

Elk Grove Auto Mall Special Planning Area - Sign Criteria

*Prepared for
Elk Grove Auto Mall Dealers Association*

May 24, 2006

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Purpose

The purpose of this Signage Program is to insure that the character of signage for the Elk Grove Auto Center is presented with integrity and creativity while maintaining a congruent appearance throughout the project. These guidelines establish standards that will insure consistency while providing sufficient flexibility for tenants to identify themselves with creativity and diversity, and to provide overall project identification that is visible, adequate, safe, and noticeable to the motoring public from surface streets and the highway. Pursuant to Section 6.2 of the Elk Grove Auto Mall Design Guidelines, this Program will supersede the Signage provisions of Section 6 of said Guidelines.

Scope

These Criteria apply to AC-zoned of the Elk Grove Auto Mall in Phase I, II, and III. Business identification signs located in the LC Zone on Lots 1-4 shall be submitted to and approved by the Association and the City and are subject to the sign regulations set forth in Zoning Code section 335-20. Any such signs are encouraged to be architecturally compatible with and utilize building materials similar to the signs and buildings within the Auto Mall.

1.1 Owner/Tenant Responsibility

It is the responsibility of the tenants in the auto mall to present to the Elk Grove Auto Mall Owners Association (“Association,” hereinafter) and the City design drawings for approval prior to installation of any sign. Owners/tenants must obtain proper sign permits before installation of any exterior identification signs.

1.2 Indemnification

The Association or Successors in Interest shall hold harmless the City, its Council Members, its Planning Commission, officers, agents, employees, and representatives from liability for any award, damages, costs and fees incurred by the City and/or awarded to any plaintiff in an action challenging new signs, illuminated signs, renovations or any environmental or other documentation related to approval of the Elk Grove Auto Mall Special Planning Area–Sign Criteria. Applicant further agrees to provide a defense for the City in any such action.

1.3 Design Goals

- A. Provide clear identification of the existence of an appropriate access route for the Auto Mall to potential customers traveling on Highway 99 and Elk Grove Boulevard.**
- B. Provide entry signage that identifies the entries and contributes to an inviting and dramatic entry matching the unique nature and scale of the Auto Mall.**
- C. Provide the opportunity for tasteful, controlled, but reasonable, identification of vehicle dealers and vehicles offered for sale within the Auto Mall, while minimizing visual impacts on adjacent perimeter streets.**
- D. Provide a thoughtful, integrated system of internal direction signs for the convenience and safety of customers and employees.**
- E. Meet all factory signage requirements, including use of logs and trademarks.**
- F. Provide for adequate internal dealership signage and on the dealership building fasciae, allowing for proper identification of dealership name/names, vehicle make, franchise logos, service entries, parts departments, sales entries, etc.**
- G. Minimize potential for future uncertainty or dispute regarding application or interpretation of the applicable ordinances, rules, design standards, or guidelines.**
- H. Provide for an integrated system of type styles, logos and motifs for Auto Mall sign elements. Keep in mind that the Dealers are mandated by their manufacturer to use their logos and colors.**
- I. Utilize construction materials that reduce sign maintenance requirements.**

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Sign Permits and Installation

Owner/tenant shall submit to the Association for approval three sets of detailed drawings indicating the location, size, copy layout, materials, colors, illumination, and method of installation. The plans must also include building elevations showing the location of signs or any building and a plot plan showing the location of the tenant in the project, as well as any freestanding signs proposed.

The Association has the right to refuse or ask for revisions of the Owner/tenant's submittal. Owner/tenant will need to resubmit unless plans are approved with conditions.

2.1 City Approval

Owner/tenant shall submit the required number of sets of plans to the City, including one set of Association approved plans.

2.2 Permits

All City required permits shall be obtained by Owner/tenant prior to installation.

2.3 Installation

All Owner/tenant signs shall be permitted, constructed, and installed at Owner/tenant's expense. Tenants shall be responsible for proper installation and maintenance of their signs. Owner/tenant's sign contractor shall be licensed by the State of California and shall carry Workman's Compensation and Public Liability insurance for damage or injury to any person or property while engaged in the construction or installation of any signage.

