

Roseville Junction

MASTER SIGN PROGRAM



MORTON & PITALO, INC.

**PROJECT
DIRECTORY**

LANDLORD: APRR Management, LLC
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San Rafael, CA 94903
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**TABLE
OF CONTENTS**

TITLE	1
PROJECT DIRECTORY	2
SUBMITTALS & APPROVALS	3
CONSTRUCTION REQUIREMENTS	4
SIGNAGE SPECIFICATIONS	5 - 7
PROHIBITED SIGNS	8
LETTER TYPES	9

WALL SIGNS

HOSPITALITY TENANTS	10
SHOP/PAD TENANTS	11

BEER GARDEN	12-14
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BEER GARDEN TENANTS	15
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SITE PLAN	16
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MORTON & PITALO, INC.

A INTRODUCTION

The intent of this sign program is to provide the guidelines necessary to achieve a visually coordinated, balanced, and appealing sign environment, harmonious with the architecture of the project.

Conformance to this sign criteria shall be rigorously enforced, and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and if approved by the Landlord, will require approval of a sign exception application by the City of Roseville. The sign exception application may only be filed after approval by the Landlord.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center, at Landlord's sole discretion.

No sign shall be installed without written Landlord approval and the required City permits.

B LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to Landlord for written approval, three (3) copies of detailed shop drawings of the proposed sign(s) indicating conformance with this sign criteria.
2. **The Landlord shall determine and approve the availability and position of a Tenant name on any ground sign(s).**
3. **The Tenant shall pay for all sign fabrication, installation and permit fees** (Including final inspection costs).
4. **The Tenant shall obtain all necessary permits.** Signs installed without City permit or Landlord approval is subject to immediate removal at Tenant's expense. A penalty of 100% of the Landlord's cost to remove said sign shall be assessed to the Tenant in addition to the cost of the removal.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. It is the responsibility of the Tenant's sign company to verify all conduit transformer and power supply locations and service access prior to fabrication.
7. **Should a sign be removed or replaced, it is the Tenant's responsibility to patch all holes, to paint the surface to match the existing color, and restore the surface to original condition. If Tenant fails to complete any or all of this work, Landlord reserves the right to complete this work at Tenant's expense.**



C GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications and shall bear the U.L. Label.
3. The sign company is to be fully licensed with the City and State and shall carry full Workman's Compensation and general liability insurance.
4. All penetrations of building exterior surfaces are to be sealed watertight and shall match the existing exterior finish and color.
5. Internal illumination to be specified as to type and installed and labeled in accordance with UL specifications.
6. Painted surfaces to be smooth and free of visible flaws and imperfections.
7. Sign height shall be as specified and shall be determined by measuring the total height of the sign and multiplying by the total width of the sign, including any ascending or descending elements.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. The Landlord reserves the right to reject any fabrication work deemed to be below standard.
9. All lighting must meet title 24 specifications. No exposed conduits will be allowed.
10. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
13. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes of any type are not permitted.
17. Any sign requiring penetration of any part of the roof, requires that tenant submit drawings showing such penetrations and the use of Landlords roofing contractor to make the penetrations and patching.

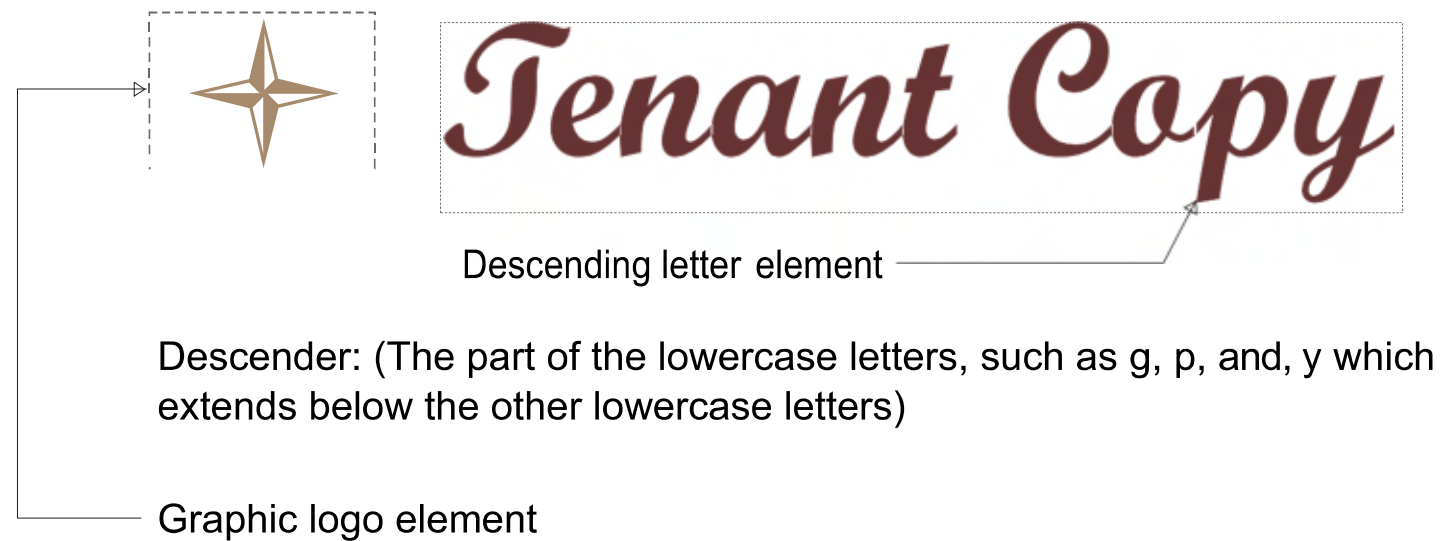


D TENANT WALL SIGN SPECIFICATIONS:

The intent of this criteria is to encourage creativity and to ensure the individuality of each tenant sign. Tenants are encouraged to use creativity in color, type style, and lighting within the confines of these criteria.

