

**MINUTES OF THE MEETING OF THE JERSEY VILLAGE  
PLANNING AND ZONING COMMISSION**

July 15, 2019 – 6:00 p.m.

THE PLANNING AND ZONING COMMISSION OF THE CITY OF JERSEY VILLAGE, TEXAS, CONVENED ON JULY 15, 2019 AT 6:00 P.M. IN THE CIVIC CENTER, 16327 LAKEVIEW DRIVE, JERSEY VILLAGE, TEXAS.

**A. The meeting was called to order in at 6:00 p.m. and the roll of appointed officers was taken.  
Commissioners present were:**

Rick Faircloth, Chairman  
Courtney Standlee, Commissioner

Ty Camp, Commissioner  
Jennifer McCrea, Commissioner

Commissioners Debra Mergel, Barbara Freeman, and Joseph Paul were not present at this meeting.

The following City of Jersey Village City Council Members were present:

Mayor, Andrew Mitcham  
Council Member, Drew Wasson  
Council Member, Greg Holden  
Council Member, Bobby Warren  
Council Member, James Singleton  
Council Member, Gary Wubbenhorst

City Manager, Austin Bleess  
City Secretary, Lorri Coody  
City Attorney, Scott Bounds

Staff in attendance: Eric Foerster, Chief of Police; Mark Bitz, Fire Chief; Isabel Kato, Finance Director; Christian Somers, Building Official; Jason Alfaro, Director of Parks and Recreation; Bob Blevins, IT Director; and Trelena Collins, HR Manager.

*The following item was called out of order as follows:*

*In accordance with the Conflict of Interest Affidavit filed by Mayor Andrew Mitcham, he stepped away from the Council dais and did not call the item or participate in the discussions for item D1. Accordingly, Mayor Pro tem Bobby Warren called the items as follows:*

**C. Conduct a Joint Public Hearing with the Jersey Village City Council at 6:00 P.M. in the Council Chamber for the purpose of receiving oral comments from any interested person(s) concerning the proposal to amend Chapter 14, Article IV “Zoning Districts,” of the Code of Ordinances of the City of Jersey Village, Texas, by including and allowing “Retail Establishment Selling or Offering for Sale any Alcoholic Beverage” through Specific Use Permit in Zoning Districts F (“First Business District”), G (“Second Business District”), H (“Industrial District”), J (“Third Business District”), J-1 (“Fourth Business District”), and K (“Fifth Business District”).**

Mayor Pro tem Warren called the item and Chairman Rick Faircloth announced a quorum for the Planning and Zoning Commission. Mayor Pro tem Warren opened the Joint Public Hearing at 6:09 p.m., stating that the purpose of the meeting was to give those in attendance the right to speak and be heard concerning the proposal to amend Chapter 14, Article IV “Zoning Districts,” of the Code of Ordinances of the City of Jersey Village, Texas, by including and allowing “Retail Establishment Selling or Offering for Sale any Alcoholic Beverage” through Specific Use Permit in Zoning Districts

F (“First Business District”), G (“Second Business District”), H (“Industrial District”), J (“Third Business District”), J-1 (“Fourth Business District”), and K (“Fifth Business District”).

With no one signing up to speak at the hearing, Mayor Pro tem Warren and Chairman Faircloth closed the joint public hearing at 6:10 p.m. and the Planning and Zoning Commission retired from the City Council meeting at 6:10 p.m. to conduct its posted meeting agenda and prepare final reports in connection with this joint public hearing.

*City Secretary, Lorri Coody, left the Council Chamber to attend the Planning and Zoning Commission Meeting at 6:10 p.m.*

*Chairman Faircloth reconvened the Planning and Zoning Commission Meeting in the Civic Center Meeting Room at 6:12 p.m. He returned to the regular order of items on the agenda and called the next item as follows:*

**B. Consider approval of the minutes for the meeting held on June 17, 2019.**

Commissioner McCrea moved to approve the minutes for the meeting held on June 17, 2019. Commissioner Camp seconded the motion. The vote follows:

Ayes: Commissioners McCrea, Camp, and Standlee  
Chairman Faircloth

Nays: None

The motion carried.

**D. Discuss and take appropriate action regarding the preparation and presentation of a Final Report to City Council concerning the proposal to amend Chapter 14, Article IV “Zoning Districts,” of the Code of Ordinances of the City of Jersey Village, Texas, by including and allowing “Retail Establishment Selling or Offering for Sale any Alcoholic Beverage” through Specific Use Permit in Zoning Districts F (“First Business District”), G (“Second Business District”), H (“Industrial District”), J (“Third Business District”), J-1 (“Fourth Business District”), and K (“Fifth Business District”).**

Christian Somers, Building Official, introduced the item. Background information is as follows: The Commission conducted a Joint public hearing with City Council on the July 15, 2019, giving opportunity for public comment on the proposal to amend the Code of Ordinances at Chapter 14, Article IV “Zoning Districts,” by including and allowing “Retail Establishment Selling or Offering for Sale any Alcoholic Beverage” through Specific Use Permit in Zoning Districts F (“First Business District”), G (“Second Business District”), H (“Industrial District”), J (“Third Business District”), J-1 (“Fourth Business District”), and K (“Fifth Business District”).

Consideration now must be given to: (1) the directives of Council; (2) the discussions had concerning these issues at prior P&Z meetings; and (3) the comments made by the public during the public hearing.

After due consideration, prepare and vote on your Final Report concerning these amendments.

In connection with your discussions, during the meeting wherein the Preliminary Report was compiled, there were questions concerning how this change will affect businesses in Jersey Village, specifically those selling alcohol. In response to same, please see the following:

If the Code of Ordinances expressly lists a use permitted by right, then that use prevails over a use listed in the Specific Use section.

For example, if “Total Wine” were to look to construct a store in District F, it would proceed with a building permit without going through the zone change or SUP process, because District F allows “(14) Stores and shops for retail sales and personal service shops” by right.

The same kind of thing could be said for an Exxon station looking to locate in District F, because “(12) Gasoline filling stations, provided that all storage tanks for gasoline shall be below the surface of the ground” are allowed by right.

Similarly, a BJ’s Brew House Restaurant/Bar would probably look to “(13) Restaurants, cafes and cafeterias” as its express right to locate in District F.

Where the new (expanded) definition comes into play would be for one of the uses not expressly listed in the Code – i.e. Brewery. If a brewery were to look to open in District F, it would be hard to see how it would fit within any of the existing uses (without stretching the definition). If the new definition is included under Specific Use Permit, a brewery would require a Specific Use Permit.

It would be up to the applicant to determine how to approach the project under the City’s Code. If Total Wine, Exxon, or BJ’s decided to obtain a Specific Use Permit, there is nothing wrong with that; however, Staff should let them know their options – either pursue a project under the expressly permitted use or go the SUP route.

All of that is for zoning/building permit issues. As for alcohol permits, nothing really changes.

Another issue that was brought up during the Preliminary Report Meeting was the process for obtaining a Specific Use Permit. The process is covered in Sec. 14-84 and 14-84.1 of the Code of Ordinances. Basically, the applicant files an application and pays the fee, which initiates the following steps:

- Planning and zoning commission preliminary report submitted to city council.
- Joint public hearing with the planning and zoning commission and city council.
- Planning and zoning commission final report to the city council.
- Action.

The Commission engaged in discussion about the Specific Use Process. Staff answered their questions in connection with same.

With no further discussion on the matter, Commissioner Standlee moved to approve the final report recommending that City Council amend Chapter 14, Article IV “Zoning Districts,” of the Code of Ordinances of the City of Jersey Village, Texas, by including and allowing “Retail Establishment Selling or Offering for Sale any Alcoholic Beverage” through Specific Use Permit in Zoning Districts F (“First Business District”), G (“Second Business District”), H (“Industrial District”), J (“Third Business District”), J-1 (“Fourth Business District”), and K (“Fifth Business District”). Commissioner McCrea seconded the motion. The vote follows:

Ayes: Commissioners McCrea, Camp, and Standlee  
Chairman Faircloth

Nays: None

The motion carried.

*A copy of the Commission's Final Report is attached to and made a part of these minutes as Exhibit "A."*

**E. Consider the request for an Alternative Comprehensive Signage Plan, filed in accordance with Section 14-261 of the Jersey Village Code of Ordinances, by Dynamic Signs Systems and Marketing LLC on behalf of the Jersey Village Development Group, LLC for the Village ER Phase I Plaza located at 17030 Northwest Freeway, Houston, Texas.**

Christian Sommers, Building Official, introduced the item. Background information is as follows: On May 8, 2019, the Planning and Zoning Commission approved an application for an Alternative Comprehensive Signage Plan submitted by Dynamic Signs Systems and Marketing LLC (Dynamic Signs), on behalf of the Jersey Village Development Group, LLC, for the Village ER Phase I Plaza located at 17030 Northwest Freeway, Houston, Texas.

Shortly after its approval, the City learned that the owner, Jersey Village Development Group, LLC, mistakenly had hired, over the course of developing the property, two different sign companies. Quality Signs was the first company and Dynamic Signs was the second company.

It turned out that, unbeknownst to Dynamic Signs and prior to the submittal and approval of the Alternative Comprehensive Signage Plan by this Commission, Quality Signs had created most of the signs for the ER Phase I Plaza according to the City's standard signage laws found in Chapter 14, Article X Signs.

As a result of most of the signs already being created and the owner being invoiced for same, Jersey Village Development Group, LLC sent a letter asking that the Planning and Zoning Commission rescind the Alternative Comprehensive Signage Plan.

On June 17, 2019, the Commission considered Jersey Village Development Group LLC's request to rescind and granted the request, rescinding the Alternative Comprehensive Signage Plan that was approved on May 8, 2019.

Since June 17, 2019, Dynamic Signs submitted a sign permit application for a tenant panel sign at Village ER Plaza. They were under the assumption that the May 8, 2019 Alternative Comprehensive Signage Plan was still in effect. However, when City Staff denied the permit application because it did not comply with the City's standard signage laws, Dynamic Signs learned that the Alternative Signage Plan they had applied for on May 8, 2019 had been rescinded on June 17, 2019 in accordance with the property owner's request. Nonetheless, Dynamic Signs still wanted to proceed with signage for the property. Accordingly, the City instructed Dynamic Signs that either multiple variances or a new Alternative Comprehensive Signage Plan would be required in order to fabricate and install the additional signage that Village ER Plaza wanted to install on their property located at 17030 Northwest Freeway.

With this instruction, Dynamic Signs submitted an application for an Alternative Comprehensive Signage Plan on behalf of the Jersey Village Development Group, LLC, for the Village ER Phase I Plaza located at 17030 Northwest Freeway, Houston, Texas on July 9, 2019.

The first five (5) pages of the Alternative Comprehensive Signage Plan that was submitted along with the application are exactly the same as the Alternative Comprehensive Signage Plan that was approved by the Commission back on May 8, 2019. It is these five (5) pages that dictate the requirements for signs under the plan. The following pages are diagrams showing the placement of the signage in the various Zones. Keeping this in mind, the only thing that is changing from the May 8, 2019 plan is the signage and placement of same for Zone A. Accordingly, the diagrams associated with Zone A have been updated to incorporate Quality's signs as well as the signage that is desired by Dynamic Signs. However, these updates remain in line with the parameters/requirements as first approved by the Commission back on May 8, 2019.

This item is to reconsider an Alternative Comprehensive Signage Plan for the Village ER Phase I Plaza located at 17030 Northwest Freeway, Houston, Texas in accordance with Section 14-261 of the Code of Ordinances, which states that a comprehensive signage plan, which is an alternative to strict compliance with various sign requirements, may be submitted and approved by the Planning and Zoning Commission should such plan provide a harmonious benefit to development of the city. The plan would have to be approved by both the Commission and the developer. The developer would have to conform to the requirements, which are set forth by the Commission.

The Commission engaged in discussion about the plans and the placement of the signs. It was determined that the plan is basically the same as that approved back on May 8, 2019. The requestor was present as agreed that it the same as the one approved back on May 8, 2019.

