



ALEXANDRIA

VISTA POINT

MASTER SIGNAGE
PROGRAM

June 6, 2021
[Updated to include Tenant Signage]

201 Haskins Way
South San Francisco, CA 94080



Vicinity Map



Logo

P2
MP31645
Designer White

P3
MP10269
Dark Slate

P4
MP13702
Beale Street Blues

P6
MP18102
Legacy Silver Metallic

P7
MP00015
Polar White

V1
3M 280-10
White Reflective

Colors

General Criteria

- 1.1 Intent:

This Master Signage Program (MSP) is established for the purpose of assuring high quality project, tenant, office and wayfinding signage at Alexandria Vista Point in South San Francisco, California. Once approved by the City, this document will serve to define all allowable exterior signage.
- 1.2 Interpretation and Compliance:

The City of South San Francisco (City) is the final arbitrator of compliance. All signage must receive appropriate City issued signage permits before being installed.

2.0 General Criteria For All Signage

- 2.1 Code Compliance

All signage shall comply with local building codes and this Master Sign Program, which has been approved by the City.
- 2.2 Maintenance

Installed signs shall be maintained in good and functional condition. Damaged or deteriorated signs or non-functioning signage lighting will be repaired promptly and restored to a like-new condition.
- 2.3 Allowable Sign Types

The sign types outlined in these guidelines are the only signs permitted on the buildings or property.
- 2.4 Lighting

When sign lighting is permitted, low voltage, LED and other high efficiency lighting is required. Up-lighting is only permitted if the lit area covers the sign area only and is shielded per City regulations.
- 2.5 Installation Detailing

Tenant shall provide drawings showing all signage fabrication detailing, attachment methods, waterproofing details and electrical connections.
- 2.6 Sign Removal

When removing a sign, tenant and/or owner shall remove all related hardware, patch and repair all damage and leave the building and landscape surfaces in as-new condition.

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Property Addresses:

191 Haskins Wy. (Garage)
201 Haskins Wy.
400 E. Jamie Ct.
450 E. Jamie Ct.

South San Francisco, CA 94080

New section

Consulting Designers

ROSS+LUTHINCREATIVE

707.573.7359
creative@rossluthin.com
848 Third Street, Studio B
Santa Rosa CA 95404

Project:

Alexandria Vista Point
Master Signage Program

Owner:

Alexandria Real Estate Equities, Inc.
1700 Owens Street, Suite 590
San Francisco, CA 94158
415-321-3818

Signage & Wayfinding

Designed by:

RSM Design
160 Avenida Cabrillo
San Clemente, Ca 92672
949-492-9479

Issued:

02-03-21

Revisions:

07.06.21

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Info

Primary Monument

5001 24th Street
Sacramento, CA 95822
916-452-8000

WeidnerCA.com
CA License No. 559090

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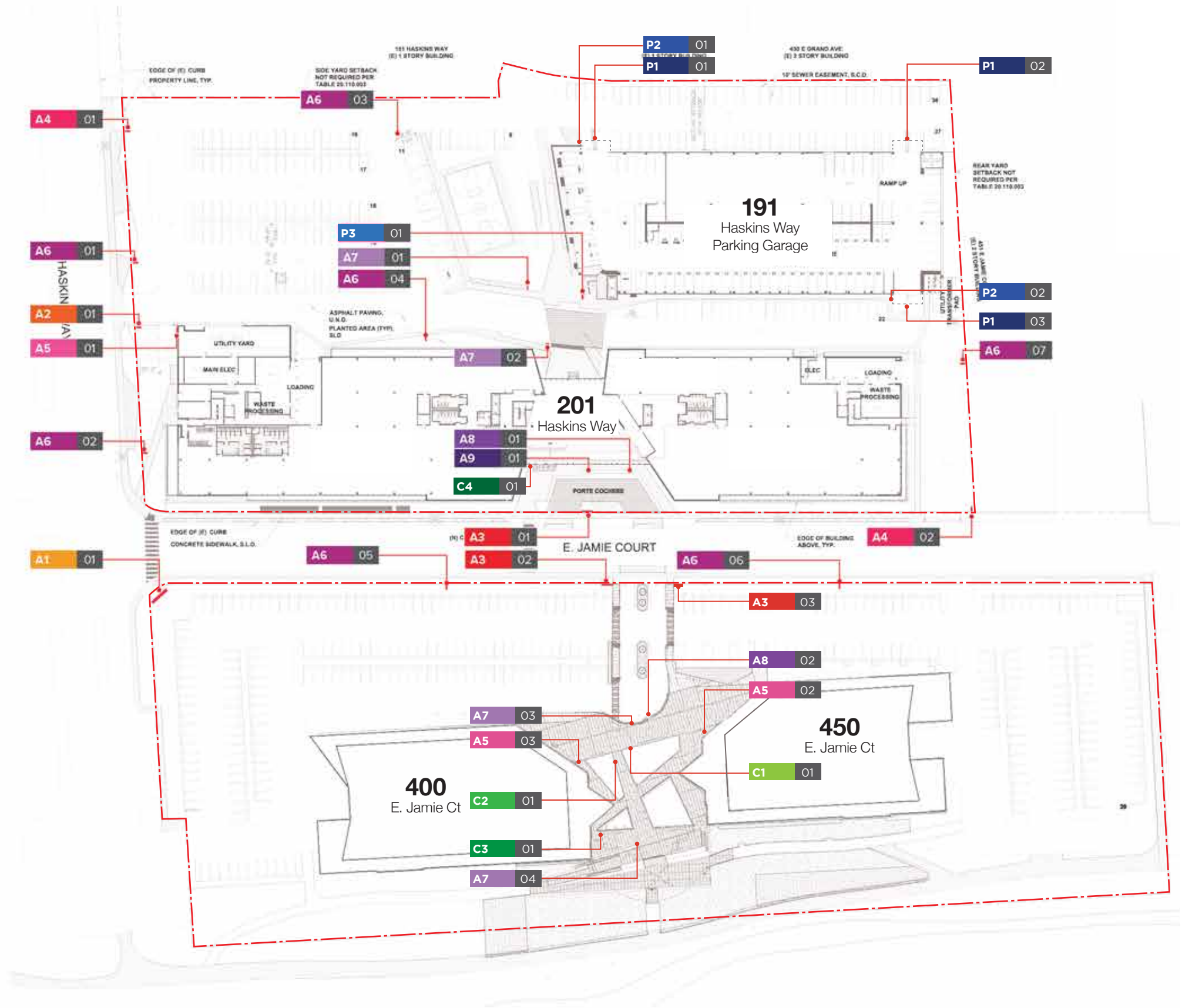
Revisions:
R1.

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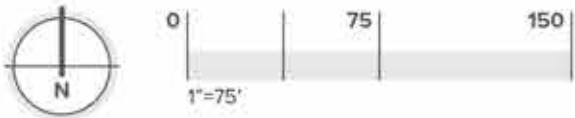
Sign Locations

0.1



Project Signage		Qty	Area Each	Total
A1	Primary Monument	1	60 s.f.	60 s.f.
A2	Tenant Pylon	1	32 s.f.	32 s.f.
A3	Tenant Monument	3	40 s.f.	120 s.f.
A4	Parking Directional	1	11 s.f.	11 s.f.
A5	Building Address	3	6 s.f.	18 s.f.
A6	Vehic. Directional	7	11 s.f.	77 s.f.
A7	Ped. Directional	4	5 s.f.	20 s.f.
A8	Taxi/Rideshare	2	3 s.f.	6 s.f.
A9	Shuttle Pickup	1	3 s.f.	3 s.f.
C1	Campus Identity	1	10 s.f.	10 s.f.
C2	ARE Tagline	1	6 s.f.	6 s.f.
C3	Interpretive Sign	1	1 s.f.	1 s.f.
C4	ARE Narrative Plaque	1	2 s.f.	2 s.f.

Parking Garage Signage		Qty	Area Each	Total
P1	Garage Identity	3	16 s.f.	48 s.f.
P2	Garage Directional	2	3 s.f.	6 s.f.
P3	Garage Address	1	4 s.f.	4 s.f.



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San Clemente, Ca 92672
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Scale:

1"=20'

Issued:

02-26-21

Revisions:

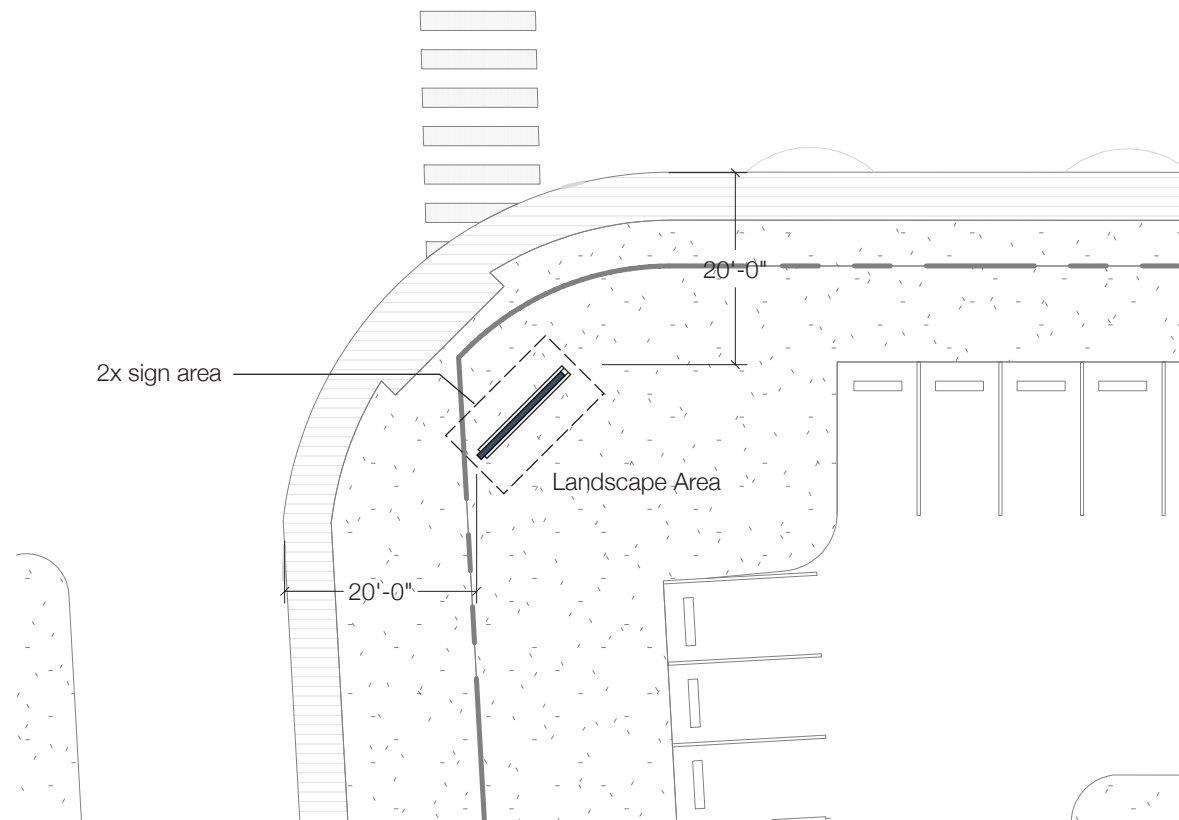
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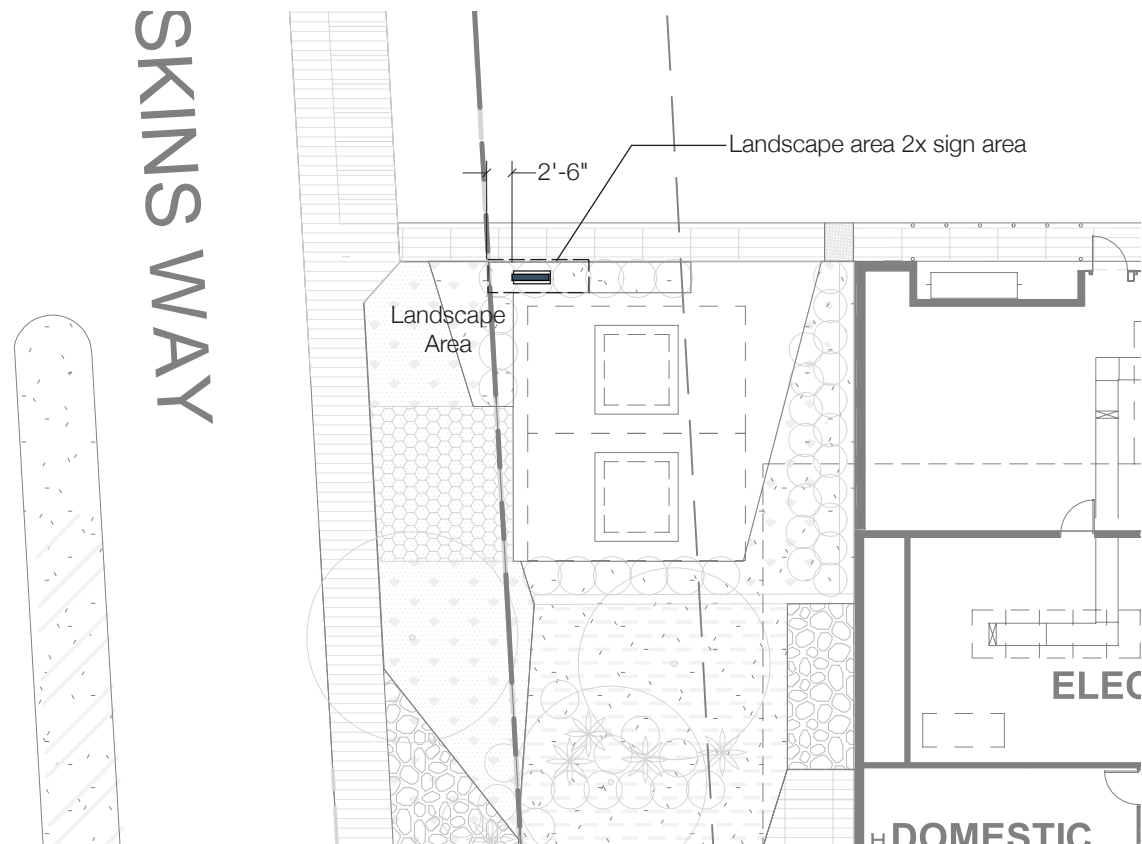
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Sign
Location
Details

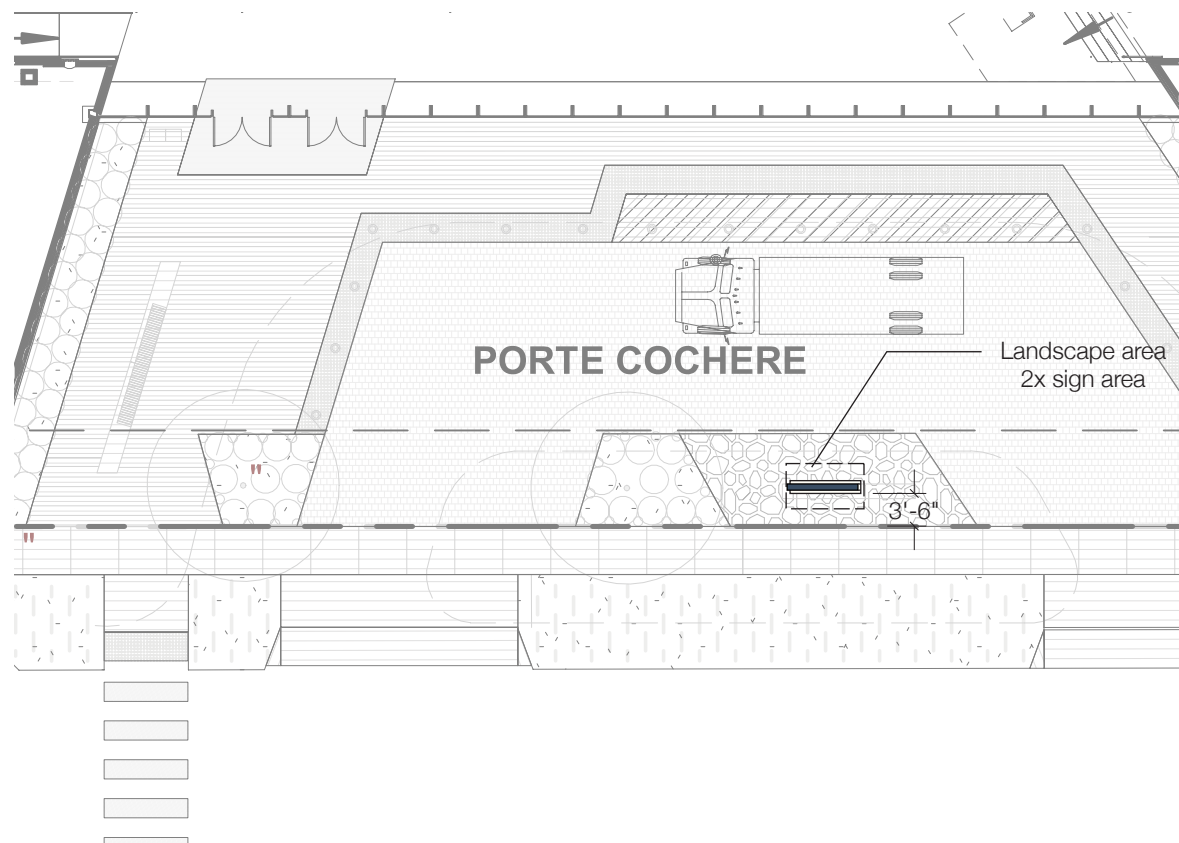
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A1 1 Primary Monument

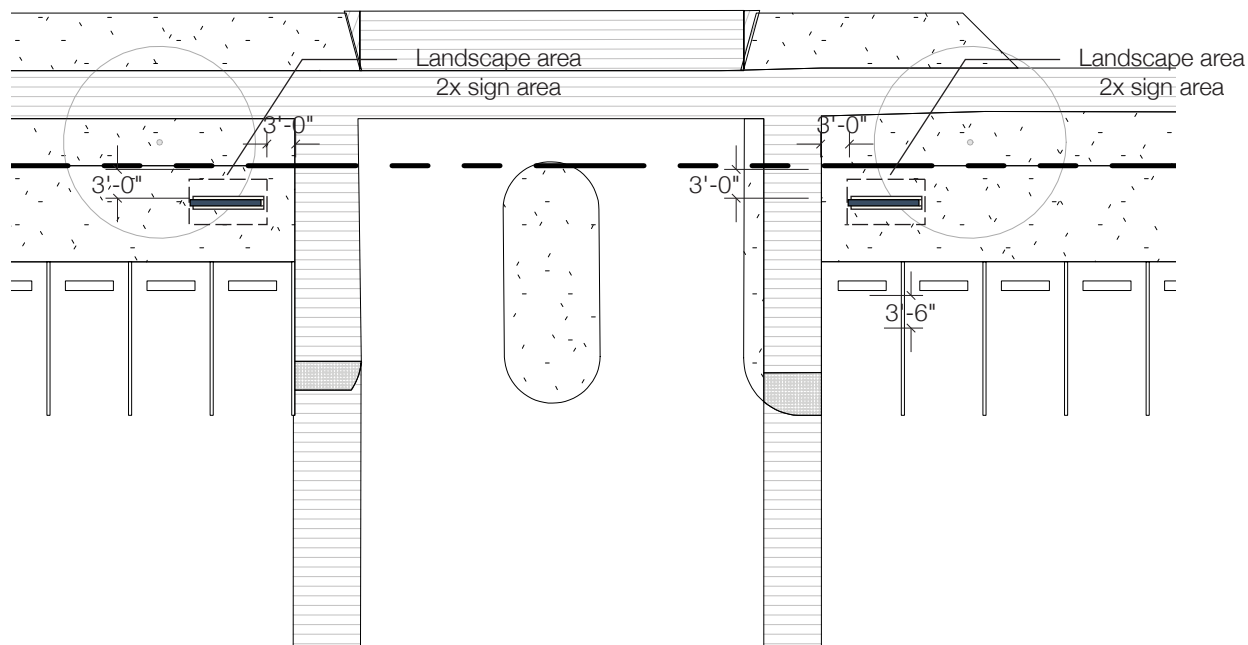


A2 1 Tenant Pylon



A3 1 Tenant Mon.

E. JAMIE COURT



A3 2 A3 3 Tenant Mon.

