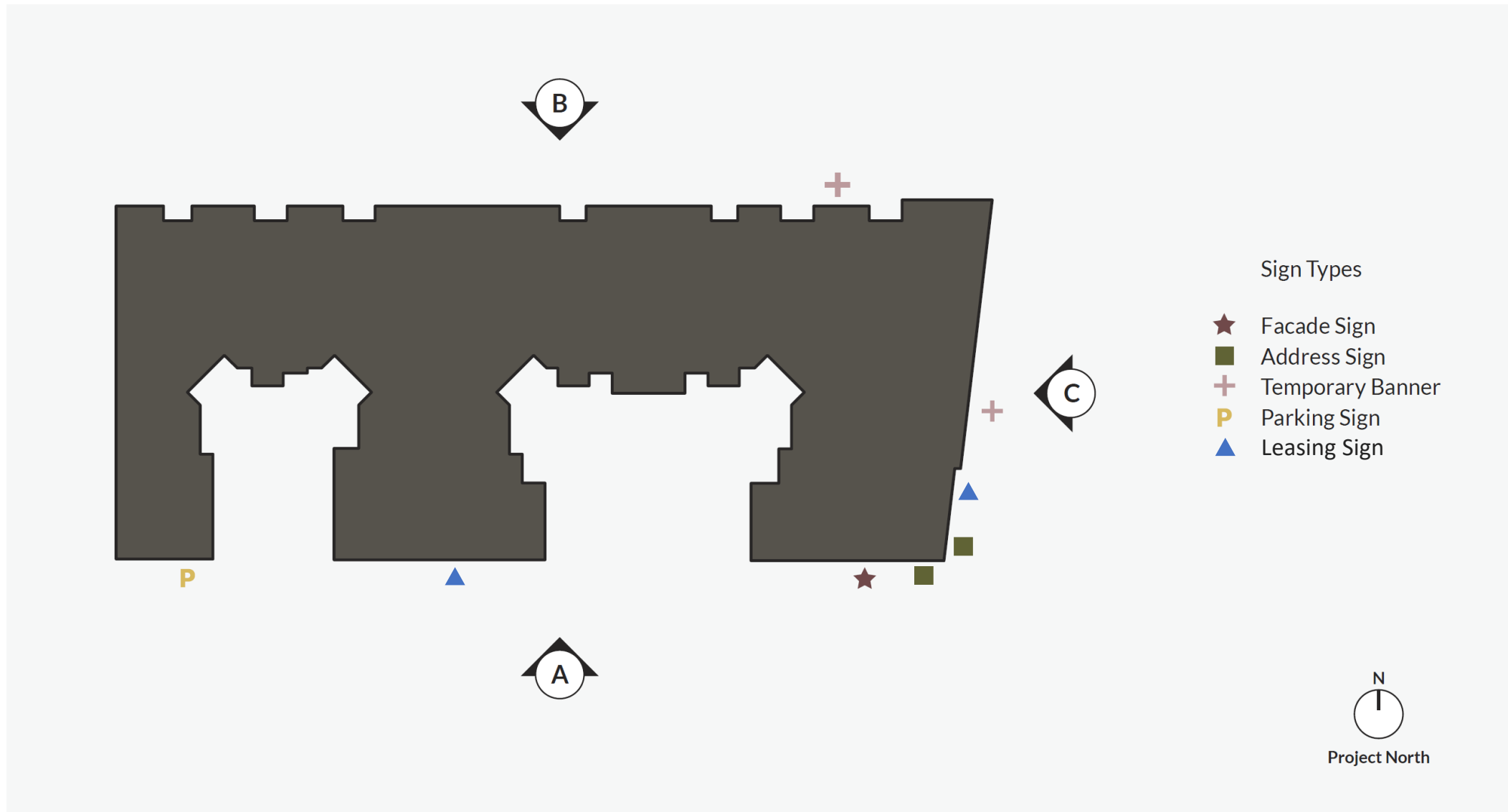


# CELESTE

401 Cypress Ave, South San Francisco  
Master Sign Program Application  
February 1<sup>st</sup>, 2024



# Sign Locations



# South Facade



## Identity Sign

- 1 Downtown-Oriented Wall Sign

## Pedestrian Oriented Sign

- 3 Celeste Awning Sign
- 4 Leasing Navigation Signage
- 5 Leasing Navigation Signage
- 6 Celeste Awning and Address Number

## Macro-Wayfinding Sign

- 7 Parking Blade Sign
- 8 Celeste Banner

## Lease-Up Signage

- 9 Temporary Lease-Up Sign
- 2 North Façade Temporary Banner Sign

# South Facade



## Sign Types

- ★ Facade Sign
- Address Sign
- + Temporary Banner
- P Parking Sign

\*Please note that the red boxes do not represent the size of the sign but rather indicate the location on the wall where the sign is to be placed.

# 1 Downtown-Oriented Wall Sign



Scale: 1/8" = 1'-0"

Dimmers will be added to each letter.  
Letters will be illuminated between  
dusk-9pm.



Night Time View



# 1 Downtown-Oriented Wall Sign

## Wall Sign

**Purpose:** This sign is intended for macro-level wayfinding that is visible both during the day and at night, this sign will reinforce a sense of place at the intersection of Miller and Cypress and help differentiate Celeste from the neighboring properties. This sign will assist individuals traveling on foot from downtown and by car to locate the Celeste property.

**Description:**

This illuminated vertical sign is prominently situated on the Miller façade. During the daytime, the letters will appear black against the light grey siding material. At night, the letters will be illuminated, and displayed as a white light. This sign is designed so that the illuminated letters do not emit light pollution, so that there is no impact to units adjacent to the lit letters.

