

Project Information Summary

Project Name: Millennium GDP Minor Amend 11.4 (**Last Update:** 1/15/2026

Project Number: 26-00010

General Location: Promenade Shops

Project Description:

Proposal to amend the signage at the Promenade Shops.

Existing Zoning: PUD-Planned Unit Development

Acreage of Site: 3000

Existing Use: Promenade Shops

Application Type:

Zoning Document

Choose Type

Choose Type

☐ Neighborhood Notice and Comment Period Required

***Public Review Required:** ☒ None

☐ Variance ☐ Neighborhood Meeting ☐ Planning Commission Hearing ☐ City Council Hearing

** Contact the City Planner for specific hearing dates, times and locations if public review is required*

Use Type

☒ Use by Right (R)

☐ Limited Use (L)

☐ Adaptable Use (A)

☐ Conditional Use (C)

Contact Information:

Applicant

Name: Kate Madden

City Planner

Name: Choose a Planner Name

Phone: Choose a Planner Phone

Email: Choose a Planner Email

Attachment (s): Sign Plan

The above information was current at the time of initial project submittal and is subject to change

2025 Planned Signage Program for The Shops at Centerra

Major Update No. 1 - 11/17/2025

Guidelines and Regulations for Signage Design, Installation, and Maintenance

1.1 Purpose

These guidelines are established to foster a unified and distinctive image for The Shops at Centerra in accordance with the brand refresh/update while minimizing excessive visual elements. The intent is to balance a cohesive aesthetic with the provision of clear and informative signage that communicates the various amenities, services, products, and regulations within the development. Freestanding signs maintain visual unity through restricted color and material palettes, while building-mounted signs are closely regulated concerning their size and visual appearance. For materials & colors guidelines that are to be followed refer to Figure 1.0 provided in this document.

1.2 Applicability

This Planned Sign Program governs all signage within The Shops at Centerra, a retail development encompassing approximately seventy-six (76) acres positioned east of Interstate 25 and about one-half mile north of East Eisenhower Boulevard in Loveland, Colorado. These guidelines, issued under Section 6.27.2 of the Millennium General Development Plan (GDP), take precedence over the Centerra Design Guidelines: Signage, any inconsistent GDP provisions, and Chapter 18.04, Division 18.04.08 of the City of Loveland Unified Development Code ("Sign Code"). If any matter is not addressed by this program, the Sign Code applies. Installation of any sign requires approval from Galway Companies Inc ("Landlord"), the Tenant Coordinator, the Centerra Design Review Committee ("DRC"), and a Sign Permit from the City of Loveland.

1.3 Regulations Applicable to All Signs

1.3.1 Site Distance Triangle

All signage within the sight distance triangle as defined by the Sign Code must either be mounted on a pole with a maximum diameter of 12 inches and a minimum clearance of 84 inches from grade to the bottom of the sign or be ground-mounted with a maximum height of 24 inches.

1.3.2 Off-Premise Signs

Identification signs located off the premises are not permitted.

1.4 Construction and Installation Requirements

- Visible conduit, raceways, ballast boxes, or transformers are not allowed.
- Visible labels are prohibited except those required by ordinance, which must be placed inconspicuously.
- All metal surfaces must be uniform and free from dents, warps, or other imperfections.
- Painted surfaces must be smooth and free from particles, drips, or runs.
- Exposed screws, rivets, or other fasteners must be flush with the surface and unobtrusive.
- The depth of individual dimensional letters must not exceed 25% of the letter height, with a maximum of 12 inches. Internally illuminated letters must be at least 4 inches deep. For text with mixed case, the capital letter height determines the maximum letter depth.

1.5 General Regulations for The Shops at Centerra Signage

1.5.1 Style

All freestanding signs must feature a solid base. However, pole-mounted project identification signs may be considered for approval on a case-by-case basis by the DRC. Freestanding signs must be designed to reflect the character of example signs & Figure 1.0 provided in this document.

1.5.2 Setbacks

Freestanding signs must be set back at least 10 feet from the curb or pavement edge of a public street and must not be placed within the public street right-of-way. Signs along the I-25 corridor must be within the 80-foot buffer and set back at least 30 feet from the I-25 right-of-way.

1.5.3 Changeable Copy Signs & Electronic Message Centers

No Changeable Copy Signs or Electronic Message Centers (EMC) are permitted throughout the property. Directory displays within the shops are exempt from this requirement.

1.5.3 I-25 Regulations

Only one freestanding sign is allowed within the I-25 buffer, subject to all setback, height, and area restrictions outlined in this Planned Sign Program.

1.5.4 Illumination

Freestanding signs may be illuminated externally, with halo lighting, or as internally illuminated opaque cabinet signs featuring push-through text and logo. Plastic face lighted cabinets are not allowed. All light sources must be shielded to prevent glare and directed only at signage elements, complying with FAA Aviation Easement requirements. Lighting directed into the open sky is prohibited.

1.5.5 Landscaping

Freestanding signs must be located entirely within a landscaped area, providing a minimum of two square feet of landscaping per one square foot of sign face. The DRC may approve a reduction in this requirement under specific conditions. The sign's footprint does not count as landscape area. At least 75% of the landscape area must be covered by live plant material within three years of installation, and landscaping must not obstruct sign visibility as it matures.

1.5.6 Signage Maintenance

All freestanding signs and their associated landscaping for The Shops at Centerra will be constructed and maintained by the Landlord.

