

NORTHGATE TOWN SQUARE

MASTER SIGN PROGRAM March 11, 2022



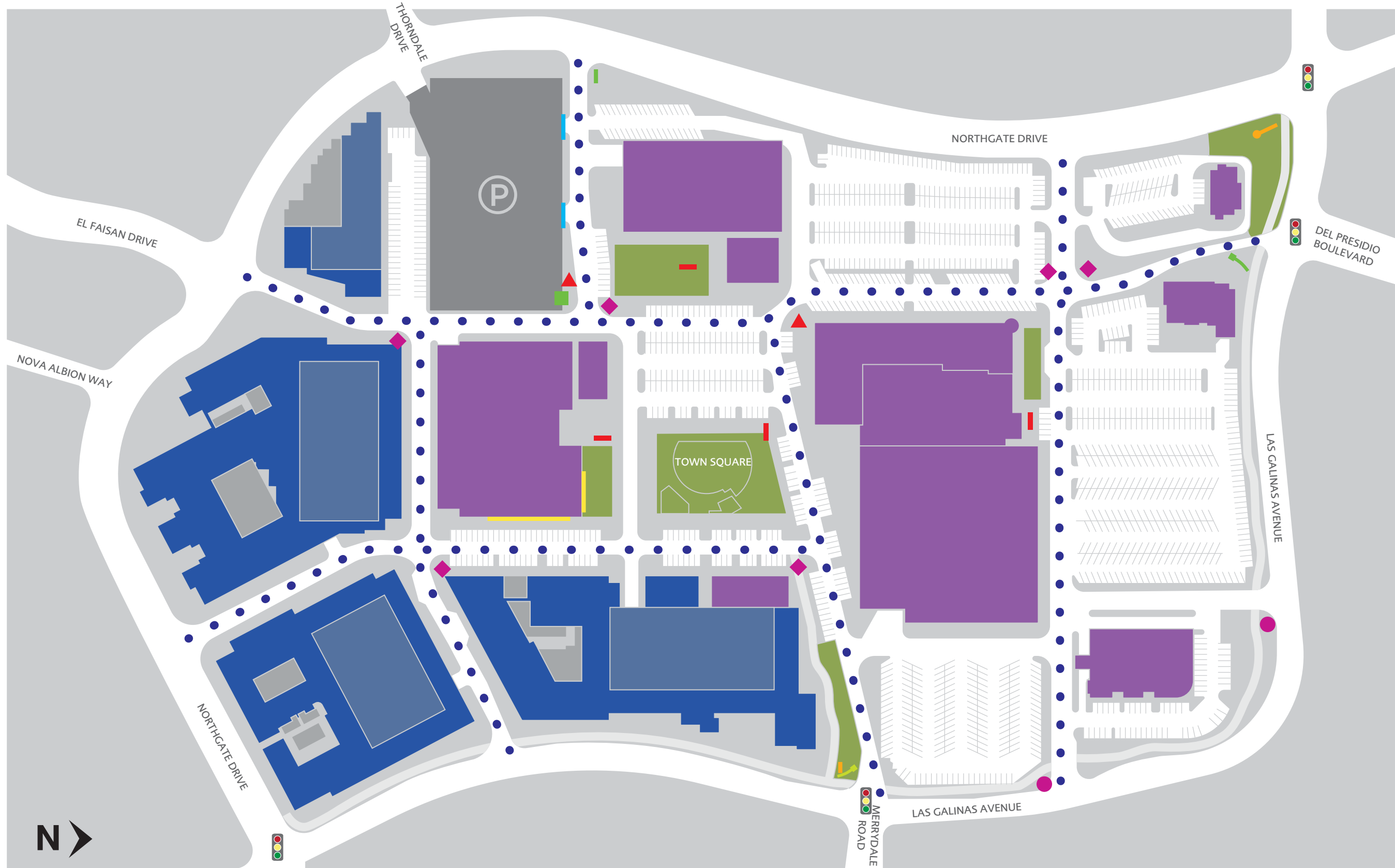
MerloneGeier
Partners

MAP LEGEND

- COMMERCIAL/RETAIL
- RESIDENTIAL
- PARKING STRUCTURE
- RESIDENTIAL PARKING
- SHARED GREEN SPACE

SIGNAGE LEGEND

- PYLON A
- PYLON B
- MONUMENT
- VEHICULAR WAYFINDING
- PEDESTRIAN WAYFINDING
- PEDESTRIAN DIRECTORY
- PARKING ENTRY
- PARKING ICON ID
- BANNERS
- LED SCREEN/ARTWORK
- LIGHT WITH LOGO

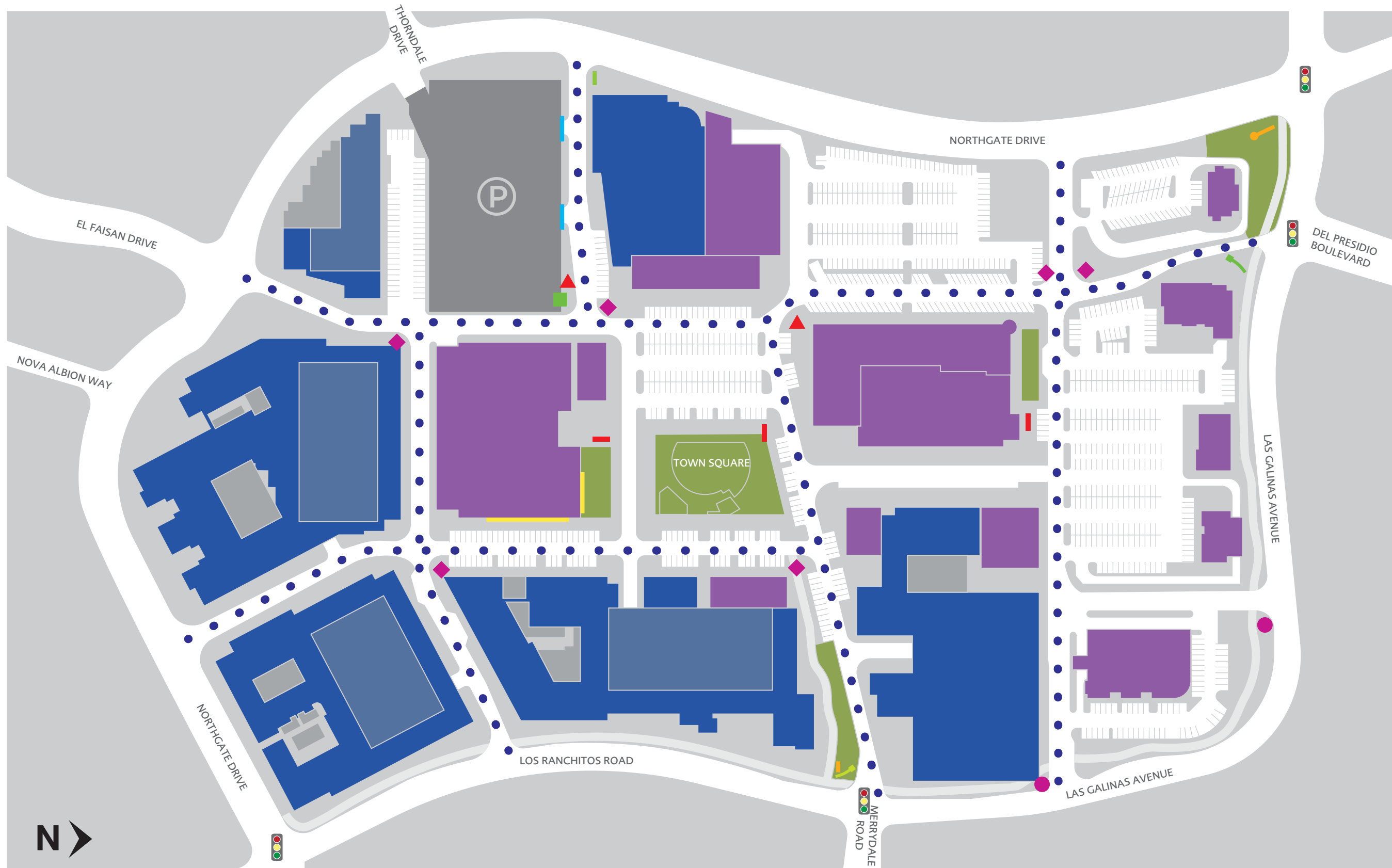


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PURPOSE

The Northgate Town Square Master Sign Program (MSP) specify the property name, logo, Logotype, taglines, fonts, colors, and sign design used on all freestanding and building attached signs throughout Northgate Town Square. These design criteria serve to provide a cohesive and attractive public image of the Northgate Town Square development.

REQUIREMENT

Implementation of all pylon, monument, wayfinding, and tenant signs as depicted within the design exhibits and criteria shall conform to these Northgate Town Square Master Sign Program (MSP) Guidelines.

ALLOWED SIGNAGE TYPES

PYLON SIGNS / MULTI-TENANT

Natural stone bases to match existing project stone with painted aluminum, routed and push thru acrylic tenant names back-lit, and project Identification, and project address. Halo-lit dimensional project logo applied to stone base. Illuminated cabinet edges with routed project pattern.

Tenant panels in tenant font with uniform background color and illumination. Pylon A overall size: 25'-0" x 29'-0" x 3'-0". (Northgate drive & Las Galinas). Pylon B overall size: 25'-0" x 9'-0" x 3'-0". (Merrydale & Las Galinas).

MONUMENT SIGNS / MULTI-TENANT

Natural stone bases and pilasters to match existing project stone with painted aluminum, routed and push thru acrylic tenant names back-lit, and project Identification, and project address. Illuminated lantern on pilaster with routed project pattern.

Tenant panels in tenant font with uniform background color and illumination. Overall monument size: 7'-6" x 17'-6" x 4'-2" (Del Presidio & Las Galinas) and (Merrydale & Las Galinas).

WAYFINDING SIGNS

VEHICULAR WAYFINDING SIGNS

Natural stone bases to match existing project stone with painted aluminum, routed and push thru acrylic arrows, tenant and residential names back-lit. Signs are double faced. Overall size: 7'-0" x 3'-6" x 1'-0"

(5) panels total per face

(6) signs total internal to project

PARKING SIGNS

Direct painted and painted aluminum letters and symbol with internal illumination Signs are single face. Overall size: 20'-0" x 3'-0" x 1'-0"
Parking Symbol overall size: 9'-2" x 9'-2" in diameter.

(2) Direct Paint and applied enter/exit parking signs

(1) Applied parking symbol sign

PEDESTRIAN WAYFINDING SIGNS

DIRECTORIES

Painted aluminum, translucent glass faces with back-lit changable graphics. Directory signs are double face. Overall size: 7'-2" x 3'-0" x 1'-0"

(2) Directories total, internal to project

DIRECTIONAL SIGNS

Painted aluminum with routed and push thru acrylic tenant and residential names and destinations back-lit, and project Identification, Directional signs are multi- face.

