



**ATTACHMENT F**  
**MASTER SIGN PROGRAM**

Branding &  
Design  
Guidelines for  
Vehicular &  
Pedestrian  
Directional  
Signage

Urban Villages San Marcos, LLC

**MASTER SIGN PROGRAM**



**NORTH CITY**

March 5, 2026

# MASTER SIGNAGE PROGRAM

Enclosed is a Master Signage Program for the development project, North City, located within the University District Specific Plan Area.

Each sign location will be addressed on a one-by-one basis prior to actual installation in collaboration with the City of San Marcos Engineering and Planning Divisions and adhere to any requirements related to sign permitting, line of sight approval and public right-of-way encroachment permits, as needed.

All signs associated with a building will require approval of a building permit and signs on buildings will be approved through a building sign program and/or building permit for that specific development.

PLEASE NOTE

All drawings and dimensions are conceptual only and are to be used as general guidelines. Each sign's final design and location will be addressed on a one-by-one basis prior to installation in collaboration with City of San Marcos Engineering and Planning Divisions and adhere to any requirements related to sign permitting, line of sight approval and public right-of-way encroachment permits, as needed. Sign style and color can be revised per the approval of the Planning Division Director.

Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

# SIGN DRAWINGS

The following chapter provides concept level elevations, perspectives and details for the North City district signage and wayfinding program.

Each sign design will be addressed on a one-by-one basis prior to actual installation in collaboration with the City of San Marcos Engineering and Planning Divisions and adhere to any requirements related to sign permitting, line of sight approval and public right-of-way encroachment permits, as needed.

# PROJECT LOGO

Reference brand guidelines for more information at: <https://live.standards.site/northcity/logo>

## CORE LOGO - FIVE COLOR VARIATIONS



## HORIZONTAL LOGO - FIVE COLOR VARIATIONS



## LARGE SYMBOL THREE COLOR LOGO



# PROJECT FONTS

Reference brand guidelines for more information at: <https://live.standards.site/northcity/typography>

Octavia Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

0123456789  
!@#\$%^&\*()?+

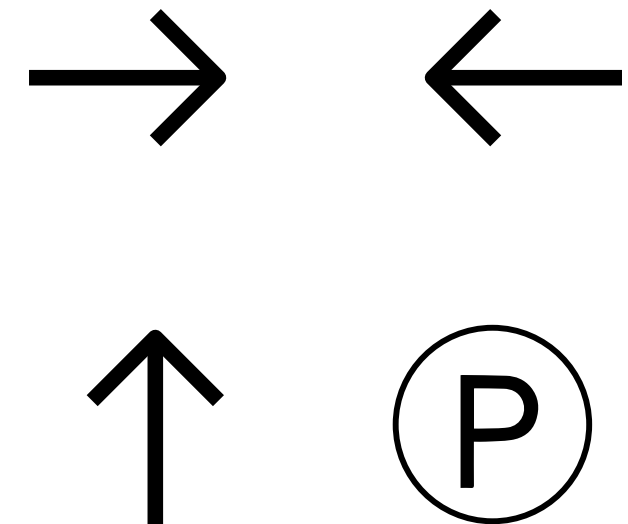
Founders Grotesk Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopq  
rstuvwxyz

0123456789  
!@#\$%^&\*()?+

# PROJECT SYMBOLS



# COLORS & PAINTS

Reference brand guidelines for more information at: <https://live.standards.site/northcity/color>

All paints to have Satin Finish unless otherwise specified. All painted surfaces are to be on aluminum.



**P1**  
LIGHT GRAY  
MATTHEWS PAINT TO MATCH  
PANTONE COOL GRAY 1 C  
CMYK: 3/3/7/0



**P2**  
AGAVE GREEN  
MATTHEWS PAINT TO MATCH  
PANTONE 2297 C  
CMYK: 40/0/100/0



**P3**  
HUMMINGBIRD PINK  
MATTHEWS PAINT TO MATCH  
PANTONE 230 C  
CMYK: 0/50/0/0



**P4**  
SUNSHINE YELLOW  
MATTHEWS PAINT TO MATCH  
PANTONE 108 C  
CMYK: 0/15/100/0



**P5**  
FOREST GREEN  
MATTHEWS PAINT TO MATCH  
PANTONE 7747 C  
CMYK: 50/30/100/20



**P6**  
HIBISCUS ORANGE  
MATTHEWS PAINT TO MATCH  
PANTONE 158 C  
CMYK: 0/70/100/0



**P7**  
BLACK  
MATTHEWS PAINT TO MATCH  
PANTONE RICH BLACK  
CMYK: 60/40/40/100



**P8**  
WHITE  
MATTHEWS PAINT TO MATCH  
CMYK: 0/0/0/00

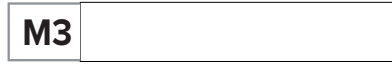
# MATERIALS



**M1**  
GRADE 6061-T6  
ALUMINUM



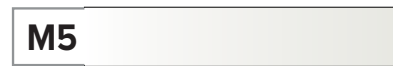
**M2**  
CONCRETE  
BOARD FORMED



**M3**  
WHITE ACRYLIC  
TRANSLUCENT



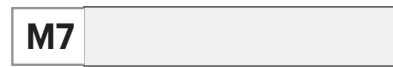
**M4**  
WHITE POLYCARBONATE  
TRANSLUCENT



**M5**  
CLEAR ACRYLIC



**M6**  
BACKLIT FILM  
8.5 MIL TRANSLUCENT POLYESTER  
DIRECT PRINTED - GLOSS FINISH



**M7**  
18OZ BANNER  
DOUBLE SIDED - BLOCKOUT

# VINYL



**V1**  
CITRUS GREEN  
AVERY A9 TRANSLUCENT  
9634T  
PANTONE 375 C



**V2**  
LIGHT PINK  
OROCAL 8800 TRANSLUCENT  
413



**V3**  
YELLOW  
AVERY A9 TRANSLUCENT  
9113T  
PANTONE 109 C



**V4**  
BLACK  
OPAQUE CAST VINYL  
3M 7125-12



**V5**  
WHITE PRISMATIC  
3M HIP REFLECTIVE SHEETING  
SERIES 3930 F



**V6**  
BLUE  
AVERY A9 TRANSLUCENT  
9526T  
PANTONE 285 C

# A1 DISTRICT IDENTITY STATEMENT PYLON

The District Identity Statement is an integrated composition of environmental graphics that announce arrival to North City to passing motorists on State Route 78. This sign displaying the North City name, shall be scaled to provide appropriate visibility to the passing motorist traveling at freeway speeds. Major commercial and/or corporate anchor names (e.g. retail stores, cinemas, hotels, etc.) may also be displayed. The landscaping and lighting shall be an integral part of the overall composition of the district identity statement.

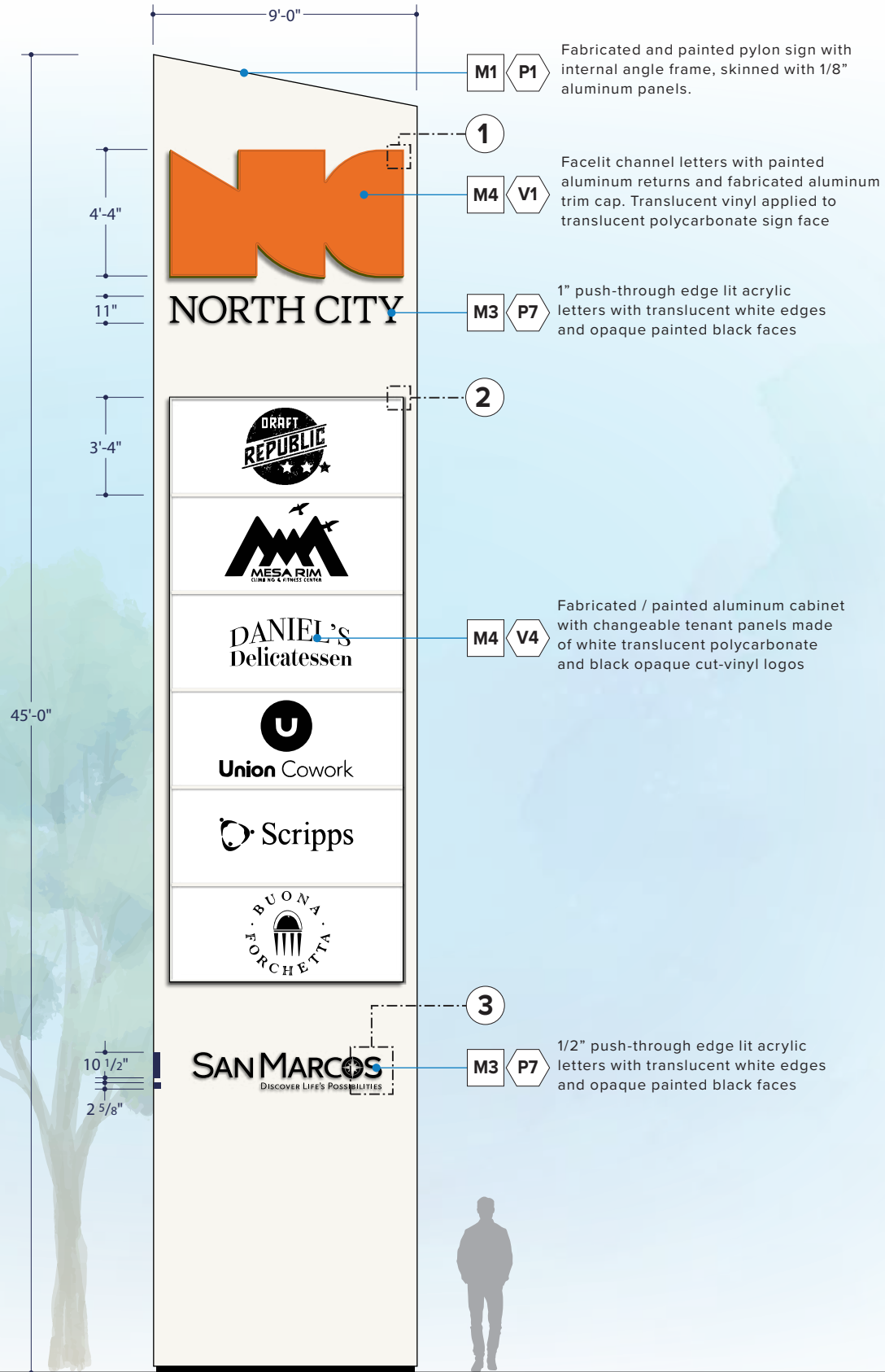
This sign type shall be located on private property. It is estimated two signs will be appropriate, one on the East side and one on the West side of North City, each freeway facing.

The district pylon sign acts as a beacon for the development attracting visitors by announcing some of the anchor tenants and prominent destinations.



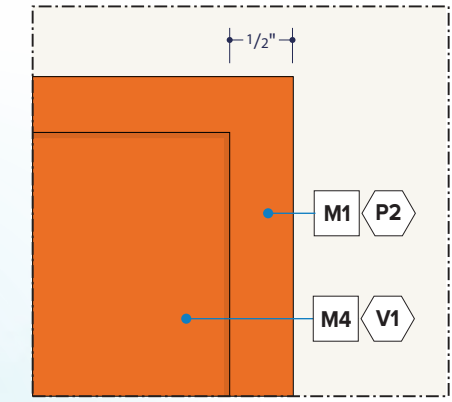
SIDE VIEW

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

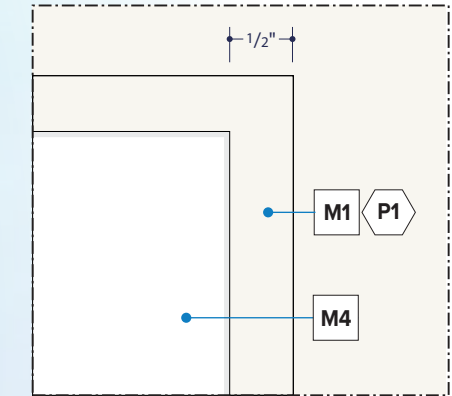


FRONT VIEW

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



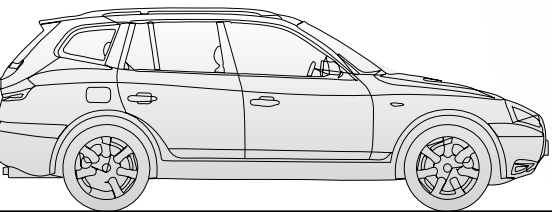
1 - Painted aluminum return and translucent vinyl overlaid on polycarbonate detail



2 - Painted aluminum return and translucent white polycarbonate tenant panel detail



