

BROADWAY AUTO CENTER

SIGN CRITERIA

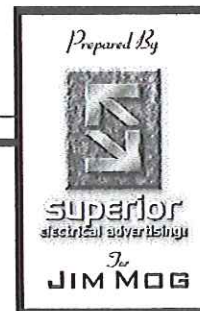
2155 BROADWAY • WALNUT CREEK, CA.

Presented By: Superior Electrical Advertising
(209) 334.3337 Lodi Office (562) 435.3808 Long Beach Office

DESIGN REVIEW APPROVAL
IS HEREBY GIVEN FOR

- Site Plan
- Architecture
- Landscaping

Sign Design
BY: *[Signature]*
DATE: 4/03/08



INTRODUCTION

All sign devises at Broadway Auto Center are controlled by the Sign Guideline. The Guideline will contribute to the vitality and the thematic nature of Broadway Auto Center, and have been carefully planned to enhance the marketing opportunities for the user, in coordination with the Walnut Creek City Code.

The Sign standard sections, review the types of signs allowed and their form, materials, colors and placement.

Signs at Broadway Auto Center must be developed within the Broadway Auto Center Sign Guideline and submitted to the Landlord or agent for review prior to city Submittal.

Tenants are responsible for all city permits, city fee's & engineering.

The purpose of this review will be to maintain quality and consistency throughout the center.

SIGN FACTORS

1. Submittal requirements- Drawings are to depict letter size, style and color, fabrication, attachment and power supply methods, overall sign area dimensions and building elevations. All details to be submitted to scale (minimum scale 1/16").
2. User names only are allowed within the different sign types allowed.
3. All fascia signs will be individual letter construction and must follow the construction standards.
4. Primary tenant is 2155 Address only. All fascia letters for primary tenant are to be channel letter construction of which Landlord or Agent approval is required.(raceways are allowed for internally illuminated channel letters). Primary tenant is only that tenant on the end-cap @ Broadway.
Maximum letter height will not exceed 18". Primary tenant will not exceed 70 square feet of sign space total between both elevations. The elevations approved for signage are the North elevation facing Broadway St and the East elevation facing the parking lot.
5. All fascia letters for secondary tenants to be flat cut out acrylic letters. Letters must be 1/2" thick acrylic w/ 1/4" stand-off (no illumination) Indirect illumination may be allowed with landlord or agent review & approval.
Secondary tenants are only allowed the sign area within their own lease line.
Maximum letter height will not exceed 18". Total sign area not to exceed 25 square feet.
6. Colors: All tenant signs will conform to the following color choices. The colors chosen are 3m vinyl matches and can be Used for translucent faces and paint color match.
3M Translucent / Color match. Red 3630-33, Burgundy 3630-49, Black, 3630-61, Bristol Blue 3630-97, Green 3630-26
- 7 . Hours of operation- Vinyl decals are to be restricted to a 2' x 2' area on the or at the entrance, and shall display the business title and hours only.
8. User is responsible for all permits, fees, engineering, coordination, and contracting of sign vendor.
9. Users contractors are responsible for maintaining a clean environment during site work.
10. Users contractors are responsible for leaving the site in clean condition, and must haul away waste resulting from the site

SIGN FACTORS (Continued)

10. If signs are to be removed, changed or damaged, user will be responsible for bringing the fascia back to it's original condition as mandated by the City of Walnut Creek over the Landlord. Landlord will penalize user for any fines or penalties he receive from the city for non-compliance of any requirements set forth in this Master Sign Program.

11. One double face non illuminated monument will be on the site for tenant use only. Each tenant will be allowed one space on each side of the monument display. Graphics to be vinyl application only. Only the color noted in the monument detail will be allowed for tenant. The monument sign and landscape that is required around the monument sign is to be kept clean and clear from debris, flyers, tape etc.

