

TENANT SIGNAGE GUIDELINES

January 2012



Intent

The intent of the signage guidelines is to preserve and enhance the aesthetic quality of the Port of San Diego while at the same time to provide a channel for communication.

Purpose

The purpose of the signage guidelines is to establish conformance standards and to provide guidance to tenants in the planning, design, and approval process for tenant signage.

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UPDATES 2012

The objective of the Updates is to give tenants flexibility in designing signs and to simplify the Approval Process.

1. **Permanent - Primary Signs**
District approval is not required for primary signs in conformance with the signage guidelines.
2. **Permanent - Secondary Signs**
District approval is not required for secondary signs in conformance with the signage guidelines.
3. **Temporary Signs**
District approval is required for temporary signs in conformance with the signage guidelines.
4. **Advertising Signs**
District approval is required for temporary signs with advertisements.
5. **Promotions and Operations Signs**
District approval is not required for promotions and operations signs in conformance with the signage guidelines.
6. **Comprehensive Sign Program**
District approval is not required for signs that are in conformance with an approved comprehensive sign program.

PERIODIC UPDATES

The Tenant Signage Guidelines will be periodically reviewed by the Port of San Diego and are subject to District revisions at its sole discretion. Tenants will be notified of revisions to the Guidelines.

All tenants are encouraged to submit suggestions for improvements to the Real Estate Department.

□ SUBMITTAL AND APPROVAL

SUBMITTAL REQUIREMENTS

A. District leases require tenants to obtain approval for all improvements, including signs.

1. The President/CEO of the Port of San Diego is responsible for establishing standards and procedures for the review and approval of tenant signage.
2. Signs shall comply with the Tenant Signage Guidelines, BPC Policy 770, BPC Policy 357, and approved Comprehensive Sign Programs.
3. Signs must meet applicable code regulations, and applicable governmental agency regulations (municipal, state, and federal).

B. Plans for tenant signs must be submitted to the District's Real Estate Department and must be approved by the District prior to installation and shall include the following:

1. Page One of Tenant Project Plan Application at Port Tenant Portal at www.portofsandiego.org.
2. Plans shall depict the sign design, background, dimensions, colors, materials, fonts, size and spacing of lettering, copy areas, illumination, and construction details.
3. Logos and graphic devices represented with color specifications and samples.
4. Site plan.
5. Building elevations with proposed signage.

APPROVAL PROCESS

PERMANENT - PRIMARY SIGNS

1. **District approval not required** for Primary signs in conformance with the signage guidelines.
2. **District approval required** for signs that would significantly alter the silhouette or appearance of the area.

PERMANENT - SECONDARY SIGNS

1. **District approval not required** for Secondary signs in conformance with the signage standards.
2. **District approval required** for signs that would significantly alter the silhouette or appearance of the area.

TEMPORARY SIGNS

1. **District approval required** for Temporary signs.
2. **District approval required** for Advertising signs.
3. **District approval not required** for Promotions and Operations signs.

COMPREHENSIVE SIGN PROGRAM

1. **District approval required** for Comprehensive Sign Programs.
2. **No further District approval required** with an approved comprehensive sign program.
3. Comprehensive Sign Programs are required for all redevelopment projects and all new development projects.

NONCONFORMING SIGNS

1. Tenants may submit nonconformance signs for **District approval** subject to review on a case-by-case basis prior to fabrication.
2. The District reserves the right to require removal of a nonconforming sign upon 30 days written notice.

Sign Types PERMANENT

PRIMARY SIGNS

Primary signage is the main identification signage for the leasehold. For large leaseholds with extensive street frontage, more than one sign may be permitted. The following types are permitted but not limited to:

- **District approval not required**
 - a. Illuminated
 - b. Monument
 - c. Wall Plaque
 - d. Fascia
 - e. Awning
 - f. Blade
 - g. Window
- **District approval required**
 - h. High-rise building
 - i. Mid-rise building
 - j. Electronic message sign
 - k. Historical Signs

SIGNS NOT PERMITTED

- a. Roof signs
- b. Pole signs
- c. Animated signs
- d. Flashing signs
- e. Painted signs on building walls
- f. Electronic video display LED screens

NONCONFORMING SIGNS

- **District approval required**

Tenants may submit nonconformance signs for District approval subject to review on a case-by-case basis prior to fabrication.

SECONDARY SIGNS

Secondary Signage is intended to give necessary information identifying major activities in addition to the main identification Primary Sign. The following types are permitted but not limited to:

- **District approval not required**
 - a. Non-illuminated
 - b. Ground sign
 - c. Wall Plaque
 - d. Fascia
 - e. Awning
 - f. Blade
 - g. Paving sign
 - h. Glazing sign
 - i. Umbrella
 - j. Regulatory
- **District approval required**
 - k. Electronic message sign

SIGNS NOT PERMITTED

- a. Roof signs
- b. Pole signs
- c. Animated signs
- d. Flashing signs
- e. Painted signs on building walls
- f. Electronic video display LED screens

NONCONFORMING SIGNS

- **District approval required**

Tenants may submit nonconformance signs for District approval subject to review on a case-by-case basis prior to fabrication.

Sign Types TEMPORARY

ADVERTISEMENTS

- **District approval required**

The following temporary sign types are permitted but not limited to:

- Advertising
- Laser light display
- Building wraps
- Tour vehicle sign
- Boat sign
- Event signs
- Off leasehold sign
- Electronic message sign
- 3D Projection

SIGNS NOT PERMITTED

- Roof signs
- Pole signs
- Painted signs on building walls
- Electronic video display LED screens

- **District approval required**

Temporary signs that require District approval are subject to approval on a case-by-case basis prior to fabrication.

PROMOTIONS AND OPERATIONS

- **District approval not required**

The following temporary sign types are permitted but not limited to:

- Banners
- Pennants, flags, streamers
- Construction sign
- Real Estate sign
- Portable sign
- Window Display
- Sandwich board
- Menu board

SIGNS NOT PERMITTED

- Roof signs
- Pole signs
- Animated Signs
- Flashing lights
- Painted signs on building walls
- Electronic video display LED screens

Sign Standards PERMANENT

MONUMENT SIGNS

Maximum number permitted: one per every 200 lineal feet of frontage up to a maximum of two on each public way.

Height above grade: 6 feet depending upon the height of the grade above the public way.

Size: 0.75 square feet per linear foot of street frontage, to a maximum of 64 square feet. If a sign has two faces, the total allowable area may be increased to 92 square feet. Double monument signs designed as a "gateway" entry may be up to 64 square feet each sign.

Illumination of monument signs: in no case will "can signs" with internally illuminated translucent panels be permitted. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area.

WALL PLAQUE SIGNS

Wall Plaque signs must be applied to solid walls where the plaque would be no more than 40% of the rectangular wall area to which it is applied. Plaques shall not exceed 12 square feet. Individual letters shall not exceed 10".

If the wall plaque is the primary sign, the sign may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area.

FASCIA SIGNS

Fascia signs are generally long horizontal signs mounted on a building's fascia or eaves. If the sign is the primary signage for the leasehold, the fascia sign may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Fascia signs may incorporate neon designs and lettering or may be externally lit. Neon shall be controlled by a neon-type dimmer to control brightness at the District's discretion. Secondary fascia signs may not be illuminated.

Fascia signs must be mounted a minimum of 7'-0" above grade to the bottom of the sign and may not exceed 12' in length of 2' in height. Sign letters may not exceed 14" with first capital letters not to exceed 16".

AWNING SIGNS

Lettering shall be a maximum height of 10" and shall be located on the front face of the valance element of the awning. A logo image may be incorporated into the awning design, but shall not exceed 30% of the total awning area. Logos are limited to generic form and may not incorporate descriptive language related to tenant.

Awning signs may be illuminated by remote accessory lighting only. Light fixtures may be located above the awning only and must be fully integrated with the building façade. Awnings not permitted to be enclosed on the underside and internally illuminated in such a manner that the awning functions as a "can" sign.

Signs Standards PERMANENT

BLADE SIGNS

Blade Signs are signs that project perpendicularly from the face of a building, and have two faces. Blade Signs should be used only in constricted situations where other sign types would not be effective. If used as primary signage, the blade signs may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Blade Signs may incorporate neon designs and lettering or may be externally lit.

