

CAPITOLA TOWN SQUARE

MASTER SIGN PROGRAM AUGUST 27, 2019

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COLORS & MATERIALS



Navy



Gold



Medium blue



Magenta



Soft gold



Composite material to simulate beachwood

PROJECT FONT

Serifa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

LOGOS

Capitola Town Square has several logo variations.



GENERAL INFORMATION & REQUIREMENTS

The signage drawings within this Master Sign Program are intended for the signage fabricator, who is responsible for developing construction drawings based on the design intent within, acquiring all necessary permits, and ensuring adherence to this Master Sign Program and all applicable laws and regulations. The drawings and written language also clearly define what signage will be acceptable to both Property Owner and the City of Capitola's Planning & Community Development Department.

All location plans and elevations represented in this Master Sign Program may not be representative of the existing built conditions. Sign fabricator is responsible for verifying all existing conditions prior to fabrication and installation. Any conflicts between existing conditions and this package should be discussed with the Property Owner prior to a resolution being implemented. Any tenant signage shown on architectural elevations is illustrative only. Tenants to refer to written criteria to determine allowed signage locations, size, etc.

Where a conflict exists in this Master Sign Program between a conceptual drawing and measurements given, written content (including measurements) is to be followed.

It is the responsibility of any sign fabricator hired by Property Owner or Tenant to:

- Coordinate all sign installations with Property Owner, construction manager, and/or general contractor.
- Remove and legally dispose of all existing signs prior to installation of new.
- Patch and repair any damage to wall surfaces, surrounding finished floor or hardscape, and landscaping. Includes existing damage and any damage caused by removal of existing sign.
- Remove legal, warning, code required, or ADA signs only when replacement sign is to be installed; temporary signs to be provided as needed for safety measures.
- Verify all final sign messaging and locations with Property Owner prior to fabrication.
- Ensure shop drawings include layout of all seams, attachments, and messaging on all signs.

- Confirm all exterior signs have appropriate water proofing and weep holes. Weep holes to have baffles to prevent light leakage.

- Provide all ventilation required for signs to prevent overheating or condensation from building up. Property Owner to be notified if vent locations necessitate alteration of design.

- Provide all footings and structure as required to support freestanding signs. All sign structural design to be prepared by a licensed structural engineer. If sign location is on a slope, special care should be taken to design a footing so that sign is mounted at an appropriate height. Property Owner approval of footings to be given during the shop drawing review process.

Sign fabricator's shop drawings (which will be used for permitting and construction) must include and clearly document all of the following:

- Internal structure
- Construction details and joints
- All visible attachments and material seams
- Venting
- Lighting details
- Waterproofing and water drainage
- Electrical locations
- Access panels
- Foundation/footing details
- Engineered structural members
- Material thicknesses
- Color samples sprayed on actual materials

All drawings produced by the fabricator (for Property Owner approval, permitting, etc) are the sole responsibility of the fabricator. Fabricator is responsible for obtaining all permits.

DESIGN OWNERSHIP

All designs and related details shown in these drawings are the property of Merlone Geier Partners and Designer. They are only to be used by the Property Owner and tenants of this shopping center and shall not be copied for use on another project.

CONSTRUCTION REQUIREMENTS

No labels to be visible on exposed surface of signs, except when required by local ordinance. Required labels to be placed in a discrete location.

Fasteners and clips to be made of galvanized stainless steel, aluminum, brass, or bronze. Fasteners to be installed so as to be hidden from view.

Tenant signage design to be complimentary to the design of the shopping center. Materials, colors, and textures should all be considered. Design of any adjacent shopfronts, buildings, and tenant signage to also be considered.

No exposed raceways, conductors, crossover conduits, or transformers shall be permitted.

Tenant signage design, materials, size, position, and construction to conform to the rules outlined within this Master Sign Program.

Should there be a difference between the written content included in this Master Sign Program and any architectural drawings included, the written content is to take precedence.

Property Owner reserves the right to approve signage not meeting all requirements, restrictions, and directions given in this document to address unique circumstances (e.g. unique architectural features, unusual tenant logo shape, etc). Approval by Property Owner does not guarantee approval by the local City government. Property Owner approval is required prior to submittal for City approval. If tenant would like to propose signage that does not conform to the Master Sign Program, the tenant should include both their preferred option as well as an option that does conform to all Master Sign Program guidelines in their submittal for Property Owner's approval.

