Section E - Wayfinding and Signage

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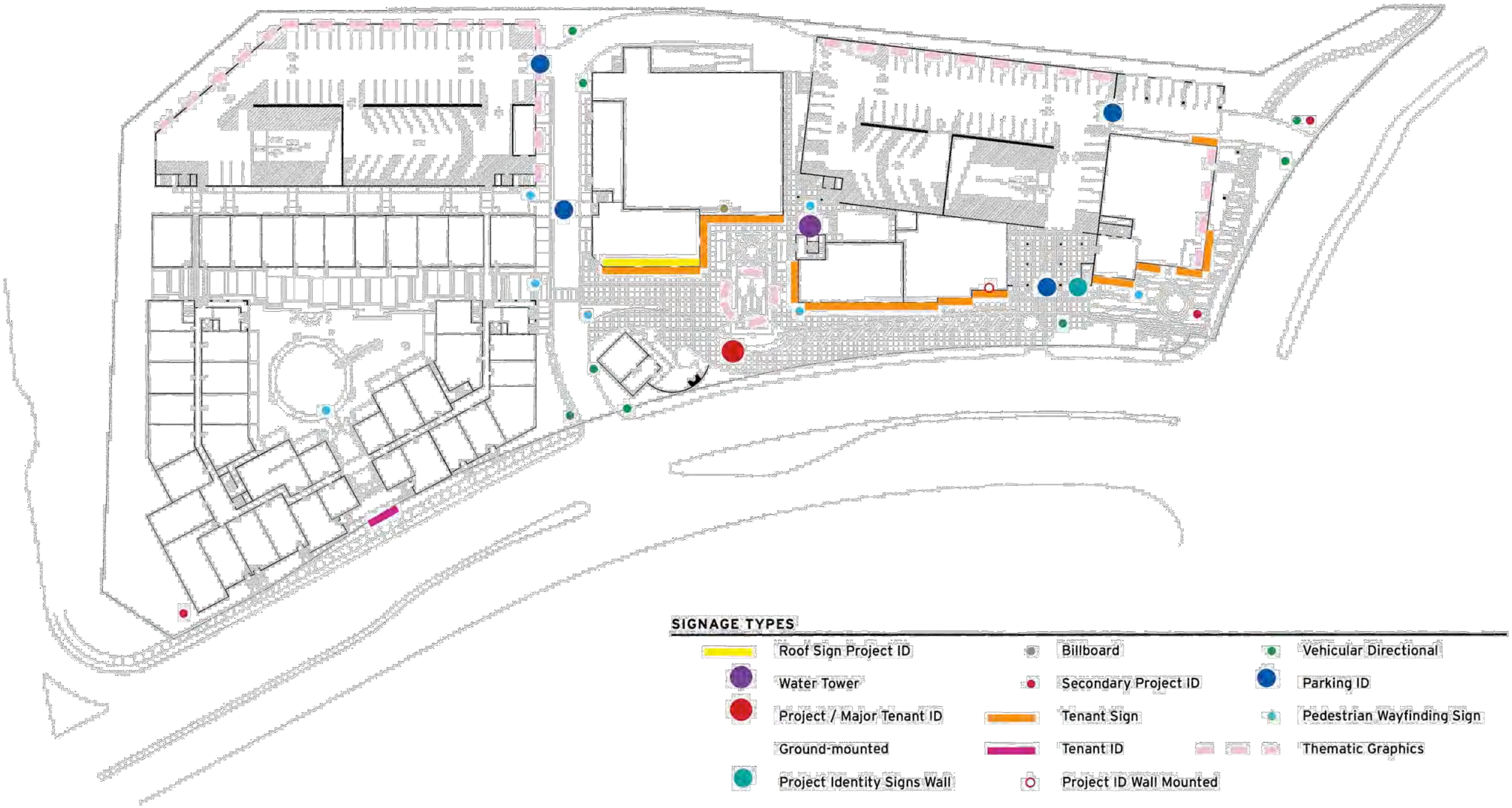
Section E - Wayfinding and Signage

Signage - Sign Location Plan



OVERVIEW

Appropriate colorful and engaging signage will play an important role in the image, character, and ultimately, the success of Hercules Market House. Well-executed signs and graphics not only identify the project and its tenants and inform visitors, but also lend a strong sense of place and human scale.

