

# MASTER SIGN PROGRAM

---

## FOUNTAIN PLAZA RETAIL CENTER

Clover Road  
Tracy, California

May 15, 2005

City of Tracy Planning Division  
APPROVE   
DENY   
BY JNS DATE 6/21/05  
COMMENTS/CONDITIONS:

RECEIVED  
JUN 21 2005  
CITY OF TRACY

**MASTER SIGN PROGRAM**

**FOR**

**FOUNTAIN PLAZA**

**545 thru 589 Clover Road Tracy, CA**

**1) PREFACE**

- a) The purpose of this Master Sign Program (MSP) is to stipulate the proposed Signage for the Fountain Plaza and to guide adjacent developments in their design of compatible Signage.
- b) To attain this objective and avoid inequities between adjacent developments, the City of Tracy has adopted this MSP and hereby reserves full rights of approval for any sign used in the plaza.
- c) It shall be the full responsibility of the City and individual building owners within the plaza to administer and enforce this MSP and nonconforming sign installed after the commencement of construction of the project shall, upon demand from the City be removed by the tenant at the tenant's expense. This MSP will be strictly enforced.
- d) This MSP has been approved by the City of Tracy Development and Engineering Services Department, (DES). All signs must be reviewed and approved and a sign permit issued by the City of Tracy DES Director.
- e) Signs shall be limited to the following types:
  - i) Monument Signs: consisting of individually illuminated letters, numbers and corporate logo's for the primary tenant and internally illuminated sign face for secondary tenants.
  - ii) Fascia/wall mounted signs: consisting of "Route & Punch Thru" illuminated letters, numbers and corporate logos mounted on the face of recessed sign illumination cans. No other types of Exterior Signage will be permitted, except as provided for in this MSP including informational and directional Signage as allowed by City of Tracy Sign regulation
  - iii) Freestanding shopping center ID signs for identification of the shopping center only.

## MASTER SIGN PROGRAM

Version: 5/15/2005

### 2) GENERAL REQUIREMENTS

- a) No sign shall be installed at the Fountain Plaza until it has been approved by the owner of the building upon which it is to be placed and the City of Tracy DES Director.
- b) Each tenant proposing a sign installation shall submit three (3) copies of the desired sign copy showing lettering to be routed and punched through the standard aluminum sign fascia as depicted in Exhibit A. Lettering font style shall be tenants choice. Lettering color shall be standard Fountain Plaza White as specified in Exhibit A. Tenant logos shall be tenants choice. Fine detail logo design may increase sign cost.
- c) Upon receiving approval from the landlord, the tenant shall submit the "Approved" shop drawings in the following number of copies to the City of Tracy DES to obtain a sign permit, a building permit and an electrical permit or as required. It is the tenant's responsibility to obtain all necessary permits at tenant's expense. Submit three (3) copies to the City of Tracy DES.
- d) The tenant shall pay for all signs and their installation to the extent described hereinafter, unless otherwise agreed to by the city. Fabrication and installation shall conform to all local building and electrical codes.
- e) The tenant shall be fully responsible for compliance with all requirements of this MSP. However the property owner is responsible to correct the situation if any provisions of this MSP or the Tracy Municipal Code are violated.
- f) Tenant's sign contractor shall verify all existing electrical circuits and junction boxes provided for signs, before commencing sign fabrication.
- g) Sign lighting for multi-tenant buildings shall be wired to house panel with time clock furnished by landlord. Hours of illumination shall conform to the operation of the plaza.
- h) Tenant is responsible for the maintenance of signs and shall keep the sign and its lighting in good appearance and proper operating condition at all times.
- i) All sign contractors shall carry worker's compensation and public liability insurance against all damage suffered or done to any and all persons and or property while engaged in the construction or erection of signs in an appropriate amount as required by the City of Tracy. Contractor shall indemnify the city from any damages, which may arise from the installation, maintenance or use of tenant's sign.

**3) SIGN SPECIFICATIONS**

a) General

- a. All illuminated signs, their components, and illustration must comply with all applicable codes and regulations - and shall bear U.L. labels in an inconspicuous location.
- b. Raceway, conduits, wiring, transformers and any other elements connected with the furnishing of power to signs shall be totally concealed.
- c. Primary electrical service to all tenant signs shall be placed on building house -meter and shall be part of tenant's operating costs.
- d. Signs shall have no exposed light sources and surface brightness of all translucent material shall be uniformly consistent throughout every sign.
- e. The total area of signs permitted for each tenant shall be governed by the criteria established in the following sign specifications.
- f. The copy, letter style, and logos shall be included in the submittal made to the city for written approval prior to commencement of fabrication of signs. Letter color shall be standard Fountain Plaza white as specified in Exhibit A.
- g. Sign copy is limited to the display of the business name and logo or trademark.
- h. Wording of the tenant signage is limited to the tenant's trade name and logo.
- i. All sign lettering, not including the logo portion of the sign, shall be the same style. Alternative letter styles are permitted for state or federally registered business logos.
- j. Size and scale of the logos should be proportional to the size of the sign letters. Logos are subject to review and approval of the landlord and the City of Tracy. Additionally, signs should be compatible with and complimentary to the scale and color of adjacent facades.
- k. The total sign area for this center shall be calculated as the sum of the sign areas of all types of signs at this center, except directional and temporary signs.