Figure 1.0

PAINT & FINISHES



P-1
Matthews
Paint MP32351
White Spirit

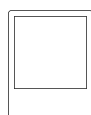


P-2
Sherwin Williams
6991 Black Magic



P-3
Matthews Paint
MP25829
Taos Sand Beige

VINYL COLORS



V-1
3M 7725-10
White



V-2
Avery 2105
Custom Black

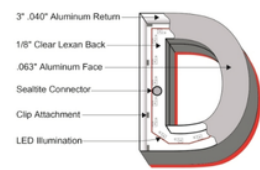
SIGN MATERIALS



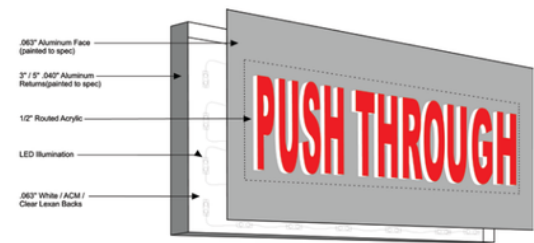
Buff Sandstone Cap



Stacked Buff Sandstone Veneer



Reverse Lit Channel Letters



Aluminum Cabinet with Push Through Acrylic Letters

TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font Name: Poppins
Weight: Regular

SYMBOLS

PROMENADE SHOPS
CENTERRA

PROJECT MATERIALS & COLORS

MCWHINNEY // Promenade Shops at Centerra

GENERAL NOTES

THESE DRAWINGS EXPRESS PROPOSED MATERIALS & FINISHES FOR THE NEW PROPOSED DESIGNS.

ALL MEASUREMENTS ARE APPROXIMATE AND TO BE FIELD VERIFIED TO DETERMINE EXACT DIMENSIONS & CONDITIONS.

ON THIS PAGE:
PAINT & FINISHES
VINYL COLORS
SIGN MATERIALS
TYPEFACES
SYMBOLS

1.6 Type "A" Retail Identity Monument Sign

One Type "A" retail identity sign will be located along the I-25 corridor, set back 30'-0" from the I-25 right-of-way. These signs must adhere to the guidelines in Figure 1.0, resemble the character depicted in the referenced elevation (Figure 1.1 & 1.2), and be located as shown on the attached signage site plan.

