


SIGNAGE SITE PLAN

RANCHO SAN DIEGO TOWNE CENTER

SOUTHEAST CORNER JAMACHA RD. & CAMPO RD.
 SAN DIEGO COUNTY
 09/24/97 SEPTEMBER 24, 1997



PROJECT BY:

 Vestar Development Co.
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12/17/97 17:00:00

GENERAL NOTES

1. In addition to conforming with the provisions of the County of San Diego Sign Ordinance, all signage within Rancho San Diego shall conform to the general guidelines and restrictions outlined herein and to the criteria specified for the individual sign types. All signs shall be built according to approved plans. Any permanent or temporary sign found not to be in conformance with the provisions of these guidelines and criteria or the approved plans shall be removed.
2. Sign structures, supports, and hardware shall be concealed or integrated into the signage design.
3. Channel letters shall be affixed individually and without visible means of attachment. No lighted signs or light fixtures shall have exposed conduits or raceways.
4. All permanent signs shall be made of durable, corrosion-inhibited materials.
5. The height of monument signs and other freestanding signs shall be measured from the top center of the sign to finish grade.
6. The following sign types shall be prohibited in Rancho San Diego
 - Off-site advertising signs other than those provided for herein.
 - Billboards
 - Temporary wall signs, banners, inflatable displays, sandwich boards, or signs on vehicles parked on private or public property for the purpose of advertising.
 - Real estate directional signs for subdivisions that are not served by the Rancho San Diego Central Information Center.
 - Rooftop signs.
 - Signs mounted against mansard roofs.
7. No exposed lamps shall be permitted, except for neon.
8. Each tenant is required to have a primary identification sign. Type "IV", "V", "VI", and "VII" are the sign packages for the major tenants. Type "VIII" is the primary identification sign for all shops. Type "IX" is the primary identification sign package for pad buildings.
9. The design of all signs shall reflect the architectural character of the center.
10. Acceptable signage on doors and windows is as follows:
 - a) Numbers identifying the address of the premises - minimum size permitted by the fire department.
 - b) A sign listing the store hours and displaying credit cards accepted by merchant shall not exceed 12" x 12" aggregate size.
 - c) All signs must be prepared in a professional manner. Signs may not be hand lettered or scripted presenting an unprofessional appearance.
 - d) Interior signage must be hung 18 inches or more behind the inside surface of the window openings.
 - e) Temporary window signs, if any, must be located at least 18 inches from inside the window surface.

11. No signs shall be painted on the surface of a building.
12. No signs or posters may be placed outside the demised or leased line of the business, except as specifically allowed by this criteria.
13. Except as noted in this criteria, no signage is permitted which does not directly relate to the primary service or function of the occupant's activity. Sign copy will be restricted to that specified in the business name or services (not individual products).
14. Signs will be free of all labels and manufacturers' advertising with the exception of code requirements and sign permit decals.

FREESTANDING SIGNS

SIGN TYPE I - PYLON IDENTIFICATION SIGNS

DESIGN AND LOCATION

Sign Type "I" shall be an architectural element in the style and character of the center as depicted on sheet 27. The sign shall show the name of the center. Additionally, each sign may list up to seven (7) occupants. Sign lettering shall be channel letters plexiglass faced and internally illuminated. See sign Type "I" illustrations for specific design and layout. See signage site plan for the three (3) locations (1A, 1B, 1C)

SIZE AND DIMENSIONS

Sign Type "I" shall not exceed 25 ft. in height or 18 ft. in width. Signage area shall not exceed 225 s.f. on each side. No single letter shall exceed 3 ft. in height.

SIGN TYPE II - ENTRY IDENTIFICATION SIGN

DESIGN AND LOCATION

Sign Type "II" shall be an architectural element in the style and character of the center as shown on sheet 27. This sign type shall consist of "pegged out" solid face metal letters with neon tubing concealed inside the letters to back-light the text. See signage site plan for the location.

SIZE AND DIMENSIONS

Sign Type "II" not exceed 2'-6" in height. Signage shall be limited 30 s.f. in area. No letter shall exceed 18 inches in height.



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SIGN TYPE III - DIRECTORY SIGNS

DESIGN AND LOCATION

Sign Type "III" shall be an architectural element in the style and character of the center, as shown on sheet 27. The sign shall show the name of the center in 8" maximum letter size. Sign Type "III" may list the names and/or logos of the major occupants, the pad occupants and/or of the in-line shop occupants. Sign faces shall be plexiglass with capped letters, internally illuminated. See sign Type "III" illustration for specific design and layout. See signage site plan for permitted locations.

SIZES AND DIMENSIONS

Sign Type "III" shall not exceed 7 ft. in height or 12 ft. in width. Signage shall not exceed 45 s.f. on each side. No single letter shall exceed 12" in height.

