



**TARGET**

**65th Street Center  
SACRAMENTO, CA**

**Revised 6/12/08**

## Master Signage Plan Proposal

### **Project Location:**

Target Retail Development  
"65<sup>th</sup> Street Center"  
NE Corner of 65<sup>th</sup> Street and 4<sup>th</sup> AV  
Sacramento CA  
APNS:015-0031-044-045 and a portion of 001

### **Project description:**

The proposed development is a unique redevelopment of existing retail/commercial property located within the City of Sacramento. The project will include the anchor tenant, (Target) being a multi level facility with parking on the ground level and the retail portion located on the second level. The project will also include small retail shops located around the western and southern borders of the site. These shops are intended to be occupied by various commercial shops and will be incorporated into the master site to support a pedestrian friendly environment.

### **Intent of Signage Plan:**

The intent of the sign criteria is to provide guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.

### **Sign Exhibit Descriptions:**

#### -Target Sign Exhibit A

- 2<sup>nd</sup> Level site plan with sign locations indicated and sign schedule presented

#### -Target Sign Exhibit B

- Target building elevations with sign locations indicated

#### -Target Sign Exhibits C- F

- Proposed Target Sign Layouts

#### -Retail Sign Exhibit A

- Street level site plan with Tenant spaces indicated

#### -Retail Sign Exhibit B

- Retail Spaces "A" and "D" elevations

#### -Retail Sign Exhibit C

- Retail Spaces "B" and "C" elevations

### **Sign Approval Requirements:**

Except for the major tenant, who shall remain the approving party for design content and administration of the master plan, each tenant shall submit to the approving party three (3) copies of the detailed shop drawings of proposed signs, indicating conformance with the sign criteria herein outlined.

Tenant shall be responsible for the costs of all signs, related materials and installation fees.

Each tenant with the approving parties consent shall be responsible for obtaining all required municipal permits.

The tenant shall be responsible for the fulfillment of all requirements of these criteria.

Should a sign be removed, it is the tenant's responsibility to patch and or repair all holes and paint surfaces to match existing exterior colors or restore surfaces to original conditions.

### **Prohibited Signs:**

No person shall install or maintain any sign which simulates or imitates in size, coloring or lettering or design any traffic control sign in such a manner to interfere with, mislead or confuse traffic.

Signs painted directly on any building surface will not be permitted.

Signs in proximity of utility lines which have less horizontal or vertical clearance from authorized communication, gas or energized utility power lines that are prescribed by the laws of the state of California are prohibited.

### **Abandonment of Signs:**

Any Tenant sign left after thirty (30) days from vacating the premises shall become the property of the approving party.

### **Inspection of Signage:**

The approving party reserves the right to hire an independent electrical engineer at the tenants expense to inspect the installation of all tenant signage and to require the tenant to have any discrepancies and or code violations corrected at the tenants expense.

### **Maintenance:**

It is the Tenant's responsibility to maintain their own signs in proper working and clean conditions at all times. Otherwise, approving authority reserves the right to hire his own contractor, make the necessary corrections, and bill tenant should it be deemed necessary.

## General Sign Construction Requirements:

1. All signs and their installation shall comply with local building and electrical codes.
2. All electrical signs shall be fabricated by a U.L. approved sign company, according to U.L. specifications and bear a U.L. Label
3. Sign companies installing signs on the project shall be fully licensed with the City and State and shall have full Workman's Compensation and General Liability Insurances.
4. All penetrations of building exterior surfaces shall be sealed water proof in color and finish to match exterior finish.
5. Internal illumination to be achieved via the use of LED lighting, florescent, or 30 milliamp neon, installed and labeled in accordance with National Board or Fire Underwriters Specifications.
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital heights of a letter font exclusive of swashes, ascenders, and desenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles shall not be accepted. The approving party reserves the right to reject any fabrication work deemed to be below standards.
9. All lighting must match the exact specifications of the approved working drawings. No exposed conduits or raceways will be allowed.
10. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on approved plans.
12. Joining of materials (e.g., seams) shall be finished in a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws and other fasteners that extend to visible shall be flush, filled and finished so as to be unnoticeable.
13. Finished surfaces of metal shall be free of oil canning and warping. All sign finishes shall be free of dust, orange peel, drips and runs.
14. In no case shall any manufacturer's labels be visible from the street from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into an overall design intent.
16. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
17. All raceways, conduits, etc... installed on rock background, corrugated metal and/or back of parapets are to be painted to match the mounting surface.

