

Crossings at El Dorado

REVISED 3-31-2025

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Alpha Architectural
Signs & Lighting

A Division of IEC services

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Introduction to Sign Criteria

Crossings at El Dorado

INTRODUCTION

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

Performance of this sign criteria shall be strictly enforced and any nonconforming sign shall be removed by the tenant or his sign contractor at their expense, upon demand by the Landlord.

Exceptions to these standards shall not be permitted without approval from the Landlord and will require approval of a modification to the sign program application by the County.

Accordingly, the Landlord will retain full rights of approval for any sign used in the center.

No sign shall be installed without the written Landlord approval and the required County permits.

LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to for written approval, three (3) copies of the detailed shop drawings of this proposed sign, indicating conformance with the sign criteria herein outlined.
2. The Landlord shall determine and approve the availability and position of a Tenant name on any monument or pylon signs. Tenant will be responsible for lettering of designated monument face.
3. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
4. The Tenant shall obtain all necessary permits.
5. The Tenant shall be responsible for fulfillment of all requirements of this sign criteria.
6. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
7. Should a sign be removed, it is the Tenant's responsibility for such removal and to patch and paint surface to match the existing color, and restore surface to original condition.



SIGN CRITERIA

**TYPE 1 TENANT
UNDER 10,000 SQFT
MAX ALL SIGNAGE 50 SQFT**

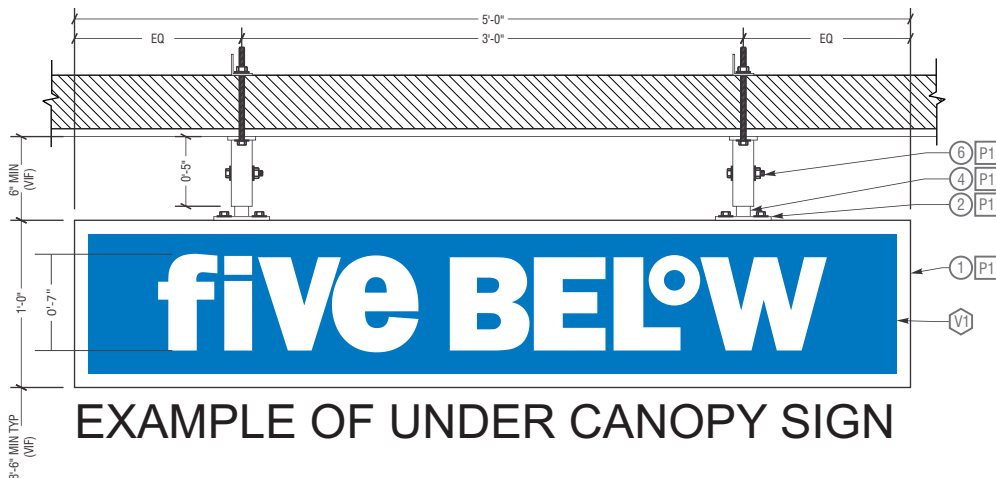
TYPE 2 TENANTS
10,000 SQFT - 25,000 SQFT
MAX WALL SIGNAGE 75 SQFT

**TYPE 3 TENANTS
GREATER THAN 25,000 SQFT
MAX WALL SIGNAGE 100 SQFT**

***ALL 3 TYPES ARE ALLOWED TO EXCEED MAXIMUM AREA BY 20% SUBJECT TO APPROVAL**

EXAMPLE

COLORED
BACKGROUNDS ARE NOT
INCLUDED IN SIGN AREA
THIS SPACE IS UNDER 10,000 SQFT
LETTERS ARE 36" TALL X 240" =60 SQFT
THIS IS 50 SQFT + 20% OVERAGE ALLOWANCE



MAXIMUM NUMBER OF ATTACHED SIGNS
1 WALL SIGN PER FRONTAGE
1 UNDER CANOPY SIGN PER FRONTAGE

SPECIFICATIONS

CONSTRUCTION: Plex faced channels
3" to 5" in dept is allowable

ILLUMINATION: No 'halo' lit letters. Day-Night letters acceptable. LED acceptable. (see page 6)

COPY: Tenant name and/or logo

HEIGHT: 60" SINGLE LINE COPY 72" STACKED COPY AND A MAXIMUM OF A 60" LOGO

LENGTH: 75% of adjacent surface

MAXIMUM SQFT OF SIGNAGE BASED ON LEASED FRONTAGE

TYPEFACE: Custom logo and type OK.