With no further discussion on the matter, Commissioner McCrea moved to approve the Alternative Comprehensive Signage Plan, filed in accordance with Section 14-261 of the Jersey Village Code of Ordinances, by Dynamic Signs Systems and Marketing LLC on behalf of the Jersey Village Development Group, LLC for the Village ER Phase I Plaza located at 17030 Northwest Freeway, Houston, Texas. Commissioner Camp seconded the motion. The vote follows:

Ayes: Commissioners McCrea, Camp, and Standlee  
Chairman Faircloth

Nays: None

The motion carried.

*A copy of the Commission's Final Reports are attached to and made a part of these minutes as Exhibit "B."*

## F. Adjourn

There being no further business on the Agenda, the meeting adjourned 6:24 p.m.



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Lorri Coody, City Secretary

# **EXHIBIT A**

## **Planning and Zoning Commission Minutes**

**July 15, 2019**

### **Final Report Specific Use Permit for Alcohol Sales in Districts F, G, H, J, J-1, and K**



**CITY OF JERSEY VILLAGE – PLANNING & ZONING COMMISSION  
FINAL REPORT  
Specific Use Permit for Alcohol Sales in Districts F, G, H, J, J-1, and K**

The Planning and Zoning Commission has previously met on June 17, 2019, and in its preliminary report recommended that Council amend the Code of Ordinances at Chapter 14, Article IV “Zoning Districts,” by including and allowing “Retail Establishment Selling or Offering for Sale any Alcoholic Beverage” through Specific Use Permit in Zoning Districts F (“First Business District”), G (“Second Business District”), H (“Industrial District”), J (“Third Business District”), J-1 (“Fourth Business District”), and K (“Fifth Business District”).

The preliminary report was submitted to the Jersey Village City Council at its June 17, 2019, meeting. The report was reviewed and the City Council ordered a Joint Public Hearing for July 15, 2019.

On July 15, 2019, the City Council and the Jersey Village Planning and Zoning Commission conducted a joint public hearing, which gave the public an opportunity to make comments concerning the proposed amendment.

The Planning and Zoning Commission after duly considering all the information before it including that gathered at the Joint Public Hearing with City Council on July 15, 2019, at 6:00 p.m., recommends that Council grant the proposal to amend Chapter 14, Article IV “Zoning Districts,” of the Code of Ordinances of the City of Jersey Village, Texas, by including and allowing “Retail Establishment Selling or Offering for Sale any Alcoholic Beverage” through Specific Use Permit in Zoning Districts F (“First Business District”), G (“Second Business District”), H (“Industrial District”), J (“Third Business District”), J-1 (“Fourth Business District”), and K (“Fifth Business District”).

The necessary amendments to the City’s zoning ordinance to effect this recommendation are more specifically detailed in the attached proposed ordinance marked as Exhibit “A.”

Respectfully submitted, this 15<sup>th</sup> day of July 2019.

s/R. T. Faircloth, Chairman

**ATTEST:**

s/Lorri Coody, City Secretary



**EXHIBIT A**  
**TO THE**  
**PLANNING AND ZONING**  
**COMMISSION'S**  
**FINAL REPORT**

**ORDINANCE NO. 2019-xx**

**AN ORDINANCE AMENDING CHAPTER 14, ARTICLE IV “ZONING DISTRICTS”, OF THE CODE OF ORDINANCES OF THE CITY OF JERSEY VILLAGE, TEXAS, BY INCLUDING AND ALLOWING “RETAIL ESTABLISHMENT SELLING OR OFFERING FOR SALE ANY ALCOHOLIC BEVERAGE” THROUGH SPECIFIC USE PERMIT IN ZONING DISTRICTS F (“FIRST BUSINESS DISTRICT”), G (“SECOND BUSINESS DISTRICT”), H (“INDUSTRIAL DISTRICT”), J (“THIRD BUSINESS DISTRICT”), J-1 (“FOURTH BUSINESS DISTRICT”), AND K (“FIFTH BUSINESS DISTRICT”); PROVIDING A SEVERABILITY CLAUSE; PROVIDING A PENALTY; PROVIDING FOR PUBLICATION; AND, PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City Council of the City of Jersey Village, Texas (the “City Council”), determines it is in the best interest of the health, safety, and welfare of the citizens of the City to amend Chapter 14, Article IV “Zoning Districts” (the “Zoning Ordinance”); and

**WHEREAS**, the Planning & Zoning Commission of the City of Jersey Village, Texas (the Commission”) has issued its report and has recommended amending the Zoning Ordinance to allow, through a Specific Use Permit, a “Retail establishment selling or offering for sale any alcoholic beverage” in Zoning Districts F, G, H, J, J-1, and K; and

**WHEREAS**, the Commission and the City Council have conducted, in the time and manner required by law, a joint public hearing on such amendment to the Zoning Ordinance and find that the adoption of this Ordinance is in the best interest of the citizens of Jersey Village, Texas; **NOW THEREFORE**,

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF JERSEY VILLAGE THAT:**

**SECTION 1.** The City Council hereby finds and determines that the statements set forth in the preamble of this Ordinance are true and correct and are incorporated herein for all purposes.

**SECTION 2.** The Code of Ordinances, City of Jersey Village, Texas is hereby amended by adding a section, to be numbered 14-105(a)(21)(d), which section reads as follows:

“(d) Retail establishment selling or offering for sale any alcoholic beverage.”

**SECTION 3.** The Code of Ordinances, City of Jersey Village, Texas is hereby amended by adding a section, to be numbered 14-106(a)(19)(f), which section reads as follows:

“(f) Retail establishment selling or offering for sale any alcoholic beverage.”

**SECTION 4.** The Code of Ordinances, City of Jersey Village, Texas is hereby amended by adding a section, to be numbered 14-107(d), which section reads as follows:

“(d) *Specific Use.* The following uses are permitted in district H with a specific use permit: Retail establishment selling or offering for sale any alcoholic beverage.”

**SECTION 5.** The Code of Ordinances, City of Jersey Village, Texas is hereby amended by adding a section, to be numbered 14-109(e), which section reads as follows:

“(e) *Specific Use*. The following uses are permitted in district J with a specific use permit:  
Retail establishment selling or offering for sale any alcoholic beverage.”

**SECTION 6.** The Code of Ordinances, City of Jersey Village, Texas is hereby amended by adding a section, to be numbered 14-109.1(b), which section reads as follows:

“(b) *Specific Use*. The following uses are permitted in district J-1 with a specific use permit: Retail establishment selling or offering for sale any alcoholic beverage.”

**SECTION 7.** The Code of Ordinances, City of Jersey Village, Texas is hereby amended by adding a section, to be numbered 14-110(a)(4)(d), which section reads as follows:

“(d) Retail establishment selling or offering for sale any alcoholic beverage.”

**SECTION 8.** Any person who shall violate any provision of this Ordinance shall be deemed guilty of a misdemeanor and, upon conviction, shall be fined in an amount not to exceed two thousand dollars (\$2,000), with each day of violation constituting a separate offense.

**SECTION 9.** In the event any clause phrase, provision, sentence, or part of this Ordinance or the application of the same to any person or circumstances shall for any reason be adjudged invalid or held unconstitutional by a court of competent or ordinances jurisdiction, it shall not affect, impair, or invalidate this Ordinance as a whole or any part or provision hereof other than the part declared to be invalid or unconstitutional; and, the City Council declares that it would have passed each and every part of the same notwithstanding the omission of any such part thus declared to be invalid or unconstitutional, whether there be one or more parts.

**SECTION 10.** The Council hereby directs the City Secretary to publish the caption of the Ordinance as required under and according to State law.

**SECTION 11.** The amendment to the Code of Ordinances, City of Jersey Village, Texas provided for in this Ordinance shall be in full force and effect upon the date of its passage.

**PASSED AND APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_ 2019.

**ATTEST:**

\_\_\_\_\_  
Bobby Warren, Mayor Pro tem

\_\_\_\_\_  
Lorri Coody, City Secretary



# **EXHIBIT B**

## **Planning and Zoning Commission Minutes**

**July 15, 2019**

### **Alternative Comprehensive Signage Plan**

**Village ER Phase I Plaza  
17030 Northwest Freeway  
Houston, TX 77040**



**CITY OF JERSEY VILLAGE – PLANNING & ZONING COMMISSION  
ALTERNATIVE COMPREHENSIVE SIGNAGE PLAN  
VILLAGE ER PHASE I PLAZA  
17030 NORTHWEST FREEWAY, HOUSTON, TEXAS 77040**

The Planning and Zoning Commission has met in order to review the request for an Alternative Comprehensive Signage Plan, filed in accordance with Section 14-261 of the Jersey Village Code of Ordinances, by Dynamic Signs Systems and Marketing LLC on behalf of the Jersey Village Development Group, LLC for the Village ER Phase I Plaza located at 17030 Northwest Freeway, Houston, Texas on July 9, 2019.

After review and discussion, the Commissioners find that the proposed Alternative Comprehensive Signage Plan provides a harmonious benefit to the development of the City consistent with the requirements of Section 14-261 of the City’s Code.

Accordingly, the Commission approves the request of Dynamic Signs Systems and Marketing LLC filed on behalf of the Jersey Village Development Group, LLC for the Village ER Phase I Plaza located at 17030 Northwest Freeway, Houston, Texas.

The approved plan is more specifically detailed in the attached Exhibit “A.”

Signed and approved this the 15<sup>th</sup> day of July 2019.

s/R. T. Faircloth, Chairman

**ATTEST:**

s/Lorri Coody, City  
Secretary



**Exhibit A**  
**Planning and Zoning Approval**  
**Alternative Comprehensive Signage Plan**  
**Village ER Phase I Plaza**

# Planning and Zoning Recommendation Alternative Comprehensive Signage Plan Village ER Phase I Plaza

**LEGAL: RESERVE BLK 1**

**PROPERTY DESCRIPTION: JERSEY NORTHWEST SEC 2 R/P**

**ADDRESS: 17030 NORTHWEST FWY HOSUTON, TX 77040**

**BUILDING ZONES (A,B,C D): (REFER TO ALTERNATIVE SIGN PLAN ZONE LAYOUTS)**

1. Proposed signage shall be in conformance with the city of Jersey Village sign ordinance Articles X. -SIGNS SEC 14-240—14-262 including any amendments. Plus Sec. 14-309 (b) (6) with exception to either a Redbud or Dynamic Crape Myrtle Flowering Tree and subject to one flowering tree if landscape space area is not able to host two flowering trees. To conform with the 2018 IECC Table C 405.4.2(1) exterior lighting zones as a lighting zone 2.
2. Further restrictions to all new wall signs after the date of approval of this document shall be:
  - a. For Tenants less than 3,000 square feet, maximum nominal letter height is 26".
  - b. For Tenants greater than 3,000 square feet, maximum nominal letter height is 32".
  - c. Tenants less than 6,000 square feet 32" and maximum coverage shall not exceed 45% of wall area.
  - d. Tenants over 6,000 square feet: 36" and maximum coverage shall not exceed 42% of wall area.
  - e. Tenants over 12,000 square feet: 42" and maximum coverage shall not exceed 34% of wall area.
  - f. Tenants over 24,000 square feet: 48" and maximum coverage shall not exceed 25% of wall area.
  - g. Tenant logos are allowed.
    - i. 42" for Tenants over 6,000 square feet
    - ii. 48" for Tenants over 12,000 square feet
    - iii. 54" for Tenants over 24,000 square feet
  - h. Letters/logo will be individually mounted unless special approval for raceway/wire way mounted. If installation is on wire way, all wire ways shall be entirely concealed behind the required silhouette background border. All wireway/race way mounts will be required to have matching paint colors to fascia area as to appear hidden in background. Poor color distortion will require repainting by tenant, or landlord will charge for service to be performed.
    - i. All signs shall have shopping center owner written approval prior to city sign permit review.
    - j. Tenant spaces located on the end cap of buildings A, C, and D, or on a corner that has storefront facing two directions are permitted to have a total of two signs (one sign facing each direction).
    - k. The location of the Tenant sign shall be based on a sign zone provided by Landlord. The sign zone will typically be located directly above the Tenant's storefront, however in certain situations (for ideal spacing between signs or to fit the architecture of the building), sign zones are permitted to impede over an adjacent storefront.
3. All building mounted graphics and signage, whether interior or exterior, shall be at least eight (8) feet apart in any direction.

