

# Vintage Park Signage Guidelines

Foster City, California USA



CITY OF FOSTER CITY  
PLANNING COMMISSION

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## **INTRODUCTION**

These signage guidelines have been approved as Ordinance #317, Section #15.12.425 as the sign guidelines and sign ordinance for the Vintage Park development.

The sign guidelines presented in this document are intended to achieve a harmonious, high quality visual environment for all parties engaged in developing Vintage Park, and future subdivisions. It is the intent of these guidelines that signs shall identify, locate and brand, rather than advertise and sell.

In Chapter 1, the guidelines describe two distinct areas of focus. The first part of Chapter 1 shows the sign system for the original development streetscape. The remainder of the chapter covers specific sign types for different uses: office, commercial business and hotels.

In Chapter 2, the signage guidelines for the Gilead Sciences campus are described.

The overall design concept is to generate signs that are an integral, cohesive part of the landscape and architecture of the project. Freestanding signs are inherently viewed as elements of the overall landscape; hence they should be visually integrated with the contours, forms, colors and detailing of the landscape design. Likewise the colors and materials of signs should reflect these aspects of the buildings to which they refer. Building-mounted signs should be fully integrated with the architectural design to avoid a tacked-on appearance.

The sign system presented is intended to be complete. Potential future signage not covered by this document shall follow the design intent of these guidelines and shall be addressed through a site-specific approval process by the City and Vintage Park Design Review Committee.

It is City policy that the sign program for a project or an individual building be designated as an integral part of the project site plan and building architecture. It is expected that all developers and architects of Vintage Park projects will use these Guidelines as criteria for development and that the signage will be included in the elements of design from initial concept to final plans.

These guidelines have been amended since the original approval of Ordinance #317, to allow for corporate campus signage. Chapter 2 describes sign systems that allow the supplemental use of signs for larger corporations within the park. Signs described in Chapter 1 established the development of streetscape and project entry signs which may remain throughout the park but may also be replaced and/or supplemented by the sign types exemplified in Chapter 2. Thus, a corporation may utilize an original Vintage Park sign, or a corporate campus sign, on any property that they own or lease within Vintage Park. Accordingly, these signage guidelines are supplemental to one another with Chapters 1 and/or 2 available to any Gilead property, leased or owned, within the park.

In Chapter 3, the signage guidelines for the Chess Corner Retail Center are described.

## **DESIGN REVIEW PROCESS**

A detailed sign system for a parcel must be developed concurrently with the site and building design. If inconsistent with these guidelines, the sign system must first be approved by the Vintage Park Design Review Committee.

Following approval by the Vintage Park Design Review Committee (if required), Applicant will submit a Sign Application to Foster City (including colored renderings, site plan, and elevations) for staff approval as specified by sign type. Vintage Park directory and regulatory signs ordinarily will require staff approval only, but under some circumstances, and at the discretion of Planning Director, may require Planning Commission approval. In addition, Building Permits will be required for all freestanding signs and may be required for other sign types.

The evaluation will be made on the basis of conformance to these guidelines and their intent, as well as overall design quality, consistency and coherence.

## SUBMITTAL PROCEDURES AND REQUIREMENTS

### Submittal

To obtain approval for placement of a sign at Vintage Park, an applicant shall complete a Sign Permit Application form and submit the application with applicable fees to the Community Development Department with the following items:

1. Letter of approval from the property owner or manager; and
2. Four sets of plans and specifications drawn to scale and in a professional manner showing the sign's front elevation (including front and side elevations of the awning (if applicable) with dimensions, sign copy, sign area, any proposed lighting, and a photograph of the subject storefront area, pursuant to the City's established submittal requirements for Business Identification Signs; and
3. An 8 1/2" x 11" colored elevation of the proposed sign (including awning if applicable), identifying the sign copy, colors, and materials; and
4. Samples of all proposed materials and colors.
5. For Freestanding signs provide landscape plans for required planting at base of signs.

### Process

#### A. Criteria for Sign Approval

A request for a Sign Permit in conformance with the provisions of this chapter shall be reviewed by the Planning Commission or Community Development Director if said Sign Request complies with the following criteria, pursuant to Section IV.C below:

1. Signs shall serve primarily to identify the business, the establishment, or the type of activity conducted on the same premises, or the product, service, or interest being exhibited or offered for sale, rent, or lease thereon;

2. Signs shall be harmonious with the materials, color, texture, size, shape, height, location and design of the frontage, blockhouse structure facing wall inset area, door, or window on which they are placed;
3. Sign designs shall be consistent with professional graphic standards;
4. Sign dimensions shall be in proportion with the frontage, blockhouse structure facing wall inset area, door, or window on which they are placed; and
5. Sign illumination, where allowed by provisions of this chapter, shall be at the lowest level consistent with adequate identification and readability.

#### B. Appeals

1. Who May Appeal - Appeals provided for in this chapter may be taken by the applicant or any other person.
2. Appeal Procedure - Decisions of the Community Development Director may be appealed to the Planning Commission and decisions of the Planning Commission may be appealed to City Council. Any appeal must be submitted in writing to the higher authority within ten (10) calendar days of the decision and shall be accompanied by an appeal filing fee. The required appeal filing fee shall accompany an appeal or the appeal shall be considered incomplete. The amount of the appeal filing fee shall be as set by the City Council. The appeal shall be agendaized for hearing on the earliest convenient hearing date. The appellant shall be notified in writing of the hearing date. The appellant or an authorized representative should appear at the hearing date to present this appeal or request a continuance for good cause as determined by the hearing body or the appeal may be denied. In any appeal the burden of proof is upon the appellant.

## Process (continued)

### C. Approval, Sign Permit Issuance and Sign Permit Fee

1. All internally illuminated signs shall be reviewed and approved by the Planning Commission as an agenda item at a Regular Meeting of the Planning Commission. All other signs, including signs illuminated by "up" lighting or "down" lighting, shall be approved by the Community Development Director.
2. In those instances where a proposed sign type or a proposed sign location does not clearly fit into the definitions established in these guidelines, the matter shall be brought to the Planning Commission as an agenda item at a Regular Meeting of the Commission prior to a decision being made by the Community Development Director. The Community Development Director shall seek the direction of the Planning Commission regarding the acceptability of the proposed sign. Matters which may be referred to the Planning Commission for its review and direction include, but shall not be limited to, the process by which the sign(s) shall be approved, proposed size, location, color(s), material(s), illumination, or other characteristics of the proposal which in the judgement of the Community Development Director require the Commission's review.
3. No Sign Permit Fee shall be required for any sign declared Exempt under Section X of the criteria.

### D. Necessity of Additional Permits

1. In addition to the Sign Permit, a sign may also require a Building Permit and/or Electrical Permit issued by the Building Inspection Division of the Community Development Department. It shall be the responsibility of the applicant to obtain such additional permits, if required, from the Chief Building Official.

### E. Sign Permit Fee for Illegally Installed Signs

1. When a sign is installed before obtaining a Sign Permit, but which is then applied for and obtained, the amount of the Sign Permit Fee shall be increased by up to one hundred dollars (\$100) to defray any extra administrative expenses which the illegally installed sign has caused.

### F. Sign Permit Expiration for Non-Use

1. Every permit issued by the Community Development Director under the provisions of this chapter shall expire by limitation and become null and void if the work authorized by such permit is not commenced within one hundred twenty (120) days from the date of such permit, or if the work authorized is suspended or abandoned at any time after the work is commenced for a period of one hundred twenty (120) days.
2. The Community Development Director may extend the time limit for reasonable cause and if no changes are made in the plans and specifications.

### G. Sign Permit Records

1. The Community Development Director shall keep a copy and permanent record of every Sign Permit issued.

## RELATIONSHIP TO FOSTER CITY SIGN ORDINANCE

The Vintage Park Signage Guidelines are to be used in conjunction with Chapter 15.12 (Sign Control) of the Foster City Municipal Code. Any type of signing proposed not covered in these guidelines shall be processed and reviewed under the provisions of Chapter 15.12 of the Foster City Municipal Code.

## DEFINITIONS

As used in this criteria, the following terms are defined to mean the following:

**Banner** - A sign composed of flexible material either totally or partially secured to a structure and when partially secured is intended to be moved by the wind.

**Blade Sign** - A sign of four square feet in area per side, mounted perpendicular to the fascia board of a storefront utilized to identify the individual business located within the store.

**Building Face** - The outer surface of a building or portion of a building given to an individual business, including windows, doors, parapet, fascia, awning and wall area, but not including any overhanging fascia or roof surface.

**Free-standing Sign** - A sign not attached to a building or other structure but which is attached to the ground and which exhibits sign graphics on two (2) faces which shall be the same on both faces.

**Identification Sign** - A sign directed at pedestrian or vehicular traffic, identifying a particular storefront.

**Illumination (external)** - Any light from a source outside a sign and which illuminates the sign by reflection.

**Illumination (internal)** - Any light from a source contained within a sign and which is seen translucently through the face of the sign. No directly or transparently exposed light source is included in this definition.

**Major Credit Tenant** - Those tenants as identified by Vintage park Community Association who occupy the major parcels of land within the development.

**Monument Sign** - A sign not attached to a building or other structure but which is attached to the ground and which exhibits sign graphics on only one (1) face.

**Projecting Sign** - A sign attached to a building wall or structure but which protrudes out from the wall or structure at an angle as opposed to being attached flat against the wall or structure.

**Sign** - A visual communications device used to convey a message to the viewer.

**Sign Area** - The area of the background surface, and frame if present, on which the sign graphics are displayed. The area of a sign without a background surface or where a significantly larger building element such as a wall or fascia serves as the background, shall be taken as the smallest geometric figure enclosing the graphics.

**Sign Graphics** - All lettering, logos, pictures, symbols, patterns and depictions, including color, on a sign.

**Wall Sign** - A sign attached to and flat against a building wall or structure.

**Window Graphics** - Signage applied directly to the window or door glass of a store or office, typically a vinyl film.

## PROHIBITED SIGNS AND GENERAL PROHIBITIONS

The following signs and circumstances are prohibited:

1. Signs which rotate, move mechanically or by the wind, flash, blink or reflect light by means of a glossy, polished or mirrored surface;
2. Searchlights, open flames, balloons, pennants and loudspeakers used to call attention to a product, service, business, or property;
3. Signs erected on or over public property, rights-of-way or waterways;
4. Signs which identify or advertise a product or service not available on the premises, except when such signage is installed upon an adjacent access easement, as provided for on page 19.
5. Signs painted directly on walls;
6. Signs erected on roofs or above the first story of multi-story buildings except as provided for in these guidelines;
7. Internally illuminated signs with a directly exposed source of light, including bare bulbs and neon tubes;
8. Externally illuminated signs; (May be allowed subject to Planning Commission approval.)
9. Signs which emit or reflect light by means of direct fluorescence, phosphorescence or "day-glow" colors;
10. Signs facing a limited access roadway except to advertise the sale or lease of the property or premises as provided in this chapter or to designate the name of the owner or tenant of the premises;
11. Signs which may obstruct the free use of any exit, entrance, window, vent, emergency access or fire lane or standpipe;
12. Signs which may interfere with, obstruct, confuse or mislead traffic;
13. Any sign illumination which in the opinion of the Community Development Director exhibits undue glare;
14. Any sign placed or displayed on vehicles parked primarily for the purpose of displaying the sign;
15. Any sandwich board "A" frame sign or other portable sign;
16. Any other signs not specifically allowed by provisions of these signing criteria; however, nothing in these signing criteria shall be construed to prohibit any sign, notice or advertisement required by law.



**CHAPTER 1**

**Vintage Park General Requirements**

## PARCEL SIGN SYSTEM

### INTENT

The purpose of the sign guidelines for individual parcels is to maintain the overall cohesiveness of the Vintage Park streetscape while permitting minor variations in configuration and color that reflects the unique qualities of the site and its buildings.

### CONFIGURATION

Site specific conditions, particularly grading and planting, necessitates some variations in the parcel entry sign. Likewise, the massing and entrance treatment of each building will vary within the range outlined by the design guidelines. The building entry sign format must reflect the detailing of the particular building. The guidelines that follow show examples that define a range of variation.

## SIGN HIERARCHY OVERVIEW

### PARCEL SIGN SYSTEM:

#### SIGN TYPE B

##### OFFICE / INDUSTRIAL PARCEL ENTRY SIGN:

Identifies name/address of office/industrial parcel.

Permits option of freestanding sign(s) (Sign Type B1 or B2).

#### SIGN TYPE C

##### OFFICE / INDUSTRIAL BUILDING ADDRESS:

Identifies building address.

#### SIGN TYPE D

##### OFFICE / INDUSTRIAL BUILDING MAJOR TENANT SIGN:

Identifies major tenant occupying whole or half of building. Establishes location, size and format for display of major corporate identity.

#### SIGN TYPE E

##### OFFICE / INDUSTRIAL BUILDING WITH CENTRAL ENTRY

##### MULTI-TENANT SIGN:

Identifies names of several tenants in one multi-panel sign. Establishes size and format for each panel.

#### SIGN TYPE F

##### OFFICE / INDUSTRIAL BUILDING TENANT BAY SIGN:

Identifies tenant name and suite letter in multi-tenant buildings having separate entries for each occupant. Establishes consistent area. (Includes Awning Sign)

#### SIGN TYPE G

##### PROJECT DIRECTIONAL SIGN:

Provides directional information at circulation decision points. Uses consistent structure and graphic format throughout the parcel.

