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RANCHO DEL MAR

APTOS, CA

Comprehensive Sign Program

APRIL 24, 2017



RANCHO DEL MAR

APTOS, CA

RANCHO DEL MAR CENTER, LLC

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OBJECTIVE

The objective of the following sign criteria is to provide standards and specifications that assure consistent quality, size, variety and placement for Tenant signs throughout this project. This criteria is also intended to stimulate creative invention and achieve the highest standard of excellence in environmental graphic communication. Such excellence is best achieved through open and frequent dialogue between Tenant, Landlord, and the project's graphic design consultant. Signage at Rancho Del Mar, Aptos is an integral part of the center's image and appeal, so signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation.

OVERVIEW

The overview of this criteria is to assist the Landlord/Tenant and County relationship.

The Landlord will be responsible to:

- Provide base building design and construction information requested by Tenant's sign design consultant.
- Review, comment and approve Tenant sign submission.

In return, the Tenant will be responsible for:

Design, fabrication, permitting and installation of signs, including any structural support and electrical service and any special installation requiring addition or modification to the shell building approved by the Landlord.

Maintenance of the Sign

The Tenant shall employ professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept. The Tenant will abide by all provisions, guidelines and criteria contained within this "Rancho Del Mar" Sign Program.

Only those sign types provided for and specifically approved by the Landlord in Tenant's sign submission documents will be allowed. The Landlord may, at his discretion and at the Tenant's expense and after proper notice to Tenant, replace or remove any sign that is installed without Landlord's written consent, or that is not executed in conformance with the approved submission. Tenant shall furnish the Landlord with a copy of all sign fabrication and installation permits prior to installation.

It will be the responsibility of the Tenant to satisfactorily repair and patch holes of their storefront sign area should the Tenant vacate these premises.

SIGN STYLES

Creative and imaginative signage is strongly encouraged and will be the standard for Landlord review/approval of all sign design submittals.

There are many acceptable sign treatments, however a **Mixed Media** * three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed above. The Landlord reserves the right to approve or reject any proposed sign on the basis of the size and placement.

* **Mixed Media** signs are signs employing two or more illumination and fabrication methods.

For example: Halo lit reverse channel letters with exposed neon accents. Also, although simple rectangular cabinet signs are not allowed, mixed media signs may be composed of elements, one of which may be a panel or cabinet. However, the panel / cabinet sign should not exceed 50% of the total a sign area. With the Landlord approval, complex shaped (i.e Polyhedron) sign cabinets which is part of a national logo, may be used alone if they incorporate dimensional elements such as push-through letters.

Acceptable sign styles include:

1. Creative use of Standard illuminated channel letters.
2. Front and halo-illuminated channel letters.
3. Halo illuminated letters, 3" deep minimum.
4. Mixed media / dimensional signs using images, icons, logos, etc.
5. Mixed media, 3-dimensional signs painted gold, silver or copper leaf.
6. Dimensional geometric shapes.
7. Sandblasted; textured and/or burnished metal-leaf faced letters, pin mounted from facade with gooseneck light fixtures.

SIGN SIZE PARAMETERS

(A) Monuments

1.) 12'-0" H x 4'-9" W, double-sided tenant monument signs with painted aluminum tenant panels. Illuminated, push-through acrylic letters, with reverse pan channel logo, halo illuminated. 13'-3" W project name with white reverse pan channel letters and halo illumination.

2 & 3.) 12'-0" H x 6'-7" W, double-sided tenant monument signs with aluminum pan tenant panels. Illuminated, push-through acrylic letters. Halo-illuminated, reverse pan channel logo. Project name with white reverse pan channel letters, halo illuminated.

4.) Double-sided tenant monument with painted aluminum pan tenant panels. Illuminated, push-through acrylic letters. Reverse pan channel logo. Project name with white flat cut out letters.

(B) Pedestrian Directionals

4'-11" H x 3'-0" W single-sided pedestrian directional signs with flat cut out aluminum tenant panels with white flat cut out letters.

(C) Vehicular Directional

4'-11" H x 2'-8" W double-sided vehicular directional signs with flat cut out aluminum tenant panels with flat cut out letters. Project name and logo to be painted on painted aluminum blade.

(D) Tenant Pedestrian Hanging Signs

1'-0" H x 3'-0" W double-sided tenant sign to have flat cut out aluminum pans, painted with white acrylic letters.



Wall Signs

- Each Tenant with an elevation facing a street will be calculated as such:
Sign area allowed for each Tenant shall be calculated as follows: One (1) square foot of sign area per each linear foot of each Tenant's street elevation.
Secondary sign copy is permitted but shall not exceed the total square footage of sign area permitted by the Tenant's leased storefront.
- Tenants with building elevations not facing a street shall be calculated as such:
Sign area allowed for each Tenant shall be calculated as follows: One (1) square foot of sign area per each linear foot of each Tenant's non-street elevation.
- The maximum width of any Tenant's storefront sign may not exceed seventy five (75%) percent of the Tenant's leased storefront.
In no case may a sign extend beyond the roof parapet or adjacent building eave line unless specifically approved by the County and the Landlord.
Signs are not allowed on or against any roof structures.
Signs shall be located on or below the upper line of the roof fascia.

Office Building. Maximum letter height for the office building shall not exceed 18".

Deviation from requirements:

When it is found that the strict or literal interpretation of the provisions set forth in this criteria would cause undue difficulties and unnecessary hardship inconsistent with the purpose and intent of this criteria, a minor deviation or deviation may be granted subject to specific requirements and findings as set forth below.

- The sign is in proportion to the structure or use to which it relates.
- The sign's external features are in balance and unity, and present a harmonious appearance.
- The sign is consistent with the objectives of the overall general plan.

All signs shall be measured for area by drawing a shape (rectangular or other) around each element of the individual signs.

For example, measure the area of letters and area of icon and/or logo separately. The sign height shall be the total height of all letter and graphics combined.

Ascender and descenders will not be calculated in the overall sign area except capital letters



BLADE SIGNS / UNDER CANOPY SIGN

Each Tenant is permitted one (1) blade / under canopy sign per customer entrance. The blade sign program requires that each Tenant's graphic identity be transformed into a dimensional double-faced sign. The Landlord encourages the Tenant to propose blade / under canopy sign design, which enrich the pedestrian environment with a creative use of color and material combined with a strong store name identification.

Blade / under canopy signs may be illuminated or non-illuminated. Illuminated signs must have an external light source.