**Dimension:** 2'7 x 38' 6 3/8"

**Total Area:** 99.46 square feet

**Color:** Black during daytime, illuminated white letters at night

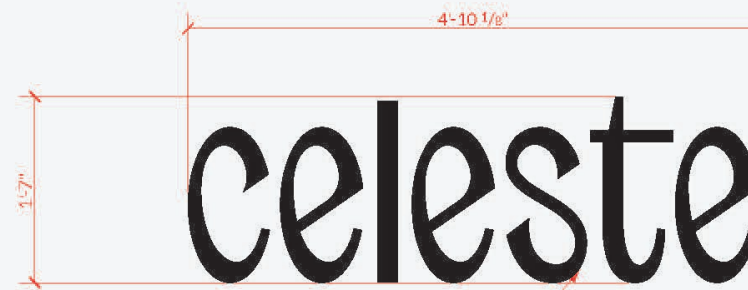
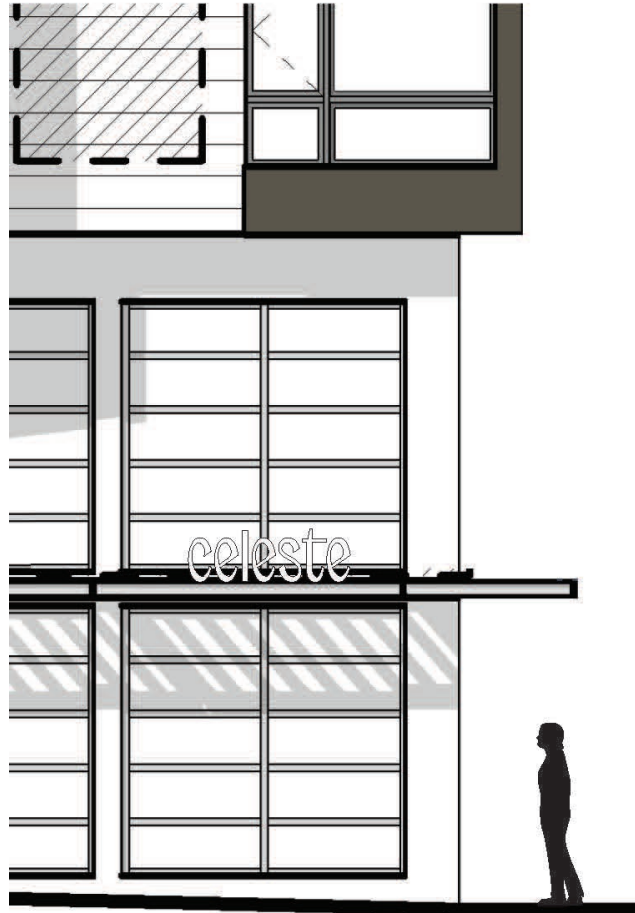
**Illumination:** Letters will be illuminated from dusk-9pm

**Material:** Metal with white plex face with black perforated vinyl.

**Watts:** Either 60 or 100W, dimmers will be added to ensure intended glow is achieved

# 3 Celeste Awning Sign

Entryway Sign



Non-Illuminated Aluminum Channel Letter.  
Mounted to raceway with standoffs.  
LED uplight embedded within raceway.



South facade

# 3 Celeste Awning Sign

## Celeste Awning Sign

**Purpose:** This sign is intended to direct individuals to the main entrance, elevating its prominence and ambiance, and instilling a sense of arrival for residents.

**Description:** This sign will be located over the main lobby entry and will be up lit by an LED bar. The font used for this sign is unique to the Celeste brand and used throughout the signage program.

**Dimension:** 4' 10 1/8" x 1'7"

**Total Area:** 7.65 square feet

**Color:** Black, to match surrounding awning

**Material:** Aluminum

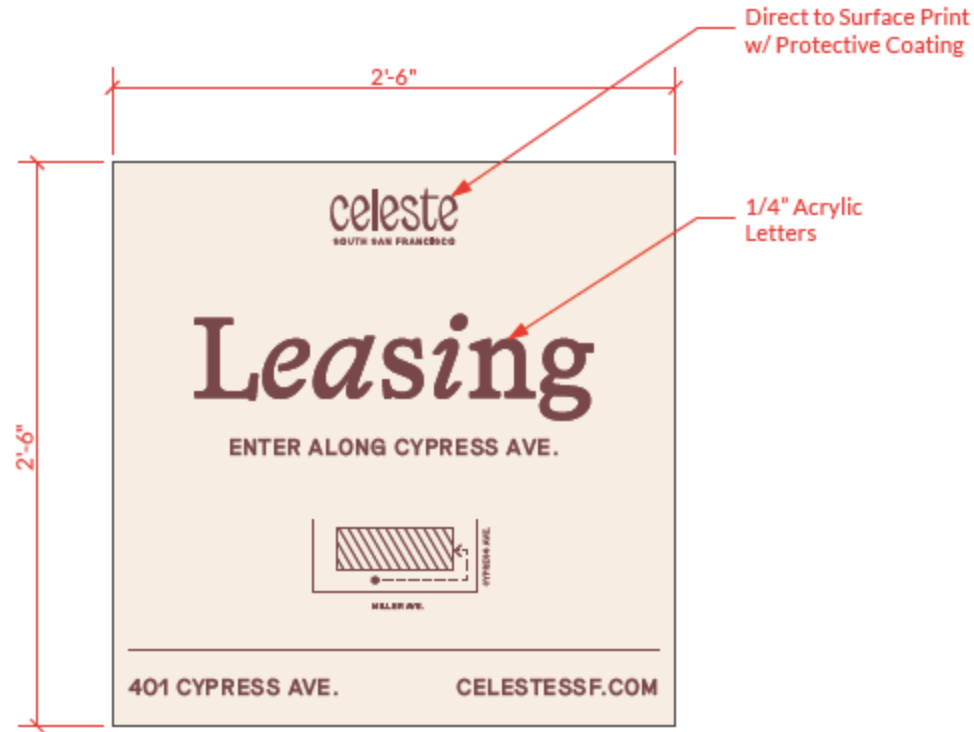
**Illumination:** LED bar light, positioned horizontally below light

**Watts:** 180W



4

# Leasing Navigation Signage



Leasing Sign - South

scale: 1 1/2" = 1' - 0"



# 4

## Leasing Navigation Signage

### Leasing Wayfinding Sign

**Purpose:** This plaque sign is located outside the secondary lobby entry on Miller, the intent of this sign is to help potential residents navigate to the leasing office located on Cypress.

