SIGNAGE GUIDELINES

NORTHEAST ROSEVILLE SPECIFIC PLAN



Amended February 3, 2000 with approval by Design Committee

OLYMPUS POINTE

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Roseville, California Signage Guidelines

Prepared for:

The City of Roseville Roseville, California May 4, 1989

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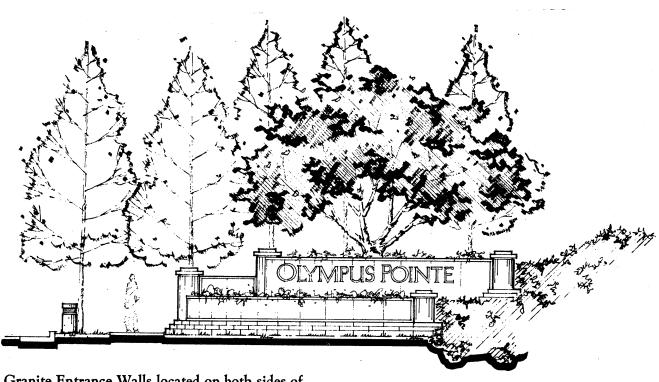
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INTRODUCTION

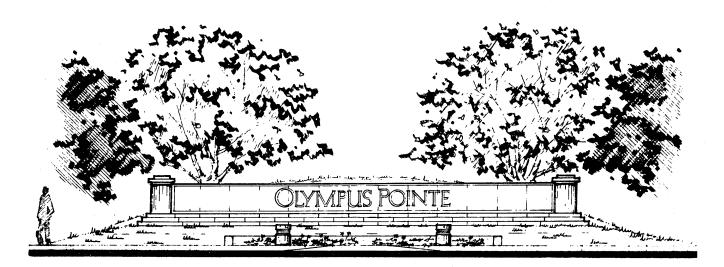
The Signage Guidelines contained in this book were developed for Olympus Pointe in order to ensure design continuity for all exterior signs. The guidelines do not attempt to dictate all design details, rather, they are intended to encourage well thought-out signage programs which reinforce the high quality landscape and architectural design at Olympus Pointe.

The "Guideline Specifications" portion of the book includes the major types of developments which are found at Olympus Pointe: Office Buildings, Research and Development Facilities, Retail, and Multi-Unit Residential. Each of the sections categorizes and describes each sign type permitted in terms of its function and criteria for execution. It is the responsibility of the developer to submit complete signage programs for review and approval—first to the Olympus Pointe Design Review Committee and then to the City of Roseville—prior to fabrication. Note that it is also the responsibility of the developer to verify that all sign designs and proposed locations conform to city and state regulations. Signage programs should include sign location plans, sign elevation drawings, copy schedule and construction specifications. The retainment of professional environmental graphic design services to develop these sign programs is strongly encouraged.

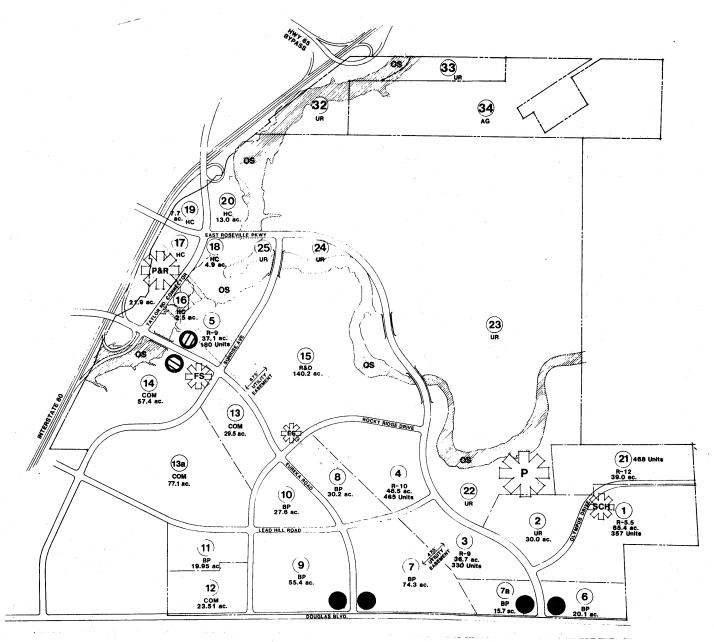
It is the intent of the Olympus Pointe Signage Guidelines to serve as a valuable aid to the developer while attempting to maintain the design integrity of the Olympus Pointe environment. This program is presented as a guideline *only*; all specific sign designs and proposed sign locations are subject to review by the City of Roseville, which has full discretion regarding final approvals. Any deviations from these guidelines may be considered only if the overall purpose is to exceed the quality standards set forth in this book.



