

# Plaza Periphery Wayfinding Sign Program

## *Business Placard Replacement Guidelines*

- Priority for business placards is in accordance with the categories outlined in the Wayfinding Sign Program Guidelines.
- Per the Program Guidelines, replacement placards are paid for by the new business.
- City business license number is required (for business license information, contact Finance Dept at 933-2237).
- Each placard will have no more than two lines of type/images. The primary line is the business name/logo and the optional second line may be a logo or additional business description.
- Placards are 3 mm Dibond (aluminum faced panel, matte black); dimensions 5.5” x 17.5”. Placard artwork should be produced as a high performance digital print with a laminate overlay and graffiti-resistant coating.
- Placards should be bonded to the sign with 3M VHB mounting tape.
- Placard inclusion and location should be verified with Economic Development Manager prior to installation (submit form to City Hall, attn: Economic Development Manager, for signature).
- Please take care not to damage the placard being removed. Provide the removed placard to the Planning Department counter at City Hall (att: Economic Development Manager).



Name of New Business: \_\_\_\_\_

City Business License Number: \_\_\_\_\_

Type of Business (e.g. retail, restaurant, salon): \_\_\_\_\_

Replaces the following placard(s) on the following sign(s) (indicate existing placard name):

Sign location:

Placard location:

Verified by: \_\_\_\_\_

Date: \_\_\_\_\_