

South Tracy Plaza

SEC of Tracy Blvd., & Valpico Rd. Tracy,
California

Sign Program

November 13, 2008

City of Tracy Planning Division	
APPROVE <input checked="" type="checkbox"/>	
DENY <input type="checkbox"/>	
BY <u>V. Lombardo</u>	DATE <u>4/8/09</u>
COMMENTS/CONDITIONS:	

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CITY OF TRACY

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SEC of Tracy Boulevard & Valpico Road
Tracy, California

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Introduction

South Tracy Plaza at the Southeast corner of Tracy Blvd., and Valpico Rd. in Tracy, California is a planned 5.45-acre shopping center consisting of four commercial parcels. The site is bordered by Valpico Road to the North and Tracy Boulevard to the West.

This document sets guidelines and criteria for the design, implementation and regulation of project signage and Tenant signage at South Tracy Plaza at the Southeast corner of Tracy Blvd., & Valpico Rd. .

The Owner/Developer/Tenant may implement any or all of the sign types outlined herein in accordance with these guidelines and subject to approval by the City of Tracy. Any non-conforming signs shall be removed by the Tenant or their sign contractor at their expense, upon demand by any Owner within the shopping center.

The objectives of the Signage Program are:

- To generate creative and tasteful signage enhancing the center's image and complimenting architectural and landscape elements.
- To provide signage that is functional and effectively serves the identification needs of the shopping center and its Tenants.
- To facilitate the review and approval process for signage by providing guidelines and criteria constituting standards of acceptability for signs at the center.

Unique and high quality signage is an integral part of the design, image and success of any shopping center. This Signage Guidelines Manual will ensure that signage in the shopping center is designed and executed in a manner which will achieve these objectives while providing superior Tenant identification.

All Tenants' signage shall be subject to the guidelines provided in this Program and the City of Tracy sign code ordinance and regulations. If these guidelines and the City of Tracy sign code are in a conflict, the most restrictive requirement shall apply.

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General Owner/Tenant Requirements

Preliminary and Final Design submittals must be in compliance with the Sign Program and Covenants, Conditions and Restrictions (CC&R's) for the property, as well as the development standards and zoning ordinances for the City of Tracy.

Owner of each parcel will review all Tenant drawings and specifications for conformance with these guidelines. Owner must approve drawings and specifications prior to any submittal to City and/or County governing agencies.

Prior to sign fabrication and installation, each Tenant shall submit to Owner for review, three (3) copies of designs and detailed shop drawings (one set in full color) of the proposed sign, indicating conformance with the sign criteria herein outlined.

Complete color boards and material samples shall be submitted upon request with either schematic design or design development drawings.

Owner shall make a good faith effort to respond to each submittal within fifteen (15) business days of receipt. Each submittal shall be either approved, approved as noted or rejected and returned to Tenant for revision. Tenant shall be responsible for ensuring that each of its submittals is made in an acceptable and timely manner, so as to comply with the date of the Tenant's occupancy and or lease. If Owner fails to respond within fifteen (15) business days, the submittal shall be deemed rejected and Tenant shall notify Owner of its failure to respond via registered mail. If Owner fails to respond within ten (10) business days of the second notice, the submittal shall be deemed approved, subject to compliance with Sign Program and City Sign Ordinance.

Tenant shall submit signed drawings and material boards, if needed, approved by Owner to the City of Tracy for approval prior to the start of any sign construction or fabrication. All sign types will require the written approval of both Owner and the City of Tracy. Sign permits from the City are required prior to fabrication and installation.

Except as permitted herein, any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no sign shall be illuminated by or contain a flashing, intermittent, rotating or moving lighting or lights. In no event shall an illuminated sign or device be placed or directed toward a street, highway, sidewalk or adjacent premises causing glare or reflection, constitute a traffic hazard, or create a nuisance.

All illuminated Building and Fascia Signs shall be either internally illuminated single channel letters or reversed channel letters with halo illumination. All wall signs shall be individually lettered. No can or cabinet signs allowed except for logos if permitted, as indicated below.

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General Specifications

All signs and their installation must comply with all local building and electrical codes and bare a UL label placed in an inconspicuous location. The Tenant shall pay for electrical service to the sign.

Each sign shall have the name of the maker, the date of erection and the permit number clearly legible on the lower right-hand corner of the face of the sign in a conspicuous place. As an alternative, a decal issued by the City as part of the design approval process may be placed on the sign at a location visible and readable from the public or private right-of-way.