## **SIGN CONTRACTOR REGULATIONS:**

1. Tenants are required to use a licensed sign contractor registered with the City of Jersey Village to perform all manufacturing, installation, and service maintenance needs.
2. Tenant Sign Contractors must be licensed and insured within the State of Texas. It is required by the State of Texas that all electrical signage be provided by a licensed Texas Electrical Sign Master with and approved Texas Sign Electrical Master License.
3. All work conducted on tenant spaces with regards to signage will adhere to the most up-to-date regulations and codes from the National Electrical Code.

## **BUILDING ZONES (A,B,C,D): (REFER TO ALTERNATIVE SIGNAGE PLAN LAYOUT)**

1. Building zones (A & D) shall be considered as single occupant detached commercial building on individual lots for the purposes of sign permitting as long as current lessee occupies said structure.
2. Building zones (B & C) shall be considered as multi-tenant buildings on individual lots for purpose of sign permitting as long as current lessee occupies said structure.

## **GROUND SIGNS - SIGN A**

1. One free-standing multitenant sign may be erected along the NORTHWEST FREEWAY corridor frontage road per list property address. The maximum height shall be 35'. The NORTHWEST FREEWAY frontage multi-Tenant pylon sign must be a minimum of 50' apart from an accent property ground sign.
2. A full color electronic message center shall be permitted on multi-tenant ground signs located along NORTHWEST FREEWAY. No animated, rotating, or scrolling messages will be allowed. Each message must not change more often than every five (5) minutes, or a longer time frame if required by state or federal law. Standard brightness limits for display (both day and night) will be automatically adjusted by the display's light sensing technology. Temporary messages should not be considered as permanent signage or counted against any sign counts.
3. Maximum square footage for a free-standing pylon sign must be less than 1000 square feet in area.
4. Must follow Sec. 14-309 (b) (6) with exception to either a Redbud or Dynamic Crape Myrtle Flowering Tree and subject to one flowering tree if landscape space area is not able to host two flowering trees.
5. Multi-tenant panels shall be of routed aluminum face, not less than .125' with white acrylic backer panel of at least 3/16". Acrylic backer panel shall fasten with welded all-thread and nuts plus all-thread as have an over sized hole pass through to allow for heat expansion. Backer panel shall be allowed to have translucent vinyl overlay pending landlord approval.
6. Illumination of ground sign shall be maintained and outages fixed within 7 days unless ordered repaired parts required. If electronic message center is installed landlord must guarantee illumination is either at 95% full tolerance on LED modules otherwise maintenance is required to bring to full illumination. If electronic message center is not repairable a new electronic message center must be installed or existing electronic message center is to be removed and signage space re-engineered to display another tenant space or filled in to keep beautification of sign.
7. Vacant tenant panels shall be removed and a matching painted .125" aluminum tenant panel with routed wording "lease space available plus #number" or solid panel is to be installed in vacant tenant panel space. Discoloration of replaced panel cannot be more than 3 shades off existing pylon color background. If color of tenant panel is out of tolerance it will be required to be repainted to keep beautification of signage.

## **BANNERS**

1. Temporary "coming soon" and "now open" banners shall be permitted on the building for no more than thirty (30) days.
2. Banners for the purpose of marketing vacant spaces shall be permitted indefinitely, however no more than five (5) banners at any one time shall be permitted, per multitenant plaza.
3. Storefront banners must not exceed 6' in height x 80% of the storefront width for building zones.
4. Pole Banners not allowed

## **EXTERIOR WINDOW GRAPHICS (REFER WINDOW GRAPHIC LAYOUT STANDARD aka, WGLS) (for buildings A, C, D)**

1. Company name, logo, suite number, and hours of operation are permitted on the storefront glass in a location outlined on Exhibit "WGLS". No other exterior window graphics are permitted to be displayed on the outside of the glass unless approved written consent of landlord is provided. Location of graphics is generalized on provided Exhibit "WGLS".
2. All "WGLS" shall be mounted at least 8ft. in any direction from all other "WGLS" and building mounted signage.

## **INTERIOR WINDOW GRAPHICS & SIGNAGE (ZONES A,C,D)**

1. Any single poster or window graphic must be applied inside the storefront glass and should not exceed 48 square feet.
2. The total of all posters and window graphics are not permitted to exceed 50% of the total area of storefront glass, specific to per lessee net occupied space(s).
3. Window graphic artwork must be in a professional manner and digitally printed by a sign company. Hand written signs and messages are prohibited on glass.
4. Tenants/Businesses that are currently in non-conformance with the current sign code and this proposed document will be notified by Landlord and shall be required to comply within thirty (30) days after the approval of this document.
5. Each Tenant/Business is permitted to have illuminated signs displayed inside the storefront glass in accordance with the following: (OPEN signs excluded from count and limited to 6 sq.ft).
  - a. Retail/Service oriented businesses with less than 20' of frontage shall be limited to two (2) illuminated signs.
  - b. Retail/Service oriented businesses 21' or greater of storefront width shall be allowed one (1) illuminated sign for every 10' of storefront width.
  - c. Restaurants with less than 30' of frontage shall be limited to three (3) illuminated signs
  - d. Restaurants with 30' or greater of storefront width shall be allowed one (1) illuminated sign for every 12.5' of storefront.
6. Illuminated signs shall not exceed 36" x 48" and should be spaced at least 8' apart from one another. .

## **SIDEWALK / SANDWICH BOARD SIGNS (REFER TO WINDOW GRAPHIC LAYOUT STANDARD aka, WGLS)**

1. Sidewalk/Sandwich board signs are permitted only for retail, service, or restaurant uses.
2. Tenants/Businesses that qualify to display a sidewalk/sandwich board are limited to 12 days per calendar month. Exception is weekends.
3. The size shall be limited to 12 square feet per sign face per business, and may not exceed 4 feet in height.
4. A minimum of 6 feet of sidewalk shall remain clear.
5. Chalkboards may be used for daily changing of messages.
6. Reader boards (electronic and non-electric) shall be prohibited.
7. Displays must be brought inside prior to closing hours.

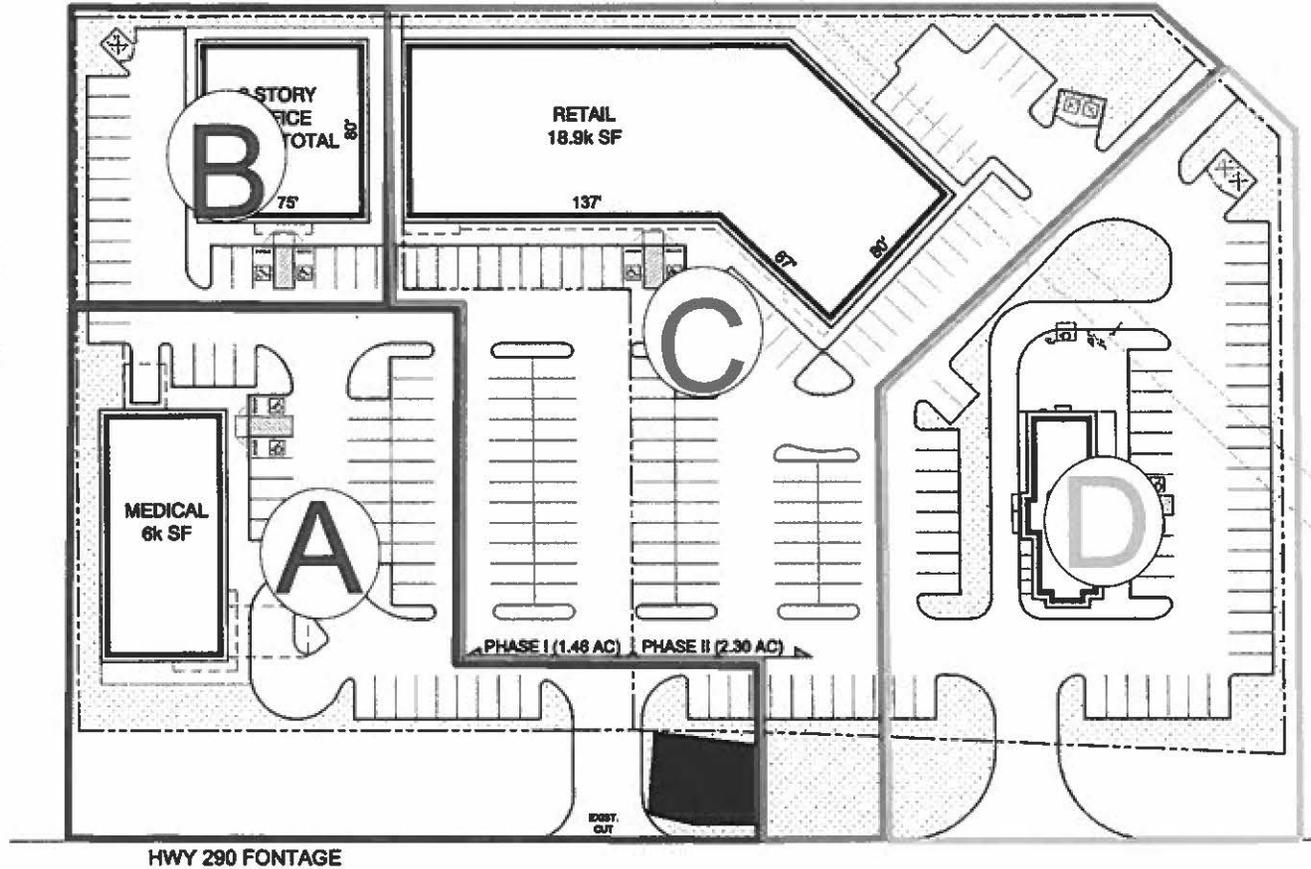
## **ADDITIONAL EXCEPTIONS AND ZONING CODE ORDINANCES NOTED BELOW:**

1. All Zones (A,B,C,D) shall calculate wall space area for wall signage; based on the NET wall area, with exception to the architectural elements of the wall. Each side of building structure may have wall signage.
2. All Zones (A,B,C, D) are allowed to have wall signage on the rear facing indicated wall as detailed below;
  - a. Zone A; Rear facing wall is indicated as the wall that is facing 2 story building in Zone B
  - b. Zone B; Rear facing wall is indicated as the wall that is facing single storing retail building in Zone C
  - c. Zone C; Rear facing wall is indicated as the Northeast facing wall parallel to Northwest Freeway
  - d. Zone D; Rear facing wall is indicated as the Southeast facing wall perpendicular to Northwest Freeway
3. All Zones (A,B,C,D) window hours of operation must be in font style Arial Bold. They must also be made with white vinyl, and applied to the exterior of the glass window. Company name and logo can follow company design and does not require to be of white vinyl. Company name is required to be on entry door of lessee main entrance. Company name above hours is option but limited to match white vinyl only as per hours of operation and in font style Arial Bold. Hours of operation white vinyl and option Company name in white vinyl must conform to the sizes listed in WGLS.
4. Zone B: WGLS exception rule with two story buildings is that only Lessee tenant can advertise their services and products within their designated window space area. Lessee's cannot share window space advertising space. Graphics must be in alignment with services and products provided by said Lessee.
5. Zone A, B, C: WGLS exception rule is window space graphics must be within lessee window space provided

windows. Must advertise services or products that pertain solely to their business. Lessee graphics cannot advertise for other businesses within their window space unless it aligns with their services or products.