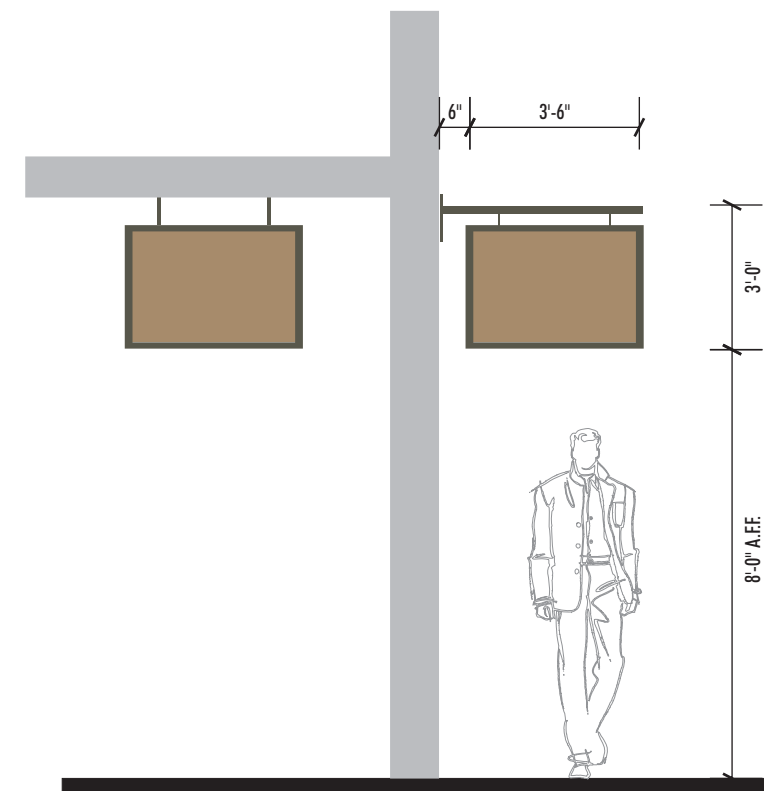
Blade / under canopy signs shall project no more than four feet (4'-0") from the building face, and shall be no more than three feet (3'-0") in height, with a maximum of ten (10) square feet of area for each face. Clearance from the underside of the blade sign to the finished common area paving shall be a minimum of eight (8'-0") feet.

Proposals for blade / under canopy sign designs will be reviewed at the time of the Tenant's overall sign design submission. It is the responsibility of the Tenant to ensure that his fabrication and installation contractor includes adequate support for the blade sign and all required electrical services and connections.

The blade sign may not be the Tenant's primary store identification sign and will not be included in the calculation for the overall area permitted.

The blade sign may use creative shapes and be 3-dimensional.

Note: Tenant reserves the right to choose blade sign style but not location. Each location to be determined by Landlord.



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

TYPE STYLES & LOGOS

The use of logos and distinctive type styles is encouraged for all Tenant signs. Sign lettering may be combined with other graphics and or dimensional elements denoting the type of business. The Tenant may adapt established styles, logos and/or images that are in use on similar buildings operated by the Tenant in California, provided that these images are architecturally compatible and approved by the Landlord. The typeface may be arranged in one (1) or two (2) lines of copy and may consist of upper and/or lower case letters. The Tenant should identify trademark protected type and marks in their sign submission to assist the Landlord in the review process.

LIGHTING

Tenant signs should be creatively illuminated using a variety of lighting techniques. One or more of the following are allowed:

1. Light Emitting Diodes (LED's)
2. Neon or fluorescent contained in letters and panel cabinets
3. Fiber Optics
4. Cove Lighting (Indirect Illumination)
5. Incandescent light bulb

If it is determined by Landlord at any time that the primary lighting of Tenant's wall sign or blade sign is too intense, the Landlord may require at Tenant's expense to install a dimmer switch.

All lighting shall be low-intensity directed onto the site and away from adjacent properties. Signs facing residential zones are to be halo-illuminated.

Illuminated signs are not permitted within scenic corridors.

COLORS

The following guidelines are for selecting colors of Tenant's signing. The project and the individual building facade will consist of a variety of colors and materials.

Signs may incorporate **regionally** and **nationally** recognized logo colors.

Sign colors should be selected to provide sufficient contrast against building background colors.

Sign colors should be compatible with and complement building background colors.

Sign colors should provide variety, sophistication and excitement.

Color of letter returns shall be a contrasting color to the face of the letter.

Bright colors such as " Hot Pink " will not be allowed.

APPROVAL PROCESS

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Store Name;
Store Logo (in color with colors identified);
Store interior materials, colors and finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Landlord's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's Tenant Development Director.

Shop drawings shall include at least the following: Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale of 1/4" - 1'-0". Plus a site plan with the marked locations of the proposed sign(s).

Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign. Typical "section-through" letter and/or sign panel showing the dimensioned projection of the letter or panel face and the illumination method.

Color and material samples together with a photograph (if possible) of a similar installation.

Within thirty (30) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt of final sign approval, Tenant may submit the proposed sign to the governing agency for review for consistency with the Sign Program and the required fabrication and installation permits. Tenants are required to provide one (1) set of the Landlord approved drawings to the County of Santa Cruz when submitting for building and electrical permits.



THE FOLLOWING SIGNS AND ELEMENTS ARE PROHIBITED

1. A sign that consists of only an unadorned rectangular cabinet signs with translucent or opaque faces.
2. Temporary wall signs, Pennants, Sale /promotional Banners, flags, Inflatable displays or Sandwich boards, unless with specific prior approval from Landlord
3. Window signs or signs blocking doors or fire escapes, unless approved by the Landlord.
4. Gold leaf treatments on windows, box signs and exposed neon window displays without Landlord's written approval.
Note: Approval is at Landlord's discretion. Off the shelf signs are discouraged.
5. Exposed junction boxes, wires, plug in wires on window signs, transformers, lamps, tubing, conduits, raceways or neon crossovers of any type.
6. Signs using trim-cap retainers that do not match the color of the letter and logo returns (polished gold, silver or bronze trim caps are NOT permitted).
7. Pre-manufactured signs, such as franchise signs that have not been modified to meet these criteria.
8. Paper, cardboard, or Styrofoam signs, stickers, or decals hung around or behind storefronts. (Except those required by governmental agencies)
9. Exposed fasteners, unless decorative fasteners are essential to the sign design concept.
10. Simulated materials such as wood grained plastic laminates or wall coverings.
11. Flashing, oscillating, animated lights or other moving sign components.
12. Rooftop signs or signs projecting above roof lines or parapets.
13. Signs on mansard roofs or equipment screens.
14. Advertising or promotional signs on parked vehicles.
15. Sign company decals in full view (limit to one placement only).
16. Painted signs.
17. Portable and A-frame signs, unless with specific approval of Landlord.
18. Wind-activated and balloon signs.
19. Outdoor advertising structures (billboards).
20. Signs painted directly onto the building will not be permitted.
21. Noncompliant signs are to be removed immediately upon request.
22. Promotional and temporary signs will not be permitted without written Landlord approval and must be in accordance with County of Santa Cruz ordinances.

DRIVE-THRU SIGNS

Tenants featuring or having a drive-thru service, as approved by the City and the Landlord, shall be allowed signs necessary for the safe use and operation of the drive-thru. These signs shall be designed to easily and safely identify, navigate and use the drive-thru, while maintaining a clean design which is in keeping with the Tenant's brand.

