



MEMORANDUM

Date: March 14, 2018
To: Eric R. Shields, AICP, Planning Director
From: Scott Guter, AICP, Associate Planner
Subject: **MASTER SIGN PLAN – THE VILLAGE AT TOTEM LAKE**
FILE NO. PSN16-01984

I. INTRODUCTION

- A. Applicant:** Richard Beason with CenterCal Properties, LLC.
- B. Site Location:** 12660 Totem Lake Blvd NE (lower Mall) and 12620 120th Ave NE (upper Mall) (see Attachment 1).
- C. Request:** The applicant has applied for a Master Sign Plan pursuant to requirements of Kirkland Zoning Code (KZC) Section 55.21.010, Special Regulation 4 which requires a Master Sign Plan for the Mall redevelopment project currently under construction. The purpose of the sign plan is to provide standards for signs that display a thoughtful **layering of urban style appropriate for the Village at Totem Lake’s mixed**-uses and its role as a retail destination. The proposed sign plan promotes high quality and attractive signs while allowing flexibility for tenant and center identification signage (see Attachments 2 and 3).

II. RECOMMENDATION

I recommend approval of the proposed Master Sign Plan subject to the following conditions:

- A.** The applicant shall submit to the Building Department a sign permit for each sign approved as part of this Master Sign Plan prior to erecting each sign.
- B.** Prior to issuance of a sign permit for signs located within the City right-of-way, the applicant shall enter into an agreement with the City, in a form acceptable to the City Attorney, indemnifying the City for any damage resulting from signage erected within the right-of-way. The applicant shall record this agreement with the King County Department of Elections and Records.
- C.** As part of the building permits, all ground mounted signs shall be subject to Public Works review. All ground mounted signs shall not interfere with utility infrastructure and be located outside those areas required in KZC 115.135 to be kept clear of sight obstructions.
- D.** Commercial messaging is not allowed on light pole banners (see Section II.E.1.g).
- E.** Window graphics are prohibited unless approved by the landlord in writing.

F. Temporary signs require approval by the landlord in writing and shall comply with KZC 110.115.

G. The following signs are approved with this Master Sign Plan. Any deviation from the design standards in the following subsections must be approved pursuant to Section II.F below prior to sign permit issuance for the associated sign.

1. Site Signage (see Attachment 2)

a. Pylon Sign A1.1 and A1.2 (see Sheets 9, 12-14, 16 and 26 - 32) subject to the following:

- (1) Maximum Number: Two signs
- (2) Maximum Size: 70' (H) x 16'-6" (W)
- (3) Permitted Location: On subject property along Totem Lake Boulevard.
- (4) Sign Illumination/Type: Halo illuminated, painted aluminum project icons pin mounted off face of wood. Illuminated frosted acrylic reveal. Opaque internally illuminated panels with push-thru white acrylic text and graphics.
- (5) Setbacks: Zero feet provided that the final sign location complies with sight distance requirements and does not conflict with utility infrastructure locations and associated easements.
- (6) Landscaping: A landscape area shall surround the base as shown on page 31 to be maintained at a minimum a five (5) feet in height. A landscaping plan shall be submitted with the sign permit application for the associated sign.

b. Parapet/Rooftop Sign A2.2 (see Sheets 9 and 33 - 36) subject to the following:

- (1) Maximum Number: One sign
- (2) Maximum Size: 18' (H) x 87'-11" (W)
- (3) Permitted Location: On the roofline of the Building 3 of the Upper Mall facing 120th Ave NE.
- (4) Sign Illumination/Type: Open face white neon channel letters and Translucent White Acrylic channel letters.

c. Monument Signs A3.1 to A3.2 (see Sheets 9, 12-13, 15, 17 and 37-38) subject to the following:

- (1) Maximum Number: Two signs
- (2) Maximum Size: 7'-6" (H) x 36'-2" (W)
- (3) Permitted Location: Along Totem Lake Boulevard.
- (4) Sign Illumination/Type: Opaque internally illuminated panels with push-thru white acrylic project logo. Illuminated frosted acrylic reveal. Opaque internally illuminated panels with push-thru white acrylic text and graphics.
- (5) Setbacks: Zero feet provided that the final sign location complies with sight distance requirements and does not conflict with utility infrastructure locations and associated easements.
- (6) Landscaping: A landscaped area must be installed around the base of each ground-mounted sign. The size of the area must be equal to or greater than the sign area. Plans for the landscaping

must be submitted for City approval at the time a sign permit application is submitted to the Building Department for the associated ground-mounted sign.

- d. Building Mounted Marquee/Vertical Projecting Sign A5 (see Sheets 9 and 40) subject to the following:
- (1) Maximum Number: One sign
 - (2) Maximum Size: **30'-0" (H) x 5'-0" (W)**
 - (3) Permitted Location: Wall-mounted at the garage levels of the northeast corner of the building located on west side of 120th Ave NE.
 - (4) Sign Illumination/Type: Internally illuminated push-through white acrylic letters. Internally illuminated channel letters with neon filled recessed faces. Illuminated frosted acrylic reveal.
- e. Gateway Water Feature Sign A6 (see Sheets 9-10, 18 and 41) subject to the following:
- (1) Maximum Number: One sign
 - (2) Maximum Size: **6'-10" (H) x 18'-10" (W)**
 - (3) Permitted Location: On internal landscape island within parking area.
 - (4) Sign Illumination/Type: **Internally illuminated 1/4" proud** translucent white acrylic project letters. Illuminated frosted acrylic reveal.
- f. Building Address Numbers Sign A7 (see Sheet 43) subject to the following:
- (1) Maximum Number: Nineteen signs
 - (2) Maximum Size: **1'-0" (H) x varies**
 - (3) Permitted Location: On building façade in compliance with International Building Code.
 - (4) Sign Illumination/Type: Non-illuminated individual cut metal letters pinned from architectural façade.
- g. Light Pole Banners Sign A8 (see Sheet 44) subject to the following:
- (1) Maximum Number: To be determined.
 - (2) Maximum Size: **4'-4" (H) x 2'-4" (W) (per banner)**
 - (3) Permitted Location: On light poles. Final banner locations are subject to Public Works Department approval.
 - (4) Sign Illumination/Type: Non-illuminated vinyl affixed to light poles.
- h. Vehicular Directional Signs B1.1 to B1.6 (see Sheets 9-12, 18, 20, 22 and 45) subject to the following:
- (1) Maximum Number: Six signs
 - (2) Maximum Size: **5'-11" (H) x 3'-1" (W)**
 - (3) Permitted Location: Along 120th Ave NE and on internal landscape islands within parking area.

- (4) Sign Illumination/Type: Opaque internally illuminated panels with push-thru white acrylic text and graphics. Illuminated frosted acrylic reveal.
- i. Street Name Signs B2 (see Sheet 46) subject to the following:
 - (1) Maximum Number: One per intersection
 - (2) Maximum Size: 9'-10" (H) x 2'-8" (W)
 - (3) Permitted Location: Intersections
 - (4) Sign Illumination/Type: No illumination.
 - j. Pedestrian Directory Signs C1.1 to C1.19 (see Sheets 9-11, 13, 17-22 and 47) subject to the following:
 - (1) Maximum Number: Nineteen signs
 - (2) Maximum Size: 7'-8 1/4" (H) x 3'-5" (W)
 - (3) Permitted Location: Along 120th Ave NE, within Village Park (east side of 120th Ave NE), and walkways within parking area.
 - (4) Sign Illumination/Type: Internally illuminated directory with text and graphics. Illuminated frosted acrylic reveal.
 - k. Pedestrian Directional Signs C2.1 to C2.7 (see Sheets 9-11, 18, 20-21 and 48) subject to the following:
 - (1) Maximum Number: Seven signs
 - (2) Maximum Size: 9'-4" (H) x 1'-8" (W)
 - (3) Permitted Location: Along 120th Ave NE and walkways within parking area.
 - (4) Sign Illumination/Type: No illumination.
 - l. Management Office Identity C3 (see Sheets 9 and 49) subject to the following:
 - (1) Maximum Number: Three signs
 - (2) Maximum Size: 1'-4 1/4" (H) x 1'-10" (W) & 11 1/2" (H) x 4' x 1" (W)
 - (3) Permitted Location: On Building B facing 120th Ave NE.
 - (4) Sign Illumination/Type: No illumination.

2. Parking Signage (see Attachment 2)

- a. Parking Paseo Identity Signs C4.1 and C4.2 (see Sheets 9 and 50) subject to the following:
 - (1) Maximum Number: two signs
 - (2) Maximum Size: 1'-6" (H) x 11'-2 3/4" (W) and 8" (H) x 7'-0 1/4" (W) (Restroom sign, C4.1 only)
 - (3) Permitted Location: Canopy-mounted facing plaza.
 - (4) Sign Illumination/Type: Open face channel letters with white illumination.
- b. Parking Lobby Entrance Sign C5.1 (see Sheets 9 and 51) subject to the following:
 - (1) Maximum Number: One sign

- (2) Maximum Size: 2'-5" (H) x 4'-4" (W) and 7 ½" (H) x 5'-2 ¼" (W)
 - (3) Permitted Location: Wall-mounted facing NE Village Plaza.
 - (4) Sign Illumination/Type: Halo illuminated.
- c. Parking Blade Sign D2.1 to D2.3 (see Sheets 9 and 54) subject to the following:
- (1) Maximum Number: Three signs
 - (2) Maximum Size: 6'-6" (H) x 5'-0" (W)
 - (3) Permitted Location: Wall-mounted on the garage levels of the buildings located on the east side of 120th Ave NE and along NE Totem Lake Way
 - (4) Sign Illumination/Type: Internally illuminated blue acrylic graphic with white acrylic text. Internally illuminated changing message center displaying available parking stall count.
- d. Parking Identity Integrated Fin Sign D3.1 (see Sheets 9 and 55) subject to the following:
- (1) Maximum Number: One sign
 - (2) Maximum Size: 8'-9" (H) x 8'-9" (W) and 1'-2" (H) x 4'-9" (W)
 - (3) Permitted Location: Wall-mounted on the garage levels of a building on the west side of 120th Ave NE.
 - (4) Sign Illumination/Type: Opaque internally illuminated panels with push-thru white acrylic text with internally illuminated blue vinyl graphic.
- e. Parking Entrance Identity Signs D4.1 to D4.6 (see Sheets 9 and 56 – 61) subject to the following:
- (1) Maximum Number: Six signs
 - (2) Maximum Size: D4.1/D4.3: 2'-4" (H) x 19'-0 ¼" (W);
D4.2: 2'-0" (H) x 16'-3 ½" (W);
D4.4: 1'-8" (H) x 11'-1 ¼" (W); and,
D4.5/D4.6: 1'-8" (H) x 11'-1 ¾" (W).
 - (3) Permitted Location: Wall-mounted on the **Upper Mall's** garage entrances and the **Lower Mall's Building C** 120th Ave NE garage entrance.
 - (4) Sign Illumination/Type: Open face white neon channel letters. Signs D4.5 and D4.6 are non-illuminated.
- f. Pole Mounted Parking Directional Signs D6.1 and D6.2 (see Sheets 9 and 62) subject to the following:
- (1) Maximum Number: Two signs
 - (2) Maximum Size: 11'-0" (H) x 2'-6" (W)
 - (3) Permitted Location: Ground-mounted on the eastside of 120th Ave NE.
 - (4) Sign Illumination/Type: Internally illuminated blue acrylic graphic with white acrylic text. Internally illuminated changing message center displaying available parking stall count.

3. Tenant Signage (Attachment 3)

Tenant sign requirements are based on the tenant type and their location within the development (see Tenant Zone Plan on pages 12 and 13 of Attachment 3). Attachment 3, pages 14 to 31 provide additional details for tenant signage.

- E.** The dominant characteristic(s) that establish a consistent design theme for the subject property shall be in effect with this Master Sign Plan in perpetuity. They are:
1. Consistent use of colors, Village at Totem Lake branding elements, and high quality materials with the site signage.
 2. Pedestrian-oriented signs will consist of similarly designed blade signs.
 3. Wall-mounted signage will consist of non-cabinet signs. Individual halo illuminated letters, individual externally illuminated letters, internally illuminated push through white acrylic letters, individual exposed lighting letters, and internally illuminated channel constructed letters are allowed.
- F.** Minor modifications to the signs approved with this Master Sign Plan may be approved by the Planning Official provided that:
1. The change does not increase the sign area of the subject property from what was approved in the Master Sign Plan.
 2. The change maintains visual harmony with those elements specifically identified in the original Master Sign Plan as integral to the design theme of the subject property (for example, location(s), color(s), material(s), or type(s)).
- G.** The signs listed in Attachment 3, page 6 are specifically prohibited within the Village at Totem Lake. They are in addition to the prohibited devices/signs in Zoning Code Section 100.85.

III. COMPLIANCE WITH ZONING CODE CHAPTER 100

A. Regulatory Requirement

The subject property is located in the Totem Lake Business District at 12660 Totem Lake Blvd NE (lower Mall) and 12620 120th Ave NE (upper Mall) and is zoned TL 2. The property contains several buildings that are currently under construction. The ground floor of the completed project will contain a mix of retail and restaurant uses. For multi-storied buildings, the upper stories will have a mix of office, retail, and residential units. The upper site will contain a movie complex. The entire development is required to pursue a master sign plan pursuant to KZC 55.21.010, Special Regulation 4.

B. Criteria for Master Sign Plan

According to the Kirkland Zoning Code section 100.80, an application for a master sign plan will be reviewed and decided upon by the Planning Director. The Planning Director may approve a master sign plan if the following criteria are met. The applicant's response to this criteria can be found in Attachment 2. The criteria are listed below followed by Staff analysis.

1. Criterion 1. *The proposal manifests exceptional effort toward creating visual harmony between the sign, buildings, and other components of the subject property through the use of a consistent design theme. The elements which*

create visual harmony may include but are not limited to color, materials, location, and/or type of sign(s) proposed.

Staff Analysis: The applicant has proposed a consistent site design theme with the Village at Totem Lake brand identity through the standardization of select logos, fonts, icons, colors and materials that will be used throughout the project site.

Tenant signage maintains visual harmony through a suite of storefront signage standards encouraging the use of individually illuminated copy and by prohibiting cabinet signs. **The applicant's sign plan has placed limitations on the location and scale of tenant signage as to not cover up or conflict with prominent architectural features of the buildings.** Tenants are required to have blade signs to enhance the pedestrian experience.

2. Criterion 2. *The proposed deviations are the minimum necessary to create readable signs from the rights-of-way providing direct vehicular access based on traffic speeds and patterns in the area of the subject property.*

Staff Analysis: The applicant has created a sign program that is the minimum necessary to create signs that provide visibility at a scale that is appropriate for a regional destination. The proposed deviations from the zoning code's height, dimensional, and locational requirements are as follows:

Pylon signs: The purpose of these signs is to identify the Village at Totem Lake and its major tenants to vehicles traveling along Interstate 405 (I-405) and nearby major roadways and to establish the site as a major regional retail center. The zoning code only allows one ground mounted sign per abutting right-of-way and does not allow it to exceed 12 feet in height. The applicant has proposed two 70-foot tall pylon Center ID signs along Totem Lake Blvd NE. The number and height of these signs are necessary due to the property's orientation and distance to I-405, **the site's lower grade as it relates to I-405**, and the location of existing improvements along I-405 that would block visibility these signs. Currently the proposed sign locations **meets the zoning code's five (5) foot setback requirement for ground mounted signs over five (5) feet in height.** Under the Redevelopment Agreement with the City, the applicant will improve then dedicate property to the City along Totem Lake Blvd NE. After right-of way dedication a five (5) foot setback requirement is not required from the new property line provided that the final location of the sign must be verified to meet sight distance requirements and not conflict with existing utility infrastructure.

Parapet sign: Projecting a sign above the roofline is prohibited in the zoning code. **However, the proposed sign's landmark design sets the Village context** that is similar to the rooftop sign at the Pike Place Market, a major destination here in the Puget Sound region.

The purpose of this sign is to provide a landmark identity to the site and establish **an urban context to the Village.** **The sign's location and scale was chosen in order for it to be seen in a limited view corridor within the site's interior and the limited vantage points from the major roadways.**

Monument Signs: **Currently the proposed sign locations meet the zoning code's five (5) foot setback requirement for ground mounted signs over five (5) feet in height.** Under the Redevelopment Agreement with the City the applicant will improve then dedicate property to the City along Totem Lake Blvd NE and 120th

Avenue NE. After right-of way dedication a five (5) foot setback requirement is not required from the new property line provided that the final location of each sign must be verified to meet sight distance requirements and not conflict with existing utility infrastructure.

The purpose of these signs is to provide the Village and its retail anchors visibility at the local street level for oncoming vehicle traffic and to identify the main entry points to the Village along Totem Lake Boulevard NE.

3. Criterion 3. *The signs are in character and orientation with planned and existing uses in the area of the subject property.*

Staff Analysis: The anticipated uses and criteria proposed for their respective signs are consistent with the character and orientation of the Village at Totem Lake and its surrounding area within the Business District Core of the Totem Lake Business District. The increased retail visibility from I-405 is supported by the Comprehensive Plan's goal for the Village to be a vibrant, intensive retail center for the Kirkland community and surrounding region (see Goal TL-30). The signs add to the visual interest of the project and provides a visual connection between the upper and lower Malls as supported by the Comprehensive Plan Policy TL-30.2.

IV. APPEALS, JUDICIAL REVIEW

A. Appeals

Section 100.80.6 allows the Planning Director's decision to be appealed using the appeal provisions of the Process I, KZC 145.60 through 145.110. Section 145.60 of the Zoning Code allows the Planning Director's decision to be appealed by the applicant or any person who submitted written testimony to the Director. The appeal must be in writing and must be delivered, along with any fees set by ordinance, to the Planning Department by April 3, 2018, fourteen (14) calendar days following the postmarked date of the Planning Director's decision.

B. Judicial Review

Section 145.110 of the Zoning Code allows the action of the City in granting or denying this zoning permit to be reviewed in King County Superior Court. The petition for review must be filed within 30 calendar days of the final decision of the City.

If issues under RCW 43.21C (the State Environmental Policy Act -- SEPA) are to be raised in the judicial appeal, the "SEPA" appeal must be filed with the King County Superior Court within 30 calendar days of the final decision of the City.

V. ATTACHMENTS

1. Vicinity Map
 2. Master Sign Plan – Site and Parking Signage
 3. Master Sign Plan – Tenant Signage
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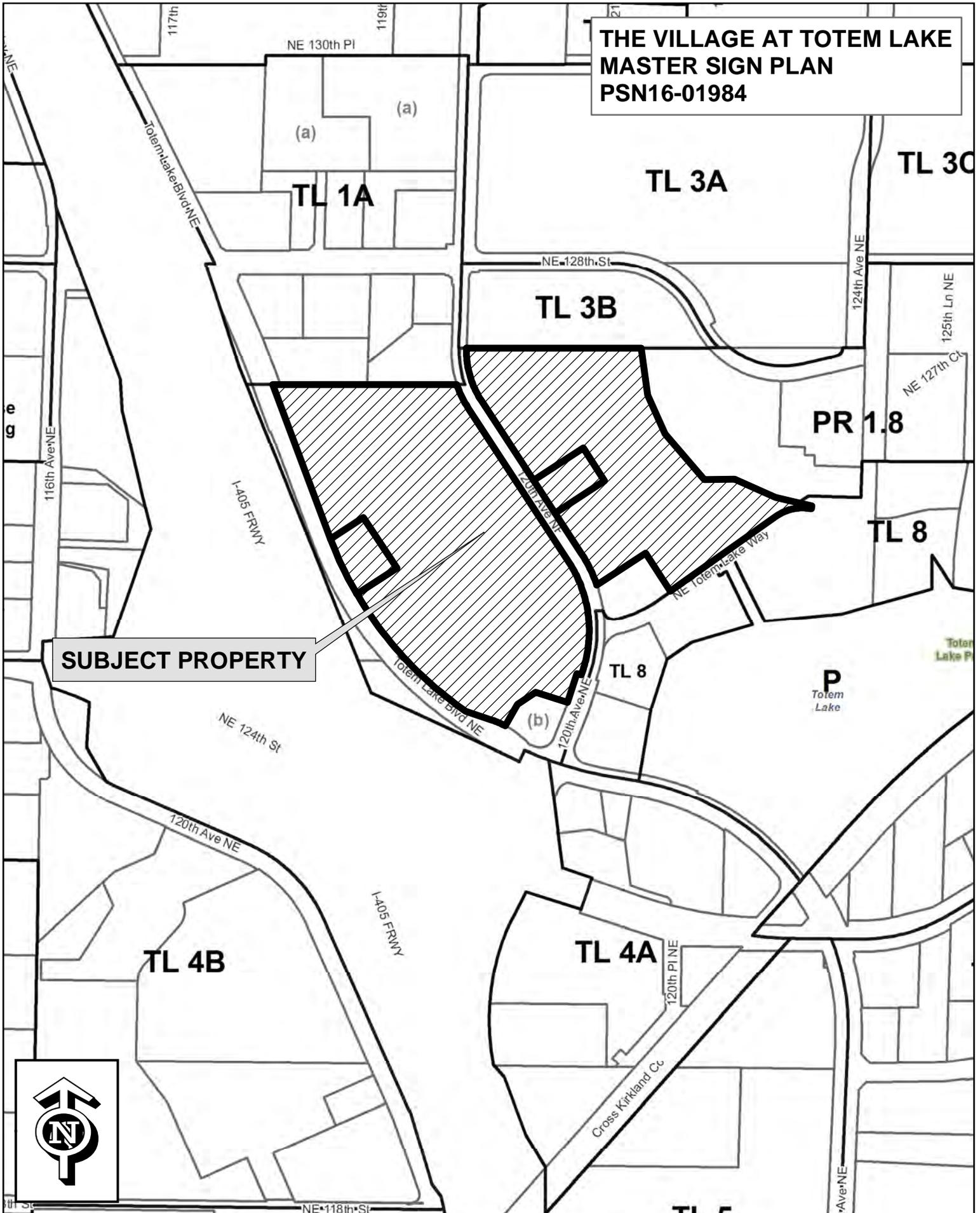
I concur x I do not concur

Comments: _____



Eric R. Shields, AICP
Planning Director

3/14/18
Date





EST.  2015

THE VILLAGE

AT TOTEM LAKE

Master Sign Program | 1.25.2018

rsmdesign 

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1 SIGNAGE
INTRO

SIGNAGE PURPOSE

The Village at Totem Lake's role as a mixed-use and retail destination of Kirkland will be supported through the signage and graphic standards that ensure a high level of quality throughout the project. The site's 26 acres will provide contemporary apartments, and unique retail experiences to create a vibrant village atmosphere. The sign program presented here includes a rich variety of sign types in accordance with the needs and uncommon characteristics of this mixed-use destination that will continue to grow over time.

Key to The Village at Totem Lake's village experience is the thoughtful layering of urban style signage and graphics. This layering provides visibility from the highways, helping to express a regional presence, and speaks to pedestrian, bicycle, and vehicular uses within the project. These graphics will help the visitor navigate the more dense and urban environment, orienting first time visitors and imparting a sense of familiarity and comfort to those that return often. The scale and location of sign types prioritizes views from the highway to establish the project as a regional destination. Emphasis on the signage for pedestrian traffic fosters a strong sense of comfort and safety throughout the environment. The signage and graphics also clearly identify The Village at Totem Lake as an active live, work, and play destination that reinvents Totem Lake as a new hub.

SIGNAGE + GRAPHICS GOALS

Our goal is to establish a coordinated exterior sign program that contributes to the quality and theme of The Village at Totem Lake and fits within the requirements of Kirkland's City Code Master Signage Plan Chapter 100.80. The graphics and signage will compliment the architecture and streetscape of the village. The size, location, and scale of the graphics have been studied to explore the best visibility and scale that is minimally appropriate for this regional destination. This master sign program will facilitate a safe and healthy circulation within the site and will activate sight lines along major arterials. Materials, colors, and forms are inspired by an urban tradition and material standards guarantee durability and quality. The signage will compliment the many uses of the site especially through lighting techniques that compliment the cooperative nature of the retail, entertainment, commercial, and residential uses. The graphics and signage help to build an overall experience for the user. This goes well beyond functional identification and directional requirements. Choices of color, shape, ornamental motif, materials, scale, type, orientation, et cetera create a unified sense of place.

These elements, combined with the architecture and landscape, express the personality of the project and help create a place that brims with energy and interest.

SIGNAGE CODE COMPLIANCE CHART

THIS CHART COMPARES THE VILLAGE AT TOTEM LAKE SIGNAGE WITH THE REQUIREMENTS OF THE KIRKLAND CITY CODE CHAPTER 100

| Sign Type | Qty | Dimensions (w x h) | Square Footage | Illumination | Purpose | City Code | Compliance to City Code |
|--------------------------------------|-----|------------------------|----------------|------------------------|---|---|---|
| A1 Tenant Listing Pylon | 2 | 16'-6" x 70' | 1155 sq.ft. | Internally Illuminated | Project and Tenant Identity for Freeway | Not Indicated in City Code | N/A |
| A2 Parapet Sign | 1 | 87'-11" x 12'-4" | 1084 sq.ft. | Internally Illuminated | Project Landmark, Project Identity | Not Indicated in City Code | N/A |
| A3 Project Primary Monument | 2 | 36'-2" x 7'-6" | 271 sq.ft. | Internally Illuminated | Surface Road Project and Tenant Identification. Identifies Main Entry Points. | (100.30) Pedestal, monument, or pole sign (including center identification signs): One (1) per abutting right-of-way per development. (100.75) Monument and pole signs must be set back at least five (5) feet from all property lines, (100.60) Max 12' in height | Monuments face different right-of-ways Due to project density, one monument does not follow setback requirements. Does not exceed 12' |
| A4 NOT USED | -- | -- | -- | -- | -- | -- | -- |
| A5 Building Mounted Project Identity | 1 | 5'-4" x 30' | 160 sq.ft. | Internally Illuminated | Identifies Secondary Entry to project | (100.35) Marquee signs: one (1) per business or use per right-of-way. (100.65) Wall-Mounted and Marquee Signs: Shall not project above the roof line of the building, parapet or similar architecture feature to which they are attached. | There is only one of this sign type This sign type does not project above roof lines |
| A6 Gateway Feature Monument | 1 | 6'-10" x 30' | 205 sq.ft. | Internally Illuminated | Identifies vehicular and pedestrian access point to project tenants | (100.30) Pedestal, monument, or pole sign (including center identification signs): One (1) per abutting right-of-way per development. (100.75) Monument and pole signs must be set back at least five (5) feet from all property lines, (100.60) Max 12' in height | This sign type does not face property lines This sign type does not exceed 12' height limitations |
| B1 Vehicular Directional | 6 | 3'-1" x 5'-11" | 18 sq.ft. | Internally Illuminated | Contains directional information to be seen from vehicles | Not Indicated in City Code | N/A |
| C1 Pedestrian Directory | 19 | 3'-5" x 7'-8" | 27 sq.ft. | Internally Illuminated | Contains printed directory map for pedestrian use | Not Indicated in City Code | N/A |
| C2 Pedestrian Directional | 7 | 2'-10" x 1'-8" | 5 sq.ft. | Not Illuminated | Small footprint directional information for pedestrian use | (100.65) Pole Signs: a. Shall not exceed 20 feet above average ground elevation. b. Must conform to the dimensional standards shown on Plate 13A. See KZC 100.70 for special regulations regarding pole signs. | This sign type does not exceed 20' in height |
| D1 NOT USED | -- | -- | -- | -- | -- | -- | N/A |
| D2 Parking Blade | 2 | 5'-6" x 6'-6" | 36 sq.ft. | Internally Illuminated | Identifies Parking Entrance | Not Indicated in City Code | N/A |
| D3 Parking Identity Integrated Fin | 1 | 53' x 9'-7" | 508 sq.ft. | Internally Illuminated | Identifies Parking Entrance, Specifically integrated into architecture | Not Indicated in City Code | N/A |
| D4 Parking Entrance Identity | 6 | See Specific Sign Type | N/A | See Specific Sign Type | Identifies Parking Entry Point | Not Indicated in City Code | N/A |
| D5 NOT USED | -- | -- | -- | -- | -- | -- | N/A |
| D6 Pole Mounted Directional | 2 | 3'-5" x 2'-6" | 9 sq.ft. | Internally Illuminated | Ground Mounted Parking Directional for pedestrian and vehicular use | (100.65) Pole Signs: a. Shall not exceed 20 feet above average ground elevation. b. Must conform to the dimensional standards shown on Plate 13A. See KZC 100.70 for special regulations regarding pole signs. | This sign type does not exceed 20' in height |

2 SIGNAGE LOCATIONS AND SCHEDULE

SITE MONUMENT SIGNAGE

| ID | QTY | SIGN TYPE | ELECTRICAL | LIGHTING | DIGITAL | NOTES |
|----|-----|-----------------------------------|------------|----------|---------|---|
| A1 | 2 | Tenant Listing Pylon | Yes | Internal | No | Second Pylon location is subject to design approval by the city |
| A2 | 1 | Parapet Sign | Yes | Internal | No | - |
| A3 | 2 | Project Primary Monument | Yes | Internal | No | - |
| A4 | -- | NOT USED | -- | -- | -- | - |
| A5 | 1 | Building Mounted Project Identity | Yes | Internal | No | - |
| A6 | 1 | Gateway Feature | Yes | Internal | No | - |
| A7 | 19 | Building Addresses | No | Ambient | No | Final quantity and locations TBD based on Fire Code Requirements. |
| A8 | TBD | Light Pole Banners | No | Ambient | No | Final locations and Quantity TBD based on Light Pole Locations |

PLEASE NOTE: QUANTITIES TO POTENTIALLY CHANGE AS LOCATIONS ARE FINALIZED.

VEHICULAR SIGNAGE

| ID | QTY | SIGN TYPE | ELECTRICAL | LIGHTING | DIGITAL | NOTES |
|----|-----|-----------------------|------------|----------|---------|-------|
| B1 | 6 | Vehicular Directional | Yes | Internal | No | - |
| B2 | TBD | Street Name Identity | No | Ambient | No | - |

PLEASE NOTE: QUANTITIES TO POTENTIALLY CHANGE AS LOCATIONS ARE FINALIZED.

PEDESTRIAN SIGNAGE

| ID | QTY | SIGN TYPE | ELECTRICAL | LIGHTING | DIGITAL | NOTES |
|----|-----|----------------------------|------------|----------|---------|-------|
| C1 | 19 | Pedestrian Directory | Yes | Internal | Yes | - |
| C2 | 7 | Pedestrian Directional | Yes | Internal | No | - |
| C3 | 1 | Management Office Identity | Yes | Internal | No | - |
| C4 | 2 | Parking Paseo Identity | Yes | Internal | No | - |
| C5 | 1 | Parking Lobby Entrance | Yes | Internal | No | - |

PLEASE NOTE: QUANTITIES TO POTENTIALLY CHANGE AS LOCATIONS ARE FINALIZED.

PARKING SIGNAGE

| ID | QTY | SIGN TYPE | ELECTRICAL | LIGHTING | DIGITAL | NOTES |
|----|-----|---------------------------------|------------|----------|---------|-------|
| D1 | — | — | — | — | — | — |
| D2 | 3 | Parking Blade | Yes | Internal | No | — |
| D3 | 1 | Parking Identity Integrated Fin | Yes | Internal | No | — |
| D4 | 6 | Parking Entrance Identity | Yes | Internal | No | — |
| D5 | — | — | — | — | — | — |
| D6 | 2 | Pole Mounted Directional | Yes | Internal | No | — |

PLEASE NOTE: QUANTITIES TO POTENTIALLY CHANGE AS LOCATIONS ARE FINALIZED.

GENERAL NOTES

- NOTES LISTED HERE ARE TO APPLY TO ALL SIGN TYPES WITHIN THIS PACKAGE UNLESS OTHERWISE NOTED ON THE INDIVIDUAL DESIGN DRAWING.

General Package Notes:

1. All signs, structures and letters need to be engineered by sign fabricator prior to shop drawing submittal and fabrication for structural and backing requirements to withstand local regulations, codes and weather conditions.
2. All sizes shown are approximate and should be verified prior to final fabrication based on construction documents and/or as built conditions on site, fabricator to notify team if difference occurs per as built conditions.
3. Fabricator must use Matthews UV clear coat on painted surfaces to minimize / prevent as much as possible any noticeable fading.
4. All metal edges to be eased; corners to have a maximum radius of .0125. All welds to be ground smooth prior to final painting and clear coated / vandalism coating are applied.
5. No exposed fasteners unless noted within the design intent drawing or approved in shop drawing. Fasteners throughout package to be tamper proof, fabricator to submit sample for approval prior to ordering.
6. All integrated signage to be coordinated with Architect and General Contractor prior to final fabrication and installation.
7. Fabricator to calculate all sign weight loads to be provided to general contractor for additional backing that may be required.
8. Fabricator to provide power requirement for each sign type prior to shop drawings submittal to General Contractor & Architect.
9. All existing conditions to be field verified by fabricator prior to shop drawings are generated to ensure that all as built conditions are accommodated. Including all unknowns such as interior parking garage elevations / conditions and and mounting details to support all sign types.
10. All messaging within this package is placeholder at this time until written approval is received by the client team prior to fabrication.

THE FABRICATOR MUST SIGN BELOW INDICATING THEY HAVE READ AND ACKNOWLEDGED ALL GENERAL NOTES LISTED ABOVE AND WILL COMPLY WITH THESE GENERAL NOTES AND APPLY THEM TO EACH SIGN TYPE WITHIN THIS PACKAGE:

FABRICATOR SIGNATURE & TITLE: _____



SITE MONUMENT SIGNAGE

| ID | QTY | SIGN TYPE |
|----|-----|-----------------------------------|
| A1 | 2 | Tenant Listing Pylon |
| A2 | 1 | Parapet Sign |
| A3 | 2 | Project Primary Monument |
| A4 | -- | NOT USED |
| A5 | 1 | Building Mounted Project Identity |
| A6 | 1 | Gateway Feature |
| A7 | 19 | Building Addresses |
| A8 | TBD | Light Pole Banners |

PLEASE NOTE: QUANTITIES TO POTENTIALLY CHANGE AS LOCATIONS ARE FINALIZED.

VEHICULAR SIGNAGE

| ID | QTY | SIGN TYPE |
|----|-----|-----------------------|
| B1 | 6 | Vehicular Directional |
| B2 | TBD | Street Name Identity |

PLEASE NOTE: QUANTITIES TO POTENTIALLY CHANGE AS LOCATIONS ARE FINALIZED.

PEDESTRIAN SIGNAGE

| ID | QTY | SIGN TYPE |
|----|-----|----------------------|
| C1 | 19 | Pedestrian Directory |

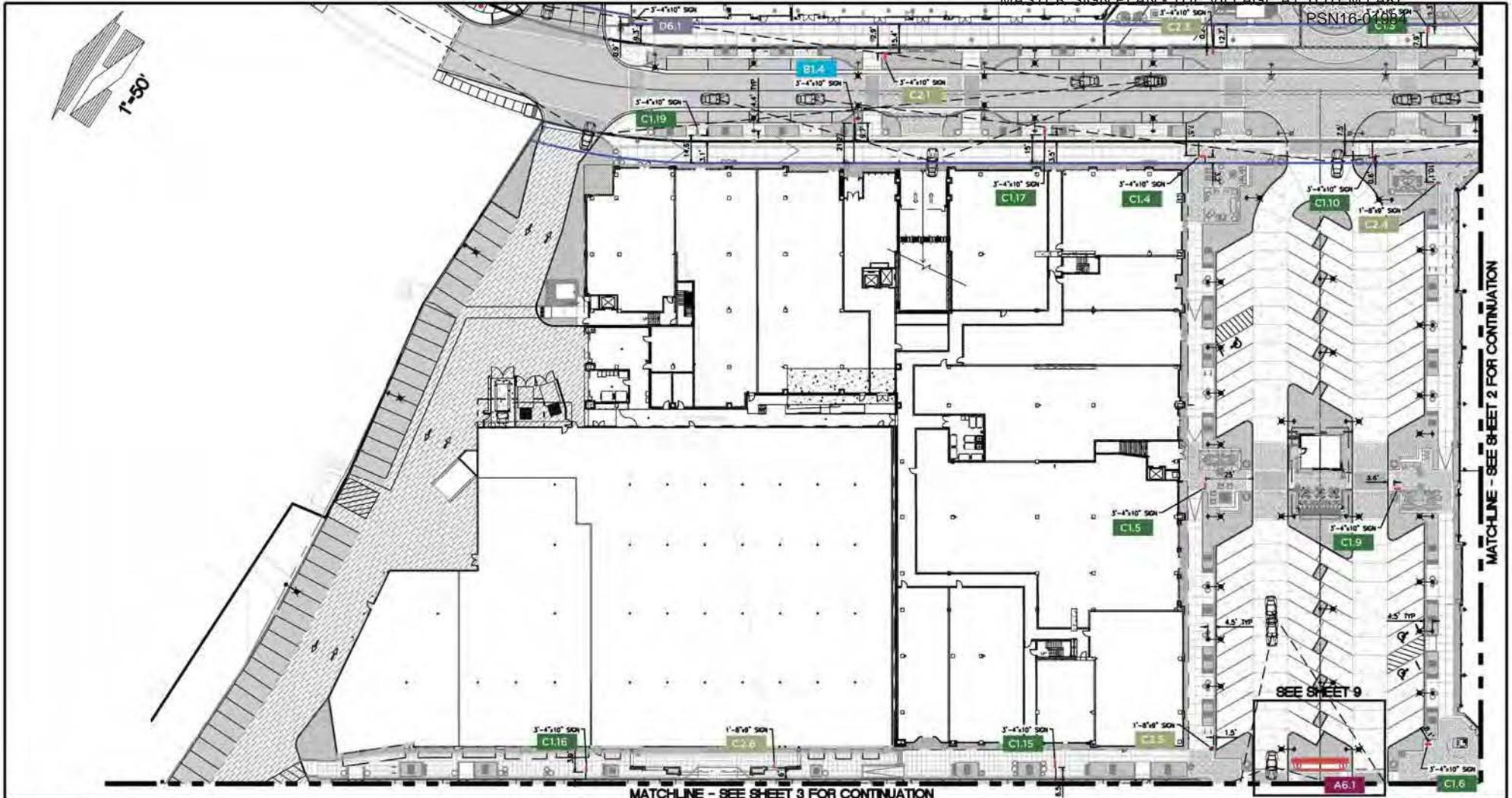
PARKING SIGNAGE

| ID | QTY | SIGN TYPE |
|----|-----|---------------------------------|
| D1 | -- | -- |
| D2 | 3 | Parking Blade |
| D3 | 1 | Parking Identity Integrated Fin |
| D4 | 6 | Parking Entrance Identity |
| D5 | -- | -- |
| D6 | 2 | Pole Mounted Directional |

PLEASE NOTE: QUANTITIES TO POTENTIALLY CHANGE AS LOCATIONS ARE FINALIZED.

YELLOW LINE INDICATES RIGHT OF WAY LINE

PSN16-01867



Designed JEP
 Drawn JEP
 Checked AS
 Approved DKB
 Date 1/24/18

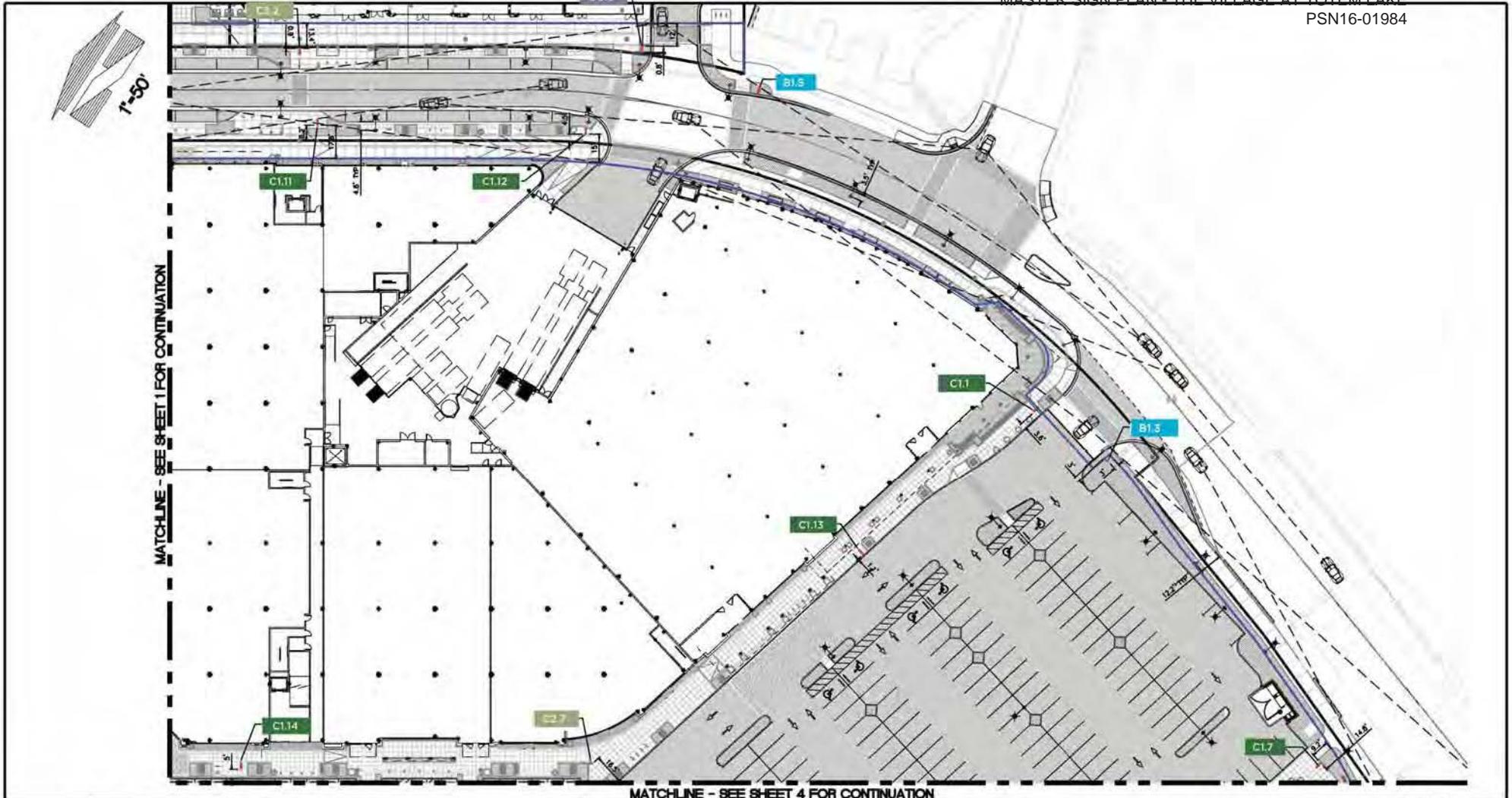


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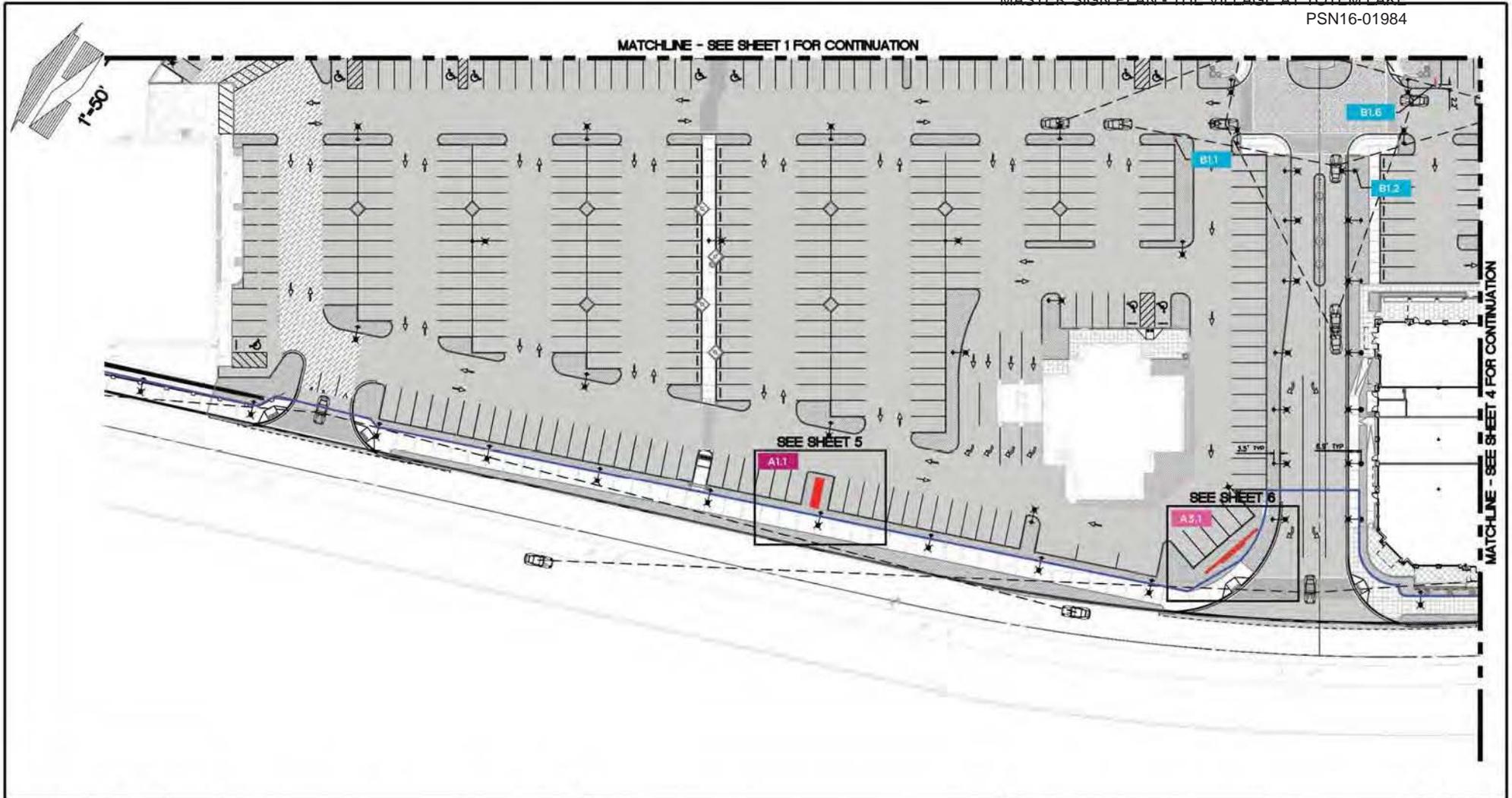
For: **CENTERCAL PROPERTIES, INC.**
 1600 EAST FRANKLIN AVENUE
 EL SEGUNDO, CA 90245

Title: **OVERALL SIGNAGE PLAN**

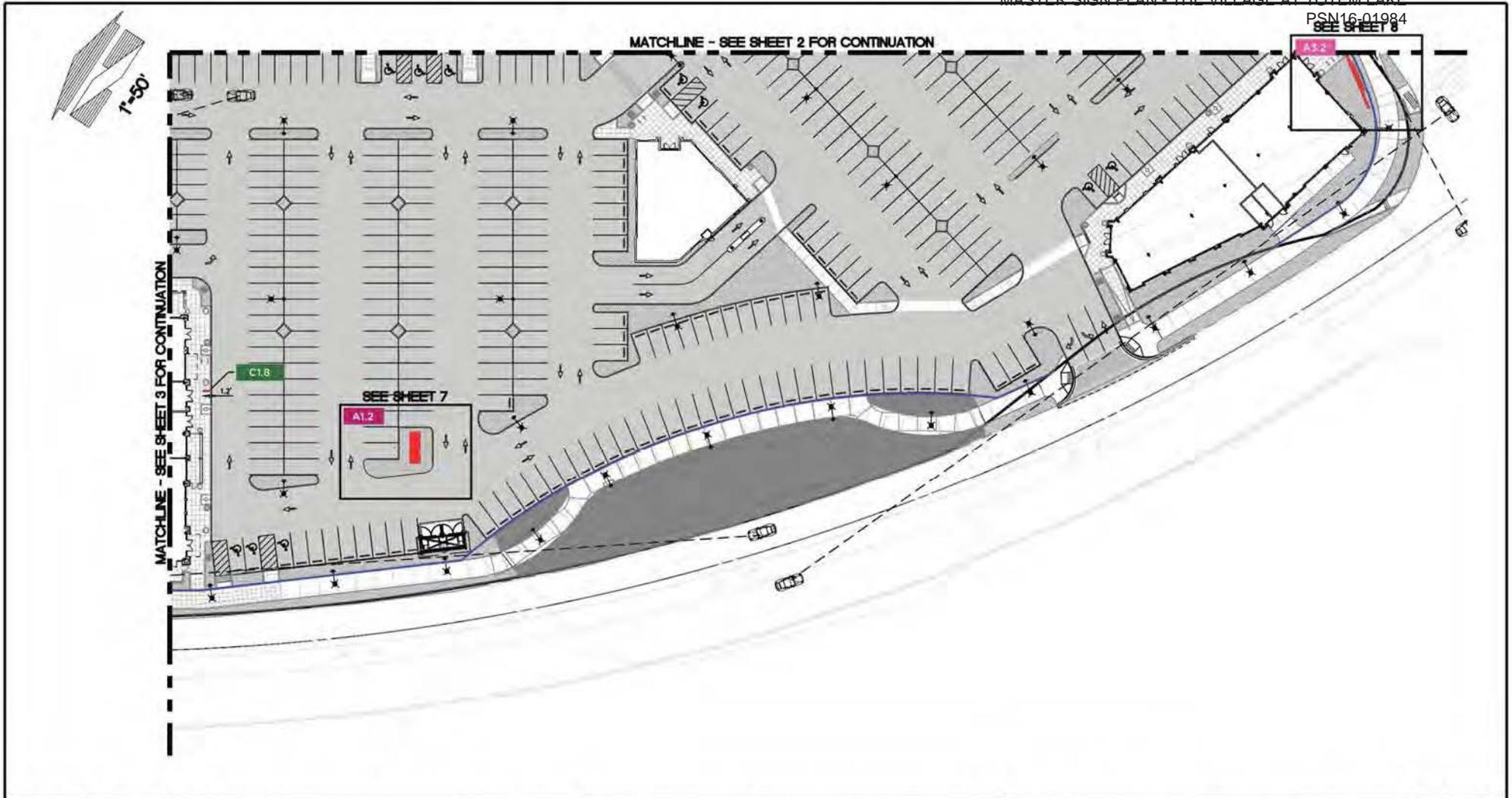
Job Number
17301
 Sheet
1 of 13



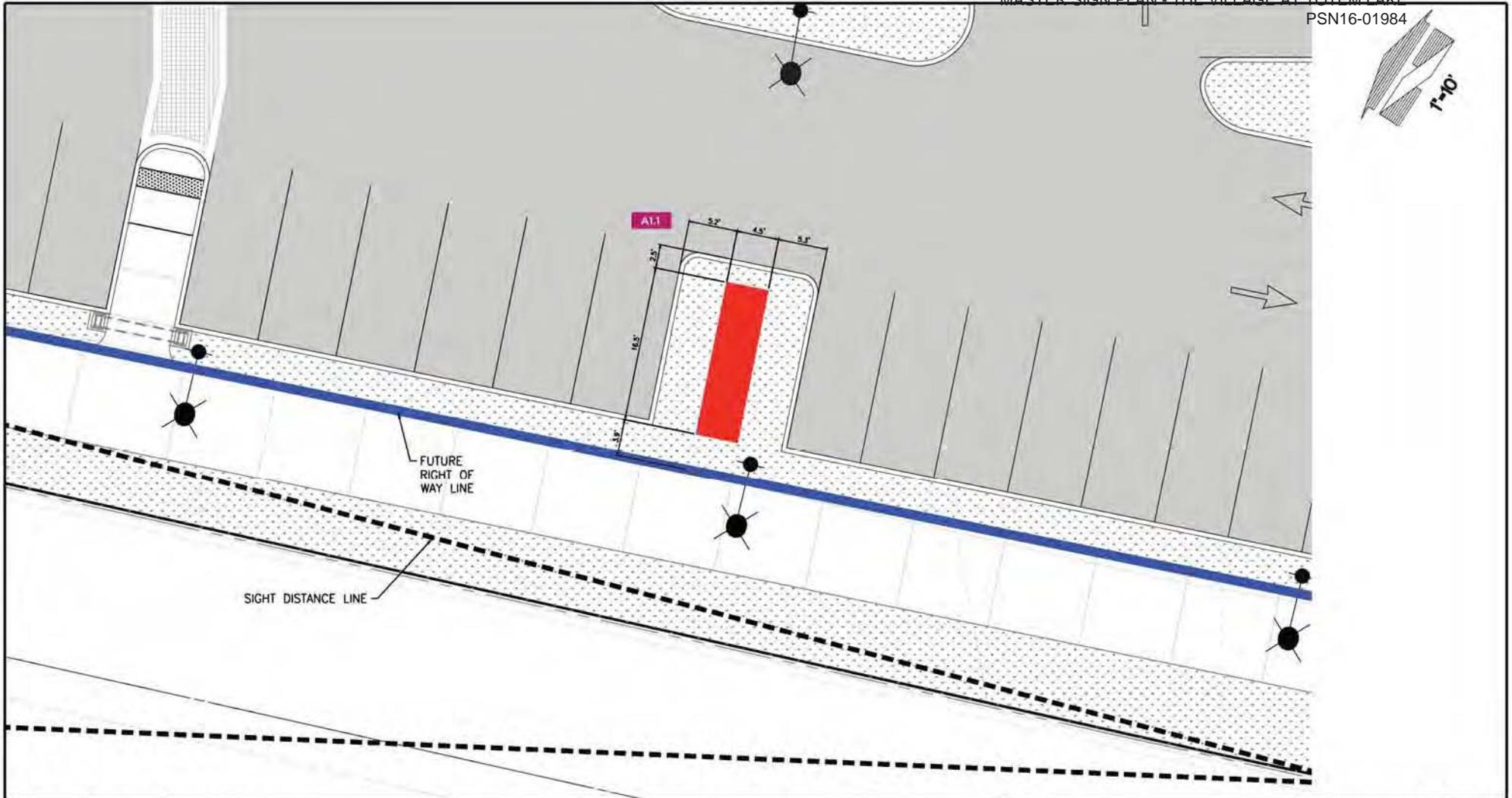
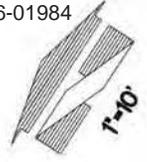
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|--|---|---|--|---------------------------------------|----------------------------|
| Designed <u>JEP</u> Drawn <u>JEP</u> Checked <u>AS</u> Approved <u>DKB</u> Date <u>1/24/18</u> | Scale: Horizontal 1"=50' Vertical - |  18215 72ND AVENUE SOUTH KENT, WA 98032 (425)251-6222 (425)251-8782 FAX CIVIL ENGINEERING, LAND PLANNING, SURVEYING, ENVIRONMENTAL SERVICES | For: CENTRAL PROPERTIES, INC. 1600 EAST FRANKLIN AVENUE EL SEGUNDO, CA 90245 | Title: OVERALL SIGNAGE PLAN | Job Number 17301 |
| | | | | | Sheet 2 of 13 |



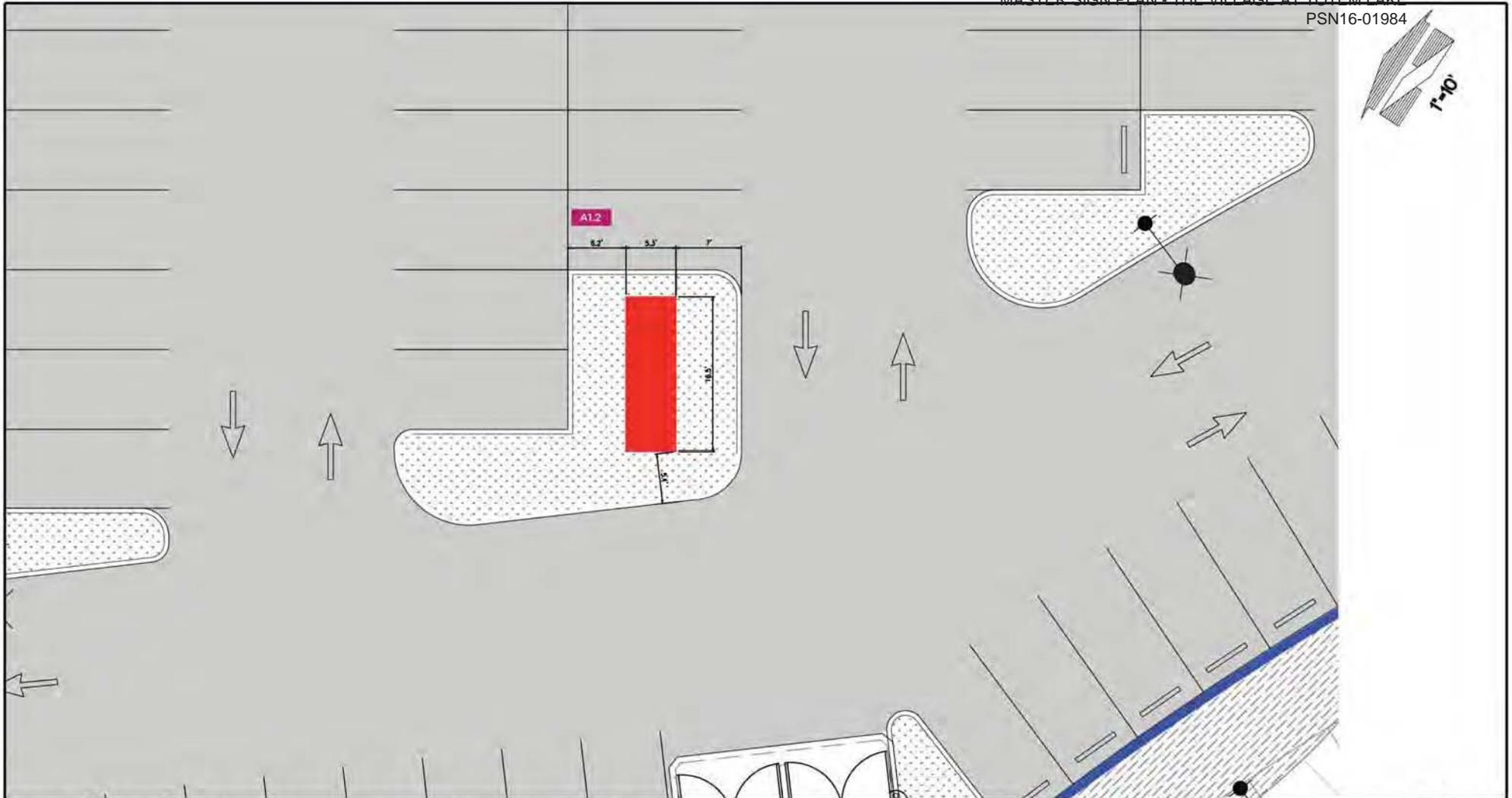
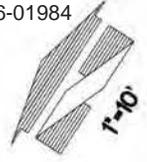
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|--|---|--|--|---------------------------------------|---|
| Designed <u>JEP</u> Drawn <u>JEP</u> Checked <u>AS</u> Approved <u>DKB</u> Date <u>1/24/18</u> | Scale: Horizontal 1"=50' Vertical - |  <p>18215 72ND AVENUE SOUTH KENT, WA 98032 (425)251-6222 (425)251-8782 FAX</p> <p>CIVIL ENGINEERING, LAND PLANNING, SURVEYING, ENVIRONMENTAL SERVICES</p> | For: CENTERCAL PROPERTIES, INC. 1600 EAST FRANKLIN AVENUE EL SEGUNDO, CA 90245 | Title: OVERALL SIGNAGE PLAN | Job Number 17301 <hr/> Sheet 3 of 13 |
|--|---|--|--|---------------------------------------|---|



| | | | | | |
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| Designed <u>JEP</u> Drawn <u>JEP</u> Checked <u>AS</u> Approved <u>DKB</u> Date <u>1/24/18</u> | Scale: Horizontal 1"=50' Vertical - |  18215 72ND AVENUE SOUTH KENT, WA 98032 (425)251-6222 (425)251-8782 FAX CIVIL ENGINEERING, LAND PLANNING, SURVEYING, ENVIRONMENTAL SERVICES | For: CENTERCAL PROPERTIES, INC. 1600 EAST FRANKLIN AVENUE EL SEGUNDO, CA 90245 | Title: OVERALL SIGNAGE PLAN | Job Number 17301 |
| | | | | | Sheet 4 of 13 |



| | | | | | |
|--|---|---|---|-----------------------------|---|
| Designed <u>JEP</u> Drawn <u>JEP</u> Checked <u>AS</u> Approved <u>DKB</u> Date <u>1/24/18</u> | Scale: Horizontal 1"=10' Vertical - |  18215 72ND AVENUE SOUTH KENT, WA 98032 (425)251-6222 (425)251-8782 FAX CIVIL ENGINEERING, LAND PLANNING, SURVEYING, ENVIRONMENTAL SERVICES | For: CENTERCAL PROPERTIES, INC. 1600 EAST FRANKLIN AVENUE EL SEGUNDO, CA 90245 | Title: PYLON SIGN BLOWUP | Job Number 17301 Sheet 5 of 13 |
|--|---|---|---|-----------------------------|---|