**Description:** This plaque reflects Celeste colors and fonts and includes a simple diagram to help people navigate to the leasing office.

**Dimension:** 2'6" x 2'6"

**Total Area:** 6.25 square feet

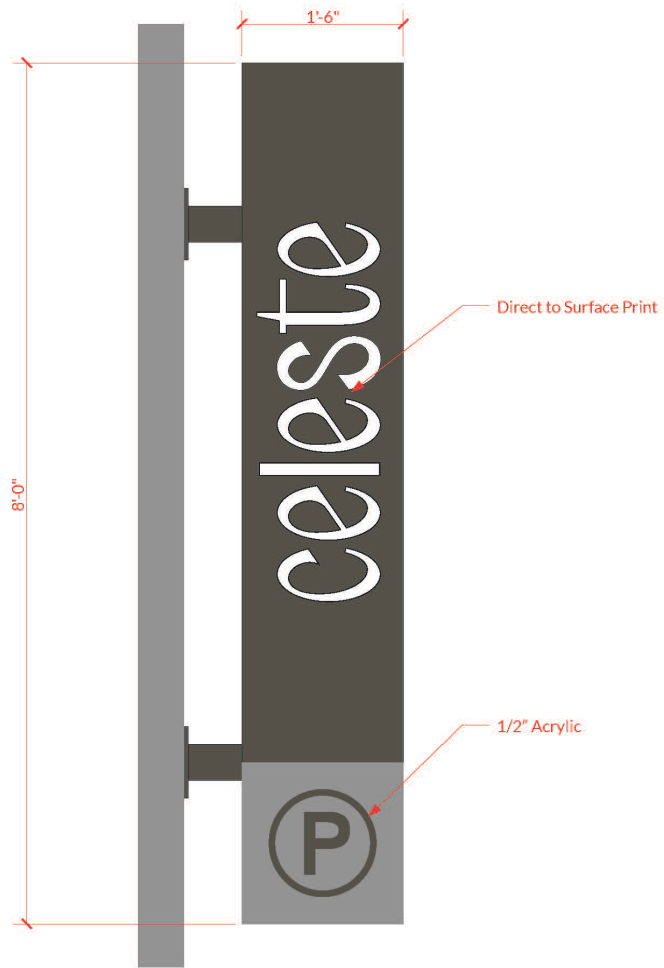
**Color:** Cream background with plum text. These colors are pulled from our branding guide.

**Material:** Aluminum with acrylic letters

**Illumination:** No illumination

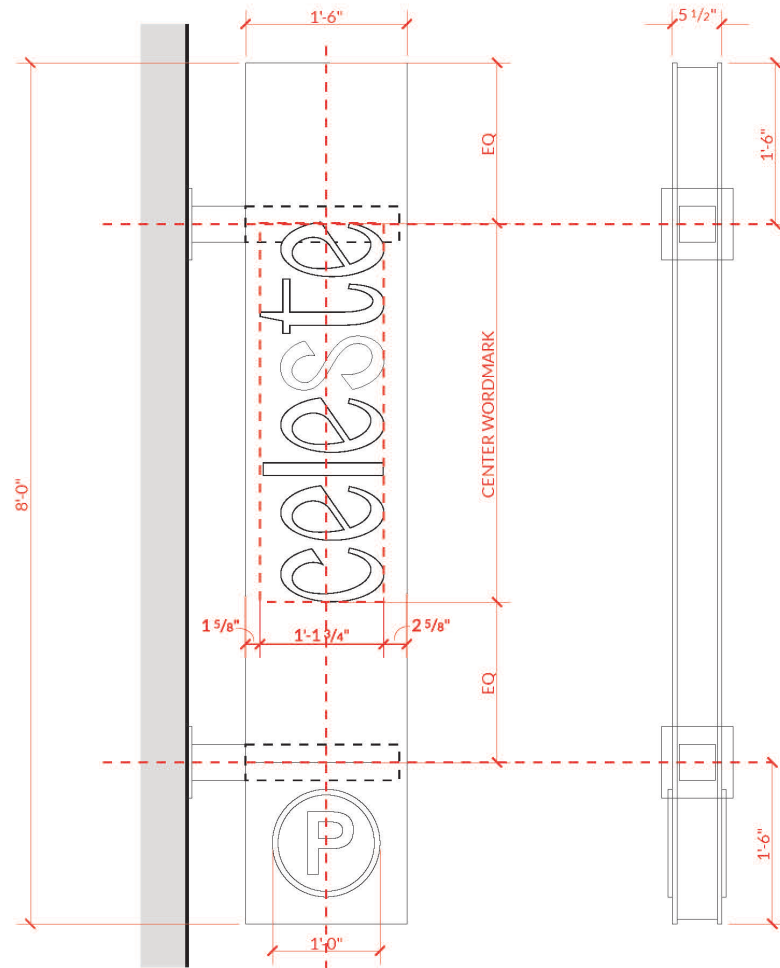
# 7

# Parking Blade Sign



Front Elevation (Mirrored on Opposite Side)

Scale: 1" = 1'-0"



Dimension for mounting placement design intent. Sign engineer to provide proper sizing for support members.

