

WEST ROSEVILLE MARKETPLACE

MASTER SIGN PROGRAM

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Sign Vendor / Designer

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26231 Mission Blvd.
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Sheet No.

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West Roseville Marketplace | Tenant/Occupant Sign Criteria

West Roseville Marketplace

N/E corner of Pleasant Grove Blvd. & Fiddymment Road
Roseville, CA

GRAPHICS AND BUILDING SIGNAGE CRITERIA

March 2022

PROJECT DIRECTORY

Sign Company

Pacific Neon Co.

Attn: Ralph Cundiff
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Owner/Developer

West Roseville Associates, LLC

567 San Nicolas Drive, Suite 170
Newport Beach, CA

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Introduction:

Their document establishes guidelines and criteria for the design, implementation and regulation of Tenant/Occupant signage for West Roseville Marketplace in Roseville California. The objectives are to encourage high quality and unique signage, which is an integral part of the architecture of the building using a consistent and uniform sign standard, and to maintain the aesthetic quality of the property along with the community standards of Roseville, California. The intent of these criteria is to insure that Tenant/Occupant signage is designed and executed in a manner consistent with the property's architectural aesthetic while providing appropriate identification of Tenant/Occupant's businesses. Tenant signage will be carefully considered in relation to the site architecture, design, construction and content.

Their document is to provide guidance to design, fabrication, installation and maintenance of all signs, including but not limited to style and placement of lettering, size, color, materials and methods of illumination.

Accordingly, the Landlord will retain full rights of approval for any sign located within the property at the Landlord's sole discretion. No sign shall be installed without written Landlord approval or required City permits. Violation of these conditions will result with the removal of nonconforming signs and repairs of property as a result of their removal at Tenant's own expense.

SECTION A: SUBMITTAL & APPROVAL PROCESSES

1. Submittal to Landlord.

Prior to sign fabrication and application for City approval of permits, each Tenant/Occupant shall submit to the Landlord for approval (1) sets of detailed design and shop drawings via email including the following:

- a. Elevation of storefront illustrating the proposed sign design and all dimensions as they relate to the storefront elevation of Tenant/Occupant's premises including fully dimensioned Tenant frontages and dimensioned site plan with Tenant and building frontages; Fully dimensioned and scaled sign shop drawings. Sign elevation must be rendered in color and must specify exact dimensions (including line spacing), copy, layout, materials, colors, method of attachment, illumination, electrical and all other details pertinent to the sign construction, as well as all sign area square footage calculation(s) in compliance with their criteria.
- b. Approval or disapproval of sign submittals shall remain the sole right of the Landlord or their chosen representative. If submittals are disapproved, then Tenant/Occupants must submit revised plans until Landlord's approval is obtained.

2. City Submittal

A full set of final plans must be approved and signed by the Landlord prior to permit application or sign fabrication. Following Landlord's approval of the proposed signage, Tenant/Occupant or their agent must submit an application to the City of Roseville for all permits for fabrication and installation.

- a. All City coordination with respect to approvals and permits for signs and their installation shall be obtained by the Tenant/Occupant or their Representative, at their sole expense.
- b. Any changes requested by the City of Roseville regarding design or intent must be also cleared by Landlord before resubmittal to City.
- c. The Landlord reserves the right to revise the Criteria in accordance with the City of Roseville Sign Code Ordinance.

3. Approval and Commencement

Tenant/Occupant and their sign contractor shall not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

- a. A stamped set of final drawings reflecting the Landlord's and the City's approval shall be obtained from each party
- b. The Landlord must receive the sign installer's and/or sign manufacturer's Certificate of Insurance and Business License.
- c. The Landlord must receive and approve the sign installer's and/or sign company's schedule for installation of signage.

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Project No: **22-0257-11**

Account Executive: **Ralph Cundiff**

Project:

**West Roseville Marketplace
Master Sign Program**

Address:

N.E. corner Pleasant Grove Blvd.
& Fiddymment Road, Roseville , CA

Drawn By: **William Dickson**

Date: **3.23.22**

Revision: 5.18.22
5.25.22

Customer Approval:

U.L. Listed

Signs to be manufactured to U.L. Specifications and will bear the U.L. Label(s). The sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Electrical Circuits

Customer to provide primary dedicated electrical circuit(s) with a separate ground to the electrical panel. L.E.D. Electronics to have a separate dedicated 120V complete circuit (No shared neutral). Common ground to electrical panel acceptable.

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4. Modifications

In the event Tenant/Occupant wishes to change its exterior sign anytime during the term of its lease, then Tenant/Occupant must comply with the requirements set forth herein and obtain written Landlord approval of drawings and all necessary permits before commencement of any existing sign modifications.

SECTION B: GENERAL SPECIFICATIONS & REQUIREMENTS

- All signs shall be reviewed for conformance with these guidelines and overall design quality. Approval or disapproval of sign submittals shall remain the right of the Landlord and/or the City of Roseville.
- All electrical signs will be fabricated by a U.L. approved sign vendor, according to U.L. specifications and shall bear the U.L. label to be visible at street level. All signs and their installation shall comply with local building and electrical codes. Per City of Roseville, a sign permit issued by the city shall be obtained prior to sign installation.
- All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Painted surfaces to be smooth and free of visible flaws and imperfections. Landlord reserves the right to reject any fabrication work deemed to be below standard.
- Internal illumination to be specified as to type and installed and labeled in accordance with UL specifications. All lighting must meet title 24 specifications. No exposed conduit will be allowed.
- No cabinet signs shall be permitted except for logos and graphics.
- Temporary banners eg. : "Grand Opening" may be allowed, but are subject to Landlord and City approval prior to installation. Temporary banners are to be removed no later than 30 days or sooner. Any time extensions will require Landlord and City approval.
- Power for the Tenant/Occupant signage shall be provided by the House electrical panel to a junction box at all sign locations. Power hookup shall be the responsibility of the Tenant/Occupant.
- Tenant/Occupant signs will be no larger than the specifications outlined in their criteria.
- All signs are to comply with the square footage limitations. They should also be centered at the appropriate location on the elevation and to be balanced with the buildings as a whole. The appropriate location for all signage shall be coordinated with the Landlord.
- No signs shall extend above the roofline or architectural screen.
- Fasteners, anchors or other securing elements shall not be

visible. All fasteners shall be resistant to corrosion.

- Installation shall be weather-tight with appropriate use of flashings, sealants and other building materials, as may be required.
- Tenant/Occupant shall perform installation and other work required herein at Tenant/Occupant's sole cost and expense.
- No other signage except that described herein is permitted.
- Tenant/Occupant will be responsible for patching and repairing (depending on inspection of damage by Landlord) of canopy to original condition upon removal of any signage installed by Tenant/Occupant.

SECTION C: SIGNAGE

SIGN AREA MEASUREMENT

Total Tenant/Occupant sign area to be calculated by creating rectangles to encapsulate similar sign graphic elements such as word groupings and logos, calculating the areas of those rectangular elements and adding those areas together. Please refer to section "Tenant/Occupant Sign Allowances & Conditions" for additional specifications and example. Any exceptions or deviations to their standard method of calculation shall be subject to the review by the Landlord and the City of Roseville.

SIGN AREA ALLOTMENT

Total allowed signage for each Tenant/Occupant is based upon the lineal building frontages facing parking lot or street of each Tenant/Occupant's leased space.

Major Tenant

Major Tenant's Main Building will be allowed up to (6) wall signs on front elevation and (1) additional sign on each side elevation. Main Building total sign area allotment is limited to 200 sq. ft.

Standalone Fuel Kiosk Building will be allowed up to (2) wall signs on front (entrance) and (1) additional sign on each side elevation.

Fuel Canopy over pumping stations will be allowed (2) signs for each entrance / exit sides on canopy elevations and (1) additional sign on each side elevation.

Sign area must not exceed 20% of building facade area for each signed elevation. Maximum sign height for signs not to exceed 2/3 of fascia height and not to exceed 70% of tenant's horizontal open fascia area (see additional information regarding methods for sign area calculation).

Major Tenants are also allowed option of (1) double-faced undercanopy, breezeway sign, perpendicular to storefront and not to exceed 6 sq. ft. (see

typical Breezeway Sign exhibit for further details).

Single Tenant Pad Building:

Single Tenant Pads will be allowed up to (3) wall signs provided each sign is located on different building elevations and faces a public entrance, a public street or a parking lot.

Sign area must not exceed 20% of building facade area for each signed elevation. Maximum sign height for signs not to exceed 2/3 of fascia height and not to exceed 70% of tenant's horizontal open fascia area (see additional information regarding methods for sign area calculation). Maximum sign area allotment is limited to 200 sq. ft. per tenant.

Tenants are also allowed option of (1) double-faced undercanopy, breezeway sign, perpendicular to storefront and not to exceed 6 sq. ft. (see typical Breezeway Sign exhibit for further details).

Multi Tenant Pad B Building:

Multi Tenant Pads will be allowed up to (2) wall signs provided each sign is located on different building elevations and faces a public entrance, a public street or a parking lot.

Sign area must not exceed 20% of building facade area for each signed elevation. Maximum sign height for signs not to exceed 2/3 of fascia height and not to exceed 70% of tenant's horizontal open fascia area (see additional information regarding methods for sign area calculation). Maximum sign area allotment is limited to 200 sq. ft. per tenant.

Tenants are also allowed option of (1) double-faced undercanopy, breezeway sign, perpendicular to storefront and not to exceed 6 sq. ft. (see typical Breezeway Sign exhibit for further details).

Multi Tenant Shops 1 Building:

Multi Tenant Shopss will be allowed (1) wall sign, however a corner tenant may be allowed up to (2) wall signs provided each sign is located on different building elevations and faces a public entrance, a public street or a parking lot.

Sign area must not exceed 20% of building facade area for each signed elevation. Maximum sign height for signs not to exceed 2/3 of fascia height and not to exceed 70% of tenant's horizontal open fascia area (see additional information regarding methods for sign area calculation). Maximum sign area allotment is limited to 200 sq. ft. per tenant.

Tenants are also allowed option of (1) double-faced undercanopy, breezeway sign, perpendicular to storefront and not to exceed 6 sq. ft. (see typical Breezeway Sign exhibit for further details).

BUILDING SIGNS

All Tenant building signs must be illuminated letters and may include

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Date: **3.23.22**

Revision: 5.13.22
5.18.22
5.31.22
6.2.22

Customer Approval:

U.L. Listed
Signs to be manufactured to U.L. Specifications and will bear the U.L. Label(s). The sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Electrical Circuits
Customer to provide primary dedicated electrical circuit(s) with a separate ground to the electrical panel. L.E.D. Electronics to have a separate dedicated 120V complete circuit (No shared neutral). Common ground to electrical panel acceptable.

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non-illuminated secondary copy. Additionally, logos may be face and halo illuminated per construction and design guidelines listed below. Illuminated signs must conform to City of Roseville building and electrical codes. Construction and installation of signs must be executed by licensed U.L. certified and bonded sign contractors only.

Those Tenants with a storefront that has both recessed and pop-out architectural elements may utilize both those features for sign placement.