## **Target Sign Criteria:**

### -Building Signs

Building signs shall be permitted on all exterior elevations to allow for adequate and reasonable identification of the building. Each elevation shall be permitted more than one sign as long as the total of all signs does not exceed the maximum allowable sign area.

Building sign area shall not exceed 3sqft per one lineal foot of building frontage.

No one attached sign shall exceed 200sqft in area.

Signs shall not extend more than 24" from the façade surface.

Signs may extend above a roof or parapet line not to exceed a maximum distance of two feet.

In no case shall total sign area exceed more than 10% of the façade area.

### -Freestanding Signs

The 65<sup>th</sup> St Center may erect one freestanding site pylon sign and one freestanding monument type sign. The pylon is to be located along the 65<sup>th</sup> St frontage with the monument sign to be located along the 4<sup>th</sup> Avenue frontage.

The freestanding pylon sign shall be permitted at a maximum sign area of 300sqft of copy area and may not exceed a height of 35ft from the adjacent road crown grade.

The freestanding monument sign shall be permitted at a maximum copy area of 60sqft and maintain a height of 9ft.

All set backs required by the City of Sacramento shall be used as a guide for placement of the signs.

### -Incidental Graphics and Parking Signage

Target shall be permitted to erect incidental graphic directional signage related to the identification of the parking garage.

## **Retail Tenant Space Signage Criteria:**

### -Building Signs

Building signs shall be permitted on exterior elevations as follows:

For Retail Building "A", 2 attached signs may be permitted per tenant, one per elevation with street frontage or parking lot frontage.

For Retail Building "B", 2 attached signs may be permitted per tenant, one per elevation with street frontage or parking lot frontage.

For Retail Building "C", 2 attached signs may be permitted per tenant, one per elevation with street frontage or parking lot frontage.

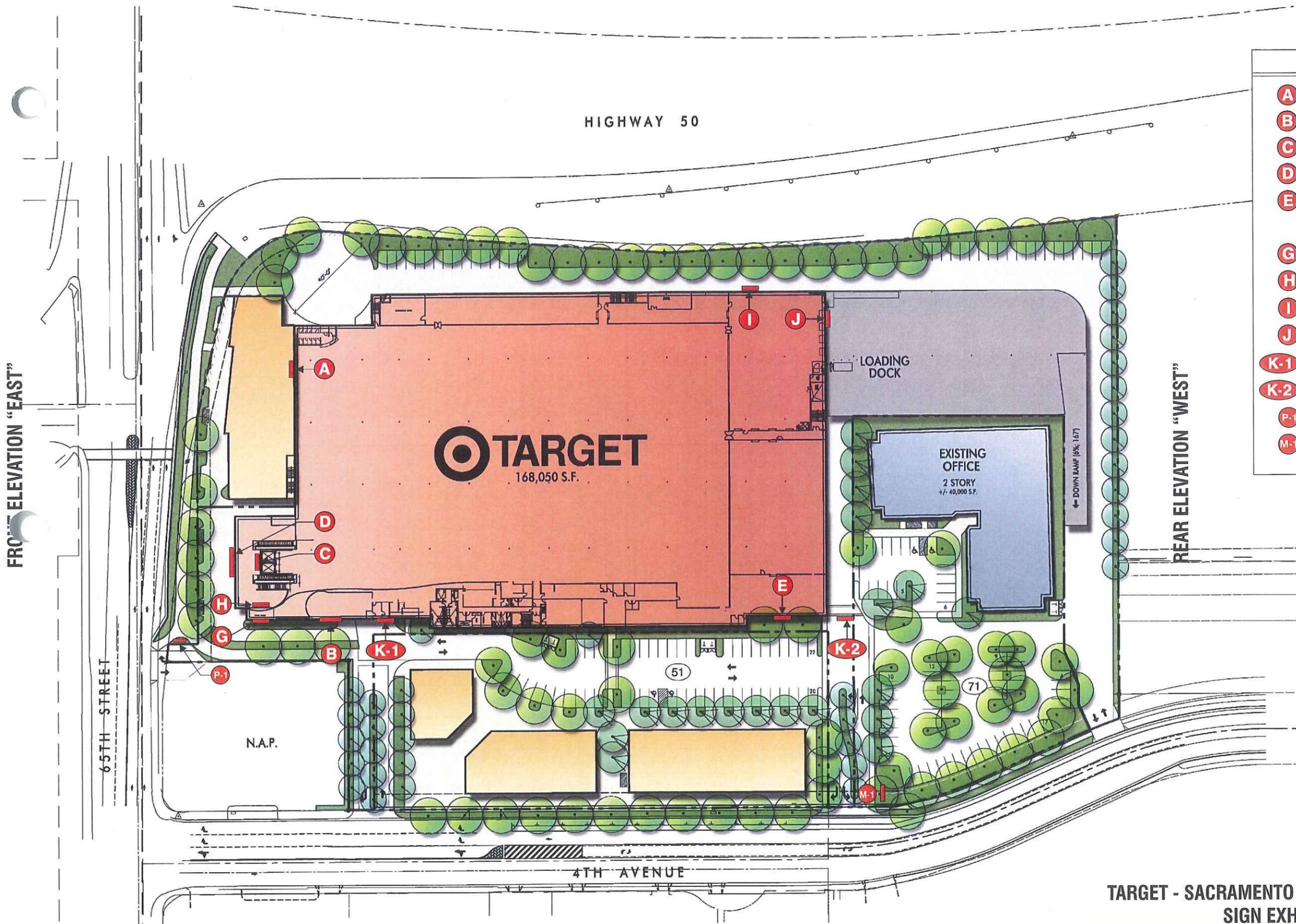
For Retail Building "D", 2 attached signs may be permitted per tenant, one per elevation with street frontage or parking lot frontage.

Building signs for Retail Tenants will be permitted at 2sqft of sign area per lineal foot of tenant storefront space. Signage shall consist of individual channel letter type and may not exceed a height of 2'6" in a single line of copy or 3' when copy is stacked into more than one line of copy. Logos are permitted not to exceed the limiting sign height and not to exceed 30% of the total sign area permitted.

The total width of any tenant space sign shall not exceed 75% of the tenant space width. Each tenant shall be permitted one sign on each occupied elevation as restricted above.

### -Freestanding Signs:

Retail Tenant Spaces shall not have individual freestanding identification but may maintain space on shared sign panels upon the approving parties discretion.



SIGN SCHEDULE		
<b>A</b>	- 10'-0" BULLSEYE	= 100.0 sq.ft.
<b>B</b>	- 2'-0" PHARMACY LETTER SET	= 35.7 sq.ft.
<b>C</b>	- 10'-0" BULLSEYE	= 100.0 sq.ft.
<b>D</b>	- 4'-2" BULLSEYE W/ 3'-6" TARGET LETTERS	= 84.2 sq.ft.
<b>E</b>	- 12'-0" BULLSEYE W/ 2'-8" TARGET LETTERS	= 181.0 sq.ft.
<b>G</b>	- 12'-0" BULLSEYE W/ 2'-8" TARGET LETTERS	= 181.0 sq.ft.
<b>H</b>	- 14'-0" BULLSEYE	= 196.0 sq.ft.
<b>I</b>	- 14'-0" BULLSEYE	= 196.0 sq.ft.
<b>J</b>	- 10'-0" BULLSEYE	= 100.0 sq.ft.
<b>K-1</b>	- PARKING ENTRY SIGN	
<b>K-2</b>	- PARKING ENTRY SIGN	
<b>P-1</b>	- ILLUMINATED D/F PYLON SIGN	= 300.0 sq.ft.
<b>M-1</b>	- ILLUMINATED D/F MONUMENT SIGN	= 60.0 sq.ft.



Vicinity Map  
Not to Scale

ALL BUILDINGS, IMPROVEMENTS, THEIR OCCUPANTS AND THE USES AS SHOWN ON THIS PLAN ARE PRELIMINARY AND SUBJECT TO MODIFICATION AT THE OWNERS DISCRETION WITHOUT NOTICE.