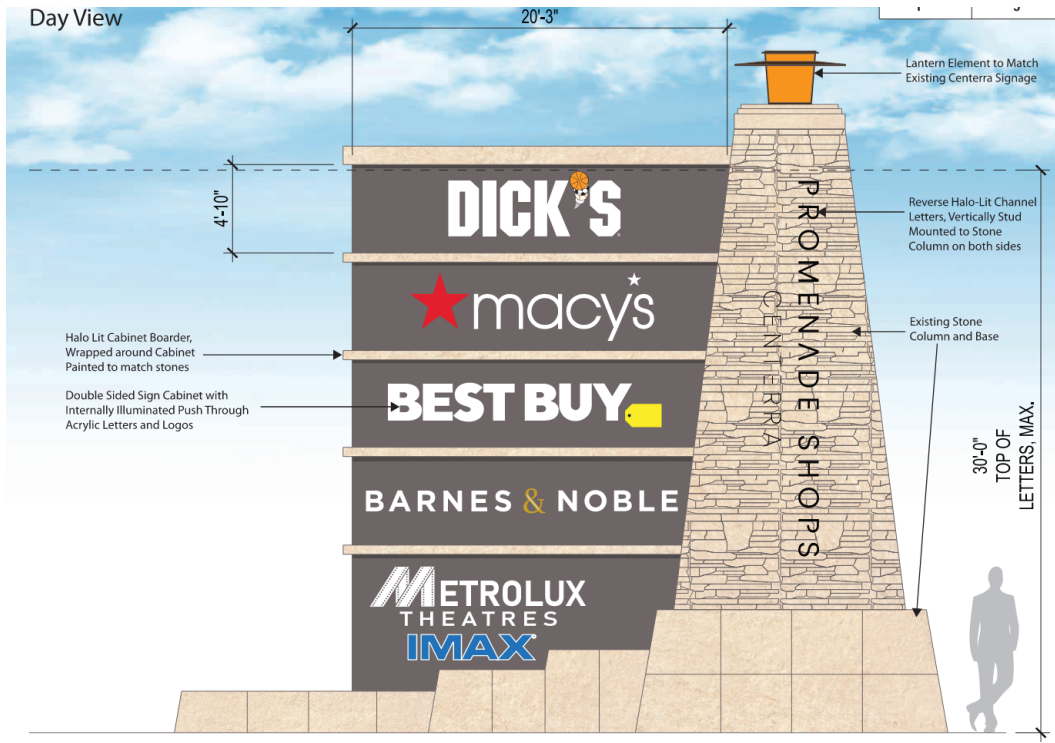


Figure 1.1

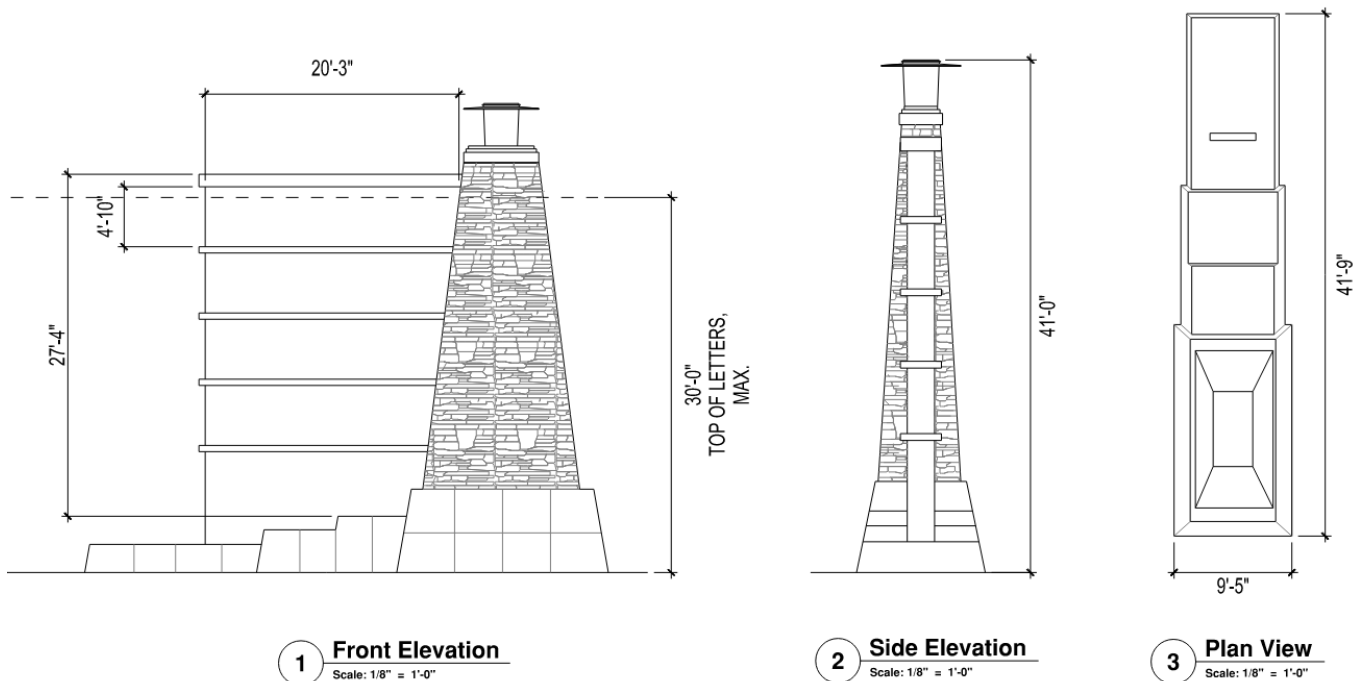


Figure 1.2

1.6.1 Maximum Allowed Height

The height of Type "A" signs is limited to 30'-0" from the base of sign to the top of the sign text. The sign base shall be set at grade approximately five feet above the I-25 roadway.

1.6.2 Maximum Allowed Area

The sign area for Type "A" retail identity signs must not exceed 340 square feet per face. The area is determined by forming an eight-sided polygon around the signage text. If the sign has multiple sections that include text, then a separate eight-sided polygon must be formed for each section of text with the total area being the sum of all included sections. Design elements and logos are excluded from the maximum area calculation.

1.6.3 Tenant Panel Criteria

Tenant Panels on Sign Type "A" must consist of either of the following options:

1. Individual channel letters that are Face-illuminated and have white opaque faces
 - a. Illuminated letters must have no glare or direct light omitted
 - b. Aluminum backer panel must be removable for ease of changing Tenants if needed
2. Illuminated cabinet with push-through letters that have white opaque faces
 - a. Illuminated letters must have no glare or direct light omitted
 - b. Aluminum backer panel must be removable for ease of changing Tenants if needed
3. Depth of individual dimensional letters shall not be less than 25% of the letter height to a maximum of 6" deep. Where text has capital and lower-case letters, the capital letter height shall be used to determine the maximum depth of all letters.
4. Sign lighting shall conform to Divisions 18.09.02 & 18.04.08.07 of the City of Loveland Unified Development Code. All illuminated signs are required to reduce its illumination level by a minimum of 3% from Dusk to Dawn.

1.7 Type "B" Retail Identity Monument Signs

Type "B" retail identity signs are to be placed at entry points along the boundary of The Shops at Centerra. These signs must adhere to the guidelines in Figure 1.0, resemble the character depicted in the referenced elevation (Figure 1.3 & 1.4), and be located as shown on the attached site plan.