Major Tenant Sign Construction Guidelines: Halo Illuminated Reverse Pan Channel Letters/Logo

Construction & Design Guidelines:

1. Pan channel letters and logos must be fabricated aluminum pan channel construction with interior illumination provided by LEDs. Faces can be translucent, decorated to Major Tenant's logo color specifications.
2. Returns to have painted or architectural brushed metal finishes. Painted finishes to have professional application with automotive quality paints.
3. LEDs to be sufficiently spaced to prevent uneven or light source segmentation of modules when viewed at night.
4. Logos and secondary capsule shaped cabinet may be face and halo illuminated. No exposed LED modules through face will be allowed.
5. Fuel price point signage with programmable electronic LED pricing for fuel grades will be allowed on station canopy and freestanding monument signs.
6. All housing structures and electrical connections to be weatherproof and compliant with State, City and U.L. electrical standards and manufacturing / installation methodology.

Pad B & Shops 1 Sign Construction Guidelines: Halo Illuminated Reverse Pan Channel Letters/Logo

Construction & Design Guidelines:

1. Reverse pan channel letters and logos must be fabricated aluminum pan channel construction with interior illumination provided by LEDs. No exposed LEDs will be allowed. All letter/logo cabinets to have Clear Lexan backs and be pegged off of building fascia 1 1/2" with tube spacers.
2. Faces and returns to have painted or architectural brushed metal finishes. Painted finishes to have professional application with automotive quality paints.
3. LEDs to be sufficiently spaced to prevent uneven or light source

segmentation of modules when viewed at night.

4. Logos and secondary capsule shaped cabinet may be face and halo illuminated, provided face background is either opaqued with reverse weeded translucent graphics over acrylic or routed out aluminum backed with acrylic. No exposed LED modules through face will be allowed.
5. All housing structures and electrical connections to be weatherproof and compliant with State, City and U.L. electrical standards and manufacturing / installation methodology.

Non-Illuminated Letters

Tenants may be allowed non-illuminated secondary letters if size restricts the letter characters from internal illumination. Non-Illuminated copy must be dimensional with a depth no less than 1".

FREESTANDING SIGNS (Fuel Tenant Only)

Fuel Tenant will be allowed up to (2) Freestanding Price Point Monument Signs which may be internally illuminated with programmable electronic price module displays for each grade of gas/fuel. Each monument sign shall be placed on separate street exposures.

TENANT PANELS ON FREESTANDING SIGNS

Landlord reserves the right for tenant sign placement on freestanding signs according to tenant lease agreements, which includes location of sign(s), design, content and size. Tenant panels will be assigned to Tenants by Landlord who has final right as to tenant reconfiguration and tenant panel assignment.

WINDOW SIGNS/GRAPHICS

1. Window graphics are permitted for sidelights, side windows and doors if they pertain to business name (on door), business hours or address numerals.
2. All other window graphics and signs require written approval of the Landlord. These graphics shall not exceed 10% of the window area unless a special written request is submitted and approved in writing from the Landlord.
3. Graphics should contain imagery or copy pertaining to business. Hand-painted, permanent signs may be acceptable, but design must be authorized and contractor's qualification may be subject to review by Landlord prior to execution.
4. Graphics that are perceived as abusive, inflammatory, or obscene by community standards are strictly prohibited, and are subject to immediate removal at Tenant/Occupant's expense.
5. All window graphics are subject to review and approval at

Landlord's discretion. Violation of guidelines will require removal of window graphics at Tenant/Occupant's own expense.

6. Electric (neon) or L.E.D. "OPEN" signs are allowed but limited area of 2 Sqft. Sign area total.
7. Upon termination of lease, all window signs must be removed at Tenant/Occupant's expense and returned to original condition or will be charged at Tenant/Occupant's own expense to restore.

DOOR GRAPHICS/HOURS/ADDRESS

1. All Tenant/Occupants should have business name/logo located on single door or right side of double doors (or both doors). Graphics are preferred to be White vinyl film applied first surface to glazing. Graphics must not exceed 20% of total door glazing area.
2. All Tenant/Occupants should have hours of operation clearly displayed either on door or sidelight glazing. Lettering should be White vinyl film applied first surface to glazing.
3. Graphics should contain imagery or copy pertaining to business and are subject to design review by Landlord.

SECTION D: GENERAL CONDITIONS

1. The sign contractor shall be responsible for the fulfillment of all the requirements and specifications, completing the installation in a workman-like manner, and cleaning up, patching and painting any surfaces damaged by the installation to original building specifications.
2. All sign fabrication work shall be of excellent quality. All logo images and type styles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. Landlord reserves the right to reject any fabrication work deemed to be below standard.
3. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.
4. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free of dust, ripples, weld marks, orange peel, drips and runs, and shall have uniform surfaces conforming to the highest standards of the industry.
5. All signage with light leaks will not be permitted and is subject to immediate repair or removal at Tenant's expense.

SECTION E: PROHIBITED SIGNS & RESTRICTIONS

The following instances are provided as examples of prohibited signage

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Date: **3.23.22**

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5.18.22
5.25.22

Customer Approval:

U.L. Listed

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Electrical Circuits

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applications and may not exhibit all possible conditions. Signs prohibited by Landlord that do not conform to the Master Sign Program are not limited to those set forth below.

1. Signs which move, swing, rotate, flash, blink, scintillate, fluctuate or have animated light areas.
2. Off-Premises signage.
3. "A" frame signs are not permitted under any conditions.
4. Signs using exposed fastenings.
5. Paper, cardboard, cloth, form core, gatorboard, inflatable or styrofoam signs, stickers or decals, painted lettering or decals hung on or behind storefronts.
6. Flying signs such as blimps or kites designed to be kept aloft by mechanical, chemical or hot air means.
7. No Tenant shall exhibit, post or display anything obscene, indecent or immoral nature or unlawful, as determined in the sole discretion of Landlord.
8. No sign shall be installed, or located so as to prevent free ingress to or egress from any door.
9. Signs displaying pricing of any kind except for fuel stations.
10. Temporary signs of any nature used or installed without Landlord's approval in writing, and in accordance with City regulations.
11. Unprofessional hand-lettered sign in public view from the storefront are prohibited.
12. Any sign type that is not in conformance with their criteria.
13. No simulated materials (i.e., wood grained plastic laminates) or wall coverings.
14. Excessively bright or garish signs

SECTION F: MAINTENANCE

1. Tenant/Occupant shall maintain their sign in good working order to include replacement of damaged or burned out LED lighting at Tenant/Occupant's sole cost and expense. In the event Landlord notifies Tenant/Occupant of an existing defect and Tenant/Occupant fails to repair defect within thirty (30) days after notification, Landlord reserves the right to execute repairs at Tenant's expense. Tenant/Occupant hereby agrees to reimburse Landlord for the cost of

any such repairs within thirty (30) days after the receipt of an invoice setting forth those costs incurred by Landlord, plus an overhead charge of 10% minimum plus any damages if incurred.

2. Upon termination or expiration of the lease, Tenant/Occupant hereby agrees to remove their sign and repair any holes or damage to the fascia and restore the fascia to its original condition at Tenant/Occupant's cost and expense to Landlord's sole satisfaction within fourteen (14) days of expiration of term or early termination of Tenant/Occupant's lease. If Tenant/Occupant does not repair the wall surface to Landlord's sole satisfaction, then Landlord reserves the right to perform the repairs at Tenant/Occupant's expense.
3. Landlord reserves the right to periodically hire an independent electrical engineer at Tenant/Occupant's sole expense, to inspect the installation of all Tenant/Occupant's signs. Tenant/Occupant will be required to have any discrepancies and/or code violations corrected at Tenant/Occupant's expense. Landlord may correct any code violations, requests for sign removals, or discrepancies not corrected within fourteen (14) days of notice, at Tenant/Occupant's sole expense, including an overhead charge of 10%.
4. Contractors installing signs are to be U.L. certified, insured and licensed by the State of California and are to have a current City business license.

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Sign Configurations & Sign Area Calculation Method

Sign Configurations

All signs to be pan channel construction. Rectangular cabinet signs will not be allowed unless it is part of a logo design, but still must conform to pan channel construction.

Sign may consist of logo or letters or a combination of both. A secondary line of copy may be permitted only if copy is describing services provided by tenant or description of business. Secondary copy can be no larger than 75% of vertical height of main copy. Secondary copy may be contained within a shaped, capsule pan channel cabinet, with the condition it is part of the Tenant logo design. Secondary letters may be non-illuminated, but should be dimensional.

Height & Sign Area Calculations / Limitations

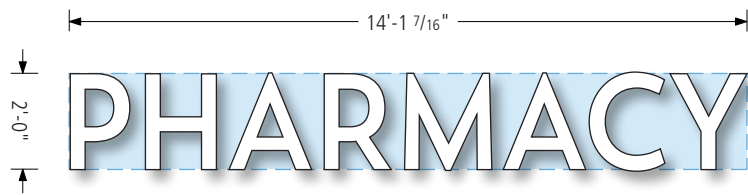
Maximum sign height for signs not to exceed 2/3 of fascia height and not to exceed 70% of tenant's horizontal open fascia area. Tenant name may be stacked if necessary, however secondary descriptive copy (if applicable) shall not exceed 75% height of main copy.

Sign area is determined by boxing individual copy lines and logo elements, then calculating those boxed areas in square feet (see illustration). The sum of those areas will then be added together to determine total sign area. Sign area must not exceed 20% of building facade area for each signed elevation.

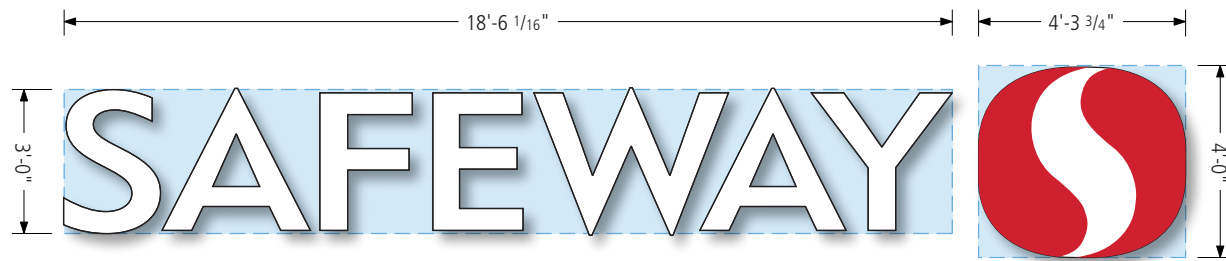
West Roseville Marketplace | Major Tenant/Occupant Building Sign Configuration Examples



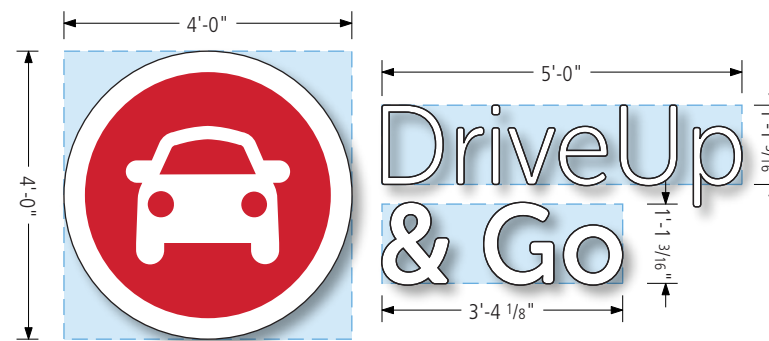
M1 Illuminated Pan Channel Logo & Letters
Scale 1/4" = 1'-0"
Sign Area: 63.6 sq.ft.