THIS PRELIMINARY SITE PLAN IS BASED ON INFORMATION FURNISHED TO NADEL RETAIL ARCHITECTS LLP AND IS SUBJECT TO VERIFICATION BY LEGALS, SURVEYS AND GOVERNING AGENCIES ETC. THIS EXHIBIT IS NOT NECESSARILY A REPRESENTATION AS TO IDENTITY, TYPE, SIZE, LOCATION, TIMING OR OCCUPANCY OF ANY BUILDING WITHIN THIS CENTER.

**TARGET - SACRAMENTO EAST SIGN EXHIBITS**

**FEDERAL HEATH SIGN COMPANY**  
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12704 Dupont Circle, Tampa, FL 33626  
(813) 855-4415 (800) 284-3284 Fax (813) 854-3037

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Revisions:  
R-1 ADDED PYLON & MONUMENT SIGN 4/29/08 JW  
R-2 NEW REVISIONS PER BOYD 5/29/08 JW  
R-3 DELETE SIGN "F" JCR 6-5-08  
R-4 MOVED PHARMACY LOCATION & CHANGED ELEV. DRAWING 6/12/08 JW

Colors Depicted in This Rendering May Not Match Actual Finished Materials. Refer To Product Samples For Exact Color Match

Client Approval/Date: \_\_\_\_\_ Landlord Approval/Date: \_\_\_\_\_

Account Rep: **Boyd Hippenstiel**  
Project Manager: **Sandra Ramirez**  
Drawn By: **Dennis Radtke**

**Underwriters Laboratories Inc.**  
ELECTRIC SIGN

ELECTRICAL TO USE U.L. LISTED COMPONENTS AND SHALL MEET ALL N.E.C. STANDARDS.

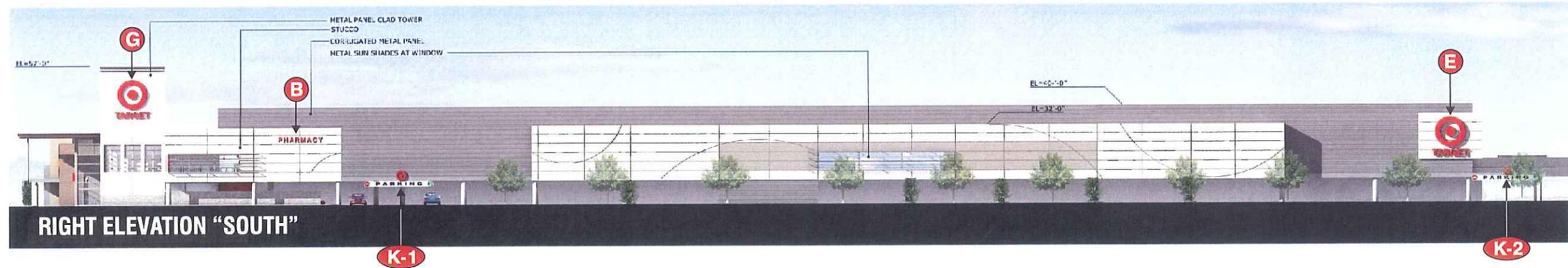
Project / Location:  
**TARGET**  
HWY 50 & 65TH ST.  
EAST SACRAMENTO  
SACRAMENTO, CA 94203

Job Number: 23-84337-00  
Date: 4-23-2008  
Sheet Number: 1 of 10  
Design Number: 23-84337-00R4

