



Mountain House Town Center

Retail/ Commercial/ Office Plaza

Signage - Special Purpose Plan

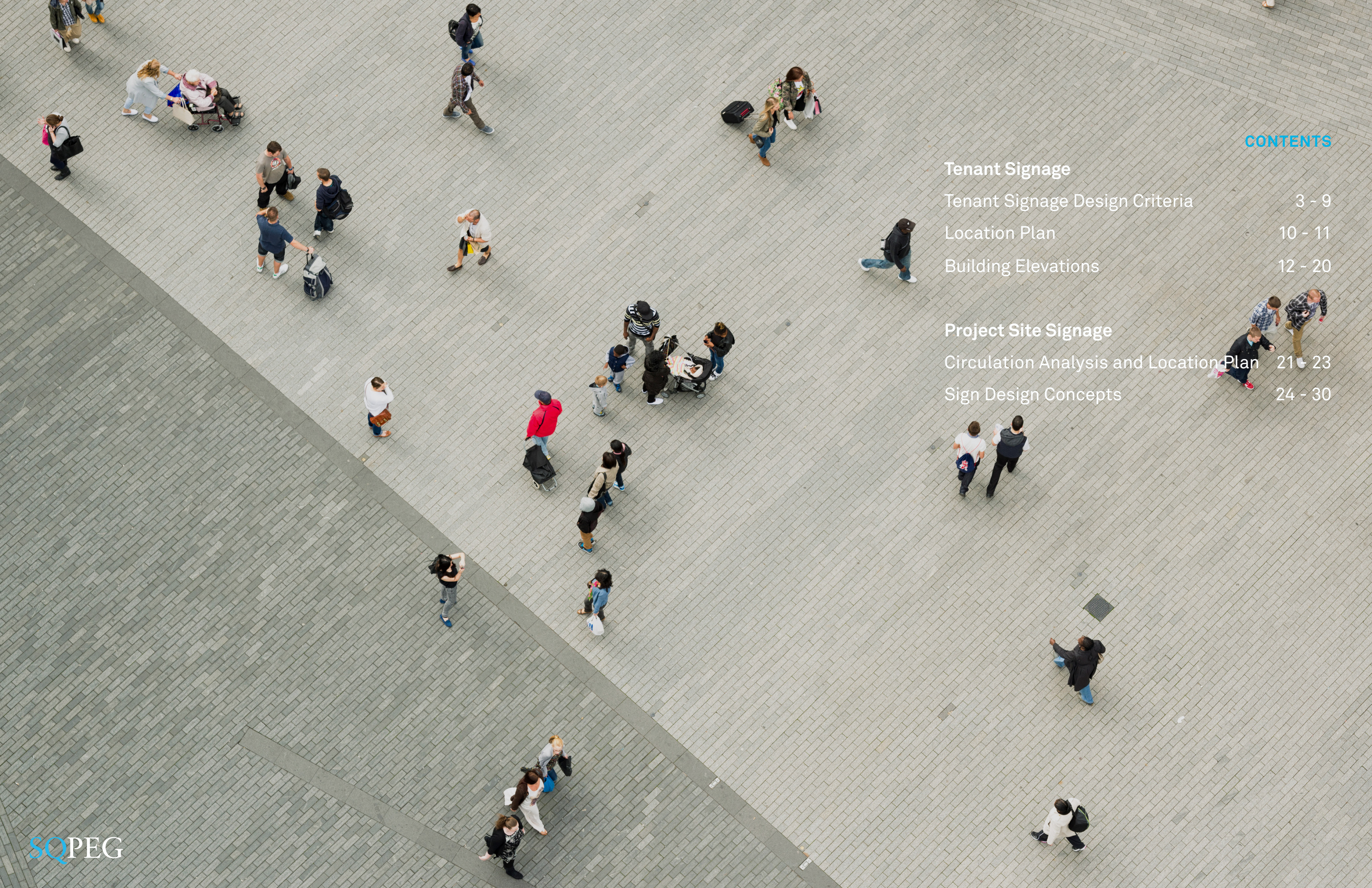
August 04, 2020

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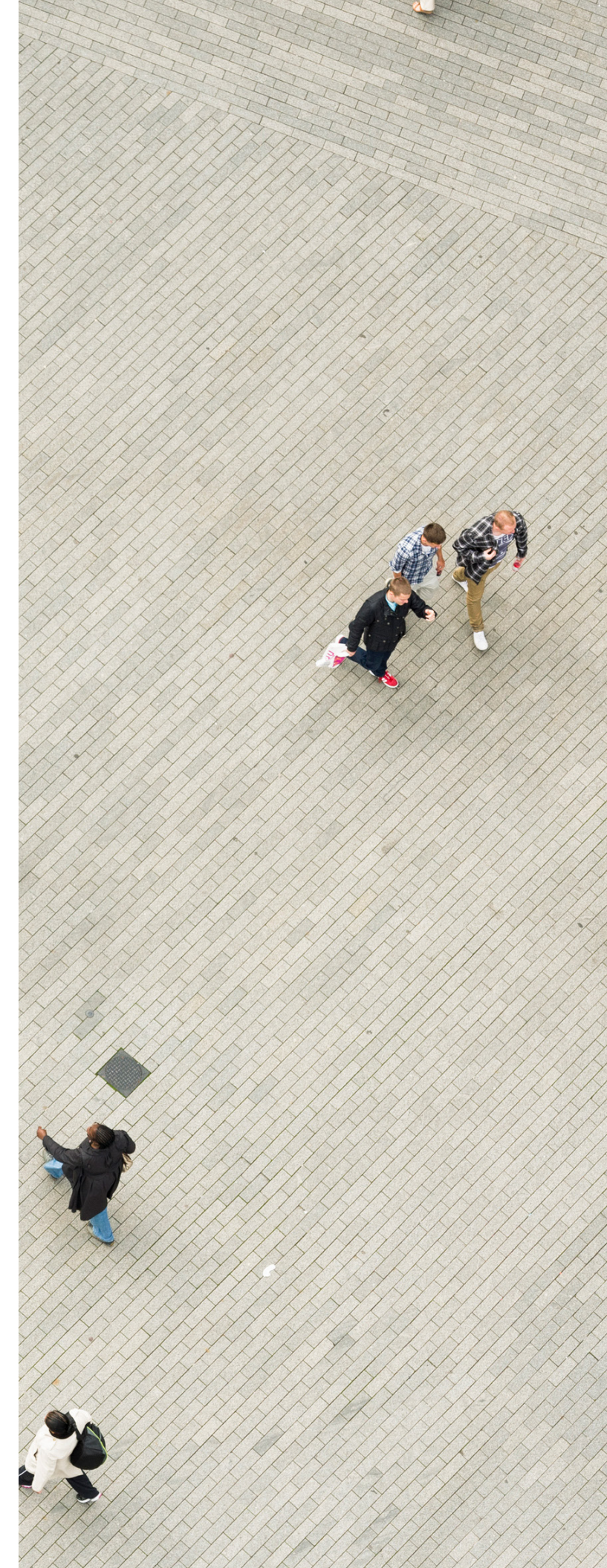
www.sqpeg.com



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Tenant Signage Design Criteria



Objective

The objective of the Tenant Signage Design Criteria guidelines is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout the project site.

The criteria are intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence can best be achieved through open and frequent dialogue between Tenant, Property Manager, and the Property Manager's consultants.

Signing at the Mountain House Town Center Retail/Commercial/Office Plaza is an integral part of the center's image and appeal, so signs shall be carefully placed and proportioned to the individual architectural façade on which they are located. Care in the design and installation of store signs will enhance the customer's appreciation of individual Tenants and contribute to the project site's overall success.

Design, fabrication, permitting, and installation of signs, including any structural support, time-clocks, connection to photocells, and electrical service from Tenant's panel and any special installation requiring addition or modification to the shell building requires approval by the Property Manager.

The Tenant shall employ sign fabricators and installers who are licensed and are well qualified in the techniques and procedures required to implement the sign design concept and approved by the Property Manager.

The Tenant shall abide by all governmental regulations and by all provisions, guidelines and criteria contained within the Mountain House Town Center Retail/Commercial/Office Plaza Signage Purpose Plan.

Only those sign types provided for and specifically approved by the Property Manager in the Tenants' signage drawing package will be allowed.

The Tenant Signage Design Criteria supersedes all less restrictive Sign Ordinances as permitted under Development Title 9-1700. If the Tenant can show good cause for a deviation from the size limitations outlined within, which does not violate any City of Mountain House and governing district written Sign Code or regulation regarding the size and placement or storefront signs, the Property Manager will consider such requests.

Approval Process

All signs require approval by the Property Manager. In order to obtain approval from the Property Manager, the Tenant is to submit a signage drawing package. The package shall include:

- i. Specifications for colors, materials, construction, illumination, electrical, and installation;
- ii. Relevant scaled diagrams, cross section construction details; and site, plot, and elevation plans as needed to clearly define all commercial and accessory messaging;
- iii. Photographs showing existing conditions, including any neighboring signage. This is important so the Property Manager and the City may understand how proposed signage will interact with other signs in the vicinity.

Upon review, the Property Manager will provide a stamp of approval and/or signature on the cover sheet of the signage drawing package to indicate approval. The approved signage drawing package is required to be submitted to the City in order to obtain a signage permit.

Sign Types and Placement Criteria

Primary Tenant Identification Sign:



Tenant is allowed up to two primary identification signs located in the designated sign zone. Tenants located on building corners with two or more active storefronts are allowed a third primary identification sign upon approval of the Property Manager.

The Market Building and Gas Station are allowed tenant identification locations as depicted in their respective Building Elevations: see Market Building Elevations on pages 14-15; see Gas Station Elevations on page 19.

Sign Size: Based upon the Tenant's Leased frontage, as measured in a straight line from Lease line to Lease line for each storefront elevation.

Tenants are to follow Primary Tenant Identification Sign criteria as outlined in the Tenant Building Elevations section: pages 12-19.

Additional Primary Tenant Identification Signs:

Specific suites with building elevations facing multiple exposures may incorporate one additional primary identification sign per active storefront exposure, subject to Landlord's approval.

Signs may identify the business name and a minimum generic word description of the service. No brand product identity or specific service descriptions may be displayed.

Blade signs and window text signs shall not count against the Tenant's overall sign square footage allowance.

NOTE: Specific locations and surrounding architectural treatments can dictate the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of its size and placement.