## MASTER SIGN PROGRAM

Version: 5/15/2005

### b) MONUMENT SIGNS

- a. Maximum height six (6.0') feet.
- b. Maximum sign area 24 square feet two sided.
- c. Top of sign shall have the words "Fountain Plaza" with logo
- d. Ten (2.5' x 0.4') foot back lighted double sided tenant ID panels
- e. Maximums limited to one (1) monument sign per parcel.
- f. Calculation of permitted area: One-half square foot of sign area for each lineal foot of frontage.
- g. Ground clearance: Monument signs will not have a ground clearance exceeding two (2') feet.

### c) WALL OR FASCIA SIGNS (primary and secondary tenants)

- a. Total wall/fascia Signage area may not exceed 1.0 square feet per lineal foot of building or tenant space frontage. Logos shall be counted at one-half square foot of sign area per lineal foot of building or tenant space frontage.
- b. Tenants shall be allowed one sign per tenant, except for end units, which can have two (2), one on each building face. Letters and/or logo shall be routed out and punched through letters in the aluminum metal promenade fascia and shall not exceed 18" in height for single line copy and 27" for two line copy. Fascia color shall be as specified for the total building. The width, lineal footage, of the sign shall not exceed 166 inches.
- c. Tenant occupying Unit I (569 West Clover Rd.) shall be allowed one additional sign on the north face of the north roof tower. Size of the sign shall not exceed 12 square feet if rectangular or 68" in diameter if circular.

NOTE: Company logos may be incorporated in sign design or used independently. Total sign and logo area for (a) and (b) above must comply with the respective maximum size limits.

### d) FREESTANDING SHOPPING PLAZA ID SIGN

- a. Maximum height fifteen (15) feet.
- b. Maximum sign area one hundred (100) square feet, two sided.
- c. Only one (1) shopping plaza I.D. sign is allowed.
- d. Calculation of permitted area: One-half square foot of sign area for each lineal foot of frontage.
- e. Sign location: No freestanding sign may be erected closer than (15') feet to any property line or closer than fourteen (14') feet to any driveway or vehicular access.

**SPECIAL SIGNS**

- f. **Window Signage:**  
Tenant shall be allowed to place in the upper window panel adjacent to the door not more than 144 square inches of hand painted, decal, or stick-on lettering or graphics indicating hours of business, telephone numbers for emergency contact, approved credit cards, ect. No other window Signage shall be allowed including but not limited to temporary signs, sale banners, posters, and product information without prior written approval of landlord and City of Tracy.
  
- g. **Rear Service:**  
Tenant shall identify service door with company name and suite or street address for delivery and emergency purposes only. Sign shall be 8 inches long sheet metal plaque affixed to the rear door with a minimum of four (4) self-topping metal screws. Plaque background shall be painted to match building. Letters shall be 4 inches high, black block print. All signs attached to doors, whether temporary or permanent, must be approved by the landlord and the city.
  
- h. **Tower Signs**  
A limited amount of tower sign space will be allowed for tenant signs to be mounted on one of the center tower faces. Tower signs may be illuminated as provided in General Specifications above. Tower signs must comply with all other elements of this Master Sign Plan.

**4) PROHIBITED SIGNS**

The following types of signs and locations are prohibited:

- 1. Any sign designed for emitting sound.
- 2. Any sign mounted or attached to a vehicle parked for the purpose of calling attention to or advertising a special business establishment.
- 3. Any sign, which obstructs in any manner ingress to or egress from a required door, window, fire escape, or other required access way.
- 4. Any sign containing any obscene matter.
- 5. Any sign unlawfully installed, erected or maintained.
- 6. Any sign now or hereafter existing which no longer advertises a bonafide business conducted or a product sold as prescribed in article 35 of The City of Tracy Municipal Code.
- 7. Any sign, which encroaches into any city right-of-way.