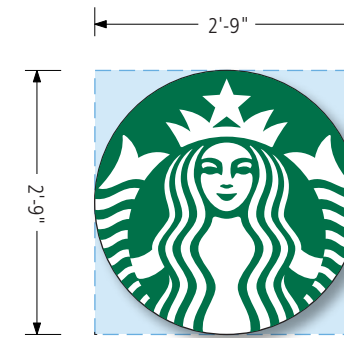
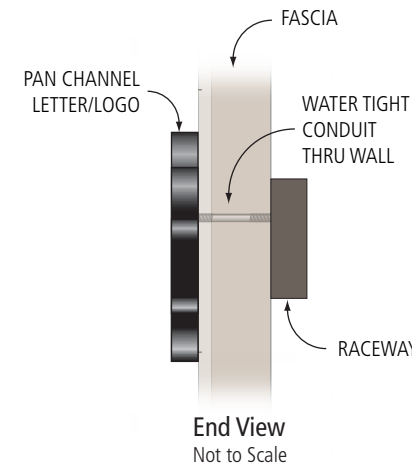
M4 Illuminated Pan Channel Letters
Scale 1/4" = 1'-0"
Sign Area: 28.2 sq.ft.



M2 Illuminated Pan Channel Logo & Letters
Scale 1/4" = 1'-0"
Sign Area: 72.7 sq.ft.



M5 Illuminated Pan Channel Logo & Letters
Scale 3/8" = 1'-0"
Sign Area: 25.2 sq.ft.



M3 Illuminated Pan Channel Logo
Scale 1/2" = 1'-0"
Sign Area: 7.6 sq.ft.

Illuminated Pan Channel Letters / Logo

Letters to be fabricated aluminum, pan channel construction. Aluminum faces and returns to have painted or anodized finishes. Letters / logo to be internally illuminated with LEDs.

Power supplies / transformers to be located inside hidden raceway. Letter / logo construction methods to comply with U.L. Electrical and local/state building code standards.

Raceway (Hidden)

Fabricated aluminum construction with painted finish. Raceway to house all electrical jumps and transformer / power supply units. Construction methods to comply with U.L. electrical standards.

MAJOR (SAFeway) TENANT BUILDING SIGN LEGEND	
Sign Type	Sign Area (sq.ft.)
M1 7' Illum. Logo w/ 1'-4 1/2" Letters	63.6
M2 4' Illum. Logo w/ 3' Letters	72.7
M3 2'-9" Dia. Illum. Starbucks Letters	7.6
M4 2' Illum. PHARMACY Letters	28.2
M5 4' Illum. Logo w/ Drive Up & Go 1'-1 3/16" Letters	25.2

Total Sq. Footage 197.3

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Electrical Circuits
Customer to provide primary dedicated electrical circuit(s) with a separate ground to the electrical panel. L.E.D. Electronics to have a separate dedicated 120V complete circuit (No shared neutral). Common ground to electrical panel acceptable.

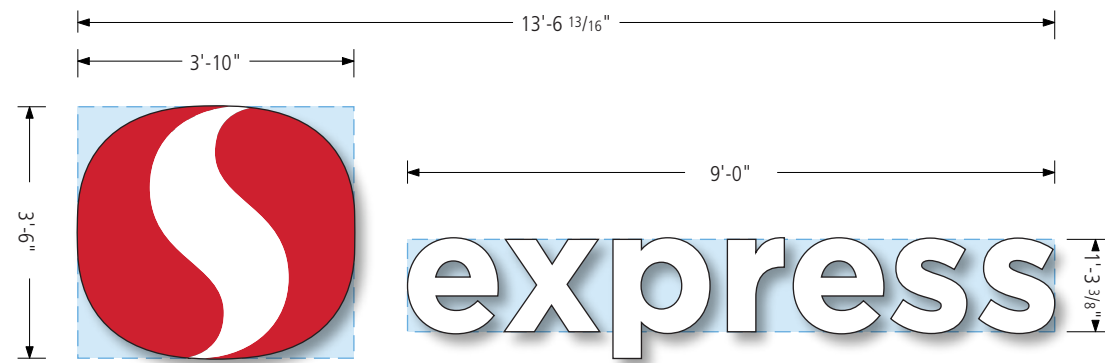
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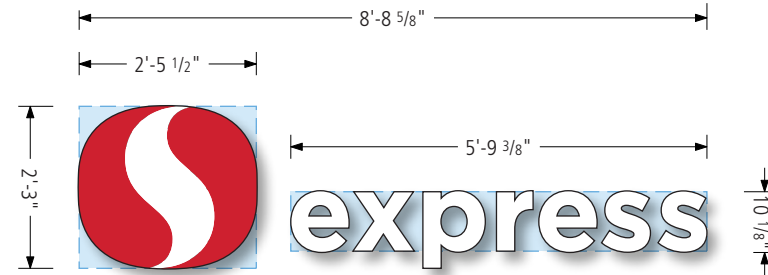
Sheet No.

7

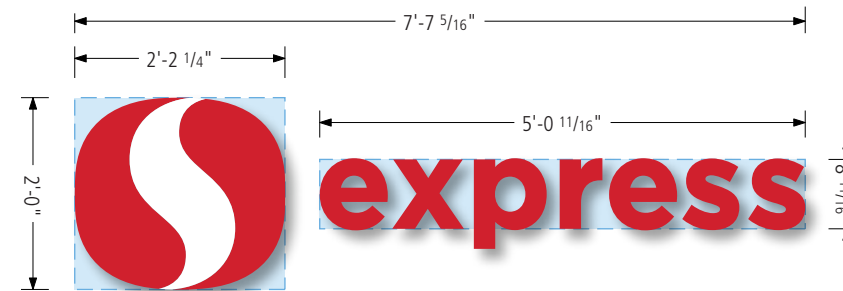
West Roseville Marketplace | Major Tenant/Occupant Fuel Kiosk Sign Configuration Examples



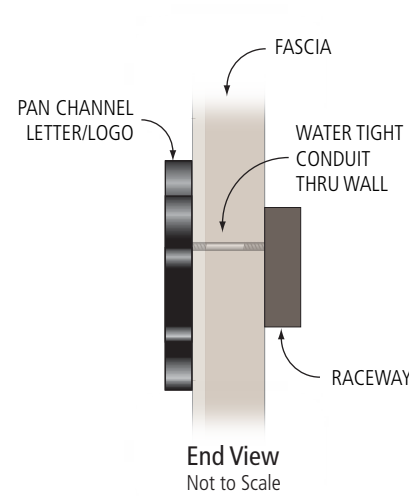
M6 M7 Illuminated Pan Channel Logo & Letters
Scale 3/8" = 1'-0"
Sign Area: 24.9 sq.ft.



M8 Illuminated Pan Channel Logo & Letters
Scale 3/8" = 1'-0"
Sign Area: 10.3 sq.ft.



M9 M10 M11 M12 Illuminated Pan Channel Logo & Letters
Scale 1/2" = 1'-0"
Sign Area: 8.0 sq.ft.



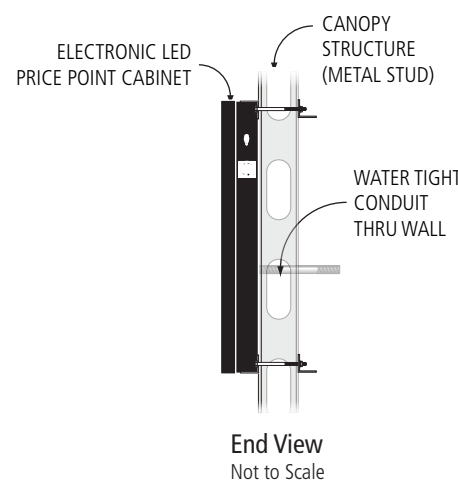
Illuminated Pan Channel Letters / Logo

Letters to be fabricated aluminum, pan channel construction. Aluminum faces and returns to have painted or anodized finishes. Letters / logo to be internally illuminated with LEDs.

Power supplies / transformers to be located inside hidden raceway. Letter / logo construction methods to comply with U.L. Electrical and local/state building code standards.

Raceway (Hidden)

Fabricated aluminum construction with painted finish. Raceway to house all electrical jumps and transformer / power supply units. Construction methods to comply with U.L. electrical standards.



Electronic LED Price Point Cabinet

Cabinet to be fabricated aluminum, pan channel construction. Aluminum faces and returns to have painted or anodized finishes. Programmable electronic LED modules to be incorporated into an illuminated cabinet structure.

Power supplies / transformers to be located inside cabinet structure. Cabinet construction methods to comply with U.L. Electrical and local/state building code standards.

PACIFIC NEON

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Fax 916. 927.2414
www.pacificneon.com

Project No: **22-0257-11**

Account Executive: **Ralph Cundiff**

Project:
West Roseville Marketplace
Master Sign Program

Address:
N.E. corner Pleasant Grove Blvd.
& Fiddymont Road, Roseville, CA

Drawn By: **William Dickson**

Date: **3.23.22**

Revision: **5.4.22**

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Sheet No.

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West Roseville Marketplace | Typical Pad B & Shops 1 Tenant/Occupant Sign Configuration Examples



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 Revision: **5.4.22**
5.13.22

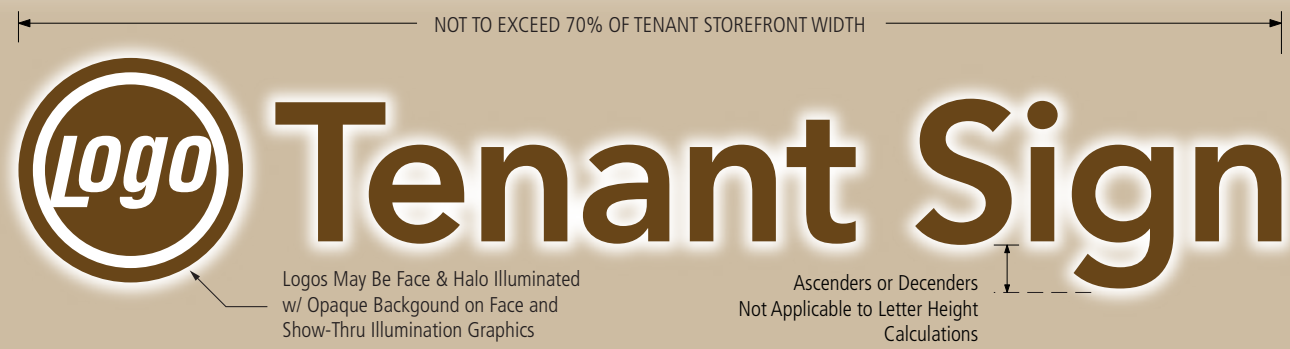
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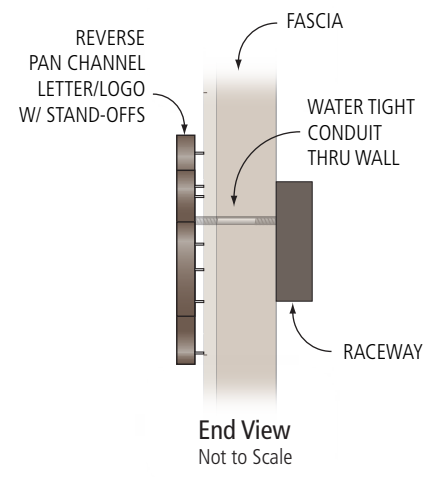
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Halo Illum. Letters with Face & Halo Illum. Logo



Halo Illuminated Pan Channel Letters / Logo

Letters to be fabricated aluminum, reverse pan channel construction. Aluminum faces and returns to have painted or anodized finishes. Backs to be Clear Lexan with min. 1-1/2" stand-offs. Letters / logo to be internally illuminated with LEDs. Logos may be face and halo illuminated, provided face background is either opaqued with reverse weeded translucent graphics over acrylic or routed out aluminum backed with acrylic.