In order to allow creativity and artistic designs, ascending and descending shapes may be allowed to extend up to 25% below the height limits provided that the overall allocated square footage is not exceeded subject to approval from the Landlord and City of Roseville.

Change copy to:" These areas will not be calculated individually. The City requires a single rectangle to encompass the entire sign area. See exhibit below.



The following describes the size, placement, and language specifications for Hospitality, Shop, and Pad tenants.

Hospitality Tenants are those tenants with 8,000 to 65,000 square feet or more of leased building area.

Shop tenants are those tenants with less than 8,000 square feet of leased building area.

Pad tenants are those tenants with less than 8,000 square feet of leased building area within a freestanding single occupancy building.

All signs shall be in the English language with English letter characters.

Maximum height of signage is limited to 6'-6".



D TENANT WALL SIGN SPECIFICATIONS, cont.:**HOSPITALITY TENANT SIGN ALLOWANCES:**

- Building signs are allowed at 20 percent of the area of the front building facade. Not to exceed 200 square feet combined for all signs. Maximum height of sign is limited to be 6'-6" or less.
- Secondary frontage signs are allowed subject to the 200 square feet overall maximum. Up to a maximum of 3 sides of the building.
- Hospitality tenants less than 40,000 square feet are permitted three signs total
- Signs are to be centered vertically and horizontally in tenants lease frontage. Or centered vertically and horizontally over tenant's customer entrance or appropriate architectural feature.
- Maximum sign width is to be 70 percent of the lease or building facade on which the sign is attached, whichever is more restrictive.
- Blade signs are allowed. Not to exceed 15 square feet.

SHOP AND PAD TENANT SIGN ALLOWANCES:

- Building signs are allowed at 20 percent of the area of the front building facade. Not to exceed 200 square feet combined for all signs.
- Secondary frontage signs are allowed subject to the 200 square feet overall maximum. Signs are allowed on front and rear for in line tenants.
- Maximum letter or logo height is to be 36 inches.

SHOP AND PAD TENANT SIGN ALLOWANCES, cont.:

- Signs are to be centered vertically and horizontally in tenants lease frontage. Or centered vertically and horizontally over tenant's customer entrance or appropriate architectural feature.
- Pad tenants are allowed a maximum of 3 signs provided each is on a frontage facing an entrance, a public street, or public parking lot.
- In line shop tenants are allowed 1 sign on the front and 1 sign on the rear elevations. And, corner tenants are allowed a third sign on the end frontage, subject to the area limit noted previously.
- Maximum sign width is to be 70 percent of the lease or building facade on which the sign is attached, whichever is more restrictive.
- Beer Garden may have an entry sign at each entrance, 2 total not to exceed 4' in height. The tenant signs shall not be more than total 200 sf and not to exceed 2' in height.

WINDOW AND DOOR SIGNAGE, ALL TENANTS:

- All window graphics and signs require written approval of the Landlord. They shall not exceed 10 percent of the window area without a special request and express written approval of an exception from the Landlord.
- Rear service or delivery door shall have placed on them the tenants name and suite number in 4" high white or black vinyl graphics.

D TENANT WALL SIGN SPECIFICATIONS, cont.:**WINDOW AND DOOR SIGNAGE, ALL TENANTS, cont.:**

-Front entrance doors may have placed on them the tenant name, suite number, hours of operation, and phone number. Name and suite number not to exceed 4" in height, all other copy not to exceed 1 ½" in height.



E PROHIBITED SIGNS:**1. Signs constituting a Traffic Hazard:**

No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.

2. Signs in Proximity to Utility Lines:

Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

3. Signs painted directly on a building surface will not be permitted.

4. Building wall signs may not project above the top of a parapet, the roof line at the wall or roof line.

5. Flashing, moving or audible signs are not allowed.

6. Signs projecting below the tenant's lease facade without express written permission of the Landlord.

7. Vehicle Signs:

Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are use for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited.

8. Light Bulb Strings:

External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception may be granted by the Landlord and the City of Roseville when the display is an integral part of the design character of the activity to which it relates.

Banners, Pennants & Balloons Used for Advertising Purposes:

Temporary flags, banners, or pennants for special promotional purposes may be permitted subject to Municipal Code requirements, Landlord's, and City approval.

9. Billboard Signs are not permitted.

Permanent "sale" signs are prohibited. Temporary "sale" signs require written approval of the Landlord, are limited to a thirty-day period and, are restricted to signs affixed to the interior of windows.

12. No standard plex faced cabinet construction allowed. Cabinet signs are not permitted except as minor adjuncts to the primary signs (i.e. tag lines and logos)

13. "A" frame signs, portable signs, and sandwich board signs.

F ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall be considered abandoned and may be removed by Landlord at Tenant's expense.

G INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

H MAINTENANCE:

It is the Tenant's responsibility to maintain their signs in proper working and clean conditions at all times. Signs shall be regularly cleaned and maintained. The **Landlord reserves the right to hire his/her own contractor, make the necessary corrections** and bill Tenant should it be deemed necessary, in Landlord's reasonable discretion. Broken signs shall be repaired or replaced within 10 days of notice of Landlord.



Sign Type: A

Illuminated translucent face channel letter:

Use standard aluminum construction with sidewalls to be Matthew's (or equivalent) satin acrylic polyurethane finish. Faces to be translucent acrylic or Lexan with trim cap. Illuminate with neon, LED, or fluorescent lighting.



Sign Type: A

Sign Type: B

Illuminated reverse pan channel, halo illuminated, letter:

Use standard aluminum construction with Matthew's (or equivalent) satin acrylic polyurethane finish. Illuminate with neon, LED, or fluorescent lighting.



Sign Type: B

Sign Type: C

Illuminated face and halo illuminated channel letter:

Use standard aluminum construction with Matthew's (or equivalent) satin acrylic polyurethane finish. Faces use acrylic or Lexan with trim cap. Illuminate with neon, LED, or fluorescent lighting.



Sign Type: C

Sign Type: D

Illuminated open pan channel letter:

Use standard aluminum construction with Matthew's (or equivalent) satin acrylic polyurethane finish. Illuminate with neon or LED.

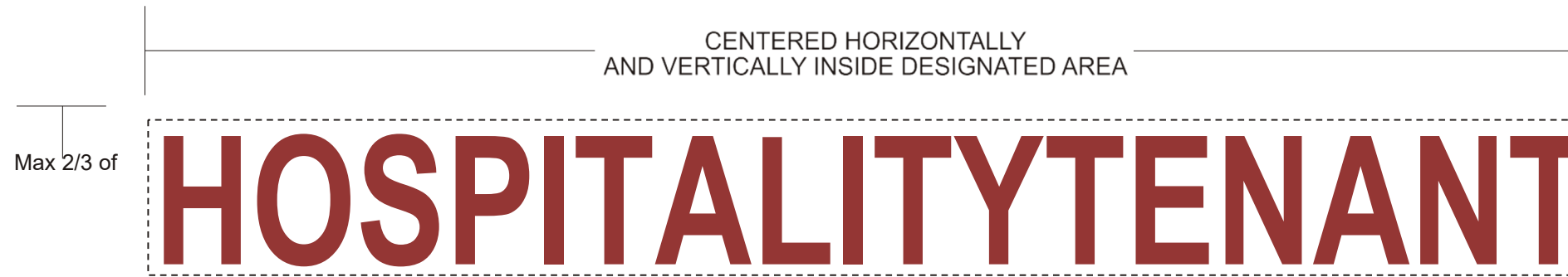


Sign Type: D



HOSPITALITY TENANT SIGNAGE

** Sign Max is based on exterior tenant façade area.



Wall section height

Copy may be stacked as shown in this example. Sizes restricted as noted in the Hospitality Tenant Sign Allowances section of this document.



SHOP/PAD TENANT SIGNAGE

CENTERED HORIZONTALLY
AND VERTICALLY INSIDE DESIGNATED AREA

36" MAX HT

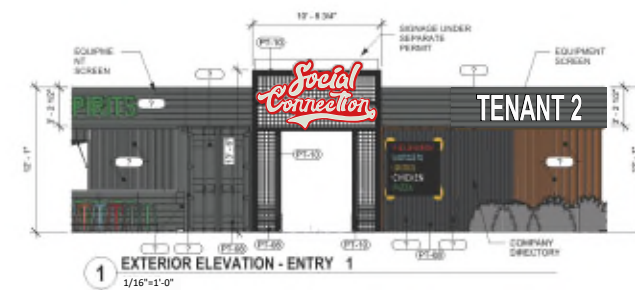
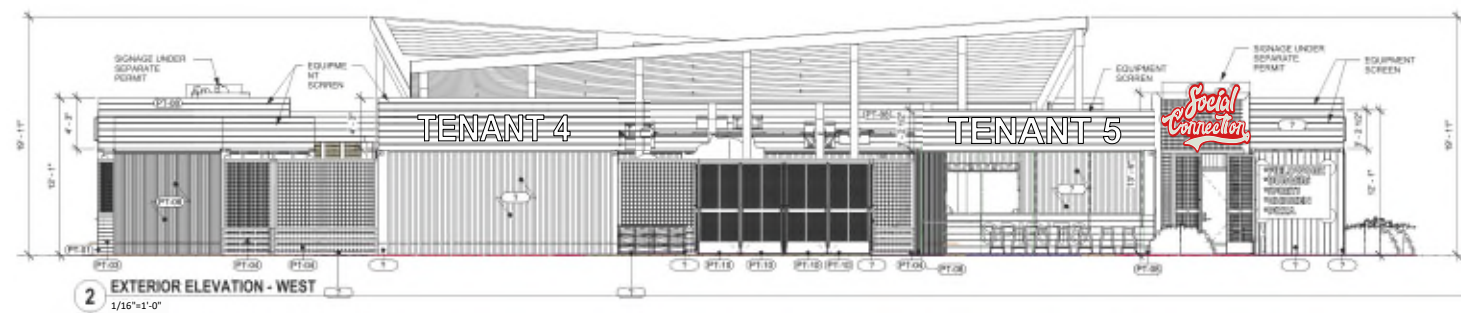
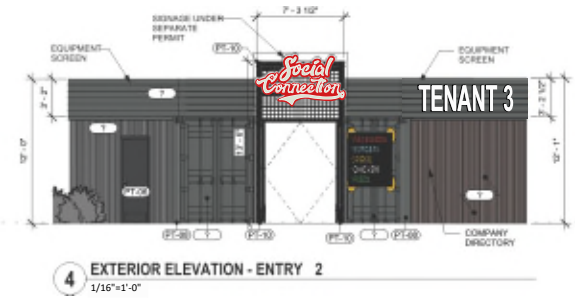
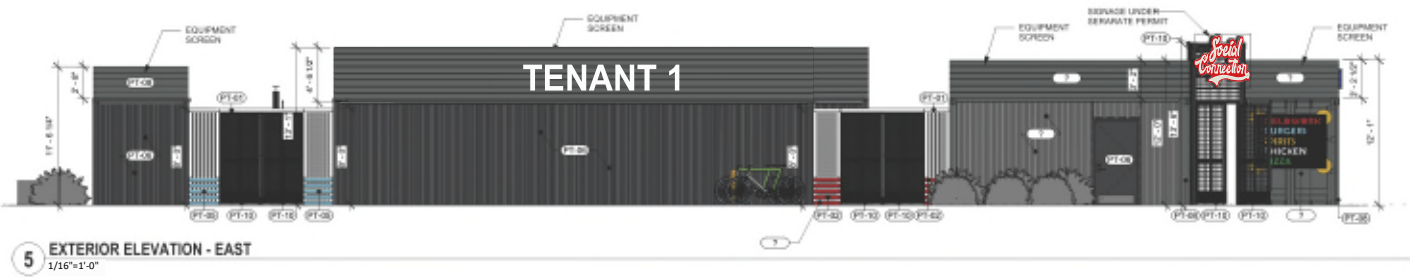
SHOP/PAD TENANTS