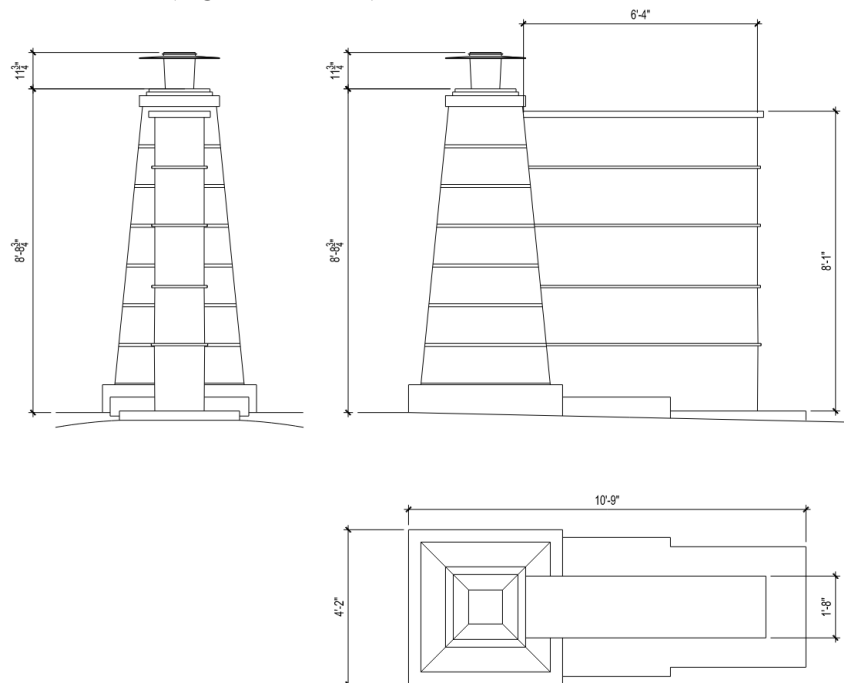


Figure 1.3

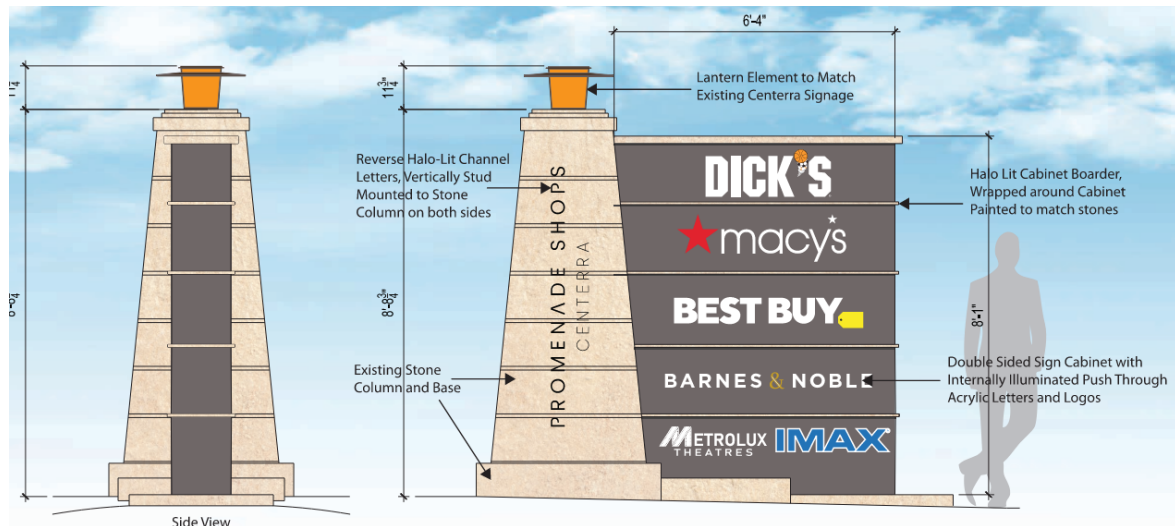


Figure 1.4

1.7.1 Maximum Allowed Height

The height of Type "B" signs is limited to 9'-0", measured from the base of the sign to the top of the tallest element.

1.7.2 Maximum Allowed Area

The sign area for Type "B" retail identity signs must not exceed 50 square feet per face. The area is determined by forming an eight-sided polygon around the signage text and a separate eight-sided polygon for any design element (such as a logo), with the total area being the sum of both.

1.7.3 Tenant Panel Criteria

Tenant Panels on Sign Type "B" must consist of either of the following options:

1. Individual channel letters that are Face-illuminated and have white opaque faces
 - a. Illuminated letters must have no glare or direct light omitted
 - b. Aluminum backer panel must be removable for ease of changing Tenants if needed
2. Illuminated cabinet with push-through letters that have white opaque faces
 - a. Illuminated letters must have no glare or direct light omitted
 - b. Aluminum backer panel must be removable for ease of changing Tenants if needed
3. Depth of individual dimensional letters shall not be less than 25% of the letter height to a maximum of 6" deep. Where text has capital and lower-case letters, the capital letter height shall be used to determine the maximum depth of all letters.
4. Sign lighting shall conform to Divisions 18.09.02 & 18.04.08.07 of the City of Loveland Unified Development Code. All illuminated signs are required to reduce its illumination level by a minimum of 3% from Dusk to Dawn.

1.8 Type "C" Project Identification Monument Sign

Type "C" signs will be located at the southern entry point along the Shops at Centerra's boundary. These signs must adhere to the guidelines in Figure 1.0, resemble the character depicted in the referenced elevation (Figure 1.5), and located as shown on the attached site plan.



Figure 1.5

1.8.1 Maximum Allowed Height

The height of Type "C" signs is limited to 8'-0" from the base of the sign to the top of the tallest element.

1.8.2 Maximum Allowed Area

The sign area for Type "C" project identification signs must not exceed 100 square feet per face. The area is determined by forming an eight-sided polygon around the signage text and a separate eight-sided polygon for any design element (such as a logo), with the total area being the sum of both.

1.8.3 Sign Letters Criteria

Letters on Sign Type C must adhere to the following requirements:

1. Individual channel letters that are reverse lit with a maximum letter height of 24"
 - a. Illuminated letters must have no glare or direct light omitted
2. Depth of individual dimensional letters shall not be less than 25% of the letter height to a maximum of 6" deep. Where text has capital and lower-case letters, the capital letter height shall be used to determine the maximum depth of all letters.
3. Sign lighting shall conform to Divisions 18.09.02 & 18.04.08.07 of the City of Loveland Unified Development Code. All illuminated signs are required to reduce its illumination level by a minimum of 3% from Dusk to Dawn.

1.10 Project Directional Signs

Signs other than those depicted in the following subsections that provide direction to destinations within the Shops at Centerra may also be allowed on a case-by-case basis. Design of the signs must adhere to the guidelines in Figure 1.0.

1.10.1 Pedestrian Directional Signs

Pedestrian directional signage intended to inform pedestrians about destinations within the Shops at Centerra shall maintain the project's overall design theme. Directory signage may include advertising and requires DRC approval for each installation (see Figure 1.6 & 1.7).



Figure 1.6

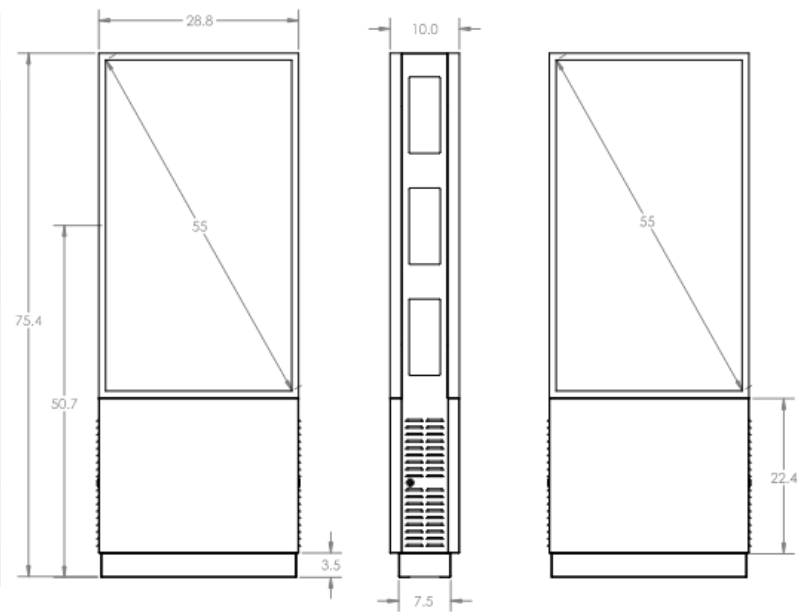


Figure 1.7

1.10.2 Vehicular Directional Signs

Vehicular directional signs may not exceed 12 square feet per face or per grouping of sign faces in the same plane. For signs along perimeter loop roads, the minimum text size is 4 inches (see Figure 1.8 & 1.9).