**Sign Types and Placement Criteria:
Blade Sign**



Tenants are allowed one blade sign per storefront exposure. The blade sign program has been established to work with each Tenant's graphic identity.

The Landlord encourages the Tenant to propose blade sign designs that enrich the pedestrian environment with creative use of colors and materials combined with strong store name identification. Blade signs will be non-illuminated. Blade signs shall project no more than two feet (2'- 0") from the building face, and shall be no more than two feet (2'- 6") in overall width and two feet, six inches (2'-6") in height with a maximum of six and one quarter (6.25)

square feet of area for each face. Blade signs are generally intended to have an equal proportion. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight feet (8'- 0").

Blade signs may be attached to wall or suspended from fixed canopy with decorative bracket consistent with the design of the blade.

Proposals for blade sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that the fabrication and installation by their contractor includes adequate support for the blade sign.

**Sign Types and Placement Criteria:
Window Signs and Graphics**



Tenants shall be allowed window graphics, not to exceed more than fifteen percent of

the ground floor window area and are on a building frontage. Window graphics can be concentrated in one window or equally spread over a tenants occupied space Window applied signs may be allowed on second surface (tenant interior) of glass. Signs may be a decal, hand painted or gilded presenting the Tenant name, logo or brand.

**Sign Types and Placement Criteria:
Drive Through Sign**



Tenants with drive through service will be allowed (1) one freestanding illuminated entry drive directional sign mounted in landscaped area adjacent to entry drive with a maximum 4 sq. ft. of sign area and 4 ft. off grade.

**Sign Types and Placement Criteria:
Suite Identification Signs And Store Hours**



Suite identification signs shall be provided to the Landlord standard at the Tenant’s expense. Signs will include Tenant Suite Address, Days and Hours of operation. Landlord will provide exact design standards and specifications that the Tenant can follow or guidelines for area, placement and scale if the Tenant wishes to brand their information. Storefront suite number, address, and store hours printed black on optically clear vinyl and mounted to second surface (interior) of storefront glass. Placement should be typical per elevation and indicated in tenant’s signage submittals.

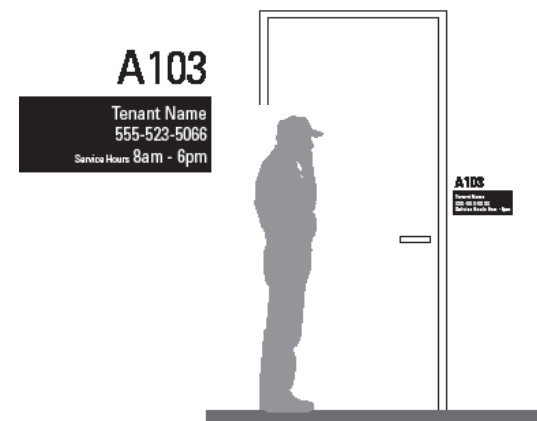
Tenants are allowed to use their own fonts if desired, subject to Landlord approval.

Legally-Required Storefront Signs

Most Tenant suites will include the primary storefront entry doors as a legal means of egress from the

interior. If required by code, Tenant provide a sign at storefront entrance doors identifying “these doors are to remain unlocked during business hours” in an upgraded surface mounted panel matching the storefront finish. Such signs shall not be placed as to be visible from the exterior tenant storefront.

Service Door Signs



Landlord-designed rear door signs shall be provided by the Tenant at the Tenant’s expense. Tenants shall be required to identify their service door for delivery and emergency purposes. Tenants shall provide die cut vinyl transfer letters indicating the suite letter or number affixed to service door centered at five feet (5’- 0”) above the threshold. Landlord will provide exact design standards and specifications.

Allowable Sign Types and Illumination Methods

Permitted Sign Types

The Signage Purpose plan allows for the following:



- Mixed media, three-dimensional signs
- Three (3”) to four (4”) inches deep halo illuminated letters, white LED or neon halo
- Reverse channel letter with exposed LED or neon. Exposed LED or neon will be approved at the sole discretion of the Landlord and should be proposed only if a part of the overall Tenant design concept
- Dimensional, geometric shapes
- Front and halo illuminated channel letters
- Etched, polished, patinaed or abraded metals and materials
- Sand blasted, textured, and/

or burnished metal-leaf faced dimensional letters, pin mounted from façade

- Prismatic face letterforms with full faceted strokes
- Rounded face letterforms with radius faces and eased edges
- Layered letterforms with face and liner; letter face shall be at least one (1”) inch thick, and the liner shall be a minimum of two (2”) inches thick
- Screens, grids, or mesh
- Exposed neon as a graphic accent

Prohibited Sign Types

- Unadorned rectangular cabinet signs with translucent or opaque faces
- Awning signs and logos
- Projecting Signs
- Temporary wall signs, pennants, banners, inflatable displays or sandwich boards, unless specifically approved by the Landlord.
- Exposed junction boxes, wires, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type
- Signs using trim-cap retainers
- Window signs unless approved by the Landlord (Note: box signs hanging in display windows are not allowed, and the use of

exposed neon in window displays may be allowed subject to Landlord approval)

- Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria
- Paper, cardboard or Styrofoam signs, stickers, or decals hung around or behind storefronts
- Signs on roofs or equipment screens
- Exposed fasteners, unless decorative fasteners are essential to the sign design concept
- Simulated materials such as wood grained plastic laminates or wall coverings
- Flashing, oscillating, animated lights or other moving sign components, except as specifically approved by the Landlord
- “Open” or “Closed” signs in storefront doors or display windows

Sign Lighting Recommendations



Tenant signs shall be creatively illuminated using a variety of lighting techniques. One or more of the following may be allowed:

- Internally illuminated acrylic faced channel letters
- Opaque-faced reverse channel letter with silhouette (halo) illumination (LED)
- Open channel with exposed or decorative neon.
- Fiber optics
- Incandescent (LED) light bulbs, if integral to the exposed sign design
- Internally illuminated signs with seamless opaque cabinets and push-through lettering
- LED shall be used for all internal sign illumination and LED lighting must be coordinated with Landlord project lighting designer and a minimum of 3500K
- Use of colored neon is subject to Landlord approval
- No external light fixtures will be allowed as part of the tenant sign designs
- All housings and posts for exposed neon signs shall be painted to match or compliment the building façade color immediately behind and adjacent to the sign

Type Styles, Logos, and Use of Color

Type Styles And Logos

The use of logos and distinctive type styles is encouraged for all Tenants' signs. Sign lettering should be combined with other graphic and or dimensional elements denoting the type of business.

The Tenant may adapt established type styles, logos and/or images that are in use on similar buildings operated by the Tenant in other locations, provided that these images are architecturally compatible and approved by the Landlord.

The typeface may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

The Tenant shall identify trademark protected type and marks in their sign submission to assist the Landlord in the review process. Logos, graphics and trademarks are included in total sign area, and are subject to sign height standards, but are not subject to sign letter height standards.

Use Of Color

The following guidelines are for selecting colors for Tenants' signing. The Project and the individual building façade will consist of a variety of

color and materials. The Landlord encourages the Tenant to consider these colors when choosing their sign colors.

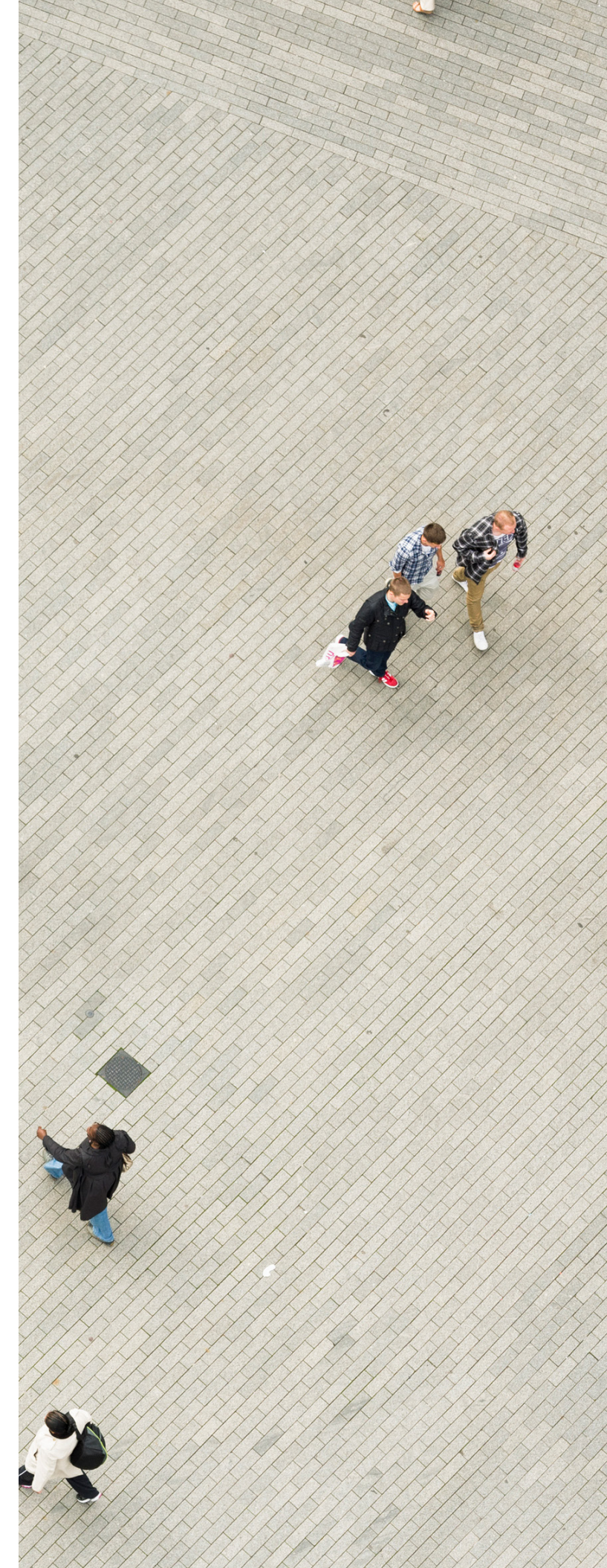
Tenants are requested to make early color submissions for review by the Landlord.