Reverse channel letters shall be constructed of metal or aluminum and fastened to the wall of fascia in an approved manner. The reverse channel letter back shall be constructed of "Acrylite" acrylic plastic (3/16" minimum thickness) or lexan and fastened to the metal can in an approved manner. All metal shall receive a minimum of two (2) coats of primer and one (1) coat of finish. Metal sheet seam joints shall be electric welded only.

Halo lighting shall be thirty (30) milli-amp neon lamps installed and labeled in accordance with the "National Board of Fire Underwriters Specifications".

All letters shall have service access to lamps, ballasts and wiring.

All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.

Upon removal of any sign, the building or wall surface shall be patched, textured, sealed and painted to match its original condition and to match adjacent finish.

The background surface of the sign is to be opaque and not reflect the illumination or image of the neon lamps within the letters.

All neon tubing must be fully concealed within or behind the letter and not visible to the public

Halo type signs used in outdoor locations will have a clear lexan backing on the rear of the letters.

All proposed signage shall be required to conform to the standards set forth below.

A. General Requirements:

The Tenant shall identify their Premises by signage at their own expense, obtain all necessary permits and approvals for such signage and install and maintain all signage subject to the following criteria.

1. A maximum of three signs per exterior elevation is allowed. Any National or Regional Tenant whose prototypical sign package has multiple signs is subject to Owner's approval at Owner's sole discretion.

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2. No sign, advertisement, notice or other lettering shall be exhibited, inscribed, painted or affixed on any part of any elevation or bulkhead, except as specifically approved in advance in writing by Parcel Owner.
3. All attachment devices, wiring, clips, transformers, lamps, tubes and other mechanisms required for sign(s) shall be concealed.
4. No logos will be permitted, unless specifically approved by Landlord in writing.
5. All lettering and logos shall be individually internally lit, channel letter signs or reverse channel letters with halo illumination.
6. Window signage or graphics shall not exceed maximum of 15% of glass area for each window and shall be subject to approval by the Owner.

B. Colors and Materials:

1. Color subject to Owner prior written approval.
2. No exposed, neon-tube lighting shall be used on exterior signage, unless part of a logo and approved by the City.
3. Provide fabricated sheet aluminum or paint-loc steel letter channels, finished in acrylic automotive enamel over primer coat.
4. Provide clear lexan back, GE S300.
5. 30 milli-amp neon interior illumination system. Transformers shall be high power factor.

C. Mounting:

1. Mount letters directly onto fascia-band surface provided, with no exposed connections. Letters shall be spaced 1 ½" from wall. No visible raceways will be permitted. Final electrical hook-up to be performed by a licensed electrical contractor. If required, access to interior of canopy-access doors provided by Landlord. No exposed cable or wiring shall be permitted. Tenant to repair and seal any holes made during installation.

D. Service Door Vinyl Signs:

1. Copy: Limited to Tenant's trade name and suite number.
2. Size: Letter size to be minimum 4" and maximum 8".
3. Colors and Materials: BM Scotchcal Matte White 3680-20 digitally cutout letters forms or Landlord approved equal.

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E. Temporary Signs:

1. Tenant is permitted to display a "Grand Opening" sign upon approval from Landlord. Size, copy, and color to be submitted by Tenant to Landlord for approval. Temporary sign shall comply with the City of Tracy's sign ordinance.
2. No other temporary signs are permitted such as flags, a-frames, banners and inflatable gorillas, except if approved by the City of Tracy.

F. Size and Placement:

Subject to approval by the City of Tracy:

1. The total sign area shall not exceed a ratio of one square foot of sign area for each lineal foot of building frontage. Refer to City of Tracy Sign ordinance section 10.08.4440 for definition of Building frontage.
2. All occupants will be permitted their pro-rata share of the maximum allowable sign area for the designated elevation.
 - a. Minimum stroke shall be 2".
 - b. Depth of letters shall be maximum 6".
 - c. Total horizontal measurement of sign(s) shall not exceed 80% of the width of the leased premises, or their respective pro-rata share of the sign band available, whichever is more stringent.
 - d. Centered horizontally and vertically within the sign band area determined and provided by the Landlord.
 - e. All signage heights and lengths must fit within the provided sign band area.

Prohibited Signage

Animated, audible or moving signs consisting of any moving, swinging, rotating, flashing, or otherwise animated light are prohibited, as are any signs designed to emit any type of audible signal.