(4) Directional signs total, internal to project

BANNER GRAPHICS

Direct print sunbrella cloth fabric banners identify amenities, shops &

Restaurants, Cinema, and general lifestyle content are attached to the area development light poles. Banners are double face and occur throughout the entire project.

TENANT SIGNAGE RULES & CALCULATIONS: MULTI-TENANT BUILDINGS, RETAIL TENANTS

SHOPFRONT SIGNAGE TYPES ALLOWED:

Types A, B, C, D (Refer to page 10 exhibits)

SHOPFRONT SIGNAGE MAXIMUM AREA:

Ground Floor Storefronts: 1.5 square feet of sign area per lineal foot of storefront that contains a public entrance.

Ground Floor Side/Rear Walls without Public Entrances: 1 square foot of sign area per lineal foot of wall fronting a tenant space if the wall meets one of these standards:

- 1) Transparent glazing between the heights of 3 feet and 8 feet along at least 50 percent of the tenant space; or
- 2) A trellis with live, irrigated landscaping along at least 50 percent of the tenant space; or
- 3) Architectural detailing consistent with the other building facades such as awnings, canopies, changes in building material, and modulation.

SHOPFRONT SIGNAGE MAXIMUM WIDTH:

80% of sign band width (Sign band: The area above the shopfront glazing where shopfront signage will logically be placed; it is bound by architectural features including the top of the shopfront glazing, building parapet, changes in material or fascia setback depth, or others. Most sign bands will be the full width of the shopfront, however some may be narrowed by architectural features of the building.)

SHOPFRONT SIGNAGE MAXIMUM HEIGHT:

3'0" or 50% of the available sign band, whichever is smaller; brand logos may be taller provided that the total aggregate sign area falls within the maximum area as defined above.

UNDER-AWNING SIGNS:

Anchor tenants (25,000 SF and above) may have 5'0" tall letters.

1 sign permitted to left side of tenant's main entrance. Max width: 4'0", max height: 3'0".

Mounting height: 8'0" min to underside of blade sign; top of blade sign

to not extend above or below awning, canopy, or other overhanging feature of a building under which the sign is suspended

Under-awning signs may be externally illuminated at the discretion of Property Owner.

DRIVE-THRU SIGNS:

Tenants with drive-thrus may have 1 double-sided sign at each entry or (exit to the drive-thru area with maximum width: 1'6", maximum height: 4'0", and a maximum messaging area of 1.5 SF per side. Tenants are allowed 1 single-sided menu board sign with maximum area of 50 SF. Tenants may install branded clearance bar signage for their drive-thru. Menu board signs may be illuminated, all other drive-thru signs to be non-illuminated.

NOTES:

Shopfront signs shall be mounted directly onto the building facade/fascia or to architectural metal storefront canopy where existing. No visible raceways permitted for any sign types.

**TENANT SIGNAGE RULES & CALCULATIONS:
SINGLE-TENANT BUILDINGS, RETAIL TENANTS**

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COLORS

1



2



3



4



5



NORTHGATE
TOWN SQUARE

A

NORTHGATE
TOWN SQUARE

B

NORTHGATE
TOWN SQUARE

C

NORTHGATE
TOWN SQUARE

D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The quick brown fox jumps over

A NEUTRA DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The quick brown fox jumps over

C CHALET

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The quick brown fox jumps over

B ACRE MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

THE QUICK BROWN FOX JUMPS OVER

D P22 FLW Exhibition

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The quick brown fox jumps over

E GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

THE QUICK BROWN FOX JUMPS OVER

G COCOTTE ALTERNATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

THE QUICK BROWN FOX JUMPS OVER

F BREAMCATCHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The quick brown fox jumps over

H OPTIBinner GOTHIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

THE QUICK BROWN FOX JUMPS OVER

I P22 Arts and Crafts Tall

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

THE QUICK BROWN FOX JUMPS OVER

K Willow

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

THE QUICK BROWN FOX JUMPS OVER

J Carouselambra

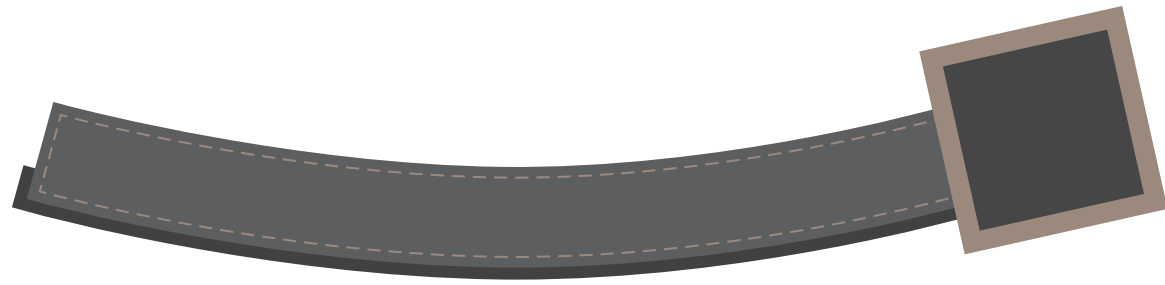
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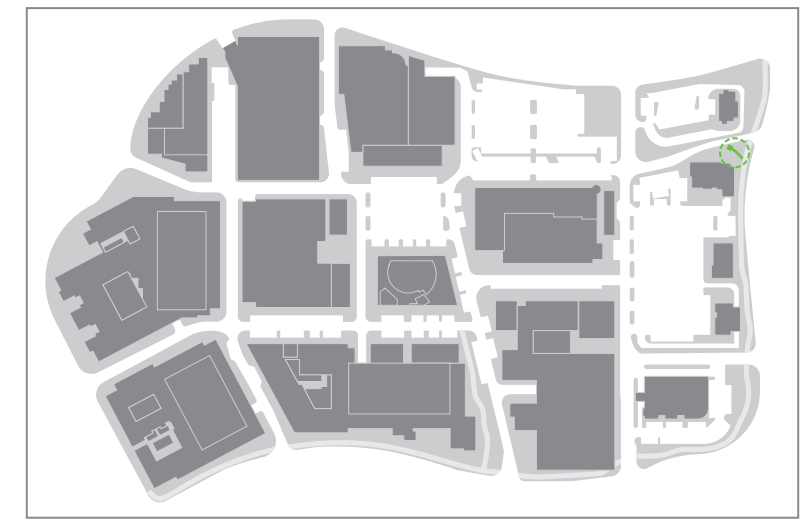
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THE QUICK BROWN FOX JUMPS OVER

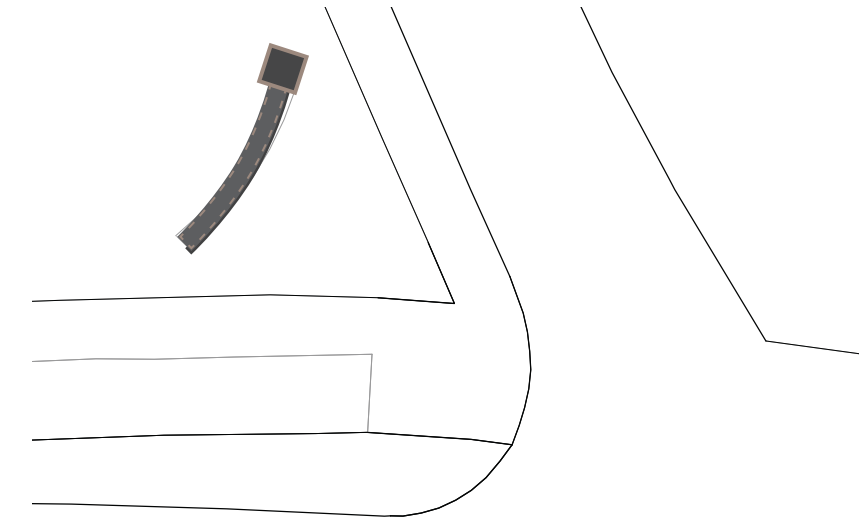
L P22 Arts and Crafts



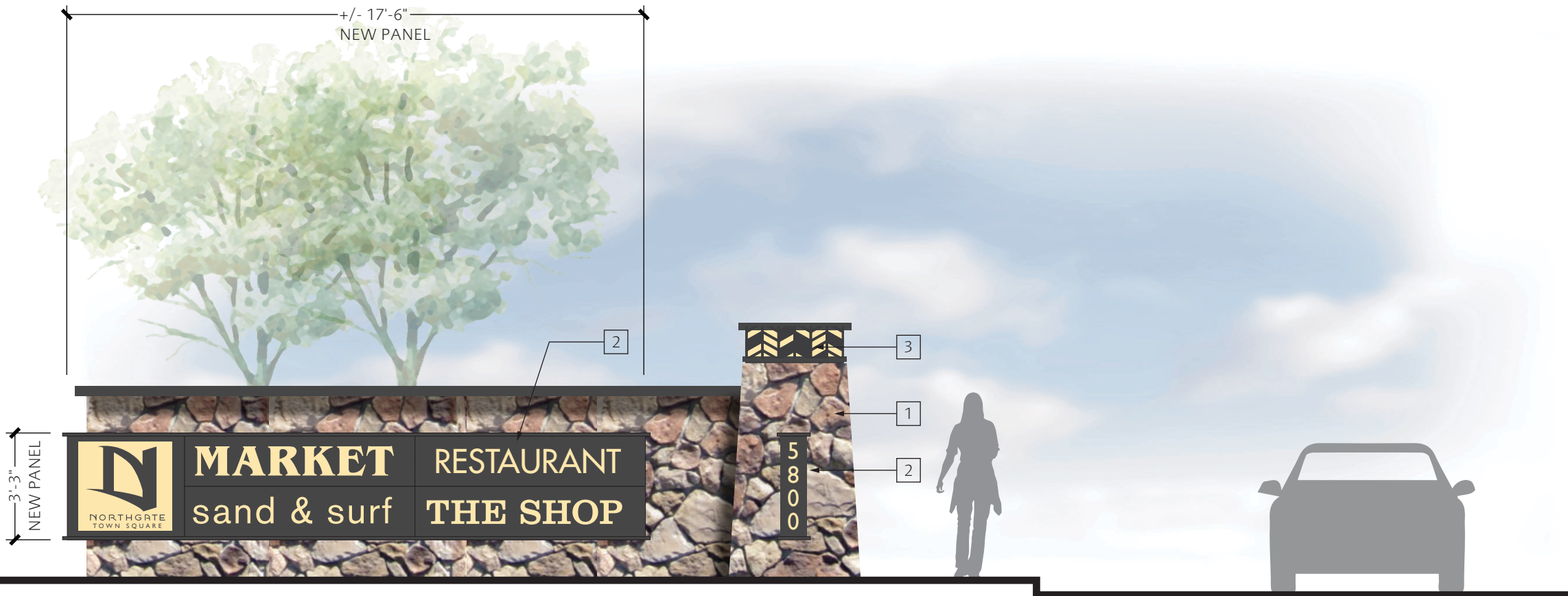
TOP VIEW



KEY PLAN

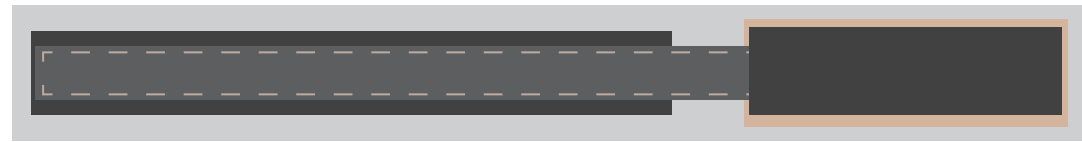


PLAN VIEW
SCALE: 1"=20'-0"

