

Hilbert Museum of California Art Sign Program

September 21, 2021

Property Owner:

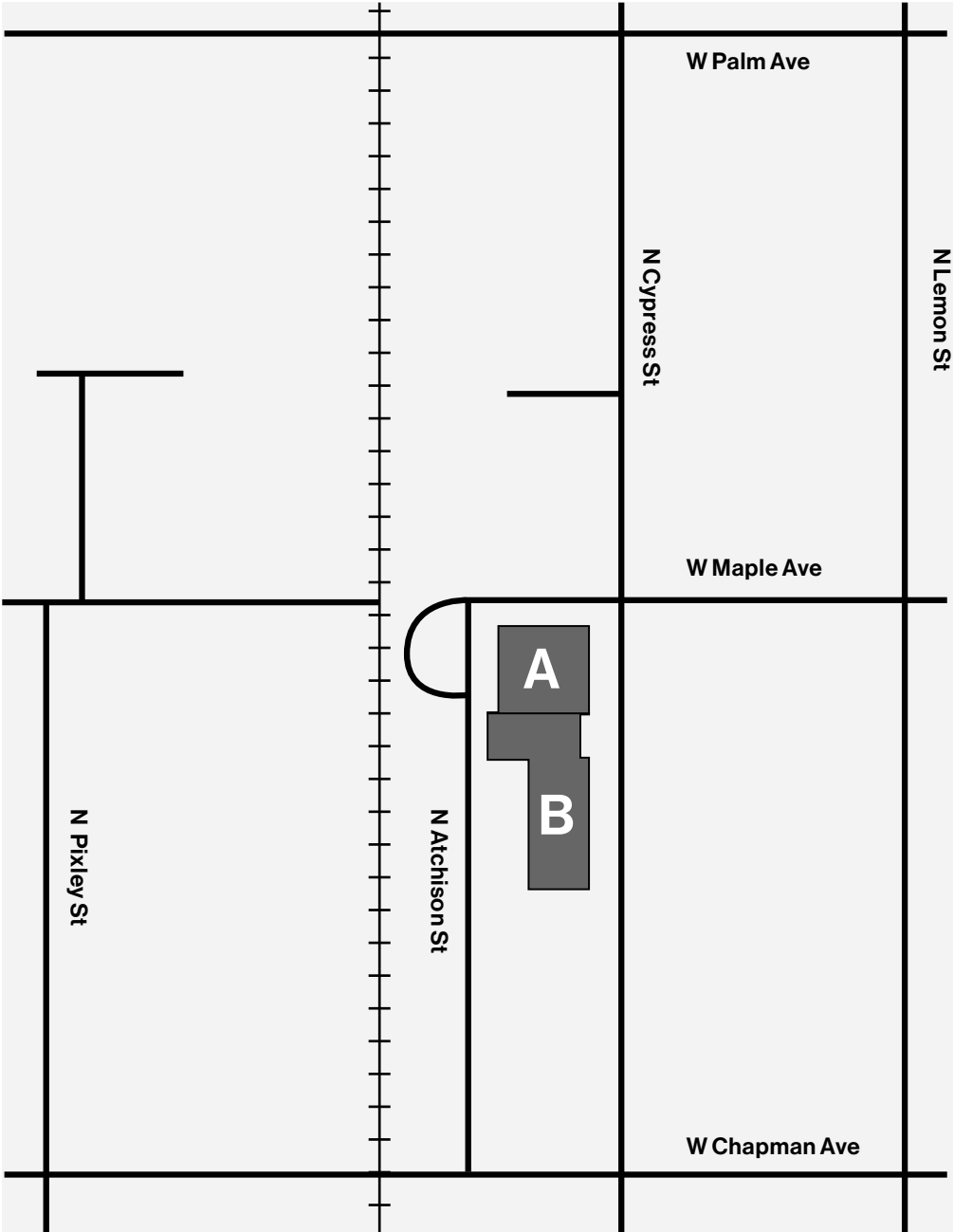
Chapman University
One University Drive
Orange, CA 92866
714-628-7303

Program Designer:

IN-FO.CO
2305 Hyperion Ave
Los Angeles, CA 90027
323-486-7143

Agent:

KTGY
17922 Fitch
Irvine, CA 92614
949-851-2133



Addresses: 167 N Atchison St,
190 N Cypress, Orange, CA 92866
Zoning: Public Institution
Building Stories: 1

Sign Types

Sign Type	Description	Purpose	Sign Location	Max. Quantity Allowed in Specific Plan Per Building	Quantity Proposed	Max. Sign Area	Max. Letter Height	Max. Height of Sign	Logos Allowed	Illumination Permitted
A	Building ID / Major Wall Sign	Building Identification	Building	8	2	Varies	Varies	Varies	Yes	Yes
B	Secondary ID / Minor Wall Sign	Building Identification	Building	12	4	12 SF	12"	12"	Yes	Yes
C	Campus ID / Freestanding	Campus Identification	Ground	2	2	32 SF	16"	50"	Yes	Yes
D	Building Address ID	Building Identification	Building	N/A	4	6 SF	18"	18"	No	Yes
E	Artwork (Temporary Banners)	Information	Building	N/A	2	150 SF	N/A	Varies	Yes	Yes
F	Artwork	Cultural Heritage	Building	N/A	5	N/A	N/A	N/A	No	Yes
G	Art Label	Information	Varies	N/A	6	2 SF	1"	Varies	No	Yes
H	Legal Notice	Legal, Fire Lane, Restrictions	Ground	N/A	1	15 SF	N/A	72"	Yes	No
I	Directional Sign	Directional	Building	N/A	2	8 SF	2.5"	2.5"	No	Yes

Chapman University Sign Program Definitions

Campus Identification

Is the primary name of the campus and would be used throughout the entire Sign Program. Examples include, but are not limited to, “Chapman University”, “Beckman Hall” and “Marion Knott Studios” or some variation thereof.

Building Identification

Is the name of the building. Most offices would identify a building by using an address, but a private university would typically use a donor name to identify a particular building. Each building will only have one person’s or one family’s name. Examples of Building Identification at Chapman University’s Orange campus are “The K Residence Hall” and “Villa Park Orchards” or some variation thereof.

School Identification

Is the name of the degree, school, program or college that operates in one or more buildings. There could be multiple degrees, schools, programs and colleges operating in a building. Examples of School Identification at Chapman University’s Orange campus are “Argyros School of Business and Economics” and “Dodge College of Film and Media Arts”.

Sign Type Area computation

Total sign area is calculated by adding the square footage of the letters and logo of each sign, not including the blank area between logo and lettering.

Chapman University Standard Fonts

*Additional fonts allowed as identified in specific plans and by permission of Chapman University

Broadway

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!\$(.,;:)'"/^"

Century Schoolbook Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!\$(.,;:)'"/^"

Windsor Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!\$(.,;:)'"/^"

Helvetica Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!\$(.,;:)'"/^"

Futura Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!\$(.,;:)'"/^"

Antique Olive SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!\$(.,;:)'"/^"

Palatino Linotype

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$?!\$(.,;:)'"/^"

Criteria for Artwork

Chapman University is proposing artwork integrated into the building. The adopted Chapman University Specific Plan (Amendment No. 6) includes an Art-in-Public-Places program that is designed to enhance the physical environment of the Chapman University campus.