Keynotes

- A

Fabricated aluminum cabinet painted and internally illuminated. See sheet 01.01 for details
Color = P4
- B

3/4" thick White acrylic push-thru circle, net 1/2" proud with .090" thick surface applied, painted aluminum faces (cut out logo).
Digital print color = P4, P2
- C

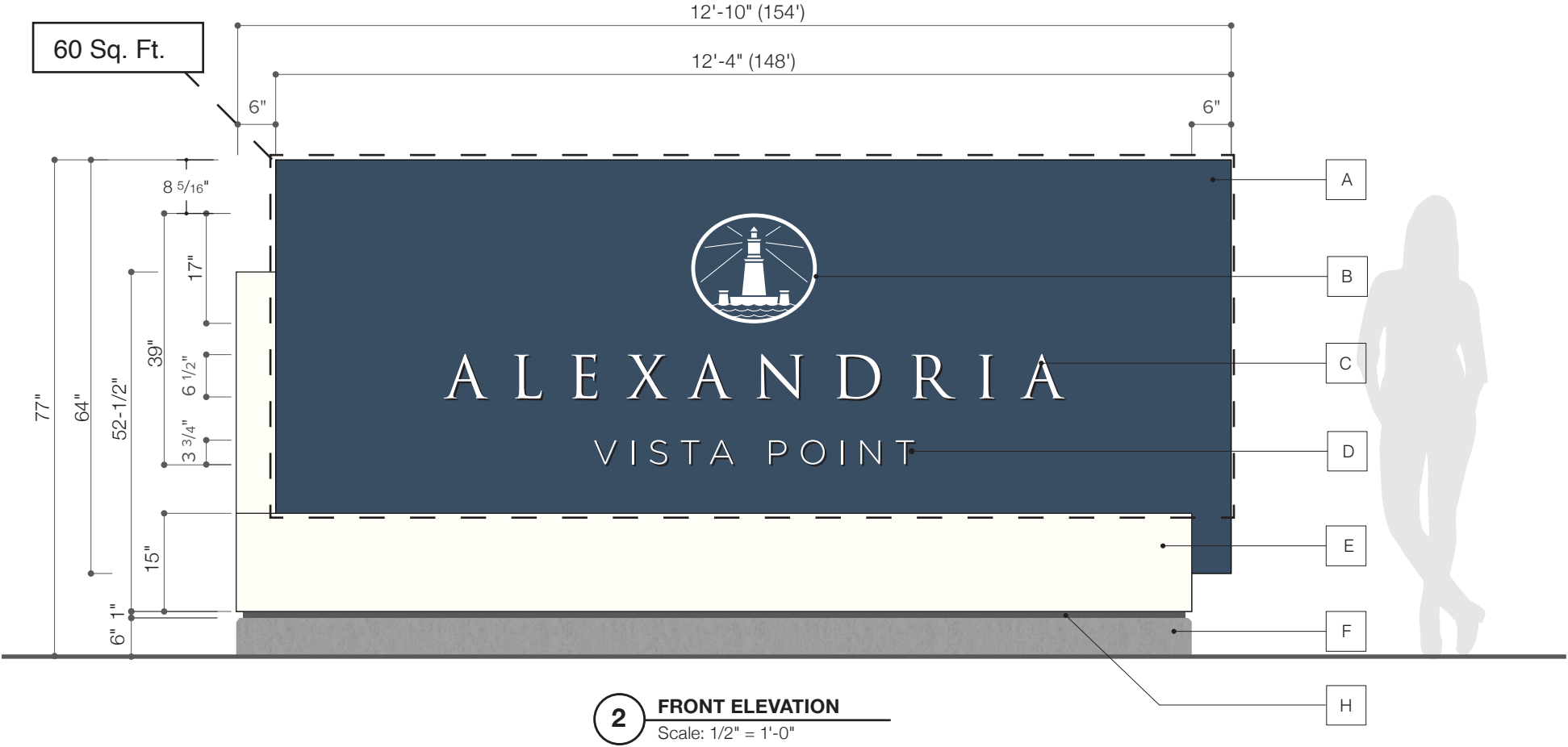
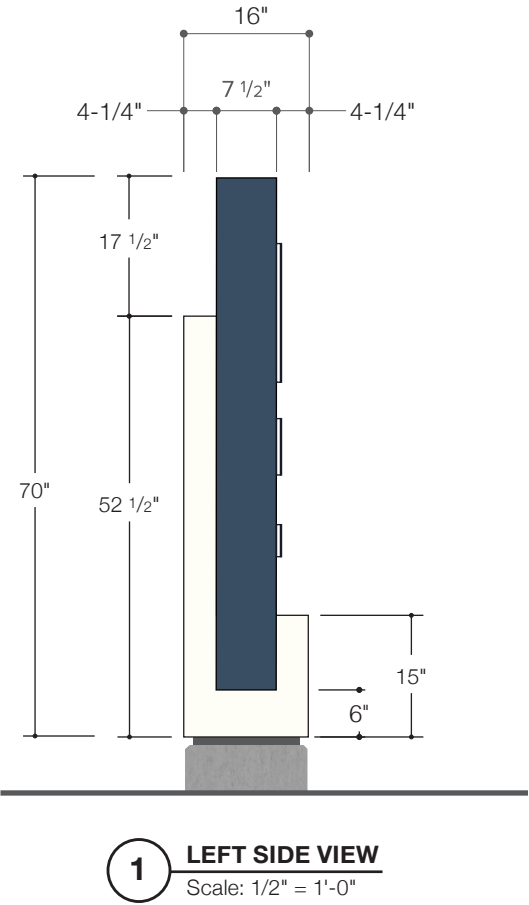
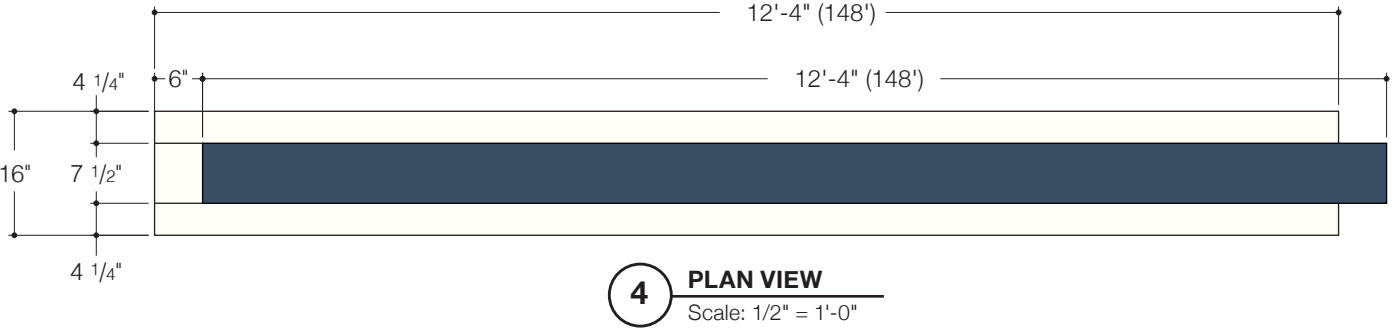
3/4" thick White acrylic push-thru letters, net 1/2" proud with .090" thick surface applied, painted aluminum face.
Color = P2
- D

3/4" thick White acrylic push-thru letters, net 1/2" proud with .090" thick surface applied, painted aluminum face. Color = P2
- E

Fabricated aluminum cabinet painted.
See sheet 02.01 for details.
Color = P2
- F

Concrete base, color = M1
- H

1" reveal, color = P3



Keynotes

- A

Fabricated aluminum cabinet painted .
See sheet 02.01 for details
Color = P4, P2
- B

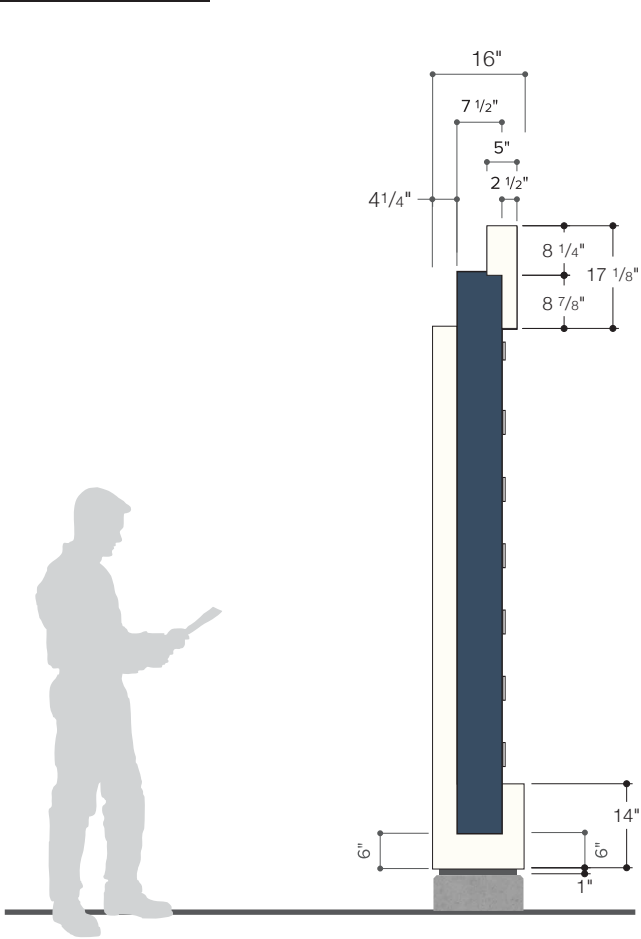
5" deep aluminum channel letter with White acrylic face.
Face lit with White LED illumination.
Total depth = 5-1/8". 2-1/2" notched returns.
Closed back on exposed surface.
Painted back & returns. Color = P2.
- C

Push-thru FLUSH White acrylic.
- F

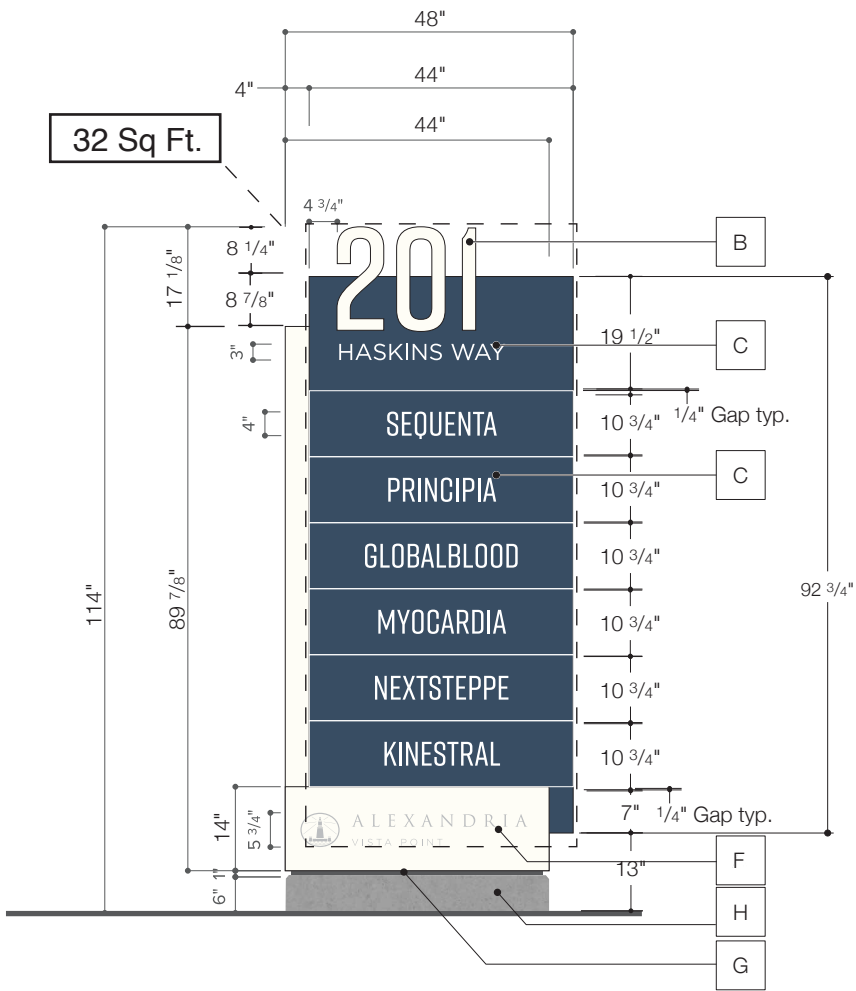
Masked & sprayed logo, color = P7
- G

1" reveal, color = P3
- H

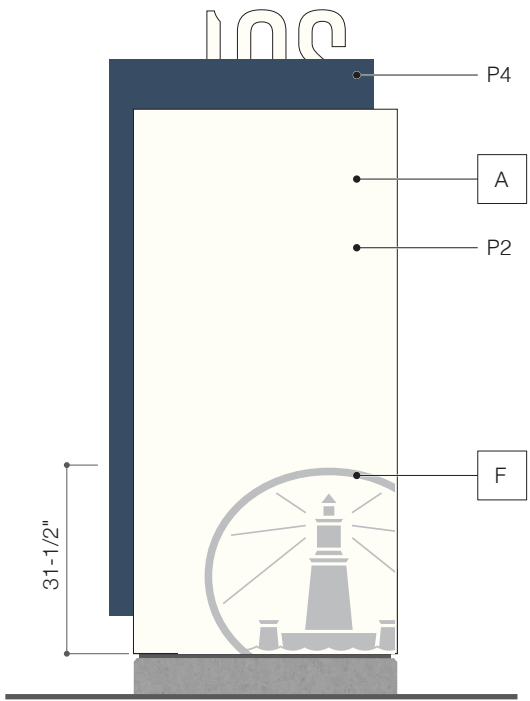
Concrete base, color = M1



1 LEFT SIDE VIEW
Scale: 3/8" = 1'-0"



2 FRONT ELEVATION
Scale: 3/8" = 1'-0"



4 BACK ELEVATION
Scale: 3/8" = 1'-0"

Keynotes

- A

Fabricated aluminum cabinet painted .
See sheet 02.01 for details
Color = P4, P2
- B

5" deep aluminum channel letter with
White acrylic face. Face lit with White LED
illumination. Total depth = 5-1/8". 2-1/2" notched
returns. Closed back on exposed surface.
Painted back & returns. Color = P2.
- C

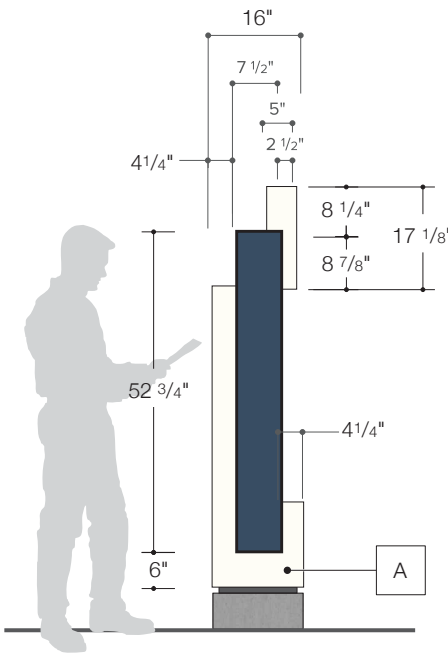
Push-thru FLUSH White acrylic.
- D

Masked & sprayed logo, color = P7
- E

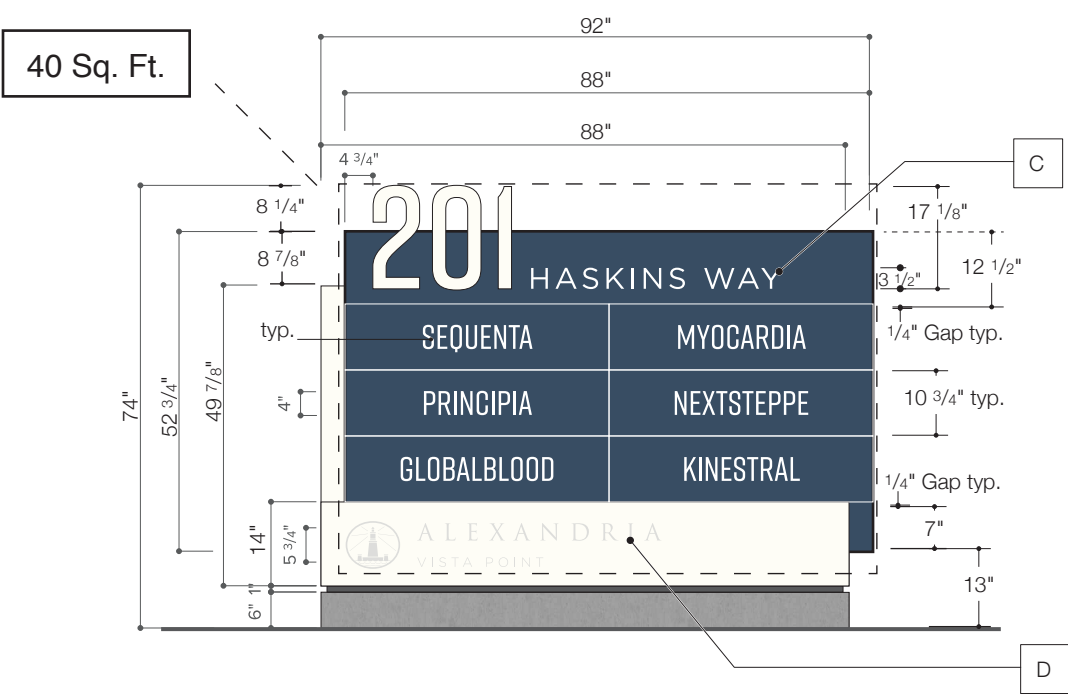
1" reveal, color = P3
- F

Concrete base, color = M1.
- G

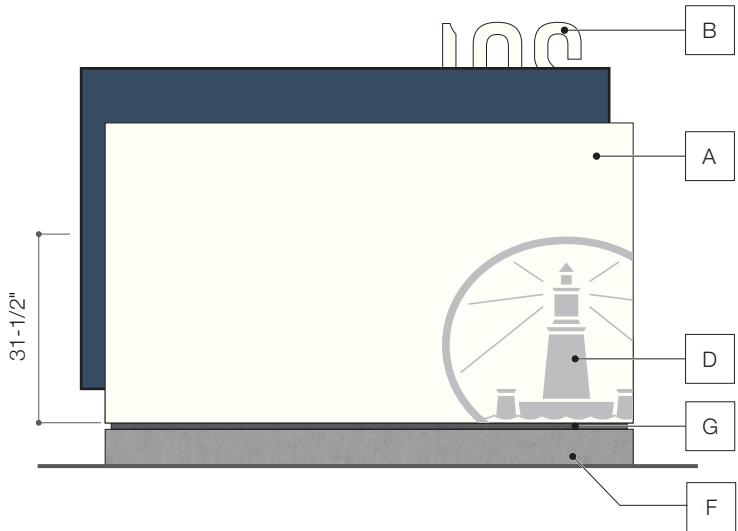
1" reveal, color = P3



1 LEFT SIDE VIEW
Scale: 3/8" = 1'-0"



2 FRONT ELEVATION
Scale: 3/8" = 1'-0"



4 BACK ELEVATION
Scale: 3/8" = 1'-0"

Consulting Designers

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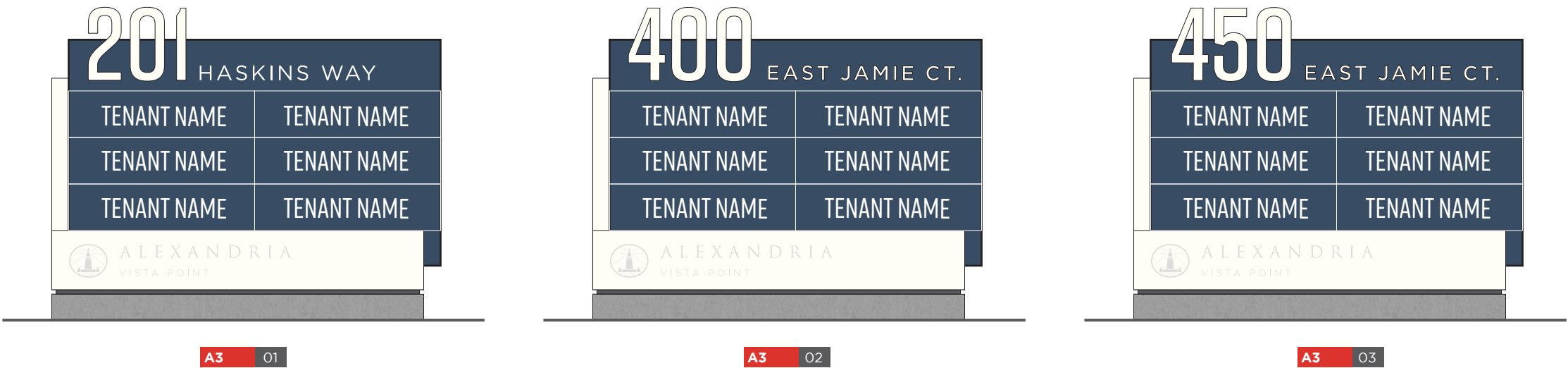
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A3

Tenant Monument ID
Layouts

3.1



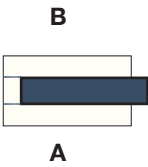
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SIGN LAYOUTS

