



# MILPITAS PLANNING COMMISSION AGENDA REPORT

**PUBLIC HEARING**

Meeting Date: May 11, 2011

**APPLICATION:** Site Development Permit No. SD10-0011 and Variance No. VA11-0001, Murphy Crossing Sign Program

**APPLICATION SUMMARY:** A request to install three monument signs that are greater than 6-feet in height and one new wall sign; rebrand existing signage; and a variance to exceed the maximum number of freestanding signs for the Murphy Crossing Business Park

**LOCATION:** 1001 Murphy Ranch Rd. (APN 86-02-077, 068, and 067).  
**APPLICANT:** Phil Murphy, GNU Group, 3445 Mt. Diablo Blvd., Lafayette, CA 94549  
**OWNER:**

**RECOMMENDATION:** Staff recommends that the Planning Commission:  
  
Adopt Resolution No. 11-018 approving the project subject to conditions of approval.

**PROJECT DATA:**  
General Plan/  
Zoning Designation: Industrial Park (INP)/Industrial Park (M9)  
Overlay District: Site and Architectural Overlay (-S)  
Specific Plan: N/A

Site Area: 20.47Acre  
Total Allowable Sign Area: 3286 square feet  
Total Sign Area: 390.70square feet

**CEQA Determination:** Categorical exempt pursuant to Section 15311, Class 11, (a) (Accessory Structures, On-premise Signs) of the California Environmental Quality Act (CEQA).

**PLANNER:** Cindy Hom, Assistant Planner

**PJ:** 2686

**ATTACHMENTS:** A. Resolution No. 11-018  
B. Project Plans  
C. Sign Program

## LOCATION MAP



No scale

## **BACKGROUND**

On April 27, 1994, the Planning Commission granted site and architectural approval for the installation of three freestanding signs and one building sign at the former Octel Communication Corporation campus that consist of five industrial buildings on a 20-acre site. The approved plans also showed five Building ID monuments signs that were exempt from permits under the previous Sign Ordinance.

Since 1994, two other freestanding monument signs were installed at the driveway entrances along Murphy Ranch Road without the benefit of permits. The installation of these two signs and four other existing signs is considered nonconforming because the current sign ordinance permits only two freestanding signs. To exceed the maximum quantity of freestanding signs, a variance would need to be obtained.

On November 10, 2010, Phil Murphy of GNU Group submitted an application for a site development permit for a sign program to allow installation of two monument signs, one new wall sign; and rebranding of existing signage. The applicant is also requesting a variance to exceed the maximum number of freestanding signs for the Murphy Crossing Business Park. Milpitas Municipal Code (MMC) XI-10-24.04-1 (Freestanding Signs), MMC XI-10-24.05 (F) (Sign Programs) and MMC XI-10-57.06 (C) (2) (a), requires Planning Commission review and approval of a site development permit for any freestanding sign over six feet in height, sign programs for industrial complexes on four or more acres, and variances from development standards.

## **PROJECT DESCRIPTION**

The project is located on the Murphy Crossing Business Park, a 20-acre industrial campus developed with five, two story industrial buildings constructed with split face and precision cut concrete blocks, tinted windows with aluminum frames and storefronts, standing seam metal roofs, and related site improvements. The project site is bounded by Tasman Drive to the south, McCarthy Boulevard and Murphy Ranch Road to the east, Fairfield Murphy Ranch Residential Project to the north, and the Coyote Creek to the west. Surrounding land uses include industrial and R&D uses to the east and south, multi-family, high density residential uses to the north, and park and open space to the west. A vicinity map of the subject site location is included on the previous page.

The applicant is request approval of a site development permit for a sign program that will allow for comprehensive way-finding and identification sign system with design consistency for the Murphy Crossing Business Park which also includes approval for installation of two new monument signs and sign reface of existing signs.

Compliance with the Milpitas Sign Ordinance is demonstrated in the in the sections below.

### Sign Area

Per MMC XI-10-24.03 (B) (Maximum Permissible Sign Area), the site is allowed a maximum of 3,286 square feet for signs (two square feet of sign area for every one lineal foot of public street frontage). As demonstrated in Table 1, the project proposes 390.70 square feet of sign area, which is less than the maximum allowed for the site.

**Table 1:**  
**Sign Area Calculations**

<b>Sign Type</b>	<b>Quantity</b>	<b>Dimensions/sq. ft.</b>	<b>Total Square Footage</b>
Main Project Monument	1	8'-4"x3'-7 1/4"/30.94 s. f.	30.94
Tenant Monument	5	4'-5"x6'-5"/30.48 s. f.	152.4
Building Identification	5	2'-6"x3'-4"/8.33 s. f.	41.65
Tenant Entry Identification	1	2'-8"x11'/29.33 s. f.	29.33
Tenant Skyline	1	3'-4"x14'-8"/48.89 s. f.	48.89
Corner Tenant Monument	1	5'-3"x16'-8"/87.49	87.49
Total Sign Area			390.70
Total Allowable Sign Area			3,286

Per MMC XI-10-24.03 (B) (1) (a) (i) (1), the total sign area is allocated to each business proportionately to the tenants floor area compared total building area on the site. The project complies in that the proposed sign area for each building is within the maximum sign area that is allocated to each building. Allocation of sign area for the five building is described in Table 2 below:

**Table 2:**  
**Sign Area Allocation Per Building**

<b>Sign Type</b>	<b>Building A/B</b>	<b>Building C</b>	<b>Building D</b>	<b>Building E</b>
Main Project Monument (panel sign)	2.66	2.66	2.66	2.66
Tenant Monument	60.96	30.48	30.48	30.48
Building Identification	16.66	8.33	8.33	8.33
Tenant Entry Sign		29.33		
Tenant Skyline	48.89			
Corner Tenant Monument	87.49			
Proposed Sign Area Per Building	216.66	70.8	41.47	41.47
Maximum Sign Area Allocated per Building based on Floor Area	1313	675	542	754

Sign Height and Number of Freestanding Signs

According to MMC XI-10-24.04-1, the maximum number of signs and sign height is determined by amount of street frontage. Per the Sign Ordinance, one sign is permitted per each street frontage. One additional sign may be granted on parcels with more than 300-feet of public street frontage. The Murphy Crossing Business Park consist of three parcels (Parcel A-C). Each parcel has an excess of 300-feet of street frontage and would be allowed two freestanding signs. The applicant is requesting a variance to exceed the number of freestanding signs on the Parcel A.



Sign height is determined by the following calculation: one foot of height for every eight lineal feet of public street frontage, not to exceed 25 feet in height. For a second sign, only the lineal feet in excess of 300 shall be used to determine height. The project complies with the development standard for sign height and is summarized in Table 3 below:

**Table 3**  
**Sign Height Calculation**

<b>Location</b>	<b>Dimensions</b>
Existing Street Frontage	1,643
Excess Street Frontage	1,643-300=1,343
Maximum Number of Freestanding Signs Per Parcel	2
Number of Proposed Freestanding Signs	7 (3 on Parcel A, 2 each on Parcel B and C)
Maximum Sign Height	25
Proposed Sign Height for Existing and New Monument Signs <ul style="list-style-type: none"> <li>• Main Project Monument</li> <li>• Tenant Monument</li> <li>• Building Identification</li> <li>• Corner Tenant Monument</li> </ul>	9'-7" 6'-7" 5'-11" 7'-6"

**Sign Variance**

The project is requesting a sign variance to exceed the number of freestanding signs on Parcel A. The project proposes a new corner monument sign at the corner of the McCarthy Boulevard and Tasman Drive intersection to capture visibility at this prominent gateway into our industrial sector. To grant the sign variance, the Planning Commission is required to make the following findings:

- a. Special conditions and extraordinary circumstance applicable to the property involved or its intended uses, which were not created by the owner or tenants, and which do not apply generally to other properties with the same land use exist that do not allow the site or business to achieve the goals and objectives of this Chapter for adequate business identification.

**Finding** – The Murphy Crossing Business Park is a multi-tenant campus that consist of five industrial building that spans over a 20-acre site and has 1,643 lineal feet of street frontage. The sign proposal addresses the need for individual business identification, area identification and way-finding that cannot be accomplished with the two freestanding sign limitation.

- b. Literal enforcement of the provisions of the City of Milpitas Sign Ordinance will result in unnecessary hardship inconsistent with the spirit and intent of the Sign Ordinance.

**Finding** – Due to the large size of the multi-tenant, five building campus, additional signs would be required beyond the two freestanding signs that are allowed by the Sign Ordinance. Without the proper business identification and way-finding, it may result in a hardship. Proper business identification cannot be achieved with wall signs given the buildings are set far back from the street and that any wall signs maybe obscured or partial obscured from the tall, mature trees in the parking lot and building edges.

- c. The granting of the variance is not contrary to the intent of the General Plan, Zoning or Sign Ordinance, or applicable Specific Plan and will not be contrary to, nor materially detrimental to public interest and welfare, or injurious to conforming signs in the City.

**Finding** – The granting of the variance will not be contrary to the intent of the General Plan, Zoning Ordinance, or detrimental to public interest and welfare, or injurious to conforming signs in the City. The project proposal is consistent with the General Plan in that promotes the Murphy Crossing Business Park and its tenants. The sign proposal conforms to all other provisions of the Sign Ordinance in terms of total allowable sign area, sign height, design consistency and are compatibility with the overall building architecture and other adjacent signs.

- d. The variance to be granted is one that will require the least modification of the prescribed regulation and the minimum variance that will accomplish that purpose.

**Finding** – The variance would correct a nonconformity issue by having the proper entitlements and permitting of existing and proposed monument signs. Based on their street frontage for each parcel and the amount of street frontage, additional signs may be allowed beyond the two freestanding that is allowed by the current sign ordinance.

- e. The granting of a variance is not considered a grant of special privileges inconsistent with the limitation of other similarly properties.

**Finding** –Other industrial campuses like the Irvine and Cisco campuses have multiple freestanding signs that are located near major driveways and highly visible street corners for business identification.

Sign type, materials and location

Table 4 summarizes the sign types, illumination, and location that are proposed for the Murphy Crossing Business Park sign program.

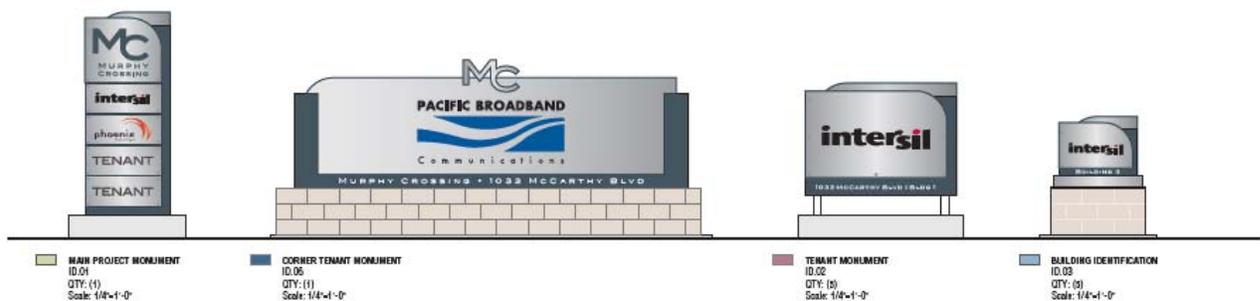
**Table 4:**  
**Sign Type, Illumination, and Location**

Sign	Sign Type	Illumination	Location
Main Project Monument	Metal fabricated sign constructed with a concrete base with dimension letterforms for the Murphy Crossing (MC) logo and vinyl graphics for tenant logos	Up lighting.	Murphy Ranch Rd South Driveway
Corner Tenant Monument	Metal fabricated sign constructed with a concrete footer with letterforms for MC and push-through letterforms for tenant logo and name. Project name and anchor	Anchor tenant name and logo will be internally illuminated.	Northwest corner of the Tasman and McCarthy Intersection.

Sign	Sign Type	Illumination	Location
	tenant address will consist of white vinyl lettering.		
Tenant Monument	Metal fabricated sign constructed with a concrete base and support poles with face lit letterforms and white vinyl letter for the building address.	Business name and logo will be internally illuminated.	McCarthy Blvd. driveway, Southwest corner of the McCarthy and Murphy Ranch intersection, and Murphy Ranch Road driveways.
Building ID Monument	Metal fabricated sign constructed with a 2'-7 1/4" concrete base with vinyl lettering for tenant name, logo, and building number.	Non-illuminated.	Near building entrances
Tenant Entry Sign (wall sign)	Metal panel with face lit dimensional letterforms.	Internally illuminated	Over main entrance for Building C
Tenant Skyline (wall sign)	Metal panel with face lit dimensional letterforms.	Internally illuminated	Within sign band area at the Southeast corner of Building A

An elevation exhibit of the proposed monument signs are shown below. As depicted, the proposed signs provide design consistency and uniformity in terms of design, materials, fabrication, and illumination.

Monument Signs



Wall Signs



Sign Program

The applicant is request approval of a site development approval for a sign program that will allow for comprehensive way-finding and identification sign system for the Murphy Crossing Business Park. Pursuant to MMC XI-10-24.05 (F) (Sign Programs), a sign program is required for multi-tenant buildings to ensure design consistency and uniformity. The Murphy Crossing sign program (Attachment C) provides for the locations, dimensions, and styles of the exterior tenant signage. Based on the sign proposal, the sign program, sign type, illumination and locations provide orderly, harmonious, and effective signage.

**ADOPTED PLANS AND ORDINANCES CONSISTENCY**

**General Plan**

The table below outlines the project’s consistency with applicable General Plan Guiding Principles and Implementing Policies:

**Table 3**  
**General Plan Consistency**

<b>Policy</b>	<b>Consistency Finding</b>
Implementing Policy 2.a-I-3 <i>Encourages economic pursuits, which will strengthen and promote development through stability and balance.</i>	<b>Consistent.</b> The proposed monument sign would help promote the Murphy Crossing Business Park and encourage economic pursuits by providing appropriate visibility and business identification.
Implementing Policy 2.a-I-7 <i>Provide opportunities to expand employment, participate in partnerships with local business to facilitate communication, and promote business retention</i>	<b>Consistent.</b> The sign program will provide for aesthetic and appropriate signage to promote business retention

***Sign Ordinance***

The project is consistent with Chapter 24 (Signs) of the Milpitas Municipal Code in that the proposed signs complies with the total allowable sign area, sign height, and appropriateness of the sign design by incorporating compatible colors, design, and scale with the building and design consistency with monument and wall signs. The proposed monument signs are located within existing landscaped areas as required by the Sign Ordinance and provide for an attractive harmonious development.

**ENVIRONMENTAL REVIEW**

The Planning Division conducted an initial environmental assessment of the project in accordance with the California Environmental Quality Act (CEQA). Staff determined that the project is categorically exempt per Section 15311, (Class 11) Accessory Structures, because the project includes the construction of an on-premise sign.