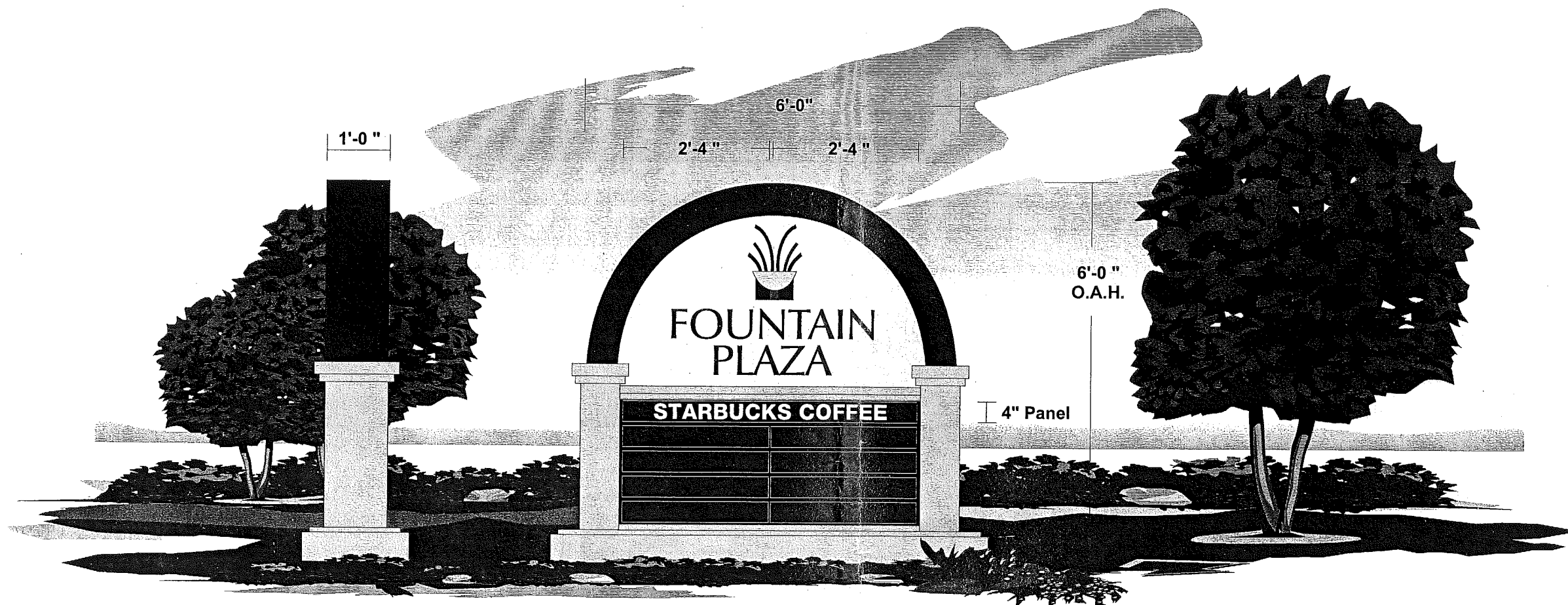
## MASTER SIGN PROGRAM

Version: 5/15/2005

8. Any sign which flashes, blinks, moves, changes colors, appears to change color, changes intensity, or contains any part of an attachment which does the same except standard barber poles and time and temperature signs.
9. Any freestanding or projecting sign erected at an intersection so as to intrude into a triangle formed by the projection of the curb line (if none, the property line) and an imaginary line twenty-five (25) feet from the intersection of such projecting lines, unless less than two (2') feet or more than eight (8') feet above the curb grade and the support is no more than eighteen (18) inches in diameter.
10. Any sign not expressly permitted.
11. Any sign located so that it interferes with visibility at an intersection, public right-of-way, driveway, or other ingress/egress.
12. Any sign located or displayed on or over public property, unless approved by council.
13. Any sign attached to a tree or other landscape material.
14. Any sign erected or maintained which has less horizontal or vertical clearance from communication lines or energized electrical power lines than that prescribed by the State or rules and regulations duly promulgated by agencies thereof.
15. Any sign serving as a billboard.
16. Any sign, which, in the opinion of the DES Director, is in conflict with the spirit or intent of Article 35 of The City of Tracy Municipal Code.
17. Any sign adversely affecting traffic control or safety.







**SIGN A : End View**  
1/2"=1'-0"

**SIGN A : D/F Illuminated Monument Sign**  
(Mfr. & Install)  
1/2"=1'-0"

**SPECIFICATIONS**

**SIGN A : D/F Illuminated Monument Sign**  
(Mfr. & Install)

**I.D. Faces:** .090 Aluminum w/ routed push-thru I.D. graphics  
texcoated & pnt'd. t/m building w/ 1st surface vinyl overlays

**Cabinet:** Standard Aluminum constr. texcoated & pnt'd. t/m building

**Tenant Faces:** 4"x28" - 3" Maximum copy  
Removable .090 panels w/ routed & backed graphics  
(Zero Retainer/Counter-sunk screws)