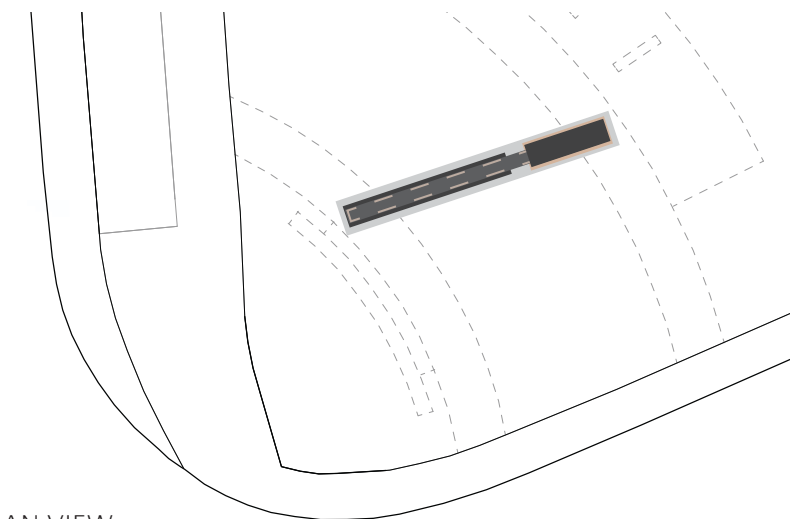


ELEVATION
SCALE: 1/4"=1'-0"

- 1 Existing stone base and stone pilaster
- 2 Painted aluminum with backlit push thru acrylic graphics
- 3 New illuminated lantern with project pattern



KEY PLAN



PLAN VIEW
SCALE: 1"=20'-0"

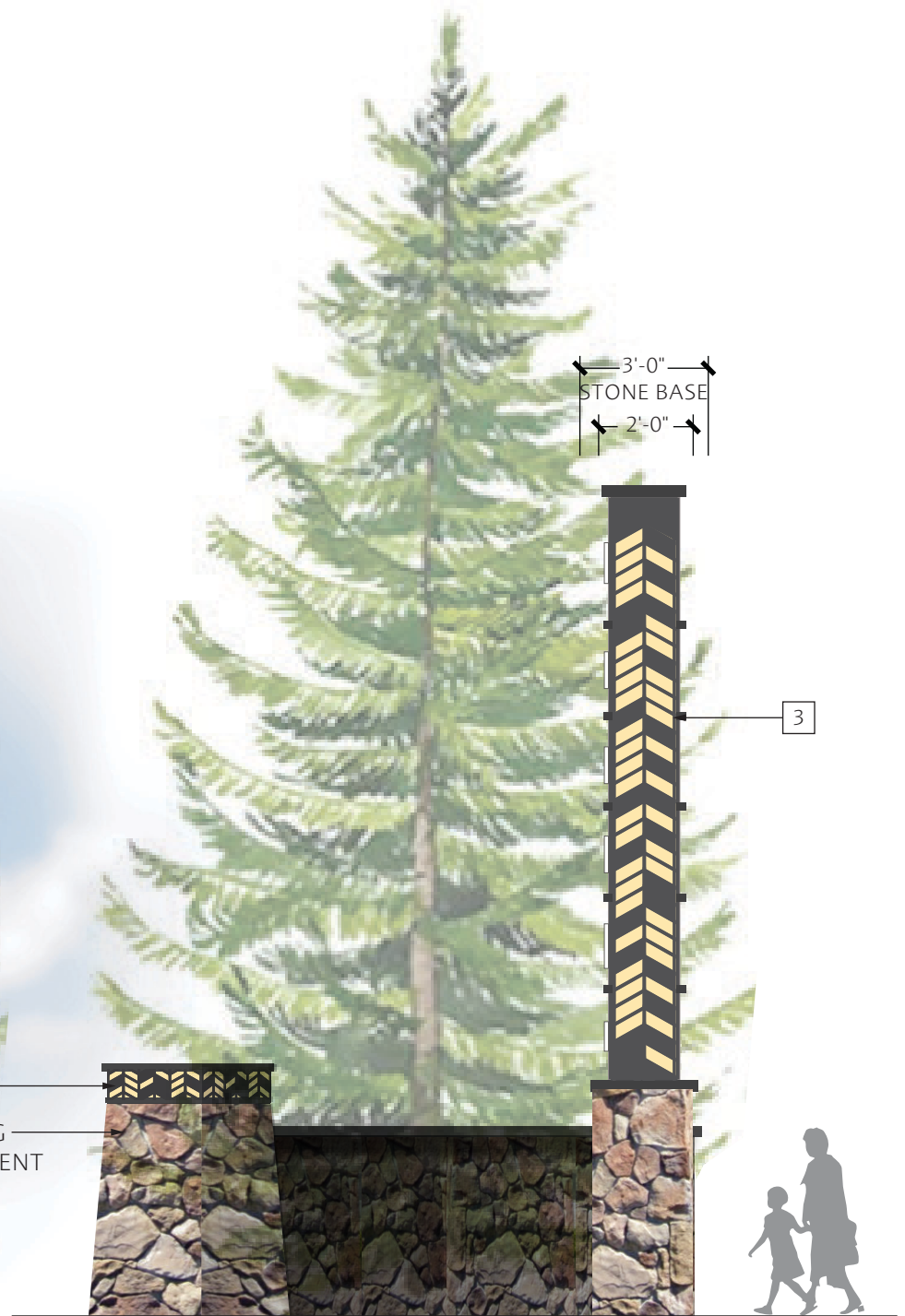
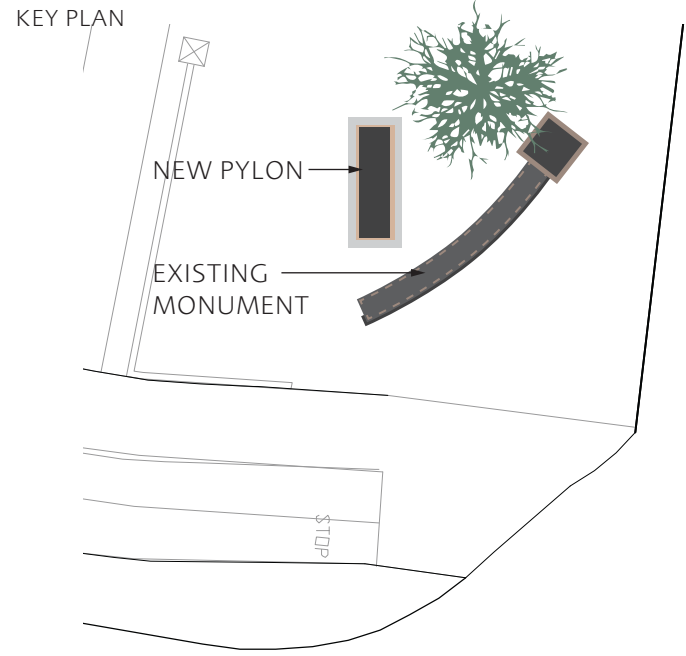
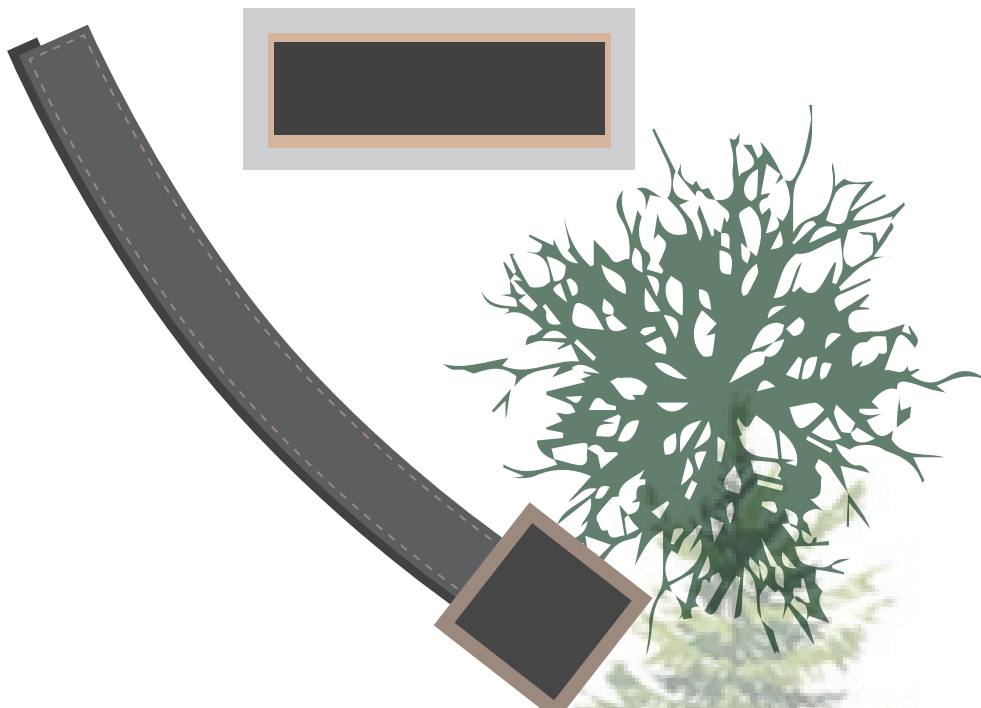
- 1 New stone base to match existing project stone
- 2 Painted aluminum with backlit push thru acrylic graphics
- 3 Illuminated edge with project pattern
- 4 Painted aluminum project identity mounted to stone base with halo lighting



ELEVATION
SCALE: 3/16"=1'-0"

SIDE VIEW

● PYLON A (CORNER OF NORTHGATE DRIVE AND LAS GALINAS)