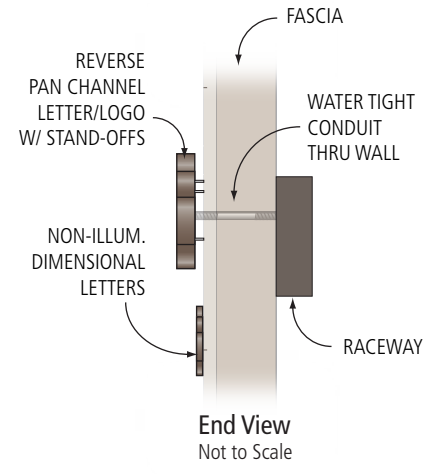
Power supplies / transformers to be located inside hidden raceway. Letter / logo construction methods to comply with U.L. Electrical and local/state building code standards.

Raceway (Hidden)

Fabricated aluminum construction with painted finish. Raceway to house all electrical jumps and transformer / power supply units. Construction methods to comply with U.L. electrical standards.



Halo Illum. Letters with Non-Illum. Dimensional Secondary Copy (at Tenant's Discretion)



Halo Illuminated Pan Channel Letters / Logo with Non-Illuminated Secondary Copy

Letters to be fabricated aluminum, reverse pan channel construction. Aluminum faces and returns to have painted or anodized finishes. Backs to be Clear Lexan with min. 1-1/2" stand-offs. Letters / logo to be internally illuminated with LEDs. Tenants may be allowed non-illuminated secondary letters if size restricts the letter characters from internal illumination. Non-Illuminated copy must be dimensional with a depth no less than 1"

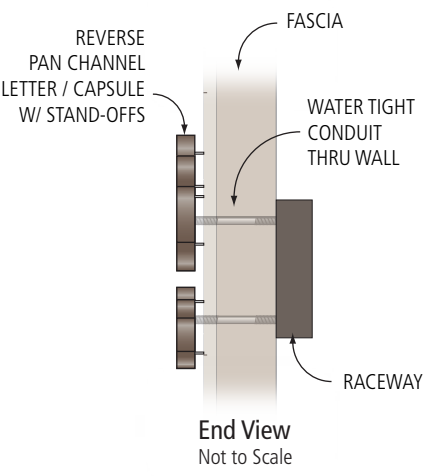
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Raceway (Hidden)

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Halo Illum. Letters with Face & Halo Illum. Secondary Cabinet



Halo Illuminated Pan Channel Letters / Logo

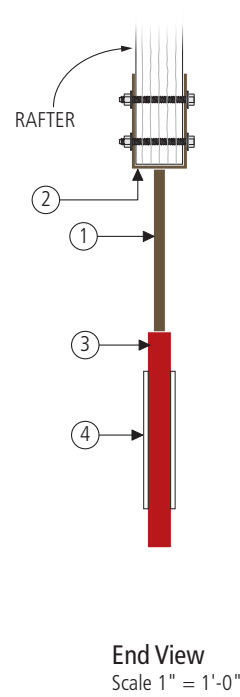
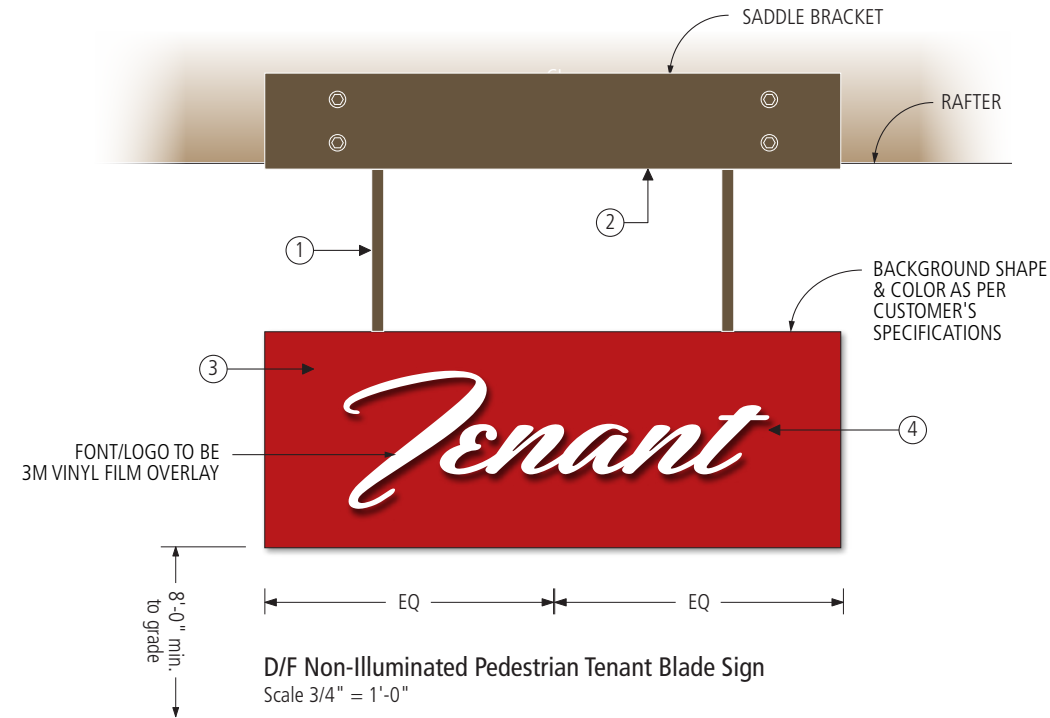
Letters to be fabricated aluminum, reverse pan channel construction. Aluminum faces and returns to have painted or anodized finishes. Backs to be Clear Lexan with min. 1-1/2" stand-offs. Letters / logo to be internally illuminated with LEDs. Secondary capsule shaped cabinet may be face and halo illuminated, provided face background is either opaqued with reverse weeded translucent graphics over acrylic or routed out aluminum backed with acrylic.

Power supplies / transformers to be located inside hidden raceway. Letter / logo construction methods to comply with U.L. Electrical and local/state building code standards.

Raceway (Hidden)

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West Roseville Marketplace | Optional Pedestrian Under Canopy Suspended Blade Sign Guidelines

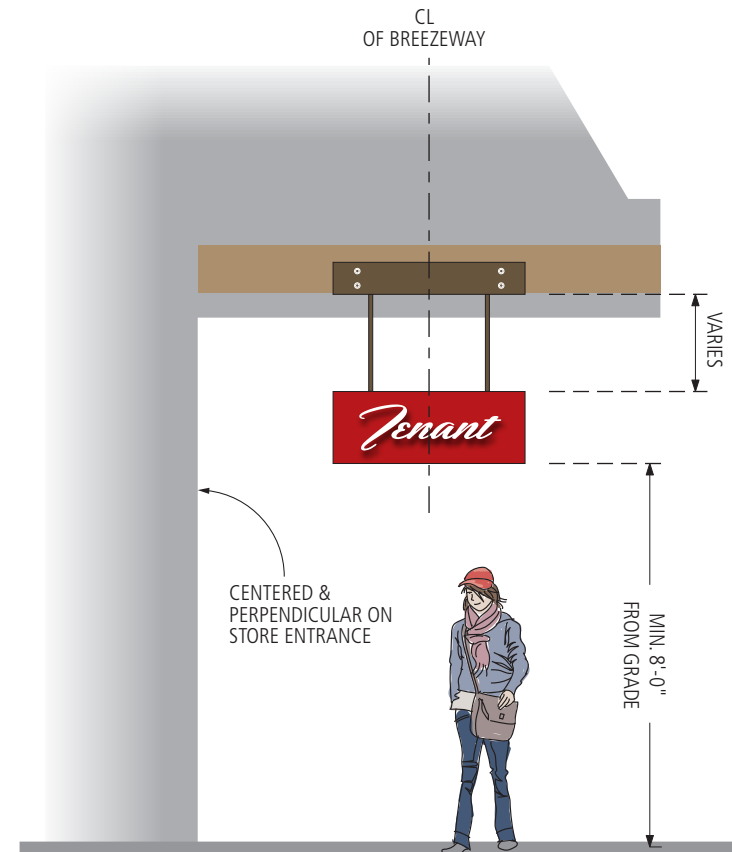


Material Schedule

- ① **Bracket**
Brackets to be 1" sq. tube welded to rafter saddle and tenant plaque frame. Bracket to be painted to match Matthews Dark Bronze.
- ② **Mounting Rafter Saddle**
Fabricated aluminum saddle with (4) holes drilled for mounting hardware thru rafter structure. Saddle to be painted to match Matthews Nobel Dark Bronze.
- ③ **Tenant Plaque**
Fabricated aluminum construction. Plaque cabinet must be 2" deep and total sign area not to exceed 6 sq.ft. Faces and returns of fabricated aluminum tenant panel to be painted to tenant color specifications.
- ④ **Copy / Logo**
All graphics to be F.C.O. dimensional acrylic or metal painted a contrasting color to panel background color painted to tenant color specifications. Graphics to be a minimum of 1/4" in depth. F.C.O. dimensional graphics to be mechanically fastened to panel face from behind and additionally glue to face.

TENANT D/F PEDESTRIAN LEVEL BLADE SIGN

1. Tenants are allowed (1) double faced pedestrian level blade sign in addition to their main building sign not to exceed 6 sq.ft. in sign area (based on background panel size).
2. Signs shall be non-illuminated with bracket structure conforming to above construction specifications. Signs may be indirectly illuminated by architectural downlighting if downlighting is integral to overall building design and not specific to pedestrian blade sign.
3. Blade sign content is restricted to name of business or logo only. No secondary copy or description will be allowed.
4. Tenant panel background and returns may be painted to match or compliment business logo or typography.
5. All graphics to be dimensional and no less than 1/4" deep and no more than 3/4" deep. Vinyl copy or logos will not be allowed.
6. Location of sign shall be near to main entrance or at front elevation of tenant space and perpendicular to entrance wall / doors.
7. Creativity is encouraged, however Landlord has approval of final design.
8. All costs associated with the construction and installation of tenant pedestrian blade signs are the direct financial responsibility of tenant, unless other arrangements have been made between tenant and Landlord. Upkeep and maintenance of blade sign is the sole responsibility of tenant.
9. Blade sign content is subject to review and approval at Landlord's discretion. Violation of guidelines will require removal of sign at tenant's own expense.
10. Upon termination of lease, blade sign must be removed at tenant's expense. Building structure at sign site must be repaired and repainted to match existing conditions.