Directional and wayfinding signs identifying the drive-thru located along public roads are allowed. These may be double faced and internally illuminated.

Directional, wayfinding, and identifying signs for the drive-thru within Rancho del Mar shall be no larger than 6 square feet. Freestanding directional signs shall be limited to a maximum of 5 feet in height within Rancho Del Mar.

Menu boards and preview boards are allowed per Landlord approval, and are allowed only as single facing signs and at maximum 8 feet in height.

Audio for menu boards and interactive display boards shall be able to be remotely programmed and kept to reasonable volume, as approved by the Landlord.

Overhead signs, such as bang bars denoting maximum vehicle heights and entry signs shall be allowed.

Drive-thru signs' square footage calculations and totals shall be independently considered from the Tenant's allowed elevation square footage.

WINDOW DISPLAY GRAPHICS

Each Tenant is allowed a limited amount of window signage on their storefront windows.

1. Two (2) square feet of company vinyl name and/or logo in each storefront window or Nine (9) square feet of a company logo (illuminated or non-illuminated) in any one (1) window of a Tenant's storefront. Note: Exposed neon is not permitted in windows.
2. One (1) square foot of company store hours, to be white vinyl or etch vinyl, non lit copy.
3. Alcohol & tobacco advertisements will not be permitted, unless specifically approved by Landlord.

NOTE: All of the above requires approval from the Landlord and the content will be at the sole discretion of the Landlord.

FABRICATION

The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication.

The Tenant's sign contractor is responsible for the following:

1. Signs must be fabricated of durable appropriate weather resistant materials complementary to the base building materials.
2. Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
3. Threaded rods or anchor bolts shall be used to mount sign letters which are held off the background panel. Angle clips attached to letter sides will NOT be permitted.
4. Colors, materials, finishes shall exactly match those submitted to and approved by the Landlord.
5. Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
6. No fasteners, rivets, screws or other attachment devise shall be visible from any public vantage point.
7. Finished metal surfaces shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
8. Reverse channel letters shall be pinned two (2") inches from the wall. The letter return depth shall be minimum three (3") inches and letters shall have a clear acrylic backing.
9. All Signs to be pegged a minimum of a half (1/2") inch from wall or facade onto which the letters are attached.

INSTALLATION

The Tenant's sign installer will provide the following:

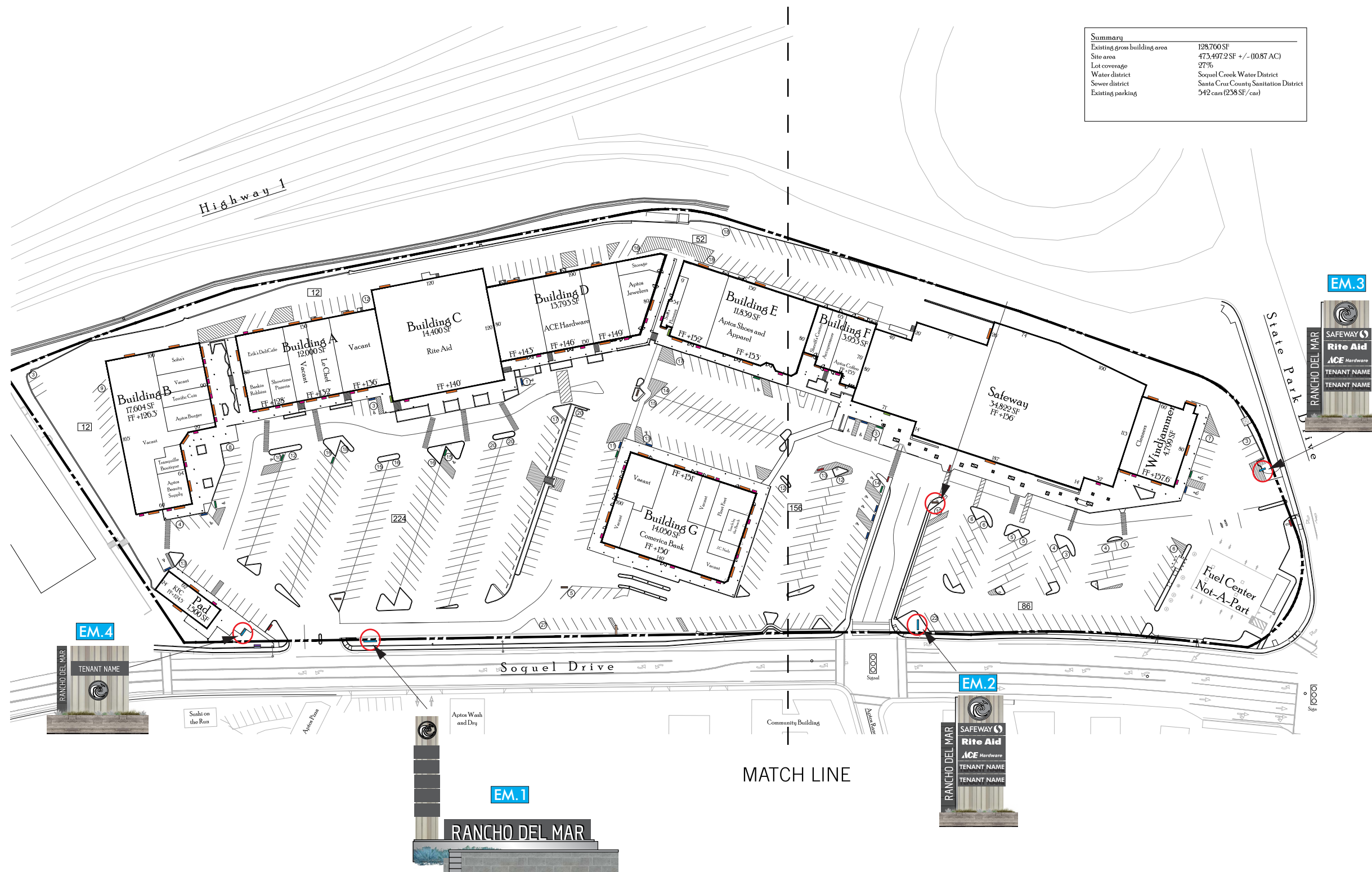
1. Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
2. Obtain all required sign permits from the County of Santa Cruz, California and deliver copies to the Landlord before installing the sign(s).
3. Keep a Landlord approved set of sign drawings on site when installing the sign(s).
4. Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.