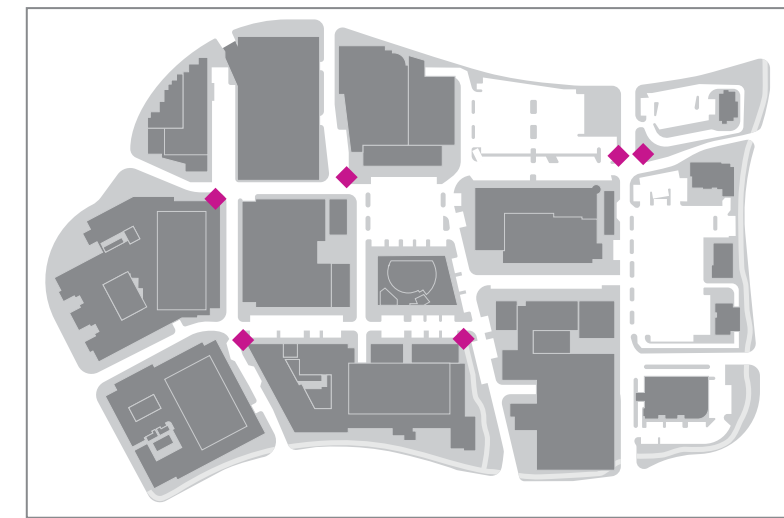
- KEY PLAN
- NEW PYLON
- EXISTING MONUMENT
- PLAN VIEW
SCALE: 1/16"=1'-0"
- 1 New stone base to match existing project stone
 - 2 Painted aluminum with backlit push thru acrylic graphics
 - 3 Illuminated edge with project pattern

ELEVATION
SCALE: 3/16"=1'-0"

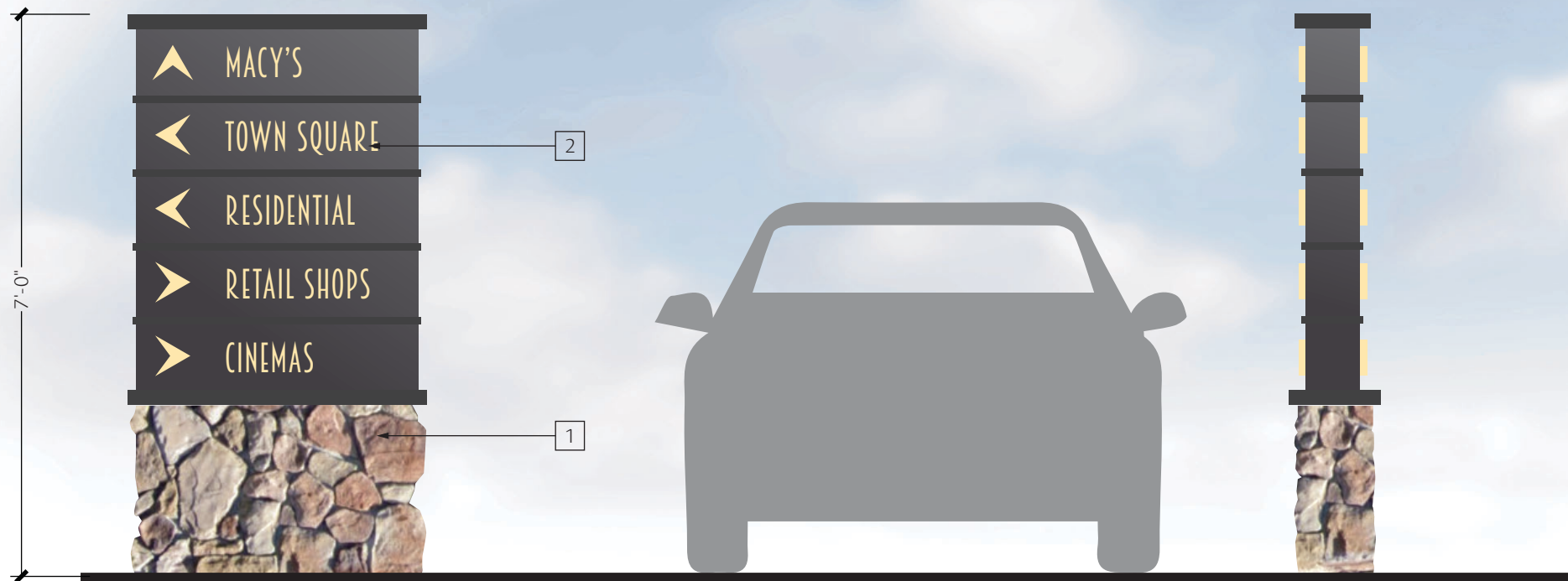
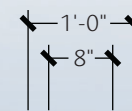
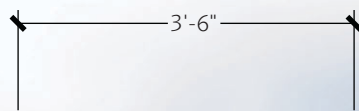
SIDE VIEW



TOP VIEW



KEY PLAN



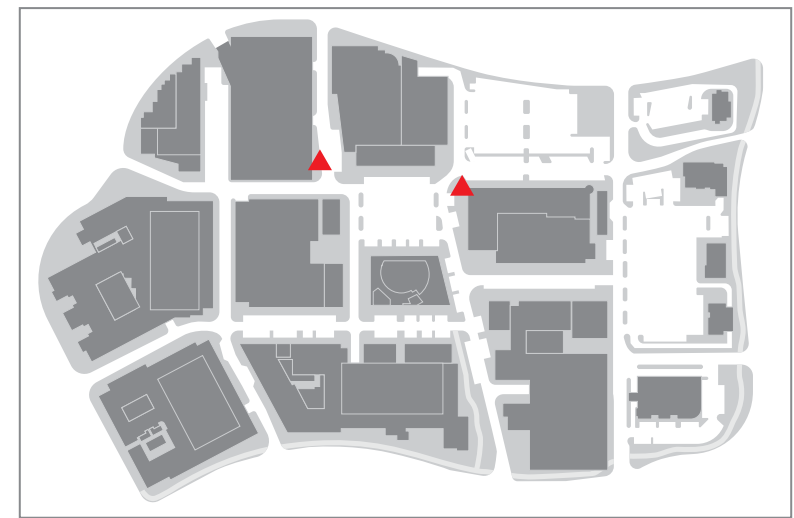
ELEVATION
SCALE: 1/2"=1'-0"

SIDE VIEW

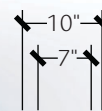
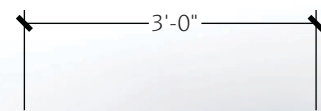
- 1 New stone base to match existing project stone
- 2 Painted aluminum with backlit push thru acrylic graphics



TOP VIEW



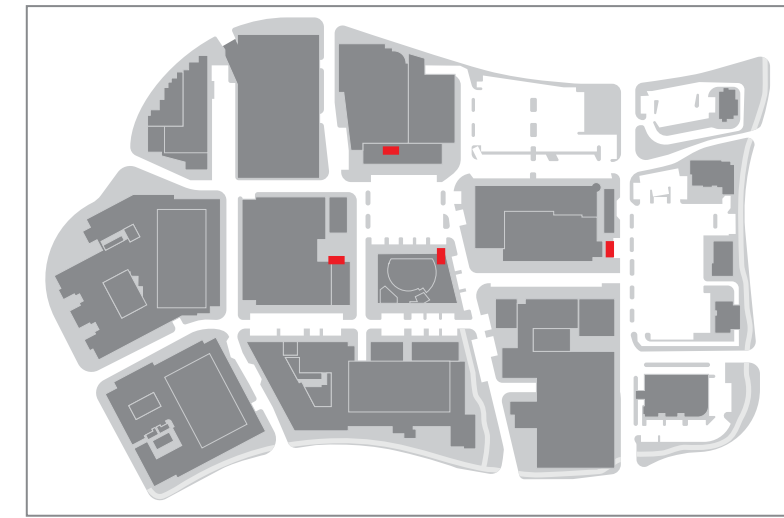
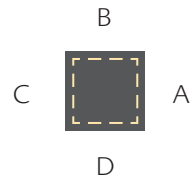
KEY PLAN



ELEVATION
SCALE: 1/2"=1'-0"

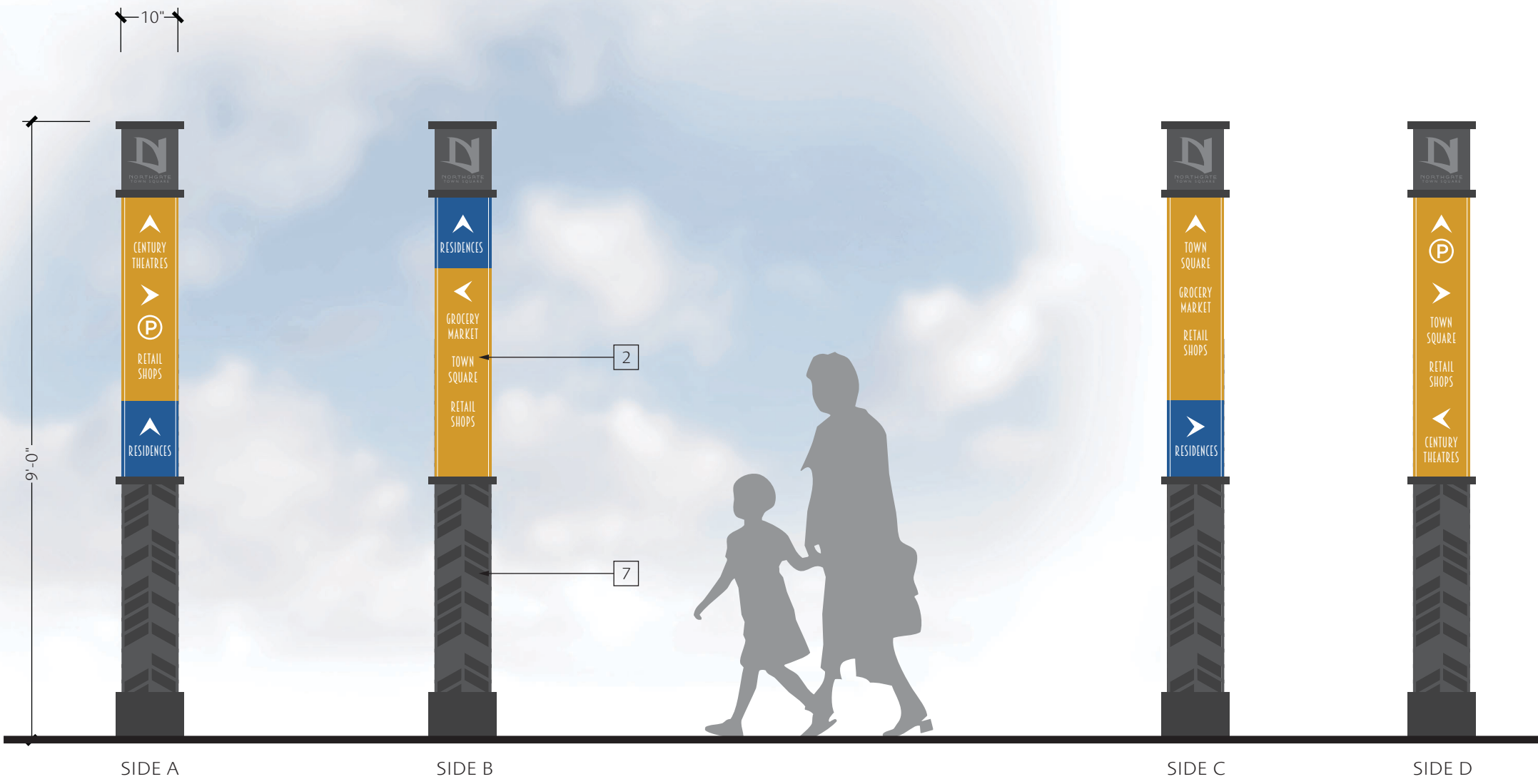
SIDE VIEW

- 1 New stone base to match existing project stone
- 5 Glass face
- 6 Backlit map graphics



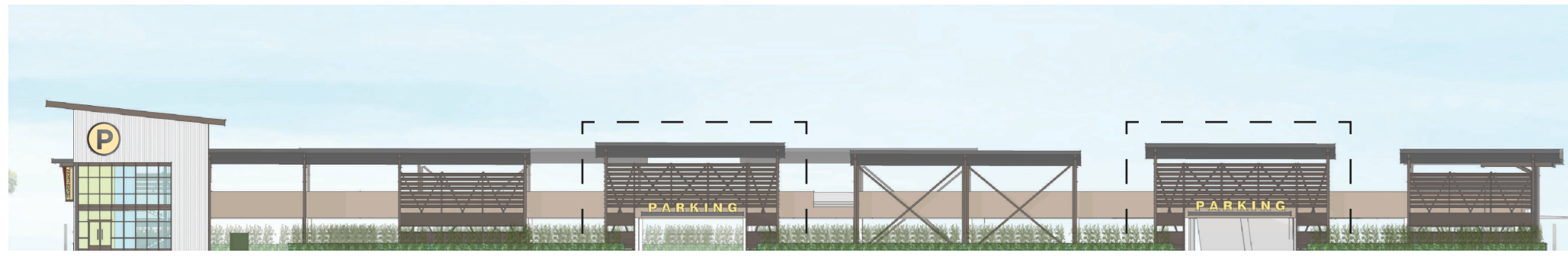
KEY PLAN

- 2 Painted aluminum with backlit push thru acrylic graphics
- 7 Etched metal pattern layers

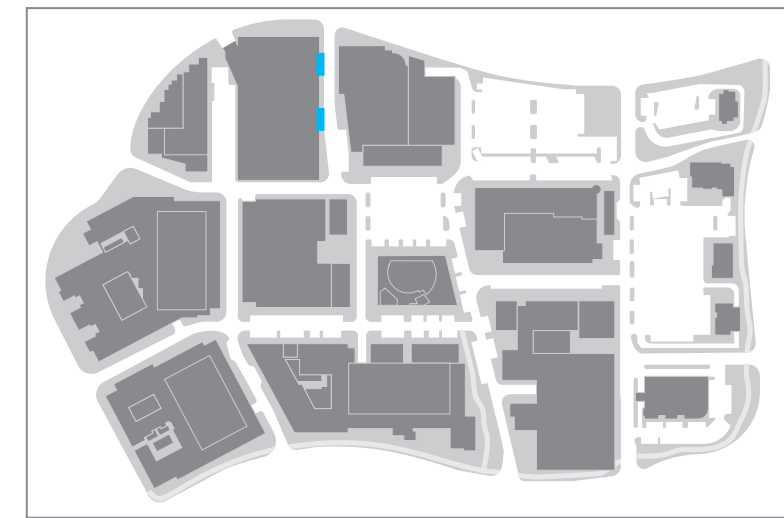


ELEVATION
SCALE: 1/2"=1'-0"

PEDESTRIAN WAYFINDING

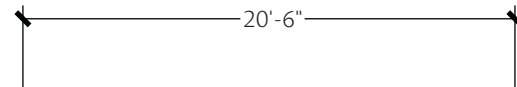


CONTEXT ELEVATION
SCALE: 1"=40'-0"

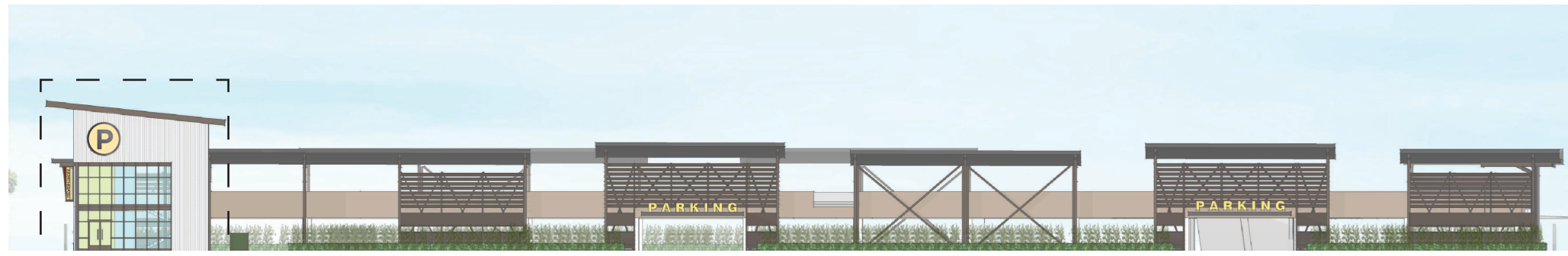


KEY PLAN

- 9 Internally illuminated acrylic graphics mounted to building fascia
- 10 Painted graphics applied directly to building fascia with indirect lighting



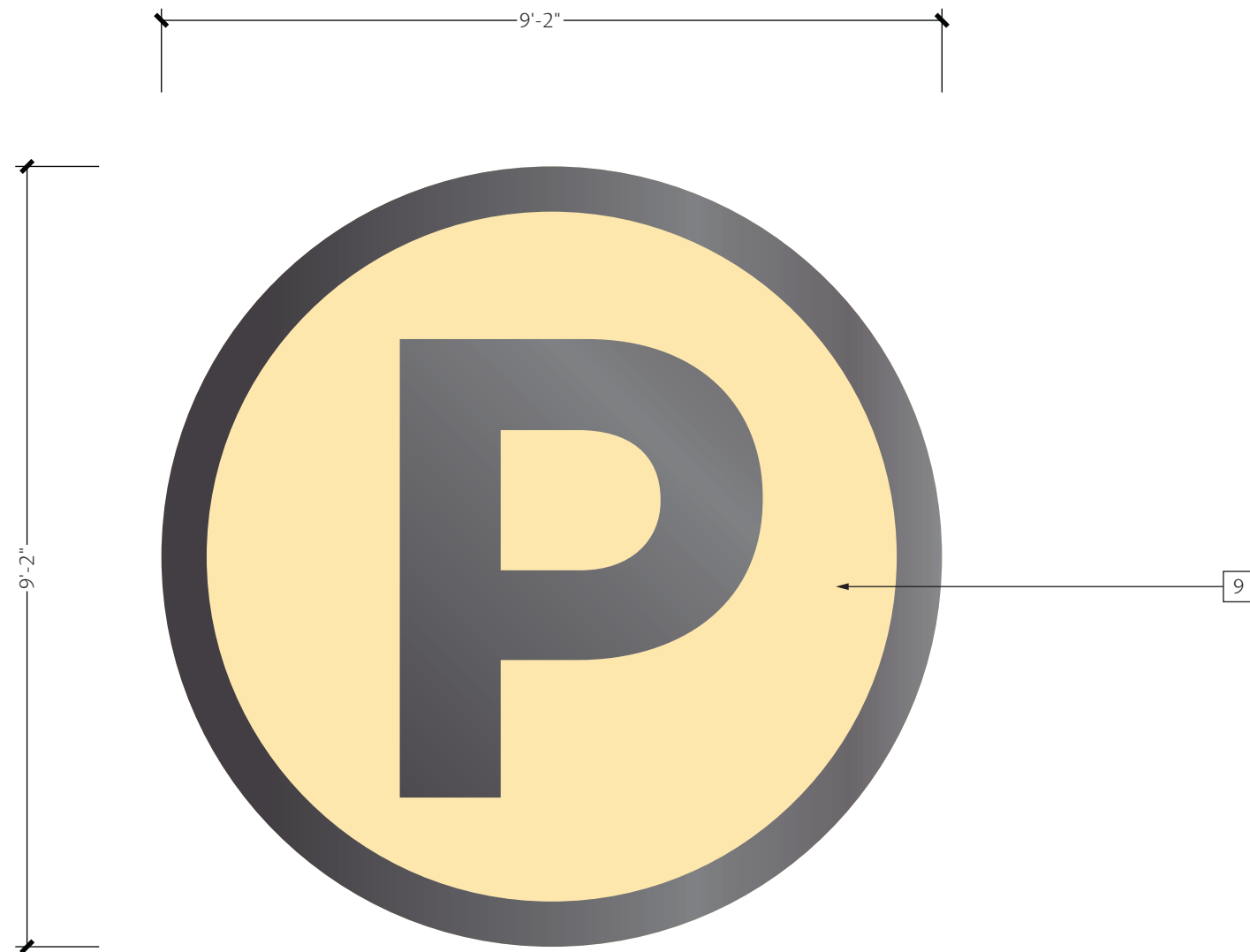
ELEVATION
SCALE: 1/8"=1'-0"



CONTEXT ELEVATION
SCALE: 1"=40'-0"



KEY PLAN



ELEVATION
SCALE: 1/2"=1'-0"



SIDE VIEW

9 Internally illuminated acrylic graphics mounted to building fascia



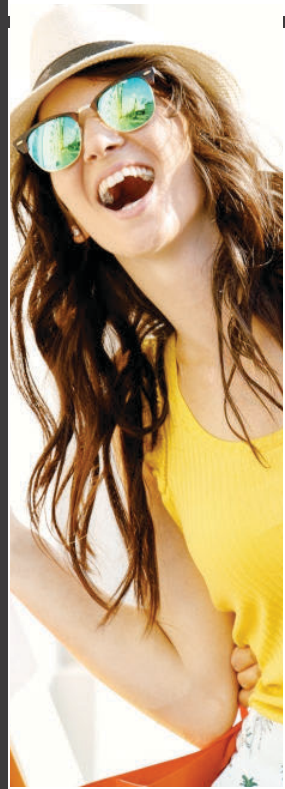
11 Digitally printed graphic fabric banners attached to existing light poles

ELEVATION
SCALE: 1"=1'-0"

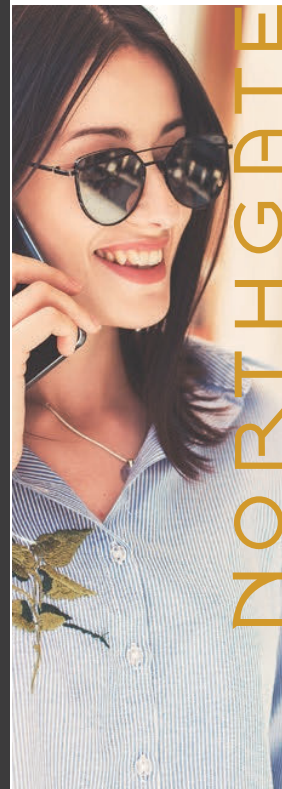


CONTEXT ELEVATION
SCALE: 1/4"=1'-0"

NORTHGATE
TOWN SQUARE



CELEBRATE
YOUR
STYLE



WELCOME TO

NORTHGATE
TOWN SQUARE

RETAIL (YELLOW)



GATHER
ENJOY
INDULGE



PARK
RIDE
EXPLORE

NORTHGATE
TOWN SQUARE

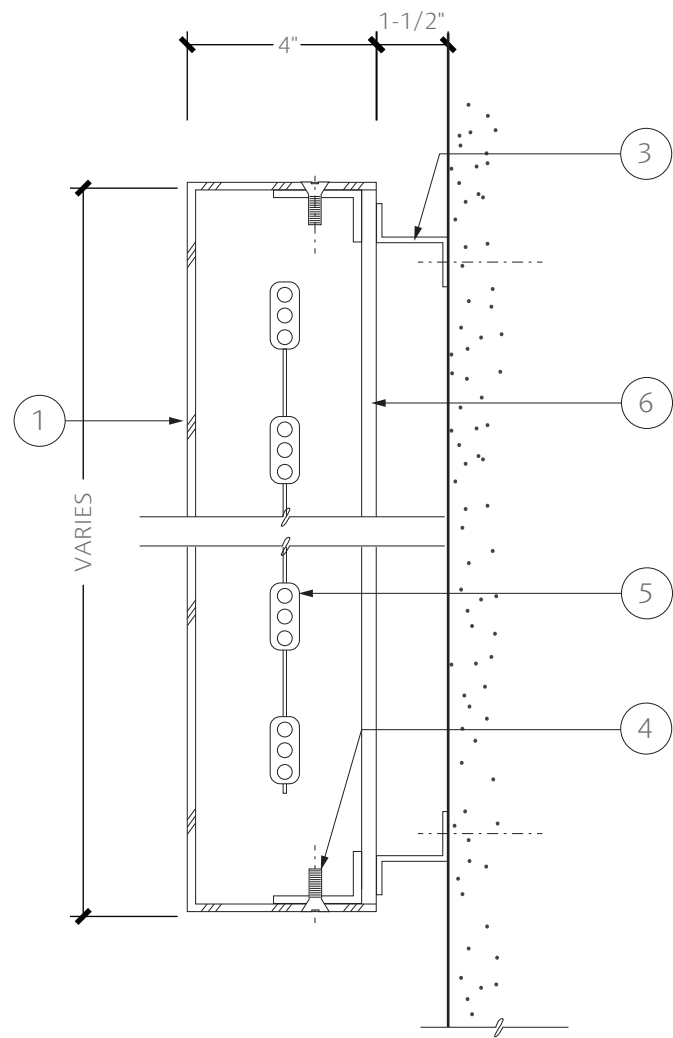


NORTHGATE
TOWN SQUARE

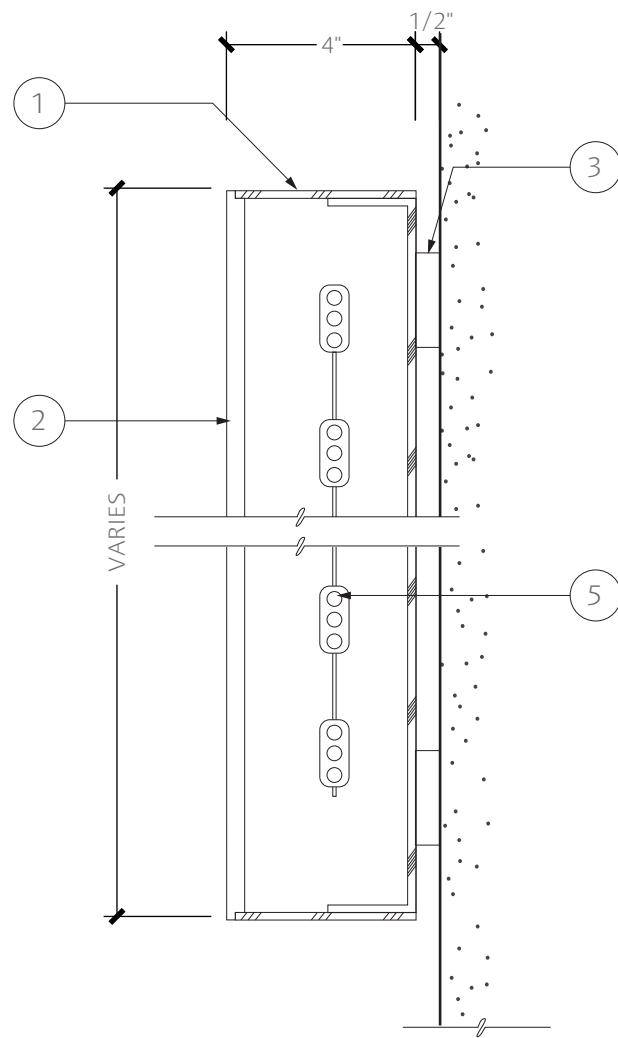
TOWN SQUARE (RED)



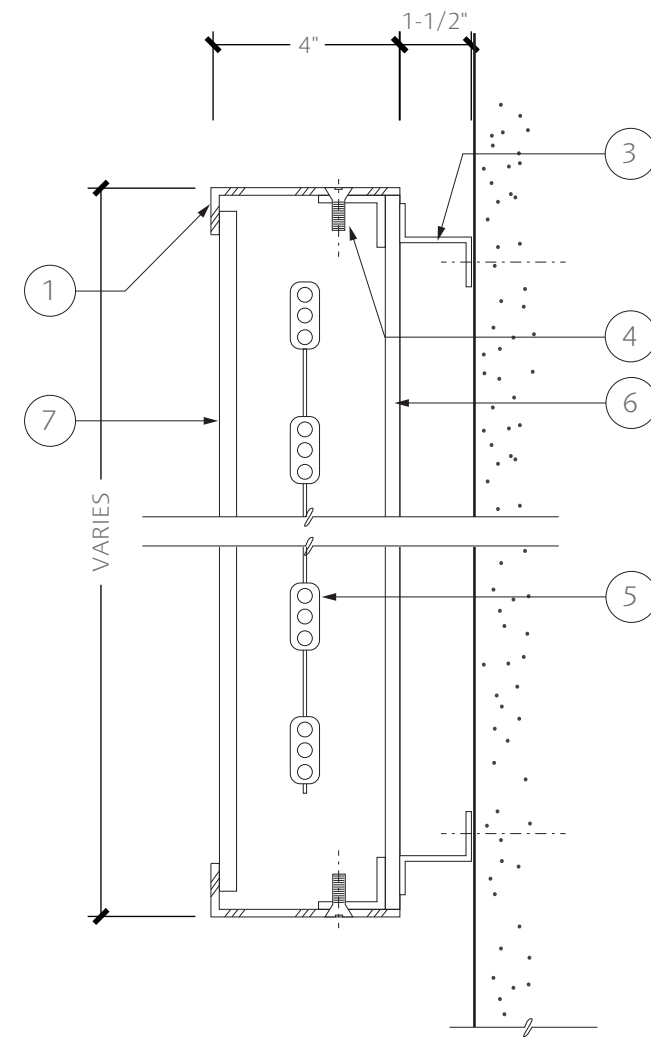
RESIDENTIAL (BLUE)



1 HALO LIT LETTER
SCALE: 3"=1'-0"



2 INLAID/FACE LIT LETTER
SCALE: 3"=1'-0"

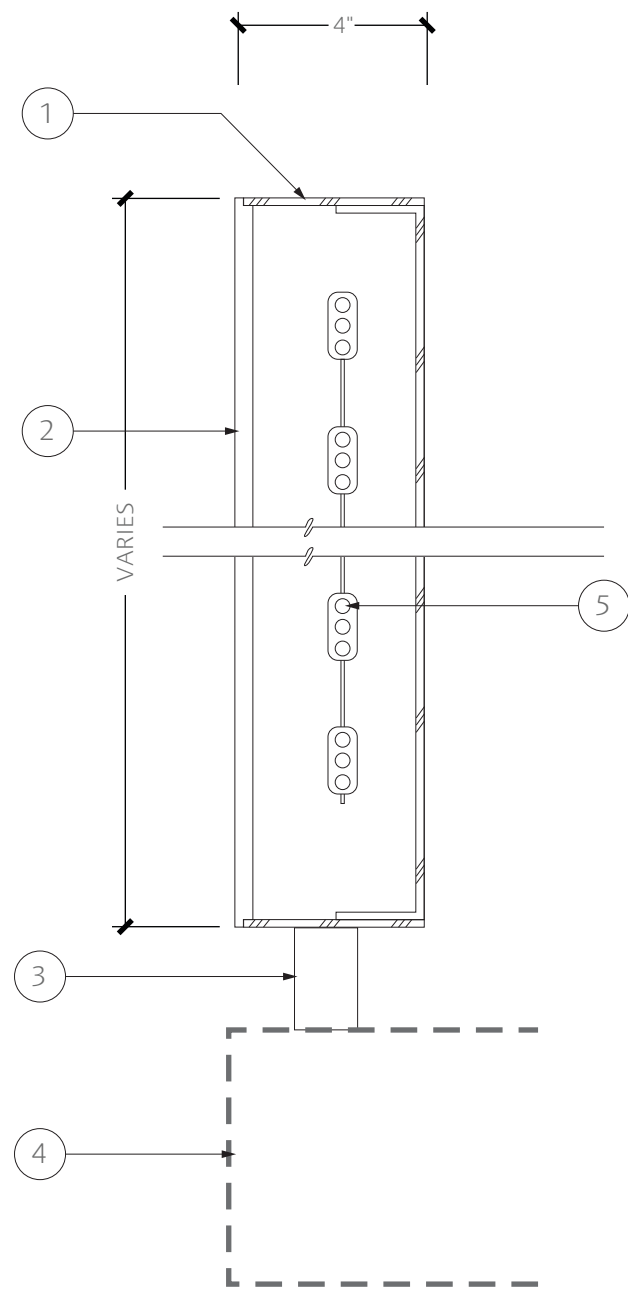


3 DUAL LIT LETTER WITH INTEGRAL FACE RETAINER
SCALE: 3"=1'-0"

- ① .080 (MIN.) ALUMINUM WITH PAINTED FINISH.
- ② 3/8" THICK ACRYLIC FACE WITH CHEMICAL BOND ADHESIVE
NOTE: OPTIONAL TRANSLUCENT VINYL OVERLAY IN TENANT BRAND COLOR IS ALLOWED.
- ③ ALUMINUM SPACER OR ALUMINUM CLIP. FINISH TO MATCH FASCIA OR PANEL COLOR.

- ④ COUNTER-SUNK STAINLESS STEEL FASTENERS PAINTED TO MATCH LETTER RETURN COLOR ON EXPOSED SURFACES.
- ⑤ WHITE LED ILLUMINATION AS REQUIRED FOR SUFFICIENT AND EVEN LIGHTING. NOTE: COLORED LED IS ALLOWED PROVIDING LANDLORD APPROVAL
- ⑥ CLEAR ACRYLIC LETTER BACKER AS REQUIRED (REMOVABLE)

- ⑦ 1/8" ACRYLIC LETTER FACE.



- ① .080 (MIN.) ALUMINUM WITH INTEGRAL RETAINER AND PAINTED FINISH.
- ② 1/2" THICK FROSTED CLEAR ACYRLIC FACE WITH CHEMICAL BOND ADHESIVE
NOTE: OPTIONAL TRANSLUCENT VINYL OVERLAY IN TENANT BRAND COLOR IS ALLOWED.
- ③ PAINTED ALUMINUM PIPE SPACER
- ④ ARCHITECTURAL METAL CANOPY
- ⑤ WHITE LED ILLUMINATION AS REQUIRED FOR SUFFICIENT AND EVEN LIGHTING. NOTE: COLORED LED IS ALLOWED PROVIDING LANDLORD APPROVAL.
- ⑥ SIGN SUPPORT ALUMINUM ARMATURE

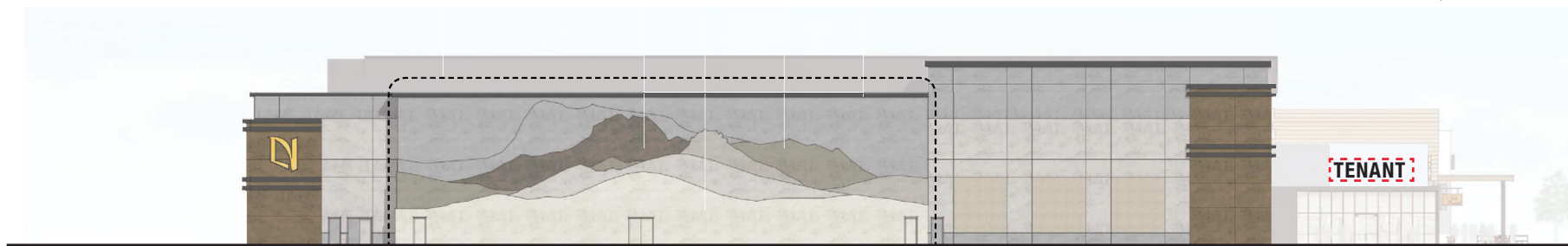
2A INLAID/FACE LIT LETTER (ABOVE CANOPY)
SCALE: 3"=1'-0"

(1.5) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA (1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



NORTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



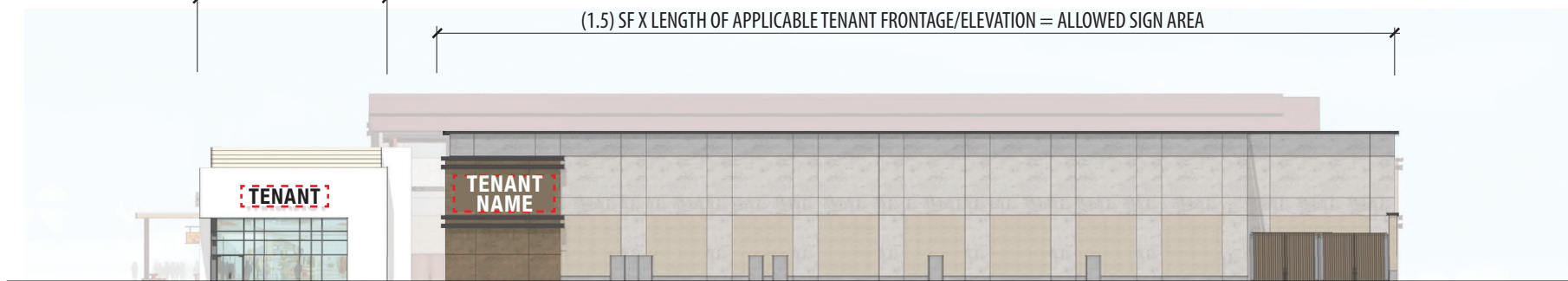
EAST ELEVATION



SOUTH ELEVATION

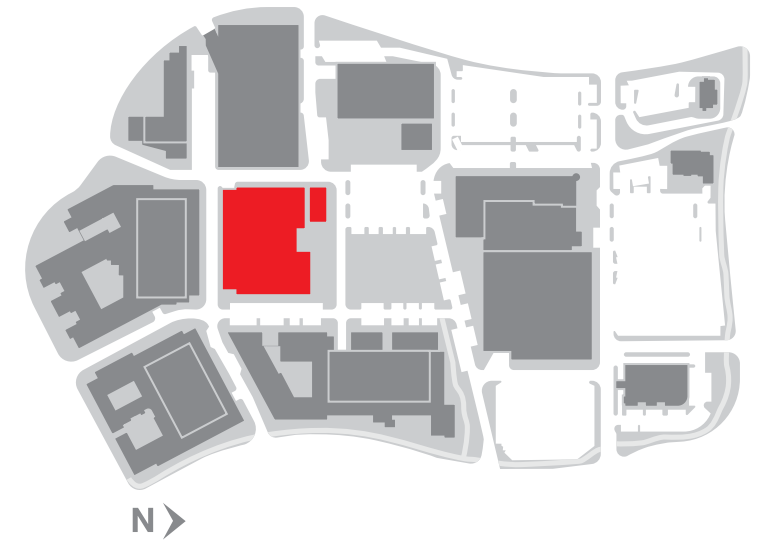
(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA

(1.5) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



WEST ELEVATION

ELEVATION
SCALE: 1"=40'-0"



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA

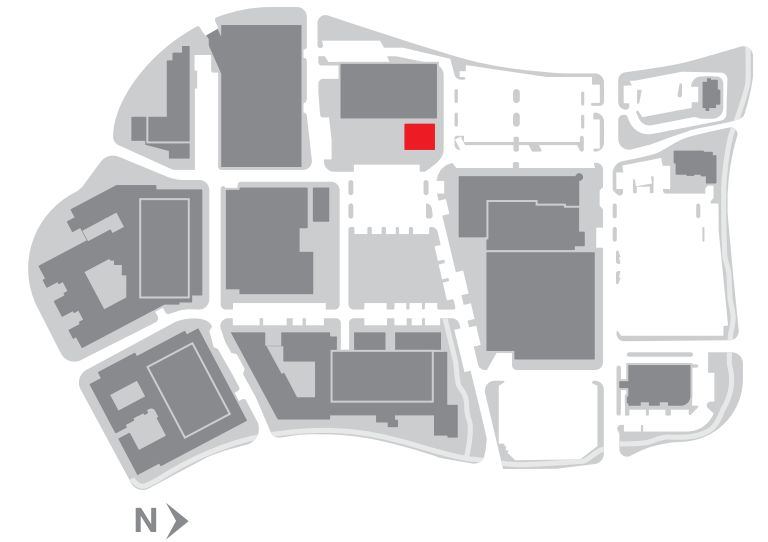


NORTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



EAST ELEVATION



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



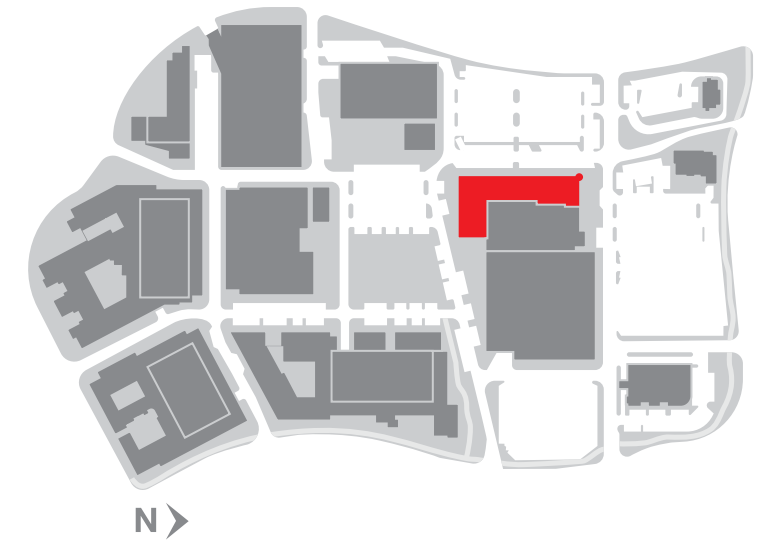
SOUTH ELEVATION

ELEVATION
SCALE: 1"=20'-0"

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



SOUTH ELEVATION



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



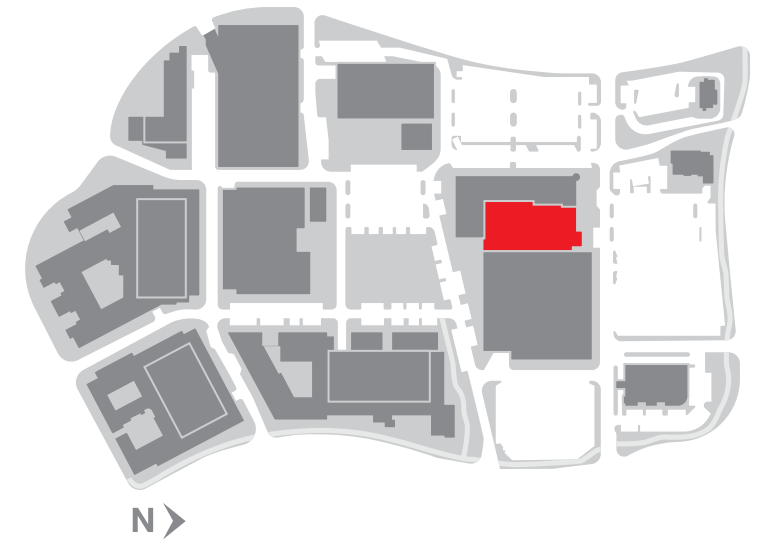
EAST ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



WEST ELEVATION - NORTH

ELEVATION
SCALE: 1"=30'-0"

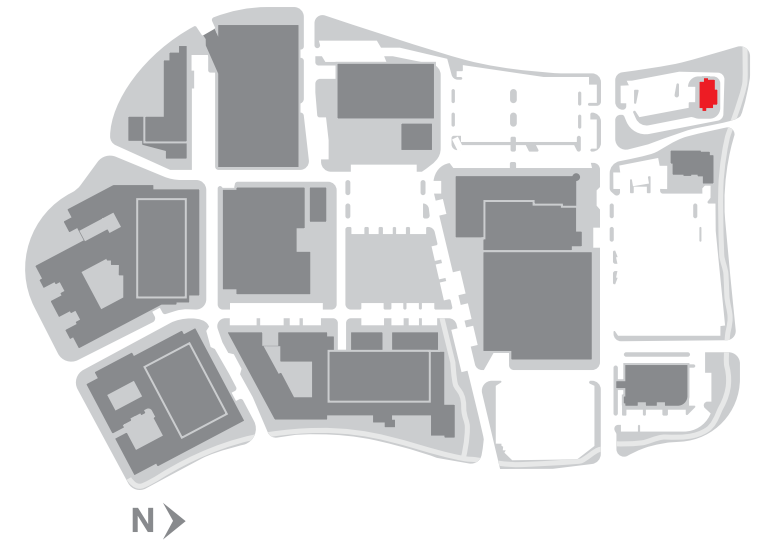


(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



NORTH ELEVATION

ELEVATION
SCALE: 1"=20'-0"