Designed JEP
 Drawn JEP
 Checked AS
 Approved DKB
 Date 1/24/18

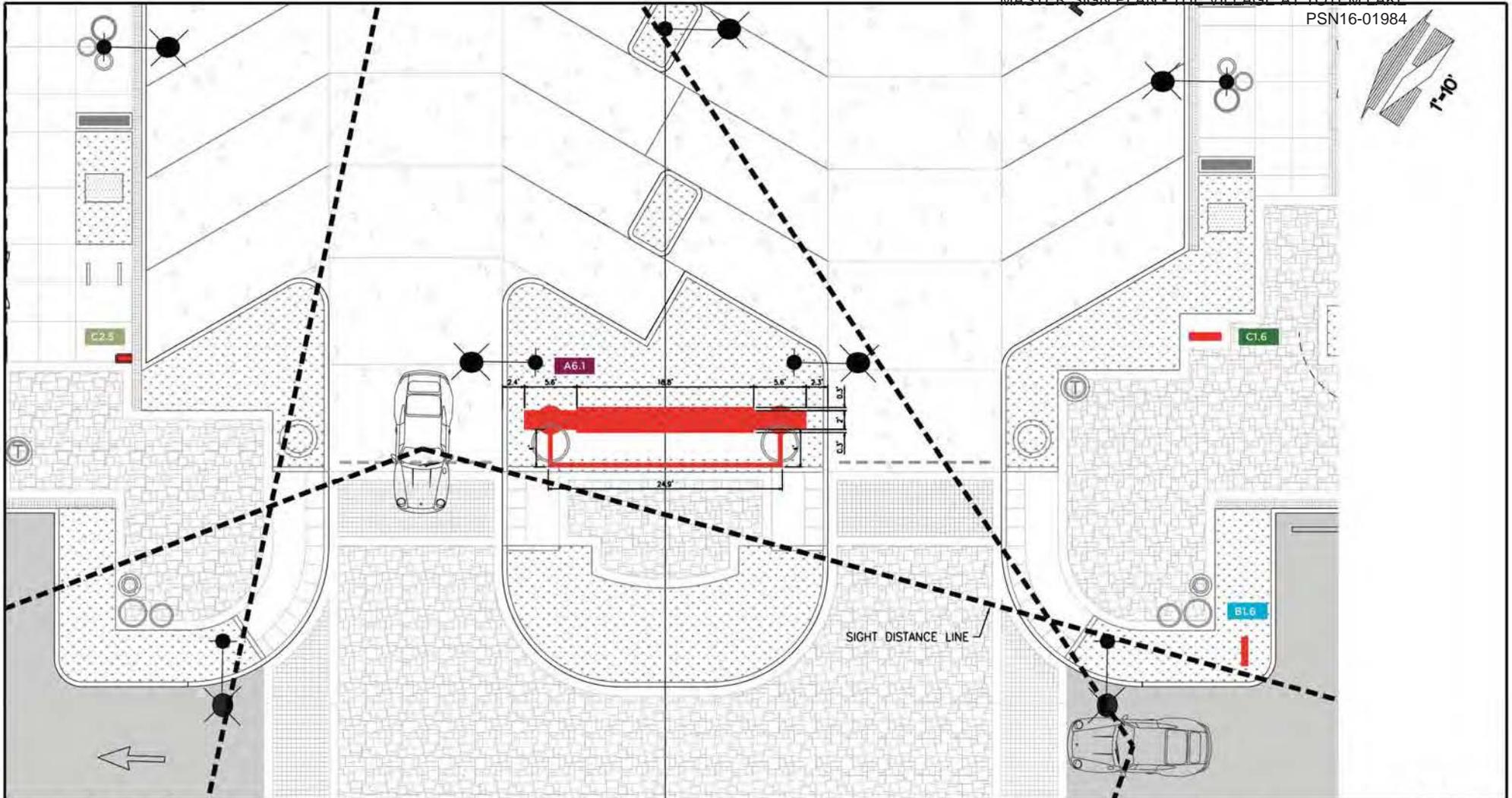
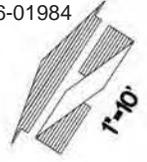


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For: **CENTERCAL PROPERTIES, INC.**
 1600 EAST FRANKLIN AVENUE
 EL SEGUNDO, CA 90245

Title: **PYLON SIGN BLOWUP**

Job Number
17301
 Sheet
7 of 13



Designed JEP
 Drawn JEP
 Checked AS
 Approved DKB
 Date 1/24/18

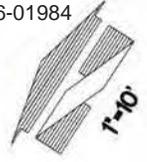
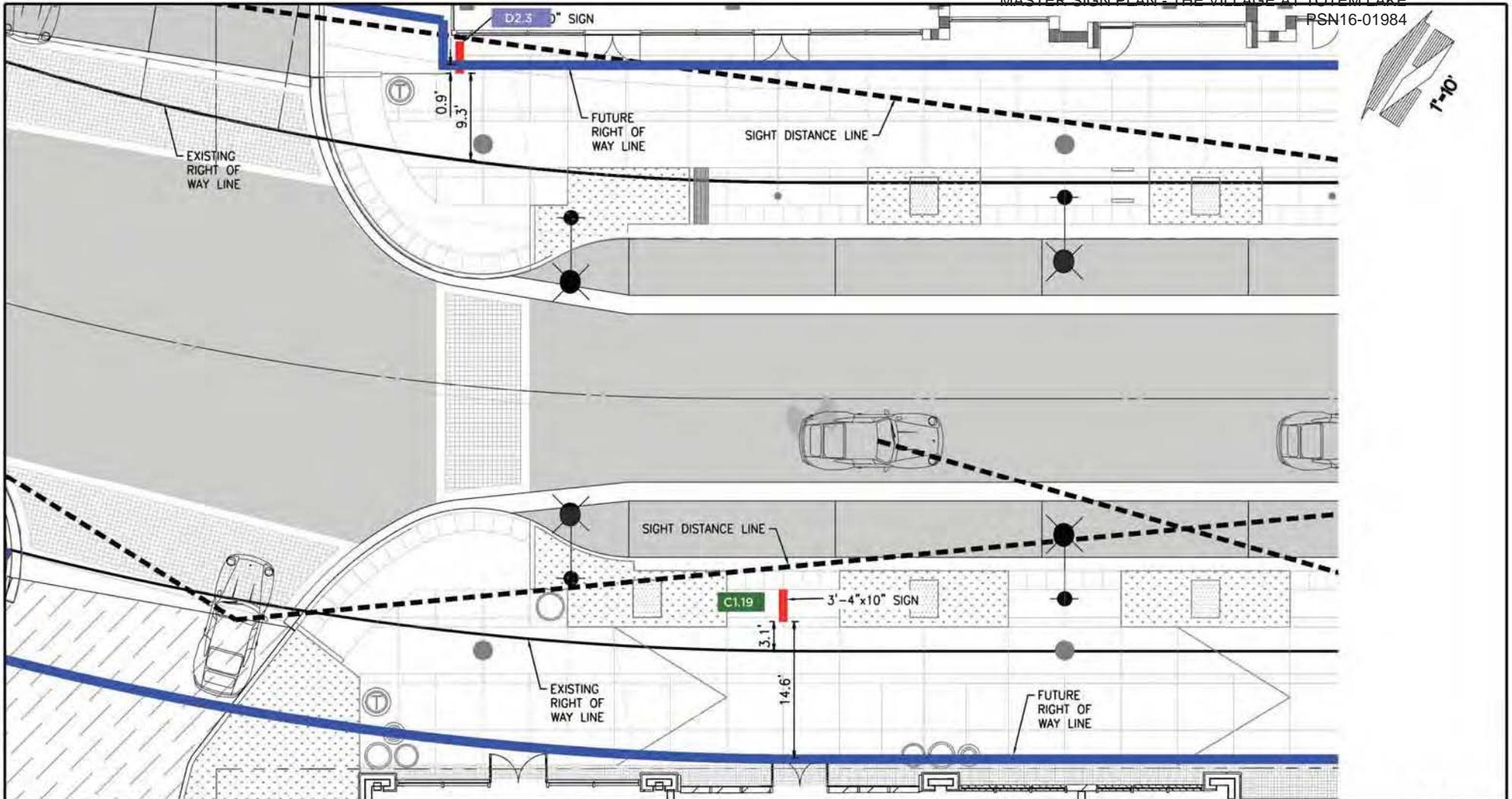


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For: **CENTERCAL PROPERTIES, INC.**
 1600 EAST FRANKLIN AVENUE
 EL SEGUNDO, CA 90245

Title: **SIGN BLOWUP**

Job Number
17301
 Sheet
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Designed JEP
 Drawn JEP
 Checked AS
 Approved DKB
 Date 1/24/18

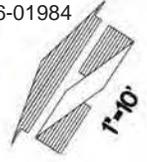
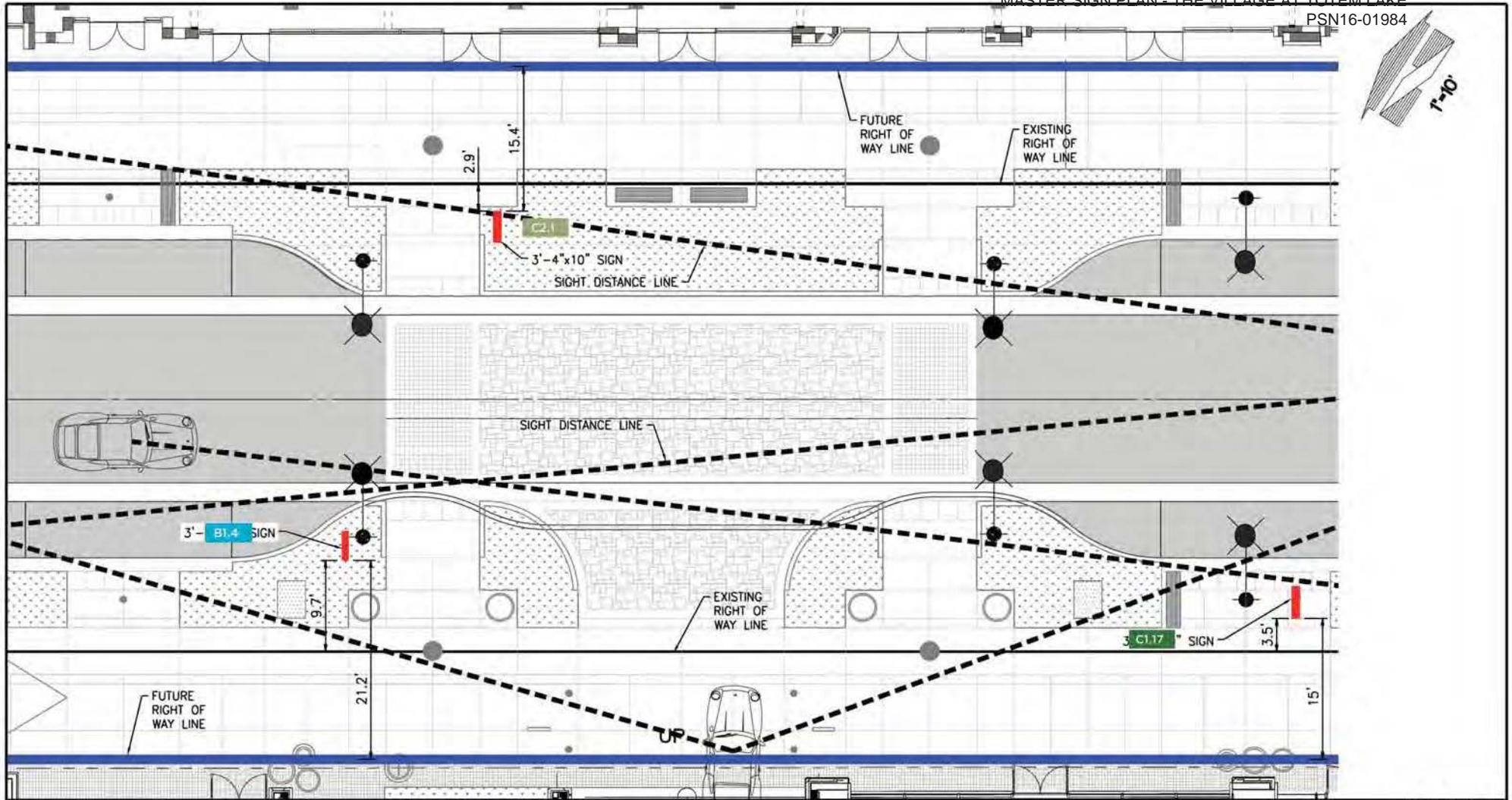


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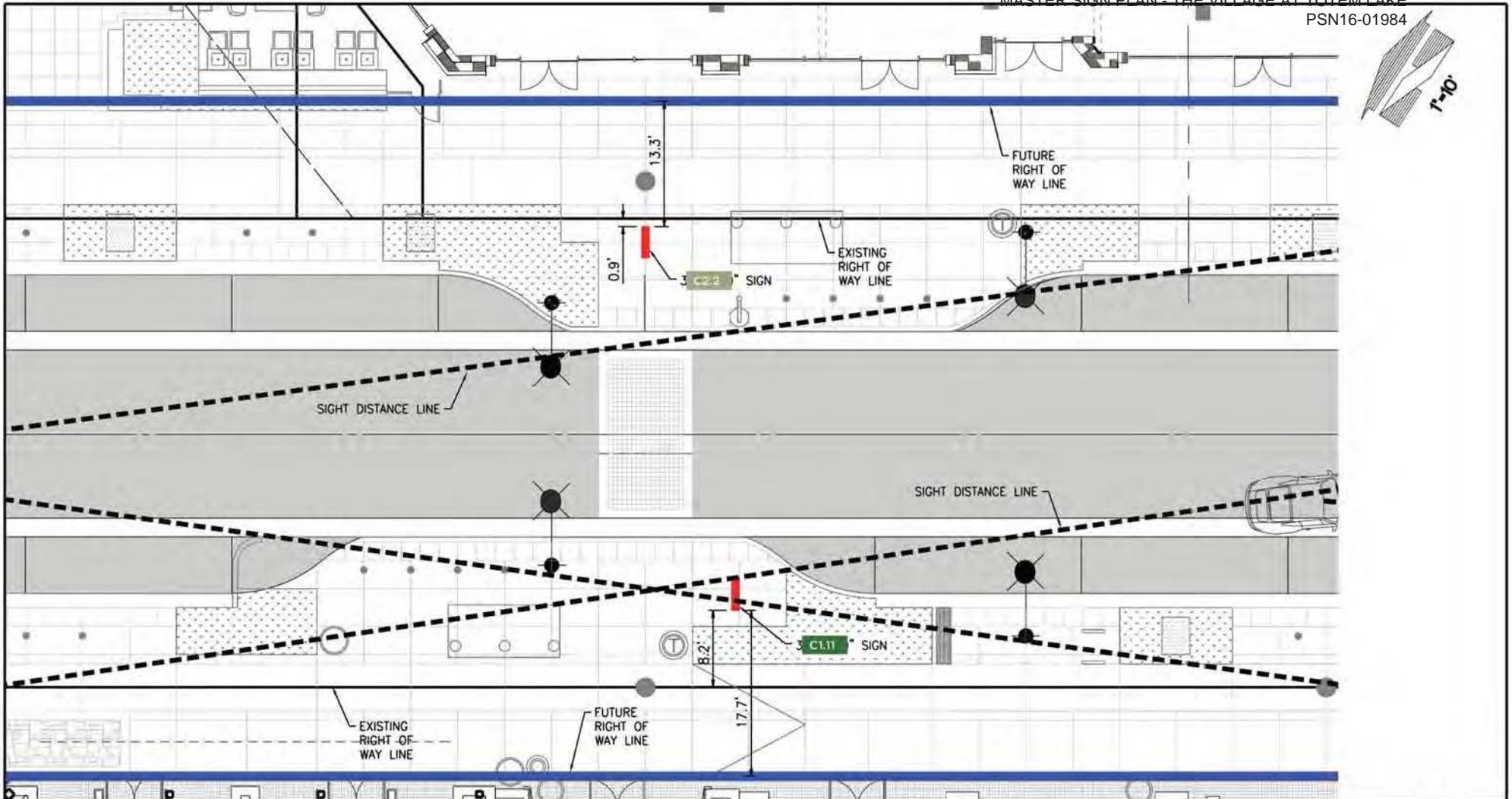
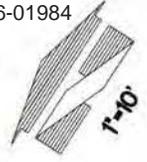
For: **CENTRAL PROPERTIES, INC.**
 1600 EAST FRANKLIN AVENUE
 EL SEGUNDO, CA 90245

Title: **SIGN LOCATION EXHIBIT**

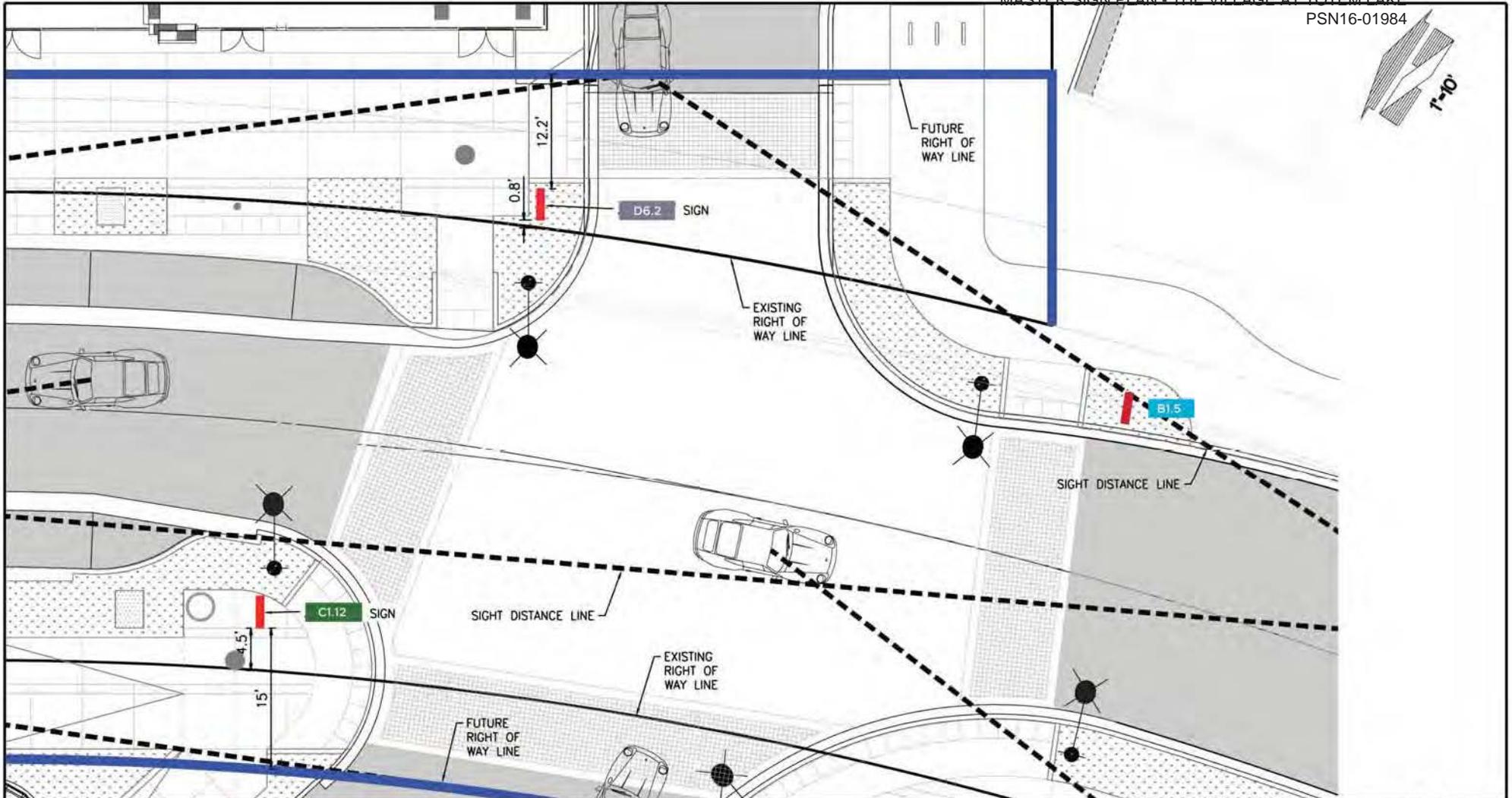
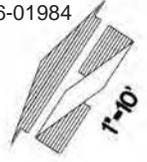
Job Number
17301
 Sheet
10 of 13



| | | | | | |
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| Designed <u>JEP</u> Drawn <u>JEP</u> Checked <u>AS</u> Approved <u>DKB</u> Date <u>1/24/18</u> | Scale: Horizontal 1"=10' Vertical - |  18215 72ND AVENUE SOUTH KENT, WA 98032 (425)251-6222 (425)251-8782 FAX CIVIL ENGINEERING, LAND PLANNING, SURVEYING, ENVIRONMENTAL SERVICES | For: CENTERCAL PROPERTIES, INC. 1600 EAST FRANKLIN AVENUE EL SEGUNDO, CA 90245 | Title: SIGN LOCATION EXHIBIT | Job Number 17301 Sheet 11 of 13 |
|--|---|---|---|---------------------------------|--|



| | | | | | | | | |
|---------------------|------------|---|------|---|--------|-----------------------|------------|-------|
| Designed JEP | Scale: |  18215 72ND AVENUE SOUTH KENT, WA 98032 (425)251-6222 (425)251-8782 FAX CIVIL ENGINEERING, LAND PLANNING, SURVEYING, ENVIRONMENTAL SERVICES | For: | CENTERCAL PROPERTIES, INC. 1600 EAST FRANKLIN AVENUE EL SEGUNDO, CA 90245 | Title: | SIGN LOCATION EXHIBIT | Job Number | 17301 |
| Drawn JEP | Horizontal | | | | | | Sheet | |
| Checked AS | 1"=10' | | | | | | | |
| Approved DKB | Vertical | | | | | | | |
| Date 1/24/18 | - | | | | | | 12 of 13 | |



Designed JEP
 Drawn JEP
 Checked AS
 Approved DKB
 Date 1/24/18



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For: **CENTERCAL PROPERTIES, INC.**
 1600 EAST FRANKLIN AVENUE
 EL SEGUNDO, CA 90245

Title: **SIGN LOCATION EXHIBIT**

Job Number
17301
 Sheet
13 of 13

3 SITE SIGNAGE

SIGNAGE MATERIALS

COLOR SCHEDULE

| | | | | | |
|---|---|--|---|---|---|
|  |  |  |  |  |  |
| P1 | P2 | P3 | P4 | P5 | P6 |
| Anodized Black MP 13338 | Mathews Paint to match PMS 565C | Faux painted to look like painted or oil rubbed steel. Rsm to provide photo reference | MP32071 White Wonder | MP00857 Cocoa Crispy | MP10269 Dark Slate |
|  |  | | | | |
| P7 | P8 | | | | |
| Pattern Color Light Brown | Roof Structure Light Gray | | | | |

MATERIAL SCHEDULE

| | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| M1 | M2 | M3 | M4 | M5 | M6 |
| Translucent White Acrylic | Real Wood Material | Concrete Footer | Bronze | White Neon | Faux Wood Finish |
|  |  |  |  | | |
| V1 | V2 | V4 | V4 | | |
| 3M Vinyl White | 3M Vinyl Black | 3M Vinyl Blue | 3M Perforated Vinyl To Match P1 | | |

- Fabricator shall submit 3 (three) set of samples and/or prototypes of each material, paint and vinyl call out listed on this sheet, minimum size 8"x 8". Two (2) sets to RSM Design and one (1) set to the client team for approval. All paint spray outs must be on aluminum.
- All paints are to be Mathews Paints or equivalent unless specified otherwise; all paint finishes to be satin finish unless otherwise stated.
- Samples must be submitted to RSM in a time frame allowable for review of material, color and aesthetic compatibility to any existing adjacent materials, prior to final fabrication.
- RSM will review the samples and send one set back to the fabricator, one set to the client team and keep one set as control samples throughout the fabrication process.
- If a color or material is not approved, the Fabricator to re-submit a new sample for approval, ASAP.