#### SIGN TYPE H

##### PROJECT REGULATORY SIGN:

Provides regulatory information to control vehicular or pedestrian circulation. Uses consistent structure and graphic format throughout the parcel.

#### SIGN TYPE I

##### COMMERCIAL BUSINESS SIGN:

Identifies name of commercial business, such as restaurants, retail or hotels.

Permits option of freestanding sign(s) (Sign Type I (1)) or building sign(s) integrated into architectural elevation(s) (Sign Type I (2)).

#### SIGN TYPE J

##### HOTEL BUSINESS SIGN:

Identifies name of a hotel. Permits option of wall mounted identity signage integrated into architectural elevations.

**OFFICE / INDUSTRIAL PARCEL ENTRY SIGN:  
SIGN TYPE B(1)**

**LOCATION**

Flanking major entries to parcel.

**DIMENSIONS**

Individual letters, 9" maximum height, mounted on concrete wall. Lower portion of wall is ribbed. Upper section of ribbing changes to same material as letterforms underneath lettering only.

**MATERIALS**

Letterforms, Garamond Book Italic, upper and lowercase, cut from 1/2" aluminum plate, ribbing underline cut from aluminum rod. Finish selected from architectural finishes of buildings.

**COLOR**

Letterforms and ribbing underline to have color which coordinates with building colors. Concrete base tinted Conrad-Sovig Sand Beige #17B98-4G.

**ILLUMINATION**

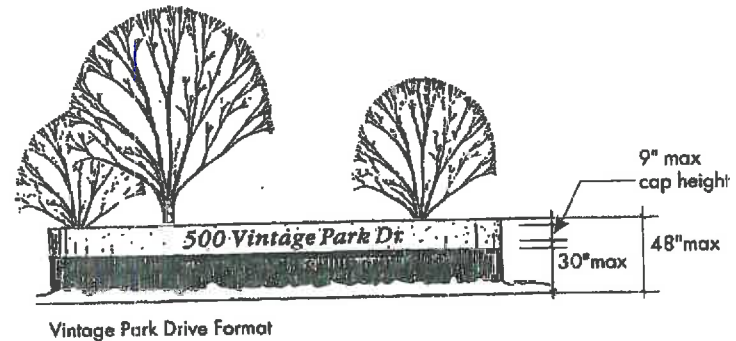
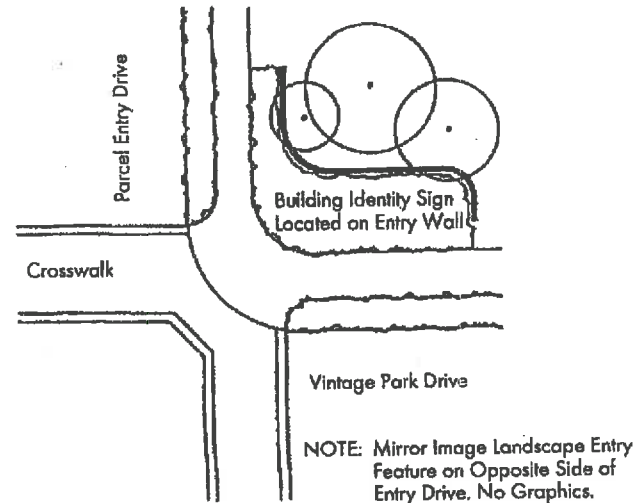
External wash illumination from below.

**INSTALLATION**

Pin-mounted 1/4" off sandblasted concrete surface. Footprint of wall element shall reflect specific site conditions. Landscaping ground cover should not obscure sign graphics.

**APPROVAL / PERMITS REQUIRED**

Planning Commission Approval. Sign and Building Permits.



**OFFICE / INDUSTRIAL PARCEL ENTRY SIGN:  
SIGN TYPE B(2)**

**LOCATION**

Adjacent to major entry to parcel. If two building are accessed from a central entry, then a pair of signs should flank the driveway.

**DIMENSIONS**

18"H x 120"W x 12"D fiberglass monolith mounted on 30"H concrete base with ribbed front surface. 9" maximum height for address numerals and tenant name.

**MATERIALS**

Precast concrete base with light sandblast finish. Translucent fiberglass monolith with opaque background, and clear matte polyurethane topcoat.

**COLOR**

Background color selected to complement building color. Concrete base tinted Conrad-Sovig Sand Beige #17B98-4G.

**ILLUMINATION**

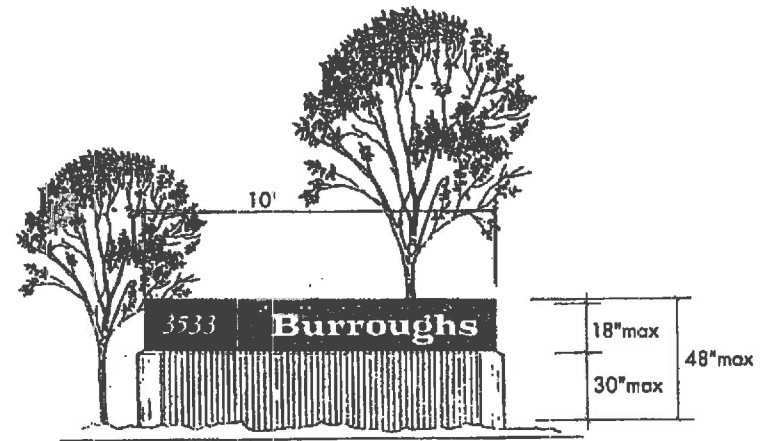
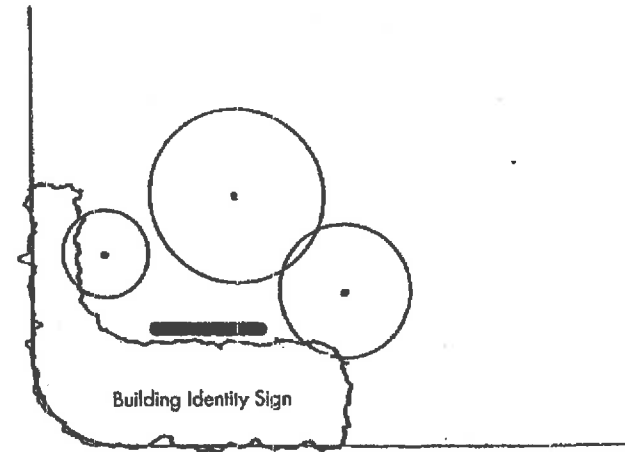
Internal illumination of letterforms.

**INSTALLATION**

Fiberglass cabinet bolted to concrete base. Landscaping ground cover should not obscure sign graphics.

**APPROVAL / PERMITS REQUIRED**

Planning Commission Approval. Sign and Building Permits.



**OFFICE / INDUSTRIAL BUILDING ADDRESS:  
SIGN TYPE C**

**LOCATION**

Above or adjacent to the main building entrance(s).

**DIMENSIONS**

Individual numerals, 14"-24" in height. Numeral size is directly proportional to building size, larger buildings may use larger numerals. Mounted on existing wall panel, or integrated into building surface. Typography is Garamond Book or Myriad Roman.

**MATERIALS**

Raised numerals fabricated from architectural metal.

**COLOR**

Color to be dark or light in contrast to the architectural material color on which it is mounted.

**ILLUMINATION**

Halo illumination, provided by luminous tube within letterform reflecting light off wall panel on light background, or illuminated translucent face, or external direct illumination.

**INSTALLATION**

Pin-mounted off wall panel or integrated into panel surface. Where applicable, Types C and/or D may be integrated with landscape wall.

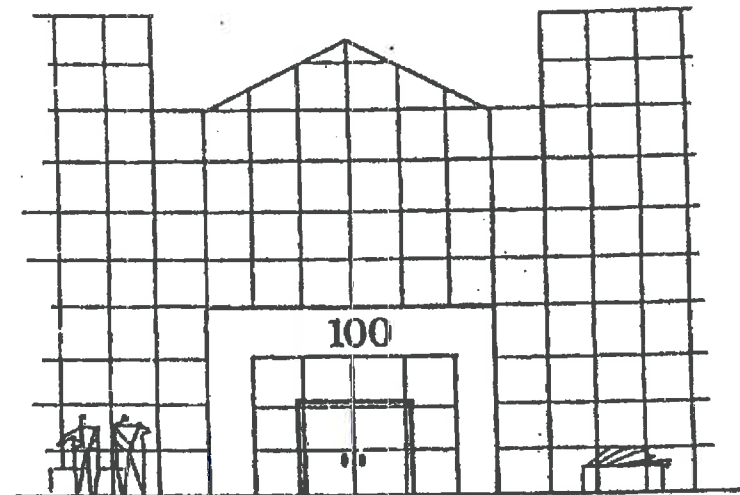
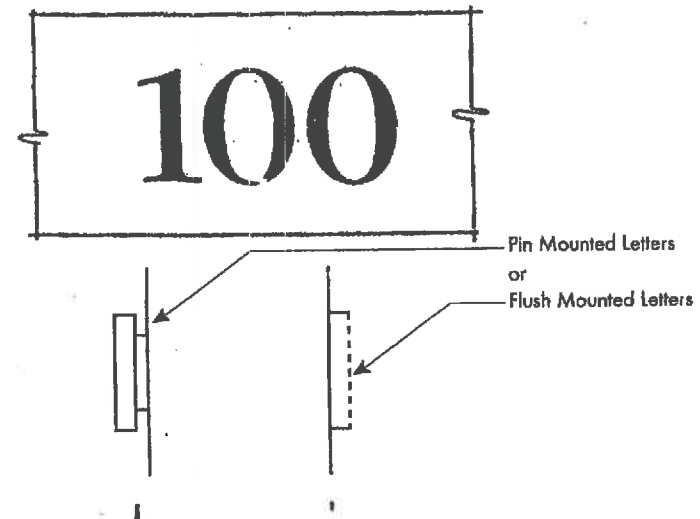
**ADDITIONAL SPECIFICATIONS**

A rear building elevation without an entrance sign may have individual non-illuminated numerals similar to the above, 14" high, denoting the address only for emergency vehicles.

**APPROVAL / PERMITS REQUIRED**

Staff Approval. Sign Permit.

**EXAMPLE**



**OFFICE / INDUSTRIAL BUILDING WITH CENTRAL ENTRY:  
MAJOR TENANT SIGN: SIGN TYPE D**

**LOCATION**

Adjacent to major entry to building having one or two major tenants.  
Logo/logotype may be mounted on designated area of building surface  
or on specified area of landscape wall or planter in entry plaza.

**DIMENSIONS**

Individual logo or logotype only. Maximum height 30", maximum area  
25 sq. ft. for one major tenant or 12.5 sq. ft. for each of two major tenants.  
Qualification as a major tenant requires occupancy of no less than 40%  
of leasable space.

**MATERIALS**

Letterforms fabricated from aluminum sheet or cut from aluminum plate.  
Finished in polyurethane enamel or porcelain enamel.

**COLOR**

Corporate logo colors may be used at the discretion of the Vintage Park  
Design Review Committee.

**ILLUMINATION**

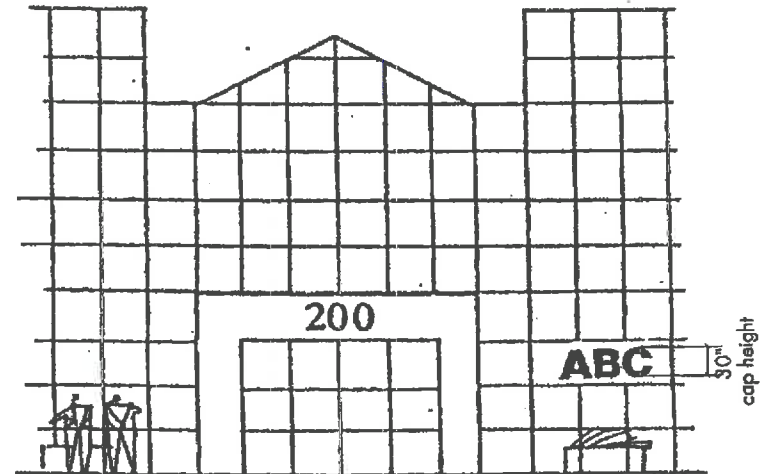
Internal halo illumination for large letterforms, external or ambient  
illumination for small letterforms.

**INSTALLATION**

Pin-mounted on building or landscape wall panels, stand-off in proportion  
to letterform dimension.

**APPROVAL / PERMITS REQUIRED**

Planning Commission Approval. Sign Permit.



**OFFICE / INDUSTRIAL BUILDING WITH CENTRAL ENTRY:  
MULTI-TENANT SIGN: SIGN TYPE E**

**LOCATION**

Building mounted signs shall be located adjacent to central entry and freestanding signs shall be properly sited in the landscape or plaza area of a multi-tenant building.

**DIMENSIONS**

Tenants shall be identified on one aggregate sign, whose area shall not exceed 1/8" sq. ft. of sign area for each linear foot of building frontage or 10 sq. ft. whichever is greater. No sign shall be greater than 25 sq. ft. Maximum height is 8 ft. No more than 4 tenant panels are permitted Buildings with more than 4 tenants shall use interior directories.

**MATERIALS**

Materials shall be selected from architectural finishes of building. Form may be freestanding or integrated into building entry design.

**TYPESTYLE**

Typestyle shall be Garamond Book. Individual logotypes may be used at the discretion of the Vintage Park Design Review Committee.

**ILLUMINATION**

Internal, external or ambient illumination.

**INSTALLATION**

Changeable tenant panels mounted to structure with concealed fasteners.

