

CITY OF WALNUT CREEK  
Community & Economic Development

## APPROVED PLAN

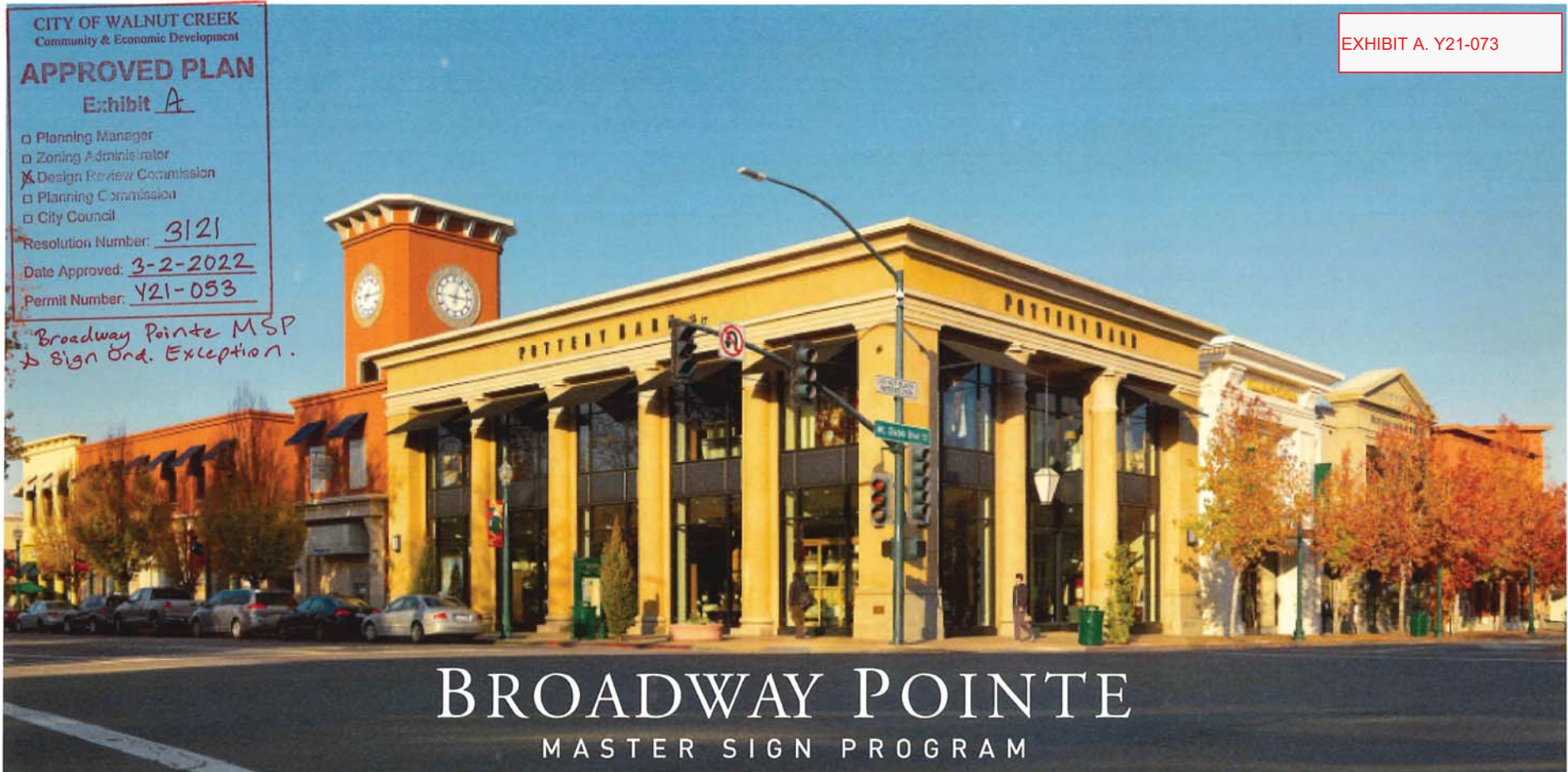
Exhibit A

- Planning Manager
- Zoning Administrator
- Design Review Commission
- Planning Commission
- City Council

Resolution Number: 3121  
Date Approved: 3-2-2022  
Permit Number: Y21-053

*Broadway Pointe MSP  
& Sign Ord. Exception.*

EXHIBIT A. Y21-073



# BROADWAY POINTE

## MASTER SIGN PROGRAM

Developer:  
Broadway Point Investors LLC  
105 Crescent Dr  
NWC of Main St and Mt Diablo Blvd  
Pleasant Hill, Ca 94538



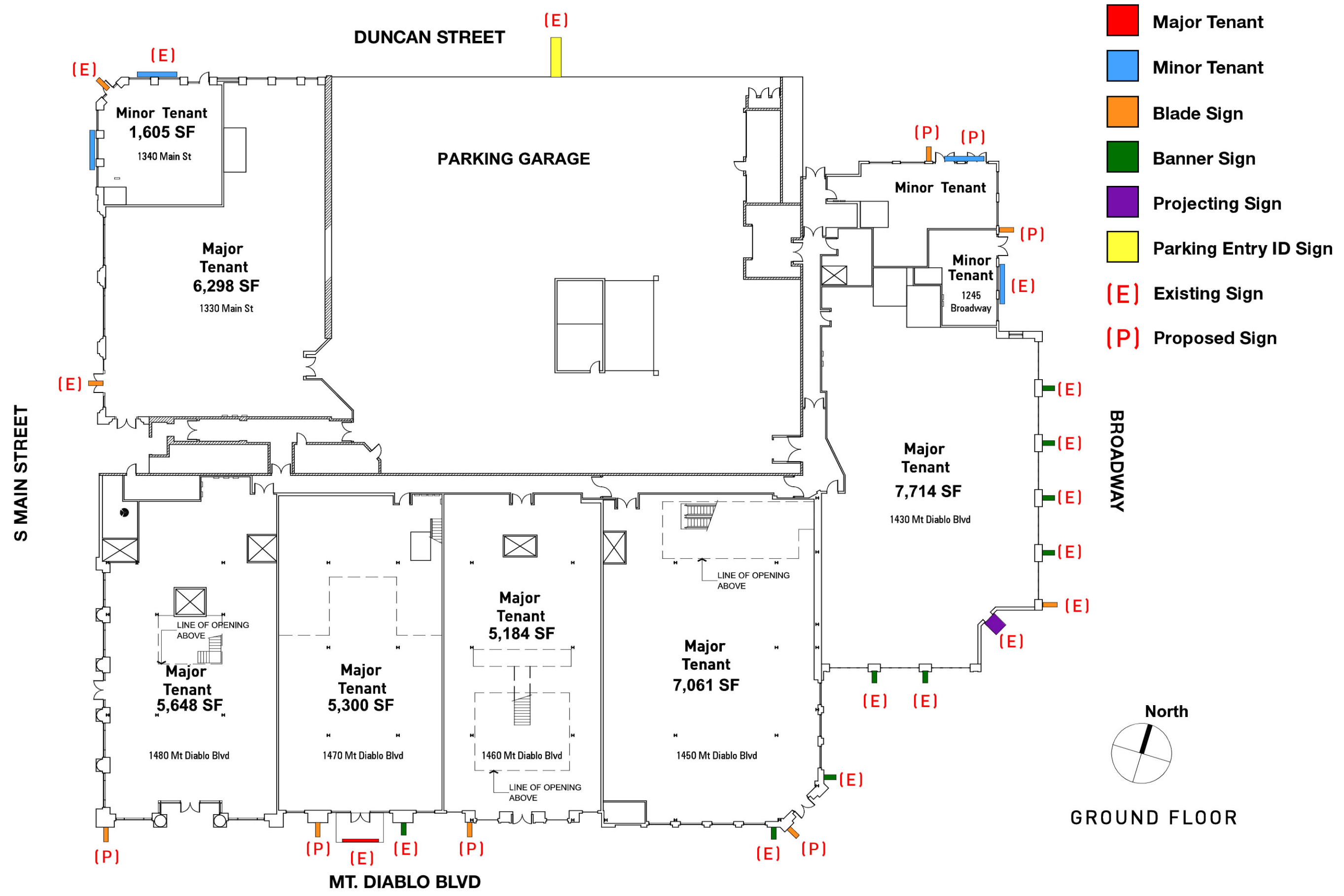
Architect:  
BCV Architecture & Interior  
1527 Stockton St, 4th floor  
San Francisco, Ca 94133  
T. 415.398.6538 x. 122  
www.bcvarch.com  
Contact Derek Lueck