SIGN TYPE	DESCRIPTION	EXISTING/PROPOSED	MAXIMUM HEIGHT	AREA (SF)
Monument 1	Double-sided tenant monument	Proposed	12'-0"	51.5 SF
Monument 2 & 3	Double-sided tenant monument	Proposed	12'-0"	45.5 SF
Monument 4	Double-sided tenant monument	Proposed	5'-5"	11 SF
Major Tenant Wall Sign	Rite Aid Sign	Existing	3'-0"	76 SF
Secondary Tenant Wall Sign	Tenant name sign	Proposed	2'-0"	33 SF
Tenant Wall Sign	Tenant name sign	Proposed	3'-0"	16 SF
Tenant Wall Sign	Tenant name sign	Proposed	1'-6"	16.5 SF

SIGN TYPES

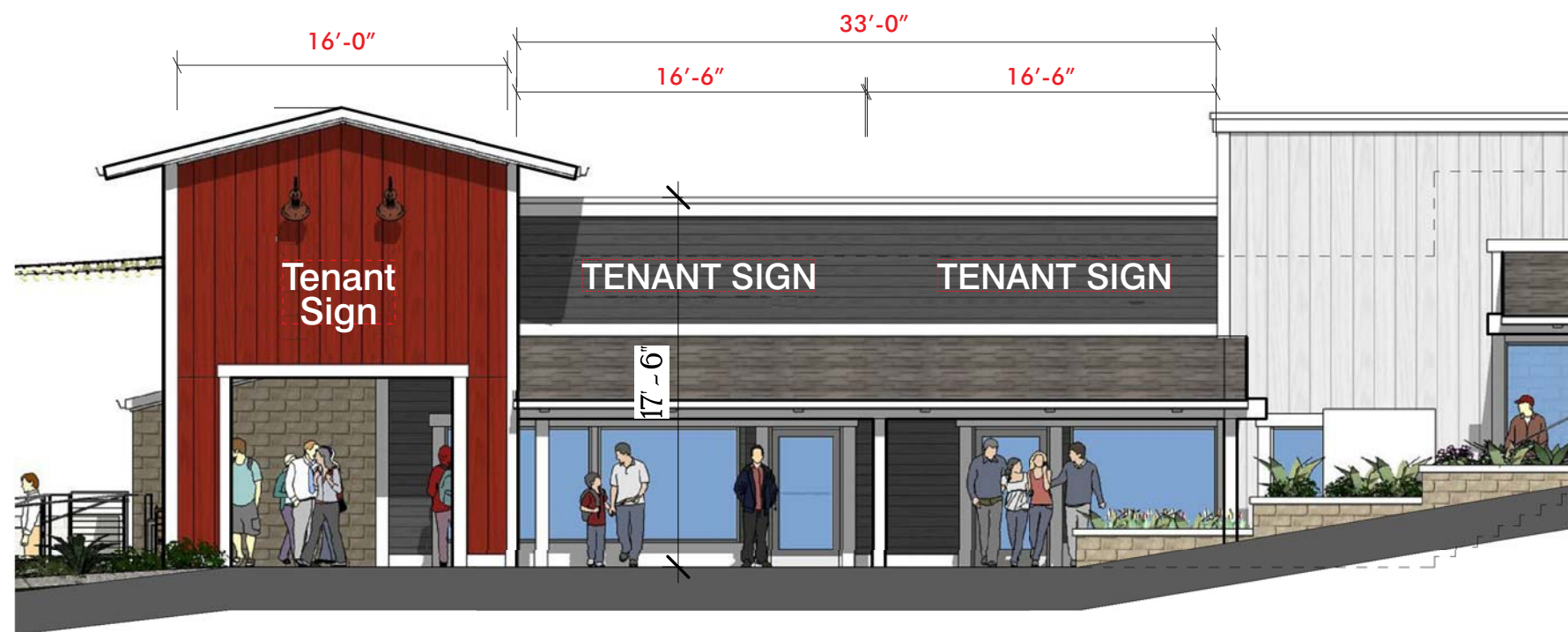
EM	Entry Monuments
TF	Tenant Facade Signs Qty's TBD
VF	Vehicular Directional
PD	Pedestrian Directionals
TP	Tenant Pedestrian Hanging Sign Qty's TBD
ET	Existing Large Tenant Signage
LN	Legal Notices
S	Stop Signs
PS	ADA Parking Signs
VS	ADA Parking Van Accessible Signs
FL	Fire Lane Sign
PR	Prop 65 Signage
RT	Right Turn Only Sign

Summary	
Existing gross building area	128,760 SF
Site area	473,497.2 SF +/- (10.87 AC)
Lot coverage	27%
Water district	Soquel Creek Water District
Sewer district	Santa Cruz County Sanitation District
Existing parking	942 cars (238 SF/car)