Dimension for mounting placement design intent. Sign engineer to provide proper sizing for support member



# 7 Parking Blade Sign

## Parking Sign

**Purpose:** This sign serves the purpose of directing individuals arriving by car to the entrance of the parking garage, facilitating smooth vehicular circulation throughout the site, and effectively directing both current residents and prospective residents to the parking garage entrance.

**Description:** This parking blade sign is branded with the project name and includes a parking symbol. The sign will be illuminated with a down light.

**Dimension:** 1'6" x 8' x 5 ½"

**Total Area:** 12 square feet

**Color:** Grey and white

**Illumination:** Downlight located above the parking sign

**Material:** Aluminum with acrylic letters

**Watts:** 21 W

**Light Position:** 12" above the sign

# East Façade



## Identity Sign

- 1 Downtown-Oriented Wall Sign

## Pedestrian Oriented Sign

- 3 Celeste Awning Sign
- 4 Leasing Navigation Signage
- 5 Leasing Navigation Signage
- 6 Celeste Awning and Address Number

## Macro-Wayfinding Sign

- 7 Parking Blade Sign
- 8 Celeste Banner

## Lease-Up Signage

- 9 Temporary Lease-Up Sign
- 2 North Façade Temporary Banner Sign

# East Facade



\*Please note that the red boxes do not represent the size of the sign but rather indicate the location on the wall where the sign is to be placed.

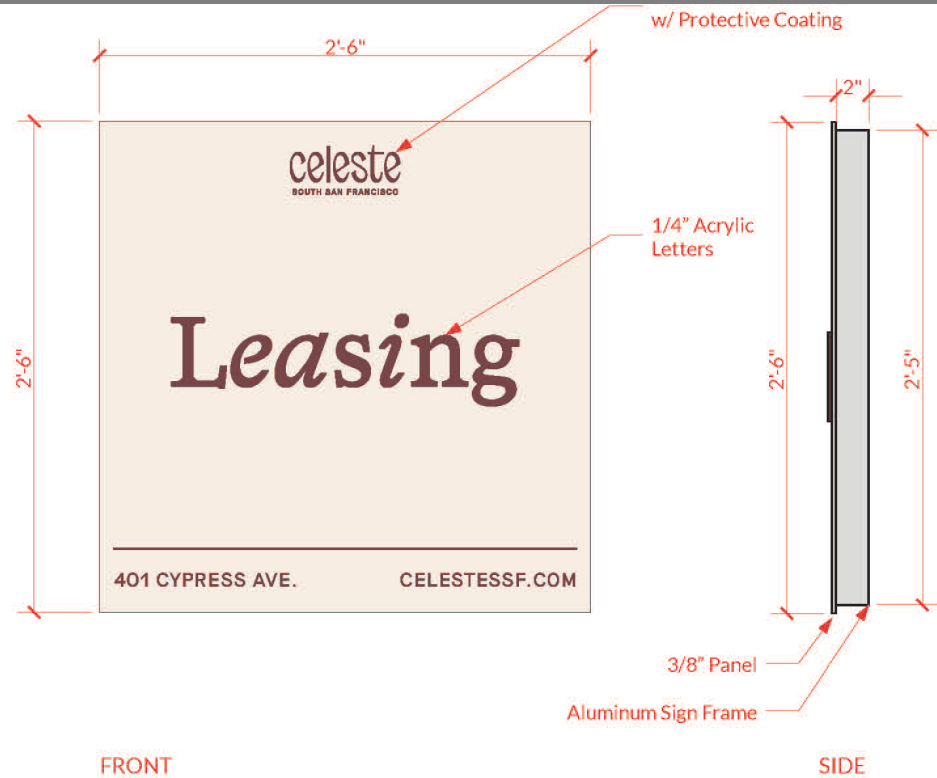
# 5 Celeste Awning and Address Sign



Non-Illuminated Aluminum Channel Letter.  
Mounted to raceway with standoffs.  
LED uplight embedded within raceway.

401 Awning Sign

scale: 1 1/2" = 1' - 0"

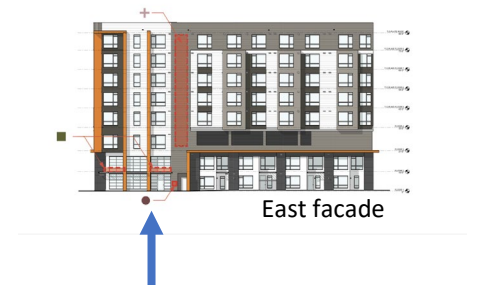


FRONT

SIDE

Leasing Sign

scale: 1 1/2" = 1' - 0"



East facade

# 5 Leasing Wayfinding and Address Sign

## Leasing Wayfinding Sign

**Purpose:** This plaque sign is positioned outside the secondary lobby entry on Miller, with the primary intent of assisting potential residents find their way to the leasing office located on Cypress.

**Description:** This plaque is designed to reflect Celeste colors and fonts and includes a simple diagram to help people navigate to the leasing office.

**Dimension:** 2'6" x 2'6"

**Total Area:** 6.25 square feet

**Color:** Cream background with plum text. These colors are pulled from our branding guide.

**Material:** Aluminum with acrylic letters

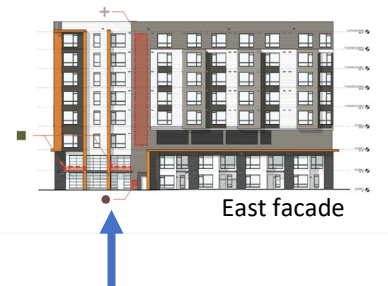
**Illumination:** No illumination



# 6 Celeste Awning and Address Sign



East Elevation - Leasing Entry



East facade

# 6 Celeste Awning and Address Sign

## Awning Sign

**Purpose:** This sign is intended to direct individuals to the main entrance, elevating its prominence and ambiance, and instilling a sense of arrival for residents.