LOGOS, FONTS AND ICONS

PROJECT LOGO



SIGNAGE TYPEFACE

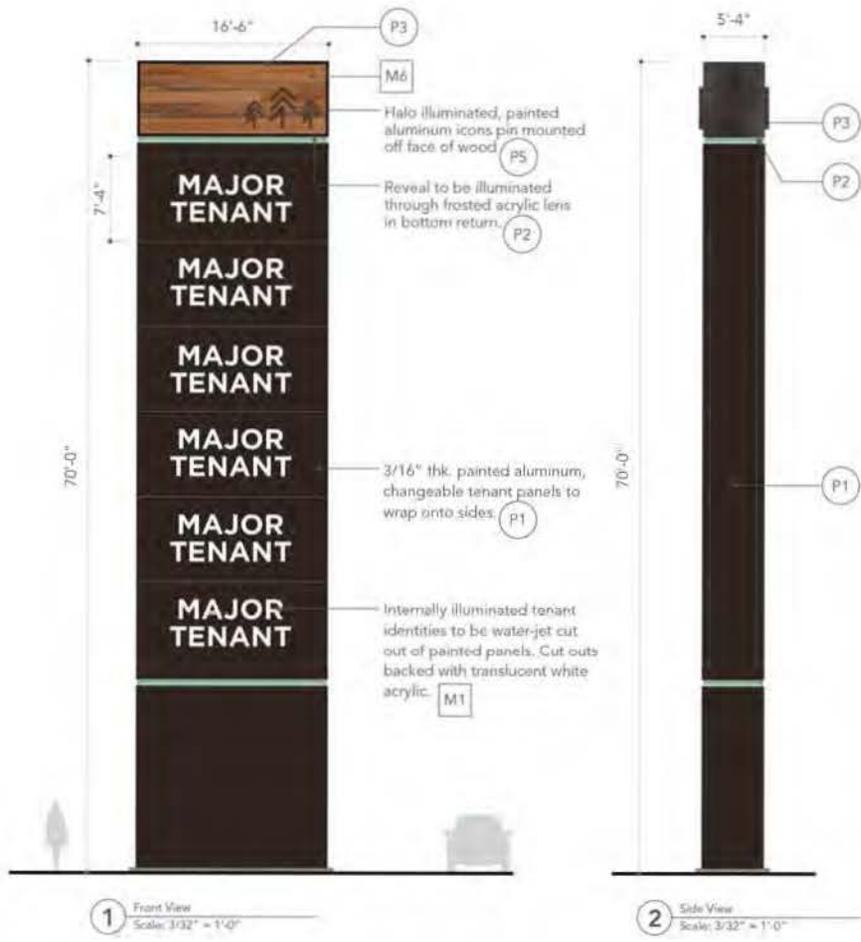
Proxima Nova - Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PROJECT ARROWS



MASTER PLAN CRITERIA



- Identifies the project and major tenants on the site for a vehicle traveling along the freeway and major roadways.
- The Pylons are intended to draw passing vehicles to the site. By making the site more visible, the pylons will attract customers to the site by providing tenant and project identification. The impact of visitors to the site, Kirkland, and the tax revenue will be directly affected by the scale of these pylons.
- Two locations are necessary due to very limited view corridors. Only one pylon is seen per direction traveled (indicated in view corridor diagram on following pages)
- 70' scale necessary to be seen from the freeway due to:
 1. Grade changes
 2. Project grade is significantly lower than the freeways
 3. Trees blocking the view
 4. Blocked by bridges
 5. Blocked by access ramps
 6. Blocked by freeway walls
 7. Blocked by buildings
- The pylons share similar materials and forms with the architecture. This helps the signs appear more architectural and do not contribute to visual clutter
- After multiple studies of the pylon scale and locations, 70' tall pylons in the two locations are the minimums necessary to provide enough visibility for freeway viewers to see tenant identities as well as project identities as they travel along the freeways and major roadways.
- Referring to the visibility chart, the text on the 70' pylon will be legible to vehicles that are approximately 750' from the pylon (See legibility circles on the following pages).
- Landscaping to be reviewed during sign permit process

A1 TENANT LISTING PYLON SIGN

| | | | |
|-----------------------|-----------------------|----------------------------|----------------------------|
| ILLUMINATION | Internal Illumination | KIRKLAND CITY CODE: | |
| DIGITAL | No | | Not Indicated in city code |
| DIMENSIONS | 70" x 16'6" | | |
| SQUARE FOOTAGE | 1155 sq ft per face | | |
| QUANTITY | 2 | | |





1 Front View
 Scale: 1/4" = 1'-0"



2 Side View
 Scale: 1/4" = 1'-0"

Legibility Chart

| LETTER HEIGHT | MAXIMUM IMPACT | MAXIMUM READABLE |
|---------------|----------------|------------------|
| 3" | 30' | 100' |
| 4" | 40' | 150' |
| 6" | 60' | 200' |
| 8" | 80' | 350' |
| 9" | 90' | 400' |
| 12" | 100' | 450' |
| 15" | 120' | 525' |
| 18" | 180' | 630' |
| 24" | 240' | 750' |
| 30" | 300' | 1000' |
| 36" | 360' | 1250' |
| 42" | 420' | 1500' |
| 48" | 480' | 2000' |
| 54" | 540' | 2250' |
| 60" | 600' | 2500' |
| 120" | 1200' | 1 mile |

The tenant identities and project identity will be legible from a maximum of 750' from the pylon

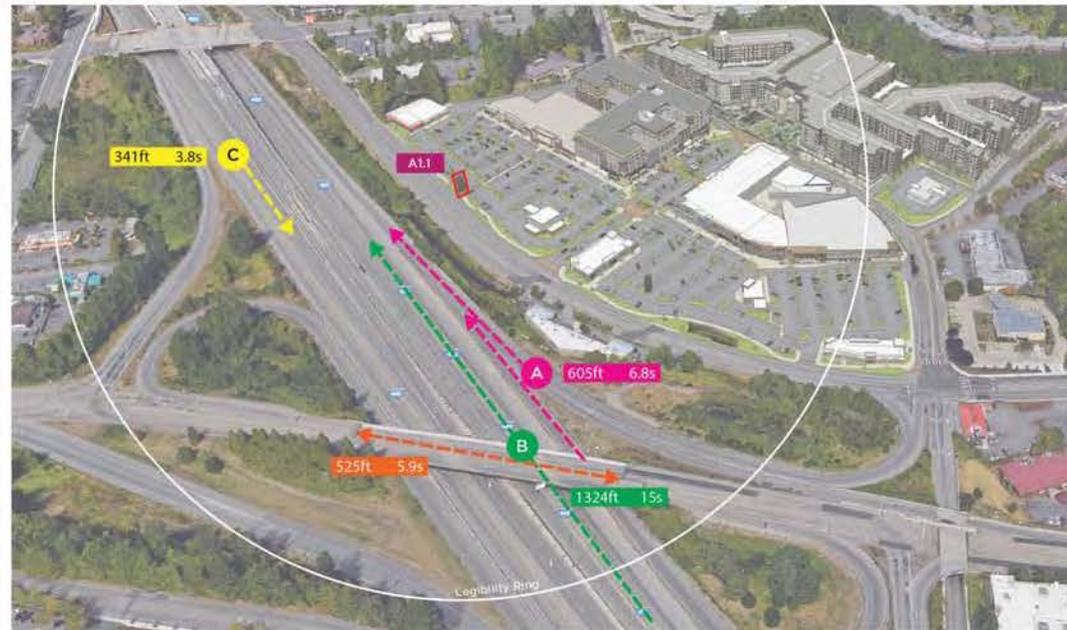


NIGHT RENDERING - NOT TO SCALE



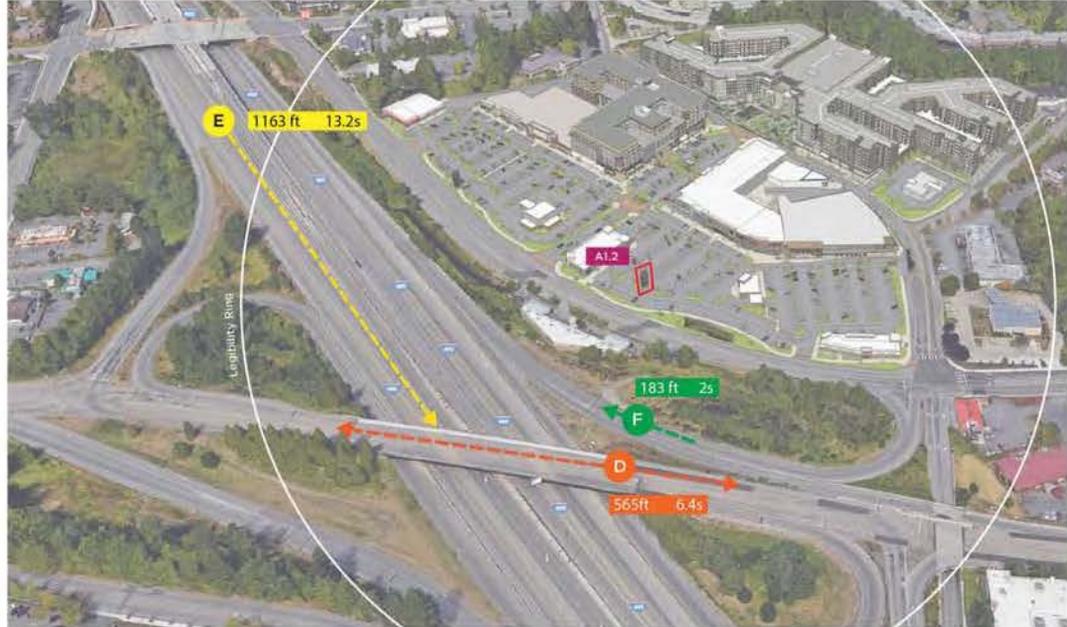
DAYTIME RENDERING

ATTACHMENT 2
 VILLAGE AT TOTEM LAKE
 SIGN PROGRAM
LOCATION A1.1
 70' Pylon Height





ATTACHMENT 2
 MASTER SIGN PLAN - THE VILLAGE AT TOTEM LAKE
 LOCATION A1.2
 70' Pylon Height

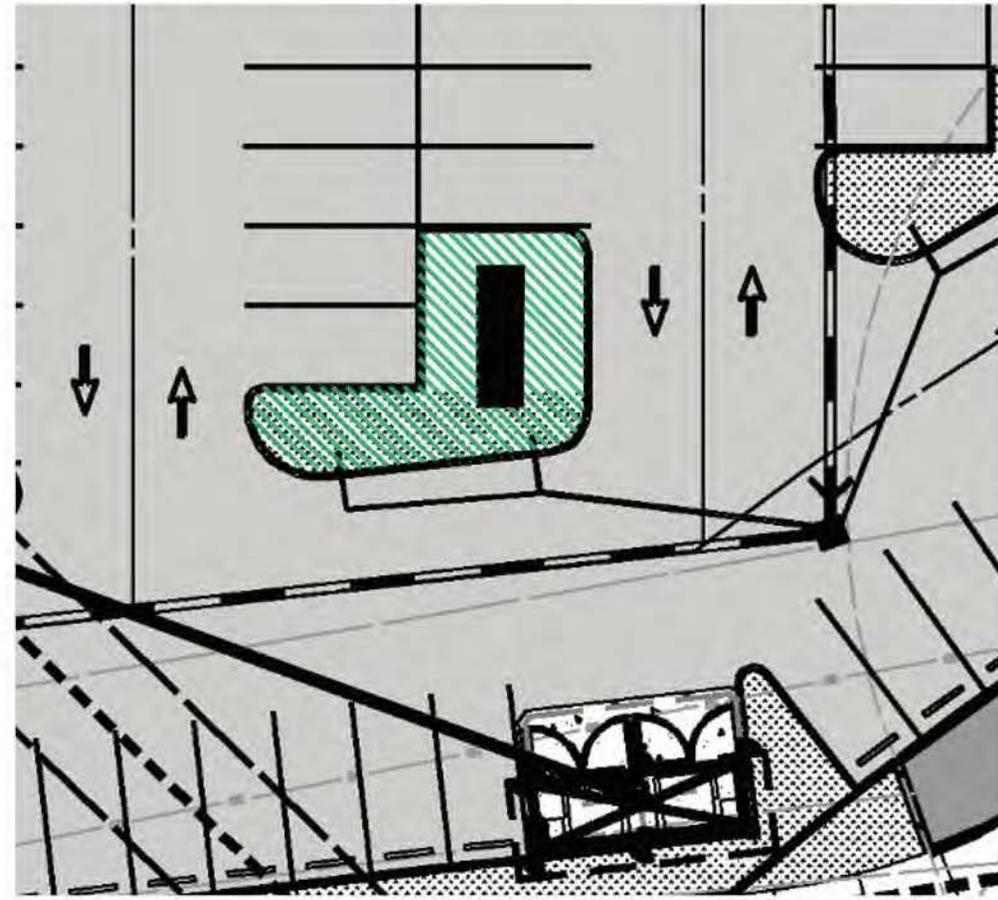


A1.1 - PYLON
91 SQ FT OF PLANTING



NOTE: GREEN HATCHING AREA INDICATED LANDSCAPING

A1.2 - PYLON
72.5 SQFT OF PLANTING



THIS PAGE FOR GENERAL REFERENCE ONLY. MORE
DETAIL TO BE PROVIDED DURING SIGN PERMITTING

THIS PAGE FOR GENERAL REFERENCE ONLY. MORE DETAIL TO BE PROVIDED DURING SIGN PERMITTING



Common Bearberry
Arctostaphylos uva-ursi' Massachusetts
Height: ½" – 12"
Spread: 3 to 6 feet



Otto Luyken Cherry Laurel
Prunus Laurocerasus
Height: 3'
Spread: 6'



Firepower Heavenly Bamboo
Nandina Domestica 'Firepower'
Height: 30"
Spread: 30"



WaxLeaf Privet
Ligustrum Japonicum 'Taxanum'
Height: 6-8 feet
Width: 4-6 feet



Stewartia Pseudocamellia
Japanese Camellia
Un-trimmed Height: 15'-30'
Spread: 20'-25'



Creeping Speedwell
Veronica repens
Height: 1/4"
Spread: ¼" – 12"

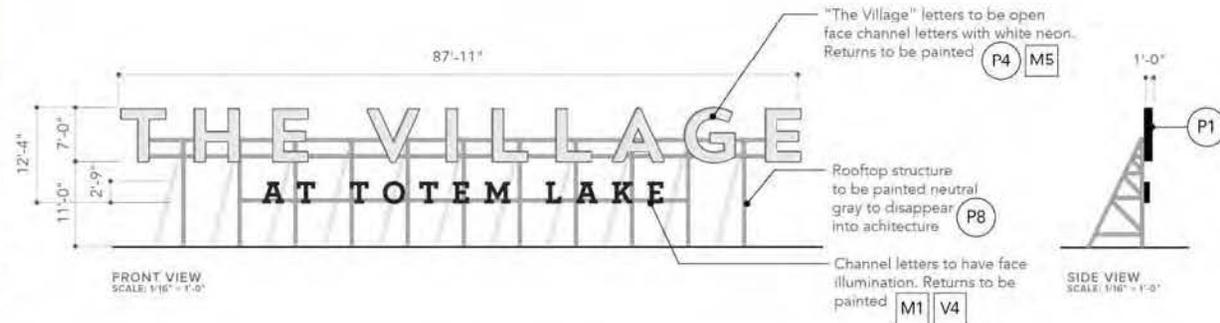


MASTER PLAN CRITERIA

- Identifies project at a landmark scale and establishes The Village at Totem Lake as a regional and urban destination.
- Expresses the regional reach of this project for visitors and tenants.
- Scale is necessary to appropriately fit with the architecture and to be seen within limited view corridors from the project interior and limited vantage points from the major roadways.
- Sign does not face any residential or neighboring properties, eliminating light pollution concerns for neighbors. (See additional diagram of Madison House Sight lines)
- Due to site's low elevation in relation to neighboring properties, views will not be interrupted by this sign, as the sign will be hidden by the dense vegetation.
- Location of sign type is important to prevent light from entering the residential spaces and to still be seen from vantage points along the main core of The Village at Totem Lake



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



A2 PARAPET SIGN

ILLUMINATION Internal Illumination
DIGITAL No
DIMENSIONS 12'-4" x 87'-11"
SQUARE FOOTAGE 1084 sq ft
QUANTITY 1

KIRKLAND CITY CODE:
 Not Indicated in city code

MADISON HOUSE SIGHT LINES



The trees behind the Madison House block views to the Village at Totem Lake property.

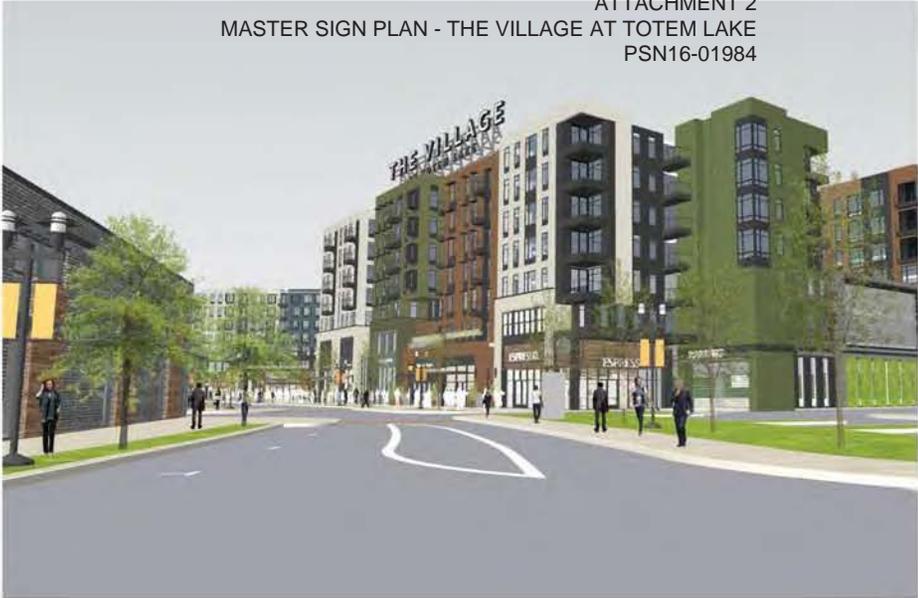
The Parapet Signage is also blocked by the roof of the building on site

An elevation change between The Village and the Madison House helps to inhibit sight lines to the Village property

NIGHT RENDERINGS



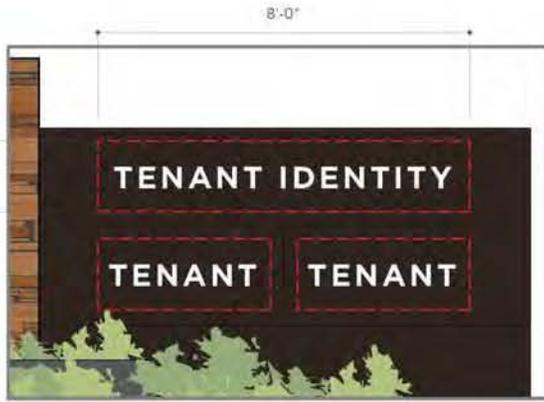
The channel letters of the parapet sign are designed to prevent any visible light from rear side of the signage.





MASTER PLAN CRITERIA

- This sign type is oriented to be most visible for on-coming traffic and is located to identify a main entry point to the project.
- Identifies the project and major tenants on site
- This sign is scaled to be low to the ground for visibility to vehicles on the local surface streets. These signs are not visible from the freeway.
- Materials and colors mimic that of the site architecture and forms to feel integrated with the surrounding site.



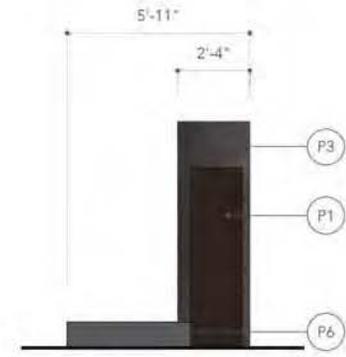
TENANT PANEL DETAIL VIEW
 SCALE: 3/8" = 1'-0"



PROJECT IDENTITY DETAIL VIEW
 SCALE: 3/8" = 1'-0"



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



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

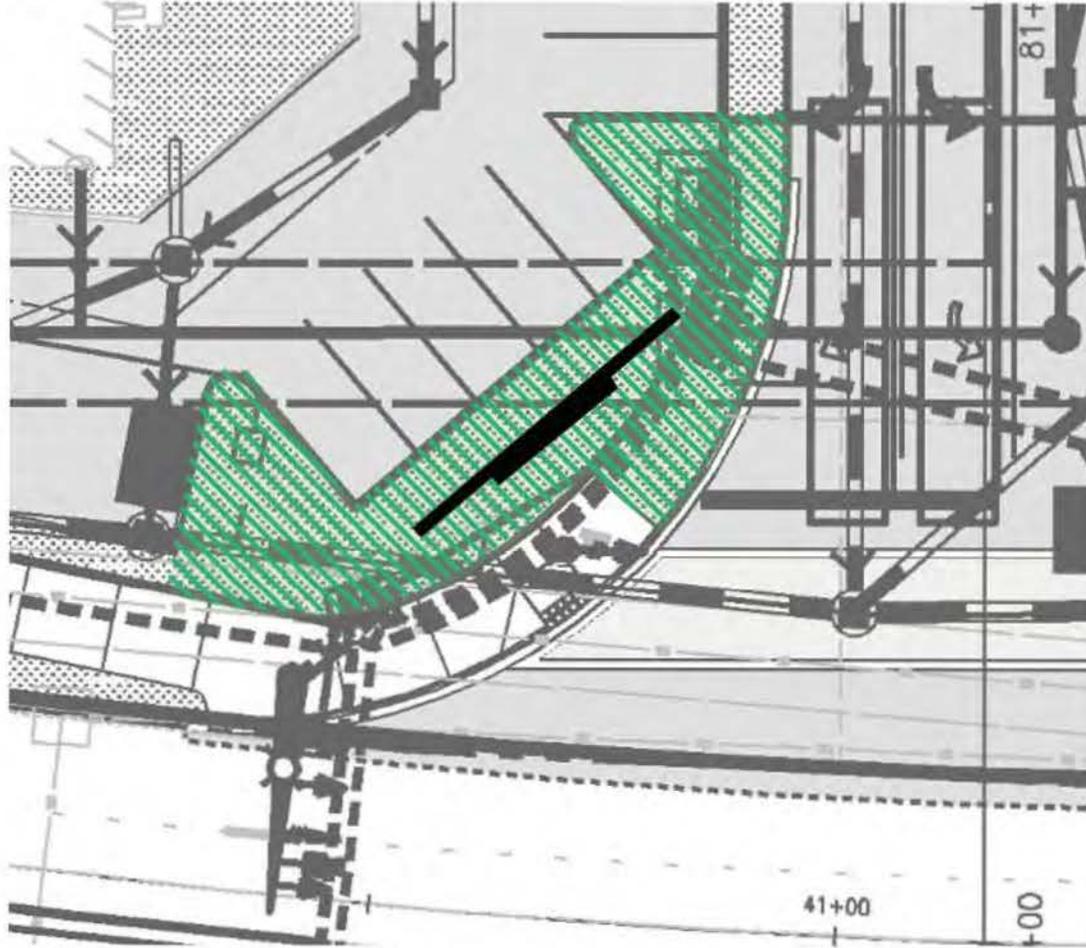
A3 PROJECT PRIMARY MONUMENT

| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No. |
| DIMENSIONS | 36'-2" x 7'-6" |
| SQUARE FOOTAGE | 271 sq ft |
| QUANTITY | 2 |

KIRKLAND CITY CODE:
 Pedestal, monument, or pole sign (including center identification signs):
 One (1) per abutting right-of-way per development.
 Monument and pole signs must be set back at least five (5) feet
 from all property lines,
 Max 12' in height



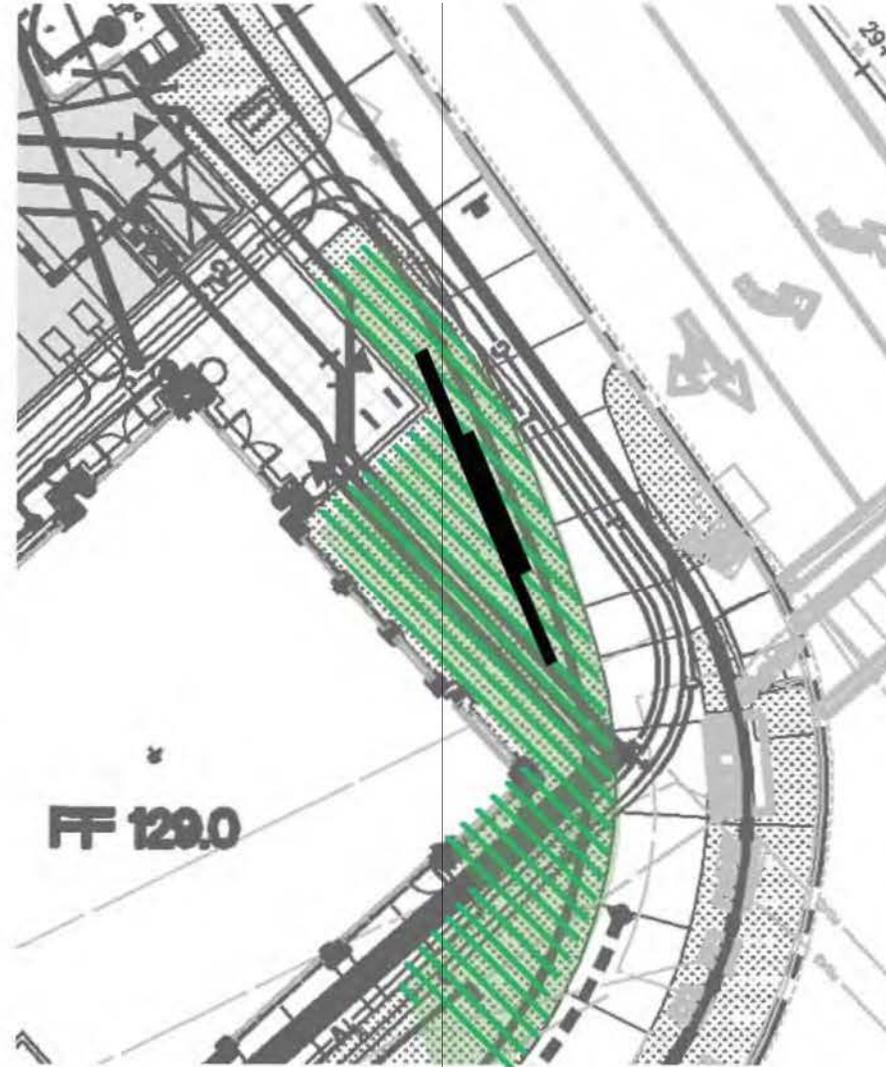
A3.1 - MONUMENT
499 SQFT OF PLANTING



NOTE: GREEN HATCHING AREA INDICATED LANDSCAPING

A3.2 - MONUMENT

ATTACHMENT 2
MASTER SIGN PLAN - THE VILLAGE AT TOTEM LAKE
PSN16-01984



THIS PAGE FOR GENERAL REFERENCE ONLY. MORE
DETAIL TO BE PROVIDED DURING SIGN PERMITTING

THIS PAGE FOR GENERAL
REFERENCE ONLY.
MORE DETAIL TO BE
PROVIDED DURING SIGN
PERMITTING



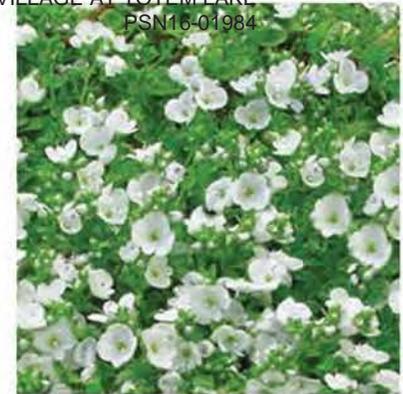
Winter Gem Boxwood
Buxus Microphylla Japonica
Winter Gem
Height: 4'-6'
Spread: 4'-6'



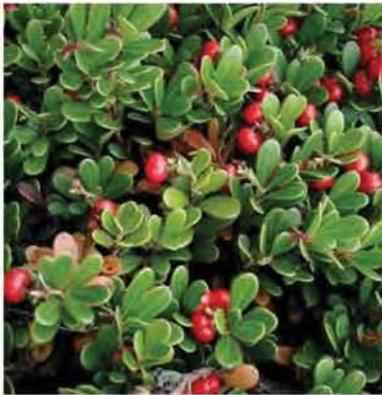
Escallonia 'Newport Dwarf'
Height: 3 feet
Spread: 3 feet



Red Drift
Rosa Species 'Red Drift'
Height: 1 1/2"
Spread: 2 1/2"



Creeping Speedwell
Veronica repens
Height: 1/4"
Spread: 1/4" - 12"



Common Bearberry
Arctostaphylos uva-ursi Massachusetts
Height: 1/2" - 12"
Spread: 3 to 6 feet



Exclamation London Planetree
Platanus Acerifolia



Bloodgood Japanese Maple
Acer Plamatum Bloodgood
Height: 15'-20'
Spread: 15'



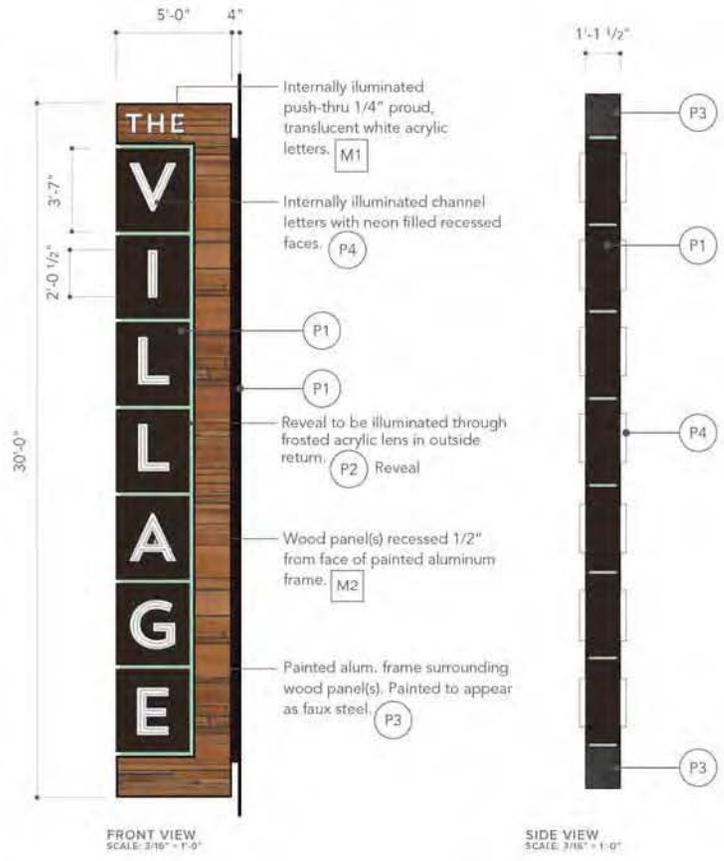
Holly
Ilex Nellie R. Stevens
Height: 15'-20'
Spread: 10'

MASTER PLAN CRITERIA

- Identifies secondary entrance into the project.
- Signage is scale to be visible but integrate into the architecture.
- The signage location is mounted to the building due to limited space for a large footprint.
- The signage does not go past the upper levels of the interior parking deck and therefore would not create light pollution to the upper residential levels.
- Materials and colors mimic the surrounding architecture so the signage feels integrated with it's environment.



CONTEXTUAL ELEVATION
 SCALE: 1/16" = 1'-0"



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

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



A5 BUILDING MOUNTED PROJECT IDENTITY

| | |
|-----------------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No |
| DIMENSIONS | 30' x 5'-4" |
| SQUARE FOOTAGE | 160 sq ft per face |
| QUANTITY | 1 |

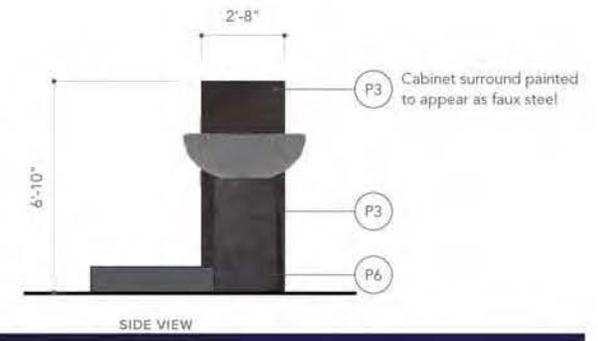
KIRKLAND CITY CODE:
 Marquee signs: one (1) per business or use per right-of-way.
 Wall-Mounted and Marquee Signs: Shall not project above the roof line of the building, parapet or similar architecture feature to which they are attached.

