

**Sign Program**  
**For**  
**Shops at Northgate Village**  
**1005 Pescadero Ave. All Suites**

Tracy Outlet Partners LLC  
PO BOX 14176  
Fremont CA 94539

RECEIVED

APR 27 2016

CITY OF TRACY

APPROVAL OF THIS NEW  
MASTER SIGN PROGRAM  
(MSP) SUPERSEDES THE  
PRIOR MSP WHICH  
WAS ORIGINALLY APPROVED  
ON 5-1-94 and  
AMENDED ON 10-16-01

CITY OF TRACY	
FINAL PLAN APPROVAL	
PERMIT NO.	<u>SGN 15-0005</u>
ISSUE DATE	<u>April 27, 2016</u>
ADDRESS	<u>1005 Pescadero Ave.</u>
PLANNING	<u>Nash Gonzalez</u> Date <u>4-27-16</u>
BUILDING	_____ Date _____
FIRE	_____ Date _____
OTHER	_____ Date _____
Permit and Plans to be Posted on Jobsite at all times	

**A. PURPOSE AND INTENT**

The intent of this sign program is to replace the existing sign program & establish criteria and guidelines necessary to achieve a visually coordinated balanced and appealing signage environment for the center and its tenants. The purpose of assuring a consistent sign design program for the mutual benefit of all occupants to achieve a visual, coordinated balance and appealing signage environment.

One of the significant changes between the proposed sign program and the current sign program is that under the new program signs on the exterior of the complex (facing the street) will be permitted.

**B. GENERAL CRITERIA**

1. Prior to the installation and manufacture of any sign, the tenant shall submit a Sign Permit Application to the Development Services Department and, when approved, obtain a sign permit from the City of Tracy.
2. Each tenant shall be responsible for all costs for its signs including manufacture, installation, maintenance and city permits. City submitted requirements for permit are site plan, elevations, shop drawings, color etc.
3. Each tenant shall be fully responsible for and repair any damage to any surface caused by the signage or its installation.
4. Upon vacancy, tenant shall remove sign and restore fascia to original condition at tenant's sole cost and expense within fifteen (15) days of expiration of term or earlier termination of tenant's lease.

**C. PROHIBITED SIGNS**

Temporary roof top inflatables & signs.

No animated, flashing, audible, off-premise, or vehicle signs are allowed. Vehicle signs are signs affixed to truck, automobiles, trailers or any other vehicles which advertise, identify or provide directional to a use of activity not related to its lawful making of or rendering of service from such vehicle is prohibited.

No exposed raceways, crossovers, conduits, neon tube conductors, transformers, are allowed.

Signs shall not contain any phone numbers except for emergency phone numbers on store front vinyl lettering.

Off Premise Signs- Any signs other than directional signs, installed for the purpose of advertising a project, event, person or subject not related to the premises upon which said sign is located is prohibited.

Signs constituting a traffic hazard. No person shall install or maintain or cause to be installed or maintained any sign which simulated or imitates in color, lettering or design any traffic sign or signal in such manner to interfere with, mislead or confuse vehicular or pedestrian traffic.

**D. DESIGN CONSTRUCTION**

All exterior signs shall be mounted center of leased store frontage. Two signs are allowed, one front & one back of building but must be placed in their occupied space

Internal illumination to be LED installation labeled in accordance with the "National Board of Fire Underwriters Specifications." No other labels or identification will be permitted on the exposed surfaces of the sign except those required by local ordinances.

All exposed letter aluminum returns shall be .040 gauge, painted with one coat of primer and two coats enamel. All trim cap to match the returns, 3/4" in thickness.

**E. SIGN DESIGN**

Tenants of Shop Buildings are required to have a colored internally illuminated sign on their fascia. All signs shall be as directed by tenant and as approved by City of Tracy.

Logo and letter heights, where specified, shall be determined by measuring from top to bottom of the sign.. (See diagram attached)



**Signage**



**SIGNAGE**

## F. SIGN TYPES

### 1. Business Identification Signs

Each shop tenant shall install a minimum of one set of internally illuminated, individual channel letters &/or graphics on the fascia space as directed by operator. Returns to be 5" deep with an acrylic enamel finish and 3/4" trim cap to match color of the return. Maximum vertical sign height is 36" with a minimum of 12".

Location: Signs should be located immediately above or adjacent to the primary building entrance of a commercial establishment & are permitted on the rear elevation of the building. Signs should be located visually centered horizontally and vertically within the building fascia.