**PUBLIC COMMENT/OUTREACH**

Staff publicly noticed the application in accordance with City and State law. As of the time of writing this report, there have been no inquiries from the public.

**CONCLUSION**

The project proposes a with sign program that allows for installation of two new monument signs and rebranding of existing signs that provides for uniformity and design consistency. The proposed signage utilizes colors, materials, and designs that complement the industrial buildings materials and styles and provides attractive and effective business identification and way-finding.

**RECOMMENDATION**

**STAFF RECOMMENDS THAT** the Planning Commission adopt Resolution No. 11-013 approving Site Development Permit No. SD10-0015, subject to the attached Conditions of Approval.

*Attachments:*

- A. Resolution No. 11-018
- B. Project Plans
- C. Sign Program

## RESOLUTION NO. 11-013

### A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MILPITAS, CALIFORNIA, APPROVING SITE DEVELOPMENT PERMIT NO. SD10-0011, MURPHY CROSSING SIGN PROGRAM, A REQUEST FOR A SIGN PROGRAM TO ALLOW FOR INSTALLION OF NEW MONUMENT SIGNS, REBRANDING OF EXISTING SIGNS, AND A SIGN VARIANCE TO EXCEED THE NUMBER OF FREESTANDING SIGNS FOR A MULTI-TENANT INDUSTRIAL BUSINESS PARK LOCATED AT 1001 MURPHY RANCH ROAD.

**WHEREAS**, on November 10, 2010, an application was submitted by Phil Murphy, 3445 Mt. Diablo Boulevard, Lafayette, CA 94549, to allow for the installation of three monument signs that are greater than 6-feet in height and one new wall sign; rebranding of existing signage; and variance to exceed the maximum number of freestanding signs for the Murphy Crossing Business Park located at 1001 Murphy Ranch Road. The property is located within the Industrial Park Zoning district (86-02-068); and

**WHEREAS**, the Planning Division completed an environmental assessment for the project in accordance with the California Environmental Quality Act (CEQA), and recommends that the Planning Commission determine this project is categorically exempt from further environmental review pursuant to Section 15311, Class 11, (a) (Accessory Structures, On-premise Signs) of the California Environmental Quality Act (CEQA).

**WHEREAS**, on May 11, 2011, the Planning Commission held a duly noticed public hearing on the subject application, and considered evidence presented by City staff, the applicant, and other interested parties.

**NOW THEREFORE**, the Planning Commission of the City of Milpitas hereby finds, determines and resolves as follows:

**Section 1:** The recitals set forth above are true and correct and incorporated herein by reference.

**Section 2:** The project is categorically exempt per Section 15311, (Class 11) Accessory Structures of the California Environmental Quality Act. The project proposal consists of the establishing a master sign program for an existing industrial complex, installation of three on-premise monument signs and rebranding of existing signs.

**Section 3:** With respect to SD10-0011, the proposed use, at the proposed location will not be detrimental or injurious to property or improvements in the vicinity nor to the public health, safety and general welfare in that it meets all requirements of the City's Zoning Ordinance and General Plan. The sign program for the Murphy Crossing Business Park consists of monument signs and wall signs that provides for business identification and way-finding. The location of the sign complies with traffic safety standards and maintains adequate line of sight distance.

**Section 4:** The proposed use is consistent with the Milpitas General Plan in that it meets General Plan Policy 2.a-I-3 and 2.a-I-7. The proposed sign program provides for an aesthetic and harmonious development with that allows for effective business identification and way-finding to promote business and encourage economic pursuits. The proposed colors and materials of the signs utilize similar styles, colors, and materials that are compatible and in keeping with the character of the building architecture.

**Section 5:** The proposed use is consistent with the Milpitas Zoning Ordinance in that the proposed use meets all the requirements set forth by the Zoning Ordinance in that the height, sign area, materials and design all meet the requirements of the Sign Ordinance.

**Section 6:** The Sign Variance will allow the project to provide a comprehensive sign program for the Murphy Crossing Business Park and meets the following findings:

- a. The sign proposal addresses the need for individual business identification, area identification, and way-finding that cannot be accomplished with the two freestanding sign limitation.
- b. Due to the large size of the multi-tenant, five building campus, additional signs would be required beyond the two freestanding signs that are allowed by the Sign Ordinance. Moreover, proper business identification cannot be achieved with wall signs given the buildings are set far back from the street and that any wall signs maybe obscured or partial obscured from the tall, mature trees in the parking lot and building edges. Without the proper business identification and way-finding, it may result in a hardship.
- c. The project proposal is consistent with the General Plan in that promotes the Murphy Crossing Business Park and its tenants. The sign proposal conforms to all other provisions of the Sign Ordinance in terms of total allowable sign area, sign height, design consistency and are compatibility with the overall building architecture and other adjacent signs
- d. The variance would correct a nonconformity issue by having the proper entitlements and permitting of existing and proposed monument signs. Based on their street frontage and the amount of street frontage, additional signs may be allowed beyond the two freestanding that is allowed by the current sign ordinance.
- e. The previous sign ordinance allowed for deviations to the Sign Ordinance through the approval of a sign program. Other industrial campuses like the Irvine and Cisco campuses have multiple freestanding signs that are located near major driveways and highly visible street corners for business identification.

**Section 7:** The Planning Commission of the City of Milpitas hereby approves Site Development Permit No. SD10-0011, Murphy Crossing Sign Program, subject to the above Findings, and Conditions of Approval attached hereto as Exhibit 1.

**PASSED AND ADOPTED** at a regular meeting of the Planning Commission of the City of Milpitas on May 11, 2011

---

Chair

**TO WIT:**

**I HEREBY CERTIFY** that the following resolution was duly adopted at a regular meeting of the Planning Commission of the City of Milpitas on May 11, 2011, and carried by the following roll call vote:

<b>COMMISSIONER</b>	<b>AYES</b>	<b>NOES</b>	<b>ABSENT</b>	<b>ABSTAIN</b>
Mark Tiernan				
Lawrence Ciardella				
Sudhir Mandal				
Gurdev Sandhu				
Steve Tao				
Noella Tabladillo				
Zeya Moshin				
John Luk				

**EXHIBIT 1**

**CONDITIONS OF APPROVAL  
Site Development Permit No. SD10-0011**

A request for a sign program that will allow for the installation of three new monuments, rebranding of existing signage, and a sign variance to exceed the number of freestanding signs for the Murphy Crossing Business Park located at 1001 Murphy Ranch Road (APN: 86-02-068)

**General Conditions**

1. The owner or designee shall develop the approved project in conformance with the approved plans and color and materials sample boards approved by the Planning Commission on May 11, 2011, in accordance with these Conditions of Approval.

Any deviation from the approved site plan, floor plans, elevations, materials, colors, landscape plan, or other approved submittal shall require that, prior to the issuance of building permits, the owner or designee shall submit modified plans and any other applicable materials as required by the City for review and obtain the approval of the Planning Director or Designee. If the Planning Director or designee determines that the deviation is significant, the owner or designee shall be required to apply for review and obtain approval of the Planning Commission, in accordance with the Zoning Ordinance. (P)

Site Development Permit No. SD10-0011 shall become null and void if the project is not commenced within two (2) years from the date of approval. Pursuant to Section 64.06(B) of the Zoning Ordinance of the City of Milpitas:

- a. Completes a foundation associated with the project; or
  - b. Dedicates any land or easement as required from the zoning action; or
  - c. Complies with all legal requirements necessary to commence the use, or obtains an occupancy permit, whichever is sooner.
2. Pursuant to Section 64.06(1), the owner or designee shall have the right to request an extension of Site Development Permit No. SD10-0011 if said request is made, filed and approved by the Planning Commission prior to expiration dates set forth herein. (P)
  3. Prior to the issuance of building permits, the owner or designee shall include within the four first pages of the working drawings for a plan check, a list of all conditions of approval imposed by the final approval of the project. (P)
  4. A landscaped planter at the base of the sign shall be maintained as long as the sign is in use.
  5. If, at time of building permit review, there is an outstanding project job account balance due to the City for recovery of review fees, review of permits will not be initiated until the balance is paid in full. (P)
  6. The developer shall not obstruct the noted sight distance areas as indicated on the City standard drawing #405. Overall cumulative height of the grading, landscaping & signs as determined by sight distance shall not exceed 2 feet when measured from street elevation. (E)

7. Proposed monument signs along McCarthy Boulevard and Murphy Ranch Road Frontages (Signs: 02, 03, 04, 05, 06 and 07) must be located 16-foot minimum back from the street Face of Curb, to clear both line of sight and existing public service utility easement. The edge of the proposed monument sign (01) at the corner of Tasman/McCarthy must be located 10-foot minimum back from the property line at that corner to clear the existing public service utility easement. No permanent structure is allowed within the public right of way or easement. (E)

(P) = Planning

(B) = Building

(E) = Engineering

(F) = Fire Prevention



MURPHY CROSSING

Existing Site Signage - Retrofit  
Master Sign Program

Revised: April 8, 2011

Program: ZZ.2373.01

ORIGINAL SUBMITTAL: OCTOBER 27, 2010  
REVISED SUBMITTAL: NOVEMBER 8, 2010  
REVISED SUBMITTAL: FEBRUARY 28, 2011

DRAWINGS CHECKED BY:

- PROGRAM MANAGEMENT \_\_\_\_\_
- DESIGN \_\_\_\_\_
- PRODUCTION \_\_\_\_\_
- INSTALLATION \_\_\_\_\_



3445 Mt. Diablo Blvd.  
Lafayette, California  
94549

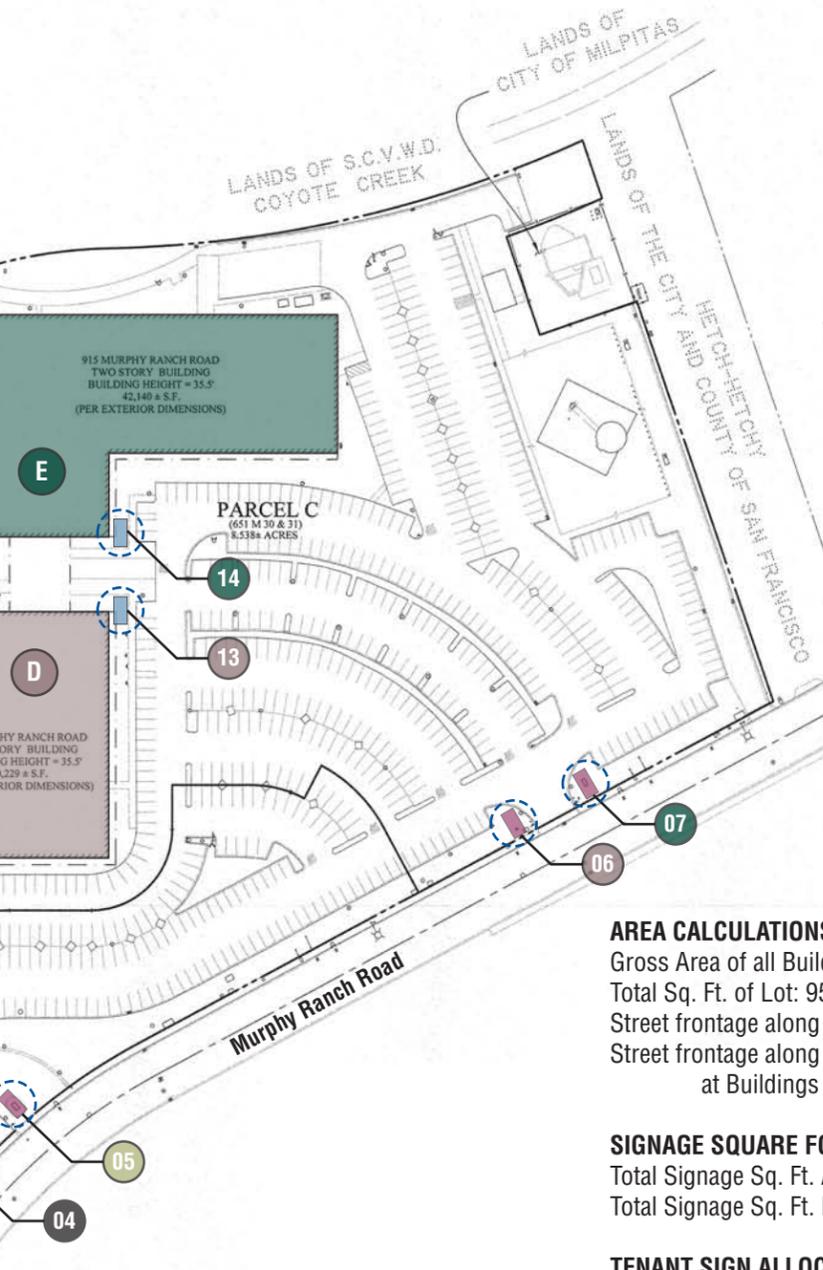
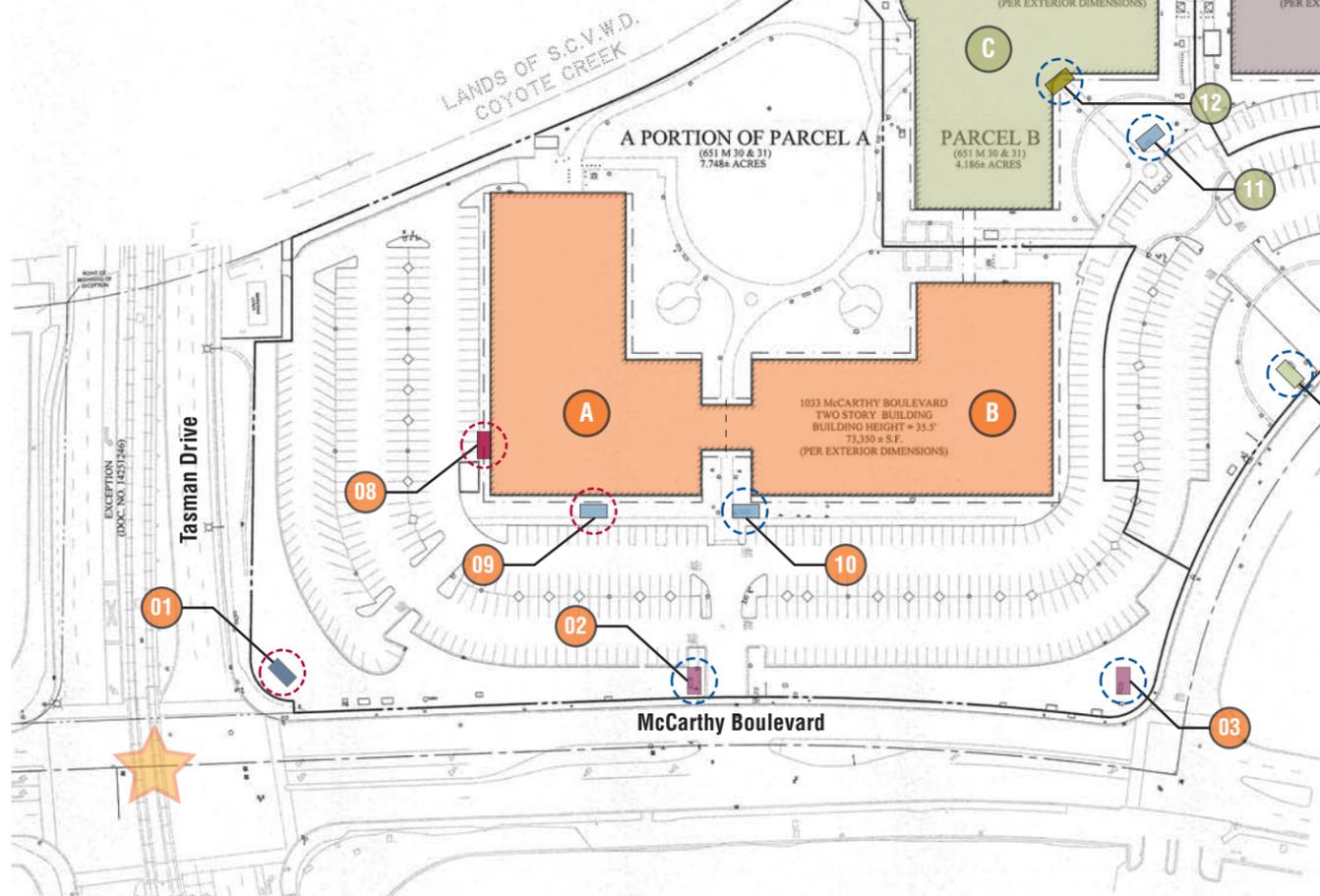
925-444-2020 Telephone  
925-444-2039 Facsimile  
www.gnugroup.com