MASTER PLAN CRITERIA

- Establishes the transition point between vehicular and pedestrian travel.
 - Identifies the project at the pedestrian scale.
 - Provides a landmark / meeting point for visitors to orient themselves.
 - Creates a unique and enjoyable amenity to the project site.
- *NOTE - Final location and scale dependent on sight-line visibility



STAND OFF LETTERS IN WATER
LAYERED FOUNTAIN WITH POP JETS

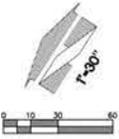


A6 GATEWAY FEATURE MONUMENT

| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No |
| DIMENSIONS | 6'-10" x 30'-0" |
| SQUARE FOOTAGE | 205 sq ft |
| QUANTITY | 1 |

KIRKLAND CITY CODE:
Pedestal, monument, or pole sign (including center identification signs):
One (1) per abutting right-of-way per development.
Monument and pole signs must be set back at least five (5) feet from all property lines.
Max 12' in height





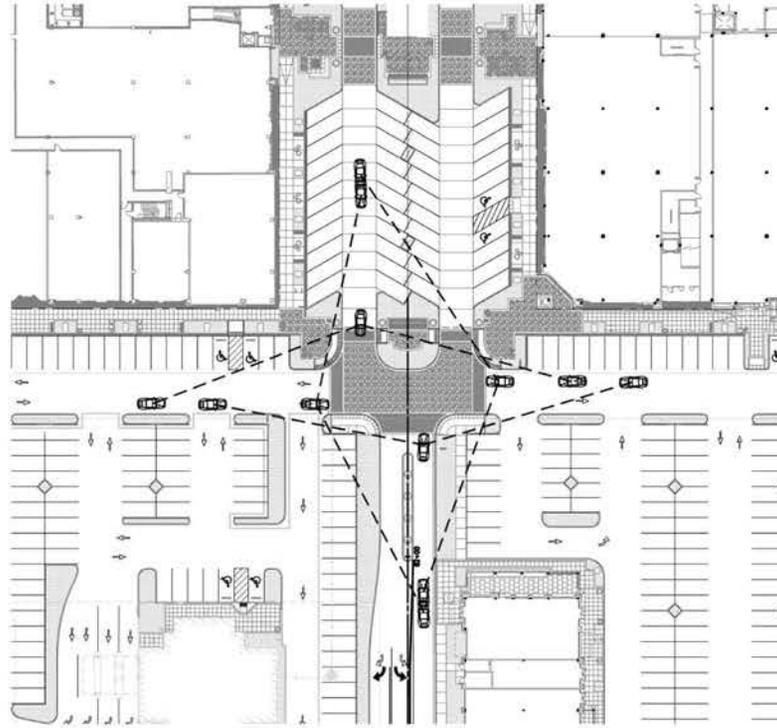
SIGHT DISTANCE EXHIBIT

FOR

VILLAGE AT TOTEM LAKE

A PORTION OF THE SE1/4 + SW1/4, OF THE NW1/4 OF SEC. 28,
 AND A PORTION OF THE NW1/4 + NE1/4, OF THE SW1/4 OF SEC. 28,
 TWP. 26 N, RANGE 5 EAST, W. M.
 CITY OF KIRKLAND, KING COUNTY, STATE OF WASHINGTON

ATTACHMENT 2
 MASTER SIGN PLAN - THE VILLAGE AT TOTEM LAKE
 PSN16-01984



Title
 Sight Distance Exhibit
 for
 Village at Totem Lake

For
 CENTERCAL PROPERTIES, LLC
 1600 EAST FRANKLIN AVENUE
 EL SEGUNDO, CA 90245



Scale: Noted
 Designer: JF
 Checker: JF
 Date: 12/08/17

18215 72ND AVENUE SOUTH
 KENT, WA 98032
 (425)251-6222
 (425)251-6792 FAX
 ONE ENGINEERING, LAND PLANNING,
 SURVEYING, ENVIRONMENTAL SERVICES



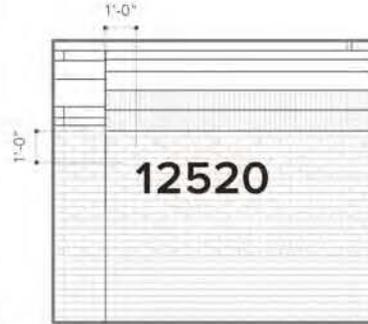
Sheet
 1 of 1

MASTER PLAN CRITERIA

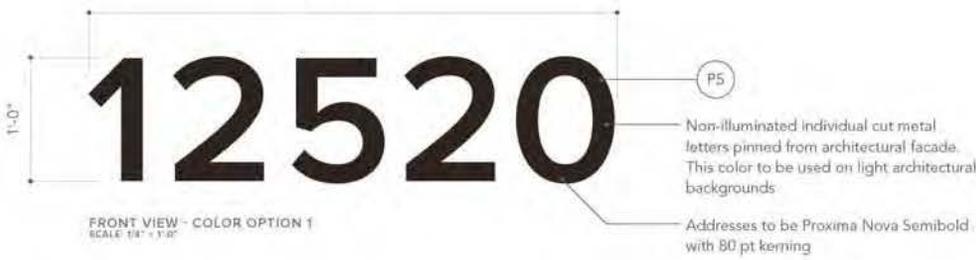
- This sign type is required by the fire department to identify building numbers.
- The identities are scaled per fire code requirements.
- Address numbers should be studied per location to determine final paint color. Address numbers should always contrast to background. White addresses are to be used on dark backgrounds while dark addresses are to be used on light backgrounds.



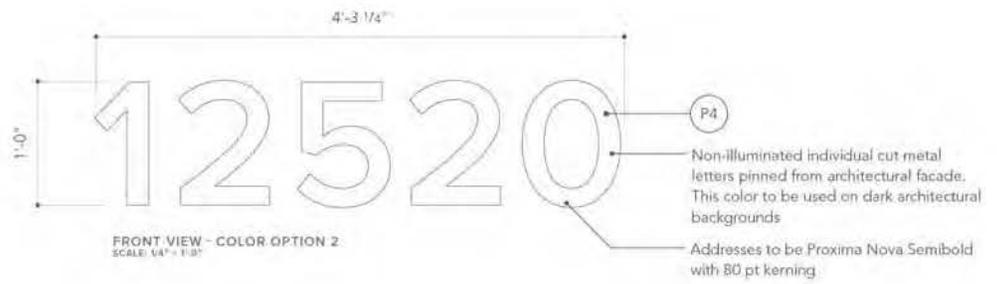
CONTEXTUAL ELEVATION
 SCALE: 1/16" = 1'-0"



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



FRONT VIEW - COLOR OPTION 1
 SCALE: 1/4" = 1'-0"



FRONT VIEW - COLOR OPTION 2
 SCALE: 1/4" = 1'-0"

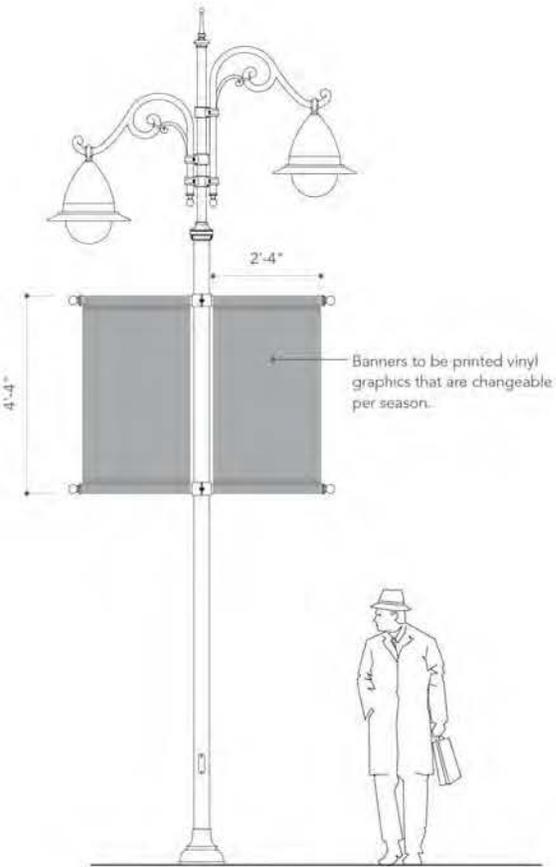
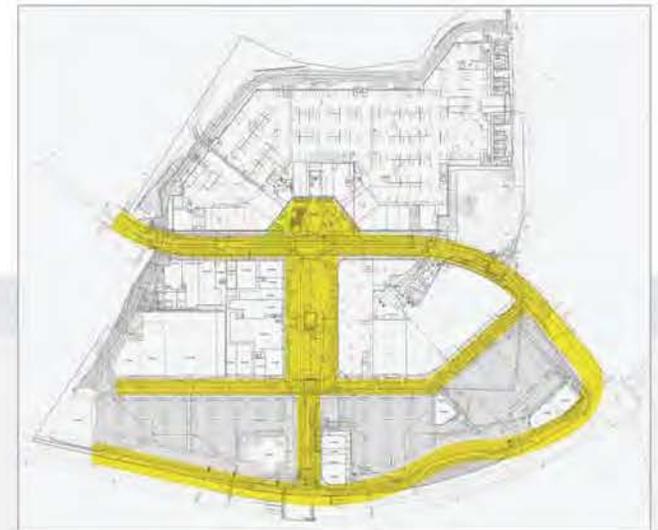
A7 BUILDING ADDRESS NUMBERS - TYPICAL

| | |
|----------------|-----------------|
| ILLUMINATION | Non-Illuminated |
| DIGITAL | No |
| DIMENSIONS | 12" x 4'-3 1/4" |
| SQUARE FOOTAGE | 3 sq ft |
| QUANTITY | 19 |

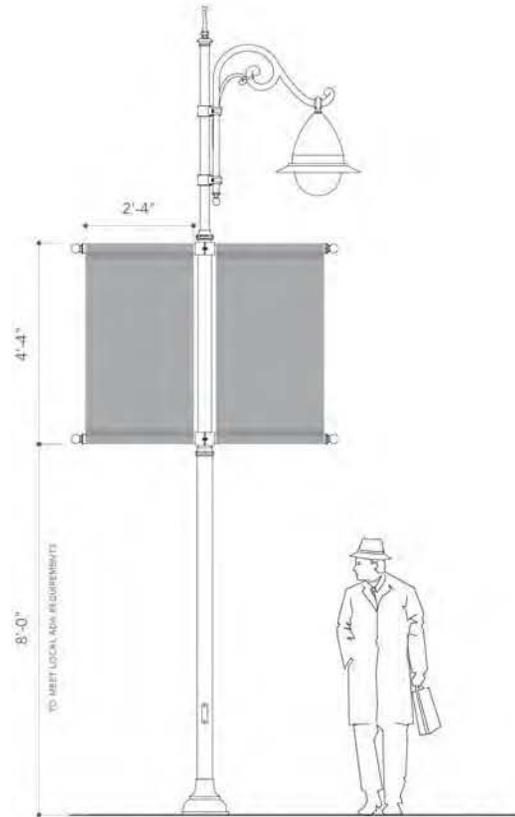
MASTER PLAN CRITERIA

- Banners help to brand the site, can indicate events on site, be used to show local art, or emphasize the brand.
- Banners will fit within the allowable structural requirements of the light poles.
- Banners are scaled for pedestrian and nearby vehicular use
- Banners and banner appurtenances shall have 18" of minimum horizontal clearance from the curb face
- Banners shall not be a sight distance obstruction to motorists
- Banners shall be privately maintained by VTL Operator
- Banners shall not inhibit public maintenance of pedestrian light fixtures in the right-of-way

NOTE: Banners will be located generally along 120th Avenue, Totem Lake Boulevard, Center Plaza areas, and along retail frontage. Final quantity and locations to be determined by CenterCal. Commercial messaging is not permitted on banners.



FRONT VIEW LIGHT POLE 1
 SCALE: 1/4" = 1'-0"



FRONT VIEW LIGHT POLE 2
 SCALE: 1/4" = 1'-0"

A8 LIGHT POLE BANNERS

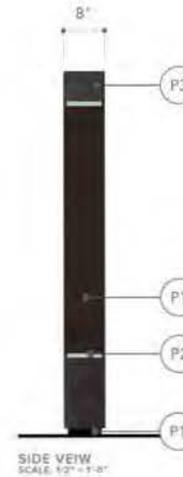
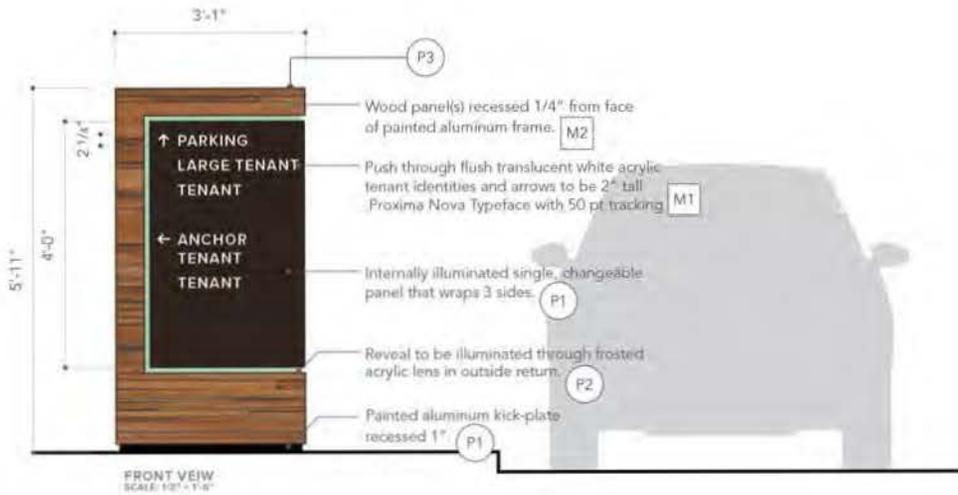
| | |
|----------------|-------------------|
| ILLUMINATION | Non-Illuminated |
| DIGITAL | No |
| DIMENSIONS | 2'-4" x 4'-4" |
| SQUARE FOOTAGE | 10 sq ft per face |
| QUANTITY | TBD |

KIRKLAND CITY CODE:

-

MASTER PLAN CRITERIA

- Vehicular directionals help the visitors of the site navigate to parking and their destinations.
- The directionals are scaled to be easily visible from the street at the low speeds the traffic is traveling.
- Like the additional sign types, these directionals have materials and colors that mimic the surrounding architecture so the signage visually fits within the site.



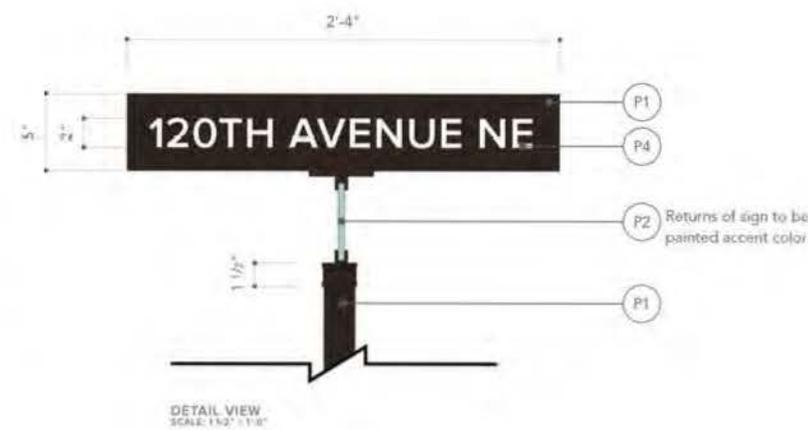
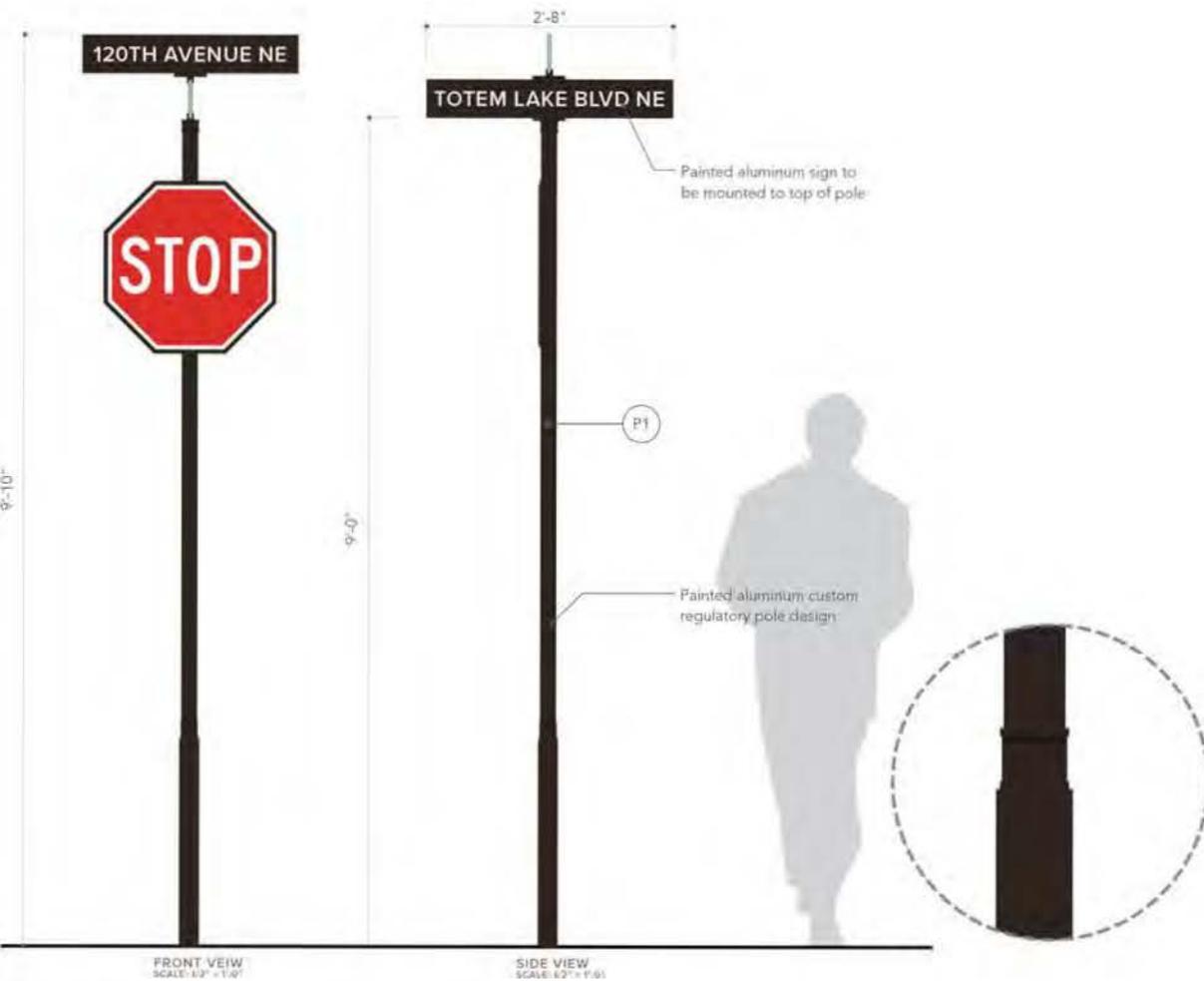
B1 VEHICULAR DIRECTIONAL

ILLUMINATION Internal Illumination
DIGITAL No
DIMENSIONS 3'-1" x 5'-11"
SQUARE FOOTAGE 18 sq ft per face
QUANTITY 6

KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Integrated with the on-site regulatory signage, these signs identify the local streets within the project
- Materials and colors fit within the signage family and integrate well with the architecture.



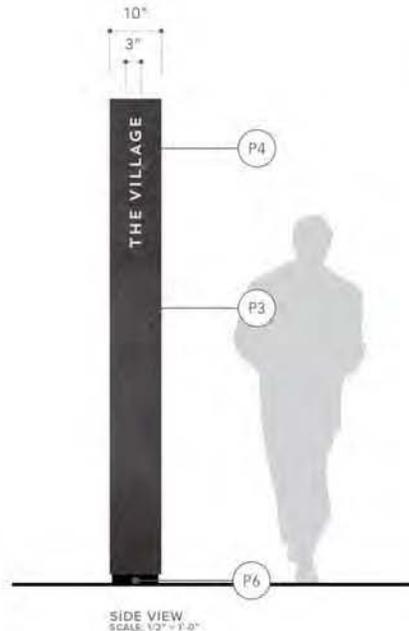
B2 STREET NAME IDENTITY

| | | | |
|-----------------------|----------------------|----------------------------|----------------------------|
| ILLUMINATION | Ambient Illumination | KIRKLAND CITY CODE: | |
| DIGITAL | No | | Not Indicated in city code |
| DIMENSIONS | 9'-10" x 2'-8" | | |
| SQUARE FOOTAGE | N/A | | |
| QUANTITY | TBD | | |

MASTER PLAN CRITERIA

- Directory signage includes a map to help the visitor orient themselves and navigate to their destination.
- These sign types fit within the signage family and have similar materials to the architecture on site to create a visual harmony.
- These directories are internally illuminated so they are legible at night.

NOTE: Final locations to be determined with sign permit



C1 PEDESTRIAN DIRECTORY

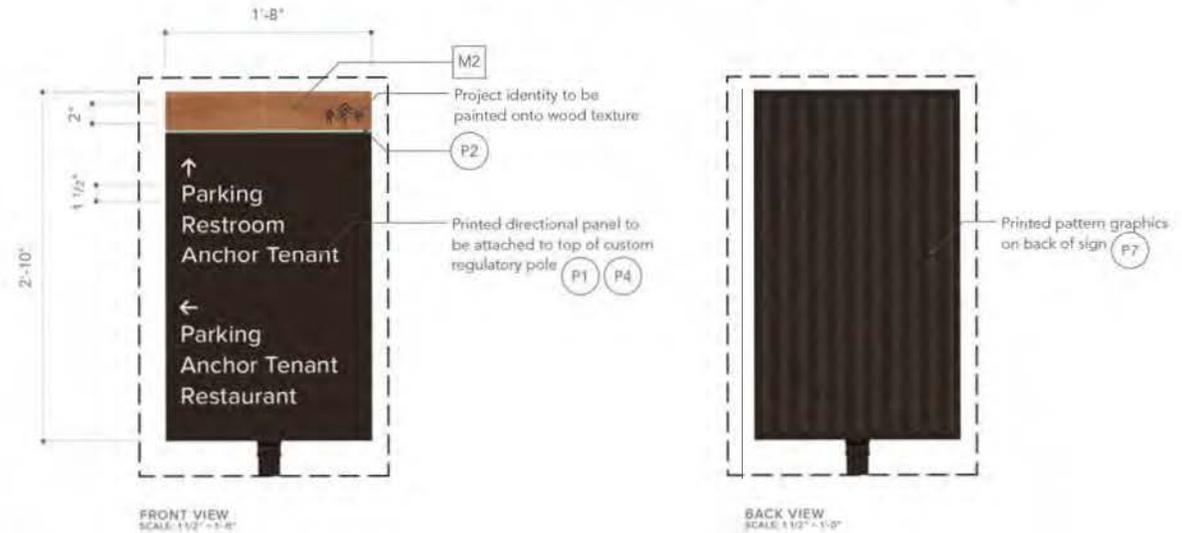
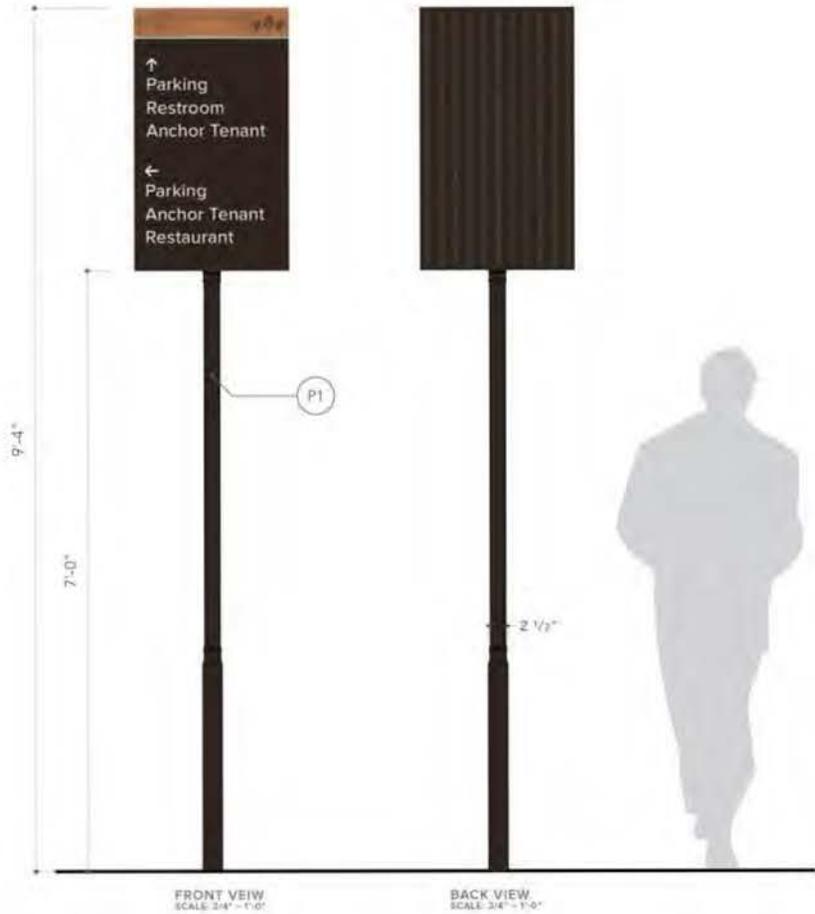
| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | Yes |
| DIMENSIONS | 3'-5" x 7'-8 1/4" |
| SQUARE FOOTAGE | 27 sq ft per face |
| QUANTITY | 19 |

KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Directionals help orient the pedestrian around the site.
- These signs are scaled to fit within a small footprint and are large enough to be easily legible by pedestrians on the site.
- Color and materials are pulled from the architectural designs to create a visual harmony on site.
- These sign types are located at key decision making points to help the visitor orient themselves.

NOTE: Final locations and height to be determined with sign permit.



C2 PEDESTRIAN DIRECTIONAL

| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No |
| DIMENSIONS | 2'-10" x 1'-8" |
| SQUARE FOOTAGE | 5 sqft per face |
| QUANTITY | 7 |

KIRKLAND CITY CODE:
 (100.65) Pole Signs: a. Shall not exceed 20 feet above average ground elevation.
 b. Must conform to the dimensional standards shown on Plate 13A.
 See KZC 100.70 for special regulations regarding pole signs.

MASTER PLAN CRITERIA

- This sign type is intended to identify the entrance to the office and management are on site.
- The signage is scaled for pedestrian visibility.
- Each element is designed to fit within the architecture and to be simple so it does not create visual clutter



FRONT VIEW
 SCALE: 1 1/2" = 1'-0"

M4

Etched bronze panel to be applied directly to exterior building columns



FRONT VIEW
 SCALE: 1 1/2" = 1'-0"

Dimensional painted aluminum non-illuminated letters to be applied directly to glass

CONTEXTUAL ELEVATION
 SCALE: 3/4" = 1'-0"

C3 MANAGEMENT OFFICE IDENTITY

| | |
|----------------|-----------------|
| ILLUMINATION | Not Illuminated |
| DIGITAL | No |
| DIMENSIONS | 11 1/2" x 4'-1" |
| SQUARE FOOTAGE | 4 sq ft |
| QUANTITY | 1 |

KIRKLAND CITY CODE:
 (100.65) Pole Signs: a. Shall not exceed 20 feet above average ground elevation.
 b. Must conform to the dimensional standards shown on Plate 13A.
 See KZC 100.70 for special regulations regarding pole signs.

MASTER PLAN CRITERIA

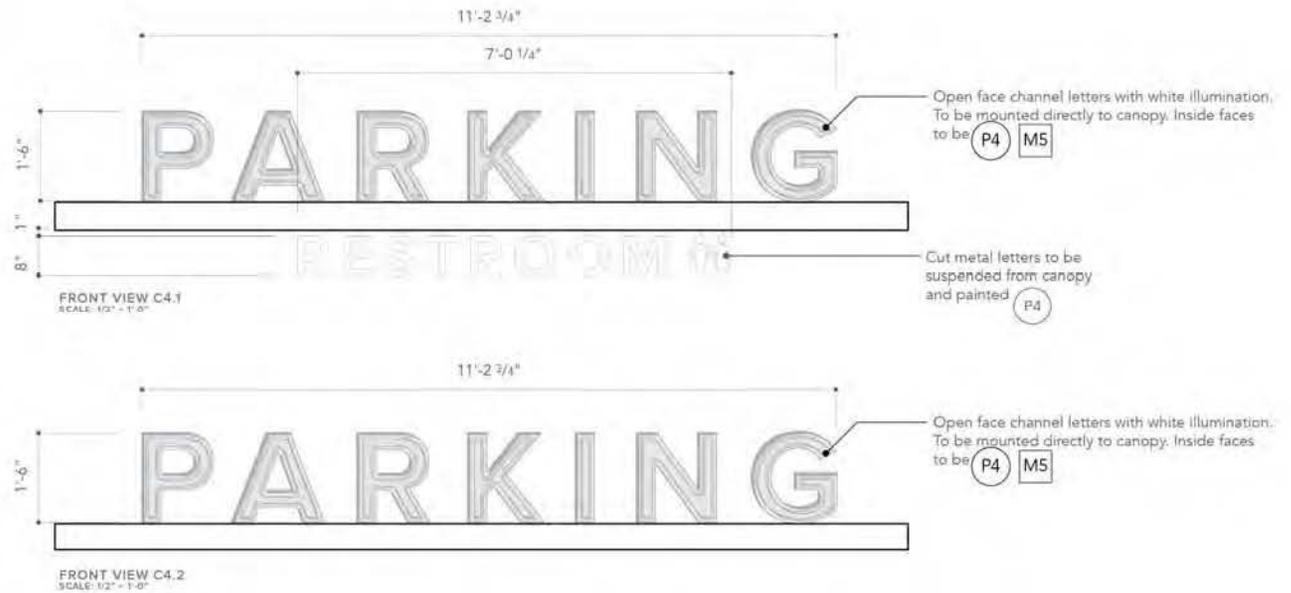
- This sign type is to help identify the pedestrian entrance into the parking garage.
- These identities are scaled to be seen from across the plaza space but not to overwhelm the facade with signage.
- All pedestrian parking identities are to be similar in color and style so they are easily recognizable.