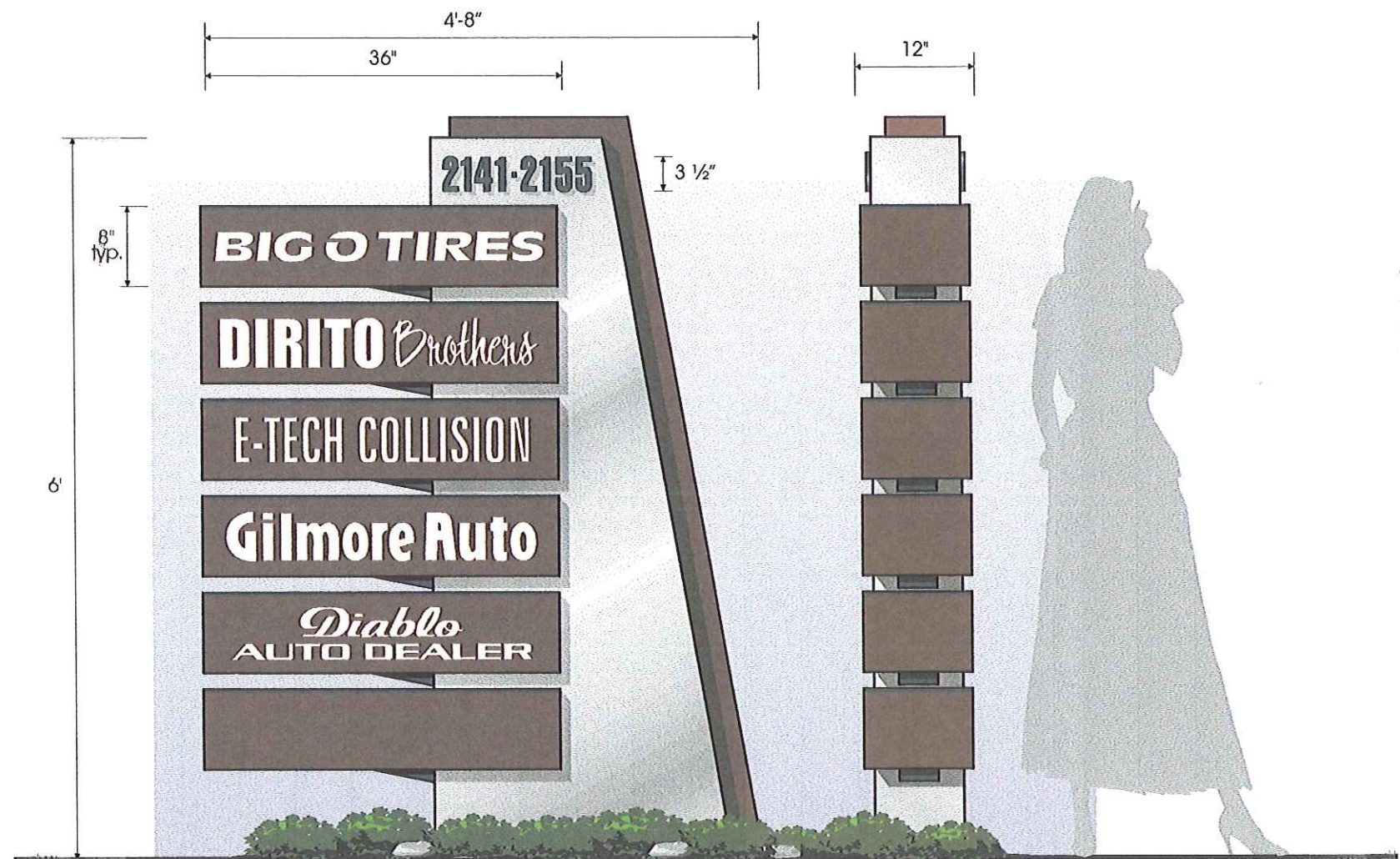
12. Temporary displays such as banners, sandwich boards or advertisements outside the lease space will require landlord and city approvals. These displays will be limited to a specific time period as directed by the city. Such displays may be erected and maintained only in accordance with the provisions set forth in Section 10-8.108. Temporary Signs of the Zoning Ordinance..

Each tenant is to get landlord and planning approval of the proposed graphics before they are applied to the monument sign.

Landlord to determine which space tenant can acquire on the monument display.

In Addition to the signs indicated in Section 10-8.108. Temporary Signs of the Zoning Ordinance, the following signs will not be allowed or require landlord and city approval.:

No flashing displays	No sidewalk sandwich boards	No additional banners
No box signs or cabinets	No window advertisement	No inflatable marketing displays
No exposed neon open signs	No sale advertisements	No exposed conduit



DIRECTORY SIGNAGE - OPTION B

SIDE VIEW

SCALE: 3/4" = 1'

SIGN TYPE A - MONUMENT DISPLAY

- 6' in overall height.
- Address numbers are FCO acrylic
- 8" x 36" Double-face tenant panels w/ 1st surface vinyl
- Tenant panels to have "Business Name" & font only (no logos)
- A border of landscape is to surround the base of the sign.
- Landscape to be no less than 18" wide around the 4 sided Base,
- Landscape to be low maintenance perennial type of foliage.

Sign Area : 20' - 25' Pending Frontage

16" Max.

BIG O TIRES

**SIGN TYPE B - PRIMARY TENANT
ILLUMINATED CHANNEL LETTERS ON RACEWAY**

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

45'

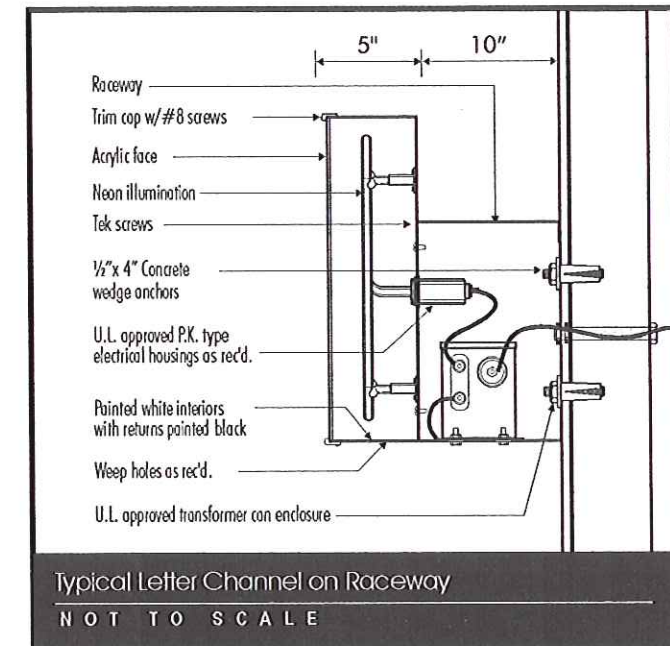
Sign Area : 20' - 25' Pending Frontage



2'-0" typ.

TYP. ENTRANCE ELEVATION

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



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Sign Area :- 25' Maximum Square Feet

16" Max.

Tenant Name

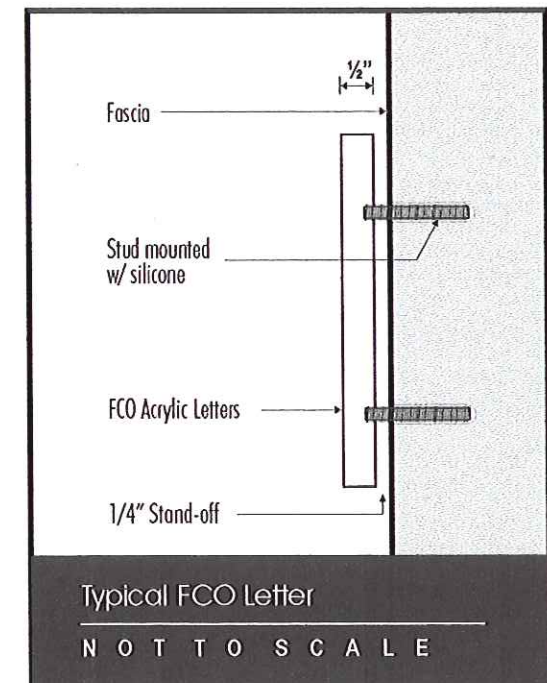
**SIGN TYPE C - SECONDARY TENANT
ILLUMINATED CHANNEL LETTERS ON RACEWAY**

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



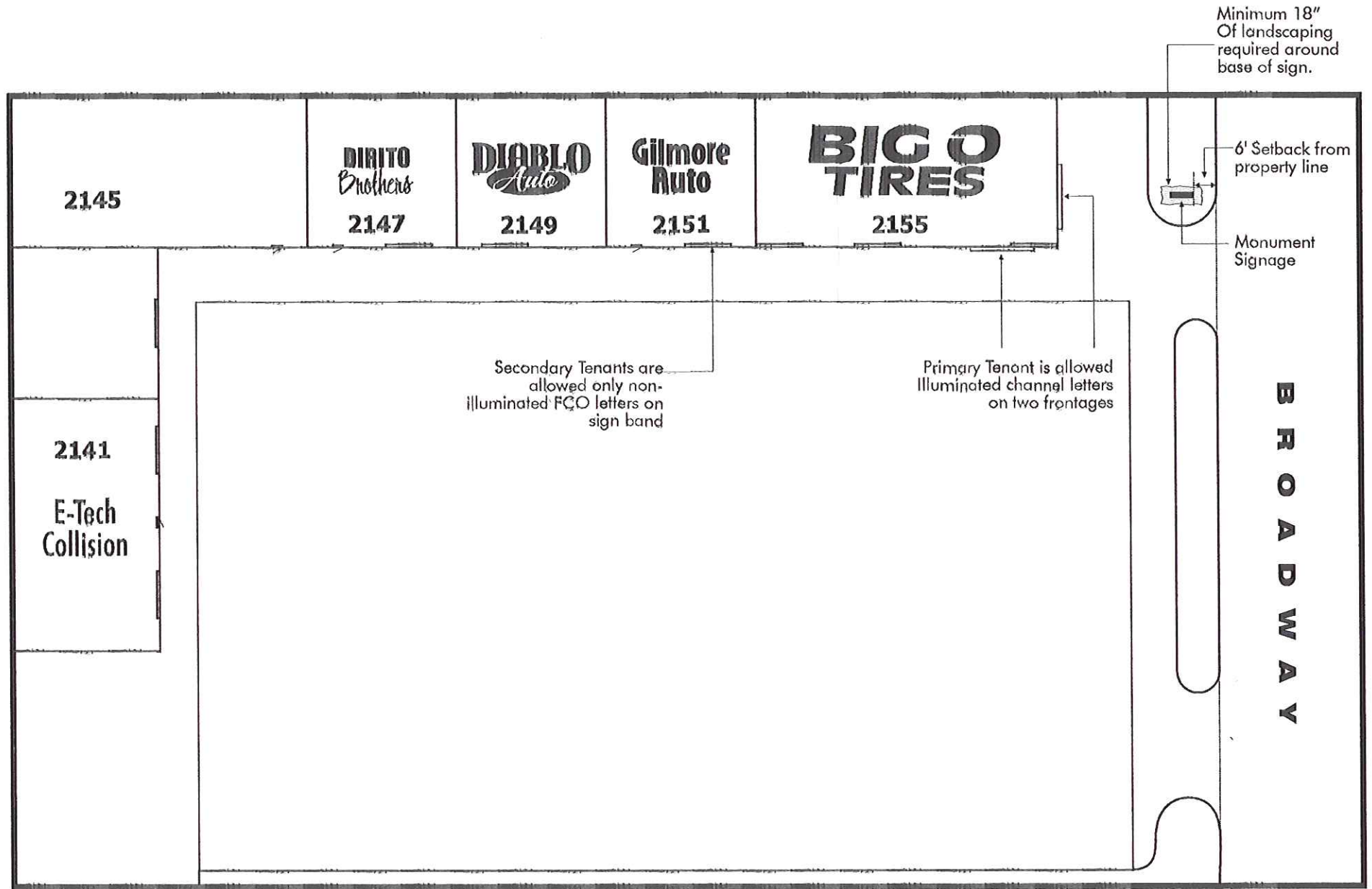
TYP. ENTRANCE ELEVATION

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



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SITE PLAN

NOT TO SCALE

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