Sign letters may not exceed 14" with first capital letters not to exceed 16". Blade Signs may not exceed 12 square feet with a maximum dimension of 4' in any direction, and should be of a distinctive shape with three-dimensional character where possible. Blade Signs may not extend out over a public way, and a minimum of 7'-6" above grade to the bottom of the sign.

DISPLAY WINDOW SIGNS

Display Window Signs are permitted only for primary signage, and only in an appropriate storefront situation. Window signs may display the store name and logo only. Total signage area may not exceed 25% of the total glazed storefront area.

GLAZING SIGNS

Glazing Signs are secondary signs applied directly to the inside surface of storefront glass, and include metal leaf, painted lettering, and etched, cut and sandblasted lettering. Glazing Signs may display the store name or logo only and not exceed 25% of the total glazed area.

REGULATORY SIGNS

Signs shall be in conformance with the regulatory agency.

PAVING SIGNS

Cast metal or glazed ceramic tile signs incorporating the store name or logo may be cast or recessed in the main entry paving as secondary signage where appropriate. Paving Signs must be flush with the walking surface, and conform to ADA regulations. The name or logo may not exceed 12 square feet.

UMBRELLA SIGNS & LOGOS

Umbrella signs and logos are permitted provided they are in good taste and do not detract from the overall appearance of the area. Logos are limited to products sold at the leasehold and may not exceed 12" in diameter. Umbrellas should be consistent in graphic appearance.

HIGH-RISE BUILDINGS

- **District approval required**

High-rise buildings higher than 300 feet are permitted wall plaque or fascia signs at the highest elevation of the wall. Sign letters or logos may not exceed 10 feet in height. Number of signs allowed may vary per project requirements. Roof signs are not permitted.

MID-RISE BUILDINGS

- **District approval required**

Mid-rise buildings higher than 150 feet are permitted wall plaque or fascia signs at the highest elevation of the wall. Sign letters or logos may not exceed 5 feet in height. Roof signs are not permitted. Number of signs allowed may vary per project requirements. Roof signs are not permitted.

ELECTRONIC MESSAGE SIGN

- **District approval required**

Electronic LED signs offer state-of-the-art electronic sign technology. Message must be stationary and not scrolling.

Sign Standards TEMPORARY

TERMS AND CONDITIONS

● District approval required

Temporary signs that require District approval are subject to approval on a case-by-case basis prior to fabrication.

The following requirements apply to all types of temporary signs:

1. Advertising is permissible to promote Port tenant business and events. All signs incorporating paid advertising are subject to payment of percentage rent under the lease whether it is a specific clause or characterized as “other” rental revenue.
2. Temporary signs may be located off the tenant leasehold.
3. Temporary signs may promote a third-party Port tenant or a subtenant of a Port Tenant.
4. Temporary signs may promote a third-party event that occurs on tidelands, the Bay and/or is sponsored by the Port.
5. Temporary signs may promote a tenant’s business or event held by a Port Tenant.

TERMS AND CONDITIONS

● District approval required

Temporary signs are permitted with the following conditions, including but not limited to:

1. Approval to display is based on the proposed location and intent within a limited time period.
2. Approved temporary signs may be visible for duration not to exceed 60 days.
3. No temporary sign may be visible for consecutive 60-day terms.
4. A period of not less than 60 days must elapse before another 60-day term may occur.
5. Building wraps may be visible for duration of 30 days and four (4) times per year.
6. Vehicle signs may be visible for duration of 60 days.
7. Boat signs may be visible for duration of 60 days.
8. Maximum sign size varies depending on location, event, and sign type.
9. Submittals must include date of installation, scaled dimensioned drawings indicating copy, colors, fabrication method and materials, and a location map.

Sign Standards TEMPORARY

ADVERTISEMENTS

- **District approval required**

Advertising is permissible to promote Port tenant business and events. All signs incorporating paid advertising are subject to payment of percentage rent under the lease whether it is a specific clause or characterized as “other” rental revenue.

LASER LIGHT DISPLAY

- **District approval required**

Laser light display on building walls are permitted for short intervals. The maximum duration permitted varies on the event and location. The laser light show must be related to a tenant or District related event. Signs must meet applicable code regulations, and applicable governmental agency regulations (municipal, state, and federal).

TOUR VEHICLE SIGN

- **District approval required**

Tour vehicle wraps are permitted for events or promotions related to tenants or for a District related event. Size may vary depending on the tenant and event. Approved temporary tour vehicle signs may be visible for duration not to exceed 60 days.

BOAT SIGN

- **District approval required**

Boat signs are permitted for events or promotions related to tenants or for a District related event. Size may vary depending on the tenant and event. Approved temporary boat signs may be visible for duration not to exceed 60 days.

BUILDING WRAPS

- **District approval required**

Building wraps are permitted for events or promotions related to tenants or for a District related event. Size may vary depending on the tenant and event. Approved temporary building wraps may be visible for a maximum of 30 days and four (4) times per year.

OFF LEASEHOLD SIGNS

- **District approval required**

Tenants may display a sign off of the leasehold for events or promotions related to tenants or for a District related event. Approved temporary off-leasehold signs may be visible for duration not to exceed 60 days.

Sign Standards TEMPORARY

PROMOTIONS

- District approval not required

BANNERS

A banner is permitted for a maximum size of 4'x20' with 2' high letters. Only one banner may be approved for each public entry. Banners may be displayed for a maximum period of 60 days.

PENNANTS and FLAGS

Canvas pennants or flags are permitted for promotional events during the same period of time of the promotion. No more than 5 pennants in 100 lineal feet, and no more than 3 flags will be approved for each public entry. Pennants may be up to 24" x 48" and may not be mounted higher than 20'. Flags may be 48" x 96" maximum and no higher than 30'. Pennants and flags must be securely mounted and must be installed in such a way as to not visually impact neighboring leaseholds. Pennants and flags may be displayed for a maximum of 60 days.

PORTABLE SIGNS

One portable sign, maximum 8 sq ft, may be placed to designate an attraction, including hours, location, and description. A maximum of one attraction per parcel. The sign may be displayed for a maximum of 30 days per event and 90 days per year. Portable signs are to be kept entirely on the leased premises and off of pedestrian paths. The signs must be put inside after business hours.

EVENT SIGNS

Tenants may display a temporary sign for events or promotions related to tenants or for a District related event. Signs may be visible for duration not to exceed 60 days.

OPERATIONS

- District approval not required

WINDOW DISPLAY

Tenants may utilize no more than 10% of their storefront area for promotion of products or services offered, rate or schedule boards, professional or business organizational affiliation, tour maps, etc.

SANDWICH BOARDS

Display of boat photos and the like on outdoor "sandwich" display boards are to be kept entirely on the leased premises and off of pedestrian paths. Displays are to be neat, orderly, and limited to 9 square feet in size. They must be kept inside after business hours.

MENU SANDWICH BOARDS

Portable sandwich boards used for noting special menu items may be displayed outside the front door. The sandwich boards may be double-sided a maximum of 9 square feet in size. They must be kept inside after business hours.

FOR RENT or LEASE SIGNS

Limited to one sign per parcel on the same parcel as the space being advertised. If more than one space is advertised, it is the responsibility of the tenant to coordinate all advertisements into one sign of the designated copy area. Maximum size is 4'x12'.

CONSTRUCTION SIGNS

Copy is limited to listing of owners, contractors, subcontractors, architects, engineers, lenders, and other principals associated with the project. Maximum size is 4'x12'.

□ NONCONFORMING SIGNS SIGN MAINTENANCE

NONCONFORMING SIGNS

All existing nonconforming signs must be removed or modified when any of the following occur:

1. All tenant signs, including nonconforming signs, must be removed at the termination of a lease and the surfaces to which the signs were attached, repaired and repainted to the District's satisfaction.
2. When a nonconforming sign is to be altered, moved, enlarged, installed, or displayed.
3. When a project application is approved for any other form of development or demolition on the parcel.
4. The District reserves the right to require removal of a nonconforming sign upon 30 days written notice.

SIGN MAINTENANCE

1. All signs must be constructed, installed, and maintained in fully operational as-new condition. All current building and electrical codes must govern the construction of each sign.
2. All signs and sign supports shall be maintained in a clean and safe condition.
3. The tenant shall keep the display area of all signs neat at all times and shall correct any painting, fading, chipping, peeling, or flaking paint or plastic and mechanical or structural defect.
4. Signs that are not properly maintained must be removed within 30 days of receipt of a written notice from the District.