

Treasure Signage and Exterior Lighting Guidelines

Updated Summary Narrative

April 12, 2017, Presentation

Signage Guidelines

Goal: In concert with all other application materials, meet the CUP requirement of condition (10) signs and lighting of the 2003 Land Management Code, revised July 10, 2003 “Code.”

Master Sign Plan:

A Master Sign Plan will be required to be prepared for the Treasure project as part of the building permit process. The Master Sign Plan will establish the comprehensive detailed design approach for the Treasure project signage. It will create a design vocabulary and guidelines for all signage elements. Signage will be integrated with the project architecture and it will be harmonious in materials, color, and character. Some variation in signage character will be encouraged so as to avoid the creation of a “themed” signage environment, instead the signage program should foster a more “eclectic” approach very similar to the character of commercial signage on Main Street and consistent with the eclectic mix of style and character of the proposed buildings. The Master Sign Plan will ensure within this context that project signage is coordinated, legible and efficient, that it creates a unique project identity, and that it provides convenient information and wayfinding for users.

Proposed Signage and Location:

For a more detailed description of various signage elements and their locations refer to Sheet V-14 “Signage and Lighting.”

Sign Restrictions:

All signs shall comply with the size, location, material, illumination, etc. limitations stated in “Sign Standards” of the Code with the following exceptions:

- 1) Commercial signs within the Treasure project will be not be visible from adjacent public rights of ways or neighboring residences. Commercial signage will be oriented towards the internal pedestrian areas of the project.
- 2) No backlit signs within the Treasure project will be visible from adjacent public rights of ways or neighboring residences.

Lighting for signs shall comply with the lighting principles noted below and lighting standards established in the Code.

General Exterior Lighting Guidelines:

Exterior lighting for the Treasure project will comply with the Code, general recommendations from the International Dark Sky Association, and minimum lighting standards recommended by

the Illuminating Engineering Society of North America. Lighting design for the Treasure project will emphasize the careful location of light sources and selection of light fixtures in order to reduce lighting trespass and excessive glare. The goal will be to minimize off site lighting impacts, provide for a safe and secure nighttime environment for guests, and promote energy efficient lighting options.

Lighting fixtures:

Lighting fixtures will incorporate shielding to reduce sideways and upward leakage of light within the project, onto neighboring properties, and into the night sky. (See “Outdoor Lighting Basics” from International Dark Sky Association for an illustration of acceptable vs. unacceptable fixture types.) The number and type of light fixtures will be selected to provide required safe lighting levels for the specific area, uses, and activities that are to be lighted. Fixtures will be properly aimed and will utilize appropriate light distribution patterns for their specific location to optimize effectiveness. The type, location, and arrangement of individual lighting fixtures will be carefully considered to reduce visual clutter and to complement and enhance overall project architectural design.

Exterior Light Quality and Control:

Lamp type and color will be selected to support lighting function and location. Lamps will not be brighter than necessary and should be enclosed within fixtures so as not to be visible from adjacent properties, although light on surfaces illuminated by lamps may be. LED and metal halide lamps when used will be selected to produce warmer color spectrum light and not blue light emissions (less than 3000K color temperature). Where practical lighting controls should allow for photocell light sensor switches, motion detectors, and dimmers to manage lighting utilization and increase energy efficiency. As noted in the “Sign Restrictions” section above, internally lit commercial signage will not be allowed in project areas. Lighting fixtures in parking garages will be selected and located to be shielded from the view of adjacent neighbors and not allowed to “spill” into the adjacent public right of way along Lowell and Empire Avenues, although light on surfaces illuminated by garage light fixtures may be visible.

Seasonal Lighting:

Seasonal Lighting will be used in accordance with the Code that allows for seasonal lighting displays on buildings and trees from November 1st to April 15th.