Categories of signs for the Market Town project have been selected to work as an 'ensemble,' while solving individual and communication needs. Each element is unique but will be designed and detailed to work with the others to help 'brand' the project and create an interesting sense of place.

Many of the signage types will be illuminated, either internally or with remotely located fixtures.

Prior to construction, the applicant will submit detailed construction drawings of actual signage proposed for all signs. This Master Sign Program proposed in the FPDP is conceptual and will require an additional approval.

SIGNAGE TYPES

- Roof Sign Project ID
- Water Tower
- Major Project & Tenant ID
- Billboard
- Secondary Project ID
- Tenant Sign
- Project ID Wall mounted
- Vehicular Directional
- Parking ID
- Pedestrian Wayfinding Sign
- Thematic Graphics
- Project Identity Signs Wall
- Tenant ID

ROOF SIGN

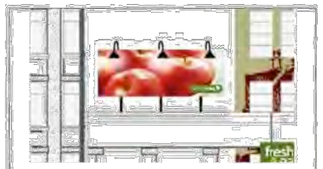
Classic roof-mounted sign reminiscent of local historic mercantile and industrial structures. Individual illuminated MARKET HOUSE letters mounted on a gridded scaffold at the front of the northern-most part of Building B1. Viewable only from the west side of the building. Approximate size, 8'x 84,' plus scaffold.

WATER TOWER SIGN

Logo sign for the anchor tenant painted on all sides of the water tower. Approximate size each, 8'x 16.'

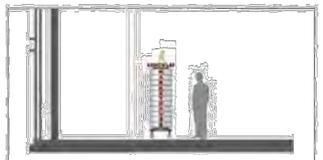
PROJECT/MAJOR TENANT ID – GROUND-MOUNTED

Freestanding vertical sign. Approximate size, 6'x20' high.



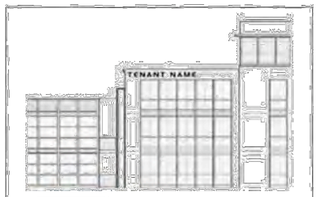
TENANT BILLBOARD

Static billboard with lighting fixtures, featuring messages about project tenants or overall project mounted atop the colonnade over the pedestrian bridge at north end of Building B1. Approximate size, 10'x 24.'



PROJECT ID – GROUND-MOUNTED

Three freestanding vertical signs: one at the northwest corner of Building A; one at the southwest corner of Building B2; and one near the Building B2 parking entrance. Approximate size, 3'x8' high.

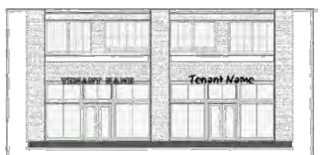


MAJOR OFFICE BUILDING TENANT SIGNS

Three sets of individual letters or logos at the top of Building B2: one on the west elevation; one on the south elevation; and one on the east elevation. Approximate size each, 5'x 20.'

ANCHOR RESTAURANT TENANT SIGN

Individual vertically oriented illuminated letters mounted to the building, near the north end of the west elevation of Building B1. Approximate size, 3'x 38.'



RETAIL TENANT SIGNS

Individual signs mounted over the entrance to the each store. Approximate size each, 2'x15.'

FINANCIAL TENANT SIGNS

Individual signs mounted on the Building B2 canopy, one on the west elevation; one on the south elevation. Approximate size each, 2'x 20.'

WINDOW / DOOR SIGNAGE

Formula for determining sign area 15% of glazing area. For skeletal neon, the area described by the outline of the neon is calculated for square footage.

max. signing area (cap) 15 square feet per structural bay. (2 bays maximum per frontage).