Project signage with tenant signage panels or locations may be allocated to individual tenants per their lease. Property Owner may require that the tenant use a particular signage fabricator to fabricate and install their signage on select complicated sign types. Property Owner can also recommend signage fabricators for shopfront signage, simple tenant panels on project signage, or other specialty signage upon request. Tenants to electronically submit set of drawings to Property Owner. Property Owner may request one or more printed sets of drawings. Drawing set should include:

- 1) Format: 8 ½"x11" or 11"x17" in size with title block showing preparer information.

- 2) Plan of tenant space with shopfront dimensions given and signage locations identified.
- 3) Elevations of each area where signage is proposed. Can be an architectural drawing or a straight-on photograph with annotations as described below. Proposed signage should be shown on the elevation.
- 4) Dimensions of the sign band (area available for signage) and proposed signage shown on the elevation(s). The position of the proposed sign should also be indicated with dimensions.
- 5) In addition to showing proposed signage on the elevation(s), there should be separate, detailed drawings of the proposed signage. These should include a face-on drawing and a section cut showing construction methods, materials, colors, lighting, and attachment methods.
- 6) A total proposed square footage calculation for shopfront signage. This should show the maximum allowed square feet of signage and the square footage of your proposed sign(s). For example:
 - If the Tenant Signage Criteria (TSC) allows 1.5 SF/LF and your space has a 37 ft wide shopfront, you would show maximum allowed as: $1.5 * 37 = 55.5$ SF.
 - If your proposed sign is 13 ft x 2.5 ft, you would show your proposed sign area as: $13 * 2.5 = 32.5$ SF. This clearly shows that your proposed signage is within the maximum allowed size.
 - Please also list any other size restrictions to illustrate clearly that your sign is in compliance with the TSC. These other restrictions may include maximum height and maximum width (this is often a calculation similar to: 80% of shopfront width = $37 * 0.8 = 29.6$ ft is the maximum width of your sign; the sign proposed in this example is in compliance).
- 7) Size, materials, color, and logo information given for any tenant panels that will be added to project signage (as allowed in the tenant's lease).

SIGNAGE INSTALLATION & MAINTENANCE

All signs to be designed, constructed, and installed in compliance with all local codes and ordinances. All sign permits required to be obtained prior to installation. This Master Sign Program will supersede local codes wherever conflict exists between the two documents.

All costs associated with design, fabrication, installation, electrical connections, and permitting to be paid for by tenant after approval by Property Owner.

Any signs installed without Property Owner's explicit approval and/or with the appropriate permits shall be removed or corrected by tenant at tenant's expense.

Tenant to repair any damage caused by the removal, repair, or installation of tenant signage. When signage is removed, the area should be returned to its original condition and all resulting debris removed.

Installation to take place with minimal disruption to traffic flow around and within the shopping center. Installation to not impede foot traffic from accessing all of shopping center's businesses. Should lane closures be required to complete the installation, tenant to acquire any necessary approvals and permits from the City.

Tenant's signage to remain in good working order and free from rust or corrosion. Should signage need repairs to be made, tenant will do so at tenant's expense within 30 days. If repairs are not made within 30 days, Property Owner may perform corrections at tenant's expense.

Tenants with doors for non-customer use (staff entry, merchandise receiving) may apply the tenant's name in a neutral contrasting color to the door. The tenant name should be in the project font (not the tenant's brand font or logo), 4 inches high, and mounted 6 feet above the ground.

ALLOWED SIGNAGE TYPES

All possible signage types will be described in this section of the Master Sign Program. Each sign will be given a letter that will be referenced in the following sections.

- A Individual face-lit channel letters
- B Individual halo-lit letters
- C Individual dual-lit channel letters
- D Non-illuminated dimensional aluminum channel letters
- E Freestanding face-lit letters with aluminum returns (no vinyl trim caps) mounted on canopy
- F Mixed media signs (employing two or more fabrication and/or illumination methods)
- G Aluminum panel with cut-thru letters backed with acrylic
- H Flat cut-out aluminum letters and logos with painted finish
- J Push-thru acrylic letters and logos