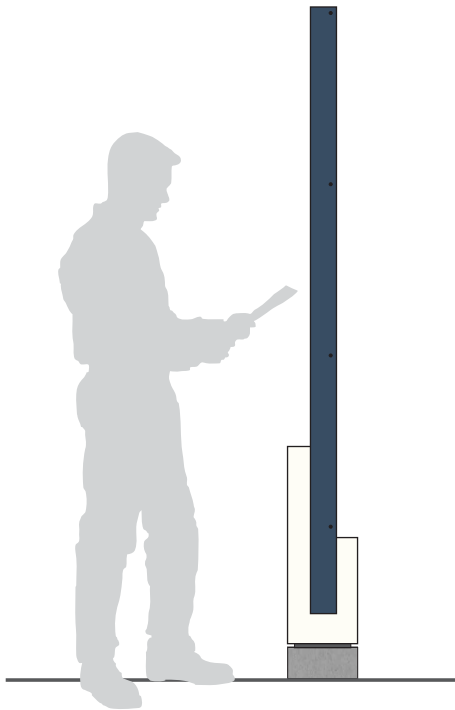
Scale: 3/8" = 1'-0"

Keynotes

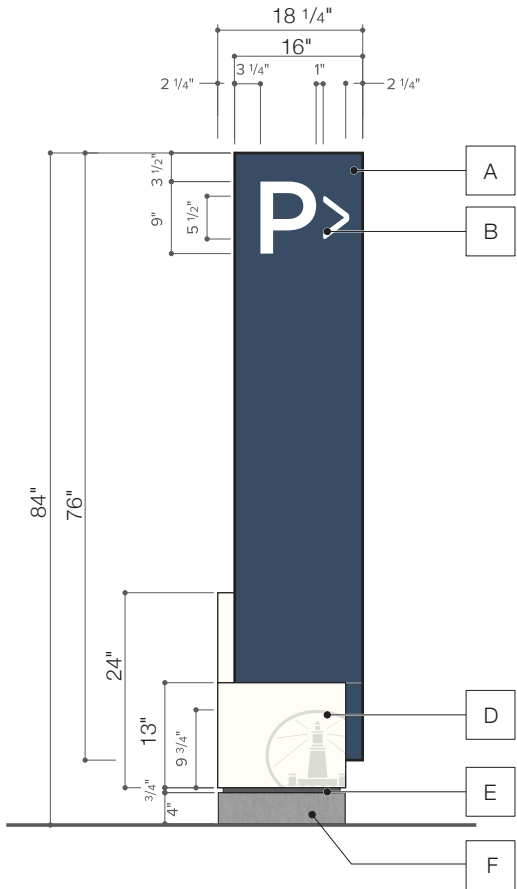
- A Fabricated aluminum cabinet painted. Internally Illuminated. Color = P4, P2
- B Push-thru FLUSH White acrylic letters.
- D Masked & sprayed logo, color = P7
- E 3/4" reveal, color = P3
- F Concrete base, color = M1



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



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

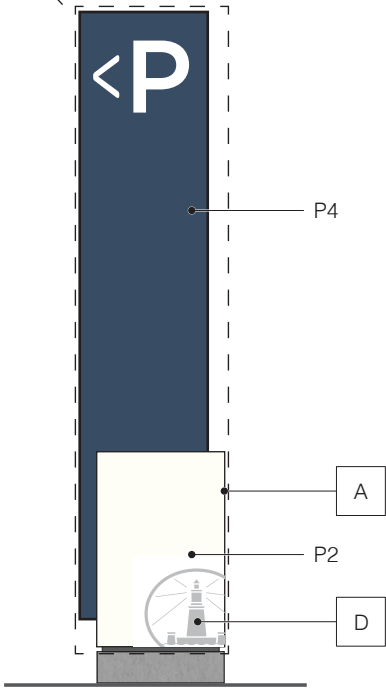


2 FRONT ELEVATION A
Scale: 1/2" = 1'-0"



3 RIGHT SIDE VIEW
Scale: 1/2" = 1'-0"

11 Sq. Ft.



4 BACK ELEVATION B
Scale: 1/2" = 1'-0"

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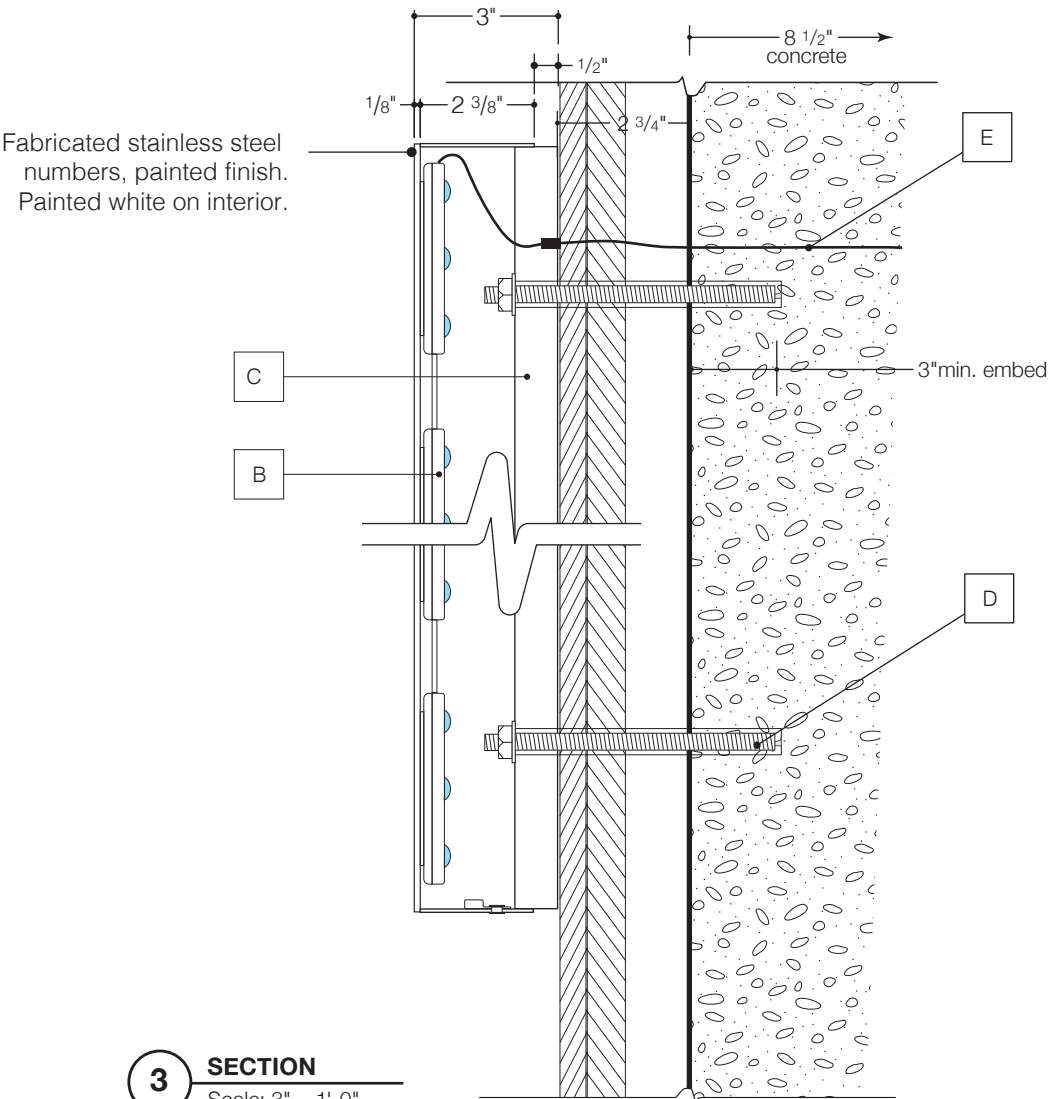
A4
Parking Directional

4.0

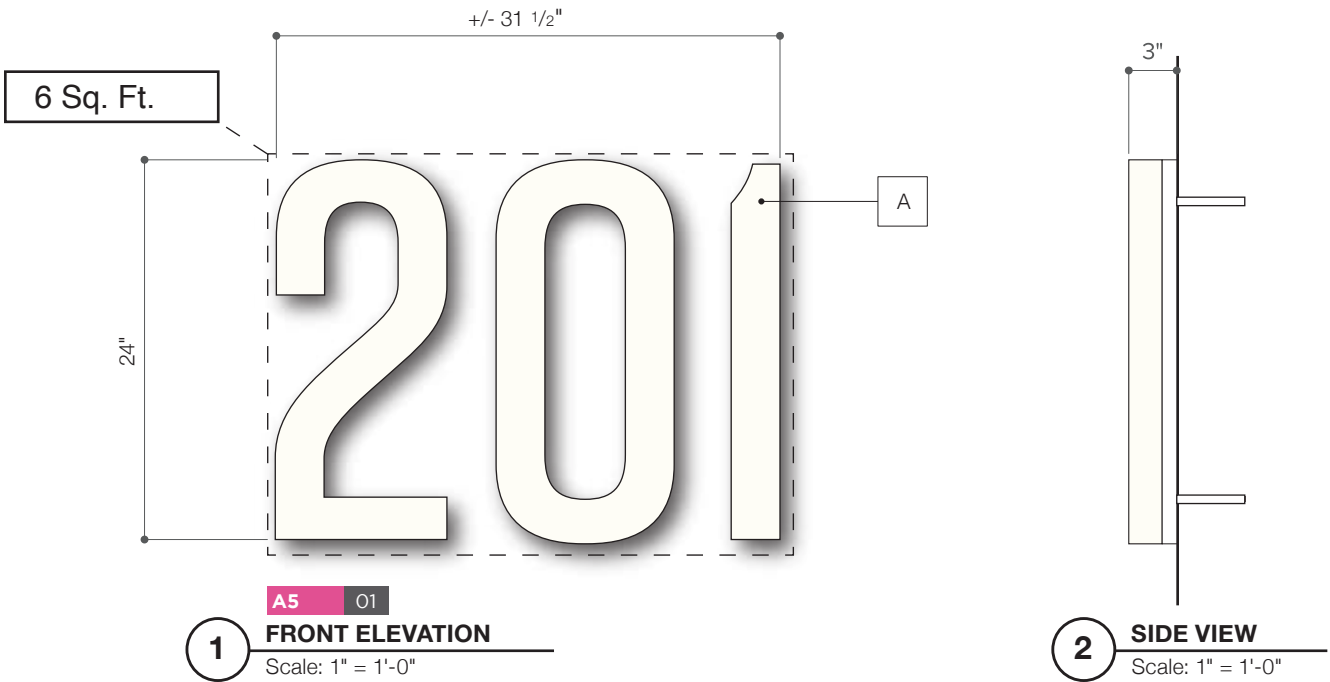
Keynotes

- A 3" thick fabricated Stainless Steel, halo lit, address numbers with a painted finish. Color = P2
- B White LED array.
- C Frosted clear acrylic backs.
- D #10-32 Stainless Steel studs, epoxy into concrete, with 3" min. embed.
- E Low voltage wire to wire chase

BITRO: RS-AC-S2
Edge and halo illuminated letter.
LED Color Temperature = 2700K Bright White
Pin mounted flush to wall.



3 SECTION
Scale: 3" = 1'-0"



1 FRONT ELEVATION
Scale: 1" = 1'-0"

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

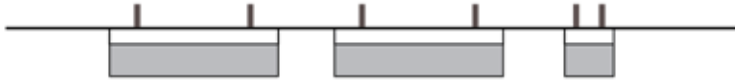


A PARTIAL WEST ELEVATION
Scale: 1" = 10'



Fabricator to field verify architectural panel size. And provide sign size adjustments to best match rendering.

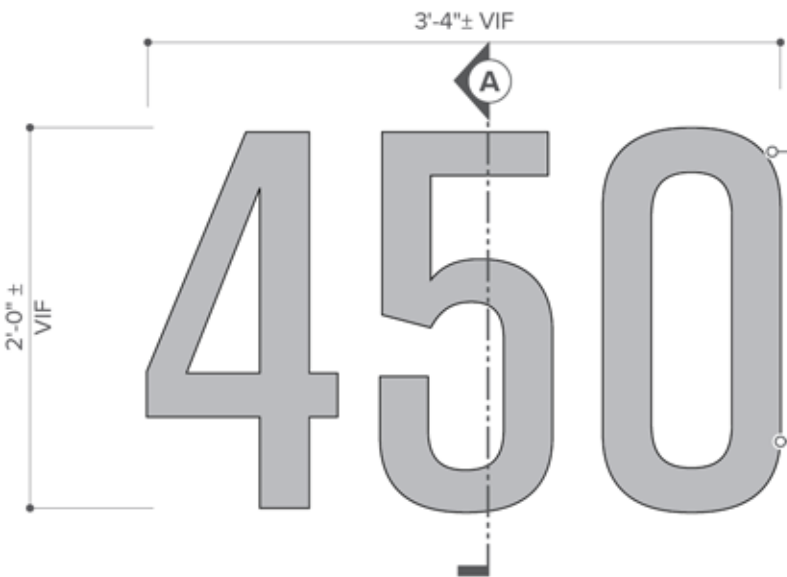
1 Context Elevation
Scale : NTS



4 Top View
Scale : 1"=1'



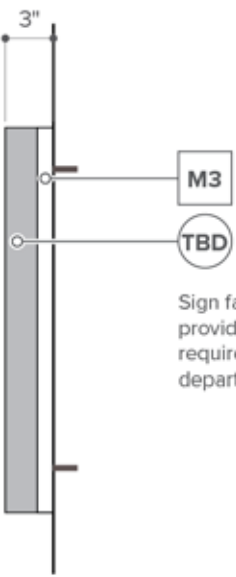
A5 03
1 Scale : 1"=1'



A5 02
2 Scale : 1"=1'

Fabricated aluminum channel letter; edge illuminated. Final, paint color to contrast finish wall material.

Sign fabricator to provide contrast requirements from fire department/code.

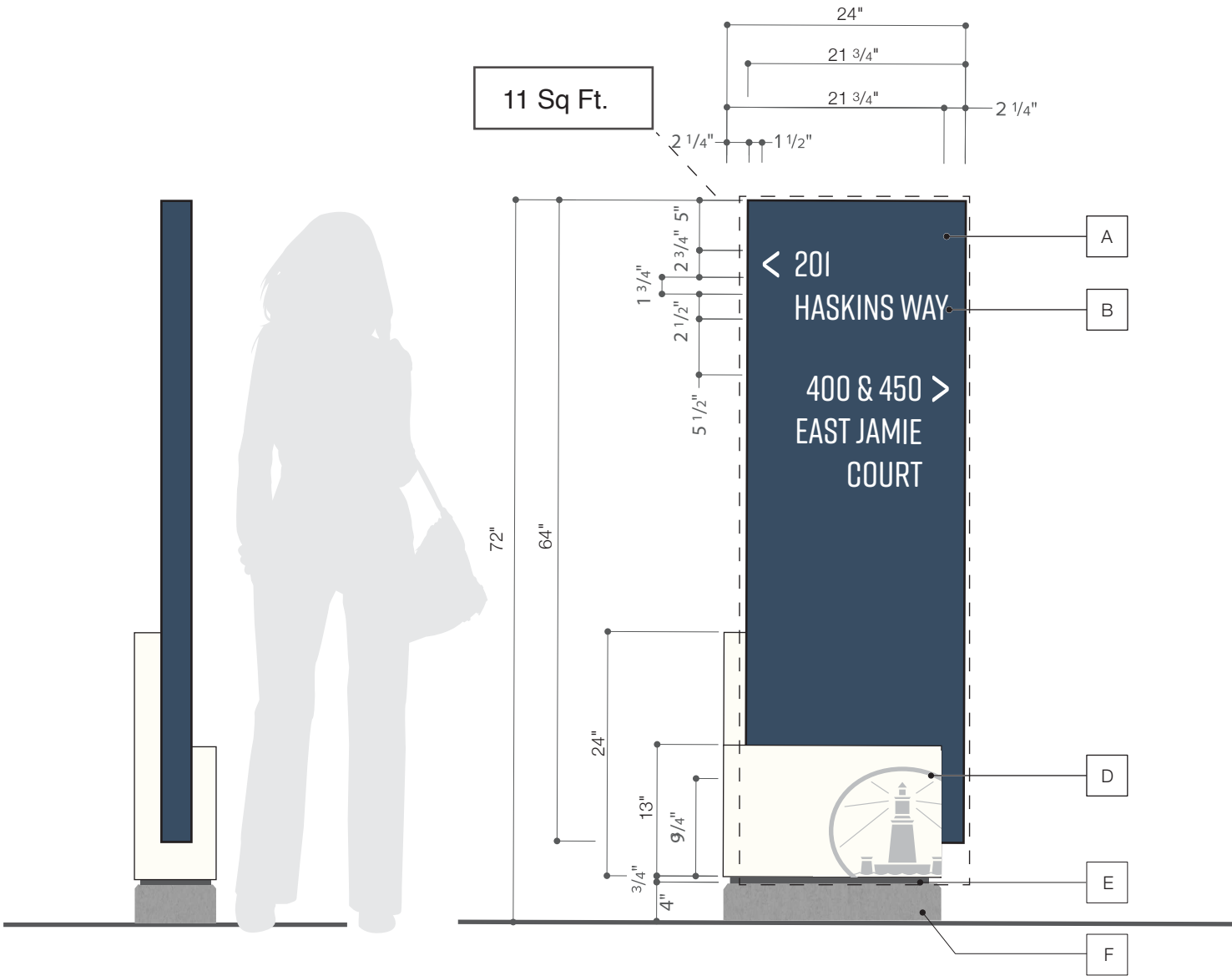


Sign fabricator to provide contrast requirements from fire department/code.

3 Side View
Scale : 1"=1'

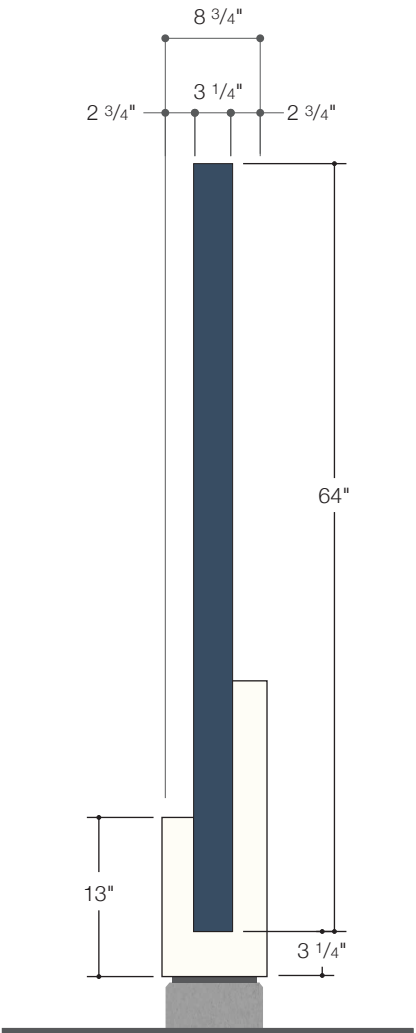
Keynotes

- A Fabricated aluminum cabinet painted. Non-Illuminated. See sheet 06.01 for details Color = P4, P2
- B White reflective copy. Color = V1
- D Masked & sprayed logo, color = P7
- E 3/4" reveal, color = P3
- F Concrete base, color = M1

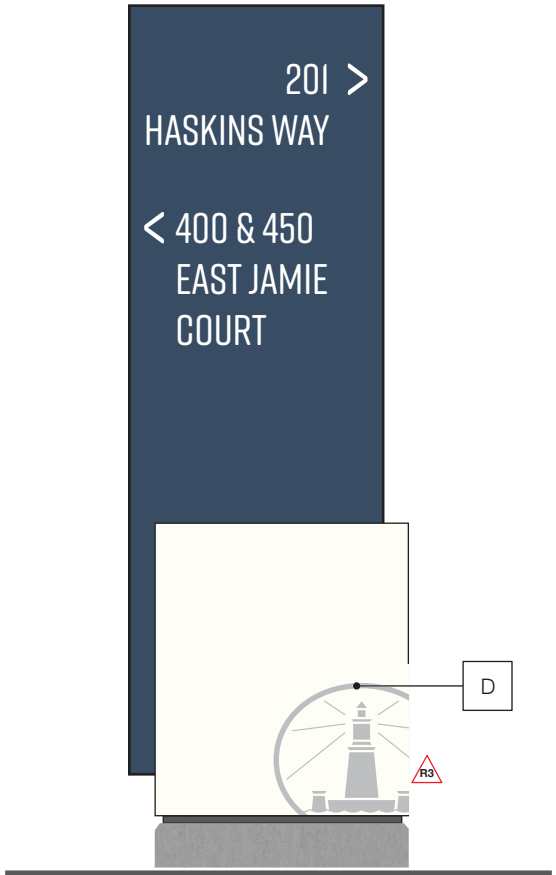


1 LEFT SIDE VIEW
Scale: 3/4" = 1'-0"

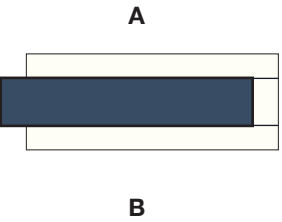
2 FRONT ELEVATION A
Scale: 3/4" = 1'-0"