**KEY**

*branding / identification*

- ★ HEAVY VEHICULAR TRAFFIC
- MAIN PROJECT MONUMENT - ID.01 - QTY: (1)
- TENANT MONUMENT - ID.02 - QTY: (5)
- BUILDING IDENTIFICATION - ID.03 - QTY: (5)
- TENANT ENTRY IDENTIFICATION - ID.04 - QTY: (1)
- TENANT SKYLINE - ID.05 - QTY: (1)
- CORNER TENANT MONUMENT - ID.06 - QTY: (1)

- PROPOSED ADDITIONAL SIGN TYPE
- PROPOSED MODIFIED SIGN TYPE



**AREA CALCULATIONS:**

Gross Area of all Buildings: 368,000 sq. ft.  
 Total Sq. Ft. of Lot: 958,000 sq. ft.  
 Street frontage along McCarthy at Buildings 1&2: 468 ft.  
 Street frontage along Murphy Ranch Rd. at Buildings 2,3,4,&5: 1,175 ft.

**SIGNAGE SQUARE FOOTAGE:**

Total Signage Sq. Ft. Allowed: 3,286 sq. ft.  
 Total Signage Sq. Ft. Proposed: 390.7 sq. ft.

**TENANT SIGN ALLOCATIONS:**

SIGN TYPE	SIGN QTY	BUILDINGS A B (Anchor Tenant)	BUILDING C	BUILDING D	BUILDING E	TOTAL SQUARE FOOT PER SIGN TYPE
Main Project Monument - ID.01	1	(2.66 sq. ft.)	(2.66 sq. ft.)	(2.66 sq. ft.)	(2.66 sq. ft.)	30.94 sq. ft.
Tenant Monument - ID.02	5	(30.48 x2 sq. ft.)	(30.48 sq. ft.)	(30.48 sq. ft.)	(30.48 sq. ft.)	152.4 sq. ft.
Building Identification - ID.03	5	(8.33 x2 sq. ft.)	(8.33 sq. ft.)	(8.33 sq. ft.)	(8.33 sq. ft.)	41.65 sq. ft.
Tenant Entry Identification - ID.04	1		(29.33 sq. ft.)			29.33 sq. ft.
Tenant Skyline - ID.05	1	(48.89 sq. ft.)				48.89 sq. ft.
Corner Tenant Monument - ID.06	1	(87.49 sq. ft.)				87.49 sq. ft.
<b>TOTAL SQUARE FOOT PER BUILDING</b>		<b>216.66 sq. ft.</b>	<b>70.8 sq. ft.</b>	<b>41.47 sq. ft.</b>	<b>41.47 sq. ft.</b>	<b>390.7 sq. ft.</b>

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
 925-444-2020 Telephone | 925-444-2039 Facsimile  
 www.gnu-group.com

Program Location:



Milpitas, CA

**MASTER SIGN PROGRAM**

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

- |    |          |                |
|----|----------|----------------|
| 1. | 11.08.10 | KP             |
| 2. | 02.28.11 | KP             |
| 3. | 04.08.11 | KP City Review |
| 4. | 04.19.11 | KP City Review |

Checked by:

Approval:

Program Number: ZZ.2373.01  
 Drawn By: KP

Original Issue: 10.27.2010  
 Scale: As Noted

Title: **Sign Location Plan**

Sheet:



Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

### MASTER SIGN PROGRAM

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

- |    |          |    |             |
|----|----------|----|-------------|
| 1. | 04.08.11 | KP | City Review |
|----|----------|----|-------------|

Checked by:

Approval:

Program Number:  
ZZ.2373.01

Drawn By:  
KP

Original Issue:  
02.28.2011

Scale:  
As Noted

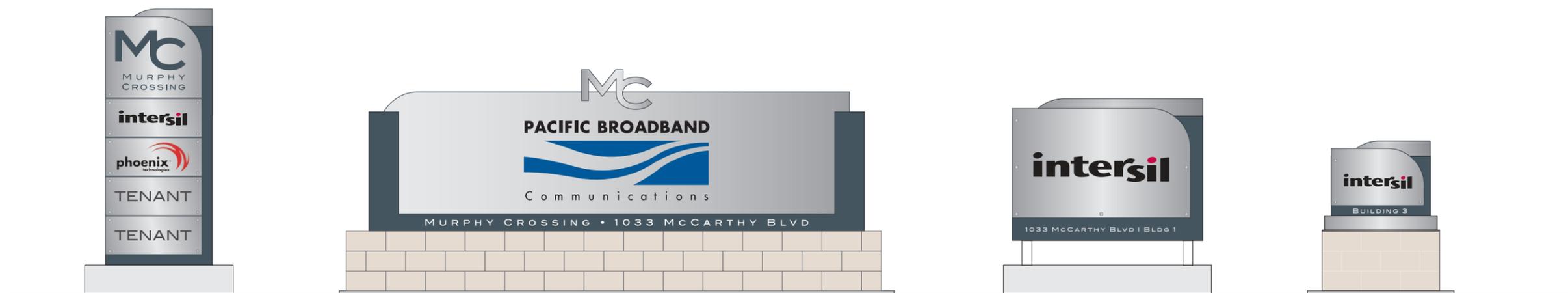
Title:

**Sign Type Hierarchy**

Sheet:

**B**

© 2010 GNU Group. All rights reserved.



MAIN PROJECT MONUMENT  
ID.01  
QTY: (1)  
Scale: 1/4"=1'-0"

CORNER TENANT MONUMENT  
ID.06  
QTY: (1)  
Scale: 1/4"=1'-0"

TENANT MONUMENT  
ID.02  
QTY: (5)  
Scale: 1/4"=1'-0"

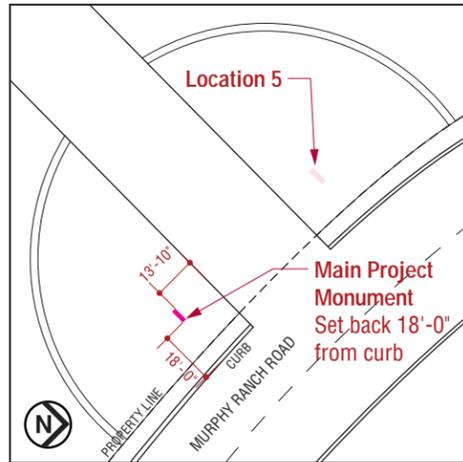
BUILDING IDENTIFICATION  
ID.03  
QTY: (5)  
Scale: 1/4"=1'-0"



TENANT ENTRY IDENTIFICATION  
ID.04  
QTY: (1)  
Scale: 1/4"=1'-0"



TENANT SKYLINE  
ID.05  
QTY: (1)  
Scale: 1/4"=1'-0"



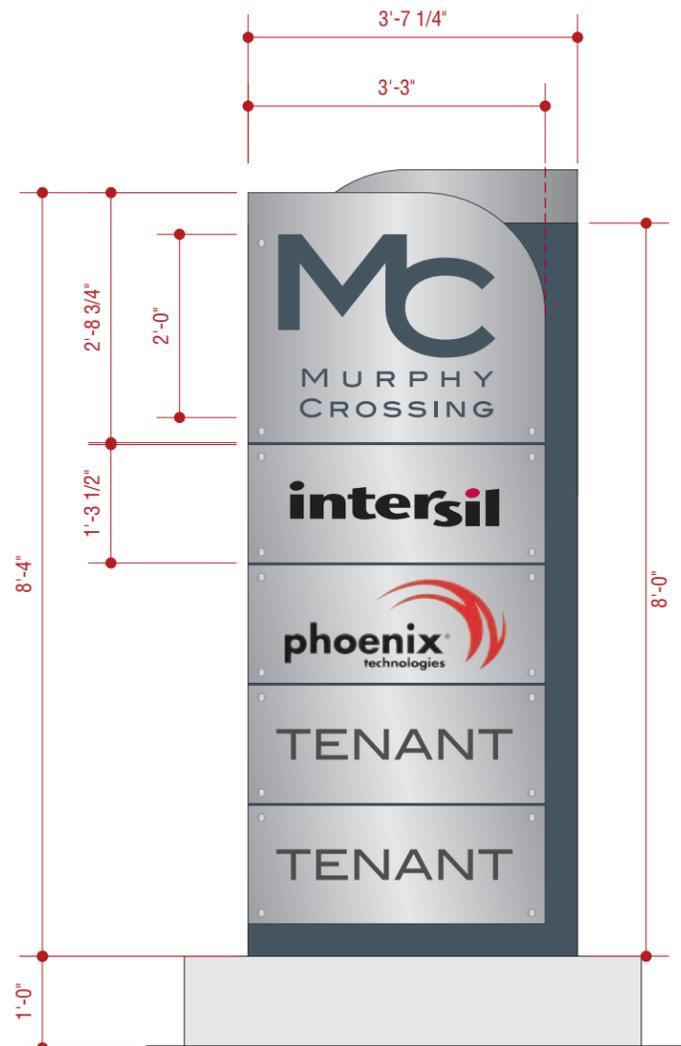
**SITE PLAN - LOCATION 04**  
 EXISTING CONDITION  
 Scale: 1" = 60'-0"



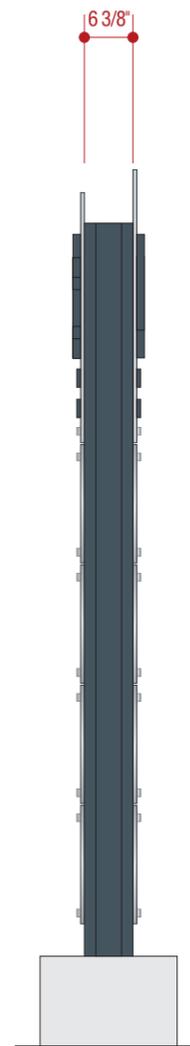
**LOCATION 04 - MAIN PROJECT MONUMENT**  
 EXISTING CONDITION (57.66 SQ.FT.)



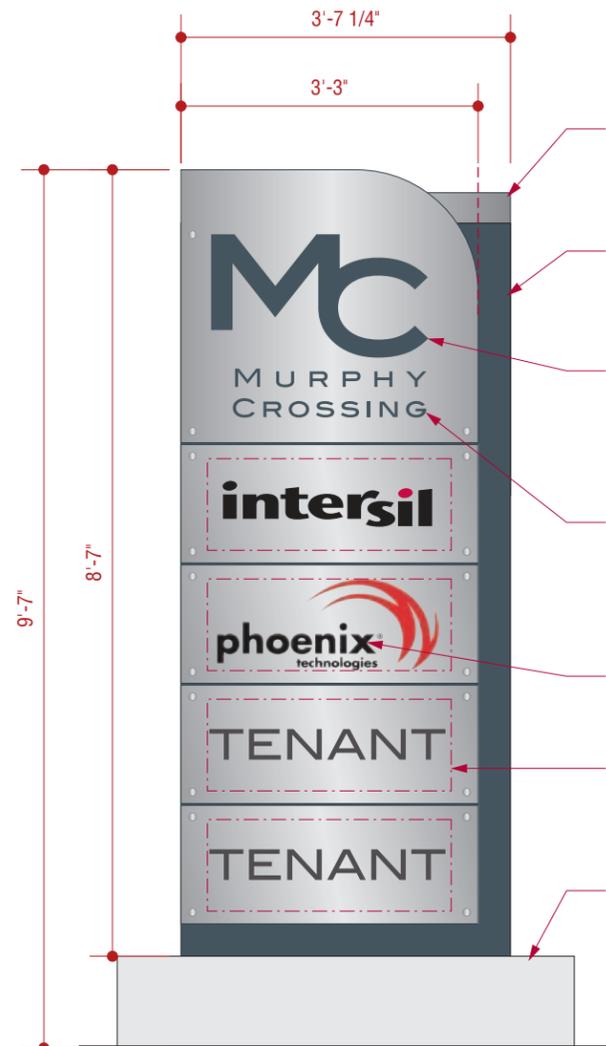
**PROPOSED CONDITION**  
 TOP VIEW  
 Scale: 1/2" = 1'-0"



**LOCATION 04 - MAIN PROJECT MONUMENT**  
 PROPOSED CONDITION  
 30.94 SQ.FT. PER SIDE, 61.88 TOTAL SQ.FT.  
 FRONT VIEW  
 Scale: 1/2" = 1'-0"



**PROPOSED CONDITION**  
 SIDE VIEW  
 Scale: 1/2" = 1'-0"



**PROPOSED CONDITION**  
 BACK VIEW  
 Scale: 1/2" = 1'-0"

- Satin Aluminum Panels  
1/2" Thk. mounted flush to cabinet, attached with puck hardware
- Fabricated Cabinet  
Painted Slate Gray to match Main Project Monument Logo
- MC Letterforms  
Dimensional Letterforms painted Slate Gray, applied to top curved aluminum panel
- Murphy Crossing Letterforms  
Dimensional Letterforms painted Slate Gray, applied to top curved aluminum panel
- Tenant Logos  
Applied vinyl
- Tenant Logo Area  
Tenant Logo must fit within the allotted 2'-8"w x 1'-0"h area
- Existing Concrete Base

