



## Safeway Hercules | Master Sign Program

Corner of San Pablo Avenue & Sycamore Avenue  
Hercules, California 94547

Rev. April 24, 2018

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## Project Description

"The buildings reflect an industrial style and forms that respond to the unique history of Hercules as well as providing an urban statement. The Safeway entry has a dramatic angled shed roof accentuating the facade, with a strong glass expression and includes a combination of brick, plaster, and composite siding. The other buildings respect and enhance the architectural theme. Varied landscaping and pedestrian amenities, such as the outdoor seating area at Safeway, further enhance the pedestrian experience" [Johnson Lyman Architects]



Contact List

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Introduction

The establishment of this Master Sign Program (MSP) is to compliment and enhance the appearance of the building and the integrity of the architectural design. The objective is to encourage high quality and unique signage, which is an integral part of the architecture of the building using a consistent and uniform sign standard, and to maintain the aesthetic quality of the property along with the community standards of the City of Hercules. The intent of this MSP is to insure that tenant signage on this property is designed and executed in a manner which will achieve these objectives while providing appropriate identification of Tenant’s businesses, including incorporation of corporate identification where applicable. The design of all graphics will be carefully considered in relation to the site architecture and landscaping, as well as to the specific context of the location within the project. In cases not covered by The Hercules Master Sign Program the prevailing criteria found within the City of Hercules Municipal Code shall prevail.

Submittal & Approval Process

1. Submittal to Landlord
- Prior to sign fabrication and application for City approval of permits, each Tenant shall submit to the Landlord for approval at least three (3) complete sets of detailed design and shop drawings including the following:
- a. Elevation of storefront illustrating the proposed sign design and all dimensions as they relate to the storefront elevation of Tenant’s premises; Fully dimensioned and scaled shop drawings. Sign elevation must be rendered in color and must specify exact dimensions (including line spacing), copy, layout, materials, colors, method of attachment, illumination, electrical and all other details pertinent to the sign construction, as well as all sign area square footage calculation(s) in compliance with this criteria.

b. Sign section detail through the letter and/or logo shall show the dimensioned projection of the face of the letter and/or logo and method / specification of illumination. Letters and/or logo sign details must be accurately dimensioned including line spacing.

c. Approval or disapproval of sign submittal shall remain the sole right of the Landlord or his chosen representative. If submittal are disapproved, then Tenants must submit revised plans until Landlord’s approval is obtained.

2. City Submittal
- A full set of final plans must be approved and stamped by the Landlord prior to permit application or sign fabrication. Following Landlord’s approval of the proposed signage, Tenant or his agent must submit an application to the City for all permits for fabrication and installation by a licensed and bonded sign contractor.
- a. Each Tenant shall be responsible for the fulfillment of all requirements of these Criteria and of government agencies with jurisdiction and approved specifications.

b. All City coordination with respect to approvals and permits for signs and their installation shall be obtained by the Tenant or his/her Representative, at his/her sole expense.

c. Any changes requested by the City regarding design or intent must be also cleared by Landlord before submittal to City.

d. The Landlord has final approval for design and content of tenant signage in accordance with the City Sign Regulations or Zoning Ordinance.
3. Approval and Commencement
- Tenant and his sign contractor shall not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:
- a. A stamped set of final drawings reflecting the Landlord’s and the City’s approval shall be obtained from each party.

b. The Landlord must receive the sign installer’s and/or sign company’s Certificate of Insurance and Business License.

c. The Landlord must receive and approve the sign installer’s and/or sign company’s schedule for installation of signage.
4. Modifications
- In the event Tenant wishes to change its exterior sign anytime during the term of its lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to the criteria for the property after the execution of its lease agreement.

Sign Construction Conditions

- 1. All electrical signs shall be UL compliant and carry the certified and registered UL label affixed to sign cabinet in a place where it is visible at pedestrian level.
- 2. The sign contractor shall be responsible for the fulfillment of all the requirements and specifications, completing the installation in a workman-like manner, and cleaning up, patching and painting any surfaces damaged by the installation to original building specifications.
- 3. All sign fabrication work shall be of excellent quality. All logo images and type styles shall be accurately reproduced. Lettering that approximates type styles shall not be acceptable. Landlord reserves the right to reject any fabrication work deemed to be below standard or misrepresents approved drawing designs.
- 4. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.
- 5. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free of dust, ripples, weld marks, orange peel, drips and runs, and shall have uniform surfaces conforming to the highest standards of the industry.
- 6. All signage with concealed lighting shall be appropriately sealed with no visible light leaks.
- 7. All electrical devices, raceways and conduits must be concealed and/or located within the Tenant’s space.
- 8. Mounting pins and brackets must be as streamlined and painted to match the adjacent building or sign, where applicable.
- 9. Fasteners and attachment connection must be concealed.
- 10. Manufacturers’ identification labels and UL labels should be in a inconspicuous location.
- 11. All metals to be painted with the highest quality automotive polyurethane paint, unless otherwise specified. Tenant’s sign contractor is required to specify and execute a sign painting application that yields the longest life with the least likelihood of paint fading and peeling. Paint must withstand exterior weather conditions, and be sprayed to a smooth finish, not brushed on.
- 12. Landlord reserves the right to disapprove designs which are deemed offensive by community standards, are non-conforming to sign standards as outlined in this document, or deemed not demonstrating adequate design proficiency by landlord.
- 13. Upon termination of the Lease, the tenant shall leave the facade wall, awning, glazing or hanging sign in good condition. Without limitation, the tenant shall be specifically required in a workman like manner to all remove installed signage, fill all holes, and terminate all electrical wiring per prevailing codes. At the Landlord discretion, the tenant is required to restore a consistent look and color to match the surrounding facade. The tenant is required at its sole cost and expense to replace all store frontage glass areas that can not be fully restored.

Approved Sign Types & Definitions

Approved sign types are outlined here to provide guidance and expectations to tenant exterior building signage. Approved types may be combined with each other as a method of design and creativity is strongly encouraged. Design approval by Landlord/City is conditional and is based on merit of design, workmanship/materials, size and placement.