Typical Pedestrian Breezeway Conditions
Scale 1/4" = 1'-0"

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Account Executive: **Ralph Cundiff**

Project:
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& Fiddymont Road, Roseville, CA

Drawn By: **William Dickson**

Date: **3.23.22**

Revision:

Customer Approval:

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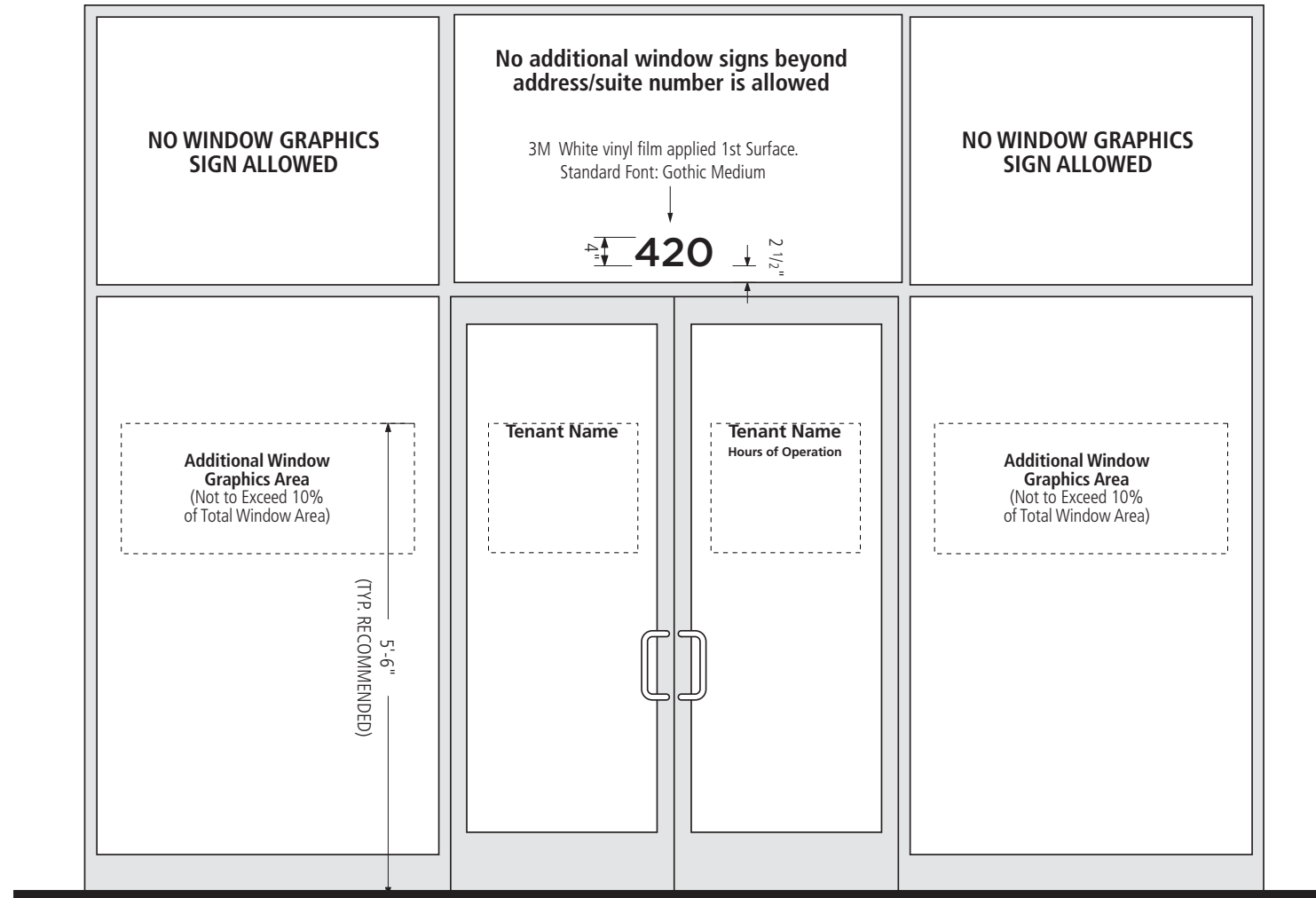
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West Roseville Marketplace | Typical Door & Window Graphics Guidelines



Door & Window Graphics Guidelines

Scale 1/2" = 1'-0"

TENANT DOOR & WINDOW GRAPHICS

- Door graphics are limited to tenant name, logo, hours of operation or graphics related to business identity.
- Window graphics must not exceed 10% of the glazed area of the individual window panes.
- All tenants are required to have address numerals applied in transom area, over entrance doors as shown. Address numerals shall be 4" copy, centered over entrance door(s).
- All tenants are required to have hours of operation as part of their window graphics package and should be located either on entrance door or adjacent sidelight window. Hours should be displayed at an appropriate height and visibility.
- Graphics/copy on doors, address numerals and hours of operation shall be white vinyl film.
- No limitation on design or color for secondary graphics located on sidelight window(s) provided that window graphics relate to tenant business or services.
- Paper, hand painted holiday signs or temporary signs are strictly prohibited.
- No graphics of any kind are allowed on the upper windows and door transom (except address numerals).
- Graphics that are perceived as abusive, inflammatory or obscene by community standards are strictly prohibited and are subject to immediate removal at tenant's expense.
- No block-out film to obscure or hide occupying tenant space will be allowed.
- All window graphics are subject to review and approval at Landlord's discretion. Violation of guidelines will require removal of window graphics at tenant's own expense.
- Upon termination of lease, all window signs must be removed at tenant's expense. Glazing must be returned to original condition. If glazing cannot be returned to original condition, tenant is required to provide replacement at tenant's own expense.

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West Roseville Marketplace | S/F Corner Property Identity Feature (Monument Sign)

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Drawn By: **William Dickson**

Date: **3.23.22**

Revision: **5.13.22
5.19.22
8.25.22**

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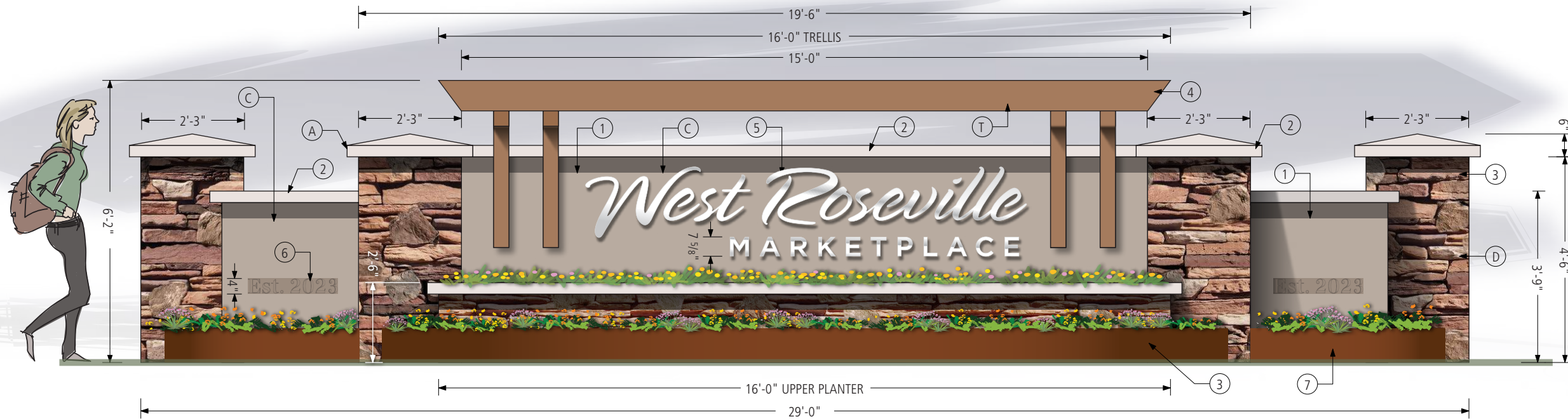
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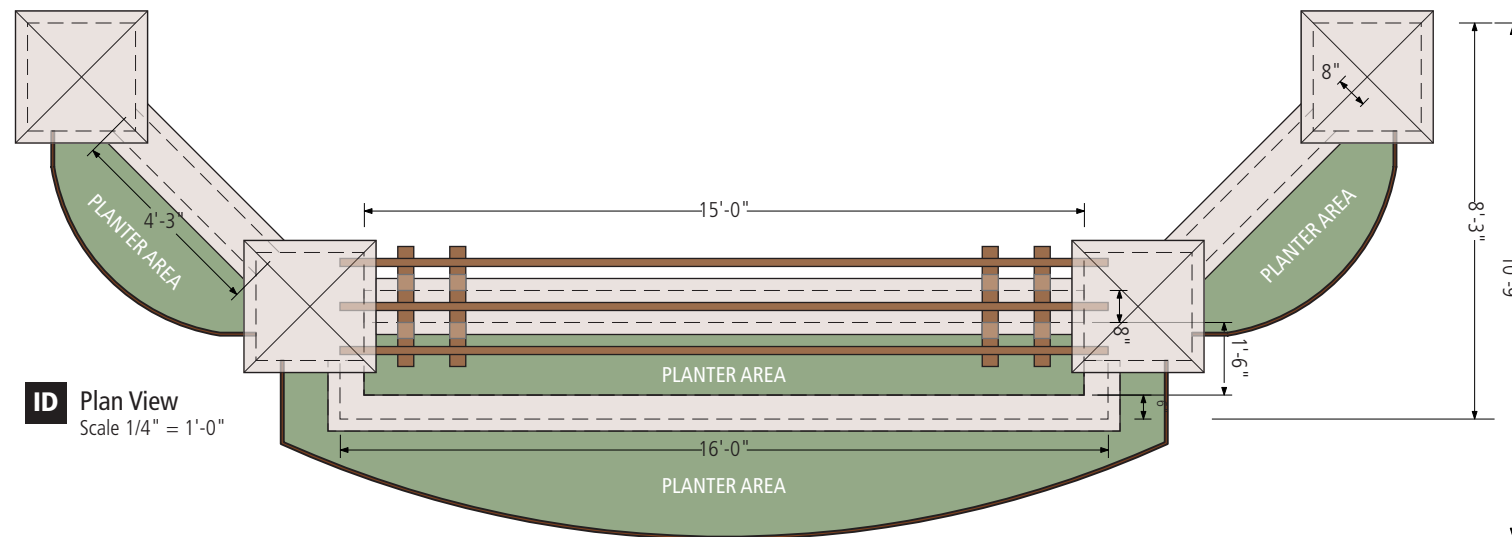
12



ID S/F Corner Property Identity Feature (Monument Sign)
Scale 3/8" = 1'-0"

Material Schedule

- 1 Wall Backgrounds
Fabricated aluminum, with smooth stucco, painted finish (see color schedule) on all exposed surfaces.
- 2 Column Caps and Cornices
Fabricated aluminum, with textcoed and painted finish (see color schedule) on all exposed surfaces.
- 3 Columns & Planter Base
Stone veneer over cement board (see manufacturer specifications). Frame under-structure to be fabricated aluminum.
- 4 Trellis & Frame Overlay
Solid timber (Black Locust).
- 5 Shopping Center I.D. Copy
2" d reverse pan channel, fabricated metal letters with brushed Silver finish. Letters to be pegged off of wall structure 1 1/2" with threaded studs and spacers. Letters to be halo illuminated with internal White LED modules. Low voltage power supplies to be located within wall struture (remote).
- 6 Est. 2023 Copy
Copy to be debossed (incised) into wing wall backgrounds.
- 7 Outer Planter
Ground level planters to be Corten steel.



ID Plan View
Scale 1/4" = 1'-0"

Color Schedule

(A)	(T)	(C)
SW 7022 Alpaca	Black Locust	SW 6073 Perfect Greige

Stone Veneer Specifications



- (D) **CORONADO STONE**
70% Eastern Mountain Ledge - Carmel Moutain
30% Minnesota Fieldstone - Wisconsin Blend

West Roseville Marketplace | Typical D/F Shared Tenant Monument Sign



A1 A2 End View
Scale 1/2" = 1'-0"

A1 A2 D/F Illuminated Shared Tenant Monument Sign
Scale 1/2" = 1'-0"
Sign Excluding Base & Embellishments: 73.7 sq.ft.
Sign Including Base & Embellishments: 106.0 sq.ft.