Granite Entrance Walls located on both sides of Eureka Road between Taylor Road and Sunrise Avenue



Granite Entrance Walls located on both sides of Eureka Road at Douglas Boulevard and on both sides of East Roseville Parkway at Douglas Boulevard



- Granite Entrance Walls located on both sides of Eureka Road between Taylor Road and Sunrise Avenue
- Granite Entrance Walls located on both sides of Eureka Road at Douglas Boulevard and on both sides of East Roseville Parkway at Douglas Boulevard

The description of each sign type in the "Guideline Specifications" section of this book includes criteria for variables. These criteria are described as follows:

Function:

The purpose of the sign

Location:

The position of the sign relative to landscape, roadways and other features

Size:

The dimensions of the sign

Materials:

The materials from which the sign is constructed

Colors:

The colors of each component part of the sign

Typography & Layout:

The typeface and position of graphic elements which are allowable for use on the sign

Illumination:

The method of lighting the sign

Integration with Landscape:

The position of the sign in the landscape and the treatment of the landscape around the sign

Quantity:

The number of signs allowable or required

Acrylic A rigid plastic material

Special Events Banner A strip of cloth, paper, or other material upon which copy is written, and supported

either between poles or fastened to buildings or other structures

Aluminum A silver- white, lightweight metal, often anodized for better corrosion resistance

Anodize To provide a hard, noncorrosive, electrolytic, oxide film on the surface of a metal.

particularly aluminum, by electrolytic action

Building

The area bounded by the top of the windows of the tallest floor of the building. "Upper Signage Area"

the building parapet line and the two vertical edges of the building face. For buildings with only two stories, "Upper Signage Area" can be bounded by the top of

the windows of the first story and the bottom of the windows of the second story.

Computer- cut vinyl

Letters

Letters cut out of a thin sheet of vinyl material

The message (words) on a sign Copy

Dimensional Graphics Letters and/or graphic elements which are attached to and protrude from the face

of the sign

Fascia A flat horizontal member or molding on a building wall

Fiberglass A durable, smooth material made of glass filaments and bonding materials

Flush Left Aligned to a left-hand margin

Flush Right Aligned to a right-hand margin

Front Building Facade That portion of the exterior elevation of a building from grade to the top of the

roofline and the entire width of the building elevation, which has direct access to a

public street or right-of-way.

Grade The elevation of the finished surface of the ground.

Logo A symbol which may or may not contain recognizable letterforms or words

Monolith A sign which meets the ground as a single plane

Porcelain Enamel Metal coated with a vitreous glass surface which is heated to create a more durable

A building or group of buildings which are architecturally similar and which share Project

common parking lots and/or major entries

Roof Line The line formed by the junction of the roof and the outside wall of any building

Shopping Center A group of four or more uses or entities, planned and developed in a joint manner

with undivided or nonsegregated parking facilities shared by them, regardless of

whether such entities or uses are located on the same lot or parcel

The bottom portion of a sign which is distinguished by a significantly different Sign Base

material and/or color from the sign face

The actual distance from the grade at the edge of the right-of-way along which a Sign Height

sign is located to the highest point of the sign, or any structural or architectural

