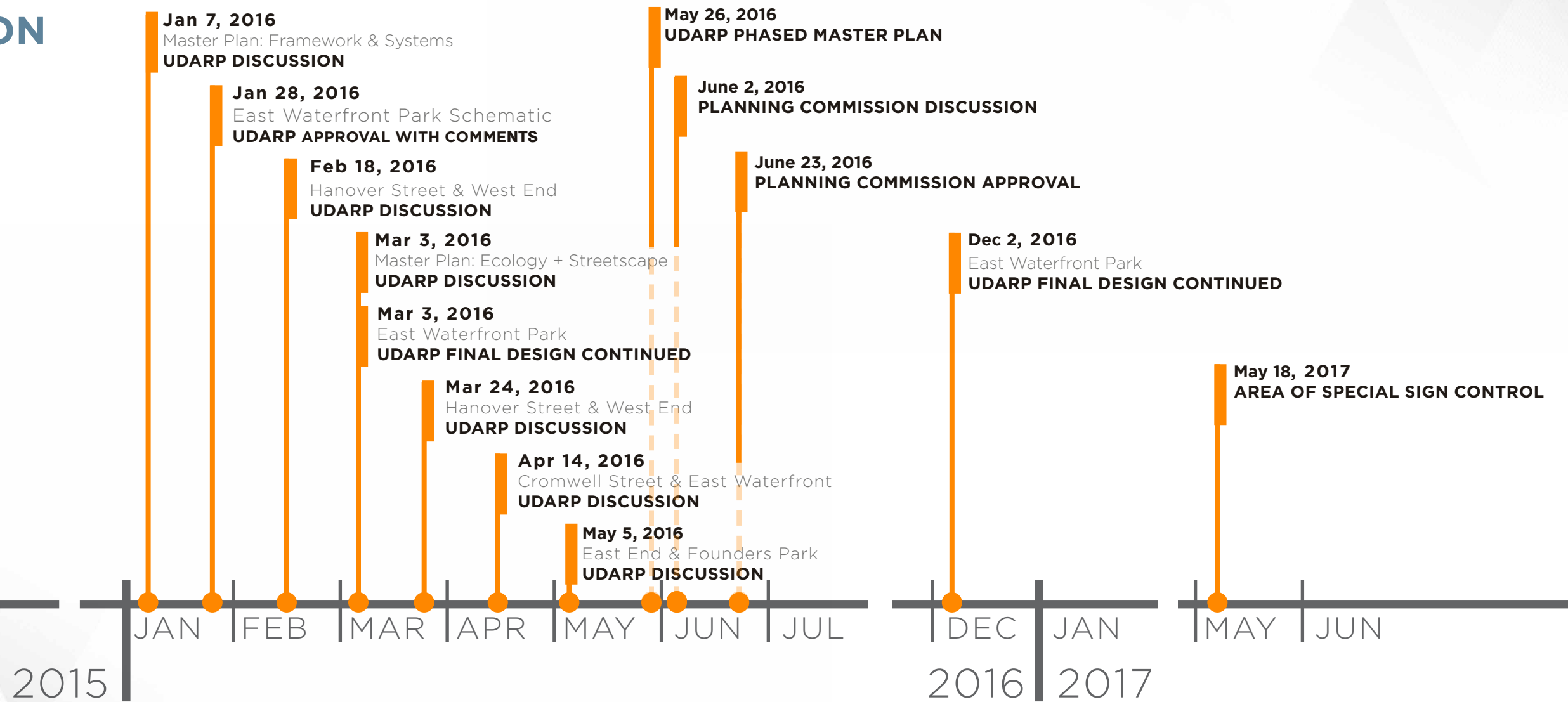
Caroline Paff

SAGAMORE DEVELOPMENT COMPANY  
Vice President



# PRIOR ACTIONS

## PORT COVINGTON MASTER PLAN



# UDARP COMMENTS

**1. CREATE AN OVERARCHING STRATEGY FOR USING SIGN TYPES AND OTHER FACTORS TO REGULATE AND GUIDE IMPLEMENTATION OF THE PLAN**

**2. DEVELOP DEFINITIVE STRATEGY FOR THE USE OF DESIGN INTEGRATED GRAPHICS WITH RESPECT TO DISTRICT CHARACTER, SAFETY, SIZE, LOCATION AND TIME OF DAY**

**3. IDENTIFY PRECEDENTS APPROPRIATE FOR THE PLAN AND DISTRICTS**





## **TRAFFIC SAFETY**

Michael Tantala, PE

TANTALA ASSOCIATES, LLC  
ENGINEERS AND ARCHITECTS  
Principal



# TRAFFIC SAFETY

## MICHAEL TANTALA, P.E.

### TANTALA ASSOCIATES, LLC, ENGINEERS & ARCHITECTS

- Licensed Professional Engineer by the State of Maryland
- Expert in Traffic Safety and its relationship to signage
- Published several studies on traffic & signage in several states

## OVERVIEW

### SCOPE

- Inform the design and comprehensive signage plan
- Study these issues
- Recommend controls for signs



## STANDARDS AND STUDIES

- **FHWA – GUIDANCE MEMORANDUM TO STATES, MUTCD**
- **HUMAN FACTORS STUDIES – FHWA (CEVMS STUDY)  
VTTI STUDIES (2-SEC GLANCE THRESHOLD)**
- **TRAFFIC STUDIES – TANTALA, TEXAS A&M, USSC**
- **BRIGHTNESS – OAAA, LEWIN STUDY**
- **INDUSTRY STANDARDS – OAAA, ISA, USSC**







U.S. Department  
of Transportation  
**Federal Highway  
Administration**

## Memorandum

Subject: **INFORMATION:** Guidance on  
Off-Premise Changeable Message Signs

Date: September 25, 2007

Based upon contacts with all Divisions, we have identified certain ranges of acceptability that have been adopted in those States that do allow CEVMS that will be useful in reviewing State proposals on this topic. Available information indicates that State regulations, policy and procedures that have been approved by Divisions to date, contain some or all of the following standards:

- **Duration** of Message
  - Duration of each display is generally between 4 and 10 seconds – 8 seconds is recommended.
- **Transition** Time
  - Transition between messages is generally between 1 and 4 seconds – 1-2 seconds is recommended.
- **Brightness**
  - Adjust brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public.
- **Spacing**
  - Spacing between such signs not less than minimum spacing requirements for signs under the FSA, or greater if determined appropriate to ensure the safety of the motoring public.
- **Locations**
  - Locations where allowed for signs under the FSA except such locations where determined inappropriate to ensure safety of the motoring public.



# TRAFFIC SAFETY

## FEDERAL HIGHWAY ADMINISTRATION

“Driver Visual Behavior in the Presence of Commercial Electronic Variable Message Signs (CEVMS).” U.S Department of Transportation, 2012.

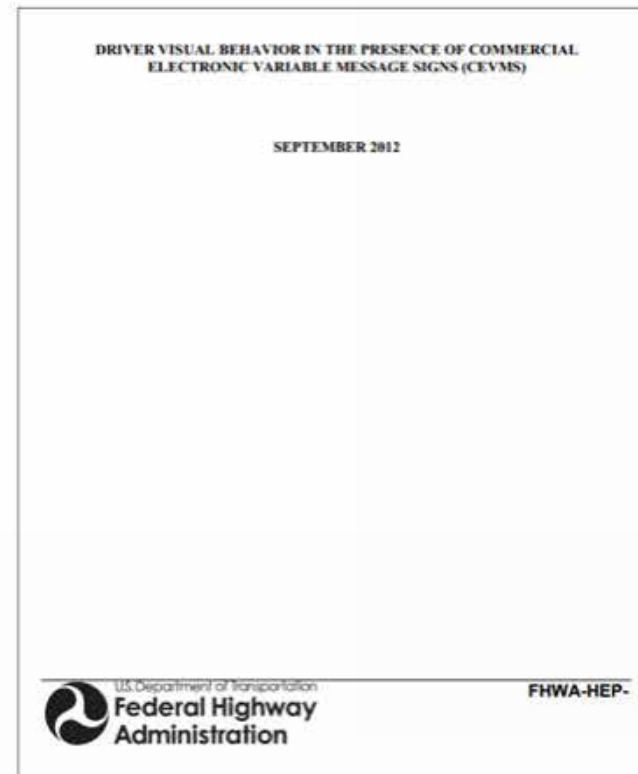


Figure 1. Eye tracking system camera placement.



Figure 20. Heat map for the start of a DCZ for a standard billboard in the daytime on a freeway.



Figure 21. Heat map near the middle of a DCZ for a standard billboard in the daytime on a freeway.

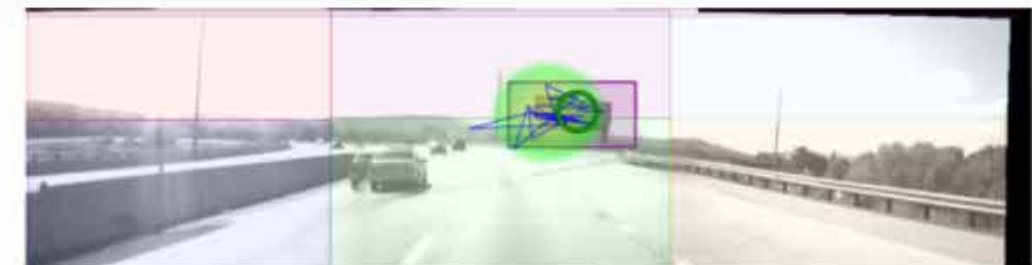


Figure 22. Heat map near the end of DCZ for standard billboard in the daytime on a freeway.

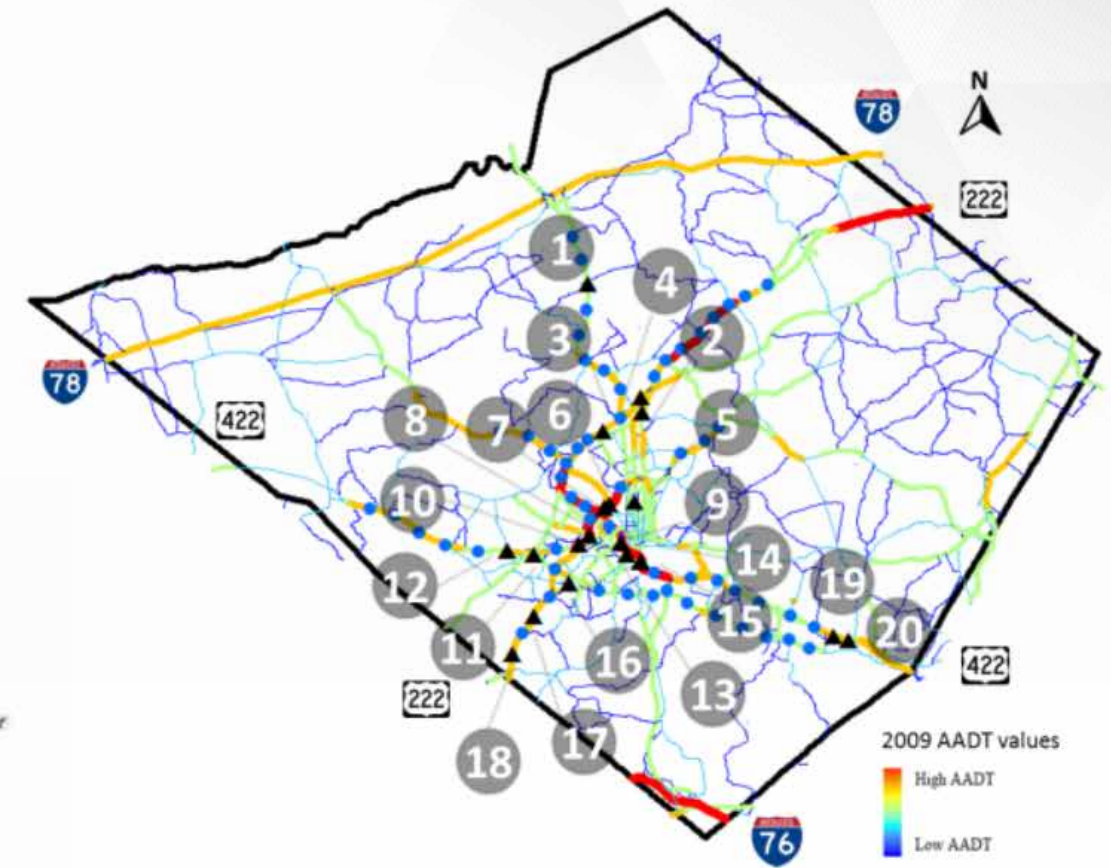
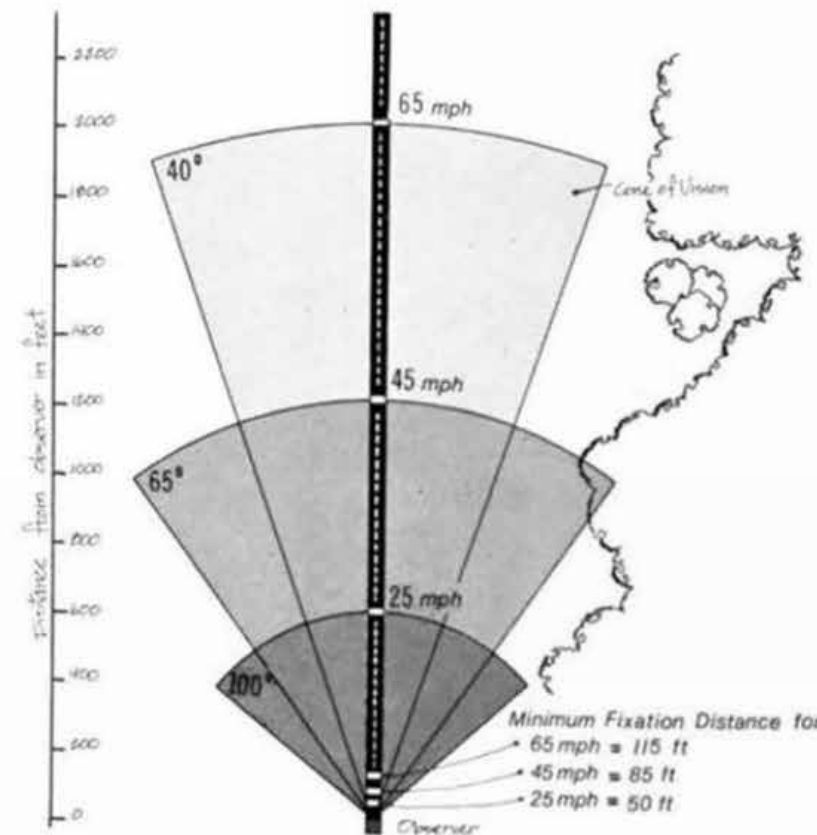


Figure 23. Heat map at the end of DCZ for standard billboard in the daytime on a freeway.