3 RIGHT SIDE VIEW
Scale: 3/4" = 1'-0"



4 BACK ELEVATION B
Scale: 3/4" = 1'-0"



5 TOP VIEW
Scale: 3/4" = 1'-0"

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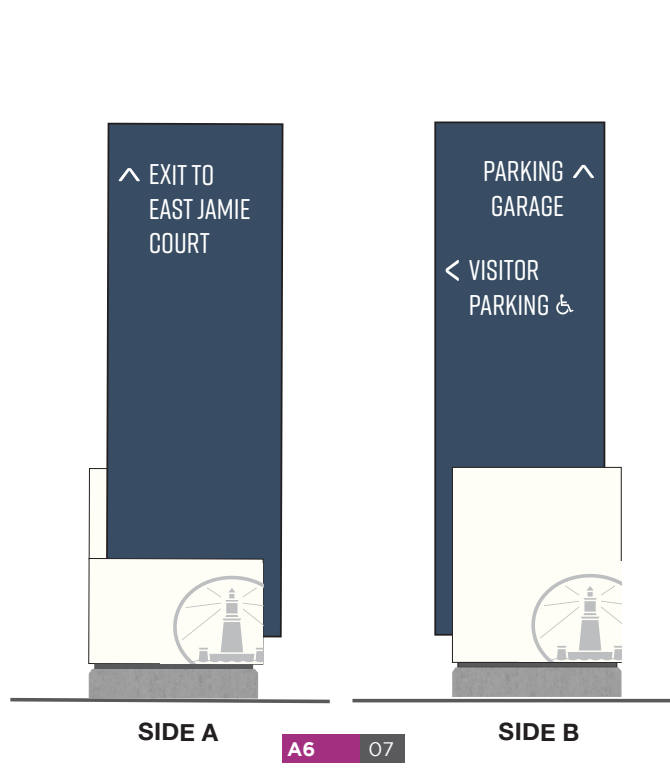
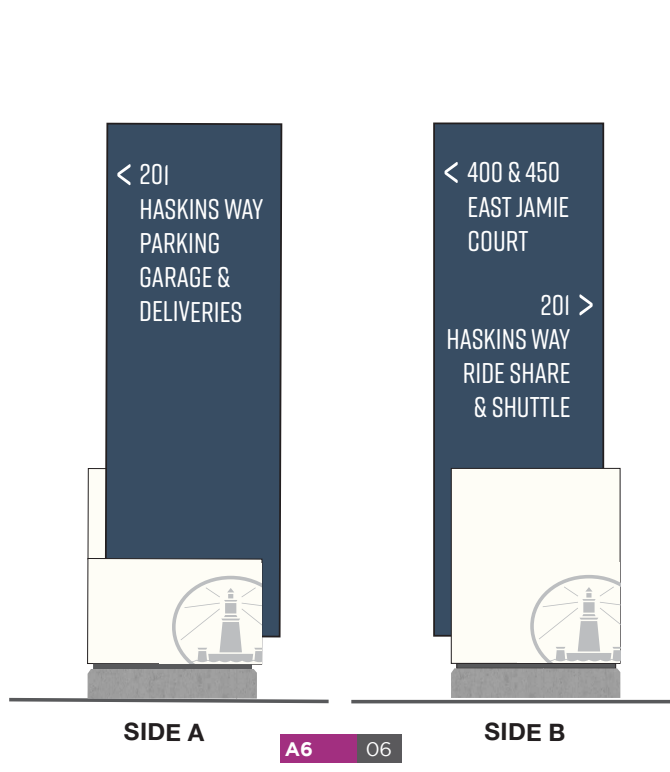
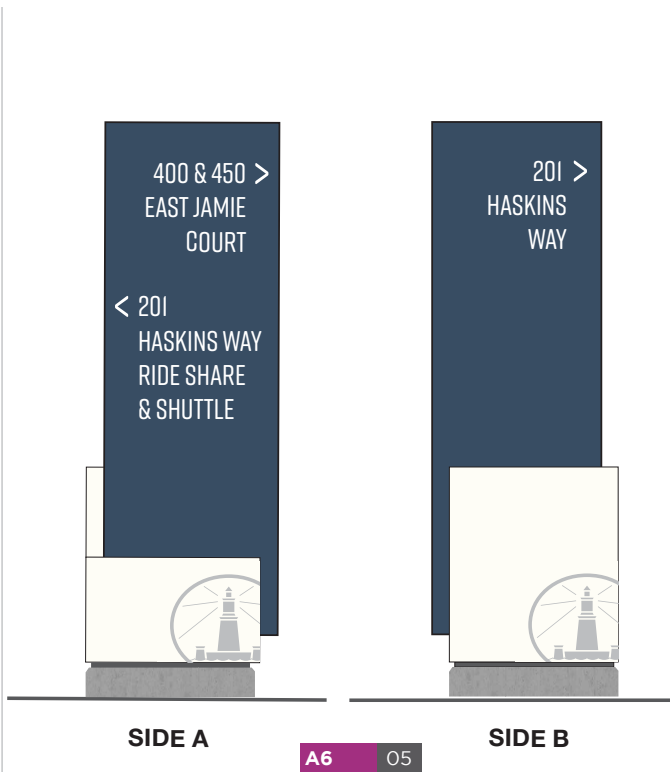
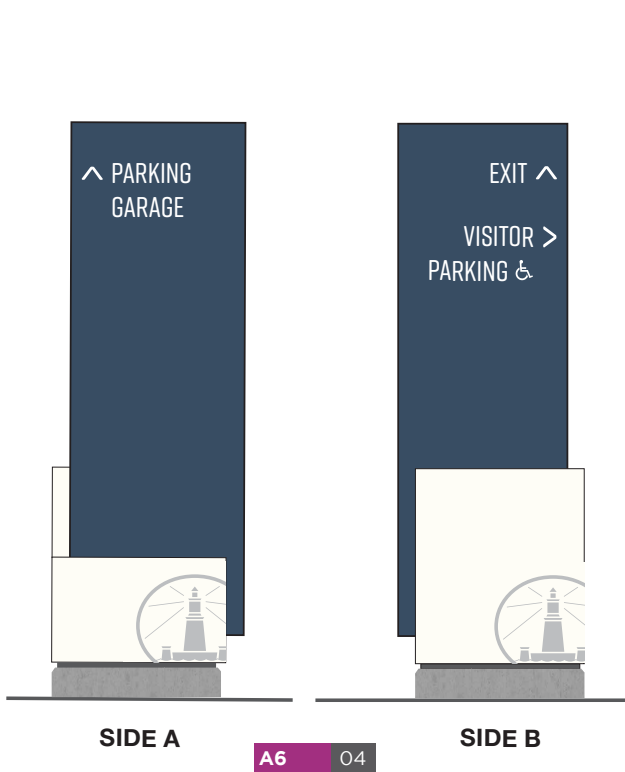
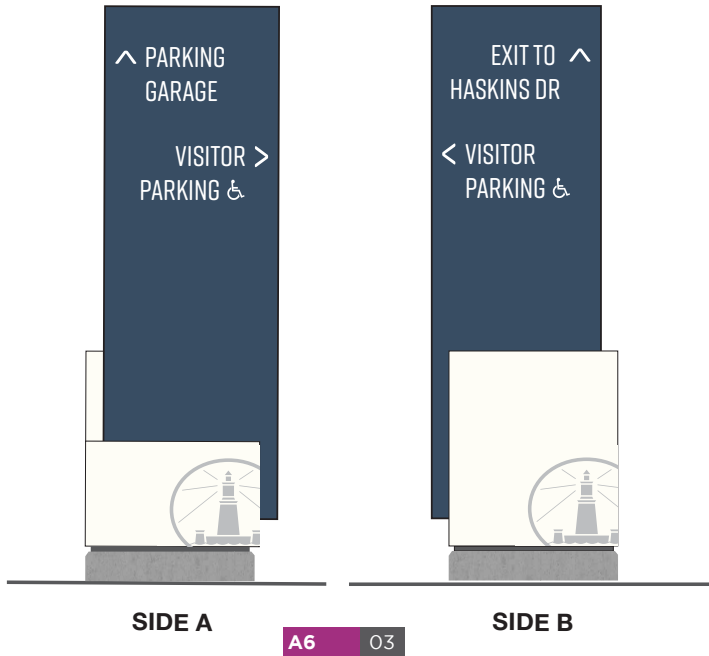
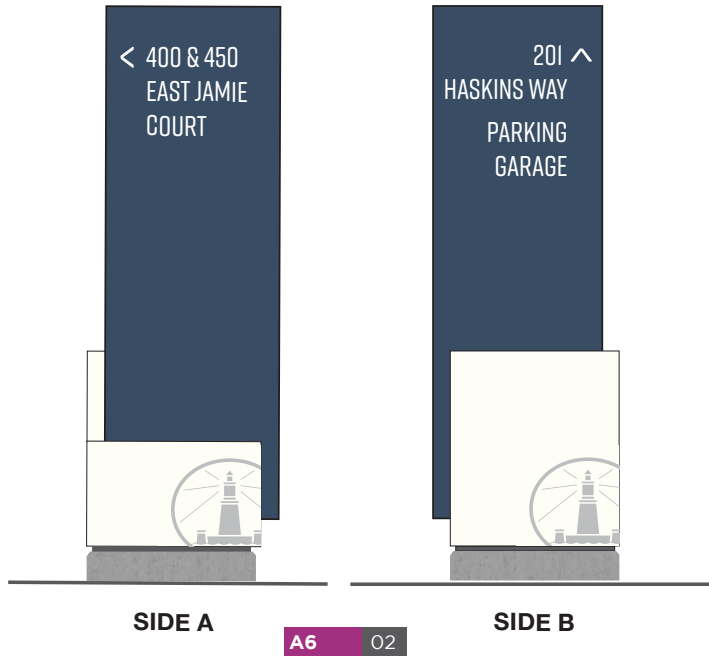
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A6

Vehicular Directional
Layouts

6.1



Keynotes

- A

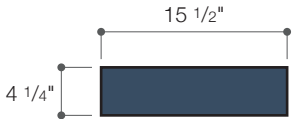
Fabricated aluminum cabinet painted.
Non-Illuminated. See sheet 07.01 for details
Color = P4
- B

Masked & sprayed copy.
Color = P2
Font = Rift Soft Medium
- C

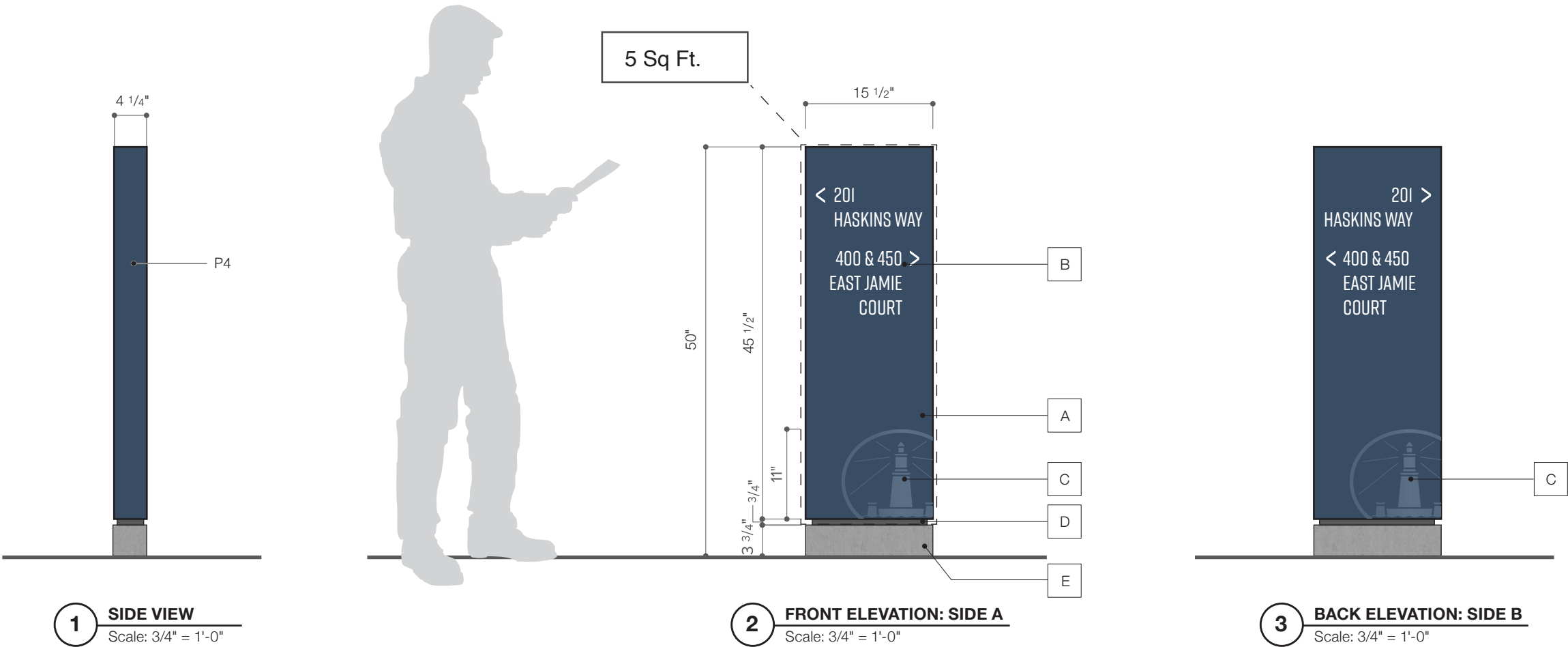
Masked & sprayed logo.
Color = P1
- D

3/4" reveal.
Color = P3
- E

Concrete base.
Color = M1



4 PLAN VIEW
Scale: 3/4" = 1'-0"



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RSM Design
160 Avenida Cabrillo
San Clemente, Ca 92672
949-492-9479

Issued:
02-03-21

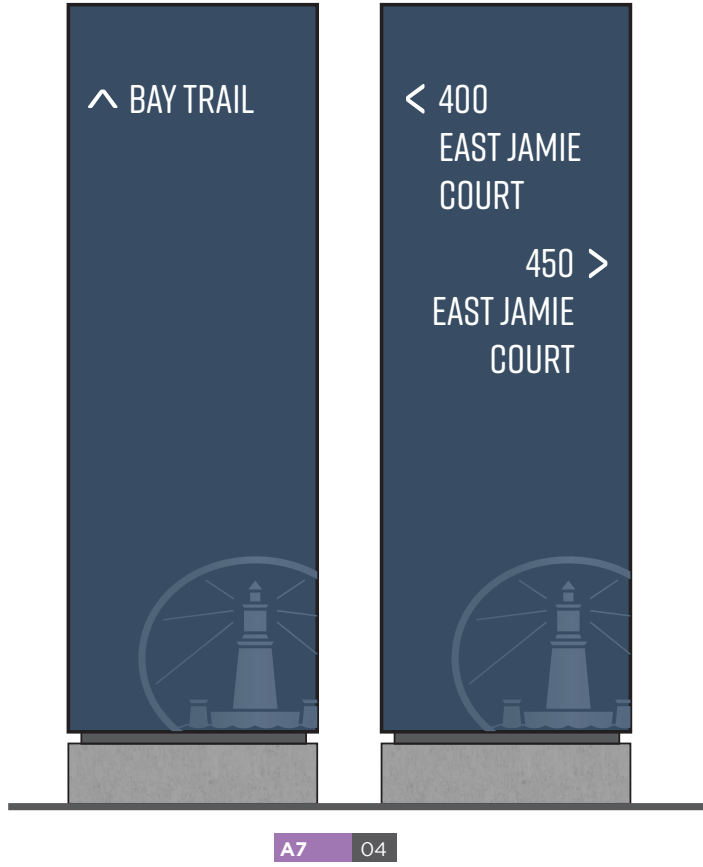
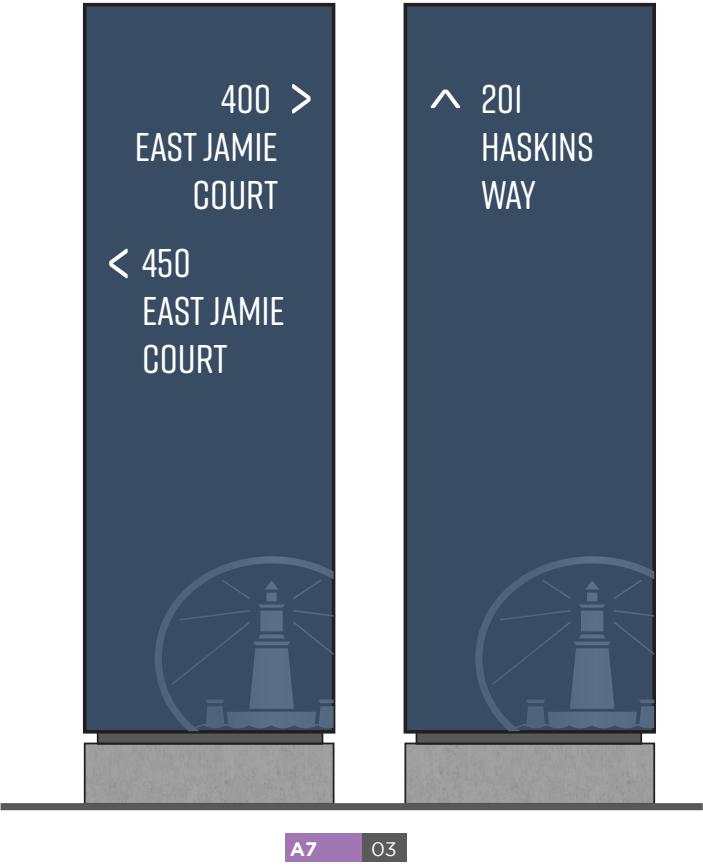
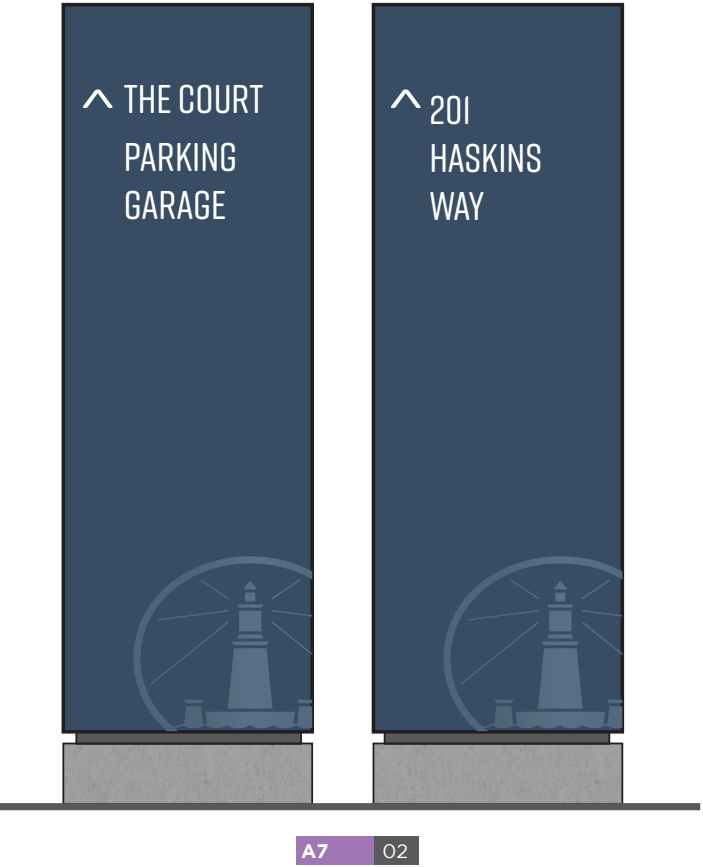
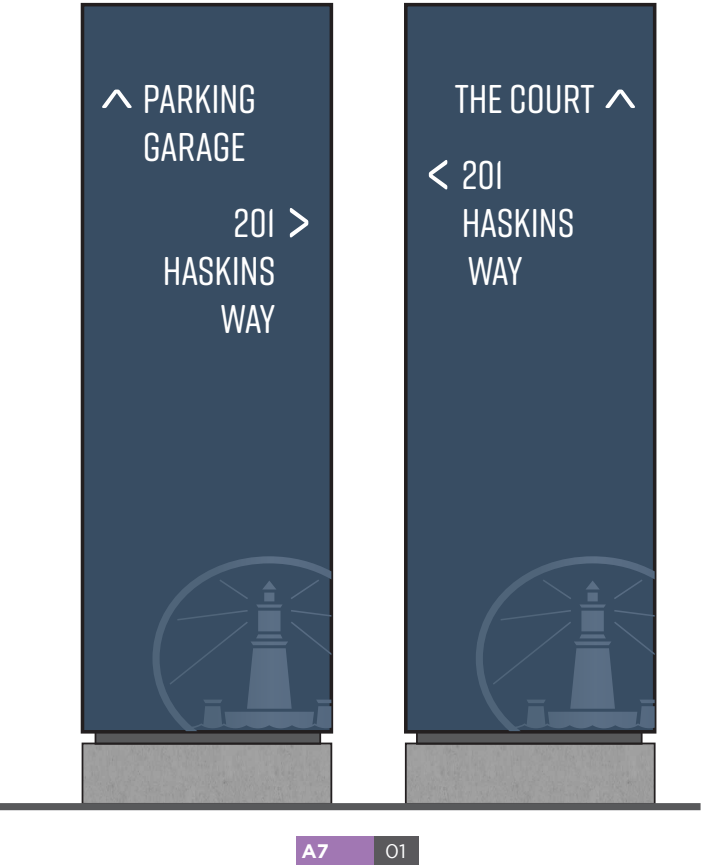
Revisions:
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A7
Pedestrian Directional

