

# CREEKSIDE TOWN CENTER

Roseville, California

1180-1256 Galleria Bl

SIGNAGE GUIDELINES  
July 1999

APPROVED BY  
DESIGN COMMITTEE  
CITY OF ROSEVILLE

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Prepared by  
A JOINT VENTURE OF  
DONAHUE SCHRIBER REALTY GROUP LP &  
EVERGREEN-CREEKSIDE LLC

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## **PREFACE**

This document establishes guidelines and criteria for the design, implementation, and regulation of project and tenant signage as well as site signage and thematic graphics at Creekside Town Center, Roseville, California.

### **Design Philosophy of the Creekside Town Center Sign Program**

The Creekside Town Center Sign Program has been developed to compliment the design intent of the architecture, and provide a smaller scale of design detail and color that adds character to the project as well as identifies the project and tenants.

The design was inspired by two historic references; the natural history of the surrounding area, and California Ranch and Craftsman Style architecture from the early part of the century.

The Sacramento Basin is a watershed for the great Sierra range. The cattail is a common native California plant in watershed areas. The local Miwok, Konkow, and Paiute Native Americans used rushes from the cattail for basket making, and the down for absorptive and cushioning material.

California decorative arts and architecture from the early 1900s often employed stylized plants as a motif, especially in stained glass windows. The style and the color palette of the Creekside logo are reminiscent of the saturated colors of these stained glass windows. The use of stone and stucco refers to the early ranches and the articulated metalwork of the sign structures tips it's hat to California Craftsman architecture.

The Owner/Developer may implement any or all of the sign types outlined herein in accordance with these criteria and subject to the approval of the City of Roseville.

## **PROJECT DIRECTORY**

### **Developer**

Donahue Schriber Realty Group LP  
3501 Jamboree, suite 300  
Newport Beach, CA 92660  
(949) 854-2100  
Jan Petersen

### **City of Roseville Planning Department**

City of Roseville  
316 Vernon Street #104  
Roseville, CA 95678  
(916) 774-5276

### **Architect**

MGA  
19712 MacArthur Blvd.  
Suite 100  
Irvine, CA 92612  
Louie Aguilar

## PURPOSE AND INTENT

The signage and graphics described in this section have been designed to enhance the image of Creekside Town Center as a regional shopping center. The design of all graphics has been carefully considered in relation to the site architecture and landscaping, as well as to the specific context of the location of the project.

On a functional level, signage is provided for the identification of the center and its anchor tenants along freeway and street frontages, as well as to meet the directional and identification needs of shoppers once they have entered the site.

On a humanistic level, details have been included in the sign package which are strictly decorative and meant to engage the pedestrians in an entertaining way. These elements are described in the sections titled "Directories", "Ornamental Banners", "Thematic Towers" and "Architectural Neon".

## OBJECTIVES

The objectives of the Signage Program are:

- To generate creative and tasteful signage that enhances the center's image and that compliments architectural and landscape elements.
- To provide signage that is functional and that effectively serves the identification needs of the shopping center and its tenants.
- To facilitate the review and approval process for signage by providing guidelines and criteria that constitute standards of acceptability for signs at the center.
- To generate signage that is compatible with the adjacent project.

This Signage guidelines book establishes requirements for the design of all signage at Creekside Town Center. Unique and high quality signage is an integral part of the design, image and success of any shopping center. The intent of this Signage Guidelines book is to insure that signage in the shopping center is designed and executed in a manner which will achieve these objectives while providing superior identification of tenants and tenants' businesses.

All tenant signage shall be subject to Developer/Landlord's prior written approval as provided in this Signage Guidelines book.

## GENERAL PROVISIONS

1. All sign types will require written approval of the Developer/Landlord and the City of Roseville. Sign permits from the City are required prior to installation. Prior to manufacture of any sign in the center, the Tenant shall submit to Developer/Landlord for approval, three (3) copies of detailed shop drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and method of attachment.
2. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Developer/Landlord.
3. Each Tenant shall pay all costs for its' signs including manufacture, installation, maintenance, and City permits.
4. Each Tenant shall be fully responsible for and repair any damage to any surface caused by the signage or its installation.
5. Developer/Landlord reserves the right to periodically hire an independent electrical engineer, at Tenant's sole expense, to inspect the installation of all Tenant's signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within fifteen (15) days of notice, may be corrected by the Developer/Landlord at Tenant's expense.
6. Tenant's sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or done by any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence. Evidence of this insurance must be provided to Developer/Landlord prior to installation naming Creekside Center LLC, Donahue Schriber Realty Group LP and Evergreen Creekside LLC as additional insured.
7. Upon vacancy, Tenant shall remove sign and restore fascia to original condition at Tenant's sole cost and expense within fifteen (15) days of expiration of term or earlier termination of Tenant's lease.
8. Tenant signs that incorporate logos, business identities and /or images denoting the type of business, shall be encouraged. Logo design and color to be approved by Developer/Landlord.

9. Wall signs shall be affixed without visible means of attachment, unless attachments make intentional statement.

10. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles will not be accepted. The Developer/Landlord reserves the right to reject any fabrication work deemed to be below standard.

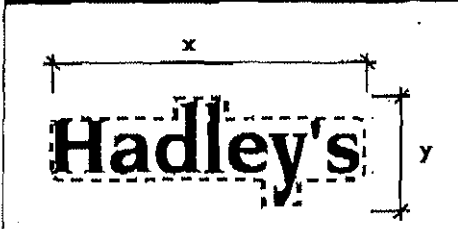
11. Raceways may only be used if concealed from view.



## SIGN AREA MEASUREMENT

The following exhibits illustrate the methods of determining maximum square footages for copy area allowances. Logo and letter heights will be determined by measuring the normal capital letter of a font or the area of each individual letter may be calculated. Copy area is calculated by multiplying height (y) times width (x) of single elements. Multiple areas are added together for a total aggregate copy area.

**1 LINE OF TEXT**



**PRIMARY SIGN W/SUBTEXT**



**2 LINES OF TEXT**



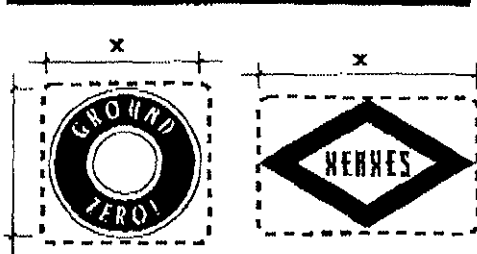
**TEXT WITH VARIED SHAPES**



**TEXT AND LOGO**



**LOGO - VARIED SHAPES**



**CURVING TEXT**



**LOGO - ANGLED**



## SIGNAGE DESIGN CRITERIA

The following are general graphic guidelines to be used in the development of all signage and graphics elements:

- Signs shall be designed in a manner that is not only imaginative but also of high graphic quality. In addition, signs should be compatible with and complementary to adjacent facades.
- Logo and letter heights, where specified, shall be determined by measuring the normal capita letter of type font.
- Notwithstanding the maximum square footages specified for copy area allowances, signs and topography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Signs shall be centered horizontally and vertically over each Tenant space unless otherwise directed by Developer/Landlord and approved by the City of Roseville. Signs shall not exceed 2/3 of the height of the fascia.
- Signage and environmental graphics should be conceived as an integral part of the design, and not applied as an afterthought.
- Primary storefront identification shall be limited to Tenant's trade name, as approved in the lease, or as otherwise approved in writing.
- Nationally recognized Tenant may use a crest, shield, logo, or other established corporate insignias, but are encouraged to incorporate them in a three dimensional manner.
- All signs should fit comfortably into their storefront architecture, leaving sufficient margins and negative space on all sides. Thickness, height, and colors of sign lettering and graphics should be visually balance and in proportion to other signs on the building.
- All illuminated signs must be controlled by Tenant's time clock or connected to Developer/Landlord's house panel and illuminated during general operating hours, as defined by the Developer/Landlord.
- All submitted building elevations shall show proposed signage in each phase of presentation.
- Tenants will be allowed to place signage and graphics anywhere within the Signage Area as defined in this document.
- All signs shall be presented to the Developer/Landlord for approval prior to commencement of fabrication.
- All signage should be placed out of reach.
- Signage and graphics applied directly to the storefront glass should have matching letters and features on both sides of the glass to create a finish look when viewed from either side.