Signage - Sign Type Descriptions

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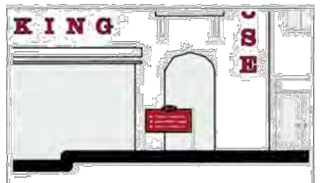
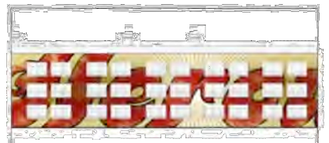


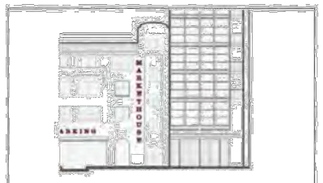
VEHICULAR DIRECTIONAL SIGN
A series of on-site vehicular directional signs. They will be designed to coordinate with the larger graphic elements of the Market Town project.

PARKING ENTRANCE SIGNS
Individual signs mounted over the parking entrances, featuring the project name. Approximate size each, 3'x 20.'

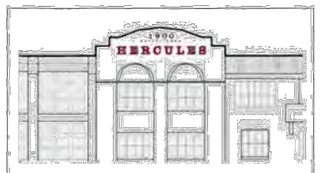
PEDESTRIAN WAYFINDING SIGNS
A series of on-site pedestrian directional signs and map directories. They will be designed to coordinate with the larger graphic elements of the Market Town project.



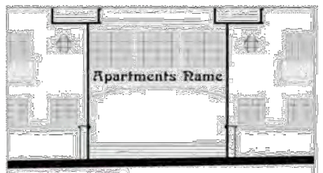
DECORATIVE MURALS & ART
Painted murals and decoration applied to both east and west sides of the small structure as part of Building B. Approximate size each, 30'x 40.' Painted decoration on the east elevations of the parking structures and the south elevation of the northern most structure. Approximate sizes of individual portions 44'x 200' and 48'x 250.'



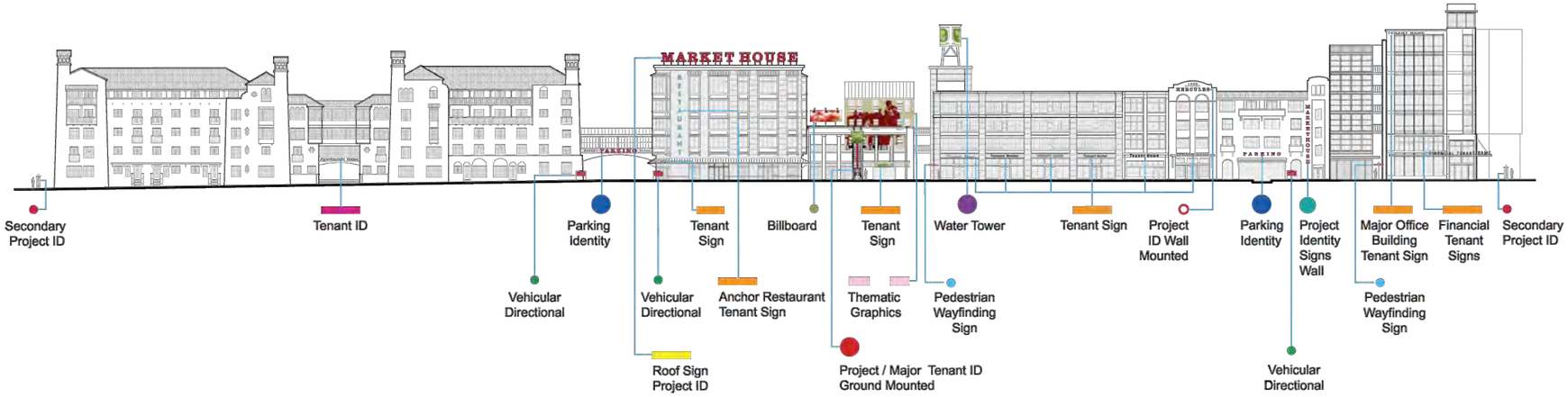
PROJECT IDENTITY SIGNS WALL
One set of individual illuminated MARKET HOUSE letters mounted to the building, vertically oriented, near the south end of the west elevation of Building B1. Approximate size, 2'x 32.'



PROJECT IDENTIFICATION
2'x20', project identification with internally illuminated letters also appears on the building parapet along with non-illuminated year-established lettering.



TENANT ID
Apartment name descriptor.