The goals of the program, as described in the Specific Plan, are as follows:

- To add to the cultural heritage of Chapman University and the City of Orange through aesthetic enhancement of the campus and the surrounding community.
- To make durable art of excellent quality available to students, faculty and the community-at-large to stimulate intellectual and artistic growth.
- To create focal points within the campus for the enjoyment and contemplation of fine art.
- To enhance the stature of Chapman University and the City of Orange by defining its commitment to artists and to the creative process as a vital element of urban dynamics.

The Specific Plan includes the following guidelines for Art-in-Public Places:

- The art may be created using a variety of mediums and techniques and be as fleeting as sprays of water or as permanent as bronze. Examples of items qualifying as are include: water features, decorative paving and mosaics, murals, sculptures, decorative carvings, ornamental benches, special light shows and other items of a unique and high quality nature that embody artistic elements [emphasis added].
- Each piece of art shall be designed to enhance or complement the outdoor area or building to which it relates.
- The University shall have the right to choose all art on campus, although the University shall go through Design Review prior to installing any art on the outside of or surrounding any building on campus.
- Art is encouraged to face public rights-of-way and streets to help beautify the community and make art accessible to everyone. Art may be placed in the front setback areas along the streets.
- Art shall relate to the context of the surrounding area, and/or to the architecture and use of the closest building.

Approval Process for Signage and Art

Pursuant to Section 5.7.2 of the Chapman University Specific Plan, all perimeter signs within 100 feet of public streets and in view of public areas shall be reviewed by the Community Development Director to determine conformance with this sign program. All signs, regardless of location, shall be required to obtain the necessary building and/or electrical permits, where necessary.

Minor amendments to this sign program shall be processed through an Administrative Design Review, pursuant to Section 17.10.070. E.2 of the Orange Municipal Code.

Artwork (Temporary Banners): Once a building permit has been issued and finalized for the original installation of the integrated artwork, future building permits and/or Planning Division approval shall not be required from the City of Orange to change out the artwork panel, provided the artwork panel does not exceed 12 feet in width and 21 feet in height. Should the panel exceed either dimension, the panel shall be reviewed by the Director of Community Development, or his/her designee, to determine if building permits and/or Planning Division approval is necessary.

Illumination

All signage will be illuminated indirectly via landscape or ambient illumintation, or not at all. All Illumination to follow guidelines established in the Specific Plan, Light sources must be hidden from view, with a maximum color temperature of 3000k for white lights for consistency with the Historic Preservation Design Standards for Old Towne.

Materials

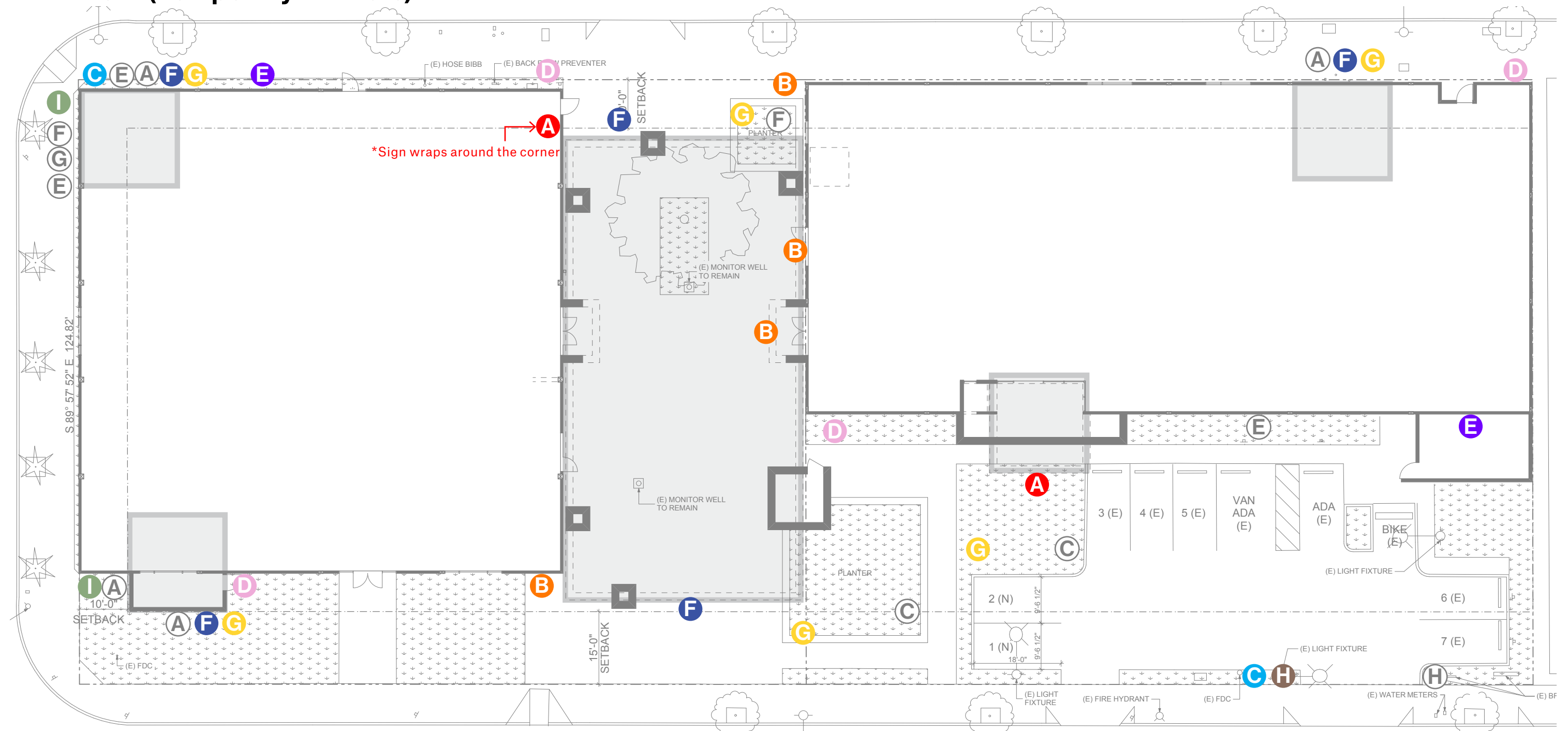
Final materials and colors have not been selected. Materials under consideration are Paint, Powder-coated aluminum and Vinyl. Materials and colors of signage will be consistent with the specific plan.

Sign Locations

- A Building ID / Major Wall Sign**
 - B Secondary ID / Minor Identification Sign**
 - C Campus ID / Freestanding**
 - D Building Address ID**
 - E Artwork (Temporary Banners)**
 - F Artwork**
 - G Art Label**
 - H Legal Notice**
 - I Directional Sign**