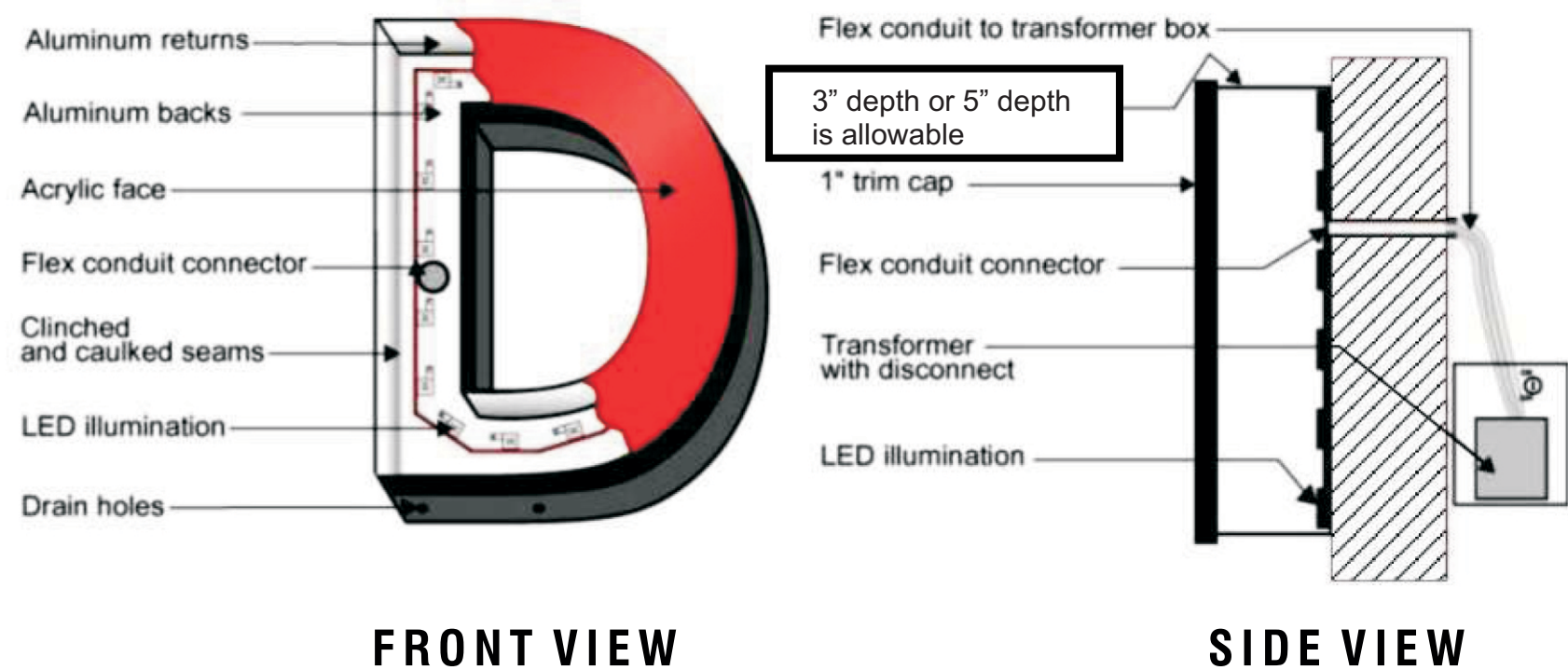
COLORS: Custom Colors OK

UNDER CANOPY SIGNS

ALL TENANTS ARE ALLOWED
AT PROPERTY OWNERS
DISCRETION 1 EA.
NON ILLUMINATED
UNDER CANOPY
BLADE SIGN THAT DOES
NOT EXCEED 6SQFT

S I G N C R I T E R I A

SIGN CONSTRUCTION



FRONT VIEW

SIDE VIEW

Illuminated ACRYLIC FACED CHANNELS with THROUGH FACE ILLUMINATION.

Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish.

Faces: Use any color translucent acrylic with black trim cap, unless approved otherwise.

LED Illumination.

Paint aluminum channel any color, as per landlord approval.

S I G N C R I T E R I A

PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard:
No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse traffic.
2. Signs painted directly on a building surface will not be permitted.
3. Signs in Proximity to Utility Lines:
Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.
4. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line.
5. There shall be no signs that are flashing, moving or audible.
6. No sign shall project above or below the sign-able area. The sign-able area is defined in the attached exhibit for tenants.
7. Vehicle Signs:
Signs on or affixed to trucks, automobiles, trailers, or other vehicles which are used for advertising, identity, or provide direction to a specific use or activity not related to its lawful activity are prohibited. (i.e. Delivery trucks with tenant signage is OK)
8. Light Bulb Strings:
External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited. An exception may be granted by the Landlord when the display is an integral part of the design character of the activity to which it relates.

9. Banners, Pennants & Balloons Used for Advertising Purposes:
temporary flags, banners, or pennants, or a combination of same constituting an architectural feature which is an integral part of the design character of a project may be permitted subject to Municipal Code requirements, Landlord's, and County approval.
10. Billboard Signs are not permitted.
11. The use of permanent "sale" signs are prohibited. The temporary use of these signs are limited to a thirty-day period and is restricted to signs affixed to the interior of windows which do not occupy more than 20% of the window area. Each business is permitted a total of not more than ninety (90) days of temporary window sale signs per calendar year.
12. No standard plex faced cabinet construction allowed.

ABANDONMENT OF SIGNS:

Any tenant sign left after thirty (30) days from vacating premises shall become the property of Landlord. Removal at tenant's expense.

INSPECTION:

Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all Tenant's signs and to require the Tenant to have any discrepancies and/or code violations corrected at the Tenant's expense.