7.0



1 SIGN LAYOUTS
Scale: 1" = 1'-0"

5001 24th Street
Sacramento, CA 95822
916-452-8000

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Project:
Alexandria Vista Point
Master Signage Program

Owner:
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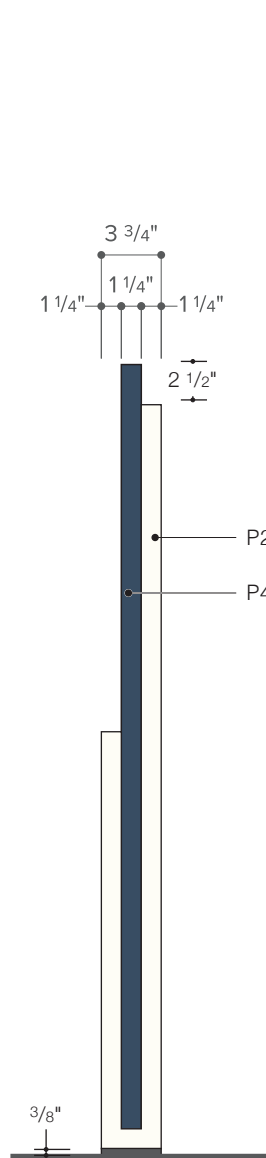
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A7
Pedestrian Directional
Layouts

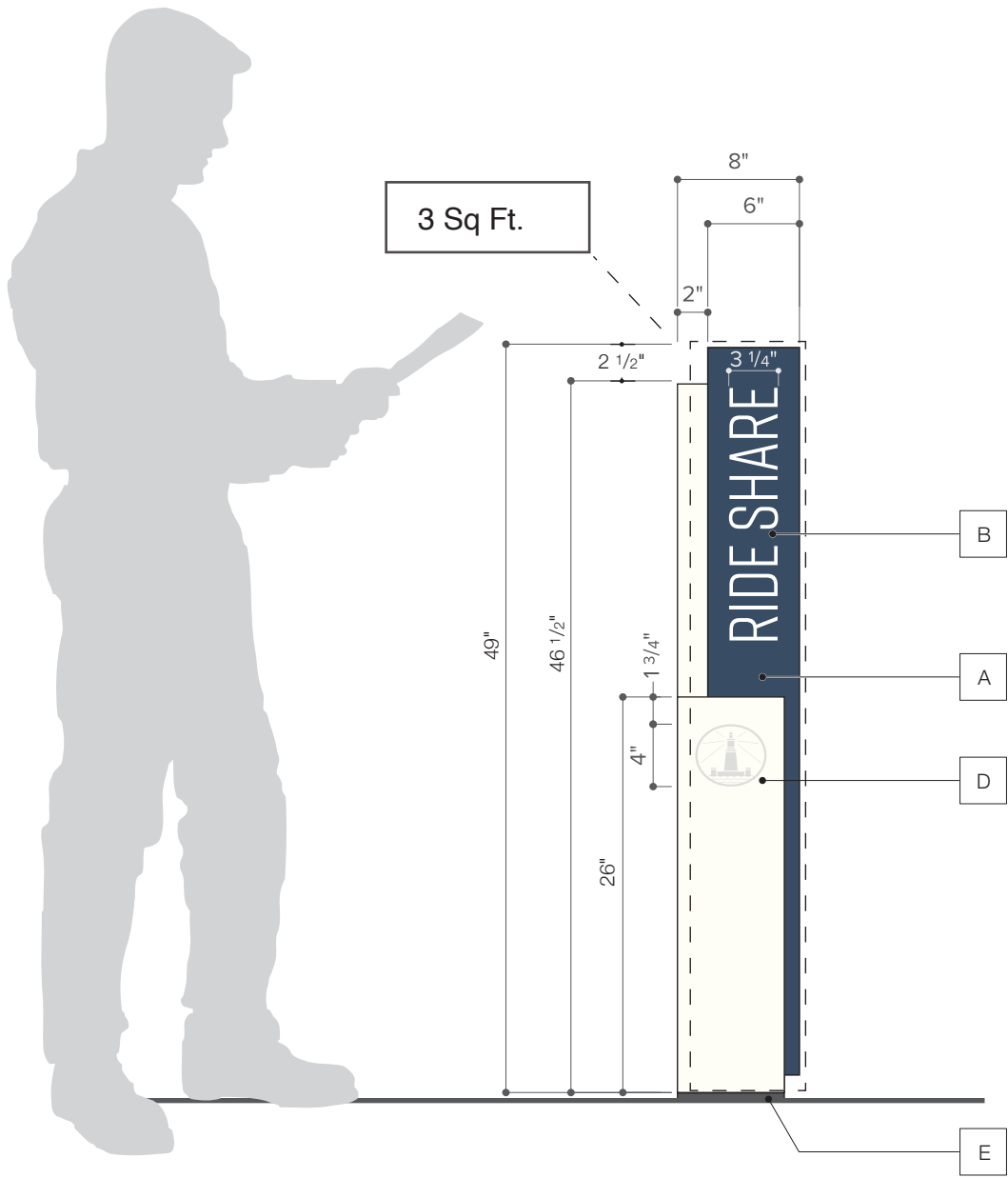
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Keynotes

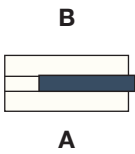
- A
- Fabricated aluminum cabinet painted. Non-Illuminated.
Color = P4, P2
- B
- White reflective vinyl copy.
Color = P2
Font = TBD
- D
- Masked & sprayed logo, color = P7
- E
- 3/8" reveal, color = P3
- F
- Masked & sprayed copy, color = P7



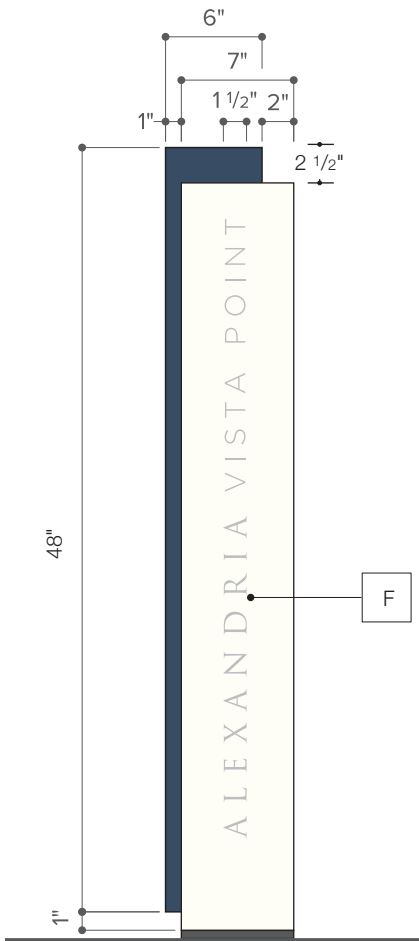
1 SIDE VIEW
Scale: 1" = 1'-0"



2 FRONT ELEVATION: SIDE A
Scale: 1" = 1'-0"



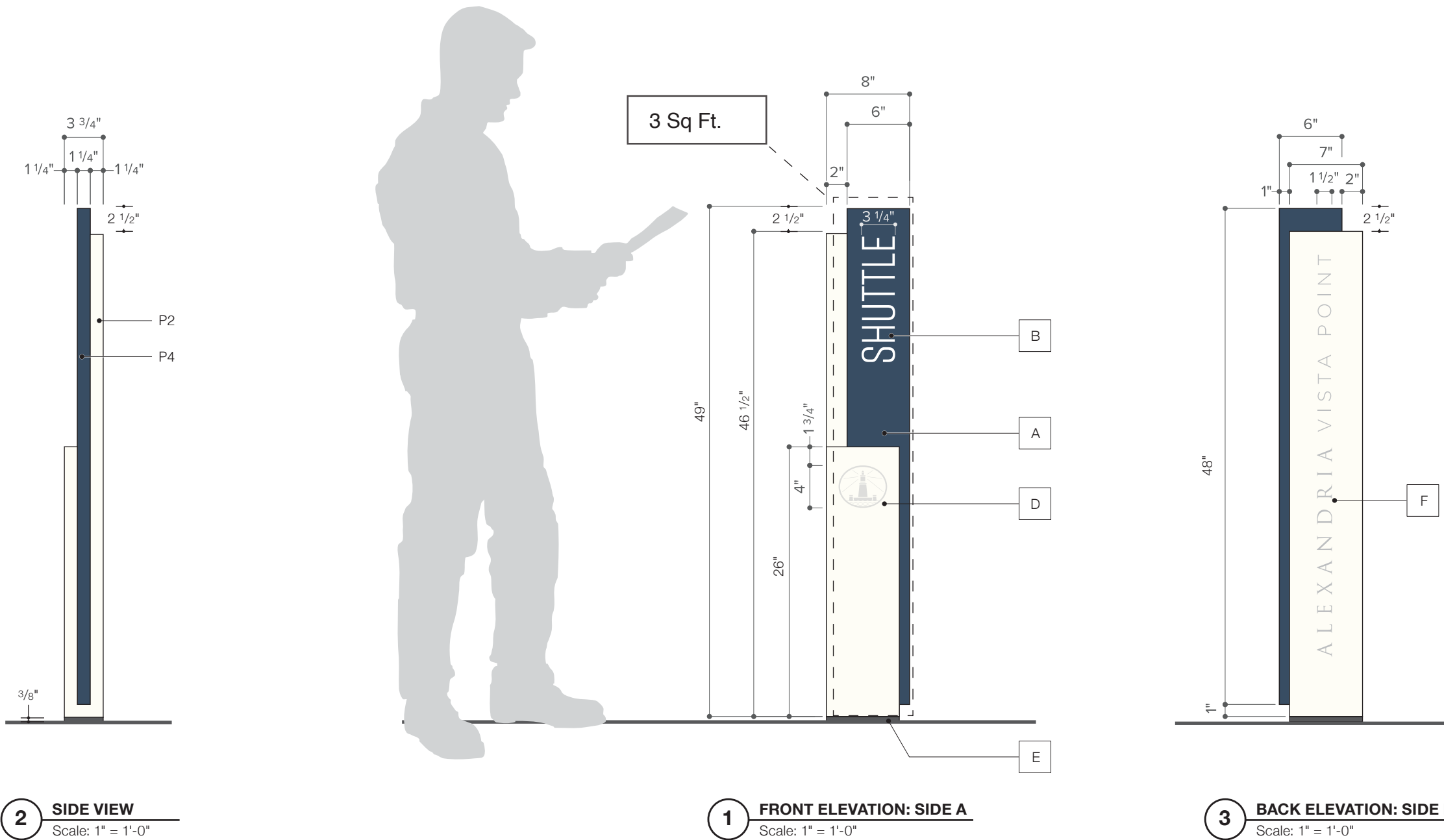
4 PLAN VIEW
Scale: 1" = 1'-0"



3 BACK ELEVATION: SIDE B
Scale: 1" = 1'-0"

Keynotes

- A
- Fabricated aluminum cabinet painted. Non-Illuminated.
Color = P4, P2
- B
- White reflective vinyl copy.
Color = P2
Font = TBD
- D
- Masked & sprayed logo, color = P7
- E
- 3/8" reveal, color = P3
- F
- Masked & sprayed copy, color = P7



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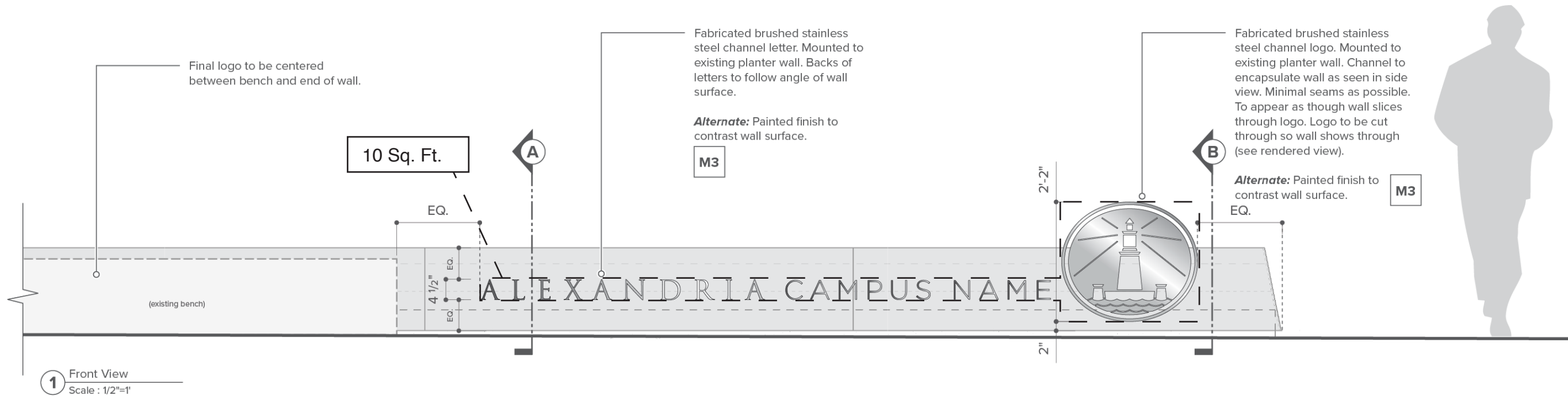
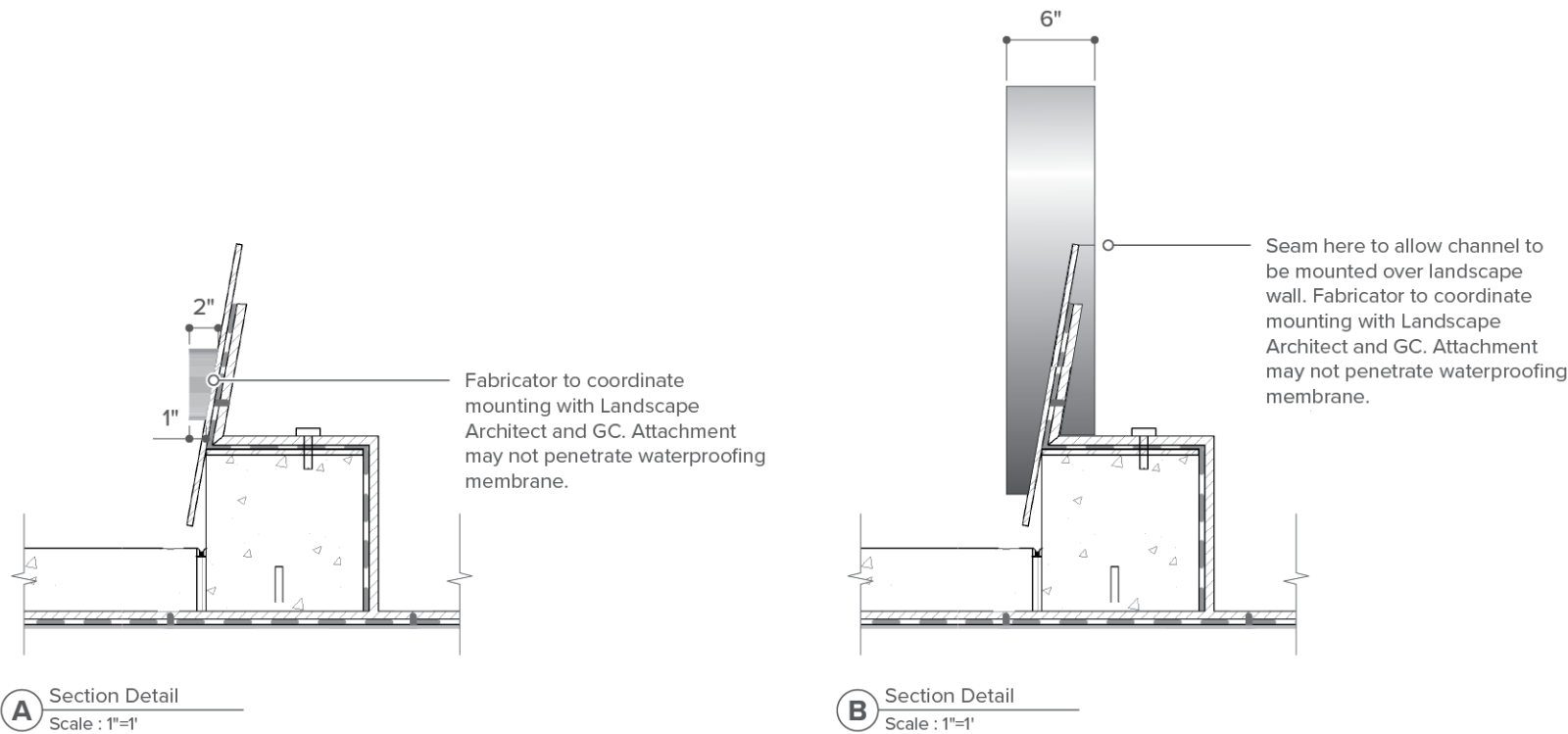
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C1
Campus Identity

10.0



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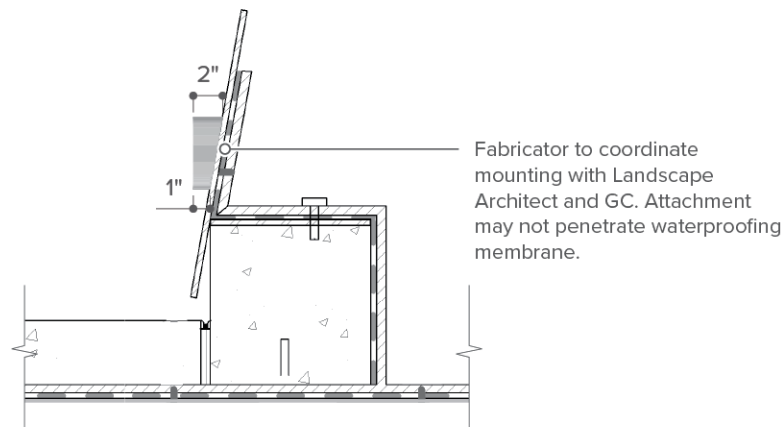
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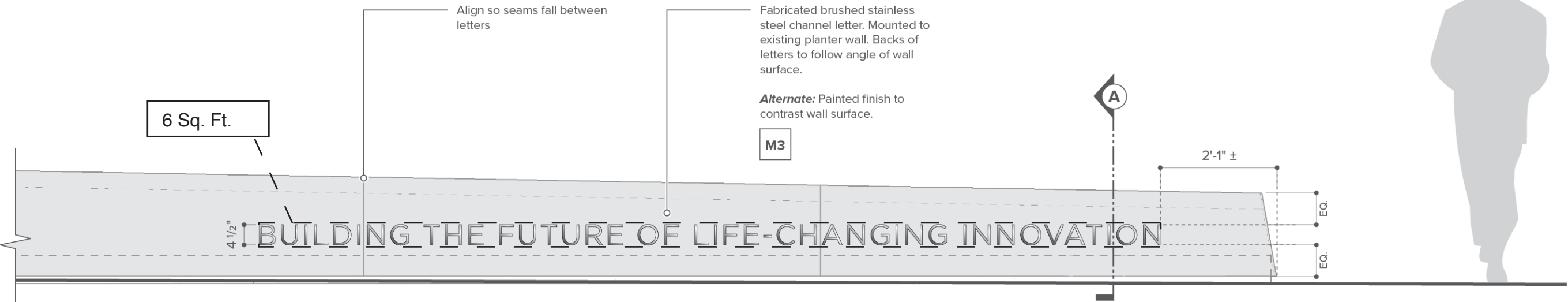
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C2
ARE Tagline