SIGNAGE

SIGNAGE AND LANDSCAPE

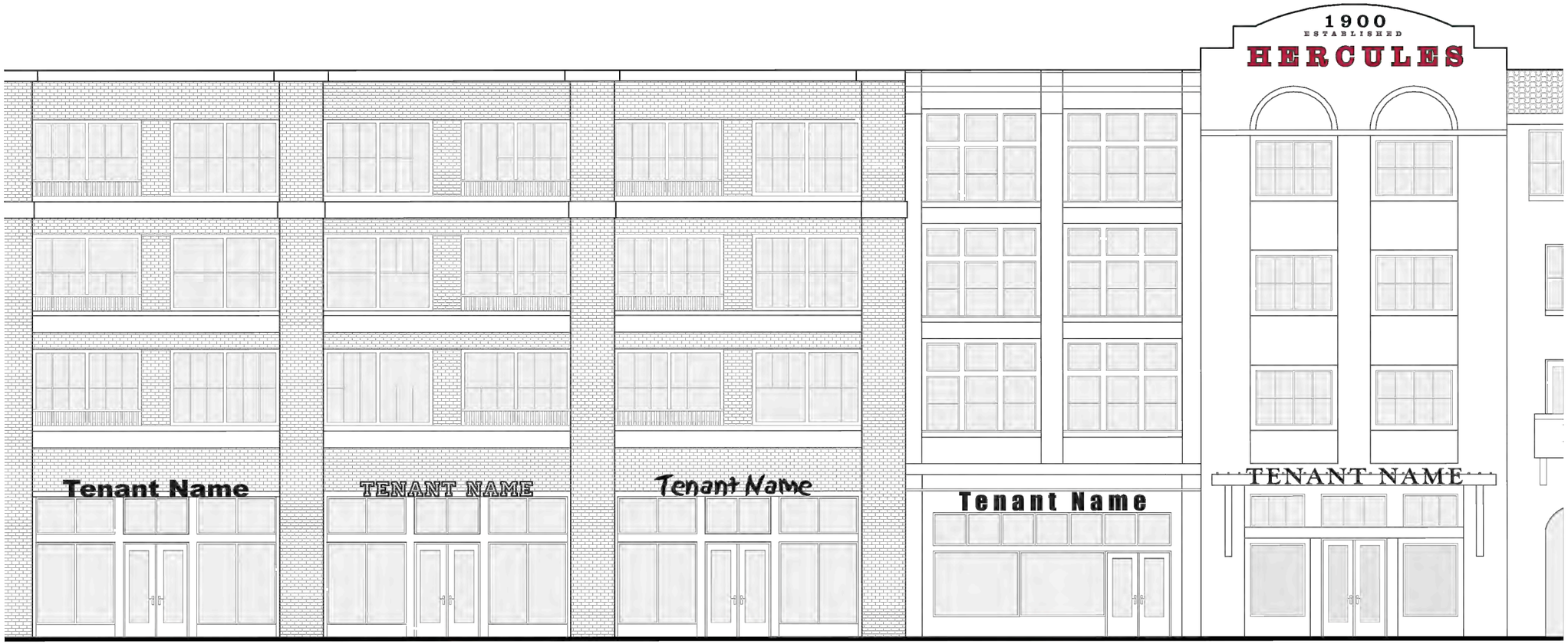
Signage - San Pablo Avenue Elevation

0 16 32 64

Signage - Building A Signage

0 8 16 32

Signage - Market Square Signage