A. Construction Specifications

- All signs shall meet or exceed all applicable codes and City requirements.
- These guidelines notwithstanding, Owner/tenants may utilize corporate logo or trademarks and/or prototypical signs and graphics.
- All electrical signage shall bear the Underwriters Laboratories (UL) label of approval.
- Electrified signage shall be connected to the Owner/tenant/s house panel and be controlled by a time clock or energy photocell.

- **All building penetrations required for sign installation shall be neatly sealed and watertight. Color and finish of attachments and sealants shall match adjacent exterior finishes as closely as possible.**
- **Sign surfaces shall be flat without bulges or other deformities, except where raised lettering or patterns are incorporated into logo or trademark signs. Welded seams on sign faces shall be finished smooth.**

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Dealership Sign Guidelines

3.1 Prohibited Signs

- Roof signs erected on the roof of the building and supported by the roof structure
- Portable signs
- Animated signs, other than electronic message centers, unless approved by the City
- Signs which simulate any traffic or signal sign
- Signs erected without approval from the Association or City
- Single pole dealership identification signs
- Signs, the lettering of which is intended to be read vertically

3.2 Miscellaneous Owner/Tenant Signage

In addition to other signs allowed by these guidelines, Owner/tenants shall provide all required address, entry, exit and disabled accessibility signs required by code and local ordinance. A standard format shall be used for permanent identification signage for hours of operation, street address, open/closed, etc.

A. Temporary Promotional Signs

The intensely competitive nature of the automobile business involves periodic and seasonal promotions, including new model introductions and factory incentives, etc. By locating in the auto mall, which is well-screened from the general public's view, dealers' promotional goals can be achieved while minimizing visual impact. Toward this end, banners, flags, and other promotional materials are permitted, provided they meet the following criteria:

1. Materials shall be limited in height so as not to be visible to motorists or pedestrians outside the mall along surface streets. In any case, no temporary promotional display shall exceed 20 feet in height, nor shall any tent, tent signs, or sandwich board-type signs be allowed.
2. Temporary displays shall be in keeping with the goals of providing an exciting, attractive, and tasteful environment for the sale of automobiles.

3. No flying inflatable displays or signs shall be allowed, except that balloons no greater than 18" in diameter may be affixed to vehicles on display.
4. No signs which emit odor, noise, or visible matter (other than light) shall be permitted.
5. Grand opening signage shall not exceed 30 days within the first 180 days of business.
6. Sales event signage is permitted for a period of 30 days per calendar year.

B. Construction and Real Estate Signs

Temporary construction and real estate for lease and for sale signs shall be permitted in accordance with City code, not to exceed 32 square feet in area per sign. See Zoning Code sections 335-01 and -02.

C. LC Zone Signs

Business Identification signs located in the LC Zone on Lots 1-4 shall be submitted to and approved by the Association and the City and are subject to the sign regulations set forth in Zoning Code section 335-20. Any such signs are encouraged to be architecturally compatible with and utilize building materials similar to the signs and buildings within the Auto Mall.

3.3 Sign Setback

Dealer monument signs in the AC zone shall be set back from the street no closer than 10' measured from back of curb and shall be located in the landscaped maintenance easement for each parcel.

3.4 Dealership Identification Signs

Each dealership may have one monument sign and one fascia sign per street frontage containing the manufacturer's name, logo(s) and/or dealer's name, e.g., Super Deal Dodge/Chevrolet/Mazda/GMC, etc.

Monument signs shall be:

- Located within the landscaped Setback zone described above, no closer than 75' to any other dealership identification sign, and no closer than 40' to the common boundary between dealerships.
- Ten (10) feet in height (including the base) and twelve (12) feet in width.
- Architecturally compatible in design with and utilize building materials similar in appearance to the buildings for that dealership.

