

Buckeye Rd

Minden

Douglas County
COMMUNITY DEVELOPMENT
PLANNING DIVISION
APPROVAL
Date 9-27-13
LRAD SR13-010
Signature

Minden Gateway

Gardnerville

Toler Ave

Fish Springs

Gardnerville Ln

395

207

207

MASTER SIGN PROGRAM

YOUNG ELECTRIC SIGN COMPANY



MINDEN GATEWAY CENTER / MASTER SIGN PROGRAM

- 1.....Table of Contents
- 2.....Introduction
- 3.....Project Directory & Project Colors
- 4.....Design Guidelines
- 5.....Sign Types
- 6.....Fabrication Requirements
- 7.....Section Details
- 8.....General Requirements
- 9.....General Restrictions
- 10.....Submittal / Approval Requirements & Timeline
- 11.....Site Directory
- 12.....Freestanding Signs
- 13.....Highway Oriented Pylon Sign
- 14.....Secondary Pylon Sign(s)
- 15.....Parcel Owner Monument Sign(s)
- 16.....Miscellaneous Signs

TABLE OF CONTENTS



INTRODUCTION

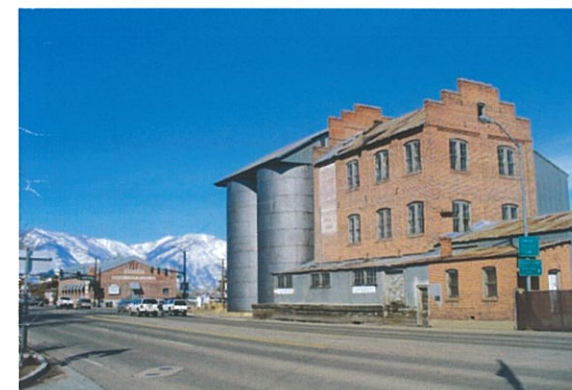
“Minden Gateway Center” is approximately a 13.32 acre project designed to accommodate retail, hotel, restaurant and other commercial uses. It is located at the high visibility corner of Highway 88 and Highway 395 in Minden, Nevada.

The intent of this Master Sign Program is to provide the criteria necessary for the signage within the development. It establishes a design theme for signage within the project particularly with respect to the signs that will be located at the perimeter of the project and the sign types that will be typical to the tenant's signage needs.

Minden Gateway Center will achieve a “sense of arrival” by maintaining the design integrity and intent of the Center through the use of similar colors and materials used on all signage.

This Master Sign Program contains guidelines to follow when applying for signage. Detailed drawings, sections, photographic intent and written guidelines are provided for the types of construction. All sign packages will be submitted to the Design Review Committee for the Minden Gateway Center (The “Committee”).

The sign types listed in the following document are required for identification and informational purposes. Additional signs may be needed in the future and will be addressed by amendments to this document. While future amendments may vary slightly from this document, the Owners and Developers will require that all signage reflect the same theme and format established by this Comprehensive Sign Plan.



PROJECT DIRECTORY

DEVELOPER:

Maverik, Inc.
 880 W. Center St.
 North Salt Lake, UT 84054
 Phone: 801 335-3851
 Fax: 801 936-1165

ARCHITECT:

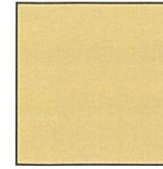
Franciscus Boots Architect
 4335-B North Star Way
 Modesto, CA 95356
 Phone: 209 577-4661
 Fax: 209 577-0213

SIGN CONSULTANT / PREFERRED VENDOR:

YESCO
 5350 Capital Court, #104
 Reno, NV 89502
 Phone: 775 359-3131
 Fax: 775 359-8738
www.yesco.com

Gilbert Sanchez
 Phone: 775 284-8129
gsanchez@yesco.com

PROJECT COLORS



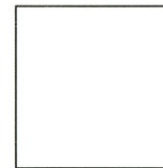
Paint Finish
 To Match "Dryvit" Color
 #755 A - Spice Tan



Cultured Stone Veneer
 Country LedgeStone
 "Chardonnay"



Green Standing Seam Metal Roofing
 Metallic Building Company
 Signature 300
 Galvalume Plus

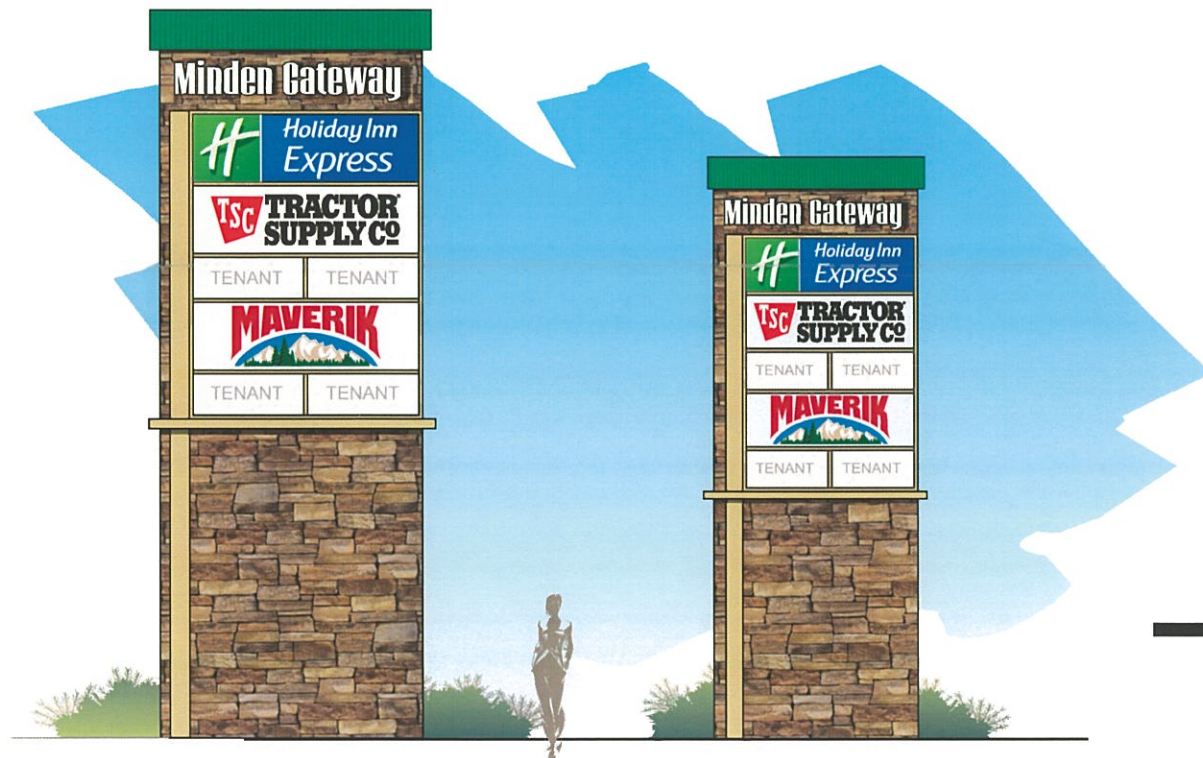


DESIGN GUIDELINES

This comprehensive plan for signage has been created to illustrate design intent of project identification, directional and regulatory signage and provide a vehicle for submittal and compliance procedures for future tenants and owners. These procedures ensure a minimum standard of conformance for the design, colors, materials and illumination methods used for exterior signage controlled by Douglas County and the Town of Minden.

Endeavors have been made to work within the Douglas County sign ordinance, the Town of Minden and staff policies while creating unique designs that are architecturally compatible with the project while making a strong identity statement.

Highway Oriented Pylon/Secondary Multi-Tenant Pylon and Tenant Monuments
 The pylons and monuments located in the commercial project will be the largest signs at Minden Gateway Center. These signs will serve as project identity expressed in materials as well as tenant identity through the use of tenant logos.



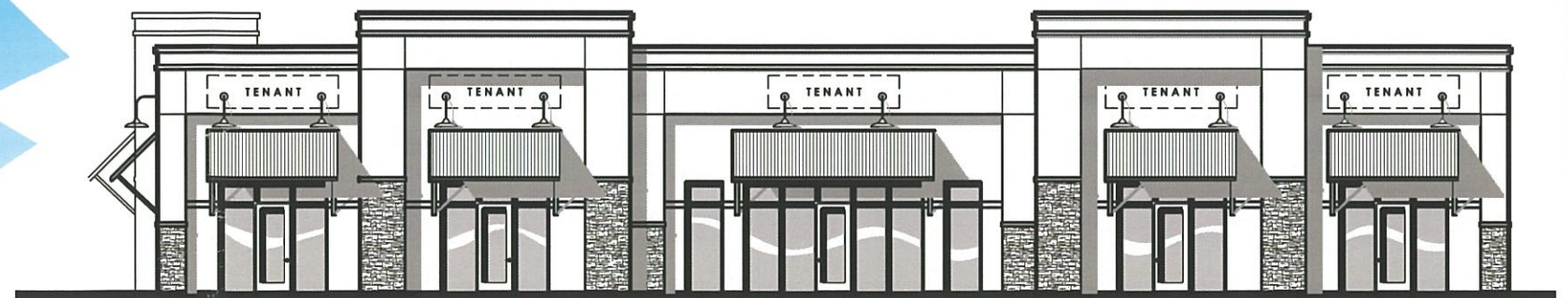
Tenant Signage

Tenant signage should be tasteful in selection of materials, colors and size. Tenants will be encouraged to have signage which promotes their brand and identity and fits within the context of the Minden Gateway Center theme. Specific guidelines for tenant signage are covered in Fabrication Details.



The design theme will provide consistent attractive signage that will enhance the overall appearance of the project while providing an effective means of tenant identification, traffic control and directional signage.

In addition to the guidelines set forth in this document, tenant signs must meet the requirements of Chapter 20.696 of the Douglas County Sign and Advertising Control.



SIGN TYPES

Parcel Owner Monument Sign(s)

These signs will provide tenant identification for individual pad users. These signs will be fabricated using paint colors and textures that match the building's architecture. Tenant panels to be internally illuminated with polycarbonate faces and translucent vinyl. All tenant panels must be approved by the Committee.

Sign Description:

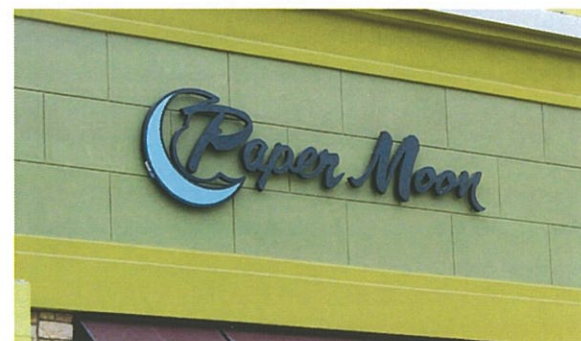
A parcel is allowed a single monument sign placed along the frontage of the parcel, provided that the total structure height does not exceed 5 feet. The square footage of the sign will be determined using tables 20.696.1 and 20.696.2 of the Douglas County Sign and Advertising Control.



Wall Mounted Tenant Sign(s)

Signing shall be individual letters or logos and mounted directly to the building within the sign area designated. Style, size and location shall be of good taste and design. All national retailers shall be permitted to utilize their standard corporate identification program subject to the sign area limitations contained in the approved comprehensive sign plan.

All signs must receive Committee approval prior to submittal to Douglas County.



Sign Area

A sign mounted as individual letters and or graphics against a wall or fascia of a building, or other structure that has not been painted, textured or otherwise altered to provide a distinctive, customized individual tenant background for the sign shall be measured as the sum of the smallest rectangles that will enclose the sign. The sign area for signs mounted on a background will be measured as the area contained within the outside dimensions of the background panel or surface.

Maximum sign area shall not exceed 1.25 square feet per each linear foot of store frontage with primary public access or the frontage facing the street. If a business also has building or suite frontage that faces a driveway or drive-aisle, the building frontage facing the driveway or drive-aisle is permitted a single wall sign as well. The total sign area allowed for this sign is obtained by multiplying the width of the building or suite frontage facing the driveway or drive-aisle by 0.50. The business may designate any building or suite frontage, as the primary or internal driveway frontage for purposes of determining where the allowed signs are placed.

A business subtenant contained in another business, and whose public access is only provided through that other business, is allowed one wall sign, calculated as if the subtenant had frontage, with the maximum sign area obtained by multiplying the width of the tenant space by 0.75.

Placement

Tenant signage shall be installed in accordance with the approved comprehensive sign plan in locations designated by the Committee.

Tenant signs shall be centered horizontally and vertically within the architectural frontage and or directly over the doorway if space permits or as directed by the Committee. Signs must be located within tenants leased frontage or as directed by the Committee.

FABRICATION REQUIREMENTS

Signing shall be individual letters or logos and mounted directly to the building within the sign area designated. Style, size and location shall be of good taste and design.

The following types of construction will be allowed:

- Ⓐ Illuminated Channel Letters
- Ⓑ Reverse Channel Letters W/ Halo Illumination
- Ⓒ Reverse Channel Letters W/ Dual Illumination
- Ⓓ Reverse Channel Letters W/ Push-Thru Graphics W/ Dual Illumination
- Ⓔ L.E.D. Standard Pan Channel Letters
- Ⓕ L.E.D. Halo-Lit Reverse Channel Letters

1. No labels shall be permitted on the exposed surface of the signs except those required by local ordinance. Required labels to be placed in an inconspicuous location.
2. The Tenant is responsible for providing concealed electrical power to the location of the sign as well as time clocks at their breaker boxes. Electrical power must be installed prior to the installation date of the sign to facilitate final inspections. Signs will turn on and off at the time schedule designated by the Developer/Committee and Project Manager. Tenant is responsible to verify all conduit, service, transformer or power supply locations prior to fabrication.

3. Tenant signs shall be centered horizontally and vertically within the architectural frontage and or directly over the doorway if space permits or as directed by the Committee. Signs must be located within tenants leased frontage or as directed by the Committee. The length of signage can not exceed 80% of the leased frontage.

4. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.

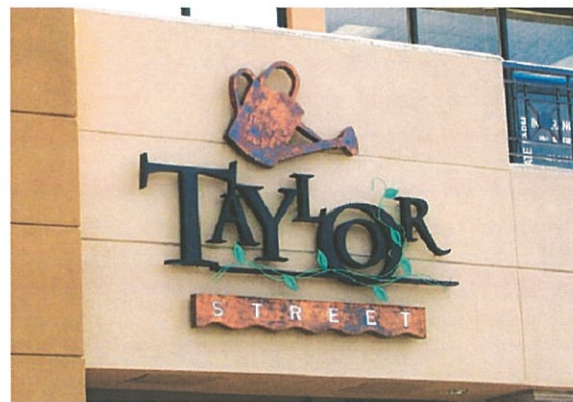
5. Exposed raceways are permitted and must be painted to match the background surface.

6. The use of LED's for illumination instead of neon is strongly encouraged. Neon illumination is allowed.

7. No "cabinet" signs will be permitted unless used to illustrate a registered trademarked logo or as part of a national or regional branding campaign. All logo cabinets must be approved by the Committee.

8. All exposed fasteners to be painted to match the background surface.

9. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles shall not be acceptable. The owner reserves the right to reject any fabrication work deemed to be below standard.



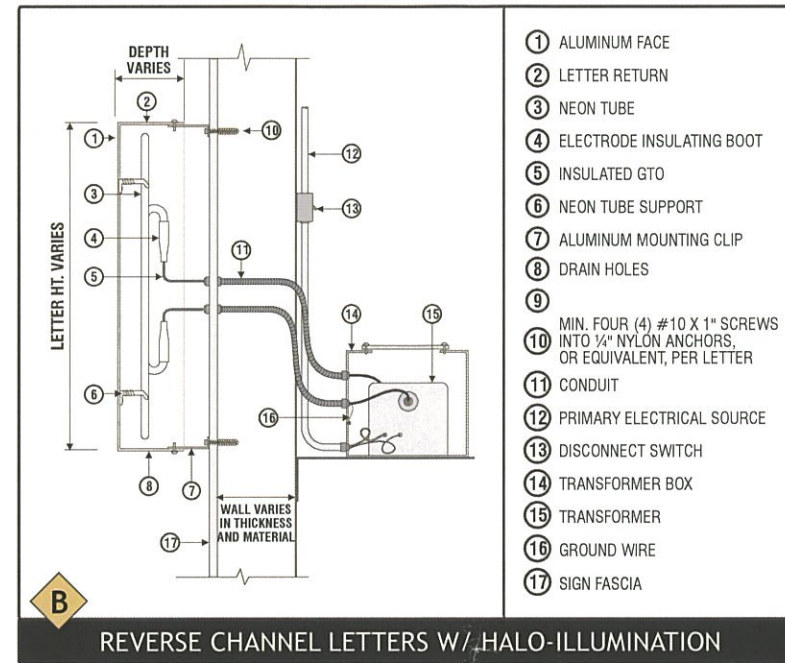
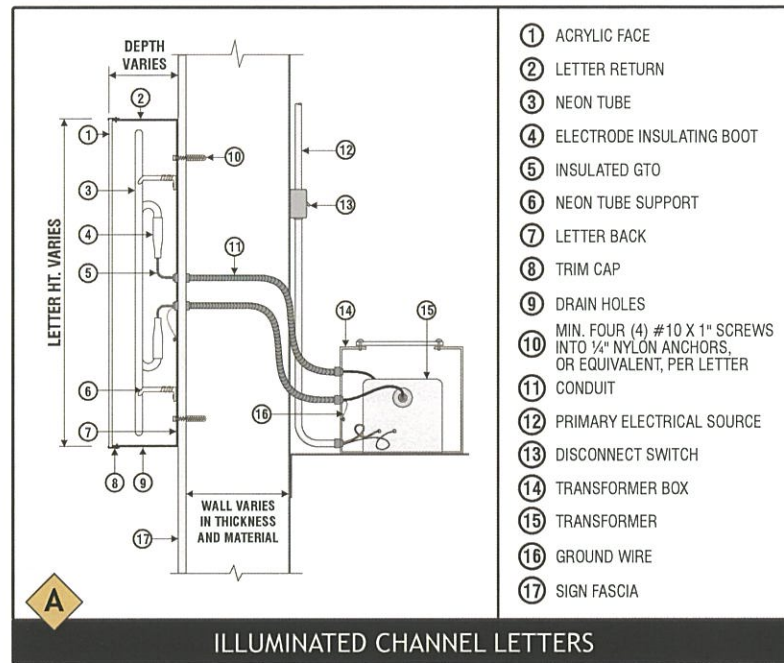
FABRICATION REQUIREMENTS

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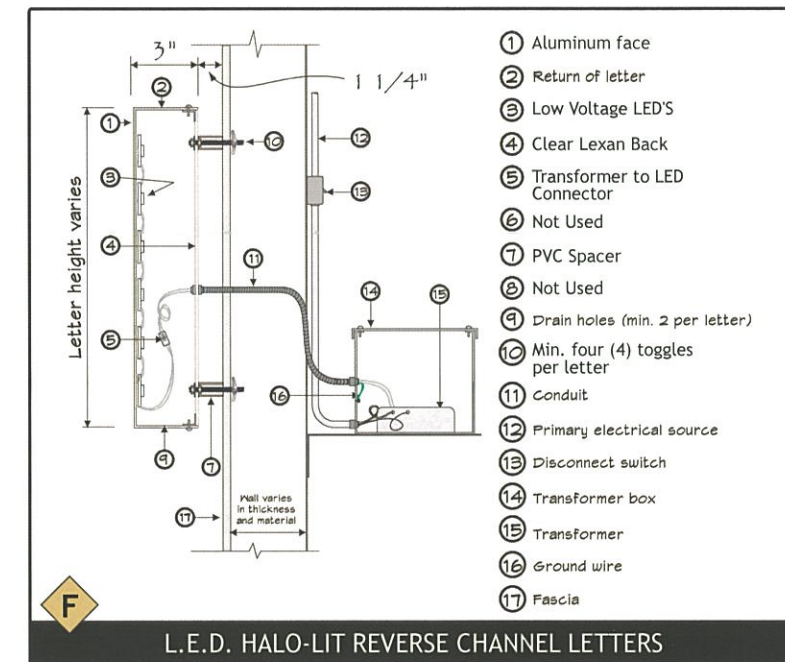
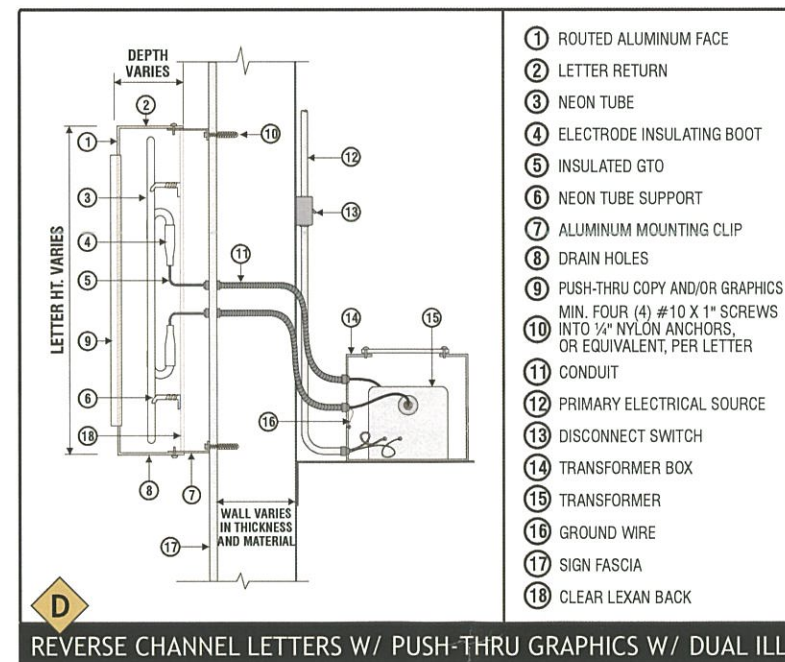
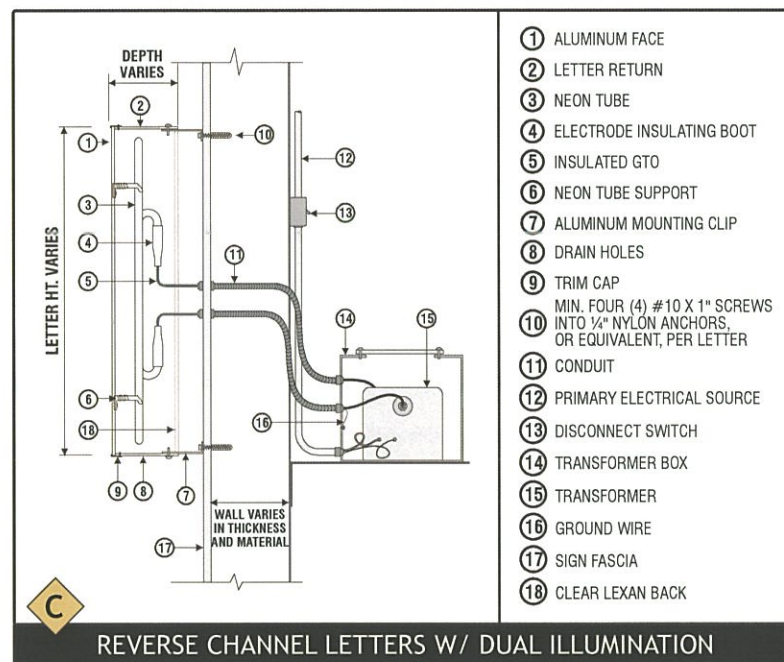
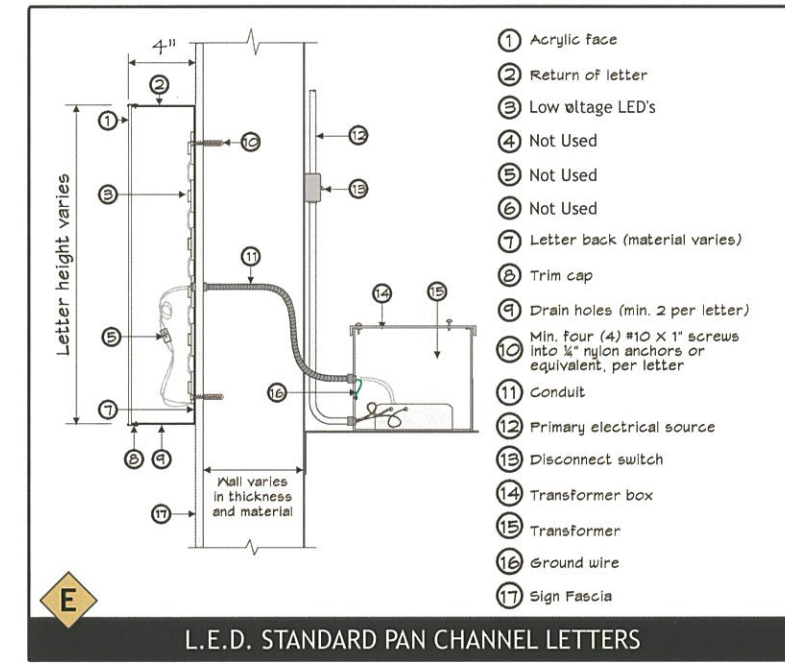


SECTION DETAILS: Fabrication Diagrams

All signs shall meet all requirements of the State of Nevada and Douglas County.



The use of LED's for illumination instead of neon is strongly encouraged.

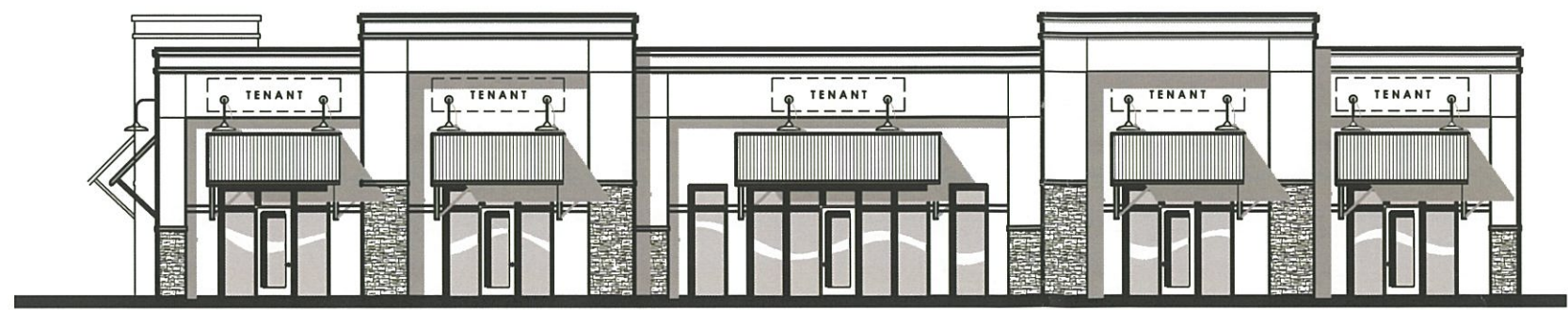


SECTION DETAILS



GENERAL REQUIREMENTS

1. Tenant shall be responsible for the fulfillment of all requirements and specifications and shall comply with all local building and electrical codes.
2. All signage shall be constructed and installed at the Tenant's expense.
3. Maintenance and operating costs shall be at the Tenant's expense.
4. Signs installed without written approval by the Developer/Committee will be subject to removal and proper re-installation at the Tenants expense. Damages may be assessed to cover the cost of repairs to building or removal of signage resulting from unapproved installation.
5. Tenant is solely responsible for any damage caused by their sign contractor. Sign contractor shall repair any damage caused by their work. Damages to the structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct. Tenant shall be liable for the operations of their sign contractor.
6. Tenant's sign company is to be fully licensed with the county and state and shall have full workman's compensation and general liability insurance.
7. Upon termination of the lease, Tenant shall remove his/her sign and return the sign wall surface to its original condition, repairing all penetrations in a watertight fashion and repaint to match adjacent surfaces.
8. Tenant and his/her contractor shall secure all necessary Douglas County sign and building permits or variances prior to fabrication and installation of signage.
9. The Developer/Committee reserves the right to disapprove any sign which deteriorates or is damaged after installation for any reason. If the Committee so informs the Tenant of such disapproval, the Tenant will promptly repair or remove such sign. The Tenant must show proof that the damaged sign is in the process of repair/replacement within 30 days of notice received by Committee or the representative.
10. The Tenant is responsible for providing concealed electrical power to the location of the sign, as well as time clocks at their breaker boxes. Electrical power must be installed prior to the installation date of the sign to facilitate final inspections. Signs will turn on and off at the time schedule designated by the Committee. Tenant is responsible to verify all conduit, service, transformer or power supply locations prior to fabrication.
11. In no case is the Tenant or his/her contractor to penetrate the roof of the building for any reason. Access should be provided by the Committee.
12. All required penetrations of the designated area for signage shall be neatly sealed in a watertight condition.
13. All window graphics and displays shall be subject to approval by the Committee prior to fabrication. Banners and watercolor hand painted graphics are prohibited. The maximum area of coverage is not to exceed 25% of the window in question.
14. Tenant signs shall be centered horizontally and vertically within the architectural frontage and or directly over the doorway if space permits or as directed by the Committee. Signs must be located within tenants leased frontage or as directed by the Committee. The length of signage can not exceed 80% of the leased frontage.

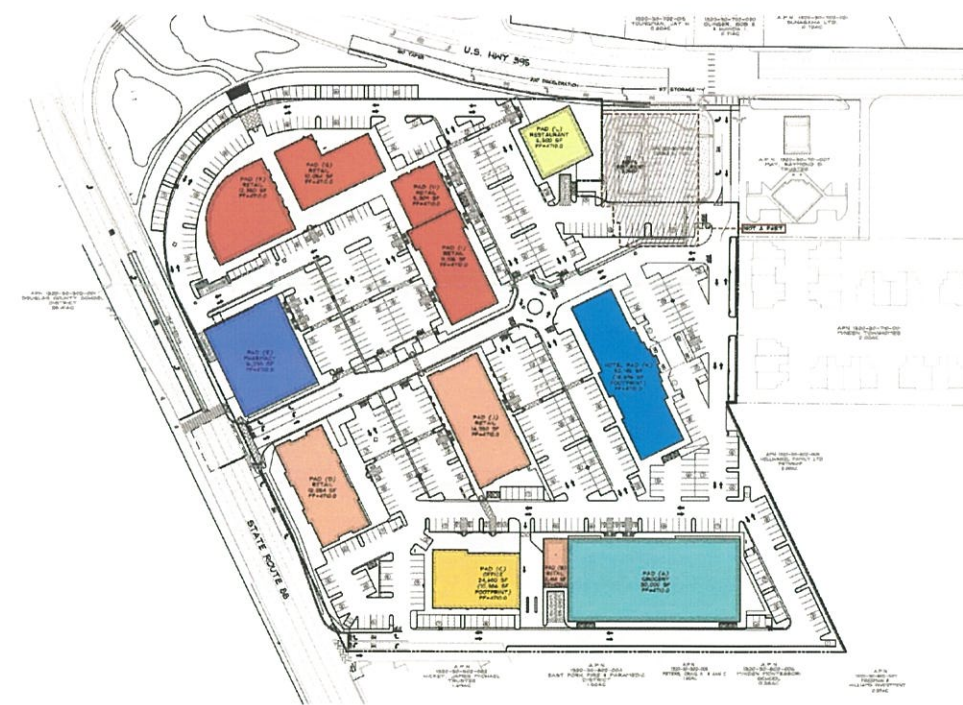


GENERAL REQUIREMENTS



GENERAL RESTRICTIONS

1. Flashing, moving or audible signs will not be permitted.
2. No signs perpendicular to the exterior elevation of the storefront shall be permitted with the exception of under-canopy applications provided for by this plan.
3. No exposed conduit, tubing, or transformers will be permitted. All conductors, transformers, power supplies and other equipment shall be concealed.
4. No exposed neon lighting will be used on signs, symbols, decorative elements or building perimeter without prior written approval.
5. The copy content of the Tenant's signage shall not include the product sold except as a part of the Tenant's trade name.
6. Tenant shall not hang or display any promotional banners in the common area or on the exterior walls of Tenant's leased space.
7. Vehicle signs; signs affixed to trucks, automobiles, trailers or other vehicles which advertise, identify or provide direction to a use or activity not related to it's lawful making of deliveries or sales of merchandise or rendering of services from such vehicles is prohibited.
8. Primary and secondary signs painted directly on the building will not be permitted.
9. Roof or parapet signs will not be permitted.
10. Inflatable advertising device (representing such objects as blimps, "hot air" balloons, animals of other caricatures) are prohibited.
11. Window signage that exceeds twenty-five percent (25%) of the visible window glass panel area of a window is prohibited.
12. Vacuum-formed plastic letters or foam letters are prohibited.



GENERAL RESTRICTIONS



SUBMITTAL / APPROVAL REQUIREMENTS & TIME LINE

The purpose of this sign program is to establish and maintain guidelines consistent with the signage policies for Minden Gateway Center, the Developer/Landlord and Douglas County to assure standard conformance for the designs, sizes, materials and locations of exterior signage.

Submittal and Compliance Procedure:

Prior to submittal to Douglas County, all signage proposed by tenants or parcel owners shall be required to be approved by the Committee.

Following the guidelines of this Master Sign Plan will expedite your sign permit process. Please allow at least (3) three to (4) four weeks for sign permit processing. Sign design submittals for design approval should be made immediately to the Committee upon executing a lease agreement. Sign design submittals will be processed and returned in a timely manner to allow the tenant to begin the sign permit process with Douglas County. Upon receipt of your sign permit you should begin the construction and installation of your sign(s).

Using the approved master sign program as a guideline, each tenant shall submit (4) four sets of proposed sign drawings to the Committee.

Detailed drawings shall be prepared by a licensed sign contractor and shall include the following.

1. Building Elevations - Scaled elevation drawings of the Tenant's storefront and all applicable secondary elevations depicting the proposed sign design, including dimensions.
2. Shop Drawings Scaled drawings of the proposed sign(s) showing the size of lettering, size of sign, construction and installation details, materials, color schemes, lighting techniques and placement locations of signage in relation to each elevation.
3. Site Plan Drawn to scale using 1"=10', 1"=20', 1"=30, showing location of signs and setbacks from property lines, property dimensions, building footprints showing lengths of building frontages occupied by the unit of operation, and on-site parking and drive-aisle areas.

Approval or Disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Committee.

The Committee or the Committee's representative shall review the drawings of the proposed signage and return (3) three sets marked "Approved", "Approved as Noted", or "Revise and Resubmit".

1. "Approved" drawings will permit the tenant to proceed with permitting and sign fabrication and installation in accordance with the drawings.
2. "Approved as Noted" drawings will permit the tenant to proceed with permitting, sign fabrication and installation, provided the modifications noted are incorporated into the design.
3. "Revise and Resubmit" drawings will be returned to the tenant with comments. These drawings shall be revised and resubmitted for Committee approval within (10) ten days of their return to the tenant.

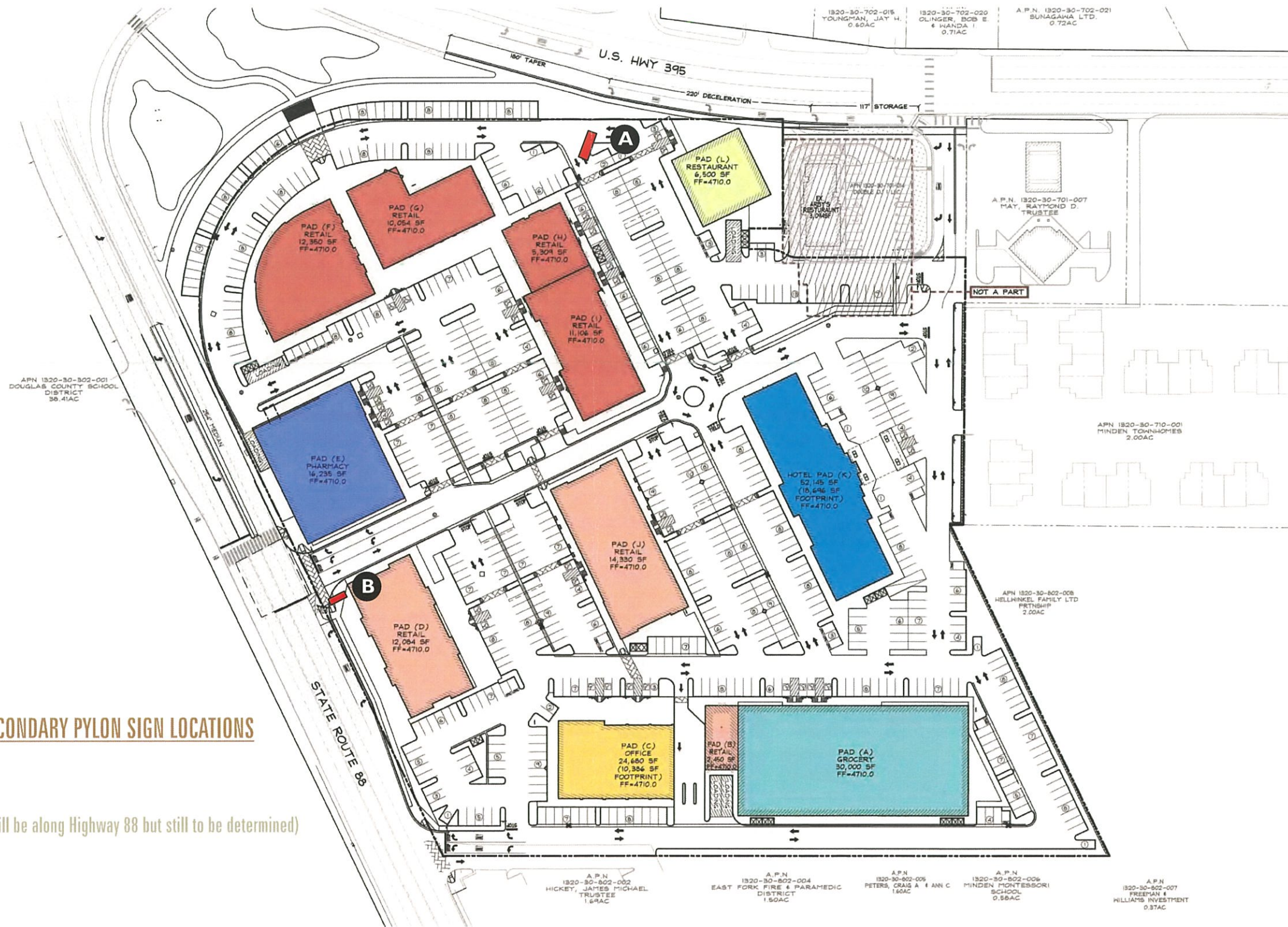
Submittal to Douglas County:

1. Two (2) full sets of drawings shall be submitted to Douglas County Community Development-Planning Division along with the Sign Review Application as outlined on the application. The Sign Review Application must be signed by the legal owner of the property.
2. Two (2) full sets of drawings shall be submitted to Douglas County Community Development-Building Division along with the Sign Permit Application as outlined on the application submittal requirements.



SITE PLAN
HIGHWAY ORIENTED PYLON SIGN & SECONDARY PYLON SIGN LOCATIONS

- A** 25' MAIN HIGHWAY PYLON
- B** 20' SECONDARY PYLON (final location will be along Highway 88 but still to be determined)



SITE DIRECTORY



FREESTANDING SIGNS

- HIGHWAY ORIENTED PYLON SIGN 25' OVERALL HEIGHT
- SECONDARY PYLON SIGN 20' OVERALL HEIGHT
- MONUMENT SIGN

FREESTANDING SIGNS



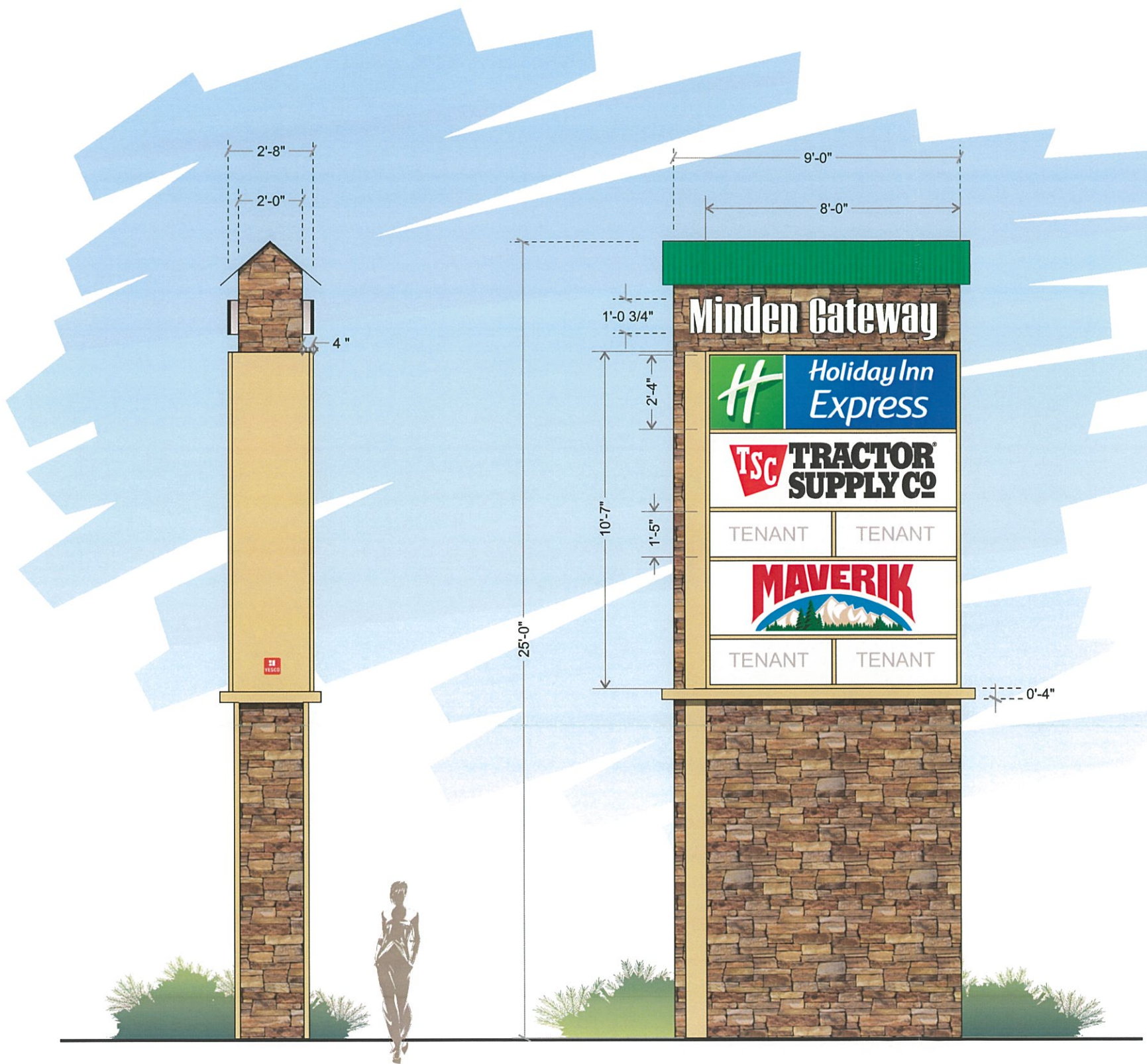
HIGHWAY ORIENTED PYLON SIGN

This sign will provide the main project identification for the Minden Gateway Center complex from the intersection of Highway 88 and Highway 395. This sign serves to let shoppers know that they have arrived at the regional shopping destination, Minden Gateway. The sign cabinet, faces and architectural features will be fabricated using paint colors and textures that match the building surfaces. Tenant panels will be polycarbonate and translucent vinyl. The sign base will be constructed with materials that reflect the materials used on the project buildings.

All tenant panels must be approved by the Committee. The tenant is responsible for all costs associated with the design, fabrication and installation of their allowed sign panel(s).

Sign Description:

One (1) 25 foot tall, double sided pylon display with project identification and tenant identification panels.



PY-1 D/F ILLUMINATED MAIN PYLON SIGN
 (1) REQ'D SCALE: 1/4" = 1'-0"

HIGHWAY ORIENTED PYLON SIGN



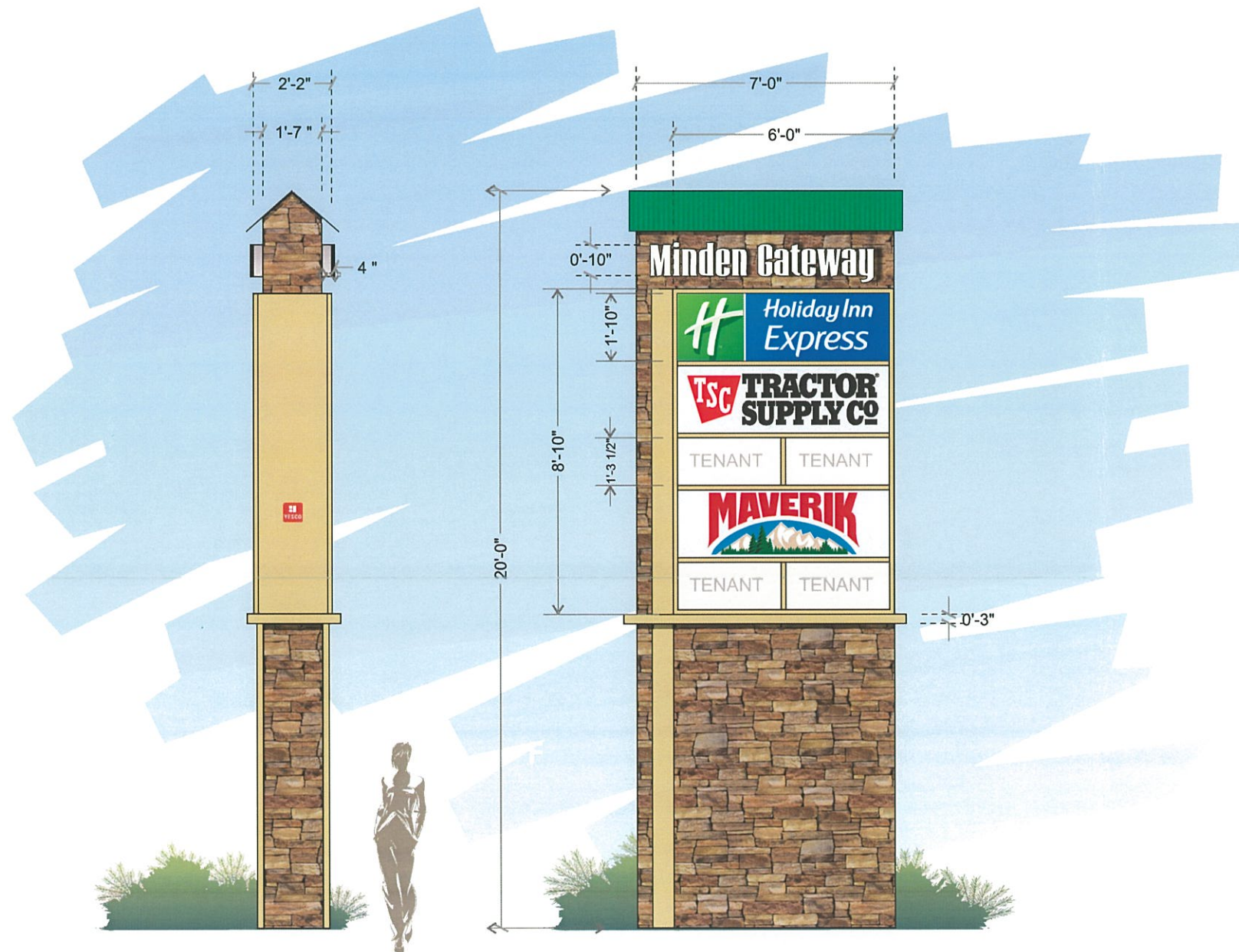
SECONDARY PYLON SIGN

This signs will provide identification of the project and for businesses located therein to travelers along Highway 88. The sign cabinet, faces and architectural features will be fabricated using paint colors and textures that match the building surfaces. Tenant panels will be polycarbonate and translucent vinyl. The sign base will be constructed with materials that reflect the materials used on the project buildings.

All tenant panels must be approved by the Landlord. The tenant is responsible for all costs associated with the design, fabrication and installation of their allowed sign panel(s).

Sign Description:

One (1) 20 foot tall double sided pylon display with project identification and tenant identification panels.



PY-2 D/F ILLUMINATED SECONDARY PYLON SIGN
 (1) REQ'D SCALE: 1/4" = 1'-0"

SECONDARY PYLON SIGN(S)



OWNER MONUMENT SIGN(S)

These monument signs will provide identification for each pad user. These signs will be fabricated using paint colors and textures that will match the building's architecture. Tenant panels to be internally illuminated with polycarbonate and translucent vinyl.

All Monument Signs must be approved by the Committee. The sign owner is responsible for all costs associated with the design, fabrication and installation of their allowed monument sign.

Sign Description:

Five foot tall maximum height double sided monument displays with tenant identification panels. Square footage of the sign will be determined using tables 20.696.1 and 20.696.2 of the Douglas County Sign and Advertising Control.



MN-2 D/F ILLUMINATED MONUMENT SIGN
(1) REQ'D SCALE: 1/4" = 1'-0"

PARCEL OWNER MONUMENT SIGN(S)



MISCELLANEOUS SIGNS

A. Sales or Leasing Signs

Temporary signs advertising the sale or leasing of the shopping center will be allowed. These signs shall not exceed (8) feet in height and a total of 16 square feet per side in sign area. Only one sign per street front will be allowed.

B. Construction Signs

A sign denoting the Architects, Engineers, Contractor, and other related subjects will be allowed for initial construction phase only. Said signs will be removed prior to the issuance of a certificate of occupancy. One sign for each separate construction project will be allowed. Each sign shall not exceed eight (8) feet in height and a total of thirty-two (32) square feet per side in sign area.

C. Future Tenant Signs

Signs listing the name of a future major tenant will be allowed until the occupancy of the tenant. Said signs shall not exceed eight (8) feet in height and a total of thirty-two (32) square feet per side in sign area.

D. Directional Signs

Signs necessary for on-premise vehicle control and the performance of business transactions from a vehicle shall be allowed subject to the following conditions:

- a. Maximum area of (6) square feet.
- b. Maximum height of (6) feet. Enter and exit copy only. Not part of allowable square footage for the project.
- c. No business identification will be allowed. Signs shall be permanently affixed to the ground or a building.