# TRAFFIC SAFETY

“An Examination of the Relationship between Signs and Traffic Safety”, Transportation Research Board (TRB) of the National Academies, 2005

“An Examination of the Relationship between Digital Billboards and Traffic Safety in Reading, Pennsylvania Using Empirical Bayes Analysis”, Institute of Transportation Engineers (ITE) Technical Conference, 2011



## CONSIDERATIONS AND CONTROLS

- DESIGN AND ANALYSIS ARE SPECIFIC TO EACH SIGN
- TRAFFIC ENGINEERING PARAMETERS:
  - TRAVEL TIMES, DISTANCES, SPEEDS AND LANE GEOMETRY
  - VIEWING ANGLES (CONE OF VISION), LINES-OF-SIGHT
  - CONSIDERATION OF FUTURE I-95 INFRASTRUCTURE IMPROVEMENTS
- HUMAN FACTORS GLANCE TIMES MEASURED FOR BELOW 2-SEC THRESHOLD
- COMPARABLE SIGNS AND ROUTES IN OTHER CITIES



## CONSIDERATIONS AND CONTROLS

- **CONTROLS**
  - **REGULATED ANIMATION**
  - **SET DWELL TIMES, TRANSITION TIMES, OPERATING HOURS**
  - **CONTROLLED ILLUMINATION (PHOTOCELL RELATIVE TO AMBIENT LIGHT)**
  - **SYNCHRONIZATION**
  - **SIZE, HEIGHT, SPACING**
  - **RESTRICTED TO CERTAIN ZONES/DISTRICTS/GATEWAYS**





**COMPREHENSIVE SIGN PLAN**

Ronnie Younts  
YOUNTS DESIGN INC.  
Principal



# OVERVIEW

## REVISED DISTRICTS

- INTRODUCE GATEWAYS

## PRECEDENTS BY DISTRICT

## VERTICAL ZONES DIAGRAM

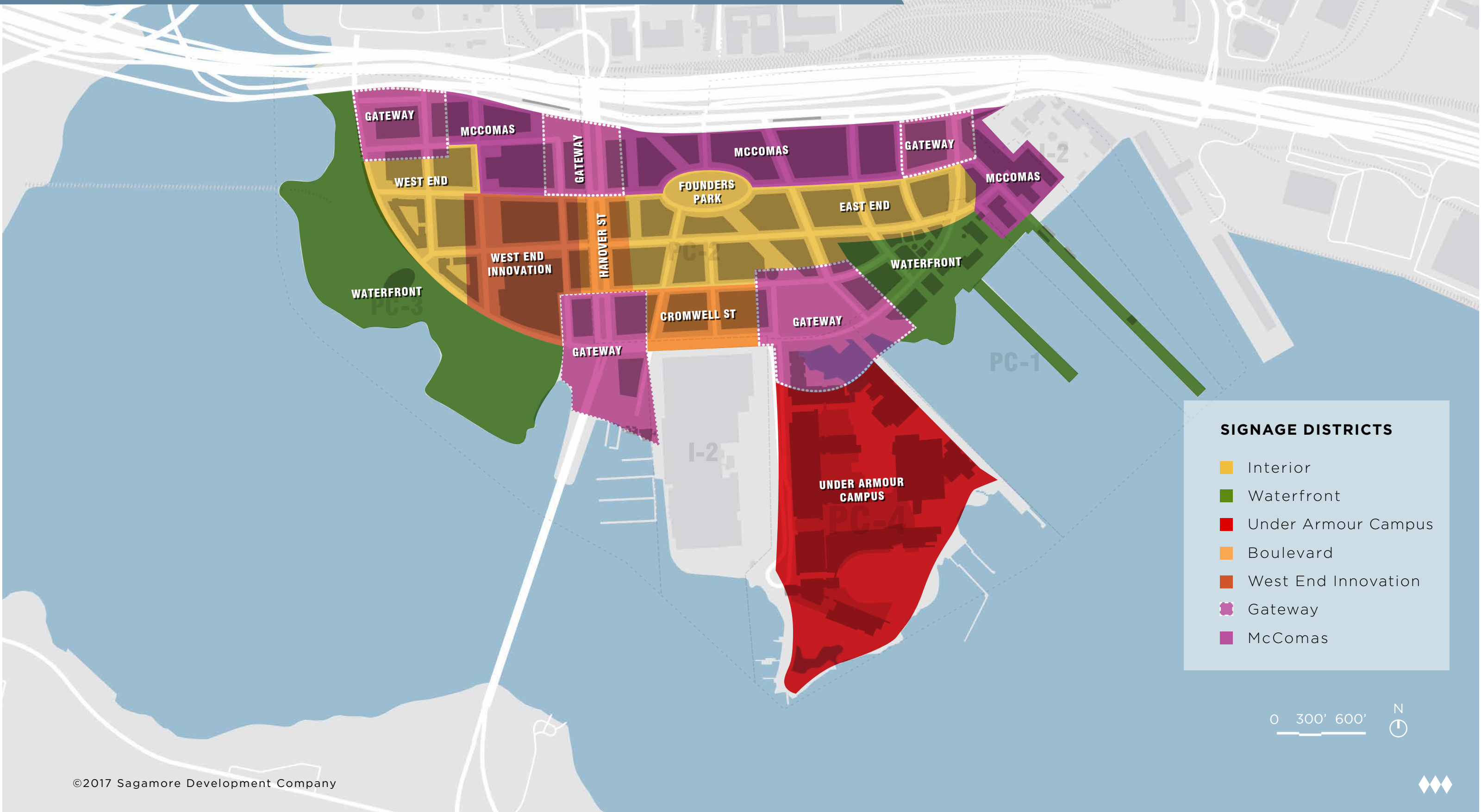
## MATRIX REGULATING FACTORS

## REVISED MATRICES

## MASSING MODELS



# SIGNAGE DISTRICTS



- SIGNAGE DISTRICTS**
- Interior
  - Waterfront
  - Under Armour Campus
  - Boulevard
  - West End Innovation
  - Gateway
  - McComas

0 300' 600' N





# INTERIOR SIGNAGE DISTRICT

Mixed use with residential/office with smaller retail on ground floor.

- Relaxed atmosphere
- Soft lighting
- Pedestrian and seating areas
- Commercial zone



# WATERFRONT SIGNAGE DISTRICT

Mixed use with residential/office with smaller retail on ground floor.

- Softer lighting
- External/halo signage lighting
- Authentic materials
- Organic - built over time
- Multiple sizes of graphics
- Potted plants
- Non-illuminated wayfinding
- Cafes/seating areas



# UNDER ARMOUR CAMPUS DISTRICT

Campus based signage system.

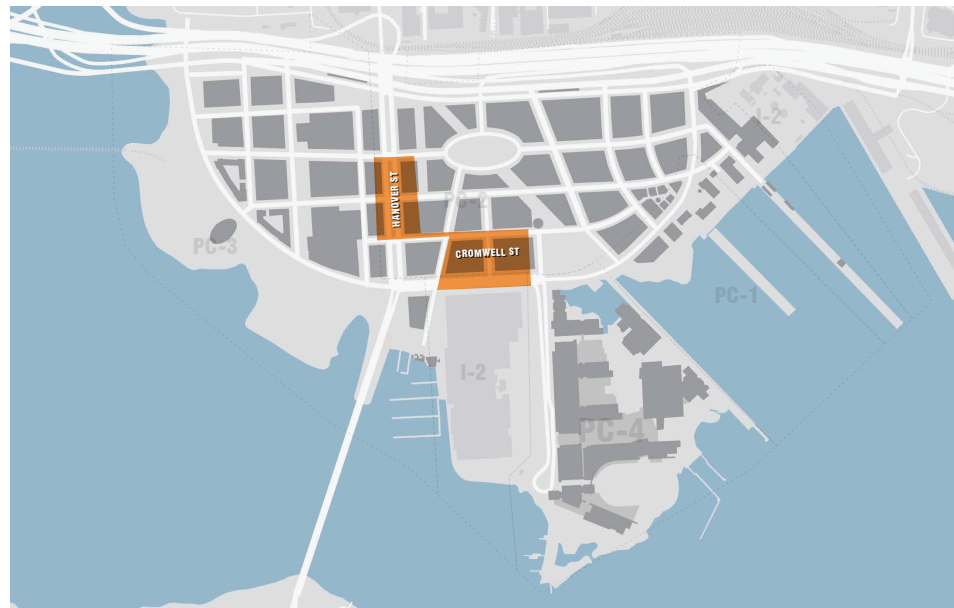
- Authentic materials and design
- Low and ground based wayfinding
- Health and fitness oriented
- Building signage plays off exciting brand



# BOULEVARD SIGNAGE DISTRICT

Transportation corridors through the project and into other parts of Baltimore City.

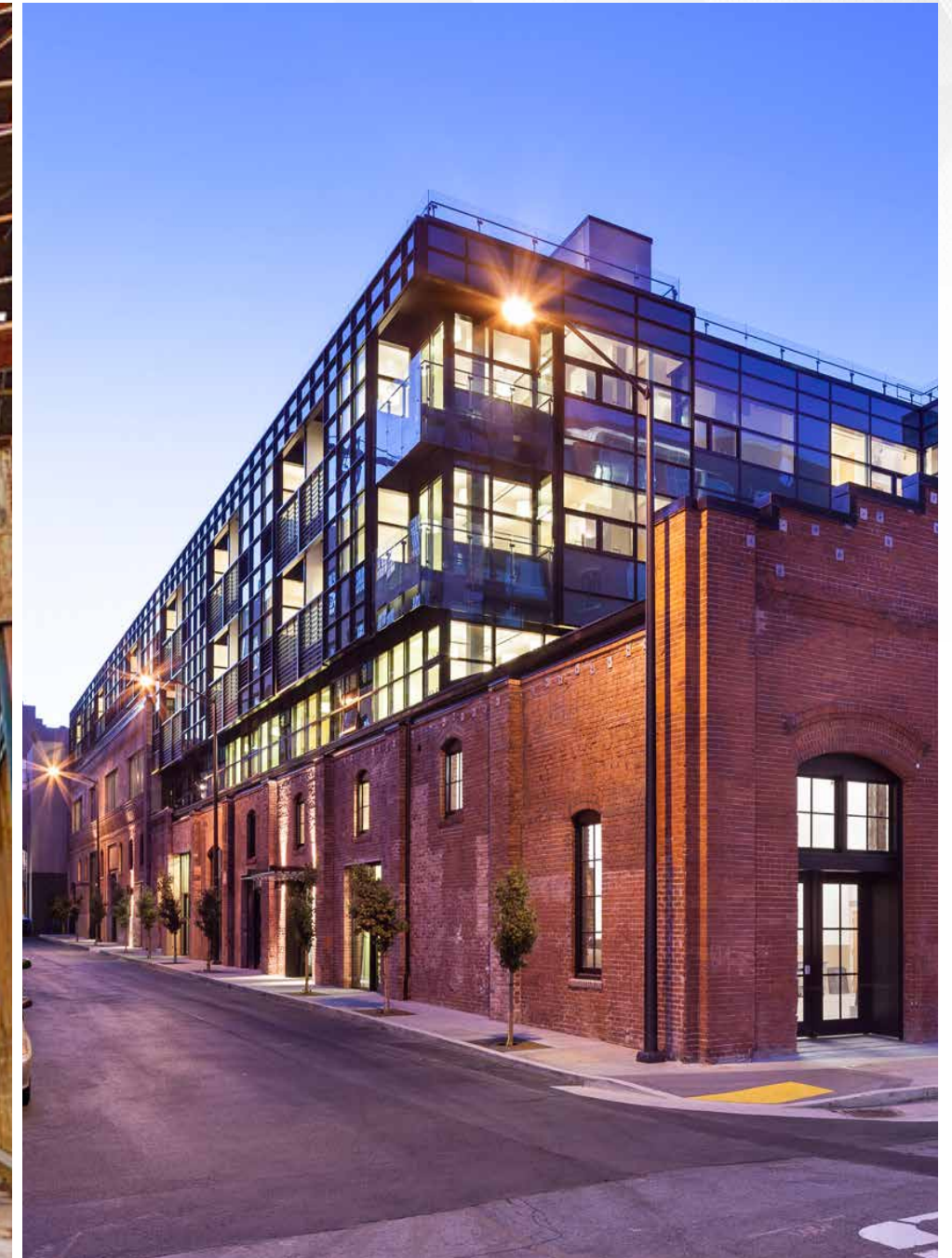
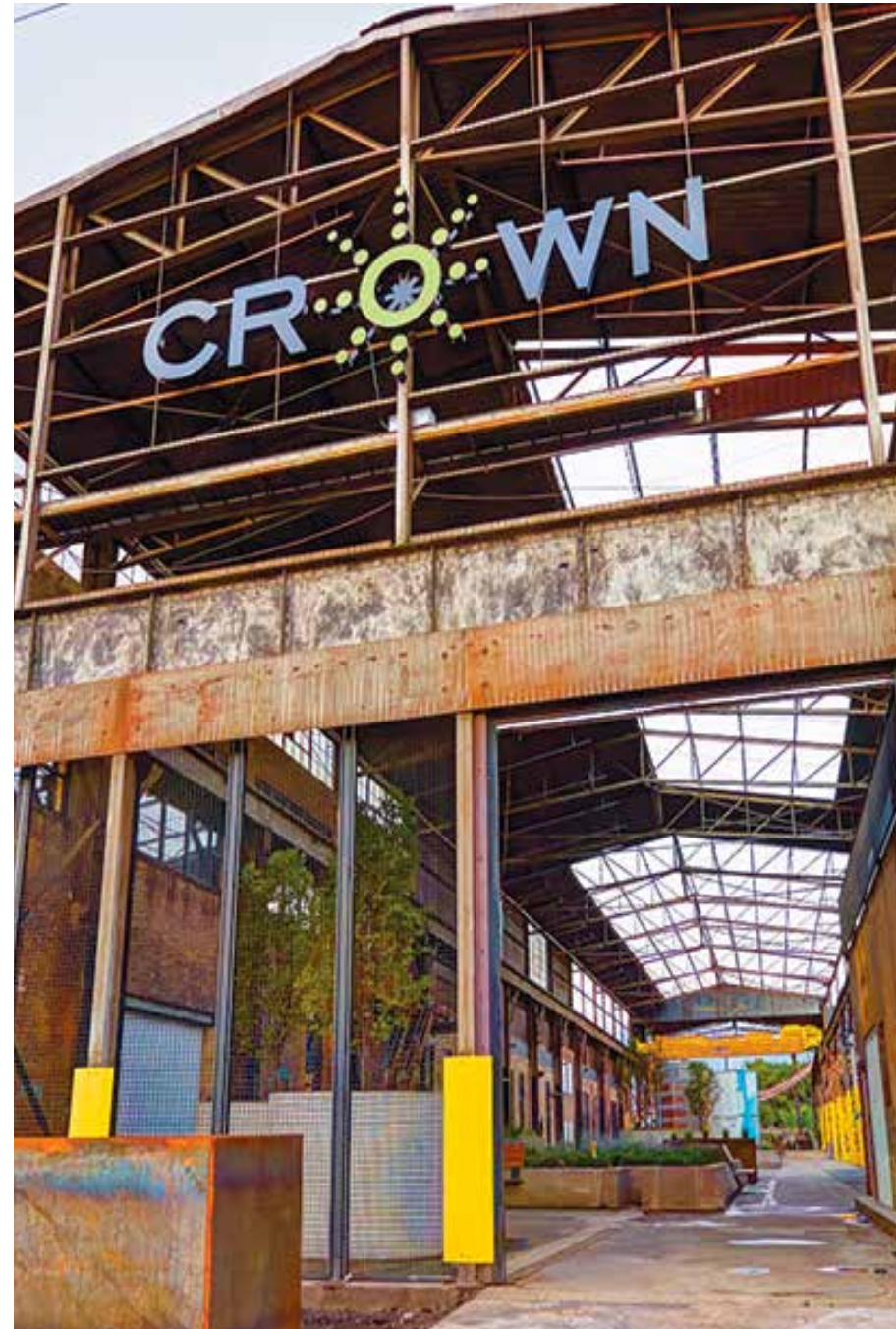
- Vehicular scaled
- Multiple modes of transportation
- Architectural lighting
- Sculptural elements
- Tenant pylons
- Illuminated wayfinding



