

Sign Code



SIGN GUIDELINES

The objective of these guidelines is to establish general standards for all exterior signing that ensures continuity, consistency and harmony with the master planned architectural quality of the Journal Center Business Industrial Park. Both permanent and temporary signing is addressed from an off-site as well as an on-site viewpoint. These guidelines are within the City of Albuquerque zoning regulations. All signs shall be submitted to the Journal Center Architectural Review Committee for approval prior to construction.

GENERAL

OBJECTIVES

These guidelines allow sufficient, but not excessive, business identification devices so that the name of each business is clearly and individually associated with the facilities it occupies. Signs and business identification devices are prohibited from being used for advertising of any kind. Sufficient informational and directional signing for convenient, efficient operation is provided.

GUIDELINES

1. Signs are grouped into three types - Permanent ground signs, building wall signs and temporary ground signs. The size, location and design of each sign cannot exceed the specific maximum limitations for each group. The Journal Center Architectural Review Committee determines and approves the specific limitations of each individual sign.
2. Location and maximum size of wall signs is proportionally compatible and harmonious with the overall building and with the elevation upon which the sign is placed. The area of a wall sign or logo with individual letters is measured by a rectangle around the outside of the lettering and/or the pictorial symbol.
3. Signs and logos visible from the exterior of any building can be internally illuminated, but no signs or any contrivance can be devised or constructed so as to rotate, gyrate, blink or move in any animated fashion.
4. All signs and logos attached to the building are individual letter and surface mounted. No signs can be painted directly on the building. No signs can be boxed with lighting inside attached to a building.
5. All informational, vehicular control and temporary signs are uniform in design, size, height, color, material and typography.
6. There is a limit of one sign for each street frontage. Use of signs is to be minimized. Signs not for business identification purposes are not allowed.

MAINTENANCE AND COMPLIANCE

COMPLIANCE REQUIRED

No person shall erect, re-erect, construct, enlarge, alter, move, improve, remove, convert, or equip any sign or sign structure or cause or permit the same to be done contrary to or in violation of any of the provisions of these sign guidelines. Conformance is strictly enforced by the Journal Center Architectural Review Committee and the City of Albuquerque. Nonconforming or unapproved signs (s) must be brought into conformance at the expense of the persons responsible for the installation of said sign(s).

MAINTENANCE

All signs are maintained in a neat and orderly fashion. Periodic inspections shall be made by the Journal Center Architectural Review Committee. Prompt correction of any deficiencies shall be made by the entity responsible for the maintenance of said sign (s).

GROUP 1 - PERMANENT GROUND SIGNS

OBJECTIVES

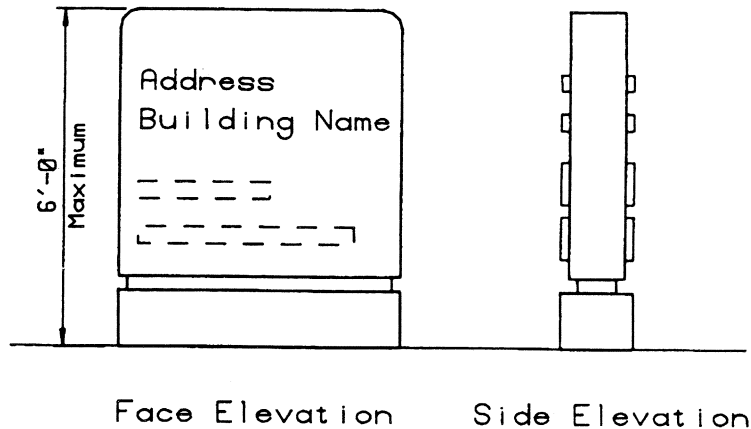
Permanent ground signs are utilized for four purposes. Street-side signs are used to denote entrance to building accesses at intersections of driveways with streets. Internal, on-site signs are utilized to provide information and direct pedestrian and automobile traffic.