MAINTENANCE:

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

**13. TEMPORARY SIGNS
ARE ALLOWABLE
AT THE DISCRETION
OF THE PROPERTY
OWNER SUCH AS
"COMING SOON"
"GRAND OPENING"
BANNERS OR
TEMPORARY CONSTRUCTION
SIGNS BUT MUST BE REMOVED
WITH IN 30 DAYS OF OPENING**

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S I G N C R I T E R I A

SHOP TENANT SIGNAGE SPECIFICATIONS:

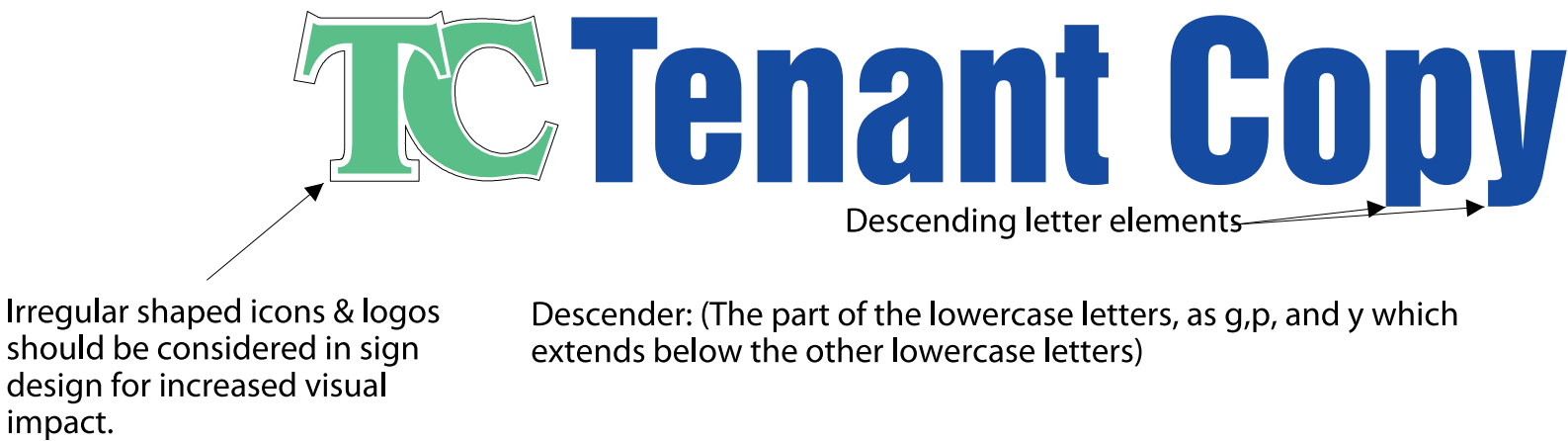
The intent of this criteria is to insure a standardized uniform style throughout the center while encouraging the creativity of typographical and iconic elements to develop interest and style. Signs must be architecturally compatible with the entire center.

In order to allow creativity and artistic designs, ascending and descending shapes will be allowed to extend beyond the envelope limits provided that the overall allocated square footage is not exceeded. In other words, these areas shall be calculated individually and added to the "boxed" area for the main sign body. (See Diagram below)

STOREFRONT SIGNAGE

The following types of construction will be allowed:

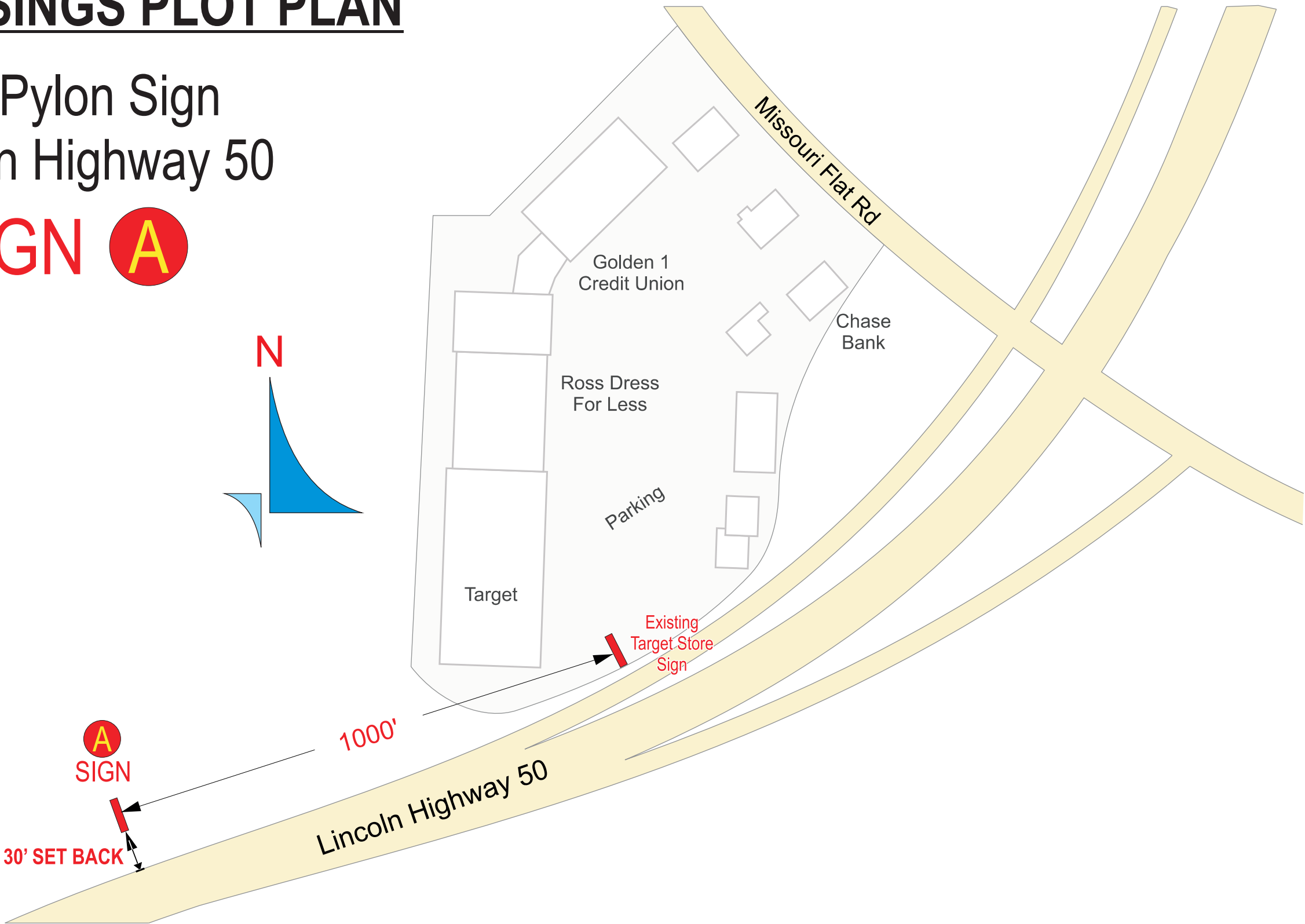
- * Acrylic face channels
- * Acrylic face icons and logos