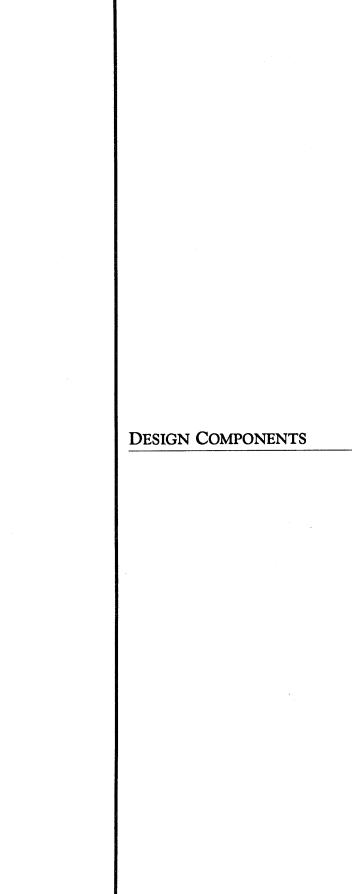
component of the sign.

Silkscreened Graphics A method of applying painted graphics to the face of a sign

That portion of the exterior elevation of a building from grade to the top of the Tenant Entry Facade

roof line, and the entire width of the building tenant frontage.

Typeface The single design of an alphabet



Typography

The Olympus Pointe logotype uses the typeface "Michelangelo". The letterspacing and proportion of larger initial caps to smaller caps must match this sample:

OLYMPUS POINTE

Note: "Michelangelo" typeface is available at Ad Type Graphics, 4071 Power Inn Road, Sacramento, CA 95826; phone: 916-736-2222

Olympus Pointe standard concrete mix and color:

Miami Buff (Match Davis Colors #5447) Mix Ratio: One (1) pound per sack of concrete

Olympus Pointe Temporary Sign Base Colors:

Dark Grey:

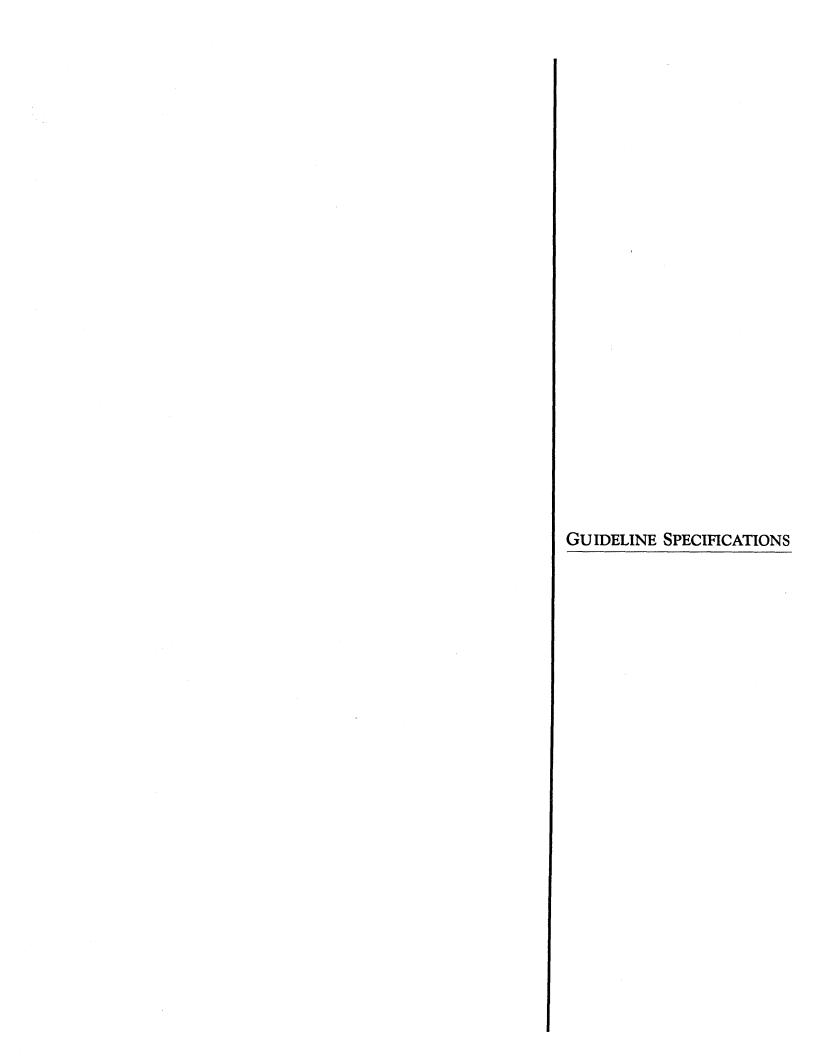
Match Pantone 18-000*

Medium Grey: Match Pantone 17-000*

Light Grey:

Match Pantone 15-000*

^{*} Pantone Professional Color Guide System



General Design Criteria

The signage guidelines for Office Buildings, Research & Development Facilities shall apply to the Business Park and Professional Office, and Research and Development land uses as adopted for the Northeast Roseville Specific Plan.

All exterior signage within each project should be designed as visually cohesive "systems" of sign types described in this section, "Office Buildings, Research & Development Facilities". Project developers must submit complete sign design drawings, copy schedule, location plan drawings and preliminary landscape and grading plans for sign locations to the Olympus Pointe Design Review Committee and to the City of Roseville for review and approval prior to fabrication and installation.

Signage design details, such as materials, shape, colors, placement, etc. should be complementary to the building architecture and site landscaping. Designs should be effective in terms of the message which needs to be conveyed, yet visually unobtrusive.

Project Identification Sign

Function:

To identify a "project", which is defined as a building or group of buildings sharing a common architectural style, parking lots & entries.

Location:

At major project entry or entries in landscaped area (see plan on p. 15). Location in center entry island is encouraged, oriented perpendicular to road.

Size:

Sign Height: 5'-6" max.

Sign Width: 15'-0" max.

Sign width can be no more than 60% of the width of landscaped area in

which it is located.

Sign Thickness: 1'6" max.

Sign Area: 50 sq. ft. max. per side (not including base).

Sign Base Height: 1'-0" min. height - determined by landscape slope.

Distance "x" must be at least 3" (see elevation on p. 15).

Tenant Name Panel: 6 sq. ft. maximim per panel.

Materials:

Sign shape and overall design which is reflective of building architectural design is strongly encouraged.

Sign Base: Shape of base must be similar to shape of sign can above. Brick, stone or ceramic tile to match building materials. Although not recommended, concrete, if used, must be the Olympus Pointe standard color and mix (see page 9).

Sign Faces, Top & Sides: Painted metal, porcelain enamel, or fiberglass. No internal illumination.

Graphics: Computer cut vinyl, silkscreened or applied dimensional letters. If dimensional letters are used, they may be 1) solid painted acrylic 2) Solid or constructed metal (bronze, brass, anodized aluminum or stainless steel). Letters carved into the sign background material may be used but are subject to review and approval. No laminated materials are permitted. Letters must be of a color and thickness which avoids shadow distortions.

Colors:

Compatible with architecture.

Typography & Layout:

No graphics shall be located on sign base. Unless otherwise approved, all lettering and symbols shall be aligned flush left or flush right to that side of the sign closest to the adjacent roadway. Must have address number (may have street name). Same copy both sides of sign.

Office Buildings, Research & Development Facilities

Project Identification Sign

May have one project name, one tenant name (if occupying more than 50% of leasable floor area in building or project) or up to 6 tenant names.