○ Denotes possible alternate location

Note: All exterior surfaces are within 100 feet of street



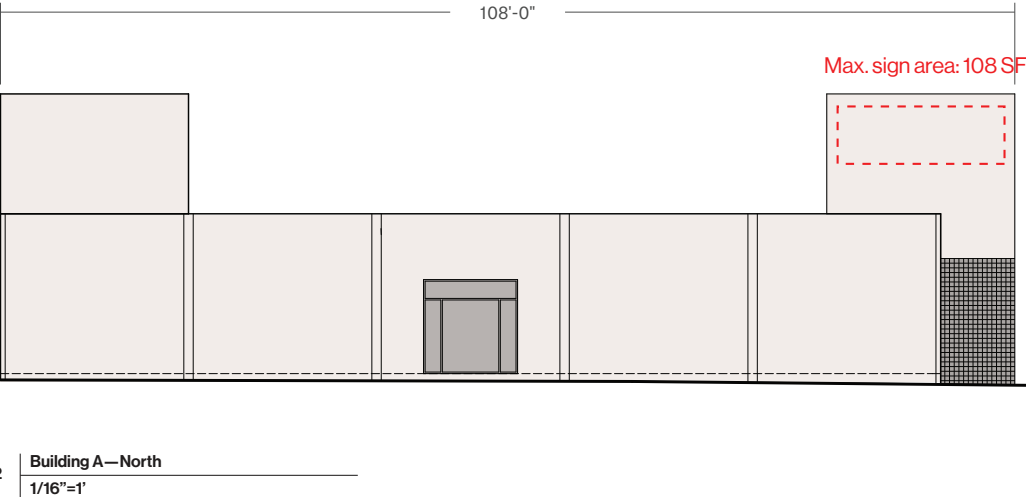
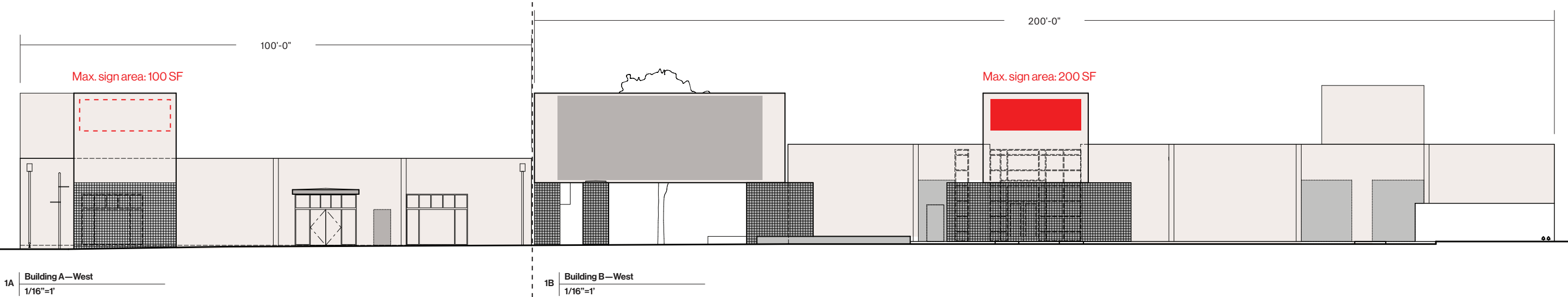
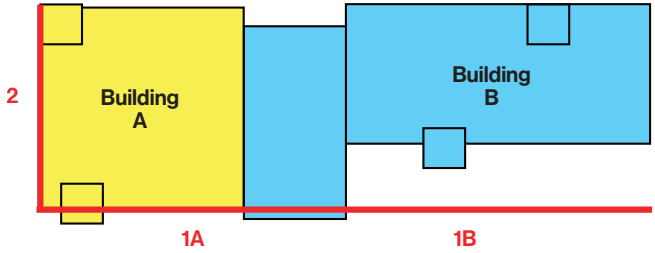
Sign Type A—Building ID / Major Wall Sign Specifications

Sign Purpose	To identify the building name and donor(s), as well as the related facilities that are located inside the building.
Location	Painted directly on surface of building
Max. Number	Up to two signs per street (8 total)
Orientation	Parallel to wall facing public right of way
Max. Sign Area	Sign size shall be limited to 1 square foot of sign area per 1 linear foot of building elevation.
Max. Sign Height	Overall sign height cannot exceed two thirds of the height of the vertical surface plane it is affixed to. Multiple lines of text (if used) to be contained within this height.
Sign Copy	Building identification, donor(s), or facilities located inside building.
Materials	Individual letters and logos only. No cabinet signs or cloud signs. Fabricated from nonferrous metals. Proposed Materials: Painted letters on stucco wall.
Illumination	External illumination permitted. Not proposed to be illuminated.
Logo	Permitted for tenants.
Letterstyle	Helvetica or other font subject to approval by the Community development director
Color	Sign copy color to complement sign background.

Sign Type A—Building ID / Major Wall Sign

Locations

- Proposed Locations
- Alternate Locations



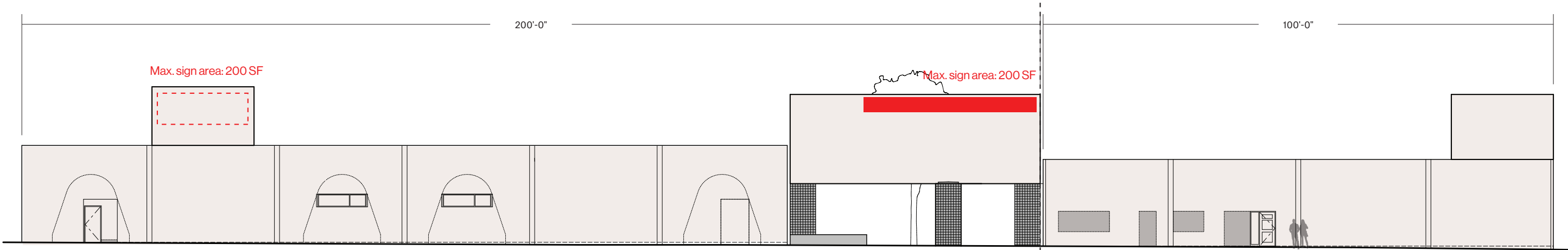
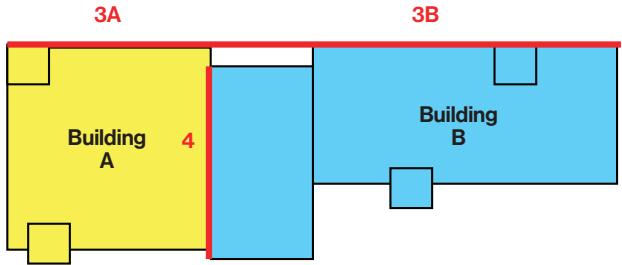
Sign Type A—Building ID / Major Wall Sign

Locations



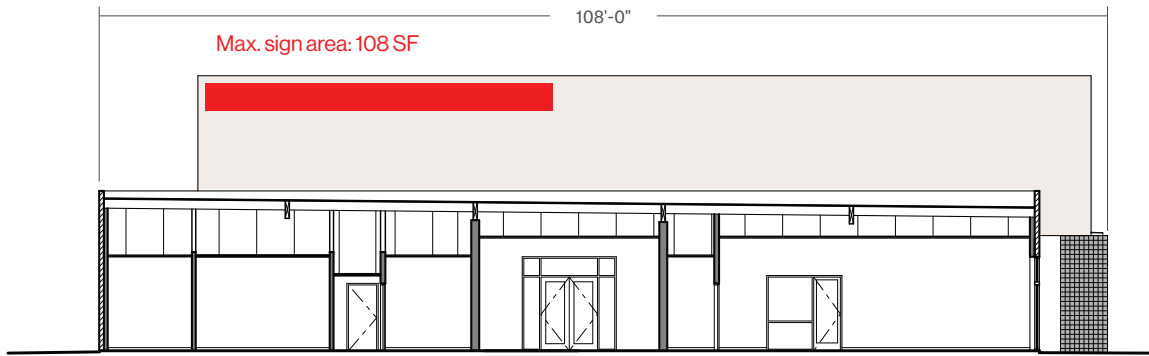
Design Detail (NTS)

- Proposed Locations
- Alternate Locations



3B Building B—East
1/16"=1'

3A Building A—East
1/16"=1'



4 Building B—North
1/16"=1'

Sign Type B—Secondary ID / Minor Wall Sign Specifications

Sign Purpose	To identify donor(s), and/or facilities/departments that are located inside the building.
Location	Attached to building
Max. Number	Up to three signs per building elevation, up to 6 per building (Total 12)
Orientation	Parallel to wall
Max. Sign Area	Sign size shall be limited to 12 square feet.
Max. Character Height	12 inches
Sign Copy	Donor(s), and/or facilities/departments located inside building.
Materials	Individual letters and logos only. No cabinet signs or cloud signs. Fabricated from nonferrous metals. Proposed Materials: Powder-coated Aluminum, or painted, or vinyl letters.
Illumination	External illumination permitted at discretion of Chapman University. Not proposed to be illuminated; some indirect illumination from landscape anticipated.
Logo	Permitted for tenants.
Letterstyle	Helvetica or other font subject to approval by the Community development director
Color	Sign copy color to complement sign background.