A1 A2 End View
Scale 1/2" = 1'-0"

Material Schedule

- ① **Spine Background**
Fabricated aluminum, with texcot and painted finish (see color schedule) on all exposed surfaces.
- ② **Cornice Element**
Fabricated aluminum, with all exposed surfaces to be painted, flat finish (see color schedule).
- ③ **Tenant Panels**
Fabricated aluminum, with light (sand) texcot and painted finish (see color schedule) on all exposed surfaces. All tenant graphics to be routed out. Tenant cabinet to be internally illuminated with White LED modules with low voltage power supplies.
- ④ **Tenant Graphics**
All tenant graphics to be route out, push-thru clear acrylic with 3M Translucent White Diffuser vinyl film applied to face. Color vinyl film per tenant specifications to be applied over White Diffuser film (T.B.D.).
- ⑤ **Tenant Panel Divider Bars**
2" h x 3" d rect. tube aluminum plant-ons with all exposed surfaces to be painted, flat finish (see color schedule).
- ⑥ **Decorative Vertical Bars**
3" w x 2" d rect. tube aluminum plant-ons with all exposed surfaces to be painted, flat finish (see color schedule). Bars on end to be wrapped around spine background with mitered corners.
- ⑦ **Bottom Cabinet / Shopping Center ID**
Cabinet to be fabricated aluminum with all exposed surfaces to be painted, flat finish (see color schedule). ID copy to be routed out, push-thru clear acrylic with 3M Translucent White Diffuser film applied to face. Cabinet to be internally illuminated with White LED modules with low voltage power supplies.
- ⑧ **Cornice Element on Bottom Cabinet**
3" h x 4" d rect. tube aluminum with all exposed surfaces to be painted, flat finish (see color schedule). Corners to be mitered with s/m aluminum plate welded to top of cabinet structure.
- ⑨ **Base**
Tapered base to be stone veneer over cement board (see manufacturer specifications).

Color Schedule

A	B	C	D
SW 7022 Alpaca	SW 7511 Bungalow Beige	SW 6073 Perfect Greige	SW 7523 Burnished Brandy

Stone Veneer Specifications



- ⑨ **CORONADO STONE**
70% Eastern Mountain Ledge - Carmel Mountain
30% Minnesota Fieldstone - Wisconsin Blend

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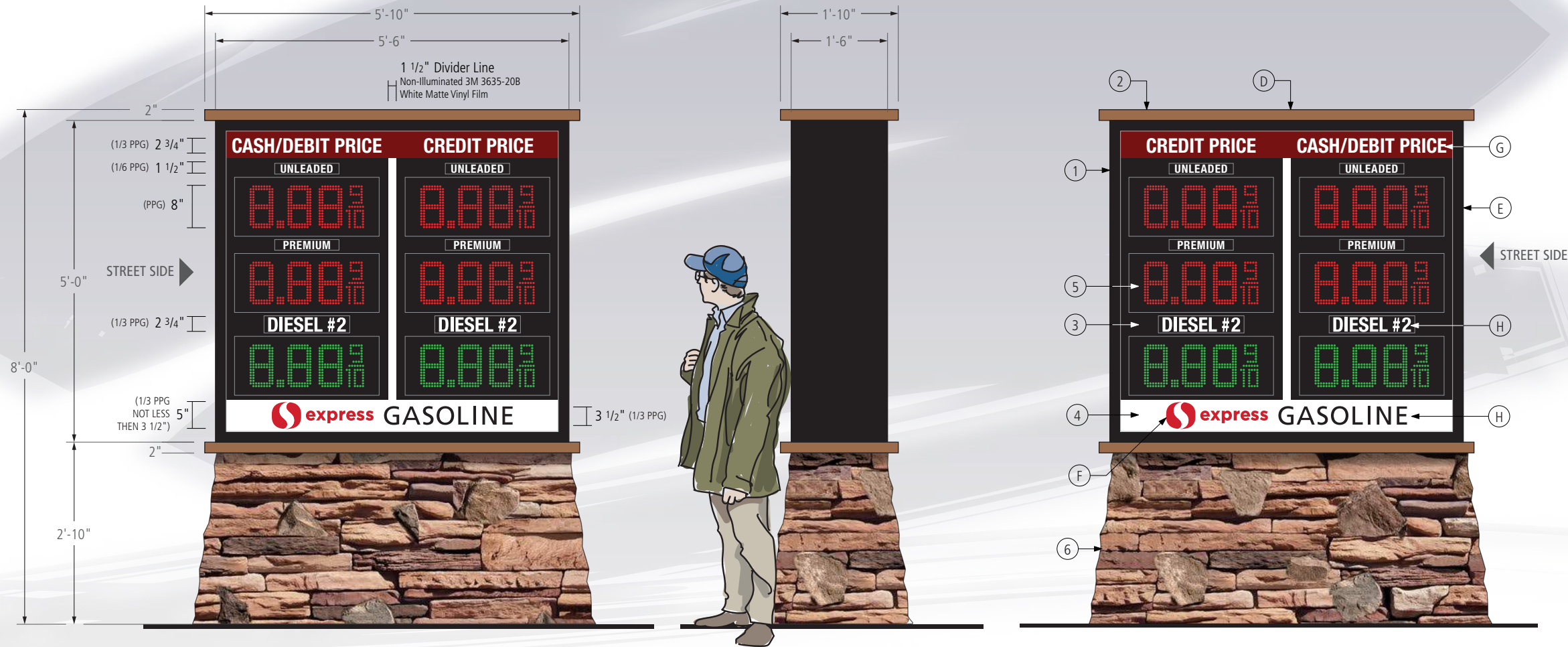
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West Roseville Marketplace | Typical D/F Fuel Pricepoint Monument Sign For Major Tenant



B D/F Illuminated Fuel Pricepoint Monument Sign (Side 1)
Scale 1/2" = 1'-0"
Sign Excluding Base & Embellishments: 27.5 sq.ft.
Sign Including Base & Embellishments: 45.1 sq.ft.

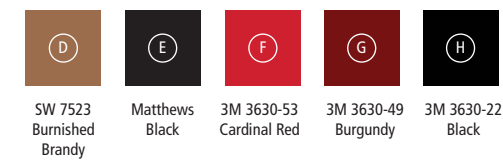
B End View
Scale 1/2" = 1'-0"

B D/F Illuminated Fuel Pricepoint Monument Sign (Side 2)
Scale 1/2" = 1'-0"

Material Schedule

- ① Cabinet
Fabricated aluminum construction for cabinet and retainers. Cabinet internally illuminated with White LED modules. All exposed surfaces to be painted Black, satin finish.
- ② Cornice Elements
Fabricated aluminum, with textcoated and painted finish (see color schedule) on all exposed surfaces.
- ③ Face
Face to have routed out areas to accommodate fuel grades and electronic pricing modules. Surface to be painted Black, satin finish.
- ④ Header, Footer & Fuel Grade Panels
Panels to be routed and backed with White acrylic. Graphics and colored backgrounds to be 3M vinyl film overlays (see color schedule).
- ⑤ Electronic Programmable LED Pricepoint Modules
8" numeral Daktronic FL-3000-8 DI with flange LED unit.
- ⑥ Base
Tapered base to be stone veneer over cement board (see manufacturer specifications).

Color Schedule



Stone Veneer Specifications



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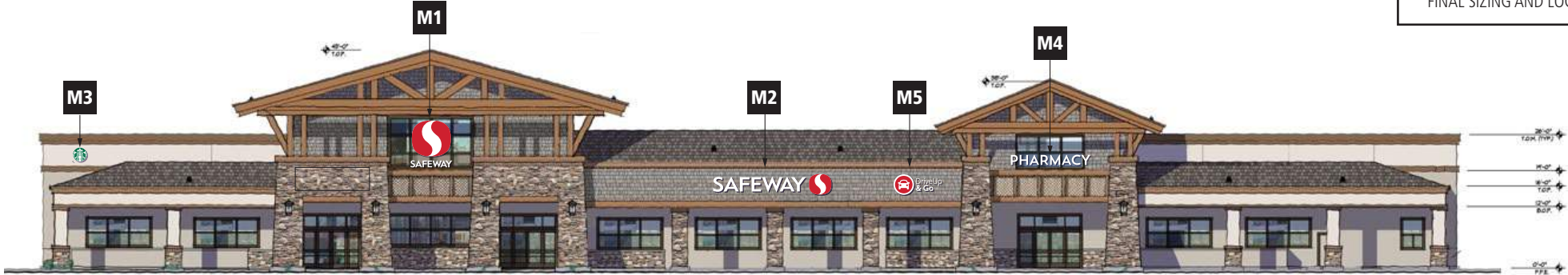
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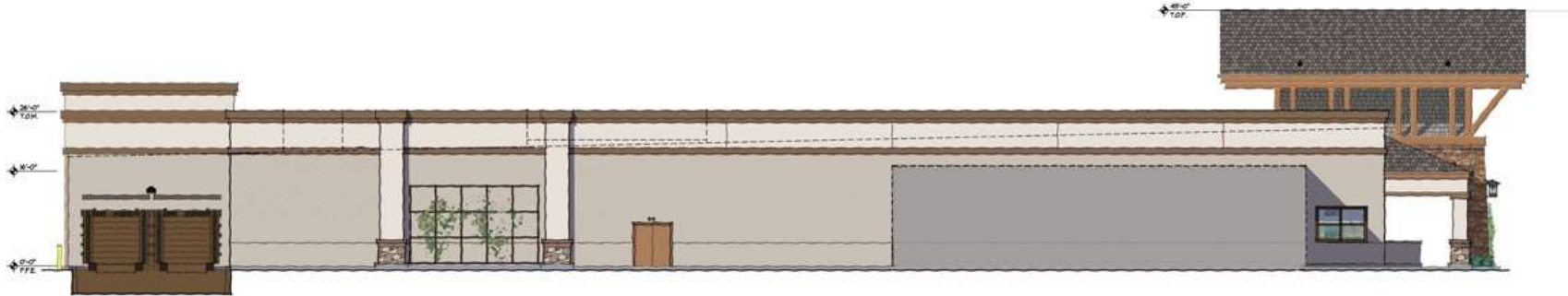
14

West Roseville Marketplace | Major Tenant Building Elevations & Sign Location Suggestions

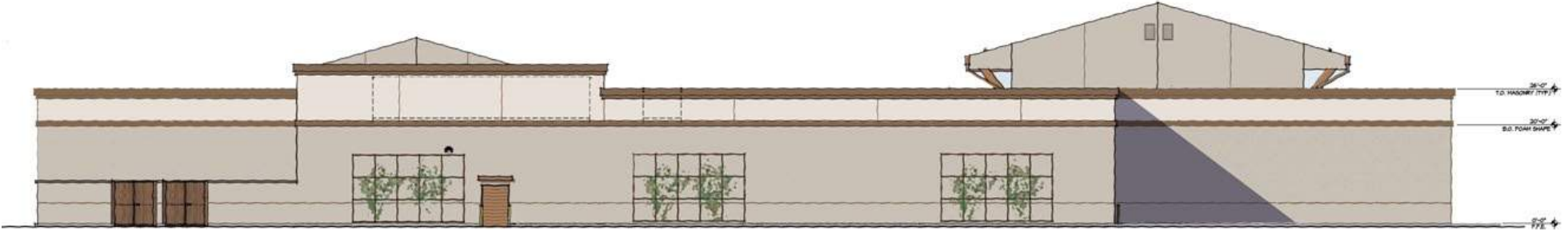
NOTE:
ALL SIGNAGE SHOWN IS FOR DEMONSTRATION PURPOSES.
FINAL SIZING AND LOCATIONS TO BE DETERMINED.



