

DGD DEVELOPMENT LIMITED PARTNERSHIP

716 N. Carson Street, Suite E • Carson City, NV 89701 • 775-882-7754 • Fax: 775-882-5720

RECEIVED
AUG 08 2003
DOUGLAS COUNTY
COMMUNITY DEVELOPMENT

Date: 8/6/03

To: Douglas County

From: Paul Starn



Re: Master Sign Program

The "MASTER SIGN PROGRAM for NORTH VALLEY PLAZA Douglas County" shall be amended as follows for separate building at 930 Jacks Valley Rd.:

415 931

PHC 11
10/13/10 D.C.

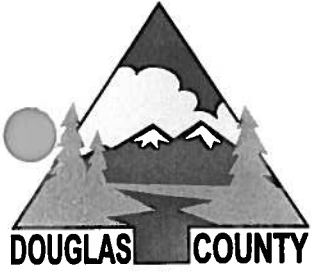
The primary frontage shall be building wall facing west into the interior of the shopping center, secondary frontage shall be the building wall facing east towards US395, and the drive isle frontage shall be the building wall facing north and south.

Page 9

C: Minor and Pad Tenants

Paragraph 2 shall be changed to show the new sign square footage allowance Adopted by Douglas County and shall read as follows:

- 2 Sign size for minor and pad tenants is limited to 1.25 square feet of sign area for each 1 foot of building frontage for the primary (front) elevation. Secondary frontage signs are allowed at 0.75 square feet for each foot of secondary frontage. Secondary drive isle signs are allowed at 0.5 square feet per foot of drive isle frontage. No more the 3 signs per tenant are allowed.



COMMUNITY DEVELOPMENT FILED

1594 Esmeralda Avenue, Minden, Nevada 89423

NO. _____

Bob Nunes
DIRECTOR

775-782-9005
775-782-9010
FAX: 775-782-9007

'99 JUL -6 P3:34

BARBARA REED
CLERK

Planning Division
Engineering Division
Building Division
Regional Transportation
Water/Sewer Utility
Road Maintenance
Code Enforcement

July 6, 1999

BY _____ DEPUTY

MAIL DELIVERED

Pacific Neon Company
David Randolph
1576 Silica Ave.
Sacramento, CA 95815
Fax: (916) 927-2414

**RE: North Valley Plaza Free-standing Sign Review (SR 99-18)
3600 Hwy. 395 (APN 13-110-16)**

Dear Mr. Randolph,

This letter is to modify your Sign Review approval (SR 99-18) for free-standing signs on the above referenced parcel (North Valley Plaza—The Home Depot and Target site), and supersedes my prior approval letter dated May 27, 1999. This approval modifies the allowable sign area for the secondary tenant signs on the "highway oriented sign" (Sign "A") and the main freestanding signs pursuant to prior discussions with staff on sign area calculations. This approval includes two freestanding signs, one along each parcel frontage, and an additional "highway oriented" free-standing sign near the corner of Jacks Valley Road and US 395. This final approval is granted subject to the following conditions:

1. All free-standing signs must have a minimum five-foot setback from exterior property lines.
2. The sign located at the Jacks Valley entrance shall be located outside the "traffic safety site area" as defined in Appendix A of Title 20.
3. The applicant shall submit two site plans, drawn to scale, showing the location details of the proposed signs prior to commencing construction of the footings for the free-standing signs.
4. A master sign plan shall be submitted for the entire project site prior to footing inspections for the proposed signs. The master sign plan shall address font, color and maximum size of each individual tenant sign within the free-standing signs in accordance with this approval, in addition to all other signage for the project site pursuant to the original design review approval.
5. The background of each individual sign panel shall be "texcoated" and painted to match the sign structure.

JTD _____

6. Future placement of individual tenant signs on "Sign A" (the "highway oriented" sign) shall comply with the following size restrictions:
 - A. The sum of area of the two main tenant signs (The Home Depot and Target signs) shall not exceed 91.9 square feet.
 - B. The secondary tenant signs shall be limited to 7.7 square feet each.
7. Future placement of individual tenant signs on "Sign B" (one along each frontage) shall comply with the following size restrictions:
 - A. If replaced, the two main tenant signs (The Home Depot and Target signs) shall be limited to 20 square feet each.
 - B. The secondary tenant signs shall be limited to eight square feet each.
8. For the purposes of future placement of individual tenant signs within the approved free-standing signs, the sign area shall be calculated by drawing a rectangle around the exterior limits of the sign copy of each tenant sign pursuant to the definition of "sign area" in Appendix A of Title 20.
9. A Sign Review application must be submitted and approved prior to placement of future individual tenant signs (excluding The Home Depot and Target). Future tenant signs must be in accordance with this approval and the approved master sign plan.
10. The overall height of the freestanding sign located at the Jacks Valley entrance shall limited to 15 feet pursuant to the revised drawing submitted to the Community Development Department.

This is the final decision regarding your sign review application. Should you be aggrieved by any portion of this decision, you have until July 20, 1999, to file the Appeal of Decision application and applicable fees with Douglas County Community Development.

Sincerely,



Lee Plemel
Junior Planner

Copy: DGD Development, 4126 Technology, Ste. 101, Carson City, NV 89706, fax: 882-5720

Nickerson Signs, P.O. Box 1825, Carson City, NV 89702

Target Stores, Attn: John Dewes, 1000 Nicouet Mall, NMI-12I, Minneapolis, MN 55403, fax: (612)761-3727

Pacific Neon Company, David Randolph, 1576 Silica Ave., Sacramento, CA 95815, fax: (916) 927-2414

Clerk

File

MASTER SIGN PLAN FILE

p:\lee\letters\sr99018a

MASTER SIGN PROGRAM

for

**North Valley Plaza
Douglas County, CA**

Prepared by:

Pacific Neon Sign Company
September 21, 1999


Douglas County
COMMUNITY DEVELOPMENT
Planning
APPROVED
Date _____
PLAN CHECKER: 
Comments: _____

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I. INTRODUCTION

Purpose

North Valley Plaza Master Sign Program has been established to provide a professional sign and graphics program that is beneficial to Douglas County, North Valley Plaza tenants and the public. In support of this objective, the following qualities were blended into the design and scope of work within this program:

- * Creative and original designs
- * Integration with project architecture
- * High quality workmanship and materials

This program can be divided into two general categories. The first are the North Valley Plaza entry monuments. These signs identify the project by land marking the identities of the primary tenants.

The second category of signs are the tenant signs which serve to identify individual tenants and their services. The tenant signs consist of illuminated channel letters. A diversity of lettering style and alternating use of color and sign type will be encouraged.

Process

Each tenant or lessee will be provided with a copy of the tenant sign guidelines and criteria as their first step in obtaining signs within North Valley Plaza. This criteria will be entitled "North Valley Plaza Tenant Sign Criteria" and will be a part of the tenant lease agreement. Tenants will be required to comply with this criteria. All tenants are required to contact the Douglas County Planning Division before having any sign fabricated or installed. The County requires a permit for all signs prior to installation.

Finally, the "General Information", section located at the beginning of this document spells out the conditions and general scope for both categories of Freestanding and Tenant signs.

II. GENERAL INFORMATION

The following section outlines the acceptable scope of work, quality standards and materials for North Valley Plaza.

A. Electrical and Illumination

1. All fabrication and installation shall comply with Underwriter's Laboratories requirements and specific state and local codes. All components shall bear the U.L. label indicating approval and be manufactured and installed by a U.L. certified shop.
2. All conductors, transformers, ballasts, and other equipment shall be concealed.
3. Primary electric service to all tenant signs shall be placed on tenant's electric service. Tenant will provide time clocks and photo cells for use in conjunction with the electric service.
4. The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable hot spots or shadows will be allowed.
5. Illumination and electric specifications must appear on all shop drawings.
6. All glass housings, electrodes, tube supports, glass tubing, high voltage cable and all miscellaneous components shall be of first quality industry standards and listed with Underwriter's Laboratories.