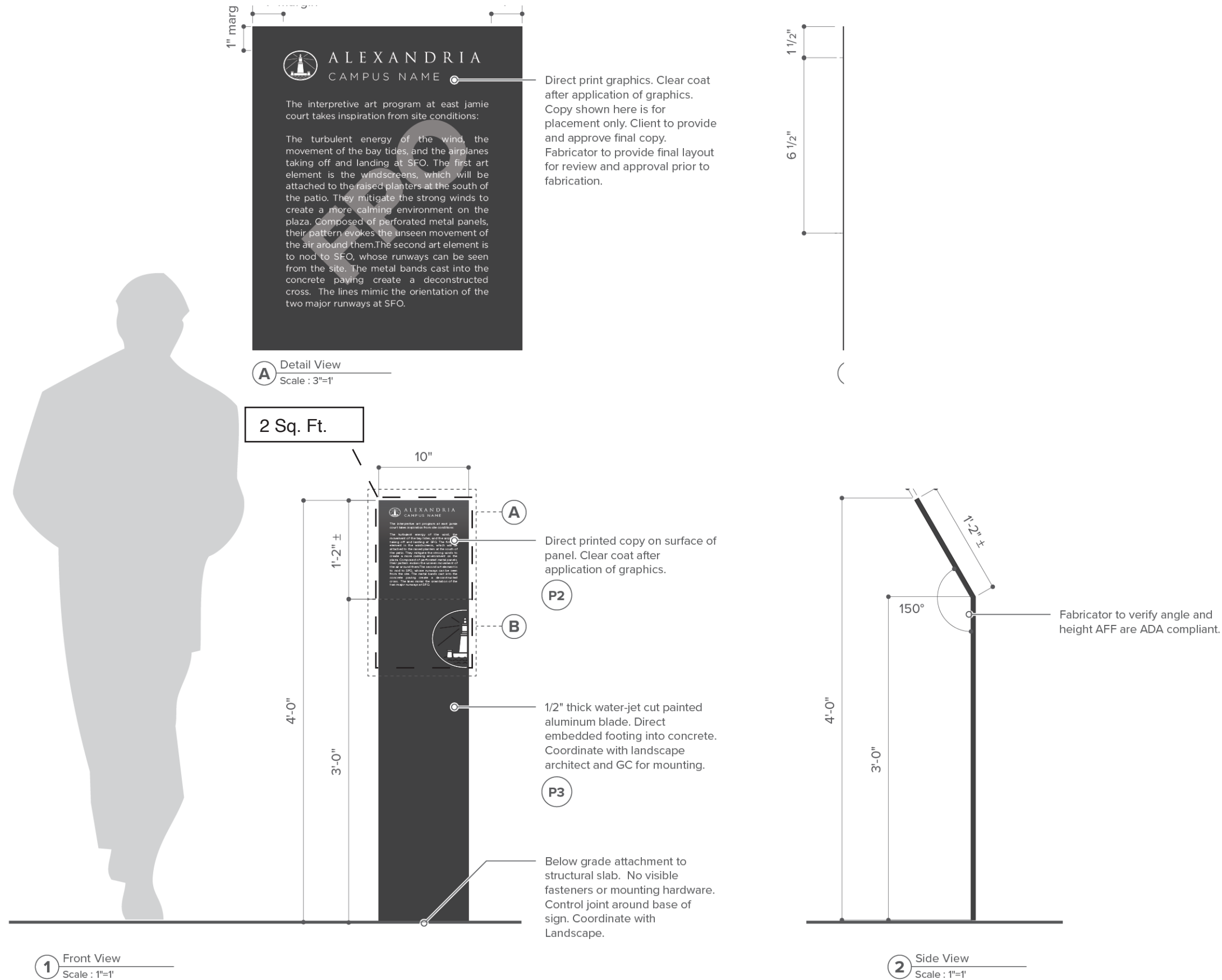
11.0



A Section Detail
Scale : 1"=1'



1 Front View
Scale : 1/2"=1'



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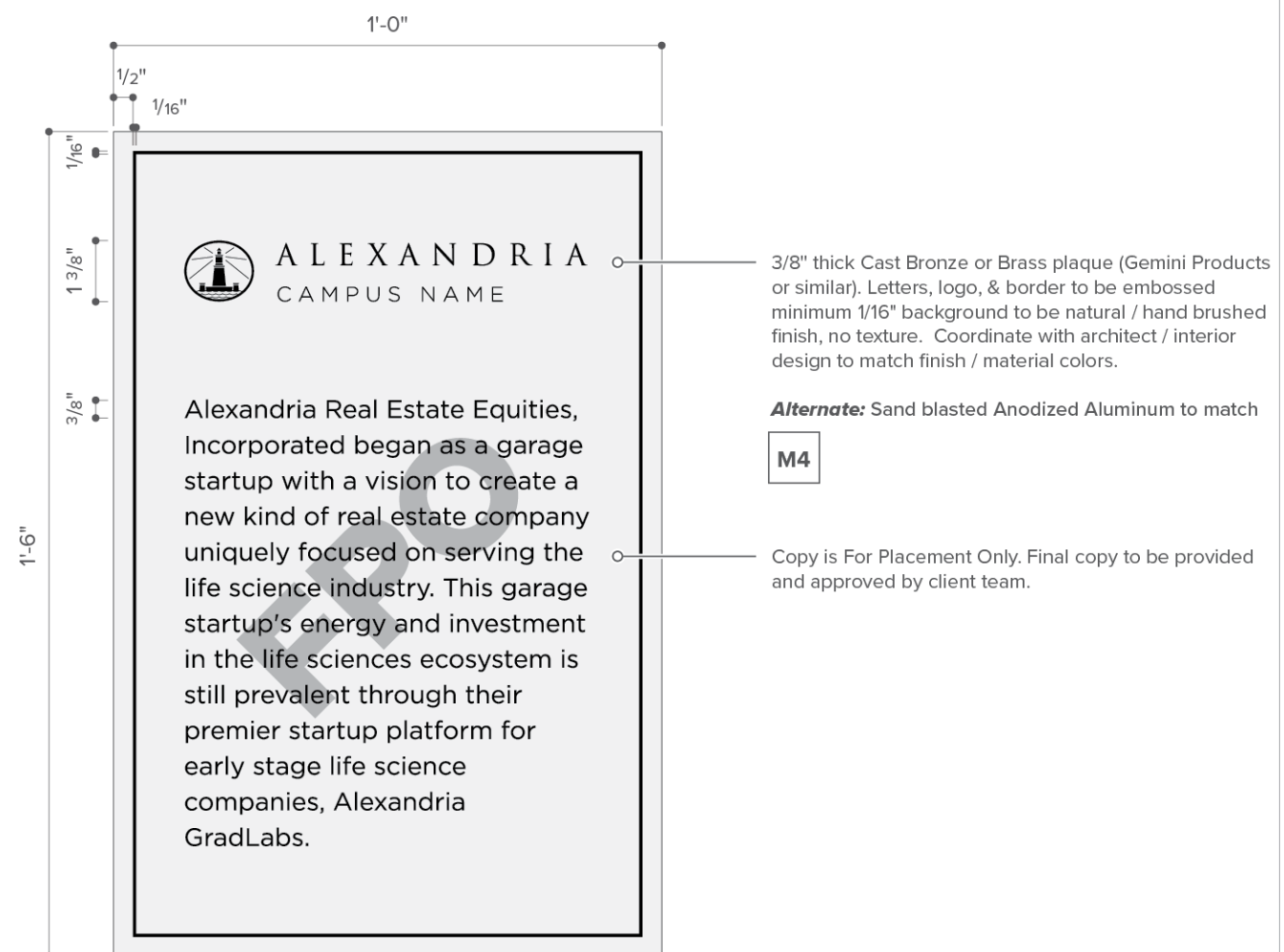
Revisions:
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C3
Interpretive Sign

12.0

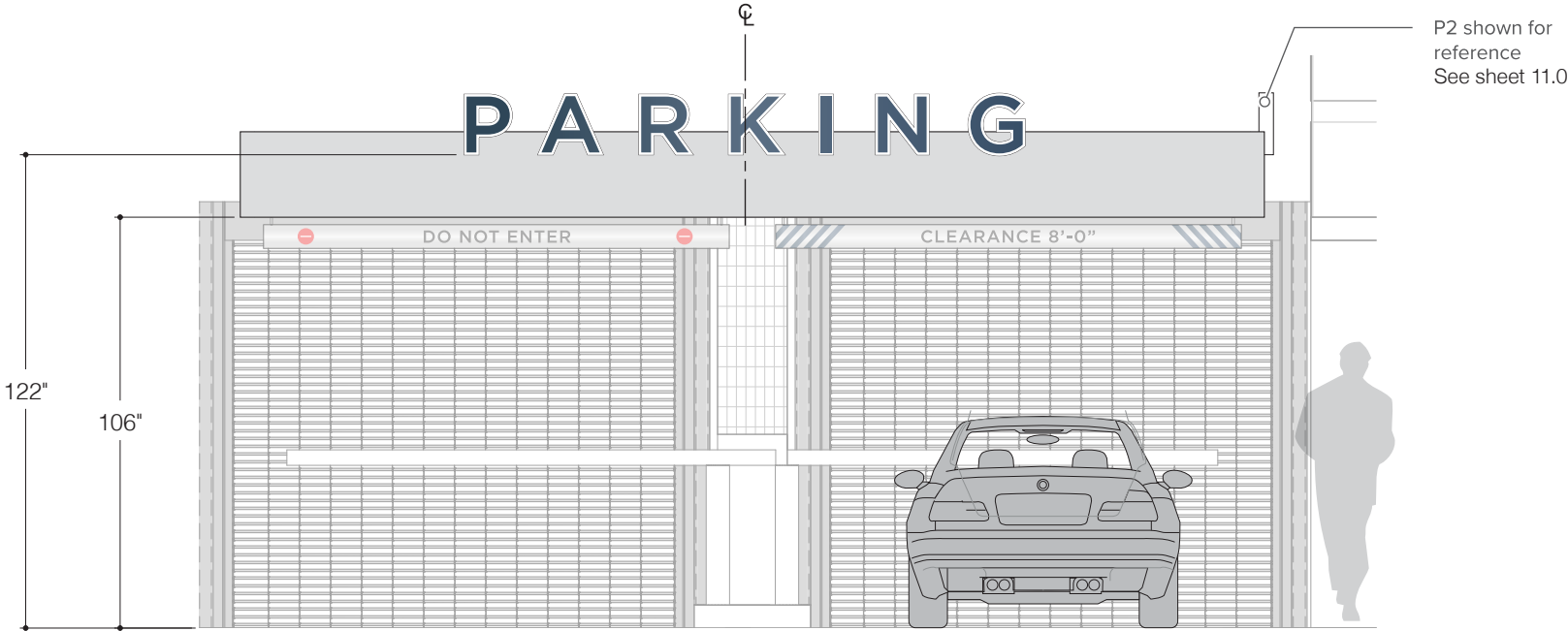


Keynotes

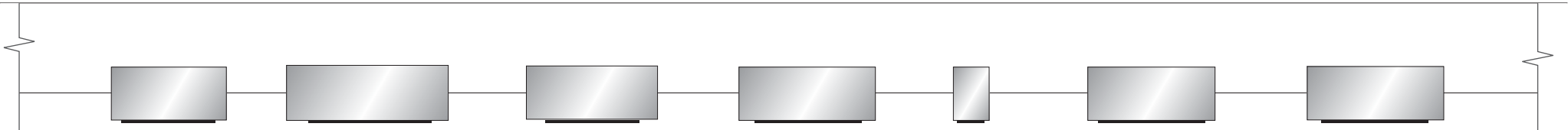
- A

6" deep fabricated face lit aluminum letters. Blue portion of letter face is thin gauge aluminum cutout applied directly to the White acrylic face. White LED illumination. 1/8" exposed White acrylic face, partial closed backs on exposed surfaces. Color = P4, P2
- B

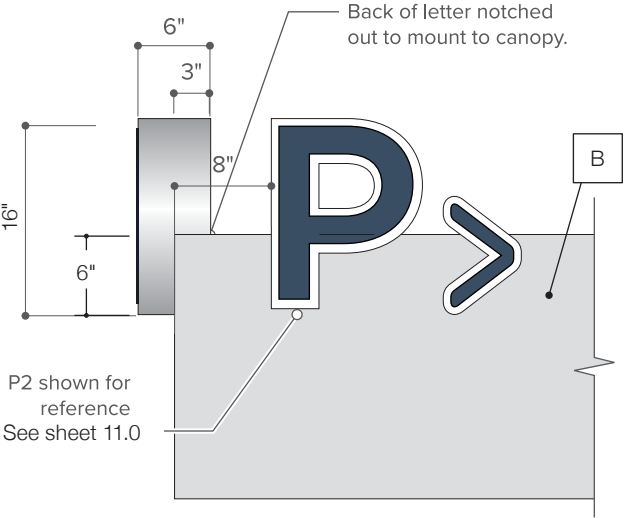
Existing canopy.



i **INSTALL ELEVATION**
Scale: 1/4" = 1'-0"

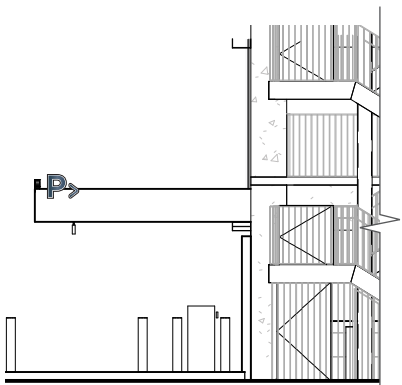


3 **TOP VIEW**
Scale: 3/4" = 1'-0"



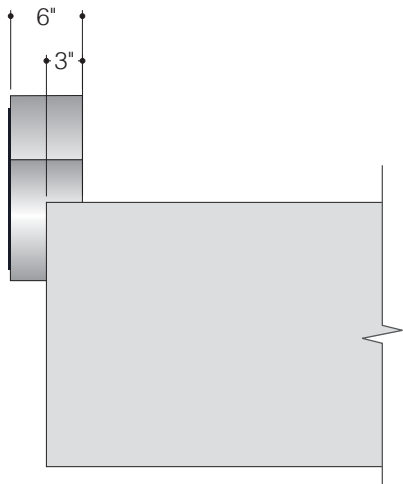
Keynotes

- A6" deep fabricated face lit aluminum letters. Blue portion of letter face is thin gauge aluminum cutout applied directly to the White acrylic face. White LED illumination. 1/8" exposed White acrylic face, partial closed backs on exposed surfaces. Color = P4, P2
- BExisting canopy.

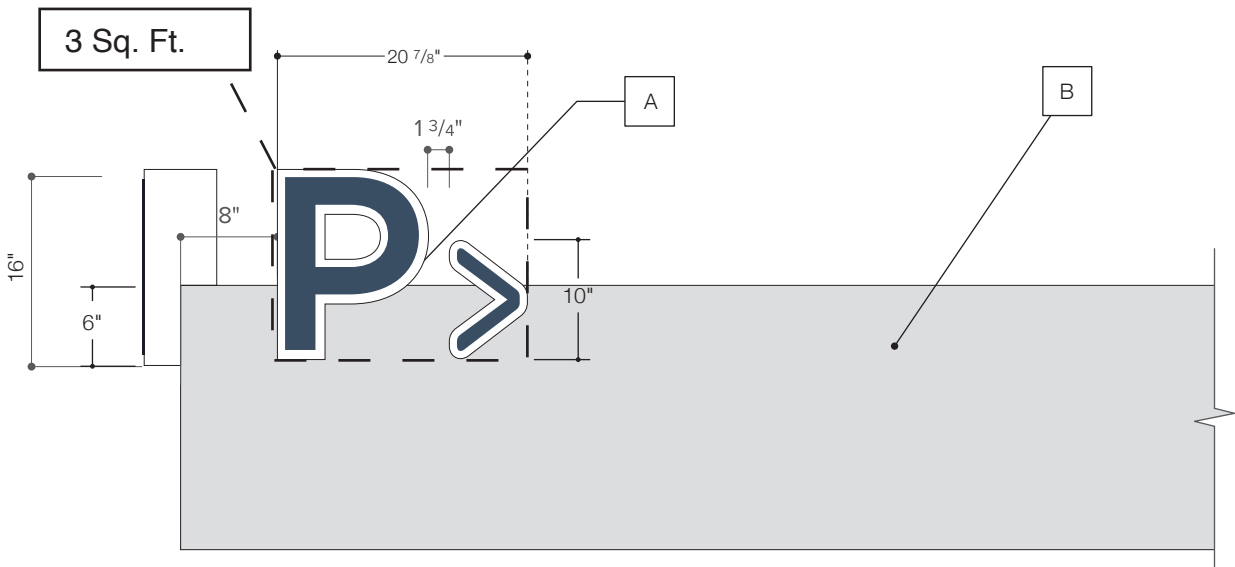


Partial East Elevation at Garage Entry

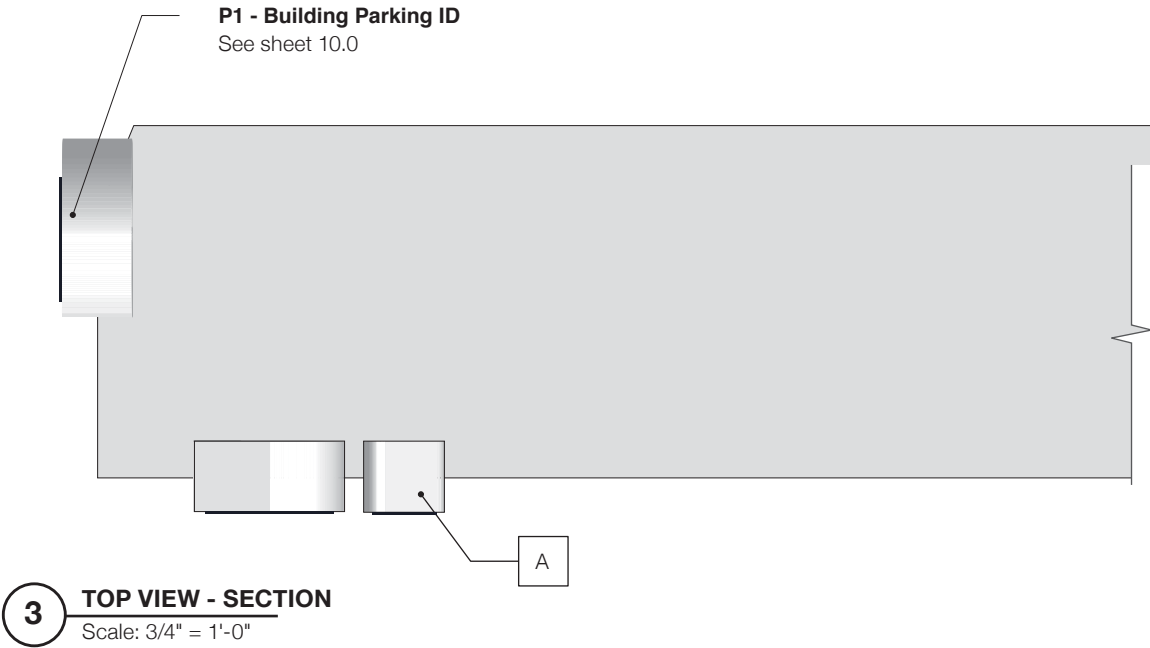
4INSTALL ELEVATION
Scale: 3/32" = 1'-0"



2SIDE VIEW
Scale: 3/4" = 1'-0"