THE CROSSINGS PLOT PLAN

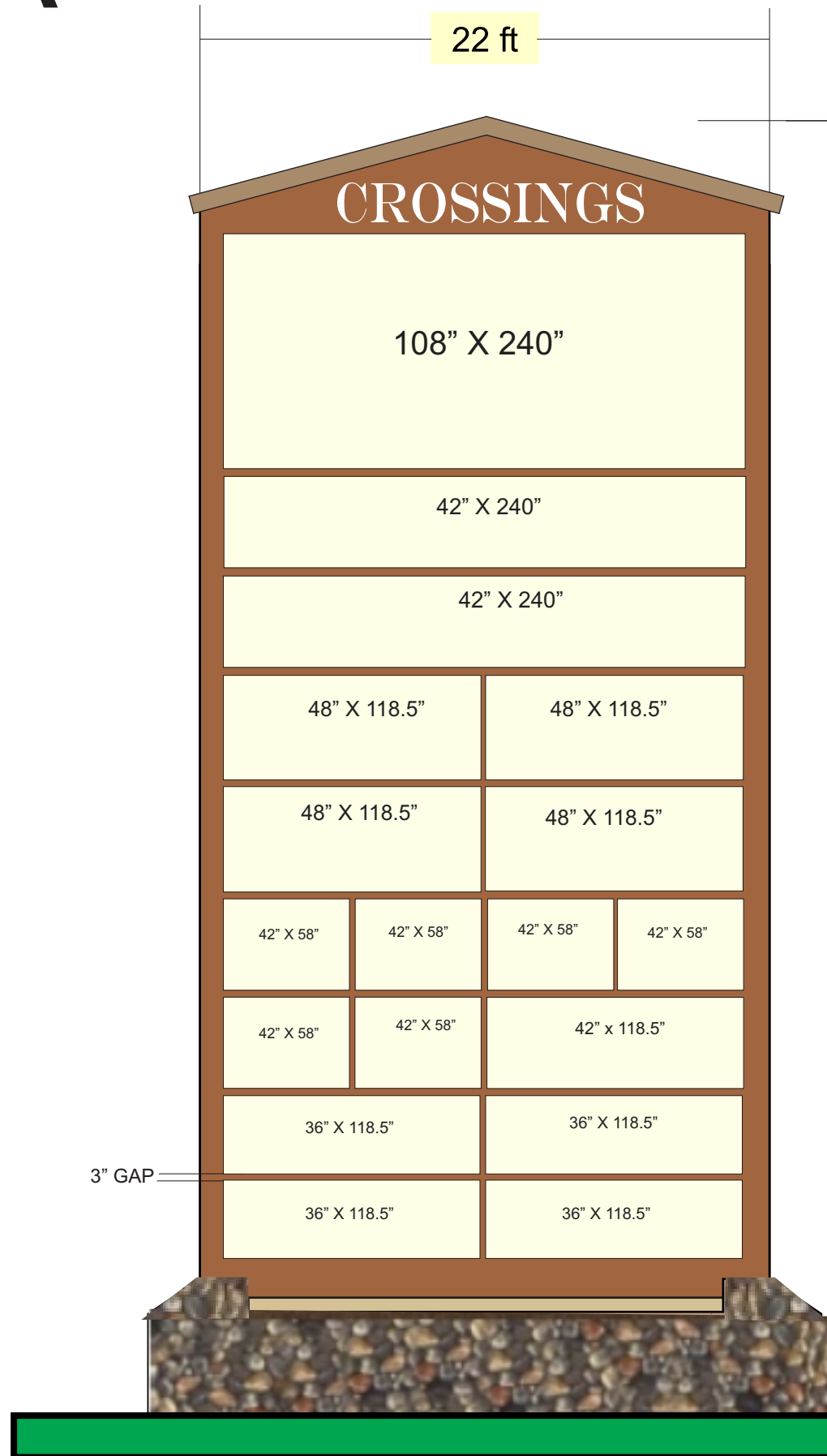
50' Pylon Sign
Lincoln Highway 50

SIGN **A**



A

LARGE PYLON SIGN



50' OAH D/F MULTI TENANT PYLON SIGN ALL FACES TO BE "SHOE BOX LID" STYLE OF CONSTRUCTION WITH 2" RETURNS

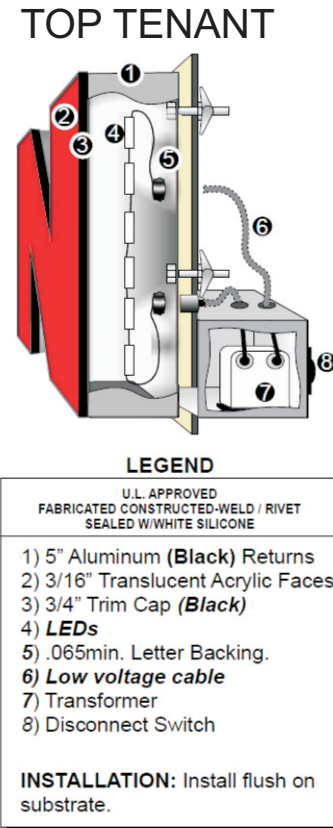
CROSSINGS
TO BE INDIVIDUAL LETTERS

TOP TENANT
108" X 240" INDIVIDUAL LETTERS / LOGO TO BE MOUNTED TO THE ALUMINUM FACE

ALL OTHER TENANTS
FACES ARE RECOMMENDED TO BE ROUTED COPY OUT BACKED UP WITH PLEX. LAYOUTS MUST BE APPROVED BY PROPERTY OWNER. OWNER HAS DISCRETION TO APPROVE OTHER METHODS OF BRANDING

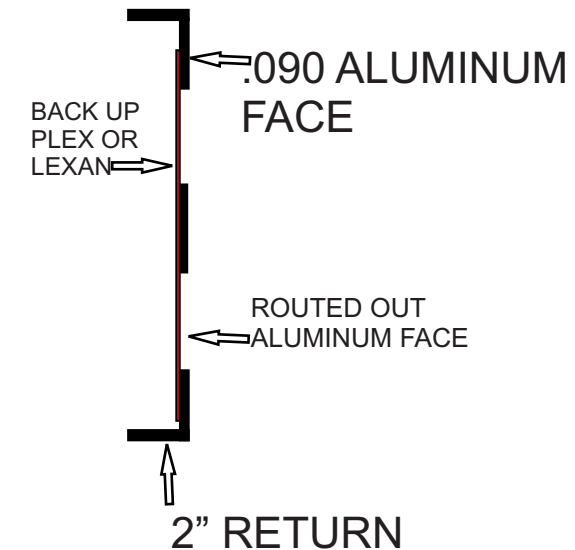
EACH TENANT IS RESPONSIBLE TO SURVEY THEIR ASSIGNED SPACE PRIOR TO PRODUCTION AND RESPONSIBLE TO REPLACE THEIR SPACE WITH A NEW BLANK FACE UPON VACATING THEIR SPACE.