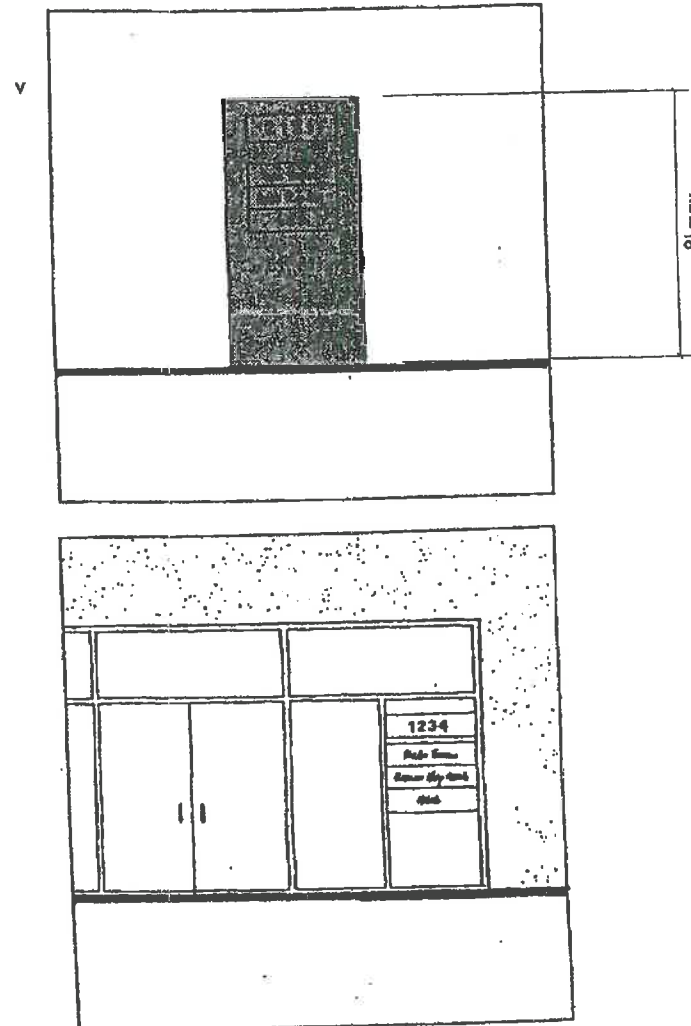
**ADDITIONAL SPECIFICATIONS**

This exterior directory format may be used to supply directional information to individual entries utilizing sign Type F.

**APPROVAL / PERMITS REQUIRED**

Planning Commission Approval. Sign Permit. Building Permit for freestanding signs.

**EXAMPLE**



## OFFICE / INDUSTRIAL BUILDING TENANT BAY SIGN: SIGN TYPE F

### LOCATION

Adjacent to tenant entry in multi-tenant buildings with a separate entry for each tenant. Tenants having at least 80' of building frontage are defined as major tenants.

### DIMENSIONS

Maximum tenant identification panel area is 10 sq. ft. for standard tenants or 20 sq. ft. for major tenants. Suite address typography is Garamond Book, 6" maximum height. Tenants with established graphic identities may use their own logotypes.

### MATERIALS

Fabricated aluminum panel.

### COLOR

Panel color to be consistent throughout parcel. Individual logo and logotype colors may be used for each tenant.

### ILLUMINATION

Ambient light.

### INSTALLATION

Mounted to building wall with concealed fasteners.

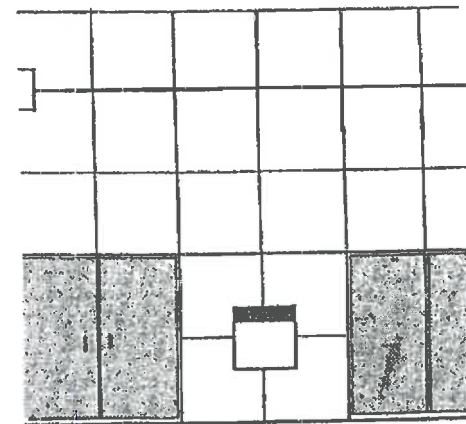
### ADDITIONAL SPECIFICATIONS

Future buildings shall conform to the requirements on this page, but the graphic format should be adjusted to suit the architectural design. Rear elevations with service entries shall be identified by a sign similar to the above, with a reduced panel size of 4 sq. ft.

### APPROVAL / PERMITS REQUIRED

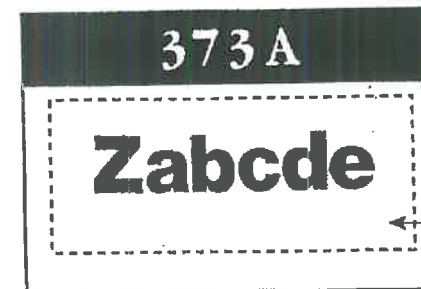
Staff Approval.

### EXAMPLE



10 sq. ft. max  
Standard tenant  
Logo and  
logotype

← pin mounted  
fasteners



20 sq. ft. max  
Major tenant  
Logo and  
logotype



**PROJECT DIRECTIONAL SIGN:  
SIGN TYPE G**

**LOCATION**

At major decision points in the vehicular circulation. Sign shall not obstruct sight lines of traffic entering street.

**DIMENSIONS**

Typography to be 3" or 4" high, Garamond Book. Width and height of panel varies according to message, 60" maximum width and 54" maximum height.

**MATERIALS**

Posts are extruded aluminum with anodized finish. Panels are aluminum porcelain enamel finish.

**COLOR**

Background color of panel to be selected from architectural finishes of building. Typography to be contrasting color.

**ILLUMINATION**

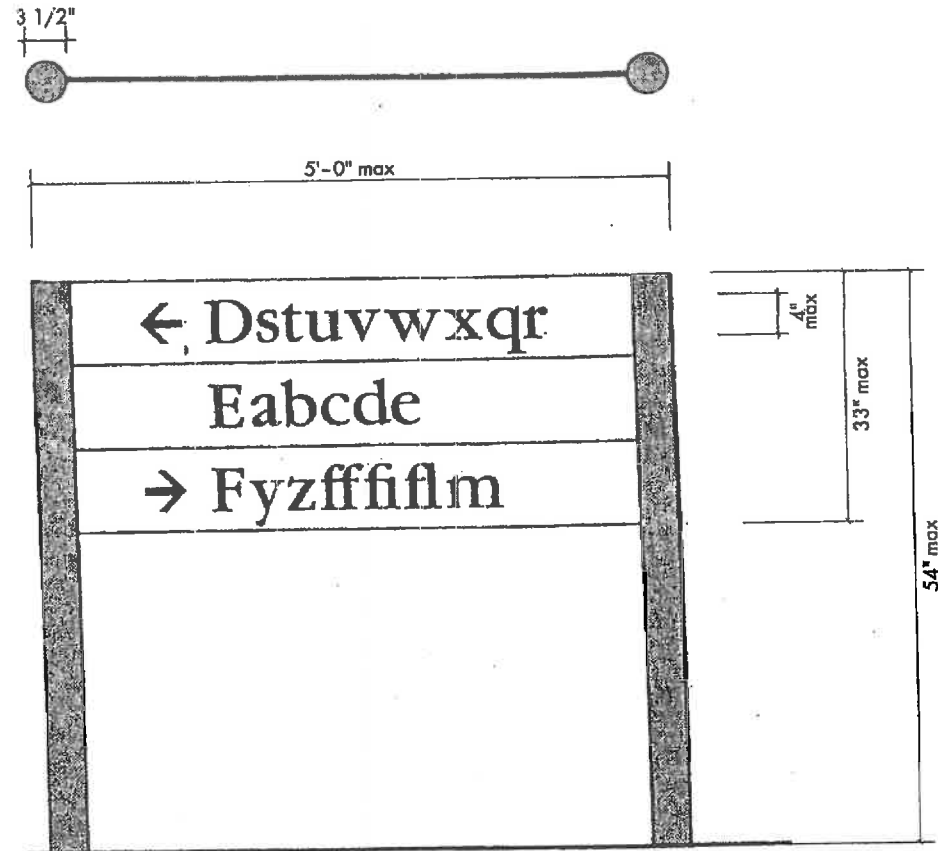
Ambient light.

**INSTALLATION**

Concrete foundation.

**APPROVAL / PERMITS REQUIRED**

Staff Approval.



**PROJECT REGULATORY SIGN:  
SIGN TYPE H**

**LOCATION**

Only as necessary to control vehicular or pedestrian circulation.

**DIMENSIONS**

Standard panel size is 12" wide by 16" high. Panel size is modified where necessary for specialized symbol requirements. Garamond Book typography is 1", 1 1/2" or 2" depending upon message length. Pole heights must meet current building code requirements.

**MATERIALS**

Posts are extruded aluminum with anodized finish. Panels are aluminum with porcelain enamel finish.

**COLOR**

Background color to be selected from architectural finishes of building. Typography to be contrasting color. Vehicular regulatory signs must conform to Department of Transportation standards and applicable local codes.

**ILLUMINATION**

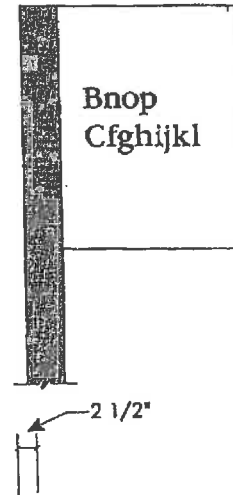
Ambient light.

**INSTALLATION**

Concrete foundation.

**APPROVAL / PERMITS REQUIRED**

Staff Approval.



## COMMERCIAL BUSINESS SIGN: SIGN TYPE I AND J OVERVIEW

### QUANTITY OF SIGNS

One identification sign shall be allowed on the primary business frontage of each business. Businesses having frontage on more than one public street shall be allowed one secondary identification sign for each additional frontage. State Highway 92 does not qualify as a public street in this circumstance. The definitions of primary and secondary frontages are included in the Foster City Sign Ordinance and shall be interpreted by staff. No more than one sign (either freestanding or building mounted) shall be permitted on each frontage, up to a maximum of three frontages.

For hotels, one business identification sign shall be allowed to be mounted on each facade of the building and shall be allowed above the ground level to assist with visibility. Up to four facade signs shall be allowed, one per facade. One freestanding business identification sign shall be permitted at each driveway entry from the public way.

### ALLOWABLE AREA

The total allowable sign area for commercial buildings shall be determined by calculating 5 percent of the building face of the primary frontage (no additional sign area calculation will be applied), up to a total allowable sign area of no more than 200 square feet and no less than 20 square feet. A maximum of two secondary frontage signs no larger than the primary sign shall be allowed and the sign area of the secondary signs shall be deducted from the total allowable sign area for that building.

For hotels, the allowable sign area for the building mounted identification signs shall be no more than 200 square feet per sign, and 650 square feet total building mounted sign area.

### OPTIONS

For Commercial Businesses, the allowable area and quantity cited above may be exercised through either a freestanding sign or a building integrated sign. Additional information on each option is shown on the following pages. Businesses with multiple frontages may use a combination of both options within the above noted constraints.

For hotels, the allowable area and quantity cited above may be exercised through both freestanding signs and building integrated signs. If a hotel does not front directly on a public way, a freestanding sign may be installed on the adjacent property where access is gained from the public way via and such installation is permitted under an access easement.

### ADDITIONAL SPECIFICATIONS

In addition to the identification signing allowed above, additional identification signing identifying a primary pedestrian access if such is not located on the primary business frontage, or to identify a secondary pedestrian access or loading area, may be allowed as approved by the Vintage Park Design Review Committee and Foster City through the submission of a Sign Request Use Permit. The number of such additional identification signs shall be as determined by the Planning Commission to be adequate, the sign area of each sign shall not exceed 5 square feet. These signs are strictly for location and identifying entrances to a building, not for advertising.

For restaurants or other commercial businesses located within the hotels, the Commercial Business Sign Type I may be used in addition to the Hotel Identification signs Type J.

Window and storefront door graphics are allowed at both commercial businesses and hotels. Window graphics and door graphics may not cover more than 20% of the glazed area. Graphics may be in white, black or any color.

Temporary banners and/or signs shall be allowed subject to Foster City Municipal Code.

Where the business or hotel is the franchise of a national or local chain, the signage graphics will be per the national or local company's sign guidelines.

## COMMERCIAL BUSINESS SIGN: FREESTANDING OPTION SIGN TYPE I(1)

### LOCATION

Freestanding element positioned perpendicular to the street, located behind sidewalk. Precautions must be taken to avoid blocking the lines of sight near intersections.

### DIMENSIONS

Maximum allowable height is 6 feet above grade. Sign panel rests on smooth concrete architectural base, 24" or less in height. Maximum depth is 18".

### MATERIALS

Sign cabinet finish shall be painted aluminum. Internally illuminated signs shall have logo and typography of flush translucent acrylic, entire surface of flexible sign face material, or individually back-lit opaque letters. Translucent backgrounds are prohibited.

### COLOR

Sign panel and logotype colors shall be coordinated with all other signs on the parcel and the branding of the business.

### ILLUMINATION

Internal illumination using LED or external illumination allowed by uplights in planter. Only one illumination type is allowed per property.

### LANDSCAPE

Provide flowering ground cover or perennial flowers around base of free-standing sign, at least 3' wide on all sides.