Fascia signs shall:

- **Be internally illuminated channel letters with a maximum height of 36" per letter except for a manufacturer's logo sign.**
- **Be consistent with and use the dealer's manufacturer's logo identity and colors.**
- **Include corporate logos or trademarks where appropriate.**
- **Not extend beyond the roof line or top of the parapet of any building.**
- **Maximum sign area allowed shall not exceed the underlying zoning code.**

3.5 *Secondary Dealership Signage*

Owners/tenants may also install the following signs.

A. *Accessory Signs*

Accessory signs and uses are those which are accessory to and supportive of a car dealership. Accessory signs identifying Parts and Service departments, Body and Detail shops, New and Used Auto Sales, and other similar accessory products and services available on the site, etc., are allowed, provided there shall be no more than one such identification sign per use, not to exceed to 36" in height per letter. Accessory signs shall be wall-mounted and may be flat, channel letters, vinyl, metal, plastic, acrylic, wood, or other permanent sign material, except for banners, and shall be mounted appropriately, but may not be painted on walls.

- **Maximum sign area allowed shall not exceed the underlying zoning code.**

B. *Rear Wall Signs*

One rear wall building sign is permitted for each dealership. Rear wall signs shall be constructed as fascia signs as set forth in Section 3.4 above.

- **Maximum sign area allowed shall not exceed the underlying zoning code.**

C. *Directional Signs*

Directional signs, not to exceed one per entry, are allowed within the Setback area, as required by the dealer for the purpose of providing directions to the location of new cars, used cars, truck sales, parts or service departments or for other uses on the site.

Signs may include the name(s) or logos of the manufacturer(s) as needed to provide clear directional information to the public. Directional signs shall be monument-style signs, not to exceed 4' in height and 5' in width, and shall be designed so as to be complementary to dealership identification signs.