50' oah

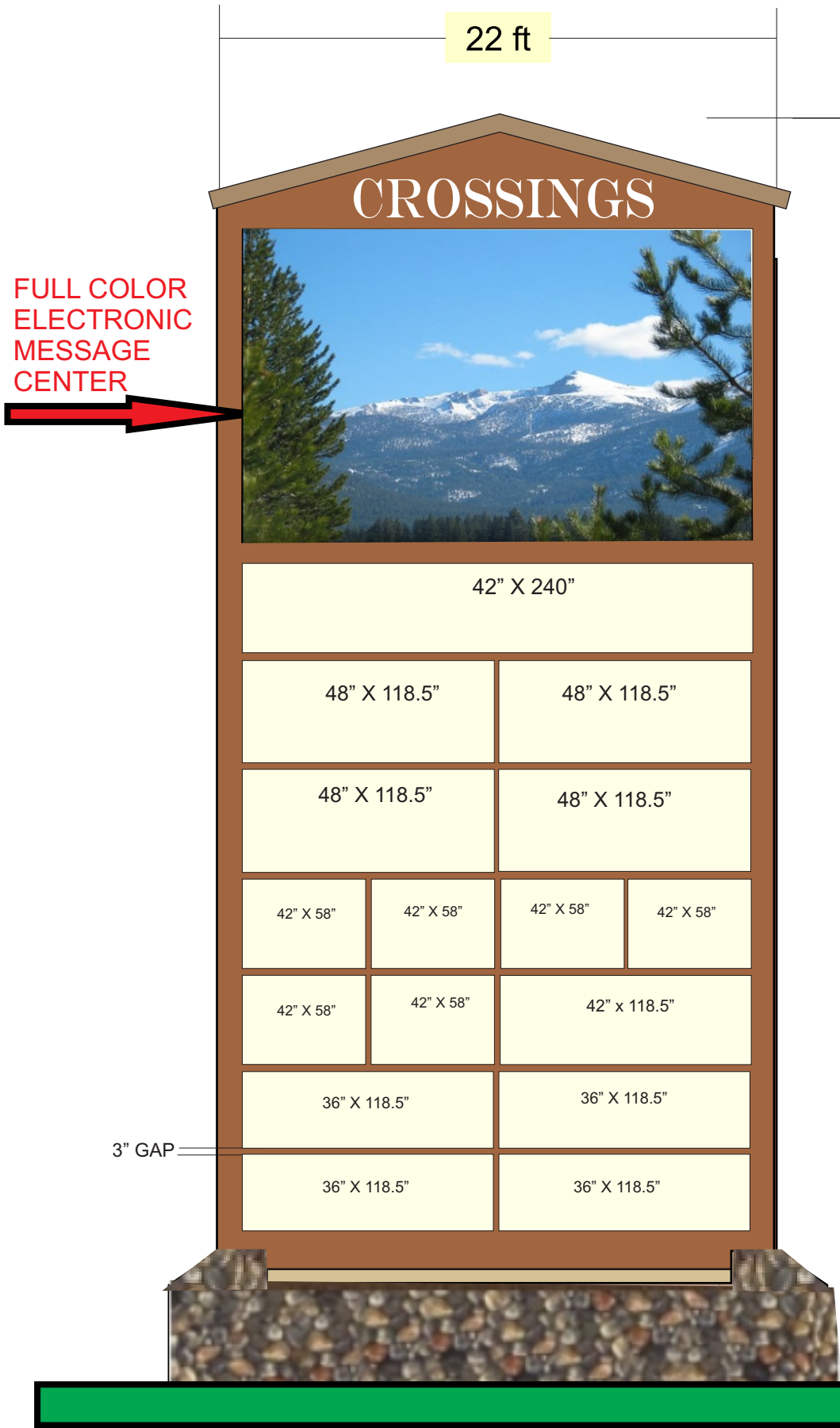


ALL OTHER SPACES

SHOE BOX LID METHOD



LARGE PYLON SIGN



OPTION B

50' OAH D/F MULTI TENANT PYLON SIGN ALL FACES TO BE "SHOE BOX LID" STYLE OF CONSTRUCTION WITH 2" RETURNS

CROSSINGS
TO BE INDIVIDUAL LETTERS

TOP TENANT
12' X 18' FULL COLOR EMC UNIT.

ALL OTHER TENANTS
FACES ARE RECOMMENDED TO BE ROUTED COPY OUT BACKED UP WITH PLEX.
LAYOUTS MUST BE APPROVED BY PROPERTY OWNER. OWNER HAS DISCRETION

