

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.
- 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.
- Please take care not to damage the placard being removed. Provide the removed placard to the Planning Department counter at City Hall, to the attention of the Economic Development Manager.



Name of New Business: _____

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

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

Sign #1 (north side of East Napa St. at 1st St. East) _____

Sign #2 (south side of East Napa St. at 1st St. East) _____

Sign #3 (east side of Broadway at E. Napa St.) _____

Sign # 4 (west side of Broadway at W. Napa St.) _____

Sign #5 (1st St West near corner of W. Napa St.) _____

Verified by:

Date: _____