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
 925-444-2020 Telephone | 925-444-2039 Facsimile  
 www.gnugroup.com

Program Location:



Milpitas, CA

**MASTER SIGN PROGRAM**

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

1.	11.08.10	KP
2.	02.28.11	KP
3.	04.08.11	KP City Review

Checked by:

Approval:

Program Number: ZZ.2373.01	Drawn By: KP
Original Issue: 10.27.2010	Scale: As Noted

Title:  
**Main Project Monument - ID.01**

Sheet:

**1.0**

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

### MASTER SIGN PROGRAM

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

1.	11.08.10	KP
2.	02.28.11	KP
3.	04.08.11	KP City Review

Checked by:

Approval:

Program Number: ZZ.2373.01  
Drawn By: KP

Original Issue: 10.27.2010  
Scale: As Noted

Title: **Tenant Monument - ID.02**

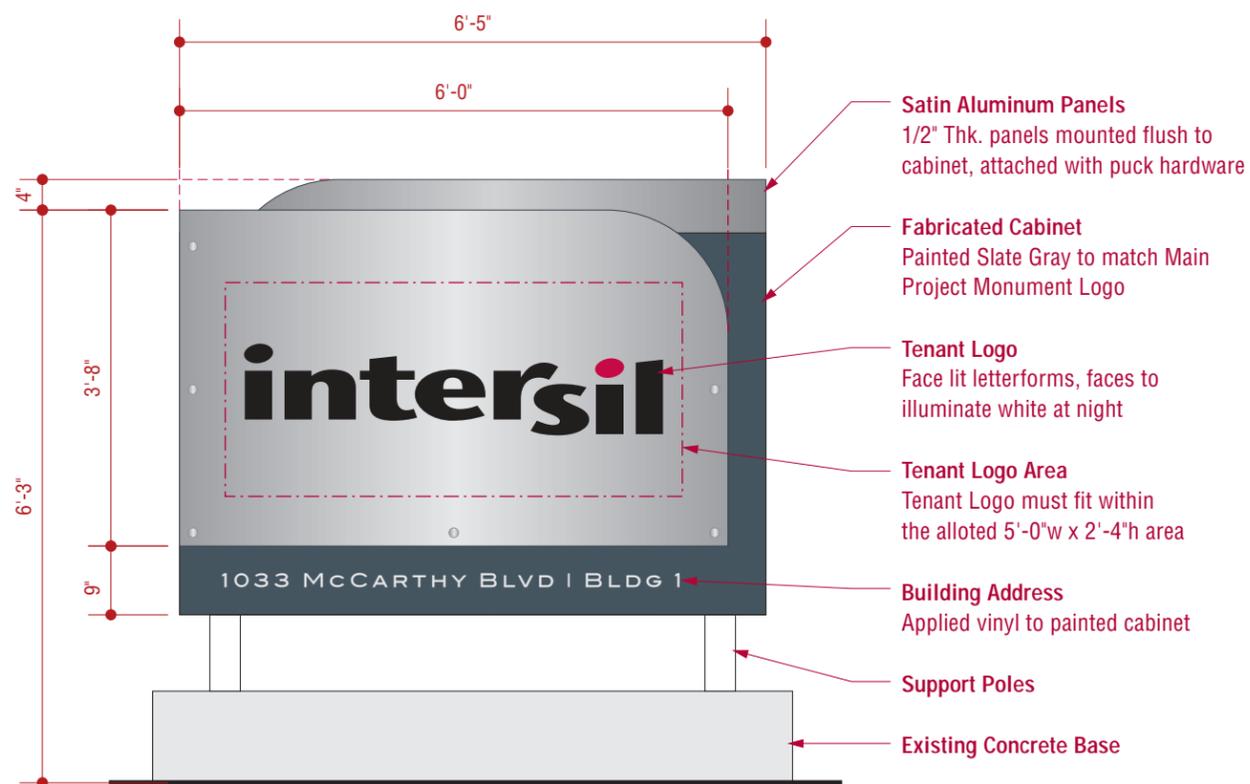
Sheet:

# 2.0

© 2010 GNU Group. All rights reserved.



PROPOSED CONDITION  
TOP VIEW  
Scale: 1/2" = 1'-0"



TENANT MONUMENT  
PROPOSED CONDITION FOR LOCATIONS 02, 03, 05, 06, 07  
30.48 SQ.FT. PER SIDE, 60.96 TOTAL SQ.FT.  
FRONT VIEW  
Scale: 1/2" = 1'-0"



LOCATION 02



LOCATION 03



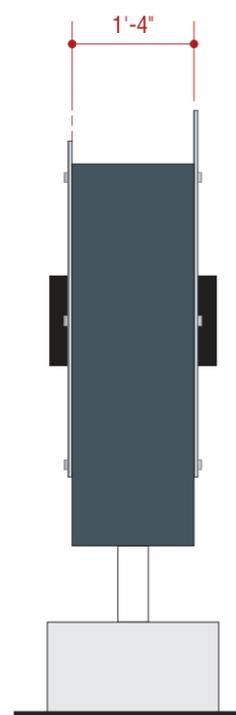
LOCATION 05



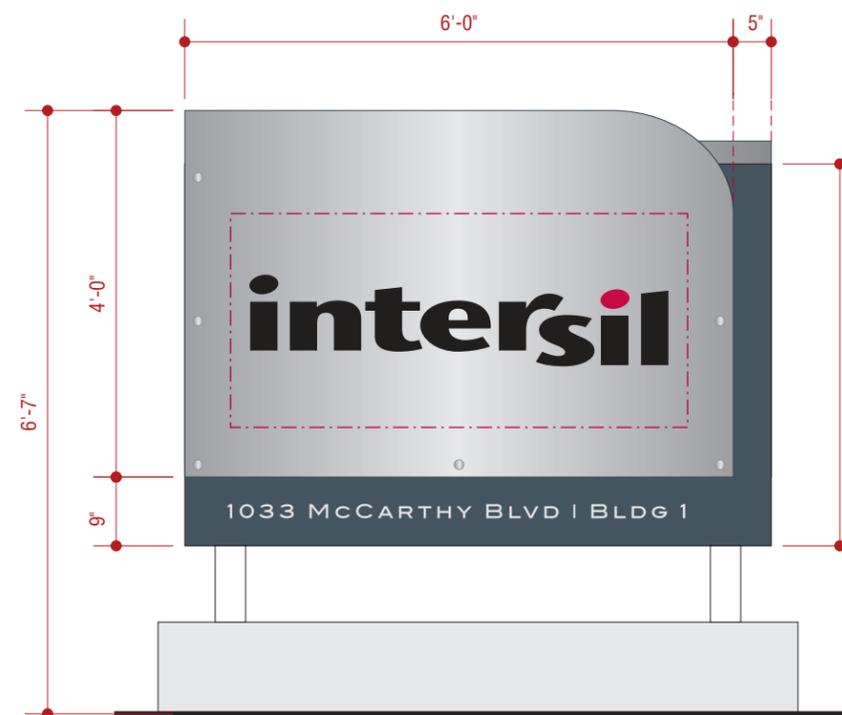
LOCATION 06



LOCATION 07



PROPOSED CONDITION  
SIDE VIEW  
Scale: 1/2" = 1'-0"



PROPOSED CONDITION  
BACK VIEW  
Scale: 1/2" = 1'-0"

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

### MASTER SIGN PROGRAM

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

- |    |          |    |             |
|----|----------|----|-------------|
| 1. | 04.08.11 | KP | City Review |
|----|----------|----|-------------|

Checked by:

Approval:

Program Number:	Drawn By:
ZZ.2373.01	KP

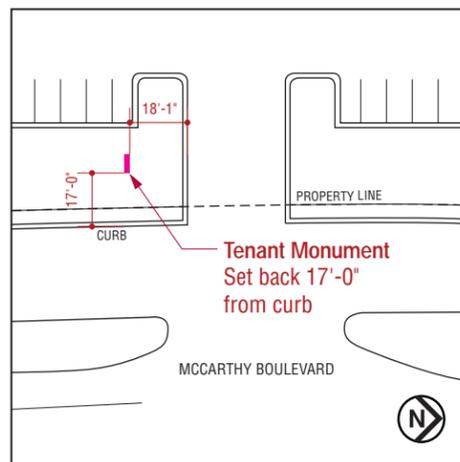
Original Issue:	Scale:
02.28.2011	As Noted

Title:  
**Tenant Monument  
Site Plans – ID.02**

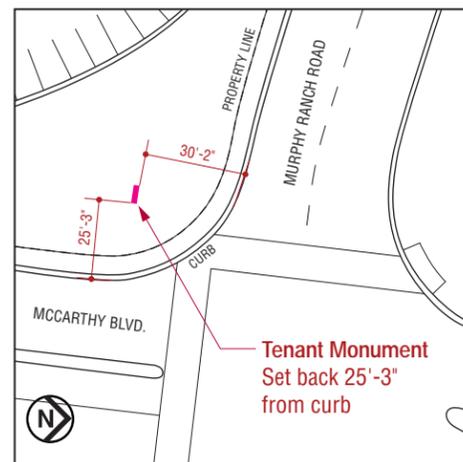
Sheet:

# 2.1

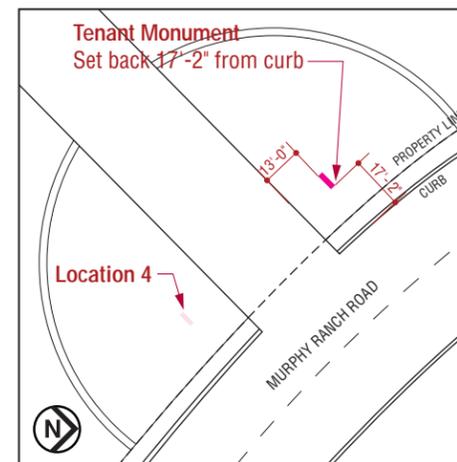
© 2010 GNU Group. All rights reserved.



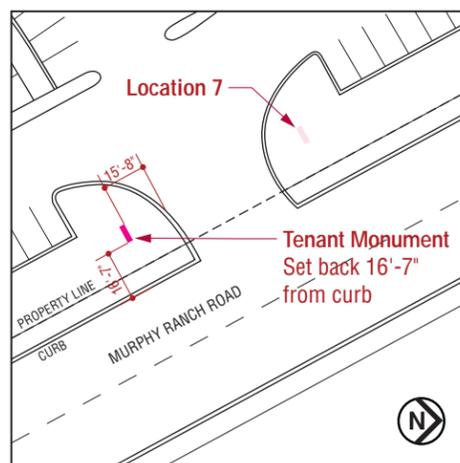
SITE PLAN - LOCATION 02  
EXISTING CONDITION  
Scale: 1" = 60'-0"



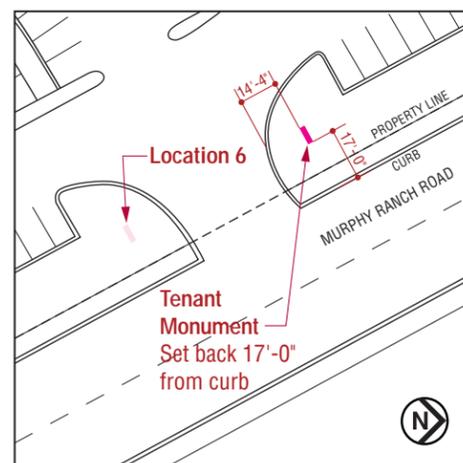
SITE PLAN - LOCATION 03  
EXISTING CONDITION  
Scale: 1" = 60'-0"



SITE PLAN - LOCATION 05  
EXISTING CONDITION  
Scale: 1" = 60'-0"



SITE PLAN - LOCATION 06  
EXISTING CONDITION  
Scale: 1" = 60'-0"



SITE PLAN - LOCATION 07  
EXISTING CONDITION  
Scale: 1" = 60'-0"

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

### MASTER SIGN PROGRAM

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

1.	11.08.10	KP
2.	02.28.11	KP
3.	04.08.11	KP City Review

Checked by:

Approval:

Program Number:	Drawn By:
ZZ.2373.01	KP

Original Issue:	Scale:
10.27.2010	As Noted

Title:  
**Building Identification - ID.03**

Sheet:

# 3.0

© 2010 GNU Group. All rights reserved.



LOCATION 09



LOCATION 10



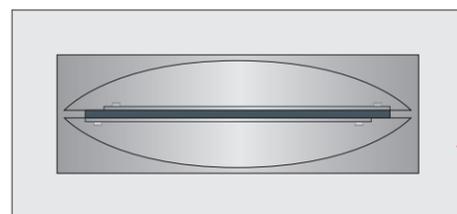
LOCATION 11



LOCATION 13

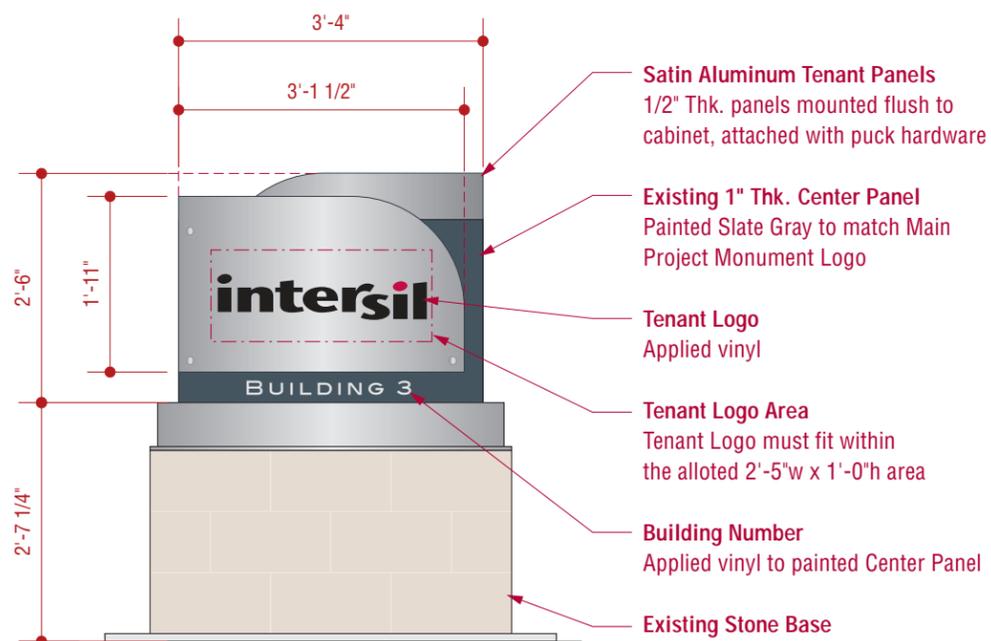


LOCATION 14

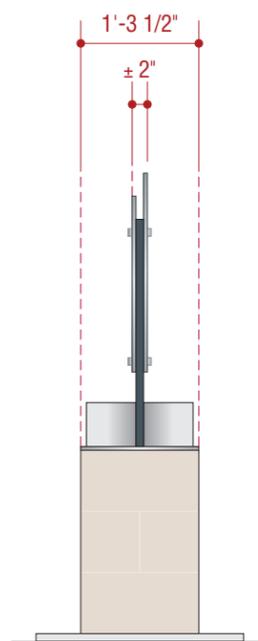


Existing Mow Strip

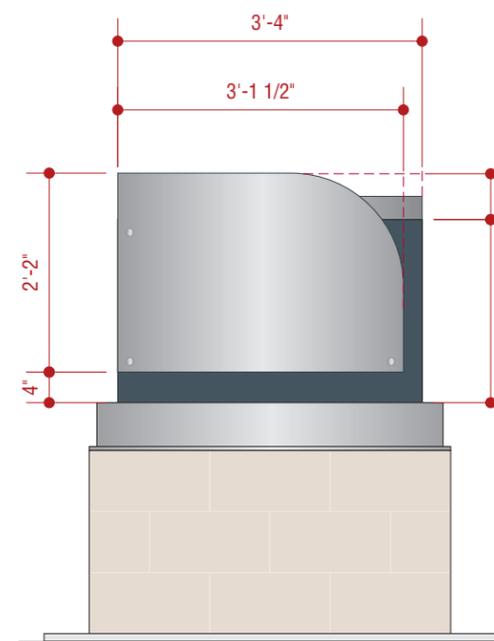
PROPOSED CONDITION  
TOP VIEW  
Scale: 1/2" = 1'-0"