- All signage lighting should be baffled or concealed.
- Exposed signage lamps and fixtures are subject to approval by the Developer/Landlord and his architect.
- Light leaks will not be permitted.

### **Prohibited Sign Approaches & Types**

- Internally illuminated boxed or cabinet type signs unless preapproved. Cabinet signs will not be considered unless they are less than 10% of the total sign area.
- Cloth, paper, cardboard, foamcore, gatorboard, stickers, or decals.
- Temporary signs (except for special sale events and grand opening signs as permitted by the City of Roseville).
- Permanent advertising devices such as attraction boards, banners and flags, except where specifically approved by the Developer/Landlord and the City.
- Window signs except where specifically approved by the Developer/Landlord and the City.
- Exposed junction boxes, transformers, lamps, tubing, conduit, raceways or neon crossovers of any type.
- Sign manufacturer's names, stamps, or decals visible from the street or normal viewing angles.
- Luminous- vacuum formed acrylic signs and letters including pre-manufactured and franchise signs, with the exception of directional signage as approved by the City.
- Exposed fastening devices, unless integral to the sign's design intent.
- Simulated materials (i.e. wood grained plastic laminates) or wall covering.
- Any sign facing the eastern property line or within 100' of the east property line. See Location plan for limits of Restricted Area.
- Any sign that is not in conformance with this criteria.
- Internally illuminated awnings with or without signage
- Animated signs: signs consisting of anything swinging, rotating, flashing, blinking, strobing, including any moving electronic message boards or centers, or temporary lighting, such as but not limited to

search, flood, or fluorescent gel lights.

### **Accepted Sign Approaches & Types**

- Mixed media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials, and lighting.
- Contemporary elements to create an avant garde appearance.
- Application of innovative technologies.
- Dimensional letter forms with seamless edge treatments.
- Reverse channel lettering.
- Cut or fabricated steel, painted or unfinished.
- Etched metal or glass, sandblasted glass.
- Polished metal.
- Screens, lattice, or mesh.
- Dimensional shapes and forms of metal, hardwood, glass, or other material with a permanent appearance.
- Dimensional geometric shapes and three-dimensional forms.
- Glazed ceramic tile work forming patterns and/or fields.
- Halo or exposed channel neon
- Fiber optics
- Silhouette illumination
- Front lighting, i.e. billboard lighting
- Channel letters with light transmitting acrylic letters.
- Blade signs under covered entries along walkways see 7.06.160

## Quality Assurance

1. Fabricator Qualifications: The fabricator shall be responsible for the quality and delivery of all materials and workmanship required for the execution of this contract. It is desirable that the fabricator for work herein have in-house a broad knowledge, diverse shop and field experience, flexibility, coordinating ability, skilled craftsmen, and physical plant necessary to produce quality products equivalent to or better than similar type products in use in the industry. These general requirements apply equally to the contractor and to his subcontractors.
2. Contractors shall be responsible for providing all subcontractors with complete and up-to-date drawings, specifications, message schedules and other information issued by the project manager.
3. Fabricator to submit qualifying data to Developer/Landlord for approval.
4. The fabricator may make recommendations and/or changes to the details as shown on the drawings, if such recommendations are approved in writing by RTKL prior to shop drawings or fabrication of prototypes or samples.
5. The fabricator shall base his proposal on the performance of all services, including all labor, materials and equipment for the complete fabrication and installation of the product at the agreed upon schedule.
6. Where thicknesses and/or sizes are not specified, fabricator shall determine said measurements taking into account structural integrity as well as aesthetics. All fabricated surfaces are to be free of ripples, weld marks, "oil canning", etc. Seams, where visible, are to be straight and true. All acrylic sheeting used is to be of sufficient thickness and weight to prevent concave surfaces.
7. All metals to be painted with automotive polyurethane paint, or powder coated (unless otherwise specified). Paint must withstand exterior weather conditions, and be sprayed to a smooth finish, not brushed on.

## Design Criteria

1. Structural design: Details on drawings indicate a design approach for sign structures but do not necessarily include all fabrication details required for the complete structural integrity of the signs, including consideration for static, dynamic and erection loads during handling, erecting and service at the installed locations, nor do they necessarily consider the preferred shop practices of the individual general sign contractors, therefore it shall be the responsibility of the fabricator to perform the complete structural design of the signs and to incorporate all the reasonable safety factors necessary to protect the Developer/Landlord and sign fabricator against public liability. Designs

which survive rational engineering analysis and conform to all applicable national and local codes will be acceptable.

a. The fabricator shall include foundations when part of the signage and graphics work. This includes concrete foundations for signs.

b. Engineer to resist wind loads in accordance to all local, state and federal building codes.

c. Submit calculations signed and sealed by a registered professional engineer in California to Owner/developer for review.

d. When lifting eyes are required because of size or weight of the sign, provide as an integral part of the design. Lifting eyes shall be as inconspicuous as possible in the finished work.

2. Electrical design: It shall be the responsibility of the sign fabricator to perform the complete electrical design for illuminated signs. Major illuminated signs shall be designed by an electrical engineer.

a. Provide lighting medium indicated on the drawings.

b. Provide lightning grounding for all ground-mounted signs.

### 3. Dimensions

a. Written dimensions on the drawings shall take precedence over scaled dimensions. Fabricator shall verify and be responsible for all dimensions and conditions shown by these drawings and shall be responsible for confirming all field dimensions and conditions prior to beginning fabrication.

b. Fabricator will determine the copy, quantities and references in accordance with location plans. All messages are to be approved.

c. Locations of signs shown on the plans are for general information. The fabricator shall confirm each sign location with the Developer/Landlord and general contractor.

### 4. Execution

a. Fabricator shall notify the designer of any discrepancies in the drawings or graphics schedule, in field dimensions or conditions, and/or changes required in construction details. All discrepancies shall be brought to the attention of the project manager.

### **Contractor responsibility**

1. Review shop drawings, product data and samples prior to submittal.
2. Verify field measurements, field construction criteria, catalog numbers and similar data.
3. Sign fabricator's responsibility for deviations in submittals from requirements of Contract Documents or these design development drawings is not relieved by project manager's review of submittals unless the project manager gives written acceptance of specific deviations.
4. A deviation shall be construed to mean a minor change to the sequence indicated on the drawings or specifications. A deviation is not intended to allow substitutions or product options.
5. In addition to notifying the project manager in writing of deviations, such deviations shall be circled on the shop drawings.
6. Do not begin work until the corresponding submittals have been reviewed and approved.

### **Sign Construction**

1. All signs and their installation shall comply with all applicable City building and electrical codes, and bear UL label.
2. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location per Developer/Landlord's approval. Signs are to be connected to the J-box provided by the Developer/Landlord, which is connected to Developer/Landlord's house panel for uniform control hours of illumination unless otherwise directed by Developer/Landlord.
3. All penetrations of exterior fascia to be sealed watertight, and finish to match adjacent material, subject to Developer/Landlord's approval.
4. All signs shall be kept in good condition, be legible, adequately repaired, maintained, and painted by the Tenant thereof at all times. All repairs shall be at least equal in quality and design to the original signs. The standards for maintenance and repair of signs shall be that which will assure the highest visual quality.
5. All exterior signs shall be secured by concealed fasteners, stainless steel, nickel or cadmium plated.
6. Plastic surfaces to be 3/16" as manufactured for outdoor advertising.
7. All exterior signs shall be mounted 1/2" from the building for proper drainage.