**Description:** This sign will be located over the main lobby entry and will be up lit by an LED bar. The font used for this sign is unique to the Celeste brand and is used throughout the signage program.

**Dimension:** 4' 10 1/8" x 1'7"

**Total Area:** 7.65 square feet

**Color:** Black, to match surrounding awning

**Material:** Aluminum

**Illumination:** LED bar light, positioned horizontally below light

**Watts:** 60 or 120 W

## Address Sign

**Purpose:**

The primary purpose of this sign is to display the project's address. It not only complies with the building and fire department requirements for an entry sign but also conveys a sense of elevated quality compared to alternative signage options.

**Description:** The address number will be affixed to the awning and fabricated in a metal that matches the awning. The numbers will be in the "Celeste" font and illuminated by a LED light positioned below address numbers.

**Dimension:** 1'3 3/4" x 2' 2 2/3"

**Total Area:** 2.71 square feet

**Color:** Black to match awning

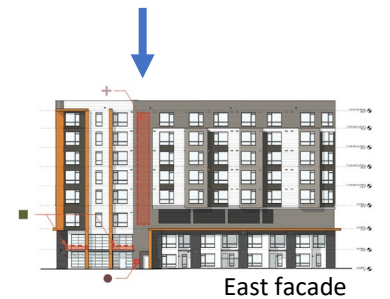
**Material:** Aluminum

**Illumination:** 60 or 120 W

# 9 Temporary Lease Up Banner



Height to align with extruded white portion of facade.  
Verify dimensions before print.



## Temporary Banner

**Purpose:** The temporary lease-up banner on the apartment building serves the purpose of attracting prospective residents, promoting current leasing opportunities, and creating a sense of urgency and excitement around securing a new apartment.

**Description:** This sign will be located along the East façade, the background will be a green, pulled directly from our branding guide.

**Dimension:** 3' x 41' 10 5/8"

**Total Area:** 209.17 square feet

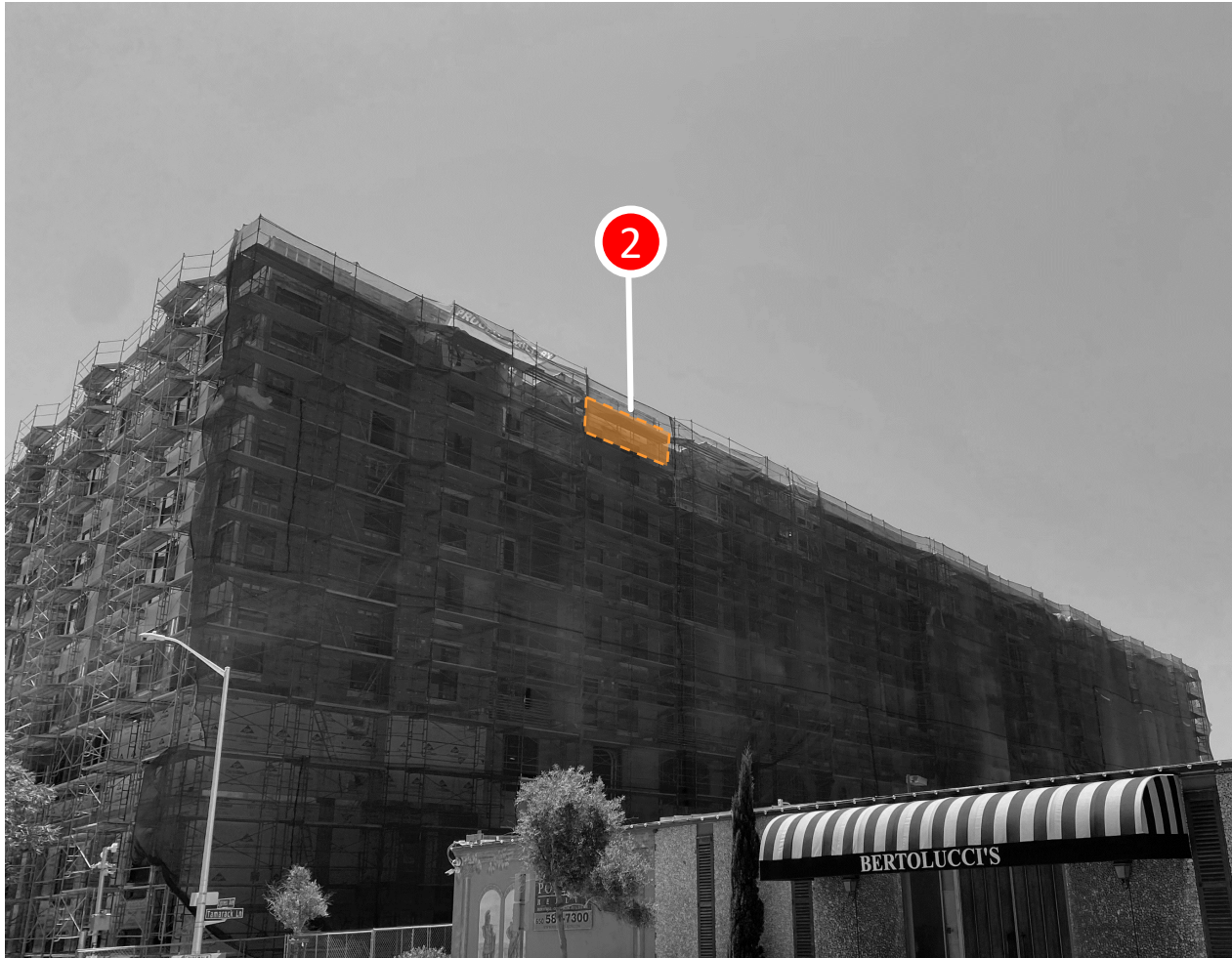
**Illumination:** Downlight located above sign