**BUILDING IDENTIFICATION**  
PROPOSED CONDITION FOR LOCATIONS 09, 10, 11, 13, 14  
8.33 TOTAL SQ.FT.  
FRONT VIEW  
Scale: 1/2" = 1'-0"



PROPOSED CHANGES  
SIDE VIEW  
Scale: 1/2" = 1'-0"



PROPOSED CONDITION  
BACK VIEW  
Scale: 1/2" = 1'-0"

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

### MASTER SIGN PROGRAM

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

1. 04.08.11 KP City Review

Checked by:

Approval:

Program Number:  
ZZ.2373.01

Drawn By:  
KP

Original Issue:  
02.28.2011

Scale:  
As Noted

Title:  
**Tenant Entry Identification – ID.04**

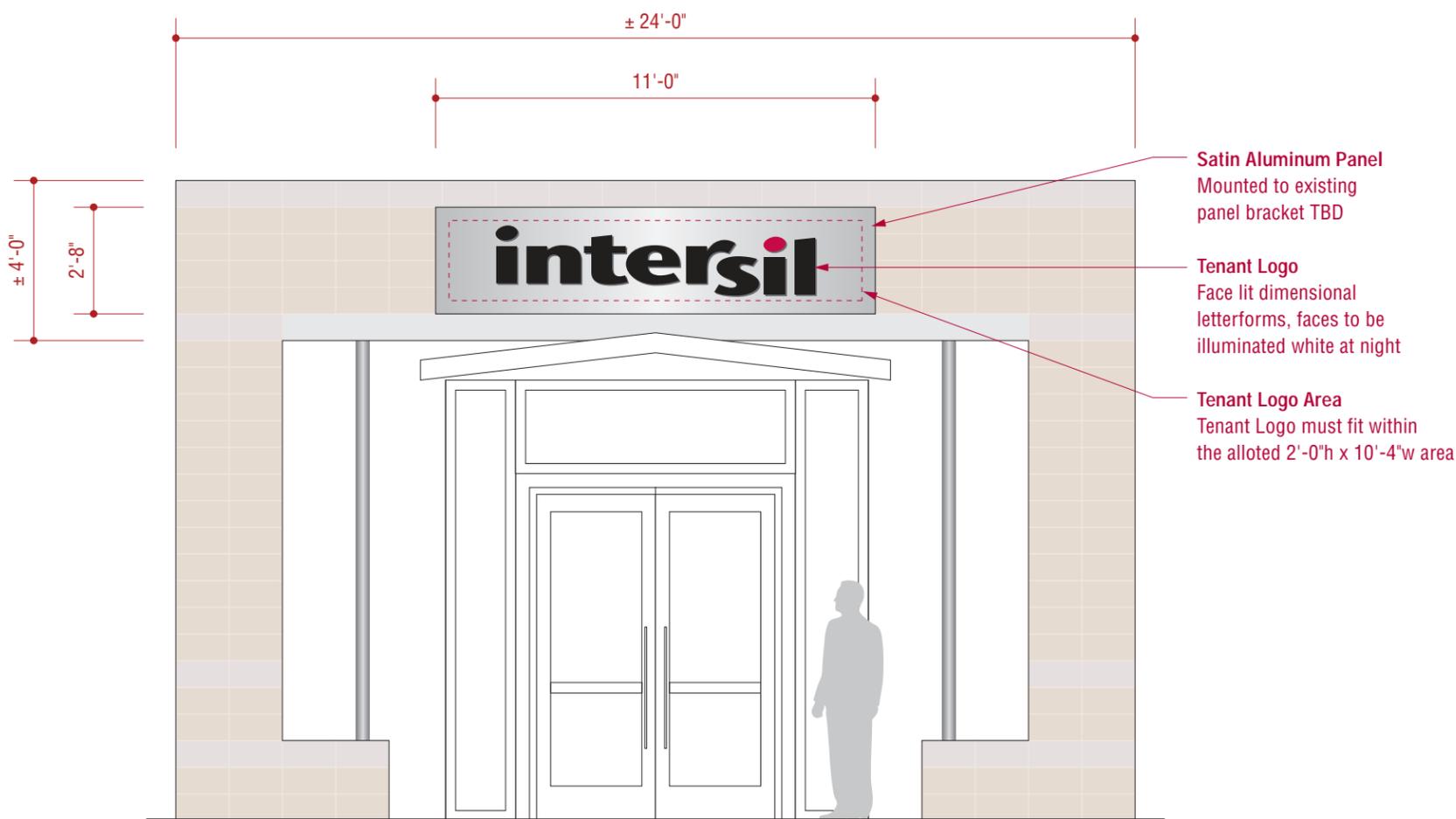
Sheet:

# 4.0

© 2010 GNU Group. All rights reserved.



TOP VIEW  
Scale: 1/4" = 1'-0"



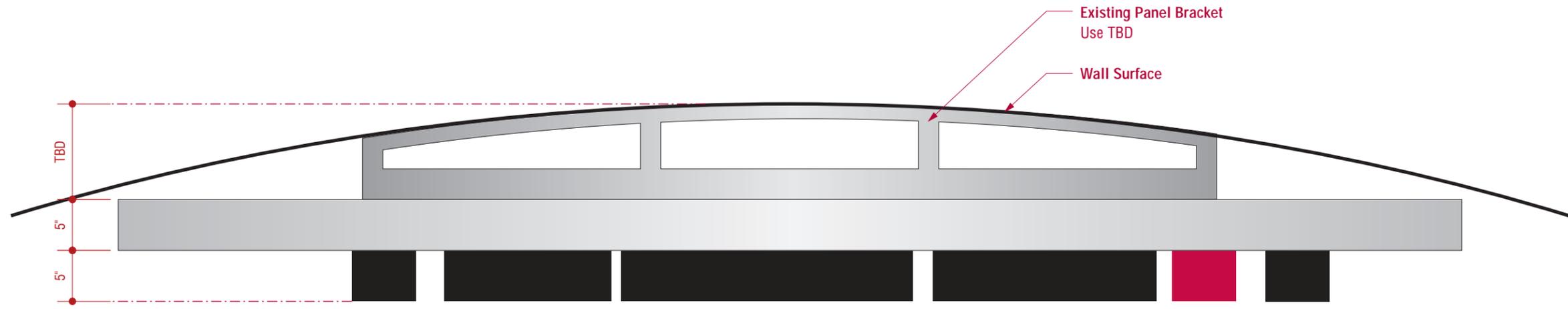
LOCATION 12 - TENANT ENTRY IDENTIFICATION  
PROPOSED CONDITION  
29.33 TOTAL SQ.FT.  
FRONT VIEW  
Scale: 1/4" = 1'-0"



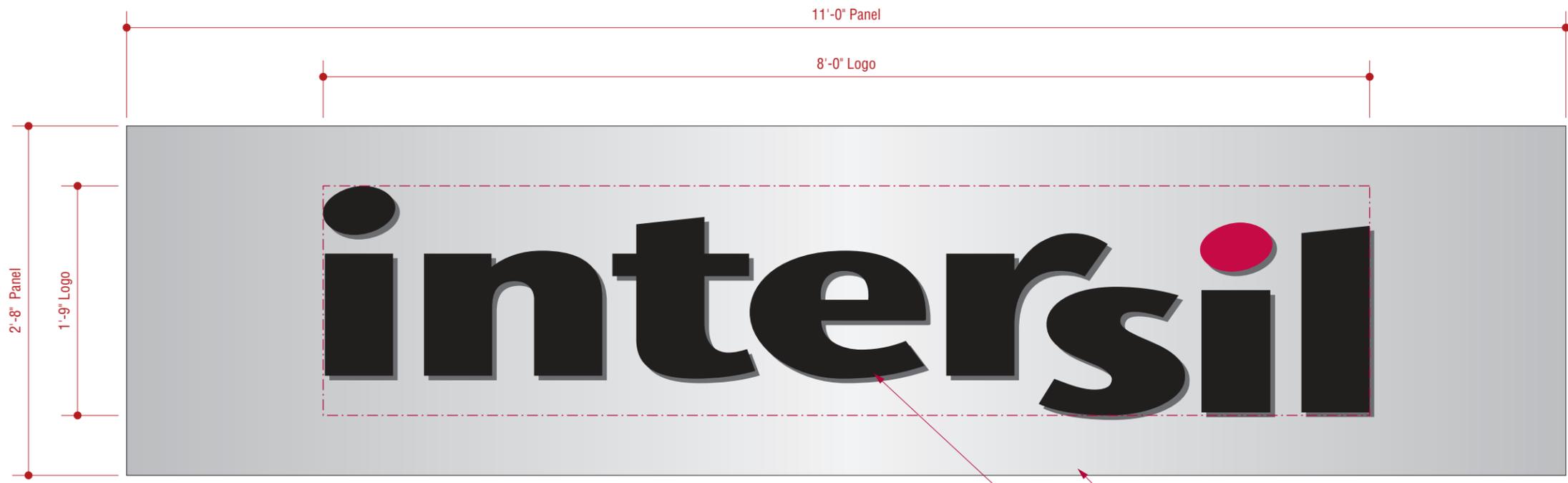
PHOTO REFERENCE - EXISTING  
EXISTING CONDITION (15.75 SQ.FT)



PHOTO REFERENCE - PROPOSED  
PROPOSED CONDITION (28.83 SQ.FT)



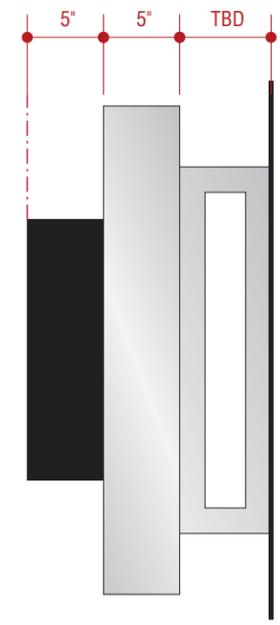
TOP VIEW  
Scale: 1" = 1'-0"



LOCATION 12 - TENANT ENTRY IDENTIFICATION - DETAIL  
FRONT VIEW  
Scale: 1" = 1'-0"

**Satin Aluminum Panel**  
Fabricated aluminum panel, mounted to existing panel bracket TBD

**Tenant Logo**  
Face lit dimensional letterforms, faces to be illuminated white at night



SIDE VIEW  
Scale: 1" = 1'-0"

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnu-group.com

Program Location:



Milpitas, CA

**MASTER SIGN PROGRAM**

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

1.	04.08.11	KP	City Review
----	----------	----	-------------

Checked by:

Approval:

Program Number:  
ZZ.2373.01

Drawn By:  
KP

Original Issue:  
02.28.2011

Scale:  
As Noted

Title:  
**Tenant Entry Identification Detail - ID.04**

Sheet:

**4.1**

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

### MASTER SIGN PROGRAM

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

- |    |          |    |             |
|----|----------|----|-------------|
| 1. | 04.08.11 | KP | City Review |
|----|----------|----|-------------|

Checked by:

Approval:

Program Number:  
ZZ.2373.01

Drawn By:  
KP

Original Issue:  
02.28.2011

Scale:  
As Noted

Title:  
**Tenant Skyline -  
ID.05**

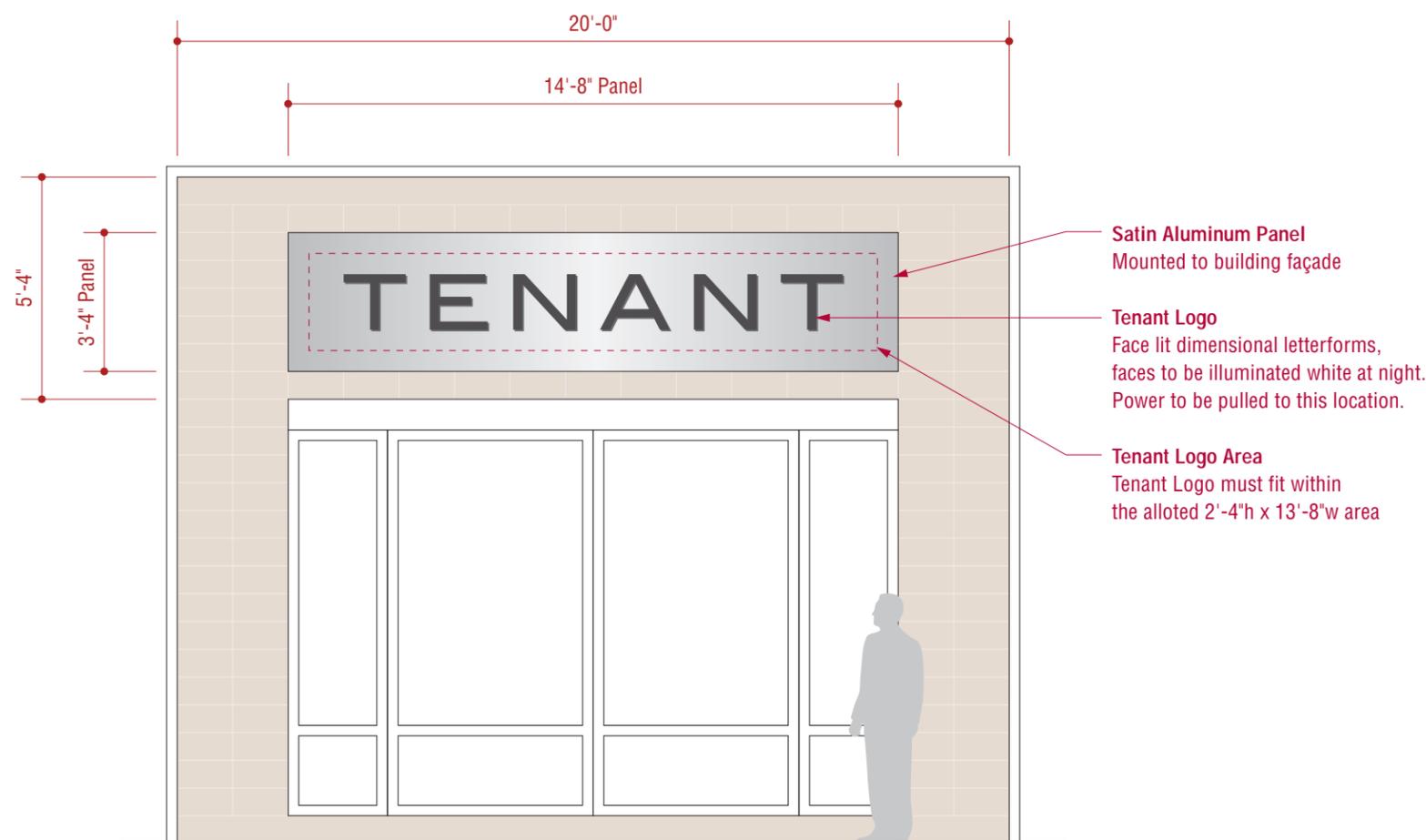
Sheet:

# 5.0

© 2010 GNU Group. All rights reserved.