# Alternative Signage Plan Zone Layouts

- ZONE A 
- ZONE B 
- ZONE C 
- ZONE D 



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ALL TERMS AND CONDITIONS AGREED UPON

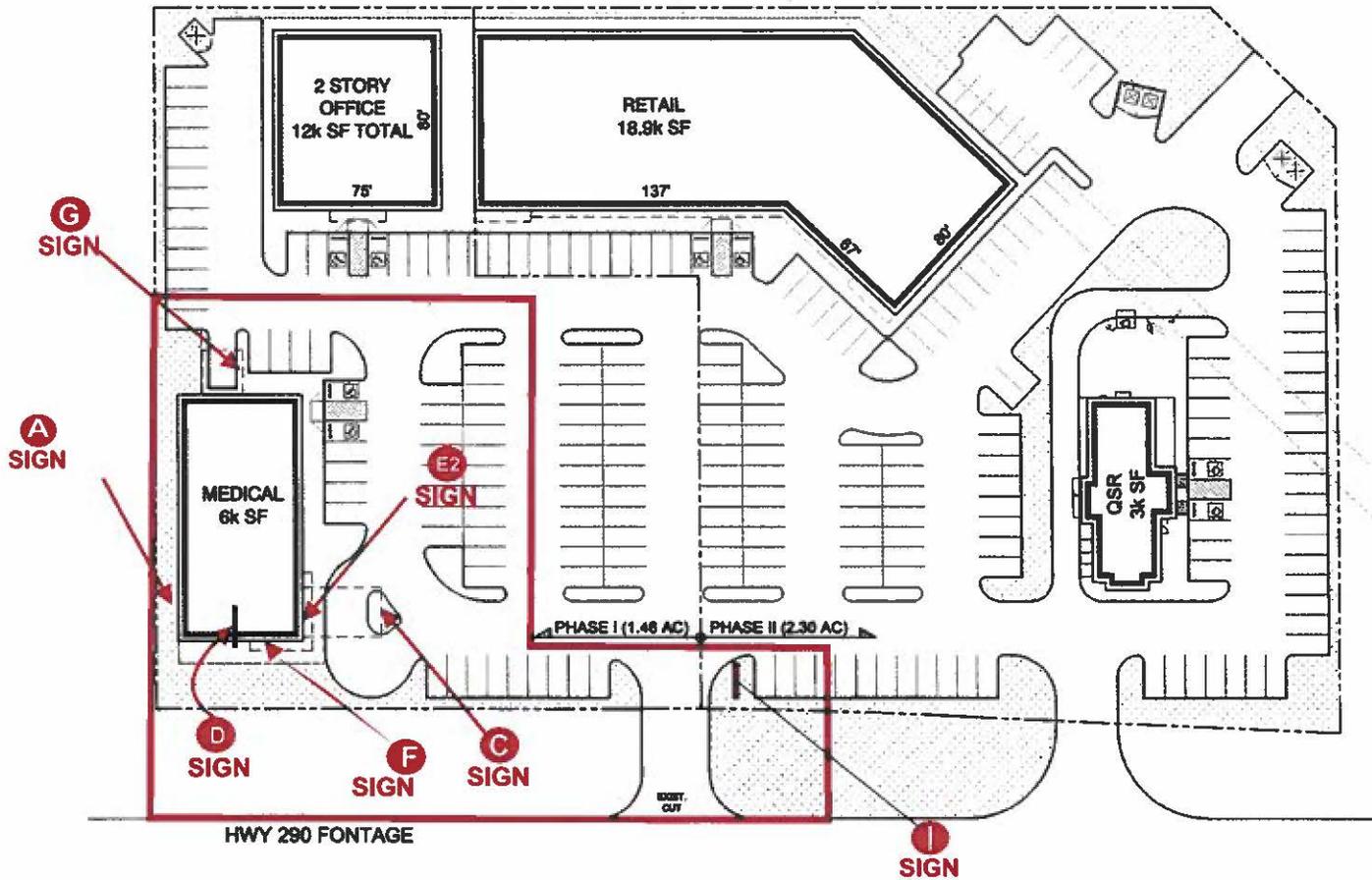
SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Site Plan:**

17030 Northwest Freeway  
Houston, TX 77040

# ZONE A: SIGNAGE



## KEY ELEMENTS

### NEW SIGNS



### EXISTING SIGNS

- A SIGN** EMERGENCY ROOM
- C SIGN** A VILLAGE EMERGENCY CENTER
- D SIGN** VILLAGE ER 24HR
- E2 SIGN** EMERGENCY ROOM
- F SIGN** EMERGENCY ROOM
- G SIGN (REAR WALL)** AMBULANCE



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SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_



SIDE A



SIDE C  
ROAD VIEW



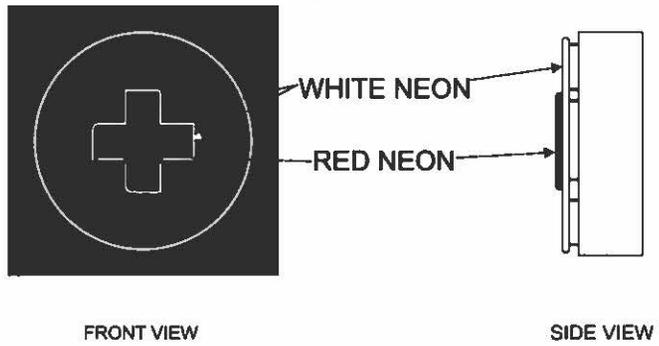
SIDE B



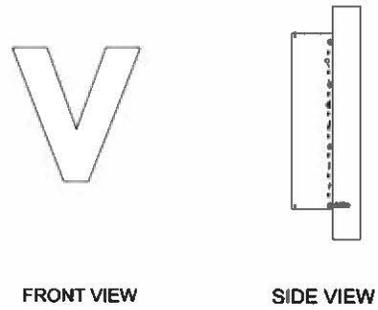
17030 Northwest Freeway  
Houston, TX 77040

# ILLUMINATION EXAMPLES

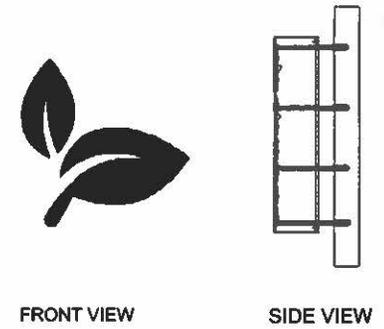
## NEON CROSS



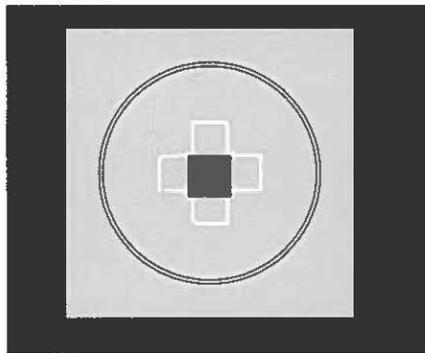
## CHANNEL LETTER



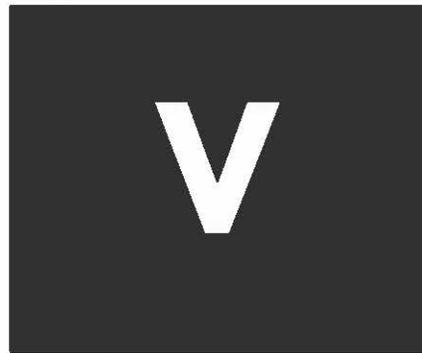
## REVERSE PAN CHANNEL LETTER



## ILLUMINATION



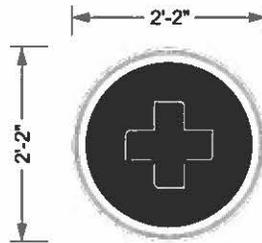
## ILLUMINATION



## ILLUMINATION



**NEON LOGO SIGN TYPE A. D. E.**  
 FACE: .063 ALUMINUM  
 5" DEEP RETURNS .063 ALUMINUM - WHITE  
 PAINTED WHITE - WITH REFLECTIVE  
 BLUE AND RED VINYL

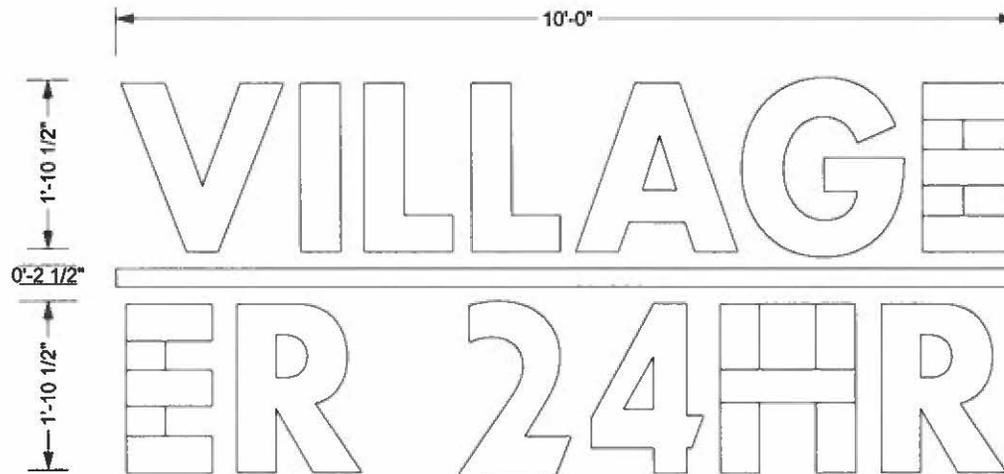


FRONT VIEW



SIDE VIEW

**ILLUMINATED CHANNEL LETTERS SIGN TYPE A. D.**  
 FACE: 3/16" WHITE ACRYLIC  
 5" DEEP RETURNS  
 PAINTED WHITE - WITH REFLECTIVE  
 BLUE AND RED VINYL



FRONT VIEW



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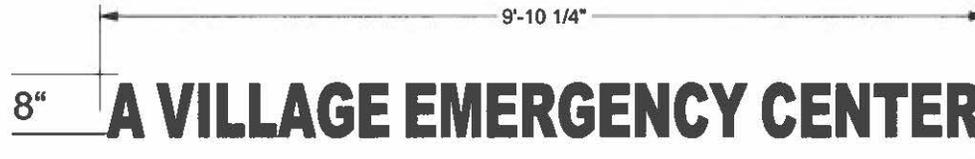
ALL TERMS AND CONDITIONS AGREED UPON

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**SIGN TYPE C**

LETTERS: 8" TALL .25" ALUMINUM  
PAINT RED



FRONT VIEW

**SIGN TYPE E**

FACE: 3/16" RED ACRYLIC  
5" DEEP RETURNS .063 ALUMINUM - WHITE  
1" WHITE TRIMCAP - WHITE L.E.D.