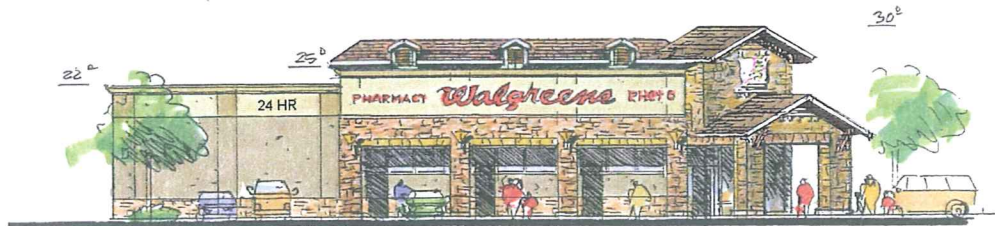
Permanent advertising devices such as attraction boards, posters, banners and flags, except where specifically approved by the Owner/Developer and the City, are prohibited.

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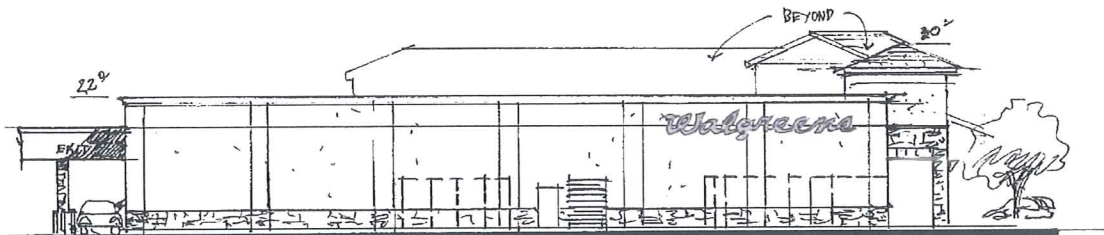
Building Tenant Sign – Walgreens



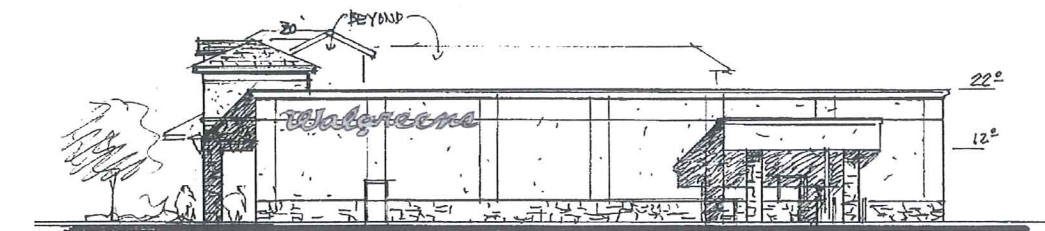
WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION

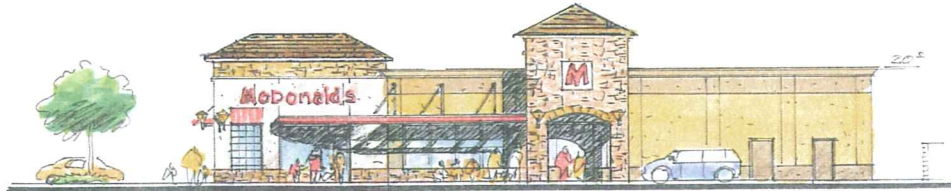


SOUTH ELEVATION

Sign size and locations are for reference only. Actual location and size of each sign to be determined by individual pad owner, in conformance with the City of Tracy sign ordinance, and coordination with the City of Tracy for review and approval.

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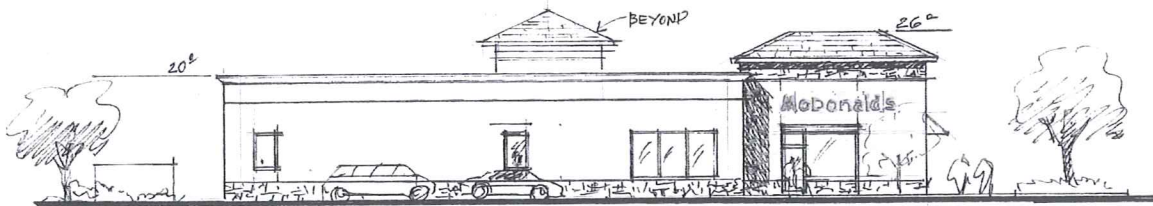
Building Tenant Sign – McDonald's