8. Internal illumination to be 60-milli-amp neon installation labeled in accordance with the "National Board of Fire Underwriters Specifications". No other labels or identification will be permitted on the exposed surfaces of the sign except those required by local ordinances.

9. All exposed letter sheet metal returns shall be of 24 gauge, painted with one coat of primer and two coats enamel to match color of face. All trimcap to match the face and returns, 3/4" in thickness.

### **Labels**

There shall be no visible labels on the completed signs unless required by law.

### **Inspection**

The sign contractor shall examine the substrates and conditions on which the signs are to be installed and notify the Developer/Landlord's designated representative in writing of conditions that would impede the proper and timely completion of the work. Do not proceed with the work until all unsatisfactory conditions have been remedied.

### **Submittals**

#### **1. Shop drawings**

a. The sign fabricator shall submit three (3) sets of prints to Developer/Landlord. These drawings are to be submitted one month prior to the date they need to be returned to the fabricator.

b. The drawings are to show all materials, thicknesses, finishes, construction details, installation details, of structure, artwork and illumination as well as the location of all seams finished and unfinished.

c. Review of shop drawings will be done in a timely manner by the designer and Developer/Landlord so as not to delay the work.

d. The sign contractor shall make any changes indicated by the designer and Developer/Landlord and resubmit the shop drawings for final approval. Approved shop drawings must be received by the fabricator before fabrication can start.

e. Shop drawings will be reviewed for compliance with design intent only. The sign contractor is responsible for all other aspects of fabrication including engineering, procedures, installation techniques and performance, as well as coordination with site contractors and related trades.



## 2. Product Data










a. The contractor shall submit manufacturer's technical data and installation instructions for each type of sign or fixture required for the finished and installed unit.

## 3. Samples

a. The fabricator shall submit 3 samples of each material in the finish and texture specified and each paint color on the material and in the finish specified on the drawings. Minimum size shall be 3"x3". Samples should be submitted in ample time to allow adjustments and resubmission without causing delay to the project.

b. The fabricator shall provide the Developer/Landlord with complete care and maintenance instructions for the installed pieces.

# LOCATION PLAN

-  Monument Sign
-  Ornamental Banners  
*See electrical drawings for pole locations*
-  Walkway Banners  
*See electrical drawings for pole locations*
-  Directory
-  Entry Walls
-  Primary Plaza
-  Secondary Plaza
-  Thematic Tower  
*with logos*
-  REAR WALL SIGNS



Galleria  
Harding Boulevard

No signs shall be located closer than 100' to the easterly property line, nor be located on the East wall of the Buildings adjacent to this property line.  
NOTE: Banners may be relocated subject to approval of planning department.



## HARDING BLVD. & ANTELOPE CREEK DRIVE MONUMENT SIGN

### Purpose:

To enable shoppers to identify tenants while driving on adjacent streets.

### Configuration:

Metal tenant sign bands with cut out Tenant names in font style of tenant backed by white acrylic and internally illuminated. Double sided.

### Location:

See site plan

### Construction:

The monument sign's construction is comprised of a "stone" base with painted stucco covered vertical supports matching the architecture.

### Lighting:

Internally illuminated

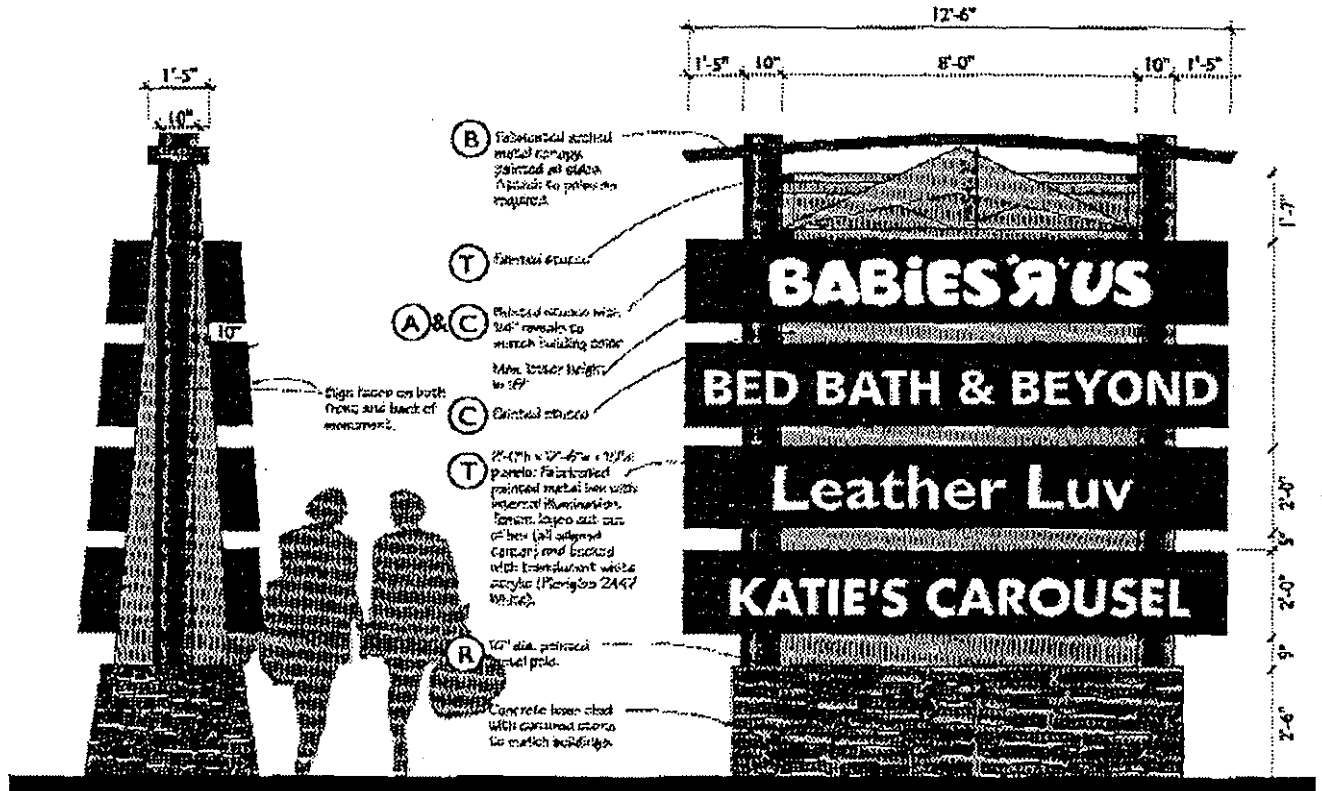
### Overall Height: 15'

### Overall Width: 12'-6"

### Tenant Sign Panels:

*Individual Tenant:* Not to exceed 4 panels per sign. Panels are double sided. (2' x 12'-6" per panel) 25 sf max area per sign face. Maximum letter height is 16". Painted metal cabinets all the same dark color (pantone 511C) with cut out Tenant typefaces backed with white acrylic and internally illuminated.

**Quantity:** four (2 on Harding Blvd. & 2 on Antelope Creek Drive)



## THEMATIC TOWERS

**Purpose:**

To provide a more human scale of detail and ornamentation that is consistent with the other decorative features of the project.

**Configuration:**

Decorative "cattail" graphic element integrated into Architecture. Neon accent lighting.