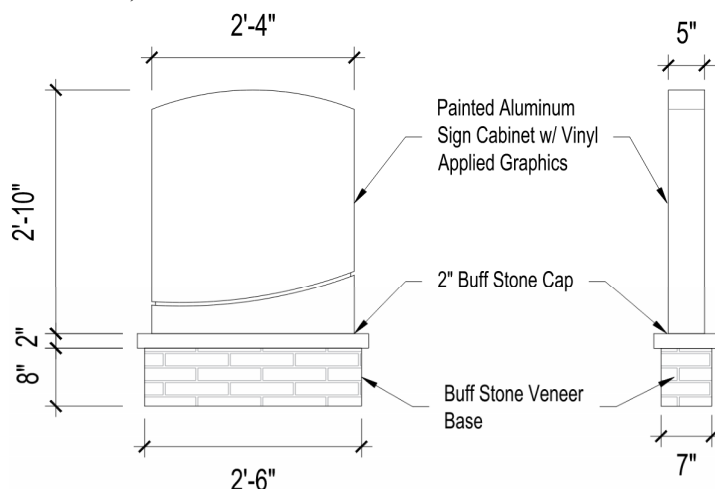


Figure 1.8



Figure 1.9

1.11 Regulatory Signs

Specially themed regulatory signs oriented to motorists will be used throughout the Shops at Centerra. These include all standard MUTCD signs that can fit within the overall design theme. Regulatory signs will be placed on custom supports throughout the Shops at Centerra. Regulatory signs may be placed in the right-of-way of a public street along the boundary of the Shops at Centerra.

1.11.1 Traffic and Street Name Signs

Traffic and street name signs shall be similar to those shown in Figure 1.10 below. Design and colors may vary per the overall signage design package.

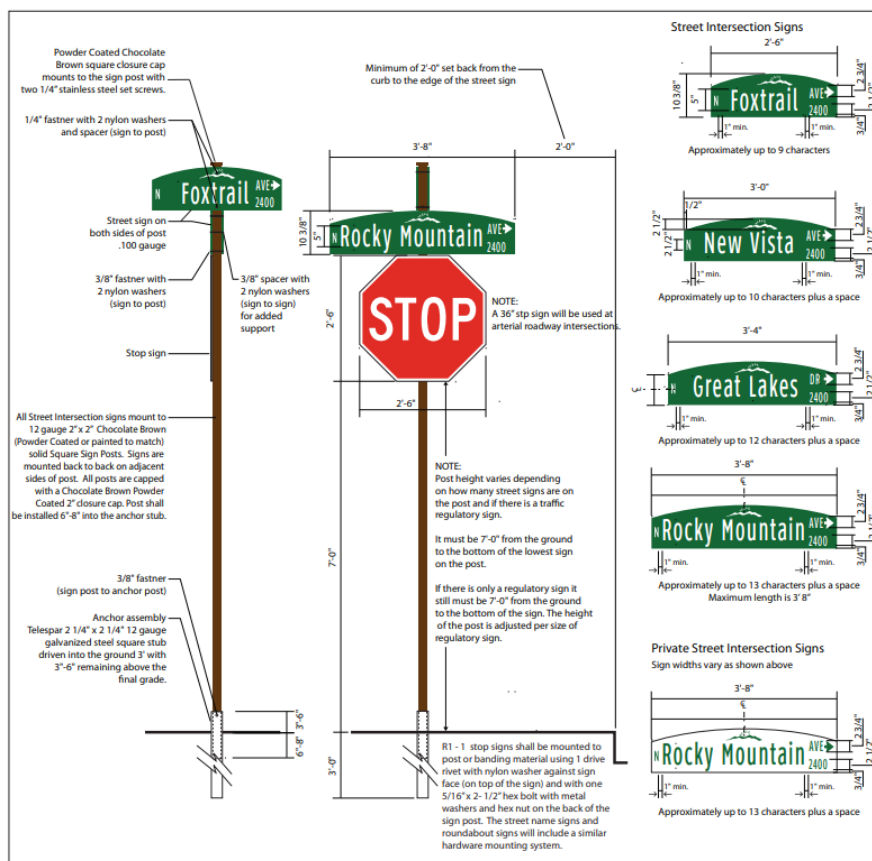


Figure 1.10

1.12 Real Estate Signs

1.12.1 Wall Mounted Signs

Wall mounted real estate signs located within the Shop at Centerra must have landlord approval and abide by the following:

1. Signs must adhere to the guidelines in Figure 1.0.
2. Signs must be located on exterior walls that is not located on any tenant space unless otherwise approved by the Landlord.
3. If the sign incorporates any images or illustrations, they must be consistent with The Shops at Centerra Lifestyle theme.
4. Signs shall be limited to less than 50% of the wall area and consolidated to one section/area where possible. Lifestyle imagery does not count towards the total calculation of the 50% area.

1.12.2 Freestanding Signs

Freestanding real estate signs located within the Shop at Centerra must have landlord approval and abide by the following:

1. Signs must adhere to the guidelines in Figure 1.0.
2. Sign locations must be approved by the Landlord.
3. If the sign incorporates any images or illustrations, they must be consistent with The Shops at Centerra Lifestyle theme.
4. Signs shall be limited to 20 SqFt per face.
5. Signs are to be installed on posts in a professional manner.