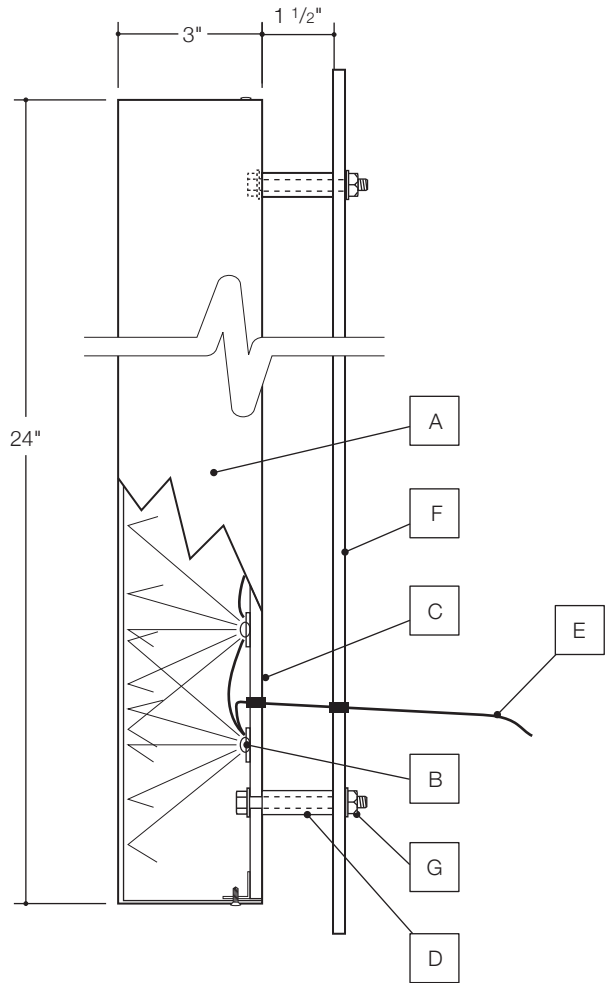
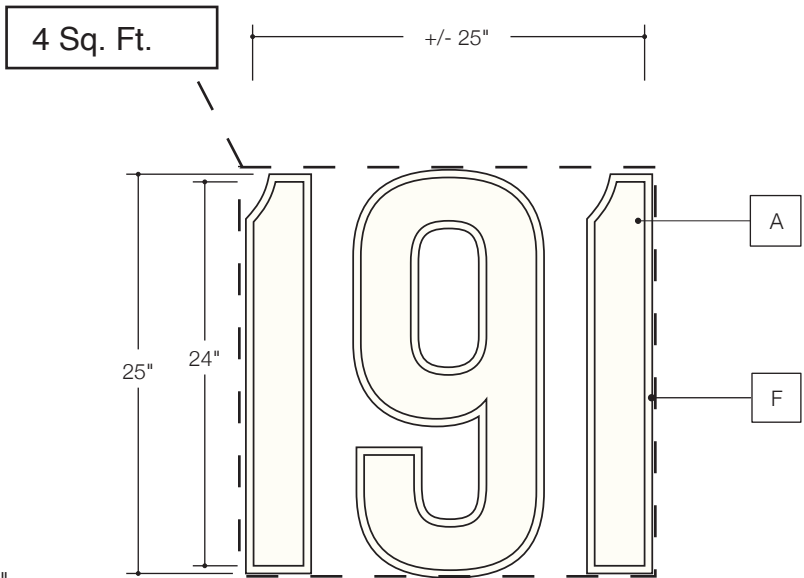
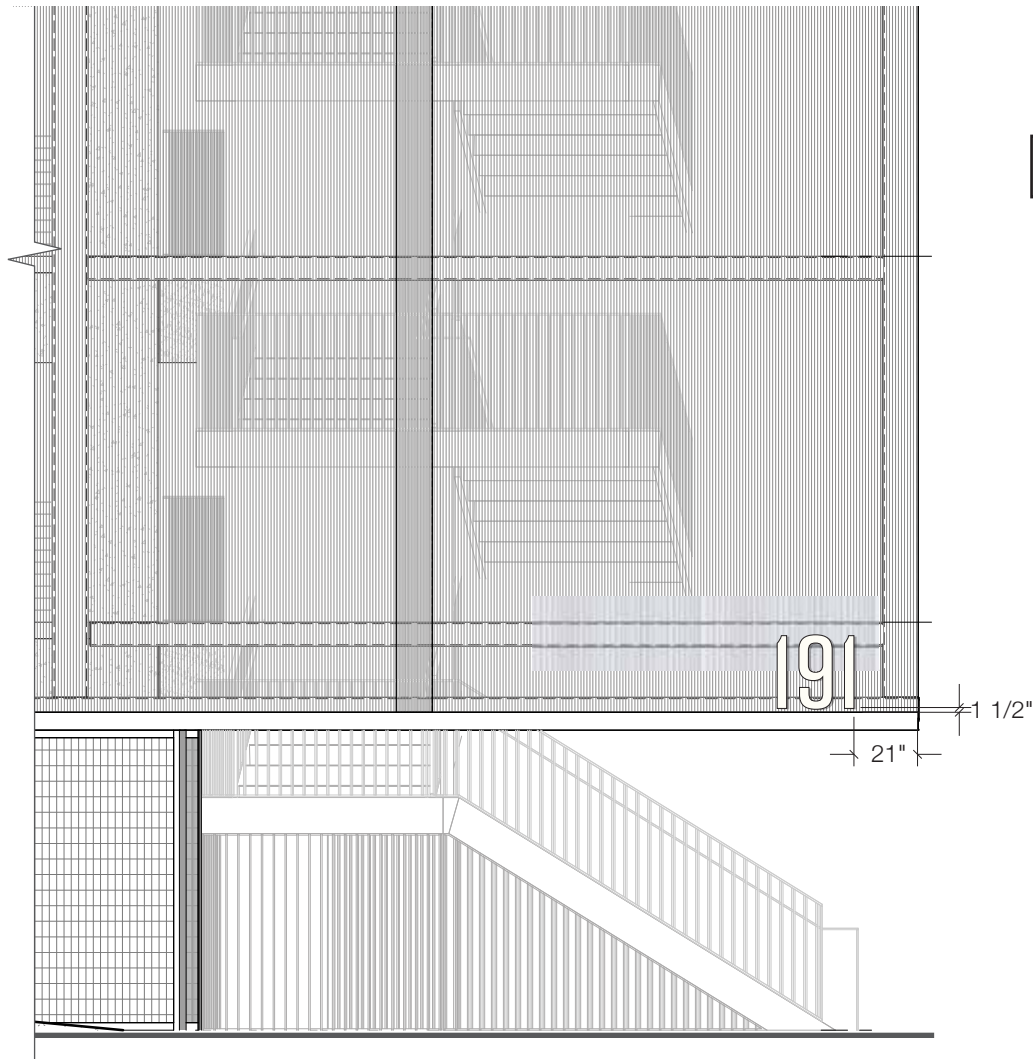
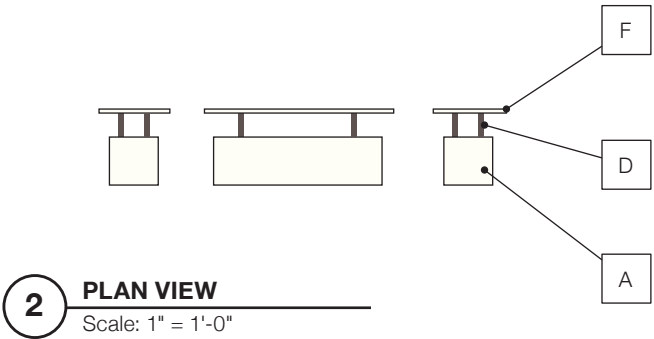


1FRONT ELEVATION
Scale: 3/4" = 1'-0"



Keynotes

- A 3" deep fabricated aluminum halo lit address numbers with 1/8" faces and .063" returns and a painted finish. Color = P2.
- B White LED array.
- C 3/16" clear acrylic backs.
- D 1/2" dia. standoff, (4) per number.
- E Low voltage wire to Wire Chase (see sheet 12.02). (Power supply by others) (Lighting and controls by others)
- F 1/4" thick aluminum backer panel with painted finish. Color = P2.
- G 1/4-20 through bolt (4) per number.



TENANT SIGNAGE

[New Section]

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Tenant Sign Locations

T.0

Tenant Signage		Qty	Area Each	Total
T1	Highrise Sign	2	200 s.f.	400 s.f.
T2	Parapet Wall Sign	2	1.5 s.f./l.f.*	300 s.f.*
T3	Entry Wall Sign	2	1.5 s.f./l.f.*	300 s.f.*

* Total sign area for T2 and T3 signs combined shall not exceed 1.5 s.f./l.f. of buidling frontage or 300 s.f. per building, maximum.



T1 - High Rise Identification Signage

Description: Signage for the purpose of identifying major office tenants at the tops of buildings that are at least 4 stories in height.

Signs may be mounted to the building parapet or mechanical screen, but shall not project above the top edge of the surface they mount to.

Location: Signs shall be located on the upper-most story of the building or on the mechanical screen.

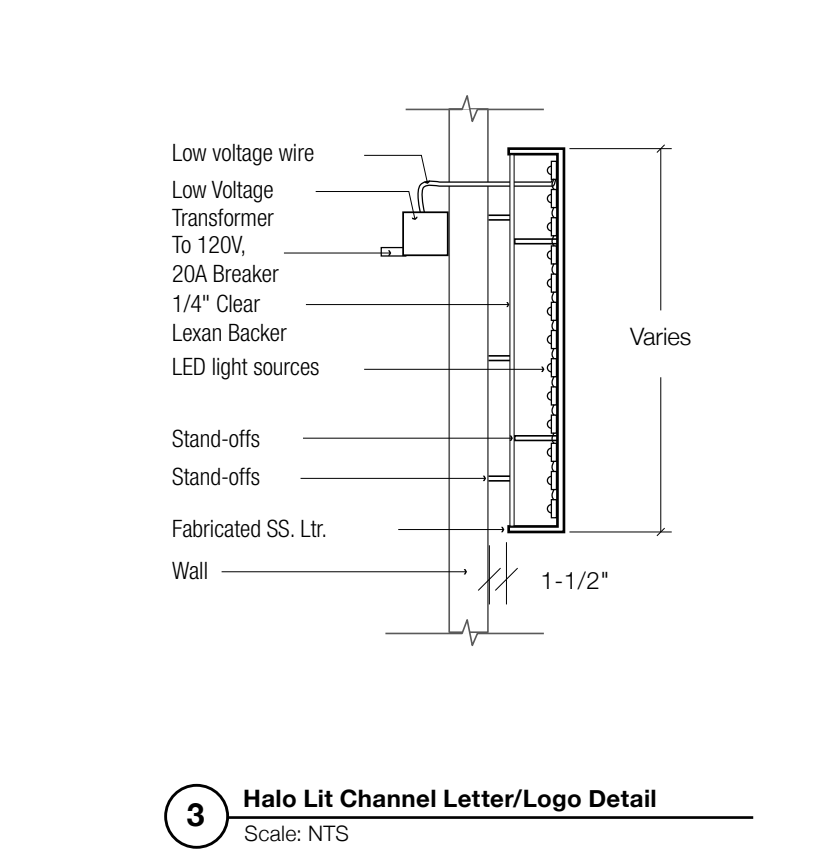
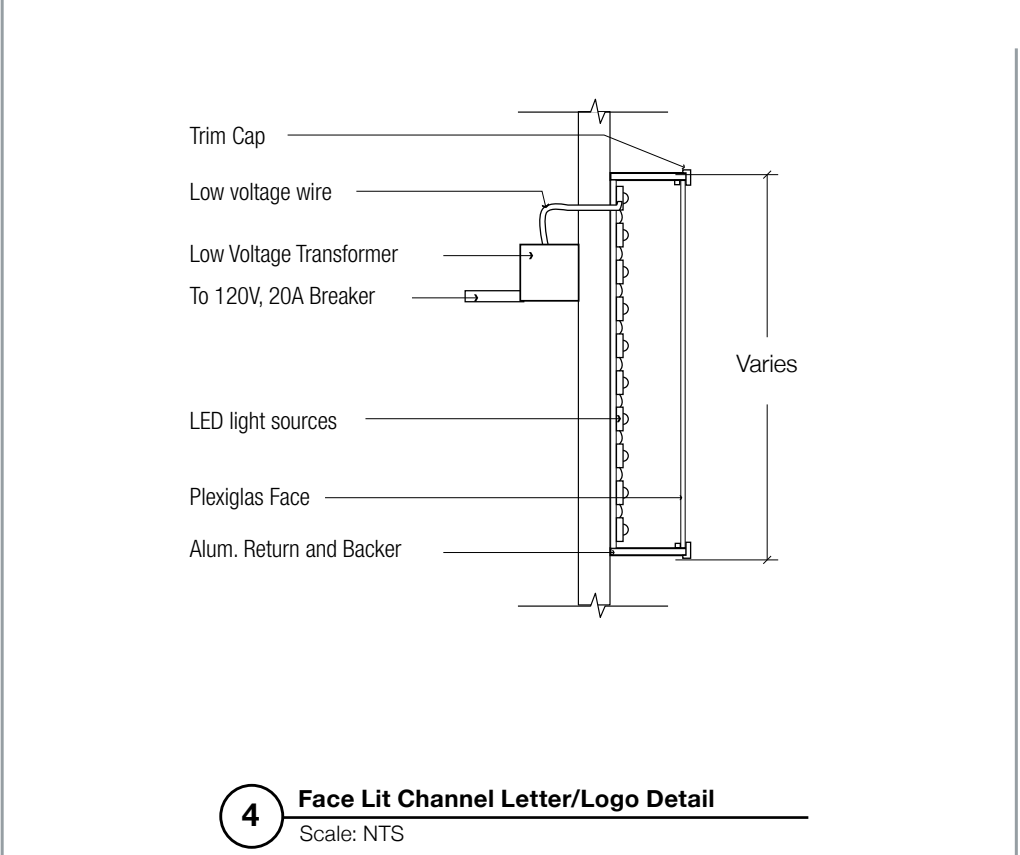
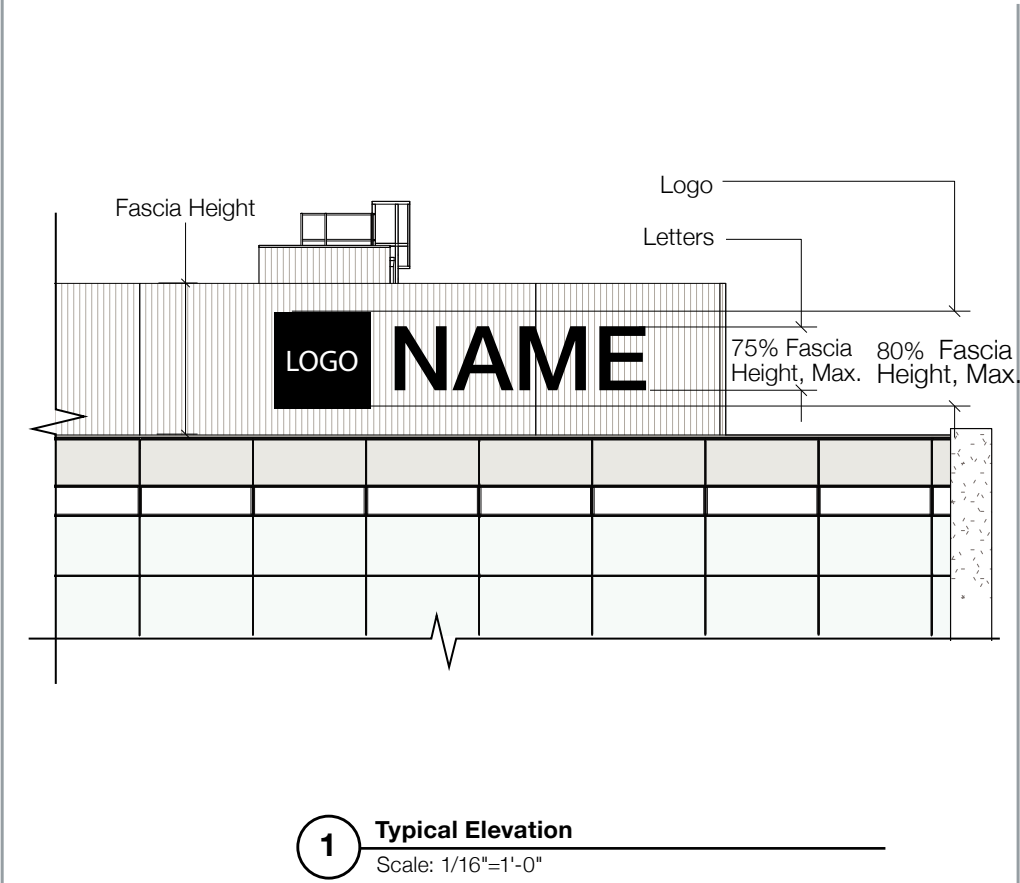
Number of Signs Allowed: Two (2) signs per building maximum. Signs are only permitted in the locations shown on T.1.

Maximum Sign Area & Dimensions: One (1) square foot of aggregate sign area for each linear foot of building frontage. See diagram this page for maximum dimensions.

Design & Materials: Fabricated metal channel letters and/or shapes attached to the building or a supporting armature. Attachment method shall not compromise the building waterproofing membrane. Signs may utilize custom colors, materials and finishes.

Lighting: Sign may be internally face lit or halo lit. Each letter/logo element to be individually lit. Lighting source color temapature to be 3000K white. No exposed raceways or electrical components are permitted.

Typeface & Logo: Signs may utilize logos, custom graphics, custom colors and/or special typography.



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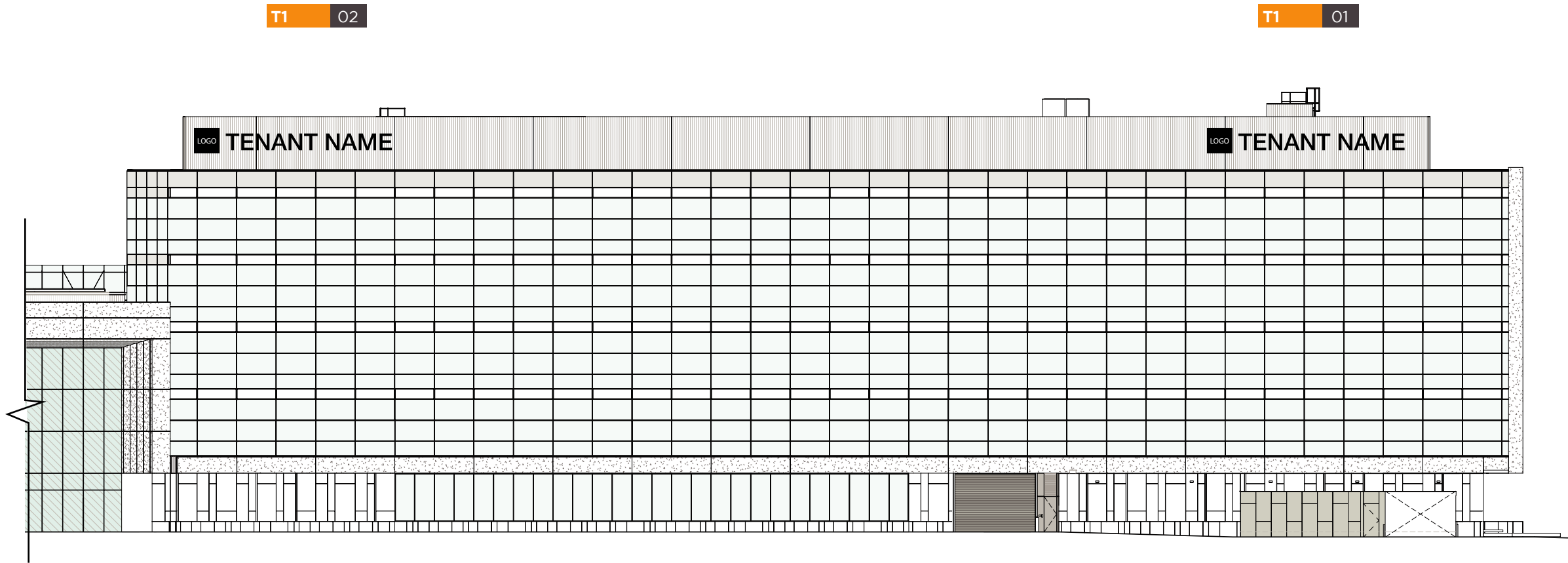
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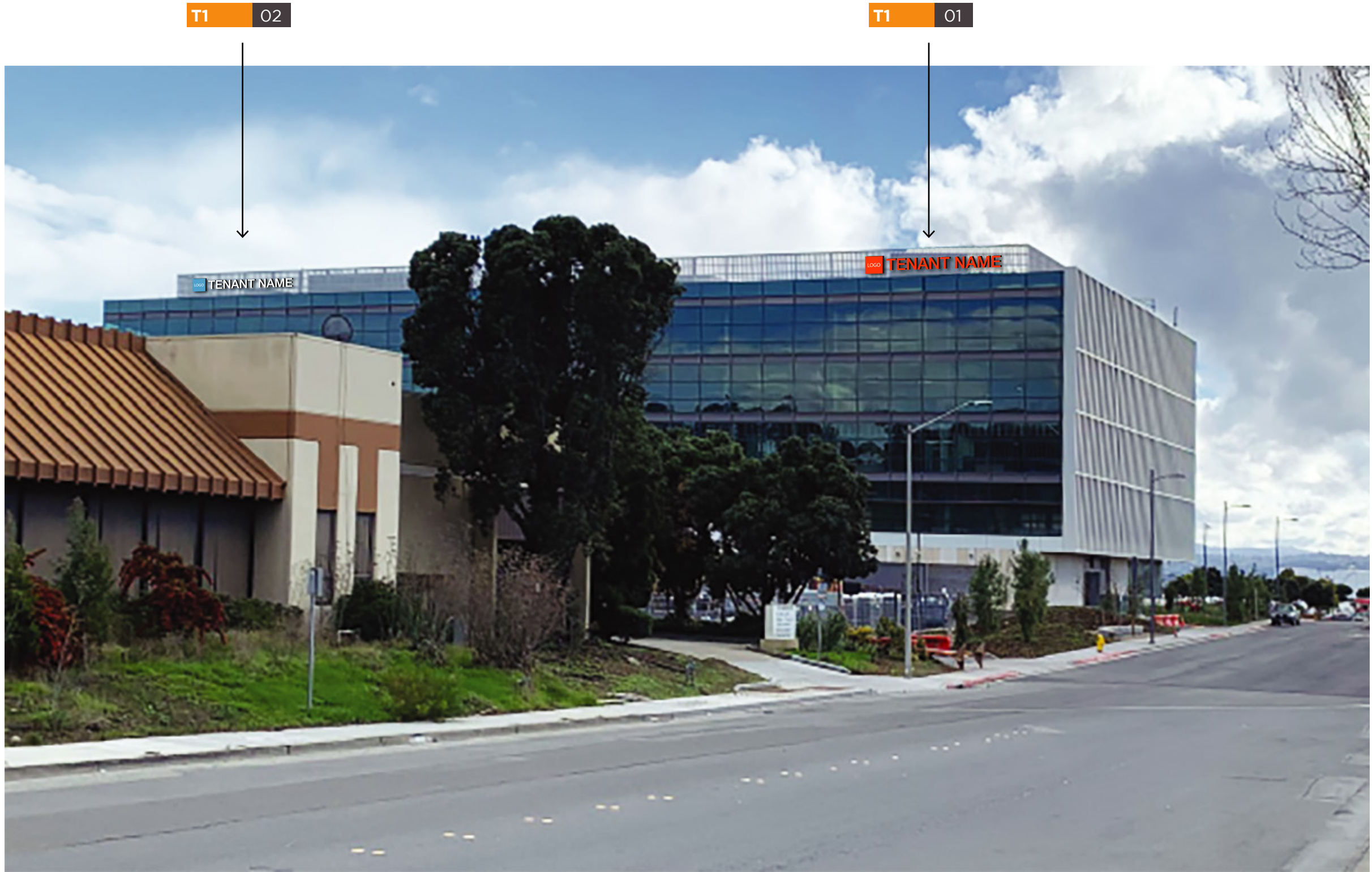
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T1
High Rise Identification
Elevations

T.1.1



1 201 Haskins - Partial North Elevation
Scale: 1"=30'



201 Haskins Way North Elevation - Sign Locations
Photo Example

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T1

High Rise Identification
Photo Example

T.1.2

T2 - Tenant Parapet Wall Signage

Description: Wall signage at the parapet level for the purpose of identifying tenants using the tenant name(s) and/or logos.