- Signs may incorporate regionally and nationally recognized logo colors
- Sign colors shall be selected to provide sufficient contrast against building background colors
- Sign colors shall be compatible with and complement building background colors
- Sign colors shall provide variety, and sophistication
- Color of letter returns shall match the face of the letter or be a contrasting dark grey for good daytime readability (black returns are generally not permitted)
- Interior of open channel letters shall be painted dark when placed against light backgrounds
- LED or neon colors shall complement related signing elements

General Sign Fabrication Criteria

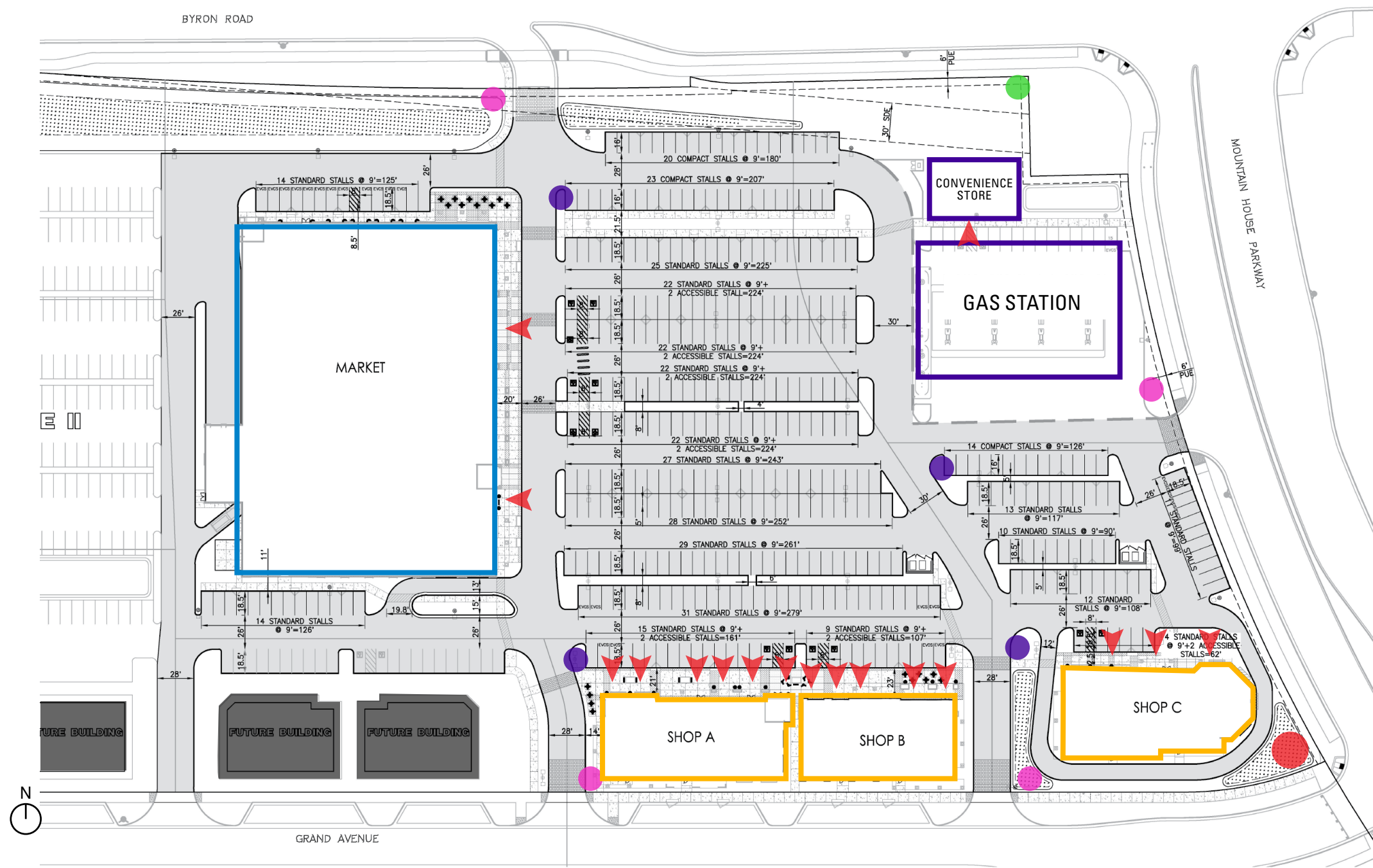
- Signs shall be fabricated of durable appropriate weather resistant materials complimentary to the base building materials.
- Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally, stainless steel fasteners shall be used to attach dissimilar metals.
- Threaded rods or anchor bolts shall be used to mount sign letters, which are held off the background panel. Angle clips attached to letter sides will not be permitted.
- Colors, materials and finishes shall exactly match those submitted to and approved by the Landlord.
- Visible welds and seams shall be filled with auto body compound and ground smooth before painting. No fasteners, rivets, screws or other attachment device shall be visible from any public vantage point.
- Finished metal surfaces shall be free from oil canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
- Reverse channel letters shall be pinned two inches (2") off the wall. The letter return depth shall be three (3") to four (4") inches, and letters shall have a clear Lexan backing. LED light as required for even light distribution.
- No labels, plaques, or stickers may be affixed to the sign which are visible to the public.
- Internally illuminated aluminum letters will have white finish for maximum reflection.

Tenant Signage: Location Plan

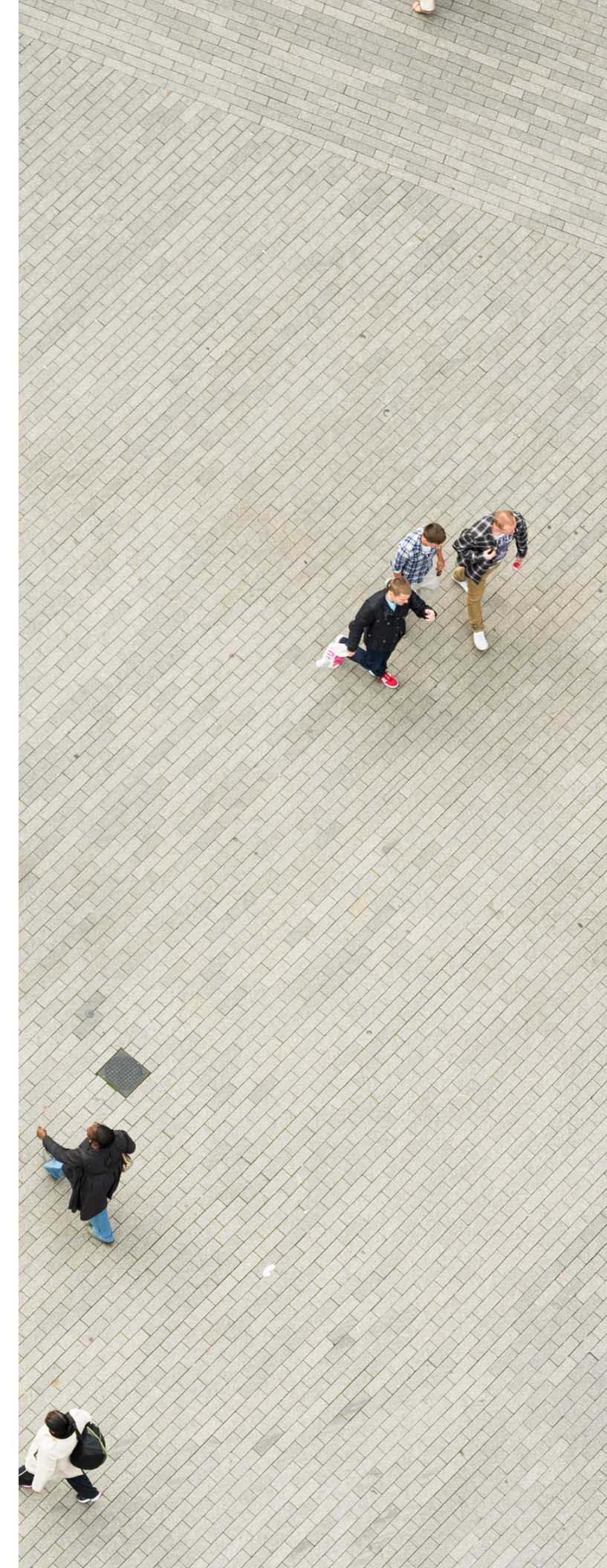


Location Plan

- Primary Project ID
- Monument Entry ID
- Gas Station Monument ID
- Vehicular Directional
- ▲ Primary Pedestrian Entry
- Single Tenant Building
- Multi-Tenant Building
- Gas Station / Convenience Store



Tenant Signage: Building Elevations



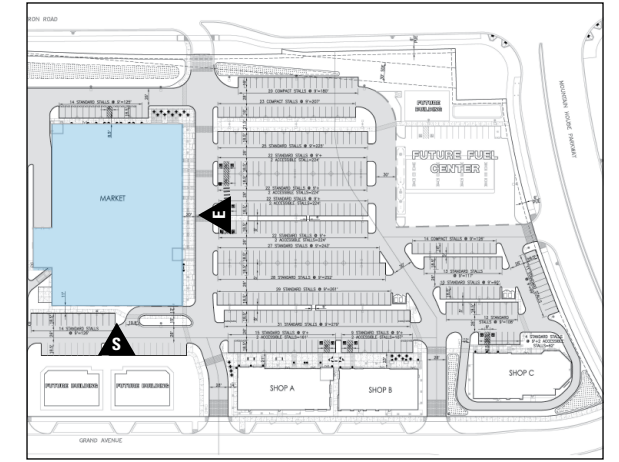
Market Building Elevations

2 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed
 274'-4" = 548.5 sq. ft. allowed
 489 sq. ft. total signage exhibited
 Primary Tenant ID Max Cap Height: 60"
 Secondary Service ID Max Cap Height: 30"

Note on Sign Placement:

All building demising space is for example only. Final space plan may change as determined by Landlord & Tenant. Sign placement is representative only. Final sign design & location to be determined by Landlord and Tenant. Exhibits for illustrative purposes only to show options for tenant sign placement using estimated sign area.