FRONT VIEW



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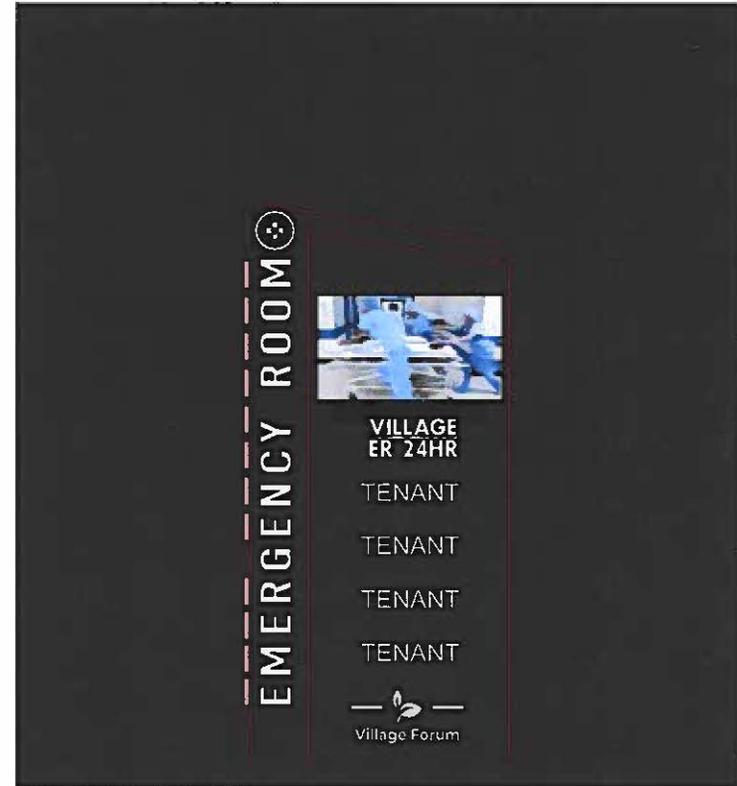
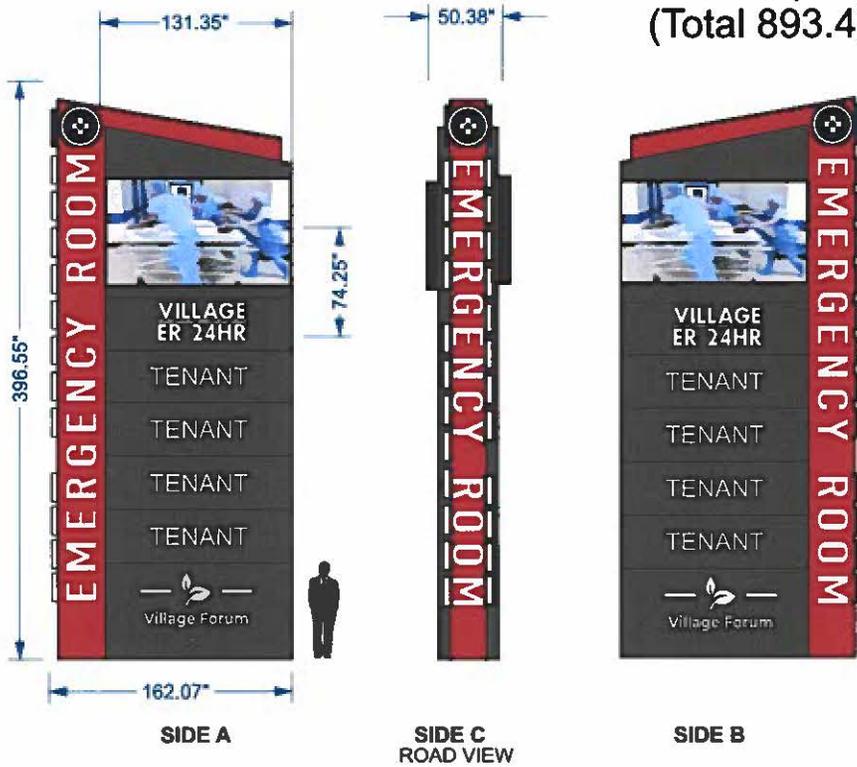
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TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_



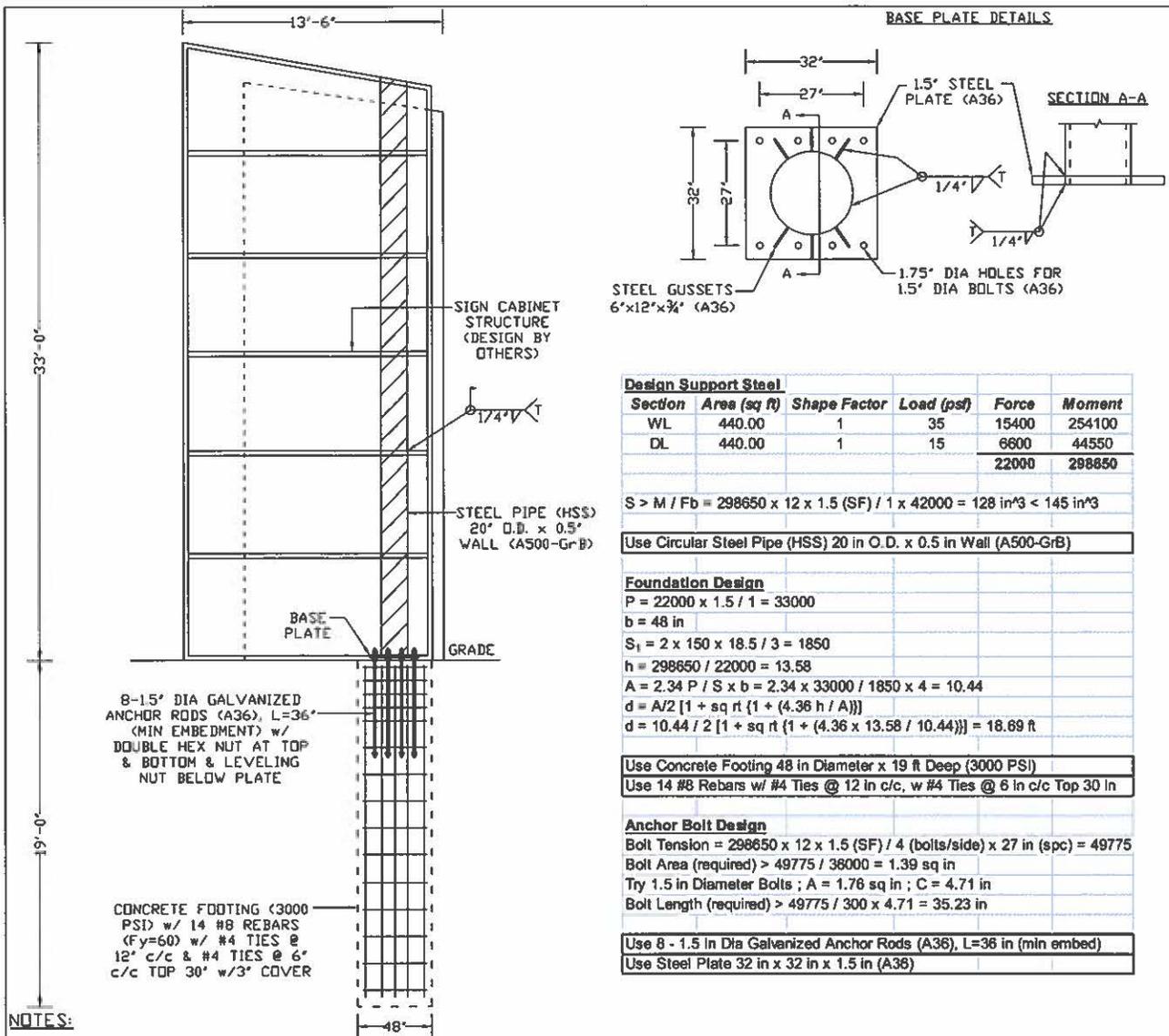
**NEON LOGO**  
**L.E.D. GRAPHIC DISPLAY DOUBLE SIDED**  
**ILLUMINATED CHANNEL LETTERS - VILLAGE ER**  
**ILLUMINATED CHANNEL LETTERS - EMERGENCY ROOM - FREEWAY SIDE**  
**CENTER LOGO - ILLUMINATED REVERSE PAN CHANNEL LETTERS**  
 \*Optional: Neon boarder lighting

446.7 sq. ft per side  
 (Total 893.4)



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 SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
 TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_



**Design Support Steel**

Section	Area (sq ft)	Shape Factor	Load (psf)	Force	Moment
WL	440.00	1	35	15400	254100
DL	440.00	1	15	6600	44550
				<b>22000</b>	<b>298650</b>

$S > M / F_b = 298650 \times 12 \times 1.5 \text{ (SF)} / 1 \times 42000 = 128 \text{ in}^3 < 145 \text{ in}^3$

Use Circular Steel Pipe (HSS) 20 in O.D. x 0.5 in Wall (A500-GrB)

**Foundation Design**

$P = 22000 \times 1.5 / 1 = 33000$

$b = 48 \text{ in}$

$S_f = 2 \times 150 \times 18.5 / 3 = 1850$

$h = 298650 / 22000 = 13.58$

$A = 2.34 P / S \times b = 2.34 \times 33000 / 1850 \times 4 = 10.44$

$d = A/2 [1 + \text{sq rt } (1 + (4.36 h / A))] ]$

$d = 10.44 / 2 [1 + \text{sq rt } (1 + (4.36 \times 13.58 / 10.44))] ] = 18.69 \text{ ft}$

Use Concrete Footing 48 in Diameter x 19 ft Deep (3000 PSI)

Use 14 #8 Rebar w/ #4 Ties @ 12 in c/c, w #4 Ties @ 6 in c/c Top 30 in

**Anchor Bolt Design**

Bolt Tension =  $298650 \times 12 \times 1.5 \text{ (SF)} / 4 \text{ (bolts/side)} \times 27 \text{ in (spc)} = 49775$

Bolt Area (required)  $> 49775 / 36000 = 1.39 \text{ sq in}$

Try 1.5 in Diameter Bolts ;  $A = 1.76 \text{ sq in}$  ;  $C = 4.71 \text{ in}$

Bolt Length (required)  $> 49775 / 300 \times 4.71 = 35.23 \text{ in}$

Use 8 - 1.5 in Dia Galvanized Anchor Rods (A36), L=36 in (min embed)

Use Steel Plate 32 in x 32 in x 1.5 in (A36)

**NOTES:**

- DESIGN IS BASED ON 2012 IBC - WIND SPEED OF 140 MPH (3-SEC GUST), EXPOSURE C.
- THIS DESIGN IS INTENDED TO BE INSTALLED AT THE ADDRESS SHOWN AND SHALL NOT BE USED AT ANY OTHER LOCATIONS UNLESS CERTIFIED BY A PROFESSIONAL ENGINEER.
- ENGINEER IS NOT THE ENGINEER OF RECORD FOR THE OVERALL PROJECT AND SHALL ONLY BE RESPONSIBLE FOR THE DESIGN OF SIGN STRUCTURE FOR WHICH CALCULATIONS ARE SHOWN ON THIS PAGE. (SIGN CABINET STRUCTURE DESIGN SHALL BE PROVIDED BY OTHERS).
- ALL HSS TUBE SECTIONS SHALL MEET ASTM A500 GRADE-B WITH MINIMUM YIELD STRESS  $F_y=46 \text{ KSI}$ .
- ALL HSS ROUND SECTIONS SHALL MEET ASTM A500 GRADE-B WITH MINIMUM YIELD STRESS  $F_y=42 \text{ KSI}$ .
- ALL WIDE FLANGE SECTIONS SHALL MEET ASTM A992 WITH MINIMUM YIELD STRESS  $F_y=50 \text{ KSI}$ .
- ALL PIPE (OTHER THAN HSS ROUND) SHALL MEET ASTM A53 GRADE-B WITH MINIMUM YIELD STRESS  $F_y=35 \text{ KSI}$ .
- ALL OTHER STEEL INCLUDING CONNECTION PLATES, ANGLES, ETC. SHALL MEET ASTM A36 WITH MINIMUM YIELD STRESS  $F_y=36 \text{ KSI}$ .
- ALL STRUCTURAL BOLTS SHALL CONFORM TO ASTM A325 UNLESS OTHERWISE NOTED AND SHALL BE GALVANIZED.
- ALL STEEL WELDING SHALL BE MADE WITH E70xx ELECTRODES AND SHALL BE PERFORMED BY CERTIFIED WELDERS IN ACCORDANCE WITH AWS STANDARDS.
- SOIL REPORT WAS NOT FURNISHED. FOUNDATION IS BASED ON A ALLOWABLE BEARING OF 1500 PSF AND ALLOWABLE LATERAL SOIL BEARING PRESSURE OF 150 PSF PER FOOT. BEARING PRESSURE VALUES SHALL BE VERIFIED PRIOR TO CONCRETE PLACEMENT.
- NORMAL WEIGHT CONCRETE WITH MINIMUM COMPRESSIVE STRENGTH OF 3000 PSI (ATTAINED IN 28 DAYS) SHALL BE USED. CARE SHALL BE TAKEN FOR NOT PLACING CONCRETE OVER SOIL FILL.