Example of inline tenant sign areas on elevations



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

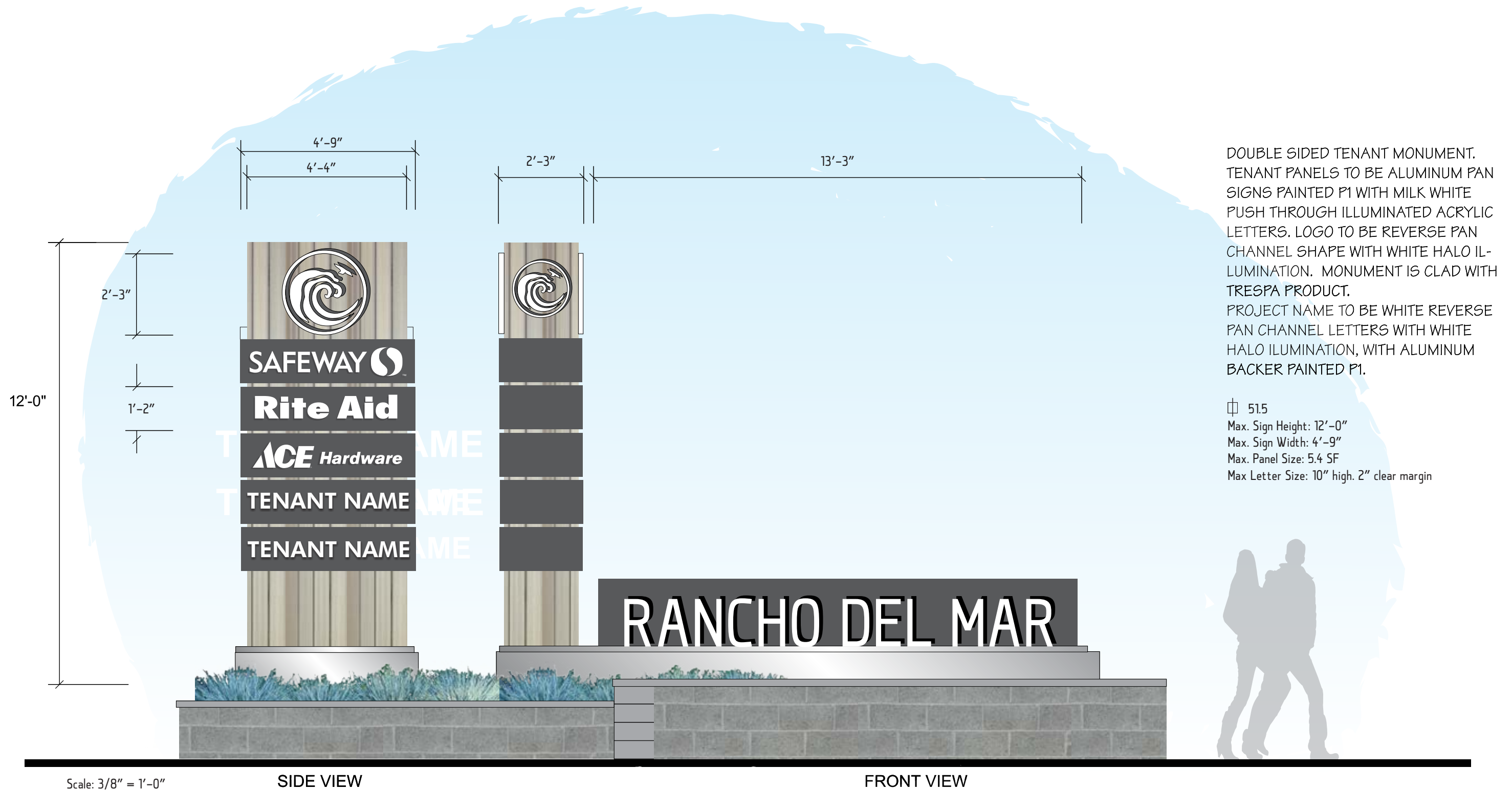


SCALE: 3/16" = 1'-0"

Major tenant wall sign area example.



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





DOUBLE SIDED TENANT MONUMENT. TENANT PANELS TO BE ALUMINUM PAN SIGNS PAINTED P1 WITH MILK WHITE PUSH THROUGH ILLUMINATED ACRYLIC LETTERS. LOGO TO BE REVERSE PAN CHANNEL SHAPE WITH WHITE HALO ILLUMINATION. MONUMENT IS CLAD WITH TRESPA PRODUCT. PROJECT NAME TO BE WHITE REVERSE PAN CHANNEL LETTERS WITH WHITE HALO ILLUMINATION, WITH ALUMINUM BACKER PAINTED P1.

- 45.5
- Max. Sign Height: 12'-0"
- Max. Sign Width: 6'-7"
- Max. Panel Size: 5.4 SF
- Max Letter Size: 10" high, 2" clear margin

ENTRY MONUMENT 4

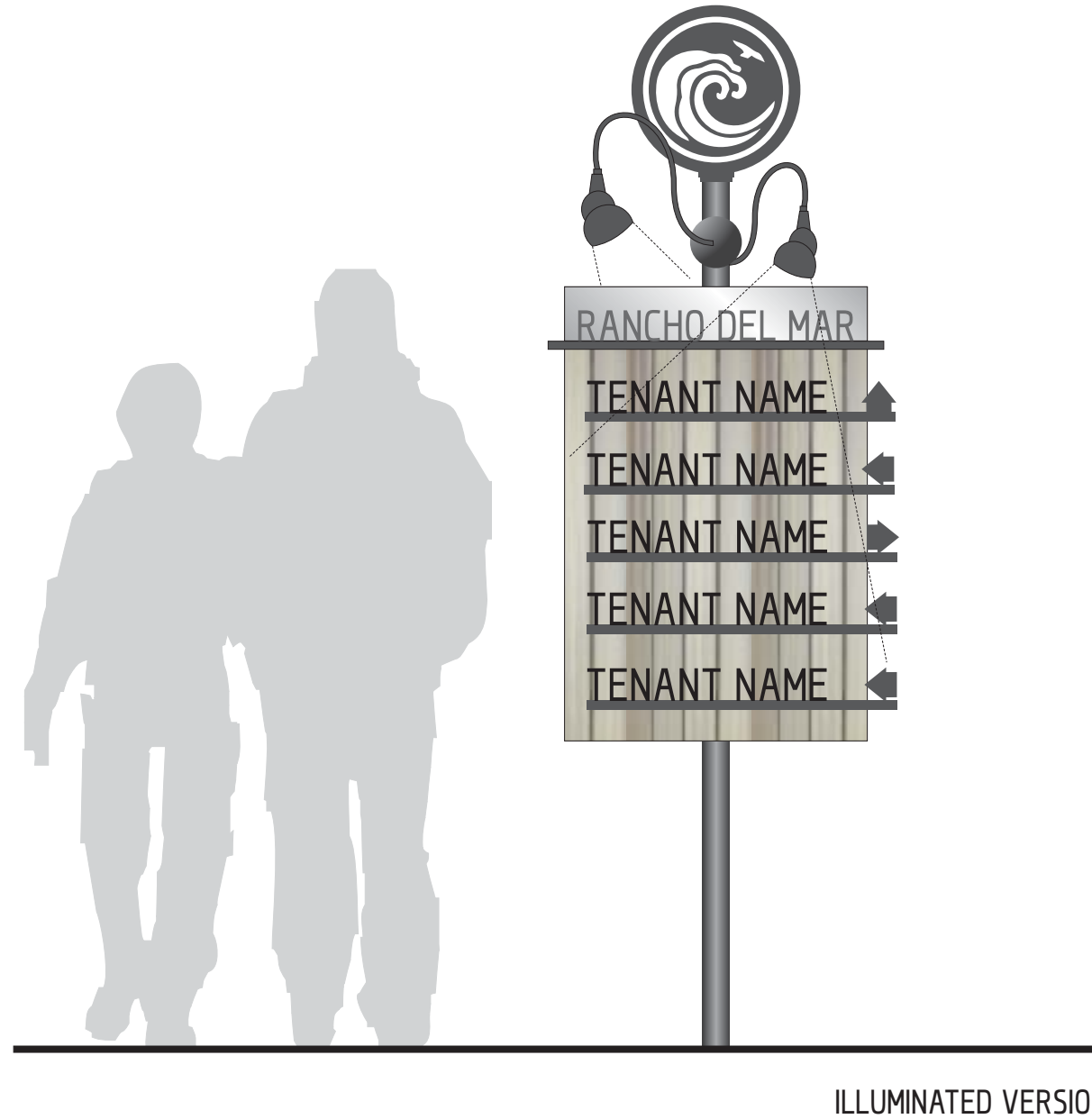
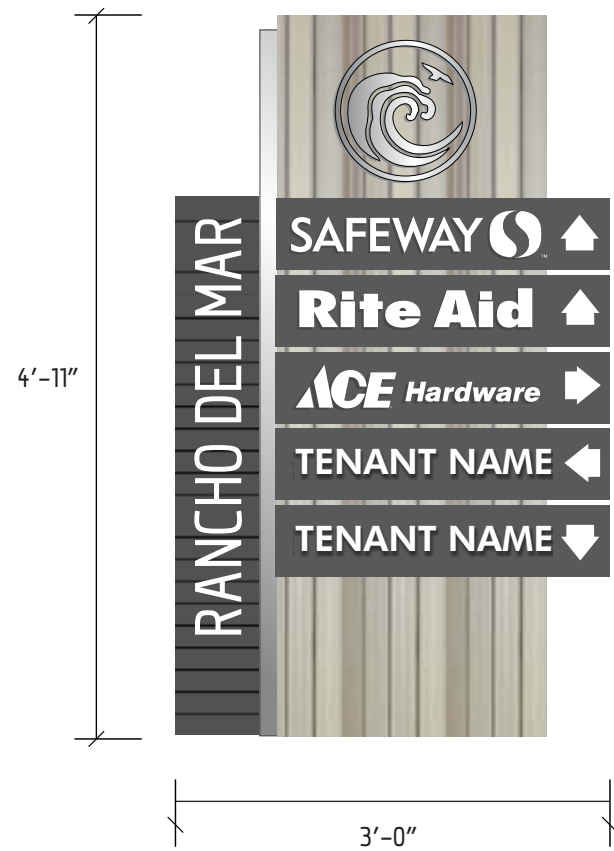
DOUBLE SIDED TENANT MONUMENT. TENANT PANELS TO BE ALUMINUM PAN SIGNS PAINTED P1 WITH MILK WHITE PUSH THROUGH ILLUMINATED ACRYLIC LETTERS. LOGO TO BE REVERSE PAN CHANNEL SHAPE. MONUMENT IS CLAD WITH TRESPA PRODUCT. PROJECT NAME TO BE WHITE FLAT CUT OUT LETTER WITH BACKER PAINTED P1.