### FONT AND LOGOS

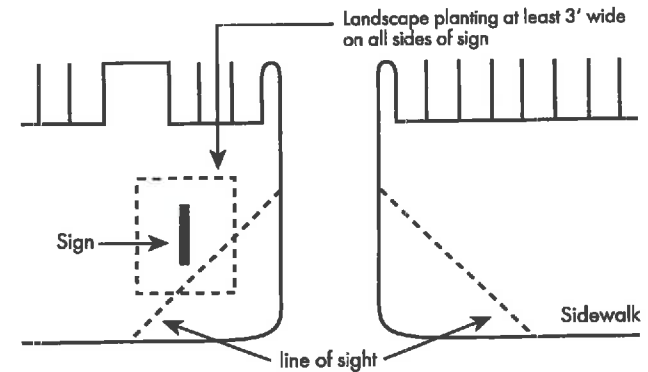
Where the business or hotel is the franchise of a national or local chain, the signage graphics will be per the national or local company's sign guidelines.

### INSTALLATION

Sign cabinet structurally bolted to smooth finish painted concrete base with concrete footing as required.

### APPROVAL/PERMITS REQUIRED

Staff Approval. Sign and Building Permits.



## COMMERCIAL BUSINESS SIGN: BUILDING MOUNTED OPTION SIGN TYPE I(2)

### LOCATION

Sign mounted adjacent to main entrance of building on architecturally integrated surface, including (but not limited to) walls, fascias, etc. If awnings are an approved architectural feature of the building, signage may be included on the awnings, otherwise, building mounted or wall signs are to be used..

### DIMENSIONS

Maximum allowable size is defined under the Allowable Area in Commercial Business Sign: Overview on page 19.

### MATERIALS

Compatible with adjacent architectural finishes, vinyl, or painted aluminum letters and numerals.

### COLOR

Colors shall be coordinated with all other signs on the parcel and with the branding of the business.

### ILLUMINATION

Internally and externally illuminated.

### FONT AND LOGOS

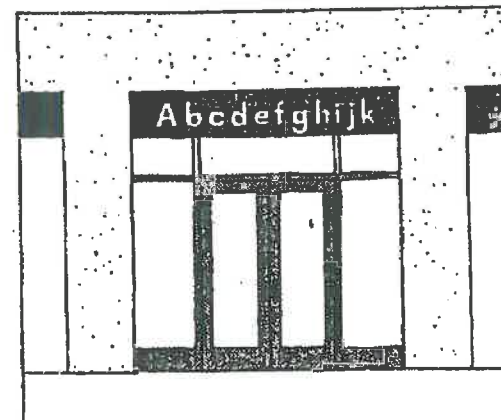
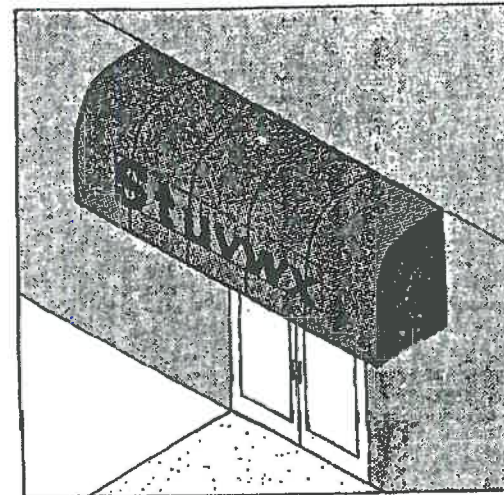
Where the business or hotel is the franchise of a national or local chain, the signage graphics will be per the national or local company's sign guidelines.

### INSTALLATION

Sign to be integrated into architectural detailing of building to avoid "tacked-on" appearance. Aluminum letters to be pin-mounted. No exposed fasteners.

### APPROVAL/PERMITS REQUIRED

Planning Commission Approval. Sign Permit.



**COMMERCIAL BUSINESS HOTEL IDENTIFICATION SIGN:  
SIGN TYPE J**

**LOCATION**

Sign mounted on upper portion of a hotel building on architecturally integrated surface, including (but not limited to) walls, fascias, etc. No pole mounted signs will be allowed.

**DIMENSIONS**

Maximum allowable size is defined under the Allowable Area in Commercial Business Sign: For hotels. Channel letters may be a maximum of 6" deep and must have a uniform depth.

**MATERIALS**

Individual channel letters made of painted aluminum with acrylic faces for internally illuminated letters. Individual painted aluminum letters for halo lit. Paint side of individual letters black or color to match face. Acrylic faces may have translucent film for proper color rendition.

**COLOR**

Logo and typography consistent with hotel's branding program.

**FONTS AND LOGOS**

Where the hotel is the franchise of a national or local chain, the signage graphics will be per the national or local company's sign guidelines.

**ILLUMINATION**

Internal illumination channel letters or halo backlit letters. Use only one type on any one building or hotel complex.

**INSTALLATION**

Individual letters may be used or letters may be applied to a panel and the panel mounted to the building. Fasteners and electric raceways must not be visible.

**APPROVAL/PERMITS REQUIRED**

Planning Commission Approval. Sign and Building Permits.



sign area



**TYPOGRAPHY**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&!?\$

ITC Garamond Book

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890&!?\$*

ITC Garamond Book Italic

For Hotels: Use typography appropriate for brand.

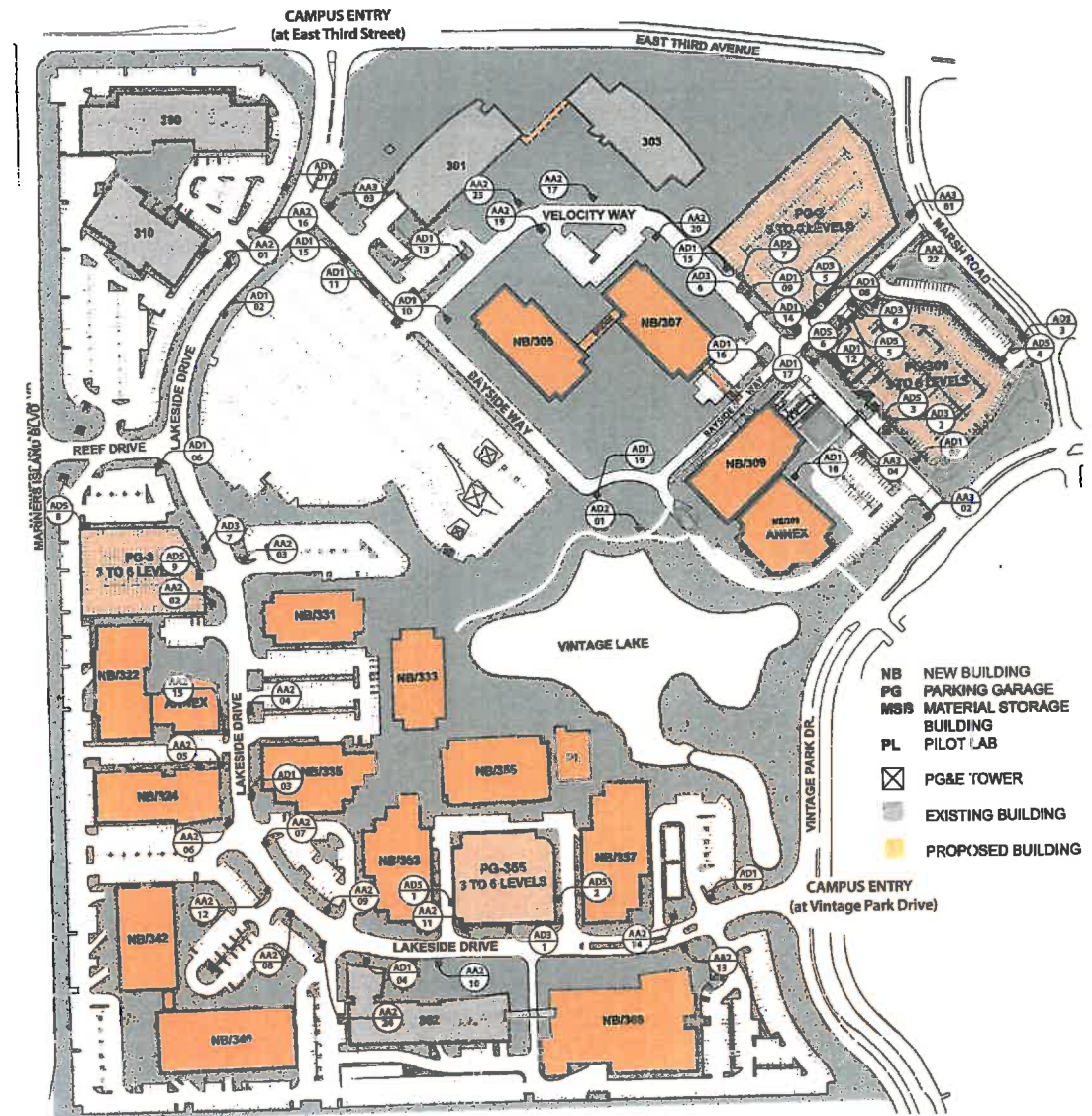
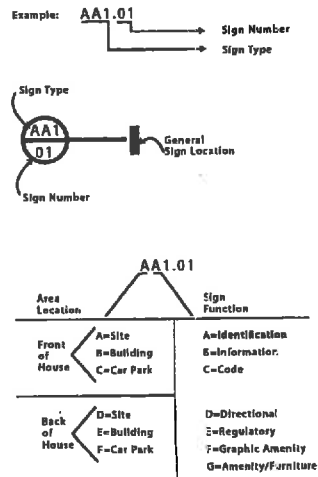
**CHAPTER 2**  
**Gilead Sciences Campus**



## MASTER LOCATION PLAN

This diagram is included for illustrative purposes only and may not accurately reflect existing or proposed buildings. The current General Development Plan for Vintage Park, as may be amended from time to time, is controlling.

The intent of this Master Plan/General Development Plan diagram is to establish a set of guiding principles for long-range planning that enables Gilead, YPCA and the City of Foster City to integrate planning and design objectives. Because of the strategic nature of the plan, the planning horizon (10+ years) and the dynamic nature of Gilead's business, flexibility during implementation is extremely important. Accordingly although the related Master Plan documents provide for a general guide for the placement, design of site buildings and other campus development; they do not establish specific location, size, style/structure of individual buildings which will follow as specific development plans over the next 10+ years.



**SIGN TYPE AA2**

**Building Identity**

**LOCATION**

Adjacent to main building entrance driveway.

**DIMENSION**

Overall height is 5' 0". Logotype lettering is 4 7/16" high. Address numerals are 8" high.

**MATERIALS**

Fabricated aluminum sign cabinet with 1/2" reveal/offset, painted all around. Sign is double sided.

Address copy and graphics are screenprinted.

Logo copy and address numerals are routed through face with 1/4" push through acrylic letterforms, with translucent vinyl on face. Edges are lightly sandblasted for illumination.

**COLOR**

Logo area is routed aluminum face, and backed with 1/8" translucent red acrylic, M5.

Logotype is routed aluminum face and backed with 1/2" translucent grey acrylic, M3.

Reveal is P4, red.

Background screen printed graphics are

P1, cool grey #1 and P2, cool grey #2.

Base color is P3.

**ILLUMINATION**

Internal illumination using LED.

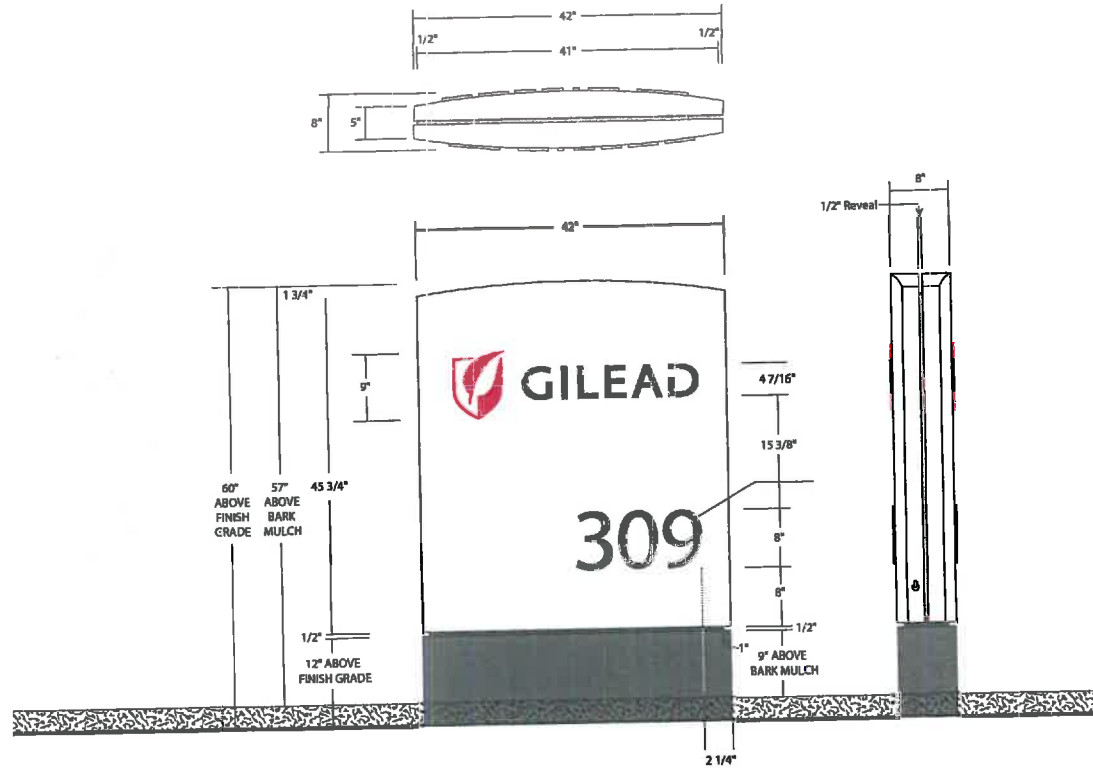
Sign will also have ambient external light source.