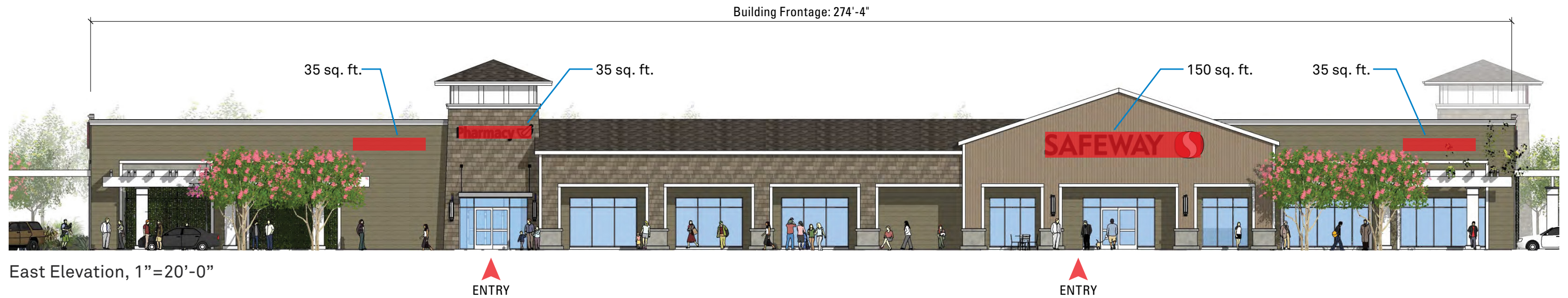
Red Boxes indicate potential sign location and is not indicative of actual sign size. Sign sizes and placement on tenant elevation is dependant on allowable sign size per length of actual tenant frontage.



Plan View



South Elevation, 1"=20'-0"



East Elevation, 1"=20'-0"

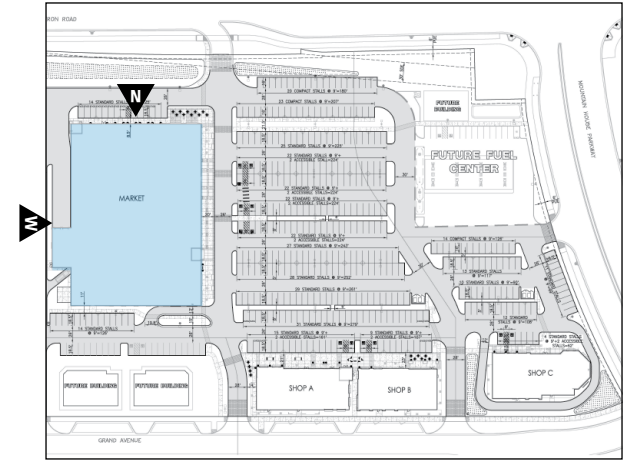
Market Building Elevations

2 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed
 274'-4" = 548.5 sq. ft. allowed
 489 sq. ft. total signage exhibited
 Primary Tenant ID Max Cap Height: 60"
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Plan View



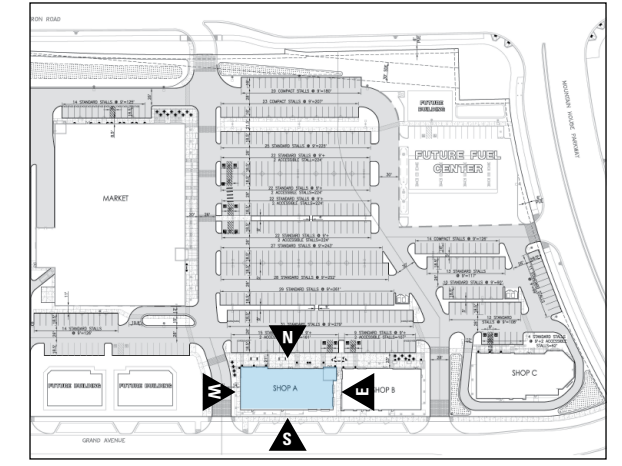
North Elevation, 1"=20'-0"



West Elevation, 1"=20'-0"

Building A Elevations

Red Boxes indicate potential sign location and is not indicative of actual sign size. Sign sizes and placement on tenant elevation is dependant on allowable sign size per length of actual tenant frontage.



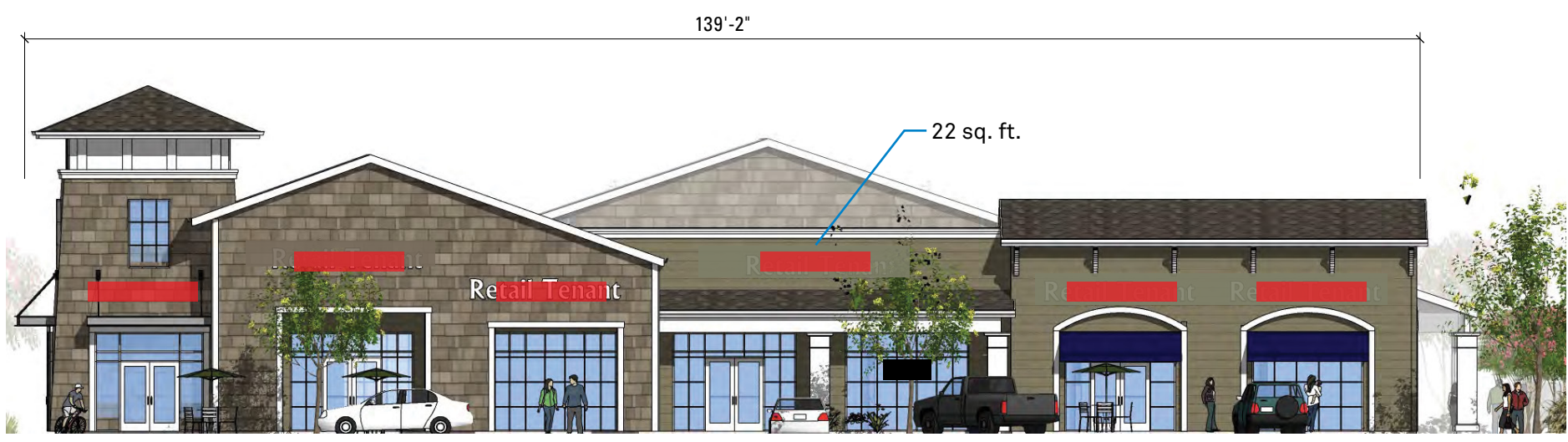
Plan View

1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed
 139'-2" = 208.75 sq. ft. allowed
 198 sq. ft. total signage exhibited
 Primary Tenant ID Max Cap Height: 24"

Note on Sign Placement:
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South Elevation, 1/16"=1'-0"



North Elevation, 1/16"=1'-0"

ENTRY ENTRY ENTRY ENTRY ENTRY ENTRY



West Elevation, 1/16"=1'-0"

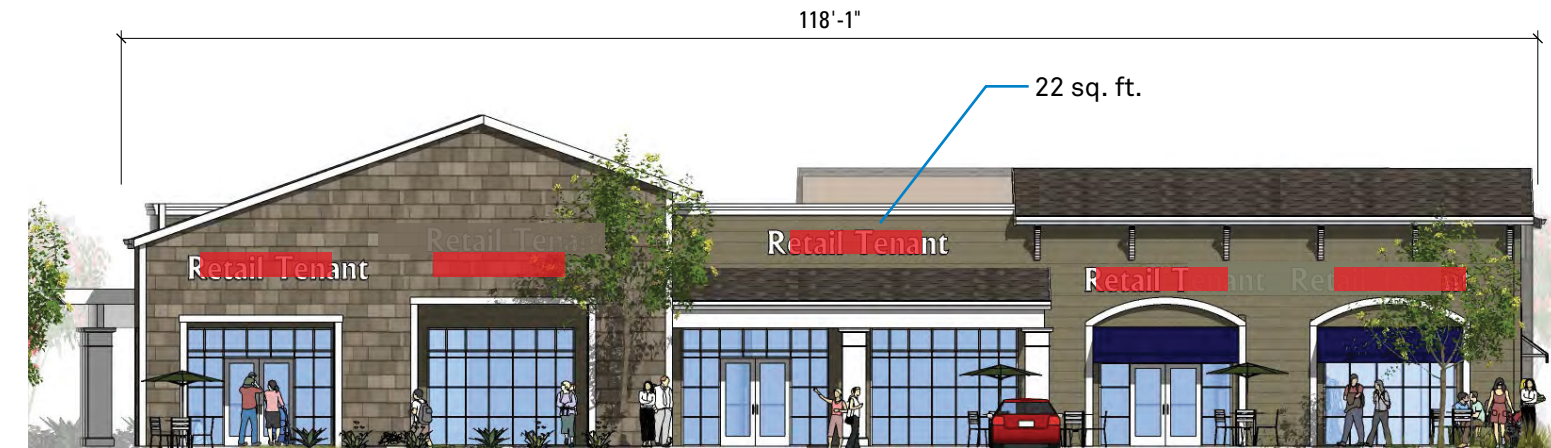


East Elevation, 1/16"=1'-0"

Building B Elevations



South Elevation, 1/16"=1'-0"



North Elevation, 1/16"=1'-0"

ENTRY ENTRY ENTRY ENTRY ENTRY

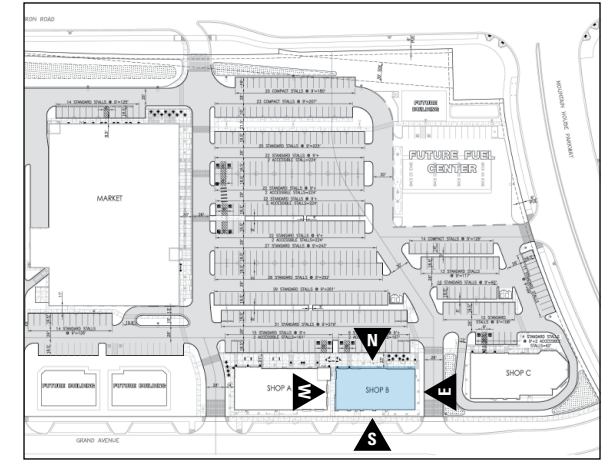


West Elevation, 1/16"=1'-0"



East Elevation, 1/16"=1'-0"

Red Boxes indicate potential sign location and is not indicative of actual sign size. Sign sizes and placement on tenant elevation is dependant on allowable sign size per length of actual tenant frontage.



