



Wellington Town Square
11924 Forest Hill Blvd
Wellington, FL 33414

SIGNAGE STANDARDS

I. Retail Tenant Main ID Signs

Sign Type "A" at Mansard roof locations at 16" Beam:

Sign illumination: Front Lit LED

Sign Design: Channel Letters on raceway

Sign Size: 18" max. height and max 10" projection from wall. Signs may not project above roof line or below the 16" steel beam.

Color: To be determined by tenant with Landlord Approval.

Letter Style: To be determined by tenant with Landlord Approval.

Exception: National and regional companies may use corporate color and letter styles if displayed as registered and documentation provided to Village that design is registered.

Installation: To be performed in accordance with all architecturally accepted methods and meet wind load requirements of a certified State of Florida engineer.

Number of Signs:

1. (1) wall sign permitted per business.
2. (1) Additional wall sign, not to exceed 50% of the maximum square footage allowed for the principal wall sign shall be permitted if the store is located at the end of the shopping center structure and if the architectural treatment of the primary façade is extended to include the wall located at the end.
3. Wall signage facing a residential zoning district shall not exceed 25% of the maximum square footage allowed of the primary sign.



12401 Pinecrest Parkway
Pinecrest, Florida 33156
v. 305.443.3100

Sign Type “B” at larger flat wall locations:

Sign illumination: Back Lit LED

Sign Design: Channel Letters mounted directly on wall – No raceway

Sign Size: 30” max height or as allowed by code.

Color: To be determined by tenant with Landlord Approval.

Letter Style: To be determined by tenant with Landlord Approval.

Exception: National and regional companies may use corporate color and letter styles if displayed as registered and documentation provided to Village that design is registered.

Installation: To be performed in accordance with all architecturally accepted methods and meet wind load requirements of a certified State of Florida engineer.

Number of Signs:

1. (1) wall sign permitted per business.
2. (1) Additional wall sign, not to exceed 50% of the maximum square footage allowed for the principal wall sign shall be permitted if the store is located at the end of the shopping center structure and if the architectural treatment of the primary façade is extended to include the wall located at the end.
3. Wall signage facing a residential zoning district shall not exceed 25% of the maximum square footage allowed of the primary sign.

AMENDED MASTER SIGN PLAN WELLINGTON TOWN SQUARE

I. Retail Tenant Main ID Signs

- Sign Type: Indirect lighted, single sided, sandblasted with embossed letters. See drawings for lighting method and fixture specifications.
- Sign material: Redwood.
- Sign design: See attached drawing specifications.
- Location: A) In archway located in front of tenant's space.
B) Sign band area on wall, located above tenant's entry.
Signs must be centered horizontally and vertically.
- Sign size: Location type A) 2'x 10' maximum size
Location type B) 9 square feet per lineal foot of storefront
façade.
- Colors: **VOID**
Border: Black
Background: Sherwin Williams #2899 (Roycroft Copper Red)
Letters: Gold leaf paint (Ralston Lauren Ballroom Gold)
- Letter style: Garamond Medium
- Exceptions: National and regional companies may use corporate colors and letter styles if displayed as registered and documentation provided to Village that design is registered.
- Installation: To be performed in accordance with all architecturally accepted methods and meet wind load requirements of a certified State of Florida engineer.
- Number of wall signs:
1. One (1) wall sign permitted per business.
 2. One (1) additional wall sign, not to exceed 50% of the maximum square footage allowed for the principal wall sign shall be permitted if the store is located at the end of the shopping center structure and if the architectural treatment of the primary façade is extended to include the wall located at the end.
 3. Wall signage facing a residential zoning district shall not exceed 25% of the maximum square footage allowed of the primary sign.

IA. Major Tenant

Sign Type: Internally (front) illuminated channel letters, flush mounted to sign band.

Maximum sign size: Not to exceed 66" in height or 150 square feet.

Maximum length: Sign shall not exceed 70% of bay width or twenty (20) feet.

Copy lines: Wall signs shall not contain more than two (2) lines of copy.

Exception:

1. Publix sign to have white faces with green illumination at night.
2. Eckerd sign will remain legal, non-conforming until new tenant occupies space.
3. National colors and letter style can be used if displayed as registered and documentation provided to Village that the design is registered.

IB. Rear Wall Signs

Sign type: Vinyl letters

Color: Black

Copy: Name, address or bay number of business only.

II. ID Block Sign – See attached example drawing

Sign type: Surface mounted vinyl letters

Location: Single door: On window, adjacent to handle side of entrance door; if not possible then opposite side. Same for double doors.

Maximum width: 24"

Maximum height: 24"

Material: High performance, artificial gold leaf vinyl.

Letter style: Garamond Medium

Store hours: Store hours of operation must be displayed in ID block. Other displays of store hours are not permitted.

III. Monument Signs – See attached example drawing

- Sign type: Double sided, stencil cut header panel with center name.
- Sign colors: Copy to be metallic gold translucent vinyl on whit plexi.
Background color to be Sherwin Williams #2839 Roycroft
Copper Red. Borders to be black.

IV. Window Signage

- Sign area: A window sign shall not exceed the lesser of ten (10) square feet or 10% of the window area where sign is placed.
- Letter size: A maximum of two (2) lines of copy shall be permitted on any window. First row shall not exceed nine (9) inches. Second row shall not exceed three (3) inches in height.
- Content: Window signs shall identify only products or services offered within the establishment displaying such advertisement. Window signs may include "Open" or "Closed" signs.
- Logos: Logos may be permitted if designed as an integral part of the advertising. Logos and other non-copy types of advertisement shall not occupy more than twenty-five percent (25%) of the total window area.
- Material: High performance, artificial gold leaf vinyl.
- Illuminated signs: Illuminating signage, including neon signs, may be placed or displaced in the window area. The total of all illuminated signage not to exceed six (6) square feet in area.
- Number: One (1) window sign shall be permitted for each display window. Any sign located three (3) feet behind the window shall be considered a window sign.
- Sign plan: Window signs shall be included within required sign plans.

V. Undercanopy signs – see attached example drawing

- Sign type: Double sided, non-illuminated. Sandblasted with embossed letters.
- Material: Redwood.
- Sign size: 12" x 36"
- Amount: One (1) sign per tenant
- Sign copy: Store name, product or service, logo may be displayed.
- Letter style: Garamond Medium
- Sign color: Sherwin Williams #2839 Roycroft Copper Red background, gold leaf letters, black border.
- Exceptions: National companies may use corporate colors and letter style if displayed as registered.
- Mounting: Minimum of eight (8) feet above grade to concrete pier dividers. See drawing for bracket design and exact location of signs.

VOID

VI. Menu signs - may be installed by restaurants only

- Location: Located within ten (10) feet of the front door or entry.
- Mounting: Menu signs must be mounted on an exterior wall or within a window.
- Enclosure: Menu signs must be enclosed within a display cabinet or frame.
- Number: One (1) per establishment.
- Size: Three (3) square feet.

VII. Property directory signs

Not permitted

VIII. Prohibited signs

1. Signs employing moving or flashing lights.
2. Signs, letters, symbols of any nature painted on windows except those approved under this Master Sign Plan.
3. Plastic, wood, cloth or cardboard signs, stickers, decals or painted signs around or on exterior surfaces (doors and / or windows) of leased premises.
4. Free standing (A-frame) signs in walkways.
5. Roof top signs.
6. Signs advertising a business other than the primary business conducted in the leased premises.
7. Signs prohibited by Village ordinances.
8. Signs not receiving a building permit.

Landlord's written approval is required for any sign prior to submission for a permit from the Village of Wellington.