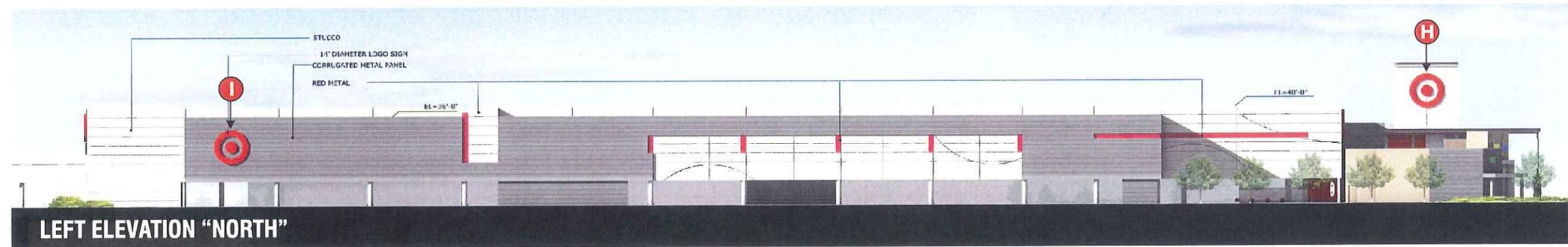
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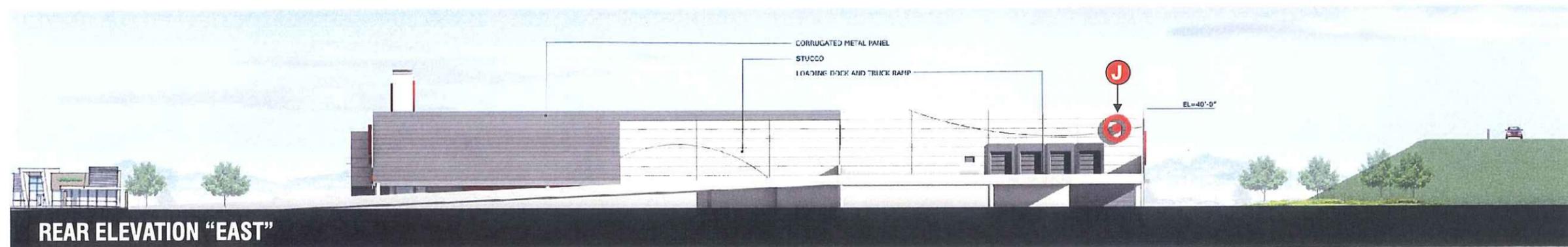
FRONT ELEVATION "WEST"



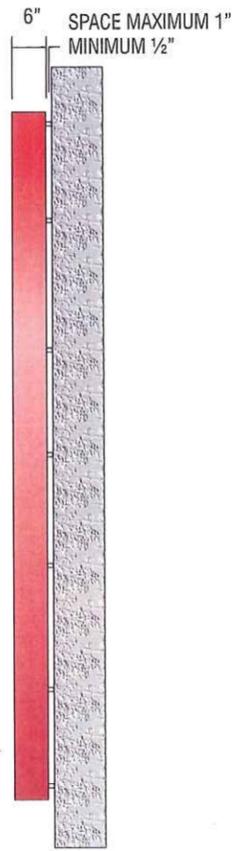
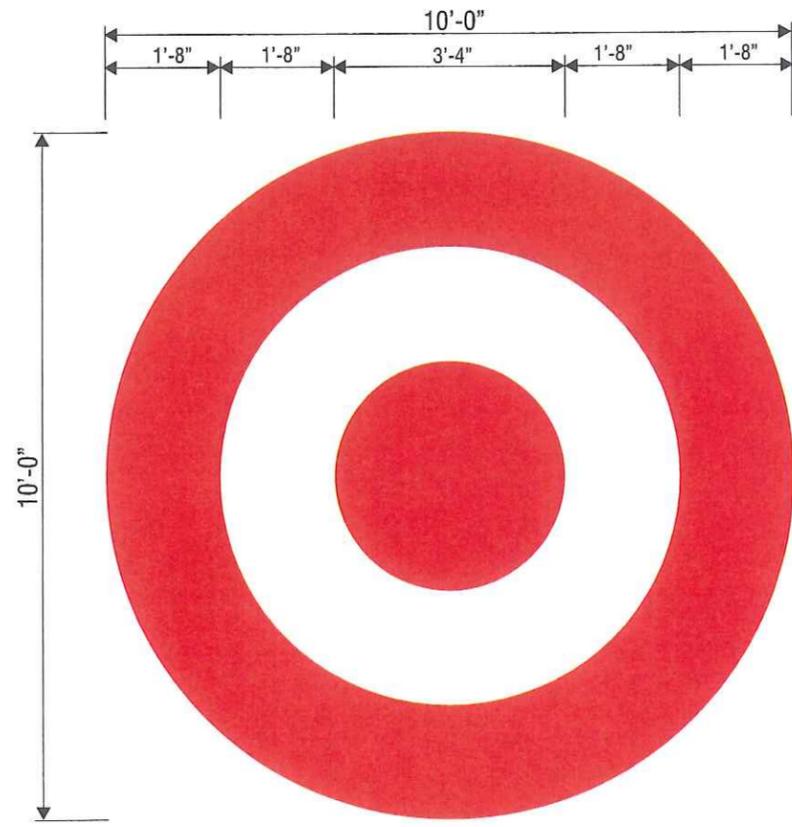
RIGHT ELEVATION "SOUTH"



