

## **Master Sign Plan - 72-84 North High Street, and 20 North Street, Introduction Narrative:**

The project includes several buildings, each with multiple tenants. A comprehensive plan for the identification and orientation signage for the complex will provide the design intent, and framework for design control, for a unified graphic information system.

The Master Sign Plan includes orientation signage: localized directories and tenant signage for a unified wayfinding system.

The localized directories and tenant signage are designed to reflect architectural details and color schemes of the buildings on which they are placed. These will all have raised dimensional lettering and placards

The quantity and placement of signage elements is specifically limited to that signage required for orientation and tenant identification.

The proposal aligns with the code generally as follows:

1. Size of signs appears to align with code.
2. All signage is to be externally illuminated with architectural gooseneck type lighting, where they align with the lighting plan
3. All materials are sculpted, routed with dimensions in relief, in HDU material, all will align with previously approved color scheme
4. Forethought to placement and location has been addressed with symmetry to building openings and features.
5. Colors and visual themes are in balance with previously approved color scheme, both in finish and materials
6. The proposed signs respond to context and character for this redevelopment and demonstrate continuity with surrounding district.

The proposal deviates from code generally as follows:

1. Code allows for signs mounted up to 15' in building elevation. Part of this application may require deviance specifically for signage in the east elevation and south elevation of 20 North Street Building.
2. Code allows for 1 sign per building or use. A deviance is required here for multiple wayfinding requirements that are explicitly functional

The Master Sign Plan is shaped around the following creative initiatives:

1. The overarching signage concept is to provide a unified signage package that adheres to the code except where unique conditions demand otherwise.
2. While presenting a unified package, the signage on each building is conceived unique to that building. The specific signs reflect specific architectural details and colors of the building on which they will be installed.
3. The distribution of signage in the system is established to facilitate wayfinding for users, with directories where naturally most beneficial, and tenant signage unique to the locations in the comp