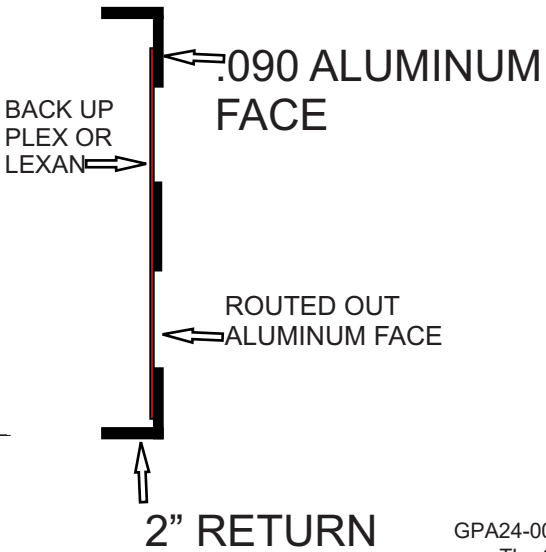
TO APPROVE OTHER METHODS OF BRANDING

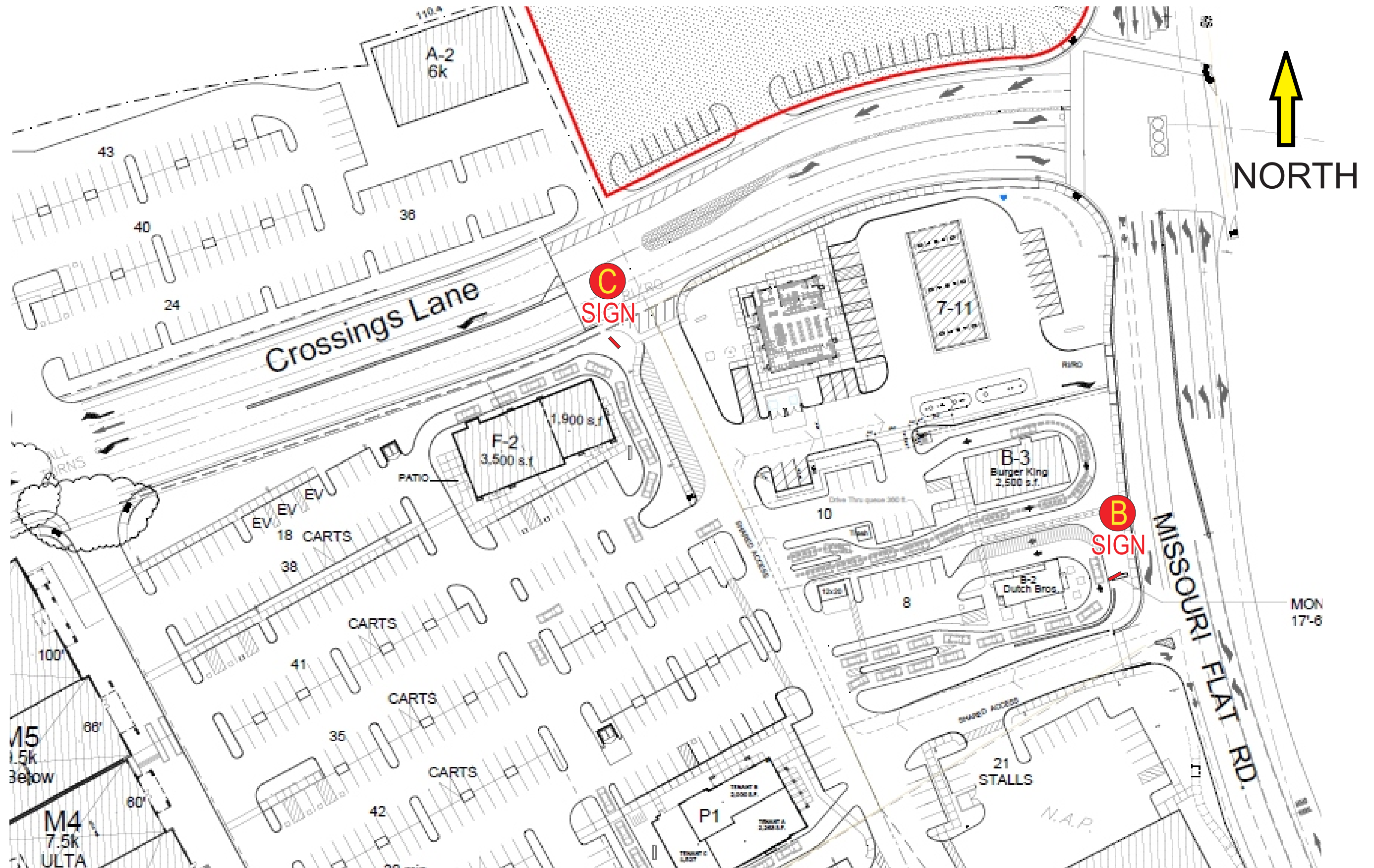
EACH TENANT IS RESPONSIBLE TO SURVEY THEIR ASSIGNED SPACE
PRIOR TO PRODUCTION AND RESPONSIBLE TO REPLACE THEIR SPACE