If more than one tenant name: letters shall all be of the same material, color and typeface. Lettering shall be no closer than 1/2 the max. letter ht. to the top, side or bottom of the sign.

Illumination:

If grading allows, flush mounted, concealed lighting fixtures must be used in landscape areas. If grading does not allow the use of flush mounted fixtures, exposed light fixtures must be screened.

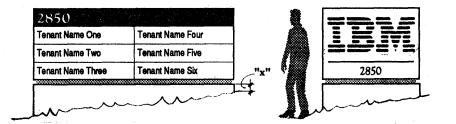
Integration with Landscape:

Landscape slope of area upon which sign is located shall be graded to no steeper than 2:1 ratio. A 5:1 ratio is encouraged. If sign is located in grass area, it must have a concrete mowstrip, flush with grade (6" max. width).

Landscape elements (i.e. trees) should be located as a backdrop to the sign and should not obstruct the view of sign from the street entry zone.

Quantity:

One sign per parcel or lot.

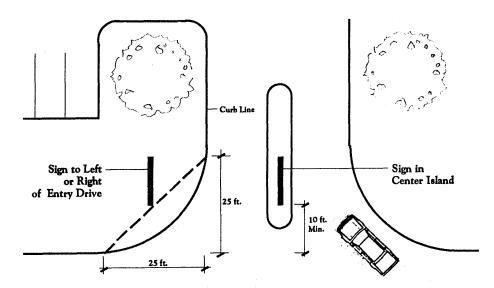


BUSINESS PARK NAME

2850 STREET NAME

Elevation: Project Identification Sign with up to 6 tenant names

Elevation: Project Identification Sign with one tenant or project name



NOTE:

Sign cannot be located at the intersection of any street or within the clear vision triangle created by drawing an imaginary line between points 25 ft. back from where the curb lines of the intersection quadrant meet. (See diagram at left).

Signs must maintain a setback, measured from any part of the sign to the nearest property line of the parcel or lot on which it is placed, equal to at least one half the height of the sign.

Freestanding Tenant Directory Sign

Function:

To identify from 2-6 tenants in one building, for projects with more than one building. May or may not include building address number.

Sign type is not permitted in addition to Building Mounted Ground Floor Tenant Directory Listing (see p.20). These signs should not be visible from the street.

Location:

At or near building entry, parallel to building facade, in planting or paved area. May not be located in landscaped area along street, and may not be visible from street. Cannot be closer than 3'-0" from building wall.

Size:

Sign Height: 6'-0" max. Sign Width: 3-6" max. Sign Thickness: 9" max.

Sign Face Area: 21 sq. ft. max. including base

Optional Base Height: 1'-0" max.

Materials:

No internal illumination. Replaceable tenant name panels with concealed fasteners.

Sign Faces, top and sides: Painted metal, porcelain enamel or fiberglass. Optional Sign Base: Shape of base must be similar to shape of sign can above. Brick, stone or ceramic tile to match building materials. Although not recommended, concrete, if used, must be the Olympus Pointe standard color and mix (see page 10).

Graphics: Similar to Project Identification Sign (see p.14)

Colors:

Compatible with architecture.

Typography & Layout:

Copy one side only. May include building address number and tenant suite numbers. No graphics on sign base. All letters for tenant names must be of the same material, color and typeface.

Illumination:

Concealed external flood or spotlights, preferably fixtures flush with ground. No exposed lighting fixtures allowed. Any exposed fixtures must be totally screened by plant materials.

Freestanding Tenant Directory Sign

Integration with Landscape:

Landscape grade flat. If located in grass area, concrete mow strip must be flush with grade, 6" max. width.

Quantity:

One per building.

Elevation:

3020]
Tenant Name One	0000
Tenant Name Two	1 📟
Tenant Name Three	
Tenant Name Four	1 📖
	1 //
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Building Mounted Signs General Design Criteria

Building mounted signs are wall mounted graphics limited to those which: Identify building address, tenant name(s) and operational information at glass entry doors. Signs may not be attached to roofs.