**Color:** White acrylic

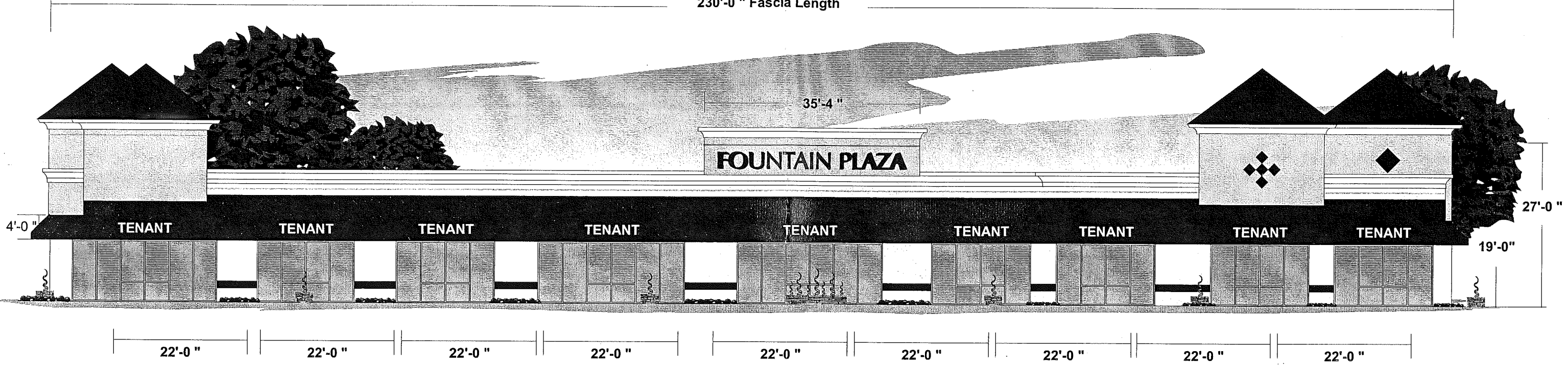
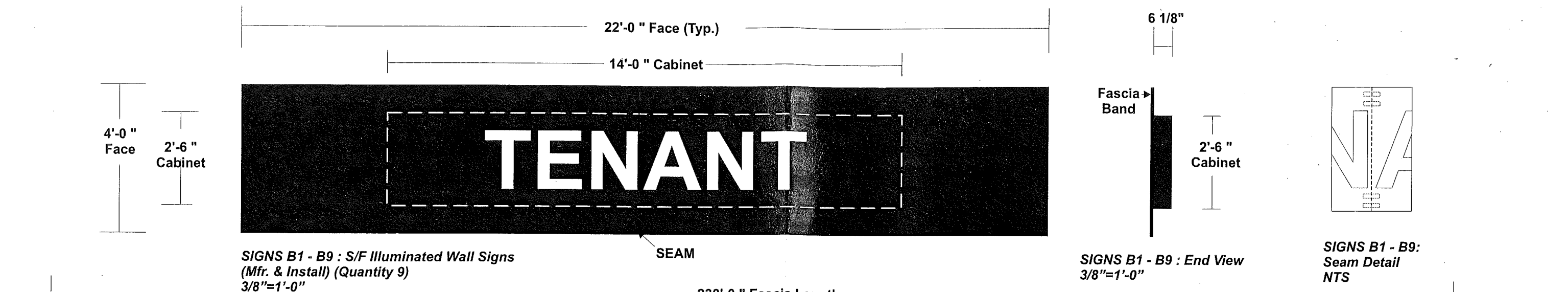
**Voltage:** \_\_\_\_\_

**Circuits Requested:** \_\_\_\_\_ @ 20 amps

 <small>ESTABLISHED 1971</small> <b>OVER 25 YEARS OF EXCELLENCE</b> P.O. BOX 4590 204 CAMPUS WAY MODESTO, CA 95352 (209) 524-4484 FAX (209) 521-0272 C. S. C. L. 268001/ C-45	Fountain Plaza 547 East Clover Rd. Tracy, Ca.		Date: 10-4-04
			Design #: 22928
			Salesperson: DG
			Designer: WB
			Customer Approval: _____
			Landlord Approval: _____
			Sales Approval: _____
			Page 2 of 6

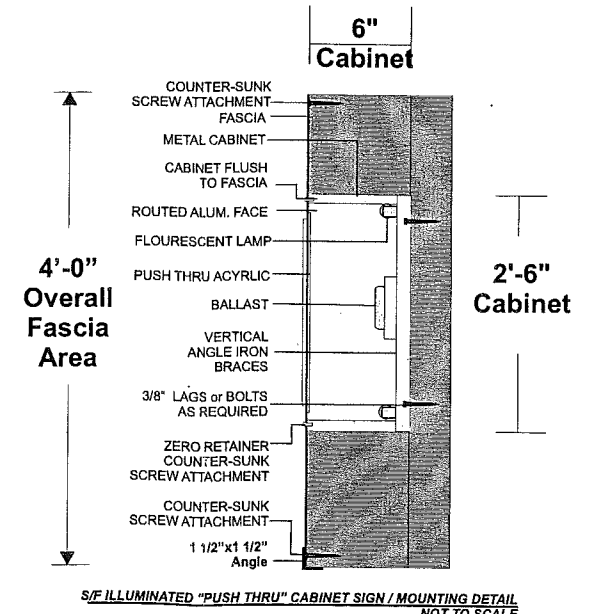
Revision		Site Check
10/11/04 WB		
12/2/04 WB		
		<b>Production</b>

COPYRIGHT 1998 SIGN DESIGNS INC. This artwork is the exclusive property of Sign Designs Inc. and can not be reproduced without written permission of Sign Designs Inc.



**SPECIFICATIONS**

**SIGNS B1 - B9 : S/F Illuminated Wall Signs (Mfr. & Install) (Quantity 9)**  
**Face:** .090 Aluminum w routed & push-thru (1/2" Clear) graphics  
w/ White Diffuser 3630-20 Translucent film  
(LASER CUT & COMPLEX LOGOS TO BE ADDITIONAL COST)  
**(ONLY TENANT LOGOS TO HAVE COLOR)**  
**Cabinet:** Standard 6" deep metal constr. faces Pnt'd. KM AC26-N Jerry Berry (Burgundy)  
**Voltage:** \_\_\_\_\_  
**Circuits Requested:** \_\_\_\_\_ @ 20 amps  
**Note:** LED Light Band to be installed around entire building complex  
**SIGN D: Fascia Band**  
SDI to fab. & install finished panels on fascia areas between tenant cabinets to include the spaces above & below the tenant cabinets.  
Fascia panels to match tenant cabinet faces in appearance\*\*  
Fascia & tenant cabinet faces to be pnt'd. KM AC26-N Jerry Berry (Burgundy)



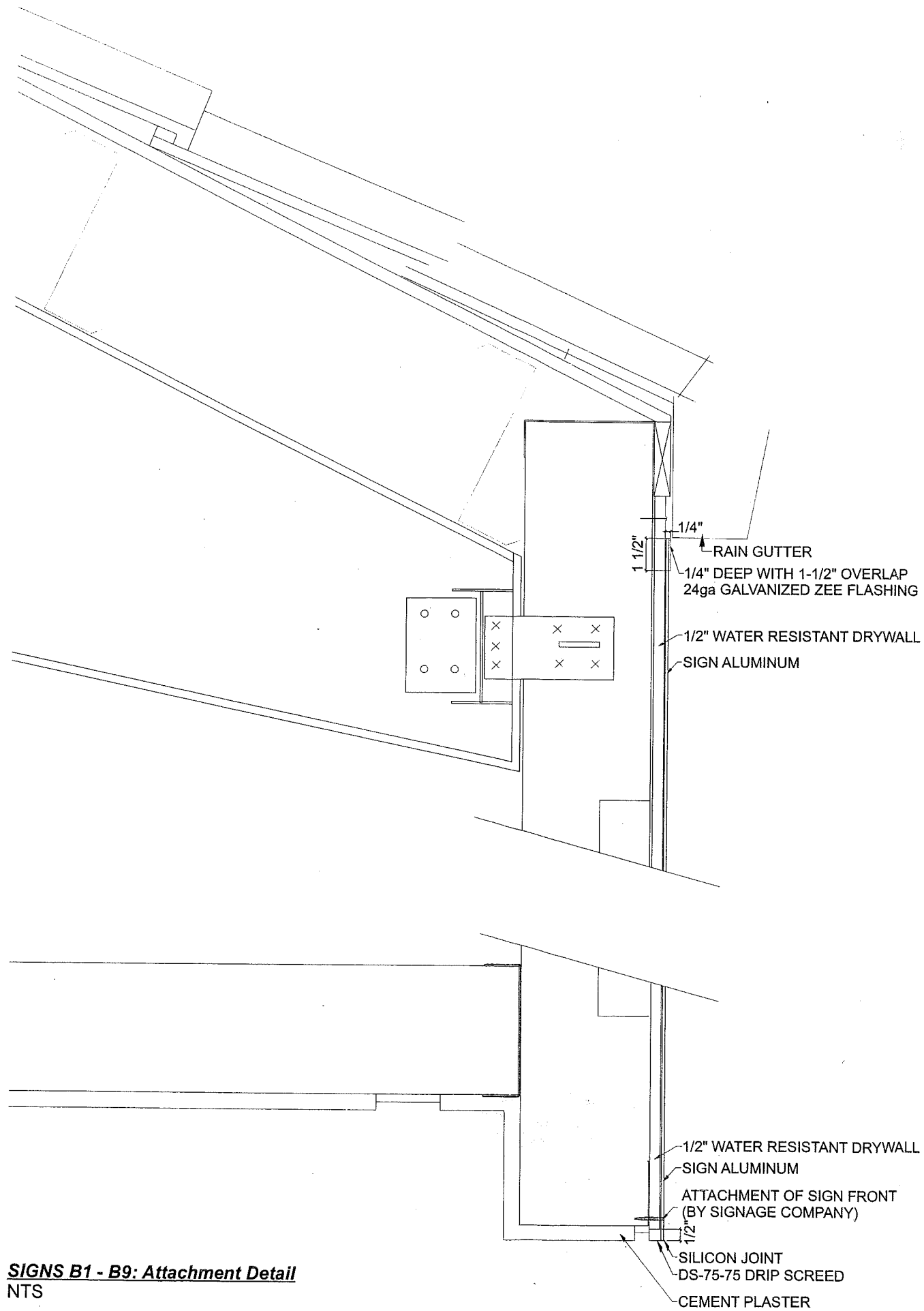
**SIGN DESIGNS INC.**  
**OVER 25 YEARS OF EXPERIENCE**  
Established 1971  
P.O. BOX 4590  
204 CAMPUS WAY  
MODESTO, CA 95352  
(209) 524-4484  
FAX (209) 521-0272  
C. S. C. L. 268001/ C-45

Fountain Plaza  
547 East Clover Rd.  
Tracy, Ca.


COPYRIGHT 1998 SIGN DESIGNS INC. This artwork is the exclusive property of Sign Designs Inc. and can not be reproduced without written permission of Sign Designs Inc.

Revision		Site Check
10/11/04 WB	12/8/04 WB	
12/2/04 WB		Production
12/6/04 WB		

Date:	10-4-04
Design #:	22928
Salesperson:	DG
Designer:	WB
Customer Approval:	x
Landlord Approval:	x
Sales Approval:	x
Page	3 of 6



**SIGNS B1 - B9: Attachment Detail**  
NTS

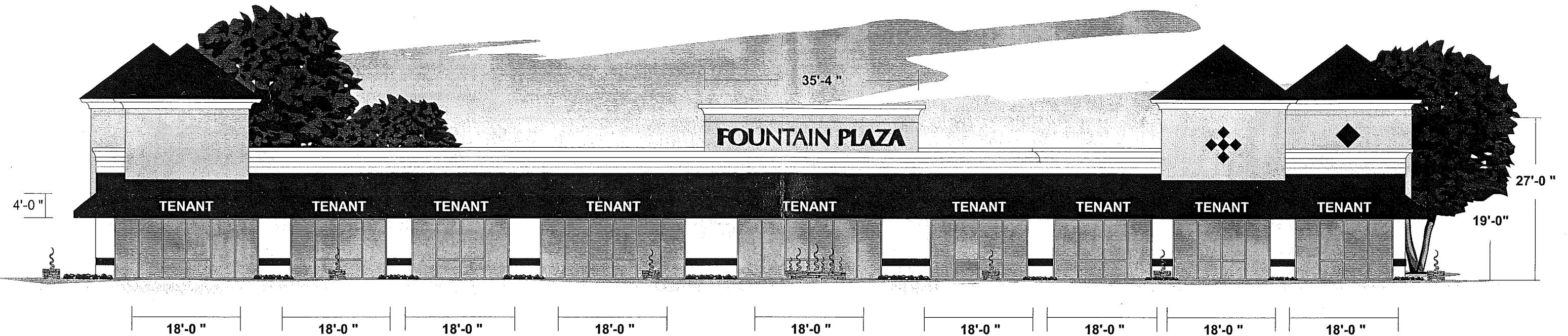
 <b>SIGN DESIGNS</b> INC. <small>OVER 25 YEARS OF EXCELLENCE</small> <small>Established 1971</small> P.O. BOX 4590 204 CAMPUS WAY MODESTO, CA 95352 (209) 524-4484 FAX (209) 521-0272 C. S. C. L. 268001/ C-45	Fountain Plaza 547 East Clover Rd. Tracy, Ca.		Date: 10-4-04 Design #: 22928 Salesperson: DG Designer: WB
	<small>COPYRIGHT 1998 SIGN DESIGNS INC. This artwork is the exclusive property of Sign Designs Inc. and can not be reproduced without written permission of Sign Designs Inc.</small>		Customer Approval: _____ Landlord Approval: _____ Sales Approval: _____
	Revision 10/11/04 WB 12/2/04 WB 12/6/04 WB	Site Check 12/8/04 WB	Production _____
	Page 4 of 6		

2'-5"

28'-0"

# FOUNTAIN PLAZA

**SIGN C - Open Faced Illuminated Pan Channel Letters**  
3/8"=1'-0"



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

## SPECIFICATIONS

### SIGN C - Open Faced Illuminated Pan Channel Letters

**Faces:** Clear protective covers

**Returns:** 5" pre-painted Bright Red

**Trim Cap:** 3/4" Red

**Letter Backs:** .050 pre-painted white aluminum.

**Inside of Letters Painted:** PMS 485 Red

**Illumination:** Clear Red neon

**Wiring Method:** double-back

**Transformers:** \_\_\_\_\_

**Circuits Requested:** \_\_\_\_\_ @ 20 amps.

**Mounting:** flush

**Note:** LED Light Band to be installed around entire building complex

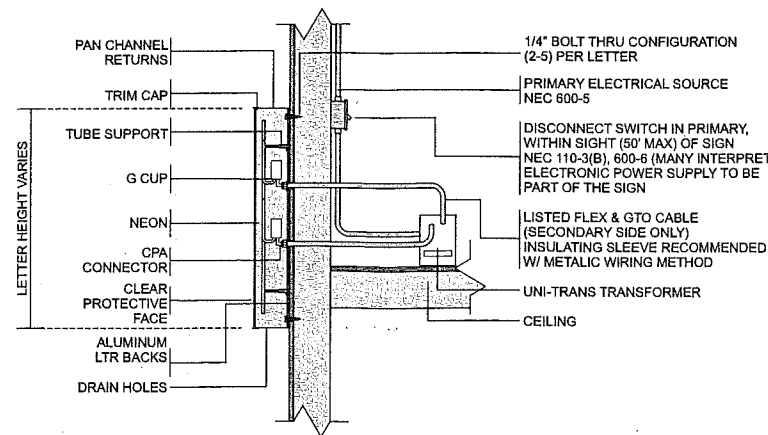
**Wall:** \_\_\_\_\_

### SIGN D: Fascia Band

SDI to fab. & install finished panels on fascia areas between tenant cabinets to include the spaces above & below the tenant cabinets.

Fascia panels to match tenant cabinet faces in appearance\*\*

Fascia & tenant cabinet faces to be pnt'd. KM AC26-N Jerry Berry (Burgundy)



OPEN FACED PAN CHANNEL LETTER (G CUP - CPA) MOUNTING DETAIL / NOT TO SCALE

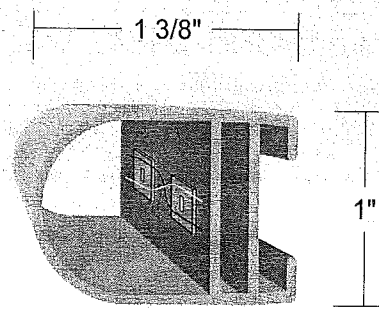
**SIGN DESIGNS INC.**  
OVER 25 YEARS OF EXCELLENCE  
Established 1971  
P.O. BOX 4590  
204 CAMPUS WAY  
MODESTO, CA 95352  
(209) 524-4484  
FAX (209) 521-0272  
C. S. C. L. 268001/ C-45

Fountain Plaza  
547 East Clover Rd.  
Tracy, Ca.

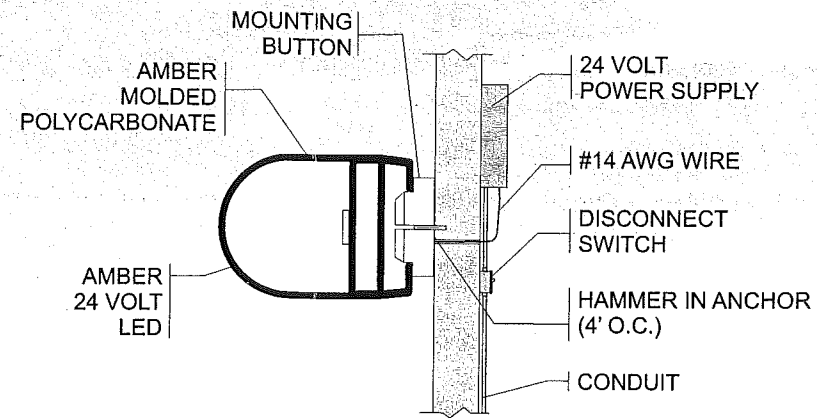
COPYRIGHT 1998 SIGN DESIGNS INC. This artwork is the exclusive property of Sign Designs Inc. and can not be reproduced without written permission of Sign Designs Inc.

Revision	Site Check
10/11/04 WB	
12/2/04 WB	Production

Date:	10-4-04
Design #:	22928
Salesperson:	DG
Designer:	WB
Customer Approval:	X
Landlord Approval:	X
Sales Approval:	X
Page	5 of 6



**LED Light Band System**  
Side Section • Full Size



**LED Light Band System/ Mounting Detail**  
NTS

**SPECIFICATIONS**

**SIGN D : LED Light Band Illumination**  
(Mfr. & Install)  
See details\*\*

**Color:** 701189-Y-size (Amber)

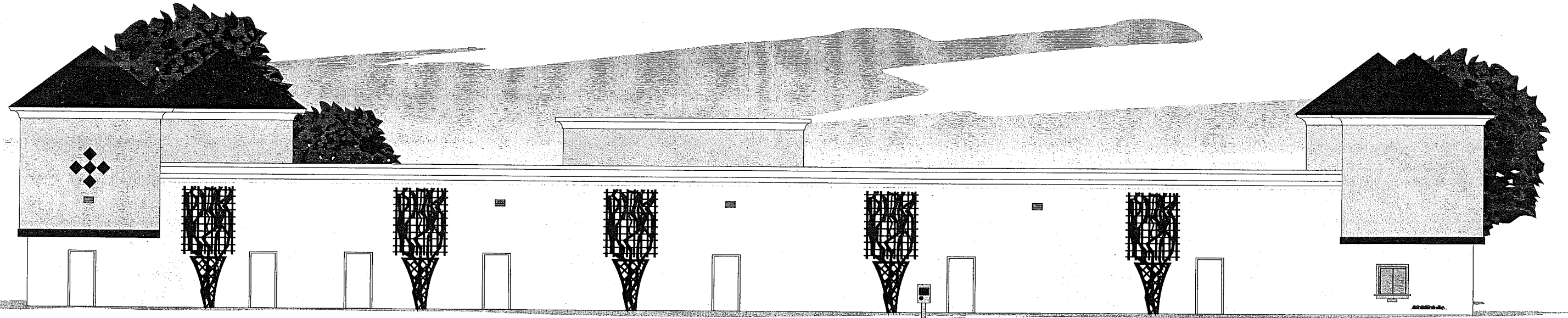
**Note:** Single Strand Amber LED Light Band to be installed around entire building complex