Major | Front (South) Elevation - Scale: 1" = 30'-0"



Major | Left (West) Elevation - Scale: 1" = 30'-0"



Major | Rear (North) Elevation - Scale: 1" = 30'-0"



Major | Right (East) Elevation - Scale: 1" = 30'-0"



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www.pacificneon.com

Project No: **22-0257-11**
Account Executive: **Ralph Cundiff**

Project:
West Roseville Marketplace
Master Sign Program

Address:
N.E. corner Pleasant Grove Blvd.
& Fiddymont Road, Roseville , CA

Drawn By: **William Dickson**
Date: **3.23.22**
Revision: **5.4.22**

Customer Approval:

U.L. Listed
Signs to be manufactured to U.L. Specifications and will bear the U.L. Label(s). The sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Electrical Circuits
Customer to provide primary dedicated electrical circuit(s) with a separate ground to the electrical panel. L.E.D. Electronics to have a separate dedicated 120V complete circuit (No shared neutral). Common ground to electrical panel acceptable.

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West Roseville Marketplace | Major Tenant Kiosk & Fuel Canopy Elevations & Sign Location Suggestions



Major | Kiosk | Front (East) Elevation - Scale: 3/32" = 1'-0"



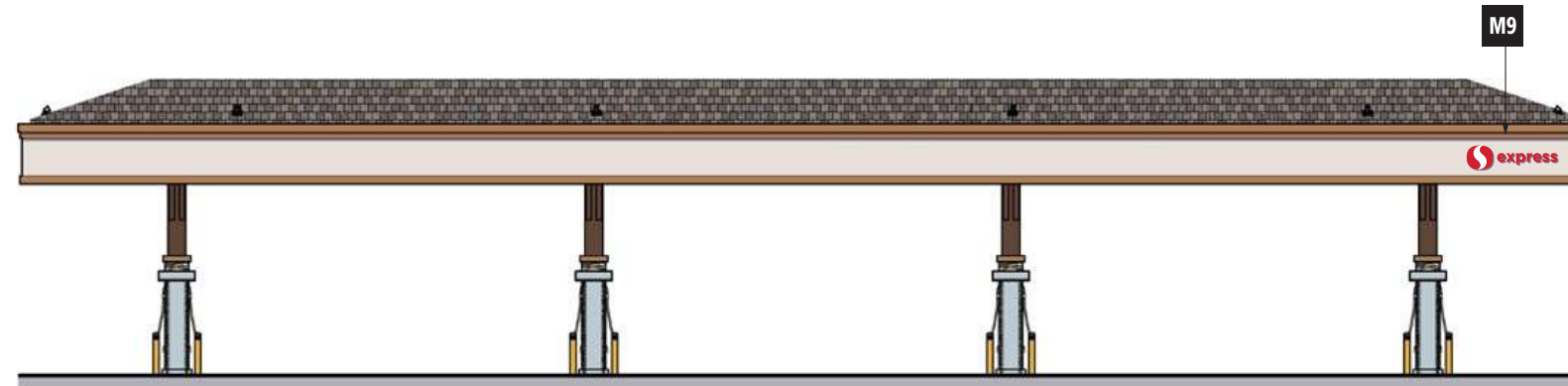
Major | Kiosk | Left (South) Elevation - Scale: 3/32" = 1'-0"



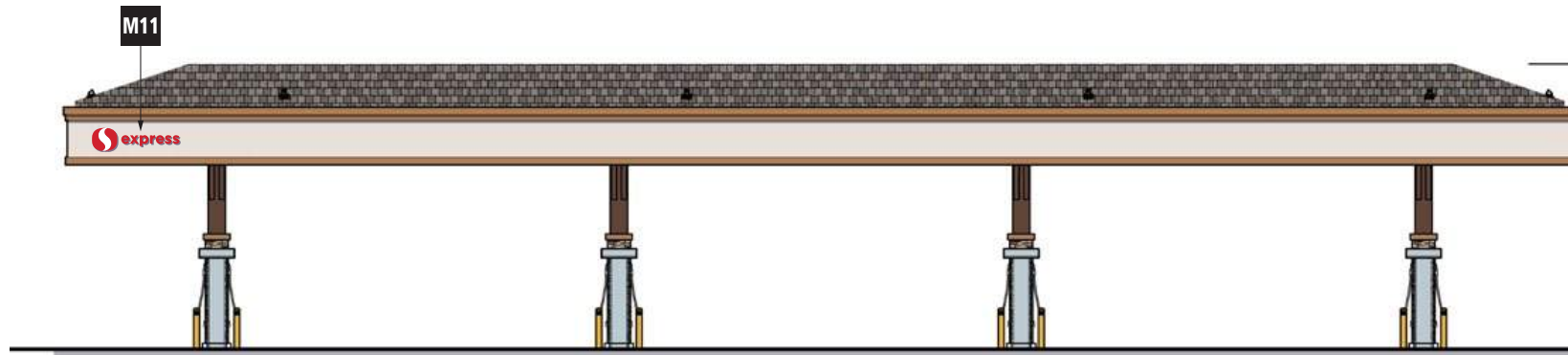
Major | Kiosk | Right (North) Elevation - Scale: 3/32" = 1'-0"



Major | Kiosk | Rear (West) Elevation - Scale: 3/32" = 1'-0"



Major | Fuel Canopy | Rear (West) Elevation - Scale: 1/16" = 1'-0"



Major | Fuel Canopy | Front (East) Elevation - Scale: 1/16" = 1'-0"



Major | Fuel Canopy | Right (North) Elevation - Scale: 1/16" = 1'-0"



Major | Fuel Canopy | Left (South) Elevation - Scale: 1/16" = 1'-0"

NOTE:
ALL SIGNAGE SHOWN IS FOR DEMONSTRATION PURPOSES.
FINAL SIZING AND LOCATIONS TO BE DETERMINED.

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5.31.22

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Sheet No.

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West Roseville Marketplace | Shops 1 Elevations & Sign Location Suggestions

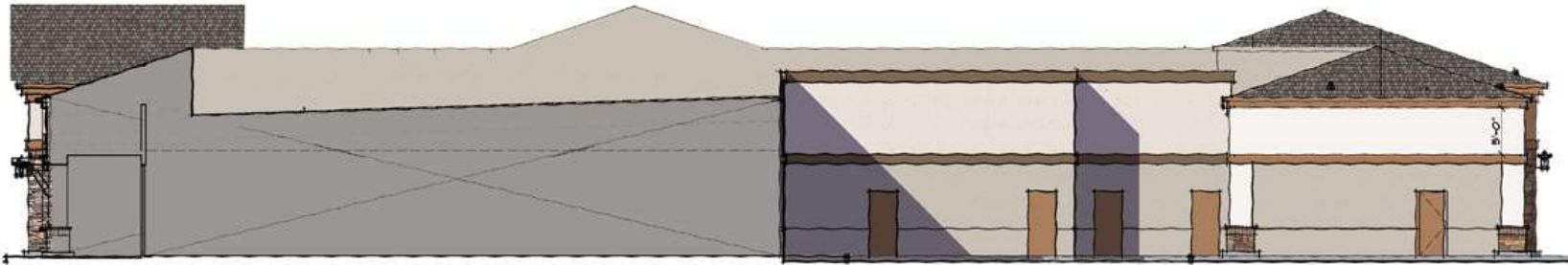
NOTE:
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FINAL SIZING AND LOCATIONS TO BE DETERMINED.



Shops 1 West Elevation - Scale: 1" = 20'-0"



Shops 1 North Elevation - Scale: 1" = 20'-0"



Shops 1 East Elevation - Scale: 1" = 20'-0"



Shops 1 South Elevation - Scale: 1" = 20'-0"

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Drawn By: **William Dickson**

Date: **3.23.22**

Revision: **5.4.22**

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West Roseville Marketplace | Pad B Elevations & Sign Location Suggestions

NOTE:
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FINAL SIZING AND LOCATIONS TO BE DETERMINED.



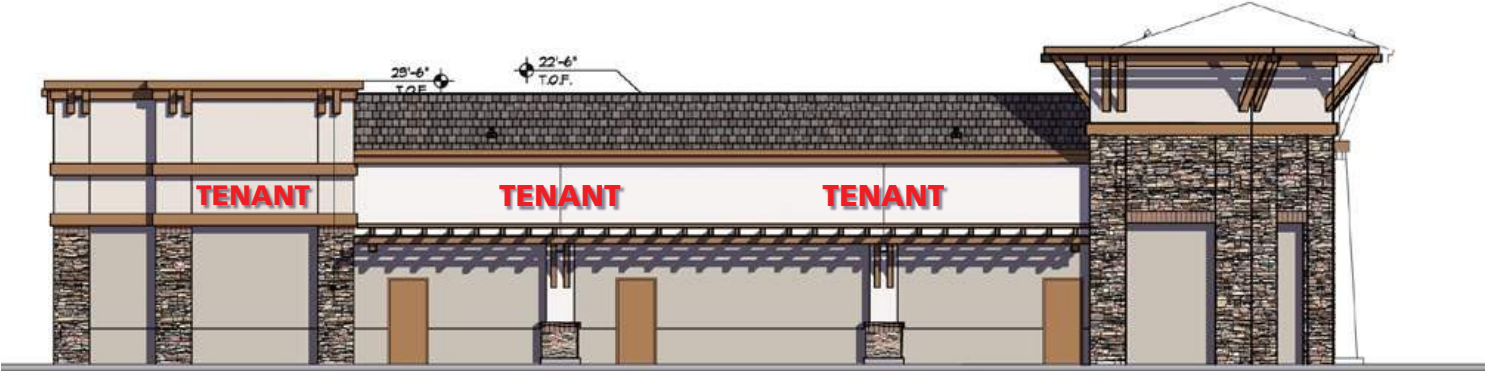
Pad B North Elevation - Scale: 1/16" = 1'-0"



Pad B East Elevation - Scale: 1/16" = 1'-0"



Pad B West Elevation - Scale: 1/16" = 1'-0"



Pad B South Elevation - Scale: 1/16" = 1'-0"



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Date: **3.23.22**
Revision: **5.4.22**

Customer Approval:

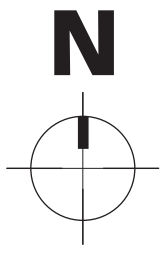
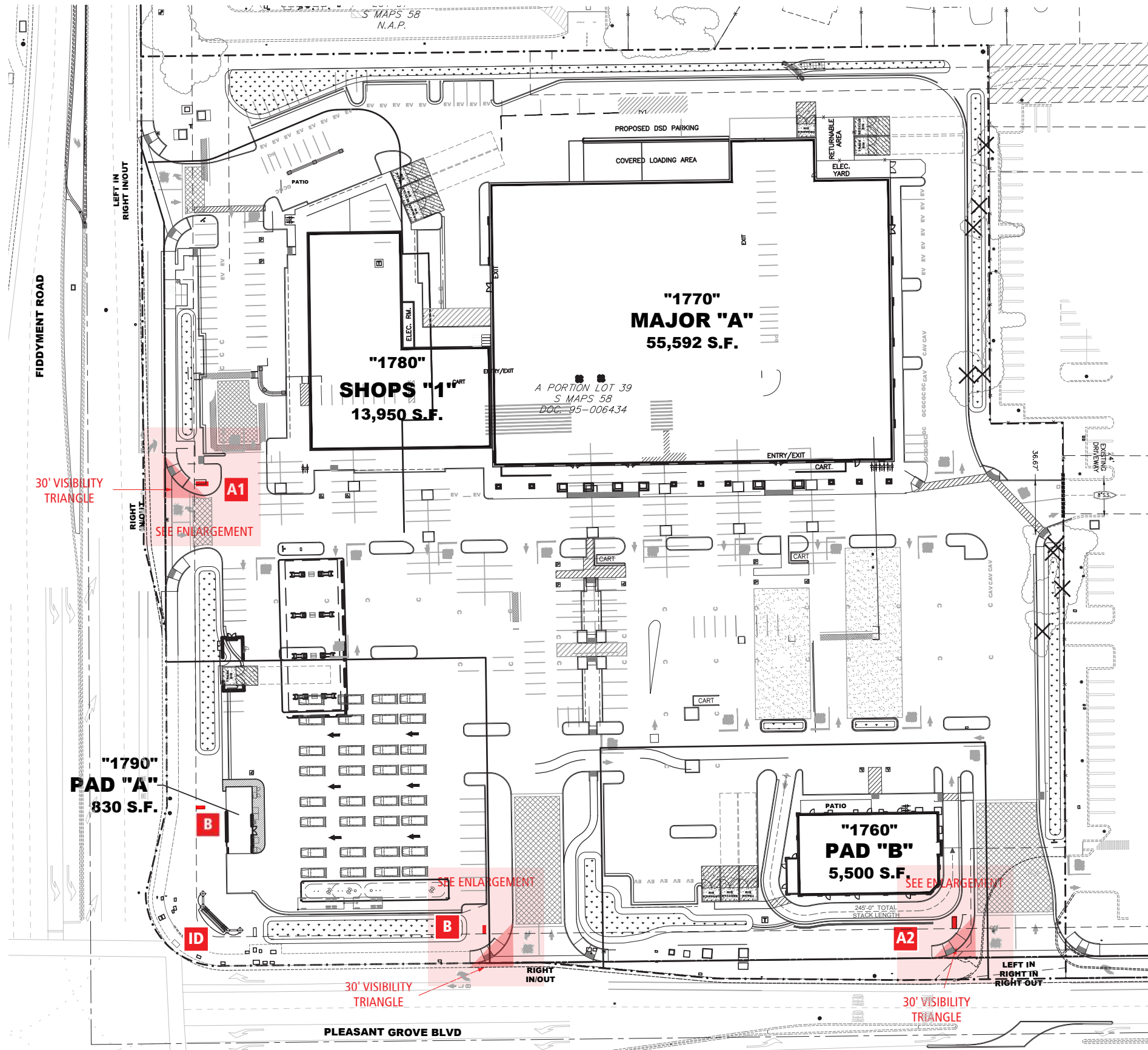
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West Roseville Marketplace | SITE PLAN & Freestanding Sign Locations



SITE PLAN - Scale: 1" = 80'-0"

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Date: **3.23.22**
Revision: **5.4.22**
6.8.22
7.11.22
7.28.22

Customer Approval:

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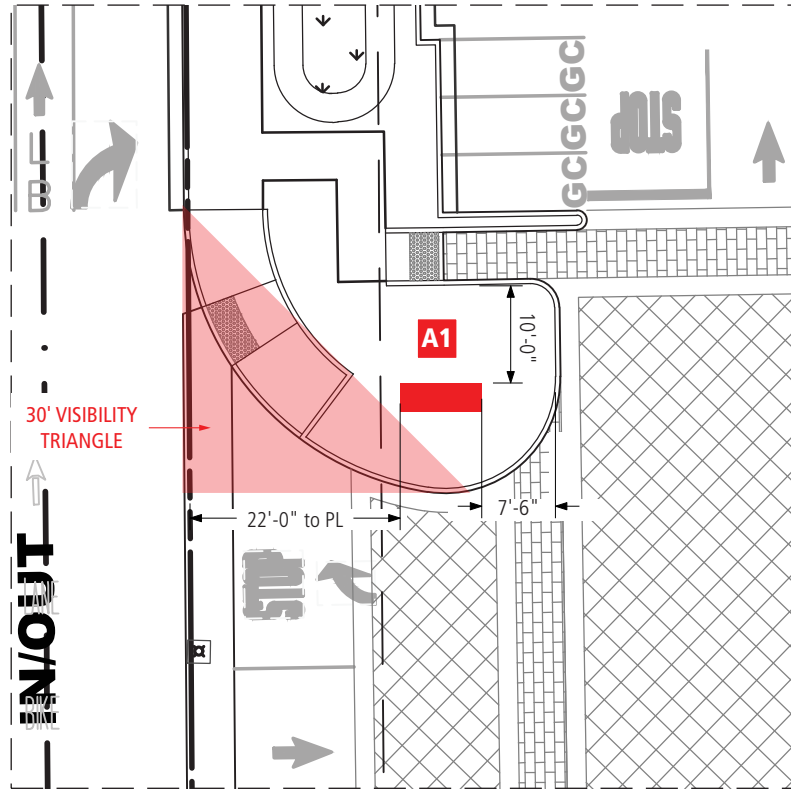
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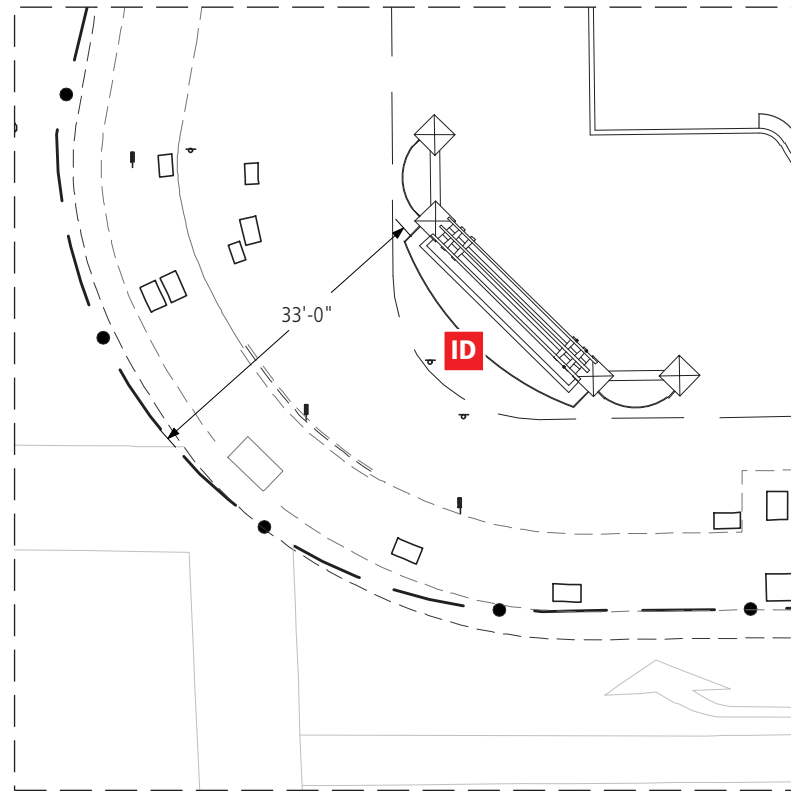
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Sheet No. **19**

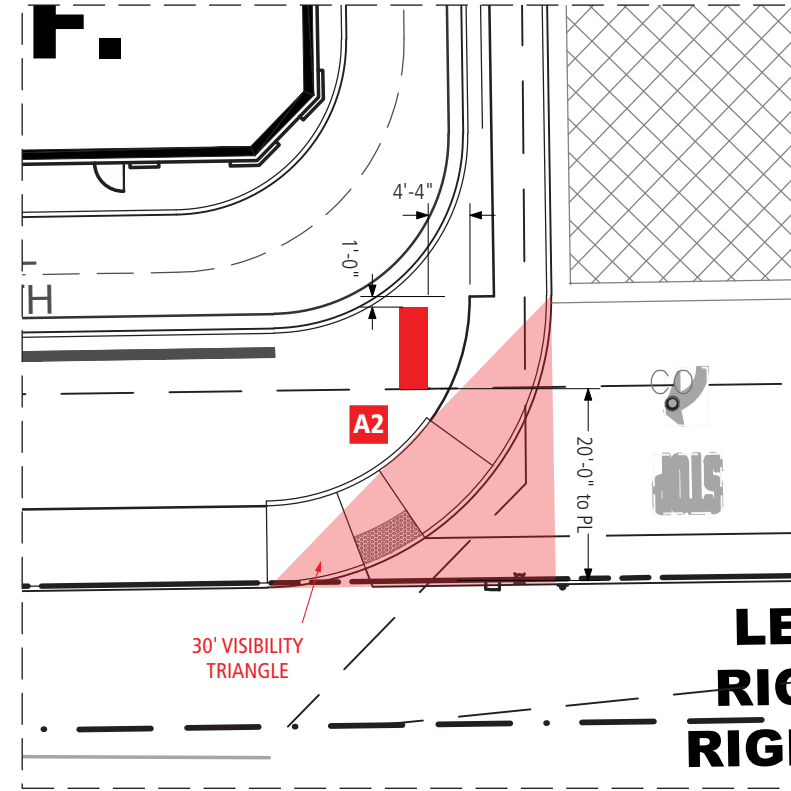
West Roseville Marketplace | SITE PLAN | Sign Location Enlargements



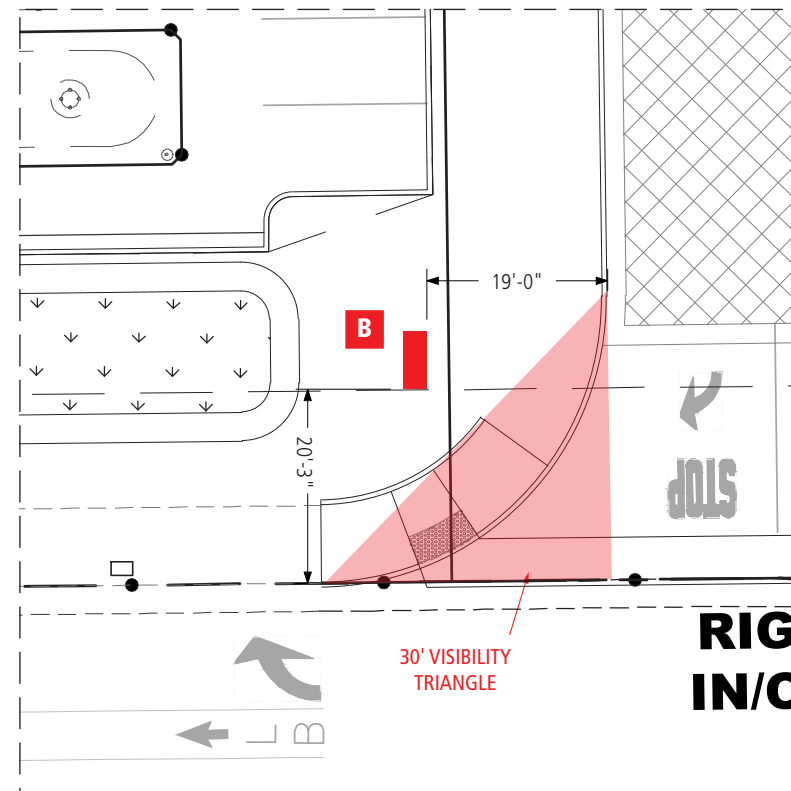
Enlarged Site Plan | Scale: 1" = 20'-0"



Enlarged Site Plan | Scale: 1" = 20'-0"



Enlarged Site Plan | Scale: 1" = 20'-0"



Enlarged Site Plan | Scale: 1" = 20'-0"

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