**Location:**

See site plan

**Construction:**

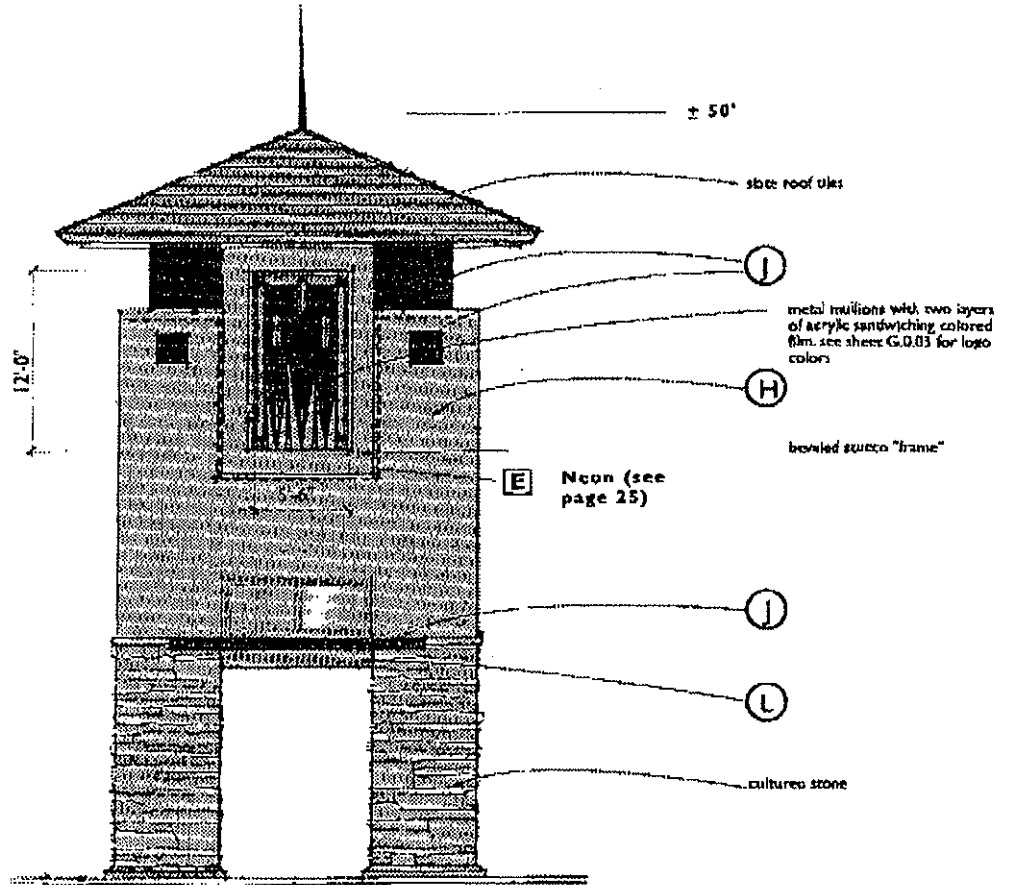
Cattail logo is back lit "stained glass": 2 layers of acrylic sandwiching colored film with metal mullions on both sides.

**Lighting:**

"Frame" is silhouetted with neon, and window is lit from fixture inside tower.

**Quantity:**

One Tower  
Two Cattail logos (1 front/1 back)



## ENTRY WALLS

### **Purpose:**

To identify the project at automobile level, and assist shoppers in finding the entry drives.

### **Configuration:**

Project logo and logotype.

### **Location:**

Project Entry points, see location plan.

### **Construction:**

"Stone" base to match buildings, stucco covered structure above base, cut out metal letters for logotype. For colors and dimensions see page 21.

### **Lighting:**

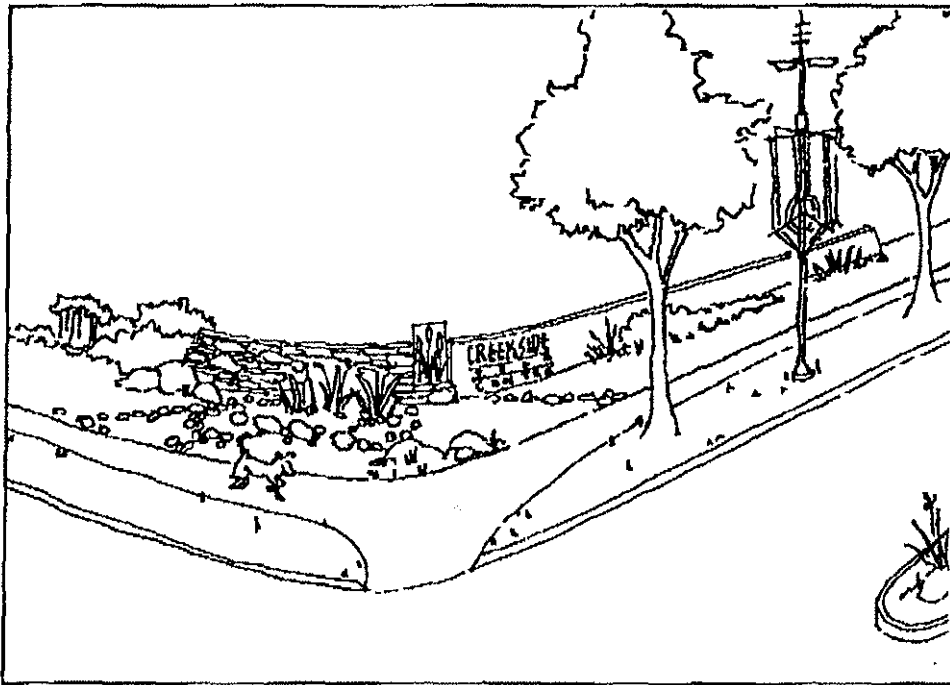
Logotype is silhouetted with concealed neon, back lit "stained glass" is rear lit from direct burial light in landscaping behind monument.

### **Sign Area:**

20 square feet per sign.

### **Quantity:**

2 pairs





## DIRECTORIES

### Purpose:

To assist shoppers in orienting themselves on the site and locating shops. The overhead canopy shades readers, cuts down on glare, and makes the site plan easier to read.

### Configuration and Sign Area:

The site plan will be a changeable duratrans image behind glass. The sign area will be a maximum of 16 sf.

### Location:

Throughout the site. See site plan, 3 Total

### Construction:

The base will be "stone" to match the architecture; the steel will be shop painted.