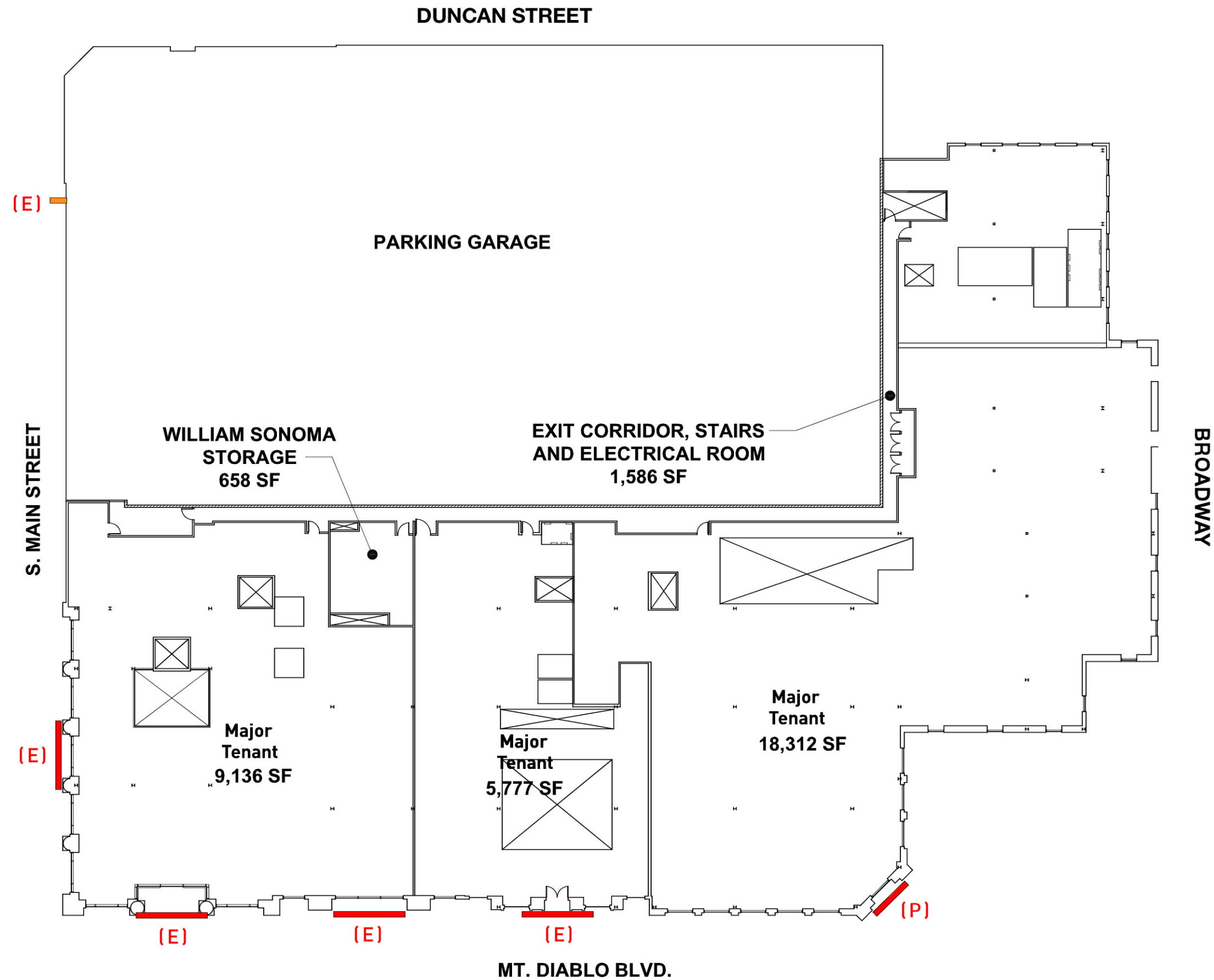


Sign Consultant:  
Arrow Sign Company  
1051 46th Avenue  
Oakland, Ca 94601  
T. 510.533.7693  
F. 510.533.0815  
www.arrowsigncompany.com

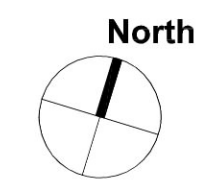
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- Major Tenant
- Minor Tenant
- Blade Sign
- Banner Sign
- Projecting Sign
- (E)** Existing Sign
- (P)** Proposed Sign



2ND FLOOR

## **PURPOSE**

Signage is a crucial element for the identity of this project and its Tenants. The purpose of this sign program is to ensure that all signage for center is presented with diversity and creativity while maintaining standards that achieve consistency throughout Broadway Pointe.

The guidelines established for the retail/restaurant tenants will provide a coordinated sign system to communicate information in a distinctive and aesthetically pleasing manner. The visual consistency that this program creates will minimize confusion and confirm an image of quality, uniting all the individual establishments within development.

It shall be the responsibility of each tenant to submit design drawings of the proposed signage to the Landlord and the City of Walnut Creek (herein after referred to as "City") for approval prior to the installation of any signage. The use of professional designers and/or sign companies to prepare these drawings is required. The guidelines and requirements for the submittal process is in section 4.0 "Submittals and Review".

## **DESIGN SPECIFICATIONS**

All signs shall be reviewed for conformance with these guidelines and overall design quality. Approval or disapproval of sign submittals shall remain the right of the Landlord and/or the City. The square footage of individually applied letters for primary tenant identification is defined as the area contained within the smallest rectangles that will enclose each letter or logo. Examples provided within the exhibits section.

Sign content shall be limited to the Tenant's name and primary graphic logo unless specifically provided for herein.

Notwithstanding the following Sign Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, if used in most of the Tenant's stores, subject to approval of the Landlord and the City.

All signage on the building fascia, with exception of certain logo/graphics, shall be of individual channel letters (reverse or open) and illuminated with LED's or non-illuminated dimensional letters. No cabinet signs will be permitted. Signage illumination shall not include flashing, moving or scintillating effects.

Signs painted directly onto the building will not be permitted. Fascia signs shall be in the zones designated in the building elevations as shown in the following examples. In no case may a sign extend beyond the roof parapet or adjacent building eave line.

Color scheme. The MSP does not include any design criteria regarding letter colors, font type, lighting colors, materials, etc. Colors of individual letters to contrast with background wall/fascia. Letters/logo should be legible both in daytime as well as night. Creativity in color and design is encouraged but unconventional color schemes (fluorescent and DayGlo colors) or colors that might clash with fascia color are strongly discouraged as they are not compatible with the building architecture.

Elevation exhibits. Combine with photo adjacent to the rendering all four sides of the building with all proposed and compliant existing wall signs and locations. Indicate the tenant type, height, and size.

## **GENERAL CONSTRUCTION SPECIFICATIONS**

Signs must be constructed and installed to meet and comply with all applicable codes and City requirements. All signs shall be constructed, installed, and maintained at the Tenant's expense.

All exterior signs shall be secured by concealed fasteners; bolts, fasteners, clips, and conduits shall be hidden from public view.

All building fascia signs shall be attached and mounted directly to the wall. All penetrations of the building structure required for sign installation shall be neatly sealed and watertight.

Surfaces of all signage are intended to be consistent without bulges, oil canning or other imperfections.

## **ELECTRICAL AND ILLUMINATION**

Fabrication and installation shall comply with all Underwriters Laboratories requirements and applicable state and local codes. All components shall bear the U.L. label indicating approval and be manufactured and installed by a U.L. certified company.

All wiring, enclosures, conductors, power supplies, ballasts and other equipment shall be concealed from public view. Primary electrical service to all Tenants' signs shall be tied to Tenant's electrical service. Tenant shall provide code compliant time clocks for use in conjunction with the electrical service and be responsible for all associated costs.

The illumination of all sign components shall be uniform in intensity over all the translucent surfaces.

Illumination and electrical specifications must appear on all shop drawings submitted for approval.

## **INSTALLATION AND REMOVALS**

All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition.

All contractors used by Tenants for installation, removal or service calls on signage must be fully licensed to work in the locality where the property is located and shall carry workman's compensation and public liability insurance against all damage suffered or done to all persons and/or property while engaged in the construction or erection of signs. The Tenant's Sign Contractor must provide Landlord with certificates of insurance prior to the commencement of any work.

All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord.

Sign removals shall include the patching and repairing of the entire work area, plus the repainting of any "ghosted" areas as directed by the Landlord. Tenant's Sign Contractor shall repair any damage caused by his work. Damage to any structure that is not repaired by the Contractor shall become the Tenant's responsibility to correct.

**STANDARDIZED TENANT SIGN DESIGN INTENT**

**1. Objectives**

- a. Effective sign content that is unique and attractive while complimenting the buildings architecture.
- b. To generate signage that adds to the shopping experience while maintaining the overall design directive of the downtown district.
- c. To establish practical sign standards in order to facilitate the review process and approval from the landlord and the City of Walnut Creek.

**2. Allowances Per Tenant Designation**

A tenant key on the site plan provides Tenant Type which will designate specific allowances accordingly. Tenants and their employed designers / sign contractors will need to refer to their designated zoning in order to provide sign designs in compliance within those specified allowances.

**3. Enforcements for Non-Compliance**

Ownership reserves the right to remove any signs installed without prior written approval from either the landlord or city. Signs that deviate from owner or city approved drawing designs are subject to removal as well. Signs that are non-compliant will be removed at tenant’s expense including but not limited to disposal, repair and repainting. Any damages to building as a result of non-compliant signage will be the financial responsibility of tenant. Signs must be manufactured and installed by a licensed and bonded sign fabricator. All electrical signs must comply with existing city and state building codes and must meet the standards as outlined by Underwriters Laboratory standard construction mandates. Failure of meeting these code standards may result in sign removal by owner at tenants expense as well.

**4. Tenant Sign Criteria Agreement**

This signage criteria is part of the Tenant’s Lease Agreement and all tenants must comply with these standards as a requirement for leasing retail space.

**SIGNS PER BUILDING TENANT TYPE**

**Tenant Type**

Broadway Pointe has (2) general types of Tenants which dictate sizes and sign areas accordingly.

- a. Major Tenants (typically will be 5,000 sf or greater: shall be approved as separate exhibits within this MSP; or by approved amendment to this MSP.
- b. Minor (typically will be 500 – 4,999 sf): shall comply with the criteria set forth in this section.

**ALLOWED SIGN TYPES**

Broadway Pointe supports a creative and architecturally compatible sign solutions and showcases each Tenant in the best possible way. Multiple sign types and/or illumination methods will be considered on a case by case basis. All signs will be reviewed for creativity in color and design, compatibility with the building architecture, and compliance with this MSP.

WALL SIGN			
SIGN TYPE	DESCRIPTION	RENDERING	EXAMPLE PHOTOS
FACE LIT LETTERS	<ul style="list-style-type: none"> <li>• 3" - 5" deep fabricated aluminum</li> <li>• Colored acrylic face or vinyl face overlay</li> <li>• Trimless or trimcap letters</li> <li>• LED illumination</li> <li>• Letters are to be flush against fascia</li> <li>• Raceway &amp; wireway are not allowed</li> <li>• Exposed conduit or electrical are not allowed</li> </ul>		
HALO LIT LETTERS	<ul style="list-style-type: none"> <li>• 2" - 3" deep fabricated aluminum</li> <li>• Clear lexan back</li> <li>• Color LED illumination</li> <li>• Letters to be pegged of 1-1/2" from fascia</li> <li>• Raceway &amp; wireway are not allowed</li> <li>• Exposed conduit or electrical are not allowed</li> </ul>		
EXTERNALLY LIT LETTERS	<ul style="list-style-type: none"> <li>• 1/2" - 2" FCO/fabricated acrylic or aluminum</li> <li>• Letters to be pegged of minimum 1/2" from fascia</li> <li>• Flood lit with architectural down light (i.e., gooseneck lamp)</li> </ul>		

BLADE SIGN			
SIGN TYPE	DESCRIPTION	RENDERING	EXAMPLE PHOTOS
BLADE SIGN	<ul style="list-style-type: none"> <li>• Aluminum construction w/ metal bracket</li> <li>• Sign may be free hanging with chains or bracket</li> <li>• LED illumination</li> <li>• not to exceed 4.5 square feet</li> <li>• Plex face or push-thru acrylic</li> <li>• Signs to be of 3" - 5" deep</li> <li>• Signs shall be no lower than 8' 0" from grade and 12' 0" to top of sign</li> </ul>		

## STANDARDIZED TENANT SIGN DESIGN INTENT - CONT.

### PROHIBITED SIGNS

A. Conformance to the guidelines for signs at Broadway Pointe will be strictly enforced. Any non-conforming or unapproved signs are strictly forbidden and, at the Landlord's option, subject to immediate removal.

B. Tenants shall not place, construct, or maintain on the premises any advertisement media, including, without limitation, searchlights, flashing lights, loudspeakers, sound systems, or any other similar visual or audio media without Landlord's consent. Tenants shall not solicit business in, on, or about the project identity areas, or distribute handbills or other advertising or promotional media in, on, or about the project identity areas.

C. All contractors for installation, removal or service must be fully licensed and provide the Landlord with certificates of insurance prior to commencing any work.

D. All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord and the City.

E. Sign removals shall include the patching and repairing of entire work areas plus the repainting of any "ghosted" areas or as directed by the Landlord. Tenant shall reimburse the Landlord if the Landlord or its agent does removal and/or repair.

F. Tenant shall be responsible for the maintenance of tenant signage. Should the tenants' sign or signs require repair or maintenance the tenant is required to perform such action within five (5) days of written notice from the Landlord, or the Landlord at its option, may bill the tenant for such work as required.

G. Exposed raceways and cabinets are not allowed.

## ANCILLARY SIGNS

Ancillary signs are signing opportunities which are not considered as part of the allowable sign area calculations. These signs are considered subordinate to the main sign and are generally at retail entrance eye level.

### 1. Illuminated OPEN Signs

Illuminated OPEN signs are not necessary, but are allowed as an option for retail tenants. (1) illuminated OPEN sign is permitted as long as it does not to exceed 12" in height and 4 sq. ft. total area. Sign must be placed near or above entrance. Neon or LED signs are allowed, but must not flash. Cords must terminate in ceiling and must not be visible from outside.

### 2. Permanent Window Graphics

Window Graphics may not occupy more than 15% of the total window area and must be permanent, applied second surface to tenant window. Graphics must be professionally designed and installed by licensed sign contractor. Permanent window designs must be submitted to landlord as a document drawing with all dimensions specified along with materials used for approval. Materials may be permanent sign paint, gold leaf and vinyl film. Window glass may also be decoratively etched. Second floor tenants may have vinyl business name / contact information on the common entrance door or adjacent glass. The size of this signage may not exceed one (1) square foot of area and shall not exceed the total allowable area for all tenants combined. In the event the maximum has been met. No addition vinyl shall be added.

### 3. Professionally Printed Temporary Window Graphics

Temporary window graphics are permitted only if they are professionally printed window graphics that do not obscure more than 25% of the total window area. Graphics must be printed, "cling" style vinyl film. Faded or inappropriate graphics are subject to removal by order of landlord. Shall not be displayed for more than 30 consecutive days, or 60 total days in a calendar year.

### 4. Door / Sidelight Operational Graphics

All tenants must provided hours of operation either on the door or sidelight window adjacent to doors. Hours to be minimum 3/4" individual letters/numerals graphic vinyl film overlays on windows. Tenants may also display business name or logo on doors or sidelights which may be either vinyl film overlays or professionally applied gold leaf graphics. Tenant may also display as secondary copy on either door or sidelights credit card information or security systems employed.

Note: Second floor tenants may have vinyl business name / contact information at common entrance. The size of this signage may not exceed one (1) square foot of area and shall not exceed the total allowable area for all tenants combined. In the event the maximum has been met. No addition vinyl shall be added. Add a section to the sheet 4 matrix with an example image.

## GENERAL SIGN DESIGN GUIDELINES

These guidelines are to help tenants determine appropriate sign solutions for their business as well as provide a general outline of how to get the landlord sign approval process started.

### SIGN DESIGN/PLACEMENT

1. Signs may be centered over entrance doors, on tenant frontage or where the building architecture creates a logical area for sign placement. Corner tenants, Major Tenants or Minor Tenants may also be allowed secondary signs on side elevations, provided they do not exceed square footage allotment for tenant space.
2. All sign concepts / logos are to be generated from "camera-ready" electronic, vector artwork by a professional designer or sign contractor and submitted to landlord for written approval prior to conceptual sign design work is implemented. Signs should strive to incorporate creative design / construction and innovative sign solutions are encouraged.
3. Tenant store primary sign(s) should consist of logo and/or "Trade Name" only. Tag lines, merchandise descriptions or slogans are not permitted.
4. All signs should fit in allotted fascia/wall area with plenty of visual open space between sign and edges or architectural breaks. Signs should be visually balanced and scaled to the building architecture.
5. Dimensional letters and signs should have hidden attachment to building fascia unless attachment is part of the design element (in which case, will require special design approval from landlord).
6. In general, trim caps should match returns and be of a dark color complimentary to the building architecture. Signs proposed with trim caps that match the face, or any color other than the color of the returns, will be considered on a case by case basis (especially in situations where tenants corporate logos and standards should be considered).
7. Mixing sign types and illumination methods is allowed by the landlord provided the total brightness complies with the City Sign Ordinance section 10-8.110 Illumination.

### TYPE STYLES

1. Type styles are at a tenant's discretion, but if tenant has an established logo design with custom fonts, they may use them accordingly. Fonts may be serif or sans serif or script style and may be a modified style as well. Upper and lower case characters with ascenders and descenders are allowed and may be arranged in multiple lines in tenant sign space and sign square footage allows.

## LIGHTING

1. Only letters and logos shall transmit light. Backgrounds may be illuminated indirectly either through reverse pan channel, halo illuminated letters or by sign lighting fixtures such as goose-neck lamps or hidden trough lighting.
2. All illuminated signs are to be controlled by a timer as required by landlord.
3. Exposed sign lighting fixtures to compliment sign and architecture of tenant building space. All fixtures along with photometrics, design and finishes to be approved by landlord.
4. No exposed conduit or electrical wiring to be exposed.

## COLORS

1. Colors of individual letters to contrast with background wall/fascia. Letters/logo should be legible both in daytime as well as night.
2. Creativity in color and design is encouraged but unconventional color schemes or colors that might clash with fascia color should be cleared with landlord prior to sign design submittal. For example, fluorescent and DayGlo colors are strongly discouraged as they are typically not compatible with the building architecture.

## MATERIALS

It cannot be stressed more the importance of quality materials with refined finishing to foster a professional image for tenant signs as well as Broadway Pointe retail shopping experience. Here is a list of acceptable sign construction materials, but this list is for a starting reference only. Newer materials may become available or materials not commonly associated with sign construction may be acceptable, but would require further clarification for landlord approval:

1. Dimensional geometric shapes with either painted coatings or burnished finishes.
2. Automotive/industrial grade paints in either polished, satin or matte finishes.
3. Metal screens, grids or mesh backgrounds to add shadowing interest.
4. Etched or brushed metal finishes.
5. Cut, fabricated or abraded steel and aluminum with finished edges.
6. Acrylic and Lexan in white, colored, clear and transparent finishes with or without vinyl film decoration.
7. Acrylic and Lexan in white, colored, clear and transparent finishes with or without vinyl film decoration.
8. Vinyl film overlays. Vinyl film may be matte, gloss or satin finish in black, white, clear or colored finishes. Films may be digitally printed with U.V. laminate film overlay. Outdoor life rating of films must be at least 3 years and manufacturer must be specified in design approval drawings.
9. Wood with weather protective coating.



## **GENERAL SIGN DESIGN GUIDELINES - CONT.**

### **CONSTRUCTION REQUIREMENTS**

These requirements are non-negotiable and are part of the lease agreement between Tenants and the Landlord. Violation of the requirements may rescind or revoke Tenant Lease by Landlord.

#### **GENERAL**

1. Accordance and acceptance of provisions set forth in these sign criteria as well as all other applicable local and state codes, ordinances and laws.
2. All signs must meet all minimum standards and design criteria as outlined by Broadway Pointe Sign Criteria and its managing partners and must be approved in writing by the landlord prior to permit submittal. Failure to do so will result in non-compliant or non-approved signs to be removed at tenant's expense. Any repair to damage of building structure by sign removal will be the financial responsibility of Tenant.
3. It is the tenant or the agent working on behalf of the tenant's responsibility to secure all permits for construction and installation of all sign work. The landlord accepts no responsibility for the sign's compliance to local or state building codes or ordinances, nor accepts any responsibility for the safety and maintenance of the tenant's sign. Any fines or penalties incurred by tenant for non-compliance with local and state building codes or ordinance is the sole legal and financial responsibility of the tenant. The landlord has sole compliance control over the aesthetics and intent of tenant signage as outlined in the Broadway Pointe Sign Criteria.

#### **FABRICATION/INSTALLATION REQUIREMENTS**

1. Sign construction and fabrication will be held to highest industry standards in terms of finish and workmanship. All graphics including logo and typography shall be accurately reproduced as indicated in the landlord approved, scaled drawings. Landlord reserves the right to reject any sign work that is inferior in workmanship, finish or operation.
2. Sign design shall be executed by a professional graphics designer and reproduced in a vector file format for accurate manufacturing. Sign fabricator shall be a state licensed sign contractor. Installation shall be executed by either a state licensed sign contractor with a commercial electrical license or a building contractor with an electrical license.
3. Construction shall be made of durable materials with either corrosion resistant properties or paint / coating that are resistant to oxidation and corrosion. Exact materials and colors shall be specified in construction drawings submitted to landlord for approval.
4. Metal letters with non-illuminated, reverse pan channel construction shall have full welds or soldered seams with all joints finished smooth with no visible gaps.
5. Ferrous to non-ferrous metal contacts to be separated with non-conductive gaskets to prevent electrolysis between contacting surfaces. Additionally, stainless steel fasteners are to be used to secure ferrous to non-ferrous metals.

6. All paints and finishes to be provided as physical samples to landlord for approval prior to manufacturing. Only automotive grade or commercial grade paint receptive to exterior metal surfaces shall be used. No painting on site will be accepted for sign work except for touch-up detailing. Paints are required to be formulated for exterior use. Powder coating is also an acceptable method, but also requires a physical tile sample for landlord approval.

7. Exposed fasteners shall be countersunk with flatheads to minimize visibility. All fastener heads to be painted to match adjacent surface.

8. Metal surfaces shall be uniform in appearance. Flat surfaces shall not exhibit oil-canning or show signs of warping. Paint surfaces with orange-peeling, dust, drips or runs will be rejected for repainting. All painted surfaces shall conform to the highest industry standards.

9. All lighting shall match the exact specifications as approved on construction drawings. Any deviation or changes must be made in arrangement and approval by landlord prior to installation.

10. Weep holes on bottom will be required for all illuminated sign work including cabinets and letters. Holes must not be too large to show significant light leakage or must be baffled.

11. Uniform illumination of letter forms and cabinets will be required. Sign faces to show uniform illumination and brightness for all copy and logos. Halo illumination should be uniform with no gapping as is problematic with LED lighting without diffusion.

12. All conduit, cross-overs, J-boxes, wiring, ballast boxes, transformers, disconnect switches and other related hardware required for electrical hook-up for signs shall be concealed. Fasteners and clips to have minimal exposed so as to not be visible from street or normal pedestrian level angles and must be painted to match existing surfaces. Carbon-bearing steel or signs with ferrous metals in construction, must have those surfaces weather-treated with appropriate paint or powder coating. Unpainted black iron material is not permitted.

13. Fabrication/construction of electrical signs and installation of electrical signs shall comply with UBC, NEC and local/state electrical codes. Signs shall be manufactured with U.L. approved and registered sign vendors. All electrical fixtures, including signs shall have registered U.L. compliance labels affixed to surface of sign.

14. All penetration into building walls for electrical or sign fasteners shall be made waterproof and warranted as such by sign contractor or building contractor executing the installation of sign.

15. Exact locations of signs are to be indicated on building elevation drawing which are to be submitted to landlord for approval. Where applicable, placement should show exact reference measurements of sign location in order to assess wall accessibility, structural obstructions or other special circumstances which might hinder or prevent sign installation.

16. Manufacturer's label shall be in an inconspicuous location, not easily visible from normal pedestrian level angle.

#### **MAINTENANCE REQUIREMENT**

1. Tenant shall maintain all signs in first class condition, operating order and repair at all times. If tenant fails to repair any of its signs or installs any signs in violation hereof for three (3) consecutive business days following Notice from the Landlord, Landlord may make such repairs at Tenant's sole cost and expense.

## GENERAL SIGN DESIGN GUIDELINES - CONT.

### MAJOR TENANT SIZE & QUANTITIES

Tenants occupying 5,000 square feet or greater shall be defined as a "Major Tenant."

#### 1. Wall Signs: Allowed:

Primary identity may include the use of registered trademark and/or copyrighted identity. Major tenant signs are to be individual, internally illuminated channel letters and may include the use of an internally illuminated logo boxes.

#### 2. Quantity:

Major Inline tenants are permitted one (1) primary identity sign on the elevation that faces the public right of way, etc, and corner/endcap tenants are permitted one primary identity sign on each elevation that faces a public right of way, etc. for a maximum of two (2) primary identity wall signs.

#### 3. Letter/Logo Height:

The maximum height of signs on the tenant's primary elevation sign shall be; Sixteen inches (16") for one-line layouts and/or logo boxes. Twenty-four inches (24") for two-line layouts and/or logo boxes

#### 4. Sign Area:

Total area of all signage shall not exceed the maximum square footage of signage allowed. The allowable sign area for Major & Restaurant Tenants is as follows:

1. 1.5 square feet per 1 lineal foot of leasehold width (1.5:1).
2. The maximum sign area for primary elevations may not exceed 100 sq. ft.

#### Calculation for Square Footage

All signs are further restricted by area as defined as a square footage allotment based upon a ratio of (1.5) square feet per lineal foot of building frontage. Calculation is based upon the total length of each line of letters (including any voids between words/letters) by the height of the letters within a bounding box (logos may be calculated as a separate item within abounding box). Logo calculations are based upon the area of graphics within a bounding box. Letters, logos and cabinets must not exceed horizontal and vertical sign size restrictions as noted in Visual Open Space Restrictions.

#### 5. Sign width and vertical placement:

The overall sign width for each Major tenant sign shall not exceed seventy-five percent (75%) of the width of the tenants elevation to which the sign is to be displayed. The primary identity shall be centered vertically unless approved otherwise by the Landlord. A eight-inch (8") space must be maintained between the sign area and any significant architectural element such as fascia columns or change of finish materials, unless otherwise approved by the Landlord. All tenant signs shall maintain a minimum distance of 60" from each adjacent tenant sign(s). Further, letter allowances for capitol and lowercase letters shall be determined by tenant branding guidelines while still conforming to the maximum overall height requirements outlined in this program.

Major Tenant(s) located on east end of project and facing courtyard may have one (1) illuminated blade sign located above the primary entrance as well as one secondary illuminated or non illuminated blade sign located adjacent to the outdoor eating area on the east elevation facing the courtyard.

Note: A Sign Ordinance Exception shall be granted for the primary tenant signage at the architectural tower entry located along Mt. Diablo Blvd and facing the court yard at South Broadway. This exception will provide for a sign above the 25' height sign code requirement. This is allowance is due to the visibility challenges created by the entry towers southeast exposure and the mature trees enclosing the corner of the property. Further, this tenant sign may have a back-lit or halo-lit sign. Both of these exceptions will greatly improve the tenants visibility to both pedestrian and vehicular traffic.

Note: Endcap or corner tenants may have a maximum of two (2) primary building signs (one per street frontage). In line tenants shall have one (1) primary building sign. The City of Walnut Creek's Sign Ordinance allows a maximum of 200 square feet per business. In no case can this allowance be exceed.

Note: Illumination for signs placed on the upper portions of buildings (Skyline Signs) may be Halo Illuminated or internally illuminated.



EXISTING MAJOR TENANT SIGN



EXISTING MAJOR TENANT SIGN

## GENERAL SIGN DESIGN GUIDELINES - CONT.

### MINOR TENANT SIGNAGE SIZE & QUANTITIES

Tenants occupying 500 to 4,999 square feet shall be defined as a "Minor Tenant."

#### 1. Wall Signs: Allowed:

Primary identity may include the use of registered trademark and/or copyrighted identity. Minor tenant signs are to be individual, internally illuminated channel letters and may include the use of an internally illuminated logo boxes.

#### 2. Quantity:

Minor/Inline tenants are permitted to display a maximum of one (1) primary identity signs. Endcap tenants shall have a maximum of two (2) primary ID signs. One (1) per street frontage.

#### 3. Letter/Logo Height:

The maximum height of signs on the tenant's primary elevation sign shall be; Twelve inches (12") for one-line layouts and/or logo boxes. Twenty inches (20") for two-line layouts and/or logo boxes

#### 4. Sign Area:

Total area of all signage shall not exceed the maximum square footage of signage allowed. The allowable sign area for Minor Tenants is as follows:

1. 1.5 square feet per 1 lineal foot of leasehold width (1.5:1).
2. The maximum sign area for primary elevations may not exceed 50 sq. ft.

#### Calculation for Square Footage

All signs are further restricted by area as defined as a square footage allotment based upon a ratio of (1.5) square feet per lineal foot of building frontage. Calculation is based upon the total length of each line of letters (including any voids between words/letters) by the height of the letters within a bounding box (logos may be calculated as a separate item within abounding box). Logo calculations are based upon the area of graphics within a bounding box. Letters, logos and cabinets must not exceed horizontal and vertical sign size restrictions as noted in Visual Open Space Restrictions.

#### 5. Sign width and vertical placement:

The overall sign width for each Minor tenant sign shall not exceed seventy-five percent (75%) of the width of the tenants elevation to which the sign is to be displayed. The primary identity shall be centered vertically unless approved otherwise by the Landlord. A eight-inch (8") space must be maintained between the sign area and any significant architectural element such as fascia columns or change of finish materials, unless otherwise approved by the Landlord. All tenant signs shall maintain a minimum distance of 60" from each adjacent tenant sign(s). Further, letter allowances for capitol and lowercase letters shall be determined by tenant branding guidelines while still conforming to the maximum overall height requirements outlined in this program.



EXISTING MINOR TENANT SIGN

### **PARKING ENTRY ID SIGN**

The double faced illuminated projecting sign located on the North side of the project will serve as the primary entrance marker for the parking structure entry off Duncan Street.



**PHOTO OF EXISTING PARKING SIGN OFF DUNCAN STREET**

### **PERMANENT BANNER**

Decorative banners mounted to permanent supports with light fixtures are intended to identify the centers name, display seasonal artwork or be assigned to a tenant (subject to the property owners approval). These signs may only be placed on the east facing elevations visible to the court yard area.



**EXISTING PERMANENT BANNER (CENTER NAME)**

### **BLADE SIGN**

Blade signs shall not exceed four-and-one-half (4.5) square feet. Blade sign illumination to include lettering with an opaque background, and any Neon signs will need to go through a separate approval process for each proposed blade sign.

- Signs must be LED illuminated. No Neon
- Sign shall not project more than 4'-6" from the wall
- A minimum of 3" and maximum of 5" is required between sign panel and building fascia
- Signs shall be no lower than 8'-0" from grade and 12' 0" to top of sign.

### **MONUMENT SIGN**

There shall be no freestanding project identification or tenants monument signs designated for this project at this time.

## TENANT SIGNAGE APPROVAL PROCESS

### ARTWORK - LOGOS & TYPOGRAPHY

1. Sign artwork to be generated as electronic, vector file format by a professional graphic designer or sign company. Artwork to be converted into PDF format for approval by landlord before proceeding with sign concept drawings for tenant space.

#### Sign Concept Drawing Submittal

1. Upon approval of initial sign design by landlord, electronic copies of complete drawings are to be submitted to landlord for approval. Incomplete drawings will be rejected. All submitted drawing sign packages should contain:

A. Fully dimensioned drawings of sign along with side view. Materials (including specific manufacturers if proprietary), colors (including Manufacturer and exact color specifications or labeling), lighting specification with color specifications if necessary, attachment method details with exact specifications for fastener type and quantity, and dimensioned section details with additional information regarding metal thickness, points of attachment and electrical diagram with loads specified. Drawings should be in color on 11" x 17" minimum sheet size.

B. Fully dimensioned drawings of tenant building elevation(s). Sign should be shown in scale with building elevation drawings indicating exact placement with dimensioned offsets from architectural features indicated for each sign.

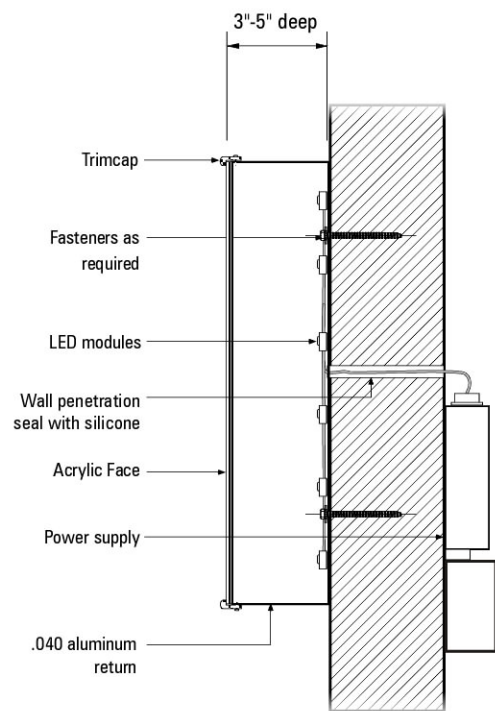
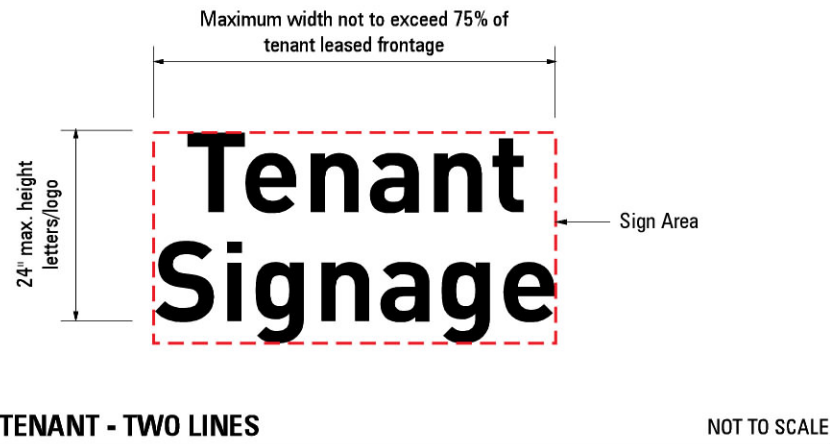
C. Sample color boards on painted on exact material using same paint and finish as final sign product. Samples of sign face including acrylic example and vinyl film colors will also be required. Landlord will retain these samples for reference to final sign product.

2. Drawing submitted shall be reviewed by landlord for conformance to sign criteria as outlined. Landlord shall respond within (15) working days upon receipt of drawings with either a signed approval or rejection notice of submitted plans. Rejected plans will be redlined with indications of modifications or clarifications as needed to obtain approval by landlord. Landlord reserves right and discretion for approval or denial of submitted sign drawings. Tenant must resubmit drawings until landlord deems the design acceptable and the sign package detailing is deemed complete. Tenant must have written landlord approval before proceeding forward with permitting process.

3. Following landlord's approval of sign package drawings, tenant or his agent shall submit drawings signed by landlord to the City of Walnut Creek for sign construction and installation permits but not limited to Planning Review and Building approvals information may be required as part of the drawing package in order for the tenant to secure permits. Tenant shall comply with the City of Walnut Creek to modify drawings accordingly at tenant's own expense until permit(s) is issued. Once tenant or his agent has secured permits for sign work, copies must be delivered to landlord as proof of compliance prior to installation. NOTE: While Conditionally Allowed Sign Types may be approved by the landlord, Tenant must submit the proposed design to the City for review by planning and building staff, the sign subcommittee, and the Design Review Committee.

4. Signs shall be inspected upon installation by landlord or landlord's representation to assure compliance with sign criteria and for quality control. Any work out of compliance or deemed unacceptable for workmanship shall be repaired/replaced at tenant's expense. Landlord will furnish tenant with a punch-list of non-compliance issues which will require corrective action. Any corrections must be completed within (15) working days unless arrangements have been made in writing with landlord for any extensions of corrective work.

**SIGN AREA & SECTION DETAIL**



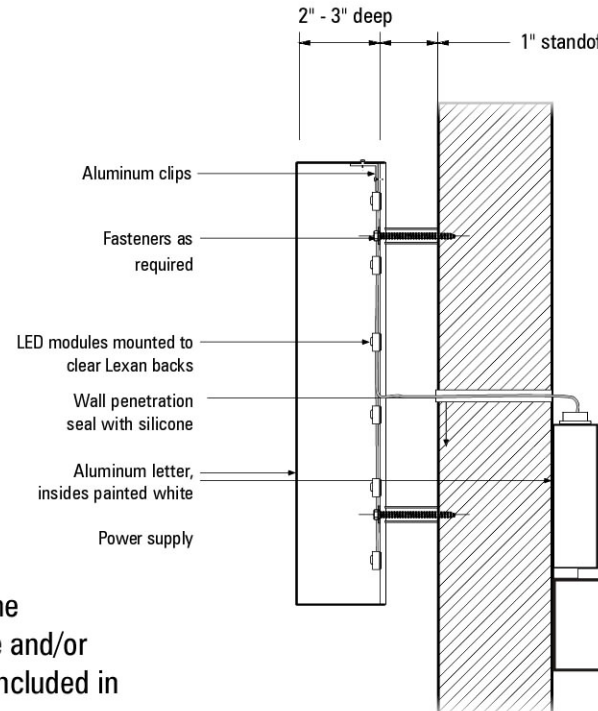
**FACE LIT LETTER SPECIFICATION**

ITEM	DESCRIPTION	FINISH	COLOR
Face	3/16" acrylic	Matthews	Per tenant specification
Returns	Aluminum	Paint, satin finish	Per tenant specification
Trimcap	3/4"	Paint, satin finish	Per tenant specification
Illumination	LED	N/A	Per tenant specification

**AREA**

Overall sign area is defined as a single enclosed by a continuous line composed of 90 degree angles. Any trim, backing, frame, structure and/or element used to differentiate the sign from its background will be included in the calculation of allowable square footage

**TYPICAL FACE LIT LETTER SECTION** NOT TO SCALE



**HALO LIT LETTER SPECIFICATION**

ITEM	DESCRIPTION	FINISH	COLOR
Returns	Aluminum	Paint, satin finish	Per tenant specification
Illumination	LED	N/A	Per tenant specification

**TYPICAL HALO LIT LETTER SECTION** NOT TO SCALE

**BUILDING ELEVATION**



**EAST ELEVATION - BROADWAY STREET**

NOT TO SCALE

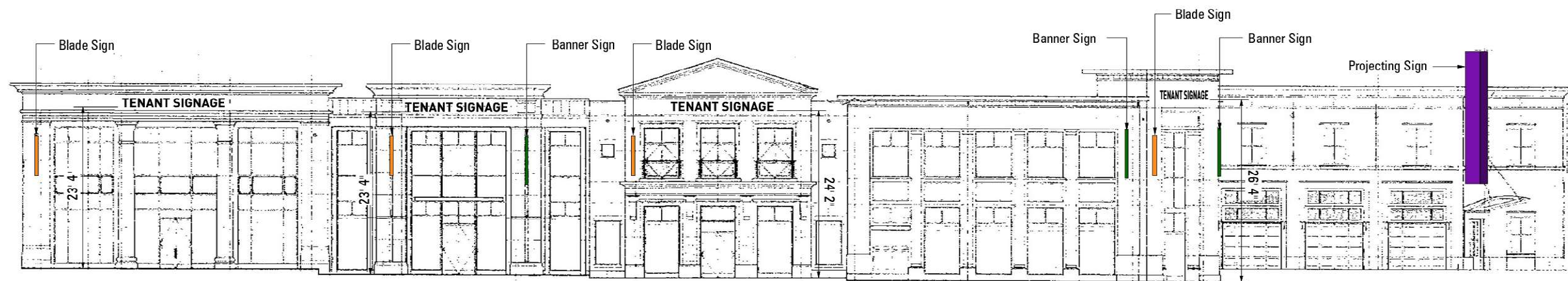
Note: Maximum allowable sign height not to exceed 29' 0" for Major Tenants and 12' 0" for Minor Tenants.



CORNER OF BROADWAY & MT DIABLO BLVD



MT DIABLO BLVD



**SOUTH ELEVATION - MT DIABLO STREET**

NOT TO SCALE

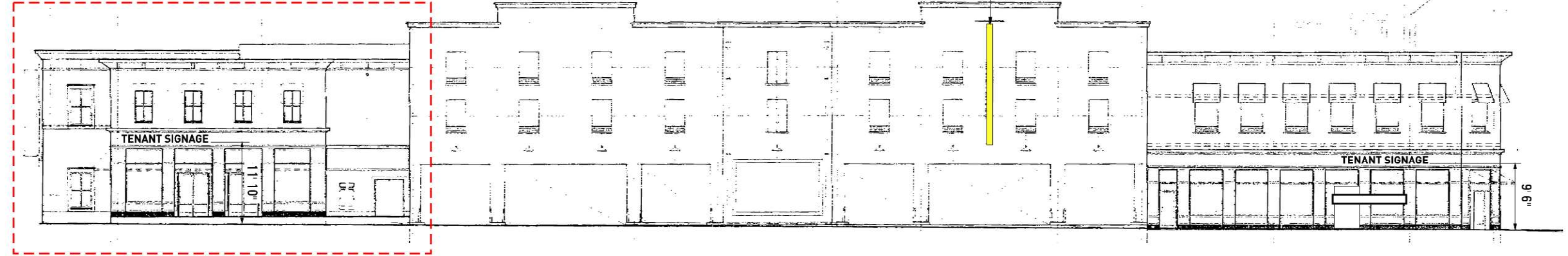
Note: Maximum allowable sign height not to exceed 29' 0" for Major Tenants and 12' 0" for Minor Tenants.

**BUILDING ELEVATION**



**EXISTING ELEVATION A**

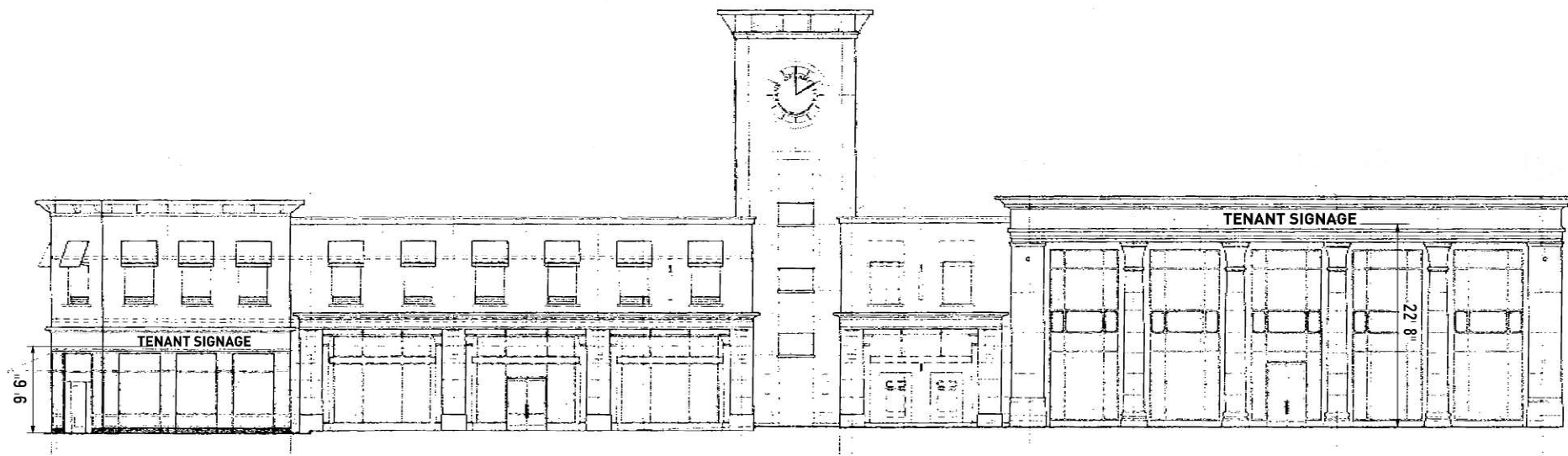
**ELEVATION A**



**NORTH ELEVATION - DUNCAN STREET**

NOT TO SCALE

Note: Maximum allowable sign height not to exceed 29' 0" for Major Tenants and 12' 0" for Minor Tenants.



**WEST ELEVATION - NORTH MAIN STREET**

NOT TO SCALE

Note: Maximum allowable sign height not to exceed 29' 0" for Major Tenants and 12' 0" for Minor Tenants.



CORNER OF DUNCAN ST NORTH MAIN ST



CORNER OF MT DIABLO BLVD & NORTH MAIN ST



DUNCAN ST