CONTEXTUAL ELEVATION C4.1
 SCALE: 3/32" = 1'-0"



CONTEXTUAL ELEVATION C4.2
 SCALE: 3/32" = 1'-0"



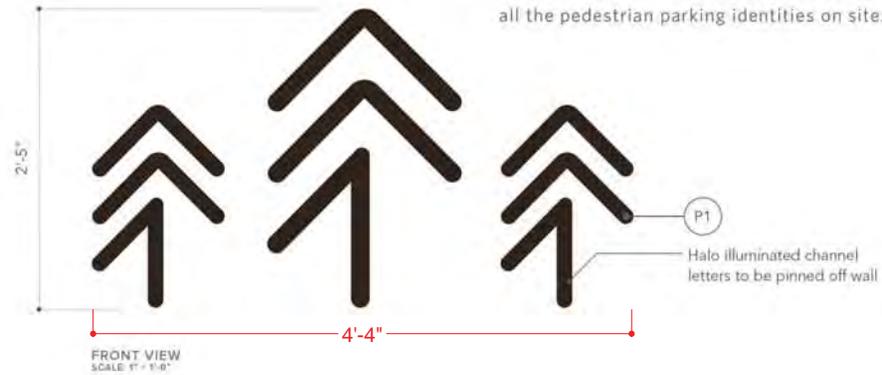
C4 PARKING PASEO IDENTITY

| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No |
| DIMENSIONS | 2'-6" x 2' |
| SQUARE FOOTAGE | 5 sq ft |
| QUANTITY | 2 |

KIRKLAND CITY CODE:
 (100.65) Pole Signs: a. Shall not exceed 20 feet above average ground elevation.
 b. Must conform to the dimensional standards shown on Plate 13A.
 See KZC 100.70 for special regulations regarding pole signs.

MASTER PLAN CRITERIA

- This sign type identifies the pedestrian entrance into the parking deck.
- The identities are scaled for the pedestrian experience and are located to help the visitor understand the entry point.
- The pedestrian parking identities are intended to be simple and clean for best legibility and to share consistent characteristics with all the pedestrian parking identities on site.



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

C5 PARKING LOBBY ENTRANCE

| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No |
| DIMENSIONS | 7 1/2" x 5'-2 1/4" |
| SQUARE FOOTAGE | 3 sq ft |
| QUANTITY | 1 |

KIRKLAND CITY CODE:
 (100.65) Pole Signs: a. Shall not exceed 20 feet above average ground elevation.
 b. Must conform to the dimensional standards shown on Plate 13A.
 See KZC 100.70 for special regulations regarding pole signs.

4 PARKING SIGNAGE

PARKING SIGNAGE

Parking signs in the public realm include parking directionals, parking blades, and entry identities. Additional interior parking signs will be required to facilitate the flow of traffic into parking structures and to create a smooth transition from cars to foot traffic.

Parking directionals can be freestanding, pole mounted, or building mounted projecting blade signs. These commonly use the universal "P" for parking and may include the "Parking", the deck identity, and arrows. Parking signs are intended to stand out a little from the rest of the project signage as they are the first signage element patrons look for once they've entered the project.

Parking Entry Identities are required for all parking deck entries. Residential and office parking may use an understated approach to their parking identities while the retail parking areas should use highly visible signage and illumination.

Parking signs will relate to the pedestrian heavy and slow traffic streetscape that are adjacent to a contemporary building topology. They are scaled to fit within the architecture but will still be easily seen and identified from major sight lines.

MASTER PLAN CRITERIA

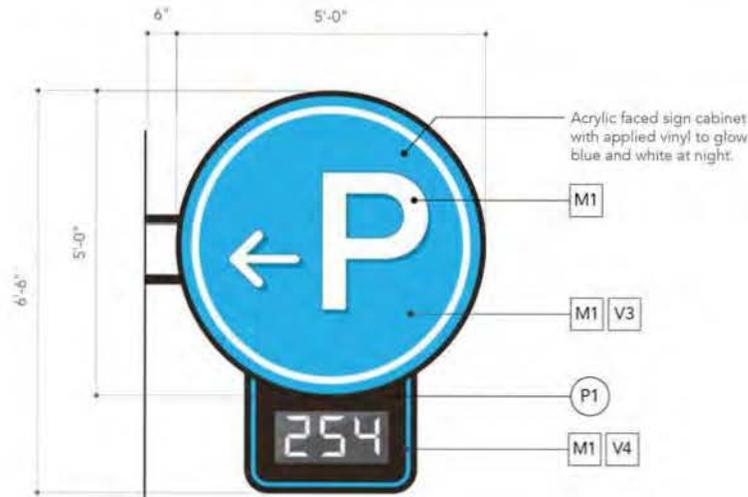
- Identifies directional to parking entrance
- Located on the building facade to limit footprint impact.
- Scaled to be easily visible from vehicular and pedestrian view points without creating excessive light pollution for nearby residents
- Colors are complimentary to the architecture to allow the signage to be more visible and recognizable while still fitting within the design characteristics of the site.



ADDITIONAL LOCATION
 SCALE: 3/32" = 1'



FRONT VIEW
 SCALE: 3/32" = 1'



FRONT VIEW WITH COUNTER
 SCALE: 1/2" = 1'



NIGHT RENDERING
 SCALE: NTS

D2 PARKING BLADE

ILLUMINATION Internal Illumination
DIGITAL No
DIMENSIONS 5'-6" x 6'-6"
SQUARE FOOTAGE 36 sq ft per face
QUANTITY 3

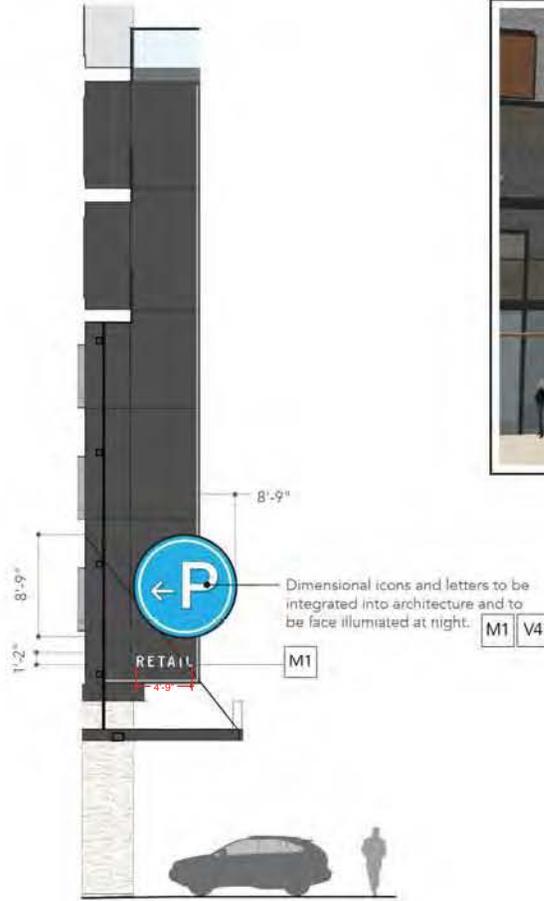
KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Identifies parking entrance
- Integrated into developed architecture with accent colors to help the signage become more visible.
- Scaled to be seen from vehicular view points at a fair distance from the parking entrance.
- Signage is located so it does not interfere with nearby residents.



CONTEXTUAL RENDERING



FRONT VIEW
 SCALE: 3/32" = 1"

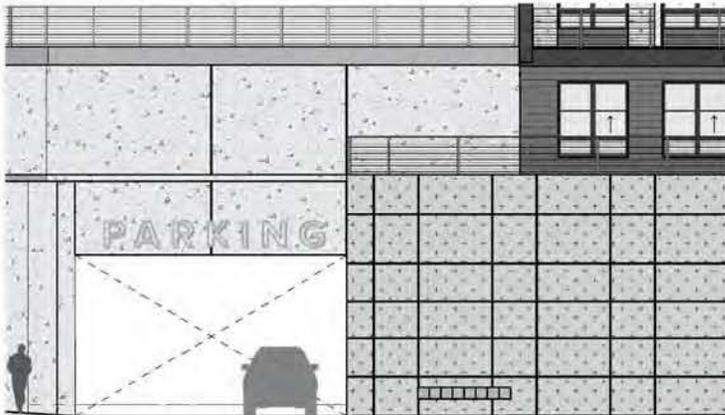
D3 PARKING IDENTITY INTEGRATED FIN

| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No |
| DIMENSIONS | 8'9" x 9'11" |
| SQUARE FOOTAGE | 87 sq ft per face |
| QUANTITY | 1 |

KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Identifies Parking Entrance
- Illuminated to be easily visible and recognizable by visitors.
- Located above main parking entrance points.
- Scaled to fit within the architecture.
- Uses simple colors to be visible but contrast with the architecture.



FRONT VIEW
 SCALE: 3/32" = 1'



FRONT VIEW
 SCALE: 1/4" = 1'

D4.1 PARKING ENTRANCE IDENTITY

ILLUMINATION: Internal Illumination
DIGITAL: No
DIMENSIONS: 2'-4" x 19'-0 1/4"
SQUARE FOOTAGE: 44 sq ft
QUANTITY: 1

KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Identifies Parking Entrance
- Illuminated to be easily visible and recognizable by visitors.
- Located above main parking entrance points.
- Scaled to fit within the architecture.
- Uses complimentary colors and lighting techniques to fit harmoniously with the architecture.



FRONT VIEW
 SCALE: 3/32" = 1'



FRONT VIEW
 SCALE: 1/4" = 1'

D4.2 PARKING ENTRANCE IDENTITY

ILLUMINATION Internal Illumination
DIGITAL No
DIMENSIONS 2'-0" x 16'-3 1/2"
SQUARE FOOTAGE 33 sq ft
QUANTITY 1

KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Identifies Parking Entrance
- Illuminated to be easily visible and recognizable by visitors.
- Located above main parking entrance points.
- Scaled to fit within the architecture.
- Uses complimentary colors and lighting techniques to fit harmoniously with the architecture.



FRONT VIEW
 SCALE: 3/32" = 1'



D4.3 PARKING ENTRANCE IDENTITY

ILLUMINATION Internal Illumination
DIGITAL No
DIMENSIONS 2'-4" x 19'-0 1/4"
SQUARE FOOTAGE 44 sq ft
QUANTITY 1

KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Identifies Parking Entrance
- Illuminated to be easily visible and recognizable by visitors.
- Located above main parking entrance points.
- Scaled to fit within the architecture.
- Uses complimentary colors and lighting techniques to fit harmoniously with the architecture.



FRONT VIEW
 SCALE: 3/32" = 1'



FRONT VIEW
 SCALE: 3/8" = 1'

D4.4 PARKING ENTRANCE IDENTITY

| | |
|----------------|-----------------------|
| ILLUMINATION | Internal Illumination |
| DIGITAL | No |
| DIMENSIONS | 1'-8" x 11'-1" |
| SQUARE FOOTAGE | 18 sq ft |
| QUANTITY | 1 |

KIRKLAND CITY CODE:
 Not Indicated in city code

- Identifies Parking Entrance
- Located above main parking entrance points.
- Scaled to fit within the architecture.
- Uses complimentary colors and lighting techniques to fit harmoniously with the architecture.



FRONT VIEW
 SCALE: 3/32" = 1'



D4.5 PARKING ENTRANCE IDENTITY

ILLUMINATION Non-Illumination
DIGITAL No
DIMENSIONS 1'-8" x 11'-1"
SQUARE FOOTAGE 18 sq ft
QUANTITY 1

KIRKLAND CITY CODE:
 Not Indicated in city code

MASTER PLAN CRITERIA

- Identifies Parking Entrance
- Located above main parking entrance points.
- Scaled to fit within the architecture.
- Uses complimentary colors and lighting techniques to fit harmoniously with the architecture.



FRONT VIEW
 SCALE: 3/32" = 1'



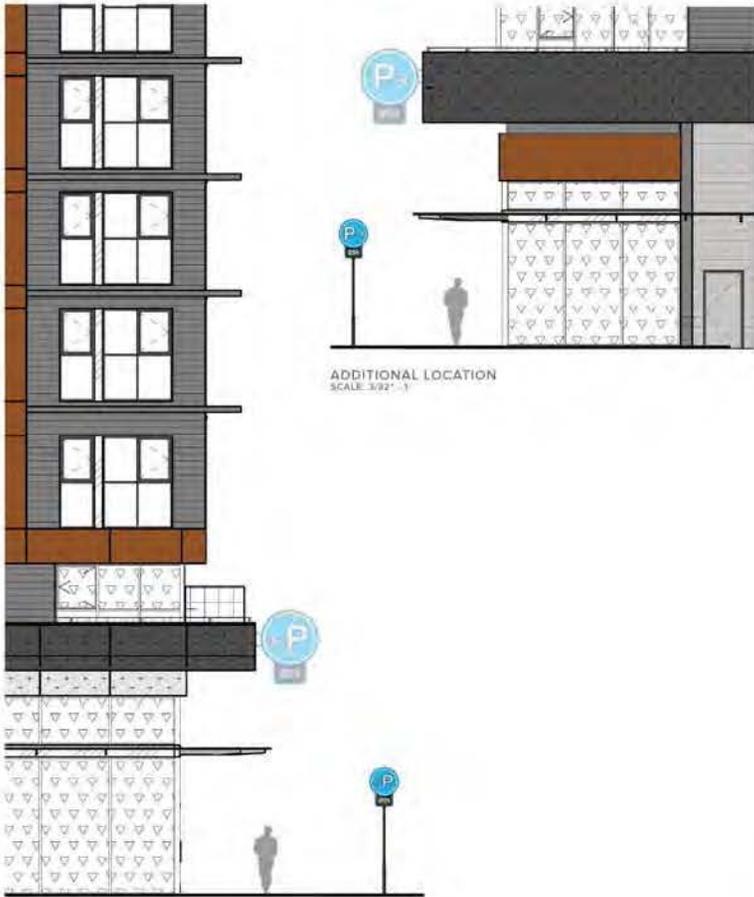
D4.6 PARKING ENTRANCE IDENTITY

ILLUMINATION Non-Illumination
DIGITAL No
DIMENSIONS 1'-8" x 11'-1"
SQUARE FOOTAGE 18 sq ft
QUANTITY 1

KIRKLAND CITY CODE:
 Not Indicated in city code

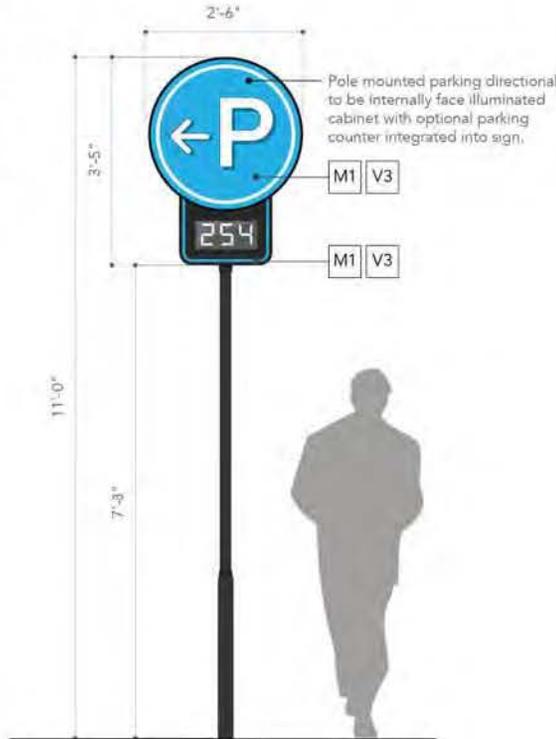
MASTER PLAN CRITERIA

- Is a directional for pedestrians and vehicles pointing towards parking entrances
- Scaled to fit within code requirements, be large enough for visibility, and to maintain a small footprint.
- Complimentary colors to the architecture are used to create a visual harmony between signage and architecture.
- Located at key decision making points for vehicular use.



FRONT VIEW
 SCALE: 3/32" = 1'

ADDITIONAL LOCATION
 SCALE: 3/32" = 1'



FRONT VIEW
 SCALE: 1/2" = 1'



NIGHT RENDERING

D6 POLE MOUNTED PARKING DIRECTIONAL

ILLUMINATION: Internal Illumination
DIGITAL: No
DIMENSIONS: 3'-5" x 2'-6"
SQUARE FOOTAGE: 9 sq ft per face
QUANTITY: 2

KIRKLAND CITY CODE:
 (100.65) Pole Signs: a. Shall not exceed 20 feet above average ground elevation.
 b. Must conform to the dimensional standards shown on Plate 13A.
 See KZC 100.70 for special regulations regarding pole signs.



THANK
YOU

EST.  2015

THE VILLAGE

AT TOTEM LAKE

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1100 Cabrillo
 San Clemente
 CA 92672
 949.482.9478 T
 rsmdesign.com

GENERAL GUIDELINES

These tenant signage design criteria are provided to guide tenants, designers, architects, and sign fabricators in the development, construction and installation of identity signs for tenants of The Village at Totem Lake. Any special conditions or deviations from the guidelines in the sign criteria require written approval from the Landlord.

1. "Tenant Signs" shall be defined as any message that can be read from the exterior of the store. Not included in the definition are messages used to advertise products, sales, special events, etc.
2. All signs shall be designed, installed, illuminated, located, and maintained in accordance with the provisions set forth in this Manual and all other applicable codes and ordinances.
3. Every submission will be evaluated with consideration of adjacent signs and architecture to ensure balance and quality.
4. Unless specifically noted, tenant signage shall be limited to trade name and logo only.
5. Established logos shall also be permitted and shall be included in the area / size restrictions.
 - a. No tag-lines, slogans, or descriptions of services are allowed. No other brand names, product names or phrases may appear on the storefront (or in any area directly visible from the public space). Decals or other signing indicating product lines or credit card acceptability shall not be permitted on the storefront.

A. DESIGN MATERIALS

1. Sign materials for permanent signs should be of the highest quality. All materials must be durable, of an exterior grade quality, and designed to withstand local weather conditions. Additional details by sign type. The use of other materials may be approved at the discretion of Landlord.
2. Acceptable sign material treatments are:
 - a. Dimensional geometric shapes in metal coated or burnished for variety in color and texture

- b. Painted metal
 - c. Wood
 - d. Screens, grids, or mesh
 - e. Etched or brushed metal
 - f. Cut, abraded, or fabricated steel or aluminum
 - g. Dimensional letter forms with seamless edge treatments
 - h. Glass
3. The following materials are **prohibited** on all signs:
- a. Cardboard
 - b. Simulated materials, i.e. wood-grained plastic laminate and wall covering.
 - c. Trim cap retainers
- Additional material and fabrication standards are included by individual sign type.

B. COLORS

1. Unless otherwise noted, the use of color shall meet the following criteria:
 - a. Signs should be limited to a maximum of two colors per sign, but will be reviewed by the Landlord for approval on a case-by-case basis.
 - b. All sign colors are subject to review and approval by the Landlord as part of the tenant signage submittal. The Landlord must approve variations from these standards.
 - c. Color of letter face and returns are to contrast with building colors for good daytime readability.
 - d. The interior of open channel letters is to be painted dark when against light backgrounds.
2. Additional color standards are included by individual sign type.

C. LIGHTING

1. Lighting should be of no greater wattage than is necessary to make the sign readable at night.
2. All flood lights shall be shielded.
3. No sign shall be illuminated, in whole or in part, where the illumination is intermittent or varies in color or intensity from time to time, nor shall any sign be so illuminated that it interferes with traffic or with the effectiveness of, or obscures an official traffic sign, device or signal. The use of search lights is prohibited. All lighting will comply with the provisions in the zoning ordinance of the City.
4. Where signs are internally illuminated, light-transmitting surfaces shall be non-gloss, matte materials.
5. Only letters and logos shall transmit light while the backplate or background remains solid opaque. No illuminated backgrounds are allowed.
6. Lighting for all tenant signs shall be turned off or reduced at Landlord's discretion.
7. Exposed fixtures, shades or other elements are to contribute to the design of the sign
8. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps tubing or neon crossovers of any type are prohibited, or must be concealed within the wall.
9. Additional lighting guidelines are included by individual sign type.

D. TYPE STYLES

Tenants may adapt established type styles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in multiple lines of copy and may consist of upper and/or lower case letters.

E. SIZE

1. Signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall mounted signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.
2. Unless otherwise noted in the tenant zone, the copy area shall maintain a margin at least 6" from any edge of the sign face area.
3. Signage is not to exceed 75% of the length, nor 75% of the height of the perceived sign band.
4. Perceived sign band is defined by the visual architectural boundaries to define a clear and open signage area. This may include but is not limited to demising piers canopy lengths, architectural reveal lines, and changes in architectural material.
5. No Tenant signs shall be allowed on Landlord's neutral piers or bulkheads, except for blade signs.



PACKAGE NOTES:
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| City TC | 170706 |
| City TC | 170725 |
| City TC | 170828 |
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TENANT SIGN CRITERIA

E. SIZE CONTINUED...

5. Calculating Signage Area:

- The maximum sign area for each tenant is shown on the Zone pages and the Tenant Matrix. Sign area calculations shall be calculated per elevation facing right-of-way or access driveway. Tenants may not combine multiple elevations to increase the amount of signage on a single elevation. The sign area is calculated based on the aggregate total of all sign faces. However, signage is also limited by maximum sizes as noted on the sign matrix.
- Copy area shall be computed by surrounding each graphic element with a rectangle or square, calculating the area contained within the square, and then computing the sum of the areas. Elements such as swashes, simple lines, back plates or other decorative touches must be included within limits of the geometric shape and shall be included as part of the copy area. Area shall include the entire name, not individual letters or words. See graphic for reference.
- Graphic elements or text that are separated by at least 1 foot shall have separate square footage calculations.

F. QUANTITIES

1. Primary signs

- One primary sign per tenant's facade visible from right-of-way or pedestrian way with a maximum of three primary signs per tenant. In instances where the tenant separates logo mark from logo name, the tenant is permitted to count those two signage pieces (logo mark and logo name) as one total sign.
- Primary signage is allowed to run in the vertical direction if Tenant has special conditions and approval is granted by the City as long as the signage meets the area limitations within each zone.
- Anchor tenants are permitted one additional primary sign on their main entrance facade for a maximum of 4 primary signs only if main entrance facade exceeds 200 linear feet.

2. Secondary signs

- Are permitted as long as the signage meets the area and location limitations stated in this document.

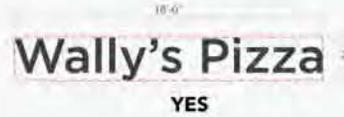
G. CONSTRUCTION AND FABRICATION REQUIREMENTS

- A sign permit is required from the City prior to installation. No application shall be submitted to the City or any other agency for any sign, which has not been approved in writing by Landlord.
- The Landlord, prior to construction, must approve all signs. The Landlord may remove any signs installed without prior written approval from the Landlord and a building permit from the City. All costs for removal, including but not limited to patching and repair of the building and/or paving, will be at the Tenant's expense.
- All sign fabrication work shall conform to excellent industry standards, quality, and Class A workmanship. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles is not acceptable. The Landlord reserves the right to reject any fabrication work that it deems to be below standard.
- All signs are to be fabricated by a licensed sign contractor, approved by the Landlord, according to the requirements of local, state and national codes. All signs are to be installed by state and/or local certified sign contractor, approved by the Landlord and the City of Kirkland, and according to local, state, and national codes.

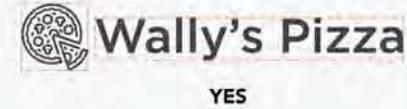
1. Fabrication Materials

- Signs must be made of durable rust-inhibiting materials that are appropriate and complementary to the design of The Village at Totem Lake
- Metals
 - Minimum thickness
 - Stainless Steel - 24 gauge
 - Grip Steel - 24 gauge
 - Aluminum - .060"
 - Brass - 5/16"
- All formed metal, such as letter forms, shall be fabricated using full-weld construction with all joints ground smooth.

CALCULATING SIGNAGE AREA



HORIZONTAL TYPE NO LOGO



HORIZONTAL TYPE WITH LOGO



VERTICAL STACKED TYPE NO LOGO



VERTICAL STACKED TYPE WITH LOGO



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ALL SIGNS TO BE FABRICATED AND INSTALLED PER APPROVED FABRICATOR SHOP DRAWINGS.

TENANT SIGN CRITERIA

- d. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- e. Finished surfaces of metal shall be free from oil-canning and warping. All sign finishes shall be free of dust, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.

2. Acrylic

- a. Plastic faces are to be acrylic and a minimum of .125".
- b. Transparent letter faces are not permitted unless a diffuser film is used on the second surface.

3. Fasteners

- a. Threaded rods or anchor bolts shall be used to mount sign letters, which are spaced out from the background panel and must be finished to blend with the adjacent surface. Angle clips will not be permitted.
- b. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish, stainless steel, anodized aluminum, brass or bronze, or carbon-bearing steel with painted finish. Black iron material is not allowed.

4. Paint

- a. Surfaces with color mixes and hues prone to fading (e.g., pastels, complex mixtures, intense reds, yellows and purples) shall be finished with an ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
- b. Color coatings shall exactly match the colors specified on the approved plans.
- c. The interior of open channel letters are to be painted dark when against light backgrounds.

5. Finishing & Details

- a. Joining of materials (e.g. seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filed, and finished so as to be unnoticeable.
- b. Penetrations into building walls, where required, shall be made waterproof and

warranted as such by the tenant's sign contractor.

- c. In no case shall any manufacturer's label be visible from the street or from normal viewing angles
- ## 6. Lighting & Electrical
- a. All lighting must match the exact specifications of the approved working drawings.
 - b. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks are not permitted.
 - c. Exposed raceways will not be permitted unless they are an integral architectural element of the sign.
 - d. Underwriter's Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes. UL sticker sizes should be minimized and where possible not visible to pedestrian foot traffic at sidewalk level.
 - e. Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on the shop drawings submitted to the Landlord. Sign contractor shall install sign in accordance with the approved drawings.
 - f. All weep holes for drainage must be covered by an internal light baffle.
 - g. Signs illuminated with neon shall use 30 m.a. transformers. The ballast for fluorescent lighting shall be 430 m.a. Fluorescent lamps shall be single pin (slimline) with 12" center-to-center lamp separation maximum.
 - h. Only letters and logos shall transmit light while the back plate or background remains solid opaque. No illuminated backgrounds or boxes are allowed.

H. INSTALLATION GUIDELINES AND PROCEDURES

1. Provide the name and address of the sign contractor performing the installation together with a work schedule. This information needs to be provided to the tenant coordinator within 10

working days from signage approval

2. Please note that any sign vendor decals(advertising) and URL listed decals need to be placed out of public view and all associated screw heads must be painted to match the adjacent sign surface to be concealed.

3. The following guidelines must be adhered for the installation of the new signage:

- a. All work shall be done during the normal construction hours set for the project.
- b. The date and time of all installations must be coordinated one (1) week before the commencement of any work
- c. No work between 11:00 AM to 1:30 PM without the prior approval of the Landlord.
- d. Landlord approved pedestrian barricades must be used at all times. Special consideration must be given anytime there is a chance of pedestrians walking under workers or equipment.
- e. Debris and materials must be kept in an orderly condition and out of the way of pedestrians. Evidence of Contractor's Liability Insurance and Worker's Compensation Coverage. The liability insurance must name: all entities controlling, controlled by, or under common control with either such entity, together with their respective owners, shareholders, partners, members, divisions, officers, directors, employees, representatives and agents, and all of their respective successors and assigns.

4. Provide insurance certificates for approval. Endorsements must include policy number(s), maintain a rating of A VIII (8) or better in the Best Key Rating Guide for the general liability and automobile insurers and a minimum rating of B+X for Worker's Compensation. All policies shall provide thirty (30) days prior written notice of any alteration or termination of coverage in the amount of One Million (\$1,000,000.00) dollars per each occurrence.

5. Please include the property and project names on certificate of insurance.

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PROHIBITED SIGN TYPES

G. PROHIBITED SIGN TYPES.

The following sign types and finishes shall be prohibited at The Village at Totem Lake:

- X Illuminated sign boxes (can signs). Exceptions will be considered on an individual basis for secondary graphic elements that are part of the registered trademark as an illuminated sign box with landlord permission.
- X Signs with taglines, slogans, service descriptions, or advertisement of products.
- X Monument style signage.
- X Signs with exposed raceways, conduit, junction boxes, transformers visible lamps, tubing, or neon crossovers of any type.
- X Animated and flashing signs.
- X Pole signs and other signs with exposed structural supports not intended as a design element, except for code-required signs.
- X Vehicle signs, except for the identification of a business enterprise or advertisement upon a vehicle used primarily for business purposes, provided the identification is affixed in a permanent manner.
- X Signs attached, painted on, or otherwise affixed to trees, other living vegetation, landscaping or natural materials.
- X Any sign designed to be moved from place to place.
- X Signs attached, painted or otherwise affixed to awnings (other than those indicated in criteria), tents or umbrellas, however, such signs may be permitted in conjunction with special design review by the Landlord.
- X Balloons and inflatable signs.
- X Any signs, including freestanding signs, advertising the availability of employment opportunities.
- X Signs which emit sound, odor or visible matter, or which bear or contain statements, words or pictures of an obscene, pornographic or immoral character.
- X Back plates behind signage are typically prohibited, but maybe considered on a case-by-case basis when integrated into storefront mullions. Not to exceed 20% larger than overall max sign dimension and must be an integral part of the design.
- X Human Signs/Spinners



Inflatable Signs



Exposed raceway



Can Signs



Back plate

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GENERAL GUIDELINES

Unless otherwise noted, these guidelines apply to all tenant signs within the criteria.