□ 11
 Max. Sign Height: 5'-5"
 Max. Sign Width: 5'-8"
 Max. Panel Size: 5 SF
 Max Letter Size: 8" high. 2" clear margin



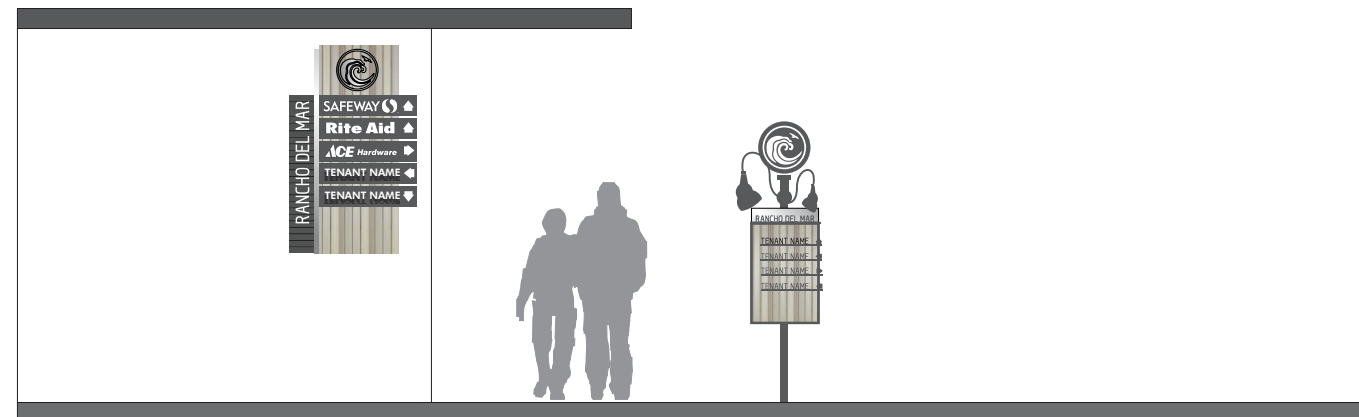
Scale: 1/2" = 1'0"

PEDESTRIAN DIRECTIONAL



SINGLE SIDED PEDESTRIAN DIRECTIONAL TO HAVE FLAT CUT OUT ALUMINUM TENANT PANELS WITH WHITE FLAT CUT OUT LETTERS. LOGO TO BE FLAT CUT OUT SHAPE. SIGN IS CLAD WITH TRESPA PRODUCT.
PROJECT NAME TO BE WHITE FLAT CUT OUT LETTER WITH BACKER PAINTED P1.

Scale: 3/4" = 1'-0"



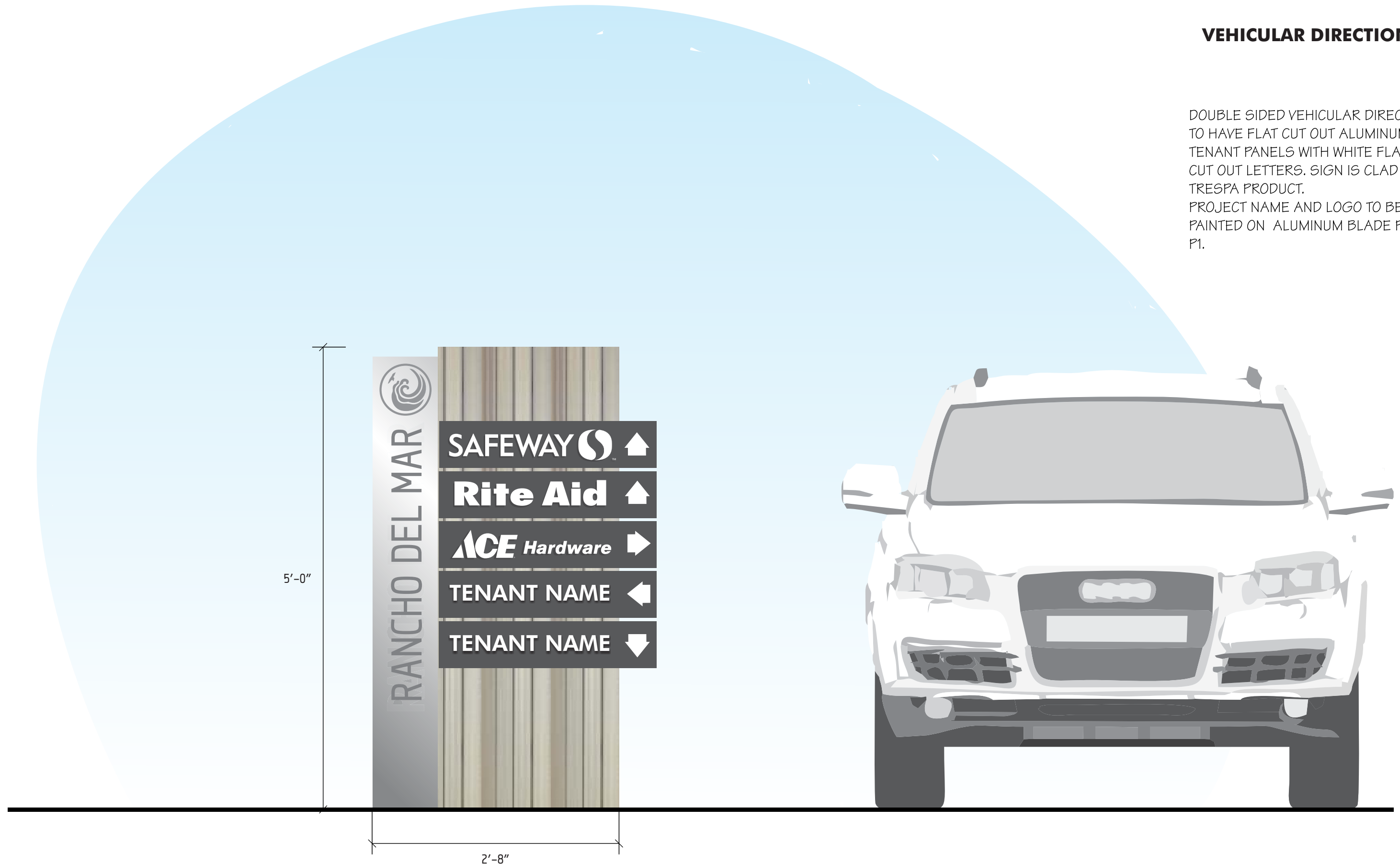
Scale: 3/16" = 1'-0"