Note: At the time of sign design and construction, the actual configuration, materials and colors will be determined. The type face and a possible logo are to be determined.

GUIDELINES

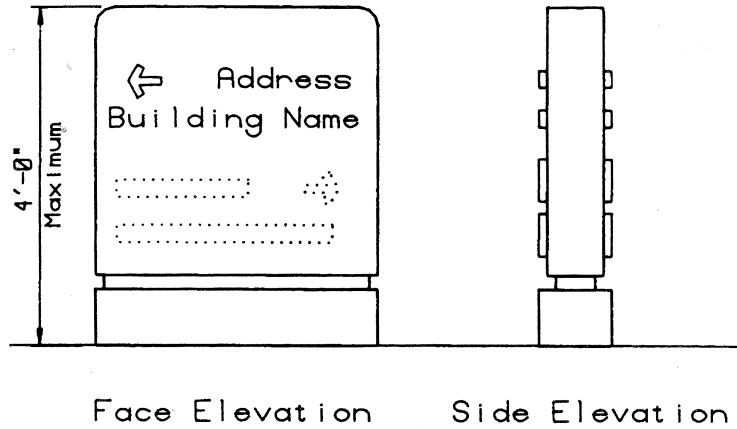
1. Sign Type A
Building Identification Sign at Street

This sign type is found near street-side at intersections of access drives and public streets. This sign type is limited to identifying the building name and address accessible from the intersection of a private drive-way and a public street. More than one building may be identified from one sign. Said sign does not exceed a maximum area of sixty (60) square feet per face, double faced, and does not exceed six (6) feet above grade in vertical height (see illustration below). Signs are limited to one sign per access drive and are not allowed elsewhere within the landscape setback area or along street frontages.



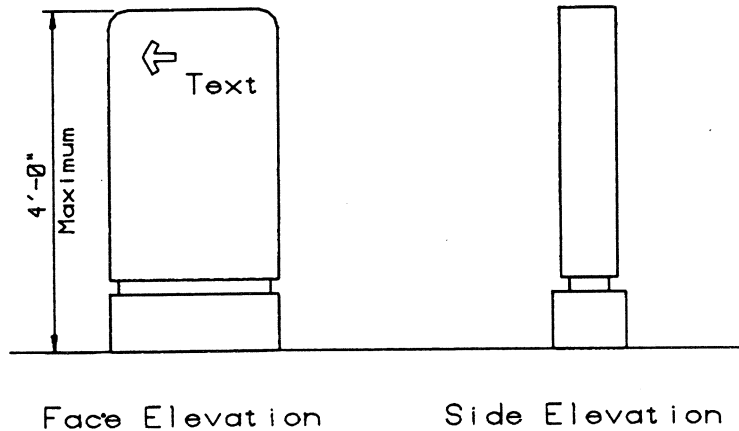
2. Sign Type B
Building Identification Sign - Internal

These signs are located on internal, on-site access roads and in parking areas. This sign type is limited to identifying the building name and address accessible from the main internal automobile circulation junctures. Signs do not exceed a maximum area of nine (9) square feet per face, double faced, and do not exceed four (4) feet above grade in vertical height (see illustration below).



3. Sign Type C
Directional Signs

This sign type is used to provide direction to on-site automobile traffic or pedestrians. Signs are limited to six (6) square feet per face, double faced. This sign does not exceed four (4) feet above grade in vertical height. This sign is limited to the identification of functions and/or services and does not contain the name of the business, company, or corporation providing the function and/or service. When appropriate, such signs contain a directional arrow and might provide direction to functions and/or services or information such as Private Property, Authorized Vehicles Only, Handicapped Parking Only, Visitor Parking, Loading Zone, Walk-Up Banking Teller or Drive-Up Banking Teller (see illustration below).