LEFT ELEVATION "NORTH"

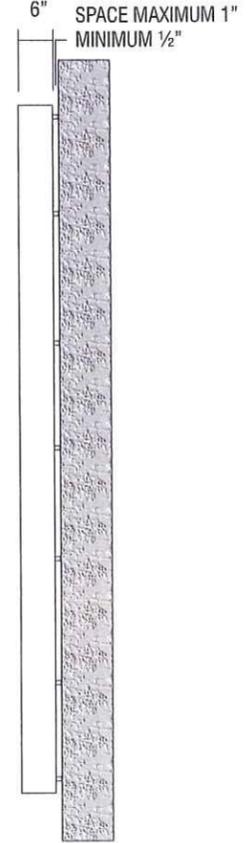
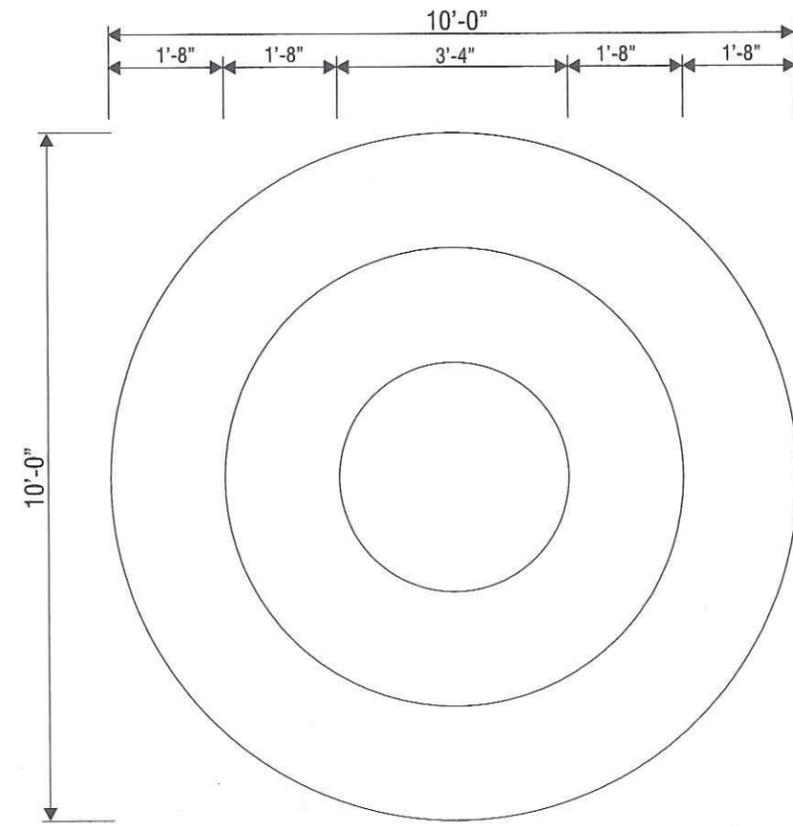


REAR ELEVATION "EAST"



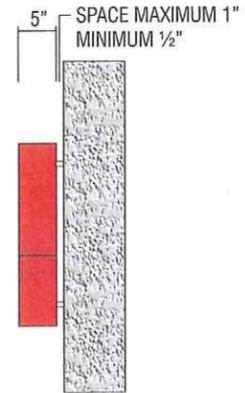
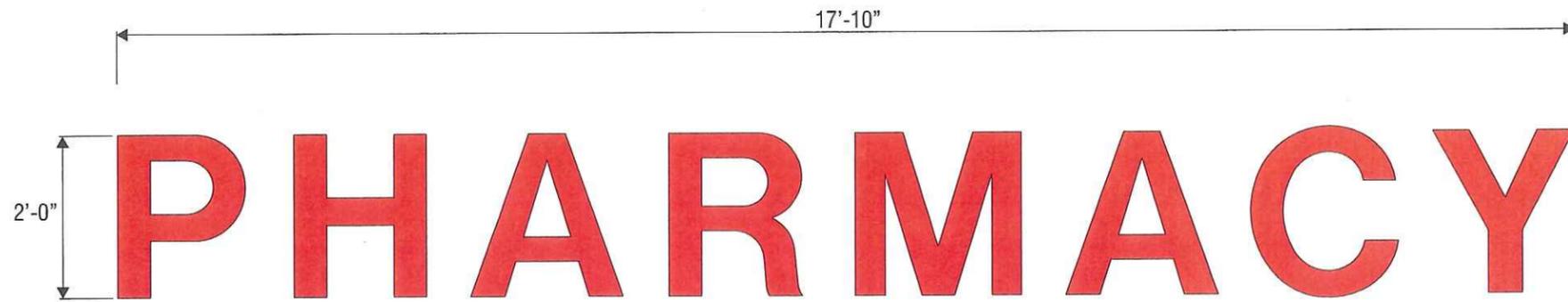
END VIEW