**TENANT SIGNAGE RULES & CALCULATIONS:
MULTI-TENANT BUILDINGS, RETAIL TENANTS**

| | |
|--|---|
| <u>Shopfront signage types allowed (refer to page 5 of this document):</u> | Types A, B, C, D, E, F |
| <u>Shopfront signage maximum area:</u> | 2 SF per lineal foot of shopfront |
| <u>Shopfront signage maximum width:</u> | 80% of sign band width (see definition in Notes below) |
| <u>Maximum number of shopfront signs:</u> | 1 sign per elevation, maximum 2 total signs. |
| <u>Blade signs:</u> | 1 sign permitted to left side of tenant's customer entrances, maximum quantity: 2. Max area: 5 SF. Mounting height: 8'0" min to underside of blade sign; top of blade sign to not sit higher than the shopfront signage's sign band. Blade signs may not be illuminated. |
| <u>Drive-thru signs:</u> | Tenants with drive-thrus may have 1 double-sided sign at each entry or exit to the drive-thru area with maximum width: 1'6", maximum height: 4'0", and a maximum messaging area of 1.5 SF per side. Tenants are allowed 1 single-sided menu board sign with maximum area of 50 SF. Tenants may install branded clearance bar signage for their drive-thru. Menu board signs may be illuminated, all other drive-thru signs to be non-illuminated. |
| <u>Notes:</u> | Shopfront signs shall be mounted directly onto the building facade/fascia or to architectural metal storefront canopy where existing. No visible raceways permitted for any sign types. Sign band: The area above the shopfront glazing where shopfront signage will logically be placed; it is bound by architectural features including the top of the shopfront glazing, building parapet, changes in material or fascia setback depth, or others. Most sign bands will be the full width of the shopfront, however some may be narrowed by architectural features of the building. |

**TENANT SIGNAGE RULES & CALCULATIONS:
SINGLE-TENANT PAD BUILDINGS, RETAIL TENANTS**

| | |
|--|---|
| <u>Shopfront signage types allowed (refer to page 5 of this document):</u> | Types A, B, C, D, E, F |
| <u>Shopfront signage maximum area:</u> | 2 SF per lineal foot of shopfront |
| <u>Shopfront signage maximum width:</u> | 80% of sign band width (see definition in Notes below) |
| <u>Maximum number of shopfront signs:</u> | 1 sign per elevation, maximum 4 total signs. |
| <u>Blade signs:</u> | Not permitted. |
| <u>Drive-thru signs:</u> | Tenants with drive-thrus may have 1 double-sided sign at each entry or exit to the drive-thru area with maximum width: 1'6", maximum height: 4'0", and a maximum messaging area of 1.5 SF per side. Tenants are allowed 1 single-sided menu board sign with maximum area of 50 SF. Tenants may install branded clearance bar signage for their drive-thru. Menu board signs may be illuminated, all other drive-thru signs to be non-illuminated. |
| <u>Notes:</u> | Shopfront signs shall be mounted directly onto the building facade/fascia or to architectural metal storefront canopy where existing. No visible raceways permitted for any sign types. Sign band: The area above the shopfront glazing where shopfront signage will logically be placed; it is bound by architectural features including the top of the shopfront glazing, building parapet, changes in material or fascia setback depth, or others. Most sign bands will be the full width of the shopfront, however some may be narrowed by architectural features of the building. |

**TENANT SIGNAGE RULES & CALCULATIONS:
SINGLE-TENANT BUILDINGS, RESIDENTIAL BUILDINGS**

Primary identity signage types allowed
(refer to page 5 of this document): Types A, B, C, D, E, F

Primary identity signage maximum area: 2 SF per lineal foot of building footprint

Primary identity signage maximum width: 50% of building elevation width

Maximum number of primary identity signs: 2 signs per elevation, with signs on the same elevation positioned a minimum 50'0" distance apart.

Primary identity sign locations: At top of building, either centered or left/right-justified on the building elevation.

Blade signs: 1 sign permitted to left side of each customer entry, parking entry, or similar public use access entry. Max area: 5 SF per sign.

Mounting height: 8'0" min to underside of blade sign; top of blade sign to not sit higher than the shopfront signage's sign band.

Blade signs may not be illuminated.

Wall-mounted pedestrian or vehicular entry signs: Signage over entries to building lobbies, vehicular parking areas, and other public use access point mounted directly on the building fascia or onto an architectural metal canopy are permitted. May include the building name, brand, "Lobby", "Resident Parking Entry", or similar, or building address as its message.

1 sign per public use access entry is permitted. Maximum area of 20 SF per sign, maximum width is 80% of the sign band area or the full width of an architectural canopy. May be illuminated.








Additional non-illuminated messaging identifying the building name, address, or "Lobby" messaging may be installed on the shopfront glazing or doors. This messaging may be vinyl or painted metal letters maximum 1/4" thick.

Notes: Shopfront signs shall be mounted directly onto the building facade/fascia or to architectural metal storefront canopy where existing. No visible raceways permitted for any sign types. Cabinet signs not allowed for any sign types.