TOP VIEW  
Scale: 1/4" = 1'-0"



LOCATION 08 - TENANT SKYLINE  
PROPOSED CONDITION  
48.89 TOTAL SQ.FT.  
FRONT VIEW  
Scale: 1/4" = 1'-0"



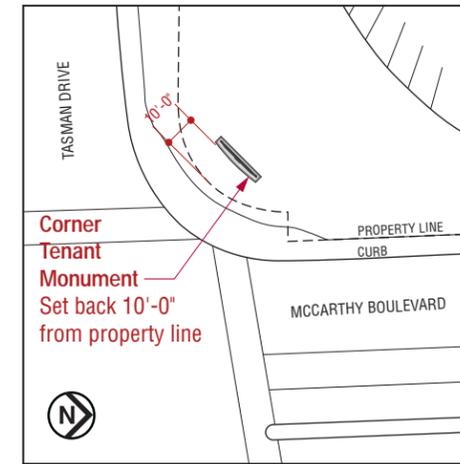
PHOTO REFERENCE - EXISTING CONDITION



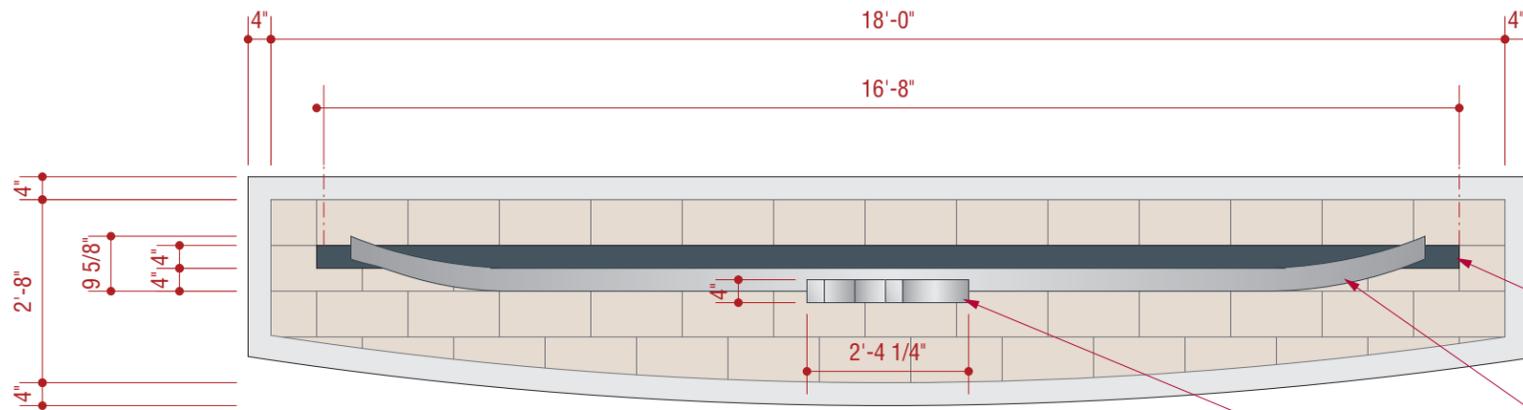
PHOTO RENDERING - PROPOSED  
PROPOSED CONDITION (28.83 SQ.FT)



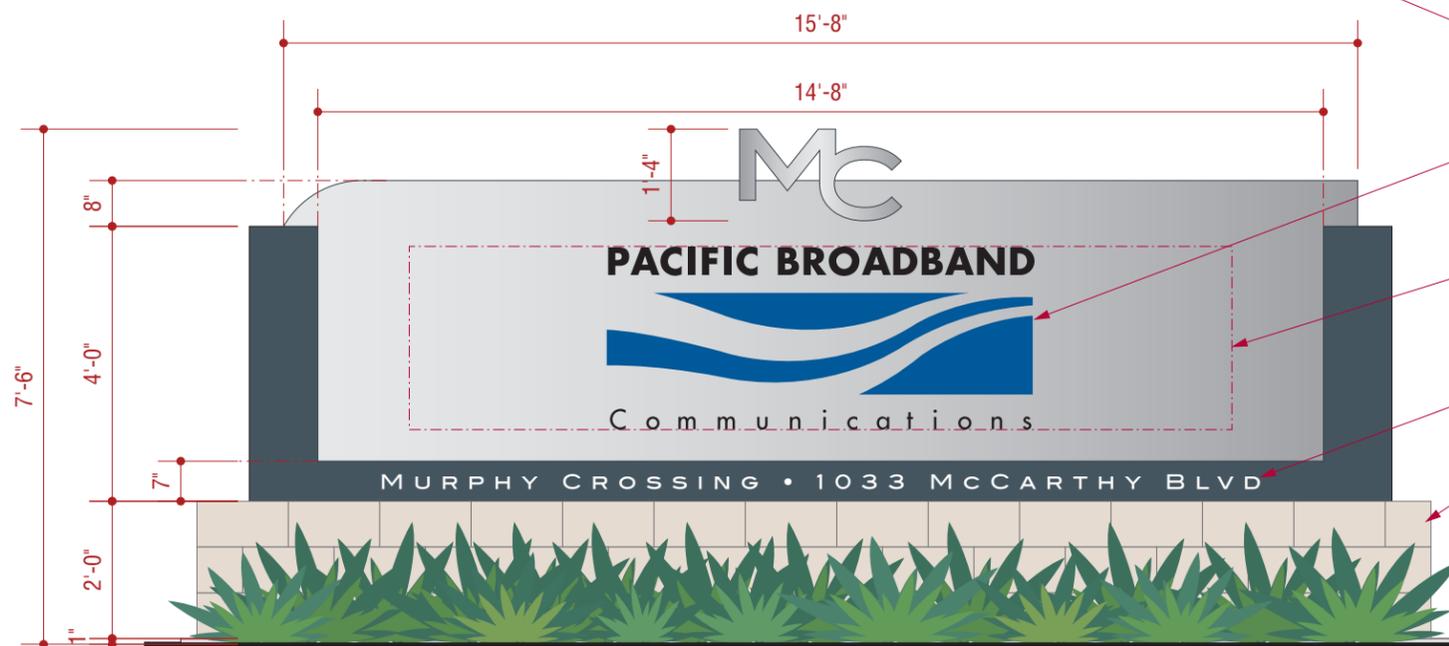
CORNER 1-TENANT MONUMENT RENDERING



SITE PLAN - LOCATION 01  
PROPOSED CONDITION  
Scale: 1" = 60'-0"



PROPOSED CONDITION  
TOP VIEW  
Scale: 3/8" = 1'-0"



CORNER TENANT MONUMENT - ONE ANCHOR TENANT LAYOUT OPTION  
PROPOSED CONDITION FOR LOCATION 01  
135 TOTAL SQ.FT.  
FRONT VIEW  
Scale: 3/8" = 1'-0"

**Fabricated Cabinet**  
Painted Slate Gray to match Main Project Monument Logo

**Satin Aluminum Fabricated Tenant Cabinet**  
Mounted flush to cabinet, cutting into Fabricated Cabinet behind.

**Project Logo**  
Fabricated aluminum letterforms mounting into front Aluminum Tenant Cabinet

**Tenant Logo**  
Push-through letterforms, illuminated.

**Tenant Logo Area**  
Tenant Logo must fit within the allotted 12'-0" w x 2'-8" h area

**Project Name & Anchor Tenant Address**  
White vinyl applied to fabricated cabinet

**Base**  
CMU / Concrete footer

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

**MASTER SIGN PROGRAM**

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

1. 04.08.11 KP City Review

Checked by:

Approval:

Program Number: ZZ.2373.01  
Drawn By: KP

Original Issue: 02.28.2011  
Scale: As Noted

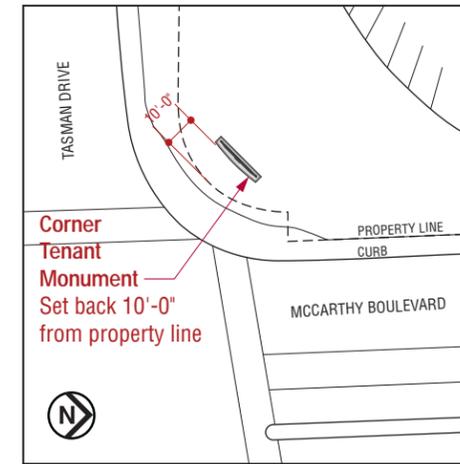
Title:  
**Corner Tenant Monument - ID.06**  
**One Anchor Tenant**

Sheet:

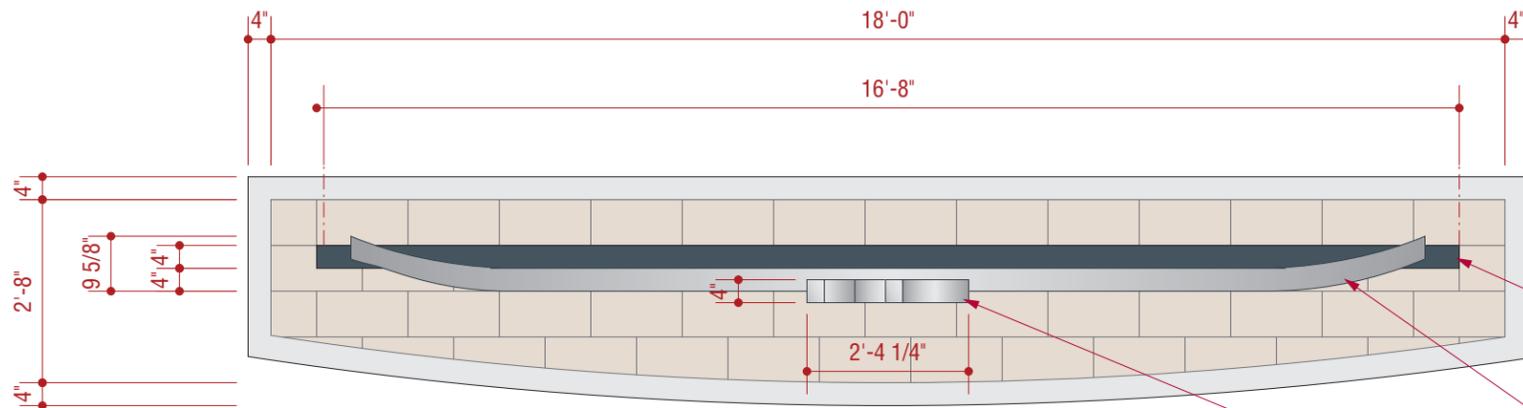
**6.0**



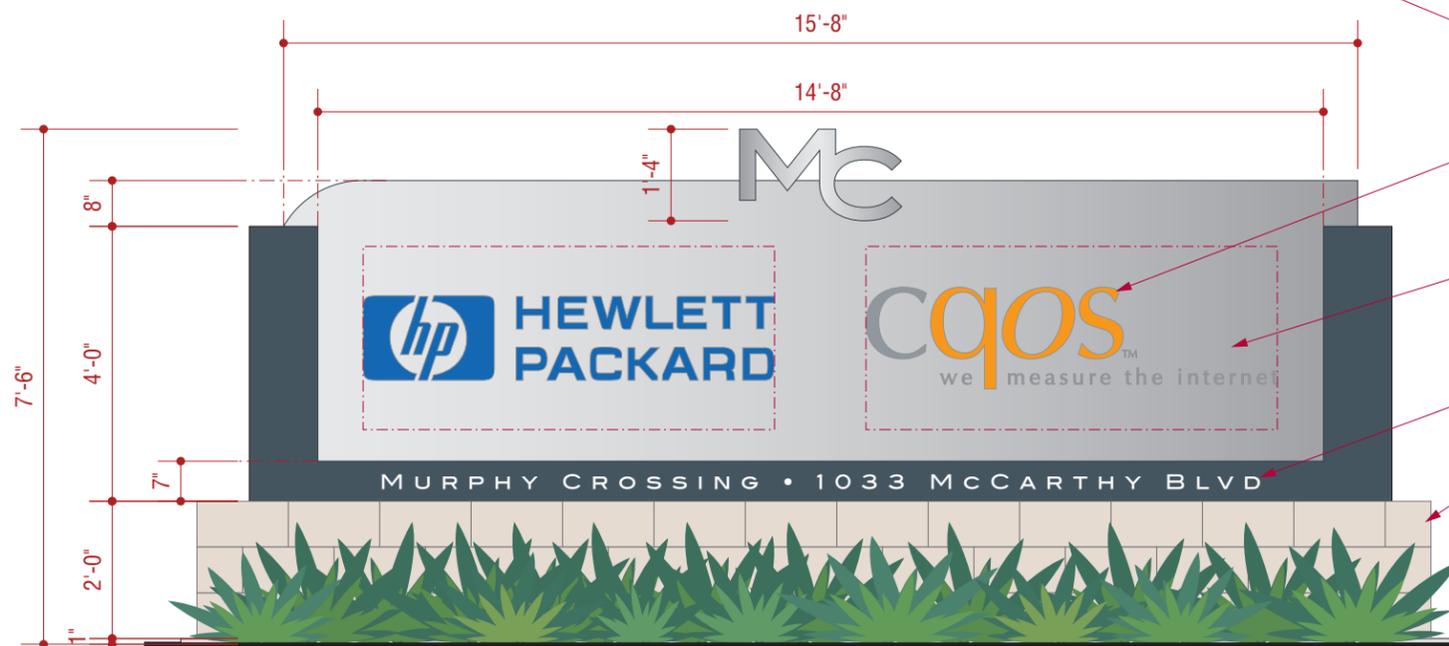
CORNER 2-TENANT MONUMENT RENDERING



SITE PLAN - LOCATION 01  
PROPOSED CONDITION  
Scale: 1" = 60'-0"