# WEST END INNOVATION SIGNAGE DISTRICT

Convergence of technology, fabrication, and living.

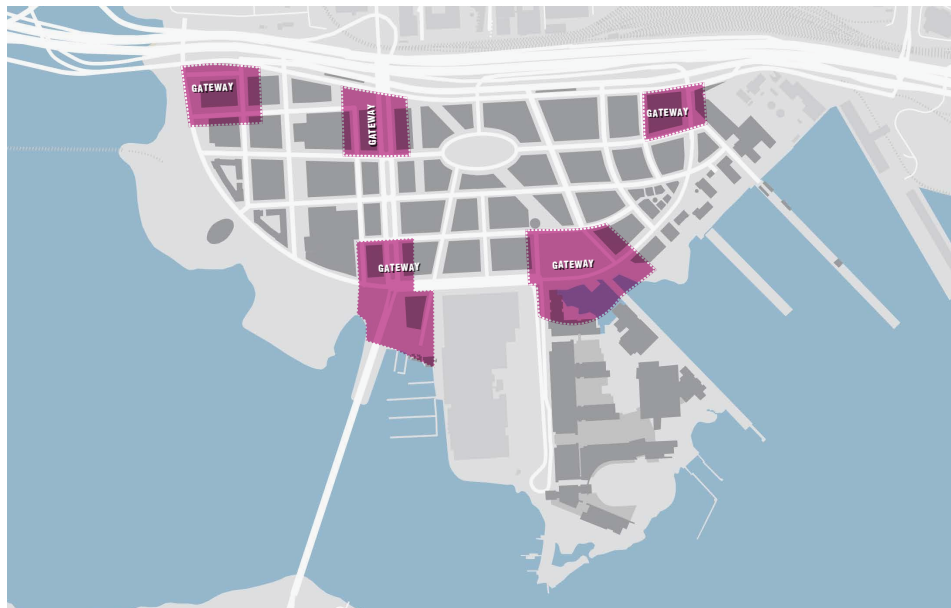
- Mixture of old and new
- Lower storefronts
- Eclectic signage
- Sculptural elements
- Weathered materials



# GATEWAY SIGNAGE DISTRICT

Gateways into Port Covington.

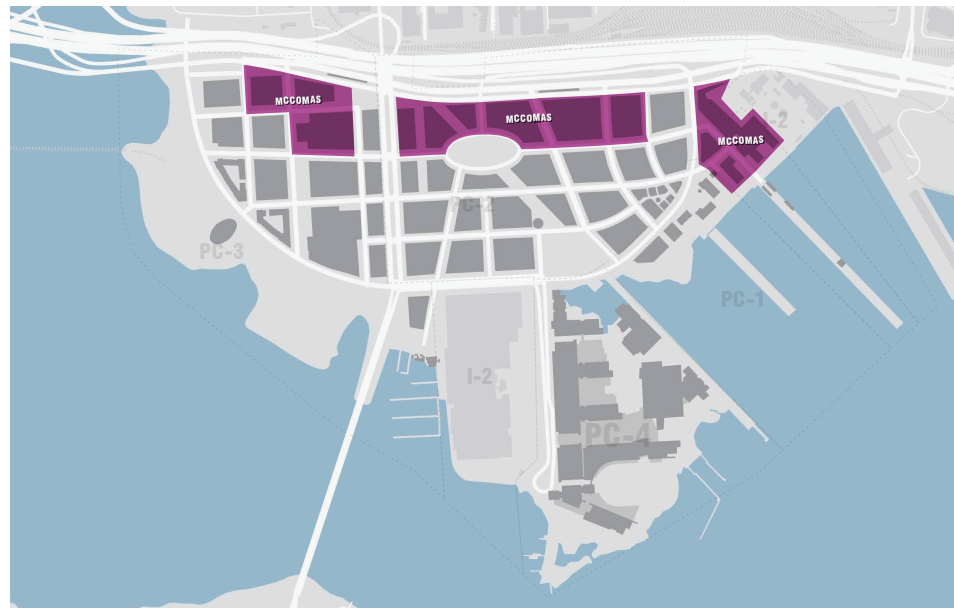
- Highly lit
- Sculptural elements
- Light as energy
- Wide streets
- Larger storefronts
- Anchor tenants



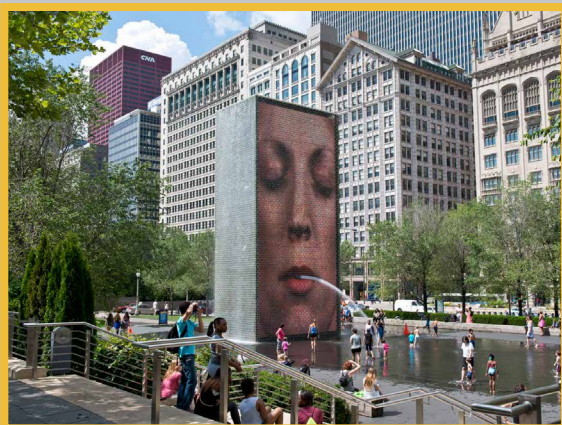
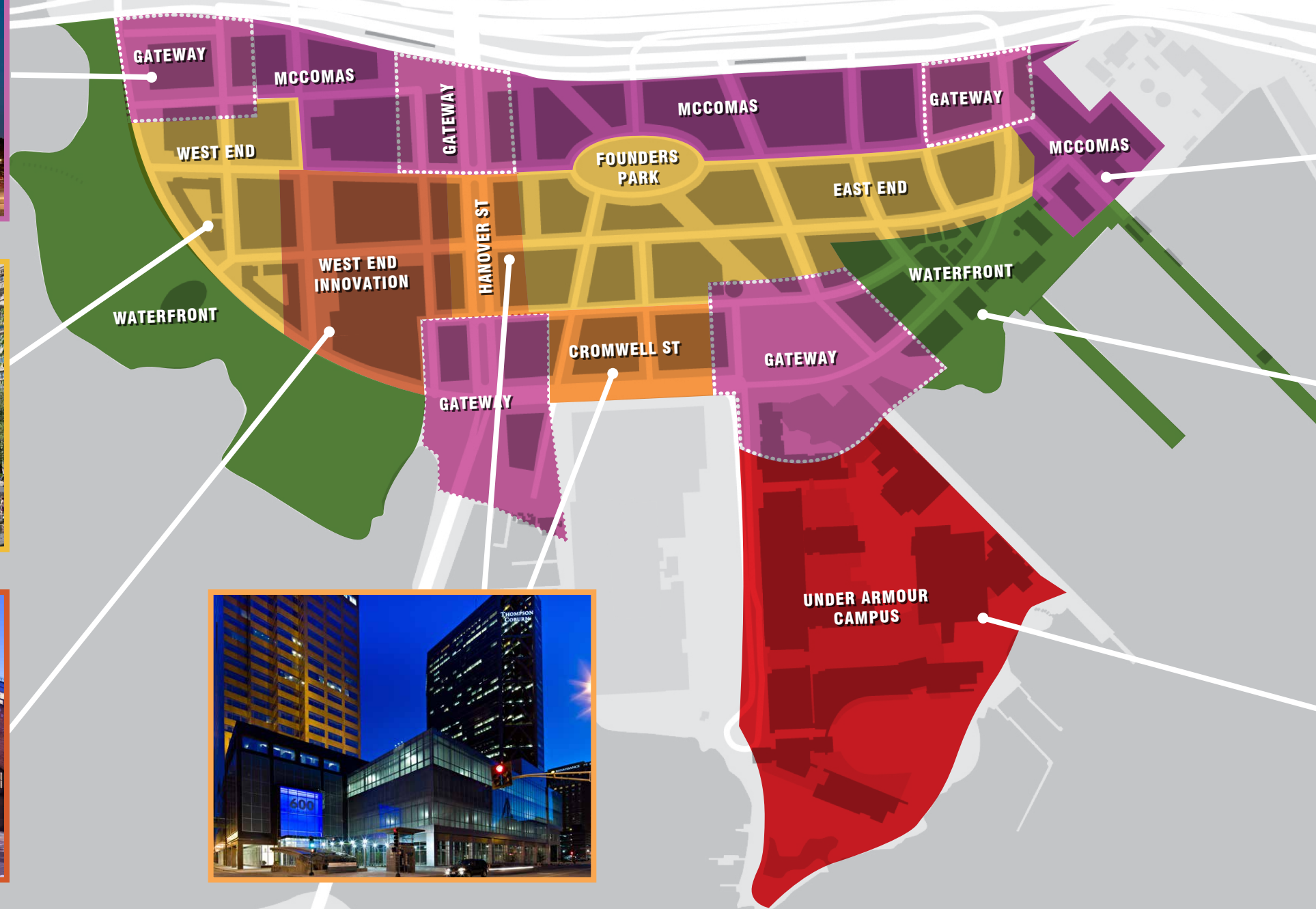
# MCCOMAS SIGNAGE DISTRICT

Defines edge of Port Covington.

- Large-scale graphics
- Vibrant nightlife
- Highly lit
- Light as energy
- Repetition as a design element



# SIGNAGE DISTRICTS



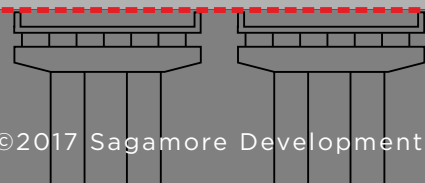


# SIGNAGE ZONES

**ZONE C**  
Above 200'

**ZONE B**  
40'- 200'

**ZONE A**  
Below 40'



# MATRICES COMPARISON

## BY RIGHT SIGNAGE GLOSSARY - PROJECT

DISTRICT		FREESTANDING PROJECT IDENTITY	BUS STOP AND SMALL GRAPHIC DISPLAYS	POLE MOUNTED WAYFINDING (VEHICULAR AND PEDESTRIAN)	EVENT & PROMOTIONAL SPONSORED WAYFINDING	EVENT & PROMOTIONAL SPONSORED WAYFINDING VEHICULAR PYLON	BIKE PATH AND TRAIL WAYFINDING	DIRECTORY	INFORMATIVE / INTERACTIVE SMALL DESIGN INTEGRATED GRAPHICS	INSET STREET NAMES	CUSTOM TREE GRATES AND MANHOLE COVERS	EDUCATIONAL / INTERPRETIVE
INTERIOR	Density Maximum:	One (1) per each side of the building.	Two (2) per bus stop/ Four (4) per block.	No Limit	No Limit	One (1) per block	No Limit	No Limit	Two (2) per block	No Limit	X	X
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	3 Sq. Ft. Max.	X	X
	Location Notes:	10' setback from street	Located on Sidewalks	Located at intersections & midblock	Located midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	Located at intersections	X	X
	Illumination:	Internal	Internal	None	Internal	Internal	None	None	Internal	None	X	X
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X	X
Max. Height:	20'	8'	20'	12'	20'	5'	12'	12'	N/A	X	X	

## BY RIGHT SIGNAGE MATRIX - TENANT

DISTRICT		BUILDING ID	BUILDING ID MARQUEE	TENANT ID	BUILDING ENTRANCE ID	PARKING ENTRANCE ID AND PARKING BLADE ID	TENANT WINDOW GRAPHICS	WATER TAXI IDENTITY / KIOSK	LEASING BANNER	CONSTRUCTION BARRICADE GRAPHICS	PAINTED MURAL
INTERIOR	Density Maximum:	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	X	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	Max. Area Per Sign:	350 Sq. Ft. Max. per Sign	150 Sq. Ft. Max. per Sign	50 Sq. Ft. Max. Total	10 Sq. Ft. Max. per Sign	25 Sq. Ft. Max. per Sign	50 Sq. Ft. Max.	X	150 Sq. Ft. Max. per Sign	No Limit	1000 Sq. Ft. Max. per Sign
	Location Notes:	Located within 10' of top of building	Minimum 20' off ground	Minimum 8' off ground	Minimum 10' off ground	Minimum 10' off ground	Located on storefront windows.	X	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	Illumination:	Internal	Internal	Internal or External	Internal or External	Internal	None	X	None	None	None
	Signage Zone:	Zones A, B, & C	Zone A	Zone A	Zone A	Zone A	Zone A	X	Zones A & B	Zone A	Zone A
Max. Height:	Below Parapet	40'	20'	15'	20'	12'	X	60'	15'	40'	

## DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT		DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (FREESTANDING)	BUILDING EXTERIOR DESIGN INTEGRATED GRAPHICS	GATEWAY MARKER WITH DESIGN INTEGRATED GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		ICONIC LOGO SIGNAGE	EVENT SPACE DESIGN INTEGRATED GRAPHICS	INTERIOR DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)
							LED DESIGN INTEGRATED GRAPHIC	BUILDING IDENTITY SIGNAGE			
INTERIOR	Density Maximum:	One (1) per facade	X	X	X	X	X	X	One (1) per building	One (1) per event space	Eight (8) per district
	Max. Area Per Sign:	800 Sq. Ft. Max.	X	X	X	X	X	X	500 Sq. Ft.	800 Sq. Ft.	3 @ 1200 Sq. Ft. Max. 5 @ 15,000 Sq. Ft. Max.
	Location Notes:	Graphic can wrap building corner	X	X	X	X	X	X	Above parapet	Located in park space	On 4 contiguous blocks of non-residential
	Illumination:	Internal	X	X	X	X	X	X	Internal or External	Internal	Internal
	Signage Zone:	Zone A	X	X	X	X	X	X	Zone A	Zone A	Zone A
	Max. Height:	30'	X	X	X	X	X	X	20'	20'	40'
Operating Limitations	X	X	X	X	X	X	X	X	X	Off by 10pm when facing residential	



# BY RIGHT PROJECT SIGNAGE - MATRIX

DISTRICT		FREESTANDING PROJECT IDENTITY	BUS STOP AND SMALL GRAPHIC DISPLAYS	POLE MOUNTED WAYFINDING (VEHICULAR AND PEDESTRIAN)	EVENT & PROMOTIONAL SPONSORED WAYFINDING	EVENT & PROMOTIONAL SPONSORED WAYFINDING VEHICULAR PYLON	BIKE PATH AND TRAIL WAYFINDING	DIRECTORY	INFORMATIVE / INTERACTIVE SMALL DESIGN INTEGRATED GRAPHICS	INSET STREET NAMES	CUSTOM TREE GRATES AND MANHOLE COVERS	EDUCATIONAL / INTERPRETIVE
INTERIOR	Density Maximum:	One (1) per each side of the building.	Two (2) per bus stop/ Four (4) per block.	No Limit	No Limit	One (1) per block	No Limit	No Limit	Two (2) per block	No Limit	X	X
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	3 Sq. Ft. Max.	X	X
	Location Notes:	10' setback from street	Located on Sidewalks	Located at intersections & midblock	Located midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	Located at intersections	X	X
	Illumination:	Internal	Internal	None	Internal	Internal	None	None	Internal	None	X	X
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X	X
Max. Height:	20'	8'	20'	12'	20'	5'	12'	12'	N/A	X	X	
WATERFRONT	Density Maximum:	One (1) per each entrance into District	Two (2) per bus stop/ Four (4) per block.	Mounted to existing poles. Located as necessary.	No Limit	One (1) per block	No Limit	No Limit	Four (4) per block	Inset flush into pavement at corners	No Limit	X
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	3 Sq. Ft. Max.	3 Sq. Ft. Max.	X
	Location Notes:	10' setback from street	Located on Sidewalks	Located at intersections & midblock	Located at intersections & midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	Located at intersections	Located on pedestrian streets	X
	Illumination:	Internal	Internal	None	Internal	Internal	None	None	Internal	None	None	X
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X
Max. Height:	15'	8'	20'	12'	20'	5'	12'	12'	N/A	N/A	X	
UNDER ARMOUR CAMPUS	Density Maximum:	One (1) per each entrance into District	Two (2) per bus stop/ Four (4) per block.	No Limit	No Limit	One (1) per block	No Limit	No Limit	Four (4) per block	X	X	No Limit
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	X	X	3 Sq. Ft. Max.
	Location Notes:	5' setback from street	Located on Sidewalks	Located at intersections & midblock	Located midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	X	X	Located at parks and waterfront
	Illumination:	Internal	Internal	None	Internal	Internal	None	None	Internal	X	X	None
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X	X	Zone A
Max. Height:	20'	8'	20'	12'	20'	5'	12'	12'	X	X	2'	
BOULEVARD	Density Maximum:	One (1) per each entrance into District	Four (4) per bus stop/Four (4) per block.	Mounted to existing poles. Located as necessary.	No Limit	One (1) per block	No Limit	No Limit	Two (2) per block	X	X	X
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	X	X	X
	Location Notes:	10' setback from street	Located on Sidewalks	Located at intersections & midblock	Located midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	X	X	X
	Illumination:	Internal	Internal	None	Internal	Internal	None	None	Internal	X	X	X
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X	X	X
Max. Height:	20'	8'	20'	12'	20'	5'	12'	12'	X	X	X	
WEST END INNOVATION	Density Maximum:	One (1) per each entrance into District	Two (2) per bus stop/ Four (4) per block.	No Limit	No Limit	One (1) per block	No Limit	No Limit	Two (2) per block	X	X	No Limit
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	X	X	3 Sq. Ft. Max.
	Location Notes:	10' setback from street	Located on Sidewalks	Located at intersections & midblock	Located midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	X	X	Located at parks and waterfront
	Illumination:	Internal	Internal	None	Internal	Internal	None	None	Internal	X	X	None
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X	X	Zone A
Max. Height:	20'	8'	20'	12'	20'	5'	12'	12'	X	X	2'	
GATEWAY	Density Maximum:	One (1) per each entrance into District	Two (2) per bus stop/ Four (4) per block.	No Limit	No Limit	One (1) per block	No Limit	No Limit	Two (2) per block	X	X	No Limit
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	X	X	3 Sq. Ft. Max.
	Location Notes:	10' setback from street	Located on Sidewalks	Located at intersections & midblock	Located midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	X	X	Located at parks and waterfront
	Illumination:	Internal	Internal	None	Internal	Internal	None	None	Internal	X	X	None
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X	X	Zone A
Max. Height:	20'	8'	20'	12'	20'	5'	12'	12'	X	X	2'	
MCCOMAS	Density Maximum:	One (1) per each entrance into District	Six (6) per bus stop/ Twelve (12) per block	No Limit	No Limit	One (1) per block	No Limit	No Limit	Two (2) per block	X	X	X
	Max. Area Per Sign:	100 Sq. Ft. Max.	24 Sq. Ft. Max.	15 Sq. Ft. Max.	25 Sq. Ft. Max.	120 Sq. Ft. Max.	5 Sq. Ft. Max.	25 Sq. Ft. Max.	25 Sq. Ft. Max.	X	X	X
	Location Notes:	10' setback from street	Located on Sidewalks	Located at intersections & midblock	Located midblock	Located at primary intersections	Located at bike/trail intersections	Located throughout	Located on pedestrian routes	X	X	X
	Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal	X	X	X
	Signage Zone:	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	X	X	X
Max. Height:	20'	8'	20'	12'	20'	5'	12'	12'	X	X	X	



# BY RIGHT PROJECT SIGNAGE - GLOSSARY

## **FREESTANDING PROJECT IDENTITY**

Illuminated pylon identifying districts located at district perimeter.  
(No difference from zoning sign code.)

## **BUS STOP AND SMALL FORMAT GRAPHIC DISPLAYS**

Digital, illuminated, or non-illuminated revenue-generating graphic displays located at bus stops and key pedestrian points. 10"-14" interactive wayfinding tablets can be added to existing furniture.  
(No reference in zoning sign code.)

## **POLE MOUNTED WAYFINDING**

Vehicular - Mounted to existing light poles. Powder coated aluminum with vinyl messaging. Located mid-block.  
(No difference from zoning sign code.)

Pedestrian - Digital, illuminated, or non-illuminated, mounted to existing light poles or freestanding structures with project bracket. Sign panel to be powder coated aluminum with dimensional messaging. Located at pedestrian intersections.  
(No reference in zoning sign code.)

## **EVENT & PROMOTIONAL SPONSORED WAYFINDING**

Freestanding interactive sign cabinet with design integrated graphics.  
(Reference "Freestanding Sign" and "Electronic Display Screen" of the zoning sign code.)

## **EVENT & PROMOTIONAL SPONSORED WAYFINDING VEHICULAR PYLON**

Freestanding pylon with design integrated graphics.  
(No reference in zoning sign code.)

## **BIKE PATH AND TRAIL WAYFINDING**

Freestanding non-illuminated sign post with bike path directional information. Located at bike path, trail, and pedestrian intersections.  
(No difference from zoning sign code.)

## **DIRECTORY**

Illuminated, non-illuminated, or LCD. Freestanding or integrated into freestanding pedestrian wayfinding. Mounted with project bracket. Map to show anchor tenants, districts, parking, and transit information.  
(Reference "Freestanding Sign" and "Electronic Display Screen" of the zoning sign code.)

## **INFORMATIVE/ INTERACTIVE SMALL DESIGN INTEGRATED GRAPHICS**

Digital pylon displaying time and fitness information with interactive components. Located along high traffic running paths. Can also contain wayfinding and transit information.

(Reference "Freestanding Sign" and "Electronic Display Screen" of the zoning sign code.)

## **INSET STREET NAMES**

Cast metal displaying street names inset flush into concrete at intersection corners.  
(No reference in zoning sign code.)

## **CUSTOM TREE GRATES AND MANHOLE COVERS**

Cast or water jet cut metal located in high traffic pedestrian paths. (No reference in zoning sign code.)

## **EDUCATIONAL/ INTERPRETIVE**

Freestanding bent metal educational sign plaques. Non-illuminated. Located at significant biological and historical locations. (Reference "Freestanding Sign" of the zoning sign code.)



# BY RIGHT TENANT SIGNAGE - MATRIX

DISTRICT		BUILDING ID	BUILDING ID MARQUEE	TENANT ID	BUILDING ENTRANCE ID	PARKING ENTRANCE ID AND PARKING BLADE ID	TENANT WINDOW GRAPHICS	WATER TAXI IDENTITY / KIOSK	LEASING BANNER	CONSTRUCTION BARRICADE GRAPHICS	PAINTED MURAL
INTERIOR	<b>Density Maximum:</b>	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	X	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	<b>Max. Area Per Sign:</b>	350 Sq. Ft. Max. per Sign	150 Sq. Ft. Max. per Sign	50 Sq. Ft. Max. Total	10 Sq. Ft. Max. per Sign	25 Sq. Ft. Max. per Sign	50 Sq. Ft. Max.	X	150 Sq. Ft. Max. per Sign	No Limit	1000 Sq. Ft. Max. per Sign
	<b>Location Notes:</b>	Located within 10' of top of building	Minimum 20' off ground	Minimum 8' off ground	Minimum 10' off ground	Minimum 10' off ground	Located on storefront windows.	X	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	<b>Illumination:</b>	Internal	Internal	Internal or External	Internal or External	Internal	None	X	None	None	None
	<b>Signage Zone:</b>	Zones A, B, & C	Zone A	Zone A	Zone A	Zone A	Zone A	X	Zones A & B	Zone A	Zone A
	<b>Max. Height:</b>	Below Parapet	40'	20'	15'	20'	12'	X	60'	15'	40'
WATERFRONT	<b>Density Maximum:</b>	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	Two (2) per Water Taxi Landing	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	<b>Max. Area Per Sign:</b>	350 Sq. Ft. Max. per Sign	150 Sq. Ft. Max. per Sign	50 Sq. Ft. Max. Total	10 Sq. Ft. Max. per Sign	25 Sq. Ft. Max. per Sign	50 Sq. Ft. Max.	150 Sq. Ft. Max. per Sign	150 Sq. Ft. Max. per Sign	No Limit	1000 Sq. Ft. Max. per Sign
	<b>Location Notes:</b>	Located within 10' of top of building	Minimum 20' above ground	Minimum 8' above ground	Minimum 10' above ground	Minimum 10' above ground	Located on storefront windows.	Located at Taxi Landing	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	<b>Illumination:</b>	Internal	Internal	Internal or External	Internal or External	Internal	None	Internal	None	None	None
	<b>Signage Zone:</b>	Zones A & B	Zone A	Zone A	Zone A	Zone A	Zone A	Zone A	Zones A & B	Zone A	Zone A
	<b>Max. Height:</b>	Below Parapet	40'	20'	15'	20'	12'	20'	60'	15'	40'
UNDER ARMOUR CAMPUS	<b>Density Maximum:</b>	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	X	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	<b>Max. Area Per Sign:</b>	350 Sq. Ft. Max. per Sign	150 Sq. Ft. Max. per Sign	50 Sq. Ft. Max. Total	10 Sq. Ft. Max. per Sign	25 Sq. Ft. Max. per Sign	50 Sq. Ft. Max.	X	150 Sq. Ft. Max. per Sign	No Limit	5 000 Sq. Ft. Max. per Sign
	<b>Location Notes:</b>	Located within 10' of top of building	Minimum 20' above ground	Minimum 8' above ground	Minimum 10' above ground	Minimum 10' off ground	Located on storefront windows.	X	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	<b>Illumination:</b>	Internal	Internal	External	Internal	Internal	None	X	None	None	None
	<b>Signage Zone:</b>	Zones A, B, & C	Zones A & B	Zone A	Zone A	Zone A	Zone A	X	Zones A & B	Zone A	Zone A & B
	<b>Max. Height:</b>	Below Parapet	60'	20'	15'	20'	12'	X	60'	15'	60'
BOULEVARD	<b>Density Maximum:</b>	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	X	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	<b>Max. Area Per Sign:</b>	350 Sq. Ft. Max. per Sign	200 Sq. Ft. Max. per Sign	50 Sq. Ft. Max. Total	10 Sq. Ft. Max. per Sign	25 Sq. Ft. Max. per Sign	50 Sq. Ft. Max.	X	150 Sq. Ft. Max. per Sign	No Limit	1000 Sq. Ft. Max. per Sign
	<b>Location Notes:</b>	Located 10' from top of building	Minimum 20' off ground	Minimum 8' off ground	Minimum 10' off ground	Minimum 10' off ground	Located on storefront windows.	X	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	<b>Illumination:</b>	Internal	Internal	Internal	Internal	Internal	None	X	None	None	None
	<b>Signage Zone:</b>	Zones A, B, & C	Zone A	Zone A	Zone A	Zone A	Zone A	X	Zones A & B	Zone A	Zone A
	<b>Max. Height:</b>	Below Parapet	40'	20'	15'	20'	12'	X	60'	15'	40'
WEST END INNOVATION	<b>Density Maximum:</b>	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	X	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	<b>Max. Area Per Sign:</b>	350 Sq. Ft. Max. per Sign	150 Sq. Ft. Max. per Sign	50 Sq. Ft. Max. Total	10 Sq. Ft. Max. per Sign	25 Sq. Ft. Max. per Sign	50 Sq. Ft. Max.	X	150 Sq. Ft. Max. per Sign	No Limit	1000 Sq. Ft. Max. per Sign
	<b>Location Notes:</b>	Located within 10' of top of building	Minimum 20' off ground	Minimum 8' off ground	Minimum 10' off ground	Minimum 10' off ground		X	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	<b>Illumination:</b>	Internal	Internal	Internal	Internal	Internal	None	X	None	None	None
	<b>Signage Zone:</b>	Zones A & B	Zone A	Zone A	Zone A	Zone A	Zone A	X	Zones A & B	Zone A	Zone A
	<b>Max. Height:</b>	Below Parapet	40'	20'	15'	20'	12'	X	60'	15'	40'
GATEWAY	<b>Density Maximum:</b>	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	X	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	<b>Max. Area Per Sign:</b>	350 Sq. Ft. Max. per Sign	150 Sq. Ft. Max. per Sign	50 Sq. Ft. Max. Total	10 Sq. Ft. Max. per Sign	25 Sq. Ft. Max. per Sign	100 Sq. Ft. Max.	X	150 Sq. Ft. Max. per Sign	No Limit	5 000 Sq. Ft. Max. per Sign
	<b>Location Notes:</b>	Located within 10' of top of building	Minimum 20' off ground	Minimum 8' off ground	Minimum 10' off ground	Minimum 10' off ground	Located on storefront windows.	X	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	<b>Illumination:</b>	Internal	Internal	Internal	Internal	Internal	None	X	None	None	None
	<b>Signage Zone:</b>	Zones A, B, & C	Zones A & B	Zone A	Zone A	Zone A	Zone A	X	Zones A & B	Zone A	Zone A & B
	<b>Max. Height:</b>	Below Parapet	60'	20'	15'	20'	12'	X	60'	15'	60'
MCCOMAS	<b>Density Maximum:</b>	Two (2) per each side of the building.	One (1) per each street frontage of building	Two (2) per storefront	One (1) per building entrance	Two (2) per parking entrance	One (1) per storefront	X	One (1) per street frontage	Spans length of each street frontage	One (1) per building
	<b>Max. Area Per Sign:</b>	350 Sq. Ft. Max. per Sign	300 Sq. Ft. Max. per Sign	75 Sq. Ft. Max. Total	15 Sq. Ft. Max. per Sign	40 Sq. Ft. Max. per Sign	200 Sq. Ft. Max.	X	150 Sq. Ft. Max. per Sign	No Limit	5 000 Sq. Ft. Max. per Sign
	<b>Location Notes:</b>	Located within 10' of top of building	Minimum 20' off ground	Minimum 8' off ground	Minimum 10' off ground	Minimum 10' off ground	Located on storefront windows.	X	Minimum 30' above ground	From ground to top of barricade	On tenant wall or adjacent wall
	<b>Illumination:</b>	Internal	Internal	Internal	Internal	Internal	None	X	None	None	None
	<b>Signage Zone:</b>	Zones A, B, & C	Zones A & B	Zone A	Zone A	Zone A	Zone A	X	Zones A & B	Zone A	Zone A & B
	<b>Max. Height:</b>	Below Parapet	60'	20'	15'	20'	12'	X	60'	15'	60'