- 1. Illuminated Pan Channel Letters/Logos  
Pan channel construction is defined as fabricated dimensional signs that have translucent backs. Signs are internally illuminated with LEDs.
- 2. Halo Illuminated Reverse Pan Channel Letters/Logos  
Reverse pan channel construction is defined as fabricated dimensional signs with solid, opaque faces and returns, typically fabricated aluminum. Signs are pegged off of wall with metal standoffs creating space between sign back and fascia surface. Signs are internally illuminated, typically with shielded LEDs which emanates from sign backs onto wall surface, creating a silhouetted graphic with halo lighting reflecting onto the wall surface behind it.
- 3. Window Signs  
Tenants are allowed vinyl film window graphics on lower windows, doors and sidelight glass glazing, but are limited to up to 25% of the specific window area for graphics. Window graphics are not allowed on the upper windows, above the transom structure. Window graphics should only contain business name, secondary copy pertaining to business services, hours of operation or just graphics. Business name / logo may be allowed to span across adjacent windows as necessary. No sales events or messages not pertaining to business name or services will be allowed. Landlord reserves the right to review content and design prior to application.
- 4. Temporary / Promotional Sign / Contactor Sign  
A contractor’s sign is a temporary sign erected during the construction phase of a project only and shall comply as follows.
  - a. Maximum Number 4 per project.
  - b. Maximum height 8ft.
  - c. Maximum Area 32 SF.
  - d. 15ft. Setback from property line; 300 ft from other authorized Temporary Contractor signs.

Prohibited Sign Types

- 1. Signs using flashers, scintillating / chasing bulbs or moving elements.
- 2. Blimps or Balloons. Tethered aerial devices for advertising.
- 3. Painted Signs. Signs or advertising painted on any exterior tenant wall.
- 4. Signs Extending Above Fascia. Signs that extend past the top edge of tenant’s designated fascia area.
- 5. “Box” signs with the tenants name as the prominent feature.
- 6. Changeable Letter Boards.
- 7. Signs displaying LED screens with changeable graphics / copy are not allowed on the tenant frontage or visible through the exterior window glazing.
- 8. A-frame type signs, flags, banners, and ground-mounted signs, except as otherwise expressly provided for in the master sign program.



Face Illuminated Pan Channel Letters / Logo



Halo Illuminated Reverse Pan Channel Letters / Logo



Window Signs

Major 1 Sign Specifications

Total Allowable Sign Area 1:1

1. 1 SF of sign area per 1 lineal foot of tenant leased width, per elevation.
2. Overall sign length and height not to exceed 85% of the designated sign area. The designated sign area to be determined by key architectural elements or as indicated on the elevations.
3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
4. Ascenders or descenders not applicable to letter height and area calculations
5. Power supplies / transformers to be located inside hidden raceway
6. Construction methods to comply with U.L. Electrical and local/state building code standards.
7. Safeway (S1)

a. Halo Illuminated letters. 3" Deep fabricated aluminum returns and aluminum faces painted black, satin finish. Offset 1/8" aluminum "backer" panel painted white, satin finish. Clear lexan letters backs. White LED illumination.

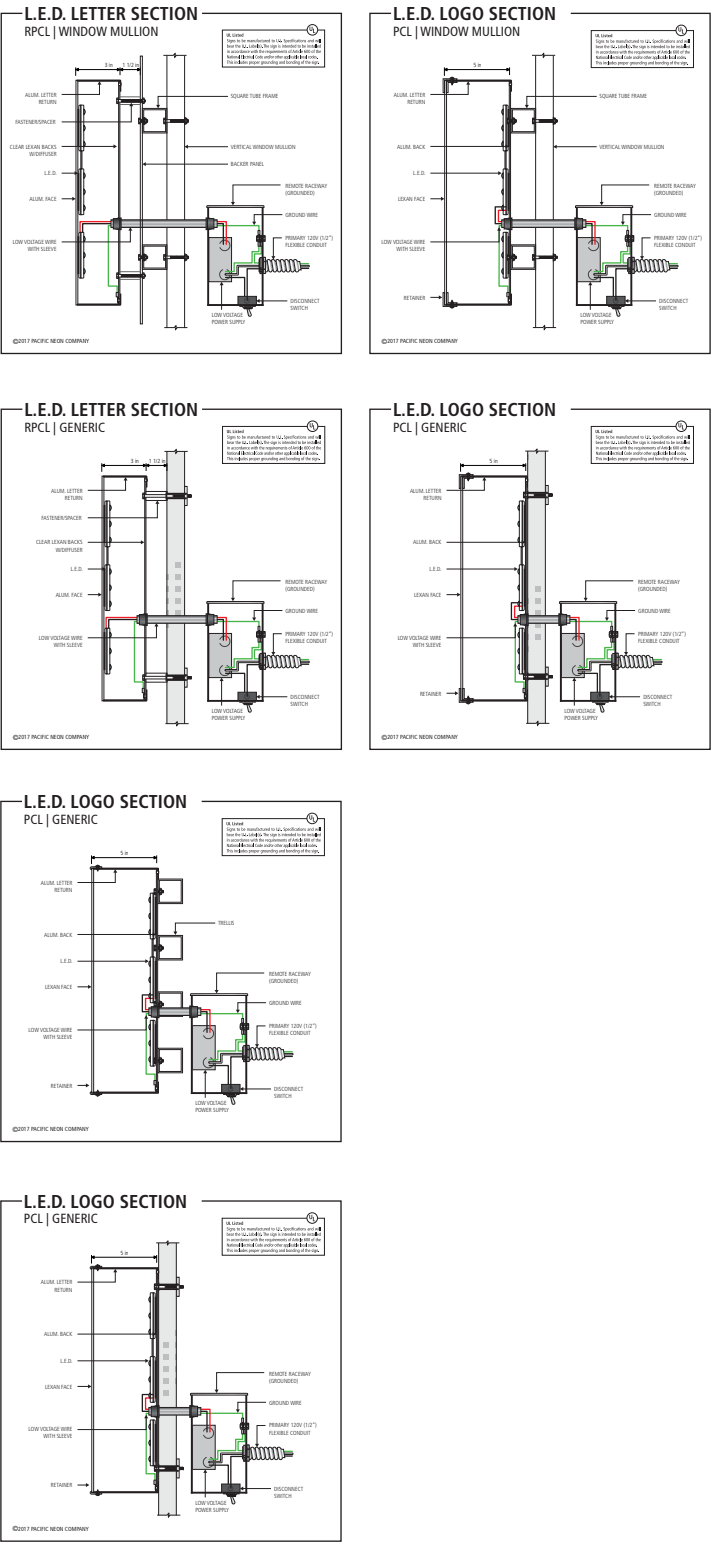
b. Face Illuminated logo. 5" Deep fabricated aluminum returns with aluminum retainers painted red, satin finish. White lexan face with applied 3M 3630-53 Cardinal Red vinyl film. White LED illumination.
8. Safeway (S2, S3, S4)

a. Halo Illuminated letters. 3" Deep fabricated aluminum returns and aluminum faces painted black, satin finish. Clear lexan letters backs. White LED illumination.

b. Face Illuminated logo. 5" Deep fabricated aluminum returns with aluminum retainers painted red, satin finish. White lexan face with applied 3M 3630-53 Cardinal Red vinyl film. White LED illumination.
9. Pharmacy

a. Face Illuminated letters. 5" Deep fabricated aluminum returns with 3/4" trimcap painted white, satin finish. White acrylic faces. White LED illumination.
10. Starbucks

a. Face Illuminated letters. 5" Deep fabricated aluminum returns. Trimcap acrylic faces with applied vinyl film. White LED illumination.



# Junior 1 “Chase” Sign Specifications

Total Allowable Sign Area 1:1

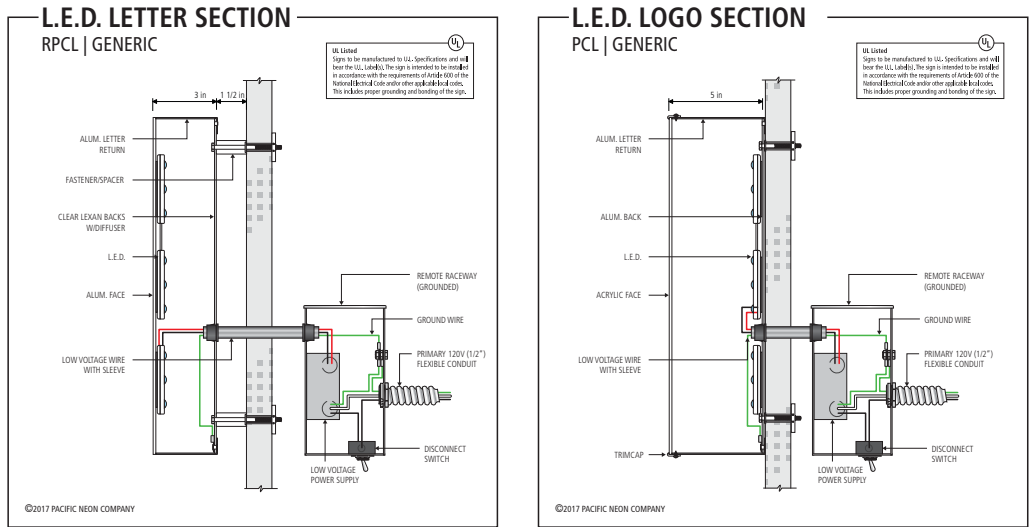
- 1. 1 SF of sign area per 1 lineal foot of tenant leased width, per elevation.
- 2. Overall sign length and height not to exceed 85% of the designated sign area. The designated sign area to be determined by key architectural elements or as indicated on the elevations.
- 3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
- 4. Ascenders or descenders not applicable to letter height and area calculations
- 5. Power supplies / transformers to be located inside hidden raceway
- 6. Construction methods to comply with U.L. Electrical and local/state building code standards.
- 7. Chase
  - a. Halo Illuminated letters. 3” Deep fabricated aluminum returns and aluminum faces painted black, satin finish. Clear lexan letters backs. White LED illumination.
  - b. Face Illuminated logo. 5” Deep fabricated aluminum returns with trimcap painted blue, satin finish. Acrylic faces with applied vinyl film. LED illumination.



Halo Illuminated Letters. Face illuminated logo.



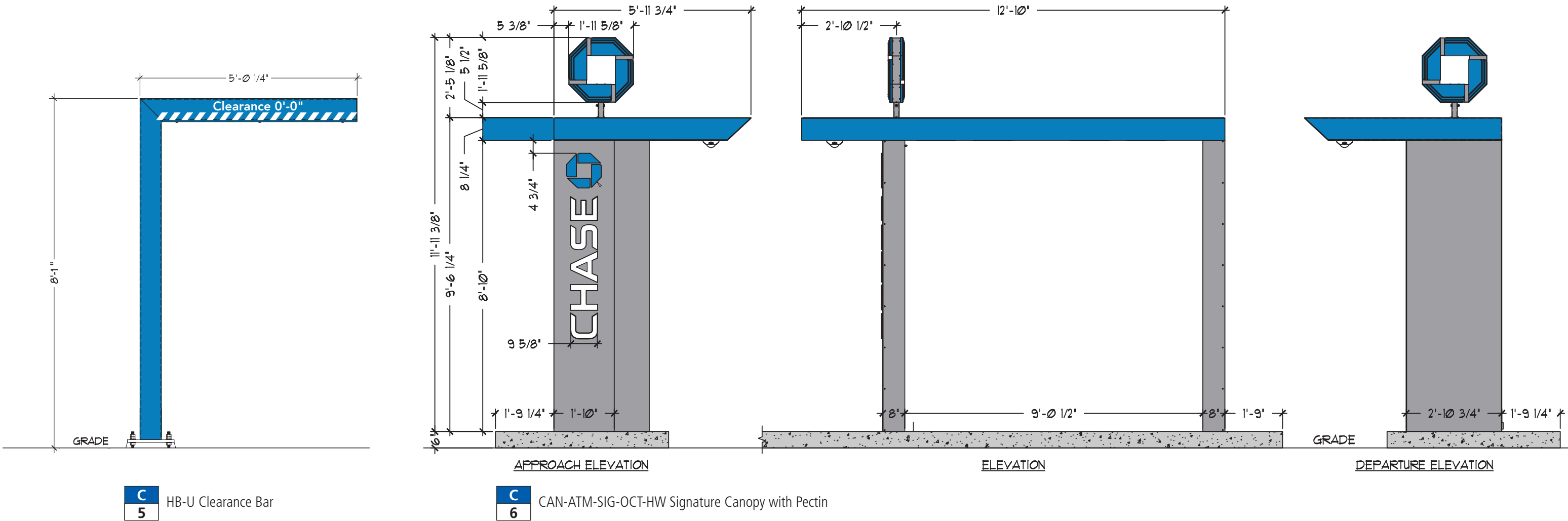
Halo Illuminated Letters. Face illuminated logo.





Junior 1 "Chase" Clearance Bar and Drive Thru Canopy

- 1. Freestanding Clearance Bar per corporate specifications.
- 2. Freestanding canopy with illuminated pectin, letters and logo.



Junior 2 Sign “Peet’s Coffee” Specifications

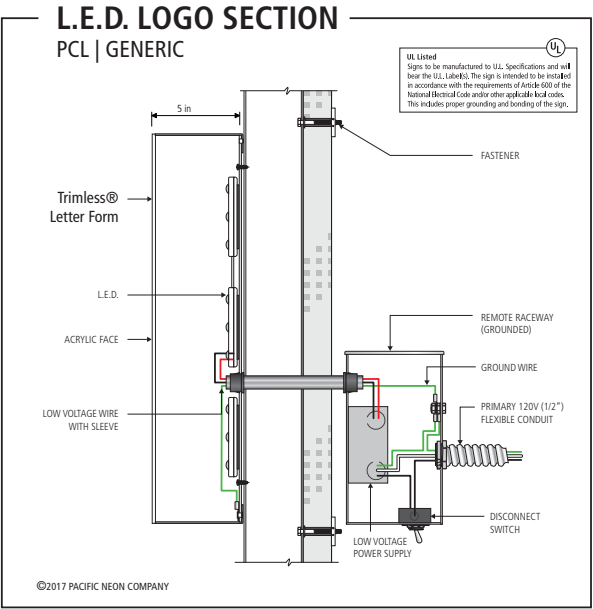
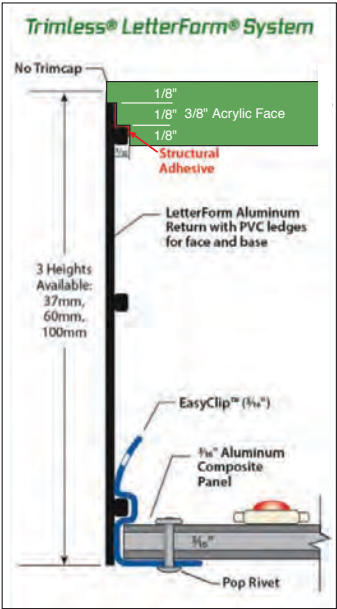
Total Allowable Sign Area 1:1  
Proposed Sign Area 47.98 SF

- 1. 1 SF of sign area per 1 lineal foot of tenant leased width, per elevation.
- 2. Overall sign length and height not to exceed 85% of the designated sign area. The designated sign area to be determined by key architectural elements or as indicated on the elevations.
- 3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
- 4. Tenants guaranteed a minimum of 25 SF of sign area.
- 5. Ascenders or descenders not applicable to letter height and area calculations
- 6. Power supplies / transformers to be located inside hidden raceway
- 7. Construction methods to comply with U.L. Electrical and local/state building code standards.
- 8. Tenant Sign
  - a. Letters: 2 3/8" Deep aluminum Trimless® channel letters with returns painted to match Pantone Black C, satin finish. Faces to be matte white acrylic. Logo to have applied vinyl film accent pieces to match Pantone Black C. Illuminate with Agilite Pro 160 3000K Warm White LED’s.
  - b. Background: 3M Exterior grade DI-NOC FW-625EX Laminate on all exposed surfaces.



P	P	P
1	2	3

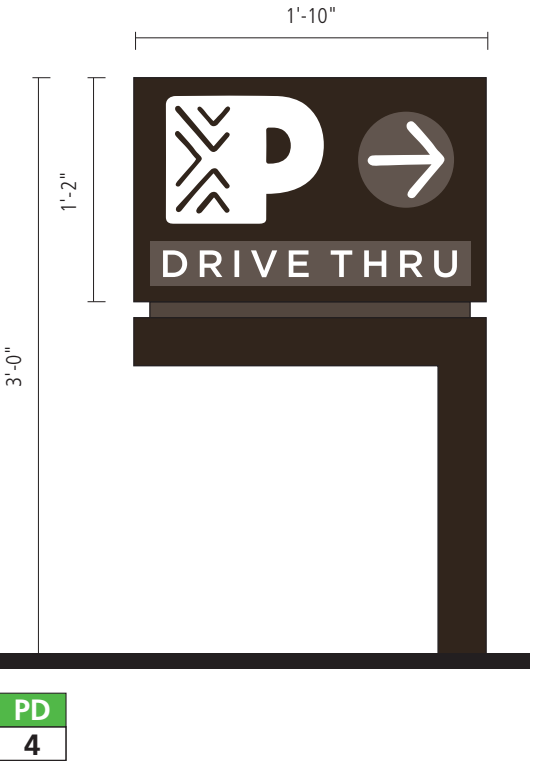
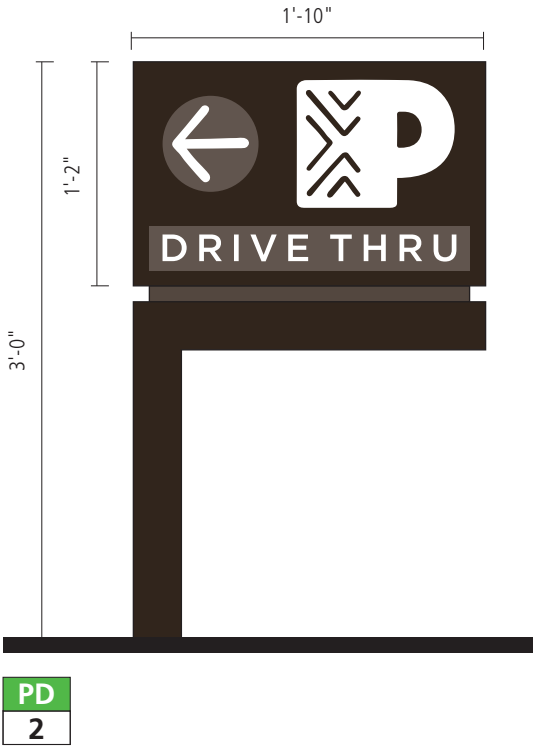
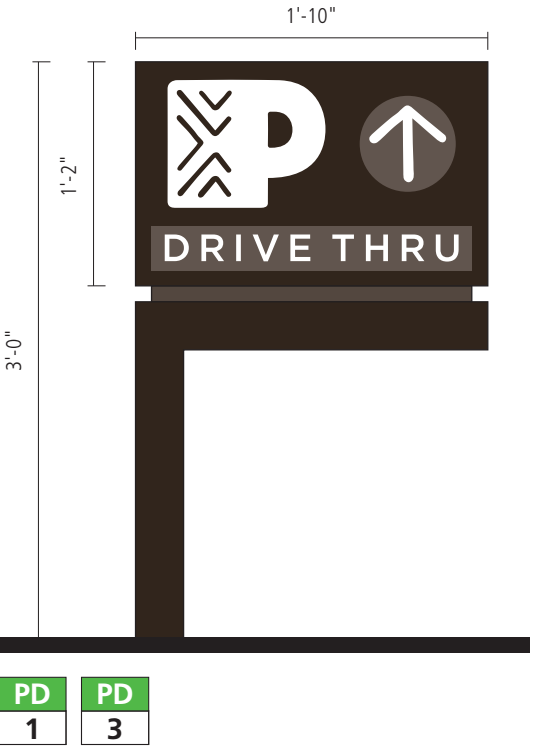
Face Illuminated Letters with non-illuminated backer panel.





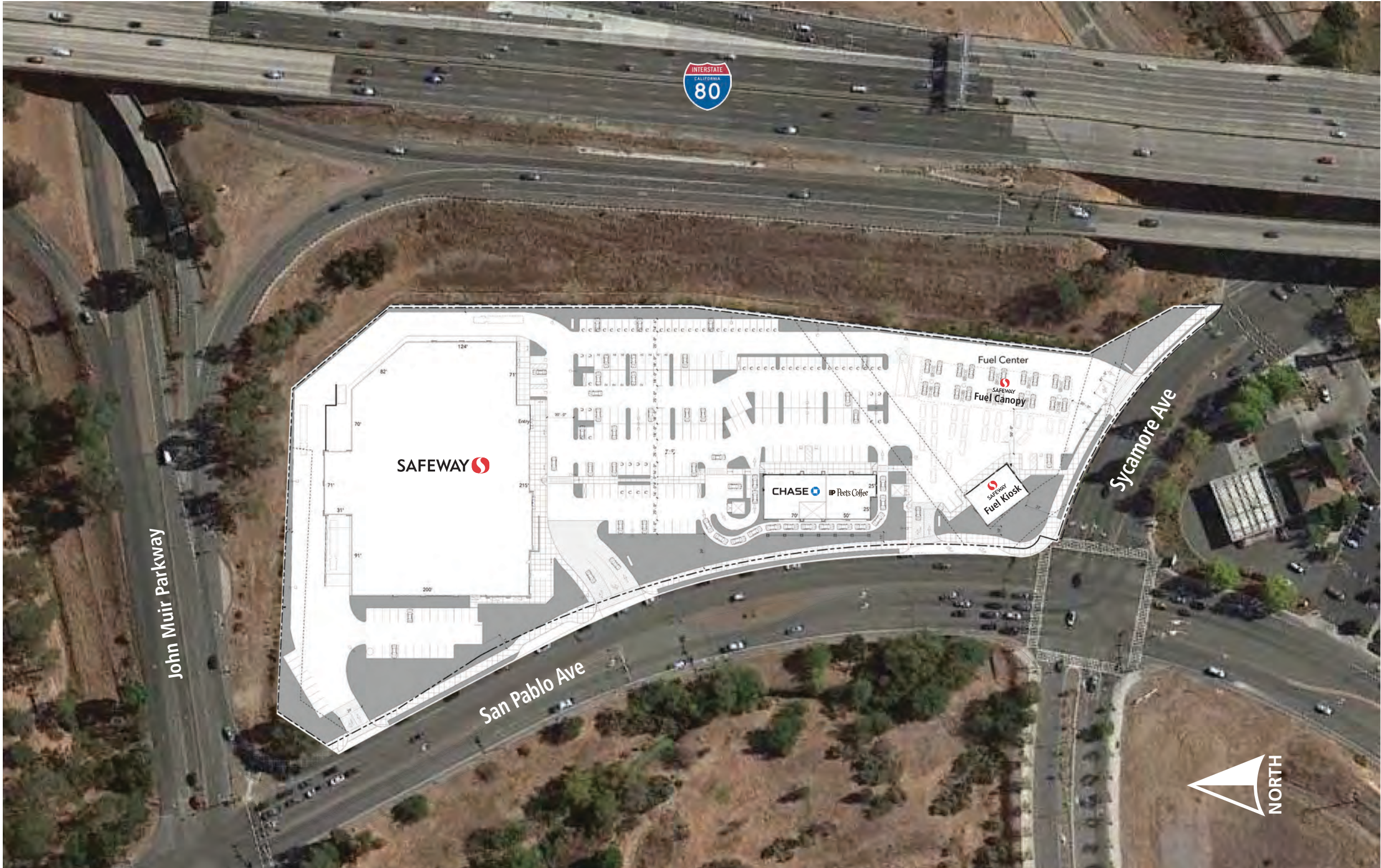
**Peets Directionals | Sign Specifications**  
Sign Area 2.1 SF

- 1. Aluminum cabinet painted to match Pantone Black 4C.
- 2. Accent field and arrow painted to match 75% Pantone Black 4C.
- 3. Copy routed out and backed with white acrylic.
- 4. Internally LED Illuminated.



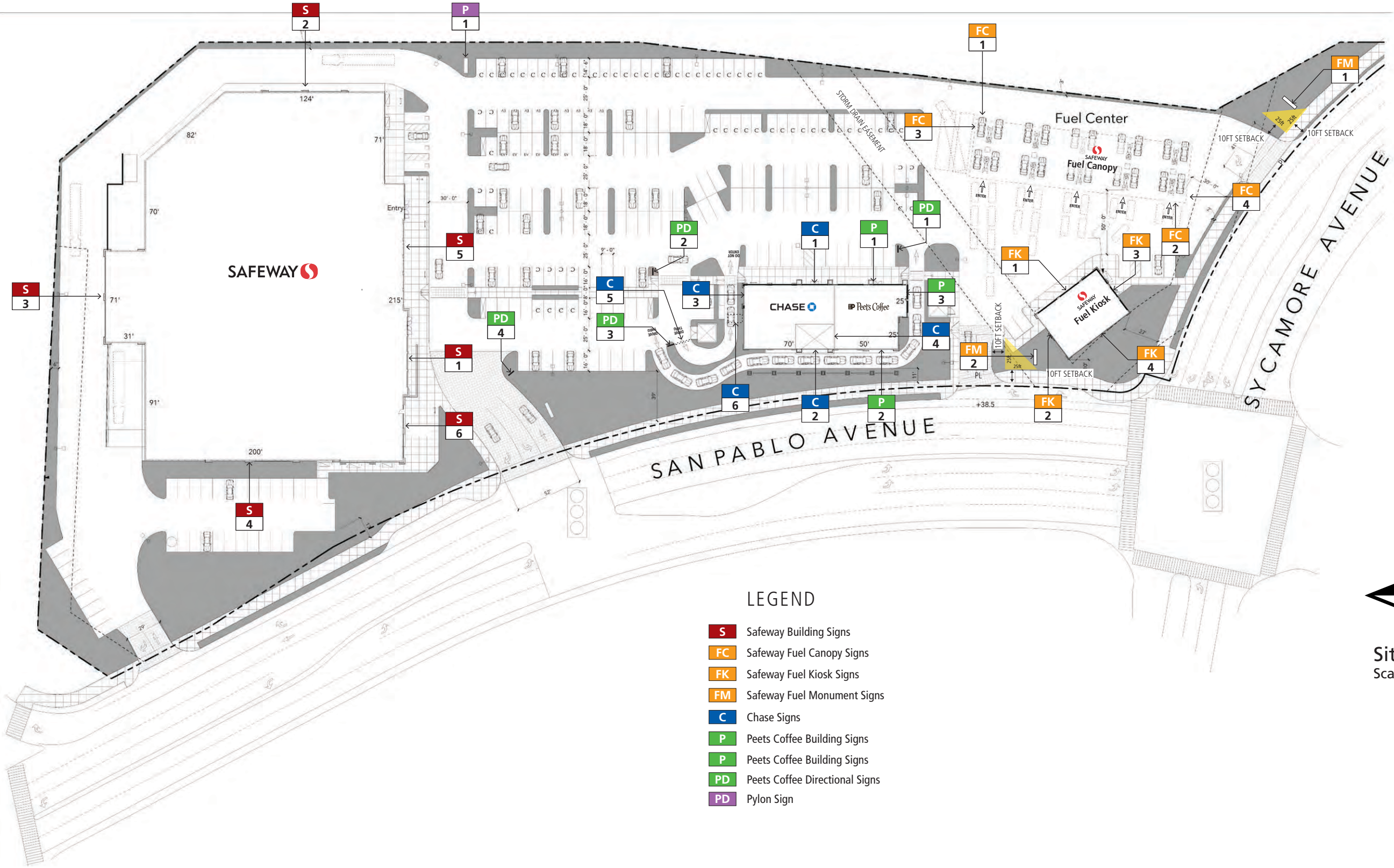


Vicinity Map





Site Map



LEGEND

- S** Safeway Building Signs
- FC** Safeway Fuel Canopy Signs
- FK** Safeway Fuel Kiosk Signs
- FM** Safeway Fuel Monument Signs
- C** Chase Signs
- P** Peets Coffee Building Signs
- PD** Peets Coffee Directional Signs
- P** Pylon Sign



Site Map  
Scale 1"=80'-0"



Safeway | Elevations



South Elevation  
Scale 1"=20'-0"



East Elevation  
Scale 1"=20'-0"



Safeway | Elevations



North Elevation  
Scale 1"=20'-0"



West Elevation  
Scale 1"=20'-0"



Chase & Shop | Elevations



South Elevation  
Scale 1/16"=1'-0"



East Elevation  
Scale 1/16"=1'-0"



West Elevation  
Scale 1/16"=1'-0"



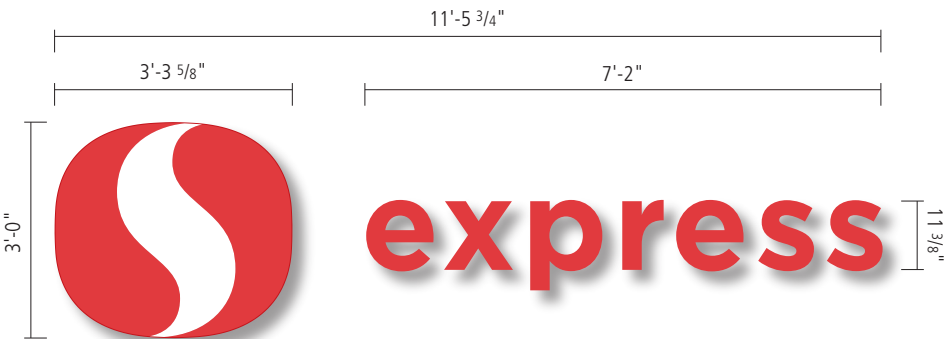
North Elevation  
Scale 1/16"=1'-0"



# Safeway Fuel Kiosk | Sign Specifications

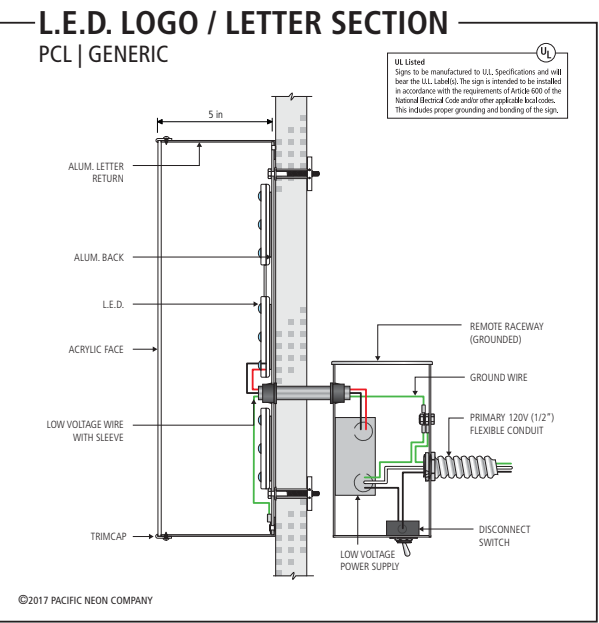
Total Allowable Sign Area 1:1

- 1. 1 SF of sign area per 1 lineal foot of tenant leased width, per elevation.
- 2. Overall sign length and height not to exceed 85% of the designated sign area. The designated sign area to be determined by key architectural elements or as indicated on the elevations.
- 3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
- 4. Ascenders or descenders not applicable to letter height and area calculations
- 5. Power supplies / transformers to be located inside hidden raceway
- 6. Construction methods to comply with U.L. Electrical and local/state building code standards.
- 7. Safeway
  - a. Face Illuminated letters. 5" Deep fabricated aluminum red returns. #278 Red acrylic faces with red trimcap. Red LED illumination.
  - b. Face Illuminated logo. 5" Deep fabricated aluminum returns with aluminum retainers painted red, satin finish. White lexan face with applied 3M 3630-53 Cardinal Red vinyl film. White LED illumination.

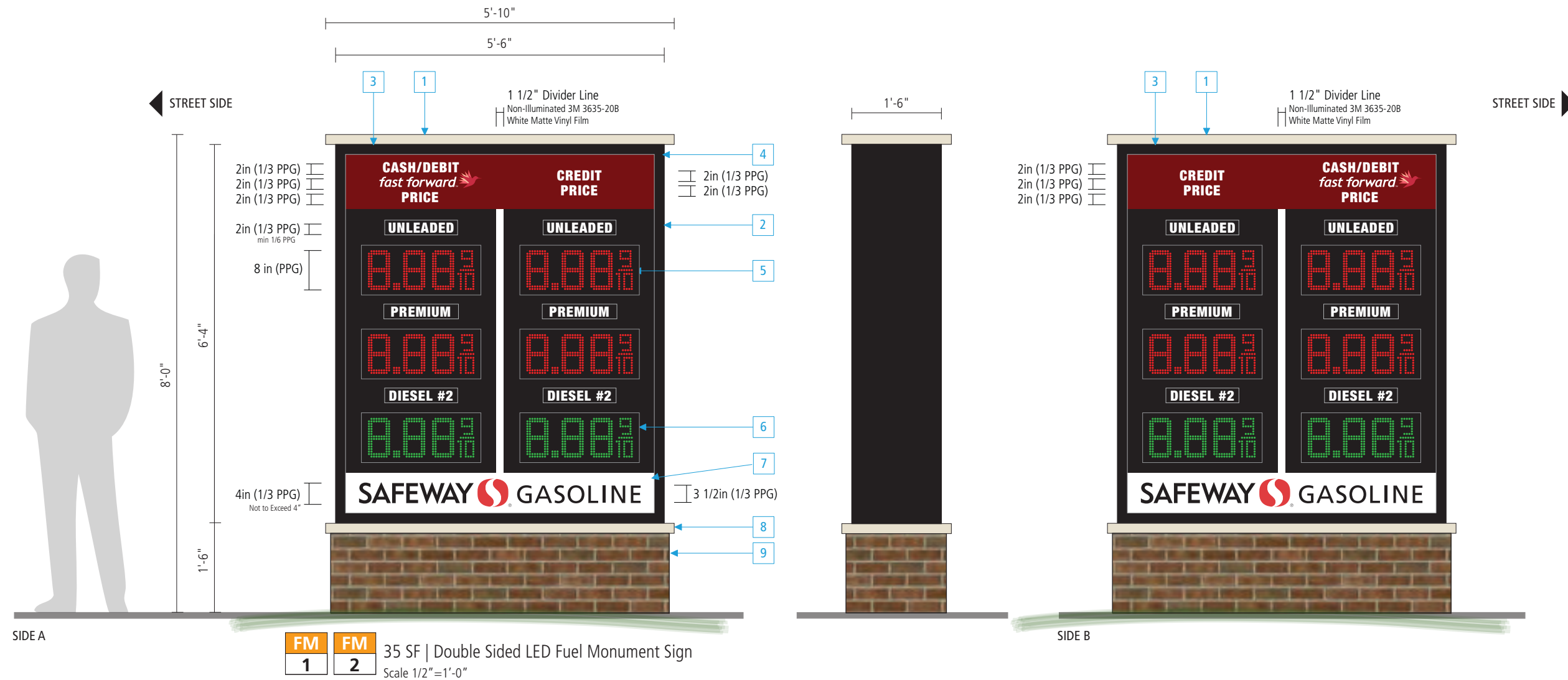


FK	FK	FK	FK
1	2	3	4
FC	FC	FC	FC
1	2	3	4

17 SF | Face Illuminated Letters. Face illuminated logo.



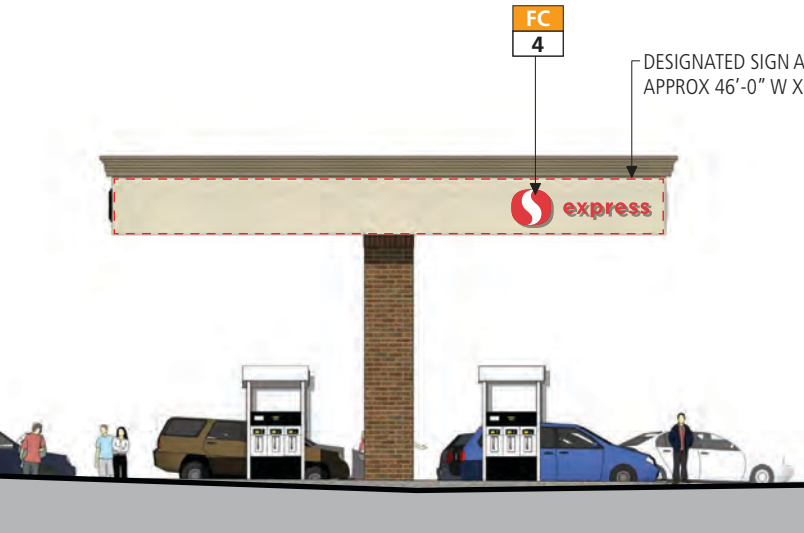
## Safeway Fuel Monument | Sign Specifications



## Material Schedule

- |   |   |   |   |   |  |
|---|---|---|---|---|--|
| 1 | Cabinet and retainer paint Black, satin finish.   | 4 | White acrylic with 3M 3630-22 Black vinyl film overlay. Copy reverse weed white.  | 8 | Fabricated aluminum paint to match DE DEC763 Oatmeal Cookie, satin finish. |
| 2 | 1/8" aluminum face rout for LED units and graphics areas. Paint Black satin finish.   | 5 | 8" Red LED fuel display.  | 9 | Brick veneer. Belden flashed sorrel blend.                                 |
| 3 | <u>Removable Header panel (back lit).</u> White acrylic with 3M 3630- 49 Burgundy vinyl film overlay. Copy reverse weed white. Fast Forward logo to be graphic print. | 6 | 8" Green LED fuel display.  |   |  |
|   |   | 7 | <u>Removable Footer panel (back lit).</u> White acrylic with 3M 3630-22 Black and 3M 3630-53 Cardinal Red vinyl film overlay. |   |  |

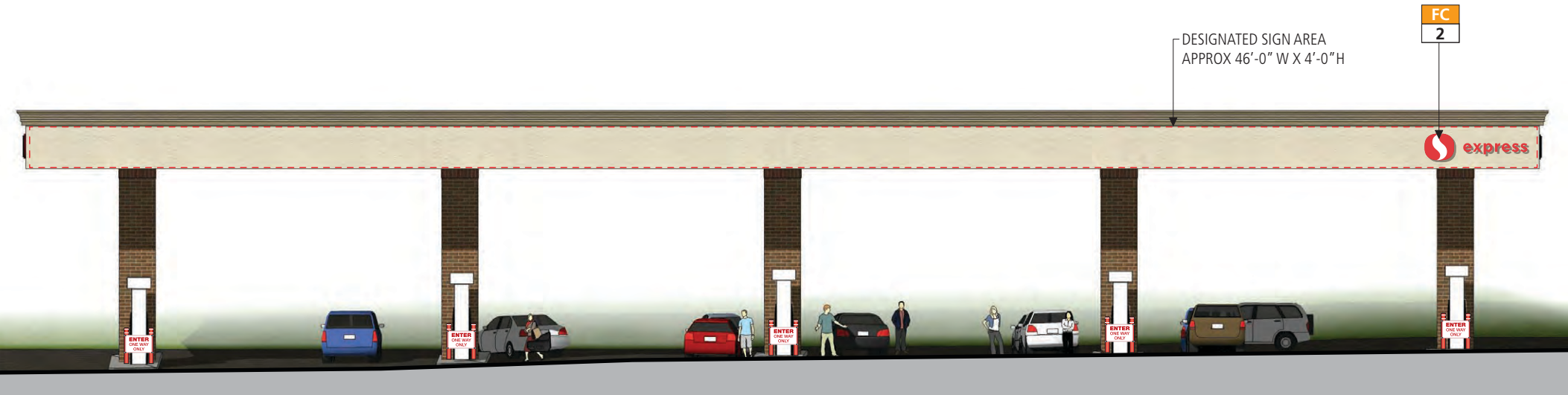
Safeway Fuel Canopy | Elevations



South Elevation  
Scale 1/16"=1'-0"



East "Exit" Elevation  
Scale 1/16"=1'-0"



West "Entry" Elevation  
Scale 1/16"=1'-0"



North Elevation  
Scale 1/16"=1'-0"



Safeway Fuel Directionals | Sign Specifications

Sign Area 6 SF

FINAL DIRECTIONAL DESIGN, COLOR & CONTENT TO  
BE PROVIDE BY SAFEWAY.

- 1. Non-Illuminated directional signs attached to fuel pump bollards.



Safeway Fuel Kiosk | Elevations



East Elevation  
Scale 1/16"=1'-0"



South Elevation  
Scale 1/16"=1'-0"

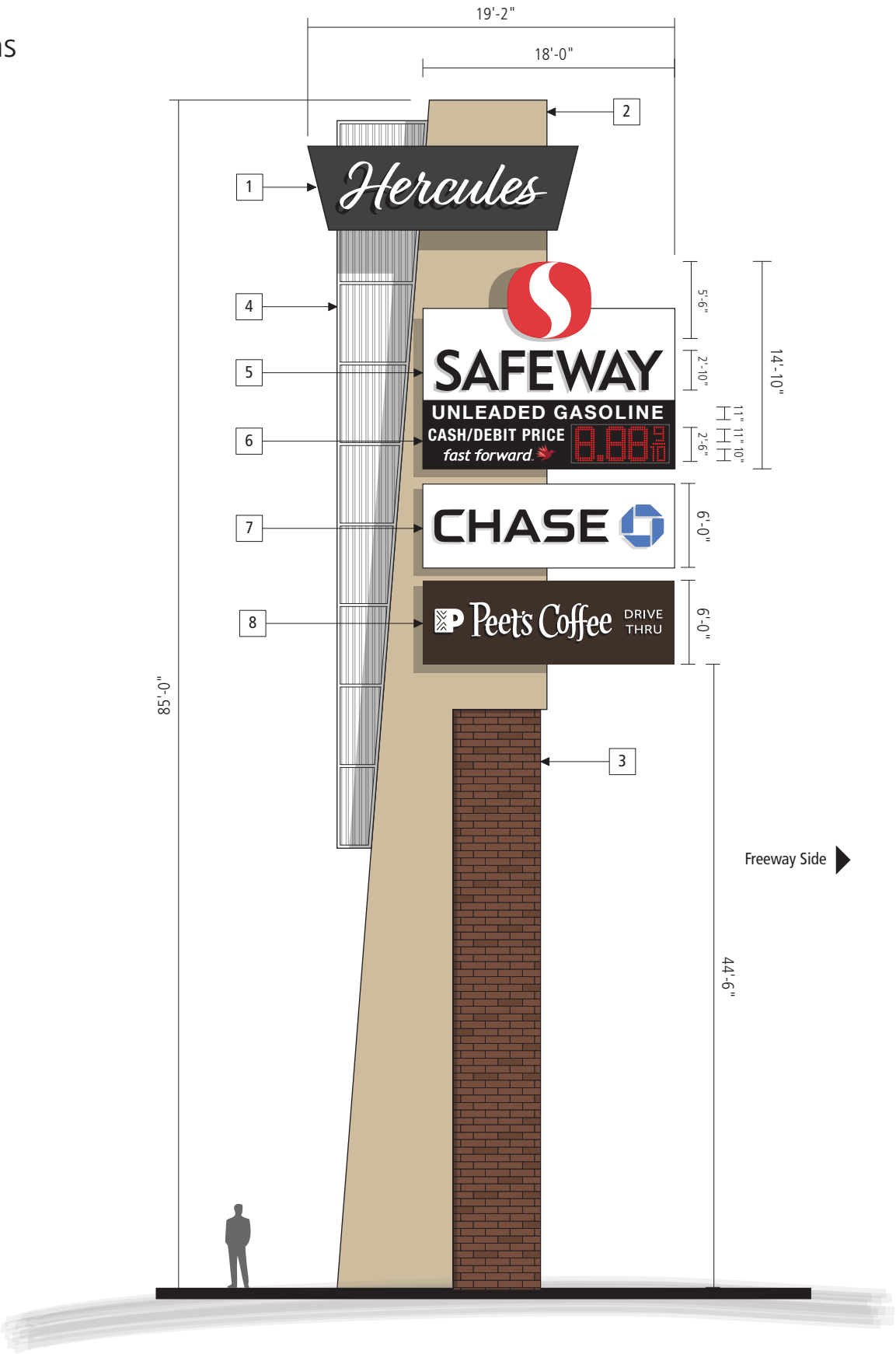


West Elevation  
Scale 1/16"=1'-0"



North Elevation  
Scale 1/16"=1'-0"

Safeway Pylon | Sign Specifications



- P1

442 SF | Double Sided Freeway Pylon

Scale 3/32"=1'-0"

Material Schedule

1

Fabricated aluminum cabinet paint dark grey, satin finish. Illuminated channel letters with White acrylic faces and trimcap. Black aluminum returns. White LED illumination.

2

Fabricated structure painted Dunn Edwards DE6172 Bungalow Taupe, texcote finish.

3

Brick veneer; Belden Flashed Sorrel blend.

4

Lighting feature with formed ribbed faces. White LED illumination.

5

Safeway- Fabricated aluminum background with Face illuminated logo and halo illuminated letters.

6

30" Red LED fuel numerals. All copy to be rout out illuminated letters. Aluminum background painted white / black.

7

Face / Halo Illuminated letters / Logo per Chase Bank specifications. Aluminum background painted white.

8

Face / Halo Illuminated letters per Peet's Coffee specifications. Aluminum background painted brown.



Safeway Pylon | Elevations