**INSTALLATION**

Placed in landscape with concrete footing as required.

**APPROVAL/PERMITS REQUIRED**

Staff Approval. Sign and building permit.



## SIGN TYPE AA3

### Building Identity

#### LOCATION

Adjacent to main building entrance driveway.

#### DIMENSION

Overall height is 5' 0". Logotype lettering is 4 7/16" high. Address numerals are 8" high.

#### MATERIALS

Fabricated aluminum sign cabinet with 1/2" reveal/offset, painted all around. Sign is double sided.

Address copy and graphics are screenprinted. Logo copy and address numerals are routed through face with 1/4" push through acrylic letterforms, with translucent vinyl on face. Edges are lightly sandblasted for illumination.

#### COLOR

Logo area is routed aluminum face, and backed with 1/8" translucent red acrylic, M5.

Logotype is routed aluminum face and backed with 1/2" translucent grey acrylic, M3.

Reveal is P4, red.

Background screen printed graphics are

P1, cool grey #1 and P2, cool grey #2.

Base color is P3.

#### ILLUMINATION

Internal illumination using LED.

Sign will also have ambient external light source.

#### INSTALLATION

Placed in landscape with concrete footing as required.

#### APPROVAL/PERMITS REQUIRED

Staff Approval. Sign and building permit.



**SIGN TYPE AD1**  
**Vehicular Directional**

**LOCATION**

At major decision points in the vehicular path of travel. Sign shall not obstruct sight lines of traffic. Text will vary with location.

**DIMENSION**

Overall height is 4' 9". Copy is 3 1/2" cap height.

**MATERIALS**

Fabricated aluminum sign cabinet painted all around.

Copy and graphics are mixed of applied vinyl and screenprinted. Sign may be single or double sided, but back side is always finished.

**COLOR**

Background screened graphics are P1, cool grey #1 and P2, cool grey #2.  
Base color is P3.  
Copy is P5, dark secret.  
Arrows are M-4, white reflective.

**ILLUMINATION**

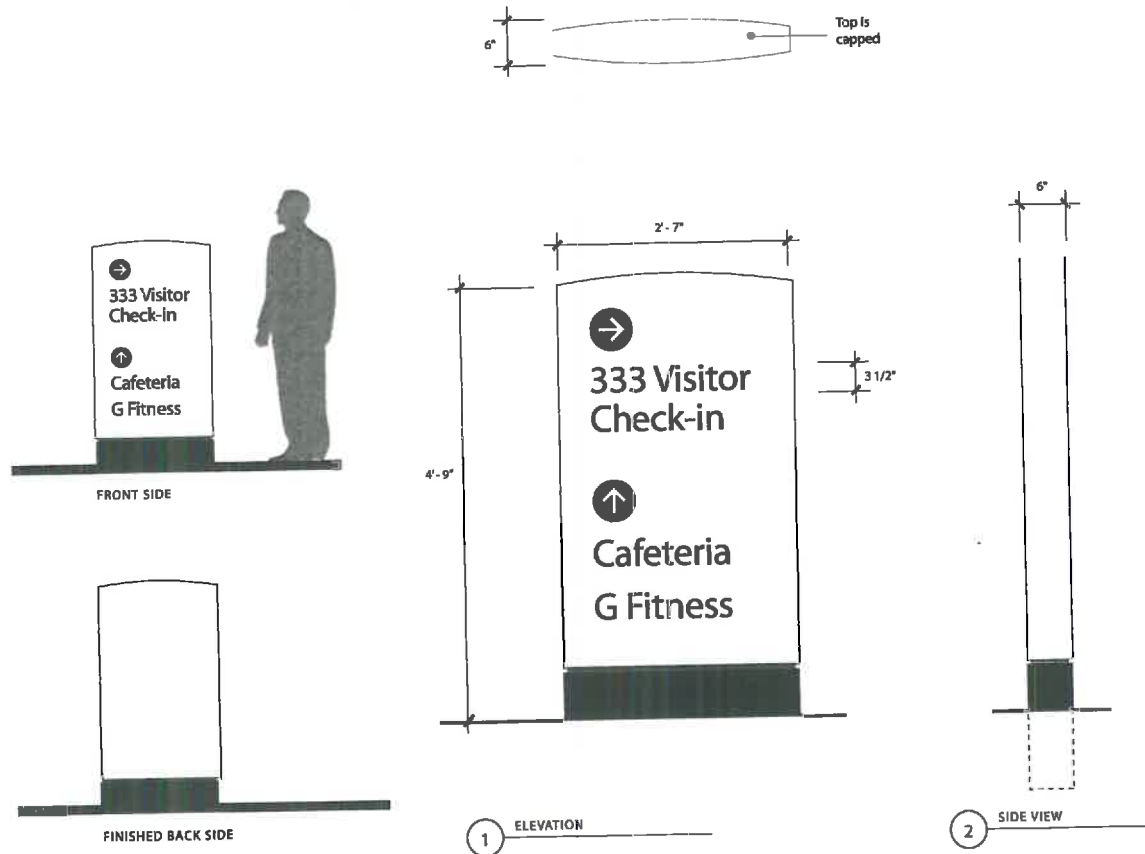
Ambient light.

**INSTALLATION**

All foundations to be engineered and installed by sign fabricator.

**APPROVAL/PERMITS REQUIRED**

Staff Approval.



**SIGN TYPE AC1 and AC2**  
Accessible Parking Identity

**LOCATION**

At individual handicap parking stalls.

**DIMENSION**

Overall height is 8'-5."

**MATERIALS**

1/4" aluminum sign face, painted all around.  
Screenprinted graphics.

Standard 3"x3" aluminum post painted P3, top is capped.

**COLOR**

Sign face and back are P1, cool grey #1.

Copy is P5, dark secret.

Handicap symbol is P3, cool grey #11. Sign bracket and stem are M1, brushed aluminum.

Post is painted P3, cool grey #11.

**ILLUMINATION**

None.

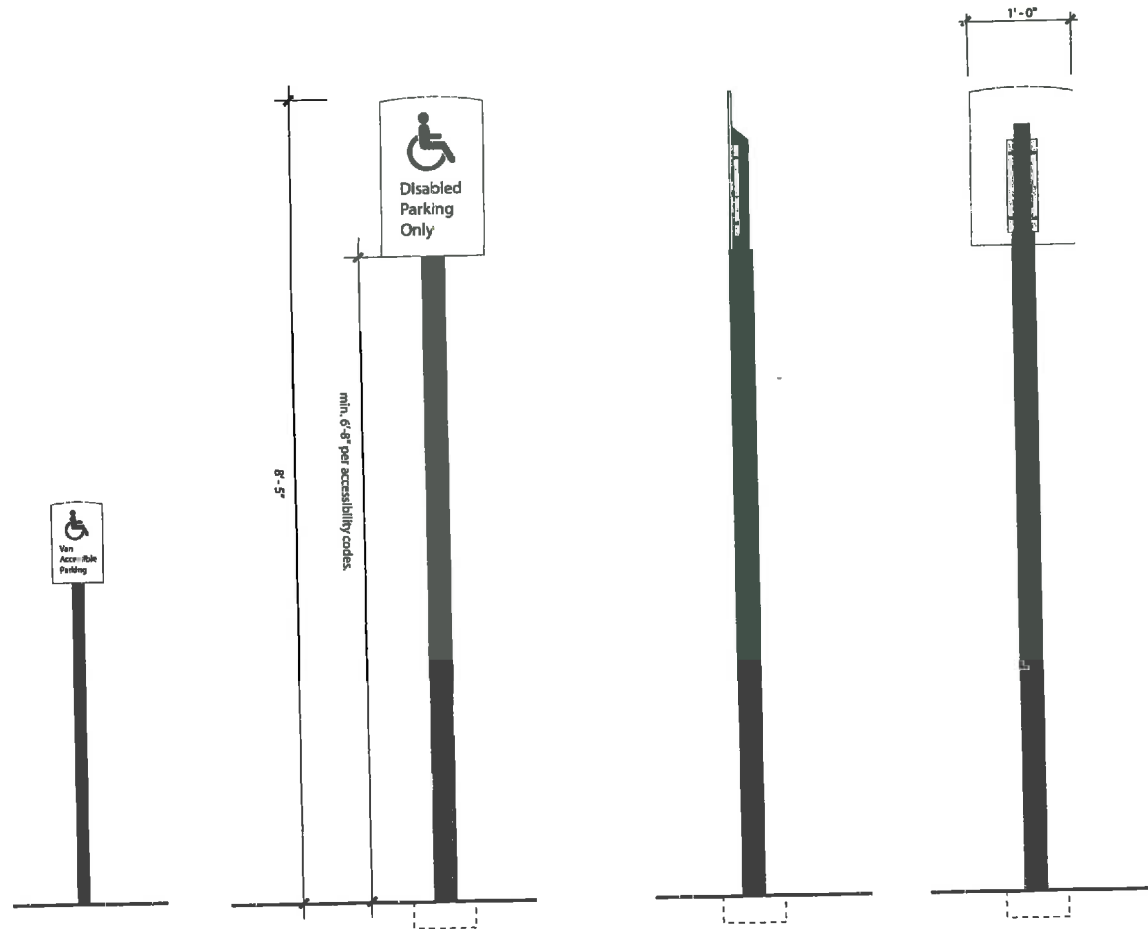
**INSTALLATION**

Tap into sign face from back. All attachment hardware to match 3" post finish.

All foundations to be engineered and installed by sign fabricator.

**APPROVAL/PERMITS REQUIRED**

Staff Approval.



**SIGN TYPE AE1**  
**Drop Off Identity**

**LOCATION**  
Adjacent to main building entrance.

**DIMENSION**  
Overall height is 8'-5."

**MATERIALS**  
1/4" aluminum sign face, painted all around.  
Screenprinted graphics.

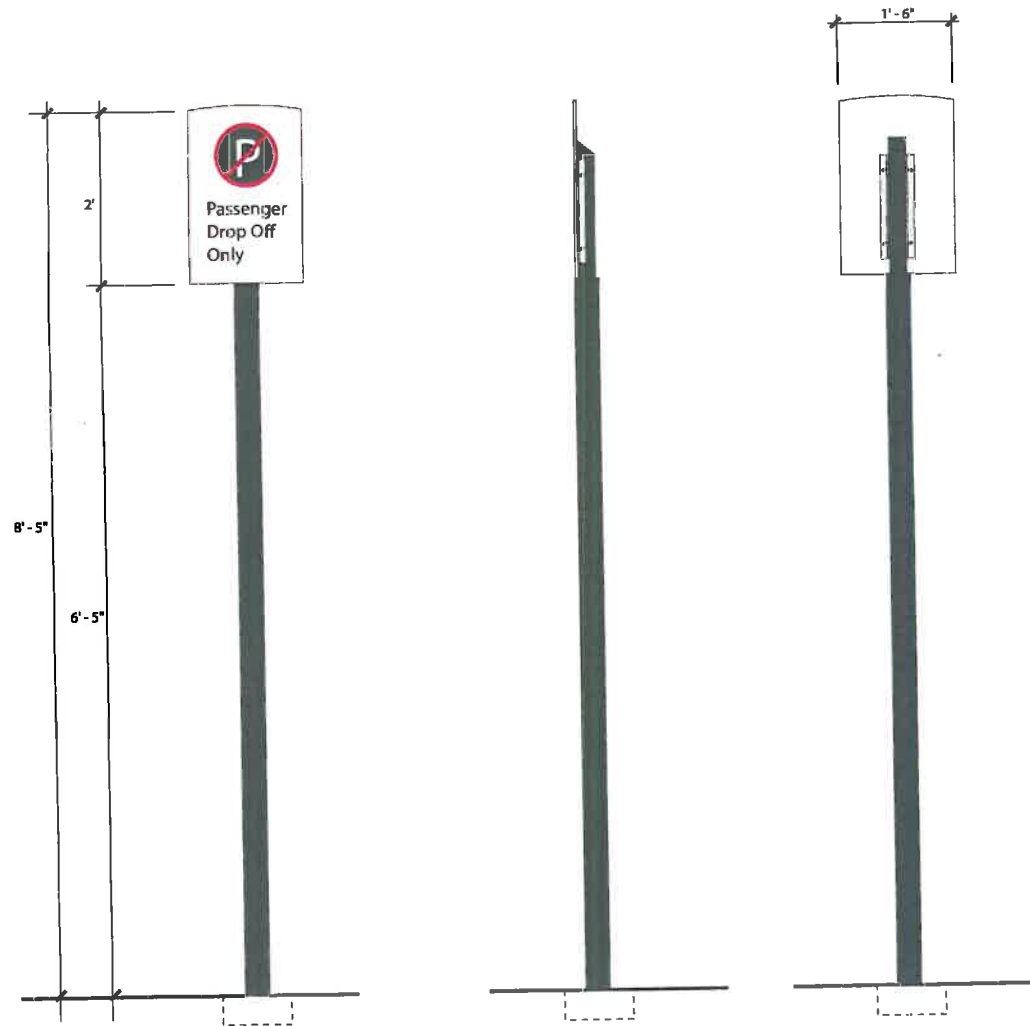
Standard 3"x3" aluminum post painted P3, top is capped.