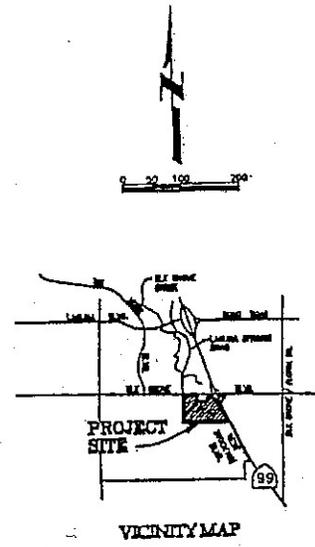
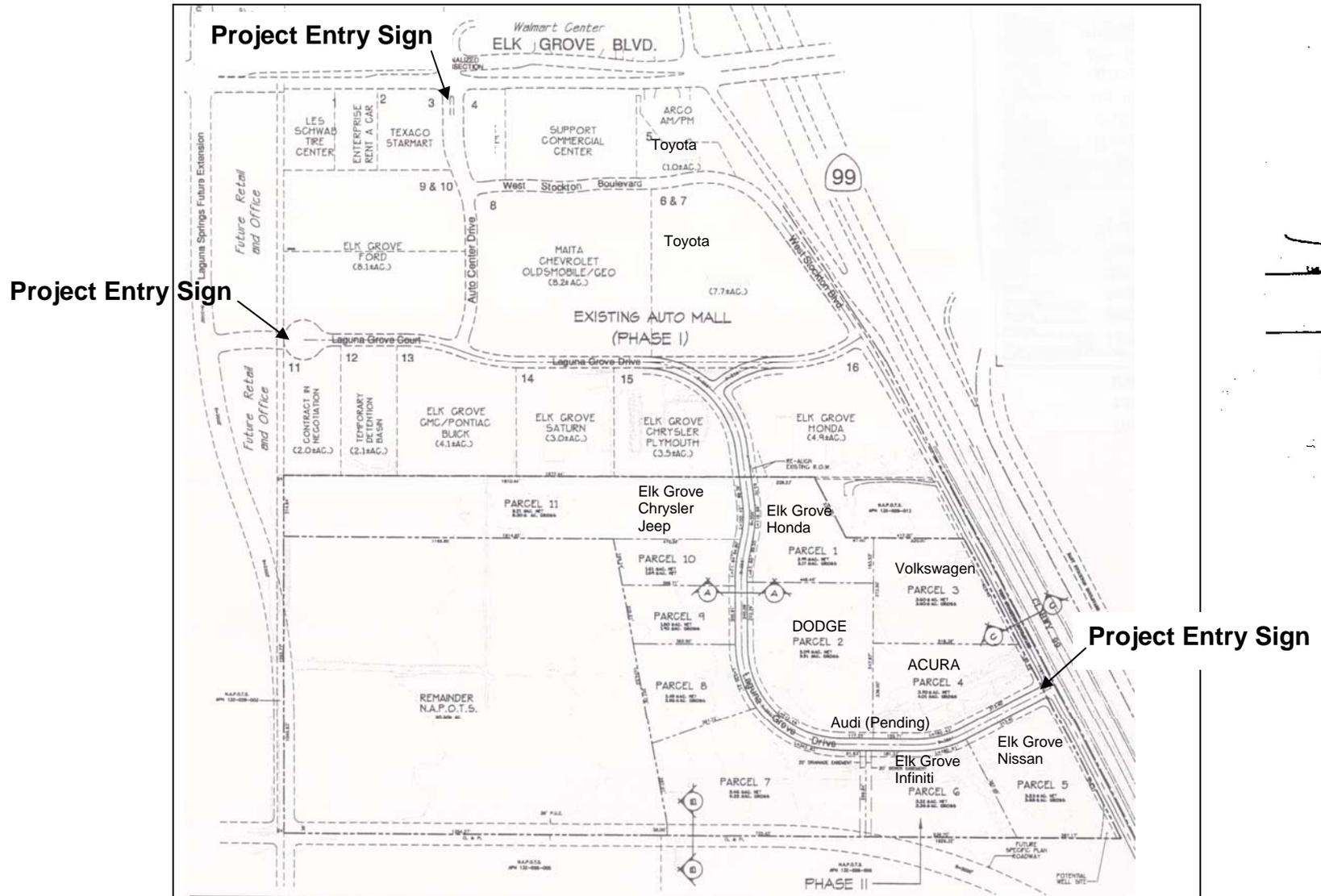
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Project Entry Signage

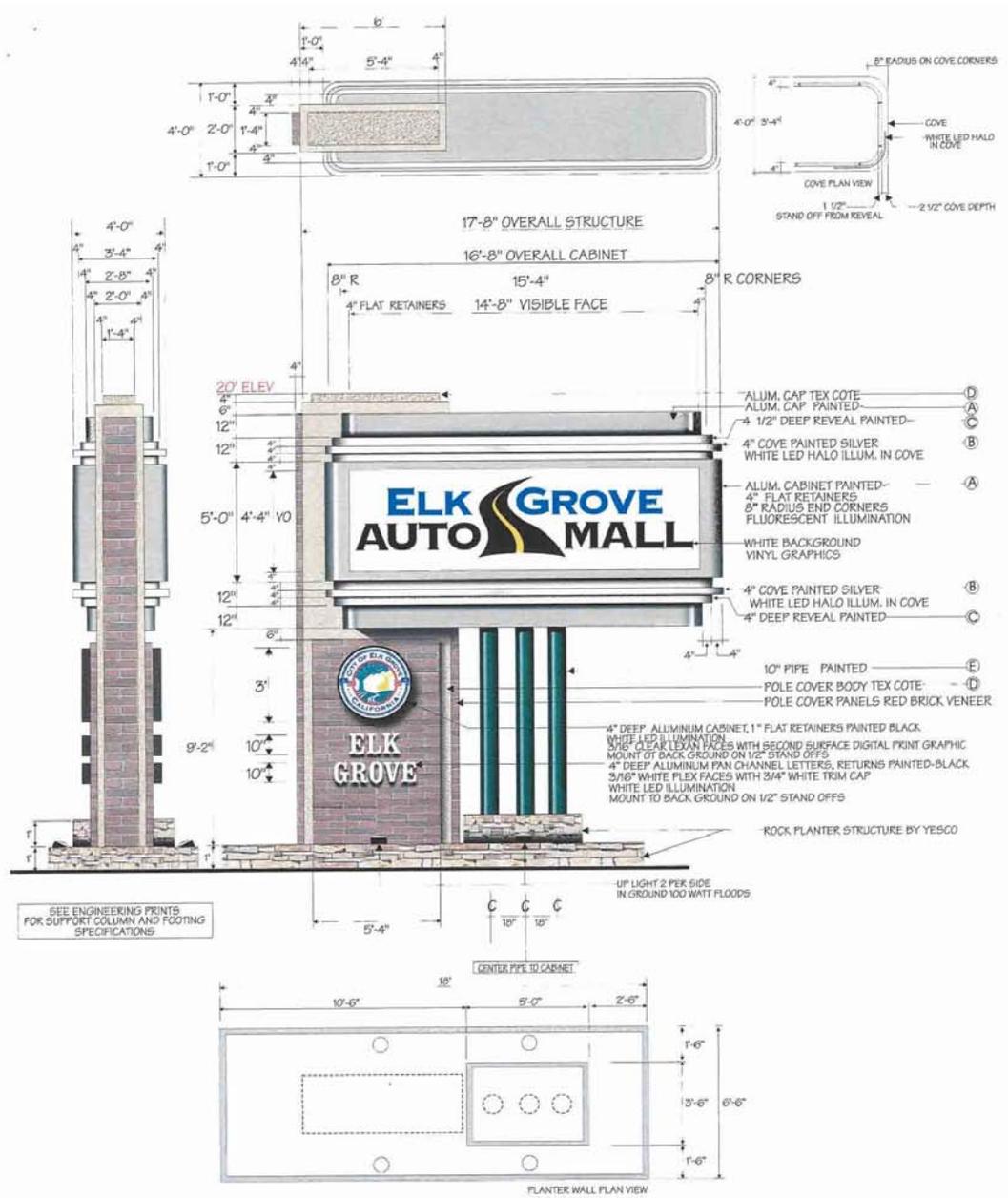
Three project entry signs are permitted to be located in a landscaped “island” median as shown on Exhibit A. One sign shall be installed in the main entryway to the project on Auto Center Drive south of Elk Grove Boulevard; one sign may be installed at the southeastern entry to the Auto Mall (West Stockton Boulevard.); and the other may be constructed in Laguna Grove Court, east of Laguna Springs Drive, if and when access to the Auto Mall via Laguna Springs Drive occurs. The signs shall have a maximum height of 20 feet. The signage design for the entry monument signs shall match the sign elevation as shown in Exhibit B.

Prior to the issuance of any building permit for either the freeway or entryway monument signs, whichever occurs first, any Auto Mall dealership utilizing a public address (PA) system shall submit an acoustical analysis to the Planning Department for review and approval. If the PA system exceeds ten decibels (10dB) in excess of the local ambient noise level at any point outside of the perimeter of the Auto Mall plane, the use of the PA system shall cease.

4.1 - Exhibit A: Project Entry Sign Location



4.2 - Exhibit B: Auto Center Drive Entry Monument Sign



MANUFACTURE AND INSTALL 1 DOUBLE FACED ILLUMINATED MAIN ENTRY SIGN

PAINT SCHEDULE

(A)	DUPONT- GREY METALLIC #14163
(B)	DUPONT- SILVER METALLIC #43889
(C)	SHERWIN WILLIAMS#6099, SATIN
(D)	SHERWIN WILLIAMS#6101, SATIN
(E)	SHERWIN WILLIAMS#2259, SEMI GLOSS

SACRAMENTO BRANCH MOUND ELECTRIC SIGN COMPANY 1032 NORTH MARKET BLDG. SUITE 6 95834, Tel. 916-479-9121	DATE: 02-21-13 DRAWN BY: [Signature] CHECKED BY: [Signature]	ELK GROVE AUTO MALL 02-2113B 1/2" Scale
	ELK GROVE AUTO MALL 1032 NORTH MARKET BLDG. SUITE 6 95834, Tel. 916-479-9121	

CALIFORNIA CONTRACTOR LICENSE NO. C-45520000739 NOTE: COST FOR PROVIDING ELECTRICAL WIRING TO SIGN AREA / ALL REQUIRED PERMITS AND SPECIAL INSPECTIONS ARE NOT INCLUDED IN SIGN PROPOSAL

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Freeway Visible Signage

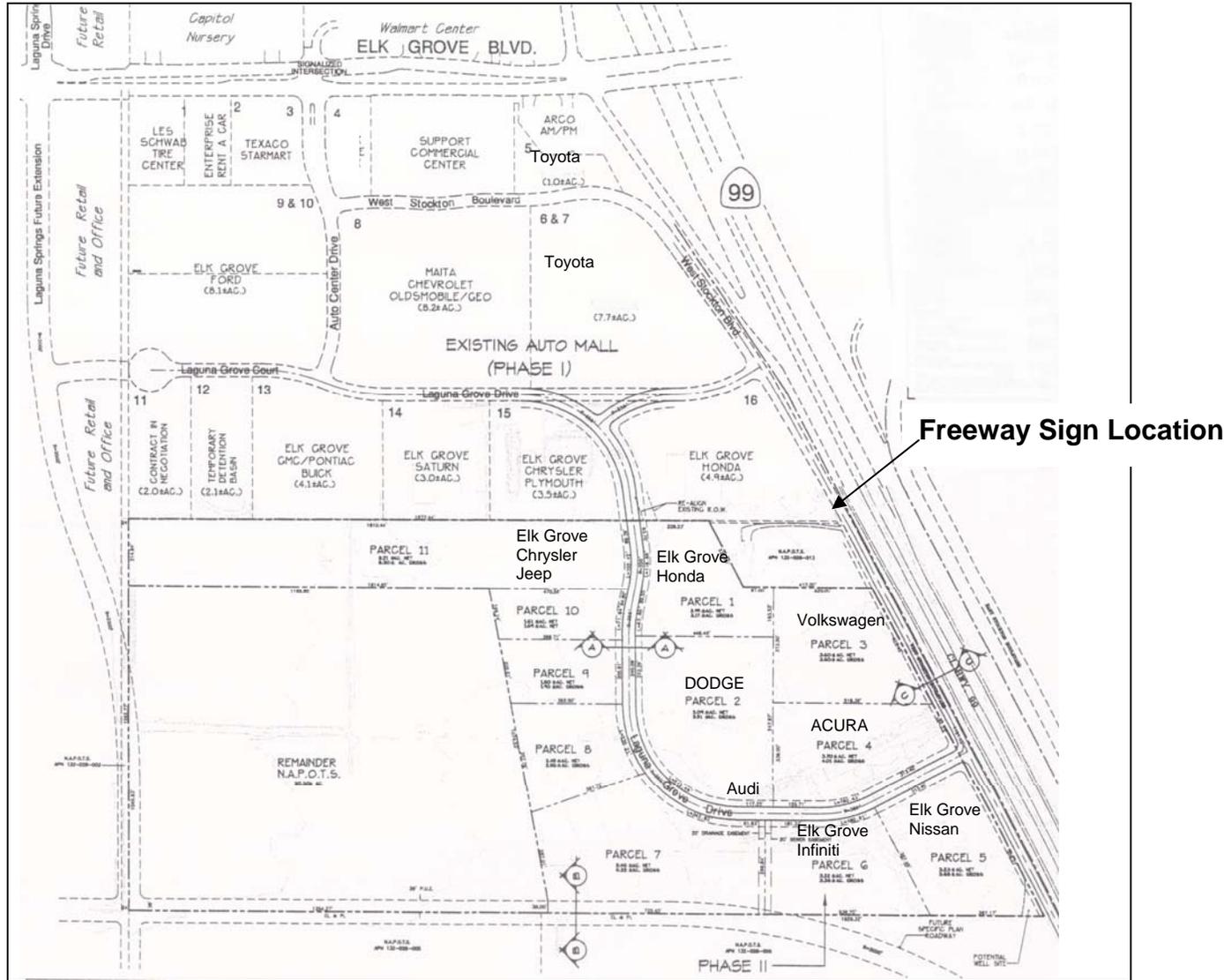
One freestanding freeway project identification sign is permitted and shall be located at the southeast corner of the Honda Dealership site as shown in Exhibit C. The signage design for the freeway project identification sign shall match the sign elevation as shown in Exhibit D. The sign shall not exceed 55' in height.

The electronic reader board associated with the freeway project identification sign shall be turned off between the hours of 12:00 a.m. through 6:00 a.m. As volunteered by the Applicant, ten percent (10%) of the operating time of the electronic reader board shall be dedicated to community event advertising.

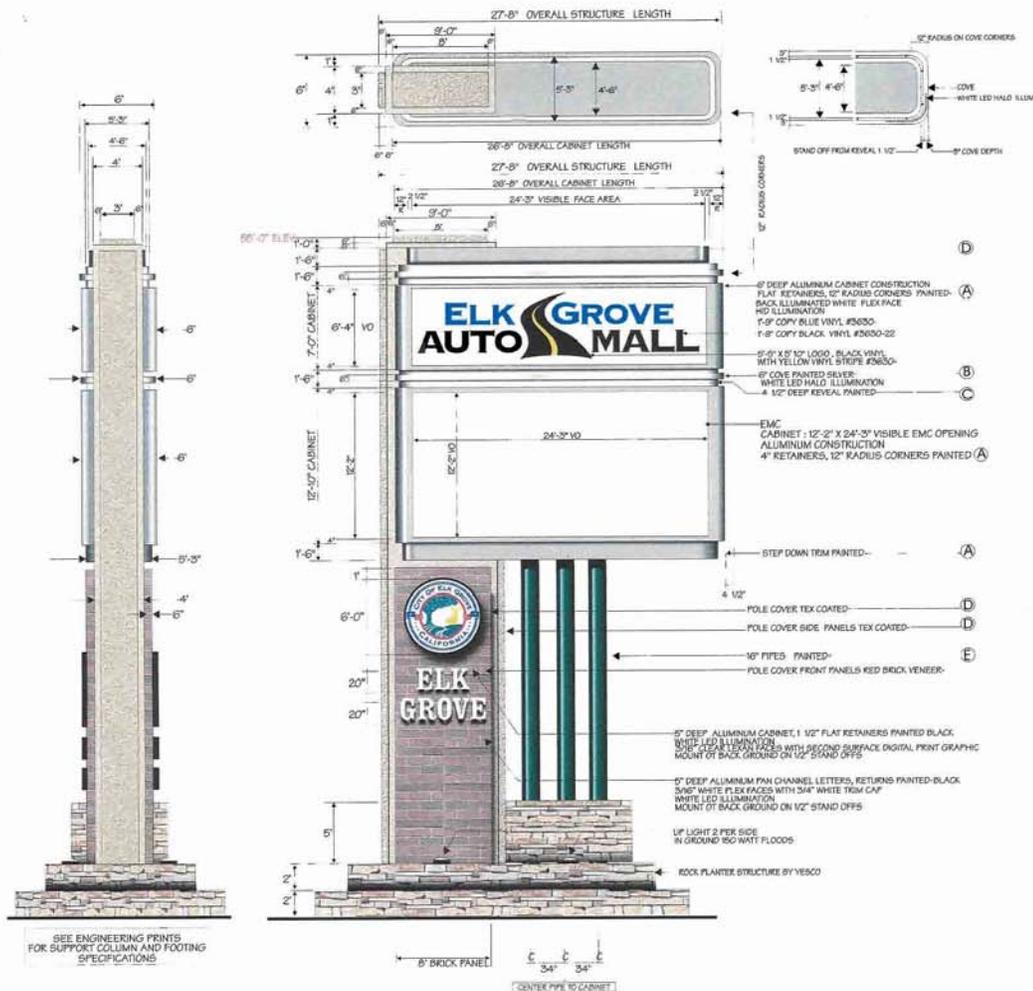
New technology for the electronic reader board may be reviewed and approved by the City with staff recommendations. No further amendments to the Elk Grove Auto Mall Special Planning Area-Sign Criteria will be required.

Prior to the issuance of any building permit for either the freeway or entryway monument signs, whichever occurs first, any Auto Mall dealership utilizing a public address (PA) system shall submit an acoustical analysis to the Planning Department for review and approval. If the PA system exceeds ten decibels (10dB) in excess of the local ambient noise level at any point outside of the perimeter of the Auto Mall plane, the use of the PA system shall cease.

5.1 - Exhibit C: Freeway Sign Location

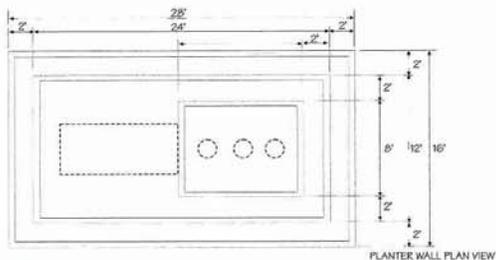


5.2 - Exhibit D: Freeway Sign



MANUFACTURE AND INSTALL 1 DOUBLE FACED ILLUMINATED FREEWAY SIGN

- PAIN SCHEDULE**
- (A) DUPONT- GREY METALLIC #14163
 - (B) DUPONT- SILVER METALLIC #43859
 - (C) SHERWIN WILLIAMS#6098, SATIN
 - (D) SHERWIN WILLIAMS#6101, SATIN
 - (E) SHERWIN WILLIAMS#2258, SEMI GLOSS



<p>SACRAMENTO BRANCH BOUND ELECTRIC SIGN COMPANY 1015 NORTH MARKET BLVD. SUITE 9 IRVINE, CALIF. 92614-4101</p>	PROJECT NO. DATE BY CHECKED APPROVED DESIGNED DRAWN SCALE SHEETS OF	PROJECT NAME CONTRACT NO. CONTRACT VALUE CONTRACT DATE CONTRACTOR ADDRESS CITY STATE ZIP	CLIENT PROJECT NO. PROJECT NAME CONTRACT NO. CONTRACT VALUE CONTRACT DATE CONTRACTOR ADDRESS CITY STATE ZIP	ELK GROVE AUTO MALL 02-2113A ELK GROVE, CALIF. CONTRACTOR: BOUND ELECTRIC SIGN COMPANY
	THE DRAWING IS PREPARED TO ASSIST YOU IN REALIZING YOUR PROJECT. THE ORIGINAL DRAWING REMAINS THE PROPERTY OF BOUND ELECTRIC SIGN COMPANY. PERMISSION TO COPY OR REPRODUCE THIS DRAWING CAN ONLY BE OBTAINED THROUGH A WRITTEN AGREEMENT WITH BOUND ELECTRIC SIGN COMPANY. YOUR LOCAL REPRESENTATIVE OR CALL THE SALES OFFICE OF BOUND ELECTRIC SIGN COMPANY. CALIFORNIA CONTRACTOR LICENSE NO. C-452900000739 NOTE: COST FOR PROVIDING ELECTRICAL WIRING TO SIGN AREA / ALL REQUIRED PERMITS AND SPECIAL INSPECTIONS ARE NOT INCLUDED IN SIGN PROPOSAL.			

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Amendments

Amendments to these criteria may be made as approved by the Association and shall be submitted to the City for approval.