Copy may be stacked as shown
in this example. Sizes restricted as
noted in the Shop/Pad Tenant Sign Allowances
section of this document.

SHOP/PAD
TENANTS

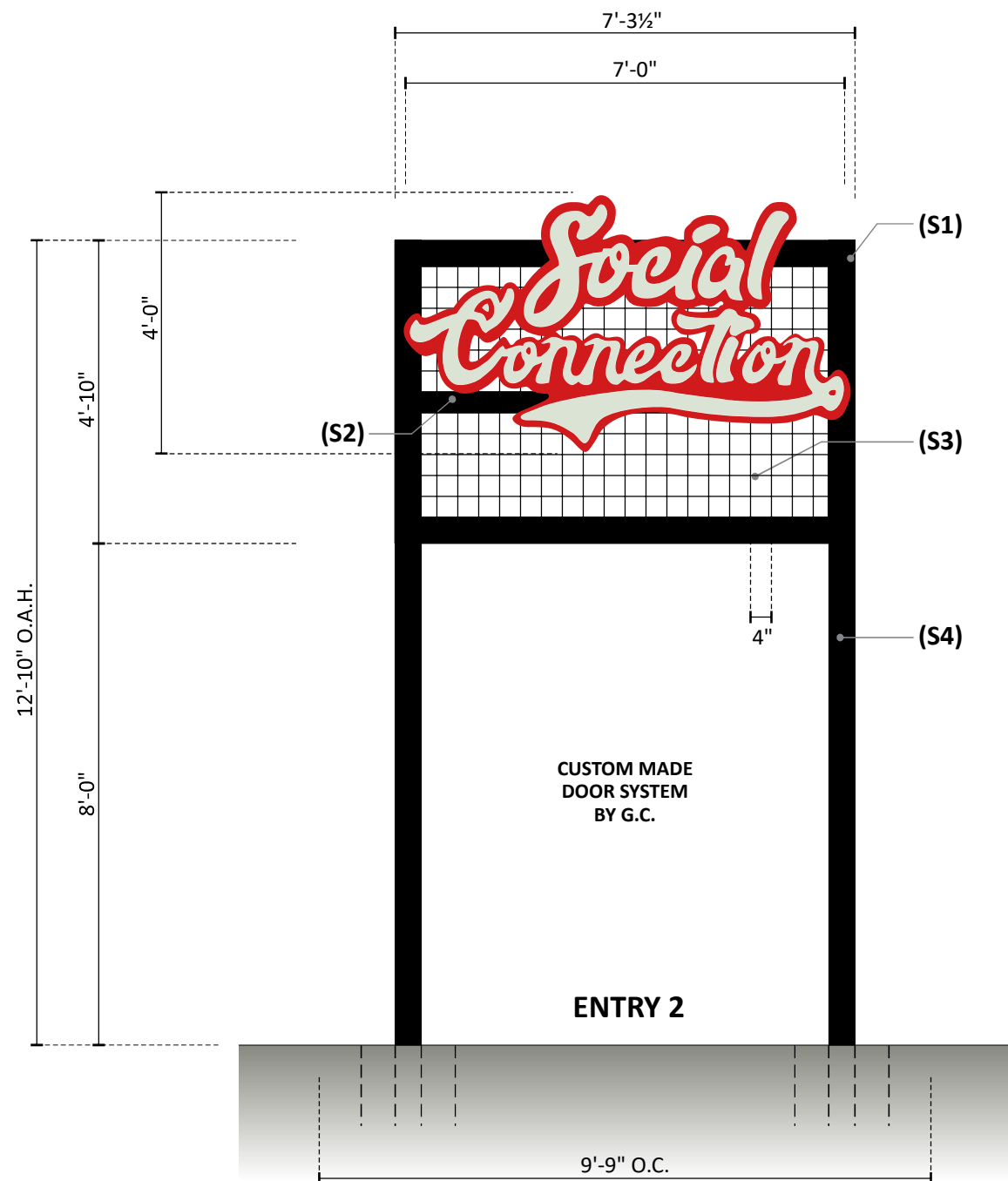


BEER GARDEN ELEVATIONS



BEER GARDEN SIGNAGE

NOTE: THE BEER GARDEN IS ALLOWED
(2) LARGE ENTRY SIGNS (SOCIAL CONNECTION)