**A J** 120" BULLSEYE  
 QUANTITY: TWO (2) REQUIRED  
 SCALE: 3/8"=1'-0"  
 LOGO = 100.0 SQ. FT.



END VIEW

**C** 120" BULLSEYE  
 QUANTITY: ONE (1) REQUIRED  
 SCALE: 3/8"=1'-0"  
 LOGO = 100.0 SQ. FT.



END VIEW

**B** 24" LETTERS  
 QUANTITY: ONE (1) REQUIRED  
 SCALE: 1/2"=1'-0"  
 TOTAL = 35.7 SQ. FT.



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Building Quality Signage For American Business

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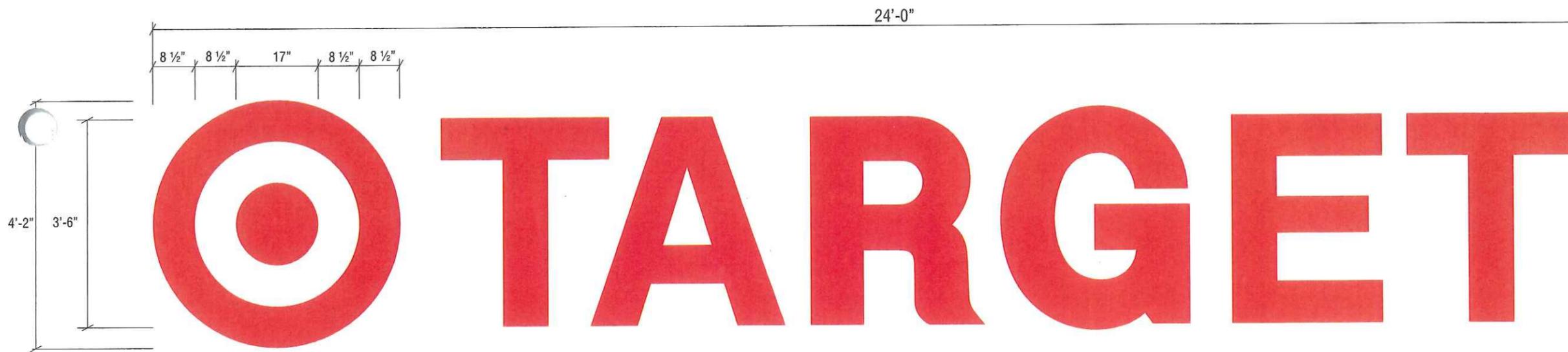
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Date: 4-23-2008