Plan View

1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed
 118'-1" = 177.12 sq. ft. allowed
 176 sq. ft. total signage exhibited
 Primary Tenant ID Max Cap Height: 24"

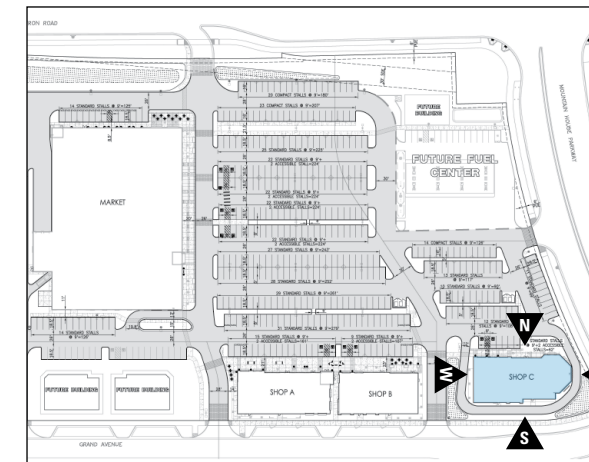
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Building C Elevations



South Elevation, 1/16"=1'-0"

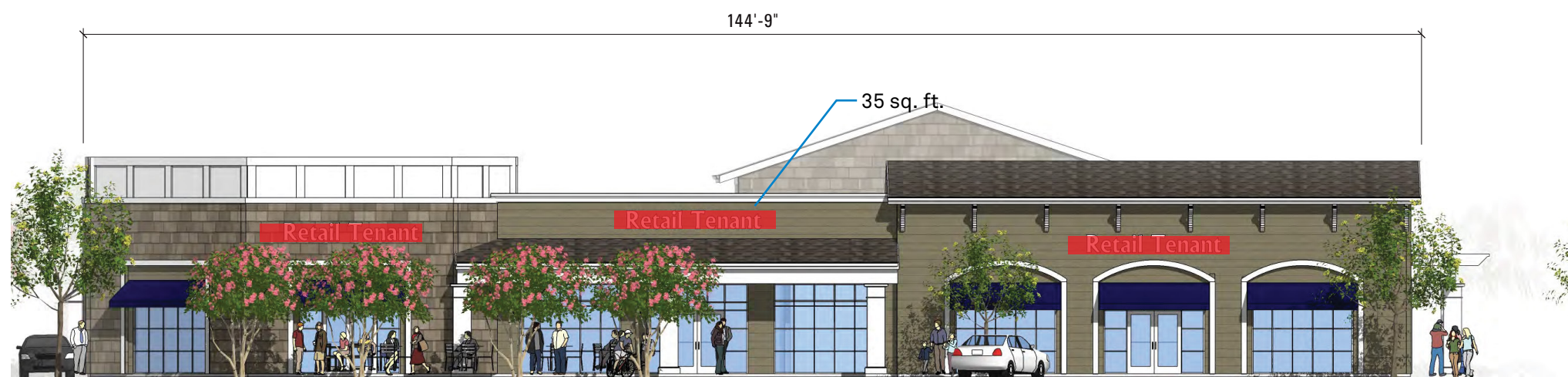
Red Boxes indicate potential sign location and is not indicative of actual sign size. Sign sizes and placement on tenant elevation is dependant on allowable sign size per length of actual tenant frontage.



Plan View

1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed
 147'-0" = 217.5 sq. ft. allowed
 210 sq. ft. total signage exhibited
 Primary Tenant ID Max Cap Height: 24"

Note on Sign Placement:
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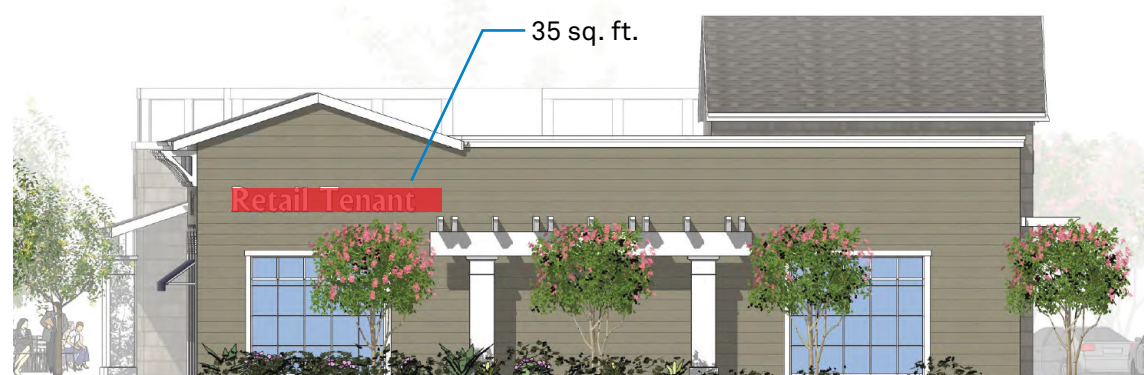


North Elevation, 1/16"=1'-0"

ENTRY

ENTRY

ENTRY



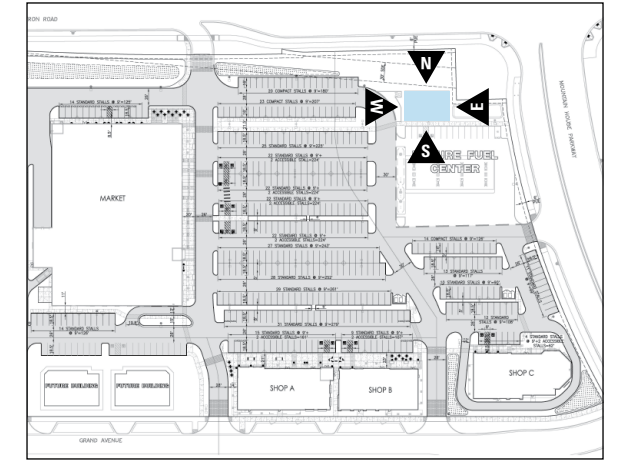
West Elevation, 1/16"=1'-0"



East Elevation, 1/16"=1'-0"

Convenience Store Elevations

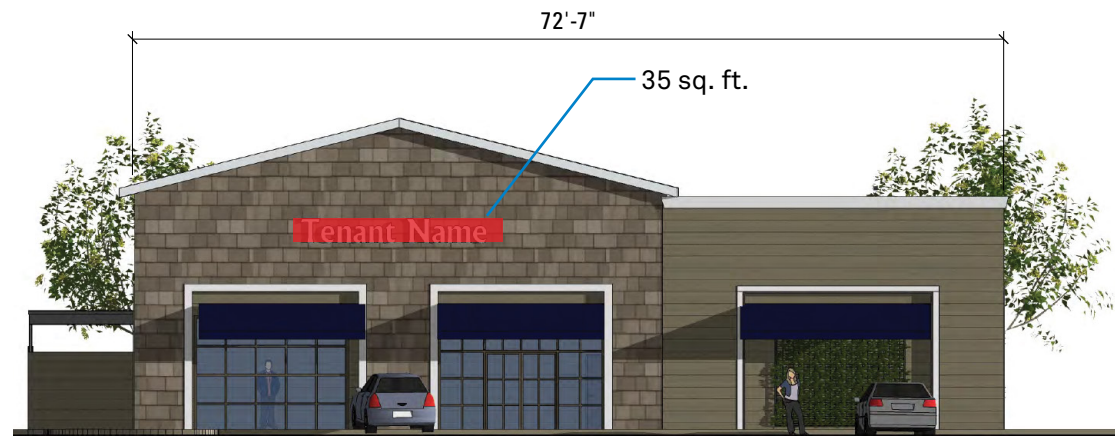
Red Boxes indicate potential sign location and is not indicative of actual sign size. Sign sizes and placement on tenant elevation is dependant on allowable sign size per length of actual tenant frontage.



Plan View

1.5 sq. ft. per 1 ft. of lot frontage = Sign Area Allowed
 72'-7" = 108.88 sq. ft. allowed
 105 sq. ft. total signage exhibited
 Primary Tenant ID Max Cap Height: 24"

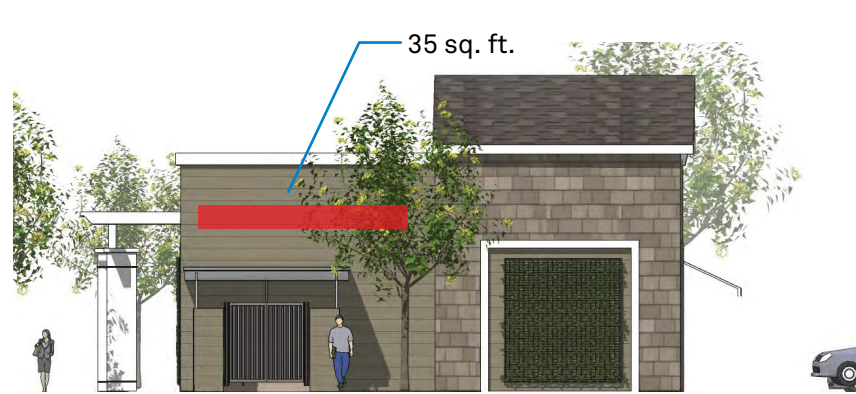
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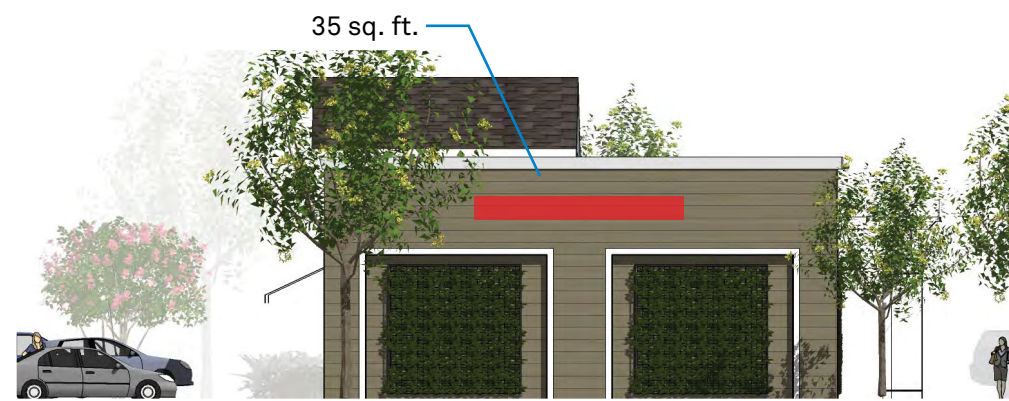
South Elevation, 1/16"=1'-0"



North Elevation, 1/16"=1'-0"



West Elevation, 1/16"=1'-0"



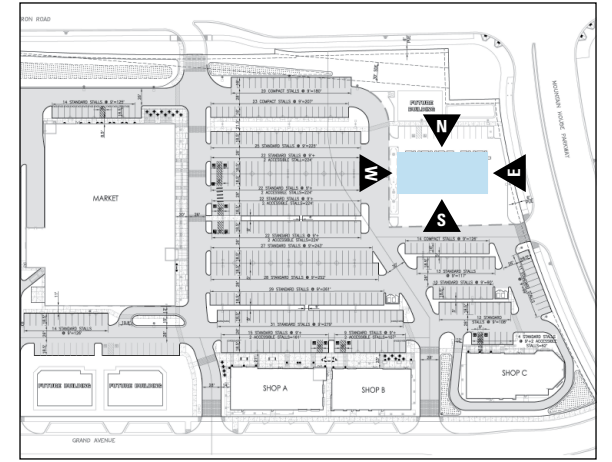
East Elevation, 1/16"=1'-0"

Gas Station Elevations



South Elevation, 1/16"=1'-0"

Red Boxes indicate potential sign location and is not indicative of actual sign size. Sign sizes and placement on tenant elevation is dependant on allowable sign size per length of actual tenant frontage.