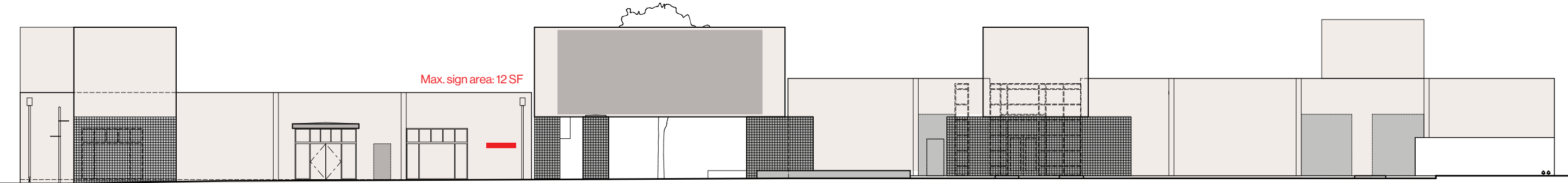
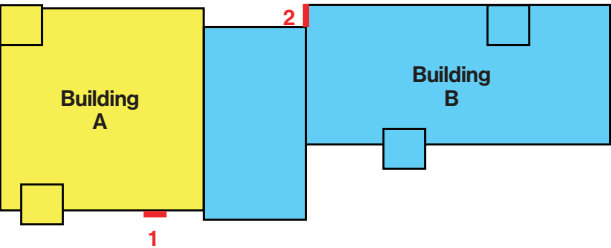
Sign Type B—Secondary ID / Minor Identification Sign

Locations

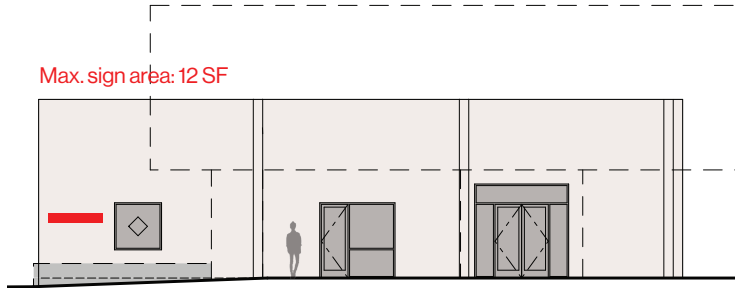


Design Detail (NTS)

Proposed Locations



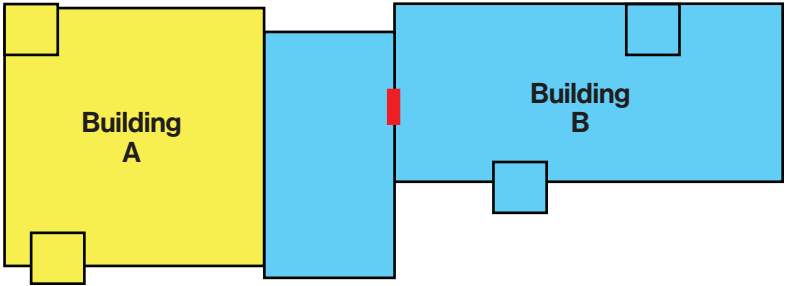
1 Building A—West
NTS



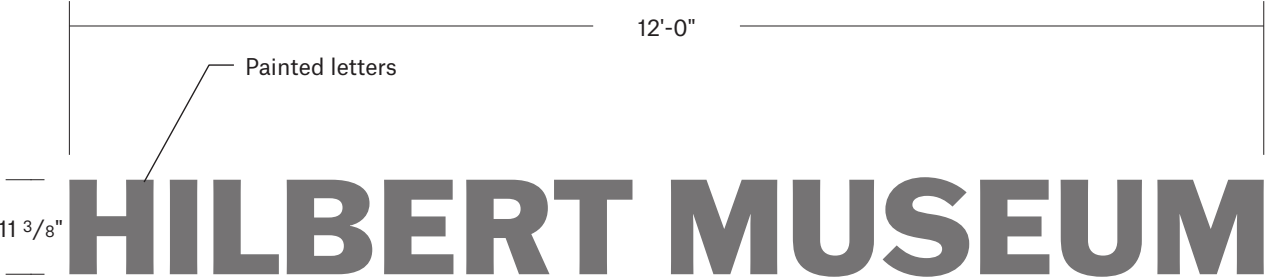
2 Building B—Courtyard
NTS

Sign Type B—Secondary ID / Minor Identification Sign

Locations



Max. sign area: 12 SF



1

Front View

1/2"=1'



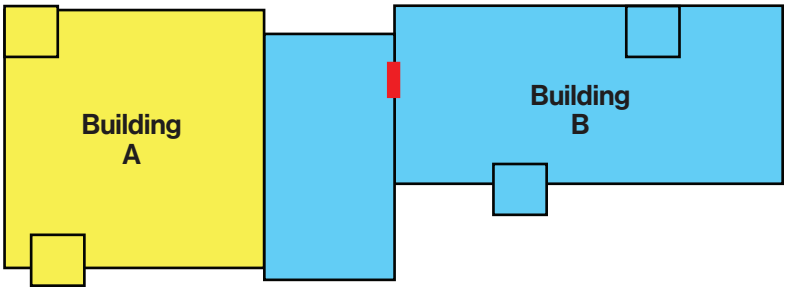
2

Front Elevation

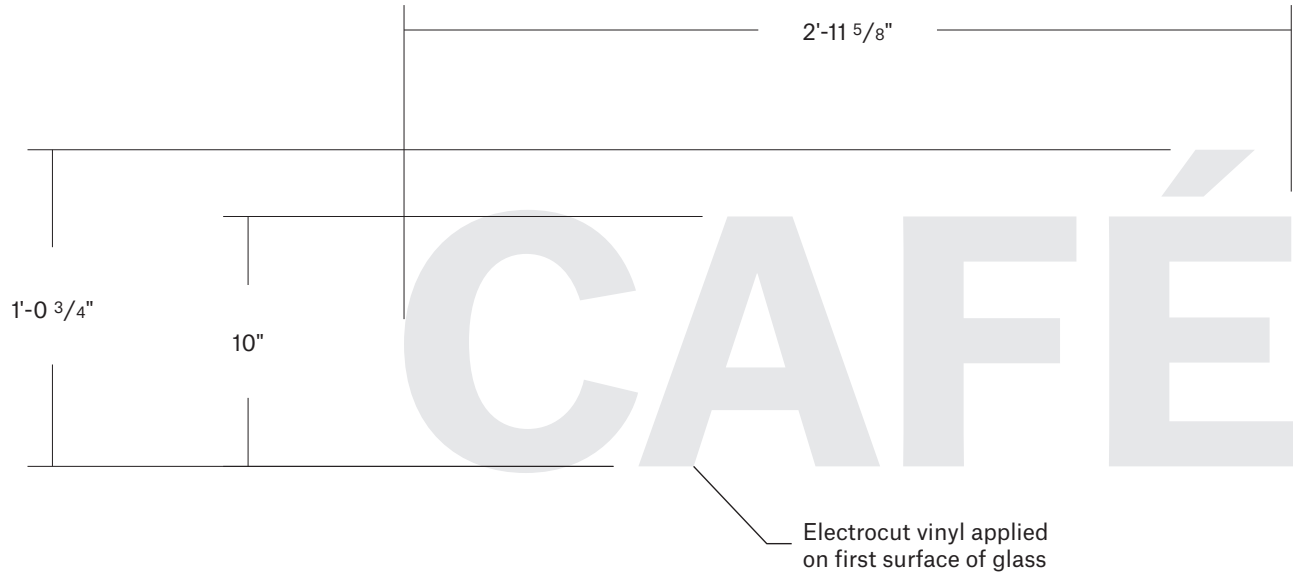
1/2"=1'

Sign Type B—Secondary ID / Minor Identification Sign

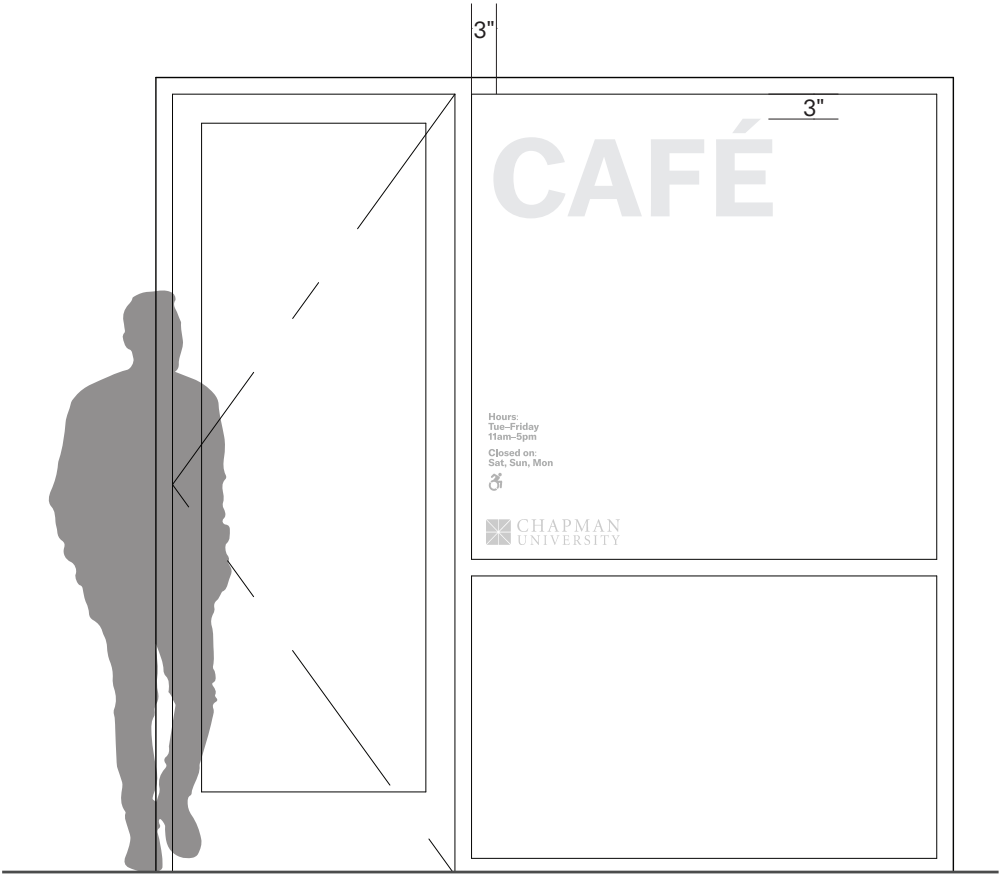
Locations



Max. sign area: 12 SF



1 | Front View
1 1/2"=1'-0"



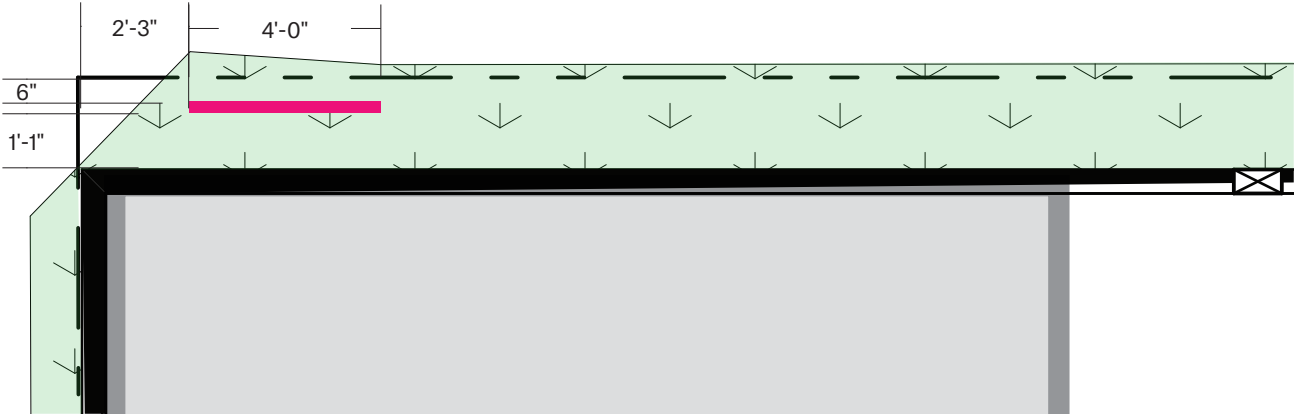
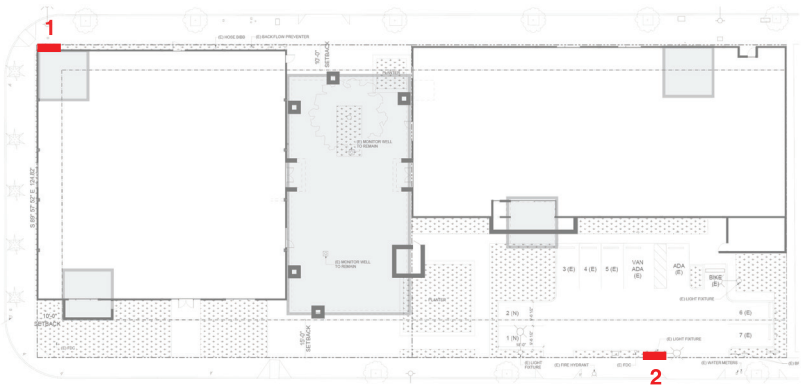
2 | Front Elevation
1/2"=1'

Sign Type C—Campus ID/Freestanding Specifications

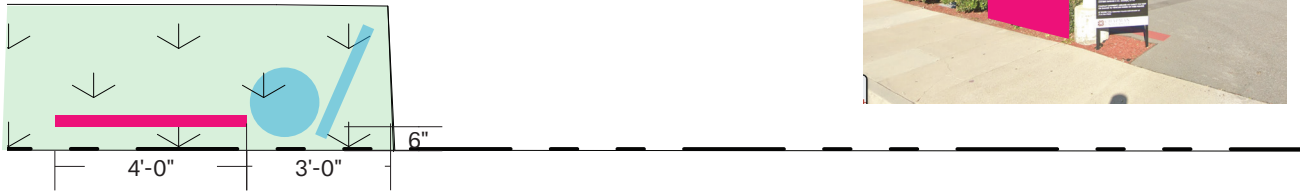
Sign Purpose	Campus identification
Location	Freestanding blade located in ground
Max. Number	Up to one sign per building (Total 2)
Orientation	Parallel to building facing public right of way or perpendicular to pedestrian or vehicular approach
Max. Sign Area	Sign blade size shall be limited 32 square feet. Lettering is a maximum of 16 square feet.
Max. Character Height	Single line only: lettering 16 inches
Sign Copy	Campus identification consisting of individual letters and / or logo
Materials	Individual letters and logos only. No cabinet signs or cloud signs. Fabricated from nonferrous metals. Proposed Materials: Powder-coated aluminum panel with direct-printed logo
Illumination	External lighting permitted. No illumination planned.
Logo	Permitted.
Letterstyle	See standard logo configuration page.
Color	Chapman warm gray (Pillar)

Sign Type C—Campus ID/Freestanding Locations

Proposed Location



1 | Plan View
1/4"=1'-0"



2 | Plan View
1/4"=1'-0"



Max. sign area: 32 SF
Max. dimension of the sign: 7'-8" (W) x 4'-2" (H)

3 | Front View
NTS

Sign Type C—Campus ID/Freestanding
Standard Logo Configurations



Sign Type D—Building Address ID Specifications

Sign Purpose	To identify Building Address
Location	Attached to building
Max. Number	Up to two signs per building elevation (Total 16)
Orientation	Parallel to building surface
Max. Sign Area	N/A
Max. Character Height	18 inches
Sign Copy	Number and street name only
Materials	Painted directly on surface of building. Proposed Materials: Painted letters on stucco wall.
Illumination	Permitted. No illumination planned.
Logo	Not permitted
Letterstyle	Helvetica or other font subject to approval by the Community development director
Color	Sign copy color to contrast with building surface / background.

Note: Physical signage shall comply with Orange City Fire and Orange City Police Addressing requirements.

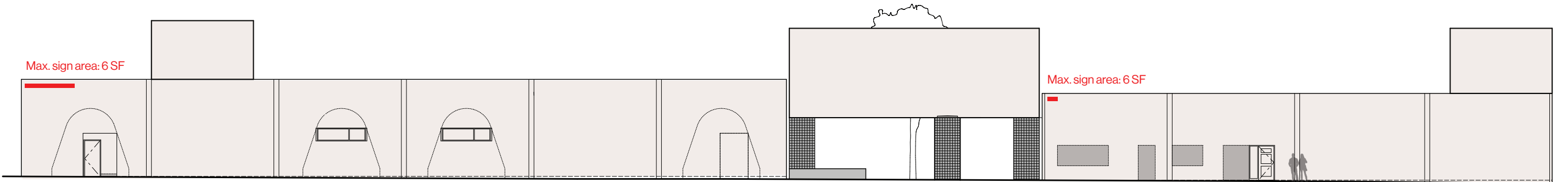
Sign Type D—Building Address ID

Locations

Proposed Locations



1 West (Atchison ave)
NTS



2 East (Cypress st)
NTS



Sign Type E—Artwork (Temporary Banners)

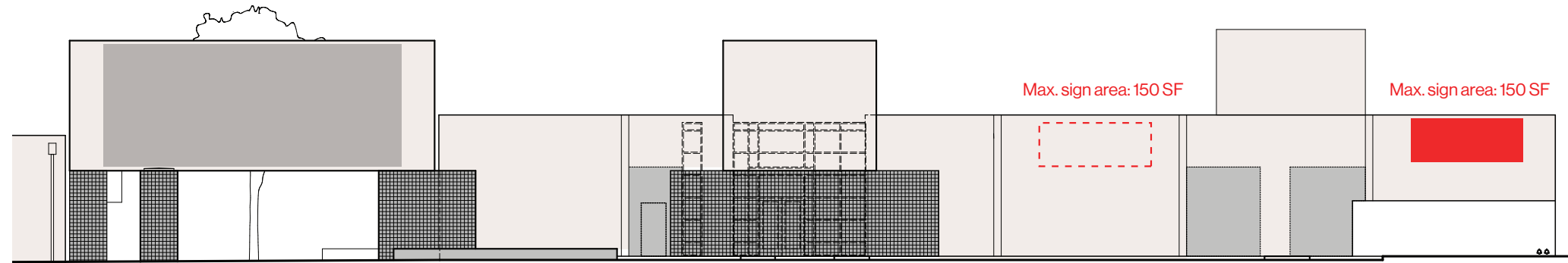
Specifications

Sign Purpose	Information
Location	Attached to Building
Max. Number	Up to two signs per building elevation (Total 16)
Orientation	Parallel to building surface
Max. Sign Area	150 Square feet
Max. Character Height	N/A
Sign Copy	The artwork shall not advertise special events, with the exception of special events occurring at the Hilbert Museum of California Art. In no case shall the artwork advertise special events for more than 150 days in a calendar year.
Materials	The artwork shall not include paper, stryofoam, cardboard materials or any lighting affixed to the artwork (including an electronic LED display). The artwork shall be maintained in good condition and not contain any torn material. Proposed Materials: Printed banner on polyester fabric.
Illumination	Flashing, blinking and colored lighting shall not be permitted. LED lighting and other types of external lighting are permitted. No illumination planned.
Logo	The artwork may include “Chapman University,” Chapman University’s logo and/or any school, business, building or function name that is owned, operated, and/or leased by Chapman University provided that such information may not exceed 40 percent of the total artwork size.
Letterstyle	Helvetica or other font subject to approval by the Community development director
Color	Various

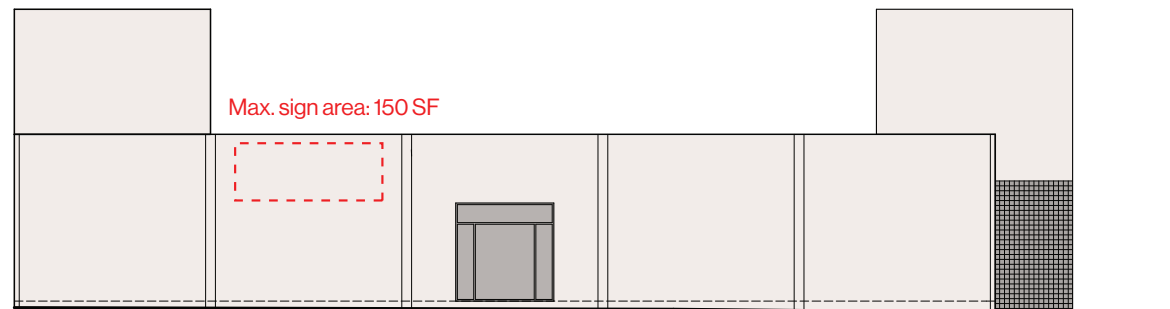
Sign Type E—Artwork (Temporary Banners)

Locations

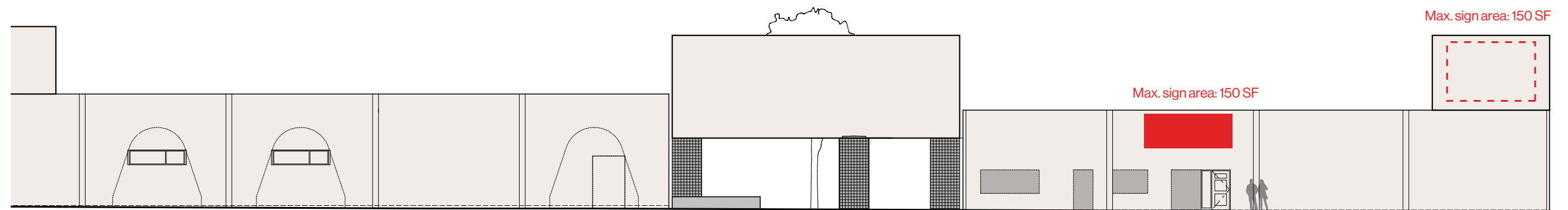
 Proposed Locations
 Alternate Locations



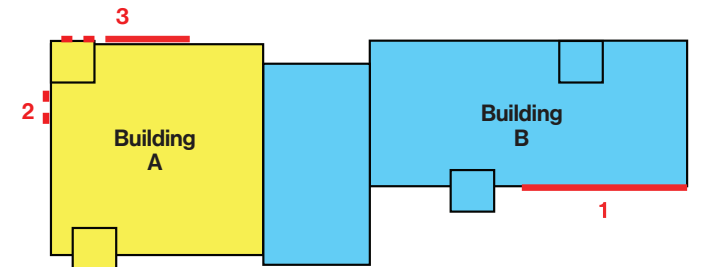
1	Building B—West
	NTS



2	Building A—North
	NTS



3	Building A—East
	NTS'



Sign Type F—Artwork

Specifications

Sign Purpose	Cultural Heritage (Murals, mosaics, building-mounted sculptures, reliefs and similar building-mounted artworks)
Location	Attached to Building
Max. Number	Up to three per street (Total 12)
Orientation	Parallel to building surface
Max. Area	Shall not exceed structure height
Max. Character Height	N/A
Sign Copy	N/A
Materials	N/A
Illumination	Permitted
Logo	Not Permitted
Letterstyle	N/A
Color	Various

Sign Type F—Artwork

Locations

- Proposed Locations
- Alternate Locations

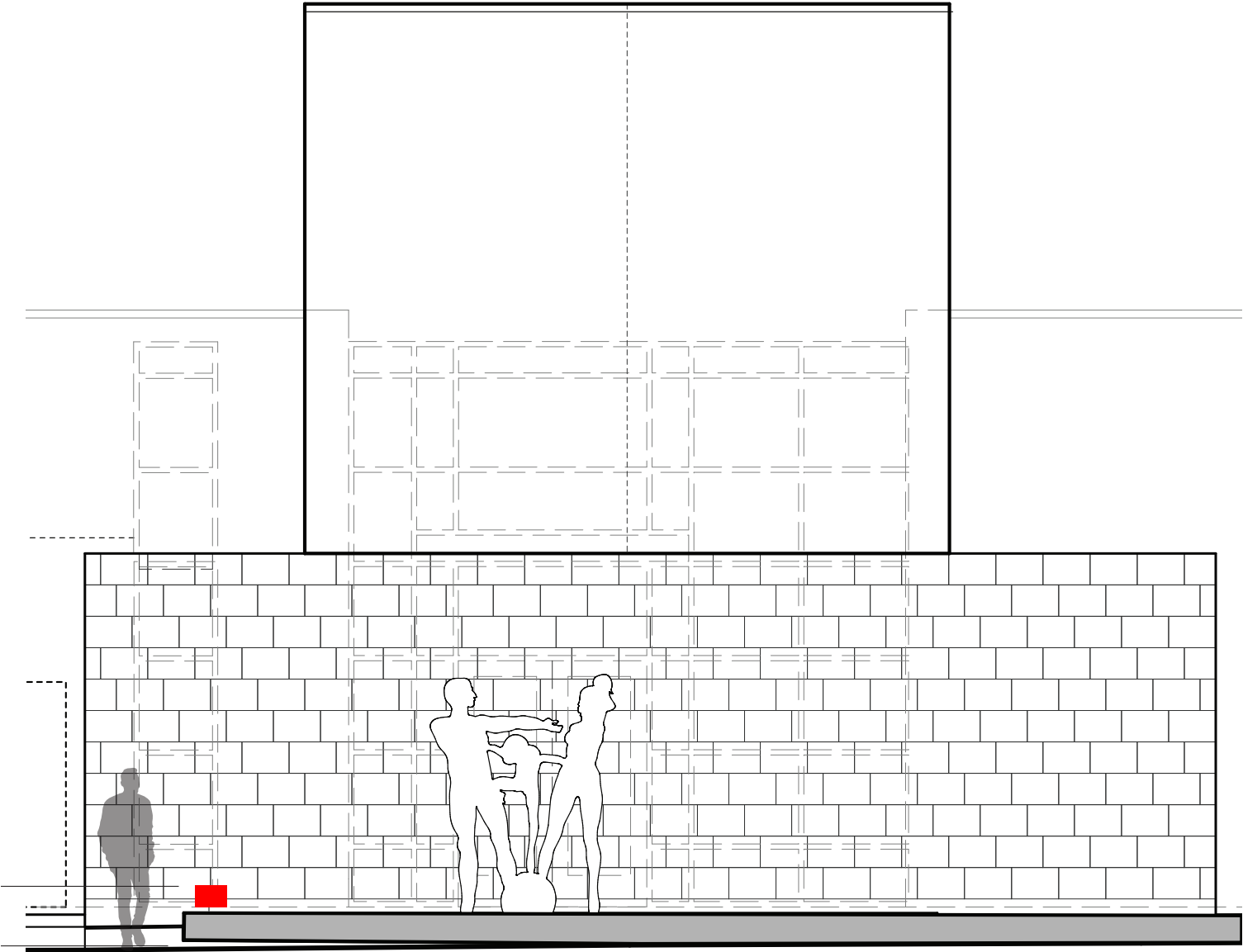
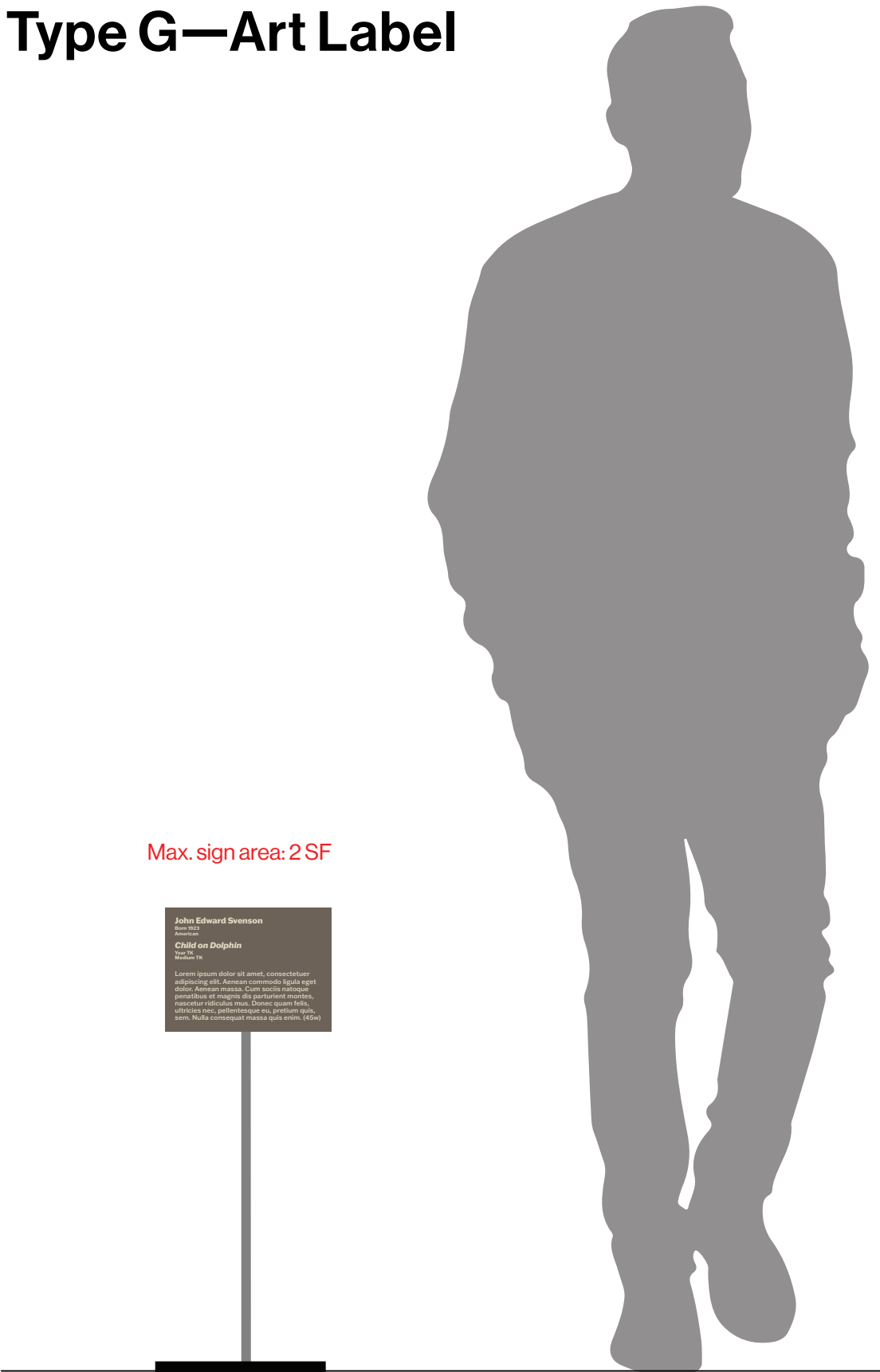


Sign Type G—Art Label

Specifications

Sign Purpose	Information
Location	Integrated into planter freestanding, or on wall
Max. Number	Up to three signs per street (Total 12)
Orientation	In ground or planter or on wall
Max. Sign Area	2 SF
Max. Character Height	1 inch
Sign Copy	Credits and Interpretive information for Artwork
Materials	Plaque made of metal, or other weather-resistant, nonferrous material. Proposed Materials: Powder-coated metal plaque with direct printed text.
Illumination	Permitted. No illumination proposed.
Logo	Not Permitted
Letterstyle	Helvetica or other font subject to approval by the Community development director
Color	Sign copy color to contrast with plate color.

Sign Type G—Art Label



Sign Type H—Legal Notice Specifications

Sign Purpose	To notify vehicle operators of any legal, fire lane, parking rules or fees
Location	Freestanding near entry of parking lot
Max. Number	One per parking lot entry (Total 1)
Orientation	Perpendicular to drive entry way and parallel to street front
Max. Sign Area	15 SF
Sign Copy	Legal notice, fire lane information, or parking rules/fees only
Materials	Post and panel, blade, or cabinet construction only
Illumination	Permitted
Logo	Permitted
Color	Matthews Paint Satin Black w/ White, Antique White, Red, & Burgundy vinyl

Sign Type H—Legal Notice



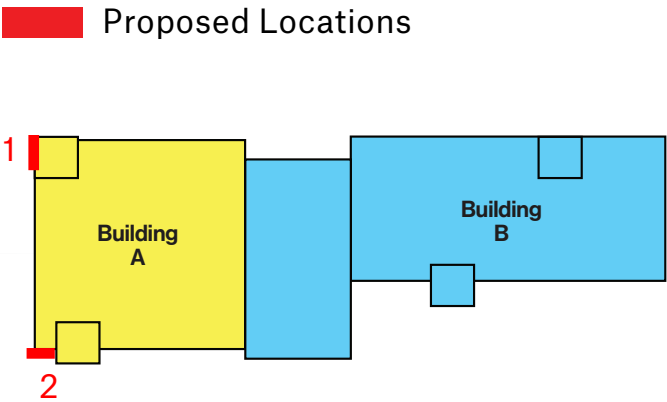
Sign Type I—Directional Sign Specifications

Sign Purpose	Directional
Location	Attached to building
Max. Number	One per building elevation
Orientation	Parallel to wall
Max. Sign Area	8 SF
Max. Character Height	4 inches
Sign Copy	Additional parking entrance
Materials	Individual letters only. No cabinet signs or cloud signs. Fabricated from nonferrous metals. Proposed Materials: Painted letters on stucco wall.
Illumination	Permitted. No illumination proposed.
Logo	Not Permitted
Letterstyle	Helvetica or other font subject to approval by the Community development director
Color	Sign copy color to complement sign background.

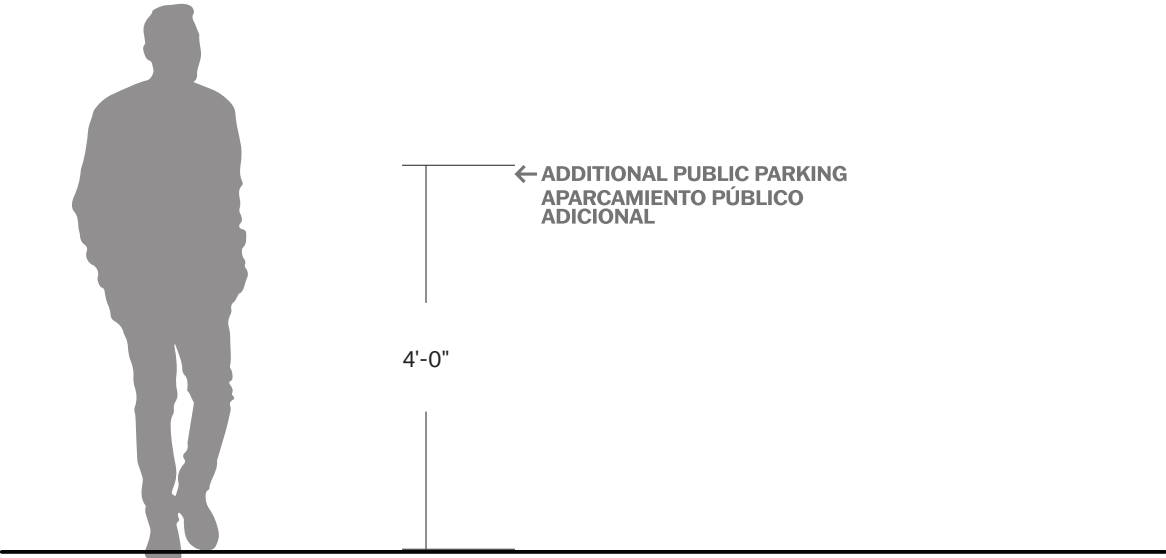
Sign Type I—Directional Sign

Locations

Max. sign area: 8 SF



1 | Front View
3"=1'-0"



2 | Front Elevation
1/2"=1'