WITH A NEW BLANK FACE UPON VACATING THEIR SPACE.

50' oah

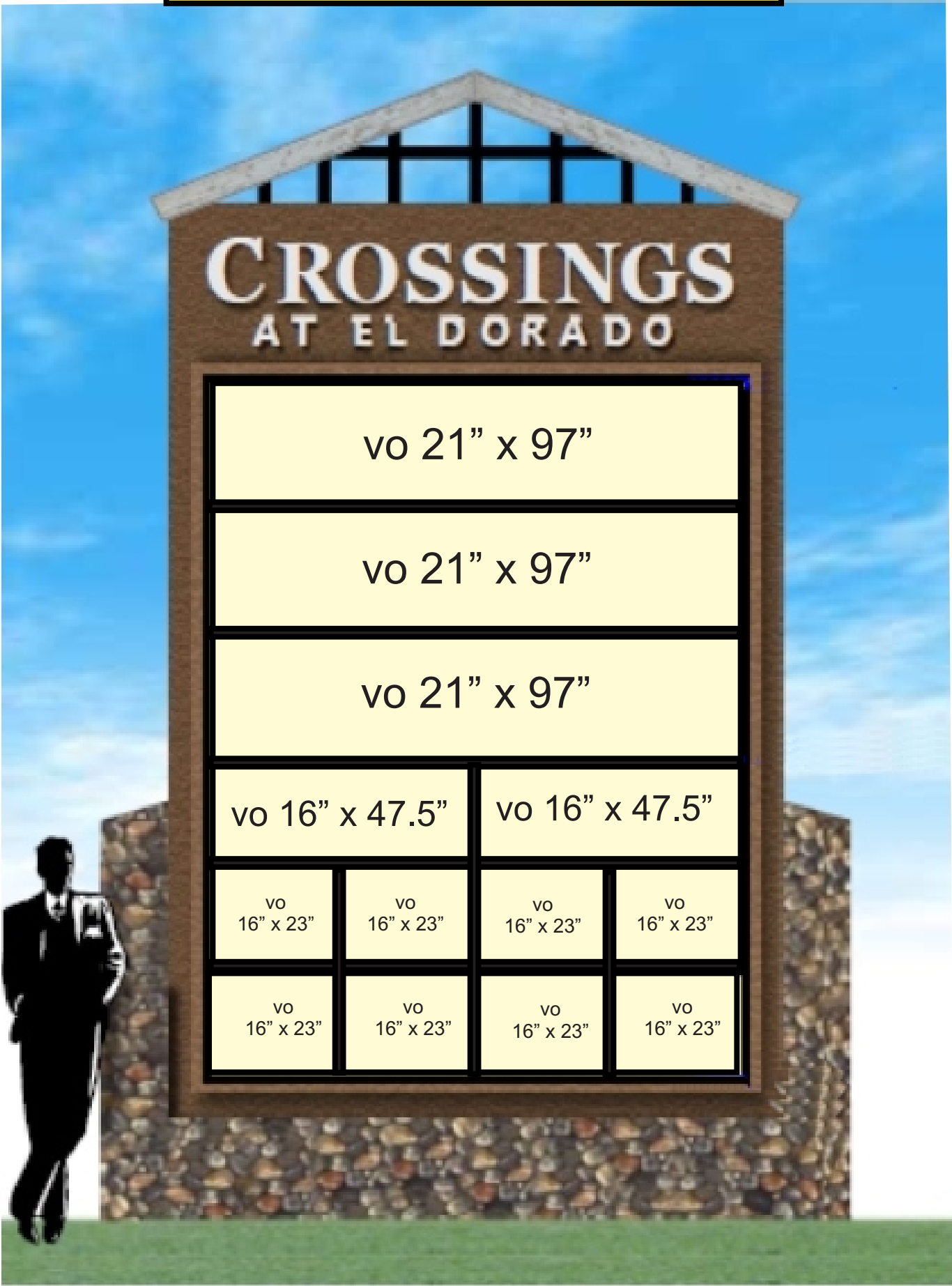
OPTION B
PRE APPROVAL ON FUTURE
RETROFIT ALLOWING OWNERS
REMOVE THE TOP TENANT PANEL
AND RETROFIT TO A FULL COLOR
EMC FOR ON SITE ADVERTISING
ONLY