3 - Push-through acrylic. Edge-lit with opaque black letter face example



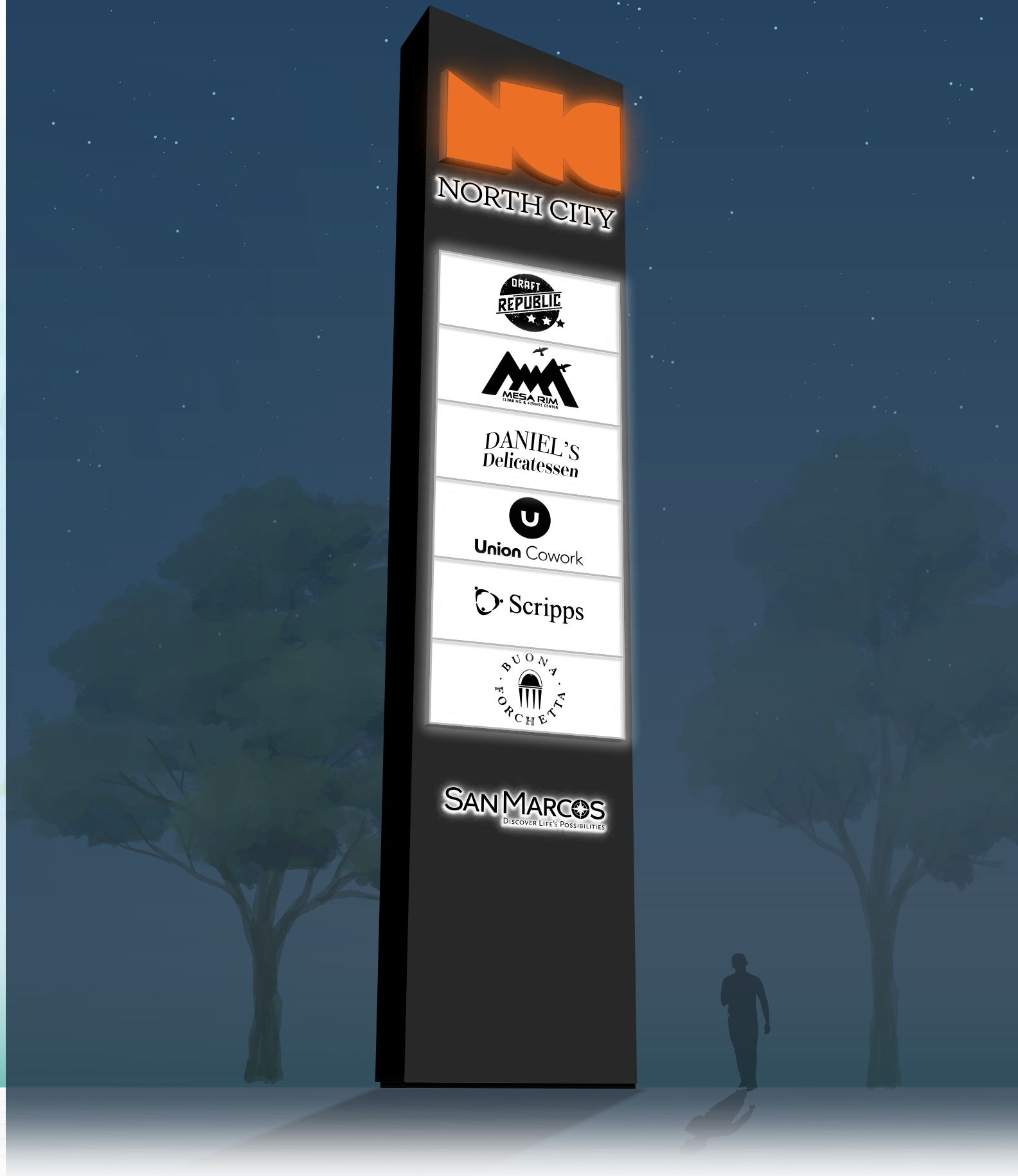
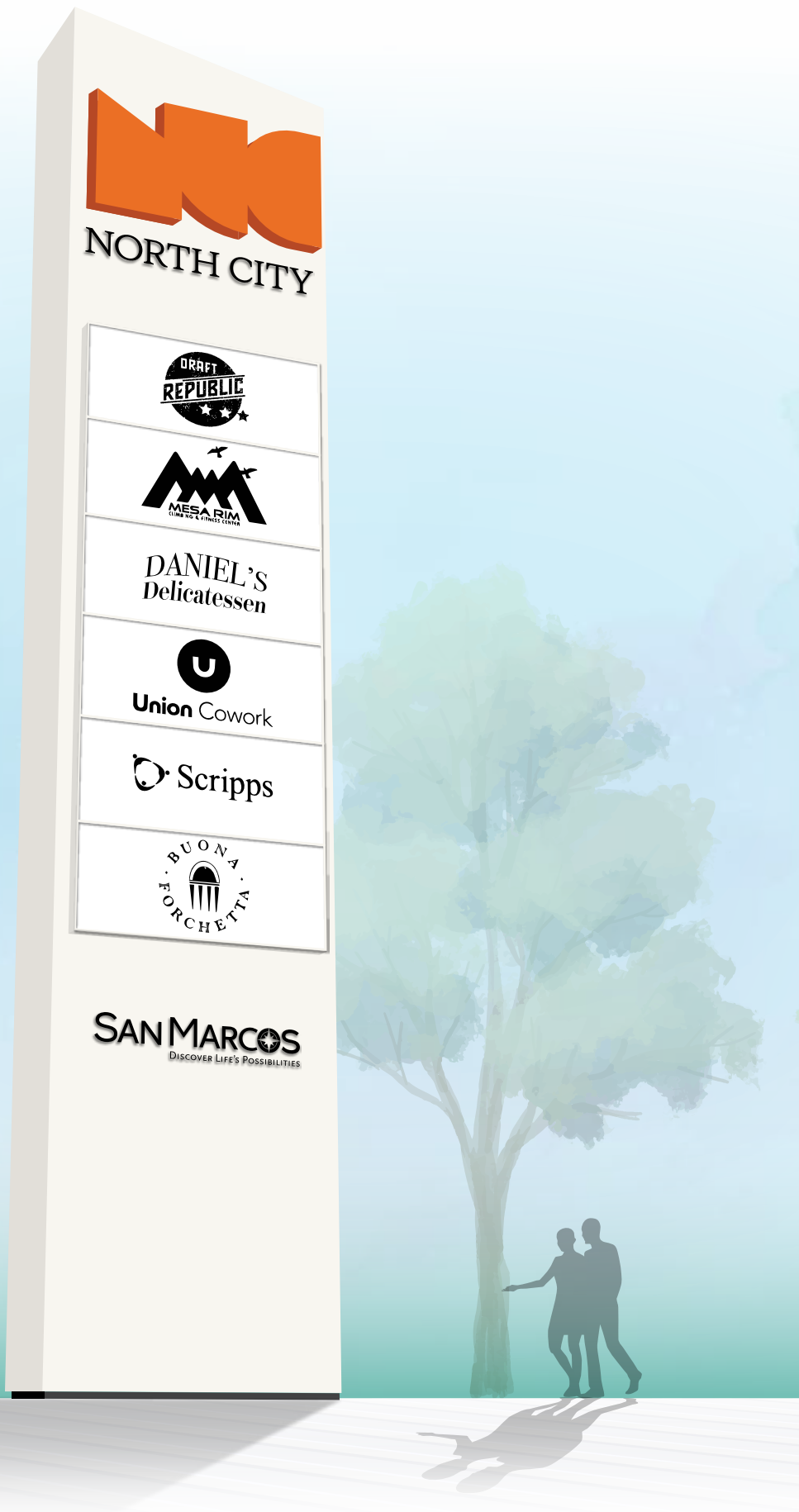
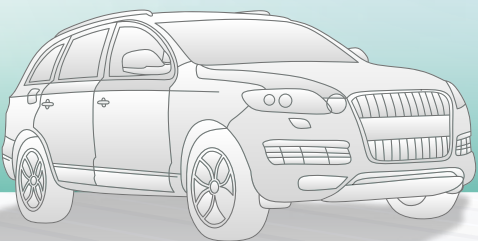
PLEASE NOTE

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Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimmer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

**A1**  
**DISTRICT IDENTITY**  
**STATEMENT PYLON**



# A2 - GROUND SIGN PRIMARY ENTRY GATEWAY

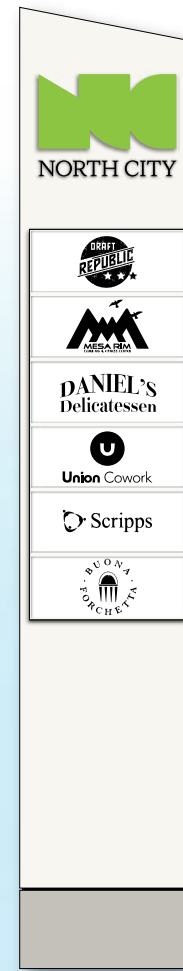
Primary Gateway Signs mark the primary entry points into North City from State Route 78, Twin Oaks Valley Road, Discovery Street and East Barham Drive.

They are smaller in size than the District Identity Statements and are appropriately scaled to the motorist traveling at reduced speeds as they enter the project.

They repeat, and incorporate elements introduced by the District Identity Statements, though may be designed to incorporate common features and shapes echoing existing District signage and familiar to visitors throughout San Diego country.

These entrance Ground Signs create a sense of arrival to the district and are integral to the establishment of placemaking. The totems are positioned with landscape elements making them feel integrated into the project.

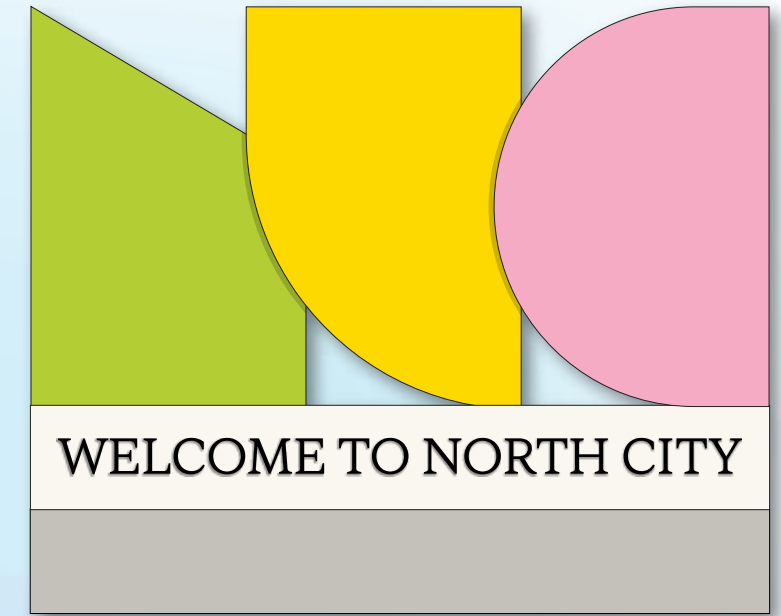
This sign not to exceed 20' from highest point at grade.



A2a



A2c



A2b

## A2a - GROUND SIGN ID



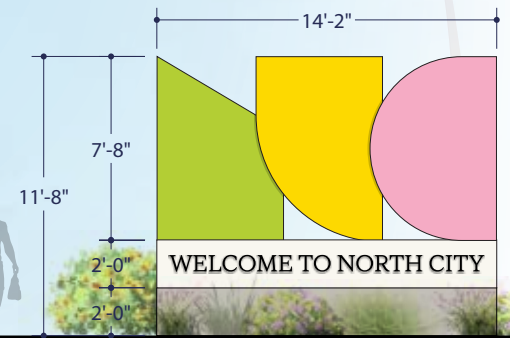
FRONT ELEVATION

SCALE: 3/32" = 1'-0"

## A2c - GROUND SIGN ID



## A2b - GROUND SIGN ID



PLEASE NOTE  
All drawings and dimensions are conceptual only and are to be used as general guidelines. Each sign's final design and location will be addressed on a one-by-one basis prior to installation in collaboration with City of San Marcos Engineering and Planning Divisions and adhere to any requirements related to sign permitting, line of sight approval and public right-of-way encroachment permits, as needed. Sign style and color can be revised per the approval of the Planning Division Director.

Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

NORTH CITY  
MASTER SIGN PROGRAM  
03/05/2026

# A2a - GROUND SIGN ID

## PRIMARY ENTRY GATEWAY

### TENANT NAMES



Trim-capless facelit channel letter example

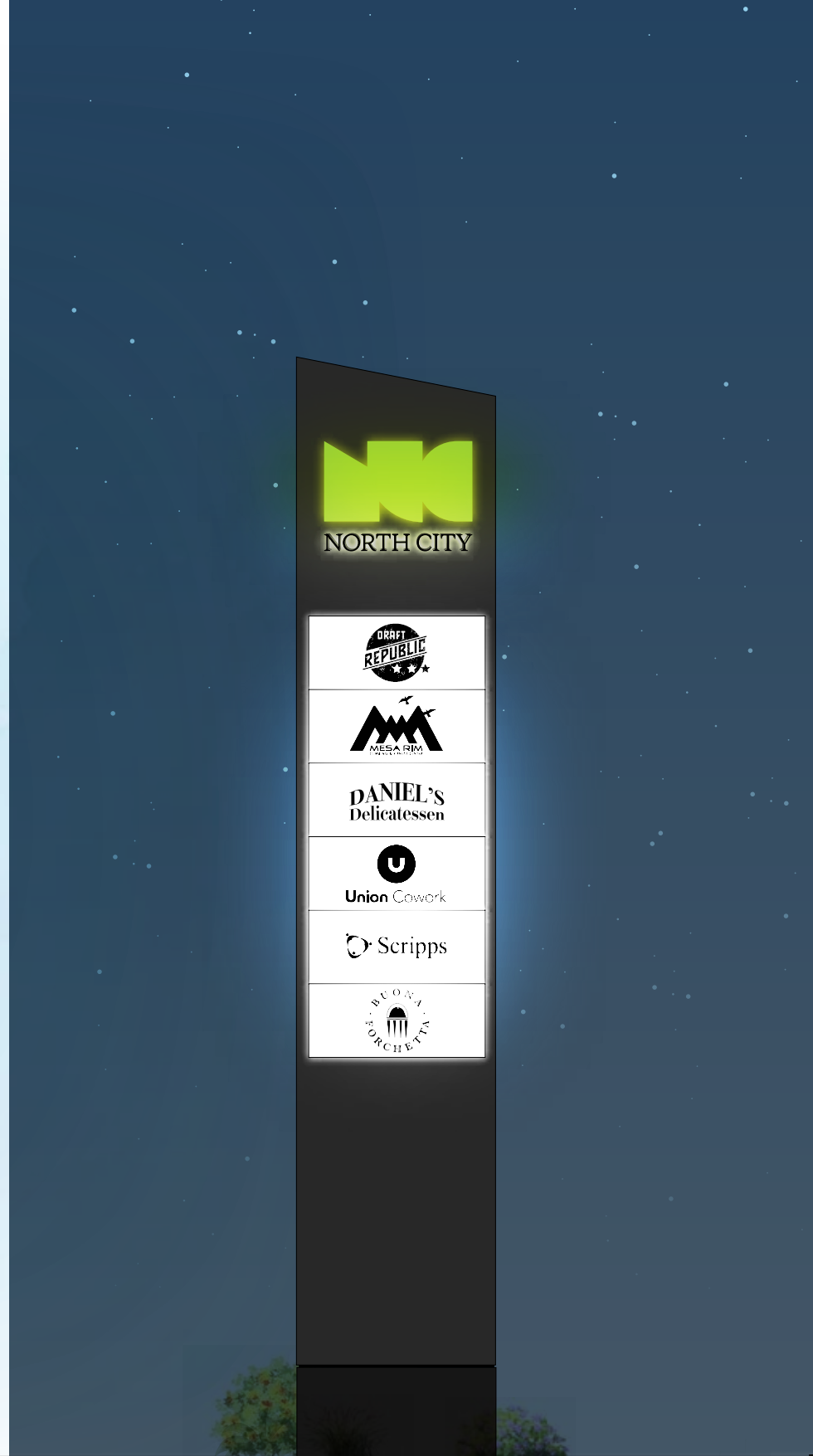


**SIDE VIEW**  
SCALE: 3/8" = 1'-0"



**FRONT VIEW**  
SCALE: 3/8" = 1'-0"

- M1 P1** Fabricated and painted pylon sign with internal angle frame, skinned with 1/8" aluminum panels.
- M3 V1** Trim-capless facelit channel letters with painted aluminum returns and translucent vinyl applied to translucent acrylic sign face
- M3 P7** 3/4" push-through edge lit acrylic letters with translucent white edges and opaque painted black faces
- M4 V4** Fabricated / painted aluminum cabinet with changeable tenant panels made of white translucent polycarbonate and black opaque cut-vinyl logos

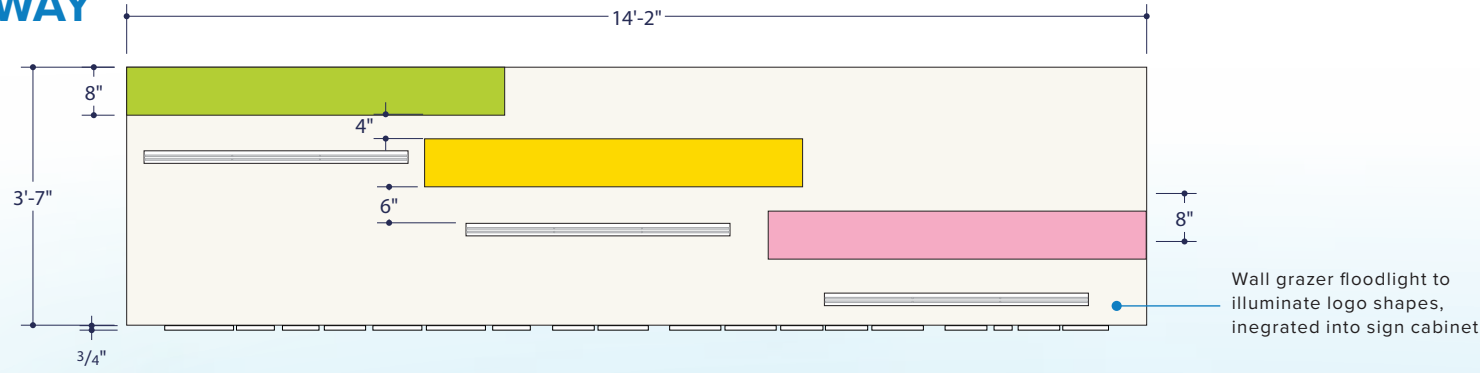


**FRONT VIEW - ILLUMINATED**  
SCALE: 3/8" = 1'-0"

# A2b - GROUND SIGN ID PRIMARY ENTRY GATEWAY

The entrance gateway ground sign uses offset layering of shapes, highlighting the North City logo mark and adding visual interest.

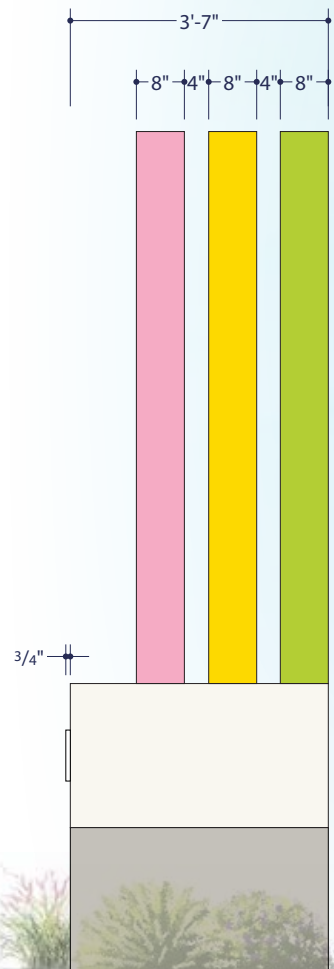
Note: External illumination from landscape lighting is an acceptable option for this sign type.



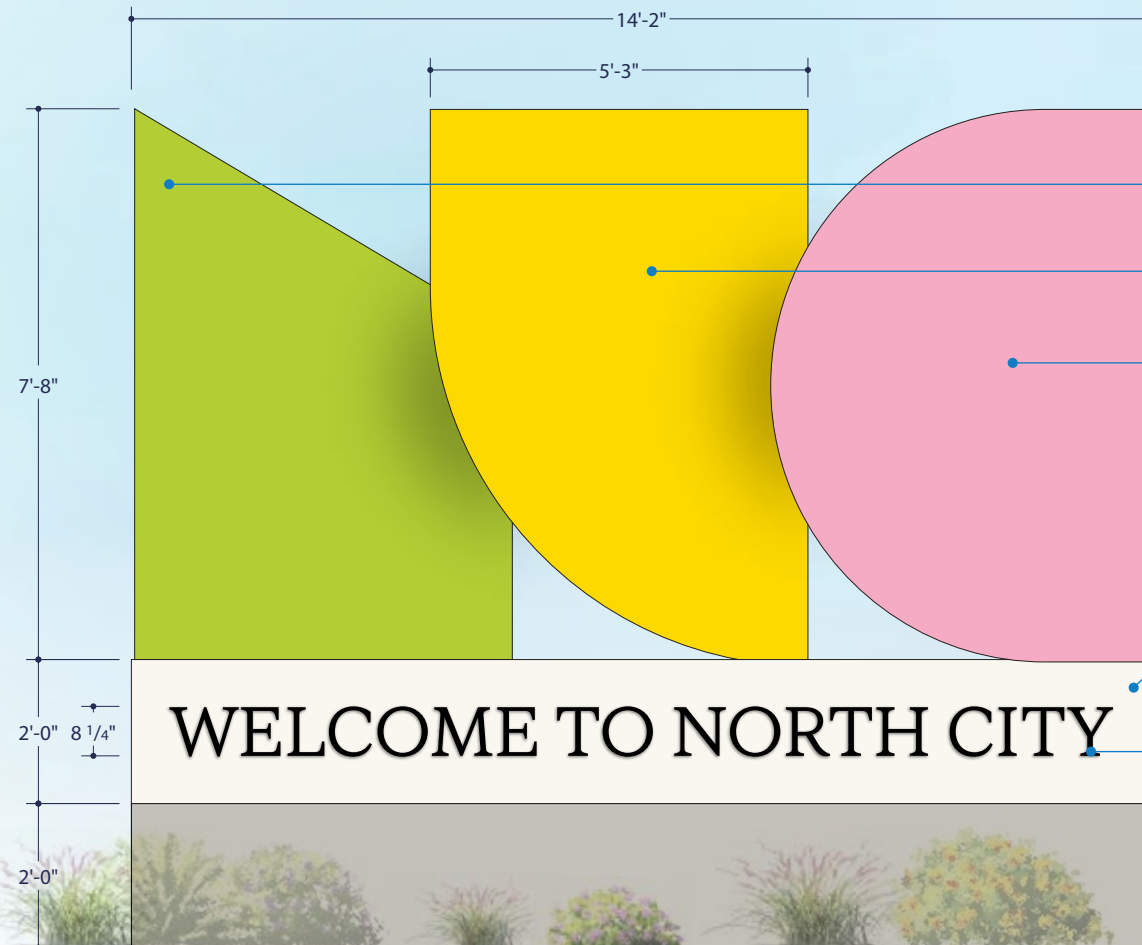
PLAN VIEW  
SCALE: 3/8" = 1'-0"



FRONT VIEW - ILLUMINATED  
SCALE: NTS

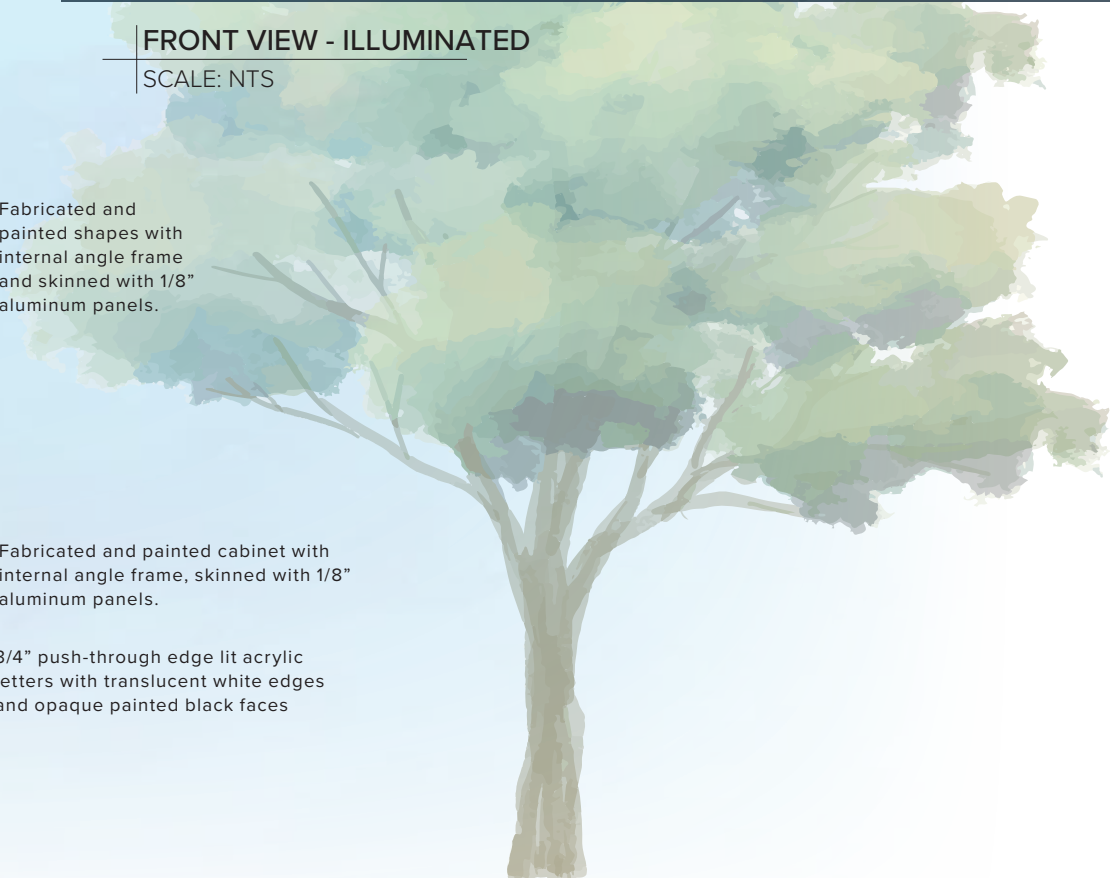


SIDE VIEW  
SCALE: 3/8" = 1'-0"



FRONT VIEW  
SCALE: 3/8" = 1'-0"

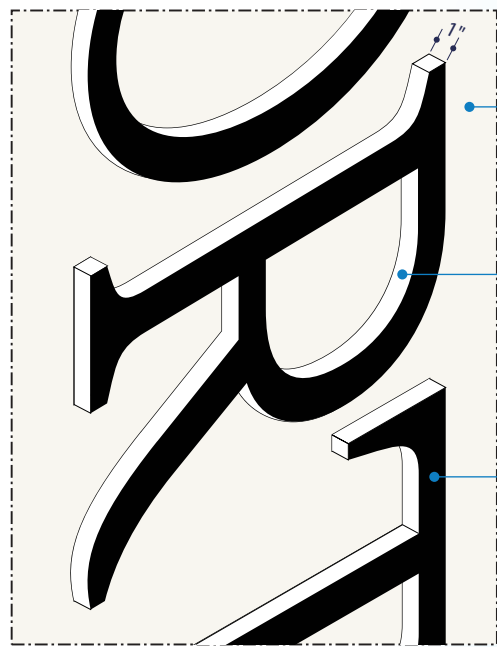
- M1 P2
  - M1 P4
  - M1 P3
  - M1 P1
  - M3 P7
- Fabricated and painted shapes with internal angle frame and skinned with 1/8" aluminum panels.
- Fabricated and painted cabinet with internal angle frame, skinned with 1/8" aluminum panels.
- 3/4" push-through edge lit acrylic letters with translucent white edges and opaque painted black faces



