

**ARB Comprehensive Sign Criteria  
for the Shopper's World Retail Building**

**Tax Map/Parcel #: 061M0-00-12-001D0**

<b>SIGN FEATURE</b>	<b>APPROVED DESIGN CRITERIA</b>
<b>SIGN TYPE</b>	Channel Letter
<b>LETTER FACE COLOR</b>	White or Black (Day/Night, appearing white at night)
<b>TRIM CAP COLOR/RETURN COLOR</b>	Bronze or Black
<b>RACEWAY COLOR</b>	To match wall
<b>ILLUMINATION</b>	Internal. Illumination must appear white at night.
<b>LOCATION(S)</b>	Signs shall be located within the brick panels above the awnings or in the stucco sign bands of the tower.
<b>LOGO/GRAPHICS DETAILS</b>	*Graphics may use multiple colors.

**NOTES:**

- This form outlines the specific design criteria established for signs at this location.
- These criteria were approved under ARB-2022-13: Reines & Rogers Jewelers Sign on March 21, 2022 and supersede criteria previously established under ARB-1999-21 and ARB-1999-46.
- All standard ARB Sign Guidelines also apply.
- As of August 3, 2015, graphics with multiple colors may be used with channel letter signs, when the channel letter faces throughout the center are limited to a single color. Graphics shall be consistent with the Entrance Corridor Sign Guidelines.