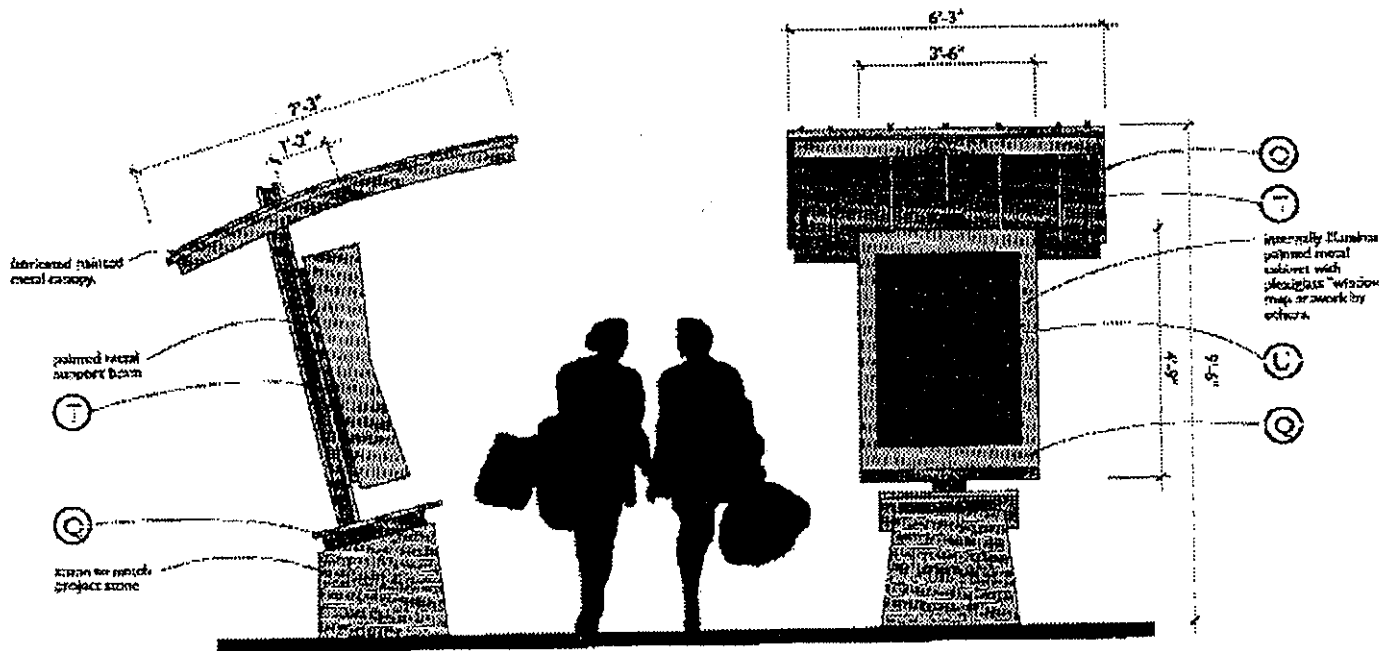
### Size:

Roof height: is 9'-6", directory height is 6'-0".  
Width: 3'-6" 16 sf max area per sign face

### Lighting:

Internally illuminated

### Quantity: 3



## ORNAMENTAL BANNERS

### Purpose:

To add color and character to the parking areas, as well as reinforcing the paths to the stores.

### Configuration:

Seasonal or decorative banners mounted on light fixture poles. Can be changed according to season or holiday provided that the design and colors compliment the established color palette. No sign area is permitted.

### Location:

Located at entry drives, Promenade and Pedestrian spine. See location plan on page 17.

### Construction:

Screen printed vinyl and nylon or metal mesh banners attached to painted steel light posts with custom metal base. No permanent project ornamentation shall be allowed.

### Lighting:

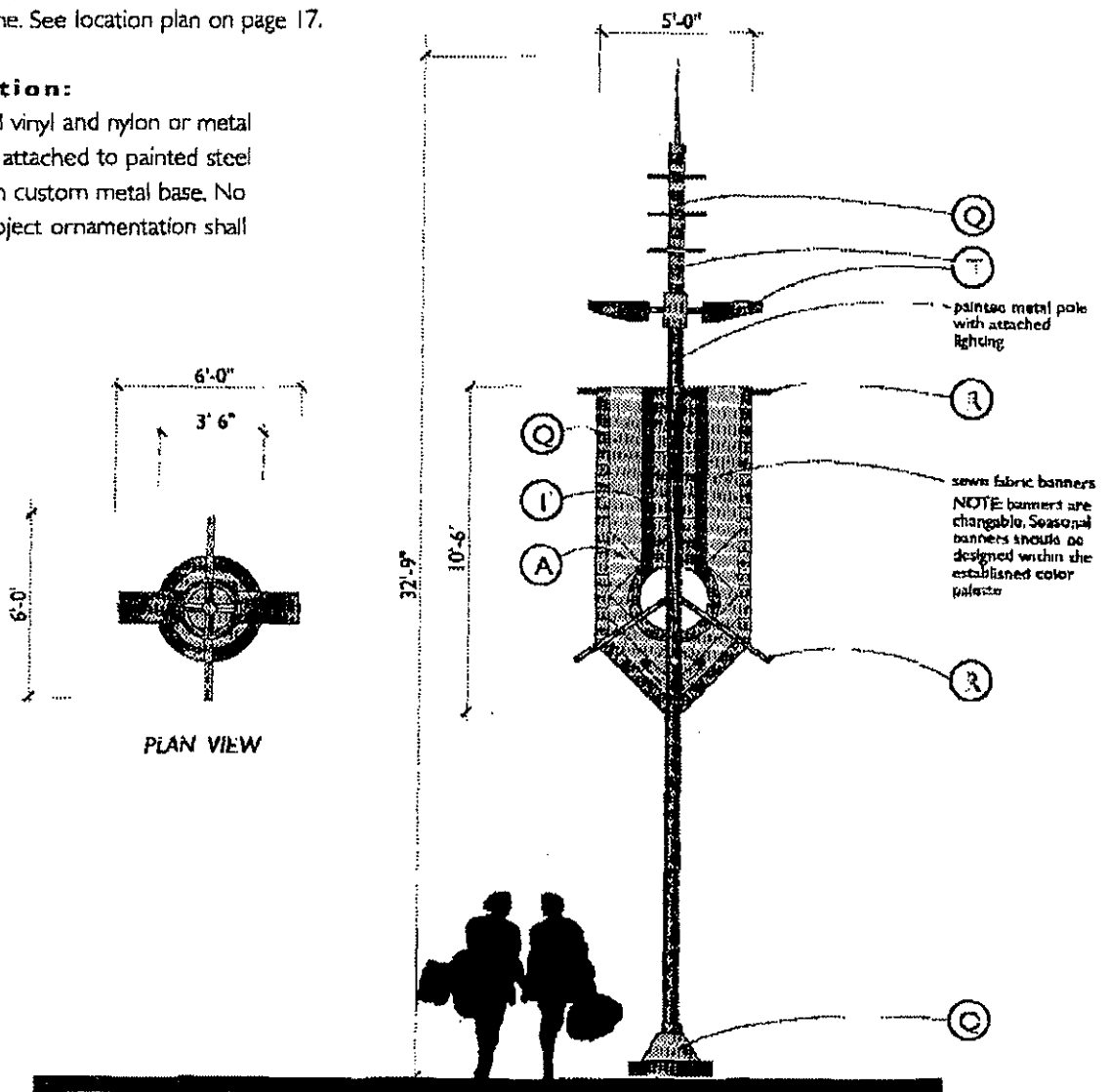
Light fixture attached above.

**Fixture height:** 25'-0"

**Overall width:** 6'-0"

### Quantity:

Occurs every other light pole shown on electrical plan. See location plan on page 17.





## STOREFRONT WALKWAY BANNERS

### Purpose:

To add color and character to storefront areas and reinforce paths to stores.

### Configuration:

Seasonal or decorative screen printed vinyl and nylon or metal mesh banners. No sign area shall be permitted.

### Location:

Storefront Walkways. See location plan on page 17. Final location may vary subject to approval of planning department.

### Construction:

Banners attached to painted steel posts with custom metal base.