# A2c - GROUND SIGN ID

## PRIMARY ENTRY GATEWAY

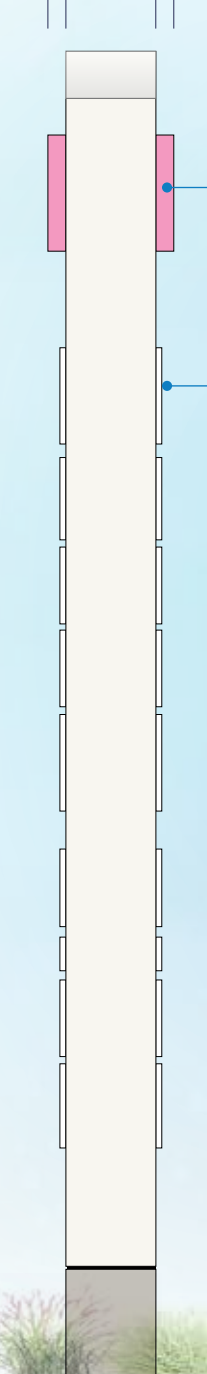
### DISTRICT IDENTITY



- M1 P1**  
Letter shape routed out of sign face
- M3**  
1" Thick translucent acrylic, illuminated by LEDs inside sign cabinet
- P7**  
Letter faces painted with opaque black paint, giving the desired edge-lighting halo effect

1 - Push-through, edge lit acrylic letters with translucent white edges and opaque painted black faces detail

3" | 1'-3" | 3"

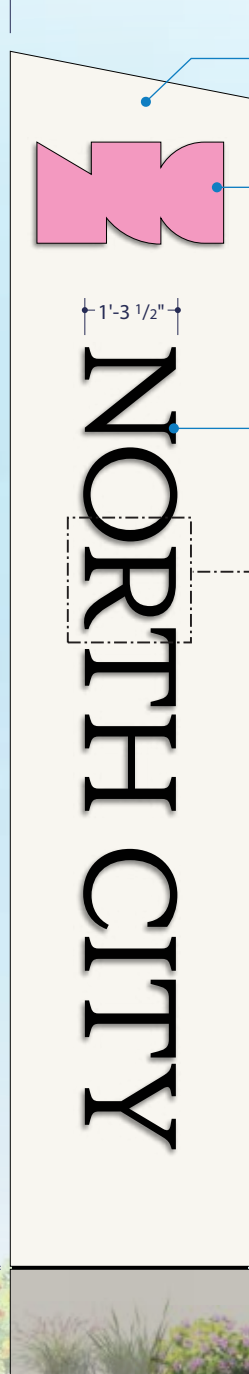


**SIDE VIEW**  
SCALE: 3/8" = 1'-0"

**M1 P3**

**M3 P7**

3'-4"



**FRONT VIEW**  
SCALE: 3/8" = 1'-0"

**M1 P1**  
Fabricated and painted pylon sign with internal angle frame, skinned with 1/8" aluminum panels.

**M3 V2**  
Trim-capless facelit channel letters with painted aluminum returns and translucent vinyl applied to translucent acrylic sign face

**M3 P7**  
1" push-through edge lit acrylic letters with translucent white edges and opaque painted black faces

1

16'-10 1/2"

1/2"  
1'-6"

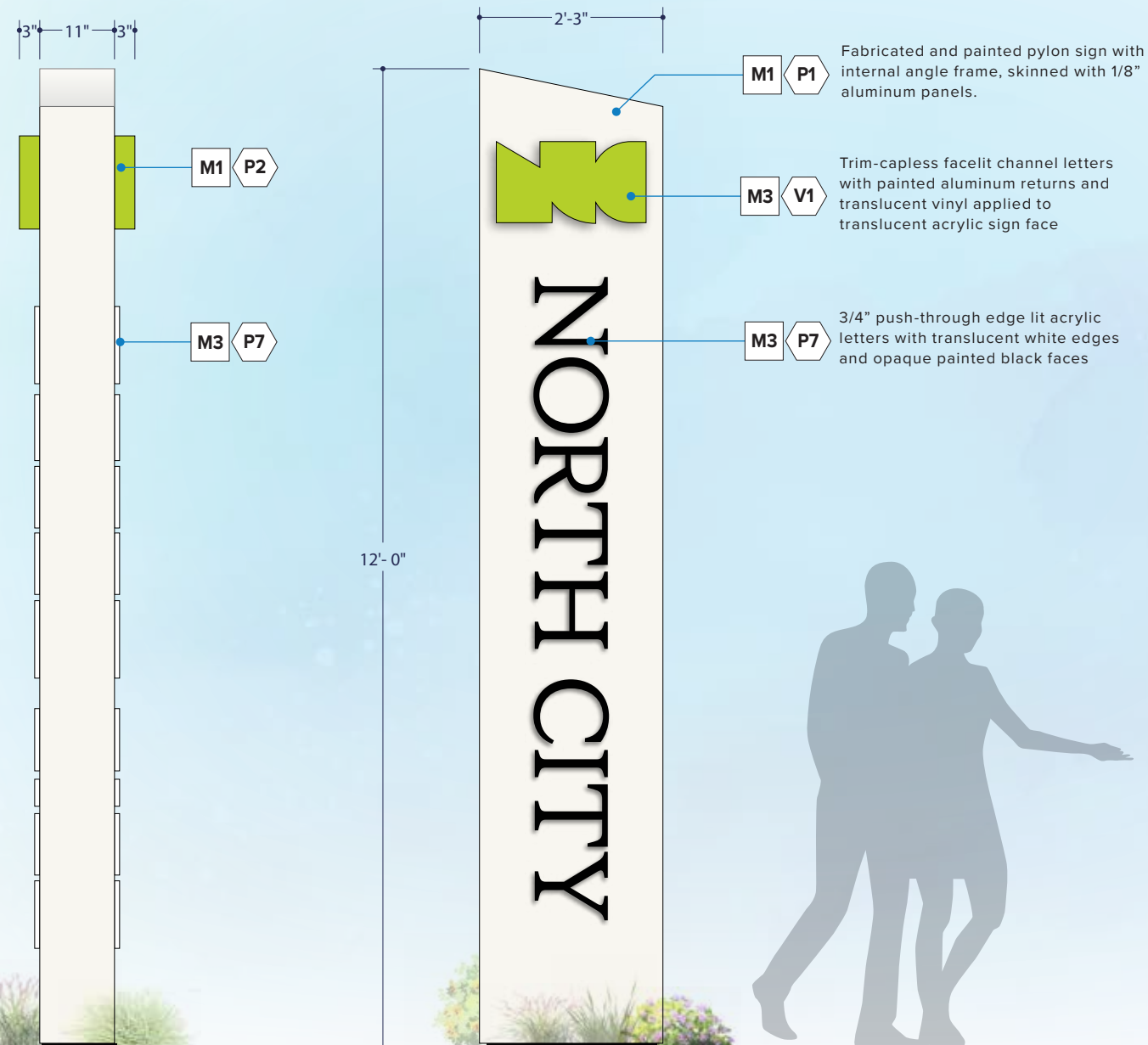
**FRONT VIEW - ILLUMINATED**  
SCALE: 3/8" = 1'-0"



# A3 SECONDARY ENTRY GATEWAY

Secondary Gateway Signs are scaled down versions of the Primary Entry Gateway signs, which are more suitable for motorists and pedestrians traveling at slower speeds on narrower streets. They are located at secondary points of entry, and reinforce the North City identity while providing advertisement of major project components.

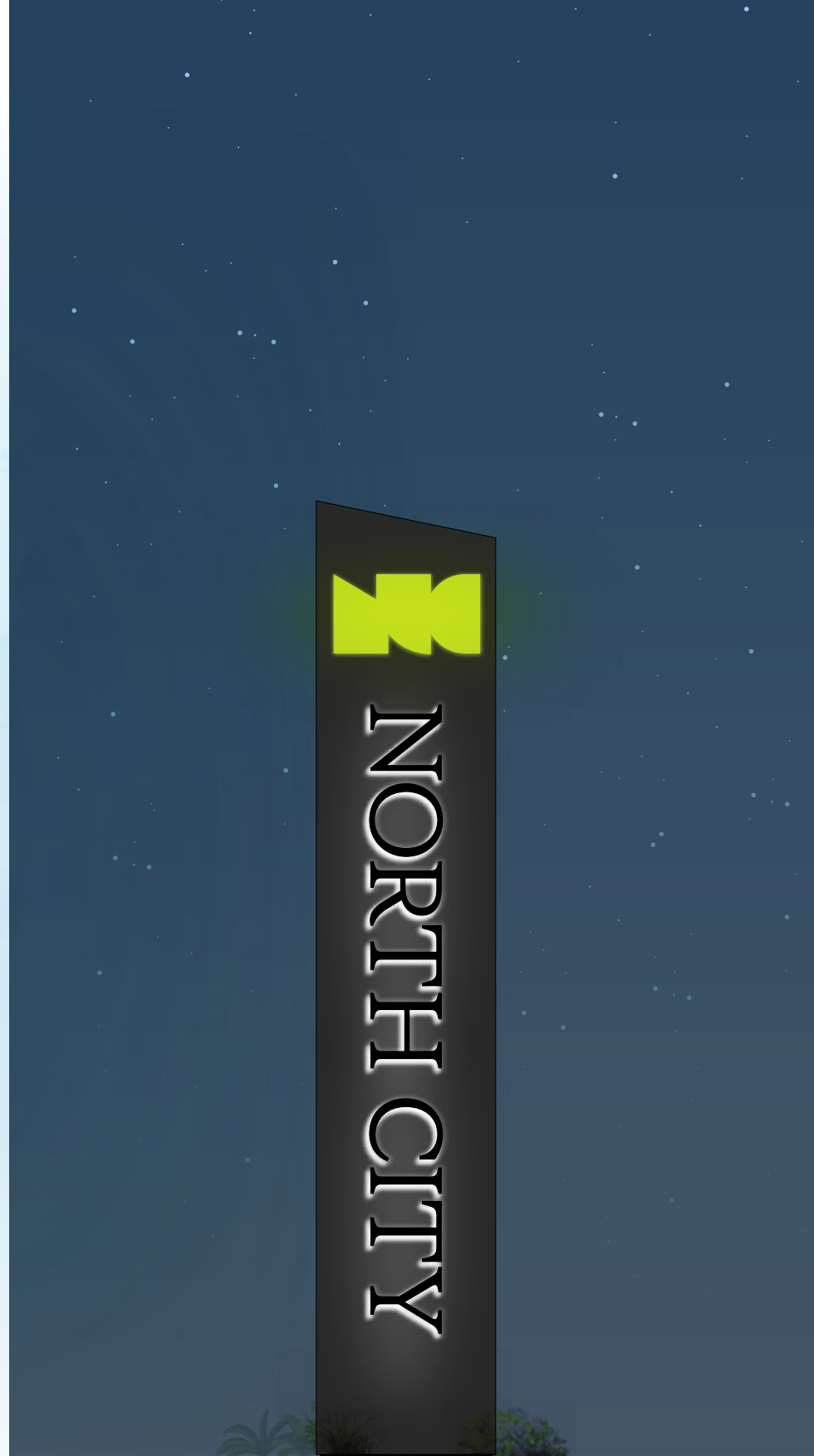
District markers help to create a sense of arrival within the district. The different district signs will take on a different materiality depending on the "theme" of the district they are located in. This sign not to exceed 12' from highest point at grade.



SIDE VIEW  
SCALE: 3/8" = 1'-0"

FRONT VIEW  
SCALE: 3/8" = 1'-0"

FRONT VIEW - ILLUMINATED  
SCALE: 3/8" = 1'-0"



# B1

## VEHICULAR ORIENTED DIRECTIONAL & DIRECTORIES

Vehicular-oriented directional signs are located throughout the project area (as required) to assist visitors arriving and driving throughout North City with cognitive way-finding, in order to orient themselves with respect to North City's major destinations and neighborhoods.

Elements will be scaled appropriate for travel speeds, viewing distances and conditions. These signs will reinforce the identity by using a palette of similar materials, colors, design elements and lighting as used in the Gateway signs.

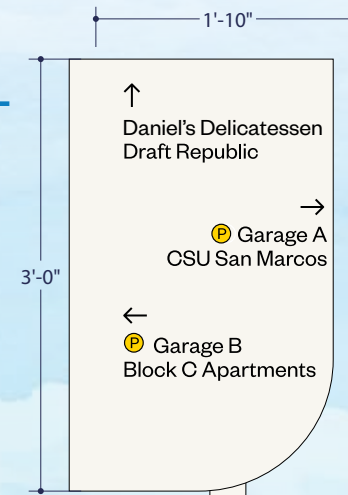
To ease visitors towards available parking options quickly, signs may incorporate digital counting systems to highlight the quantity of available parking stalls per parking structure, thus reducing traffic issues and enhancing the overall visitor experience.

No more than three (3) B1c digital counting signs will be permitted within North City East Side.