ROPT CHANNEL ENTRY DISPLAY

SCALE: 3/8" = 1' - 0"

(1) SET REQUIRED

28.0 SQ. FT. (SIGN CABINET ONLY)
DOES NOT INCLUDE PERIMETER
FRAME AND MESH

4" DEEP ALUM. FABRICATED CHANNEL BACKGROUND SIGNAGE WITH PAINTED RED FINISH (EXACT COLOR T.B.D.); BACK TO BE PAINTED - WILL BE VISIBLE FROM BACK.

3/4" THK. CLEAR ACRYLIC WITH 1ST. SURFACE APPLIED 3M #3630-10 WHITE VINYL & 2ND. SURFACE APPLIED WHITE DIFFUSER FILM.

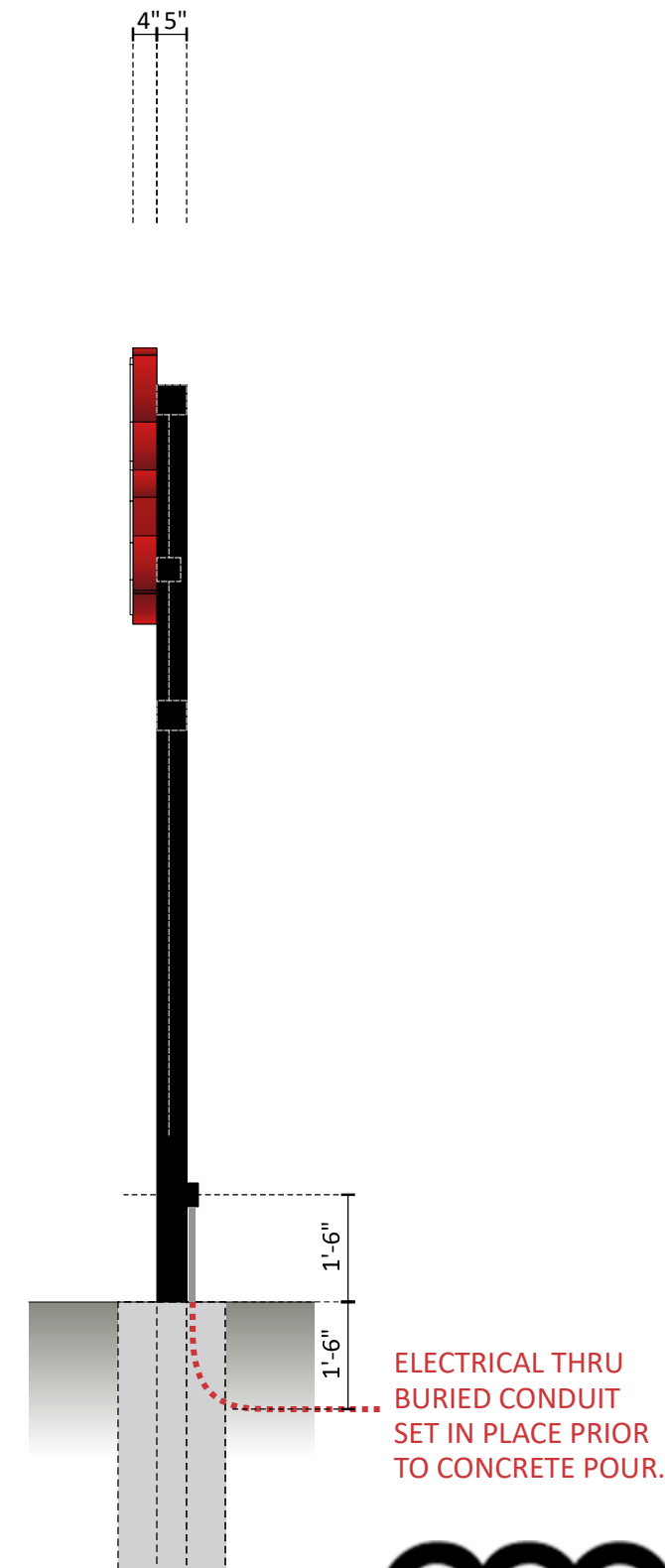
7100K WHITE LED INTERNAL ILLUMINATION - SELF CONTAINED POWER SUPPLIES.

WEEP HOLES WITH LIGHT SHIELDS REQUIRED.

(S1) 5" SQ. STEEL TUBE PERIMETER FRAME - PAINTED BLACK;
(S2) 4" SQ. STEEL TUBE HORIZ. CROSS MEMBER;
(S3) 4" X 4" COLD ROLLED STEEL MESH GRID WELDED TO INSIDE OF TOP TUBE FRAME & SIDELIGHTS; FLUSH TO EDGE - PAINTED BLACK.