Map Legend

-  Upper levels
-  Ground level buildings
-  Green space
-  Driving paths and parking aisles
-  City streets
-  Signalized intersections

Signage Legend

-  Existing tenant-specific monument/entry signs
-  Existing Shopping Center Monument signs
-  Existing vehicular wayfinding signs
-  Existing vehicular wayfinding signs with tenant panels
-  New P Pylon signs
-  New M Monument signs
-  New vehicular wayfinding signs with tenant panels



SIGNAGE FAMILY - EXISTING SIGNAGE

Existing monument and vehicular wayfinding signage may remain on the property. Existing signage may be painted, refaced, or otherwise updated to match the design of the development's new signage. Updates to existing signage are not allowed to increase the size or add illumination to signs that were previously not illuminated.

SHOPPING CENTER IDENTITY MONUMENTS, WAYFINDING WITH TENANTS



Monument sign at property entry from 41st Avenue (to be demolished)



Monument sign at multiple property entries



Vehicular wayfinding sign at several locations within the shopping center



WAYFINDING, TRAFFIC CONTROL



Vehicular wayfinding sign at 2 street-facing locations adjacent to parking structure at corner of Capitola Road and Clares Street



Typical sign design for on-site stop signs, speed limit signs, and other traffic control signage

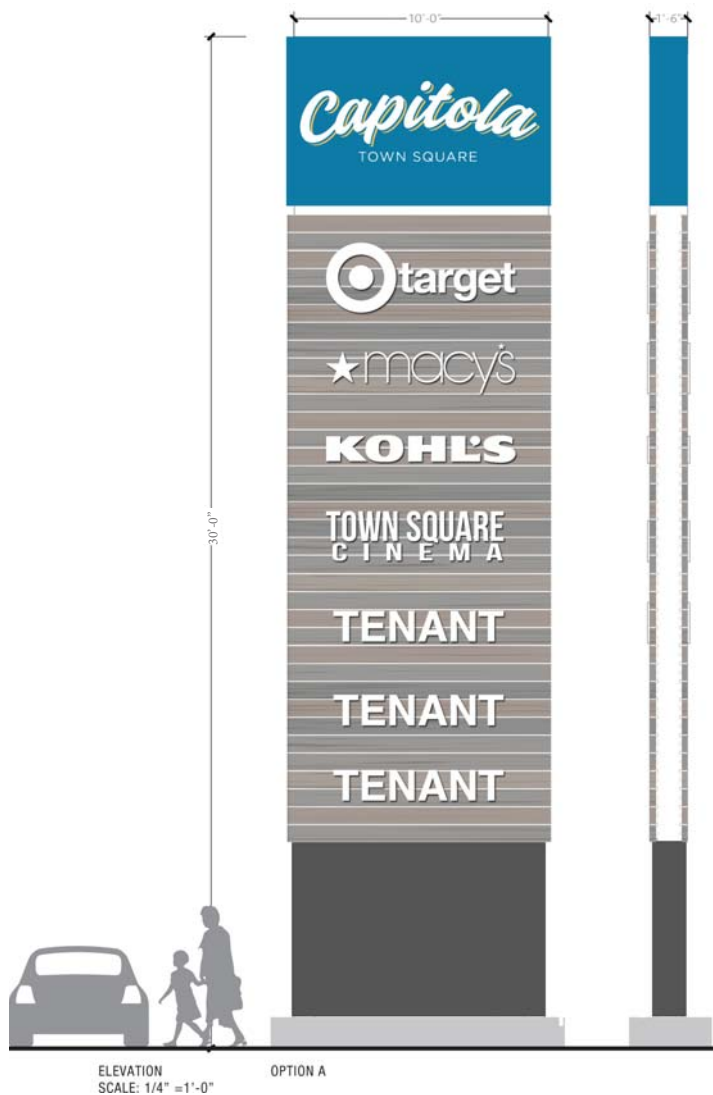
UNIQUE SINGLE-LOCATION MONUMENT SIGNS



Monument sign at single location within shopping center near Ross Dress For Less



Monument sign at single location, Citibank entry from 41st Avenue



PYLON SIGNAGE

10'W x 30'H

Tenant logos: Maximum 7 total per side with maximum height of 2'6"H each. oth the property logo as well as the tenant logos are illuminated push-thru letters. The property logo may be in color, while the tenant logos are only allowed to be white acrylic.