PROPOSED CONDITION  
TOP VIEW  
Scale: 3/8" = 1'-0"



CORNER TENANT MONUMENT - TWO ANCHOR TENANTS LAYOUT OPTION  
PROPOSED CONDITION FOR LOCATION 01  
135 TOTAL SQ.FT.  
FRONT VIEW  
Scale: 3/8" = 1'-0"

**Fabricated Cabinet**  
Painted Slate Gray to match Main Project Monument Logo

**Satin Aluminum Fabricated Tenant Cabinet**  
Mounted flush to cabinet, cutting into Fabricated Cabinet behind.

**Project Logo**  
Fabricated aluminum letterforms mounting into front Aluminum Tenant Cabinet

**Tenant Logos**  
Push-through letterforms, illuminated.

**Tenant Logo Areas**  
Tenant Logos must fit within the allotted 6'-0" w x 2'-8" h area

**Project Name & Anchor Tenant Address**  
White vinyl applied to fabricated cabinet

**Base**  
CMU / Concrete footer

Prepared By:



3445 Mt. Diablo Blvd. | Lafayette, California 94549  
925-444-2020 Telephone | 925-444-2039 Facsimile  
www.gnugroup.com

Program Location:



Milpitas, CA

**MASTER SIGN PROGRAM**

*Do Not Use As Fabrication Shop*

Revisions / Bulletins:

Checked by:

Approval:

Program Number: ZZ.2373.01	Drawn By: KP
Original Issue: 04.08.2011	Scale: As Noted

Title:  
**Corner Tenant Monument – ID.06 Two Anchor Tenants**

Sheet:

**6.1**

# Tenant Signage Guidelines

## Murphy Crossing

Milpitas, CA

Prepared by:



3445 Mt. Diablo Blvd.  
Lafayette, California 94549  
925-444-2020 Telephone  
925-444-2039 Facsimile

*Environmental Graphics*  
*Architectural Sign Programs*  
*Marketing Communications*  
[www.gnugroup.com](http://www.gnugroup.com)

4590 MacArthur Blvd., 5th Floor  
Newport Beach, California 92660  
800-971-8025 Telephone  
925-444-2039 Facsimile

## TABLE OF CONTENTS

INTRODUCTION / DESIGN OBJECTIVE	3
GENERAL GUIDELINES	4
REQUIREMENTS FOR CONSTRUCTION	6
REVIEW PROCESS	7
TENANT SIGN TYPES OVERVIEW	8
CONCEPTUAL SITE EXHIBIT	9
PROJECT SIGN TYPES:	
MAIN PROJECT MONUMENT - SIGN TYPE ID.01	10
TENANT MONUMENT - SIGN TYPE ID.02	11
BUILDING IDENTIFICATION - SIGN TYPE ID.03	12
TENANT ENTRY IDENTIFICATION - SIGN TYPE ID.04	13
TENANT SKYLINE - SIGN TYPE ID.05	14
CORNER MONUMENT - SIGN TYPE ID.06	15
CALCULATION OF SIGN AREA	16
TENANT SIGN LIGHTING DESIGN GUIDELINES	17

## INTRODUCTION / DESIGN OBJECTIVE

The purpose of the Tenant Sign Guidelines (TSG) is to provide a comprehensive wayfinding and identification sign system with design consistency for Murphy Crossing. The TSG provides a tool for the City of Milpitas to administer permit applications throughout the life of the project and should be used in conjunction with the rules set by the Milpitas Municipal Codes.

The plan identifies the purpose, locations, dimensions and styles of the exterior tenant signs for Murphy Crossing. The project is comprised of single and multi-tenant office buildings. The TSG is not intended to provide exterior identification for all building occupants. Rather, the TSG will provide the criteria to determine which occupants qualify for exterior building signs as well as the maximum number of exterior signs per building. The guidelines will be administered and revised at the sole and absolute discretion of the property owner.

- **Function** - The *purpose* of the sign.
- **Form** - The *shape* of the sign.
- **Size** - The *dimension* of the tenant name area.
- **Materials** - The *selection* of materials from which the sign can be constructed.
- **Color** - The *colors* of each component of the sign.
- **Layout** - The *arrangement* of the sign content and message.
- **Typography** - The *type style* which is allowed for use in the sign.
- **Location** - The *position* of the sign.
- **Illumination** - The *method* of lighting the sign.
- **Quantity** - The *number* of signs allowed.
- **Installation** - The *requirements* for mounting the sign.

## GENERAL GUIDELINES

The Tenant Sign Guidelines (TSG) for Murphy Crossing is a controlled signage and graphics program. These guidelines describe the types of signs allowed and their criteria:

- All signs at Murphy Crossing must conform to the Murphy Crossing TSG and to the City of Milpitas Municipal Codes.
- Signs are for the purpose of displaying the name and/or symbol of the business or businesses occupying the site. These signs shall not be used for advertising of product, services, or job openings. All signage is subject to City of Milpitas approval. No signs, advertisements, notices or other lettering shall be exhibited, inscribed, painted or affixed on any part of a sign except lettering and/or graphics which have received prior written approval.
- Any reference herein to the word Occupant (sometimes referred to as Tenant) or Owner shall be construed to include any Owner or Occupant or any single building or portion of a building under the terms of office ownership. Any reference to City shall mean City of Milpitas.
- All building mounted signage shall be constructed and installed at the sole expense of the Occupant unless prior arrangements to the contrary have been agreed upon and stated in writing in the purchase or lease terms.
- All sign bolts, fasteners, sleeves and clips shall be hot dipped galvanized iron, stainless steel, aluminum or brass. Black iron material of any type will not be permitted.
- Animated, moving, flashing, or sound-emitting signs are prohibited.
- Exposed fluorescent and incandescent illumination is prohibited.
- No labels shall be permitted on the exposed surfaces of signs except those required by local ordinances. Those required shall be applied in an inconspicuous location.
- Any penetration of the building skin or structure required for sign installation shall be neatly sealed in a watertight condition.
- No exposed tubing, conduit or raceway will be permitted. All conductors, transformers and other equipment shall be concealed.

## GENERAL GUIDELINES (Cont'd)

- All electrical sign components shall bear the UL label.
- All signs shall conform to both the the Uniform Building Code and the National Electrical Code.
- All signage shall be located outside of City's required clear viewing triangle.
- Tenant shall bear all liability and responsibility for the operation of their selected sign contractor.
- Upon end of lease, tenant shall be responsible for sign removal and paint patch and repair building facade.
- No signage shall be installed on building's metal facades.
- All proposed signage shall conform to the City of Milpitas Zoning Ordinance unless otherwise stated in this Signage Design Guideline Manual.

## REQUIREMENTS FOR CONSTRUCTION

- All bolts, fasteners, clips and conduits shall be hidden from view.
- All manufacturers and installers are advised that prior to final acceptance, each unit may be inspected for conformance by an authorized representative of the Owner. Any sign, before or after installation, not found in conformance must be removed immediately by the Occupant or Occupant's contractor at their sole cost and expense.
- Shop drawings are required to be submitted to, and approved by, Owner prior to start of any work, detailing all specifications and methods of construction, see submittal procedures that follow.

## REVIEW PROCESS

No signs shall be fabricated or installed unless following approvals have been obtained.

All permits required by the City of Milpitas and any associated fees, shall be obtained and for by Tenant. All tenant signs shall be constructed and installed at tenant's expense. Tenants shall be responsible for the fulfillment of all requirements and specifications mandated by the TSG and all applicable state and local codes including the California Building Code.

Tenant shall submit two (2) sets of professionally prepared sign designs for Owner's review prior to application to the City of Milpitas or fabrication of any display. Designs shall include the following:

- Dimensioned, scaled drawings showing the sign(s) in elevation and section.
- Elevations to scale and dimensioned showing the sign(s) in place, clearly indicating exact size, type and placement of each display.
- Specifications of materials, colors, finishes, and method of attachment.

Work started without approval will be considered non-conforming and will be subject to immediate removal.

## TENANT SIGN TYPES OVERVIEW

### **COMPONENTS**

The Murphy Crossing Tenant Sign Guidelines regulate the following five (6) tenant identification opportunities / sign types.

### **MAIN PROJECT MONUMENT**

A freestanding monument on Murphy Ranch Road at the Main Site Entry identifies the four (4) main tenants of Murphy Crossing. This monument brings awareness to the tenants of the business at the main entry of the site.

### **TENANT MONUMENT**

A freestanding monument adjacent to a Tenant's primary entry to the site identifies the businesses occupying a building and the building's address and number to direct visitors to the correct parking area for ease of traffic flow and awareness of building Occupants.

### **BUILDING IDENTIFICATION**

A freestanding monument identifying the building's number and singular or multi-tenant listings for pedestrian level viewing within the project site.

### **TENANT ENTRY IDENTIFICATION**

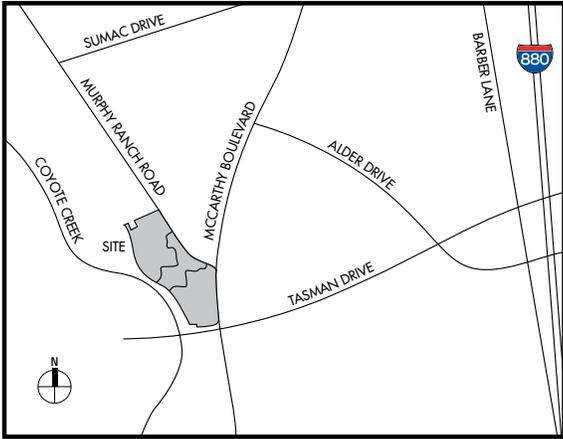
A wall-mounted sign above a Tenant's main entry doors identifies businesses occupying a building as well as their main entryway.

### **TENANT SKYLINE**

High-visibility sign placed near roofline of a building. The sign size and location promotes awareness beyond the project site while considering the visual impact on the surrounding environment.

### **CORNER TENANT MONUMENT**

A freestanding monument at the corner of McCarthy Boulevard and Tasman Drive identifies the Anchor Tenant(s) occupying buildings 1 and 2 and these buildings' address. This monument brings awareness to the entire business park to heavy vehicular traffic and the train passing through Tasman Drive. Brings additional identification and recognition to the Anchor Tenant(s) in a high-visibility location.



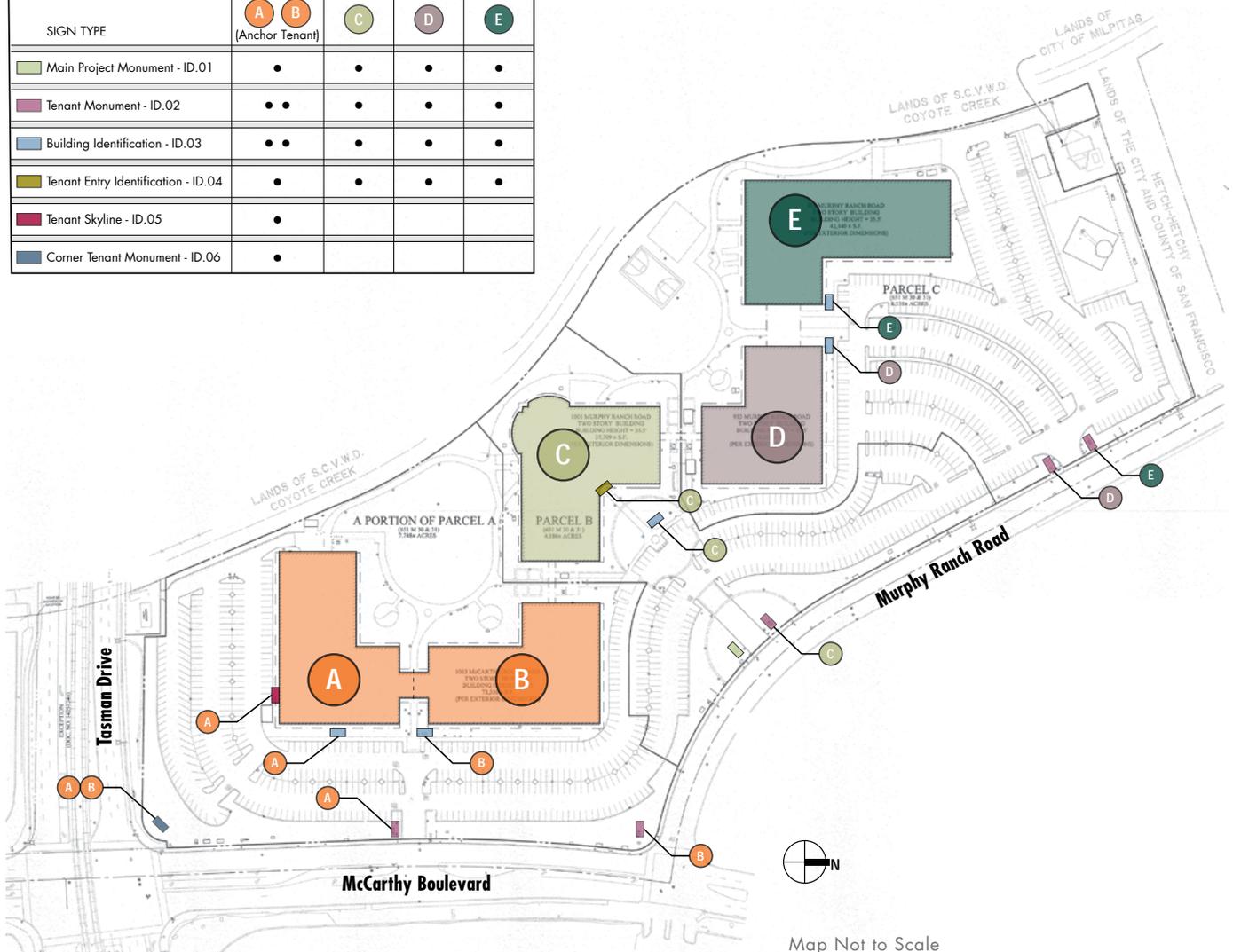
**VICINITY MAP**  
Not to Scale

## MURPHY CROSSING SITE EXHIBIT

The signage design guidelines set by this document apply to all Buildings at Murphy Crossing: Buildings A, B, C, D, and E as shown below, along Tasman Drive, McCarthy Boulevard, and Murphy Ranch Road.