**COLOR**  
Sign face and back are P1, cool grey #1.  
Copy is P5, dark secret.  
Handicap symbol is P3, cool grey #11. Sign bracket and stem are M1, brushed aluminum.  
Post is painted P3, cool grey #11.  
No parking symbol to be screenpainted with P1, P3, and P4.

**ILLUMINATION**  
None.

**INSTALLATION**  
Tap into sign face from back. All attachment hardware to match 3" post finish.  
All foundations to be engineered and installed by sign fabricator.

**APPROVAL/PERMITS REQUIRED**  
Staff Approval.



## SIGN TYPE AE2

### Private Property Notice

#### LOCATION

At entrances to individual parcels or entrances to Gilead campus.

#### DIMENSION

Overall height is 8' -5."

#### MATERIALS

1/4" aluminum sign face, painted all around.  
Screenprinted graphics.

Standard 3"x3" aluminum post painted P3, top is capped.

#### COLOR

Sign face and back are P1, cool grey #1.

Copy is P5, dark secret.

Handicap symbol is P3, cool grey #11. Sign bracket and stem are M1, brushed aluminum.

Post is painted P3, cool grey #11.

No parking symbol to be screenpainted with P1, P3, and P4.

#### ILLUMINATION

None.

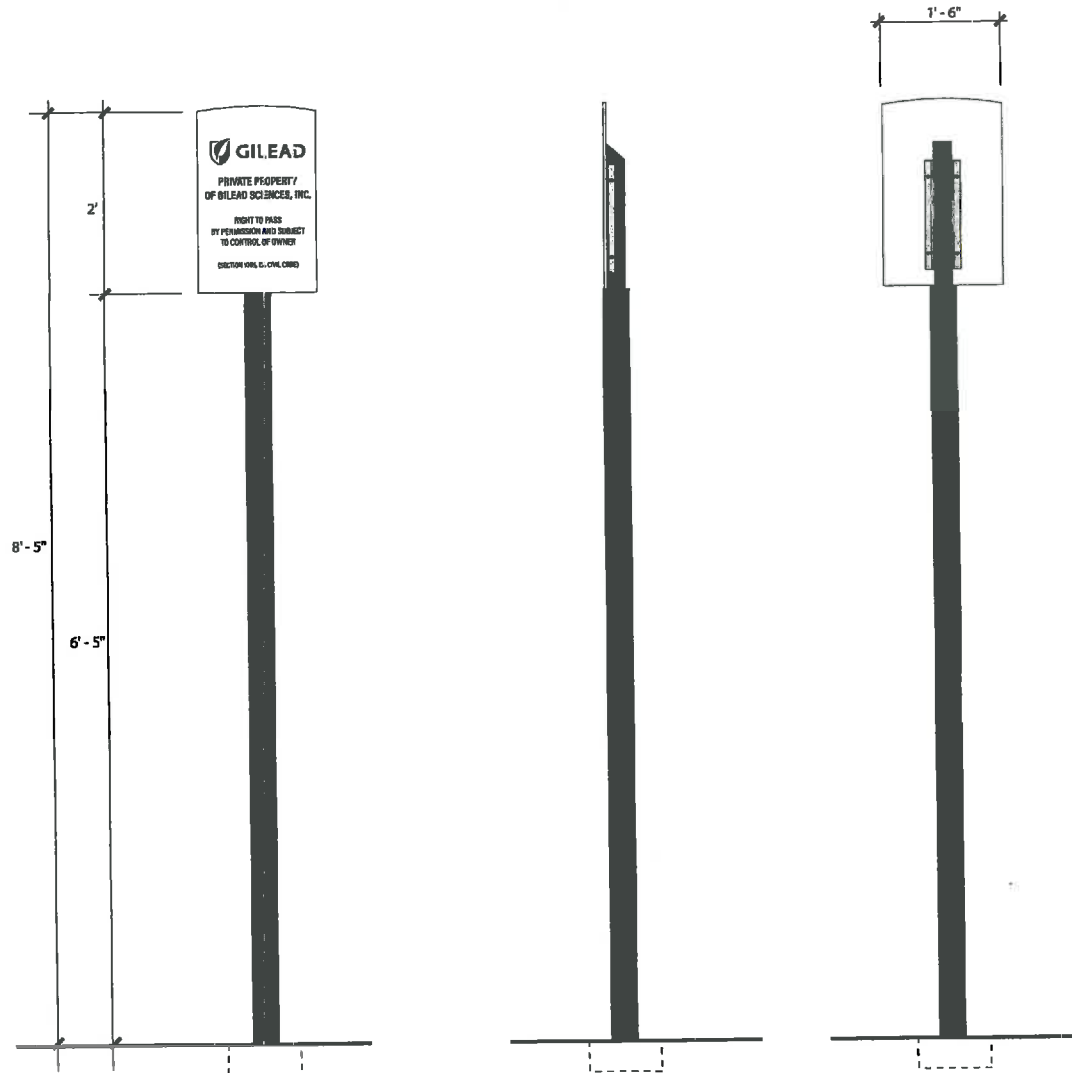
#### INSTALLATION

Tap into sign face from back. All attachment hardware to match 3" post finish.

All foundations to be engineered and installed by sign fabricator.

#### APPROVAL/PERMITS REQUIRED

Staff Approval.



**SIGN TYPE AD2**

**Secondary Directional Signage**

**LOCATION**

At major decision points in the vehicular path of travel.

**DIMENSION**

Overall height is 4'-0."

**MATERIALS**

1/4" aluminum sign face, painted all around.  
Screenprinted graphics.

Standard 3"x3" aluminum post painted P3, top is capped.

**COLOR**

Face and back to be P1, cool grey #1.

Copy to be P5, dark secret.

Circle to be P3, cool grey #1 with white arrow, M4.

Bracket is M1, brushed aluminum.

Post is painted P3.

**ILLUMINATION**

None.

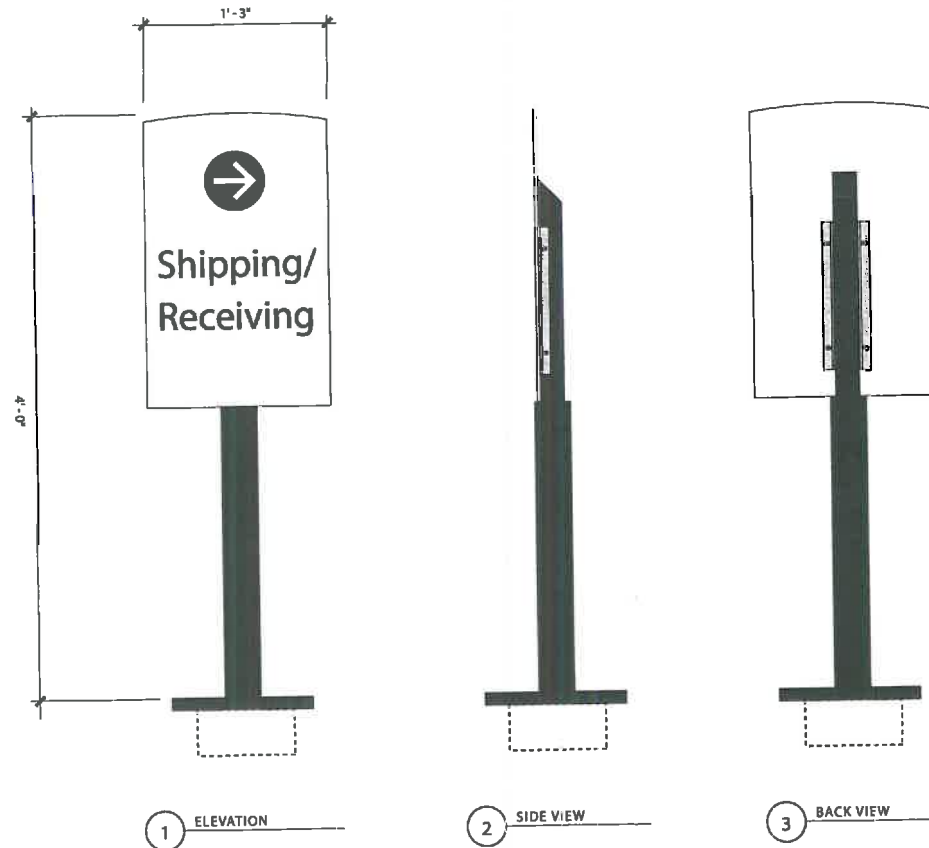
**INSTALLATION**

Tap into sign face from back. All attachment hardware to match 3" post finish.

All foundations to be engineered and installed by sign fabricator.

**APPROVAL/PERMITS REQUIRED**

Staff Approval.





**SIGN TYPE AD3**  
**Parking Garage Digital Signage**

**LOCATION**

At major decision points in the vehicular path of travel at entries to a garage. Sign shall not obstruct sight lines of traffic. Text will vary with location.

**DIMENSION**

Overall height is 5' and width is 3' 6."

**MATERIALS**

Fabricated aluminum sign cabinet painted all around.

Copy and graphics are mixed of applied vinyl and screenprinted. Sign may be single or double sided. Digital screen is built into the face of the sign.

**COLOR**

Background screened graphics are P1, cool grey #1 and P2, cool grey #2. Base color is P3. Arrows are M-4, white reflective. Reveal is P4 red.

**ILLUMINATION**

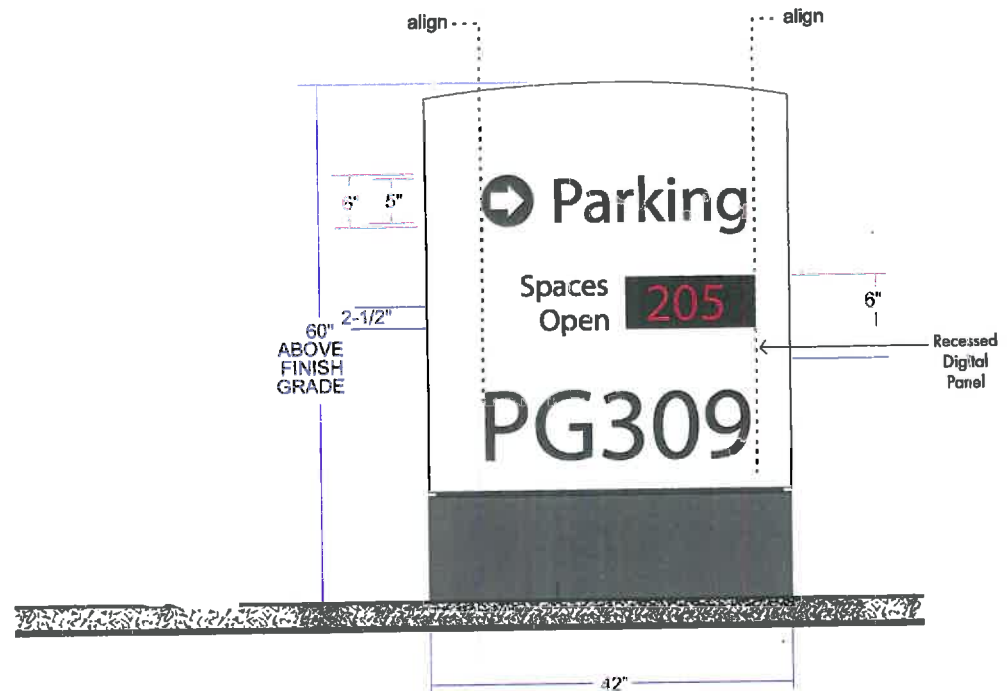
Ambient light, Digital lighted screen.

**INSTALLATION**

All foundations to be engineered and installed by sign fabricator.

**APPROVAL/PERMITS REQUIRED**

Staff Approval.



**SIGN TYPE AD4**  
**Regulatory Sign at Garage Entry**

**LOCATION**  
At all Parking Garage entries, inside building.

**DIMENSION**  
Overall height is 4' 11."

**MATERIALS**  
1/4" thick painted aluminum panels with no exposed fasteners for removable installation and replacement

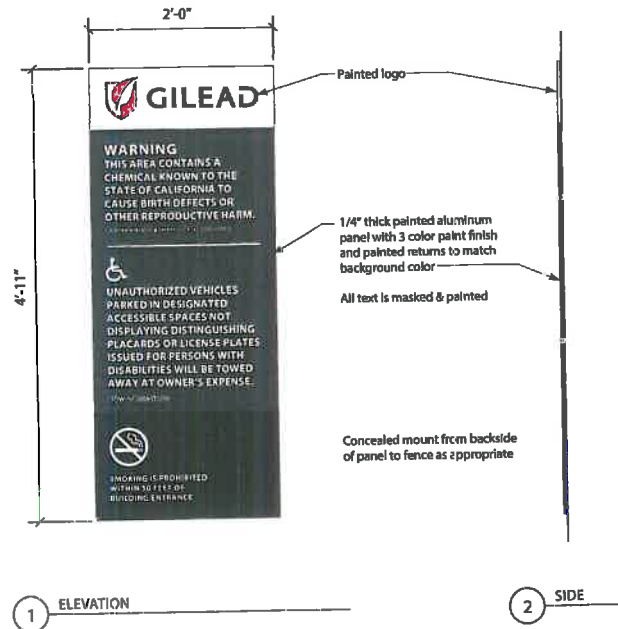
Copy and graphics are mixed of applied vinyl and screenprinted.

**COLOR**  
Logo header background color is P1.  
Background color is P3.  
Text color is M2/M4.  
Painted base color is P5

**ILLUMINATION**  
None.

**INSTALLATION**  
Freestanding cabinet mounted over internal structural posts or mounted to adjacent garage wall. All foundations to be engineered and installed by sign fabricator.