<p><b>SMB</b> ENGINEERING, LLC www.SMB-ENGINEERING.COM TEL: 832-443-7328 TBPE # : F-10116</p>	<p><b>DYNAMIC SIGN SYSTEMS</b> 24601 HUFSMITH-KOHRVILLE, SUITE#400, TOMBALL TX 77378</p>	<p><b>VILLAGE ER</b> 17030 NORTHWEST FREEWAY, JERSEY VILLAGE, TX</p>	SCALE : NTS
			DRAWN BY : HMN
			DATE : MAY 2019
			PROJECT : 19-D149
			REV: 0
			PAGE : 1 OF 1

## SIGN C

INTERNALLY ILLUMINATED CHANNEL LETTERS WITH RED ACRYLIC FACES

## SIGN D (1,2)

NEON LOGO  
ILLUMINATED CHANNEL LETTERS - VILLAGE ER 24 HR

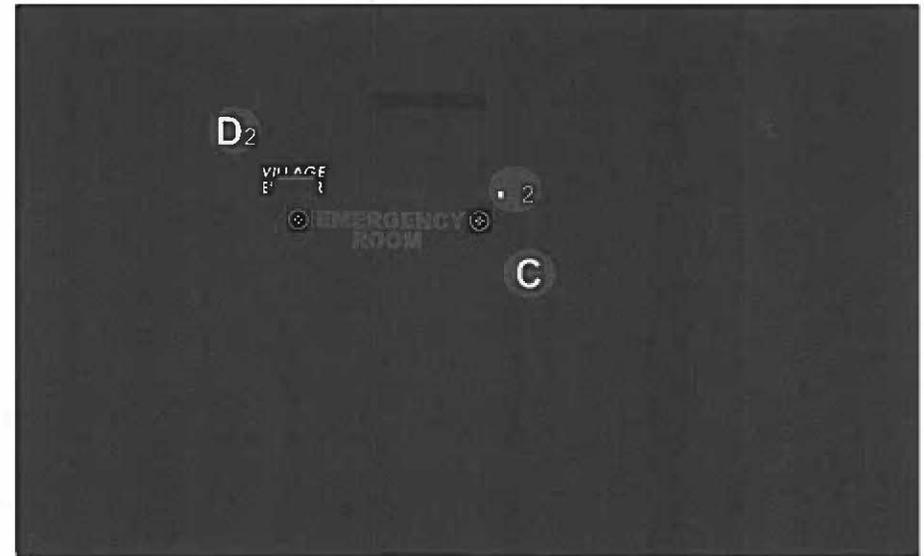
## SIGN E (1,2)

NEON LOGO  
ILLUMINATED CHANNEL LETTERS - EMERGENCY ROOM

## DAY VIEW



## DAY VIEW



## NIGHT VIEW



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ALL TERMS AND CONDITIONS AGREED UPON

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

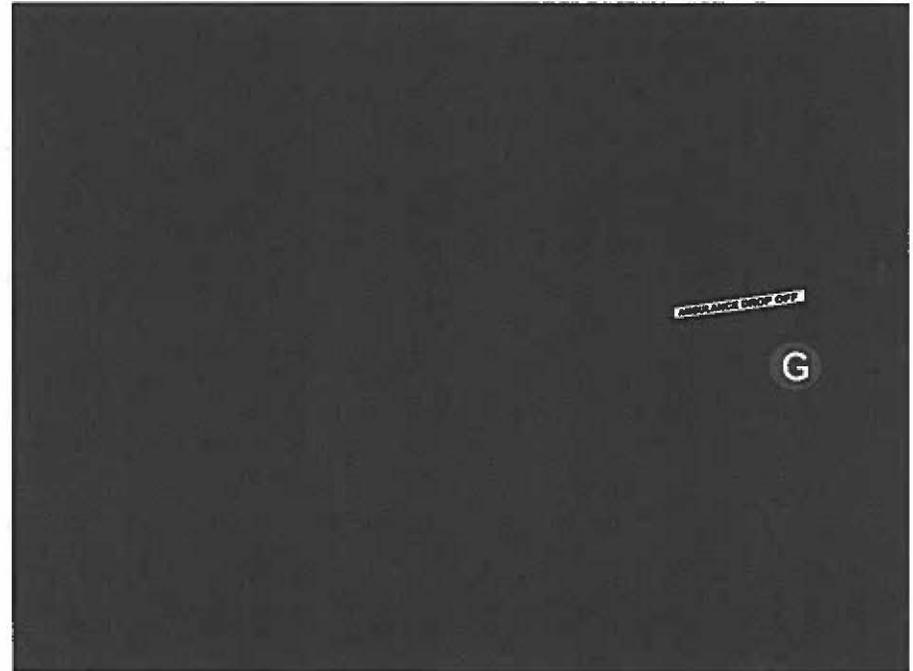
## **SIGN G**

Aluminum welded cabinet with translucent vinyl copy 1st surface.  
LED internal illumination  
White acrylic face with Red translucent vinyl

### DAY VIEW



### NIGHT VIEW

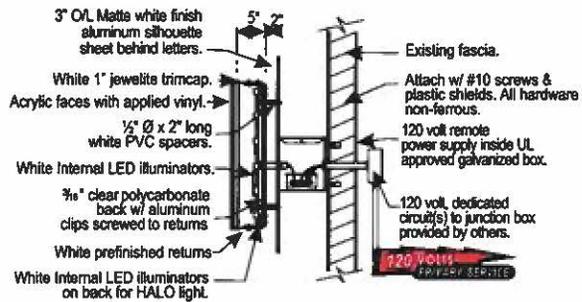


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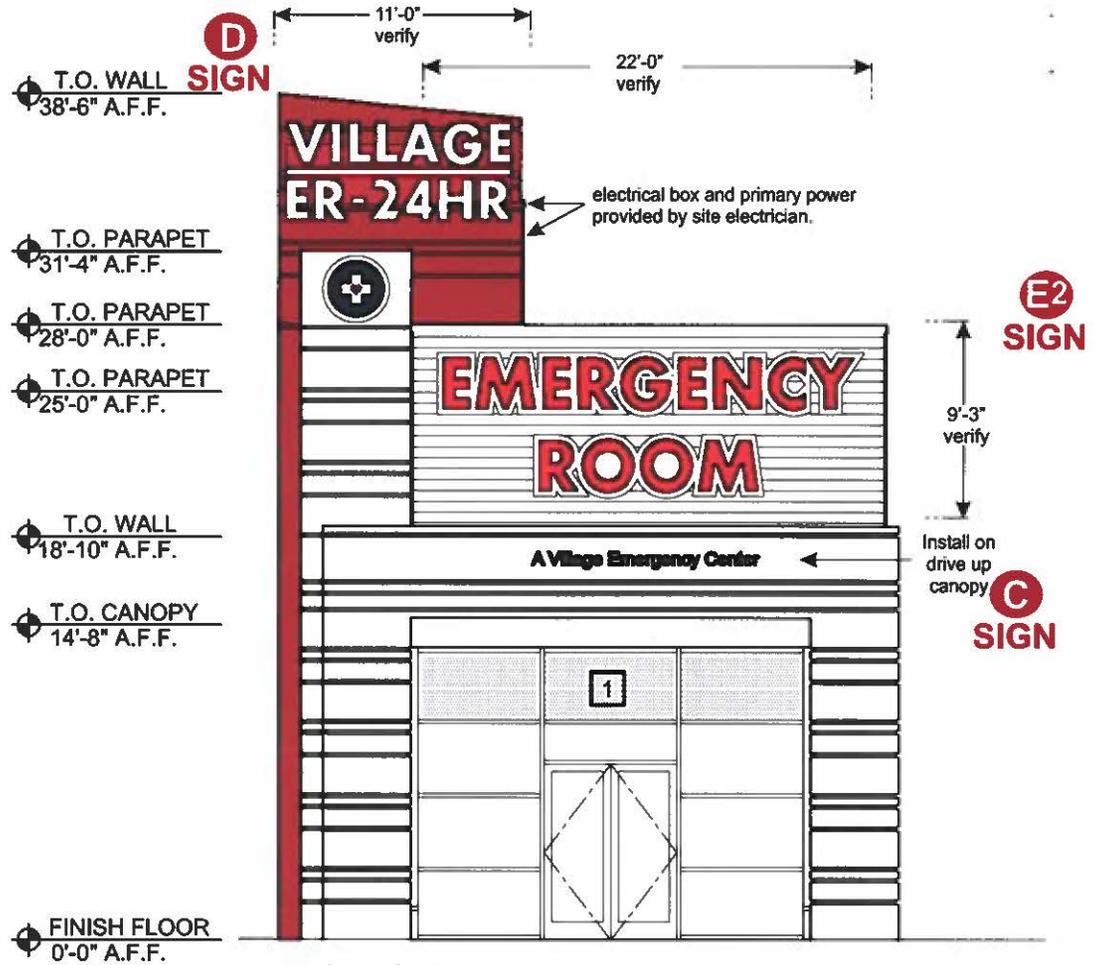
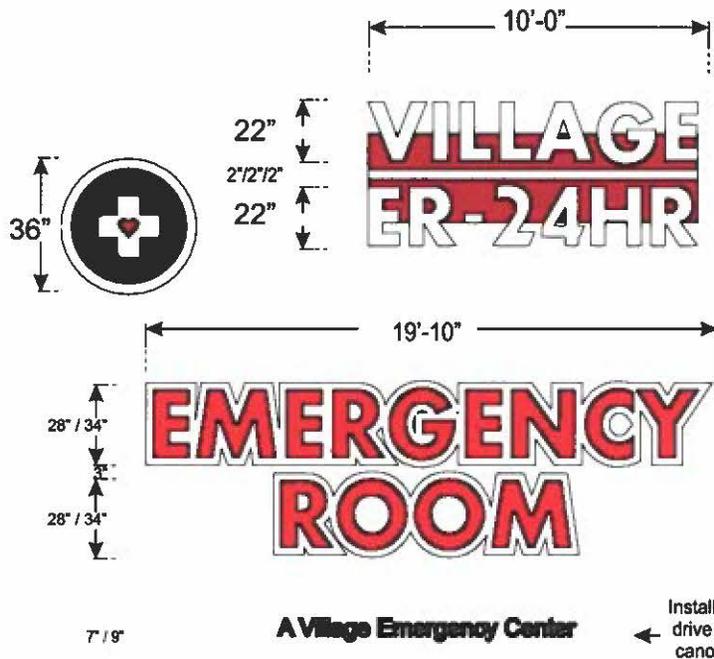
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SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_