1. Messaging: Tenant logos showing the trade name are permitted. Merchandise or service descriptions are not allowed.
2. Color: Signs should be limited to a maximum of two colors per sign, but will be reviewed by the Landlord for approval on a case-by-case basis.

A. BLADE SIGNS

A blade sign is a double-sided sign mounted perpendicular to the building facade and suspended on a metal bracket, to be placed near the entrance(s) to a retail space.

1. Quantity: All tenants excluding upper level anchor tenants are permitted one blade sign per main entrance. Upper level anchor tenants are permitted a maximum of 2 blade signs per main entrance but the blades must be located on opposite sides of entrance.

2. Materials and Construction

- a. Blade signs are encouraged to be fabricated of painted metal.
- b. Materials, sign color, fastener details, lighting, light temperature and other design elements of the blade sign should integrate with the storefront. Design compliance at the landlord's discretion.
- c. Blade signs shall be wall mounted from designed metal bracket.
- d. No goosenecks or ornamental lighting. If used, lighting should be integrated into the sign panel, such as cove lighting, push through, or mounted to the storefront and directed at sign panel.
- e. No molded fiberglass or other plastic signs.

3. Locations

- a. Signs shall be mounted with a minimum of 8' of clearance from the bottom of the blade sign to the finished floor.
- b. No two tenants shall locate their blade sign on the same demising pier.
- c. Where possible, existing electrical locations are recommended for sign locations on demising piers.

4. Permitted construction options for all blade signs, including suspended and vertical projecting blade signs

- Option A:** Push-through acrylic letters with internal illumination. Letter faces may be finished with cut metal or opaque vinyl to create a halo effect for the lighting.
 - Option B:** Flat painted metal banner with discreet external illumination.
 - Option C:** Dimensional, layered sign, such as sand-blasted wood or painted metal with exposed neon or other lighting element within the shape of the letter.
 - Option D:** Individual dimensional painted metal letters or logo on sign panel.
- Other options.** Additional options not shown here may be considered on a case by case basis and permitted at landlord discretion.

B. VALANCE SIGN

The valance is the front portion of the awning that is parallel to the storefront. Typically no more than 12" in height. The valance is made of the same durable material as the awning. The name of the Tenant is applied to the awning valance. SEE CENTERCAL STANDARDS (a separate document).

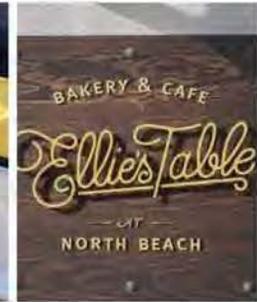
1. Letters to be silkscreen, printed, or sewn on the vertical surface of the valance and are to contrast with awning color.
2. Only the brand name and/or the logo may be on awning valance. No taglines, slogans, service descriptions, or advertisement of products.
3. Light fixtures to illuminate the awning, will be considered on a case-by-case basis.
4. Only one logo/brand name per valance.
5. Size: 8" letter height max.
6. Awning to be made of durable, quality material such as canvas. No vinyl.
7. Design is subject to design approval by Landlord and City prior to fabrication and installation.
8. Valance signs are not permitted if the tenant has a canopy or awning mounted sign.



Blade Sign



Inlaid Entry Vestibule Floor Sign



Wall Mounted Plaque



Valance Sign



Window Graphics

C. WALL MOUNTED PLAQUE

1. Wall mounted plaques shall have concealed fasteners. Exposed fasteners designed as a feature treatment require approval by Landlord.
2. Allowable materials are cast metal, glass, stone or durable hard surface material.
3. No plastics, acrylics or PVC materials.
4. Non-illuminated or internally illuminated only.
5. Size of plaque is subject to Landlord approval, per the sign matrix.
6. Location to be adjacent to entry doors.
7. No taglines, slogans, service descriptions, or advertisement of products.

D. ENTRY PAVING GRAPHICS

This sign type can be a pattern, medallion, individual letters, or sign recessed into the floor, located solely within tenant lease line at the entry vestibule of the store and integrated flush into

the surrounding flooring system.

1. Signage is required to be within the Tenant's lease line and may not extend beyond the storefront.
2. Sign must be fabricated out of durable, non-slip materials such as tile, terrazzo, stone, cast metal, cast or stained concrete.
3. When vacating tenant space, tenant is to replace flooring to appear as new.
4. Sign shall comply with building code standards for slip resistance.

E. WINDOW GRAPHICS

Window graphics are prohibited unless approved by Landlord in writing prior to installation.

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F. WALL GRAPHICS

Wall graphics are painted graphics that are applied to blank tenant walls as an enhancement feature.

1. Painted graphics are to be painted art installations and are not to be used for advertisements.
2. Graphics are not to exceed 800sq.ft.
3. At landlord's discretion, wall graphics may be permitted in additional locations, not currently designated on the zone plan.

G. MENU BOARD

Changeable display case, available to food service tenants only, to display a printed copy of their current menu.

- a. Menu boards shall be mounted directly to the main customer entrance doors.
- b. Menus shall be enclosed in a weatherproof enclosure, a maximum of four (4) square feet in size.
- c. Menus may be illuminated by a concealed light source integrated into the design of the enclosure.
- d. Backlit menu boards are prohibited.



Menu Board



Wall Graphic



Menu Board



Vertical Marquee

H. OPERATIONAL SIGNS

Operational signage indicates hours of operation, telephone numbers, website, specialty store rules and regulations specific to each Tenant. Operational signs are optional. No taglines, slogans, or advertisement of products. All messaging subject to landlord approval.

1. Maximum letter height of 1/2"
2. Mounted to interior surface of glass, adjacent to entrance door and mounted no higher than 48" from finished floor.
3. Total area of sign shall not exceed 2 square feet.
4. Tenant graphics on storefront glass shall be computer cut flat vinyl graphics (text/letters/logos)

I. BACK DOOR SIGNS

Signs placed on the back entrance of Tenant's space for purposes of delivery and employee access. Back door signage is required.

1. Landlord will provide design for all back door signs.
2. Painted aluminum plaque with vinyl name and suite/address number only. No taglines,

slogans, service descriptions, or advertisement of products.

3. Mounted to access door or immediate adjacent wall.
4. Type to be "sans-serif typeface with tracking set at 100pt.
5. Tenant will be required to hire Landlord's vendor for back door signage fabrication and installation.

J. VERTICAL MARQUEE SIGNS

Shall be used at landlord approved locations only and are to identify and emphasize visually prominent Tenants. In light of the visual prominence that is achieved through such signs, the Tenant is required to provide a very high quality design and presentation to the Landlord for review and approval. Any additional structural requirements shall be coordinated with Landlord at Tenant's expense. Vertical Marquee Signs may be mounted at a prominent corner of a Tenant building to provide visibility from several directions and shall be integral to building architecture. Views of the sign shall not be obstructed by awnings or other architectural elements.

1. Size

- a. Height: May extend as high as the top edge of the building parapet.
- b. Width: Horizontal projections are limited to 5'-5", inclusive of support/bracket.
- c. Mounting Height: At least 13 feet above finished grade
- d. Area: The vertical marquee sign must not exceed the maximum of 100 square feet per face and approval will be determined on a case by case basis by the Landlord and City.

2. Material and Construction Options

- Letter and logo forms to be dimensional in nature, no flat painted sign boxes allowed.
- a. Reverse pan channel letters and logos with halo illumination.
 - b. Open pan channel letters and logos with exposed neon illumination
 - c. Three-dimensional artistically sculpted object signs with internally illuminated element.
 - d. Internally illuminated sign cabinet with push through letters.

3. At landlord's discretion, vertical marquee signs

may be permitted in additional locations, not currently designated on the zone plan.

4. Quantities: Only one vertical marquee sign per tenant.

K. WALL MOUNTED

Wall Mounted Signs are signs that mount directly to the building façade.

1. Unless otherwise noted in the tenant zone, each retail space is required to have at least one primary identity sign. For tenants with corner locations, up to three primary signs are permitted.
2. Any retail space which has a second customer entrance door situated on the elevation opposite the first customer entrance door may have a fascia sign located on the elevation of the second customer entrance door, this second sign must be located over or near the customer entrance door.
3. Signs must be individual letters and may only include graphic elements that are part of the registered trademark.
4. No backplates are allowed for signs mounted directly to the building facade.

Option A: Individual letters with halo illumination.

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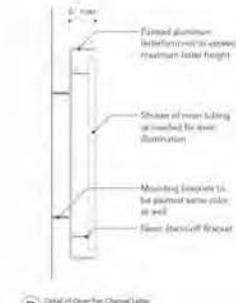
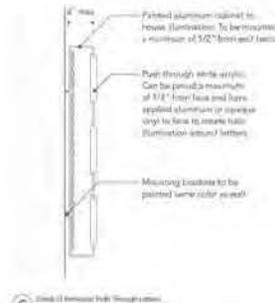
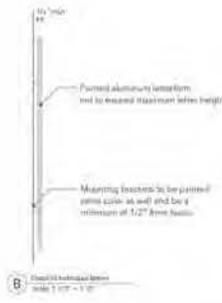
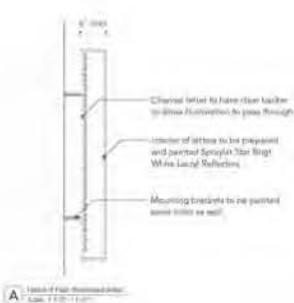
SIGN TYPE DESCRIPTIONS, PAGE 3 OF 4

- also known as reverse pan channel letters.
- Letters are to be fabricated out of aluminum with a minimum metal thickness of .060 with a painted finish.
 - All seams are to be welded and ground smooth.
 - Illumination should be evenly distributed within the letter form. Hot spots are not allowed.
 - Letter channel depths shall be no more than 6".
 - Letter channels are to be pin mounted from wall surface and shall be a maximum of 1 1/2" from the face of the wall.
 - Light temperature 5000°K. To be verified with owner.

- Option B:** Individual letters with external illumination
- This sign type is illuminated by a separate external light source, such as a gooseneck or cove lighting elements. Any visible fixture must integrate with the overall design of the storefront.
 - Individual letters shall be at least 3/4" thick metal. Letter thickness is subject to Landlord approval and based on thickness-to-height proportion. Letter thickness shall be no more than 4".
 - If pin-mounted, individual letters shall be mounted a minimum of 1/2" from the face of the wall.
 - "Light-bars" are prohibited.

- Option C:** Individual internally illuminated push through white acrylic letters
- This sign type requires careful integration with the storefront architecture to avoid the appearance of a sign box. Using white acrylic letters, illumination is transmitted through the face of the letter.
 - Sign enclosure edges shall match other architectural edges such as window mullions. No trim caps allowed.
 - Materials used on sign housing must integrate with the architecture of the storefront in a holistic manner, such as extending across the entire linear frontage.
 - Illumination temperature 5000°K. To be verified with owner. Colored lights are not permitted.
 - White, gray or black opaque vinyl may be used on the face of these letters to create the same effect as halo illumination.
 - Maximum 4" deep frame to be fabricated of painted aluminum with internally illuminated 1/4" proud white push-through acrylic.
 - Sign is allowed halo illumination, but must be mechanically fastened and spaced a minimum of 2" from fascia.

- Option D:** Individual letters with exposed lighting. Thus sign construction category includes exposed neon or individual bulbs
- Open pan channel letter forms to be painted metal with minimum material thickness of .060.
 - All seams to be welded and ground smooth
 - Inside of channel letter forms to be painted a contrasting color from the building color.
 - Tube lighting is to be double, single, or an adequate number of rows to illuminate channel letterform.
 - All neon fasteners, bulb strands, tube strands, mounts and crossovers are to be painted to match inside of channel letterform.
 - Letter channel returns are to be 6" maximum deep.
 - Top surface of lighting element is to be mounted flush with front edges of returns.
 - Letters are to be stud mounted min 1/2" from face of wall.



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| City Document | 160718 |
| City TC | 170706 |
| City TC | 170725 |
| City TC | 170828 |
| Revisions | 170911 |
| Revised | 170919 |
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Option E: Individual internally illuminated channel letters.

- a. This sign provides concealed illumination within the body of a dimensional letter.
- b. Letter channel depths shall be no more than 6"
- c. Letter return shall be painted contrasting color to surrounding architecture.
- e. No trim caps allowed.



L. CANOPY SIGNS

Canopy sign refers to a sign mounted to or integrated with rigid metal canopies projecting from the storefront. This sign type classifies as a type of Primary Identity sign.

1. Location: Canopy signs are strongly encouraged to be located centered above the tenant entry doors. As architectural elements, structural components of the canopy itself may limit sign locations. Signs should be centered between canopy beams.
2. Sign width is not to exceed 75% of the canopy to which it is affixed.
3. Unless otherwise noted in tenant zone, the sign shall not exceed a maximum cap height of 2'6". Sign letters may not be stacked.



6. Light fixtures to illuminate the awning will be considered on a case-by-case basis.
7. Awning to be made of durable quality material such as canvas. No Vinyl.
8. Tenants are not permitted to have a valance sign if they have an awning sign or canopy mounted sign.

N. ADDRESS SUITE NUMBER

The suite number shall be applied to the exterior glass facade as determined by the local fire code. The suite number must be visible to the walkway.

1. Unit address signs are required for each Tenant and are not included in the sign area calculations and do not count towards the maximum number of signs.

O. TEMPORARY GRAPHICS

Temporary signs are those intended and designed to be displayed for a limited period of time such as coming soon banners.

Temporary graphics are to be submitted to the Landlord for written approval prior to installation

P. WINDOW DISPLAYS

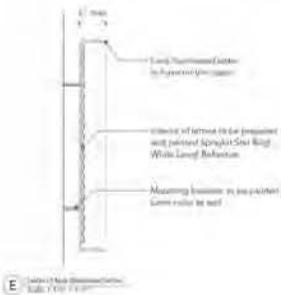
Window displays are windowed tenant areas in which the tenant chooses to display graphics, digital panels, or 3d sculptural displays behind the window glass.

Window displays are to be submitted to the Landlord for written approval prior to installation.

M. AWNING SIGNS

Made of durable material, the awning projects perpendicular from the storefront facade above the entrance doors and windows and acts as a protection against the elements or as a decorative feature. SEE CENTERCAL STANDARDS (a separate document).

1. Large graphics, identities, or logos on awning signs are to follow primary sign maximum letter heights and are not to exceed 75% of the area of the awning.
2. Application: Letters, icons, and logos are to be silk screened, printed, or sewn onto the awning.
3. Color: Tenants are allowed no more than 3 colors for their identity and the colors must contrast with awning color.
4. Quantity: Only one awning sign per facade.
5. Only the brand name and/or the logo may be allowed on the awning, no taglines, slogans, service descriptions, or advertisement of products are allowed.



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APPROVALS OF TENANT SIGNAGE

SUBMITTAL REQUIREMENTS

A. ARTWORK SUBMITTALS

1. All sign concepts are to be generated from "camera-ready" logo artwork prepared by a professional graphic designer, and submitted to the Landlord for approval prior to development of any signage.

B. CONCEPT DRAWING SUBMITTAL

1. Prior to shop drawings and sign fabrication, tenant shall submit for Landlord approval three sets of concept drawings reflecting the design of all required and desired sign types.
2. Sign concept drawings are to be submitted concurrently with storefront design and awning design. Partial submittals will not be accepted.
3. Sign preliminary drawings shall show sign and building colors.

C. SHOP DRAWING SUBMITTAL

1. Upon approval of concept plans in writing from Landlord, three complete sets of shop drawings are to be submitted for Landlord approval including:
 - a. Fully-dimensioned and scaled shop drawings @ 1/2"=1'-0" specifying exact dimensions, copy layout, typestyles, materials, colors, means of attachment, electrical specifications, and all other details of construction.
 - b. Elevations of storefront @ 1/2"=1'-0" showing design, location, size and layout of sign drawn to scale indicating dimensions, attachment devices and construction detail.
 - c. Sample board showing colors and materials including building fascia, letter faces, returns, and other details as requested by the Landlord.
 - d. Section through letter and/or sign panel @ 1/2"=1'-0" showing the dimensioned projection of the face of the letter and/or sign panel and the illumination.
 - e. Cut-sheets of any external light fixtures.
 - f. Full-size line diagram of letters and logo may be requested for approval if deemed necessary by the Landlord.
2. All Tenant sign shop drawing submittals shall be reviewed by the Landlord for conformance with the sign criteria and with the concept design as approved by the Landlord.
3. Within ten (10) working days after receipt of Tenant's working drawings, Landlord shall either approve the submittal contingent upon any required modifications or disapprove Tenant's sign submittal, which approval or disapproval shall remain the sole right and discretion of the Landlord. The Tenant must continue to resubmit revised plans until approval is obtained. A full set of final shop drawings must be approved and stamped by the Landlord prior to permit application or sign fabrication.
4. Requests to establish signs that vary from the provisions of this sign criteria shall be submitted to the Landlord for approval. The Landlord may approve signs that depart from the specific provisions and constraints of this Sign Plan in order to:
 - a. Encourage exceptional sign design and creativity.
 - b. Accommodate imaginative, unique, and otherwise tasteful signage that is deemed to be within the spirit and intent of the sign criteria.
5. Following Landlord's approval of sign shop drawings and with a wet signature approval attached, the Tenant or his agent shall submit to the City, three (3) copies of sign plans signed by the Landlord and applications for all permits for fabrication and installation by Sign Contractor. Tenant shall furnish the Landlord with a copy of said permits prior to installation of Tenant's sign.
6. Signs shall be inspected upon installation to assure conformance. Any work unacceptable shall be corrected or modified at the Tenant's expense as required by the Landlord.

g. All colored elevations are to show representation of actual signage colors as well as building colors. Color Call-outs to be provided.

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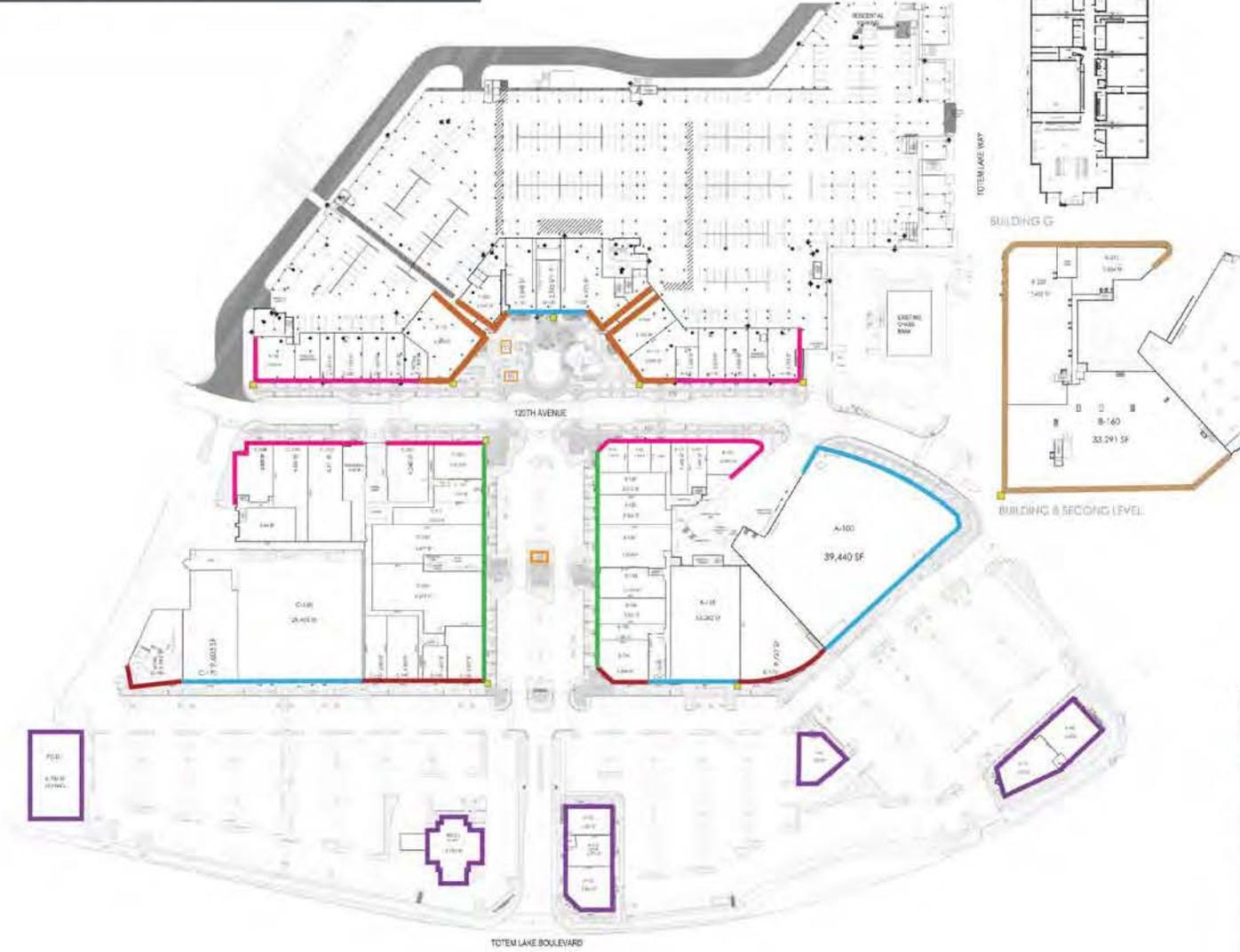
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| City TC | 170725 |
| City TC | 170828 |
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| Revised | 170918 |
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TENANT ZONE PLAN

ATTACHMENT 3
 MASTER SIGN PLAN - THE VILLAGE AT TOTEM LAKE
 PSN16-01984



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Tenant Signage Zone

- █ 120th Zone
- █ Park Zone
- █ Village Zone
- █ Multi-Tenant/Pads Zone
- █ Upper Level Tenants
- █ Anchor Tenants Zone (12,000 sf)
- █ Freeway View Zone
- █ Pavilions
- █ Vertical Marquee

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TENANT ZONE MATRIX



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| | 120th Zone | Park Zone | Village Zone | Multi-tenant/Pads Zone | Upper Level Tenants | Anchor Tenants | Freeway View Zone | Recreation Zone | CITY CODE |
|--|---|---|---|--|--|---|---|--|---|
| PRIMARY SIGNAGE | | | | | | | | | |
| Primary Identity Sign | Required | Required | Required | Required | Required | Required | Required | Required | 100.35 - Wall-mounted signs: No Quantity Limitations |
| Sign Letter Max Cap Height - Single Line | 2' Cap height | 2'-6" Cap Height | 2' Cap Height | 2'-6" Cap Height | 3' Cap height | 6' Cap Height | 3' Cap height | 2' Cap Height | 100.65 - Shall not project above the roof line of the building, parapet or similar architecture feature to which they are attached |
| Sign Letter Max Height Stacked | 6' | 6' | 6' | 6' | 6' | 14'-7" | 8' | 4' | |
| Sign/Logo Max Signage Zone | Not to exceed 75% of the height and width of the perceived sign band | Not to exceed 75% of the height and width of the perceived sign band | Not to exceed 75% of the height and width of the perceived sign band | Not to exceed 75% of the height and width of the perceived sign band | Not to exceed 75% of the height and width of the perceived sign band | All identities to have 4" clear space around the entire identity | Not to exceed 75% of the height and width of the perceived sign band | Not to exceed 75% of the height and width of the perceived sign band | |
| SECONDARY SIGNAGE | | | | | | | | | |
| Blade Sign | Required 6 sq.ft. max per sign face | Required 6 sq.ft. max per sign face | Required 6 sq.ft. max per sign face | Required 6 sq.ft. max per sign face | Not Allowed - Directory will be provided by landlord. Upper Level Anchor tenants permitted two 10.5 sq.ft blades | Required one 7.5 sq.ft. max per sign face. Upper Level Anchor tenants permitted two 10.5 sq.ft blades | Required 6 sq.ft. max per sign face | Required 6 sq.ft. max per sign face | |
| Valance Sign* | Optional Max Height 8" | Optional Max Height 8" | Optional Max Height 8" | Optional Max Height 8" | Not Allowed | Optional Max Height 8" | Optional Max Height 8" | Optional Max Height 8" | |
| Wall Mounted Plaque* | Optional Not to exceed 6 sq.ft. | Optional Not to exceed 6 sq.ft. | Optional Not to exceed 6 sq.ft. | Not Allowed | Not Allowed | Optional Not to exceed 9 sq.ft. | Optional Not to exceed 6 sq.ft. | Optional Not to exceed 6 sq.ft. | |
| Entry Paving Graphics* | Optional Not to exceed 20 sq.ft. | Optional Not to exceed 20 sq.ft. | Optional Not to exceed 20 sq.ft. | Optional Not to exceed 20 sq.ft. | Not Allowed | Optional Not to exceed 20 sq.ft. | Optional Not to exceed 20 sq.ft. | Not Allowed | |
| Window Graphics* | Not permitted unless approved by landlord | Not permitted unless approved by landlord | Not permitted unless approved by landlord | Not permitted unless approved by landlord | Not permitted unless approved by landlord | Not permitted unless approved by landlord | Not permitted unless approved by landlord | Not permitted unless approved by landlord | |
| Wall graphics | Optional in landlord approved locations only. Not to exceed 800 sq.ft. | Optional in landlord approved locations only. Not to exceed 800 sq.ft. | Not Allowed | Not Allowed | Not Allowed | Optional in landlord approved locations only. Not to exceed 800 sq.ft. | Not Allowed | Optional in landlord approved locations only. Not to exceed 200 sq.ft. | |
| Menu Board | Optional only for Restaurants Not to exceed 4 sq.ft. | Optional only for Restaurants Not to exceed 4 sq.ft. | Optional only for Restaurants Not to exceed 4 sq.ft. | Not Allowed | Not Allowed | Not Allowed | Optional only for Restaurants Not to exceed 4 sq.ft. | Optional only for Restaurants Not to exceed 4 sq.ft. | |
| Operational Signage** | Optional Not to exceed 2 sq.ft. | Optional Not to exceed 2 sq.ft. | Optional Not to exceed 2 sq.ft. | Optional Not to exceed 2 sq.ft. | Optional Not to exceed 2 sq.ft. | Optional Not to exceed 2 sq.ft. | Optional Not to exceed 2 sq.ft. | Optional Not to exceed 2 sq.ft. | |
| Backdoor Signage** | Required by landlord | Required by landlord | Required by landlord | Required by landlord | Required by landlord | Required by landlord | Required by landlord | Required by landlord | |
| Vertical Marquee Sign | Optional in landlord approved locations only. Not to exceed 100 sq.ft. per face | Optional in landlord approved locations only. Not to exceed 100 sq.ft. per face | Optional in landlord approved locations only. Not to exceed 100 sq.ft. per face | Not Allowed | Optional in landlord approved locations only. Not to exceed 100 sq.ft. per face | Optional in landlord approved locations only. Not to exceed 100 sq.ft. per face | Optional in landlord approved locations only. Not to exceed 100 sq.ft. per face | Not Allowed | 100.35 - Marquee Signs: one per business or use per right-of-way 100.65 - Shall not project above the roofline of the building, parapet or similar architecture feature to which they are attached |
| Maximum Square Footage | 2.5 sq.ft. / linear foot | 2.5 sq.ft. / linear foot | 2.5 sq.ft. / linear foot | 1.5 sq.ft. / linear foot | 2 sq.ft. / Linear Foot | 2.5 sq.ft. / linear foot | 2.5 sq.ft. / linear foot | 2 sq.ft. / Linear Foot | 2 sq.ft./linear foot See code 100.45 |

* The tenant may choose only 2 of the following 4 sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, and Window Graphics
 ** Does not count towards final signage area calculation



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| City Document | 160718 |
| City TC | 170706 |
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120th Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 2.5 sqft/linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3

Illumination Permitted: Halo Illumination, Individual letters with external illumination, Internally illuminated push-through white acrylic letters, Neon Illumination, Bulb Illumination, Non-Illuminated

Wall Mounted - Area not to exceed 75% of perceived sign band. In no case shall the sign(s) cap height exceed a maximum height of two (2) feet for a single line of copy or six (6) feet for stacked copy.

Canopy Mounted - Not to exceed 75% of the width of the canopy to which it is affixed. In no case shall the sign(s) cap height exceed a maximum height of two (2) feet.

Awning Mounted - as described in Section M on sheet 10. Not to exceed 75% of the height and width of the valance.

2. Secondary Signage

a. BLADE SIGN - Required

Quantity: One per main entrance

Max Sign area: 6 sq.ft.

b. VALANCE SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has Canopy or Awning mounted Sign

c. WALL MOUNTED PLAQUE - Optional*

Max area: 6 sq.ft.

d. ENTRY PAVING GRAPHIC - Optional*

Max area: 20 sq.ft.

e. WINDOW GRAPHICS*

Not permitted unless approved by landlord

f. WALL GRAPHICS - Optional

Max area: 800 sq.ft.

Locations: Landlord approved locations only

g. MENU BOARD - Optional for restaurants only

Max Area: 4 sq.ft.