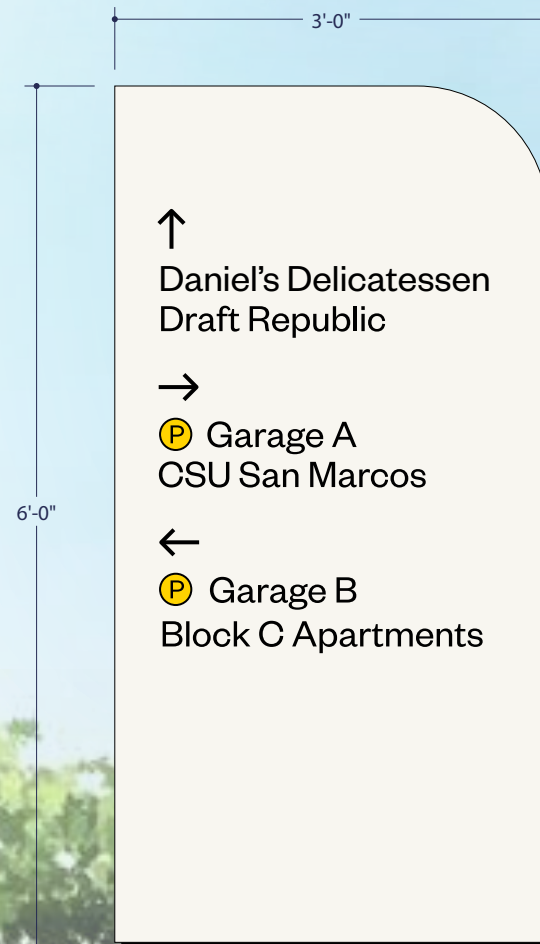
Only approved project fonts and project symbols are permitted.

All signs not to exceed 6' from highest point at grade and shall meet line of sight requirements.

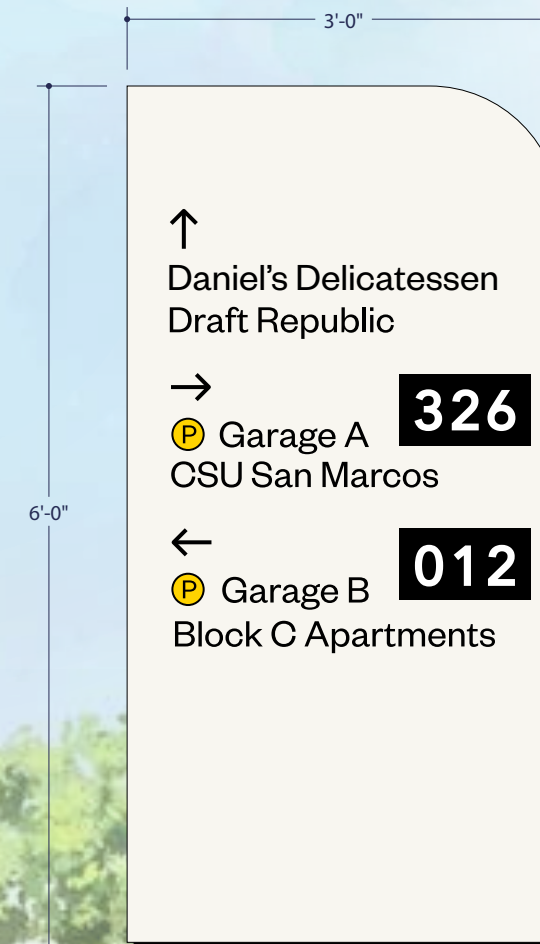
**B1b - VEH. DIRECTIONAL POLE MOUNTED**



**B1a - VEH. DIRECTIONAL**



**B1c - VEH. DIRECTIONAL**



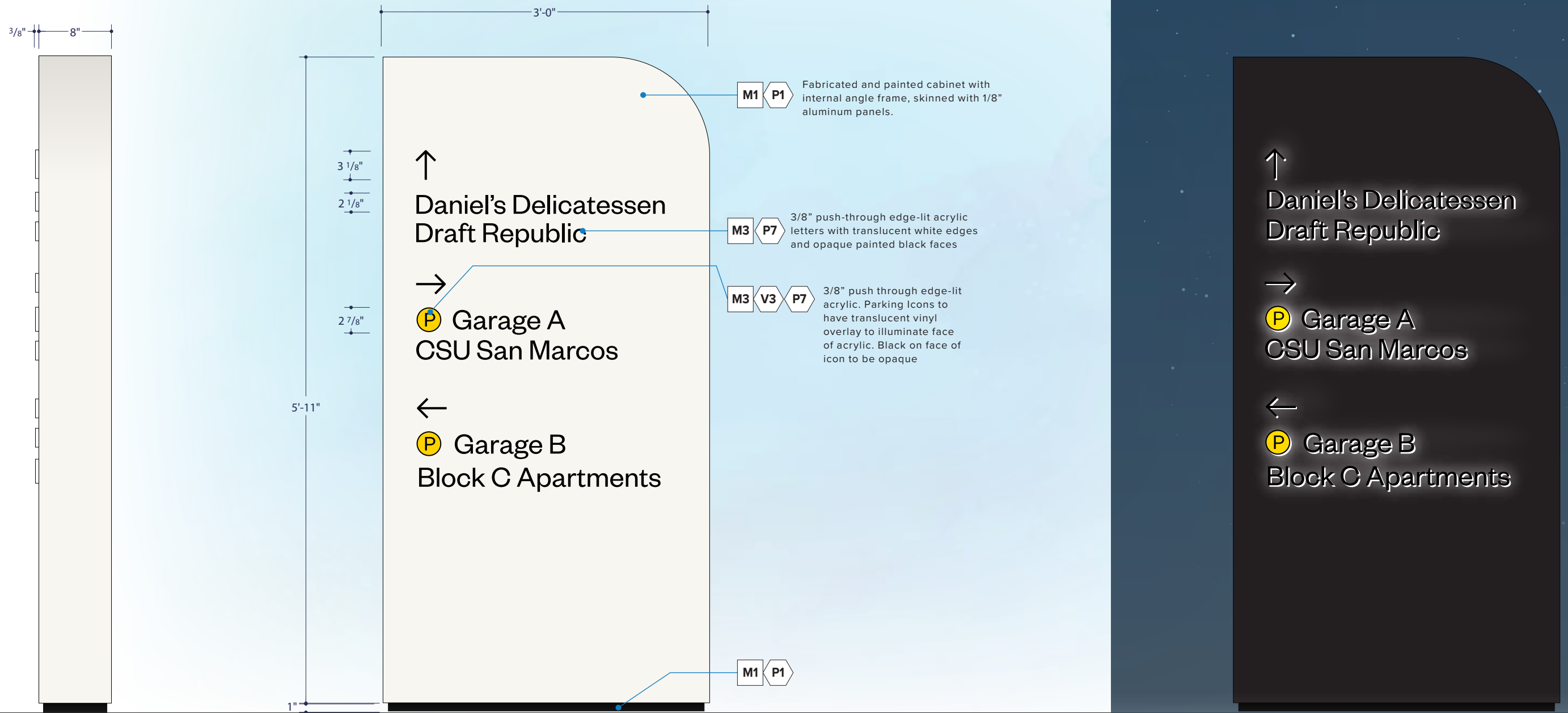
FRONT ELEVATION

SCALE: 3/4" = 1'-0"



# B1a

## VEHICULAR DIRECTIONAL



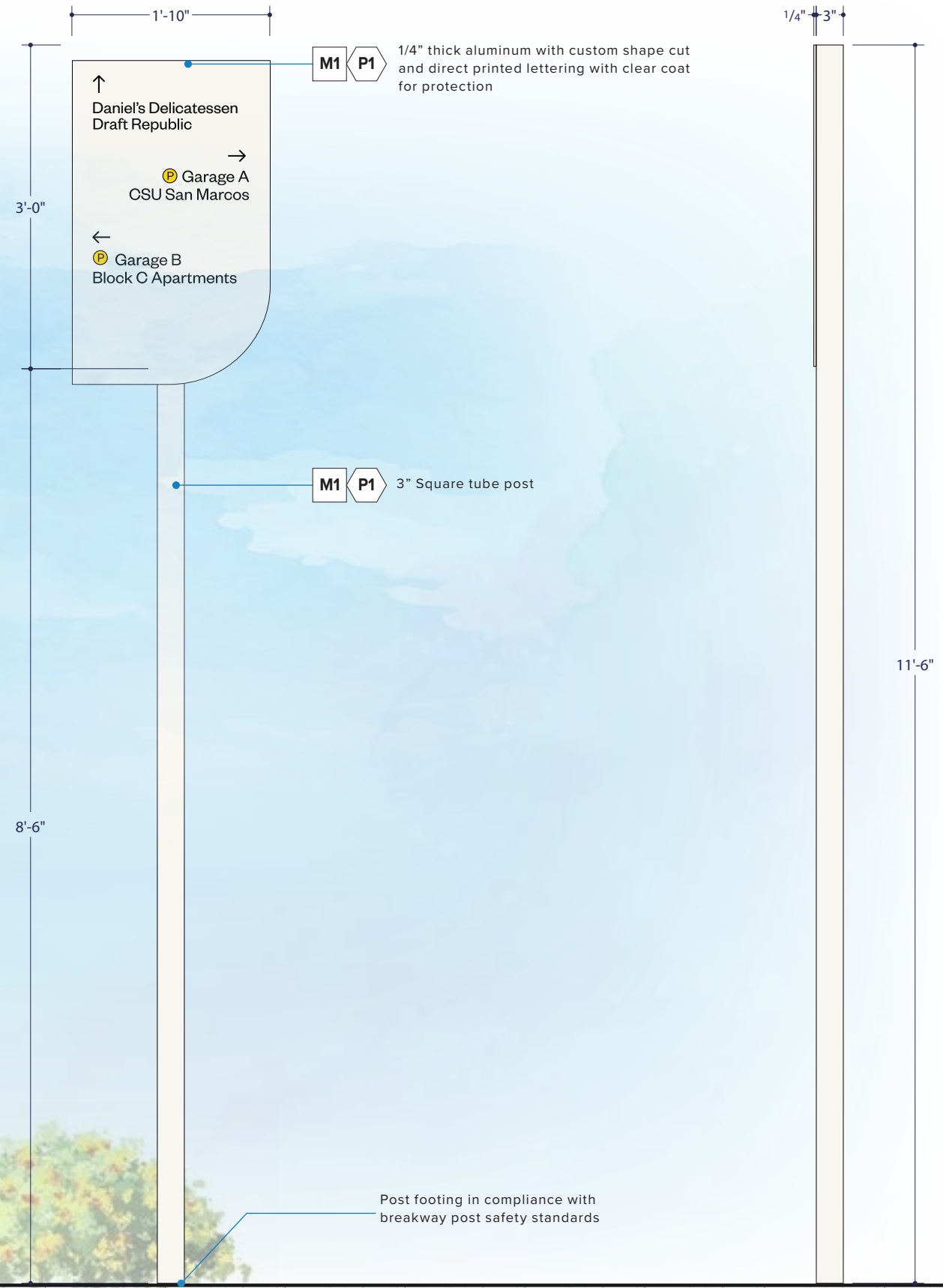
SIDE VIEW  
SCALE: 1" = 1'-0"

FRONT VIEW  
SCALE: 1" = 1'-0"

FRONT VIEW - ILLUMINATED  
SCALE: 1" = 1'-0"

# B1b

## VEHICULAR DIRECTIONAL POLE MOUNTED



**FRONT VIEW**  
SCALE: 3/4" = 1'-0"

**SIDE VIEW**  
SCALE: 3/4" = 1'-0"

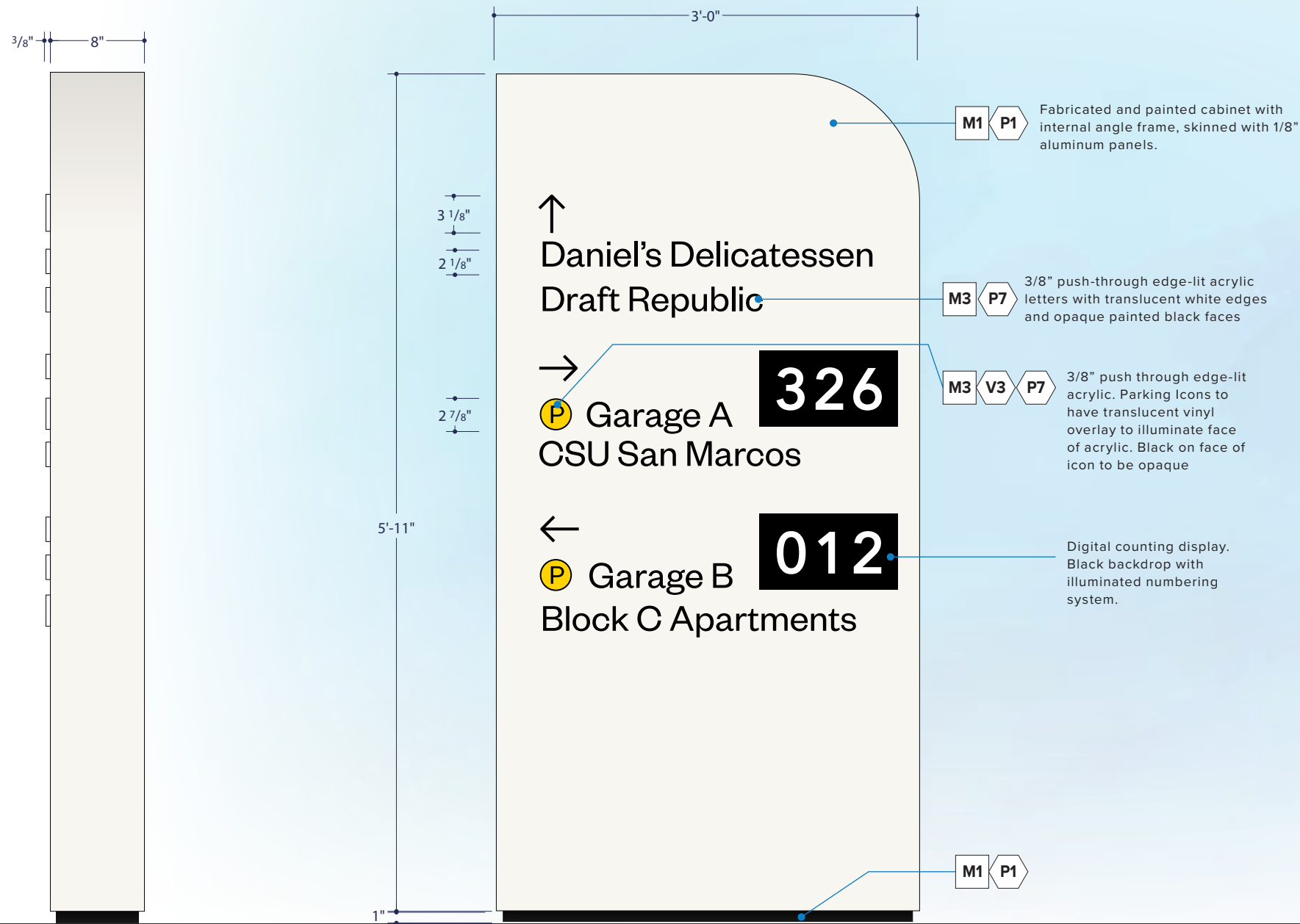
**PLEASE NOTE**  
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Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

# B1c

## VEHICULAR DIRECTIONAL PARKING COUNTER



SIDE VIEW  
SCALE: 1" = 1'-0"

FRONT VIEW  
SCALE: 1" = 1'-0"



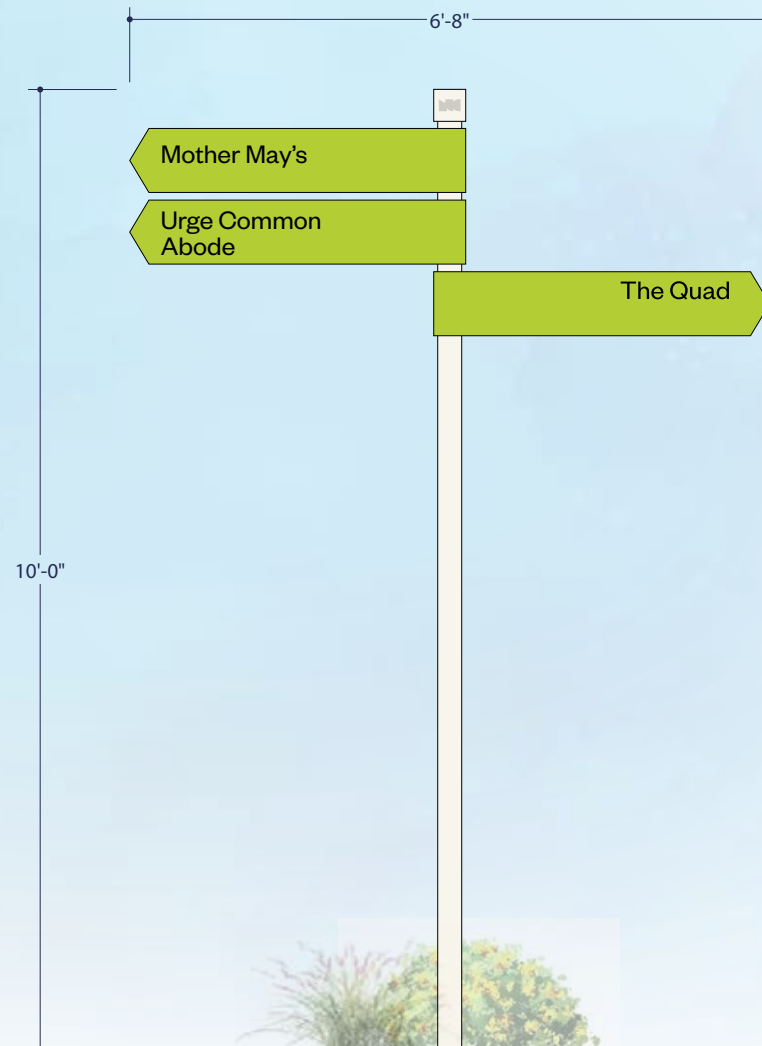
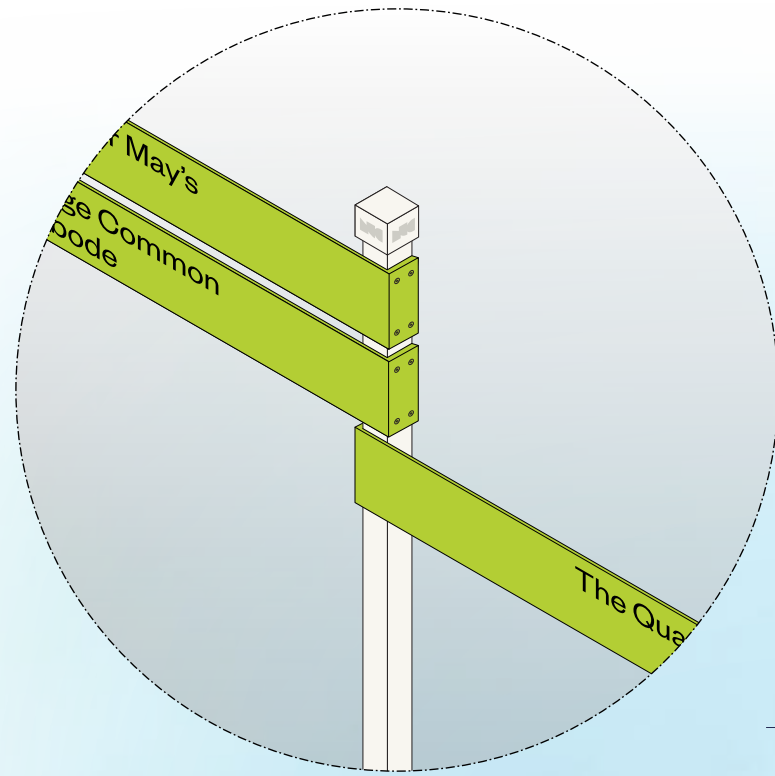
FRONT VIEW - ILLUMINATED  
SCALE: 1" = 1'-0"

## B2 PEDESTRIAN ORIENTED DIRECTIONAL

Pedestrian-oriented directional signs are especially important in creating a walkable District. They provide directional information, which encourages pedestrian to visit many areas within North City. These signs will reinforce the North City identity by use of a palette of similar materials, colors, design elements and lighting as used in the Gateway signage that appeal to the pedestrian experience.

Pedestrian directional signs are positioned at key decision making locations, helping to direct visitors to important destinations throughout the district.

Only approved project fonts and project symbols are permitted.



FRONT ELEVATION

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

SIDE ELEVATION

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

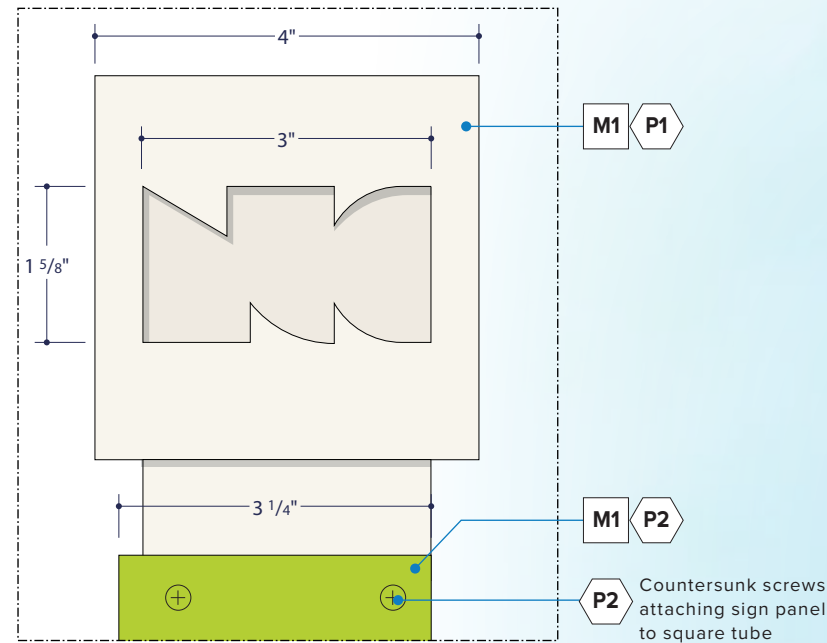
PLEASE NOTE

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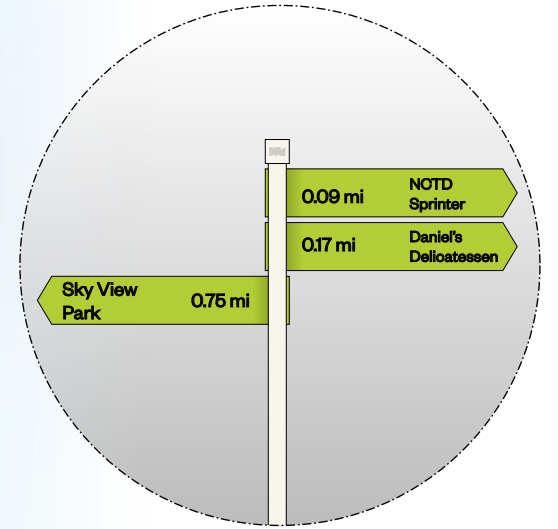
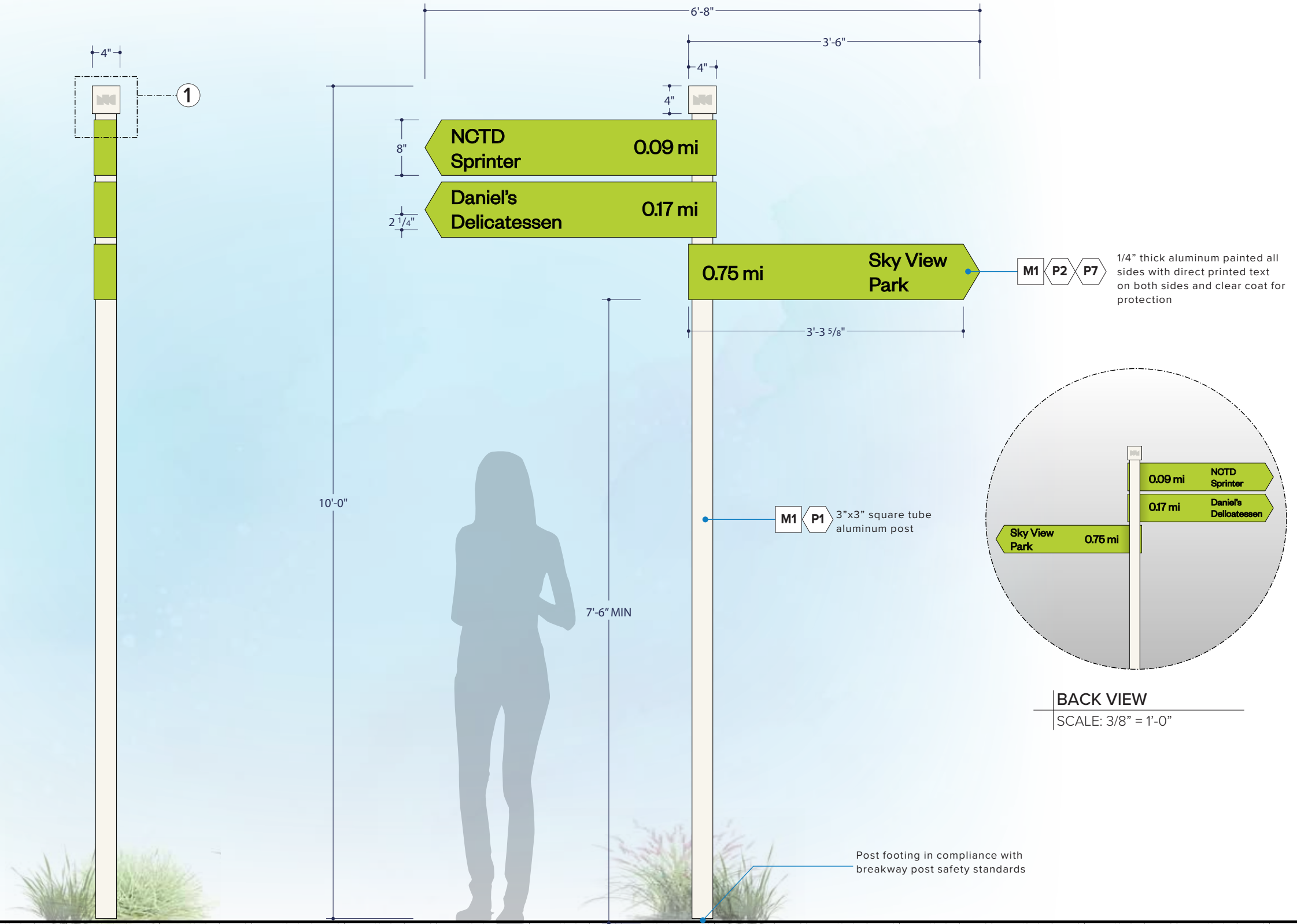
Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

# B2 PEDESTRIAN ORIENTED DIRECTIONAL



1 - Laser engraved debossed logo on all 4 sides of decorative pole topper. Sign panels will have a welded 1/2" thick aluminum angled return, attached to post with tamper resistant mechanical fasteners  
SCALE: 6" = 1'-0"



BACK VIEW  
SCALE: 3/8" = 1'-0"

SIDE VIEW  
SCALE: 3/4" = 1'-0"

FRONT VIEW  
SCALE: 3/4" = 1'-0"

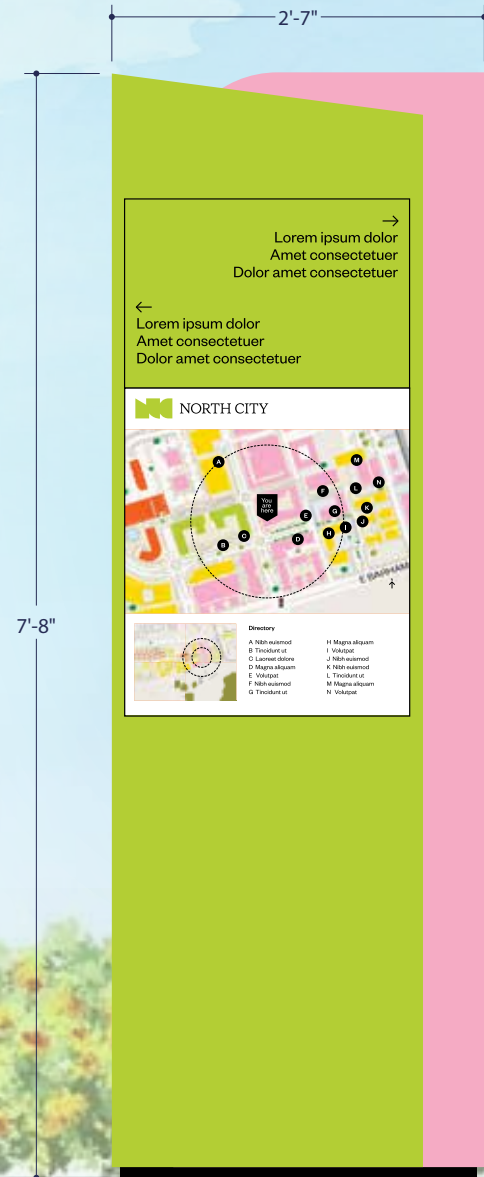
# B3

## PEDESTRIAN ORIENTED DIRECTIONAL + DIRECTORY

Pedestrian-oriented directory signs assist pedestrians arriving and traveling within the district to orient themselves with respect to major destinations and North City neighborhoods. These interactive, potentially digital directories may include community messages, and incorporate an additional level of design detail, which promotes walk-ability.

The pedestrian directional + directory signs provide a Swiss army knife wayfinding element to the sign program by providing interactive, potentially digital directional signage combined with a directory map identifying the various restaurants, retailers and destinations.

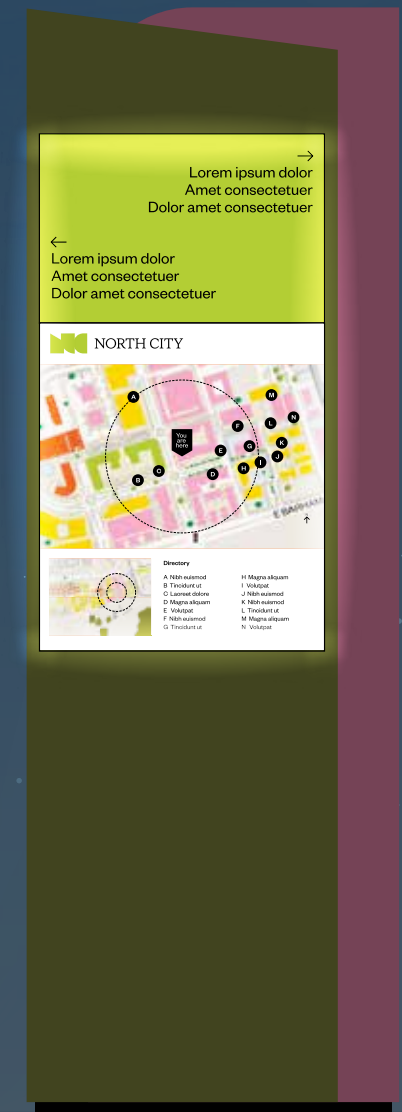
**NOTE:**  
Sign not to exceed 8'-0" maximum height.  
Color variety across signs using the same structure.



FRONT ELEVATION  
SCALE: 3/4" = 1'-0"



BACK ELEVATION  
SCALE: 3/4" = 1'-0"



FRONT ELEVATION - ILLUMINATED  
SCALE: 3/4" = 1'-0"

**PLEASE NOTE**  
All drawings and dimensions are conceptual only and are to be used as general guidelines. Each sign's final design and location will be addressed on a one-by-one basis prior to installation in collaboration with City of San Marcos Engineering and Planning Divisions and adhere to any requirements related to sign permitting, line of sight approval and public right-of-way encroachment permits, as needed. Sign style and color can be revised per the approval of the Planning Division Director.

Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

# B3 - PEDESTRIAN ORIENTED DIRECTIONAL + DIRECTORY



SIDE VIEW  
SCALE: 1" = 1'-0"

FRONT VIEW  
SCALE: 1" = 1'-0"

BACK VIEW  
SCALE: 1" = 1'-0"

**PLEASE NOTE**  
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# B3 - PEDESTRIAN ORIENTED DIRECTIONAL + DIRECTORY

B3a - COLOR COMBINATION - A



B3b - COLOR COMBINATION - B



B3c - COLOR COMBINATION - C



FRONT VIEW

SCALE: 1" = 1'-0"

PLEASE NOTE

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Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

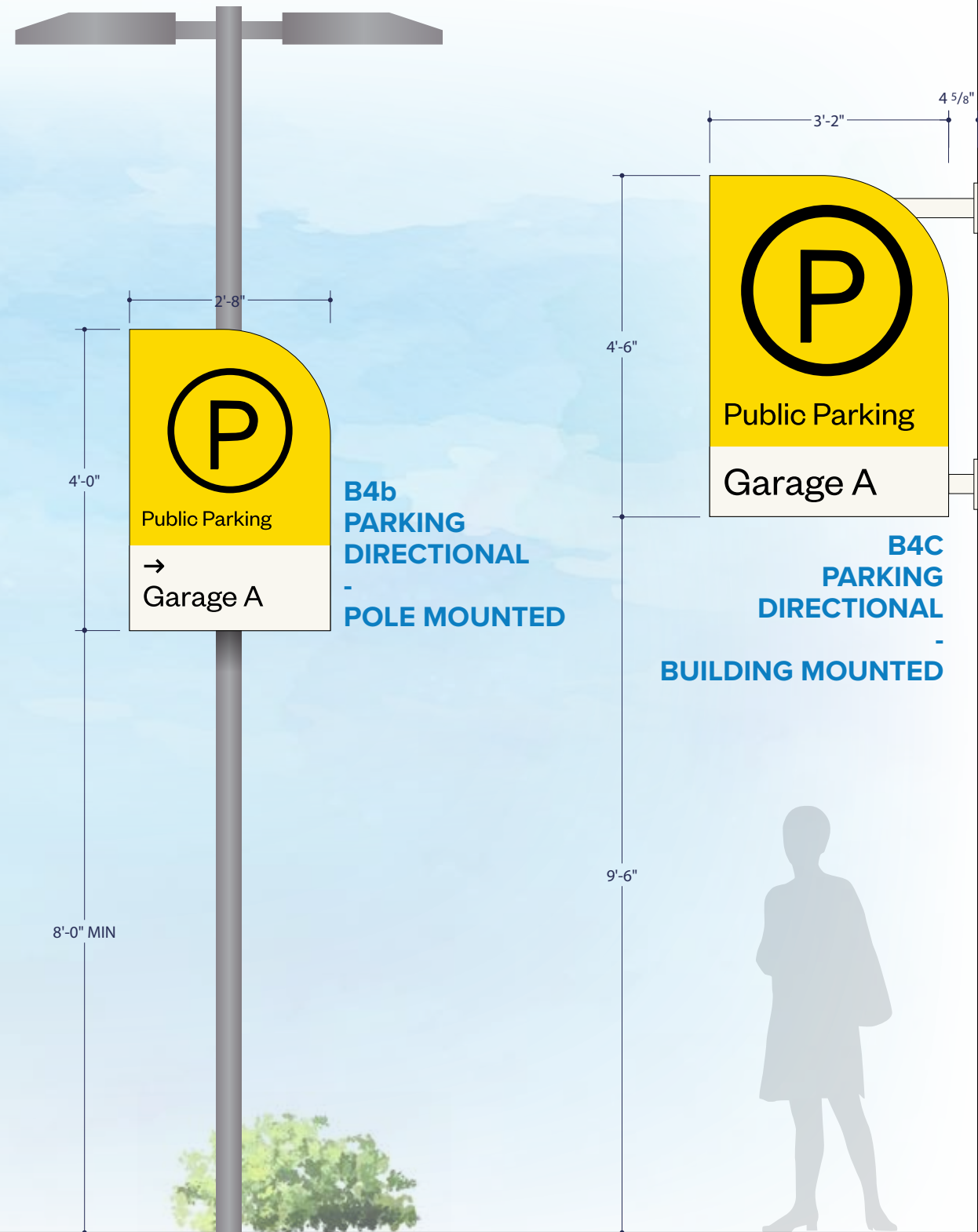
# B4 VEHICULAR ORIENTED PARKING DIRECTIONAL

Vehicular-oriented directional signs are strategically located to assist visitors arriving and driving throughout North City to the various parking opportunities.

Parking directional signs are strategically located throughout the site creating a "trail of bread crumbs" way of orienting visitors to the various parking opportunities.

Signs are to be mounted to avoid visual pollution of over signing and to avoid any issues with additional footings or curb / right-of-way conflicts.

Building mounted parking signage may alternatively use designs per that building's own Sign Criteria and Guidelines, provided they conform to the City-approved building permit and encroachment permit approval process.



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

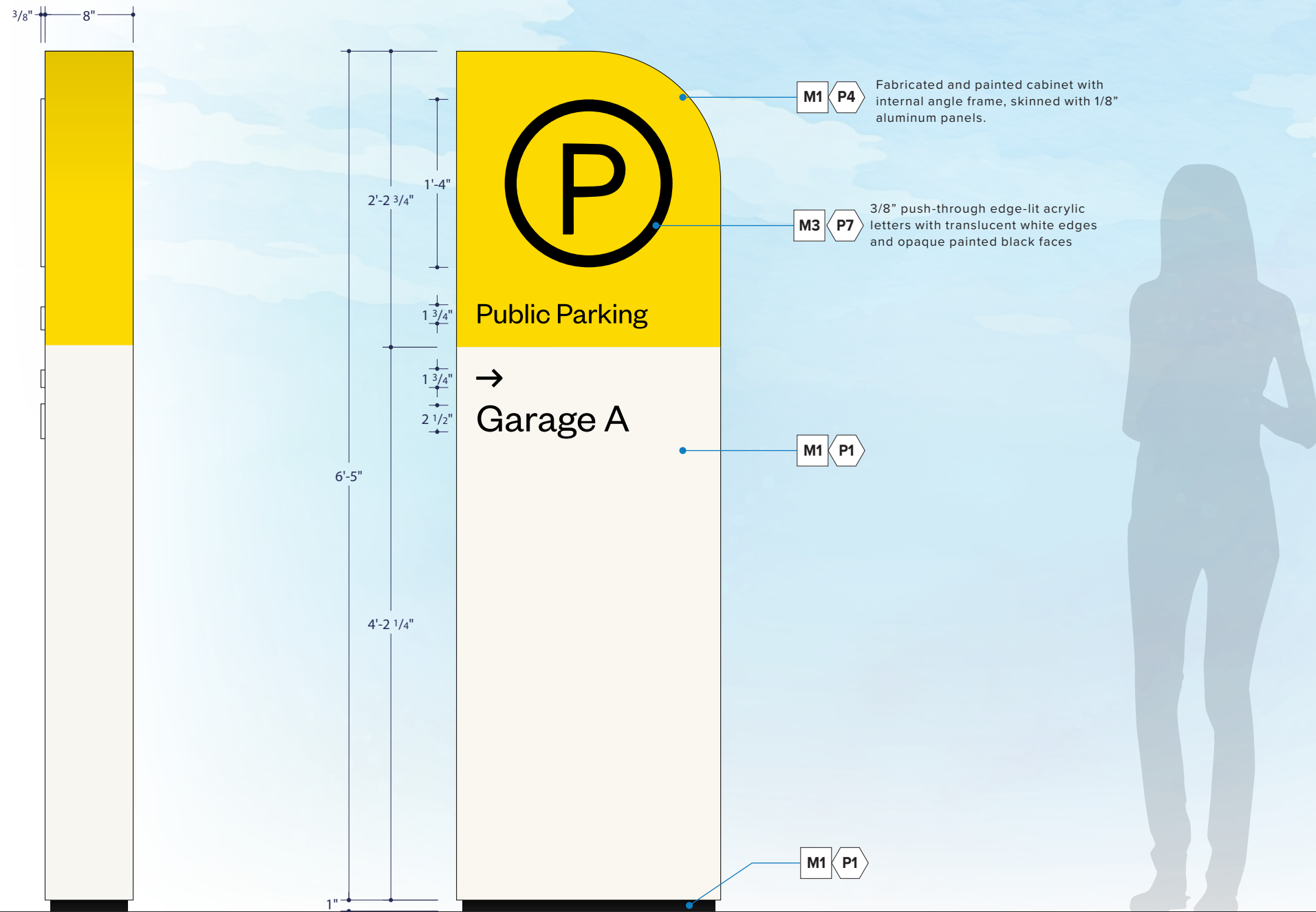
PLEASE NOTE  
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Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

# B4a

## VEHICULAR ORIENTED PARKING DIRECTIONAL FREESTANDING



SIDE VIEW

SCALE: 1" = 1'-0"

FRONT VIEW

SCALE: 1" = 1'-0"

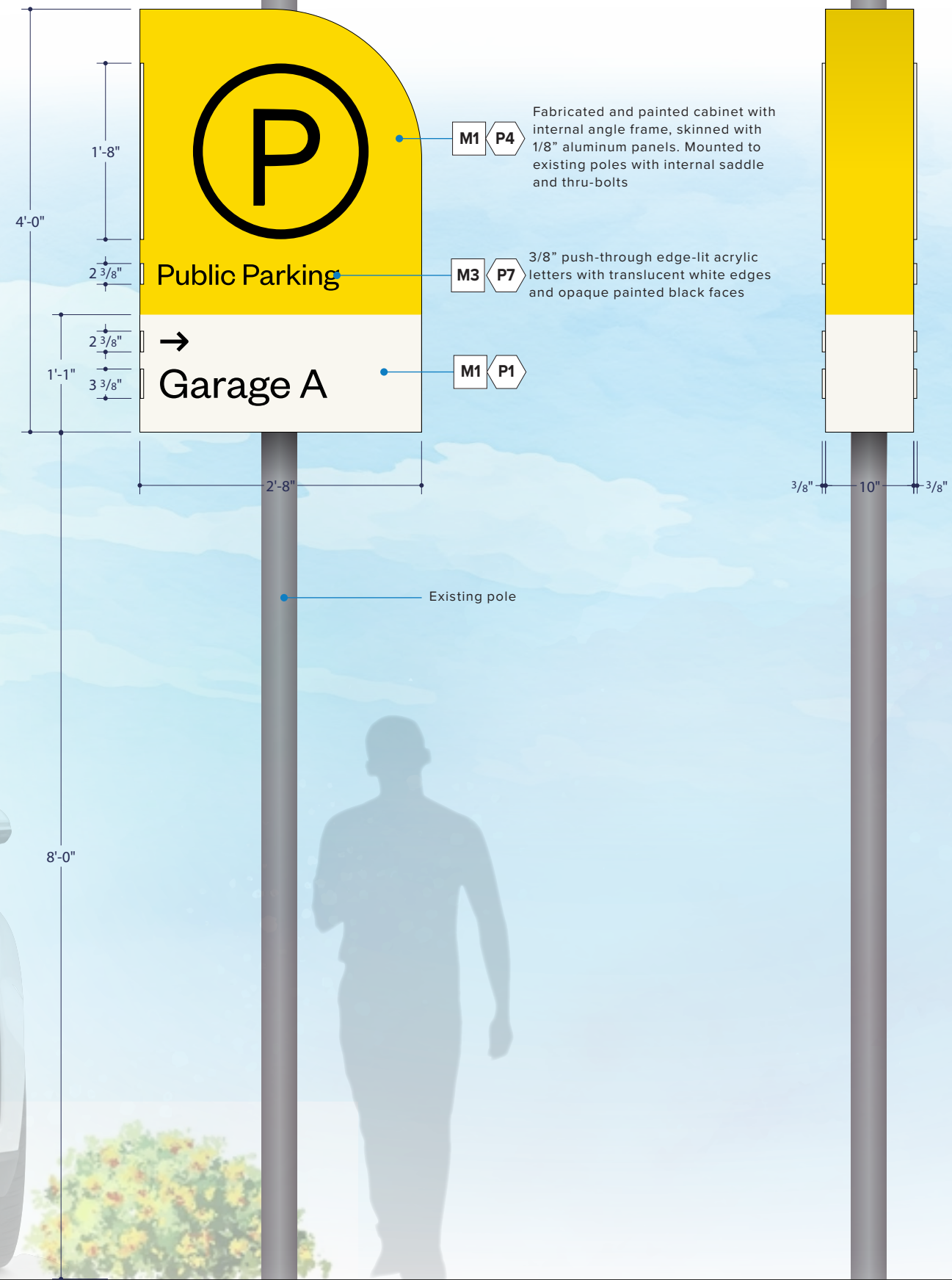


FRONT VIEW - ILLUMINATED

SCALE: 1" = 1'-0"

# B4b

## VEHICULAR ORIENTED PARKING DIRECTIONAL POLE MOUNTED



FRONT VIEW  
SCALE: 3/4" = 1'-0"

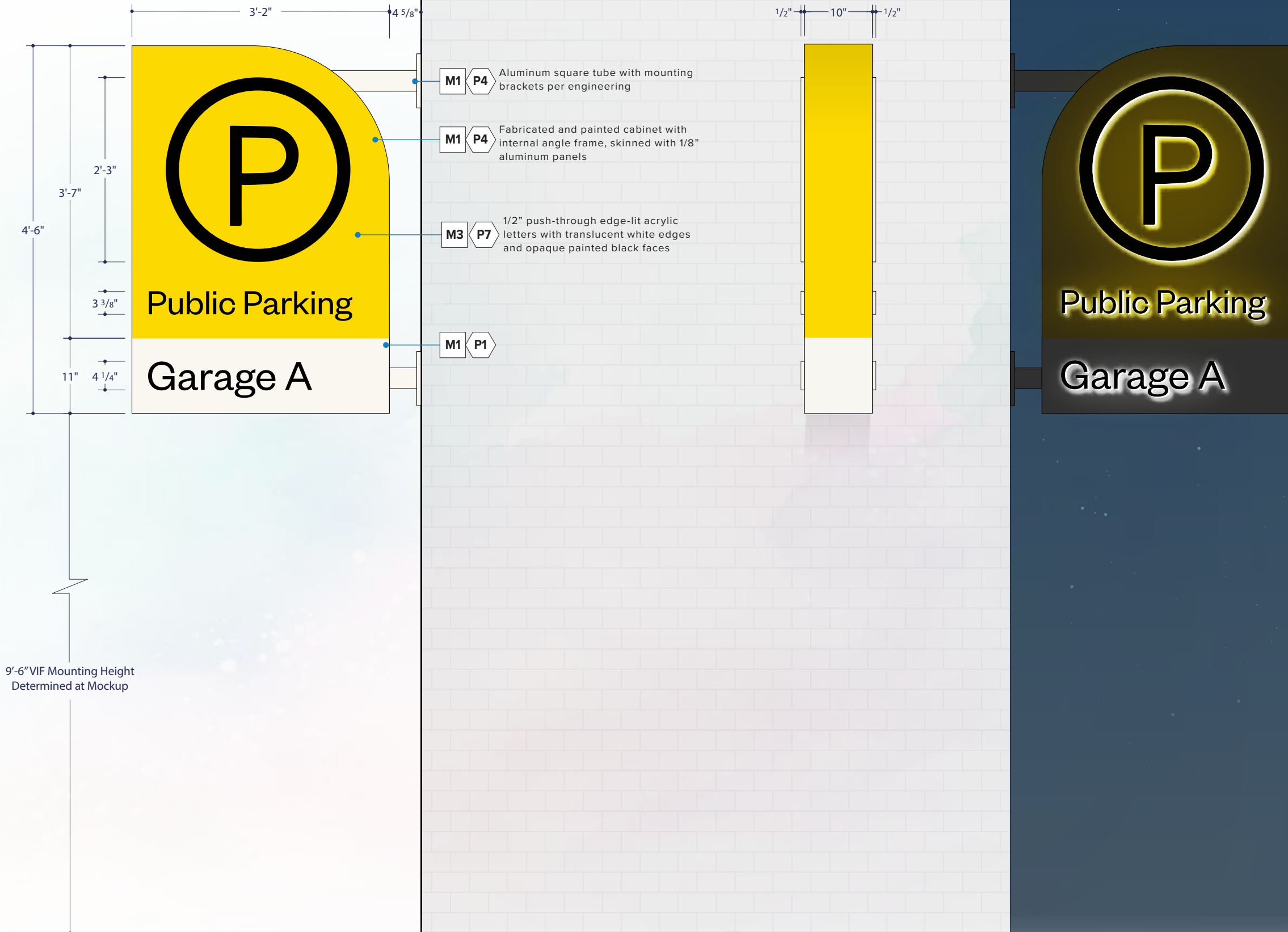
SIDE VIEW  
SCALE: 3/4" = 1'-0"

FRONT VIEW - ILLUMINATED  
SCALE: 1" = 1'-0"



# B4b VEHICULAR ORIENTED PARKING DIRECTIONAL WALL MOUNTED

Building mounted parking signage may alternatively use designs per that building's own Sign Criteria and Guidelines, provided they conform to the City-approved building permit and encroachment permit approval process.



FRONT VIEW  
SCALE: 3/4" = 1'-0"

SIDE VIEW  
SCALE: 3/4" = 1'-0"

BACK VIEW - ILLUMINATED  
SCALE: 3/4" = 1'-0"

PLEASE NOTE

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Line of sight and right of way will not be blocked when determining final placements. Quality and brightness of lighting to meet surrounding neighborhood standards. Signs to have a dimer to adjust brightness as needed.

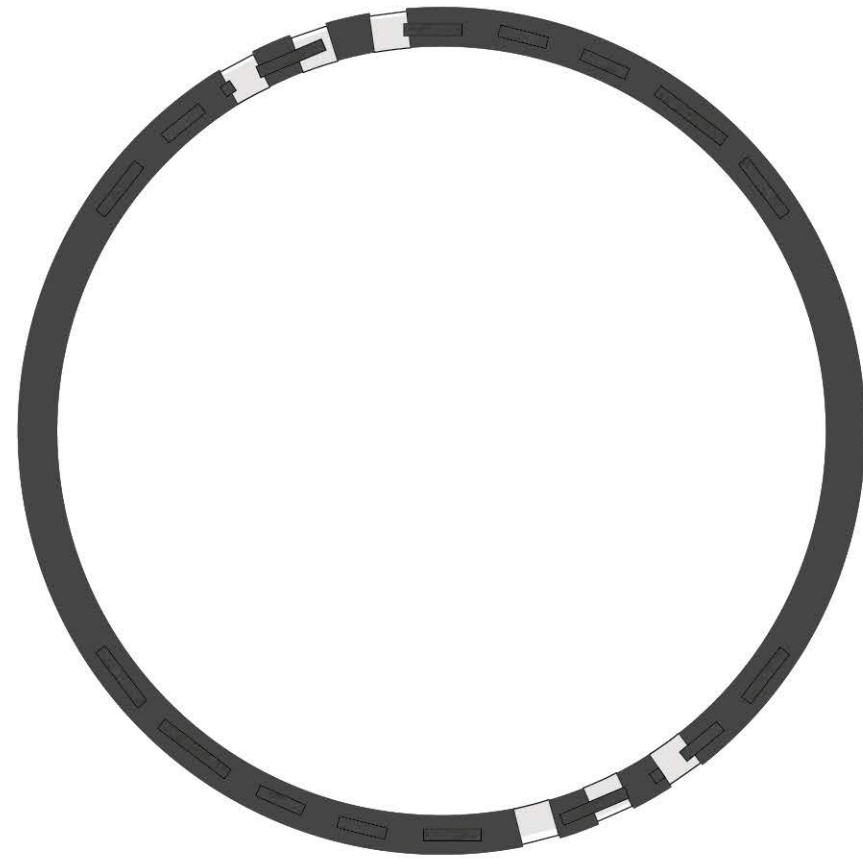
Landscaping shown for aesthetics only. Final landscaping will be addressed at time of sign permit. Landscaping to conform with planting palette contained in the UDSP.

# C1 NEIGHBORHOOD IDENTIFICATION

Neighborhood Identification signs serve to name individual neighborhoods, both residential and commercial, within North City. These types of signs contain common elements that reinforce the project identity, and which introduce the unique architectural and graphic identities of the individual neighborhoods.

The roundabout district id sign creates an artful identification moment for visitors upon arrival. The landscape letter forms are mounted on a wood clad base adding to the eclectic character of the district.

All round-about signage shall comply with CA MUTCD standards.



3 Plan View  
Scale: 1/4"=1'



1 C1 ROUNDABOUT SIGN  
Front Elevation  
Scale: 3/8"=1'

2 Side Elevation  
Scale: 3/8"=1'

# C2a

## PEDESTRIAN LIGHT POLE BANNERS

The creative design of light pole banners will further reinforce the North City identity and experience.

Note: Final artwork to be provided by marketing team.

M7

Double-sided pole banners printed with project colors. Banners to have top and bottom pole pockets installed to existing poles with aluminum brackets, fiberglass arms and stainless steel straps.



FRONT ELEVATION

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

# C2b

## PEDESTRIAN LIGHT POLE BANNERS

The creative design of light pole banners will further reinforce the North City identity and experience.

Intended for the light posts along pedestrian corridors, such as sidewalks and paseos.

Note:  
Final artwork to be provided by marketing team

**M7** Double-sided pole banners printed with project colors. Banners to have top and bottom pole pockets installed to existing poles with aluminum brackets, fiberglass arms and stainless steel straps.



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

# SIGN REQUIREMENTS

Each sign design will be addressed on a one-by-one basis prior to actual installation in collaboration with the City of San Marcos Engineering and Planning Divisions.

Privately maintained signs within the right-of-way (ROW) shall be maintained through an Encroachment, Maintenance and Removal Agreement with the City, to be executed prior to building permit issuance.

A right-of-way (ROW) permit will also be coordinated with the City for installation of signage in the ROW.

All sign dimensions and locations near crosswalks and intersections are subject to sight visibility analysis prior to installation.

Note: Prior to the installation of any structure, sign, or similar element, a permit shall be obtained in accordance with the California Building Code (CBC), including but not limited to the requirements outlined in CBC Sections 105.1 and 106.1.

Structural elements shall comply with the applicable provisions of CBC Chapter 16 (Structural Design) to ensure adequate load-bearing capacity, wind resistance, and seismic stability as required by the site conditions. All construction and installation must adhere to approved plans and specifications.

Any additional signage that may be necessary or required per code or site condition that does not fit into any of the included sign types will adhere to the same design guidelines and quality standards.