### TENANT SIGN ALLOCATION CHART:

SIGN TYPE	BUILDINGS A B (Anchor Tenant)		C	D	E
	Main Project Monument - ID.01	•	•	•	•
Tenant Monument - ID.02	••	•	•	•	•
Building Identification - ID.03	••	•	•	•	•
Tenant Entry Identification - ID.04	•	•	•	•	•
Tenant Skyline - ID.05	•				
Corner Tenant Monument - ID.06	•				



## MAIN PROJECT MONUMENT

A tenant who occupies the majority of any Building is allowed to mount their identity on the Main Project Monument at the primary entryway to site on Murphy Ranch Road. Tenant's identity shall fit within the allotted tenant sign area as outlined and shown below.

### Size

- Overall area of Tenant's identity shall not exceed 2.67 square feet.
- Logo and type length not to exceed 2 feet 8 inches.
- Sign heights may vary based on logo proportions.

### Fabrication

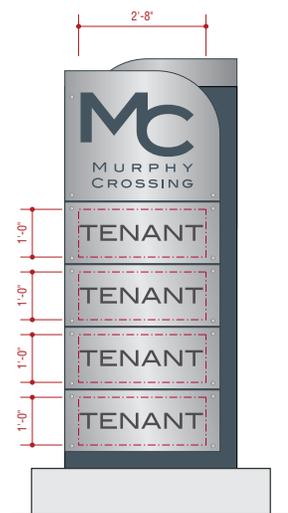
- Surface applied vinyl to front and back side of Monument. Color of vinyl shall contrast with aluminum tenant panel for highest visibility.

### Illumination

- Non-illuminated.

### Placement

- Center identity within allotted tenant area as shown below.



**SIGN TYPE ID.01**

## TENANT MONUMENT

A tenant who occupies any Building is allowed to mount their identity on a Tenant Monument adjacent to Building number's primary entryway to site. Tenant's identity shall fit within the allotted tenant sign area as outlined and shown below.

### Size

- Overall area of Tenant's identity shall not exceed 11.67 square feet.
- Logo and type length not to exceed 5 feet.
- Sign heights may vary based on logo proportions.

### Fabrication

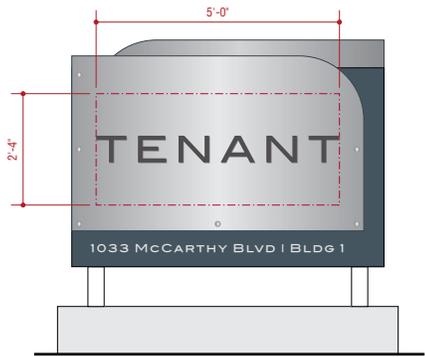
- Fabricated metal form.
- Logotype to be mounted to aluminum tenant panel and shall not project more than 5" from panel surface.

### Illumination

- Logotype shall be face illuminated. Logo illumination color may only be white.

### Placement

- Center identity within allotted tenant area as shown below.



**SIGN TYPE ID.02**

## BUILDING IDENTIFICATION

A tenant who occupies any Building is allowed to mount their identity on a Building Identification located adjacent to entry of any Building. Tenant's identity shall fit within the allotted tenant sign area as outlined and shown below.

### Size

- Overall area of Tenant's identity shall not exceed 2.42 square feet.
- Logo and type length not to exceed 2 feet 5 inches.
- Sign heights may vary based on logo proportions.

### Fabrication

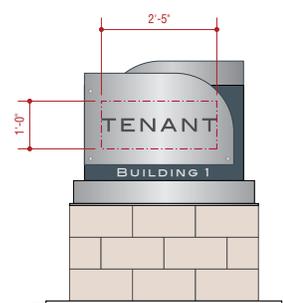
- Surface applied vinyl to front side of Panel only. Color of vinyl shall contrast with aluminum tenant panel for highest visibility.

### Illumination

- Non-illuminated.

### Placement

- Center identity within allotted tenant area as shown below.



**SIGN TYPE ID.03**



Photo Mockup of Tenant Entry Identification

## TENANT ENTRY IDENTIFICATION

A tenant who occupies one hundred percent (100%) of a Building is allowed to mount their identity on a wall-mounted Tenant Entry Identification panel centered directly above primary entryway into Building. Tenant's identity shall fit within the allotted tenant sign area as outlined and shown below.

### Size

- Overall area of Tenant's identity shall not exceed 20.67 square feet.
- Logo and type length not to exceed 10 feet 4 inches.
- Sign heights may vary based on logo proportions.

### Fabrication

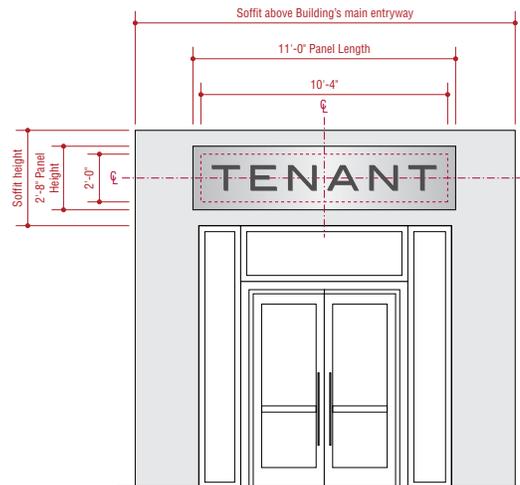
- Fabricated metal form.
- Logotype to be mounted to aluminum tenant panel and shall not project more than 5" from panel surface.

### Illumination

- Logotype shall be face illuminated. Logo illumination color may only be white.

### Placement

- Placement of Tenant signage on building facade to be directly over main Building entryway or designated by property owner, or owner's agent.
- No part of Tenant Panel shall be less than 6 inches from any building edge.



**SIGN TYPE ID.04**



Photo Mockup of Tenant Skyline, Building A South elevation

## TENANT SKYLINE

A tenant who occupies one hundred percent (100%) of Building A is allowed to mount their identity on a wall-mounted Tenant Skyline panel located on building facade above windows on South Elevation facing Tasman Drive. Tenant’s identity shall fit within the allotted tenant sign area as outlined and shown below.

### Size

- Overall area of Tenant’s identity shall not exceed 31.9 square feet.
- Logo and type length not to exceed 13 feet 8 inches.
- Sign heights may vary based on logo proportions.

### Fabrication

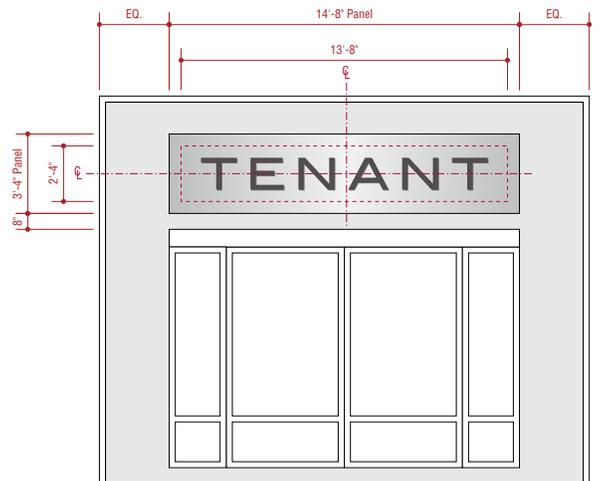
- Fabricated metal form.
- Logotype to be mounted to aluminum tenant panel and shall not project more than 5” from panel surface.

### Illumination

- Logotype shall be face illuminated. Logo illumination color may only be white.

### Placement

- Placement of Tenant signage on building facade to be designated by property owner, or owner’s agent.
- No part of Tenant Panel shall be less than 6 inches from any building edge.



**SIGN TYPE ID.05**

## CORNER MONUMENT

A tenant who occupies the specified minimum of Buildings A & B leasable floor space has the opportunity to establish their identity on the high-visibility Corner Monument at McCarthy Boulevard and Tasman Drive.

### QUALIFIERS:

An Anchor Tenant that occupies one hundred percent (100%) of the leasable floor space in both Buildings A and B may mount their identification in allotted tenant logo area as shown below in Figure 1.

An Anchor Tenant that occupies one hundred percent (100%) of the leasable floor space in either Building A or B may mount their identification on one of two tenant areas on Corner Monument. In this case, Building A occupies left identity area and Building B occupies right identity area as shown below in Figure 2.

### Size

- Tenant occupying Buildings A & B: Overall area of Tenant's identity shall not exceed 32 square feet with logo and type length not to exceed 12 feet.
- Tenant occupying Building A or B: Overall area of Tenant's identity shall not exceed 16 square feet with logo and type length not to exceed 6 feet.
- Sign heights may vary based on logo proportions.

### Fabrication

- Push-through letterforms
- Logotype(s) to be mounted to and flush with aluminum tenant panel.

### Illumination

- Logotype shall be face illuminated.

### Placement

- Center identity within allotted tenant area as shown in Figures 1 and 2.

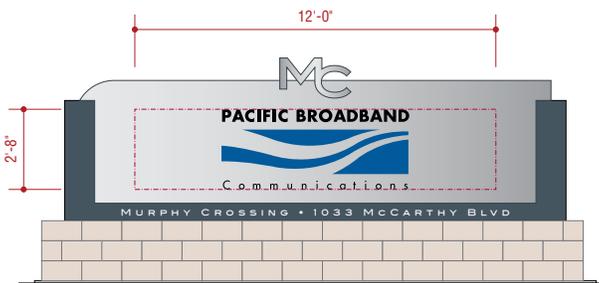


FIGURE 1 - Tenant occupying both Buildings A & B

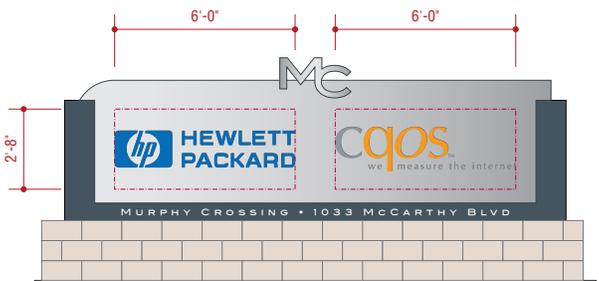


FIGURE 2 - Tenant occupying Building A (left) or Building B (right)

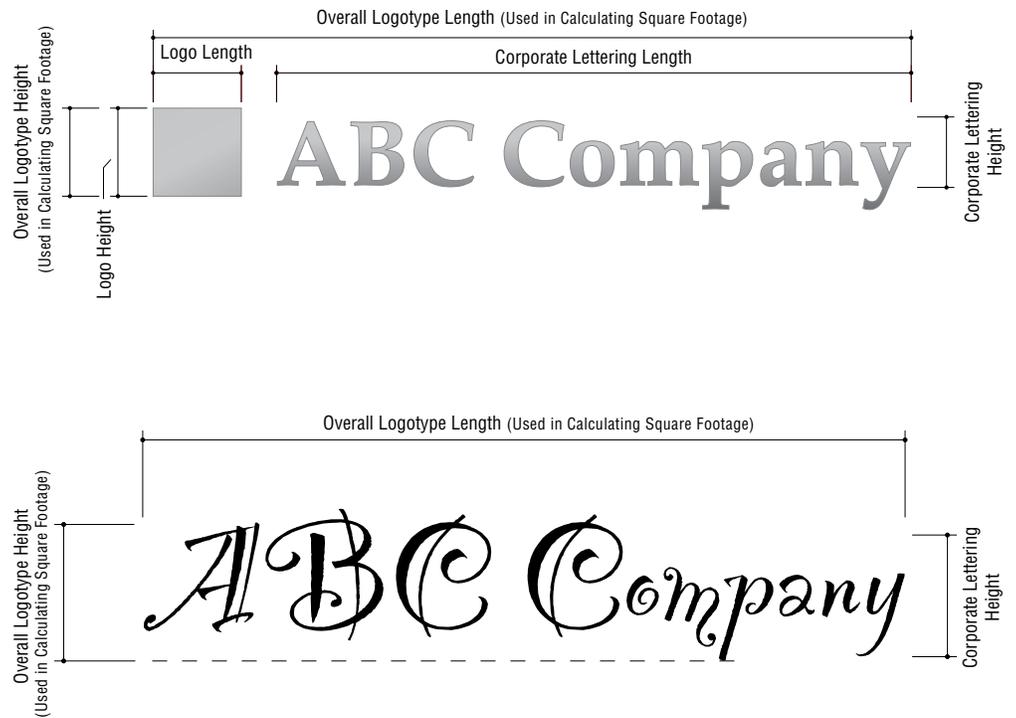
### SIGN TYPE ID.06

## CALCULATING SIGNAGE AREA

The size of a tenant’s identification will be calculated when it is applied to any of the Sign Types outlined in this TSG.

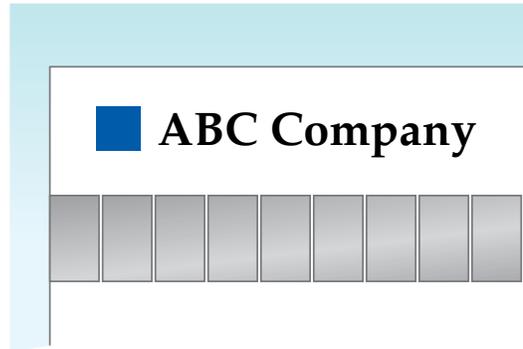
The signage area calculation is based on the overall width multiplied by the overall height. For example, if a tenant’s identification is 3 feet wide and 1 foot high, overall, then the sign area is 3 square feet.

The calculation is based on the overall area needed to accommodate a logo. This means all negative space within the logo and letterforms are included in the square foot calculation. See examples below.

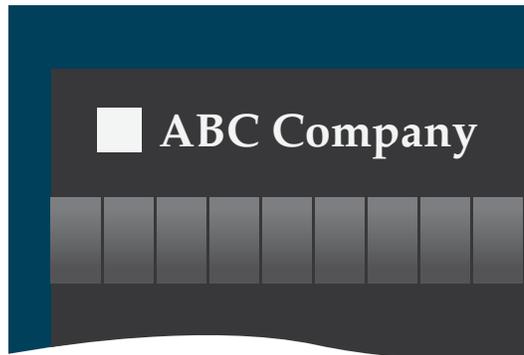


## TENANT SIGNAGE ILLUMINATION EXAMPLES

All illuminated tenant identities shall be face illuminated to illuminate white at night, with the exception of identities on Sign Type ID.01 which are push-through illumination letterforms and can illuminate the color(s) of identity.



Daylight Appearance



Face Illumination



Halo Lit illumination is NOT allowed