LETTER STYLE AND COLOR

Shall be similar to those used for tenant/major primary signs.

SIGN PACKAGE "IV" - TARGET BUILDING SIGN PACKAGE

TYPE AND LOCATION "IV"

This sign package "IV" is the sign package for the Target building (#17). The package includes primary identification at the main building entrance, identification of the garden area, service door and credit card signs per "VIIIa" and "VIIIc". See sheet 28 for graphic illustrations of the type "IV" signs.

LETTER SIZE AND HEIGHT

The Type "IV" primary sign at the main entry may not exceed 72" in height. Sign identification for the garden area may not exceed 30" in height for any single line.

TOTAL SIGN AREA

The total combined sign area for Type "IV" signs shall not exceed 500 s.f. with signage on a maximum of two (2) building faces and no more than 300 s.f. on any side of the building. No sign shall exceed 50% of the background area on which the sign is applied.

LETTER STYLE AND COLOR

Major occupant letter styles and colors are not restricted by this criteria. All primary building signs shall be individually illuminated channel type.

SIGN TYPE "V" - BUILDING SIGNS - MAJOR BUILDING 15

TYPE AND LOCATION

This sign package is the sign package for the major occupant of building 15. The package includes the primary identification and four (4) secondary signs on the front elevation. See criteria sheet 28 for graphic illustrations and locations of type "V" signs. Service door and credit card signs per "VIIIa" and "VIIIc".

LETTER SIZE AND HEIGHT

Letter height for Type "V" signs shall not exceed 72" subject to the total square footage allowed. Letter height for secondary signs shall not exceed 18" subject to total square footage allowed.

TOTAL SIGN AREA

The total combined sign package area for Type "V" signs shall not exceed 450 s.f. with signage on a maximum of two (2) building faces. No signs shall exceed 50% of the background area on which the sign is applied.

LETTER STYLE AND COLOR

Major occupant letter styles and colors are not restricted by this criteria. All primary signs shall be individually illuminated channel letters.

SIGN PACKAGE "VI" BUILDING SIGNS - THEATRE

TYPE AND LOCATION

This sign package represents the sign package for the Theatre Building 19. The package includes the primary identification at the main building entrance and on the north elevation, special signs at the ticket windows and special lighted poster panels. Service door, exiting signs and credit card per "VIIIa" and "VIIIc". See sheet 28 for graphic illustrations of type "VI" signs.

LETTER SIZE AND HEIGHT

Letter height for primary signs shall not exceed 60" subject to the total square footage allowed. Letter height for secondary signs shall not exceed 18" subject to total square footage allowed.

TOTAL SIGN AREA

The total combined sign area for Type "VI" signs shall not exceed 850 s.f. with signage on a maximum of two (2) building faces.

LETTER STYLE AND COLOR

Major occupant letter styles and colors are not restricted by this criteria. All signs shall be individually illuminated channel letters or neon as shown on sheet 28.

SIGN PACKAGE "VII" - BUILDING SIGNS - MAJOR OCCUPANTS BUILDINGS 9 & 12

TYPE AND LOCATION

This sign type represents the sign package for major occupants with floor areas of 12,000 to 24,999 s.f. The package includes the primary identification at the main building entrance; and four (4) secondary signs on the front elevation. See criteria sheet 29 for graphic illustrations and locations of Type "VII" signs. Service door and credit card signs per "VIIIa" and "VIIIc".



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08/24/10 SEPTEMBER 24, 2010

LETTER SIZE AND HEIGHT

Letter height for Type "VII" signs shall not exceed 60" subject to the total square footage allowed. Letter height for secondary signs shall not exceed 18" subject to total square footage allowed.

TOTAL SIGN AREA

The total combined sign area for Type "VII" signs shall not exceed 300 s.f. with signage on a maximum of two (2) building faces. No signs shall exceed 50% of the background area on which the sign is applied.

LETTER STYLE AND COLOR

Major occupant letter styles and colors are not restricted by this criteria.

SIGN PACKAGE "VIII" - IN-LINE SHOPS - LESS THAN 12,000 S.F.

TYPE AND LOCATION

In-line occupants shall be permitted to have a primary identification sign, "VIIIa" or "VIIIb"; a menu plaque sign, "VIIIc" (if applicable); a store hour/credit card window sign, "VIId"; and a service door identification sign, "VIIIe". All signs shall be in conformance with this criteria. See elevations sheet 29 for further criteria.

"VIIIa" PRIMARY SIGNS

Primary identification signs shall be individual channel letters and logos that are internally illuminated and faced in a plexiglass-like material. The sign area for such signs must be compatible with the exterior facade design of the building. The sign area shall not exceed 50% of the background area on which the sign is applied. In-line occupants in end units with two sides may be permitted a primary identification sign on both sides of the store.