(S4) (2) TWO 5" SQ. STEEL TUBE SUPPORTS - PAINTED BLACK

(2) TWO 18" DIA. X 45" DEEP CONCRETE PIER FOUNDATIONS REQUIRED.



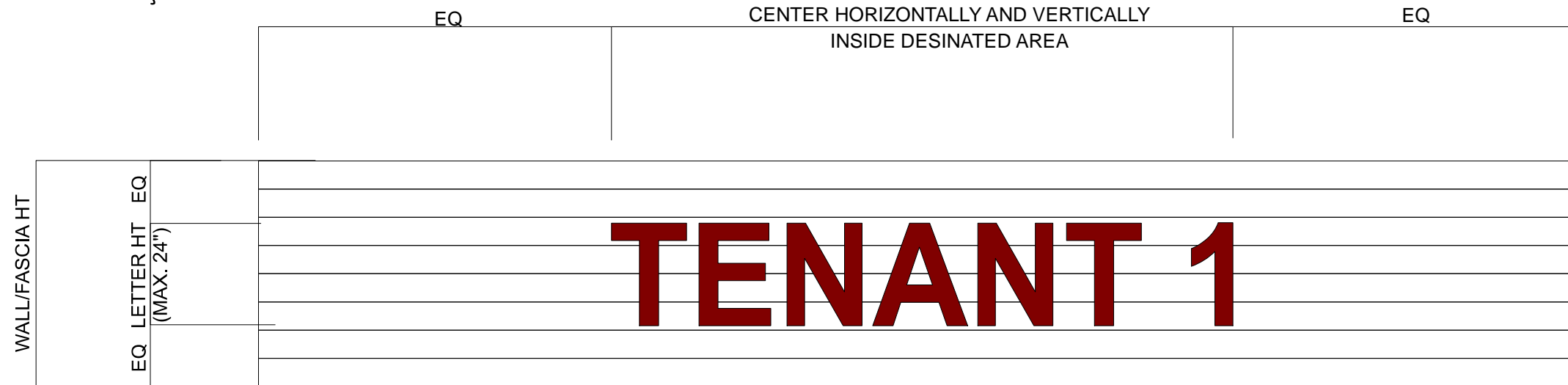
ELECTRICAL THRU BURIED CONDUIT SET IN PLACE PRIOR TO CONCRETE POUR.



MORTON & PITALO, INC.

BEER GARDEN TENANTS

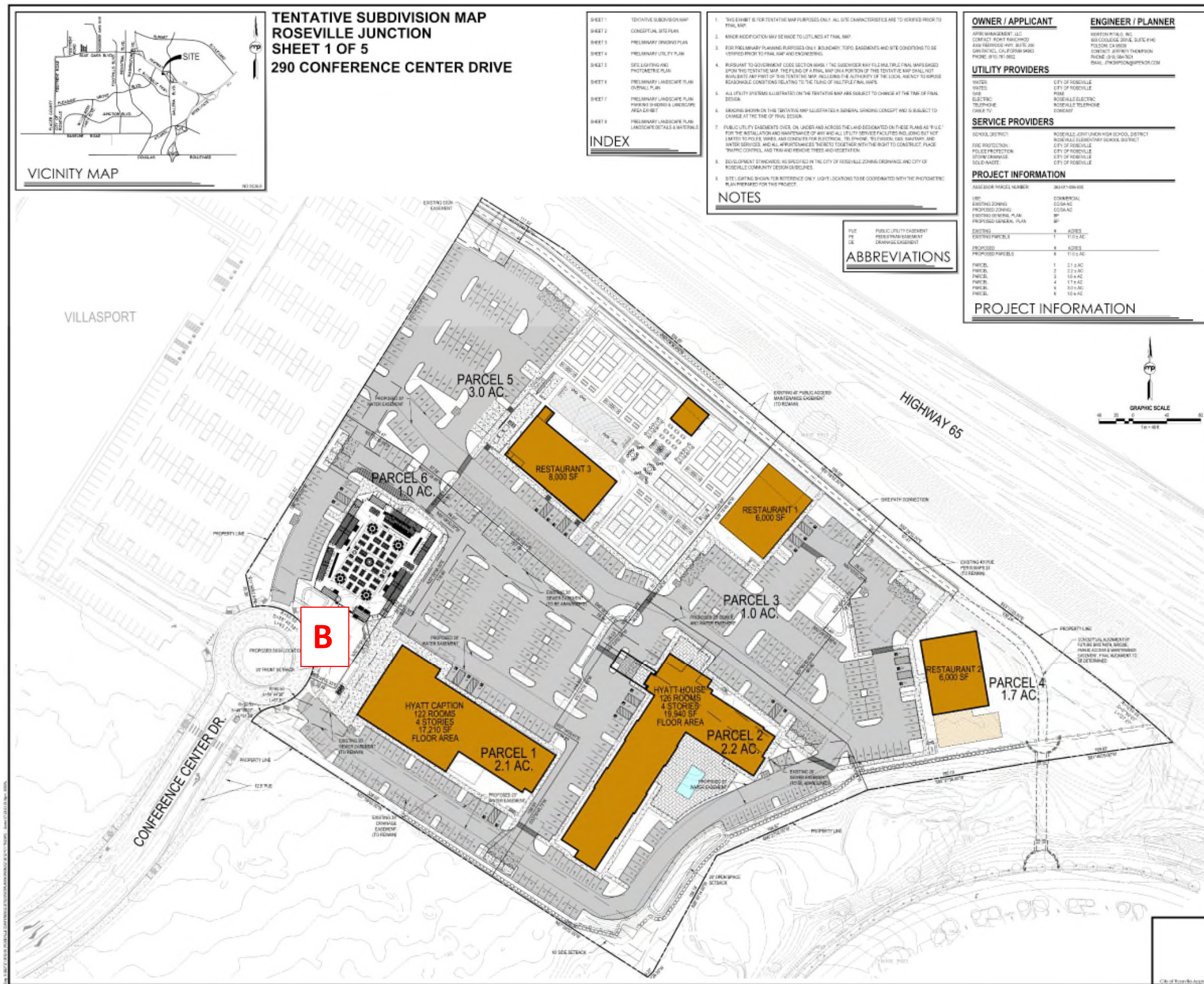
** Sign Max is based on exterior tenant façade area.