Plan View

Note on Sign Placement:
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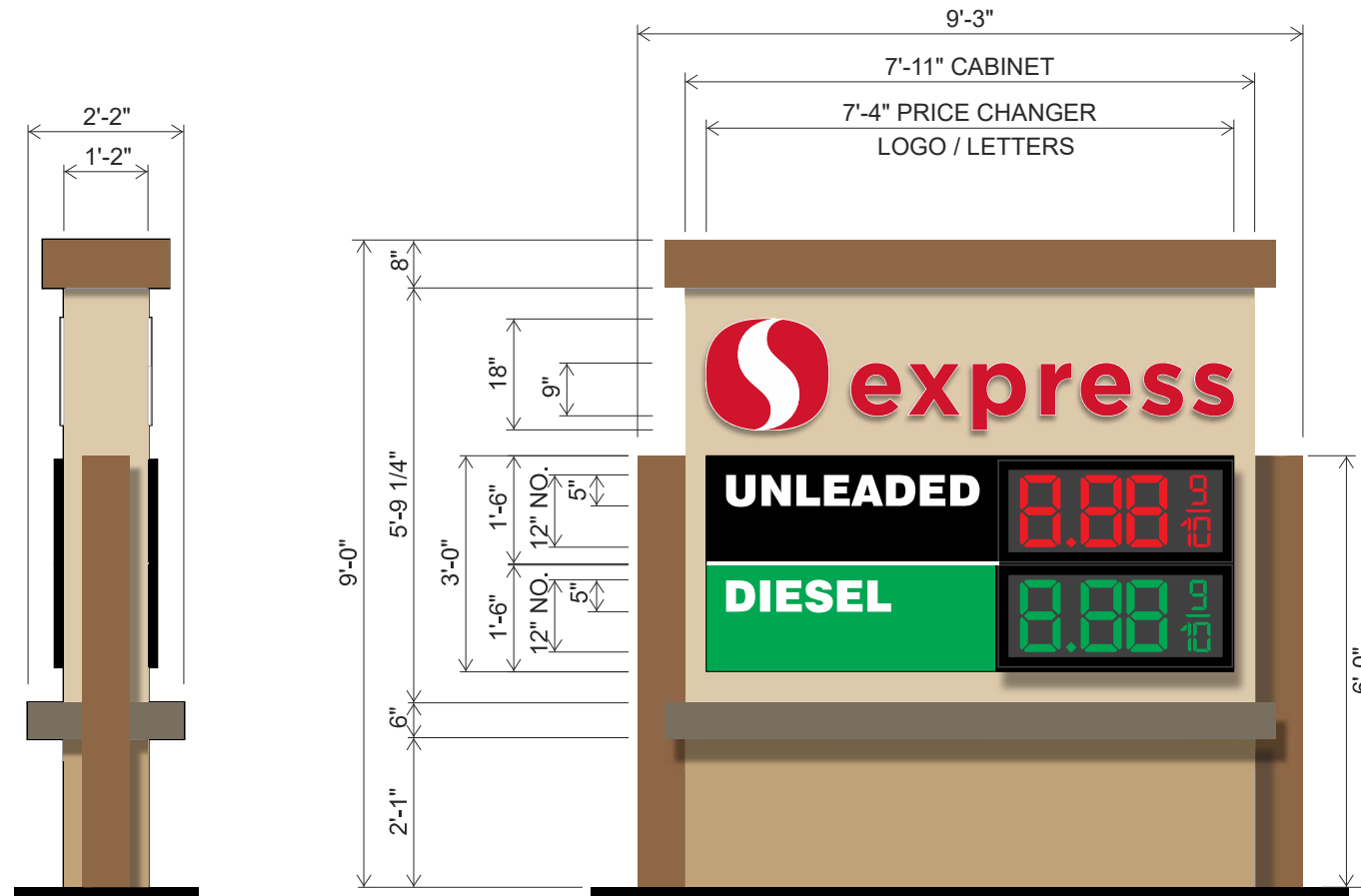
North Elevation, 1/16"=1'-0"



West Elevation, 1/16"=1'-0"



East Elevation, 1/16"=1'-0"



TYPICAL GAS PRICE MONUMENT

SCALE: 3/8"=1'-0"

CABINET:

- FACE - ROUTED ALUMINUM PAINTED AND TEXTURED W/ ACRYLIC PUSH-THRU LOGO & LETTERS
- ILLUMINATION - WHITE LED
- REVEAL - ALUMINUM PAINTED AND TEXTURED

PRICE CHANGER CABINET:

- D/F ALUMINUM CABINET PAINTED AND TEXTURED W/ ELECTRONIC LED PRICE CHANGERS (BOTH SIDES)
- FULLY SEALED COMPONENTS PROVIDE COMPLETE WEATHER PROTECTION
- WIDE-STROKE, FULL-HEIGHT DIGITS CREATE A BETTER VIEW RESPONSE
- DIGITS ARE HIGHLY LEGIBLE, EVEN IN DIRECT SUNLIGHT
- PROGRAMMABLE FONT OPTIONS OFFER STYLE CHOICES
- FUELINK™ 3 CONTROLLER MAKES PRICE CHANGES QUICK AND EASY
- RED LED PRICE CHANGER (UNLEADED) & GREEN LED PRICE CHANGER (DIESEL)
- SIDE PORTION - LED ILLUMINATED POLYCARBONATE FACE W/ VINYL GRAPHICS
- BAR BELOW PRICE CHANGER UNITS - ALUMINUM PAINTED AND TEXTURED

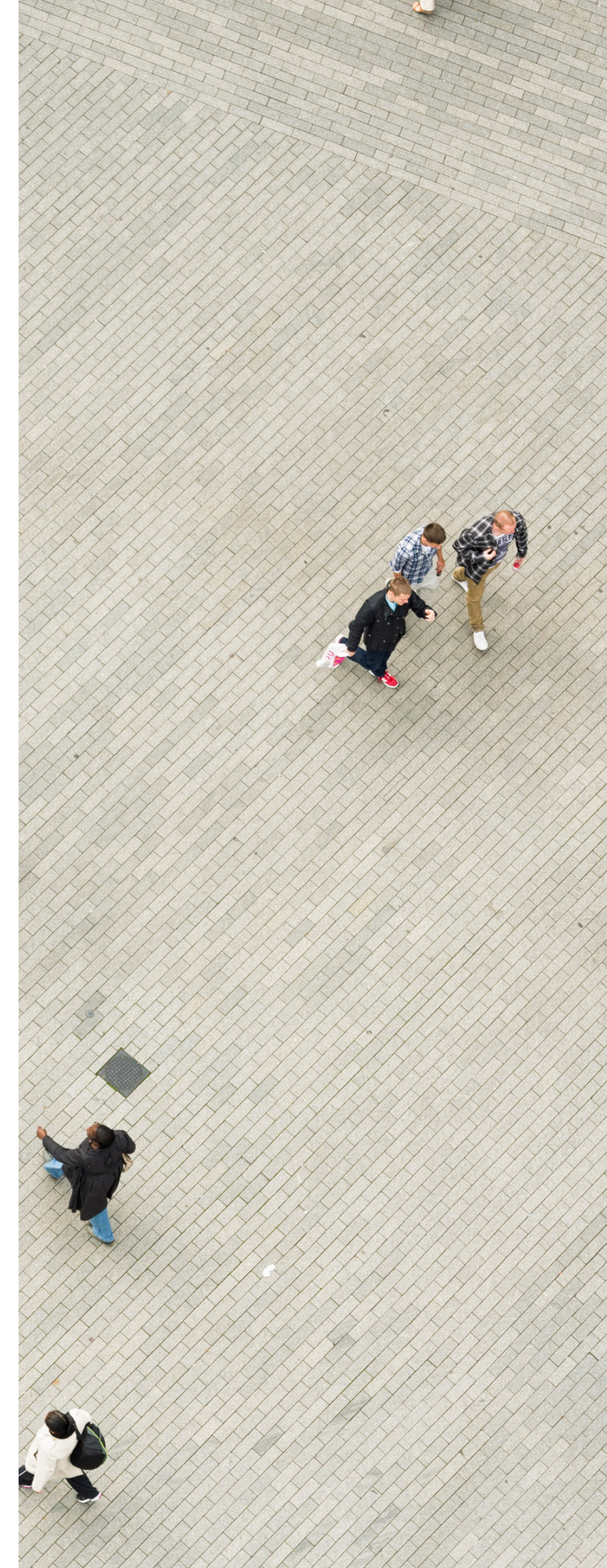
SUPPORT POLES:

- 8" SQUARE TUBE STEEL PAINTED W/ SMOOTH FINISH
- CONCRETE FOOTING PER ENGINEERING

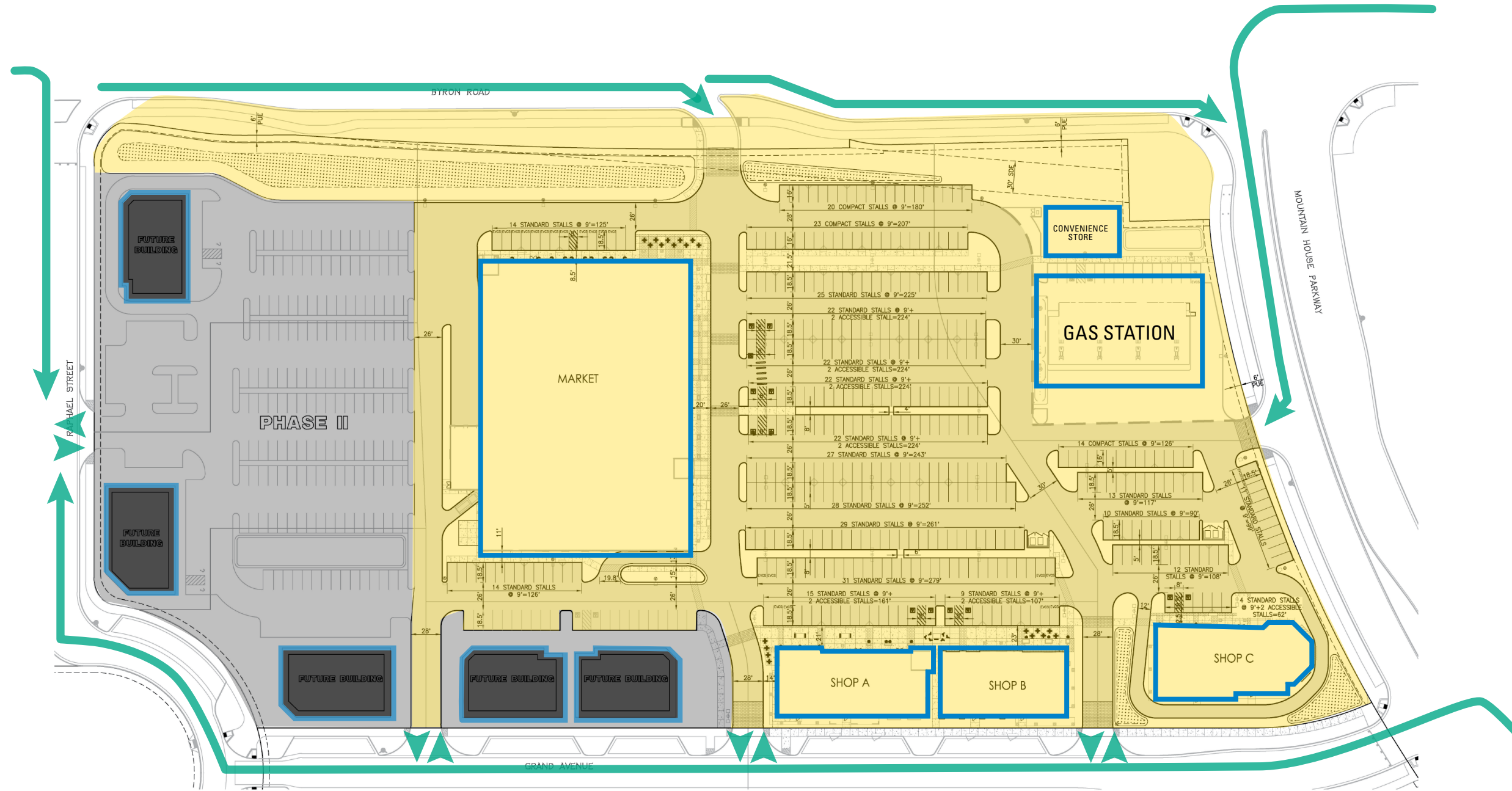
Vinyl Colors

-  "Cardinal Red" - 3M #3630-53

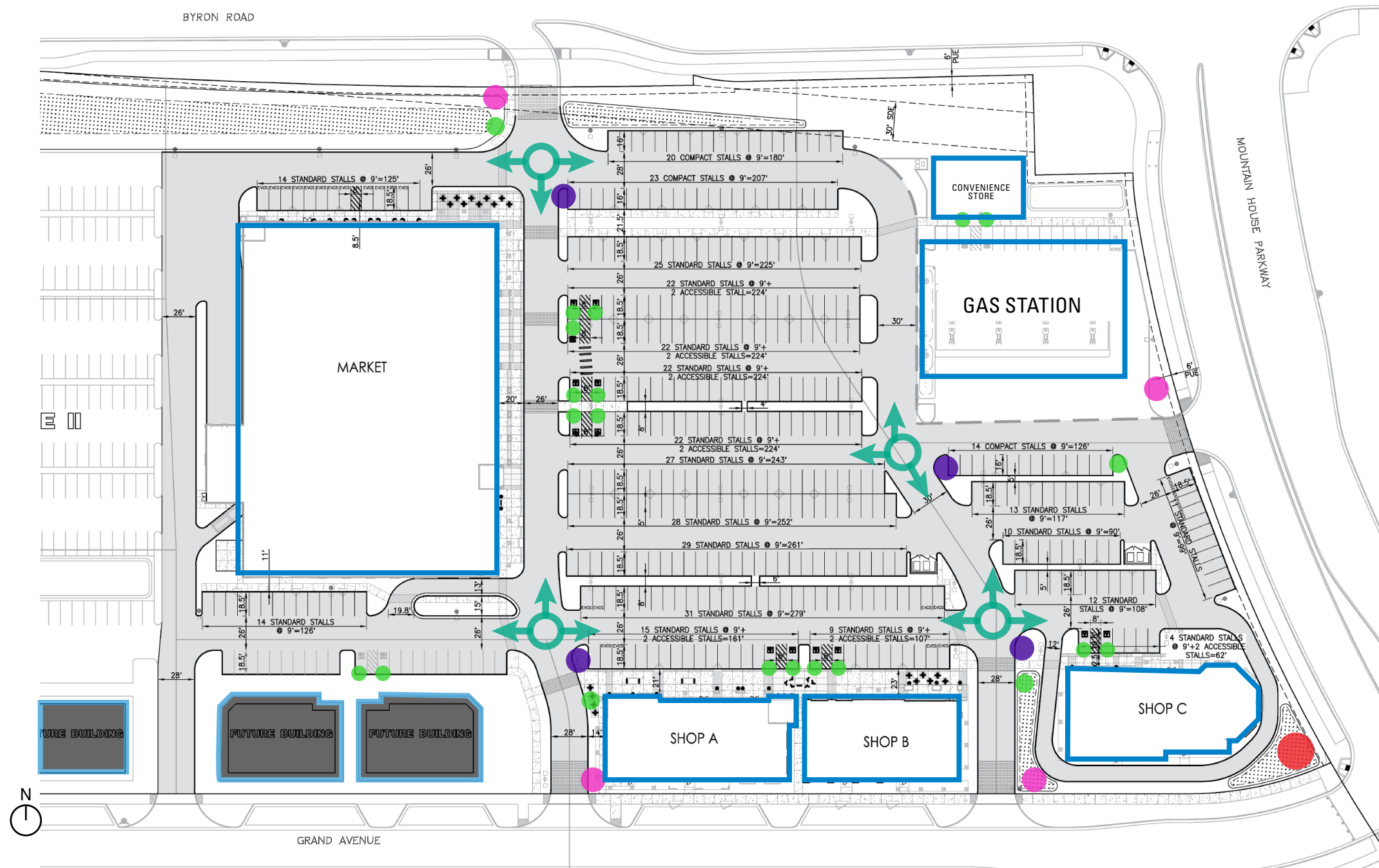
Project Site Signage:
Circulation Analysis
& Location Plan



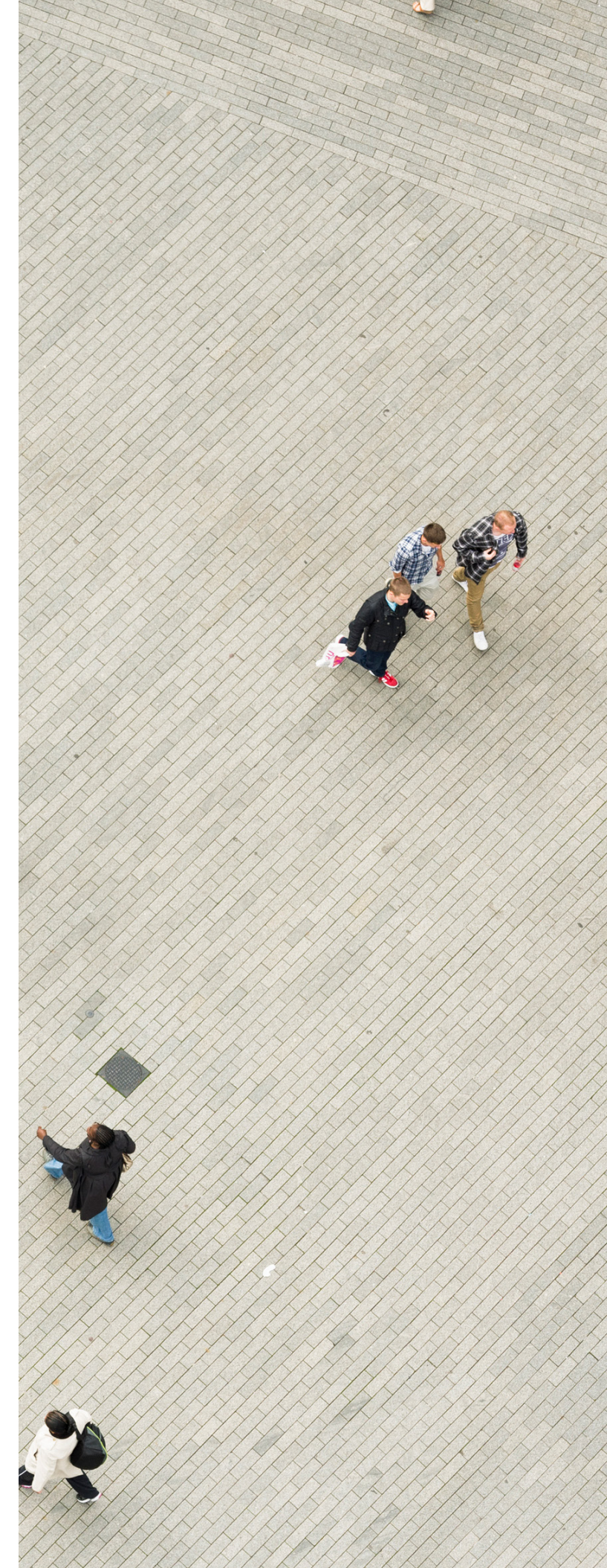
- Phase 1
- Phase 2, TBD
- Retail Tenant Building
- Vehicular Circulation



- Primary Project ID
- Monument Entry ID
- Vehicular Directional
- Regulatory Signing
- Retail Tenant Building
- Vehicular Circulation