Tenant Sign

Tenant Sign

Tenant Sign

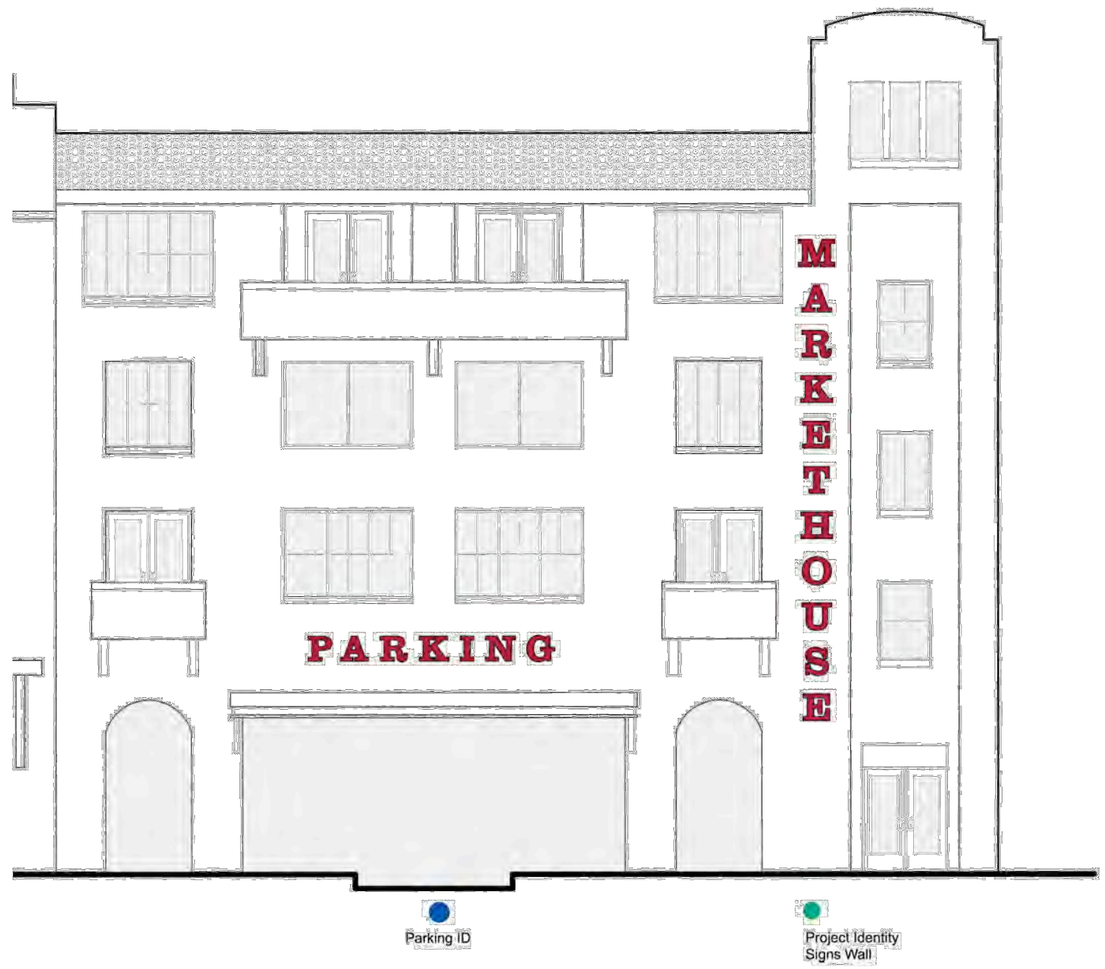
Tenant Sign

Project ID Wall Mounted

Tenant Sign

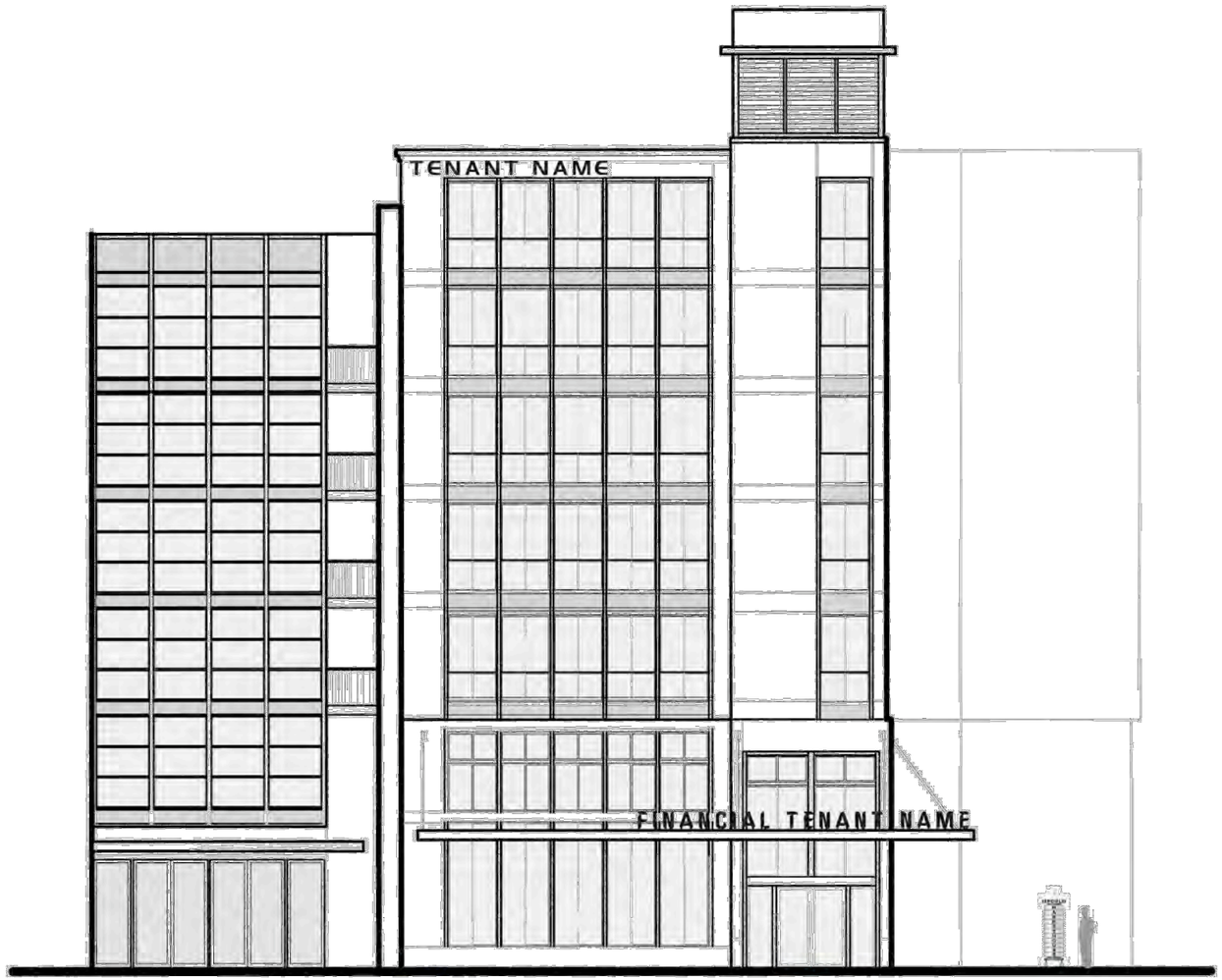