GROUP II - BUILDING WALL SIGNS

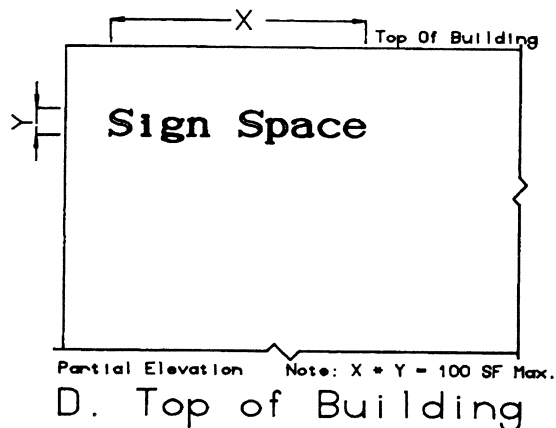
OBJECTIVES

Building wall signs are used to identify building tenants within the Journal Center Business Industrial Park. Signs are restricted to naming only the person, firm, company or corporation being identified by said sign. The design of these signs is to be defined at the time conceptual building architectural plans are approved.

1. Sign Type D
Top of the Building Signs and Logos

This sign type is limited to the identification of a single entity and shall be limited to two (2) elevations and location on the top floor fascia or spandrel area. These signs are limited to one sign per building face and a maximum of two signs for each building. These signs can be internally illuminated or non-illuminated.

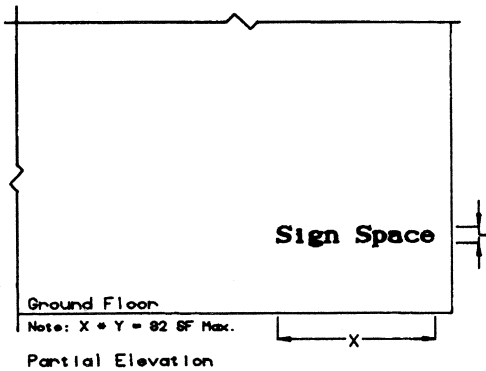
The size and location of each sign is designed to be complimentary and proportional to each individual building. All signs must meet City of Albuquerque regulations and are limited to a total area of one hundred (100) square feet and maximum height of four (4) feet (see illustration below).



2. Sign Type E
Ground Floor Tenant Signs

This sign is limited to the identification of ground floor tenants with a maximum of one sign per tenant with street or parking lot frontage.

The size and location of each sign are designed to be complimentary and proportional to each individual building, and in no case does said sign exceed two (2) feet in height, nor thirty-two (32) square feet in area, nor exceed fifty (50) percent of the horizontal. For multi-tenant buildings, the total sign area for the building does not exceed one hundred (100) square feet (see illustration below).

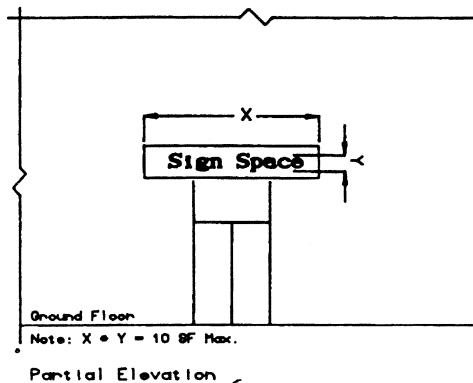


E. Ground Floor Tenant Sign

3. Sign Type F
Exterior Entry Door Signs

This sign type is limited to the identification of exterior tenant entry doors and is located over or immediately adjacent to the door. Such signs are not allowed on street frontages.

The size and location of each sign is designed to be pedestrian oriented, and to be complimentary and proportional to each individual building and entry area, and in no case does said sign exceed eighteen (18) inches in height nor ten (10) square feet in area (see illustration below).