SCALE: 3/8" = 1' - 0"



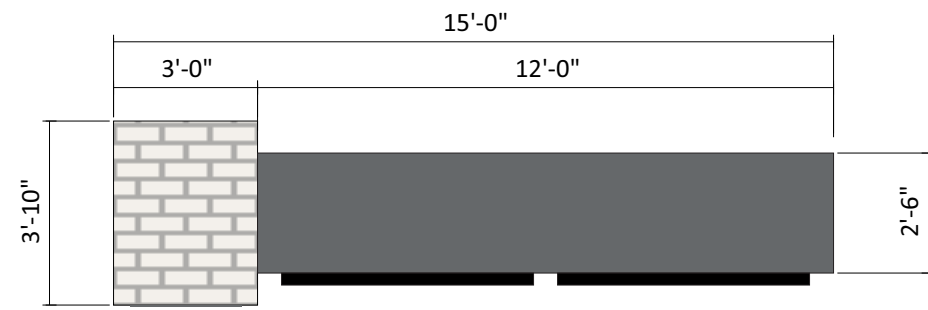
SITE PLAN



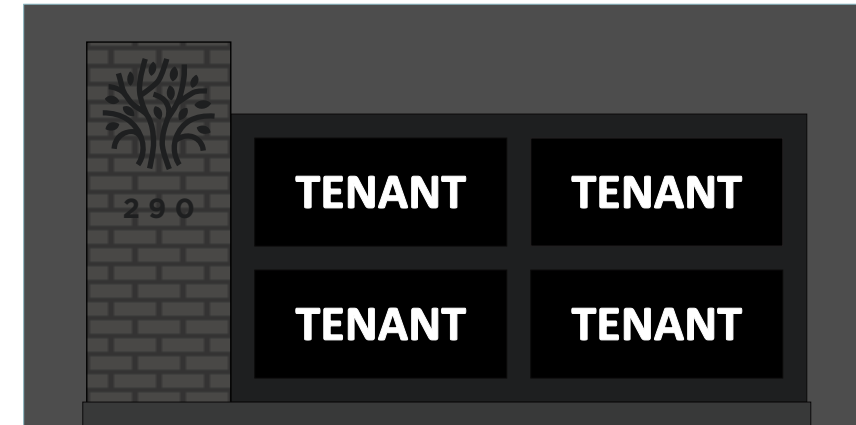
OWNER / APPLICANT		ENGINEER / PLANNER	
WEST MANAGEMENT, LLC CONTACT: ROBERT RANNEY 4800 REDWOOD AVE, SUITE 200 SAN DIEGO, CALIFORNIA 92121 PHONE: 619-451-8822		MORTON & PITALO, INC. 888 COLLEGE DRIVE, SUITE 1100 FOLSOM, CA 95630 CONTACT: JEFFREY THOMPSON PHONE: 916-924-1021 EMAIL: JTHOMPSON@MORTON.COM	
UTILITY PROVIDERS		SERVICE PROVIDERS	
WATER: CITY OF ROSEVILLE WASTES: CITY OF ROSEVILLE GAS: ROSEVILLE ELECTRIC ELECTRIC: ROSEVILLE ELECTRIC TELEPHONE: ROSEVILLE TELEPHONE CABLE TV: COMCAST		SCHOOL DISTRICT: ROSEVILLE CITY UNION HIGH SCHOOL DISTRICT ROSEVILLE ELEMENTARY SCHOOL DISTRICT CITY OF ROSEVILLE FIRE PROTECTION: CITY OF ROSEVILLE POLICE PROTECTION: CITY OF ROSEVILLE STORM WASTEWATER: CITY OF ROSEVILLE SOLID WASTE: CITY OF ROSEVILLE	
PROJECT INFORMATION		PROJECT INFORMATION	
ASSessor PARCEL NUMBER: 06407-004-008 USE: COMMERCIAL ZONING: CC30A MC PROPOSED ZONING: CC30A MC EXISTING GENERAL PLAN: SP PROPOSED GENERAL PLAN: SP		EXISTING PARCELS: 6 ACRES PROPOSED PARCELS: 6 ACRES PARCEL 1: 2.1 AC PARCEL 2: 2.2 AC PARCEL 3: 1.0 AC PARCEL 4: 1.7 AC PARCEL 5: 3.0 AC PARCEL 6: 1.0 AC	