### Lighting:

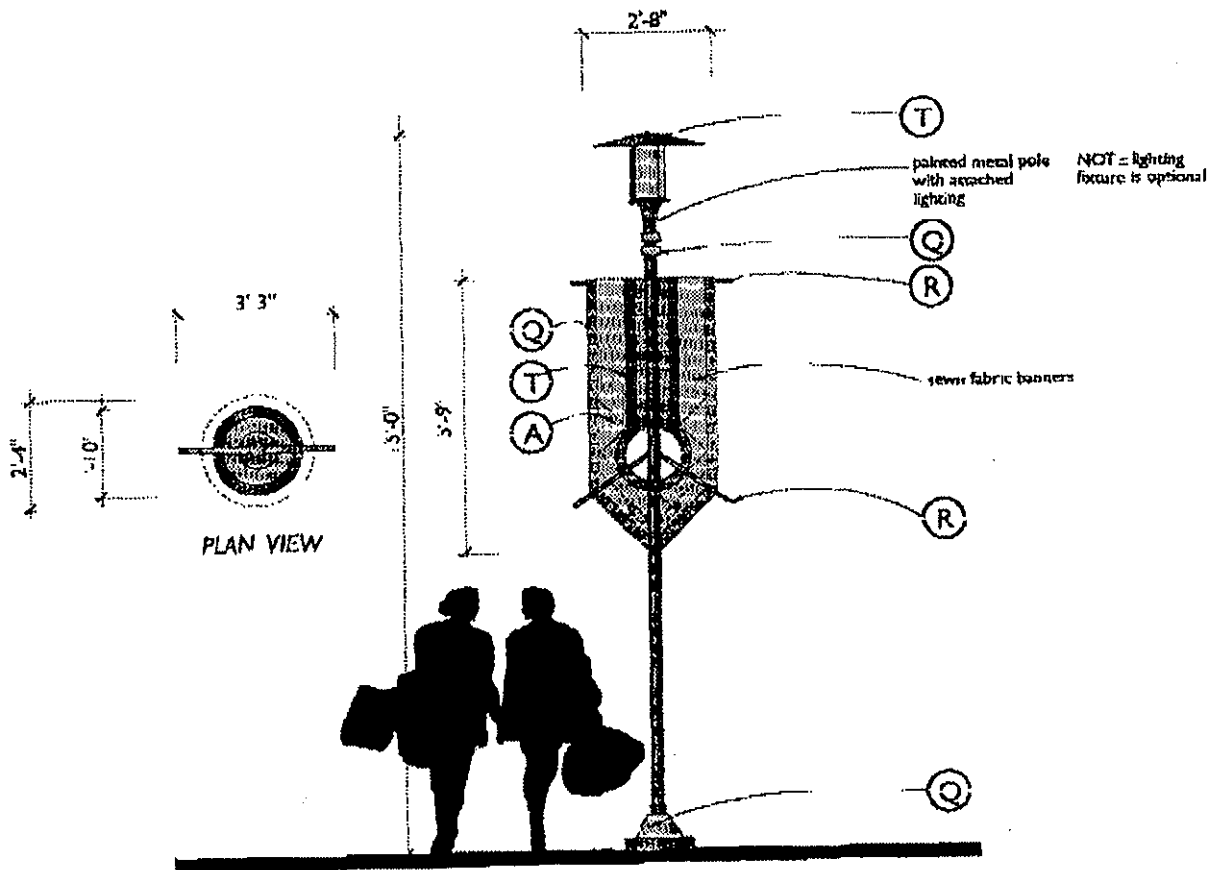
Fixture on top. (optional)

**Overall height:** 15'-0"

**Overall width:** 3'-0"

### Quantity:

Refer to electrical plan and see location plan on page 17.



## ARCHITECTURAL NEON (OPTIONAL)

### Purpose:

To add interest and color for evening shoppers, highlight towers, entry elements, and act as building accents.

### Colors:






Typical colors assigned as shown on pages 25 and 26. Tenant entry colors are selected to complement the building facade

colors. Tower neon is always white for architectural consistency.

### Locations:

Pad buildings, major entries, and towers as shown on pages 25 and 26.

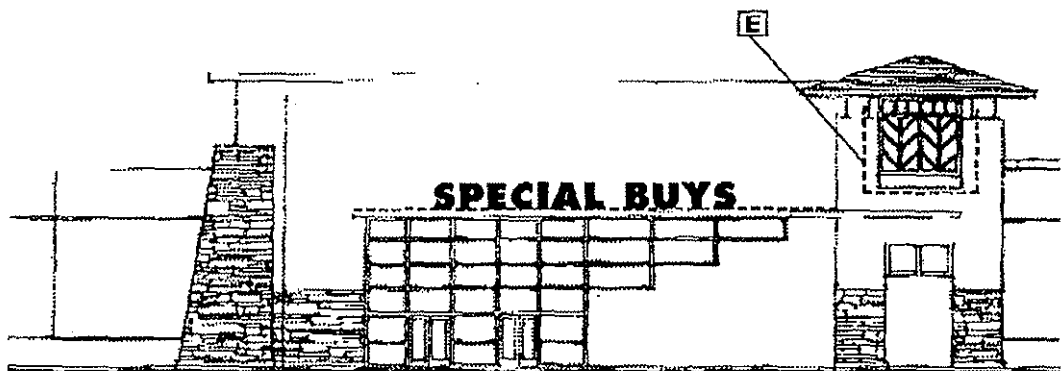
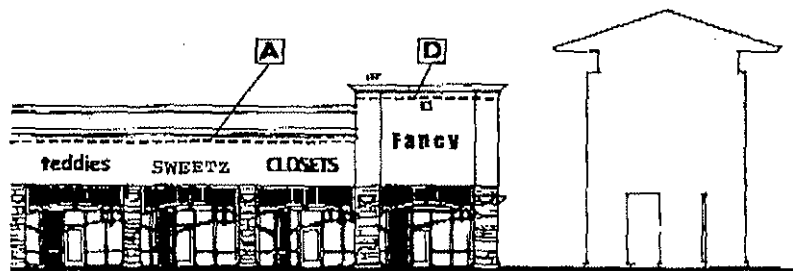
### Colors

	Purple	-A
	Pink	-B
	Red	-C
	Orange	-D
	White	-E






Auto Service

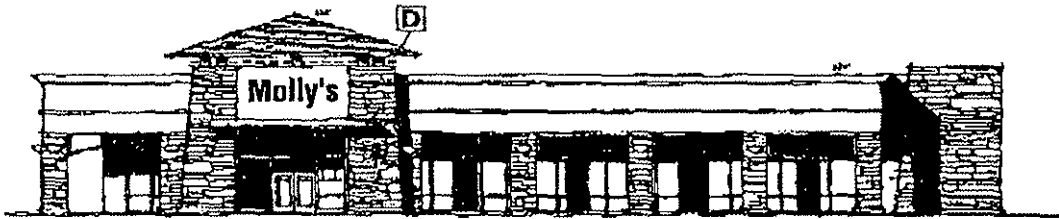


Inline Tenant

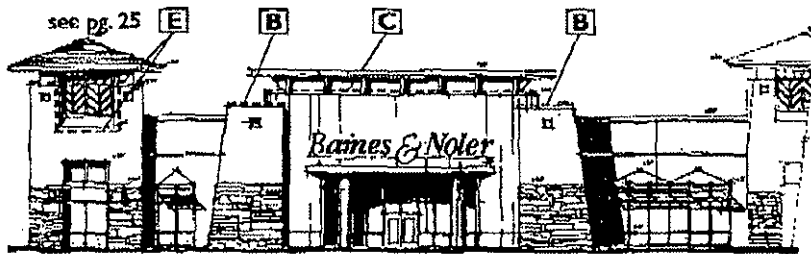


Major 2

Colors	
	Purple -A
	Pink -B
	Red -C
	Orange -D
	White -E



Pad Buildings



Major 1



Major 3

## MAJOR TENANTS | 20,000 to 40,000 sq. ft.

### Purpose:

To identify major Tenants in a manner that is tasteful, clear and legible as well as appropriate to the ambience of Creekside Town Center.

### Configuration:

Tenants logo or logotype.

### Construction:

Dimensional cut out metal letters or logo silhouetted with concealed neon, or metal channel letters faced with acrylic and internally illuminated. Logo or logotype to be pin mounted to wall only in the space provided and indicated in the guidelines.

### Lighting:

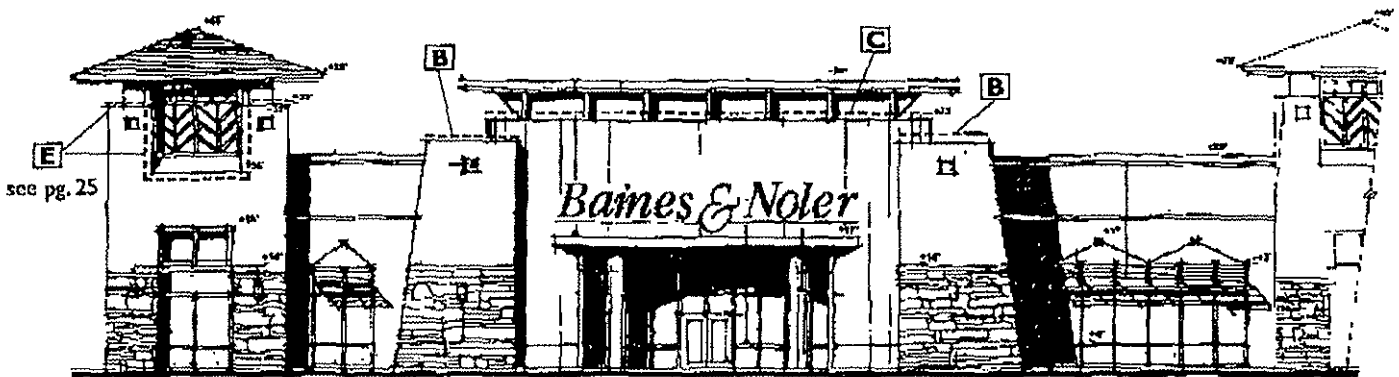
see construction

### Entry Sign Element:

Primary copy 4'-0" maximum high letters/logo. Secondary copy 2' high maximum letters. Combined signs to an aggregate of 200 sq.ft. Multiple lines of copy see page 8.

### Location:

Signs to be located over tenant's entry. Buildings in end cap location, Majors A, F and K, will be allowed one additional sign on their side elevation, subject to restrictions above.



## MAJOR TENANTS 2 40,000 to 80,000sq.ft

### Purpose:

To identify major Tenants in a manner that is tasteful, clear and legible as well as appropriate to the ambience of Creekside Town Center.

### Configuration:

Tenants logo or logotype.

### Construction:

Dimensional cut out metal letters or logo silhouetted with concealed neon, or metal channel letters faced with acrylic and internally illuminated. Logo or logotype to be pin mounted to wall only in the space provided and indicated in the guidelines.

### Lighting:

see construction

### Entry Sign Element:

Primary copy 4'-6" maximum high letters/logo.  
Secondary copy 2'-6" high maximum letters.  
Combined signs to an aggregate of 230 sq.ft.

### Location:

Signs to be located over tenant's entry. Buildings in end cap location, Majors A, F and K, will be allowed one additional sign on their side elevation, subject to restrictions above.

Neon colors see page 25



## MAJOR TENANTS 3 occupying greater than 80,000sq.ft

### **Purpose:**

Identification of Tenants in a clear and tasteful manner appropriate to the ambiance of Creekside Town Center.

### **Configuration:**

Dimensional logo or logotype of Tenant.

### **Construction:**

Dimensional cut out metal letters or logo silhouetted with concealed neon, or metal channel letters faced with acrylic and internally illuminated. Logo or logotype to be pin mounted to wall only in space provided and indicated in the guidelines.

### **Lighting:**

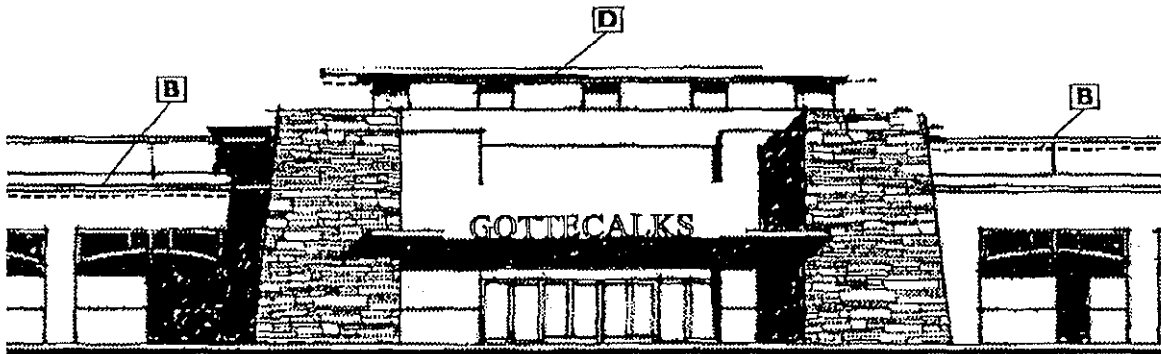
Internally illuminated.

### **Entry Sign Element:**

Primary copy at 5'-0" maximum high letters/logo. Secondary copy at 3'-0" high maximum letters. Combined signs to an aggregate of 300 sq.ft.

### **Location:**

Signs to be located over tenant's entry. Buildings in end cap location, Majors A, F and K, will be allowed one additional sign on their side elevation, subject to restrictions above.



## IN-LINE TENANTS & MULTI-TENANT PAD BUILDINGS

**Purpose:**

To identify in-line tenants in a manner that is both legible and tasteful.

**Configuration:**

Tenant's logo or logotype

**Location:**

Satellite Pad building facades and Shops E, G & H building facades/parapets in "zone" designated by Developer/Landlord's architect and approved by the City of Roseville. In no case may the sign extend beyond the roof parapet.

**Construction:**

Dimensional cut out metal letters or logo silhouetted with concealed neon, or metal channel letters faced with acrylic and internally illuminated. Logo or logotype to be pin mounted to wall only in the space provided and indicated in the guidelines.

**Lighting:**

Internally illuminated.

**Sign Area:**

\* 4' maximum high letters/logo length not to exceed 70% of lease width maximum, and 2/3 height of the fascia, with an aggregate area not to exceed 100 sq.ft each sign.

**Quantity:**

Tenants with more than one frontage will be allowed to place one sign per frontage in an assigned zone. Subject to restrictions noted above. Size of second sign shall not exceed primary frontage sign. Two signs maximum per tenant.

3' for all others

4' for Thomasville only

applicant Tracey sign inc. 2/2/12

\* The 4' Maximum High is limited to Thomasville which is an in-line tenant located in space #100 1240 Galleria Blvd, Roseville, CA 95661 All other in-line + multi-tenants will keep 3'0 maximum.

Neon colors see page 25



APPROVED BY  
PLANNING DEPARTMENT  
CITY OF ROSEVILLE

FEB 02 2012

ATTEST: *Stewart*  
i.d.

## PAD BUILDINGS, SINGLE TENANT

### Purpose:

To identify pad building tenants with clear and legible signs that are also in keeping with the quality of Creekside Town Center.

### Configuration:

Tenant logo or logotype.

### Location:

Satellite Pad building facades in designated areas over entries. Three signs total.

### Construction:

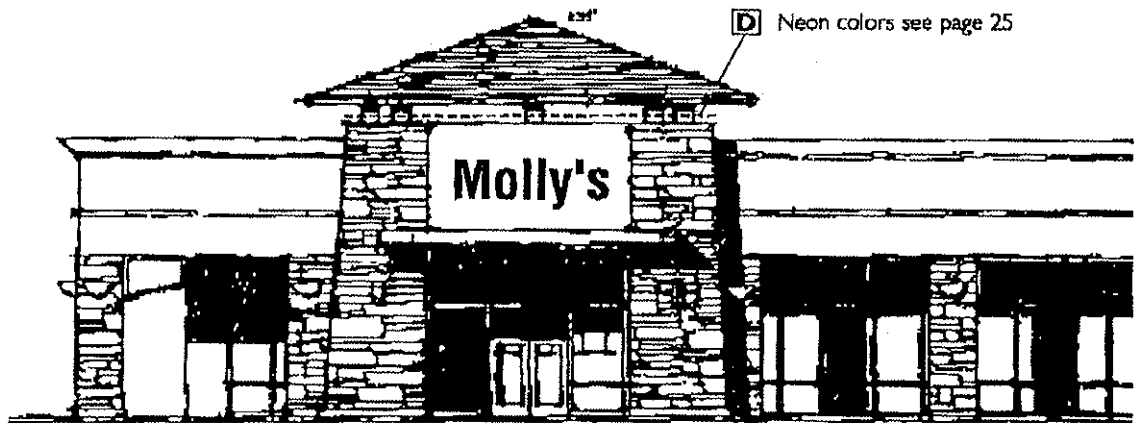
Internally illuminated dimensional metal channel letters and/or logo with acrylic faces, pin mounted directly to wall, or cut out metal letters silhouctted with concealed neon.

### Lighting:

Internally illuminated.

### Sign Area:

3'-0" maximum high letters/logo length, with an aggregate area not to exceed 200 sq.ft Food Service Tenants will be allowed small on-site directional monuments as per Developer/Landlords approval (height 3'-0" max, width 2'-0" max) up to .3 per pad, and 1 Menu Board internally illuminated, single faced (height 6'-0" max, width 4'-0" max.)





## AUTO SERVICE STATION TENANT

### Purpose:

To identify the service station tenant in a legible and appropriate manner.

### Configuration:

Internally illuminated letters and/or logo, and monument sign with logo and changeable prices.

### Location:

Logotype or logo on fascia of fuel canopy, or building wall.

### Construction:

Fascia sign cut out of metal fascia and backed with acrylic. Monument sign with "stone" base to match architecture, factory finished metal frame to match canopy, and internally illuminated sign faces on both sides.

### Lighting:

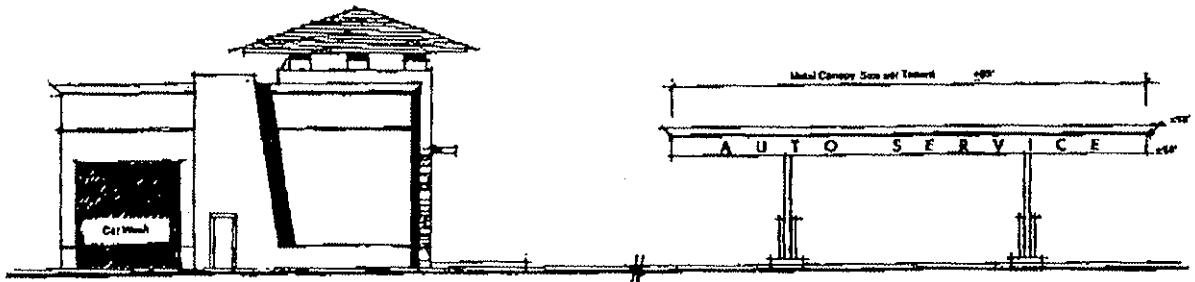
Internally illuminated.

### Sign Area:

3'-0" maximum high letters/logo on fascia or building wall or fuel canopy, with an aggregate area not to exceed 200 sq.ft with a maximum of 3 signs.

### Monument Sign's Area:

One pad monument sign (5'-0" high max, 6'-0" wide 30 sq ft per sign face) will be allowed for prices per local ordinance.



## REAR WALL TENANT IDENTIFICATION SIGN

**Purpose:**

To identify tenants from the rear of the project.

**Configuration:**

Tenant's logo or logotype.

**Location:**

See sign location plan.

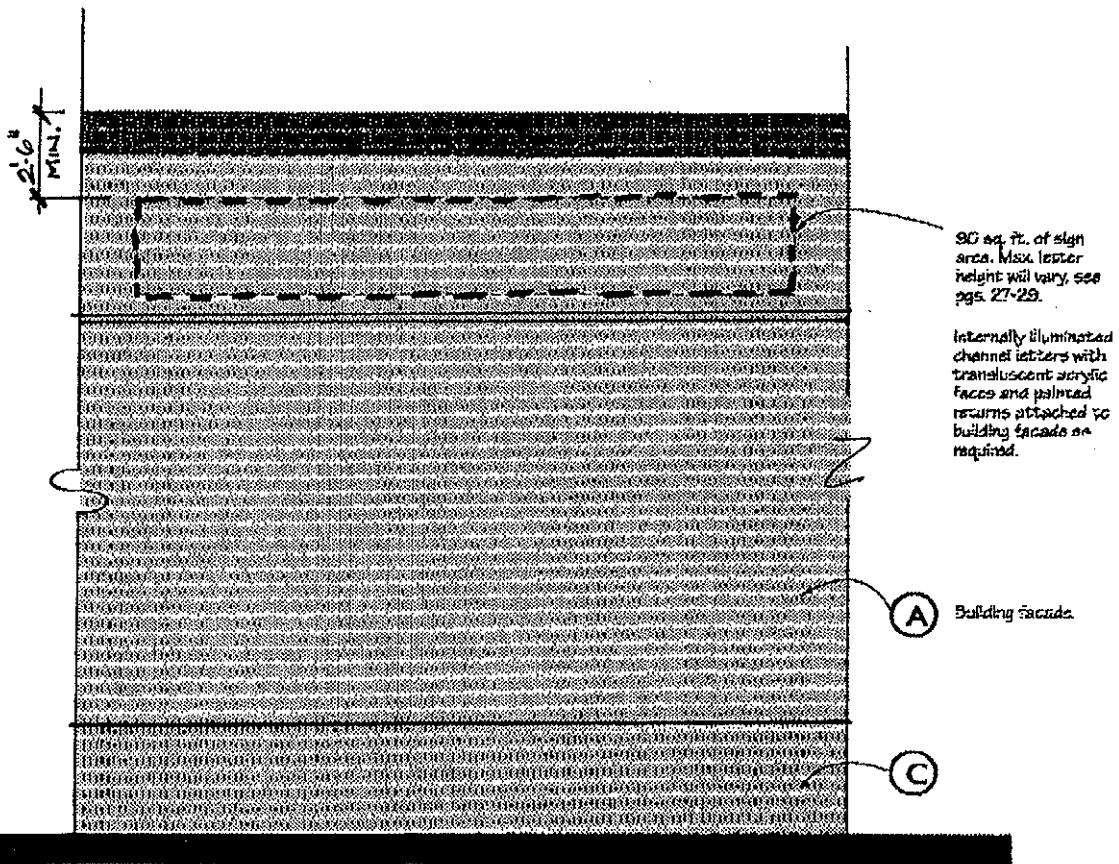
LOCATE 2'-6" MINIMUM FROM TOP OF PARAPET. TENANTS ARE ENCOURAGED TO DESIGN WALL ELEMENT COMPLEMENTARY TO BUILDING ARCHITECTURE (PROVIDED ELEMENT IS BELOW PARAPET).

**Construction:**

Internally illuminated dimensional metal channel letters and/or logo with acrylic faces, pin mounted directly to wall, or cut out metal letters silhouetted with concealed neon.

**Sign Area:**

90 square feet. Refer to pages 27, 28, & 29 for restrictions on copy height.



PARTIAL ELEVATION