

# 720 North Summit Blvd. “Crossroads Plaza” Comprehensive Sign Plan

## Purpose:

The purpose of the “comprehensive sign plan” is to fulfill the requirements and comply with the intent of the “Town of Frisco Sign Code 180-22” and to allocate and control the signage within this complex in order to create and maintain a unique and upscale atmosphere which is colorful, lively and will invite the public to enter, park, explore by walking and become comfortable repeat visitors

## Sign Material, Shape, Color, Lighting Requirements:

- Signs are to be constructed of natural wood or a rustic looking, durable material if placed on a building. All heart, vertical grain is preferred but wood products which simulate the wood finish are permitted.
- These wood signs are to have faces which are constructed of solid 1 ½ inch thick planking and framed on the back side with 1 ½ inch framing around the entire perimeter so that all edges are 3 inches thick. In the case of hanging signs (interior soffit) these signs are to be solid 3 inch wood plank or similar rustic, durable material.
- All graphics on these signs are to be executed by sandblast etching the background leaving raised letters, symbols or logo graphics, or a similar. A portion of the sign may be reversed (raised background with etched in graphics), but the perimeter of the sign must have an etched background without raised border and the etching must wrap around the sign and include a sandblast 3 inch thick edge. All etching is to be approximately ½ to 5/8 inch deep (light texturing is not allowed). With the approval of the Shopping Complex management, signs may be modified by allowing portions of the business logo to extend past the edge of the designated sides of the sign. The management will entertain synthetic materials and applications that are durable and adequately simulate the visual concept.
- All sign backgrounds are to be dark and rich in color but the intensity of the colors shall be muted as per the following example; instead of bright red, the user may choose maroon or raspberry, instead of bright green, the user may choose forest green, etc. The edges of the sandblast raised graphics are to be airbrushed in black with the transition to background feathering into the background color. The graphics may be executed in any light color (in order to contrast with the background) but must contain a 23K gold leaf or gold metal based component (surface applied). The component may be either an accent or a major portion of the sign. Businesses may duplicate their

established logos exactly but any secondary information on the signs must use a fancy or free form letter style. The use of plain block or Helvetica type lettering is not allowed.

- All signs are to be modified simple geometric shapes. The use of plain, unbroken or unmodified rectangles is discouraged.
- All signs are to be located on the premises of the business.
- All lighting for signs must meet the Town of Frisco code's requirements for Outdoor Lighting "180-20.2 Outdoor Lighting". All lighting must be downward cast and must be lighted by means of "goose neck" fixtures with the exception of the highway monument sign, which may be backlit.

### **Monument Sign**

- A 29.6 square foot free-standing monument sign has been approved for Crossroads Plaza. On this sign, an anchor tenant is allocated 9.62 square feet. In addition, a 19.98 multi-paneled sign for various existing and potential businesses is allocated.
- "Shingle" signs for the individual businesses are to be provided by the tenant at the specified size and should be kept to one or two words that best describe the business. Logos are encouraged if they fit. Lettering should be basic block in an Arial Black or similar easily read, heavy script with a dark green background to match the Center's color scheme. Other colors may be considered to accommodate logos. All "Shingle" signs must be approved by the management.

### **Sign Sizes**

- Each business may be allowed two, wall mounted, single sided fascia signs. Each sign shall not exceed 12 square feet except that the shopping complex management may allow a tenant to combine his allowed two 12 foot signs into a single 24 foot sign. (Or larger than 12 feet based on actual square footage). Unused sign locations may be adopted by any business, with the approval of the complex management.
- The shopping complex management may allow a two sided "Soffit" sign located directly over a business primary entrance. These "Soffitt" signs shall not exceed 4 square feet.

### **Two Freestanding Businesses**

- The south business shall be allowed two single sided wall mounted signs integrated into the buildings architecture. The combined area of both signs shall not exceed 37 square feet.

- The north business (corner of Hawn Drive and Summit Boulevard) shall be allowed one single sided, wall mounted sign on each of its two sides. The total combined area of the two signs shall not exceed 40 square feet and no one sign shall be over 32 sq. ft.

### **Window Signs and Interior Graphics**

- Retail window signs shall not exceed a total coverage of more than 1/3 of the total surface area of the window area including any “exempt” signs as listed in the “Frisco Sign Code”.

### **Crossroads signage inventory**

As of October 18th, 2011, the Town of Frisco records indicate that 15 businesses are operating out of the Crossroads location at 700 – 740 North Summit Blvd. **Therefore, 480 square feet of signage is permitted for the entirety of the development.**

The existing signage at Crossroads is as follows (based on Planning records and site visit):

Starbucks: 28 square feet  
Advanced Dermatology skin cancer and laser: 12 square feet  
Frisco Animal Hospital – 37 square feet  
Shaner Life safety – 12 square feet  
Studio D Jazzercise – 12 square feet  
Shaw Cancer – 12 square feet  
Sulquist Mortgage - 0  
Stewart Title – 12 square feet  
Medical Marijuana of the Rockies - 0  
Discount Carpet and Flooring – 12 square feet  
Inside Source – 12 square feet  
Foothill’s lighting – 12 square feet  
Carlos Miguel’s Mexican Restaurant – 40.5 square feet

**Total Square footage of existing signage = 201.5**

**Total square footage of proposed Freestanding sign = 29.6 square feet**

**= 231.1 square feet of signage being used.**