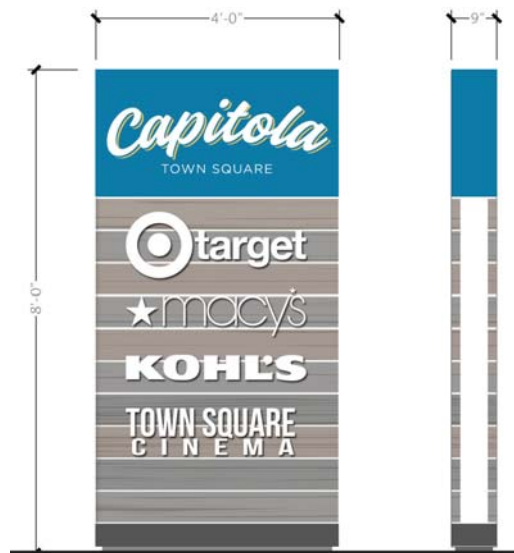
Quantity: 3 double-sided pylon signs.



Existing or new monument sign shown with new finishes applied.

MONUMENT SIGNAGE - EXISTING

Existing monument signage will be allowed to remain in place. Finishes may be updated to complement the design scheme of the property and its new signage. Overall dimensions not allowed to increase.



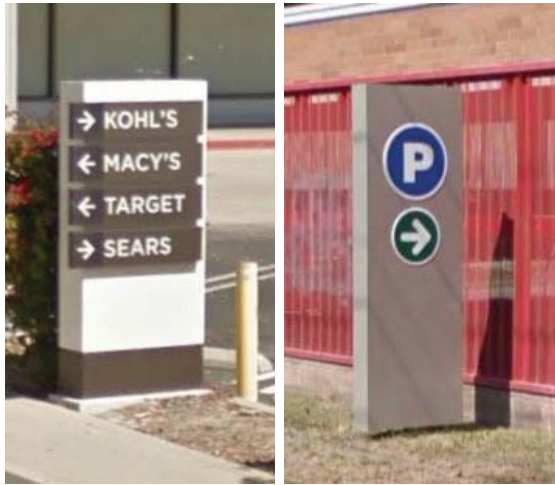
New monument sign design

MONUMENT SIGNAGE - NEW

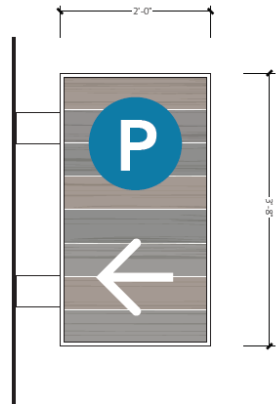
8'W x 4'H

Tenant logos: 4 tenants per side, 1'6"H maximum. Both the property logo as well as the tenant logos are illuminated push-thru letters. The property logo may be in color, while the tenant logos are only allowed to be white acrylic.

Quantity: Maximum 8 double-sided monument signs (new or existing) allowed on the property.



Existing vehicular wayfinding signage



Projecting wayfinding signage



Example of typical advertising kiosk

VEHICULAR WAYFINDING SIGNAGE

Existing vehicular wayfinding signage will be allowed to remain in place. Finishes may be updated to complement the design scheme of the property and its new signage. Overall dimensions not allowed to increase.

Additional vehicular wayfinding signage allowed at interior of property (i.e. not at vehicular entrances from surrounding roads). Not to exceed 3'W x 6'H if monument style. Flag on pole signage also allowed.

ADVERTISING KIOSK / PEDESTRIAN WAYFINDING SIGNAGE

4'W x 8'H double-sided digital advertising kiosk units.

Some units will serve dual purpose as a pedestrian directory with 1 of the 2 screens set up for customer use with an integrated site plan and tenant listing. Units to be located at project interior.

Quantity: Maximum 25 advertising kiosks.

WALL-MOUNTED OR PROJECTING WAYFINDING SIGNAGE

Wayfinding signage in wall-mounted or projecting design. Both applications have a maximum area of 20 SF.

Signs may be illuminated and should be scaled and placed according to their location, distance visible by vehicles or pedestrians, and adjacent architectural conditions. Signs may indicate specific locations within the shopping center, including tenants. Designs shown here are examples, but other designs are encouraged. Signs should use materials and design to complement the building architecture.

Quantity: As needed, maximum 10 wall-mounted and 10 projecting wayfinding signs permitted. Allowed quantities do not include existing vehicular wayfinding signage, which is allowed to remain.

PROJECT ID SIGNAGE

Project ID signage can take a variety of forms. When a projecting sign, a wall-mounted flat sign with a solid color backing panel, or similar, the maximum area is 200 SF. When it is a logo applied directly onto a building face, either with three-dimensional channel lettering, painted flat, or similar, the size is not limited. Creative applications that complement the building architecture and reflect the shopping center's personality are encouraged.

Quantity: As needed, maximum 4 total wall-mounted or projecting signs permitted. Logo-only applications are unlimited.