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



NORTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



WEST ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA

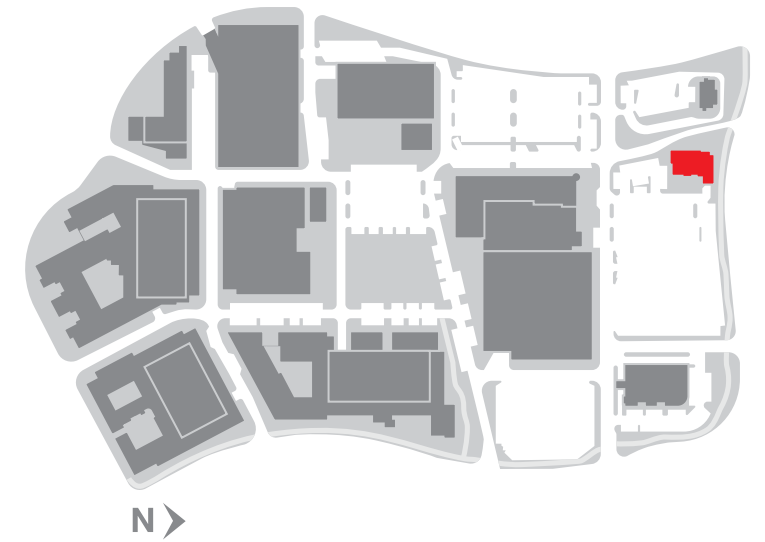


EAST ELEVATION



SOUTH ELEVATION

ELEVATION
SCALE: 1"=20'-0"

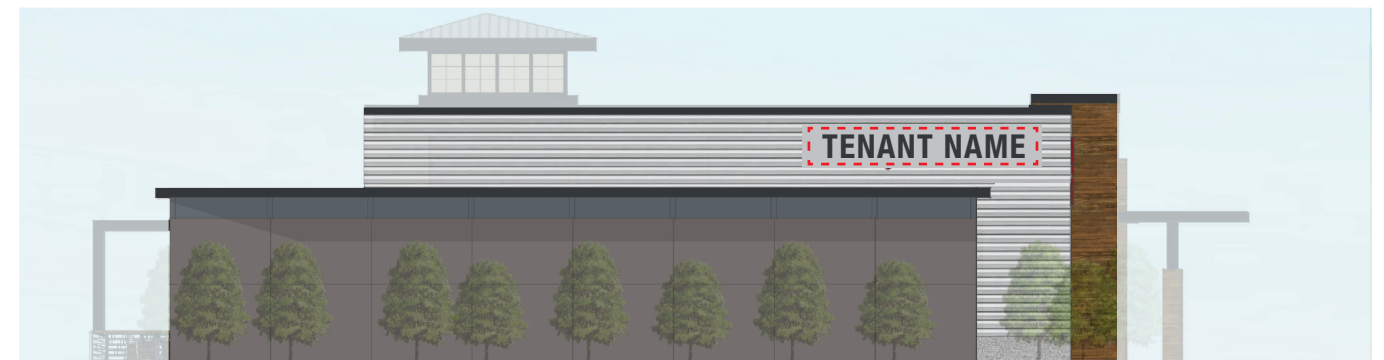


(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



SOUTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



NORTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



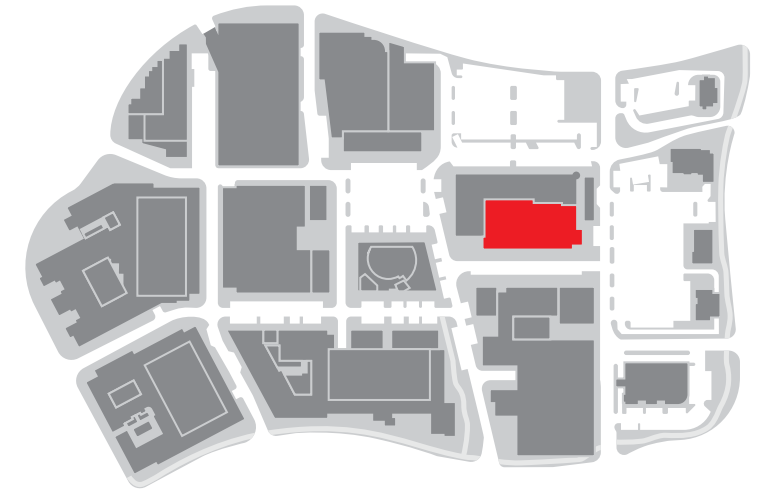
WEST ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



EAST ELEVATION

ELEVATION
SCALE: 1"=20'-0"



N

(1.5) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



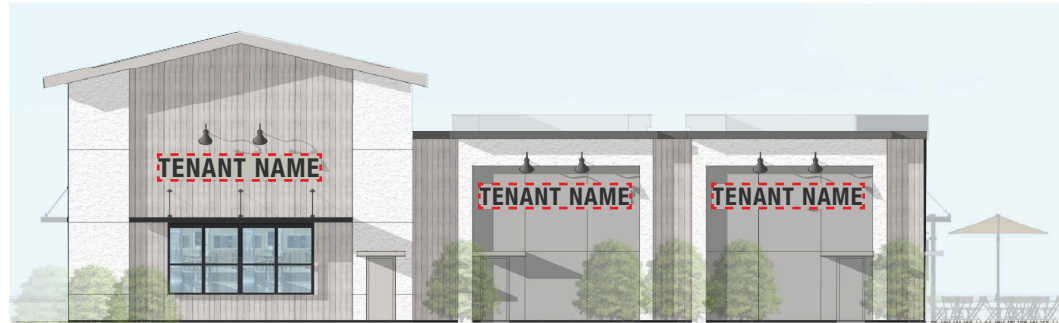
NORTH ELEVATION



EAST ELEVATION

ELEVATION
SCALE: 1"=40'-0"

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



NORTH ELEVATION



EAST ELEVATION



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



WEST ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



SOUTH ELEVATION

ELEVATION
SCALE: 1"=20'-0"



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



NORTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



EAST ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



WEST ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



SOUTH ELEVATION

ELEVATION
SCALE: 1"=20'-0"

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



NORTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



EAST ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA

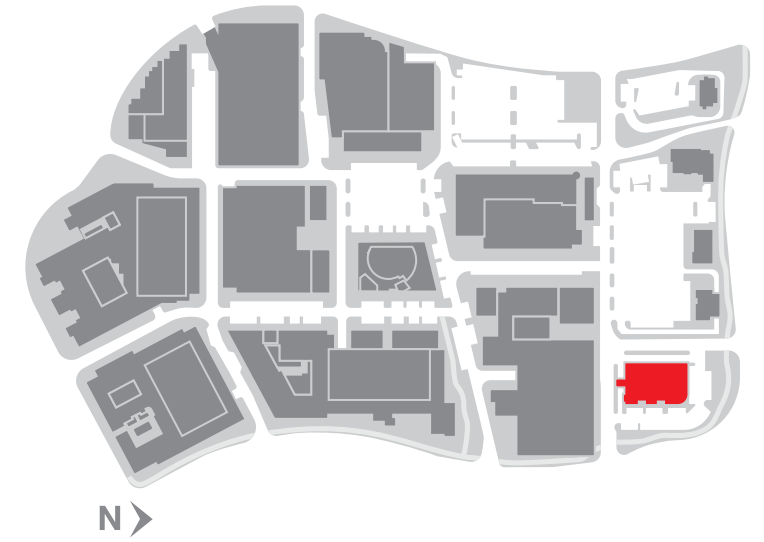


WEST ELEVATION

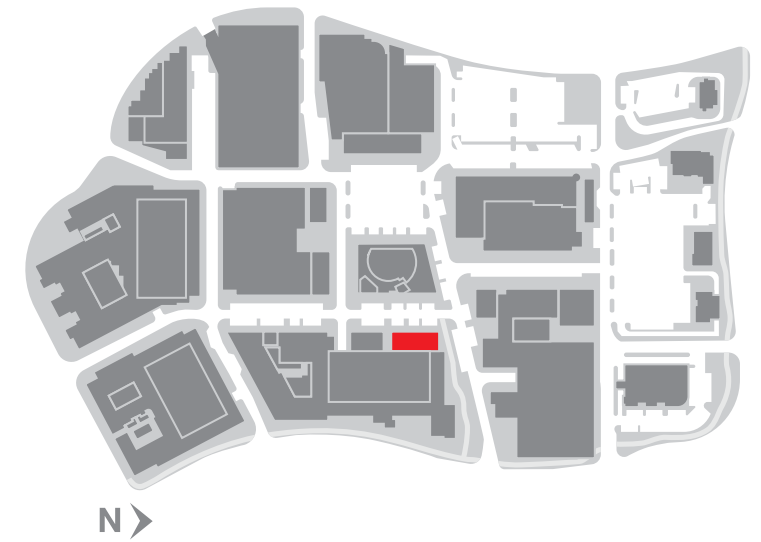
(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



SOUTH ELEVATION



ELEVATION
SCALE: 1"=20'-0"



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



WEST ELEVATION

ELEVATION
SCALE: 1"=40'-0"

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



WEST ELEVATION



(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



SOUTH ELEVATION

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



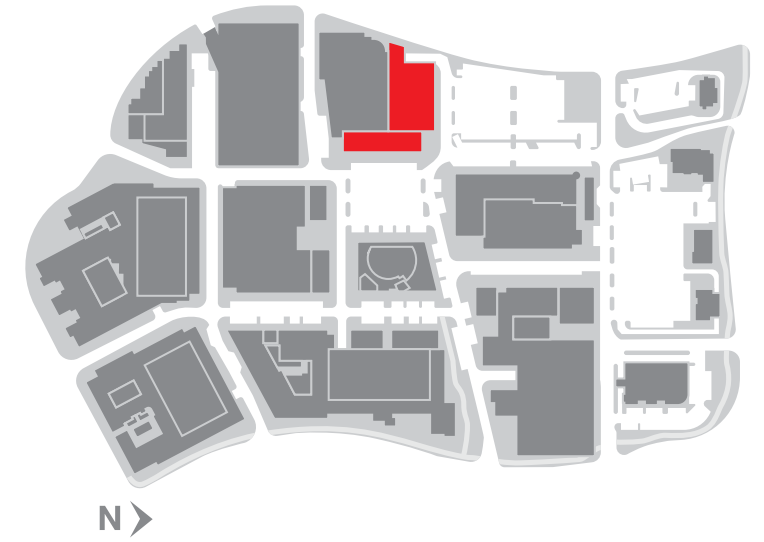
NORTH ELEVATION

ELEVATION
SCALE: 1"=40'-0"

(1) SF X LENGTH OF APPLICABLE TENANT FRONTAGE/ELEVATION = ALLOWED SIGN AREA



EAST ELEVATION



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SOUTH ELEVATION

ELEVATION
SCALE: 1"=40'-0"