Project Site Signage: Sign Design Concepts



Inspiration & Materials



Building Architecture



Composite Siding



Cast Concrete

MOUNTAIN HOUSE VILLAGE

MOUNTAIN
HOUSE
VILLAGE

Place Holder Identities

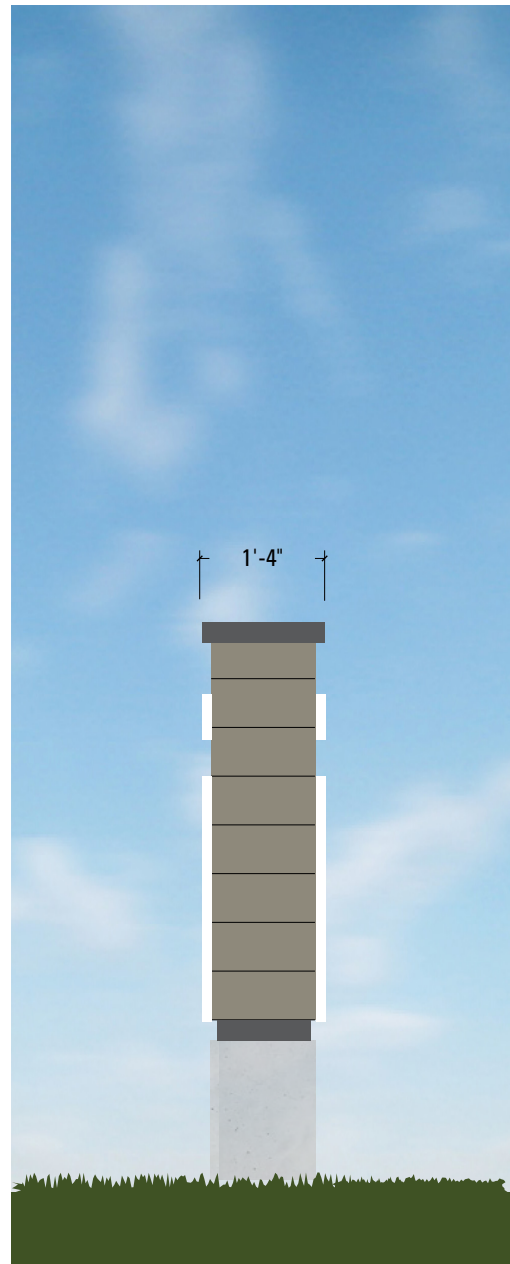
valet
PIAZZA
GARAGE
Elevator D
Design No. 34719
COMMUNITY ORIENTED

Ex. Scale Variations

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z a b c d e f g h i j
k l m n o p q r s t u v w
x y z
1 2 3 4 5 6 7 8 9 0
& - - - ; , .

Neutra, Bold

Primary Project ID

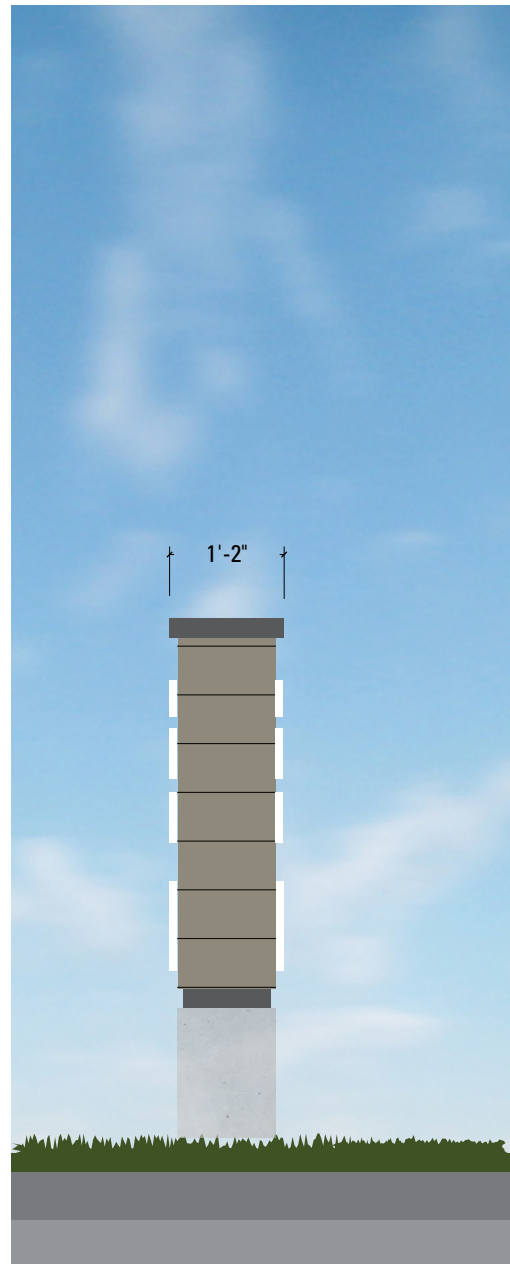


Side View



Context Elevation

Monument Entry ID

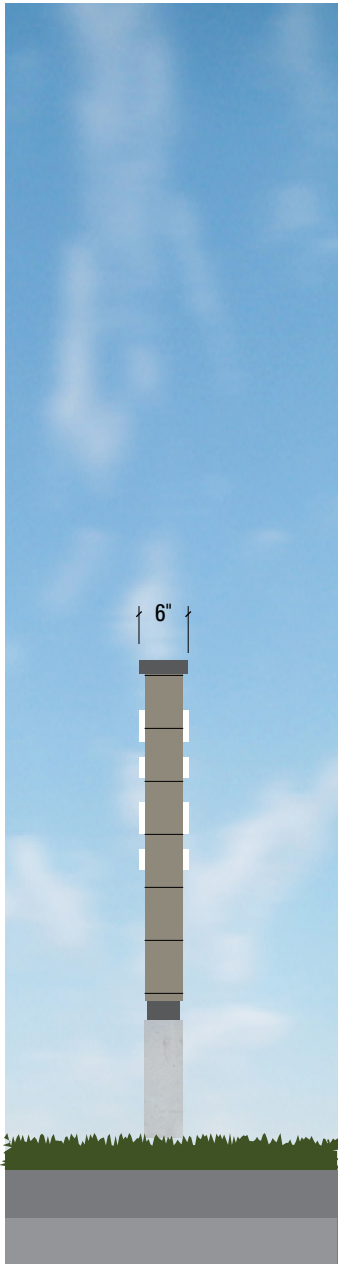


Side View

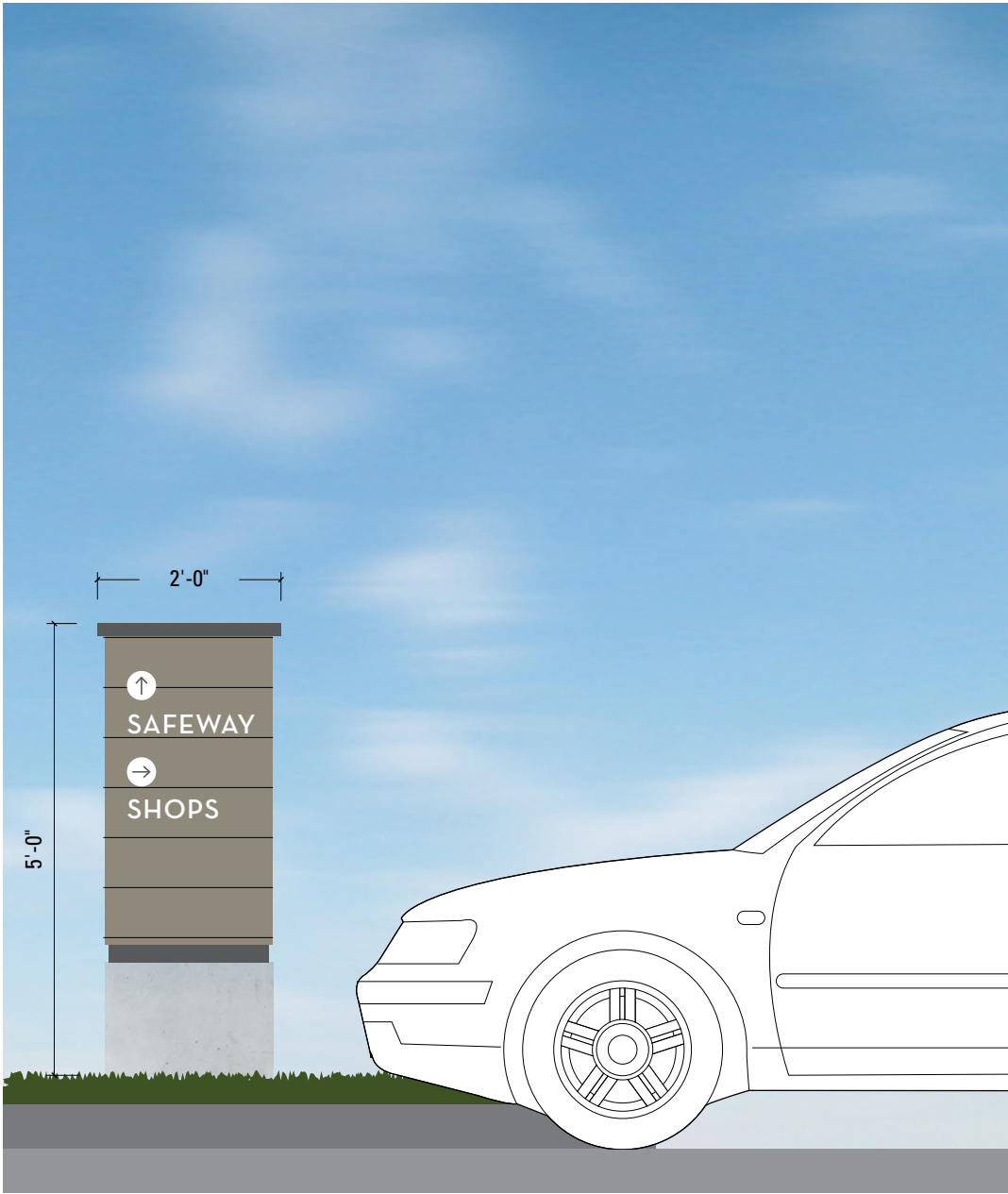


Context Elevation

Vehicular Directional



Side View



Context Elevation

Sign Family



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