ALL OTHER SPACES
SHOE BOX LID
METHOD





MONUMENT SIGNS B&C
SIGN BODY 9' WIDE



MONUMENT SIGNS
ALL ALUMINUM CONSTURCTION
WITH MEDIUM TEX COATED FINISH

CROSSINGS AT EL DORADO TO BE ROUTED OUT COPY WITH
½" PUSH THRU COPY

ALL TENANTS TO BE .080 ALUMINUM ROUTED OUT COPY BACKED UP
WITH PLEX OR LEXAN

ALL LAYOUTS TO BE APPROVED BY PROPERTY OWNER
ALL TENANTS ARE REQUIRED TO INSTALL NEW BLANK
FACES WHEN VACATING THEIR SPACE

17' OAH



S I G N C R I T E R I A

GENERAL SIGN CONSTRUCTION REQUIREMENTS:

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical will be fabricated by U.L. approved sign company, according to U.L. specifications and bear U.L. Label.
3. Sign company to be fully licensed with the City and State and shall have full Workman's Compensation and General Liability Insurance.
4. All penetrations of building exterior surfaces are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be LED, installed and labeled in accordance to U.L. specifications and bear U.L. Label.
6. Painted surfaces to have a satin finish. Only paint containing acrylic polyurethane products may be used.
7. Logo and letter heights shall be as specified and shall be determined by measuring the normal capital letter of a type front exclusive of swashes, ascenders, and descenders.
8. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject any fabrication work deemed to below standard.
9. All lighting must match the exact specification of the approved working drawings. No exposed conduits or raceways will be allowed.

10. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
11. Color coatings shall exactly match the colors specified on the approved plans.
12. Joining of materials (e.g., seams) shall be finished in 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, filled, and finished so as to be unnoticeable.
13. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
15. Exposed junction boxes, lamps, tubing or LED crossovers of any type are not permitted.
16. All conduits, etc....installed on wall, corrugated metal and/or back of parapets to be painted a specific color to be obtained from the architect.
17. **TENANT MUST USE AN APPROVED SIGN INSTALLER. INSTALLER MUST PROVIDE A CERTIFICATE OF INSURANCE TO PROPERTY OWNER PRIOR TO INSTALLING ALL SIGNS. TENANT MUST OBTAIN A SIGN PERMIT PRIOR TO INSTALLING SIGN. CURRENTLY APPROVED SIGNS INSTALLATION COMPANIES**
***ALPHA ARCHITECTURAL SIGNS & LIGHTING (916)379-0225**
***VIXXO CORPORATION (844) 468-4996**



42” TALL WALL X 30’ LONG 14” DEEP WITH 11” TALL LETTERS 201” long letters= 15.913 sqft



Title 130 - Article 3

Site Planning and Project Design Standards

Table 130.36.070.1d - Community Region Area Signage Standards for Permanent On-Site Signs

Zone District	Allowed Signs and Development Standards in Community Regions	
	Building-Attached	Freestanding
Miscellaneous Zone Districts		
TPZ	Not allowed	2 non-illuminated signs per parcel: ➤ 32 sf max area each, 12 ft max height
RF (-H or -L)	1 or more signs not exceeding a combined total of 50 sf per structure; Roofline is max height	1 non-illuminated sign per parcel: ➤ 16 sf max area, 12 ft max height
OS, TC	Not allowed	Not allowed

**ROCK WALL ON RADIOUS TO MATCH CORNER OF PROPERTY
WITH NON ILLUMINATED ½” THICK LETTERS
MONUMENT SIGN ILLUMINATED EXTERNALLY
WITH GROUND LIGHTING
*EXACT STONE AND COLOR OF LETTERS TBD**