1.12.3 Window Signs

Window real estate signs located within the Shop at Centerra must have landlord approval and abide by the following:

1. Signs must adhere to the guidelines in Figure 1.0.
2. Signs must be located on the interior side of the space unless otherwise approved by the Landlord.
3. If the sign incorporates any images or illustrations, they must be consistent with The Shops at Centerra Lifestyle theme.
4. Signs shall be limited to less than 50% of the storefront area and consolidated to one section/area where possible. Lifestyle imagery does not count towards the total calculation of the 50% area.

1.13 Temporary Project Signage

Temporary project announcement signage will be allowed as approved by the DRC and the Landlord. For sign requirements in regard to these signs, defer to the Centerra Planned Sign Program.

2.1 Tenant Signs

2.1.1 Prohibited Signs

The following signs are prohibited:

- Animated, Changeable Copy, Exposed Light Bulb, Flashing Signs or, Exposed LED Signs
- Roof Signs
- Portable Signs, including signs on vehicles
- Paper or Cardboard Signs attached to or temporarily placed within windows of buildings and/or affixed to the exterior or interior of doors, handbills, and hand-held signs
- Signs in the Public Right-of-Way (R.O.W.)
- Internally illuminated awnings
- No "Sale" or "Special Announcement" signs
- Inflatable features
- Neon "Open" signs, neon signs or any other illuminated sign types in storefront windows. (Freestanding restaurant tenants are exempt from this restriction).
- Signs on benches, trash receptacles, vending machines or other site furniture
- Signs held by people, animals, or people in costume
- Other Signs as identified in the Master or Community Association Covenants
- Flutter/feather flags
- Signs on Umbrellas
- Search Lights

2.1.2 “Sale” or “Sale Announcement” Signs

“Sale” or “Special Announcement” signs are intended to promote new merchandise, seasonal collections, or limited-time offers in a professional and visually cohesive manner. These signs should support the overall quality of the Center’s presentation while allowing tenants flexibility to highlight current promotions. Signs shall abide by the guidelines set forth below.

For “Sale” or “Sale Announcement” Signs the following applies:

1. **Purpose:** Temporary window or wall signs may be used for storewide or product-specific promotions such as Spring Sale, New Arrivals, Fall Favorites, or Special Event. Messaging should be positive, brand-aligned, and focused on enhancing customer engagement.
2. **Prohibited Content:** Signs referencing liquidations, closeouts, “Going Out of Business,” or similar distress or discount-heavy language are not permitted.
3. **Design Quality:** All signs must be professionally produced, using quality materials and clean, readable typography. Handwritten or makeshift signage is not allowed. Signs should integrate well with the store’s overall storefront design and the Center’s aesthetic.
4. **Placement & Duration:** Signs should generally be placed inside the storefront window and may not exceed 25% of the total window area. Display duration should not exceed 30 consecutive days per event.
5. **Management Oversight:** Property management reserves the right to review or request removal of any signage that does not meet the intent of these guidelines.

2.1.3 Approved Wall Sign Types

Option 1. Face Illuminated Channel Letters. Individual channel letters and logos shall be formed of welded aluminum, .036 minimum on sides and .080 minimum on backs with no exposed mounting hardware. Letter and logo faces shall be a minimum of 1/8" thick acrylic, non-yellowing material. Letters shall be interior illuminated. Transformers that ensure uniform lighting in cold temperatures shall be utilized.

Option 2. Standard Halo Illuminated individual letters and logos. Also, cast acrylic letters with embedded L.E.D. lighting may be used if approved on an individual basis by the landlord and the DRC.

Option 3. Metal Cabinet with Acrylic Push Through Letters and Logo. Cabinet shall be opaque with cut out letters and logo internally illuminated. Letters and logo shall be backlit translucent acrylic with uniform color. Letters and logo must have a minimum of 3/8" acrylic projection beyond the cabinet face.

Option 4. F.C.O. (flat cut out) letters with gooseneck down or up lights. Up lights must be shielded from glare and must be directed at building elements or signage in order to meet the requirements of the FAA Aviation Easement. No lights will be allowed to be directed into the open sky. F.C.O. letters must have a minimum depth of 4" and pegged off of the surface a minimum of 3/4".

Option 5. Exposed neon signage will be strictly scrutinized and might be approved only when presented with a high level of quality and style. No neon will be allowed in windows with the exception of freestanding restaurant tenants. All neon signage must be reviewed and approved on a case by case basis by the DRC and the city planning department via an administrative review.

Option 6. Tenants who are operating under a License Agreement i.e. temporary tenants, have the option to install signage using materials and techniques other than those proposed in Section 2.1.2, Options 1-6. The following signage criteria are available to Tenants operating under a License Agreement only:

- 1.) Maximum Allowed Sign Area for License Agreement Tenants shall be calculated per Section 2.1.3 for In-Line Tenants and 2.1.4 for Outparcel Premises.
- 2.) The requirement for Blade Signs as described in Section 2.2.3 may be waived at the discretion of the Landlord.
- 3.) Backing materials for wall signs may consists of the following:
 - a. Corrugated Plastic such as Coroplast®, Hardwood Core sandwiched between two colorfast sheets of aluminum such as Luster board, Aluminum bonded to both sides of corrugated plastic such as Alumalite, Alubond, or similar material approved by the Landlord.
- 4.) Letters and logos shall be applied to the sign backing and shall be of aluminum, acrylic or other material as approved by the Landlord.
- 5.) Illumination of License Agreement Tenant Signage is not required however; it is encouraged for nighttime readability.
- 6.) If at any time a Tenant operating under a License Agreement begins operating under a Fully Executed Lease, signage must be installed to comply with Options 1-6 in this Section.

Note: Color of sign faces on an individual premises' facade shall be uniform or may be subject to a penalty reducing premises' total allowable sign area, as set forth below, by 15%. Applicability of signage penalty is determined by the Landlord and the DRC on a case by case basis.