**Letter Details**

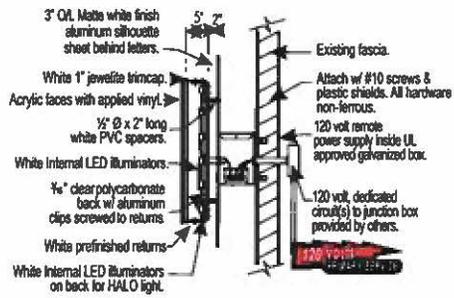


**01 EAST ELEVATION**

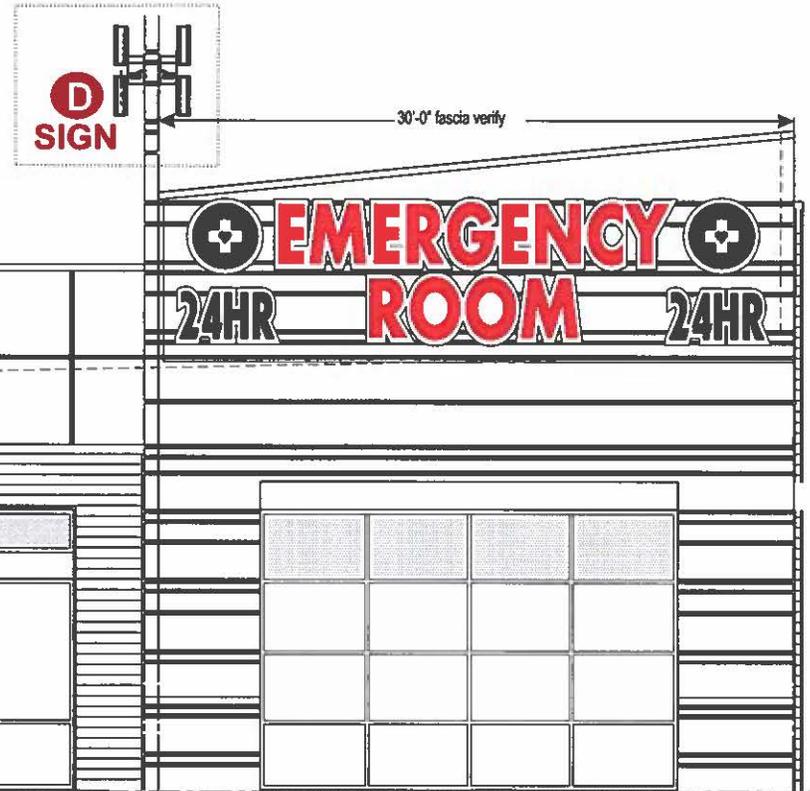
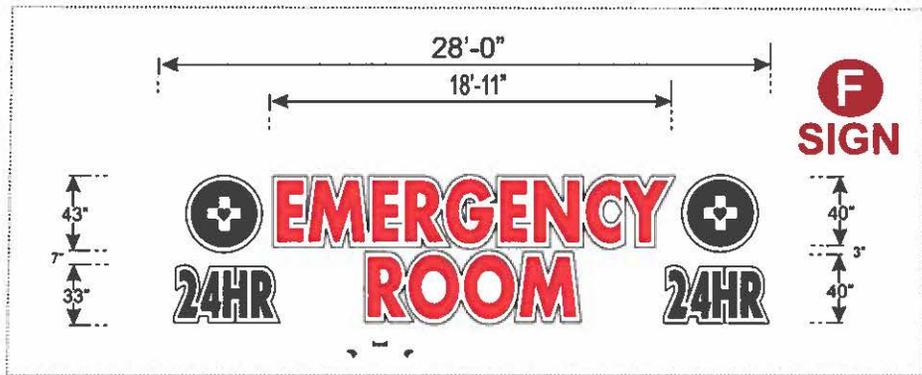


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ALL TERMS AND CONDITIONS AGREED UPON  
SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_



Letter Details



03 SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"

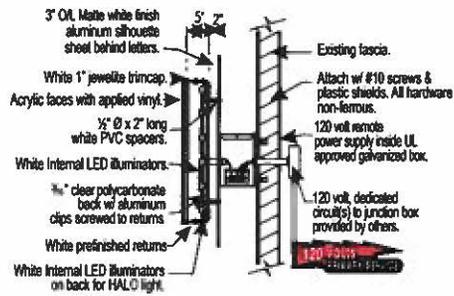


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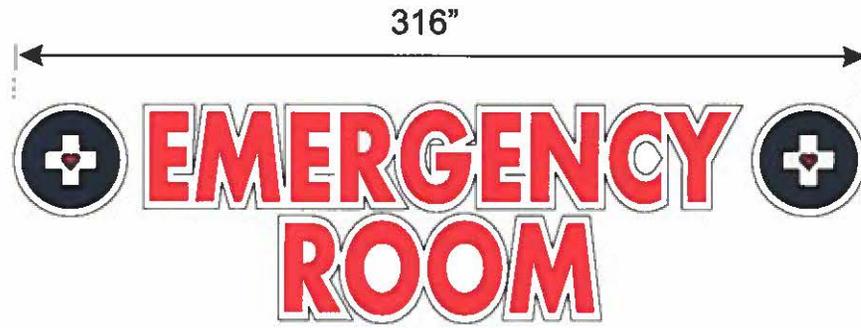
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SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

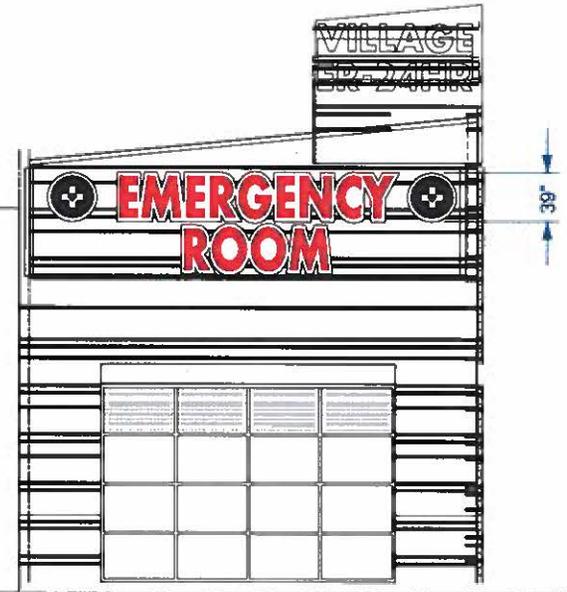
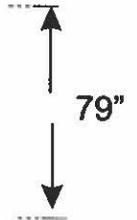
TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_



Letter Details



**A**  
SIGN

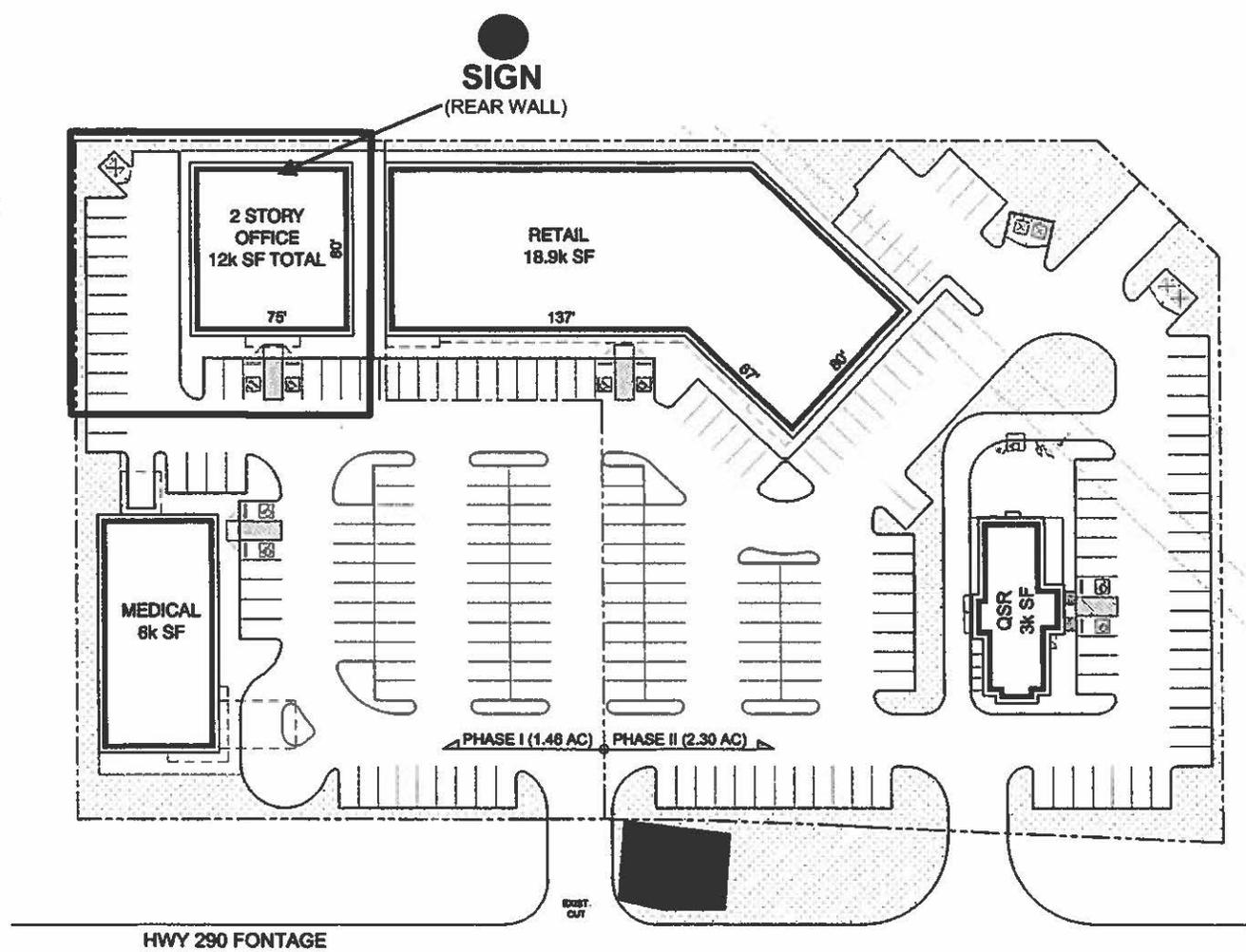


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 SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
 TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

# ZONE B: SIGNAGE STANDARD DESIGN REFERENCE

ZONE B 



**A**  
SIGN

**B**  
SIGN

**C**  
SIGN

**D**  
SIGN

  
SIGN  
(REAR WALL)

HWY 290 FONTAGE

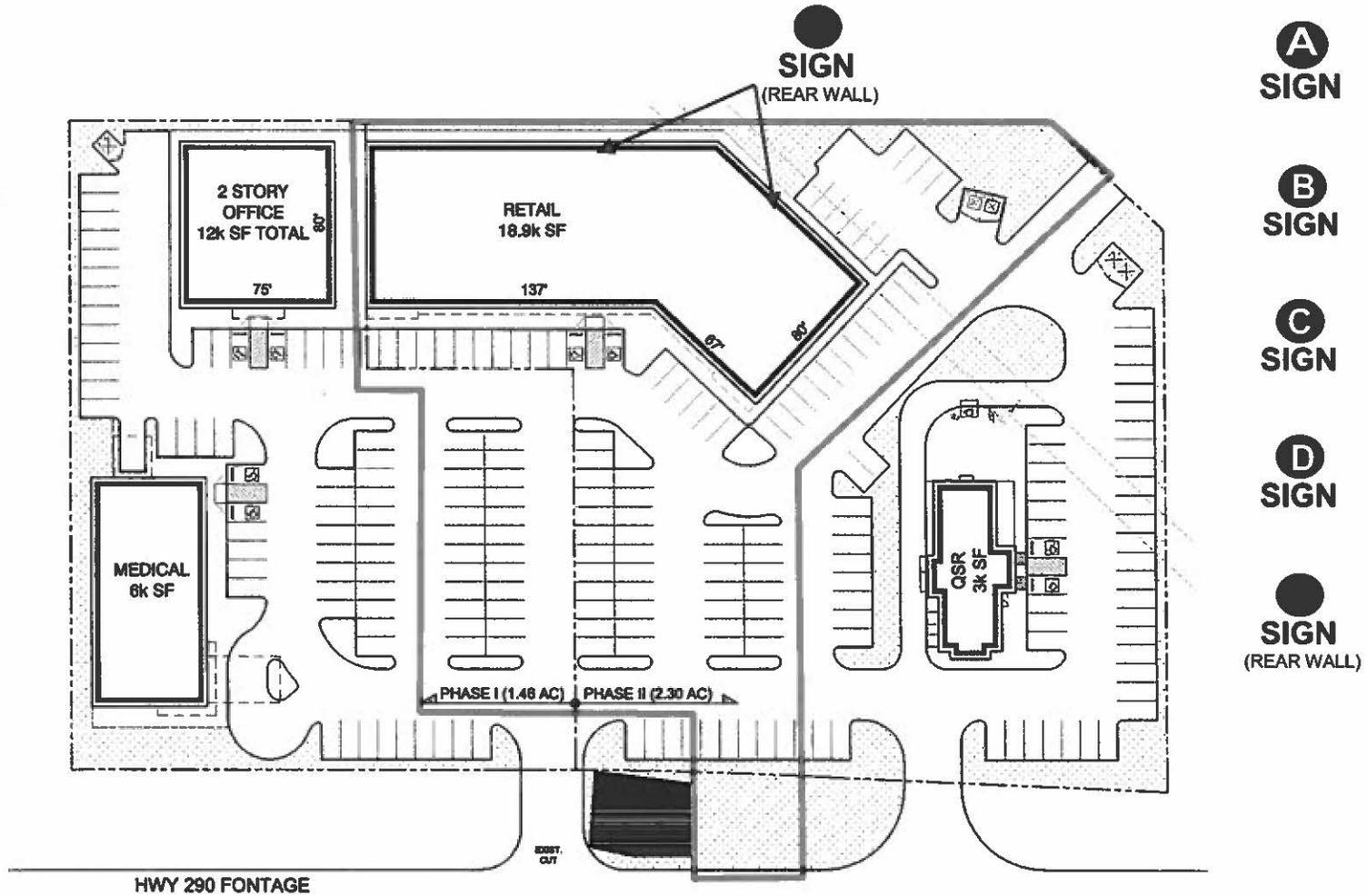


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TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

