

Polaris

Centers of Commerce

SIGNAGE APPROVAL CHECKLIST

All signage used at Polaris must be reviewed and approved prior to installation. The process consists of the following steps:

1. Submission of proposed sign design for conditional approval
2. Preparation of fabrication drawings
3. Submission of final fabrication drawings (“shop drawings”) for review and approval
4. Inspection by Polaris of installed signage for adherence to guidelines

Installed signage which does not conform to the guidelines must be removed by the business owner at his/her expense and re-done. The following checklist will ensure that the process will run smoothly and efficiently, avoiding delays and resubmissions.

Read the signage design criteria (Exhibit A) in the Polaris *Design Review Guidelines*. A copy of the current guidelines may be obtained in printed form or e-mailed to you in electronic format from:

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Determine when the next Design Review Committee will meet, so that your project may be scheduled for review.

Engage the services of a professional sign fabricator or an experienced representative who will design and fabricate your sign within the restraints of the Design Guidelines. **Give them a copy of the Guidelines.**

Name of sign fabricator: _____



Provide a straight-on photographic view of the building on which you intend to place the sign. **Hold the camera perfectly level, and do not point it up or down** (doing so will cause distortion). **In addition, take a picture of your space and the adjacent spaces together**, so that the overall context is clearly apparent. The photos must be of high enough quality to discern detail easily. The following examples illustrate this step:

ACCEPTABLE PHOTOGRAPH

UNACCEPTABLE PHOTOGRAPH

Your sign fabricator may choose one of the following techniques to illustrate the proposed sign (choose one):

ELEVATION DRAWINGS provided by an architect or skilled draftsman, **TO SCALE**, with the sign shown superimposed at the same scale. An example:



The straight-on photo of your building with the sign superimposed graphically. **ATTENTION! The size of the sign must be consistent with the photograph, and must appear as it would in reality.** For example, if the proposed sign is to have 24” high letters, they should be shown proportionally correct with the rest of the photo. The door to the storefront is almost always 3 feet wide, so a 24” letter height should appear to be 2/3 of the door width. If the width of the proposed sign is 12 feet, it should be exactly 4 times the width of the door. All professional sign fabricators are capable of producing these kinds of graphics. Examples:

ACCEPTABLE ILLUSTRATION

UNACCEPTABLE ILLUSTRATION

Once your sign has conditional approval, you may proceed with fabrication. The next step is to submit the sign fabricator's **SHOP DRAWINGS**. These drawings should show in detail the front and side of the sign, with dimensions, color and materials. They must also indicate method of fastening, types of letters, profiles and proposed illumination. All exterior signs proposed for your building must be included.

Following installation, your signage must be inspected for final approval.