4. Individual building signs are to be limited to free-standing letters. Lighting of signs, if provided, is by means of internal illumination, backlighting, or from concealed ground-mounted sources.
5. Allowable materials are metal or masonry. Wood signs are not permitted, unless approved by the Journal Center Review Committee.
6. The color of all letters for all signs is the same for each individual building. Colors are also compatible with exterior building materials and are subject to approval.
7. The use of corporate logos will be permitted. The color is consistent with the guidelines above and the overall height is confined to the prescribed sign envelope size. When both a logo and company name are used, only one color is allowed and total size must not exceed the prescribed sign envelope.
8. The letter styles for building signs are limited and controlled by the Journal Center Architectural Review Committee. However, all signs for each individual building are of one selected letter style.

GROUP III - TEMPORARY GROUND SIGNS

OBJECTIVES

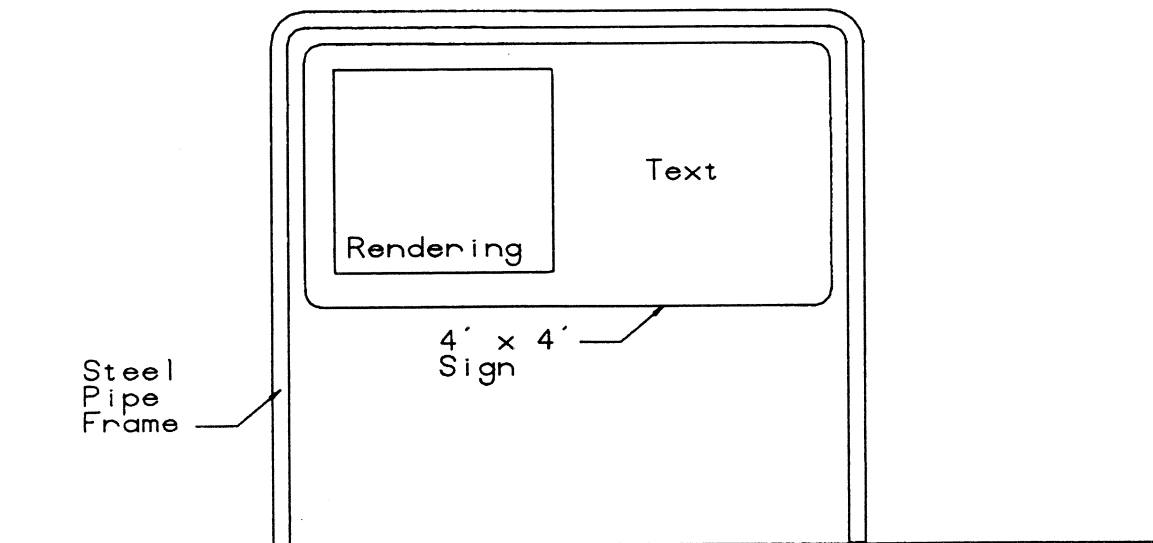
Temporary ground signs are allowed to provide information and facilitate sales during the construction and marketing of the Center.

GUIDELINES

1. Sign Type G
Individual Building Marketing Sign

This sign type is limited to one per building and no more than one per street frontage. This sign may contain a rendering of the building and is limited to the identification of the leasing agent, major tenant, developer, financing institution, general contractor, architect and landscape architect.

Said sign is permitted until such time as the building (s) and/ or tenant (s) improvements have received a certificate of occupancy, but in no case is said sign permitted beyond six months from initial occupancy of the first tenant. Said sign does not exceed a maximum area of thirty-two (32) square feet per face and can be double faced. This sign does not exceed eight (8) feet above grade in vertical height in industrial and commercial areas (see illustration below). Signs shall be removed upon completion of permanent signs.



2. Sign Type H
Construction Sign

This sign is located as deemed necessary by the developer. Placement is determined with each site, with a limit of no more than two signs allowed. Only one sign will be allowed per street frontage. This sign is limited to the identification of the leasing agent, major tenant, developer, financing institution, general contractor, architect and landscape architect.

Said sign does not exceed a maximum area of twenty-four(24) square feet per face and can be double faced. This sign does not exceed eight(8) feet above grade in vertical height in industrial areas and eight (8) feet above grade in commercial areas. Signs shall be removed upon completion of permanent signs.