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VEHICULAR DIRECTIONAL

DOUBLE SIDED VEHICULAR DIRECTIONAL TO HAVE FLAT CUT OUT ALUMINUM TENANT PANELS WITH WHITE FLAT CUT OUT LETTERS. SIGN IS CLAD WITH TRESPA PRODUCT. PROJECT NAME AND LOGO TO BE PAINTED ON ALUMINUM BLADE PAINTED P1.



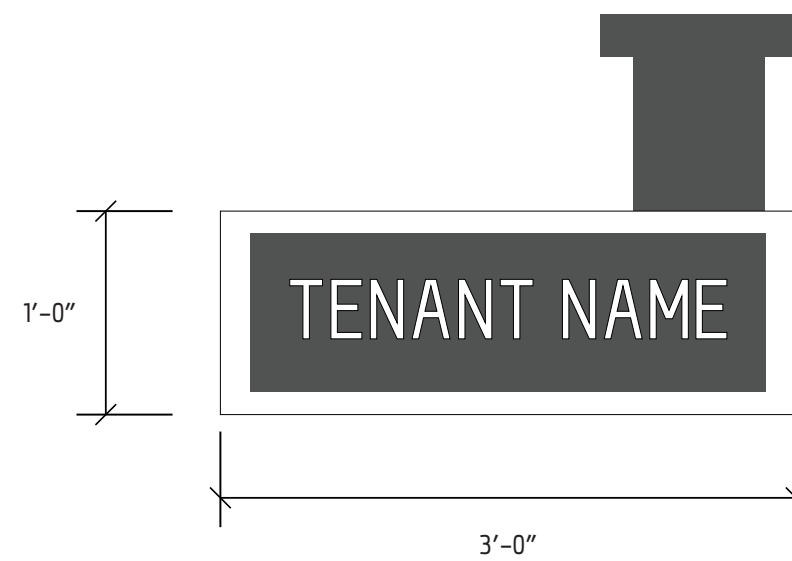
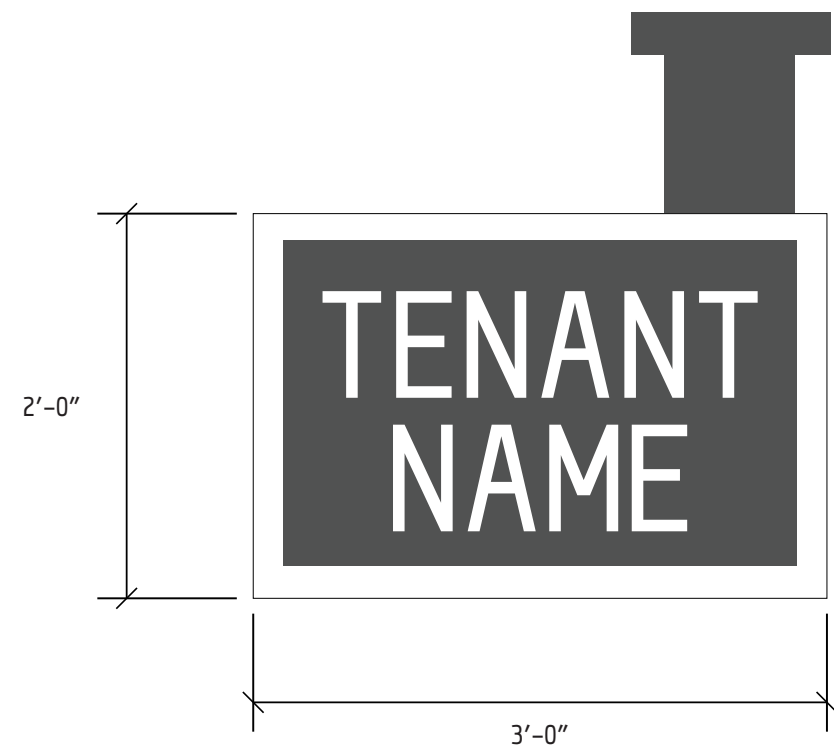
Scale: 1" = 1'-0"

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TENANT PEDESTRIAN HANGING SIGN