# BY RIGHT TENANT SIGNAGE - GLOSSARY

## **BUILDING IDENTITY**

Internally illuminated. Identifies anchor tenants. Illuminated letters mounted to building facade. Mounted below parapet. (No difference from zoning sign code.)

## **BUILDING IDENTITY MARQUEE**

Internally illuminated. Identifies anchor tenants. Illuminated blade marquee on street frontage. (No difference from zoning sign code.)

## **TENANT IDENTITY**

Digital, illuminated, or non-illuminated. Identifies individual storefronts at street level. Individual letters on facade or canopy. (No difference from zoning sign code. Utilizes sign products referenced in zoning sign code.)

## **BUILDING ENTRANCE IDENTITY**

Identifies office or residential entries at street level. Individual letters on facade or canopy. (No difference from zoning sign code. Utilizes sign products referenced in zoning sign code.)

## **PARKING ENTRANCE IDENTITY AND BLADE**

Digital, illuminated, or non-illuminated. Mounted to facade or canopy at all parking vehicular entrances. (No difference from zoning Sign code. Utilizes sign products referenced in zoning sign code.)

## **TENANT WINDOW GRAPHICS**

Vinyl graphics on tenant storefront glass showing sale information, company logo, payment info, and/or hours of operation. (No difference from zoning sign code.)

## **WATER TAXI IDENTITY/ KIOSK**

Freestanding sign element with illuminated messaging. Located at water taxi landing. To be seen from waterfront. (No difference from zoning sign code.)

## **LEASING BANNER**

Temporary vinyl banner attached to facade. Sign to be taken down when sale or lease is completed. (No difference from zoning sign code.)

## **CONSTRUCTION BARRICADE GRAPHICS**

Temporary graphics mounted to construction barricade on street frontage only. Content to be tenant or developer driven. (No difference from zoning sign code.)



# DESIGN INTEGRATED GRAPHICS SIGN MATRIX

DISTRICT		DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)	OFF PREMISES ADVERTISING	DESIGN INTEGRATED GRAPHICS (FREESTANDING)	BUILDING FACADE DESIGN INTEGRATED GRAPHICS	GATEWAY MARKER WITH DESIGN INTEGRATED GRAPHICS	ROOFTOP SIGNAGE (Only one rooftop sign allowed per building)		ICONIC LOGO SIGNAGE	EVENT SPACE DESIGN INTEGRATED GRAPHICS	INTERIOR DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)
							LED DESIGN INTEGRATED GRAPHIC	BUILDING IDENTITY SIGNAGE			
INTERIOR	Density Maximum:	One (1) per facade	X	X	X	X	X	X	One (1) per building	One (1) per event space	Eight (8) per district
	Max. Area Per Sign:	800 Sq. Ft. Max.	X	X	X	X	X	X	500 Sq. Ft.	800 Sq. Ft.	3 @ 1200 Sq. Ft. Max. 5 @ 15,000 Sq. Ft. Max.
	Location Notes:	Graphic can wrap building corner	X	X	X	X	X	X	Above parapet	Located in park space	On 4 contiguous blocks of non-residential
	Illumination:	Internal	X	X	X	X	X	X	Internal or External	Internal	Internal
	Signage Zone:	Zone A	X	X	X	X	X	X	Zone A	Zone A	Zone A
	Max. Height:	30'	X	X	X	X	X	X	20'	20'	40'
Operating Limitations	X	X	X	X	X	X	X	X	X	X	Off by 10pm when facing residential
WATERFRONT	Density Maximum:	One (1) per facade	X	X	X	X	X	One per building	One (1) per building	One (1) per event space	X
	Max. Area Per Sign:	1300 Sq. Ft. Max.	X	X	X	X	X	500 Sq. Ft.	500 Sq. Ft.	800 Sq. Ft.	X
	Location Notes:	Graphic can wrap building corner	X	X	X	X	X	Mounted above parapet	Mounted above parapet	Located in open areas	X
	Illumination:	Internal	X	X	X	X	X	Internal	Internal or External	Internal	X
	Signage Zone:	Zone A	X	X	X	X	X	Zone B	Zone A	Zone A	X
Max. Height:	30'	X	X	X	X	X	200'	20'	20'	X	
UNDER ARMOUR CAMPUS	Density Maximum:	One (1) per facade	X	Four (4) per district	One (1) per district	One (1) per each vehicular entrance into district	One (1) building per district	One per building	One (1) per building	X	X
	Max. Area Per Sign:	<3500 Sq. Ft. Max.	X	600 Sq. Ft. Max.	15,000 Sq. Ft. Max.	500 Sq. Ft. Max.	2500 Sq. Ft.	2500 Sq. Ft.	500 Sq. Ft.	X	X
	Location Notes:	Graphic can wrap building corner	X	Located mid-block	Below Parapet	Vertical aspect ratio only		Mounted above parapet	Mounted above parapet	X	X
	Illumination:	Internal	X	Internal	Internal	Internal	Internal	Internal	Internal or External	X	X
	Signage Zone:	Zone A & B	X	Zones A & B	Zones A, B & C	Zone A	Zones B & C	Zone B	Zones A & B	X	X
Max. Height:	75'	X	50'	>200'	30' / NA	Above Parapet / 10 %	Above Parapet / 10 %	60' / 10%	X	X	
BOULEVARD	Density Maximum:	One (1) per facade	X	X	X	X	X	X	One (1) per building	X	X
	Max. Area Per Sign:	1300 Sq. Ft. Max.	X	X	X	X	X	X	500 Sq. Ft.	X	X
	Location Notes:	X	X	X	X	X	X	X	Mounted above parapet	X	X
	Illumination:	Internal	X	X	X	X	X	X	Internal or External	X	X
	Signage Zone:	Zone A	X	X	X	X	X	X	Zones A & B	X	X
Max. Height:	35' / 10 %	X	X	X	X	X	X	30' / 10%	X	X	
WEST END INNOVATION	Density Maximum:	One (1) per facade	X	X	X	X	X	One per building	One (1) per building	One (1) per event space	X
	Max. Area Per Sign:	800 Sq. Ft. Max.	X	X	X	X	X	500 Sq. Ft.	500 Sq. Ft.	800 Sq. Ft.	X
	Location Notes:	Graphic can wrap building corner	X	X	X	X	X	Mounted above parapet	Mounted above parapet	Located in park space	X
	Illumination:	Internal	X	X	X	X	X	Internal	Internal or External	Internal	X
	Signage Zone:	Zone A	X	X	X	X	X	Zone B	Zones A & B	Zone A	X
Max. Height:	35' / 10 %	X	X	X	X	X	Above Parapet / 10 %	30' / 10%	20' / NA	X	
GATEWAY	Density Maximum:	One (1) per facade	Eight (8) per district	Four (4) per district	One (1) per district	One (1) per each vehicular entrance into district.	One (1) building per district	One (1) per building	One (1) per building	One (1) per event space	X
	Max. Area Per Sign:	1300 Sq. Ft. Max.	800 Sq. Ft. Max.	300 Sq. Ft. Max.	15,000 Sq. Ft. Max.	500 Sq. Ft. Max.	500 Sq. Ft.	500 Sq. Ft.	500 Sq. Ft.	800 Sq. Ft.	X
	Location Notes:	Graphic can wrap building corner	Graphic can wrap building corner	Located mid-block	Below Parapet				Mounted above parapet	Located in park space	X
	Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal or External	Internal	X
	Signage Zone:	Zones A & B	Zones A & B	Zones A & B	Zones A, B & C	Zone A	Zones B & C	Zone B	Zones A & B	Zone A	X
Max. Height:	75'	50'	50'	>200'	30'	Above Parapet	Above Parapet	60'	20'	X	
MCCOMAS	Density Maximum:	One (1) per facade Two (2) max. per tower	Eight (8) per district	Four (4) per district	Two (2) per block Max. 5 per district	One (1) per district vehicle entrance.	One (1) building per district	One per building	One (1) per building	One (1) per event space	X
	Max. Area Per Sign:	4800 Sq. Ft. Max.	800 Sq. Ft. Max.	1200 Sq. Ft. Max.	15,000 Sq. Ft. Max.	500 Sq. Ft. Max.	1500 Sq. Ft.	1500 Sq. Ft.	500 Sq. Ft.	800 Sq. Ft.	X
	Location Notes:	Graphic can wrap building corner	Graphic can wrap building corner	Located mid-block	Below Parapet	Located at gateway entrance	Above Parapet on all 4 sides of building	Mounted above parapet	Can be mounted above parapet	Located in park space	X
	Illumination:	Internal	Internal	Internal	Internal	Internal	Internal	Internal	Internal or External	Internal	X
	Signage Zone:	Zones A & B	Zones A & B	Zones A & B	Zones A, B & C	Zone A	Zones B & C	Zone B	Zones A & B	Zone A	X
Max. Height:	100'	50'	50'	>200'	30'	>200'	>200'	60'	20'	X	

## DESIGN INTEGRATED GRAPHICS (DIG'S) TO BE SUBMITTED TO A DESIGN REVIEW PANEL



# DESIGN INTEGRATED GRAPHICS SIGNAGE GLOSSARY

## **DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)**

Transparent Digital Media LED, or other acceptable material, graphics mounted to building facade. May project beyond face of building. Can be one (1) single unit or multiple smaller units. Safety controlled for synchronization, brightness and dwell time. Graphics to be vertical aspect ratio only.

## **OFF PREMISES ADVERTISING**

Digital Media LED graphics mounted to support structure. Support structure to be building mounted or freestanding. Safety controlled for synchronization, brightness and dwell time.

## **DESIGN INTEGRATED GRAPHICS (FREESTANDING)**

Freestanding Digital Media LED graphics. Located at prominent corners. Safety controlled for synchronization, brightness and dwell time. Graphics to be vertical aspect ratio only.

## **BUILDING FACADE DESIGN INTEGRATED GRAPHICS**

Transparent Digital Media LED, or other acceptable material, graphics mounted to building facade. May project beyond face of building. Located at prominent corners. Safety controlled for synchronization, brightness and dwell time.

## **GATEWAY MARKER**

District Identity Pylon with Digital Media LED graphics mounted to support structure. Support structure to be freestanding. Safety controlled for synchronization, brightness and dwell time. Graphics to be vertical aspect ratio only.

## **ROOFTOP LED SIGNAGE**

10' high Digital Media LED graphics above parapet on all sides of building. Safety controlled for synchronization, brightness and dwell time.

## **ROOFTOP IDENTITY SIGNAGE**

Freestanding letters on building rooftop identifying Baltimore, Port Covington, building anchor tenant, or revenue generating corporate logo.

## **ICONIC LOGO SIGNAGE**

Freestanding or building-mounted illuminated signage identifying - Baltimore, Port Covington, building anchor tenant, or revenue generating corporate logo.

## **EVENT SPACE DESIGN INTEGRATED GRAPHIC**

Digital Media LED graphics mounted to support structure. Support structure to be freestanding. Safety controlled for synchronization, brightness and dwell time.

## **INTERIOR DISTRICT DESIGN INTEGRATED GRAPHICS (BUILDING MOUNTED)**

Transparent Digital Media LED, or other acceptable material, graphics mounted to building facade. May project beyond face of building. Can be one (1) single unit or multiple smaller units. Safety controlled for synchronization, brightness and dwell time. Graphics to be vertical aspect ratio only.

## **DESIGN INTEGRATED GRAPHICS TO BE SUBMITTED TO A DESIGN REVIEW PANEL**





# DESIGN INTEGRATED GRAPHICS SIGN CRITERIA

DISTRICT	SIGN ZONE	MAXIMUM PERMITTED SIGN AREA (SHOWN AS A % OF FACADE)	VARIABLE MESSAGE SIGNS		PERMITTED OPERATING HOURS	ANIMATION
			ALLOWED / NOT ALLOWED	DURATION OF MESSAGE		
INTERIOR	ZONE A:	10%	ALLOWED	Minimum 10 secs	16 hrs	Controlled animation as permitted by code
	ZONE B:	20%	X	X	16 hrs	Controlled animation as permitted by code
	ZONE C:	X	X	X	X	X
WATERFRONT	ZONE A:	10%	ALLOWED	Minimum 10 secs	16 hrs	Controlled animation as permitted by code
	ZONE B:	20%	X	X	16 hrs	Controlled animation as permitted by code
	ZONE C:	X	X	X	X	X
UNDER ARMOUR CAMPUS	ZONE A:	N/A	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
	ZONE B:	N/A	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
	ZONE C:	N/A	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
BOULEVARD	ZONE A:	10%	ALLOWED	Minimum 10 secs	16 hrs	Controlled animation as permitted by code
	ZONE B:	20%	X	X	16 hrs	Controlled animation as permitted by code
	ZONE C:	X	X	X	X	X
WEST END INNOVATION	ZONE A:	10%	ALLOWED	Minimum 10 secs	16 hrs	Controlled animation as permitted by code
	ZONE B:	20%	X	X	16 hrs	Controlled animation as permitted by code
	ZONE C:	X	X	X	X	X
GATEWAY	ZONE A:	20%	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
	ZONE B:	40%	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
	ZONE C:	80%	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
MCCOMAS	ZONE A:	20%	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
	ZONE B:	40%	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code
	ZONE C:	N/A	ALLOWED	Minimum 10 secs	24 hrs	Controlled animation as permitted by code

## DESIGN INTEGRATED GRAPHICS (DIG'S) TO BE SUBMITTED TO A DESIGN REVIEW PANEL

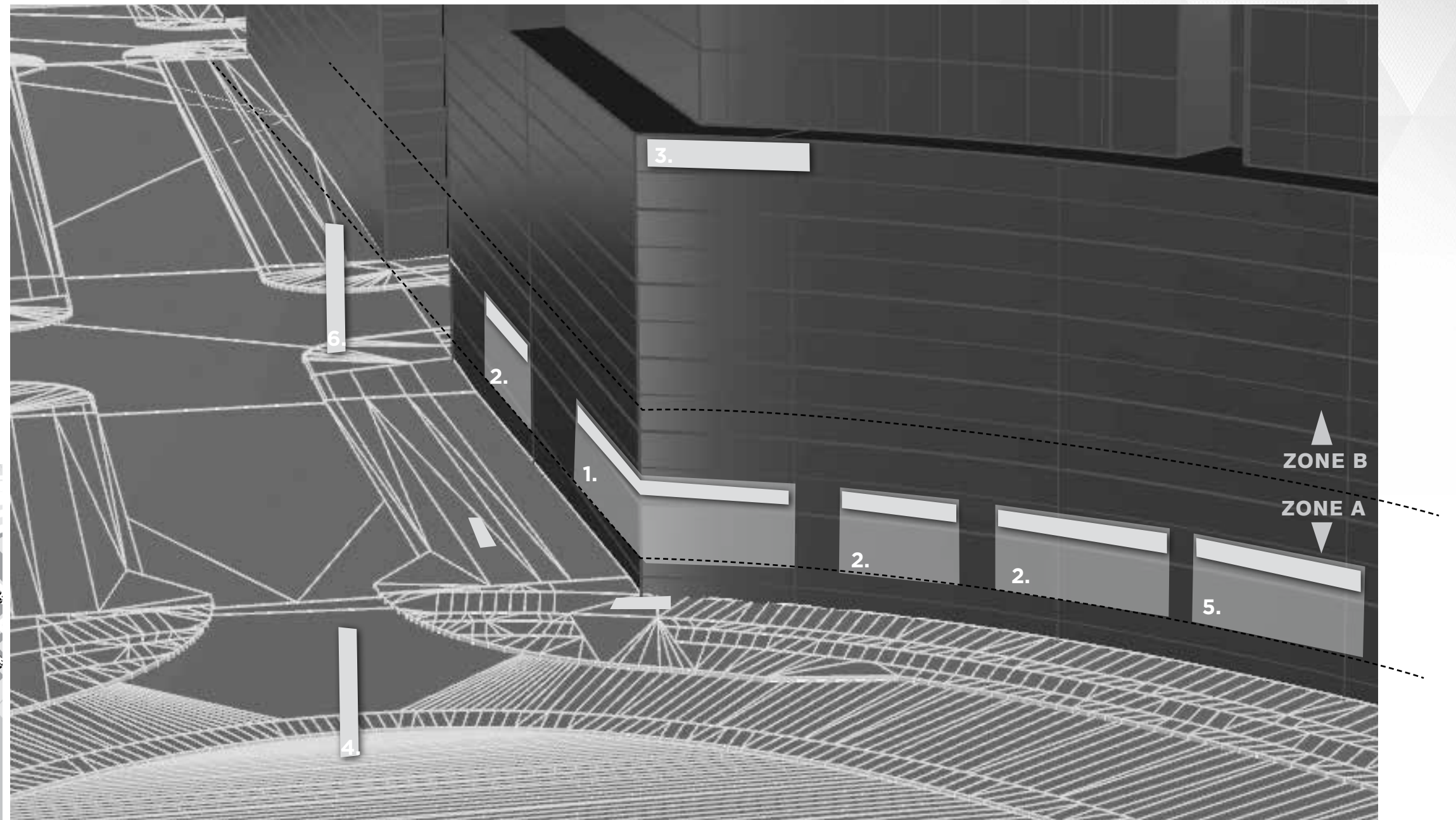
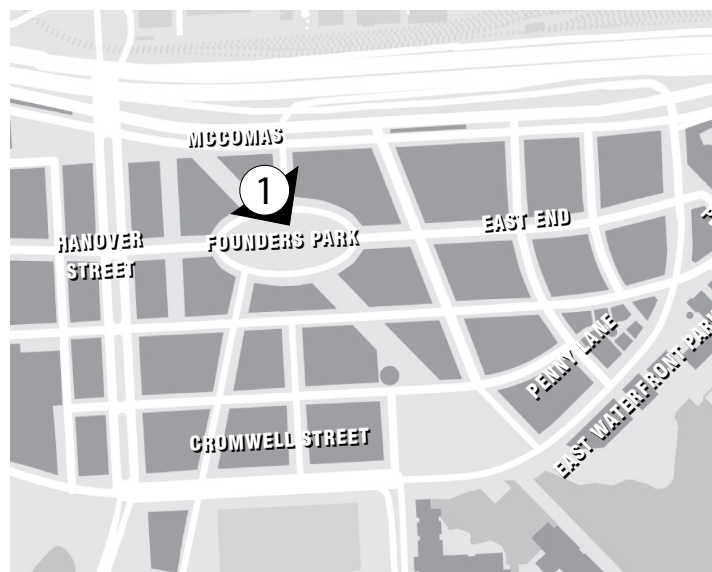


**Port**  
**Covington**

**DISTRICT VIEWS ON MASSING**



# INTERIOR SIGNAGE DISTRICT - FOUNDERS PARK



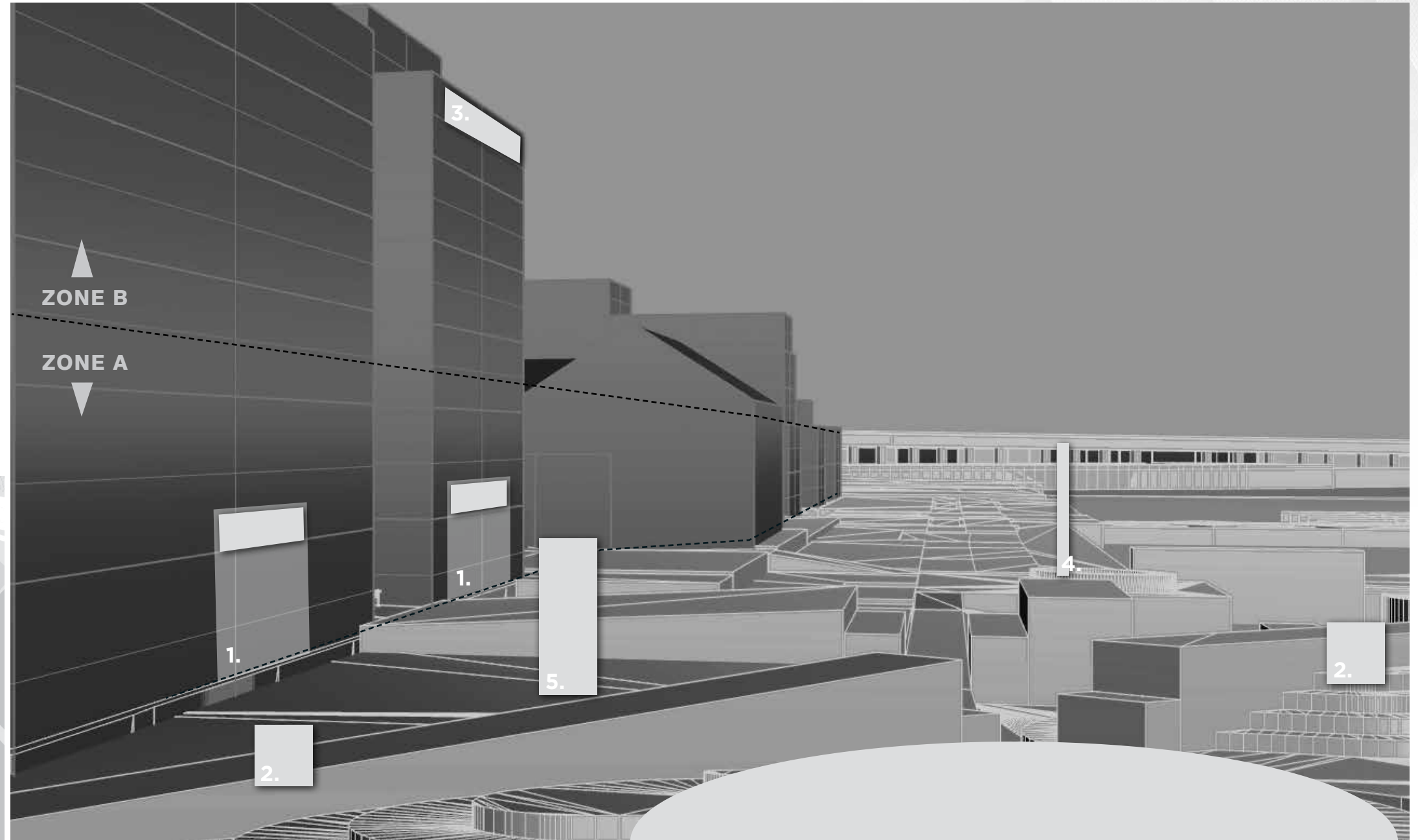
## LOCATION KEY

- 1. Corner tenant identification
- 2. (3) Inline tenant identification
- 3. Building identification

- 4. Pedestrian directional
- 5. Main building address entrance
- 6. Pole mounted pedestrian directional



# WATERFRONT SIGNAGE DISTRICT



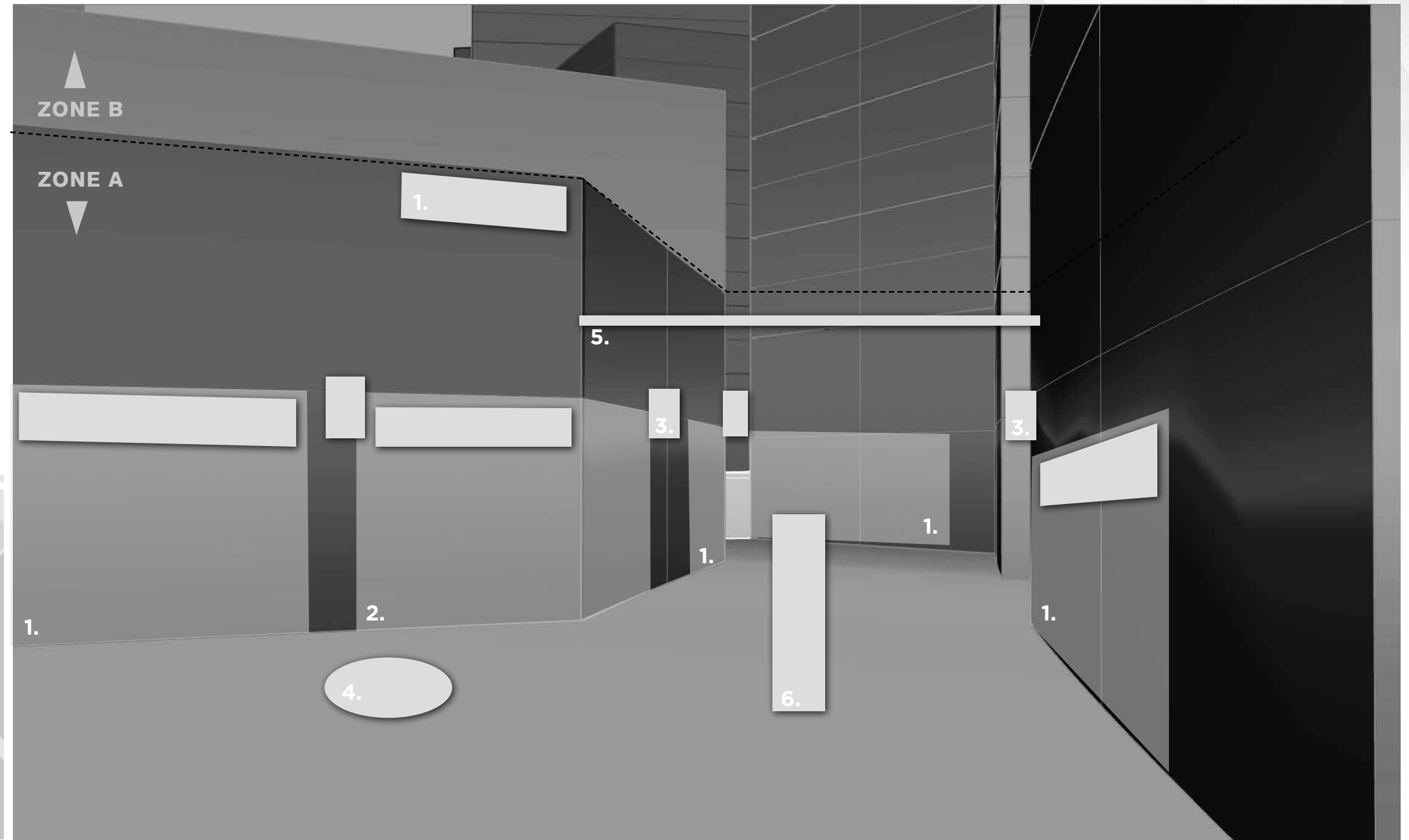
## LOCATION KEY

- 1. Inline tenant identification
- 2. Interpretive signage
- 3. Building Identity

- 4. Pedestrian directional
- 5. Interactive/interpretive small design integrated graphic



# WATERFRONT SIGNAGE DISTRICT - MAKERS LANE



## LOCATION KEY

- 1. Inline tenant identification
- 2. Corner tenant identification
- 3. Tenant blade

- 4. Custom manhole
- 5. Catenary lights
- 6. Directory



# UNDER ARMOUR CAMPUS SIGNAGE DISTRICT



## LOCATION KEY

- 1. Corner tenant identification
- 2. (3) Inline tenant identification
- 3. Building identification
- 4. Pedestrian directional
- 5. Main building address entrance
- 6. Pole mounted pedestrian directional



# BOULEVARD SIGNAGE DISTRICT - HANOVER STREET



## LOCATION KEY

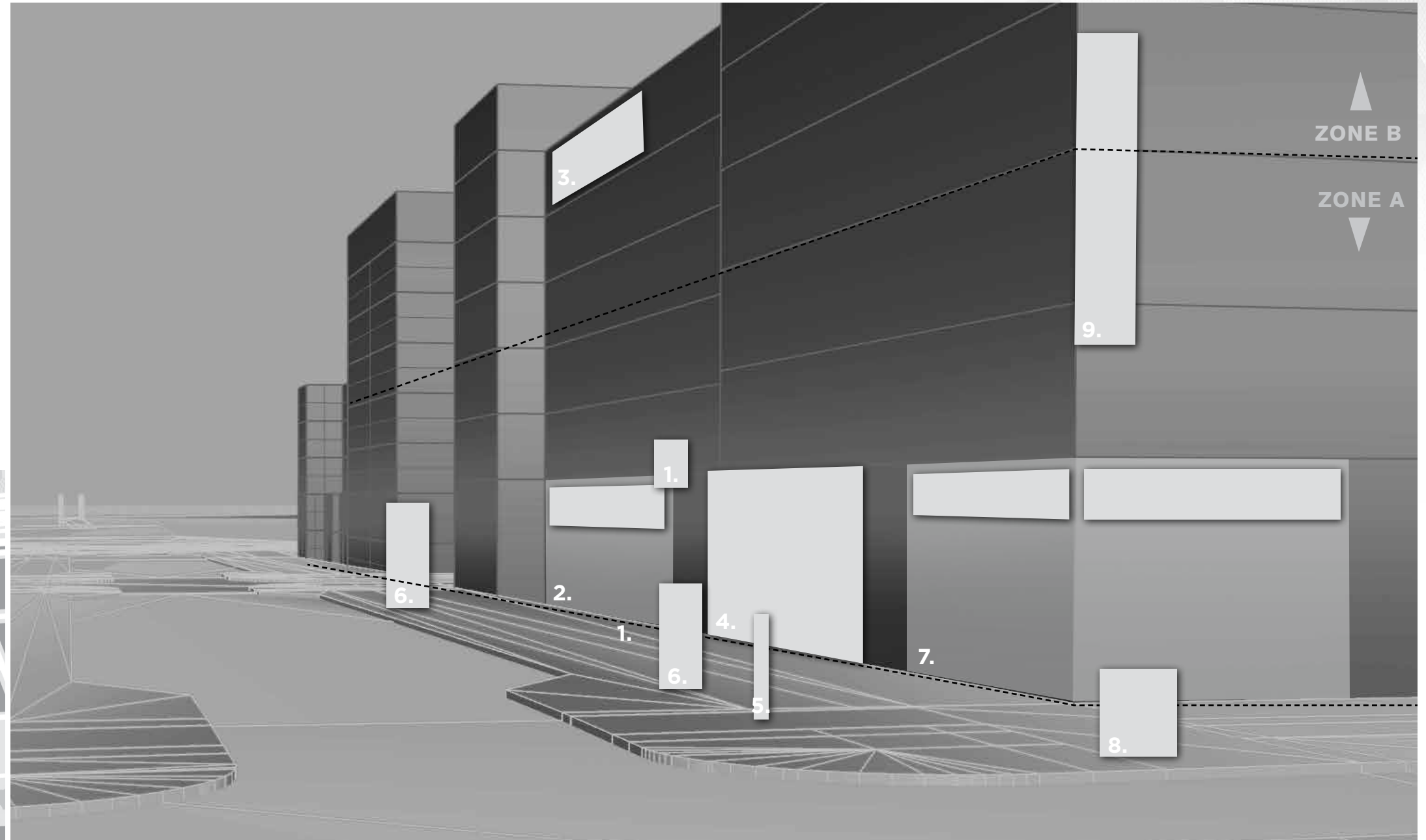
- 1. Building mounted design integrated graphics
- 2. Inline tenant identification

- 3. Parking entrance/parking entrance blade
- 4. Building identification
- 5. Pedestrian directional

- 6. Corner tenant identification
- 7. Building entrance identification
- 8. Building address



# WEST END INNOVATION SIGNAGE DISTRICT



## LOCATION KEY

- 1. Parking directional
- 2. Parking entrance/parking entrance blade
- 3. Building identification

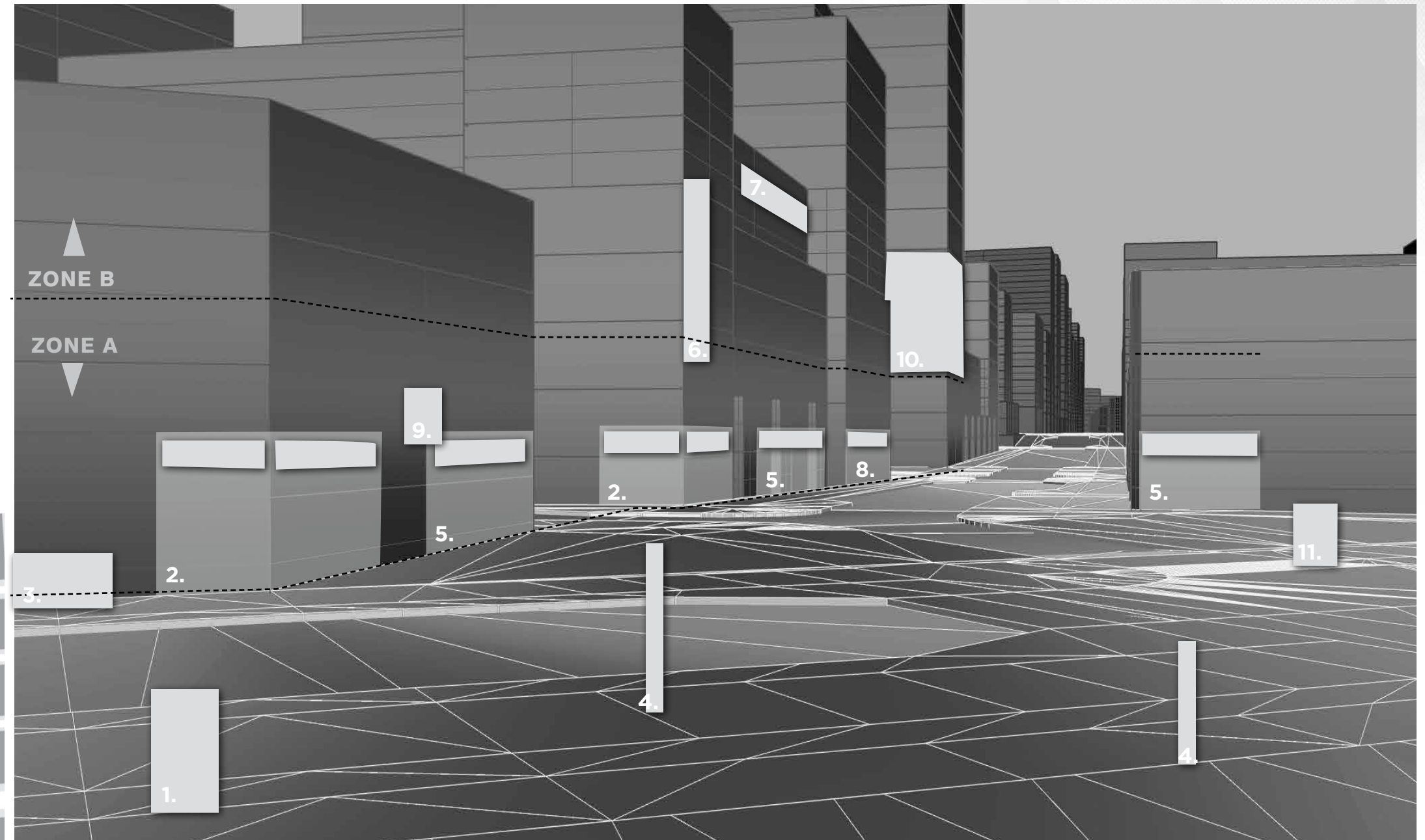
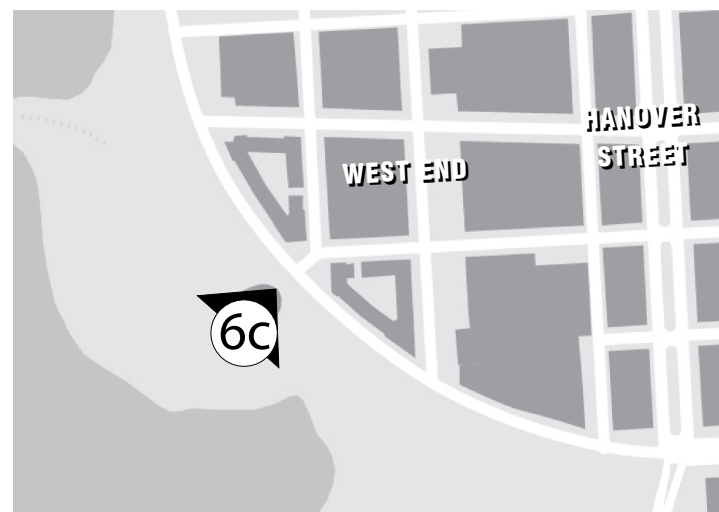
- 4. Metal panel graphics
- 5. Pole mounted regulatory sign
- 6. Freestanding tenant identification

- 7. Corner tenant identification
- 8. Pedestrian directional mounted to fixture
- 9. Inline tenant identification





# WEST END INNOVATION SIGNAGE DISTRICT

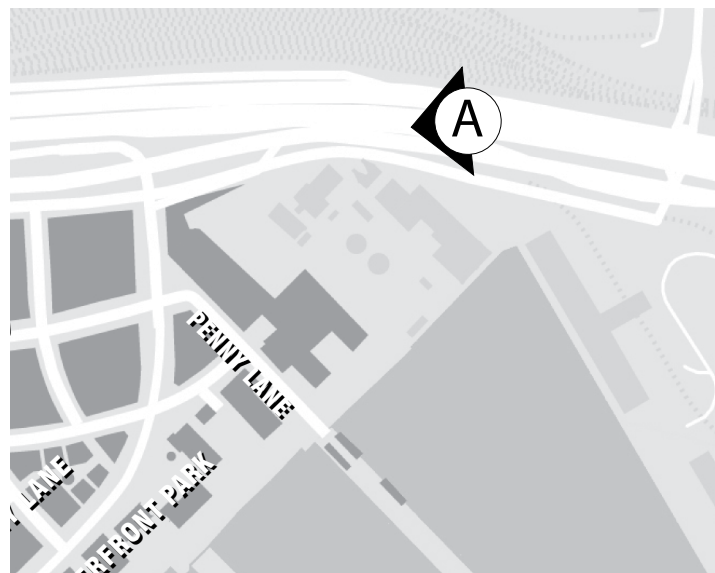


## LOCATION KEY

- |   |   |  |
|---|---|--|
| 1. Freestanding building identification | 4. Pedestrian directory and directional | 8. Building entrance identification            |
| 2. Corner tenant identification         | 5. Inline tenant identification         | 9. Parking entrance identification             |
| 3. Freestanding fabricated address      | 6. Building identification marquee      | 10. Building facade design integrated graphics |
|   | 7. Building identification              | 11. Bus stop design integrated graphics        |



# GATEWAY SIGNAGE DISTRICT



**LOCATION KEY**

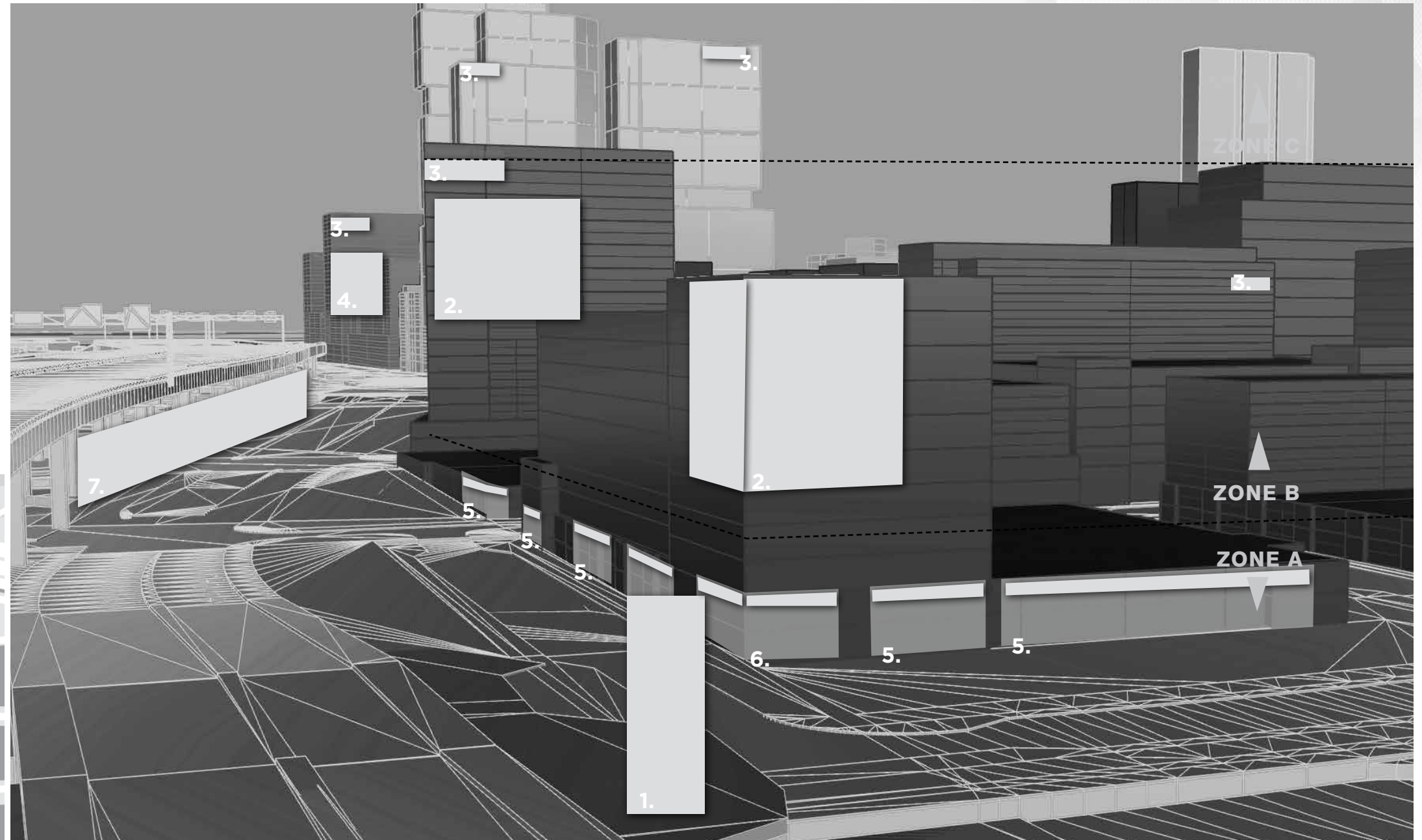
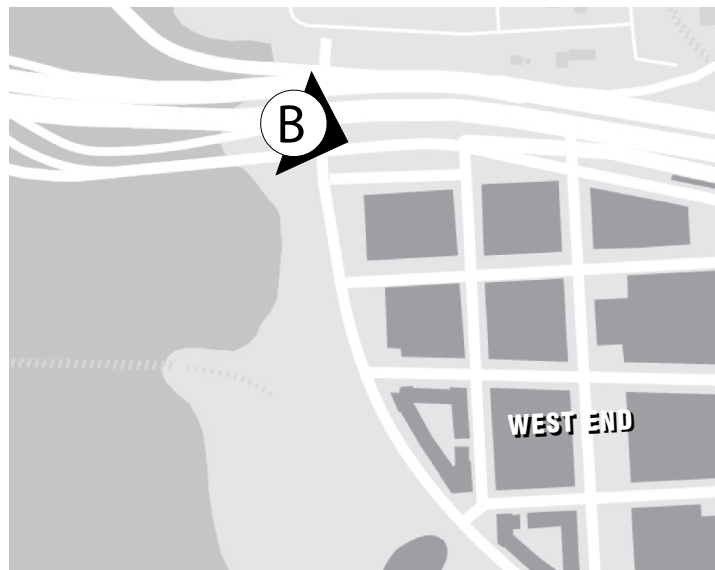


- 1. Tenant identification
- 2. Roof mounted identification

- 3. Building mount mesh design integrated graphics
- 4. Building identification



# GATEWAY SIGNAGE DISTRICT



## LOCATION KEY

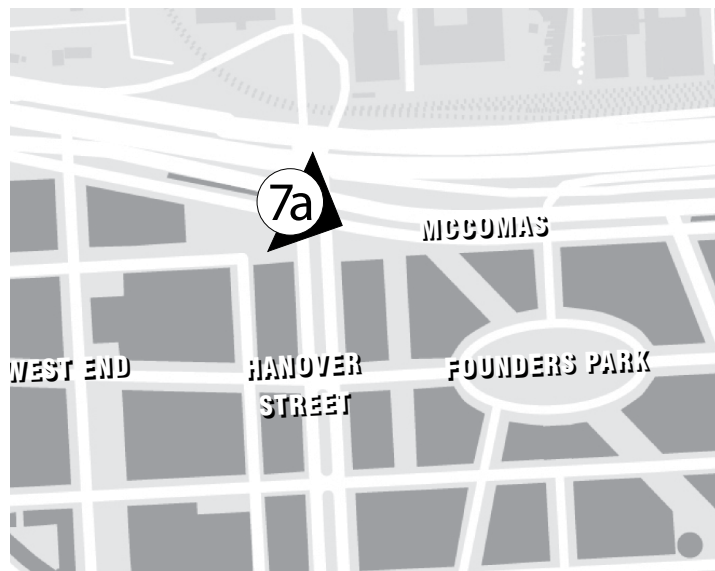
1. Gateway marker with design integrated graphics
2. Building mounted design integrated graphics

3. Building identification
4. Mesh building mounted design integrated graphics
5. Inline tenant identification

6. Corner tenant identification
7. Decorative lighting



# MCCOMAS SIGNAGE DISTRICT



## LOCATION KEY

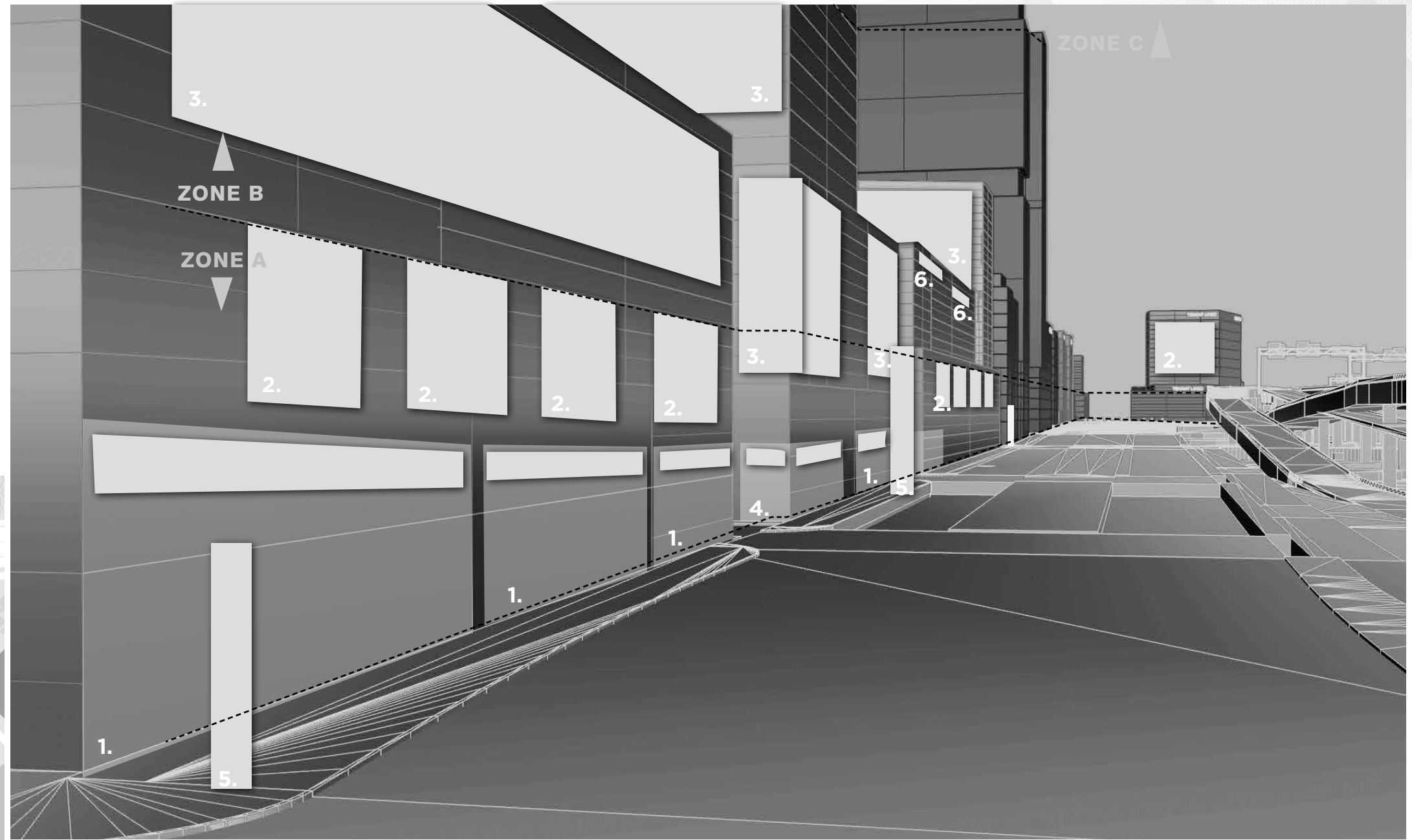
- 1. Building identification
- 2. Building mount mesh design integrated graphics

- 3. Inline tenant identification
- 4. Building mounted design integrated graphics

- 5. Corner tenant identification
- 6. Decorative lighting



# MCCOMAS SIGNAGE DISTRICT



## LOCATION KEY

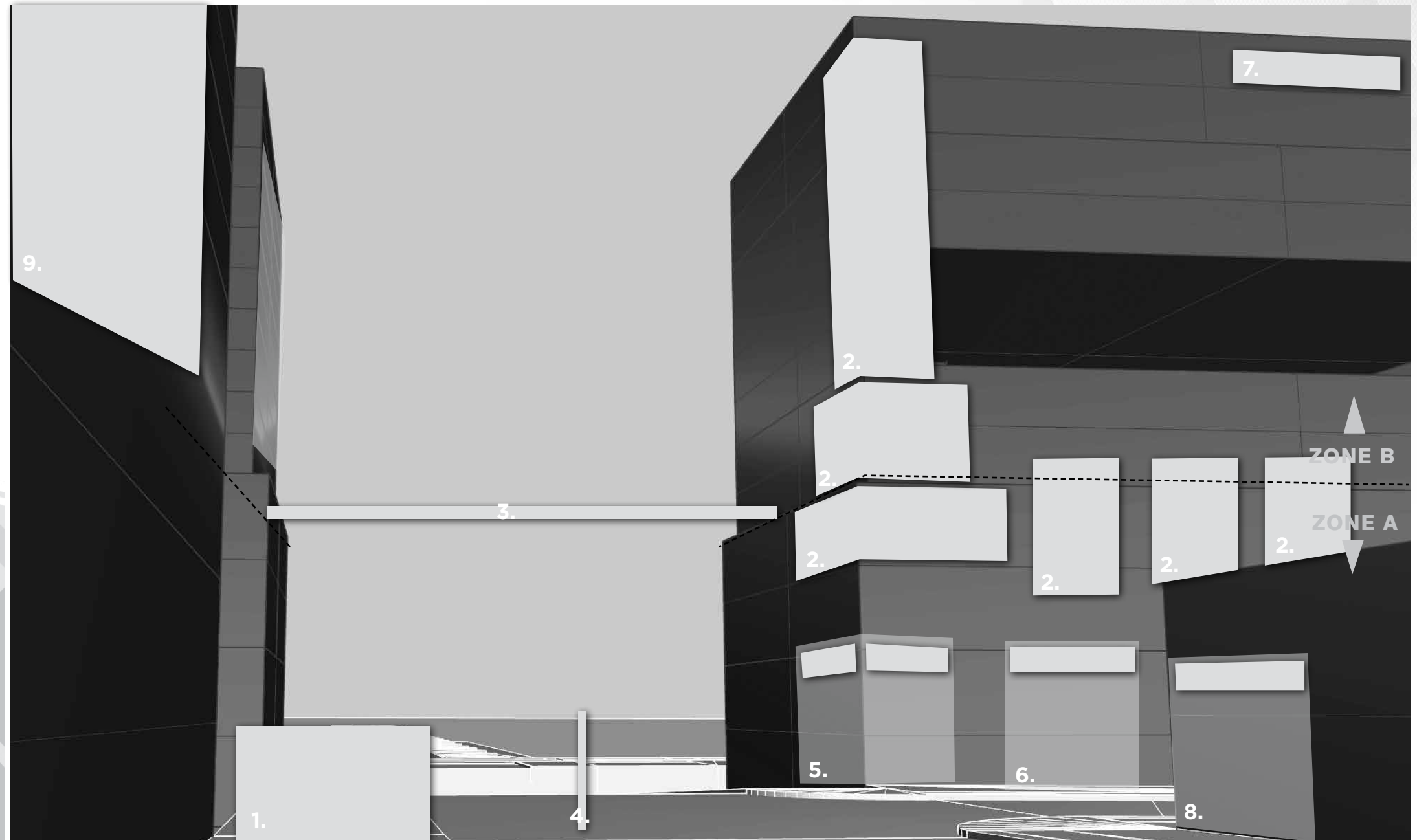
- 1. Inline tenant identification
- 2. Building mounted design integrated graphics

- 3. Building mount mesh design integrated graphics
- 4. Corner tenant identification

- 5. Freestanding tenant identification
- 6. Building identification



# MCCOMAS SIGNAGE DISTRICT - LIGHT SQUARE



## LOCATION KEY

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>1. Building entry awning with graphics</li> <li>2. Building facade design integrated graphics</li> <li>3. Illuminated letters on pedestrian bridge</li> </ul> | <ul style="list-style-type: none"> <li>4. Pole mount vehicle directional</li> <li>5. Corner tenant identification</li> <li>6. Inline tenant identification</li> <li>7. Building identification</li> </ul> | <ul style="list-style-type: none"> <li>8. Illuminated tenant identification</li> <li>9. Decorative lighting</li> </ul> |
|--|---|--|



**WE ARE FROM THIS CITY.  
OF THIS CITY.  
WE ARE GOING TO HELP CREATE  
SOMETHING GREAT IN THIS CITY.**

**-KEVIN PLANK**