LETTER SIZE AND HEIGHT

Letter sizes for in-line occupants are subject to a maximum length of 80% of the shop frontage on which the sign is located, as noted below.

TOTAL SIGN AREA

The maximum area of signage shall be determined by the frontage length of the shop or business. The maximum area of signage may be in any permitted combination of sign types as follows: Each in-line occupant shall have a primary identification sign as follows:

Shop or Business
Frontage Length
(One Side)

Maximum Area of
Signage (Storefronts
One Side)

Maximum Additional
Area of Signage on
Other Side of Bldg.
(Storefronts of Two
Sides)

Maximum Letter
Height (Single Line)

19 ft. or less	36 s.f.	36 s.f.	30"
20 to 24 ft.	45 s.f.	40 s.f.	36"
25 ft. or greater for occupants less than 12,000 s.f.	2 s.f./1 l.f. of storefront	40 s.f.	42"

LETTER STYLES

Letter or logo style on the individual illuminated letters for Tenant shall be Tenant's choice. No can signs on solid backgrounds are permitted.

SIGNAGE COLORS

Signage colors shall be Tenant's choice.

SIGN COPY

Two lines of copy is permissible subject to Owner approval. Maximum letter height with two lines of copy shall be 16". Sign area shall not exceed 50% of background area.

USE OF LOGOS OR TRADEMARKS

Unless it is part of a registered or nationally recognized trademark, no logos are permitted. Logos shall be included in the maximum signage area calculation.

USE OF PRODUCT NAMES AND LOGOS

Wording of signs and logos shall not include products sold unless such products are part of the occupant's name, trademark or logo.

"VIIIb" - SPECIAL PRIMARY SIGN

Primary identification signs at special architectural elements, such as a tower, shall be exposed neon lighting over a painted or raised surface and located within the sign limit lines shown on the elevations. Under all circumstances, the sign area shall not exceed 2 s.f. per foot of frontage. For shops exceeding 30 ft. of frontage, one additional primary sign "VIIIa" may be installed not exceeding 40 s.f. in area and with channel letters not exceeding 18" in height.



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SOUTHEAST CORNER JAMACHA RD. & CAMPO RD.
SAN DIEGO COUNTY

ISSUED SEPTEMBER 24, 1997

12/11/97 10:14 AM PLOT PLAN SHEET 11 OF 16

"VIIIc" - MENU SIGNS

Sign Type "VIIIc" is an optional wall-mounted plaque sign with a concealed light source and located near the tenant's primary entrance. These signs are for information purposes only and shall be limited to uses such as: restaurant menus, etc. These signs must be approved by the Owner in writing, prior to submitting to the County of San Diego. The Tenant's name shall appear in letters no larger than 3" high; all other letters shall be limited to 1" height. No internally illuminated can signs with a plexiglass face or any showcase signs with a glass front will be allowed. Maximum sign area shall be 3.5 s.f. at shop buildings.

"VIIId" - WINDOW SIGN

Sign Type "VIIId" shall be a non-illuminated window sign of not more than 1 s.f. of area, located in the tenant's window panel adjacent to the primary entrance. The sign shall be hand painted, decal or pressure-applied lettering (or graphics) indicating the hours of business, telephone numbers for emergency contact and approved credit cards.

"VIIIe" - SERVICE DOOR SIGNS

Sign Type "VIIIe" shall be a non-illuminated sign. The purpose of this sign is to facilitate deliveries at the rear of the building. The sign shall list the name of the tenant and suite number in a 1-1/2" maximum letter height. The letters shall be white pressure-applied vinyl letters applied to the tenant's door. One sign allowed per door.

"VIIIH" - PEDESTRIAN ORIENTED HANGING SIGN

Sign Type "VIIIH" shall be a non-illuminated single or double faced hung sign. Each occupant shall be allowed one hanging sign per storefront entrance. Each sign shall contain no more than 10 s.f. of face area each side. Such signs may be either painted metal or wood.

SIGN PACKAGE "IX" - PAD SIGNS

TYPE AND LOCATION

Outparcel occupants shall be permitted primary identification signs, "IXa"; a menu sign, "IXe" (if applicable); a store hour/credit card sign, "IXf"; a service door identification sign, "IXg"; and a freestanding menu board sign, "IXh" (if applicable), in addition to a monument sign (sign Type "IXb" or "IXc"). See pad criteria sheets 20, 21, 22 and 23 for graphic illustrations.

"IXa" - PRIMARY SIGNS

DESIGN AND MATERIALS

Primary identification signs shall be individual channel letters and logos that are internally illuminated and faced in a plexiglass-like material. The design for such signs must be compatible with the exterior facade design of the building. The background area must be adequate to accommodate the signage. No sign shall exceed 50% of the background area.