**Material:** Vinyl

**Light Position:** Downlight located 18" above the sign, up light located 24" below the sign

**Watts:** 120 W

# North Façade



## Identity Sign

- 1 Downtown-Oriented Wall Sign

## Pedestrian Oriented Sign

- 3 Celeste Awning Sign
- 4 Leasing Navigation Signage
- 5 Leasing Navigation Signage
- 6 Celeste Awning and Address Number

## Macro-Wayfinding Sign

- 7 Parking Blade Sign
- 8 Celeste Banner

## Lease-Up Signage

- 9 Temporary Lease-Up Sign
- 2 North Façade Temporary Banner Sign

# North Façade



## Sign Types

- ★ Facade Sign
- Address Sign
- + Temporary Banner
- P Parking Sign

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## ② North Façade Temporary Banner



## ② North Façade Temporary Banner

### **101-Oriented Monument Sign**

**Purpose:** The temporary lease-up banner on the apartment building serves the purpose of attracting prospective residents, promoting current leasing opportunities, and creating a sense of urgency and excitement around securing a new apartment.

**Description:** This sign will temporarily display the property name on the north façade.

**Material:** Vinyl

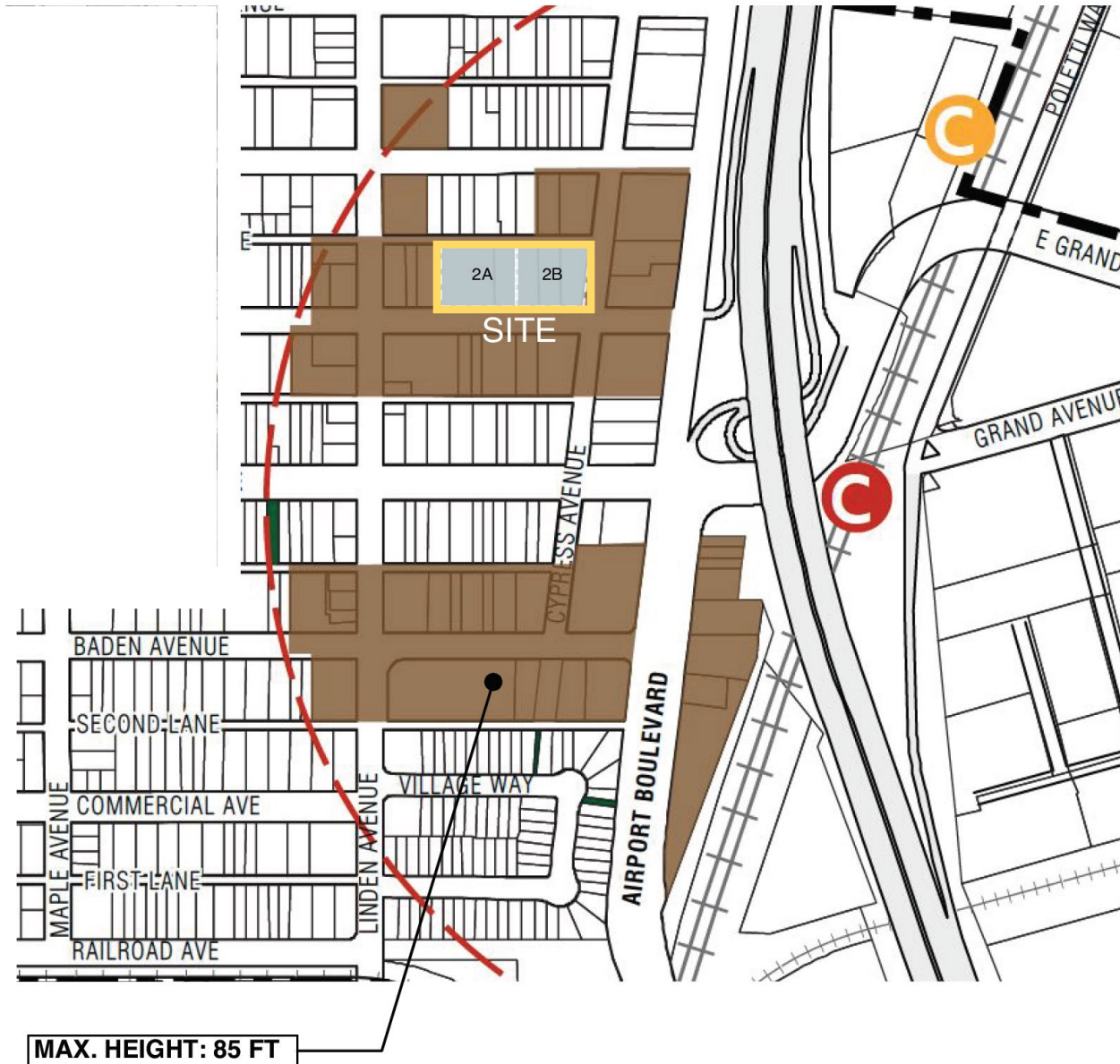
**Dimension:** 16' 9" x 4'7"