B. Construction

1. All bolts, fastenings, clips, conduits, etc. shall be hot-dipped galvanized iron or equal. Where externally mounted, all items shall be painted to match the exterior color of the surfaces mounted thereon.
2. All manufacturers/installers are advised that prior to final acceptance, each unit may be inspected for conformance by authorized representative of the landlord. Any signs, found not to be in conformance will be rejected and removed immediately or modified as needed by the tenant or tenant's contractor.

II. GENERAL INFORMATION

3. No substitutes will be accepted by the landlord whatsoever unless so indicated in specifications and approved by both the landlord (owner) and Douglas County.
4. Three sets of drawings are required prior to start of any work detailing all specifications and methods of construction and must be approved by the landlord.

C. Installation / Removals

1. All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.
2. All contractors for installation, removal or service must be fully licensed and must provide the landlord with certificate of insurance prior to commencing any work.
3. All methods of attachment to any structure must be detailed on drawings and be approved by the landlord (owner) and Douglas County.
4. Sign removals shall include the patching and repairing of entire work area plus the repainting of any "ghosted" areas or as directed by the landlord.

D. Prohibited Signs

1. Conformance to the guidelines for signs at North Valley Plaza will be strictly enforced. Any illegal non-conforming or unapproved signs are strictly forbidden.
2. Flashing, moving, animated, blinking, or audible effects are prohibited.
3. Any sign on a vehicle parked for a duration of time which indicates its use is for the purpose of advertising a particular tenant, service or product is prohibited.

II. GENERAL INFORMATION

4. Signs that are movable or transportable.
5. Temporary signs other than those allowed by the sign ordinance of Douglas County are prohibited. In no case, shall any temporary banners or similar displays be attached or affixed to any permanent freestanding signs.

E. Exceptions

1. Any changes from the Master Sign Program must be submitted to the landlord (owner) and Douglas County for review.
2. All applications for exceptions must be accompanied by color renderings, samples, shop drawings, and will be subject to a modification of the Master Sign Program process.

F. Designs / Submissions

1. It is expected that professional designers will prepare art work for all tenants and that such art work will include scaled schematic drawings and specifications.
2. Submissions will be made to the landlord (owner) and to Douglas County for approval before any such work may begin. Work started without approval will be considered non-conforming and will be subject to immediate removal.

III. PROGRAM OVERVIEW - FREESTANDING SIGNS

This section describes in general terms the freestanding signs.

A. Project monuments

1. Purpose: The freestanding signs are designed to help landmark the Center at the major intersection and entrances, and to identify the anchor tenants of North Valley Plaza.
2. Description: There will be three internally illuminated Project Monuments. The structures will have aluminum sign panels. The two anchor tenants will have individual letter signs. The three secondary tenants will have internally illuminated, routed aluminum sign panels with acrylic behind.
3. Tenants allowed graphics on the Project Monuments will be at the sole discretion of the Landlord (Owner). Tenants will bear the entire cost of adding their graphics to the Monuments.

Please see Exhibit A

C. Drive Isle Monuments

1. Purpose: Drive isle monuments will identify the parcel entry at drive isles internal to North Valley Plaza. These signs will improve traffic flow by directing customers to the primary internal drive entrance to each pad tenant or building.
2. Description: Each sign may be no more than 5 feet in height and may not exceed the area allowed by Table 20.696.1 of the Douglas County Code.
3. Design: These signs, if utilized, are to be design to match the shape and style of the Project Monument signs. Tenant graphics will be either individual illuminated letters, or opaque background routed aluminum panels with acrylic behind. In either case, only the lettering and logos will be allowed to illuminate.

IV. PROGRAM OVERVIEW - TENANT SIGNS

A. Major Tenants

Major tenants constitute the primary stores located within North Valley Plaza. Currently these stores are Target and Home Depot. The following information will describe the sign program particular to the anchor tenants.

1. The major tenant signs shall be internally illuminated channel letters which shall conform to the standard described in the "General Information" section of this document. Letters are to be fabricated with aluminum returns and backs, 3/16" acrylic faces, and 3/4" trimcap or similar size aluminum retainer. Sign size for tenants with more than 200' of store frontage is limited to 1.25 square feet of sign area for each 1 foot of building frontage.
2. The use of corporate logos, trade styles and colors shall be permitted provided such logo, trade style, and color conform to the Master Sign Program.
3. The signs will be located near the main entrance(s) of the major tenants with secondary signs located on the building wall/fascia.
4. Major tenants that have a secondary frontage such as a corner or end tenant will be allowed secondary frontage signs with a size limitation of .5 square feet of sign area for each foot of secondary building elevation. With the exception that if no entrance exists on the secondary frontage, the sign may be placed within the "normally accepted" sign fascia area.

B: Sub-Major Tenants

1. The sub-major tenant signs shall be internally illuminated channel letters which shall conform to the standard described in the "General Information" section of this document. Letters are to be fabricated with aluminum returns and backs, 3/16" acrylic faces, and 3/4" trimcap or similar size aluminum retainer. Sign size for tenants with less than 200' and more than 50' of store frontage is limited to 1.25 square feet of sign area for each 1 foot of building frontage for the front elevation only. Secondary frontage signs are not allowed.

IV. PROGRAM OVERVIEW - TENANT SIGNS

2. The use of corporate logos, trade styles, and colors will be permitted (subject to landlord approval) provided such logo, trade style, and color conform to the Master Sign Program.
3. Tenants that do not have an established sign program will be encouraged to consult professional design firms in order to develop a sign program that meets the goals stated in this document.
4. The signs shall be sized to appropriately match the scale of the tenant's building walls/fascia.

C: Minor and Pad Tenants

1. Minor and pad tenant signs shall be internally illuminated channel letters which shall conform to the standard described in the "General Information" section of this document. Letters are to be fabricated with aluminum returns and backs, 3/16" acrylic faces, and 3/4" trimcap or similar size aluminum retainer.
2. Sign size for minor and pad tenants is limited to 1.25 square feet of sign area for each 1 foot of building frontage for the primary (front) elevation. Secondary frontage signs are allowed at .5 square feet of sign for each foot of secondary frontage. Secondary drive isle signs are allowed at .2 square feet per foot of drive isle frontage. No more than 3 signs per tenant are allowed.
3. The use of corporate logos, trade styles, and colors will be permitted (subject to landlord approval) provided such logo, trade style, and color conform to the Master Sign Program.
4. Tenants that do not have an established sign program will be encouraged to consult professional design firms in order to develop a sign program that meets the goals stated in this document.
5. The signs shall be sized to appropriately match the scale of the tenant's building walls/fascia.

IV. PROGRAM OVERVIEW - TENANT SIGNS

C. Window Graphics

It is intended that the window graphics assist the shopper in an informative and readable manner, but not clutter the doors and/or windows on which they are displayed.

1. Tenant may display on either the entry door or adjoining window, but not on both, the following:
 - Honored Credit Card Decals (maximum of three (3))
 - Company Name and/or Logo (limited to 6" x 10" area)
 - Three (3) Lines of Copy (limited to product or service description, business hours and address).
2. Neon window signs shall comply with U.L. standards and will be permitted only with landlord approval.
3. Rear entry signs shall be upper case helvetica medium type-style numerals and/or letters. Materials will be Scotchcal Vinyl or equal, color to be white. Letter height shall be 3" and centered horizontally. Copy will be limited to tenant name address. Top of sign will be 6' from grade.