Key:
B= Monument signs

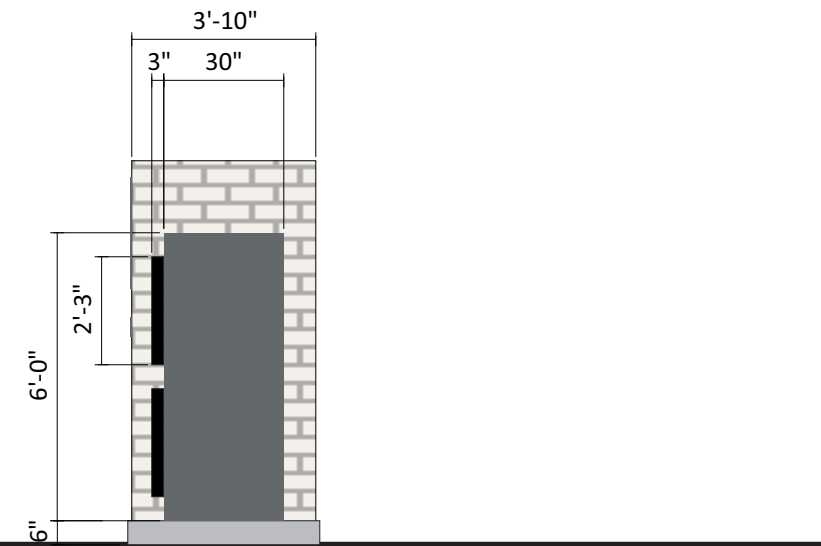
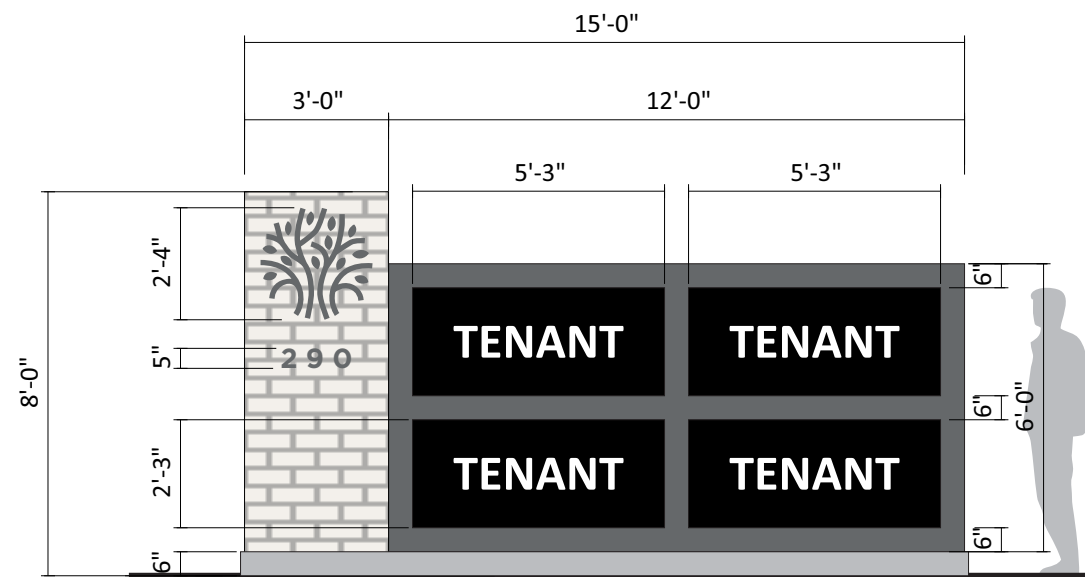




TOP VIEW



NIGHT VIEW



SIDE ELEVATION



FOUNDATION TO BE VERIFIED:

- (1) 8" X .375" WALL THICKNESS STEEL SUPPORT REQUIRED.
- (1) 24" DIA. X 36" DEEP CONCRETE PIER FOUNDATION REQUIRED.

B

8' S/F MONUMENT

SCALE: 1/4" = 1'-0"

ONE (1) REQUIRED - MANUFACTURE AND INSTALL

120.0 SQFT

PRELIMINARY DESIGN:
COLORS / MATERIALS TBD

NEW MONUMENT:
INTERNALLY ILLUMINATED ALUM. CONSTRUCTION (PTM "CHARCOAL SLATE")
W/ MASONRY COLUMN.

TREE LOGO W/ "290" ADDRESS NUMERALS 1/2" THK ALUM. FCOs PTD CHARCOAL SLATE

TENANT PANELS - ROUTE OUT SHOW THROUGH COPY ILLUM. PANELS

Design #	
0634793AR2	
Sheet	3 of 3
Client	
APRR Management	
Address	
290 Conference Center Dr. Roseville, CA 95678	
Acct. Rep.	KATHERINE MOLTZ
Coordinator	AMBER ZAVALA
Designer	JOEL GONZALES
Date	1/13/2023
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	
Revision/Date	
(1/23/23)JGZ: Red Tag	
R1(2/21/23)JGZ: Revise with new designs	
(2/24/23)JGZ: New option added	
R2(3/15/23)JGZ: New designs	



chandler signs.com

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Georgia	111 Woodstone Place Dawsonville, GA 30534 (678) 725-8852 Fax (210) 349-8724
South Texas	PO BOX 125 206 Doral Drive Portland, TX 78374 (863) 563-5399 Fax (361) 643-6533

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FINAL ELECTRICAL CONNECTION BY CUSTOMER

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING & BONDING OF THE SIGN. SIGN WILL BEAR UL LABEL(S).