**Total Area:** 76.77 square feet

**Mounting Detail:** The mounting details will be the same as those used for the temporary banner along Cypress Ave



# Site Context



# Building Layout – Floor 1

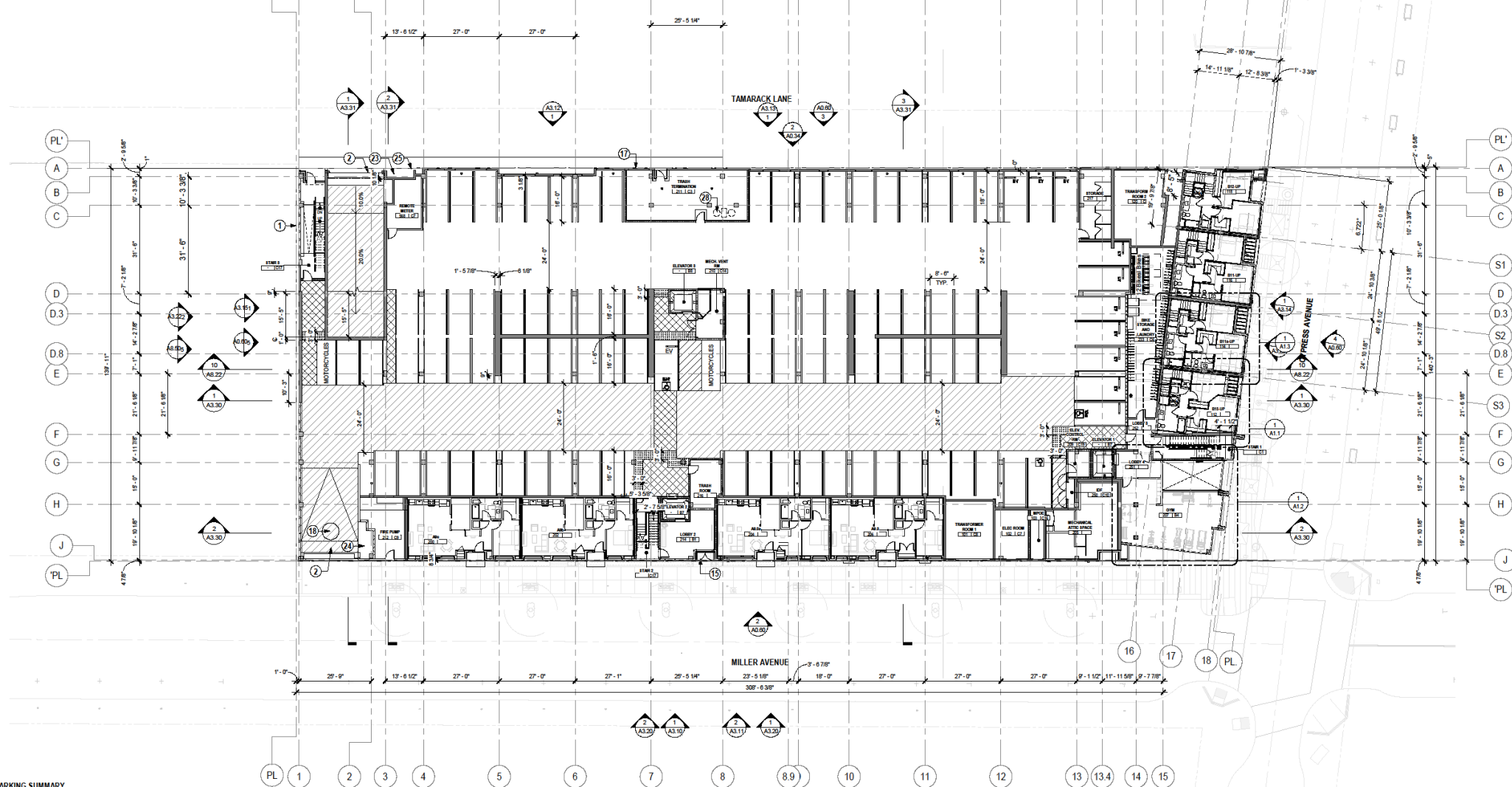


CA 94103  
 P. (415) 677-0966  
 CLIENT  
**SARES REGIS**  
**DEV/CON**  
**DEV/CON**  
**DEV/CON**  
 CONSULTANT

**401 CYPRESS AVE**  
**GADENCE PHASE 2**  
 401 CYPRESS AVE  
 SOUTH SAN FRANCISCO, CALIFORNIA

REV.	DATE
S01	11.26.19
001	12.20.19
002	01.17.20
003	02.14.20
004	03.13.20
005-PRMT	04.24.20
006	06.23.20
PRMT-FDN-REV	07.06.20
PRMT-STRUC	07.22.20
PRMT-FDN-REV	08.28.20
PRMT-FDN-REV	10.15.20
PRMT-STRUC-REV	11.25.20
CD4	01.14.21
CD5	03.12.21
CD6-PRMT	05.10.21
RESUBMITTAL	
CD7	07.02.21
CD8-PRMT	08.13.21
RESUBMITTAL	
PRMT-FDN-REV	11.16.21
CD9-PRMT	11.19.21
RESUBMITTAL	
2 CONSTRUCTION SET	05.13.22

# Building Layout – Floor 2



PARKING SUMMARY	
TOTAL SPACES REQUIRED	225
TOTAL SPACES PROVIDED	225
TENANT STANDARD SPACES (INCLUDES 18 EV SPACES)	169
TENANT COMPACT SPACES	52
TENANT EV SPACES	18
TENANT ACCESSIBLE SPACES	5
TOTAL ASSIGNED TENANT SPACES PROVIDED	174

P. (415) 677-0966  
CLIENT



CONSULTANT

**401 CYPRESS AVE  
CADENCE PHASE 2**  
401 CYPRESS AVE  
SOUTH SAN FRANCISCO, CALIFORNIA

REV.	ISSUE	DATE
S01		11.25.19
DD1		12.20.19
DD2		01.17.20
DD3		02.14.20
CD1		03.13.20
CD2		04.24.20
GMF		06.22.20
PRMT-FDN-REV		07.09.20
PRMT-STRUC		07.22.20
PRMT-FDN-REV		08.28.20
PRMT-STRUC-REV		11.25.20
CD4		01.14.21
CD5		03.12.21
CD6		05.10.21
CD7		07.02.21
CD8		08.13.21
1	PRMT-FDN-REV	11.16.21
CD9		11.19.21
2	CONSTRUCTION SET	05.13.22