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN - Optional

Max area: 100sq.ft. per face

Locations: Landlord approved locations only

* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics



1 Building E
 Scale: 3/32" = 1'-0"



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120th Zone



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Primary Identity - 120th Zone

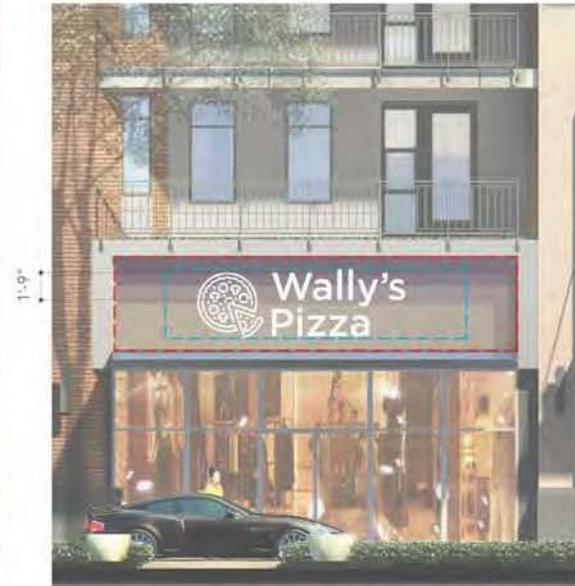
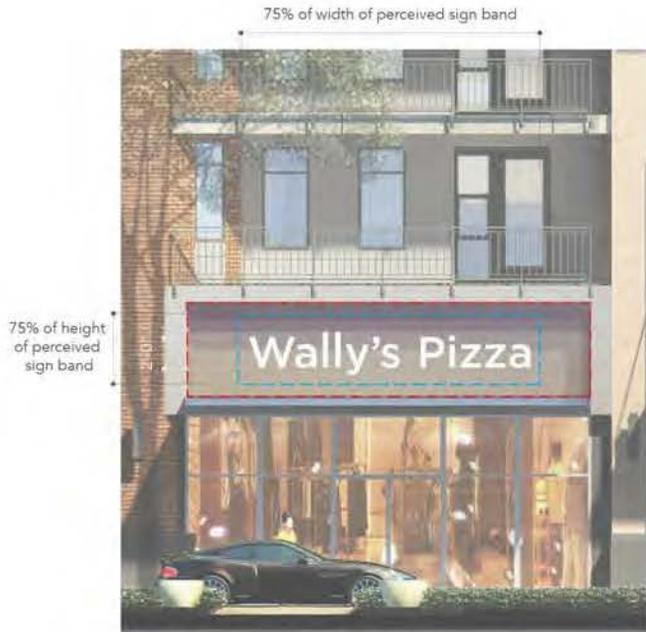
Sign Height Requirements:

- Letters Single Line:** 2' Max cap height
- Letters Stacked:** 6' Max cap height
- OR:** Not to exceed 75% of the height of Perceived sign band, whichever is smaller

Max sign width:

Not to exceed 75% of the width of perceived sign band

- Perceived Sign Band
- 75% of Perceived Sign Band



EST. 2015

THE VILLAGE
 AT TOTEM LAKE

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Park Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 2.5 sqft/linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3

Illumination Permitted: Halo Illumination, Individual letters with external illumination, Internally illuminated push-through white acrylic letters, Neon illumination, Bulb illumination, Non-illuminated

Wall Mounted - Area not to exceed 75% of perceived sign band. In no case shall the sign(s) cap height exceed a maximum height of two and a half feet (2'-6") for a single line of copy or six (6) feet for stacked copy.

Canopy Mounted - Not to exceed 75% of the width of the canopy to which it is affixed. In no case shall the sign(s) cap height exceed a maximum height of two and a half feet (2'-6").

Awning Mounted - as described in Section M on sheet 10. Not to exceed 75% of the height and width of the valance.

2. Secondary Signage

a. BLADE SIGN - Required

Quantity: One per main entrance

Max Sign area: 6 sq.ft.

b. VALANCE SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has canopy or awning mounted sign.

c. WALL MOUNTED PLAQUE - Optional*

Max area: 6 sq.ft.

d. ENTRY PAVING GRAPHIC - Optional*

Max area: 20 sq.ft.

e. WINDOW GRAPHICS*

Not permitted unless approved by landlord

f. WALL GRAPHICS - Optional

Max area: 800 sq.ft.

Locations: Landlord approved locations only

g. MENU BOARD - Optional for restaurants only

Max Area: 4 sq.ft.

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN - Optional

Max area: 100 sq.ft. per face

Locations: Landlord approved locations only

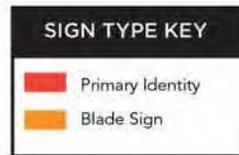
* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics

PARK ZONE: TYPICAL SIGN LOCATIONS & DIMENSIONS

MASTER SIGN PLAN - THE VILLAGE AT TOTEM LAKE



1 Building F
Scale: 3/32" = 1'-0"



KEY PLAN



PACKAGE NOTES:
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Park Zone

Primary Identity - Park Zone

Sign Height Requirements:

Letters Single Line: 2'6" Max cap height

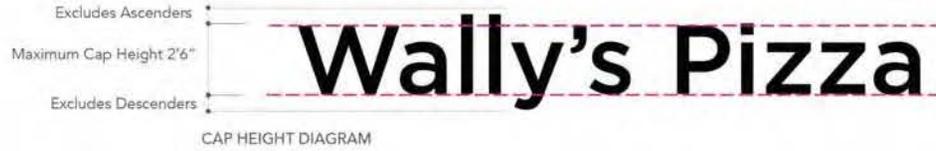
Letters Stacked: 6' Max cap height

OR: Not to exceed 75% of the height of Perceived sign band, whichever is smaller

Max sign width:

Not to exceed 75% of the width of perceived sign band

- - - - Perceived Sign Band
- - - - 75% of Perceived Sign Band



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Village Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 2.5 sqft/linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3

Illumination Permitted: Halo illumination, individual letters with external illumination, internally illuminated push-through white acrylic letters, Non-illuminated

Wall Mounted - Area not to exceed 75% of perceived sign band. In no case shall the sign(s) cap height exceed a maximum height of two (2) feet for a single line of copy or six (6) feet for stacked copy.

Canopy Mounted - Not to exceed 75% of the width of the canopy to which it is affixed. In no case shall the sign(s) cap height exceed a maximum height of two (2) feet.

Awning Mounted - as described in Section M on sheet 10. Not to exceed 75% of the height and width of the valance.

2. Secondary Signage

a. BLADE SIGN - Required

Quantity: One per main entrance

Max Sign area: 6 sq.ft.

b. VALANCE SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has canopy or awning mounted sign

c. WALL MOUNTED PLAQUE - Optional*

Max area: 6 sq.ft

d. ENTRY PAVING GRAPHIC - Optional*

Max area: 20 sq.ft

e. WINDOW GRAPHICS*

Not Permitted unless approved by landlord

f. WALL GRAPHICS - Not Allowed

g. MENU BOARD - Optional for restaurants only

Max Area: 4 sq.ft.

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN - Optional

Max area: 100 sq.ft. per face

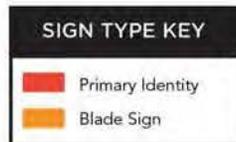
Locations: Landlord approved locations only

* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics

VILLAGE ZONE: TYPICAL SIGN LOCATIONS & DIMENSIONS



1 Building B
 Scale: 3/32" = 1'-0"



KEY PLAN



PACKAGE NOTES:
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Village Zone

Primary Identity - Village Zone

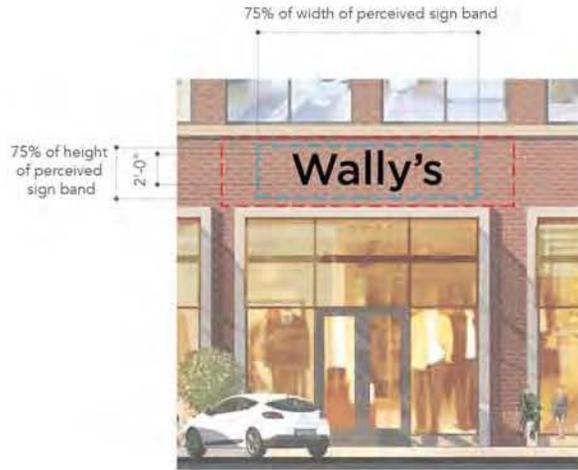
Sign Height Requirements

- Letters Single Line:** 2' Max cap height
- Letters Stacked:** 6' Max cap height
- OR:** Not to exceed 75% of the height of Perceived sign band, whichever is smaller

Max sign width:

Not to exceed 75% of the width of perceived sign band

- Perceived Sign Band
- 75% of Perceived Sign Band



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Multi-Tenant Pad Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 1.5 sq.ft./linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3

Illumination Permitted: Halo illumination, individual letters with external illumination, internally illuminated push-through white acrylic letters, face illuminated letters, neon illumination, bulb illumination, non-illuminated

Wall Mounted - Area not to exceed 75% of perceived sign band. In no case shall the sign(s) cap height exceed a maximum height of two and a half feet (2'-6") for a single line of copy or six (6) feet for stacked copy.

Canopy Mounted - Not to exceed 75% of the width of the canopy to which it is affixed. In no case shall the sign(s) cap height exceed a maximum height of two and a half feet (2'-6").

Awning Mounted - as described in Section M on sheet 10. Not to exceed 75% of the height and width of the valance.

2. Secondary Signage

a. BLADE SIGN - Required only for Multi-Tenant Buildings

Quantity: One per main entrance

Max Sign area: 6 sq.ft.

b. VALANCE SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has canopy or awning mounted sign.

c. WALL MOUNTED PLAQUE - Not Allowed*

d. ENTRY PAVING GRAPHIC - Optional*

Max area: 20 sq.ft

e. WINDOW GRAPHICS*

Not permitted unless approved by landlord

f. WALL GRAPHICS - Not Allowed

g. MENU BOARD - Not Allowed

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN - Not Allowed

* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics

MULTI-TENANT PAD ZONE: TYPICAL SIGN LOCATIONS & DIMENSIONS



1 Outparcel
Scale: 1" = 10'-0"



KEY PLAN



ATTACHMENT 3
MASTER SIGN PLAN - THE VILLAGE AT TOTEM LAKE
PSN16-01984



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Multi-Tenant Pad Zone

Primary Identity - Freeway View Zone

Sign Height Requirements:

Letters Single Line: 2'6" Max cap height

Letters Stacked: 6' Max cap height

OR: Not to exceed 75% of the height of Perceived sign band, whichever is smaller

Max sign width:

Not to exceed 75% of the width of perceived sign band

- Perceived Sign Band
- 75% of Perceived Sign Band



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Upper Level Tenant Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 2 sqft/linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3

Illumination Permitted: Halo Illumination, Individual letters with external illumination, Internally illuminated push-through white acrylic letters, Face illuminated letters, Neon illumination, Bulb illumination, Non-illuminated
Wall Mounted - Area not to exceed 75% of perceived sign band. In no case shall the sign(s) cap height exceed a maximum height of three (3) feet for a single line of copy or six (6) feet for stacked copy.

2. Secondary Signage

a. **BLADE SIGN - Not Allowed - Landlord will provide Directory**
NOTE: Upper level anchor tenants are permitted up to 2 blade signs per main entrance with a maximum of 10.5 sq.ft. per face.

b. **VALANCE SIGN - Not Allowed***

c. **WALL MOUNTED PLAQUE - Not Allowed***

d. **ENTRY PAVING GRAPHIC - Not Allowed***

e. **WINDOW GRAPHICS***
 Not permitted unless approved by landlord

f. **WALL GRAPHICS - Not Allowed**

g. **MENU BOARD - Not Allowed**

h. **OPERATIONAL SIGNAGE - Optional**
Max Area: 2 sq.ft.

i. **BACKDOOR SIGNAGE - Required**
Construction: Details and design provided by landlord

j. **VERTICAL MARQUEE SIGN - Optional**
Max area: 100 sq.ft. per face
Locations: Landlord approved locations only.

* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics

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 ALL SIGNS TO BE FABRICATED AND INSTALLED PER APPROVED FABRICATOR SHOP DRAWINGS.

UPPER LEVEL TENANT: TYPICAL SIGN LOCATIONS & DIMENSIONS



1 Building B
 Scale: 3/32" = 1'-0"



ATTACHMENT 3
 MASTER SIGN PLAN - THE VILLAGE AT TOTEM LAKE
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Upper Level Tenant Zone

Primary Identity - Upper Level Tenants

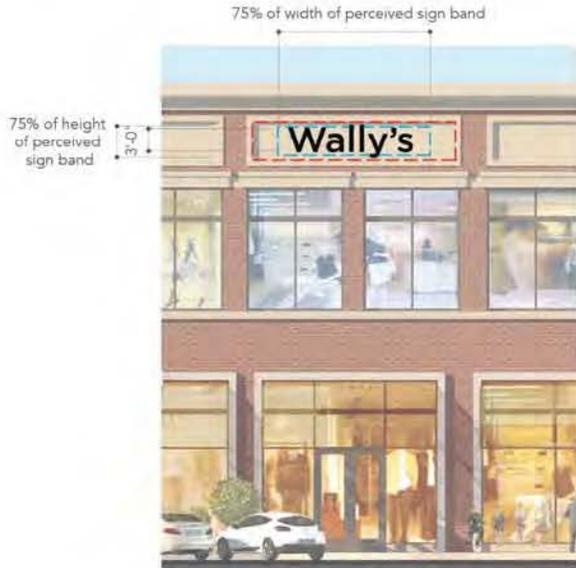
Sign Height Requirements

- Letters Single Line: 3' max cap height
- Letters Stacked: 6' max cap height
- OR: Not to exceed 75% of the height of Perceived sign band, whichever is smaller

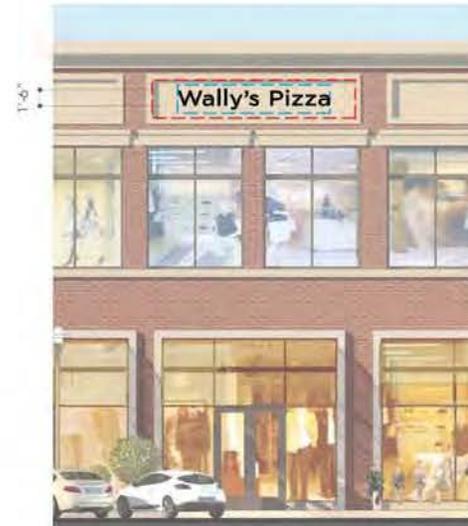
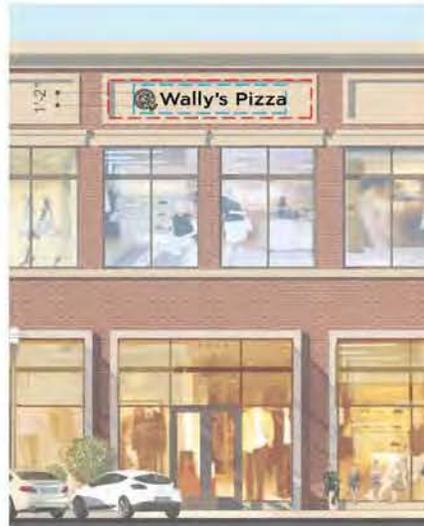
Max sign width:

Not to exceed 75% of the width of perceived sign band

- Perceived Sign Band
- 75% Of Perceived Sign Band



NOTE: In this instance, a 3' Cap height exceeds the boundaries of the dashed blue line
 This size sign would be unacceptable



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Anchor Tenant Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 2.5 sqft/linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3. However, Anchor tenants permitted one additional primary sign on main entrance facade if facade exceeds 200 linear feet
Illumination Permitted: Face illuminated letters, Neon illumination, Bulb illumination

Wall Mounted - Sign to have 4" clear space. In no case shall the sign(s) cap height exceed a maximum height of six (6) feet for a single line of copy or fourteen foot seven inches (14'-7") feet for stacked copy.

Canopy Mounted - Not to exceed 75% of the width of the canopy to which it is affixed. In no case shall the sign(s) cap height exceed a maximum height of three and a half feet (3.5) feet.

Awning Mounted - as described in Section M on sheet 10. Not to exceed 75% of the height and width of the valance.

2. Secondary Signage

a. BLADE SIGN - Required

Quantity: Max one per main entrance

Max Sign area: 7.5 sq.ft.

NOTE: Upper level anchor tenants are permitted up to 2 blade signs per main entrance with a maximum of 10.5 sq.ft. per face.

b. AWNING SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has canopy or awning mounted sign

c. WALL MOUNTED PLAQUE - Optional*

Max area: 9 sq.ft

d. ENTRY PAVING GRAPHIC - Optional*

Max area: 20 sq.ft

e. WINDOW GRAPHICS*

Not permitted unless approved by landlord

f. WALL GRAPHICS - Optional

Max area: 800 sq.ft.

Locations: Landlord approved locations only

g. MENU BOARD - Not Allowed

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN - Optional

Max area: 100 sq.ft. per face

Locations: Landlord approved locations only

* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics

ANCHOR TENANT ZONE: TYPICAL SIGN LOCATIONS & DIMENSIONS



1 Building B
 Scale: 3/32" = 1'-0"



KEY PLAN



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Anchor Tenant Zone

Primary Identity Size - Anchor Tenant

Sign Height Requirements:

Letters Single Line: 6' Max cap height

Letters Stacked: 14'-7" max cap height

All signage to have a 4" clear zone around the entire identity

- - - - Perceived Sign Band
- - - - 75% of Perceived Sign Band



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Freeway Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 2.5 sqft/linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3

Illumination Permitted: Internally illuminated push-through white acrylic letters, Face illuminated letters, Neon illumination, Bulb illumination, Non-illuminated

Wall Mounted - Area not to exceed 75% of perceived sign band. In no case shall the sign(s) cap height exceed a maximum height of three (3) feet for a single line of copy or eight (8) feet for stacked copy.

Canopy Mounted - Not to exceed 75% of the width of the canopy to which it is affixed. In no case shall the sign(s) cap height exceed a maximum height of three (3) feet.

Awning Mounted - as described in Section M on sheet 10. Not to exceed 75% of the height and width of the valance.

2. Secondary Signage

a. BLADE SIGN - Required

Quantity: One per main entrance

Max Sign area: 6 sq.ft..

b. VALANCE SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has canopy or awning mounted sign

c. WALL MOUNTED PLAQUE - Optional*

Max area: 6 sq.ft.

d. ENTRY PAVING GRAPHIC - Optional*

Max area: 20 sq.ft

e. WINDOW GRAPHICS*

Not permitted unless approved by landlord

f. WALL GRAPHICS - Not Allowed

g. MENU BOARD - Optional for restaurants only

Max Area: 4sq. ft.

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN -Optional

Max area: 100 sq.ft. per face

Locations: Landlord approved locations only.

* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics

FREEWAY ZONE: TYPICAL SIGN LOCATIONS & DIMENSIONS



1 Building C
Scale: 3/32" = 1'-0"



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Freeway Zone

Primary Identity - Freeway View Zone

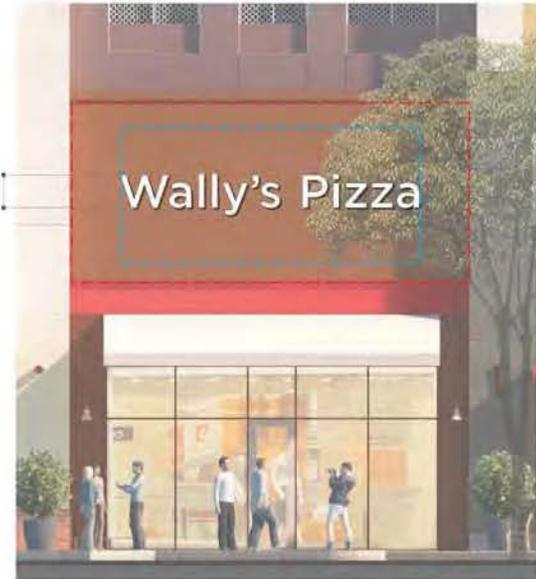
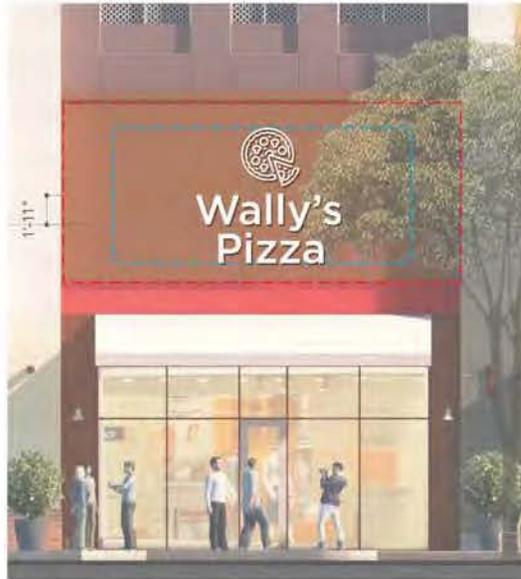
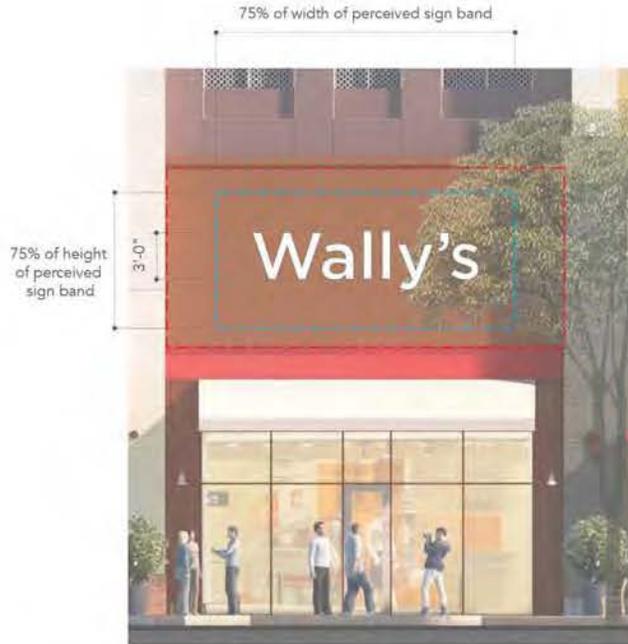
Sign Height Requirements:

- Letters Single Line:** 3' max cap height
- Letters Stacked:** 8' max cap height
- OR:** Not to exceed 75% of the height of Perceived sign band, whichever is smaller

Max sign width:

Not to exceed 75% of the width of perceived sign band

- Perceived Sign Band
- 75% of Perceived Sign Band



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Pavilions Zone

A. PERMITTED SIGN TYPES AND PARAMETERS

Max Sign Area: 2 sqft/linear foot of frontage

1. Primary Identity - Required

Quantity: Max 3

Max sign height:

Illumination Permitted: Face illuminated letters, Neon illumination, Bulb illumination, Non-illuminated

Wall Mounted - Area not to exceed 75% of perceived sign band. In no case shall the sign(s) cap height exceed a maximum height of two (2) feet for a single line of copy or four (4) feet for stacked copy.

2. Secondary Signage

a. BLADE SIGN - Required

Quantity: One per main entrance

Max Sign area: 6 sq.ft.

b. VALANCE SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has canopy or awning mounted sign.

c. WALL MOUNTED PLAQUE - Optional*

Max area: 6 sq.ft.

d. ENTRY PAVING GRAPHIC - Not Allowed*

e. WINDOW GRAPHICS*

Not permitted unless approved by landlord

f. WALL GRAPHICS - Optional

Max area: 200 sq.ft.

Locations: Landlord approved locations only

g. MENU BOARD - Optional for restaurants only

Max Area: 4 sq. ft.

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

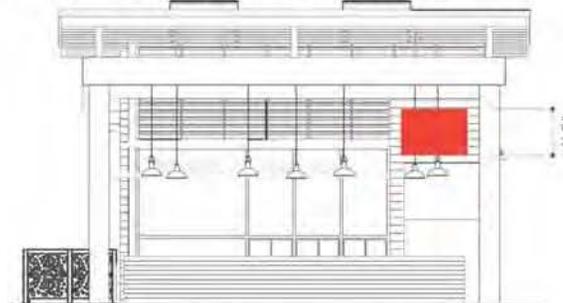
i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN - Not Allowed

* If permitted, tenant is allowed to choose up to 2 from the following four sign types: Valance Sign, Wall Mounted Plaque, Entry Paving Graphics, Window Graphics

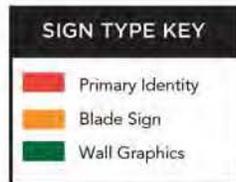
PAVILIONS ZONE: TYPICAL SIGN LOCATIONS & DIMENSIONS



1 Pavilion - South Elevation
 Scale: 1/8" = 1'-0"



2 Pavilion West Elevation
 Scale: 1/8" = 1'-0"



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RESIDENTIAL SIGNAGE

A. PERMITTED SIGN TYPES AND PARAMETERS

1. Building Mounted Primary Identity - Required

Quantity: Max 1 per facade up to 3 total

a. Horizontal Orientation

Max sign height:

SINGLE LINE: 4' cap height

STACKED: 8' total

AND: minimum 5" clear space around the sign

Max sign width: Not to exceed twenty (20) feet in width.

Max sign area: Not to exceed 100 sq.ft.

b. Vertical Orientation

Max sign height: Not to exceed twenty (20) feet.

AND: minimum 5" clear space around the sign

Max sign width: Not to exceed five (5) feet in width.

Max sign area: Not to exceed 100 sq.ft.

c. Illumination Permitted: Neon illumination, bulb illumination, Face Illuminated Letters

d. Mounting: Wall

In lieu of a traditional wall mounted identity sign, the tenant is permitted to submit a vertical marquee sign to be mounted off of the corner of the building. If the tenant pursues this identity option the tenant must follow the constraints below:

Residential Vertical Building Mounted Sign

1. The sign is not allowed to exceed twenty (20) feet in height or five (5) feet in width.
2. The sign shall not exceed 100 sq.ft. per face.
3. The sign cannot project more than 5'5" off the facade of the building
4. Illumination Permitted: Open Face Channel Letter with neon or bulb illumination, Push through white acrylic letters
5. See Vertical Marquee on pg. 8 for construction requirements.

See diagrams to the right and following page for potential signage locations.



1 Building C - South Elevation
Scale: 1/16" = 1'-0"



2 Building C - West Elevation
Scale: 1/16" = 1'-0"

SIGN TYPE KEY

- Proposed Identity Location
- Alternate Identity Locations

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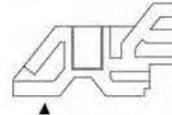
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RESIDENTIAL SIGNAGE

Examples of Residential Signage Locations



1 Building C - South Elevation
Scale: 1/16" = 1'-0"



2 Building C - West Elevation
Scale: 1/16" = 1'-0"



| SIGN TYPE KEY | |
|---------------|------------------------------|
| | Proposed Identity Location |
| | Alternate Identity Locations |



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RESIDENTIAL SIGNAGE



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2. Ground Level Entrance Identity - Required

Quantity: Max 1 tenant identity per residential entrance

a. RESIDENTIAL IDENTITY SIGN

Illumination Permitted: Internally illuminated push through white acrylic; Externally illuminated individual letters, neon illumination, bulb illumination, face illuminated, halo illumination, non-illuminated

Wall Mounted - Area not to exceed 75% of perceived sign band. See General Guidelines Section E. In no case shall the sign(s) exceed a maximum height of three (3) feet for a single line of copy or six (6) feet for stacked copy.

Canopy Mounted - Not to exceed 75% of the width of the canopy to which it is affixed. Described in Section L on sheet 10. In no case shall the sign(s) exceed a maximum height of two and a half (2.5) feet.

Awning Mounted - as described in Section M on sheet 10. Not to exceed 75% of the height and width of the valance.

2. Secondary Signage

a. BLADE SIGN - Required

Quantity: One per entrance

Max Sign area: 6 sq.ft.

b. VALANCE SIGN - Optional*

Max Letter & logo height: 8"

Not Allowed if tenant has canopy or awning mounted sign

c. WALL MOUNTED PLAQUE - Optional*

Max area: 6 sq.ft

d. ENTRY PAVING GRAPHIC - Optional*

Max area: 20 sq.ft

e. WINDOW GRAPHICS*

Not permitted unless approved by landlord

f. WALL GRAPHICS - Not Allowed

g. MENU BOARD - Not Allowed

h. OPERATIONAL SIGNAGE - Optional

Max Area: 2 sq.ft.

i. BACKDOOR SIGNAGE - Required

Construction: Details and design provided by landlord

j. VERTICAL MARQUEE SIGN - Not Allowed

* If permitted, tenant is allowed to choose up to two (2) sign types from the following list: valance sign, wall mounted plaque, entry paving graphics, window graphics. Note tenants with a canopy or awning sign are not permitted to have a valance sign.



1 Building C - East Elevation
 Scale: 1/8" = 1'-0"

SIGN TYPE KEY

| | |
|--|------------------|
| | Primary Identity |
| | Blade Sign |

EST. 2015

 THE VILLAGE
 AT TOTEM LAKE

PACKAGE NOTES:
 - All drawings and written materials appearing herein constitute original and unpublished work of Redwood Schwartz Mark Design Inc. and they will be used or disclosed without written consent of Redwood Schwartz Mark Design Inc.
 - All drawings must comply with specifications noted at the beginning of this package.

| REVISION | DATE |
|---------------|--------|
| City Document | 160424 |
| City Document | 160718 |
| City TC | 170206 |
| City TC | 170725 |
| City TC | 170828 |
| Revisions | 170911 |
| Revised | 170919 |
| Revised | 171026 |
| Revised | 171117 |
| Revised | 171211 |
| Revised | 171215 |
| Revised | 180104 |
| Revised | 180125 |
| - | - |

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