0 4 8 16 24

Signage - Tenant Signage



0 4 8 16 24

Signage - Wall Mounted Signage



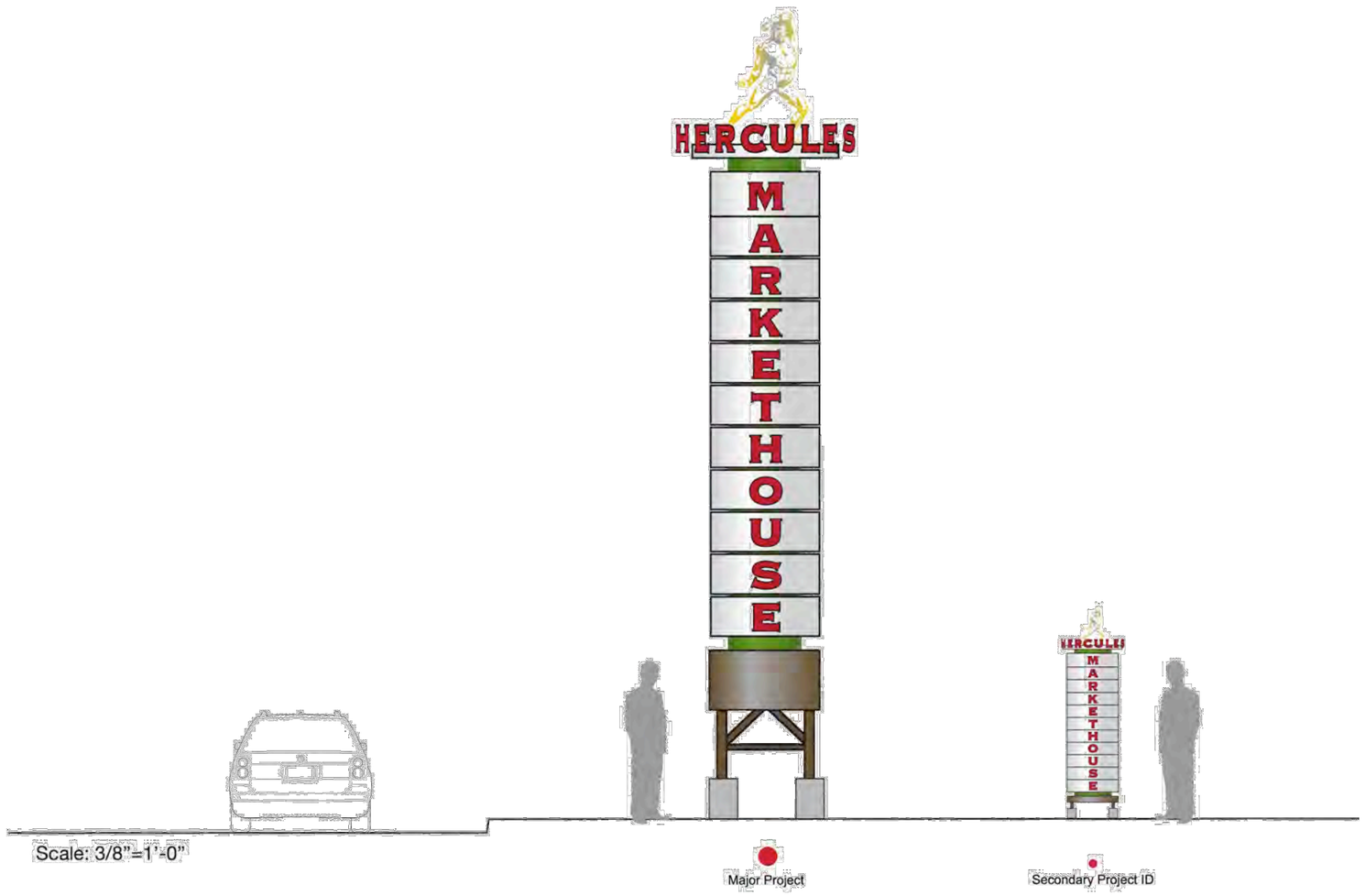
Major Office Building Tenant Sign

Financial Tenant Signs