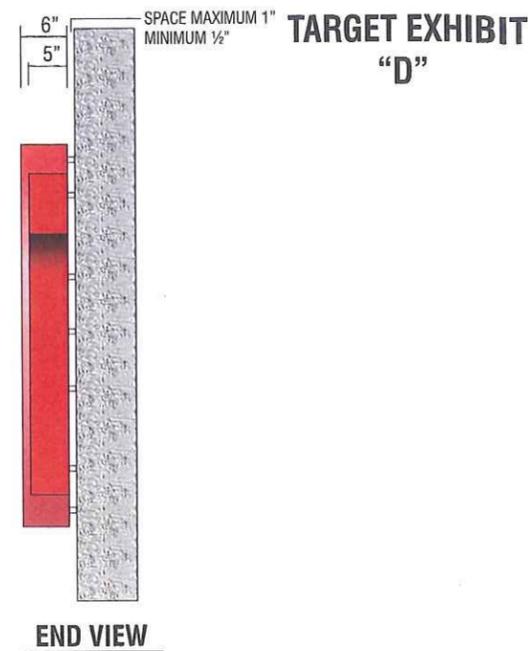
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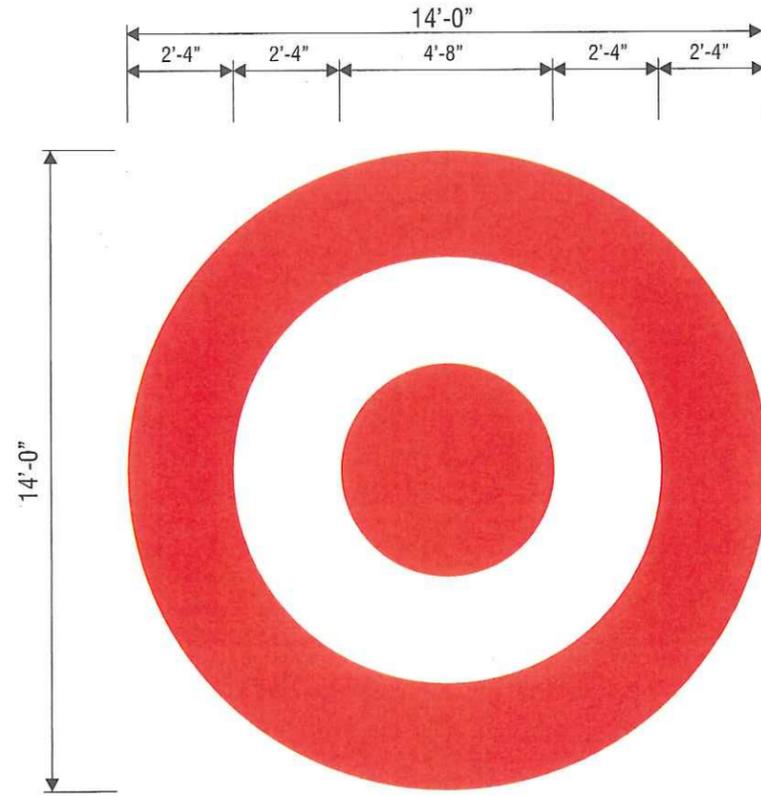
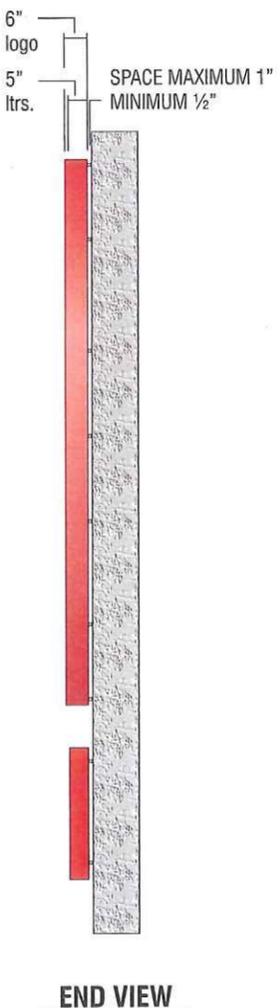
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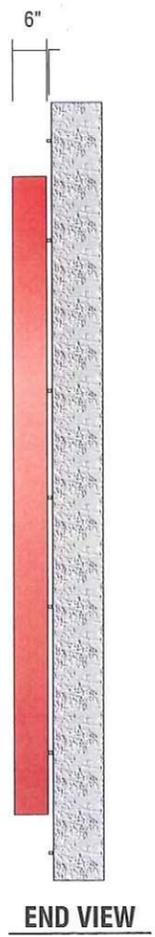
**D** 50" BULLSEYE & 42" TARGET  
 QUANTITY: ONE (1) REQUIRED  
 SCALE: 1/2"=1'-0"  
 TOTAL = 84.2 SQ. FT.



**E G** 144" BULLSEYE - 32" LETTERS  
 QUANTITY: ONE (1) REQUIRED  
 SCALE: 1/4"=1'-0"  
 TOTAL = 181.0 SQ. FT.



**H I** 168" BULLSEYE  
 QUANTITY: TWO (2) REQUIRED  
 SCALE: 1/4"=1'-0"  
 TOTAL = 196.0 SQ. FT.



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 Sheet Number: 4 of 10  
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