Number of Signs Allowed: One (1) sign per tenant frontage.

Location: Signs shall be located in the top architectural band (parapet level) on the building in the locations shown on sheet T.1.

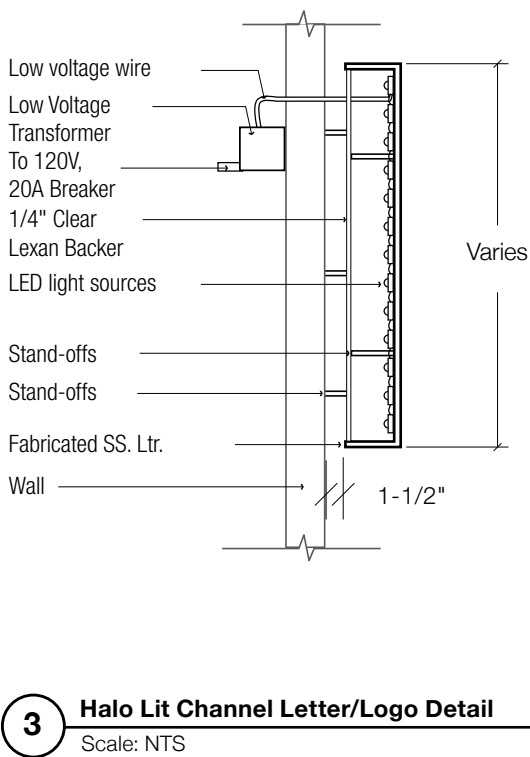
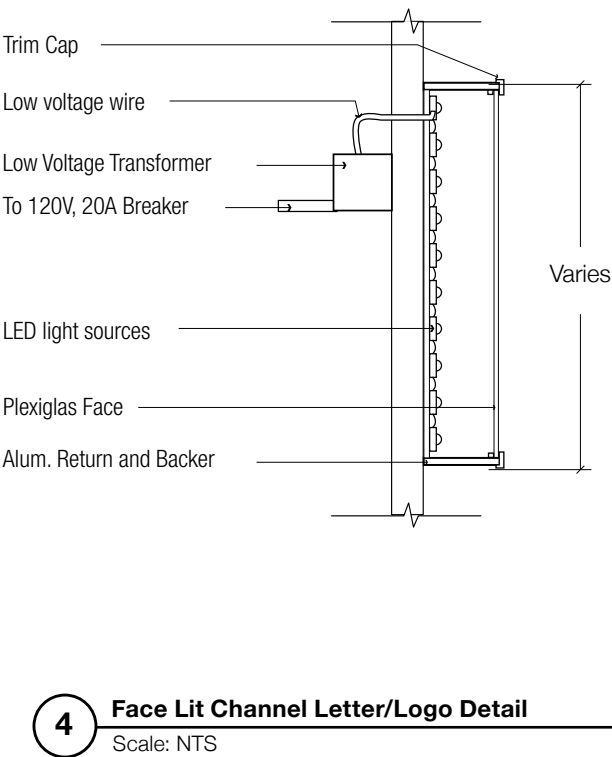
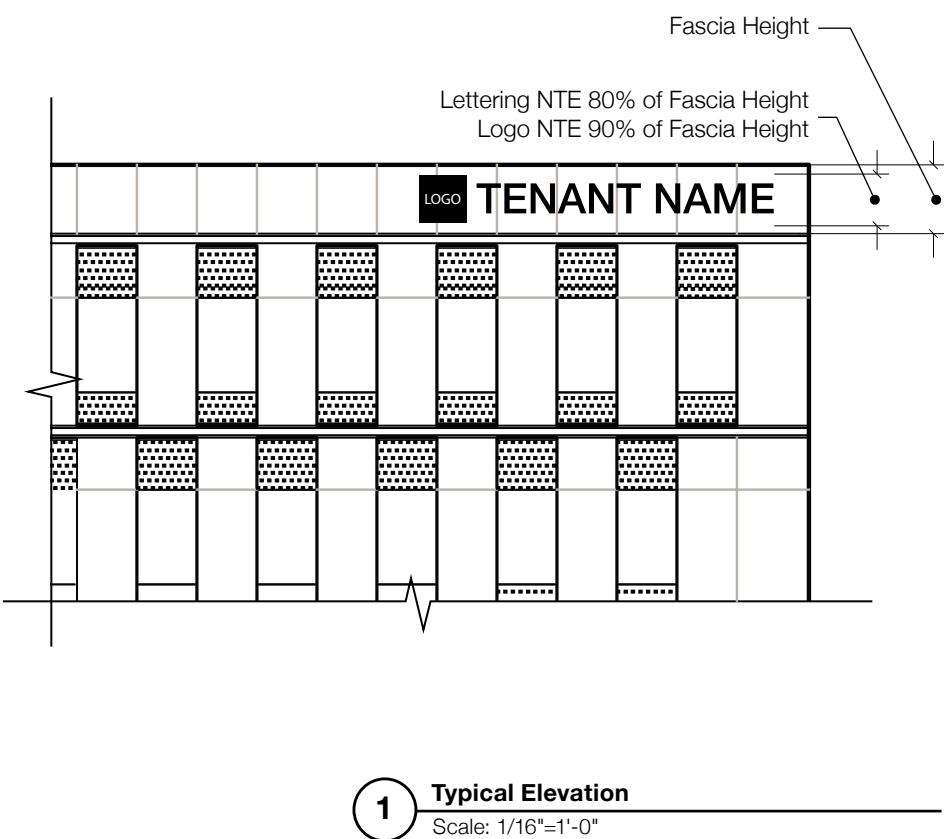
Maximum Sign Area & Dimensions: Total sign area including both T2 and T3 signs on any single tenant frontage shall not exceed 1.5 square foot of sign area for each linear foot of building frontage. Max. sign area each sign: 100 s.f.

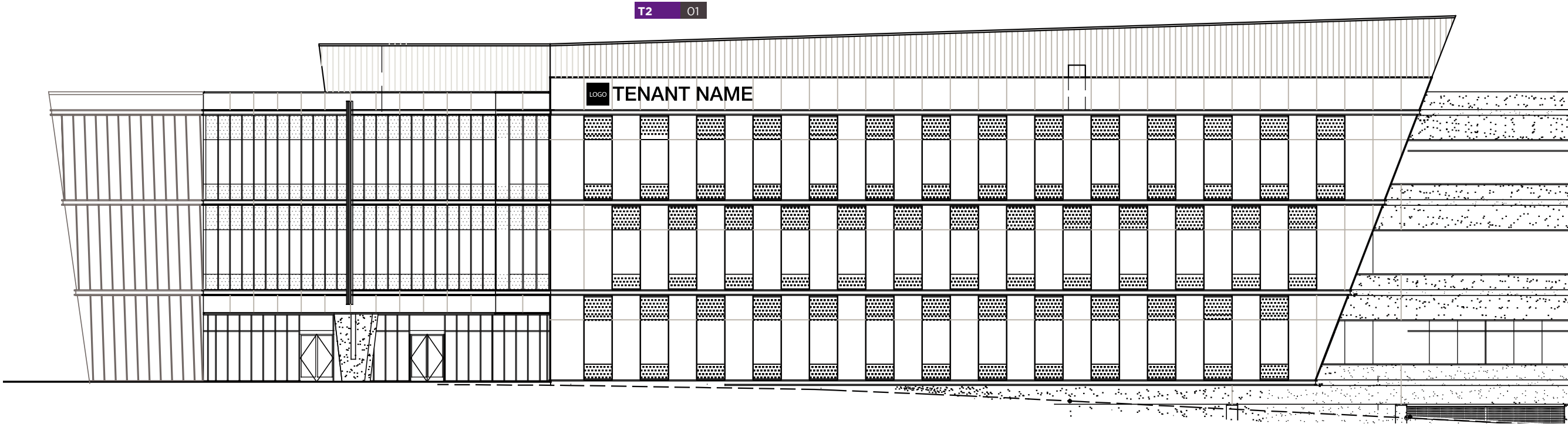
Wall sign letter height shall not exceed 80 percent and logo height shall not exceed 90% of the height of the wall to which the sign is attached. See diagram this page.

Design & Materials: Signs shall consist of fabricated metal and acrylic letters and logo shapes. Signs may utilize custom colors, materials and finishes.

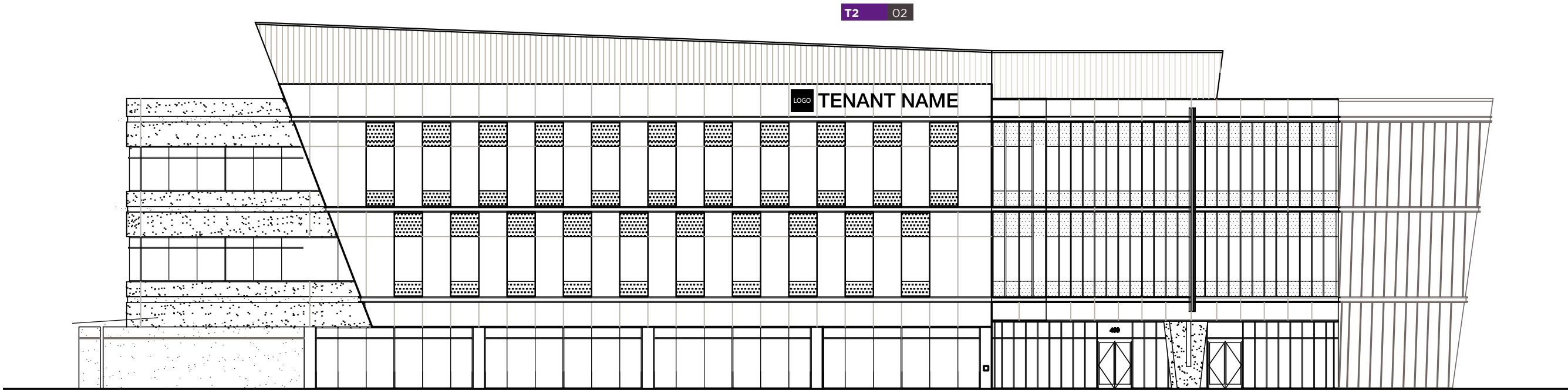
Lighting: Signs may be face lit, halo lit or unlit. All electrical connections, conduits and raceways must be concealed.

Typeface: Signs may utilize custom brand graphics and/or branded typography.





1 400 E. Jamie - North Elevation
Scale: 1"=20'



2 450 E. Jamie - North Elevation
Scale: 1"=20'



400 & 450 E Jamie Court - North Elevation - Sign Location
Photo Example

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T2

Tenant Parapet Wall Sign
Photo Example

T.2.2

T3 - Tenant Entry Wall Signage

Description: Wall signage at the building entry for the purpose of identifying tenants using the tenant name(s) and/or logos.

Number of Signs Allowed: Two (2) signs total, maximum.

Location: Signs shall be located on the walls adjacent to the building entry.

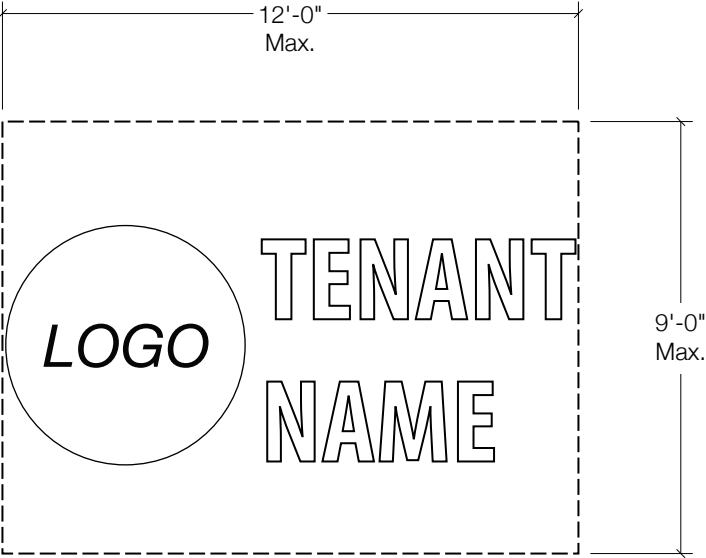
Maximum Sign Area & Dimensions: Tenant name and/or logo must fit within a rectangle as shown in detail 1 on this page.

Total sign area including both T2 and T3 signs on any single tenant frontage shall not exceed 1.5 square foot of sign area for each linear foot of building frontage. Max. sign area sign: 100 s.f.

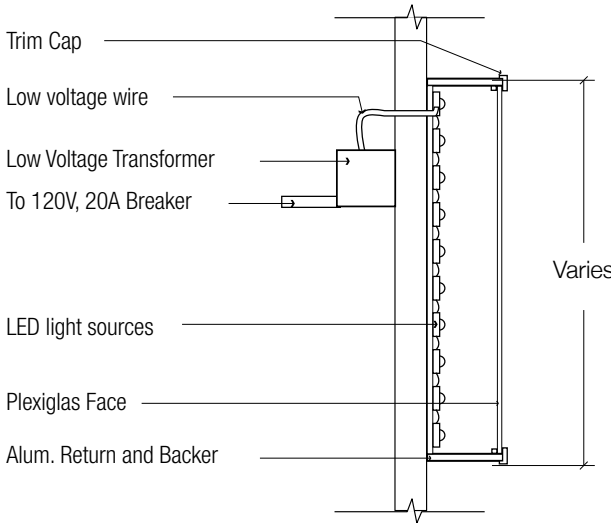
Design & Materials: Signs shall consist of fabricated metal and acrylic letters and logo shapes. Signs may utilize custom colors, materials and finishes.

Lighting: Signs may be face lit, halo lit or unlit. All electrical connections, conduits and raceways must be concealed.

Typeface: Signs may utilize custom brand graphics and/or branded typography.



1 Typical Elevation
Scale: 1/4"=1'-0"



4 Face Lit Channel Letter/Logo Detail
Scale: NTS

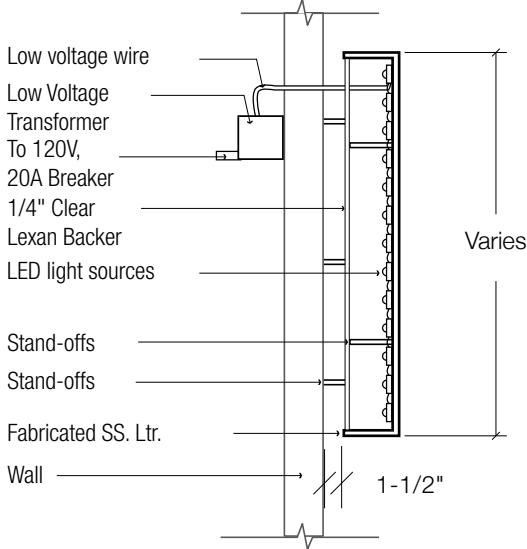


Face Lit Channel Letter/Logo Example

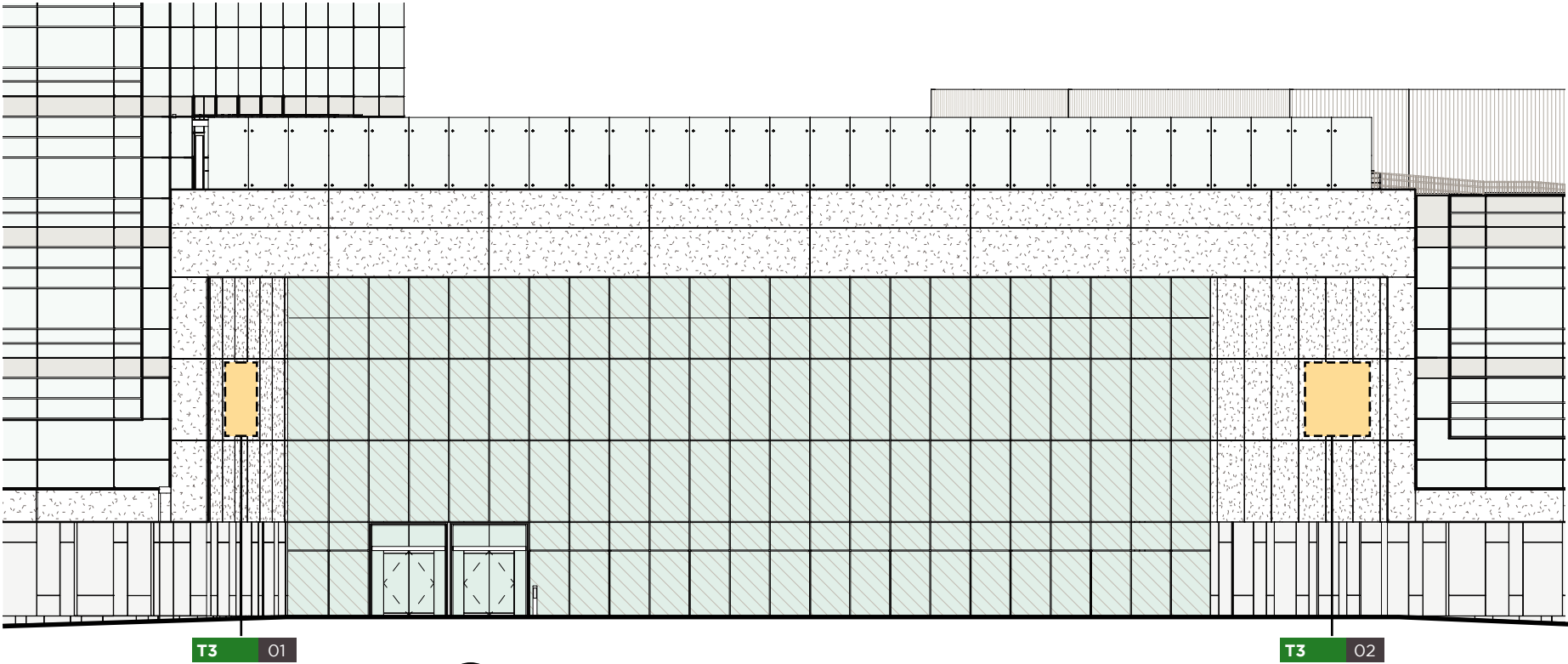


Halo Lit Channel Letter/Logo Example

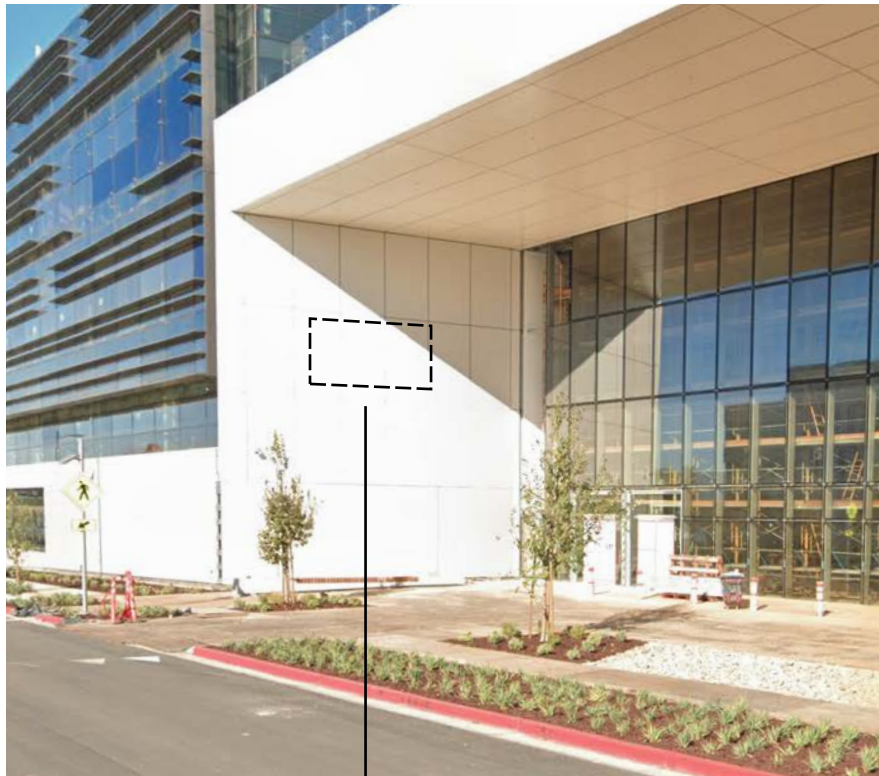
2 Face & Halo Lit Channel Letter/Logo
Scale: NTS



3 Halo Lit Channel Letter/Logo Detail
Scale: NTS



1 201 Haskin - Partial South Elevation at Building Entry
Scale: 1"=20'



T3 01



T3 02