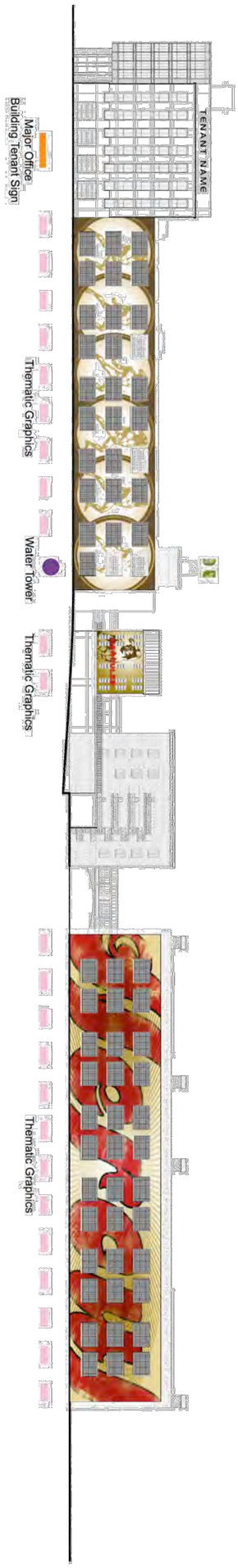
Secondary Project ID

0 8 16 32

Signage - Building B2 Signage



Signage - Pylon Detail



Signage - Freeway Elevation Mural Opportunities