**APPROVAL/PERMITS REQUIRED**  
None if Inside Building.



**SIGN TYPE AD5**  
**Garage Information Sign**

**LOCATION**  
At entrances to parking garage.

**DIMENSION**  
Overall height is 4' 9", width is 2' 0"

**MATERIALS**  
1/4" thick painted aluminum panels with no exposed fasteners for removable installation and replacement, painted returns to match face color.

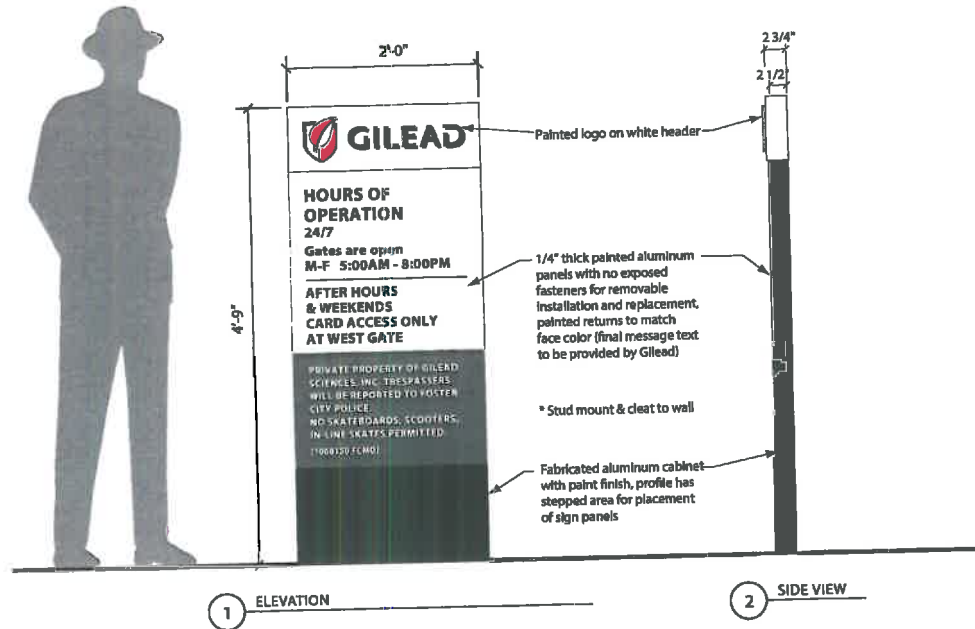
Copy and graphics are mixed of applied vinyl and screenprinted.

**COLOR**  
Logo header background color is P1.  
Background screened graphics are P1, cool grey #1 and P2, cool grey #2.  
Base color is P5.

**ILLUMINATION**  
None.

**INSTALLATION**  
All foundations to be engineered and installed by sign fabricator.

**APPROVAL/PERMITS REQUIRED**  
Staff Approval if outside building.



## Typography & Symbols

Myriad Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Myriad Roman**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

TYP. Icons



Logo



TYP. Directional Arrow(s)



## Color Palette

### Color and Material Palettes

P-1



Match to  
Pantone  
Cool Grey #1

P-2



Match to  
Pantone  
Cool Grey #2

P-3



Match to  
Pantone  
Cool Grey #11  
Satin Finish

P-4



Match to  
Pantone 193  
Red Satin  
Finish

P-5



ICI  
1673  
Dark Secret  
Satin Finish

## Material Palette

M-1



Aluminum  
Horizontal  
Brush Finish

M-2



Acrylic

M-3



3M Translucent  
Vinyl Film  
3630-61  
Slate Grey

M-4



3M Reflective  
Vinyl Film  
3290  
White

M-5



3M Translucent  
Vinyl Film  
to Match  
Pantone 193.

M-6



3M Translucent  
Vinyl Film  
to Match P-3

**CHAPTER 3**  
Chess Corner Retail Center

## INTRODUCTION

This program has been developed with the purpose of creating criteria that allows for creativity and varied use of many sign designs. Use of established trademark and logo are encouraged. The overall theme is created for the mutual benefit of all tenants and the public, and there should be an element of continuity between the signs in the program.

It is not intended that the look of signs are to be repetitive or follow a generic theme that is sterile and/or uninteresting. Accordingly there is a hierarchy of three sign types: Center Identification Signage, Tenant Suite Signage, and Tenant Signage.

All signage contained within Chess Corner Retail Center shall be consistent with the criteria listed below and shall be submitted for review and approval to the landlord, The Vintage Park Community Association, and the City of Foster City.

### Guidelines for Chess Corner Retail Center Signage

#### Center Identification Signage (Landlord Signage)(Sign Type CC1):

1. The retail center will have two sets of internally illuminated, center identification, channel letters at center of elevation. This is Sign Type CC1.

#### Tenant Suite Signage (Sign Type CC2):

1. Each tenant will be allowed two suite identification signs, one each located on north and south elevations. On the south side, the sign will be located in the panel above the storefront door entry. On the north side, the sign will be located in the fascia corresponding to the suite location.
2. Suite identification signage (CC2) shall be composed of internally illuminated channel letters, or channel letters in cloud images in which letters are connected.
3. Tenant logos will be permitted, subject to review by the landlord. Cabinet construction allowed for logos only.
4. Sign sizes shall be in accordance with the allowable areas presented herein.
5. Letters may be of translucent acrylic with or without vinyl overlay, with metal or plastic trim. Acrylic colors shall be as selected by tenant.

6. All LED lamps must be contained wholly within the depth of the letter. Exposed neon will not be allowed.
7. All illuminated signs shall bear the UL label and their installation shall comply with all local, building and electrical codes. All such labels shall be attached in an inconspicuous location.
8. All conductors, transformers and other equipment shall be concealed from public view, including attachments, clips, wiring transformers, etc.
9. All retail signage will be connected to the landlord's electrical system and be controlled by time clocks furnished by the landlord and will be lighted during hours as designated by landlord. Illumination shall be turned off at midnight or at close of business, whichever is earlier.
10. All penetrations of the building required for sign installation shall be sealed in a water tight condition, patched as required and painted to match adjacent finish.
11. All work shall be of an acceptable level of quality. Landlord reserves the right to reject any work he or the project architects determine to be of insufficient quality.
12. Tenants may be asked by the landlord to remove and replace or repair to new, the above mentioned signs in the event that they are yellowed, aged or discolored.
13. Where signs or sign panels are removed or replaced, fasteners shall be removed and architectural walls shall be immediately repaired.
14. Window graphics will be allowed, not to exceed 40% coverage of the glazing. Door graphics will be allowed not to exceed 20% coverage of the glazing. Window and door graphics are allowed to be in color.

#### Tenant Signage (Sign Type CC3):

1. Each of four tenants shall be allowed two painted aluminum sign panels with vinyl graphics, one each located at east and west elevations.

## **Guidelines for Gateway Signage**

### **Gateway Sign:**

1. There will be one freestanding, double-sided, internally illuminated, monument sign with two sign faces. This sign will serve the adjacent hotel project, and shall meet the requirements of Commercial Business Sign Type IA (as described in Chapter 1).

## **Restriction for Chess Corner Retail Signage**

All tenants are subject to the following:

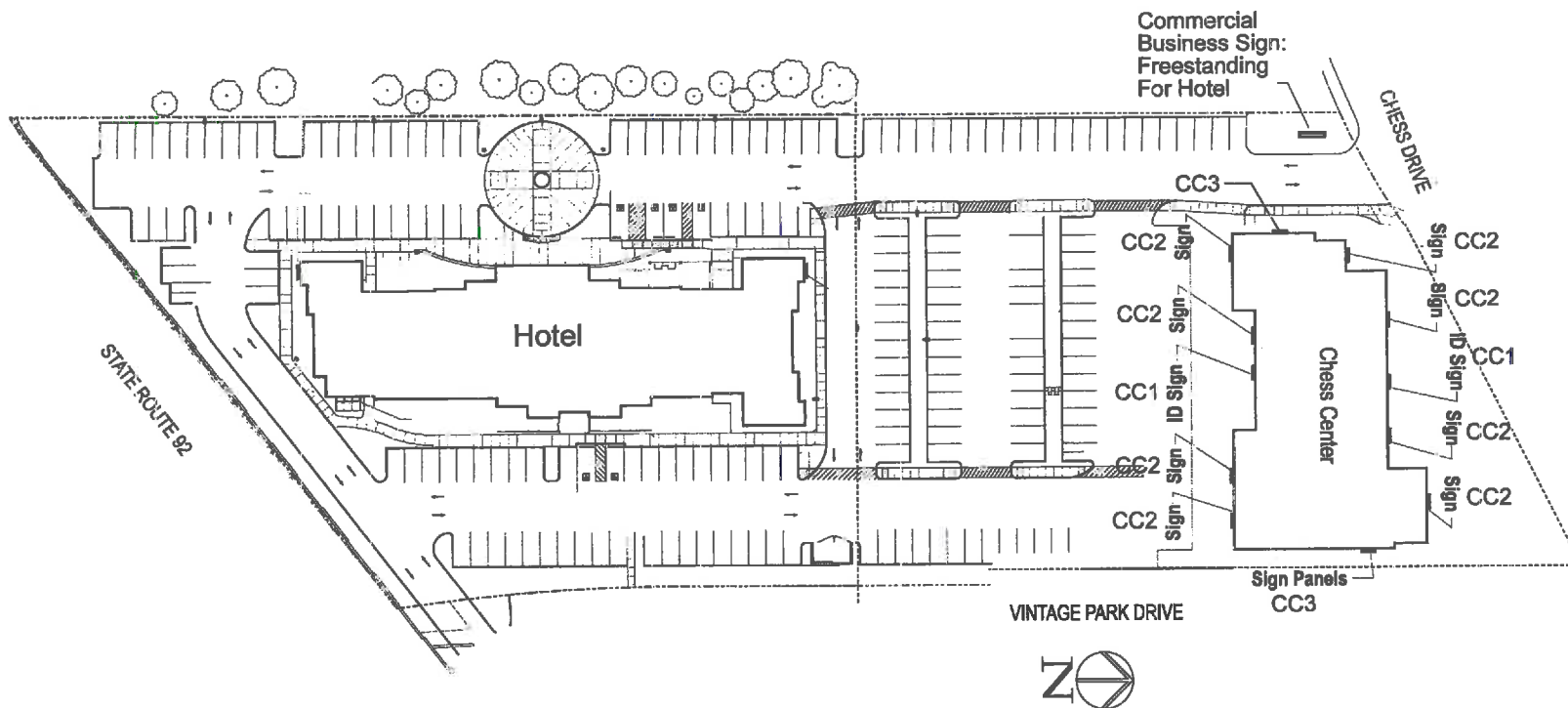
1. No animated, revolving, flashing, audible, or odor producing signs will be allowed.
2. No vehicle signs will be allowed.
3. No formed plastics or injection-molded plastic signs will be permitted. (suitcase type signs)
4. No painted wall signs.
5. No exposed raceways or conduits will be permitted to be visible.
6. No other types of signs except those specifically mentioned within this sign program will be allowed.
7. Any type of sign contained within interior retail areas shall be held back a minimum of 10 inches (10") from the storefront, shall cover only a maximum of 25% of the window area, and will attribute to the total allowable area of window graphics.
8. All allowable signage is subject to prior landlord approval. Tenant will be required to remove any sign considered to be in bad taste or that does not contribute positively to the overall design of the center.
9. All work shall be of an acceptable level of quality. Landlord reserves the right to reject any work he or the project architects determine to be of insufficient quality.

## **Submittal**

Tenants shall submit two (2) sets of shop drawings, of all proposed signage, to landlord, showing colors, locations, materials, electrical and attachment details. Upon receipt of approval from landlord tenant, or their contractor, shall make all necessary submittals to city agencies and shall be responsible for obtaining all necessary permits. No sign shall be installed until all necessary permits have been received.



CHES CORNER SITE PLAN (ADJACENT HOTEL SHOWN FOR INFORMATION ONLY)



MASTER LOCATION PLAN

**SIGN TYPE CC1**

**Chess Corner - Center Identification Building Sign**

**LOCATION**

Center Identification signs shall be located on center tower of building equally spaced on tower on north and south faces of the building.

**DIMENSIONS**

Signs will be restricted to a maximum of 2'-6" high channel letters. Letters will be a uniform depth of 5" deep.

**MATERIALS**

Letters will be fabricated with .040 thick aluminum. Logo and letter faces will be 3/16" thick translucent acrylic with translucent vinyl overlay.

**COLOR**

Colors will be landlord's choice with city approval.

**ILLUMINATION**

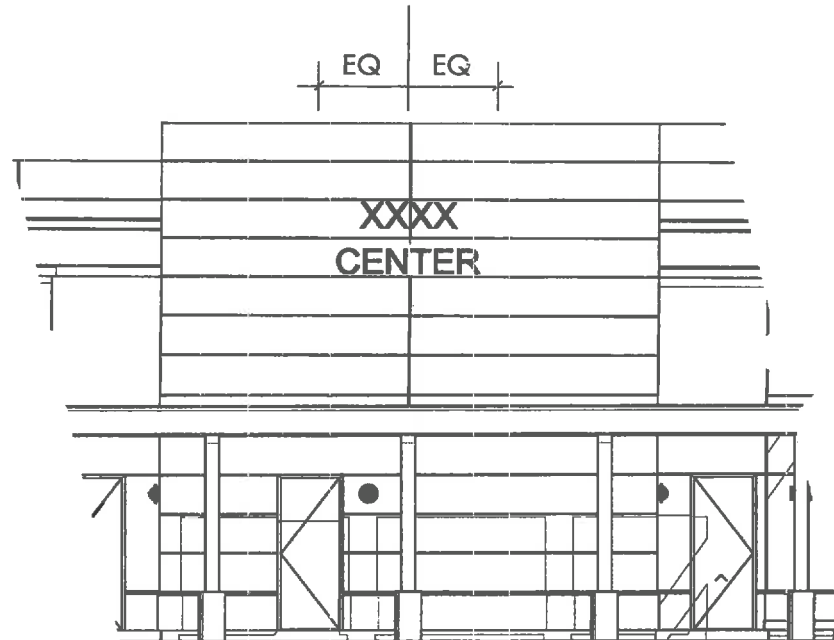
Channel letters will be internally illuminated with LED lighting.