# Building Layout – Floors 4-8

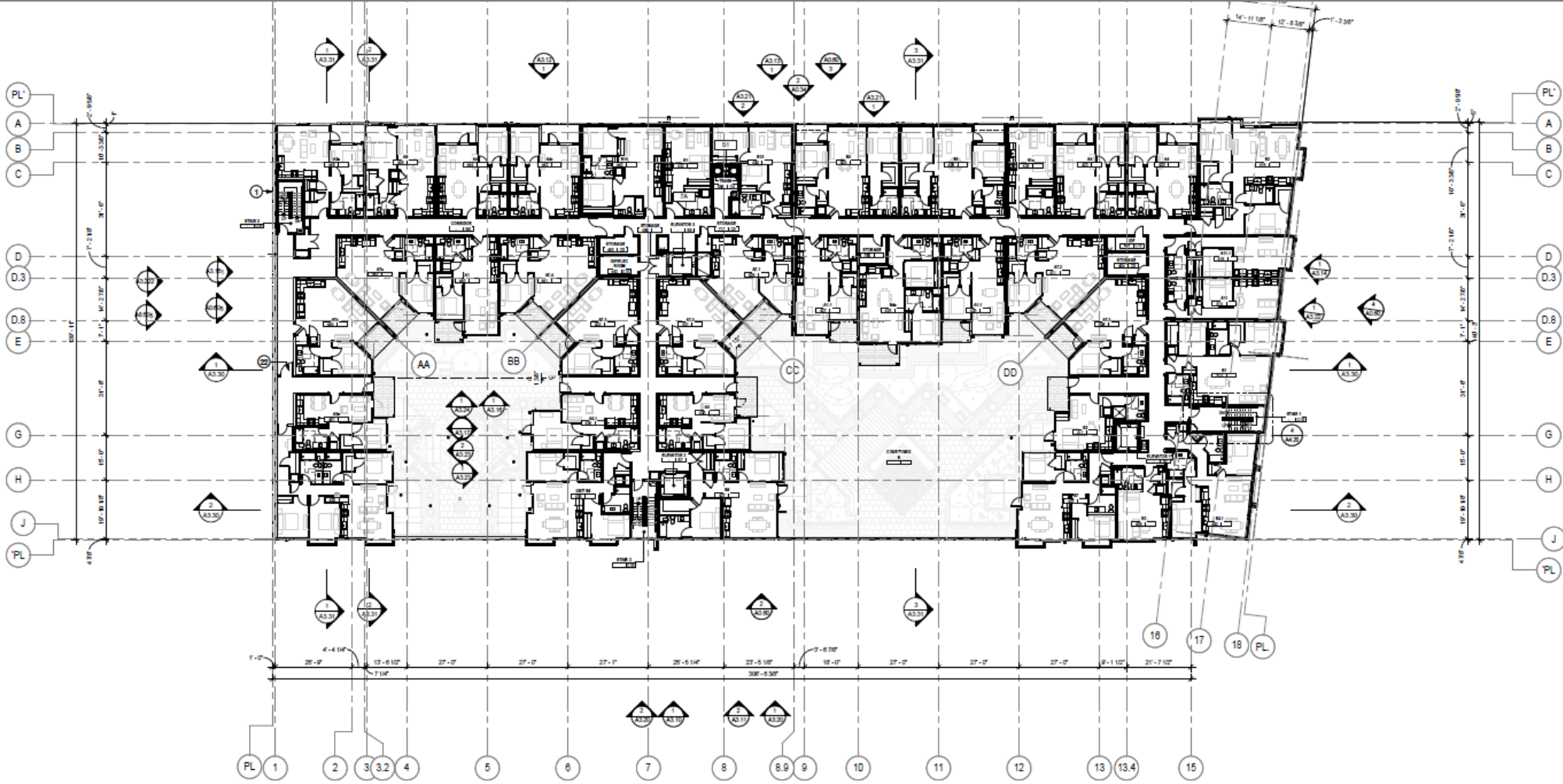
SARES REGIS



CONSULTANT

401 CYPRESS AVE  
 CADENCE PHASE 2  
 401 CYPRESS AVE  
 SOUTH SAN FRANCISCO, CALIFORNIA

Rev	Date
SD1	11.26.19
DD1	12.20.19
DD2	01.17.20
DD3	02.14.20
CD1	03.13.20
CD-PRMT	04.24.20
GMP	06.22.20
PRMT-FDN-REV	07.06.20
PRMT-STRUC	07.22.20
PRMT-FDN-REV	08.28.20
PRMT-FDN-REV	10.15.20
PRMT-STRUC-REV	11.25.20
CD4	01.14.21
CD5	03.12.21
CD6-PRMT	05.10.21
RESUBMITTAL	05.10.21
CD7	07.02.21
CD-PRMT	08.13.21
RESUBMITTAL	08.13.21
1 PRMT-FDN-REV	11.16.21
CD-PRMT	11.19.21
RESUBMITTAL	11.19.21
2 CONSTRUCTION	05.13.22
SET	



SITE PLAN - FLOOR 4 1

LEGEND  
 NOTE: SEE A10.00 FOR SPECIFIC WALL TYPES

WALL TYPE NOTES

GENERAL NOTES

SHEET NOTES  
 NOTE: NOT ALL NOTES ARE USED ON EVERY SHEET.