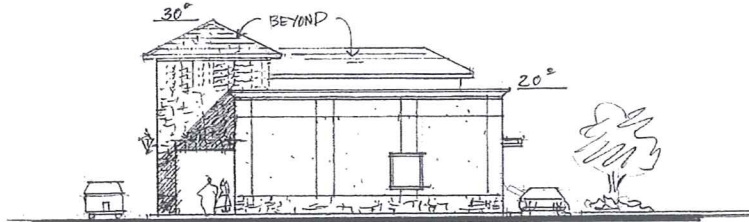
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WEST ELEVATION



NORTH ELEVATION



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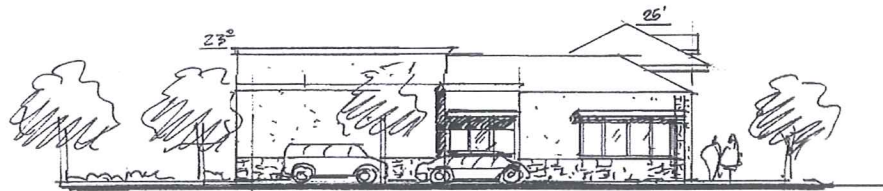
Building Tenant Sign – Jack In the Box



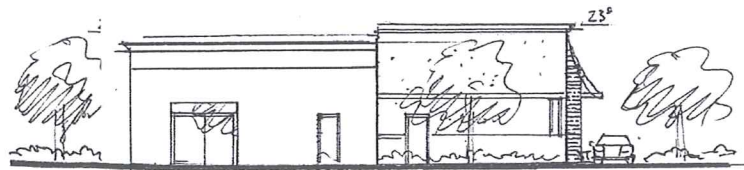
NORTH ELEVATION



WEST ELEVATION



EAST ELEVATION



SOUTH ELEVATION

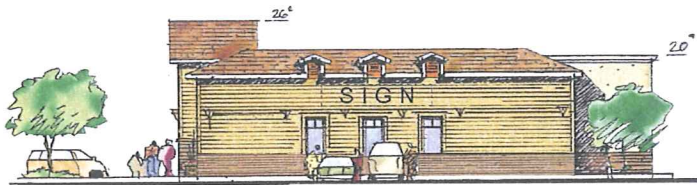
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Building Tenant Sign – Bank



NORTH ELEVATION



WEST ELEVATION



SOUTH ELEVATION

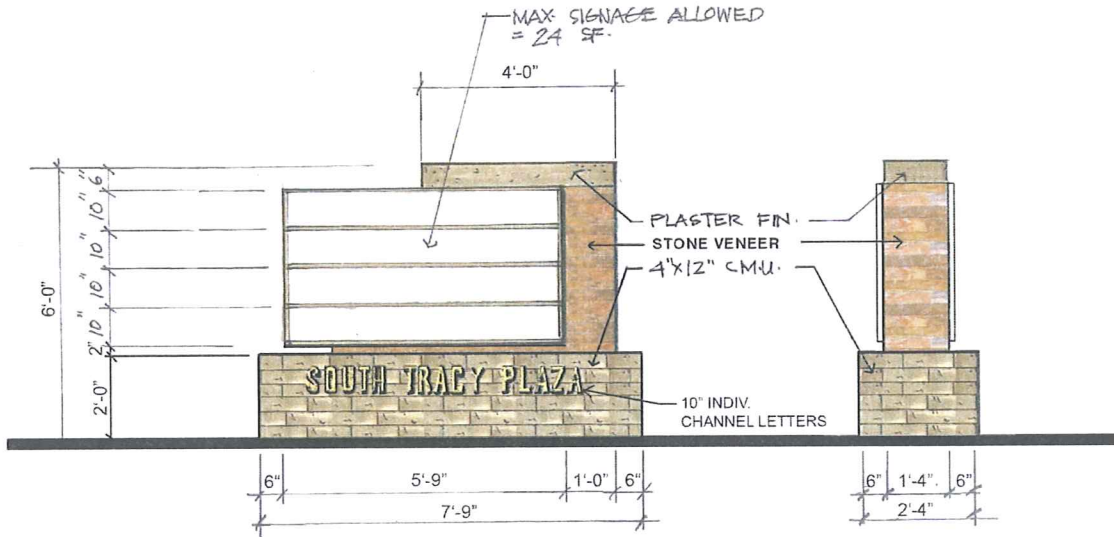


EAST ELEVATION

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Free Standing Signs: Sign Types



Center Identity Sign & Monument Sign

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Free Standing Signs: Locations