**INSTALLATION**

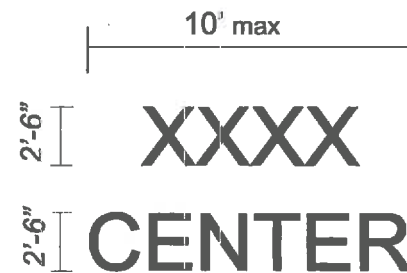
Channel letters will be mechanically fastened to wall with screws and nylon anchors.

**APPROVAL/PERMITS REQUIRED**

Staff Approval. Sign permit required.  
Building permit required.



TYPICAL CENTER I.D. BUILDING SIGN LOCATION



TYPICAL CENTER I.D. BUILDING SIGN

**SIGN TYPE CC2**

**Chess Corner - Tenant Building Channel Letter Signs**

**LOCATION**

Tenant channel letter signs will be located on the north and south facade on building fascia over the main storefront door of the tenant's suite.

**DIMENSION**

Signs will be restricted to 2'-0" high logos and 1'-6" high channel letters. When letters extend below the baseline, the total shall not exceed 2'-0".

Logos and letters will be of a uniform depth and a maximum of 5" deep.

**FONT AND LOGO**

Logos are permitted consistent with tenant's brand but shall not exceed 2' height and 10' in length. Any font may be used, consistent with the brand, and must be consistent for all of the signs for a particular tenant. Where the business is the franchise of a national or local chain, the signage graphics will be per the national or local company's sign guidelines.

**MATERIALS**

Logos and letters will be fabricated with minimum .040 thick aluminum. Logo and letter faces will be 3/16" thick translucent acrylic with translucent vinyl overlay.

**COLOR**

Colors will be tenant's choice with landlord and city approval. Aluminum painted sides of letters shall match face color or be painted black.

**ILLUMINATION**

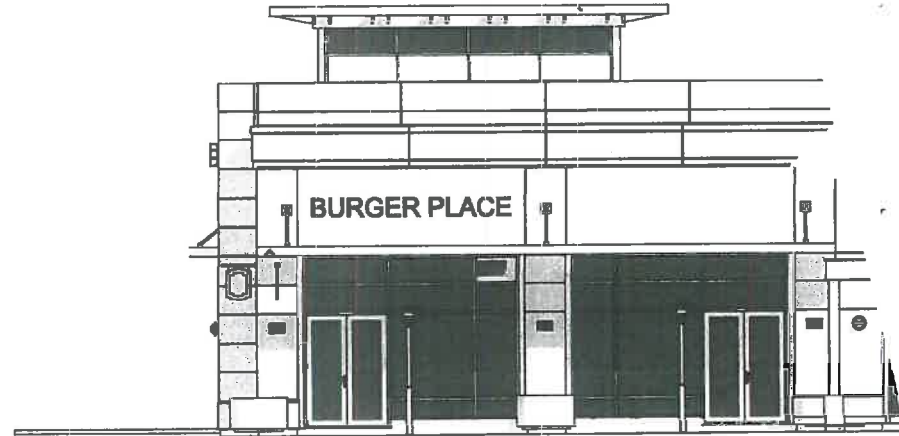
Signs will be internally illuminated with LED lighting.

**INSTALLATION**

Signs will be mechanically fastened to wall with screws and nylon anchors. No offset and no exposed fasteners.

**APPROVAL/PERMITS REQUIRED**

Staff Approval. Sign permit required. Building permit required. Building permit required.



TYPICAL TENANT BUILDING SIGN PANEL LOCATION



TYPICAL TENANT BUILDING SIGN



### SIGN TYPE CC3

#### Chess Corner - Tenant Building Sign Panels

#### LOCATION

Tenant sign panels will be located in central location on East and West building elevations.

#### DIMENSION

Tenant sign panels will be 1/8" thick by 1'-10" x 4'-0" maximum.

#### FONT AND LOGO

Logos are permitted consistent with tenant's brand but shall not exceed 1' height or the width of the type area. Any font may be used, consistent with the brand, and must be consistent for all the signs for a particular tenant.

#### MATERIALS

Tenant sign panels will be custom painted aluminum panels with vinyl overlay graphics.

#### COLOR

Vinyl text and logo colors will be subject to branding with landlord and city approval. Panel colors to be Sherwin Williams "Modern Gray" SW7596 to match wall color.

#### ILLUMINATION

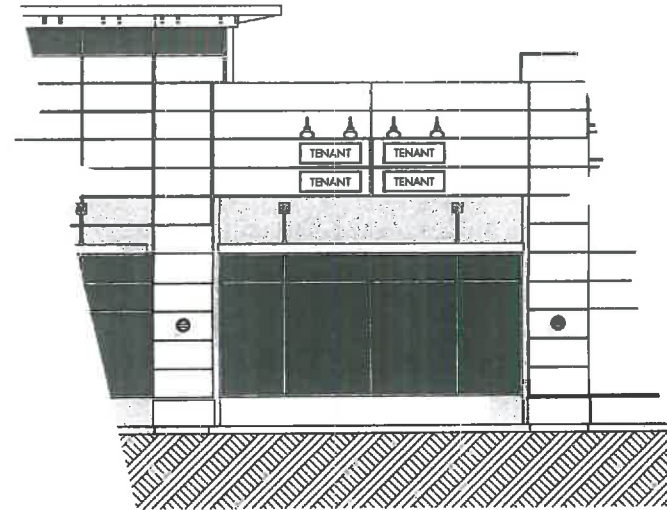
Tenant sign panels will be indirectly illuminated with gooseneck down lighting.

#### INSTALLATION

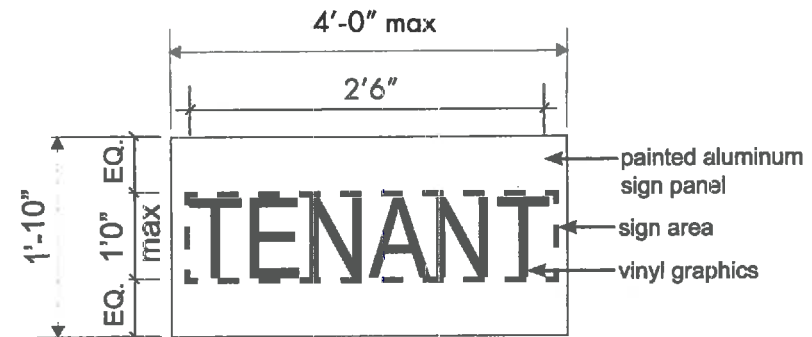
Signs will be mechanically fastened to wall with pins and nylon anchors. No fasteners visible.

#### APPROVAL/PERMITS REQUIRED

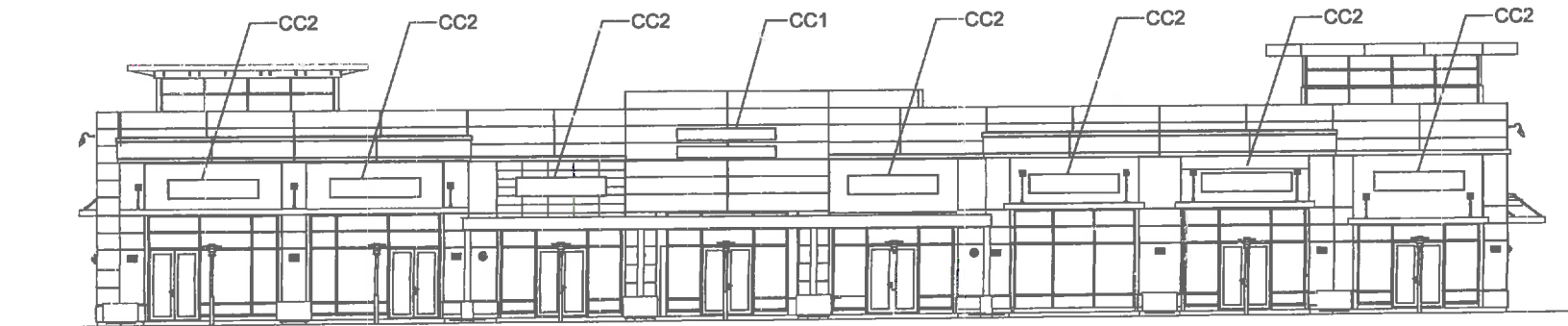
Staff Approval. Sign permit required.  
Building permit required.



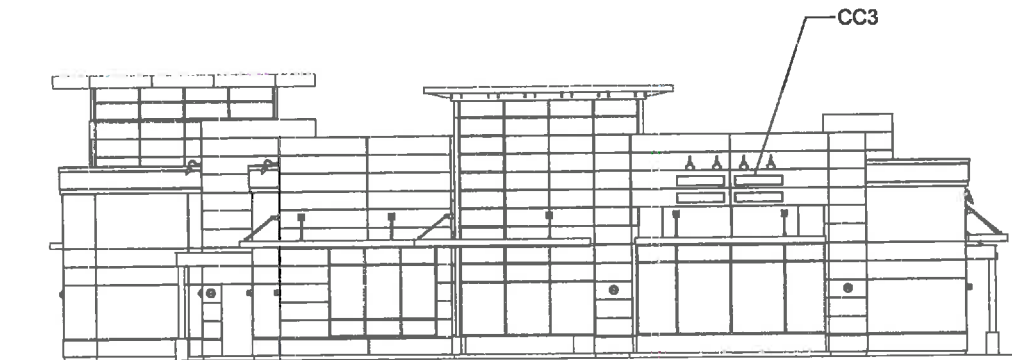
TYPICAL TENANT BUILDING SIGN PANEL LOCATION



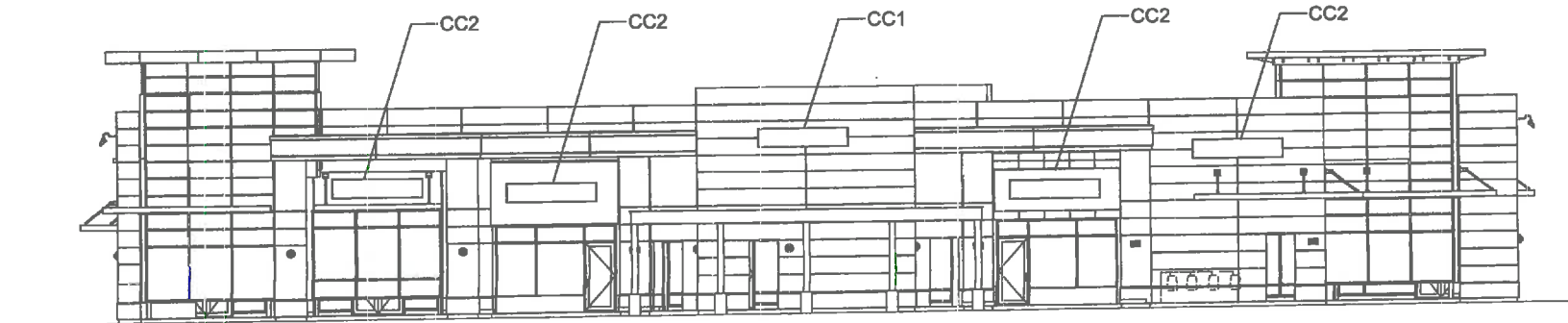
TYPICAL TENANT BUILDING SIGN PANEL



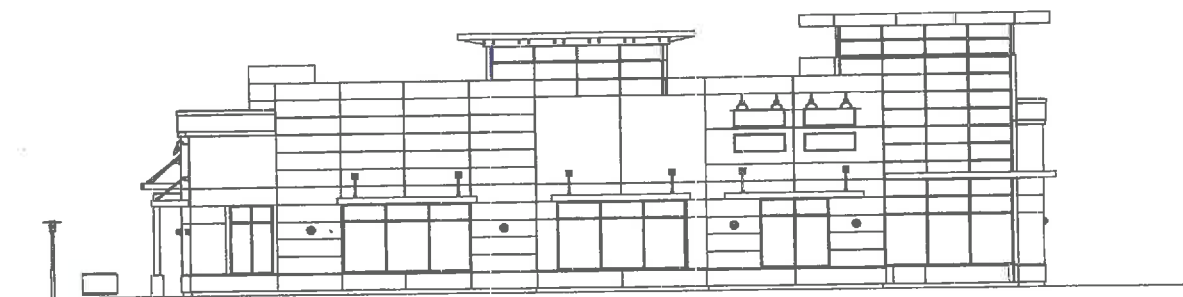
**SOUTH ELEVATION**  
**CHESS CENTER**



**WEST ELEVATION**  
**CHESS CENTER**



**NORTH ELEVATION  
CHESS CENTER**



**EAST ELEVATION  
CHESS CENTER**