LETTER SIZE AND HEIGHT

Letter sizes for outparcel occupants are subject to a maximum letter height of 3 ft.

TOTAL SIGN AREA

The maximum total area of building signage for each outparcel occupant shall be 200 s.f. displayed on one or more sides of the building. The maximum area of signage may be any combination of the following types: primary identification and wall mounted menu board. Monument signs are not counted as part of the total sign area.

LETTER STYLES

There is no restriction of letter styles.

SIGNAGE COLORS

There is no restriction on sign color.

SIGN COPY

Two lines of copy is permissible. Maximum letter height with two lines of copy shall be 16".

USE OF LOGOS OR TRADEMARKS

Unless it is a part of a registered or nationally recognized trademark or logo of the occupant used on other locations, no logos will be permitted. Logos allowed shall be included in the maximum signage area calculations.

USE OF PRODUCT NAMES

Wording of signs and logos shall not include products sold unless such products are part of the occupant's name, trademark or logo.

SIGN TYPE "IXb" - MONUMENT SIGNS

DESIGN AND LOCATION

Sign type "IXb" shall be an architectural elements in the style and character of the center. The sign shall list the name of the center in letters no exceeding 8" in height. Sign TYPE "IXb" shall be limited to one sign per outparcel and shall identify the outparcel business. Sign faces may be channel letters internally illuminated; or plexi-faced sign cans internally illuminated. See sign Type "IXb" illustration sheet 27 for specific design and layout. See signage site plan for permitted locations. The monuments sign shall be placed with a landscaped area equal in area to the total square footage of the sign and shall be located so as not to create traffic hazards.

SIZES AND DIMENSIONS

Sign Type "IXb" shall not exceed 5 ft. in height and 7 ft. in width. Signage area shall not exceed 20 s.f. per face.

COLOR AND STYLE

Letter and logo colors and styles shall be similar to those used for the primary pad user identification signs.



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SIGN TYPE "IXc" - GAS PRICING MONUMENT SIGN

DESIGN AND LOCATION

Sign type "IXc" shall be a gas pricing sign as required by the State of California. The sign shall list the name of the center, the name of the business and pricing information as required by law. This monument sign is in addition to those permitted by sign type "IX" described above. Refer to sign type "IXc" for specific design and layout. See signage site plan for permitted location.

SIZES AND DIMENSIONS

Sign type "IXc" shall not exceed 5 ft. in height and 7 ft. in width. Signage area shall not exceed 20 s.f. per face.

"IXd" - AWNING SIGNS

Awning signs not permitted. Awnings are permitted. No back lighting or internal illumination is allowed.

"IXe" - MENU SIGNS

Sign type "IXe" is an optional wall mounted plaque sign with a concealed light source and located near the tenant's primary entrance. These signs are for information purposes only and shall be limited to uses such as: restaurant menus, etc. The tenant's name shall appear in letters no larger than 3" high; all other letters shall be limited to 1" high. No internally illuminated can signs with a plexiglass face or any showcase signs with a glass front will be allowed. Maximum sign area shall be 3.5 s.f. at pad buildings.

"IXf" - CREDIT CARD/HOURS

Sign type "IXf" shall be a non-illuminated window sign of not more than 1 s.f. or area located in the tenant's window panel adjacent to the primary entrance. The sign shall be hand painted, decal or pressure applied lettering (or graphics) indicating the hours of business, telephone numbers for emergency contact and approved credit cards.

"IXg" - SERVICE DOORS SIGNS

Sign type "IXg" shall be a non-illuminated sign. The purpose of this sign is to facilitate deliveries at the rear of the building. The sign shall list the name of the tenant and suite number in a 1-1/2" maximum letter height. The letters shall be white pressure applied vinyl letters applied to the tenant's door. One sign allowed per door.

"IXh" - FREESTANDING MENU SIGN

Sign type "IXh" shall be an optional freestanding auxiliary sign which shall be used for information purposes only and shall be limited to uses such as, but not exclusively menu boards. The tenant's name may appear on the sign in letters no larger than 3" high, all other letters shall be limited to 1" high. The maximum height of type "IXh" signs shall be 5 ft. The design of the freestanding sign shall be similar to sign type "IXb" and shall be placed such that they do not obstruct visibility of drivers to pedestrians or other vehicles.

SIGN TYPE "X" - DIRECTIONAL SIGNS

Sign, type "X" shall be non-illuminated directional signs for the purpose of controlling traffic throughout the center. These shall be freestanding, painted wood or metal signs. Tenant names and logos shall not appear on directional signs. Directional signs shall be used to ensure safe and efficient traffic circulation and their number shall be as required for adequate public safety. Signs may be externally illuminated for public safety.



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