# ZONE C: SIGNAGE STANDARD DESIGN REFERENCE

ZONE C 



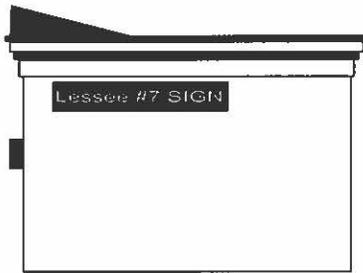
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TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

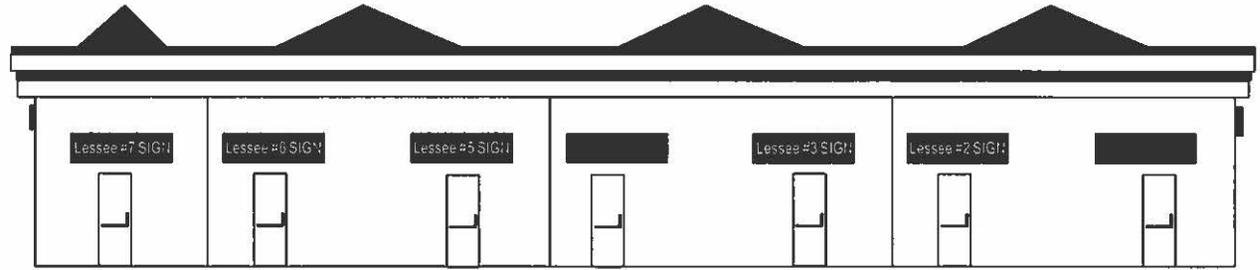
# ZONE C: SIGNAGE STANDARD DESIGN REFERENCE



Front Elevation Example



Side Elevation Example



Rear Elevation Example

## Retail Multitenant Building

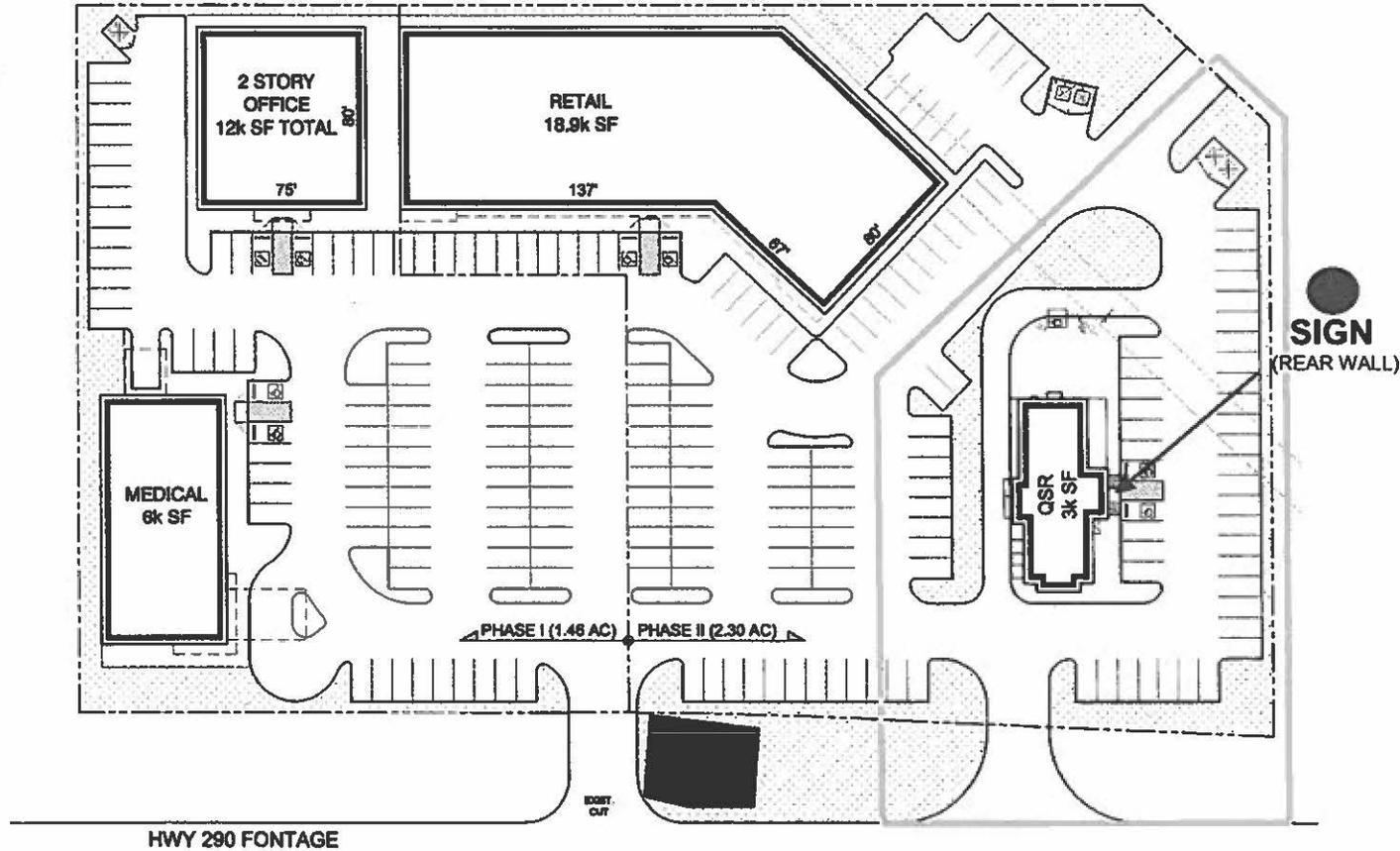


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TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

# ZONE D: SIGNAGE STANDARD DESIGN REFERENCE

ZONE D 



**A**  
SIGN

**B**  
SIGN

**C**  
SIGN

**D**  
SIGN

**SIGN**  
(REAR WALL)



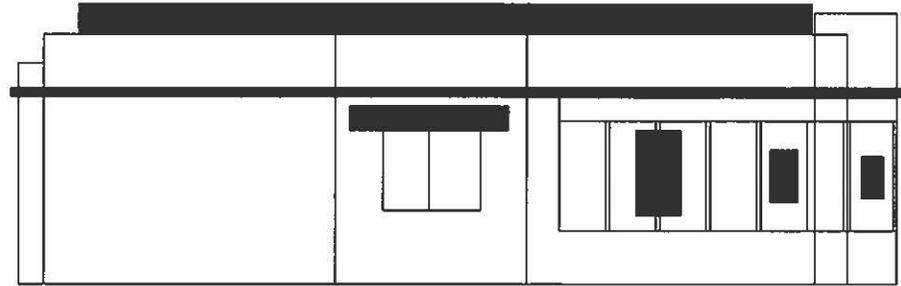
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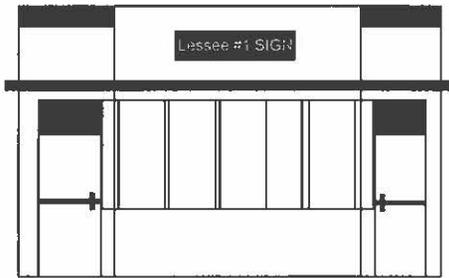
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# ZONE D: SIGNAGE STANDARD DESIGN REFERENCE



Front Elevation Example



Side Elevation Example



Read Elevation Example

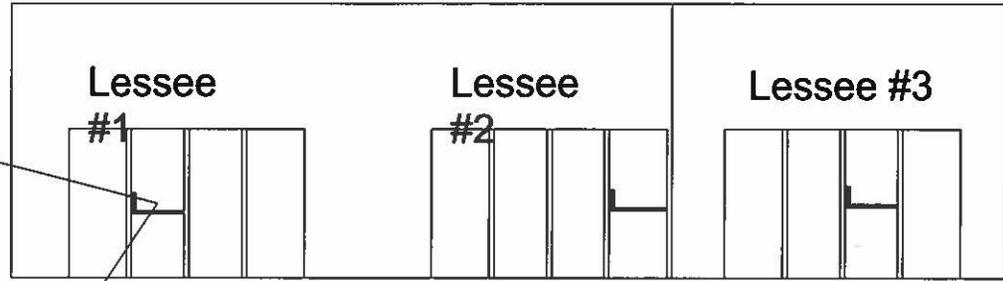
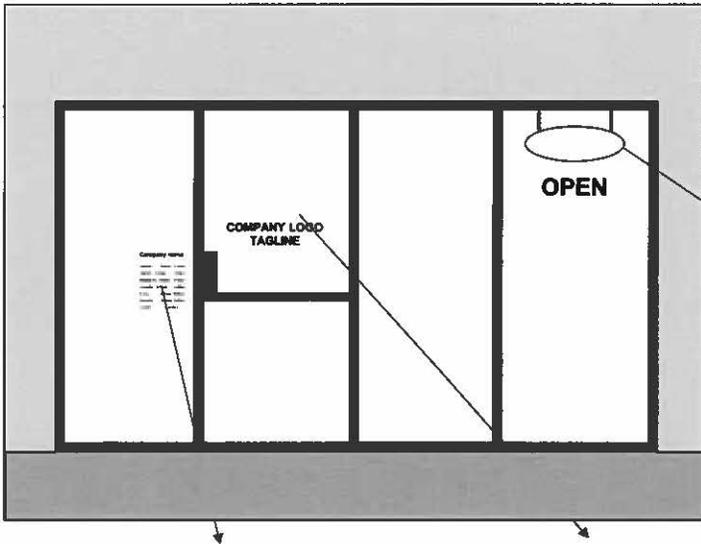


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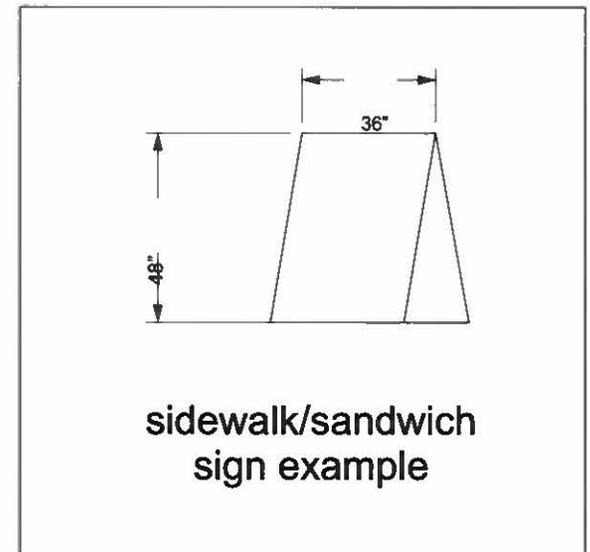
# WINDOW GRAPHIC LAYOUT STANDARD aka, WGLS

## Standard Entry Way Design

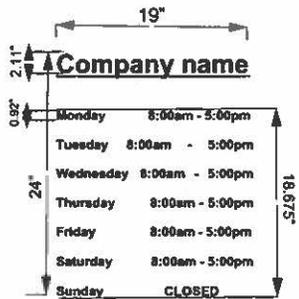


## Retail Multitenant Building

## ILLUMINATED OPEN SIGN



## Company required entry way vinyl name and(or) logo



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