Except for Tenant Name on Building "Upper Signage Area" & operational information sign at Glass Entry Doors, signs shall consist of individual dimensional letters and/or logo symbols applied directly to the face of the building. These letters and/or logo symbols shall be painted solid acrylic or solid or constructed metal: bronze, brass, anodized aluminum or stainless steel. No laminated materials are permitted. Letters must be of a color & thickness which avoids shadow distortions. Colors shall be compatible with the building materials, while maintaining appropriate contrast. Background area for these signs should not include large vertical seams, mullions or visible stripes.

Applied graphics to be attached flush with building surface except when internally illuminated (see Tenant Name on "Building Upper Signage Area" p.24).

No visible supports or raceways allowed. Building wall material should accommodate changing of graphics when necessary.

Except for Tenant Name on "Building Upper Signage Area", all individually mounted letters and/or logos must be fabricated with similar materials, colors & finishes. Internal illumination is not permitted.

Except for operational information sign at Glass Entry Doors, the combined area of all building mounted signs must not exceed 20% of the front building facade, up to 200 sq. ft. per building. If letters are located in a visibly defined architectural zone (i.e. horizontal band of contrasting material or color), letters may be no closer than one half their height to the top, sides & bottom of this zone.

Except for signs using tenant's own logotype, the use of one uniform typeface for an entire project is encouraged.

Building Mounted Signs

Building Address Numbers

Function:

To identify building address

Suggestion: On-building addressing as a significant design element in building facade

Location:

As close as possible to building main entrance lobby facing the street, access road or approach walkway. If there is no main entrance lobby, sign shall be located so as to facilitate vehicular & pedestrian traffic flow.

Size:

Sign Height: 1'-6" max. cap. ht.

Sign Thickness: 2 1/2" max.

Note: Where appropriate to architectural design, cap. ht. may be larger and is subject to review by the Olympus Pointe Design Review Committee and by the City of Roseville.

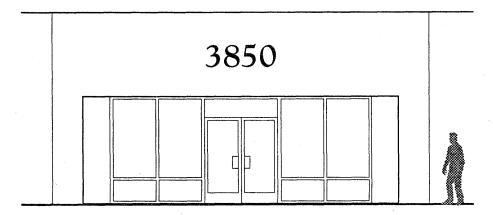
Illumination:

Ambient lighting; no internal illumination

Quantity:

1 per building, or one per main entrance lobby.

Elevation:



20

Signage Guidelines

Building Mounted Signs

Ground Floor Tenant Directory Listing

Function:

To identify from 2-4 tenant names on buildings with one or more main entry lobby. Tenant name only is allowed; no descriptive phrases or services offered.

Sign type is not permitted in addition to Freestanding Tenant Directory Sign (See p. 16).

Location:

At main entry to building, preferably on right side of entry doors. May not be located higher than top of entry doors, or lower than 3'-6" to ground.

Size:

Sign Height: 4"-6" cap. ht.

Sign Thickness: 3/8" - 1" letter depth

Typography & Layout:

Flush left or centered if located to right of front entry doors. Flush right or centered if located to left of front entry doors. Tenants must use uniform typeface, letter material, finish, color, etc.

Quantity:

One set of tenant names per building.

Elevation	on:				

				Tenant Name One Tenant Name Two Tenant Name Three Tenant Name Four	

Building Mounted Signs

Ground Floor Multi-Tenant Identification

Function:

To identify tenant with individual exterior ground floor entry.

Location:

Must be located entirely within the limits of the tenant space, within the ground floor entry area (see elevation below).

Size:

Sign Height: 8" - 12" max. cap. ht.

Letter Thickness: 2 1/2" max. letter depth.

Typography & Layout:

Tenant's own typeface and/or logo.

Illumination:

Ambient

Quantity:

1 per tenant where applicable.

Elevation:

