University Park

WAYFINDING SIGNAGE PROGRAM CONCEPTS

FUEL Creative Group
Sacramento, CA

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**IND**

Drawing Sheet Index

00.00
Design Notes on University Park

1. Goals

A. Wayfinding
Allow users to find their way around the complex from entrance to destination, and back again.

B. Placemaking
Sew the diverse complex together and project the University Park brand consistently throughout.

C. Safety
Add to the utility of the development by making sure everyone knows where they are, how to get where they are going, and how to exit. All signs, signage can be another source of comforting points of light.

D. Future
Be flexible enough to last a long time and expand and adapt to the changing nature of the complex.

2. Site Assessment

A. Large and Diverse
The large campus consists of newly developed retail spaces, existing properties on wide streets with mid-block sidewalks, industrial area and mixed-use. The buildings vary from modern to historic, and from 2,000 square foot converted homes to 20,000+ square foot office buildings, with both single and multiple tenant scenarios.

While large in scope, two distinct entrances with existing pylons signs and a consistent perimeter tone keep the property well defined.

Two main roads are well defined, but the growth of the property over the years have left some parking lots merging into others such that when outside of the main streets, it can feel more like you are driving down a street with little edge definition. The future plans take care of much of this problem, but the signage can play a significant part in forming the edges of each area and promoting proper flow.

B. Magnolia Frontage
As you drive north on the tree-lined streets you are presented with a suitably downplayed gated entrance to the park, then quickly by the official Magnolia entrance made prominent by dual pylons signs. The streets work very well, setting a good tone for the complex.

C. Department of Mental Health Island
Shortly after the magnolia entrance University Park gives way to the Department of Mental Health facility and the frontage degrades. This leaves you with two entrances that do not connect at a corner.

D. Harding Frontage
The Harding frontage looks a tense to give the public access to the retail components at the complex. This works well, and the entrance with the roundabout again serves a very good local point and branding asset.

The roundabout off at Harding along the traffic and the feel of the complex down well. There is a future secondary entrance off Harding to the west of Planet & Easy.

E. Existing Signage
New stop signs, street signs and other traffic signs are in place and were used in the development of the signage in this package. There are several large monolith monuments as well as we are proposing replacing.

F. Water Tower and Blank Walls
The large water tower seems like an underutilized focal point. This may just because the lake area was not developed at the time of my visit, but we discussed the varying ideas for murals on some of the large wall space available.

G. Tenant Signage
Currently, large mono-letters are allowed signage on-building but are also relying on sandwich boards to get some new street presence and visibility on the magnolia side. The new retail spaces are still being allowed on building signage as the Dilyspace center has, it is presumed.

3. Recommendations

A. Large and Diverse
Make sure the edges of the complex are well defined, and that parking lot does not blend to another without a sense of transition—signage can have a big impact here. When you see a sign, you are being told that you are at a transition point.

B. Magnolia Frontage
There is an opportunity here to put a wayfinding sign close to the entrance as the first in the wayfinding chain from this point, and a way to drive visitors by giving them a quick glimpse of the businesses within.

C. Department of Mental Health Island
It is our opinion that it is important that this area not be confused with the Complex. As it is shunned in common from a brand perspective.

When I walked the area (although it is still being developed) I would have liked to see more definition between the Dilyspace and the Dept. of Mental Health property—hedges, the fence continued, something that at the time I was only in the Complex with and isolated from that area visually. Signage into and out of this area is important.

D. Harding Frontage
The roundabout off at Harding slows the traffic and the feel of the complex down well, but it will need to be signed well to make people feel confident navigating it. The main entrance to offices A and offices B which isn’t apparent immediately since it means driving through the retail parking lot.

The secondary entrance for Planet & Easy posed an interesting opportunity do you add a level to it, but secondary signage here at the complex. It isn’t too bad, with that entrance being available but unsigned except as it will be presumed an entrance to the retail stores? Our recommendation is to leave it unsigned or very subtly signed as shown on the LDC map and allow the main entrance to be the starting point for visitors.

E. Existing Signage
In general, we suggest that certain large buildings/tenants be granted more monument signs to keep costs down and to keep the complex from being 'cut off' in nature. The small buildings will not look good with a large monolith, and the large buildings begin to dominate.

The large water tower seems like an underutilized focal point, but it is exactly because the lake area was not developed at the time of my visit. We discussed the varying ideas for murals on some of the large wall-space available.

F. Water Tower and Blank Walls
We suggest branding the water tower with the University Seal so it is visible from Harding.

We also think there are several walls that could be used as placemaking opportunities by having locals artists tie the complex to the community even more and give it a visibility that will complement the lake park and all of the new life spurring forth from the complex. It seems there is a need in the last decade and this may match the craving for citizens. It is just intuition areas don't have them obviously. The walls we suggest are the back of the wall the west side of the high school facing the planned roundabout; one would be even better if something was a mural with the school name on it. Without seeing the other buildings in place, it is hard to say whether the other opportunities would be. It would be nice to keep another visible from the lake area, perhaps on the back of Plan B or 'Office A' and another pushed out into the mixed-use area. You could also use light-up flags with local art throughout the complex to extend the idea without it becoming too-wrapped.

The key to the murals in our opinion is having them be highly meaningful connected to the community.

G. Tenant Signage
For the retail area—primarily buildings within site at Harding and the space immediately to the north of the Magnolia entrance—suggest you allow all the building signage. If it becomes a large tenant and the building architecture allows for a graceful on-building solution and the business needs it (we realize this is subjective, but Kaiser Hospital and a commercial bakery have very different visibility needs) it should be allowed within the complex; otherwise, don't clutter the old buildings with new signs. Let the wayfinding system do the work.

It would be hard to write a good signage guidelines document for the complex with all the variables that exists. We do recommend that you require all signage to meet local minimums (ribbed aluminum letters with 3/4" offset, if it requires halo illumination, and allow for the option of box led if it is in the retail area).
Fonts

**Filosophia Small Caps**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colors & Finishes

(2 Submittals required for all colors & materials shown here)

- Ocean Match Main Building Color
- University Brown Match Secondary Building Color
- University Green Match Fence Colors
- Black Match Vinyl
- Matte White Vinyl
- White Reflective Vinyl

**ALL COLORS LISTED HERE MATCH ON-SITE ELEMENTS. BUILDER TO SURVEY AND MATCH COLORS.**

MAT

Materials

01.00
Fabrication Requirements (Page 1 of 2)

This document details the exterior signage for the University Park Campus located in Soquel, CA. It is expected that the builder of this sign package meet all of the following quality and performance requirements. Acceptance of these drawings by the Sign Builder constitutes agreement to comply with the following conditions.

1. General

A. Proprietary Information
All designs, instructions, layouts, and plans contained in these drawings are the property of the Owner for use on this specific project. This information is confidential and may only be distributed in association with a bid request, or to the sign maker selected to fabricate the final sign package. Permission from the Owner must be obtained in writing before disseminating this information to any other individuals.

B. Interpretation of Drawings
When reviewing these Drawings:
1. Written dimensions take precedence over any other implied dimension.
2. Material notes take precedence over materials visually implied on the drawings.

2. Pre-fabrication

A. Proposal Requirements

1. The proposal shall include all costs needed to complete fabrication, and installation of all items in this document, including but not limited to:
   a. materials
   b. labor
   c. permitting requirements and equipment
   The proposal shall adhere to all fabrication, performance and material requirements detailed in this document.

2. For purposes of comparison, when bidding on this project, use all of the specific materials and fabrication methods called out in this document. Upon selection the Sign Builder is encouraged to suggest alternate materials or methods which meet the design of the signs but improve performance. In all cases any revision from these drawings must be approved in writing by the Owner.

B. Construction Drawings

1. This package does not contain all construction drawings or engineering stamping engineering. The proposal shall include all costs associated with creation of construction drawings, engineering and permitting required for fabrication and installation. Any costs to rework the drawings must be included in the proposal.

C. Submittals

1. The selected Sign Builder is responsible for providing all submittals as outlined in this bid package. The Owner will review all submittals to make sure design integrity is maintained. All other requirements are the responsibility of the Sign Builder.

3. Fabrication/Installation Requirements

A. Permitting and Code Compliance Requirements

The Sign Builder will secure all required permits, inspections, insurance and tests required by local, state and Federal agencies. The Sign Builder is also responsible for verifying that all elements of this document meet all code requirements including ADA, OSHA and any environmental regulations. Any revisions to this document or resulting construction drawings must be approved by the Owner prior to fabrication.

B. Sign Engineering/Structure Requirements/Additional Engineering Costs

The Sign Builder is responsible for any engineering costs associated with sign fabrication.

C. Electrical Requirements

Electrical and data will be provided by Owner to within 6 feet of final sign location. All additional electrical will be provided by sign builder and all work must be in compliance with NEC and all other required codes. All components to be UL listed.

1. A list of all electrical requirements will be provided to Sign Builder along with all necessary location drawings. This will be provided in a timely manner that allows the project to maintain schedule.

2. All electrical hardware installed will be compliant (i.e. not detectable by any normal means from vehicular or pedestrian traffic). All components will be easily accessible for servicing.

D. Lighting Requirements

The Sign Builder is responsible for the design of all internal lighting elements and structures called for in these drawings.

1. All components will be readily accessible for servicing.

2. Unless otherwise specified, the internal space of all the signs will be painted white to enhance reflectivity.

3. All components will follow required codes or regulations and manufacturers recommendations.

E. Labeling Requirements

Unless otherwise required by code, labels (manufacturer's or otherwise) shall not appear on any completed element.

F. Fonts and Other Artwork Requirements

Digital layouts for all signs are available in Adobe Illustrator CC format or as requested in a supported format. All final layouts are the responsibility of the Sign Builder.

All fonts required shall be purchased by the Sign Builder. No substitution of fonts will be allowed.

G. Site Coordination Requirements

The completed fabrication plans are approximate. The Sign Builder is responsible for verifying all field locations. If a discrepancy is found between this document and the actual building, or if field conditions prevent sign placement or functionality, the Sign Builder will notify Owner and suggest a resolution and revision timeline on a before beginning production.

1. All required signages, connections, mounting and fasteners are the responsibility of the Sign Builder. The Sign Builder will provide the Owner or General Contractor with required drawings or templates required allowing enough time to maintain schedule.

H. Safety and Responsibility Requirements

The Sign Builder is responsible for all necessary precautions to ensure public and property safety during sign installation per OSHA Safety Requirements.

FAB-1
Fabrication Requirements 1

02.00
4. Material Requirements

A. New Material Requirement
All materials used to fabricate any and all components will be new and taken from the newest of the Sign Builder’s supply of that material.

B. Free From Defect Requirement
All materials used to fabricate any and all components will be free from defects of any kind.

C. Paints and Finishes
All paints and finishes shall match exactly the color, finish, texture and manufacturer noted. All primers, primers, coats, stains, finishes, paints etc. shall be applied in strict accordance with the manufacturer’s specifications and recommendations to ensure the highest possible level of UV light resistance, weatherability and overall longevity for both the materials installed and any and all environmental conditions which exist at the final install locations.

1. All paints and finishes shall be warranted against failure (steriling, UV damage, cracking, peeling, blistering or any other defects) for at least five years from date of Owner’s acceptance.

D. Metals
Metals shall be free of defects impairing strength, durability or appearance. Unless otherwise noted all metals shall be the best commercial quality for the purposes specified, and all visible seams are to be continuity welded, filled and ground smooth. Any and all sheet metals shall have brake formed edges with roll not greater than sheet thickness. All metals must be treated to prevent corrosion and staining of other finishes.

E. Fasteners
Unless otherwise noted, all fasteners will be corrosion and oxidation resistant and tamper-proof. Unless noted, all fasteners will be painted to match adjacent surfaces. Concealed fasteners will be corrosion and oxidation resistant to prevent staining of other surfaces.

F. Vinyl
All vinyl shall match the colors and finishes noted exactly. Unless noted, all vinyl shall be applied in strict accordance with the manufacturer’s specifications and recommendations to ensure the highest possible level of UV light resistance, weatherability and overall longevity for both the materials installed and any and all environmental conditions which exist at the final install locations.

1. All vinyl shall be warranted against failure (steriling, UV damage, cracking, peeling, blistering or any other defects) for at least five years from date of Owner’s acceptance.

5. Project Completion

A. Punch Lists
Upon completion, the Owner will review all work in accordance with their contract with the Sign Builder and prepare a punch list detailing any unsatisfactory items. The repair/replacement of any work detailed on the punch list will be coordinated between the Owner and the Sign Builder.

B. Final Deliverables
Upon final Owner acceptance of the work, the Sign Builder will provide the Owner with four copies of complete service and maintenance manuals for all products and finishes used in all components of the job. These manuals shall include, but is not limited to, warranty information, routine maintenance recommendations, manufacturer data and product specifications etc.

C. Warranties
Unless stated differently above, all installed elements shall be warranted against manufacturers defects, and defects in installation or workmanship for a minimum of one year.

1. All warranty periods shall begin on the date of Owner’s acceptance of the work.

D. Repair & Upkeep Inventory
Please supply owner the following list of spare parts/supplies to ensure signs can be maintained.

1. 2 gallons of each paint color
2. 2 sets of spine hardware (any removable nuts/bolts for all signs)
3. 2 of each replaceable items (items that can be replaced in-field, such as finds, seats etc.—this does not include removable sign faces)

FAB-2
Fabrication Requirements 2
02.00
PROGRAM PROVIDED FOR PLANNING PURPOSES ONLY. FIELD LOCATE, AND GET APPROVAL OF ALL COPY AND SIGN LOCATIONS FROM CLIENT PRIOR TO STARTING WORK

MON-S1
Building Monument Schedule 1
05.01
PROGRAM PROVIDED FOR PLANNING PURPOSES ONLY. FIELD LOCATE, AND GET APPROVAL OF ALL COPY AND SIGN LOCATIONS FROM CLIENT PRIOR TO STARTING WORK.
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