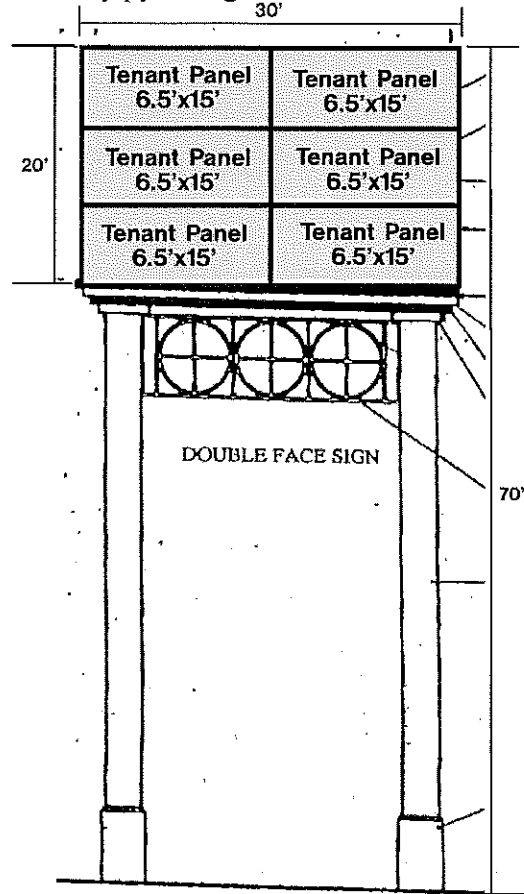
Size: The total sign area of all sign types shall not exceed one half square foot per lineal foot of building frontage. Where individually lettered wall signs comprise over 50 percent of the total signage, the total sign area shall not exceed 1.2 square feet per lineal foot of building frontage. The area of any single wall sign shall not exceed 100 square feet; however, a wall sign of up to 250 square feet may be allowed upon Conditional Use Permit approval which demonstrates that the size of the sign is appropriate in scale with the building face on which it is proposed.

Length: The length of any single sign shall not exceed 75 percent of the width of the building face on which the sign is proposed. Registered trademark, font and color allowed.

### 2. Freeway Pylon Sign

Tenants shall be allowed at landlord's discretion an ad space onto the sign. This may include both sides or one side. This is 100% at the discretion of the landlord and will include a maximum of 6 Tenants. Each tenant can occupy 6'-6"x15' area.

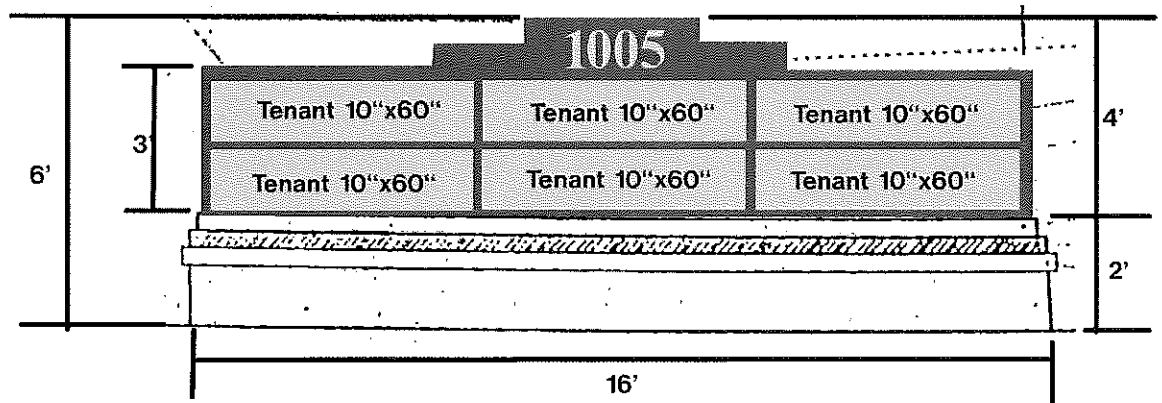
Freeway pylon sign:



### 3. Monument Sign

Tenants shall be allowed at landlord's discretion an ad space onto the sign. This may include both sides or one side. This is 100% at the discretion of the landlord and will include a maximum of 6 Tenants. Each tenant is allowed 1ea 10"x60" aluminum rout out push thru panel.

Monument sign:



#### 4. Typical Storefront Vinyl Lettering (Optional)

Each tenant shall be permitted to place upon their glass store front & doors 3m vinyl lettering.

#### 5. Service Door Signage

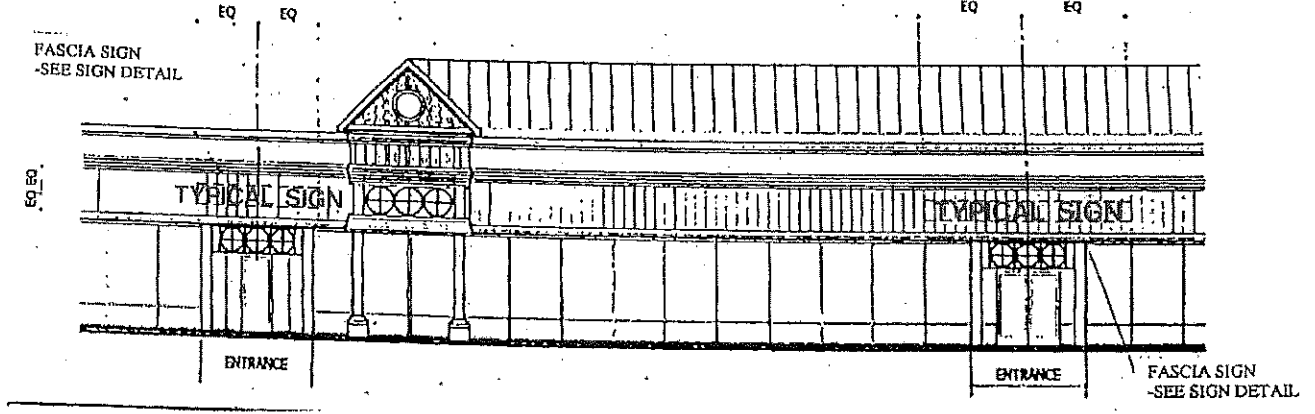
Tenant shall install service door signage. The purpose of this signage is to identify service door for delivery and emergency purposes only. Sign consist of a 6" address number and a 3" tenant name using black 3m vinyl lettering