2.1.4 Allowable Sign Area In-Line Premises

Total allowable wall sign area for the in-line premises of a single tenant shall be equivalent to two (2) square feet per one (1) linear foot of premises frontage for the first two hundred (200) feet of frontage, plus one (1) square foot per one (1) linear foot of premises frontage thereafter. (Example: If the premises frontage is thirty (30) linear feet, the total allowable sign area for the premises is $30 \times 2 = 60$ s.f.). No more than two (2) sides of premises may be counted as frontage in computing total allowable wall sign area. The two sides of frontage used to calculate a premises total allowable wall sign area shall include the premises front facade and rear facade as measured from lease line to lease line. Premises located at the end cap of a building has the option of using the sum of front facade and rear facade or the sum of front facade and side facade if tenant provides storefront on the side facade. The total allowable wall sign area for an in-line premises shall include the premises' primary signage at front facade, secondary signage at rear or service entrance, and secondary signage on the side of the building (if premises are located at the end cap of the building). Blade signs and glazing copy, including logo and hours of operation, are subject to the sign area limitations set forth in Sections 2.2.3 and 2.2.5 of this Planned Sign Program and are not deducted from total allowable wall sign area.

Within the total allowable wall sign area for the premises of a single tenant, the maximum wall sign area per signable wall shall not exceed fifteen percent (15%) of the wall surface area, including only the first story of the building, and furthermore shall be limited as follows:

Premises less than 14,999s.f.

Maximum sign area allowed = 150s.f.
(per elevation facing parking)

Anchors from 15,000s.f. to 29,999s.f.

Maximum sign area allowed = 250s.f.
(per elevation facing parking)

Anchors from 30,000s.f. to 69,999s.f.

Maximum sign area allowed = 300s.f.
(per elevation facing parking)

Anchors from 70,000s.f. to 99,999s.f.

Maximum sign area allowed = 350s.f.
(per elevation facing parking)

Anchor greater than 100,000s.f.

Maximum sign area allowed = 400s.f.
(per elevation facing parking or drives)

All wall signs of in-line premises of less than fifteen thousand (15,000) square feet are restricted to a sign containment area between eight (8) feet and twenty (20) feet above the finished floor and signage band is to be designed as an integral part of the building architecture. All wall signs of in-line premises of fifteen thousand (15,000) square feet or more are limited to a sign containment area of fifteen (15) feet and forty-five (45) feet above the finished floor and signage band is to be designed as an integral part of the building architecture. Signs shall be limited to a single line of copy, with the name and/or logo of the individual tenant. Signage for national tenant identity with multiple lines of copy must be reviewed and may be approved on a case by case basis by the landlord and DRC. Product or service descriptions are not allowed. In-line premises are required to display one (1) primary identification sign at front entrance facade and one (1) secondary identification sign at rear or service entrance of the premises. The height of the signage band area on which the sign appears shall not be less than one and one-half (1.5) times the height of the sign. The width of a sign may not exceed seventy percent (70%) of the width of the facade of the premises on which the sign is to be placed. In-line restaurants must comply with the requirements of this section of the Planned Sign Program.

2.1.5 Allowable Sign Area - Outparcel Premises

Outparcel premises of a single tenant or purchaser are allowed two (2) square feet of sign area per one (1) lineal foot of premises frontage for the first 200 feet of frontage, and an additional one (1) square foot of sign area per one (1) lineal foot of premises frontage over the first 200 feet. (Example: If the premises frontage is 60 lineal feet, the maximum total allowable sign area for that premises is $60' \times 2 = 120\text{s.f.}$). No more than two sides of a building may be used in calculating maximum allowable sign area: The length of a side of a building shall be a distance pulled from end to end of a two-dimensional elevation of the building. Screen walls do not count towards the calculated facade length. The maximum allowable area of signage for outparcel premises shall include premises primary signage at front facade, secondary signage at rear or service entrance, and secondary signage on the sides of the building. Blade signage and glazing copy including logo and hours of operation are not counted as part of the calculable area of allowed signage. Freestanding signs for tenant premises are prohibited regardless of street frontage or building frontage of the premises. Illuminated signs inside windows of outparcel restaurant premises may be approved only when presented with a high level of quality and style, as determined by the Landlord and the DRC.

Building mounted signs may be installed on each signable wall that adjoins the portion of the building occupied by the business or use with which the sign is associated. A signable wall is a wall of premises that is visible from a street, parking area or other public or private way. Wall signs for each premise are subject to the total allowable wall sign area set forth in Sections 2.1.3 and 2.1.4 herein. Blade signs are subject to the sign area limitation set forth in Section 2.2.3 herein.

In addition to the sign area calculations above, the maximum sign area per signable wall for all wall mounted signs shall not exceed fifteen percent (15%) of the wall surface area, including only the first story of the premises. A maximum of one hundred fifty square feet of sign area per signable wall is allowed for each outparcel premise.

2.2 General Tenant-Proposed Signage Requirements

The landlord and the DRC shall review all tenant-proposed signage and reserve the right to approve or reject any tenant-proposed signage at their sole discretion. As a prerequisite to submission of a City of Loveland Application for Sign Permits, a tenant must obtain Certificates of Approval from the Landlord and from the DRC. A Certificate of Approval shall be a letter from the Landlord or the DRC stating that the tenant's proposed signage is acceptable to the Landlord or the DRC and authorizing the tenant to proceed with a City of Loveland Application for Sign Permits for such signage. A Certificate of Approval shall not indicate or imply that the proposed signage is in compliance with City of Loveland requirements.

Existing Tenant Signage that has been approved by the landlord and the DRC before 10/21/2025 shall be exempt from any requirements that may have changed from the previously issued Planned Sign Program for the Shops at Centerra.

2.2.1 Method of Calculating Tenant-Proposed Signage Area

All tenant-proposed signage area for individual signs shall be calculated by forming an eight sided polygon around signage text and forming a separate eight-sided polygon around any included design element or logo. The total calculated area of an individual sign shall be the sum of the areas of signage text and design elements or logo.

2.2.2 Awning Signs

Signage on awnings is not allowed. No internally illuminated awnings will be allowed. Where awnings are used, no vinyl coated or plastic type material will be allowed. Acceptable awning materials include high quality fire treated marine fabric or canvas. Metal and glass awnings may be considered and approved by the landlord a case by case basis.

2.2.3 Projecting Signs (Blade Signs)

In-Line premises of less than fifteen thousand (15,000) square feet are required to have one (1) building mounted blade sign. Premises located on ends of buildings may have two (2) blade signs, one (1) per primary facade. Outparcel premises and premises of more than fifteen thousand (15,000) square feet may have one (1) blade sign per primary facade. Blade signs are required to be non-illuminated and shall not exceed fifteen (15) square feet per face. Blade sign area shall not be deducted from premises' total allowable wall sign area. All elements of a blade sign are restricted to a sign containment area between seven (7) feet, six (6) inches above finished floor and the parapet or top of wall. No blade sign may be located less than twenty-four (24) feet from another blade sign. Tenants are expected to be creative and to propose three-dimensional blade signage that reflects the individuality of the tenant.

2.2.4 Construction and installation of tenant signage

- No exposed conduit, raceways, ballast boxes or transformers will be permitted
- No labels will be permitted on visible surfaces, except those required by ordinances. Where necessary, labels will be placed in inconspicuous locations.
- All metal surfaces shall be uniform and free from dents, warps and other defects. Painted surfaces shall be free of particles, drips and runs.

- Exposed screws, rivets or other fastening devices shall be flush with the surrounding surface and finished so as to be unnoticeable.
- Depth of individual dimensional letters shall not be less than 25% of the letter height to a maximum of 6" deep. However, no letter is required to be less than 4" deep if internally illuminated. Where text has capital and lower-case letters, the capital letter height shall be used to determine the maximum depth of all letters.
- Switches on sign cabinets or letters are not allowed.
- Tenants are required to provide timer controls on tenant's signage. Landlord will dictate hours of signage operation.

2.2.5 Building Entry Information

Each business shall be allowed to post building or occupant names and hours of operation on glass or side door panels. All letters shall be die-cut vinyl. Maximum letter height shall be one inch for hours of operation. Name of the building or occupant may be four (4) inches tall. Logos shall be a maximum of 6 inches tall. All text & logos must fit within a maximum of 2 feet by 2 feet area. All signage must be located on the interior side of the space unless otherwise approved by the Landlord. Text font shall be consistent with style of identification signs. The address of the premises shall be four (4) inches tall and be located directly above entry door.

Rear entrance address signage is to be provided by landlord to identify the premises address from the rear service entrance and will include address numbers only. Address signage shall meet the requirements of the City of Loveland Emergency Services with regard to text size, style and color.

2.2.6 Window Signs

Window painting is not allowed. No neon or alternative illuminated signs are allowed in windows or within 10 feet of the storefront. No decals, signs or decorations may be installed in doorways, windows or other areas visible to the public view from the exterior of the premises unless approved on a case by case basis by the landlord.

For window graphics the following applies:

1. If the sign incorporates any images or illustrations, they must be consistent with The Shops at Centerra Lifestyle theme unless otherwise approved by the landlord.
2. All signage must be located on the interior side of the space unless otherwise approved by the Landlord.
3. Signs shall be limited to less than 50% of the storefront area and consolidated to one section/area where possible.
4. Signs must be approved by the landlord.

2.2.7 Menu Boards & A-Frame Signs

Menu boards & A-Frame Signs for tenants must be reviewed and approved by the landlord on a case by case basis. Menu boards & A-Frame Signs must also be framed, presented in a professional format, and located within the leased area. No photocopied menus taped to a window or storefront will be accepted. See below guidelines for menu boards along with examples of professional and unprofessional menu boards.

For Menu Boards & A-Frame Signs the following applies:

1. All text and illustrations must be displayed in a clean and uniform manner.
 - a. Liquid chalk markers only, regular chalk is not permitted.
 - b. Even spacing between lines of text.

- c. Font style & size must be uniform.
 - d. Limit text amount to avoid crowding the display.
2. Signs must have a black background unless otherwise approved by the landlord.
3. Signs must have a frame, and the frame must be in good condition.
4. Tenants shall be limited to one sign per leased space unless otherwise approved by the landlord.

Professional Examples



Unprofessional Examples



2.2.8 Flag Signs

Tenants are not allowed the use of flag signs, flag signs may only be used by the landlord for the over-all lifestyle center. Flutter flags are not permitted.

2.2.9 Banner Signs

Banners are intended to enhance the visibility of Center-sponsored events, community programs, and seasonal activations. They should contribute to the overall sense of place and reinforce The Promenade Shops' identity as a vibrant, well-curated destination. Banner signs shall abide by the guidelines set forth below.

For Banner Signs the following applies:

1. **Purpose:** Banners may be used to promote Center events such as outdoor concerts, holiday celebrations, charity events, or other community-driven programs.
2. **Tenant Limitations:** Individual tenant banners are not permitted, with the exception of temporary grand-opening banners which must be approved by the Landlord.
3. **Design & Materials:** All banners should be professionally designed and constructed of durable, weather-resistant materials. Design elements—such as color palette, typefaces, and graphics—should reflect the Center’s brand identity and maintain consistency across all banner installations.
4. **Placement & Duration:** Banners may be installed only in management-approved locations and should not obstruct architectural features or tenant signage. Banners should be installed no more than two (2) weeks prior to the event and removed within seven (7) days following the event’s conclusion.
5. **Maintenance:** The Center will ensure banners remain clean, taut, and well-maintained for the duration of their display. Any damaged or faded banners should be promptly replaced or removed.
6. **City Coordination:** All banners will comply with City of Loveland guidelines and any applicable permitting requirements.

Sign Type Legend

Description	Quantity
Banner Signs (BS)	2
Directory Signs (D)	9
Sign Type A	1
Sign Type B	3
Sign Type C	1
Vehicle Directional Signs (VD)	5