**Voltage:** \_\_\_\_\_

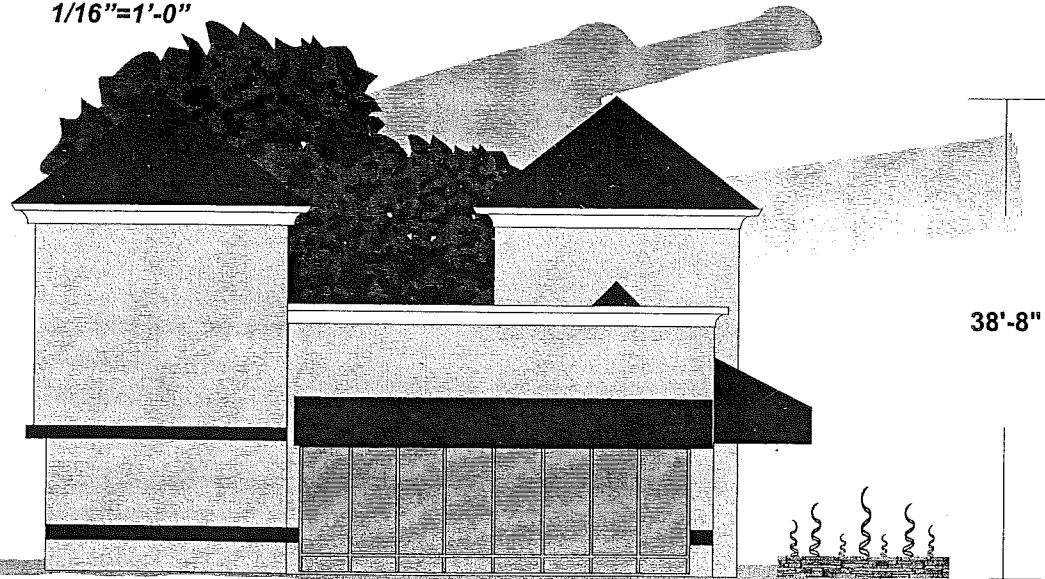
**Circuits Requested:** \_\_\_\_\_ @ 20 amps

**Wall:** \_\_\_\_\_

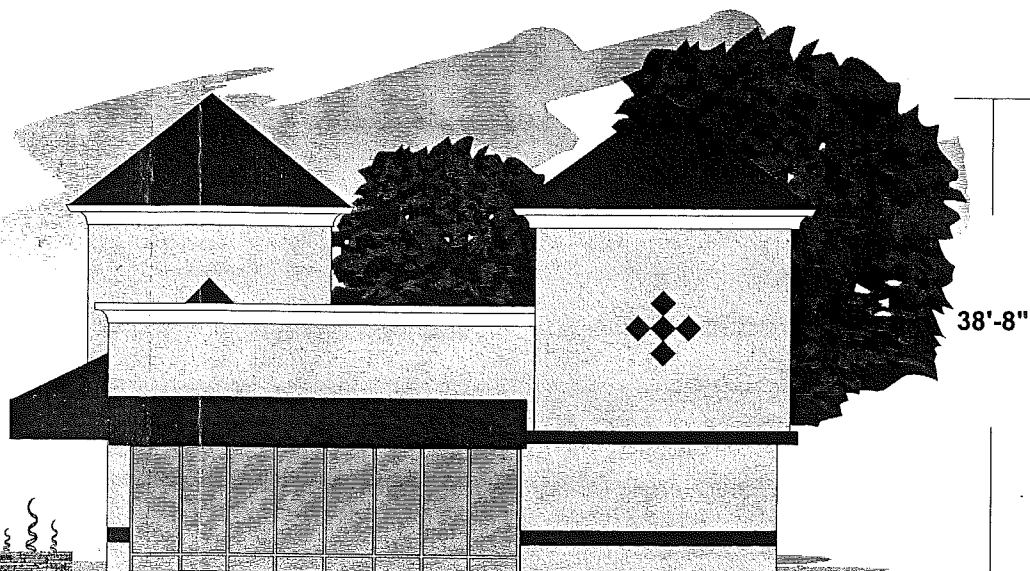
**Sign D - LED Light Band System**  
Night View



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



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



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

<p>OVER 25 YEARS OF EXCELLENCE Established 1971</p> <p>P.O. BOX 4590 204 CAMPUS WAY MODESTO, CA 95352 (209) 524-4484 FAX (209) 521-0272 C. S. C. L. 268001/ C-45</p>	12/2/04 WB	Fountain Plaza 547 East Clover Rd. Tracy, Ca.
	Date: 10-4-04	
	Design #: 22928	
	Salesperson: DG	
	Designer: WB	
	Customer Approval:	
	Landlord Approval:	
	Sales Approval:	
	Page 6 of 6	