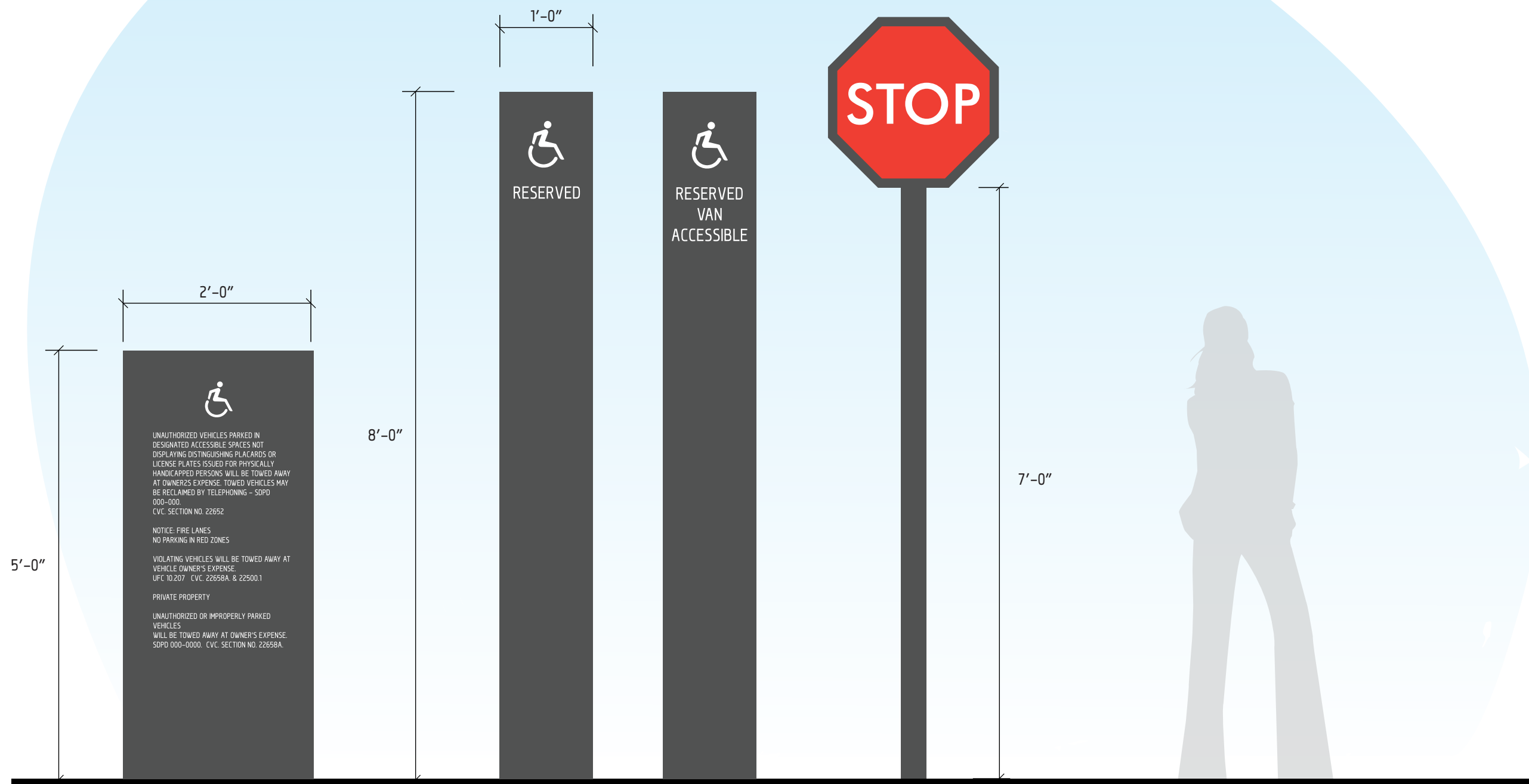


Scale: 1" = 1'-0"

DOUBLE SIDED TENANT SIGN TO HAVE FLAT CUT OUT ALUMINUM PANS PAINTED P1 AND P2. TENANT PANELS HAVE MILK WHITE ILLUMINATED ACRYLIC PUSH THRU LETTERS FOR TENANT NAMES. MOUNTING BRACKET TO ACT AS RACEWAY FOR POWER.

ALTERNATE NON ILLUINATED.



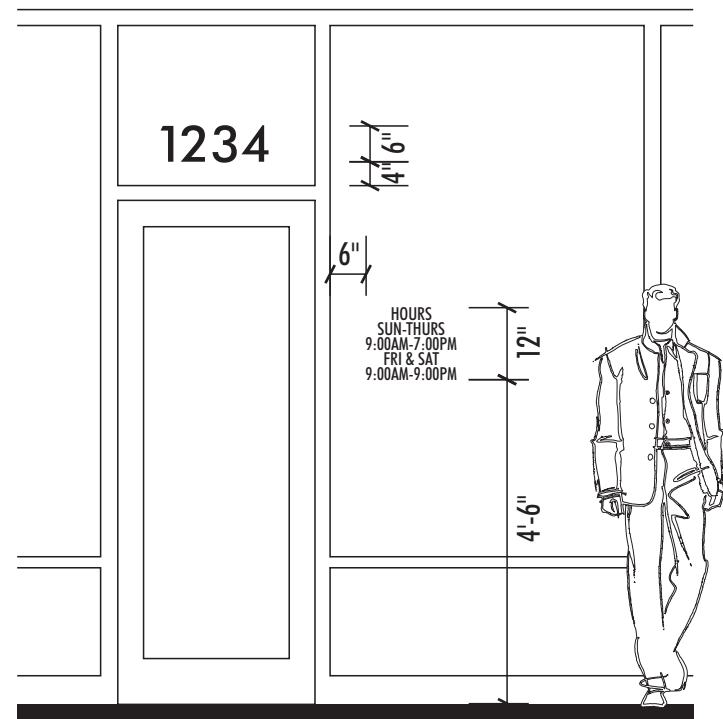


Scale: 3/4" = 1'-10"

**WINDOW HOURS AND
REAR ENTRY SIGNS
BUILDING ADDRESS NUMBERS**

SPECIFICATIONS:

- 6" HIGH OPAQUE WHITE VINYL OR ETCHED NUMBERS/LETTERS ON ENTRY GLASS ABOVE DOOR.
- "STORE HOURS" TO BE WHITE VINYL OR ETCHED ON WINDOW NEXT TO DOOR.
- ALL VINYL TO BE APPLIED SECOND SURFACE.
- 2 SQ. FT. MAXIMUM SIGN AREA.

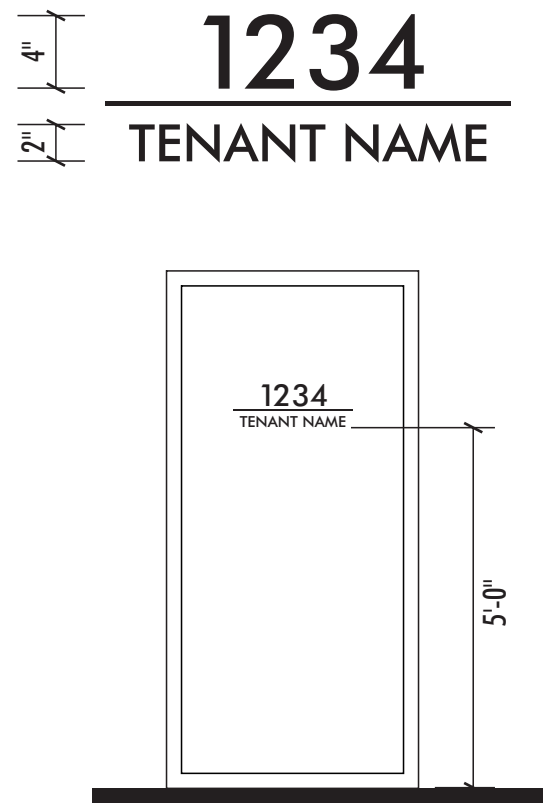


TYPICAL FRONT ENTRY ELEVATION
SCALE: 3/8" = 1'-0"

QTY: TO BE DETERMINED

SPECIFICATIONS:

- 4" AND 2" HIGH VINYL NUMBERS/LETTERS ON REAR ENTRY DOOR.
- COLOR TO BE IN CONTRASTING COLOR TO DOOR.
- 2 SQ. FT. MAXIMUM SIGN AREA.



TYPICAL REAR ENTRY ELEVATION
SCALE: 3/8" = 1'-0"

QTY: TO BE DETERMINED

SPECIFICATIONS:

- 10" high x 1/2" THICK ACRYLIC NUMBERS.
- (Note; stroke of letter to be no less than 1/2" - CBC section 501.2)
- PAINT COLOR TO MATCH PROJECT (CONTRASTING TO BUILDING FASCIA COLOR).
- NUMBERS TO BE STUD MOUNTED TO BUILDING FASCIA.