### G. MISCELLANEOUS

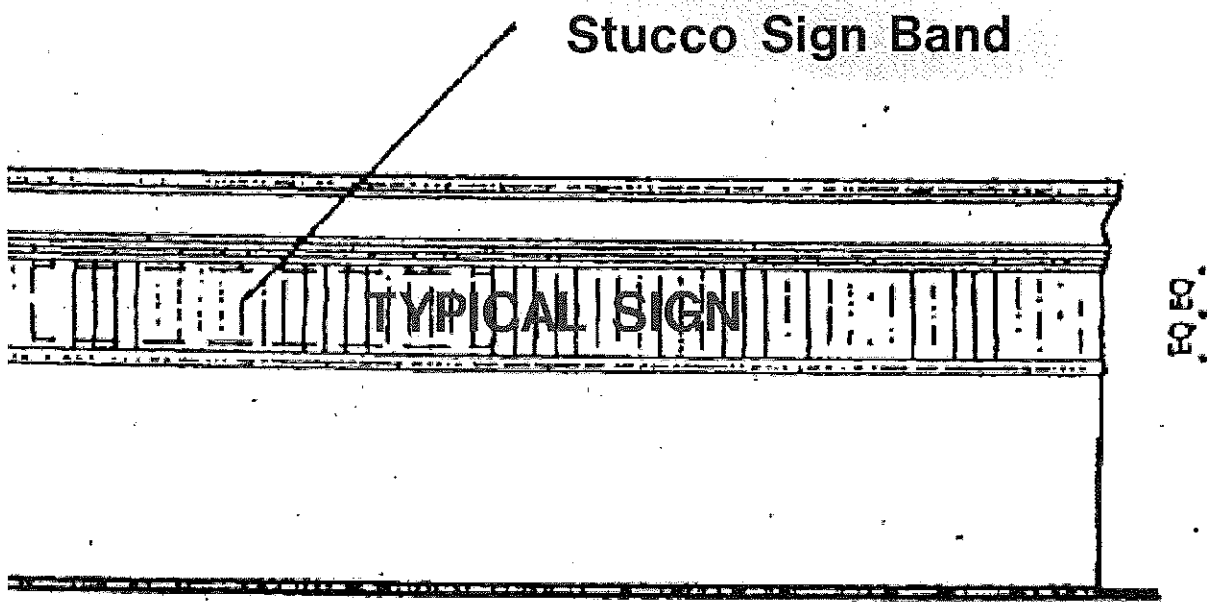
#### **Banners**

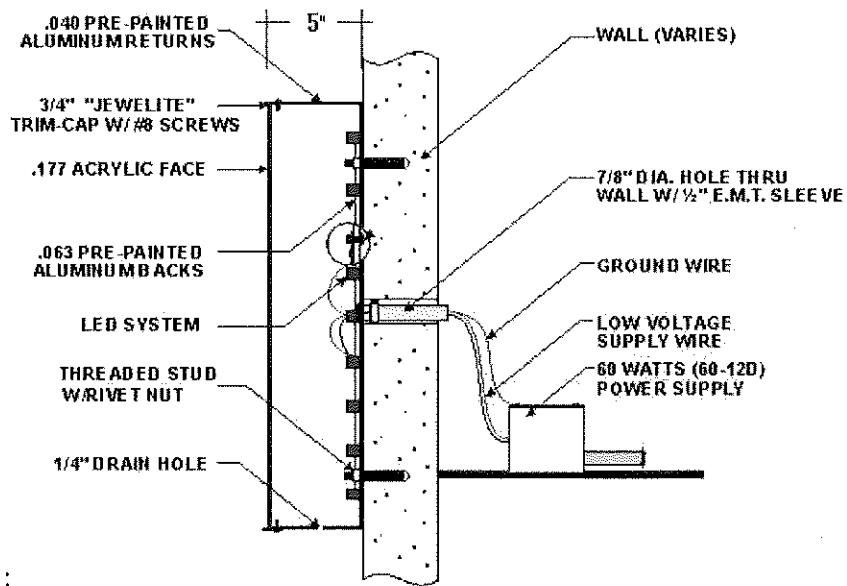
Temporary banners attached flush to a wall are allowed for promotions per the Tracy Municipal Code. All temporary banners must be approved by the landlord. All temporary banners must be removed 30 days from the date installed & must meet the size regulations of the Tracy Municipal Code.

Typical front elevation:



Typical rear elevation:





Typical sign detail :

Site Plan:

