

Lyric
WALNUT CREEK

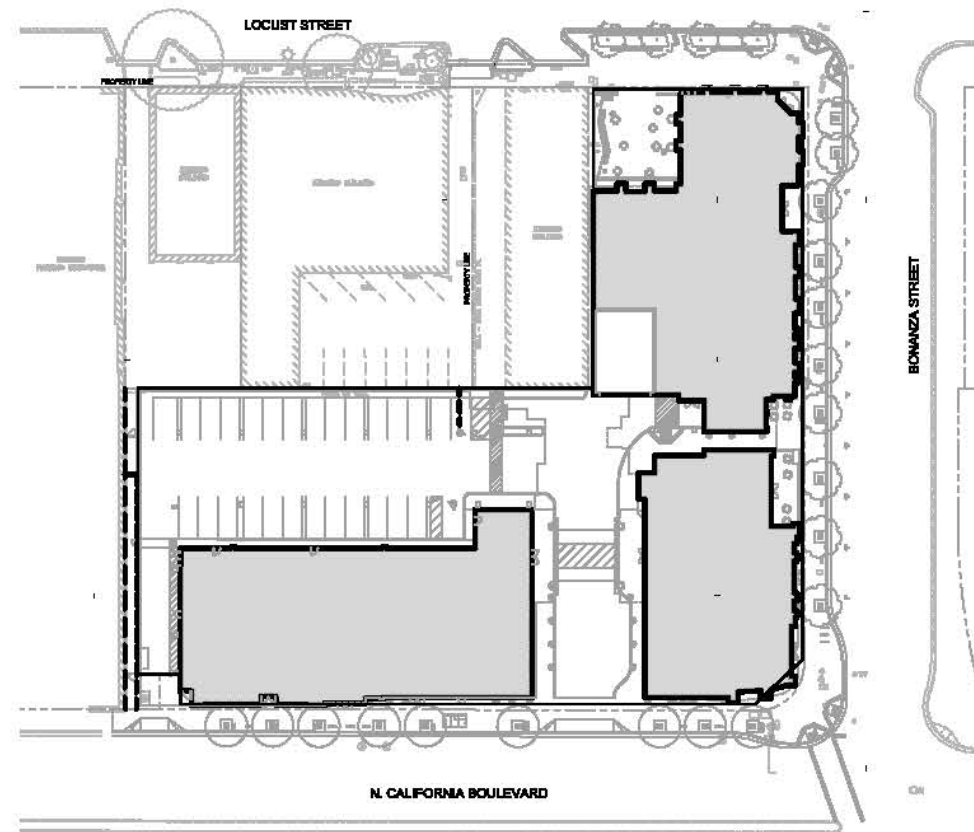
MASTER SIGN PROGRAM



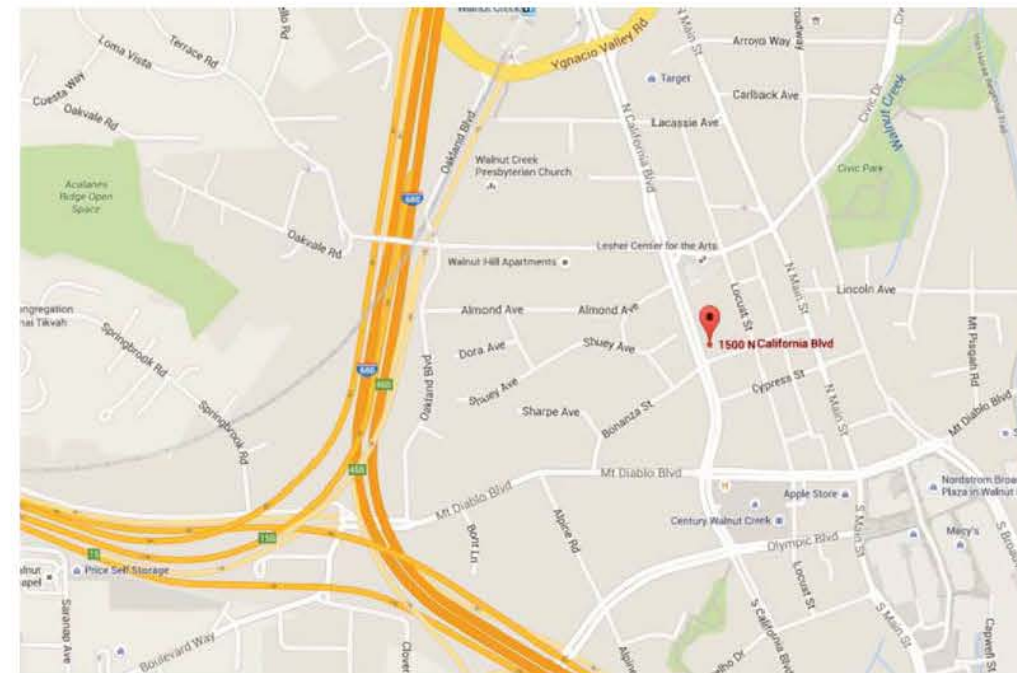
**1500 N. CALIFORNIA BLVD.
WALNUT CREEK, CA 94596**

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SITE MAP



VICINITY MAP



LIVE IN HARMONY

N. CALIFORNIA BLVD. AND
BONANZA STREET
WALNUT CREEK, CA 94596

MASTER SIGN PROGRAM

PREPARED FOR:



Laconia Development LLC
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REVISION-1: 05/10/2016
REVISION-2: 06/15/2016
REVISION-3: 02/01/2017

1. General Criteria:

1.1 Purpose:

The Master Sign Program has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenants identification, while encouraging creativity, compatibility, and enhancement of the project in the City of Walnut Creek.

1.2 Design Intent:

These guidelines are designed to complement architectural elements of the buildings and coordinate the type, placement, and physical dimensions of signs within the project thereby appearing as an integral part of the project and not appearing as an after thought.

In cases not covered by Master Sign Program, the prevailing criteria will follow the City of Walnut Creek Sign Ordinance in force.

1.3 Approvals and Permit:

- a) Each Tenant will be provided with a copy of the Master Sign Program as their first step in obtaining signage. Any new or proposed signage should comply with these signage guidelines.
- b) Each Tenant is required to submit to Landlord for approval before fabrication, at least four (4) copies of detailed design drawings indicating the location, size, copy layout, colors, materials, finishes, and method of attachment.
- c) This Master Sign Program shall not imply that any City approval will be automatically granted. Tenant is solely responsible for obtaining any and all required approvals and permits from the City of Walnut Creek.
- d) All permits for signs and their installation shall be obtained from the City of Walnut Creek by Tenant, at Tenant's sole expense prior to installation.

1.4 General Requirements:

- a) All Tenant signs shall be constructed, installed and maintained at Tenant's sole expense.
- b) All signs shall be designed consistent with this Master Sign Program as well as the City of Walnut Creek's sign design guidelines for consistency.
- c) Tenant shall be responsible for fulfillment of all governmental code requirements and specifications, including but not limited to the City of Walnut Creek, Uniform Building and Electric Code.
- d) All signs shall be reviewed for compliance with the Master Sign Program, as well as overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of Landlord.
- e) All exterior signs shall be secured by non-corrosive fasteners.
- f) All exposed fasteners to be painted to match the background surface.
- g) All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.

- h) All identification labels shall be concealed, except where required by code.
- l) Sign contractor shall repair any damage caused by their work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.
- j) Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the Landlord harmless from damages or liabilities on account thereof.
- k) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- l) All exposed welded seams end joints shall be finished smooth.
- m) Signs shall not cover or interrupt major architectural features.

1.5 Administration:

- a) The amount of hours per day during which the signs will be illuminated shall be determined and controlled at the Landlord's sole discretion.
- b) The sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or performed against any and all persons or property while engaged in the construction or erection of sign.
- c) Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by the Landlord. Any deviation from these specifications may result in the rejection of the sign by the Landlord.
- d) In the event any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the Landlord decision shall be final and binding upon the Tenant.

1.6 Prohibited Signs:

- a) No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door.
- b) No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.
- c) No sign shall be located within a required easement, unless an encroachment permit has been authorized by the affected utilities.
- d) No sign shall obstruct access to fire hydrants, fire department connections, or fire department access roads.
- e) Signs, which audibly advertise, identify or provide direction to a use or activity, are prohibited.
- f) It is unlawful for any Tenant to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or of immoral nature or unlawful activity.
- g) Painted wall signs are prohibited.
- h) Business slogans, phrases, emails of phone numbers are not permitted as sign copy. Sign copy may include business name, service etc. provided that the overall sign is consistent with all parameters described in this Master Sign Program.



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1.7 Temporary Signs:

All temporary signs shall be approved by Landlord and the City of Walnut Creek and shall be consistent with the provisions (Sections 10-8.108.1.(a) Business Opening and 10-8.108.1.(e) Temporary Banners) in the City of Walnut Creek Sign Ordinance. Any required fees shall be paid by the Tenant.

1.8 Disclaimer:

The Master Sign Program is provided as a guideline. Content and ILLUSTRATION are shown for reference only. It is tenants responsibility to verify the building condition including but not limited to sizes, wall surfaces, colors, attachment method, access and electrical requirements. Tenants shall provide attachment details to meet to exceed all the code requirements.

2. Design Guidelines:

2.1 Signage Area and Allowance:

The maximum signage area allowance for each tenant has been designated by this Master Sign Program.

- See building elevations for exact signage location, signage area and maximum letters and logo sizes.
- Tenants are encouraged to use combination of different sign types to identify the business for vehicular and pedestrian traffic, but in no event shall the sign surface area exceed the maximum signage area allowed.
- Repetitive information on signage is discouraged.

2.2 Computation of Sign Area:

- The area of a sign shall be computed to include the entire area within a single, continuous perimeter of regular geometric form enclosing the extreme limits of writing, representation, emblem or any fixture of similar character, together with any frame or other material or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. Those portions of the supports, uprights or base of a sign that do not function as a sign shall not be considered as part of the sign area.
- If a sign has two parallel faces with identical copy, such as a freestanding or shingle sign, only one display face shall be measured in computing sign area.

2.3 Colors

- Colors of individual letters /logo shall contrast with background wall/fascia and shall be legible both in daytime as well as night.
- Colors that might clash with building colors should be avoided. For example fluorescent and DayGlo colors are strongly discouraged as they are typically not compatible with the building architecture.

2.4 Lighting and Brightness Limitations:

No sign shall be illuminated so that the primary source of light is visible from off the property or in such a way as to cause excessive glare. In no instance shall the lighting intensity of any sign, whether resulting from internal illumination or external illumination, exceed seventy-five (75) foot candles when measured with a standard light meter perpendicular to the face of the sign from a distance equal to the narrowest dimension (height or length) of the sign.

3.3 Sign Types

3.1 Type S1 - Tenant Wall Signage

Tenant wall signage consist of individual letters, numbers, logo or icon that is attached parallel to the wall surface and used as primary tenant identification. See building elevation for sign location.

- Individual reverse channel halo-lit letters, logo or icon shall not be more than four (4) inches or less than two (2)inches thick and shall be mounted with stand-offs.
- Letters/logo may have fabricated shaped background if it is an integral part of logo or provides contextual background to sign.
- The sign(s) shall be made of aluminum, stainless steel or similar non-corrosive material. Imaginative sign utilizing a variety of materials are encouraged.
- Tenant wall signage faces and returns shall be painted with high quality paint. High gloss finishes that creates glare is discourage.
- Sign(s) shall be halo illuminated with LED or similar light source.
- Placement of wall sign shall align with each other on each building facade.

**NOTE:
SEE LETTERS MOUNTING OPTIONS
ON PAGE G.3A**



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Tenant Wall Signs Mounting Options:

OPTION 1:

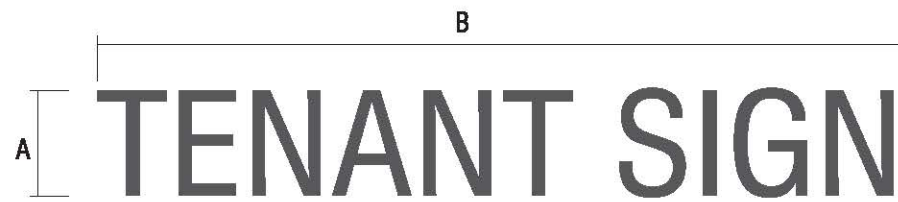
Tenant wall signs shall be individual halo-lit letters mounted directly on the wall surface where there is access available behind the wall for installation and future service.

OPTION 2:

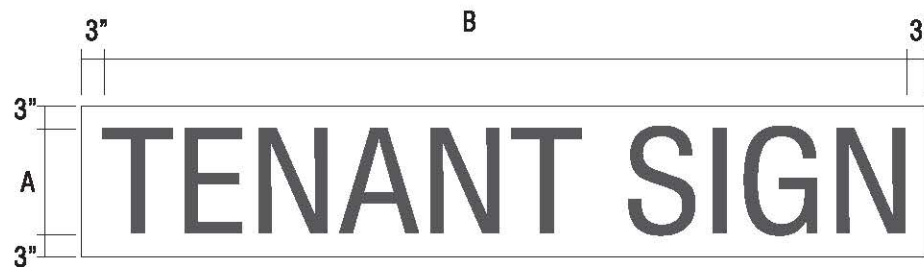
If proper access is not available, Tenants are allowed to attached the individual halo-lit letters on a backing panel. The backing panel shall be fabricated aluminum, no more than 3" deep and no larger the 3" around the uppermost and lowermost portions of the tenant's name and/or logo. Backing panel shall be rectangular in shape and not freeform.

The backing panel shall be opaque and painted with non-glare eggshell finish. The color shall be a complementary shade, either slightly lighter or darker, to the building background color upon which the backing panel is affixed.

Final color will be approved by Staff. Stark white or extremely bright background colors such as bright red, pink, orange or yellow are discouraged.

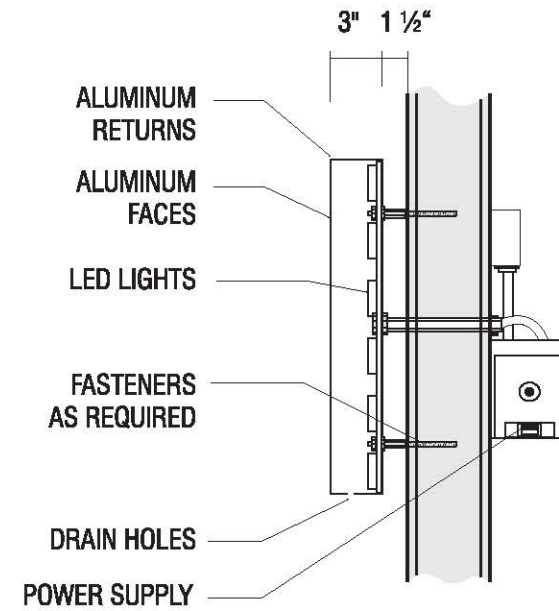


OPTION 1 TENANT SIGN MOUNTED DIRECTLY ON THE WALL
PREFERRED NETHOOD OF ATTACHMENT

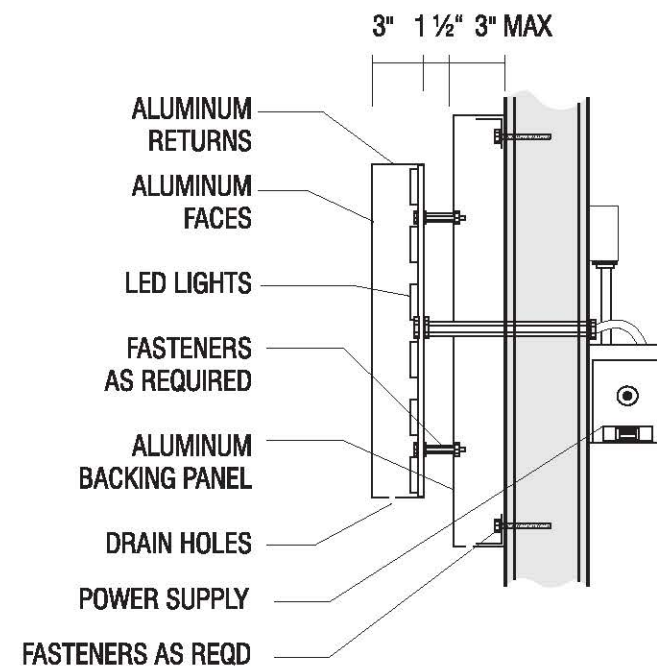


OPTION 2 TENANT SIGN MOUNTED ON BACKING PANEL

A: MAXIMUM SIGN HEIGHT PER MASTER SIGN PROGRAM GUIDELINES
B: MAXIMUM SIGN LENGTH PER MASTER SIGN PROGRAM GUIDELINES



OPTION 1 SECTION DETAIL TYPICAL
TENANT SIGN MOUNTED DIRECTLY ON THE WALL
PREFERRED NETHOOD OF ATTACHMENT



OPTION 2 SECTION DETAIL TYPICAL
TENANT SIGN MOUNTED ON BACKING PANEL



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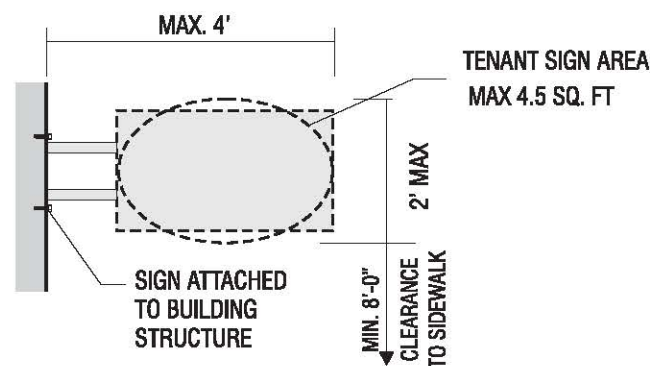
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3.2 Type S2 - Shingle Signs:

A sign, which is suspended from an overhang, canopy, or awning, and hangs perpendicular to the building wall. The purpose of a shingle sign is to identify and promote the business for the pedestrian and serve as a graphic and design enhancement to any commercially zoned district. Shingle signs are permitted and encouraged subject to the following requirements:

- a) The total sign area for all shingle sign(s) shall not exceed four-and-one-half (4 ½) square feet per street frontage.
- b) No portion of a shingle sign shall be less than eight (8') feet nor exceed a height of twenty (20) feet above any pedestrian walkway. Shingle signs shall not project from the building more than four (4) feet and in no case shall be closer than (2) two feet from the face of curb.
- c) A shingle sign shall maintain a 10-foot separation from another shingle sign. Shingle signs shall be located as close as practical to the storefront entrance.
- d) Shingle signs shall not be mounted in such a manner as to obstruct vehicular traffic in any passageway, alleyway or designated loading/unloading area.
- e) The bracket of the shingle sign shall be made of a durable material and attached directly to the building wall to meet building code requirements. Decorative frames and brackets are encouraged.
- f) Shingle signs shall not be more than six (6) inches or less than one (1) inch thick. Brackets and decorative mounting features may exceed the thickness requirements as reasonably required to create an attractive graphic or design element.
- g) Shingle signs shall be limited to no more than two (2) sign faces.
- h) Shingle signs shall not display the business phone number, address, website or merchandise pricing information on the sign. Symbols or Logos used to identify the business are encouraged.
- i) One side of Shingle sign shall be counted in total signage area.
- j) Shingle sign shall be mounted as close as practical to storefront. Min of 18" separations between the shingle sign and storefront sign is desired.
- k) Shingle can be internally illuminated with opaque faces. Only copy can be illuminated with push-thru or routed out backed with acrylic. Illumination is optional, no other type of illumination allowed.
- l) Placement of shingle signs shall align with each other on each building facade



Example of shingle signs

3.3 Type S3 - Window Signs:

- a) Window signs shall be made of opaque, translucent, frosted or perforated film or other similar materials attached to glass.
- b) Window sign shall be limited to tenant name, logo and store hours. Maximum size letters/logo not to exceed 6" in height.
- c) Maximum window sign area shall not exceed four (4) square feet.
- c) Window signs shall not be illuminated.



Example of window signs



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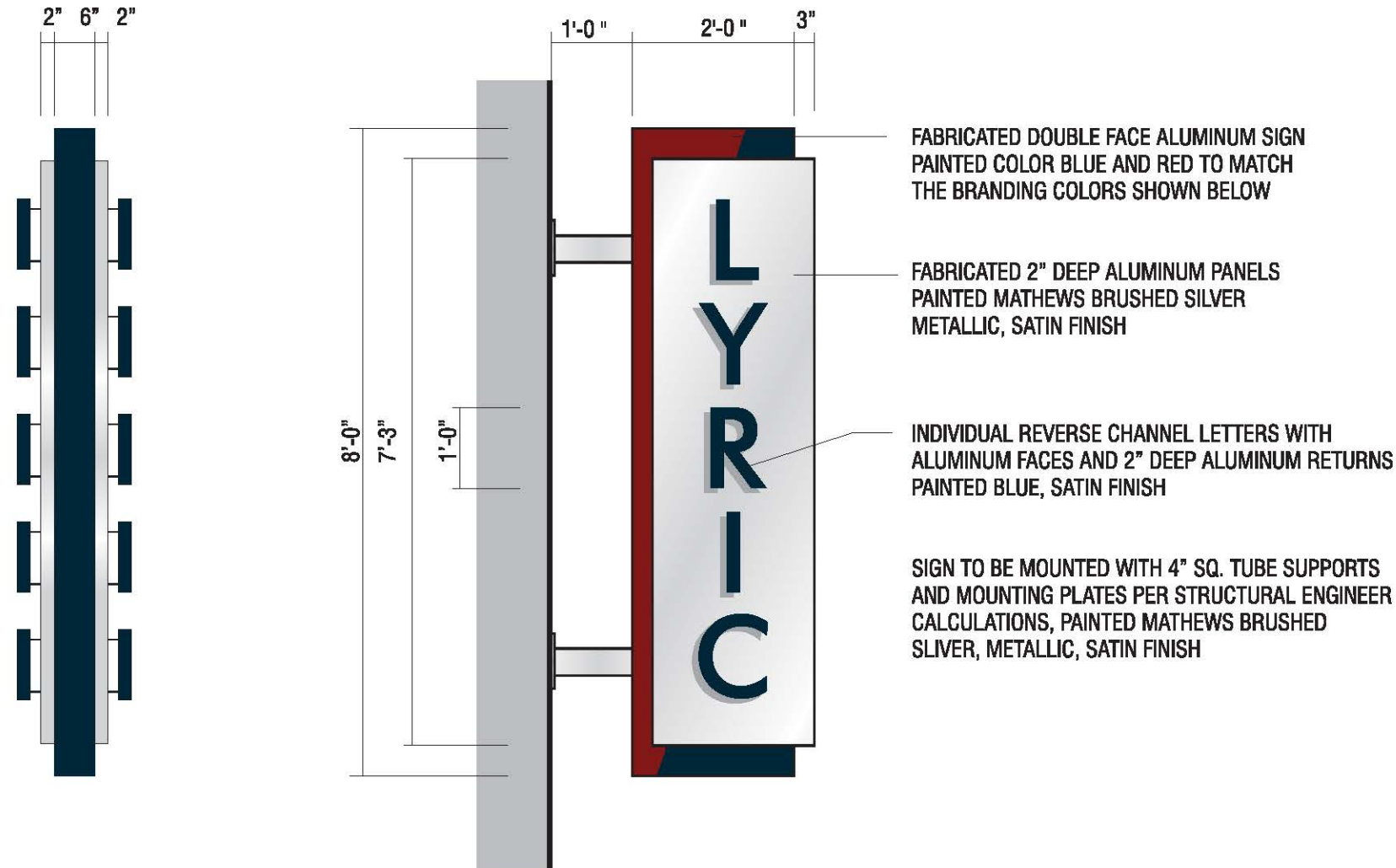
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3.4 Type P1 - PROJECT PRIMARY IDENTIFICATION

- a) 2'-3" X 8'-0" double face sign mounted on the building to identify the project
- b) Letters to be halo-illuminated reverse channel letters



SIGN TYPE P1 - PROJECT PRIMARY IDENTIFICATION SIGN

SCALE 1/2" = 1'-0"

PANTONE 5395C
 MIDNIGHT BLUE
 RGB 10 30 44
 CMYK 89 73 58 87
 HEX#0A1E2C

PANTONE 7623C
 CRIMSON RED
 RGB 130 23 24
 CMYK 29 99 100 35
 HEX#821718

BRANDING COLORS



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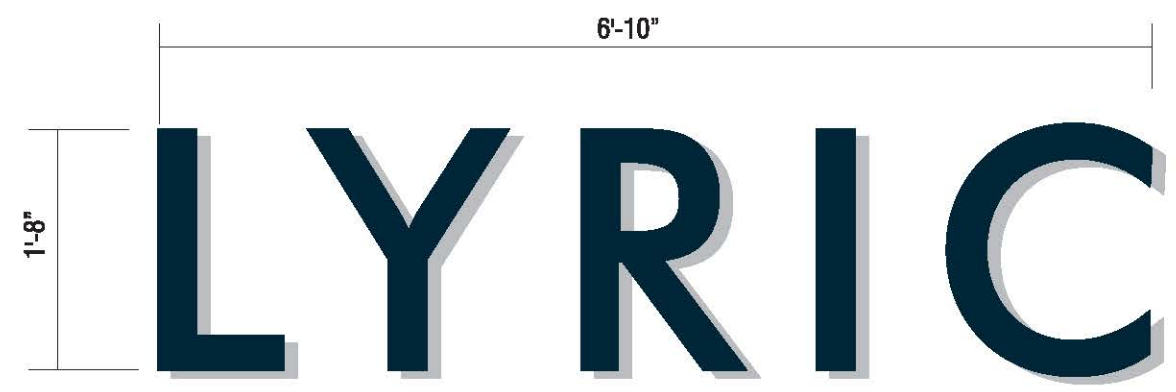


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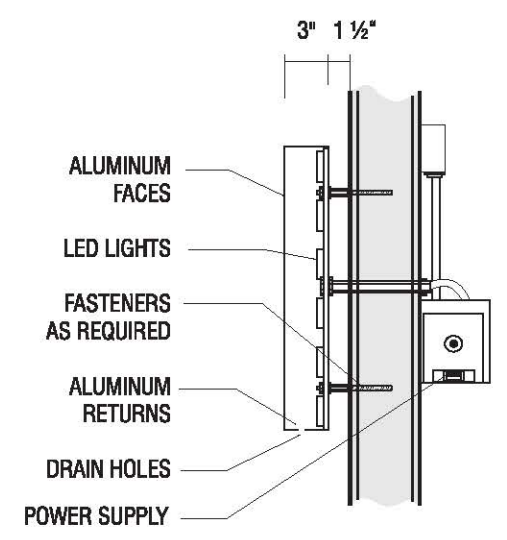
3.5 Type P2 - PROJECT SECONDARY IDENTIFICATION

- a) 1'-8" high individual reverse channel letters mounted on the building to identify the project
- b) Letters to be halo-illuminated with white led lighting
- c) Letters to be painted blue to match PMS#5395 c (satin finish)



Type P2 - PROJECT SECONDARY IDENTIFICATION

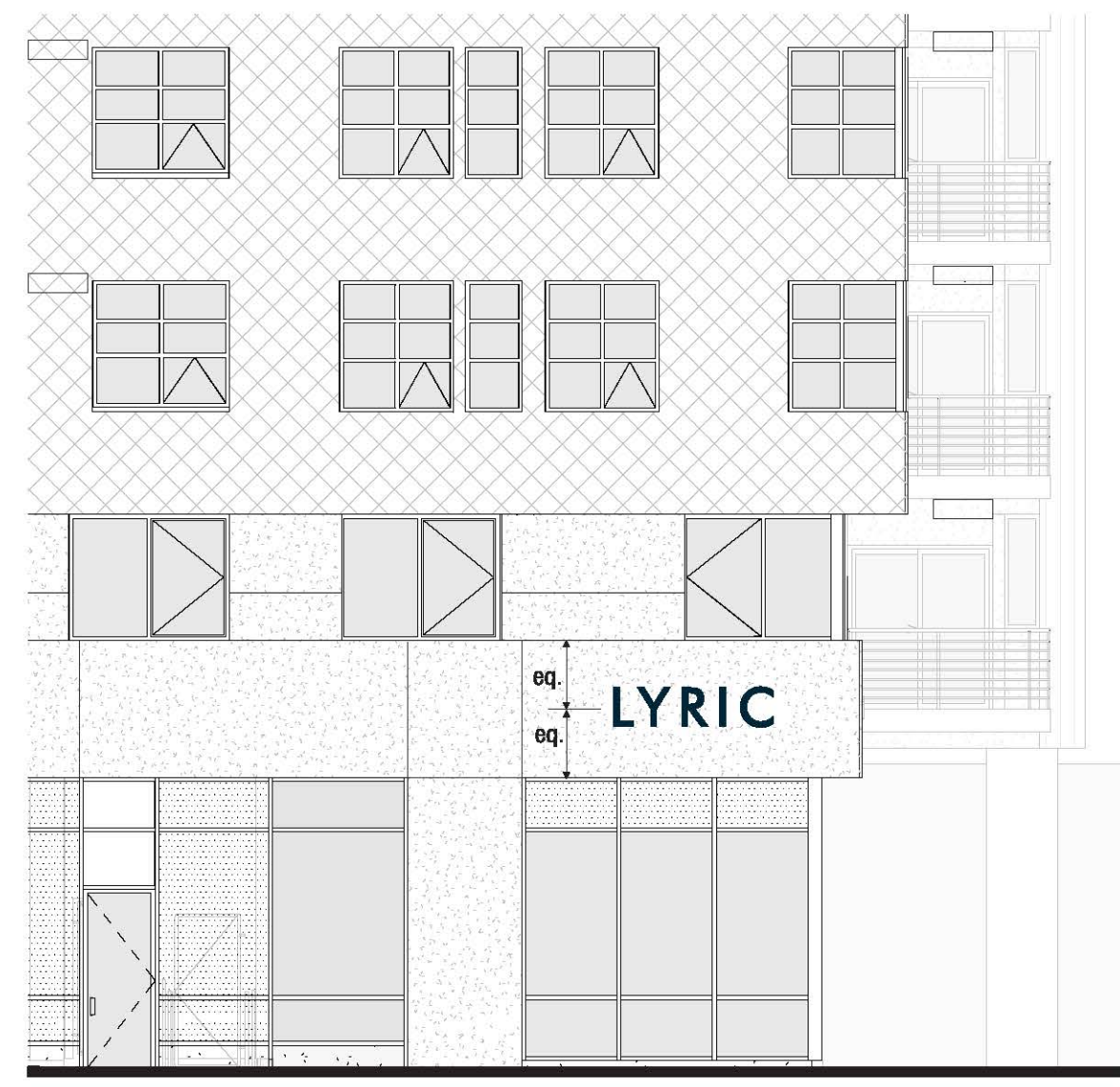
scale 3/4" = 1'-0"



SECTION DETAIL TYPICAL



BRANDING COLOR

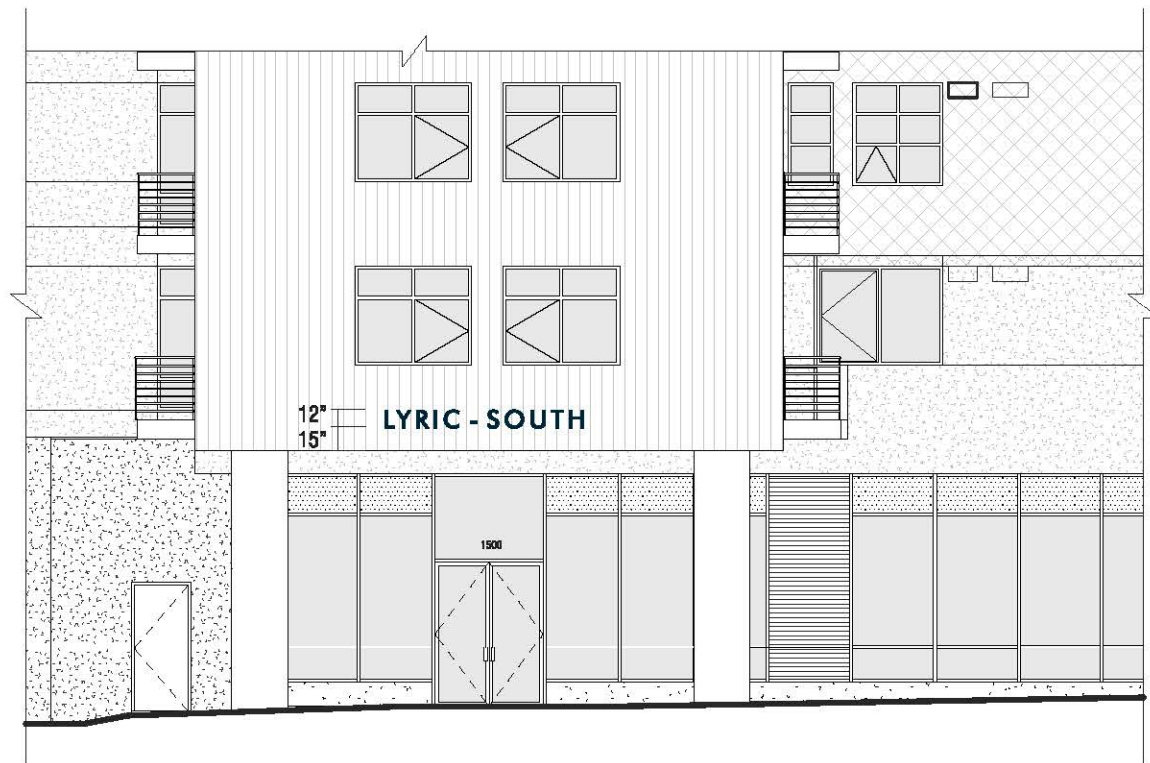
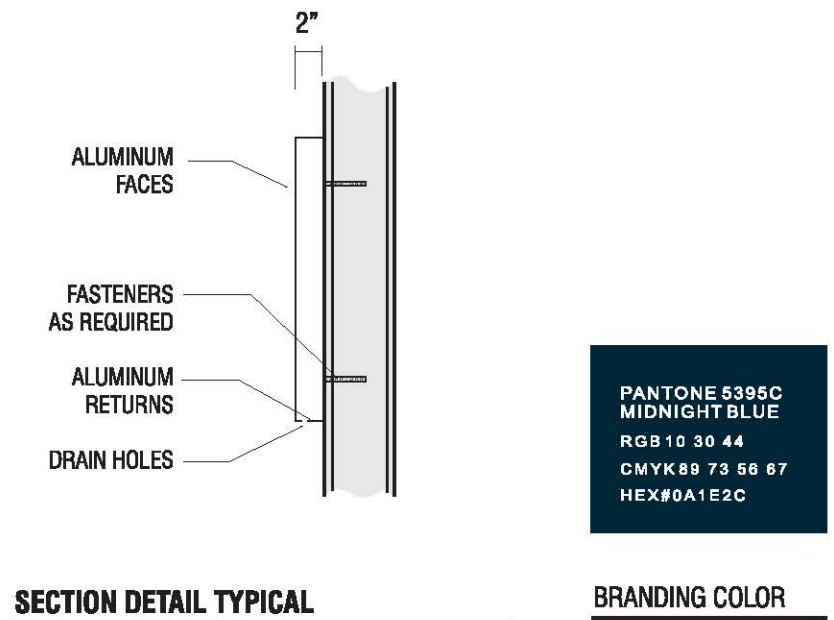
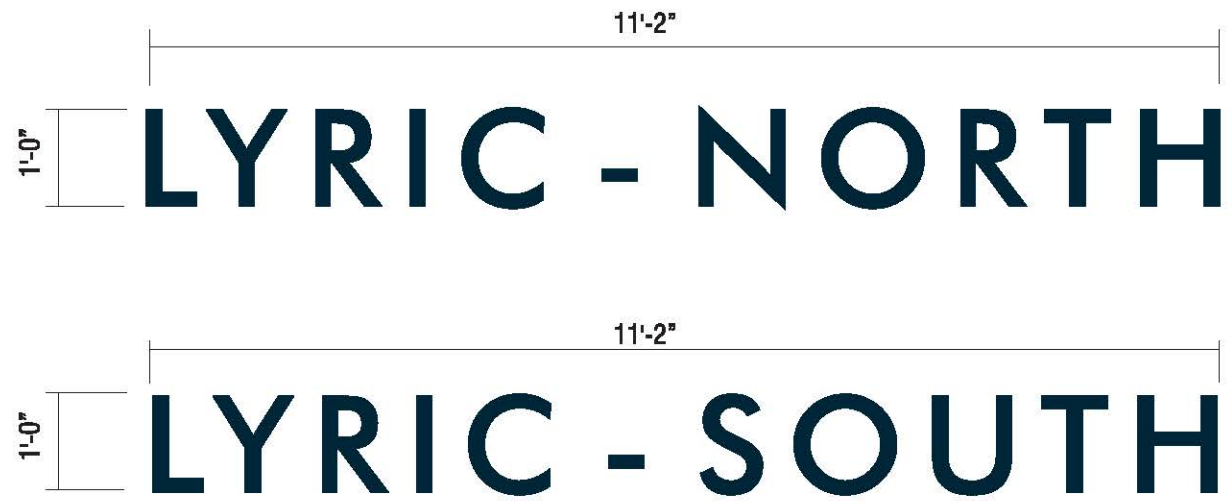


BUILDING A- WEST ELEVATION-N. CALIFORNIA BLVD.

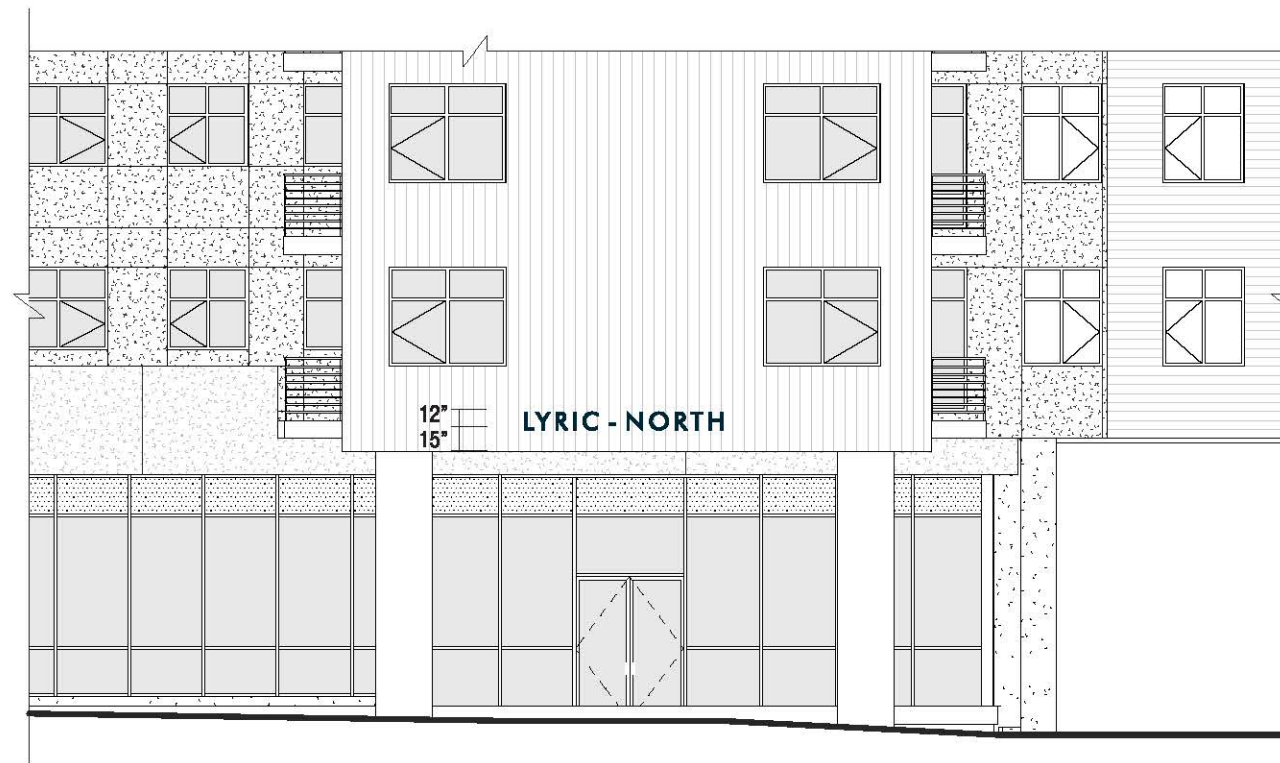
1/8" = 1'-0"

3.6 Type P3 - PROJECT ENTRANCE IDENTIFICATION

- a) 1'-0" high individual reverse channel letters mounted on the building above entrance
- b) Letters to be non-illuminated
- c) Letters to be painted blue to match PMS#5395 c (satin finish)



BUILDING A- SOUTH ELEVATION



BUILDING B- NORTH ELEVATION



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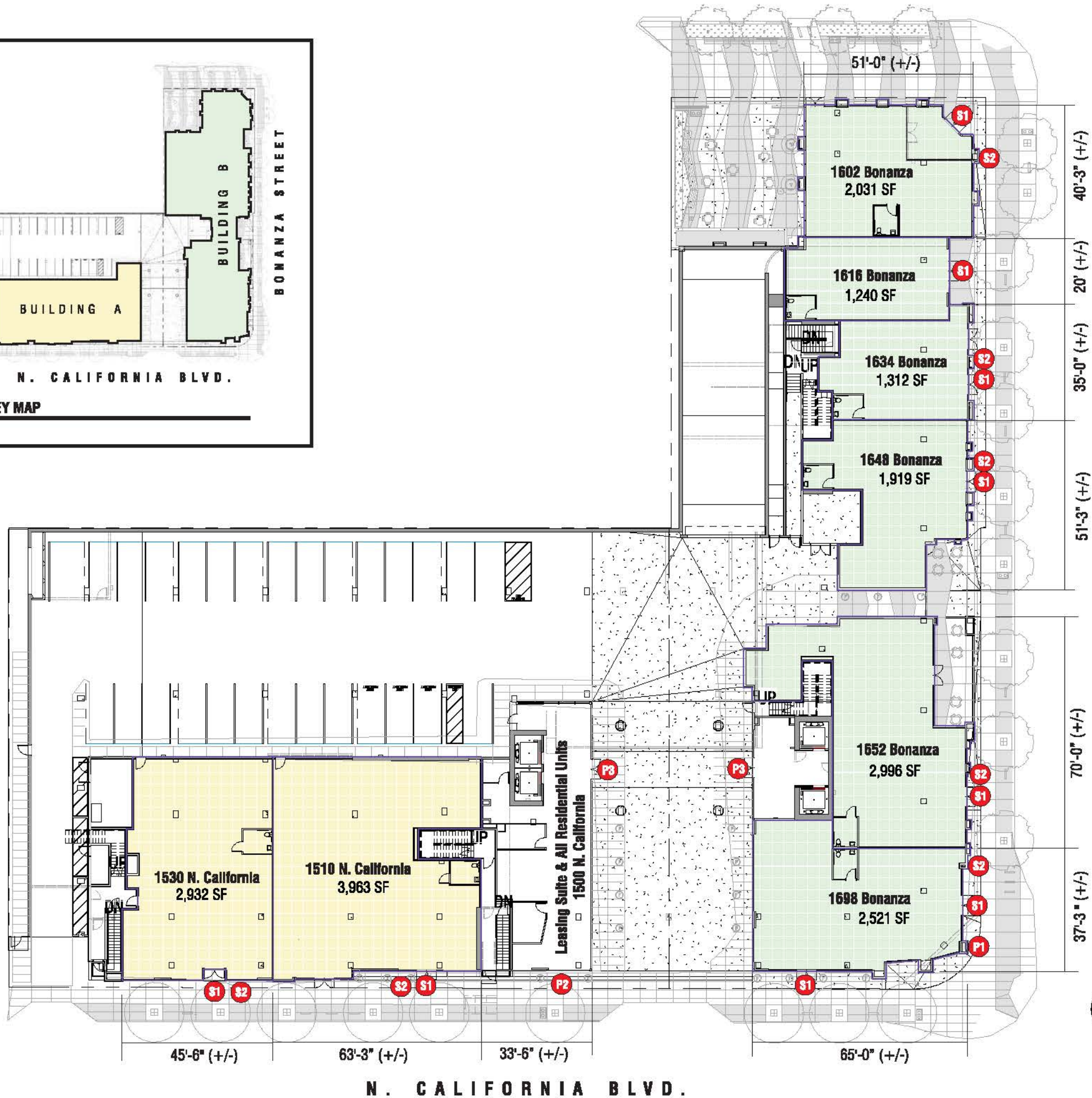
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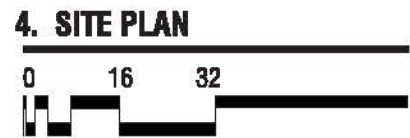


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- P1** PROJECT PRIMARY IDENTIFICATION
- P2** PROJECT SECONDARY IDENTIFICATION
- P3** PROJECT ENTRANCE IDENTIFICATION
- S1** TENANT WALL SIGN
- S2** TENANT SHINGLE SIGN



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5 BUILDING ELEVATIONS



- TYPE S1**
 33 sq. ft. max sign area
 22" max logo/icon
 18" max copy (upper case)
 20" max copy (upper/lower case)
 1'-10" x 18'-0" max sign area one line
 2'-4" x 14'-0" max sign area stack
- TYPE S2**
 Shingle Sign
- TYPE S2**
 Shingle Sign
- TYPE S1**
 33 sq. ft. max sign area
 22" max logo/icon
 18" max copy (upper case)
 20" max copy (upper/lower case)
 1'-10" x 18'-0" max sign area one line
 2'-4" x 14'-0" max sign area stack
- TYPE P2**
 LYRIC
 Secondary
 Identification Sign

5.1 BUILDING A- WEST ELEVATION-N. CALIFORNIA BLVD.

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



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5 BUILDING ELEVATIONS



TYPE S1
 33 sq. ft. max sign area
 22" max logo/icon
 18" max copy (upper case)
 20" max copy (upper/lower case)
 1'-10" x 18'-0" max sign area one line
 2'-4" x 14'-0" max sign area stack

TYPE S2
 Shingle Sign
 25.00 sq. ft. max sign area
 22" max logo/icon
 18" max copy (upper case)
 20" max copy (upper/lower case)
 3'-4" x 7'-6" max sign area

TYPE S1
 27.5 sq. ft. max sign area
 22" max logo/icon
 18" max copy (upper case)
 20" max copy (upper/lower case)
 1'-10" x 15'-0" max sign area one line
 2'-4" x 11'-9" max sign area stack

TYPE P2
 LYRIC
 Secondary
 Identification Sign

SIGNAGE GUIDELINE IN CASE SPACE 1510 N. CALIFORNIA DIVIDED IN TWO SPACES

5.1 BUILDING A- WEST ELEVATION-N. CALIFORNIA BLVD.

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



TRANSOM SIGN:

A Transom sign is located in the transom windows above the entry. It may be located either inside or outside of the transom windows. Typically, transom signs are applied or attached to either a transparent or translucent glass background or a solid background. The raised letters on a background panel can be halo-illuminated. Attached are few examples of transom sign.



LIVE IN HARMONY

N. CALIFORNIA BLVD. AND
 BONANZA STREET
 WALNUT CREEK, CA 94596

MASTER SIGN PROGRAM

PREPARED FOR:



Laconia Development LLC
 1981 North Broadway
 Suite 415
 Walnut Creek, CA 94596
 (925) 274-2823 (direct)
 (925) 937-4111 (main)

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TYPE S1
33 sq. ft. max sign area
22" max logo/icon
18" max copy (upper case)
20" max copy (upper/lower case)
1'-10" x 18'-0" sign area one line
2'-4" x 14'-0" sign area if stacked

5.2 BUILDING B - WEST ELEVATION-N. CALIFORNIA BLVD.

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





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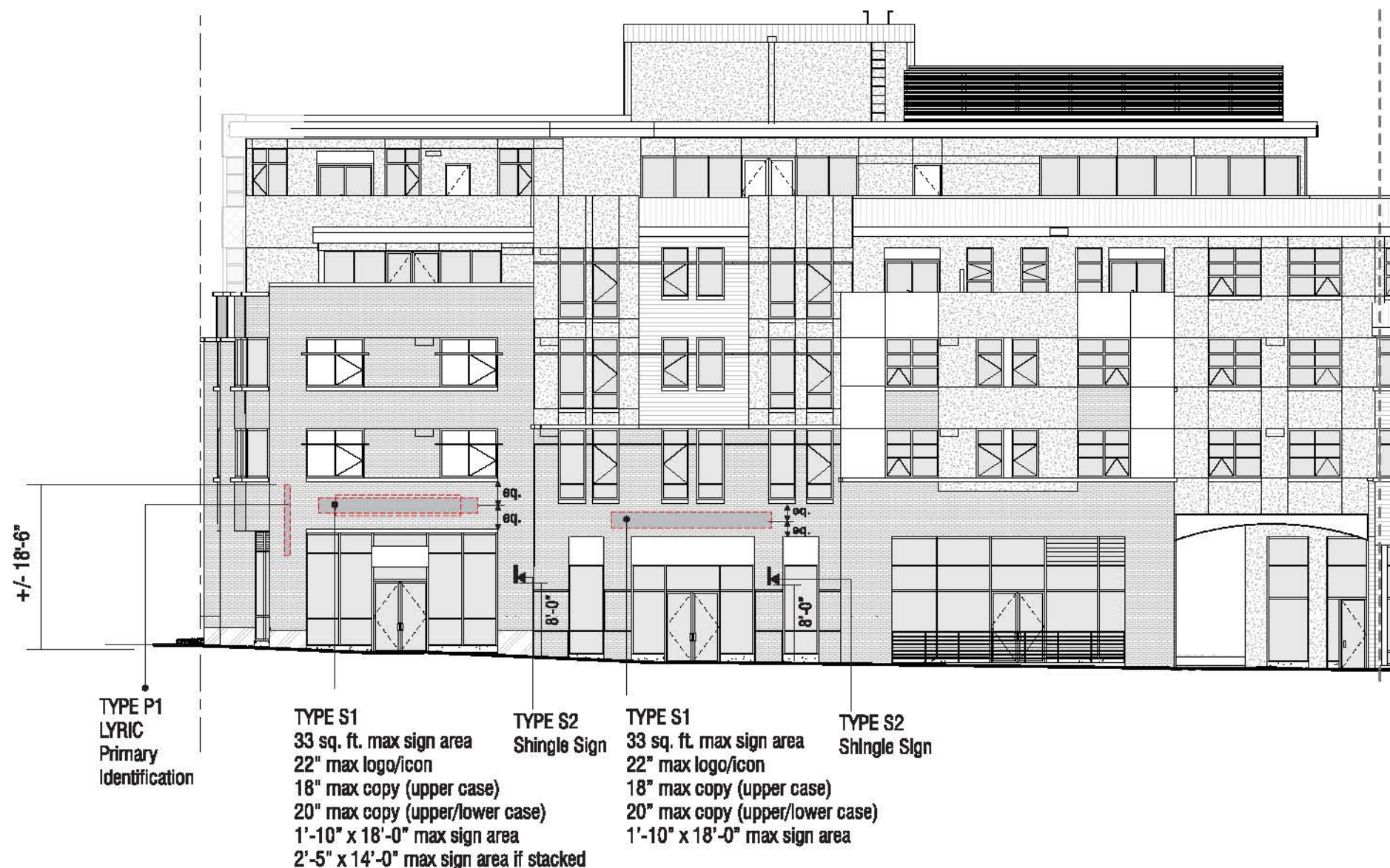
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5.3 BUILDING B- SOUTH ELEVATION-BONANZA ST.

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



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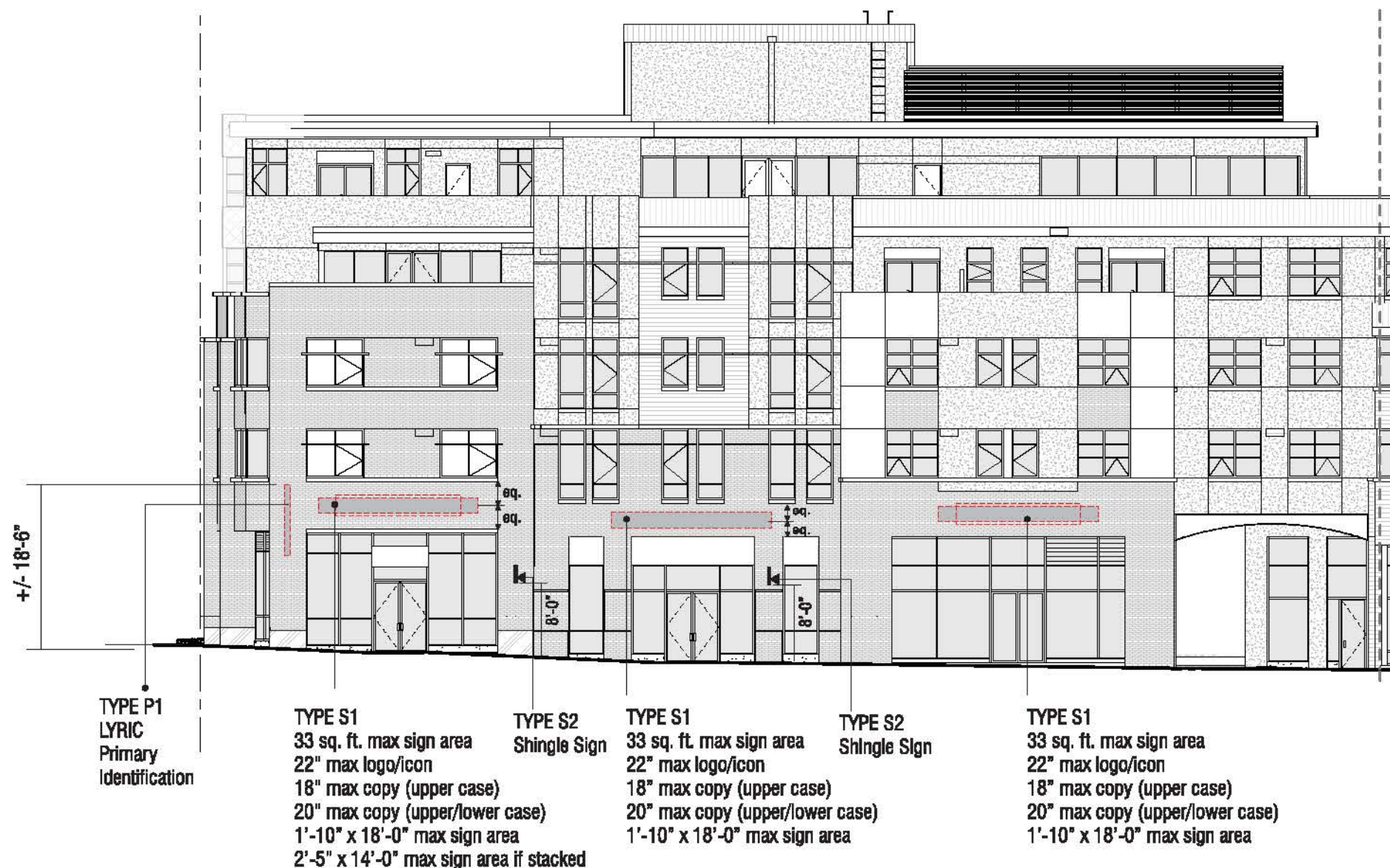


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SIGNAGE GUIDELINE IN CASE SPACE 1652 BONANZA STREET DIVIDED IN TWO SPACES

5.3 BUILDING B- SOUTH ELEVATION-BONANZA ST.

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





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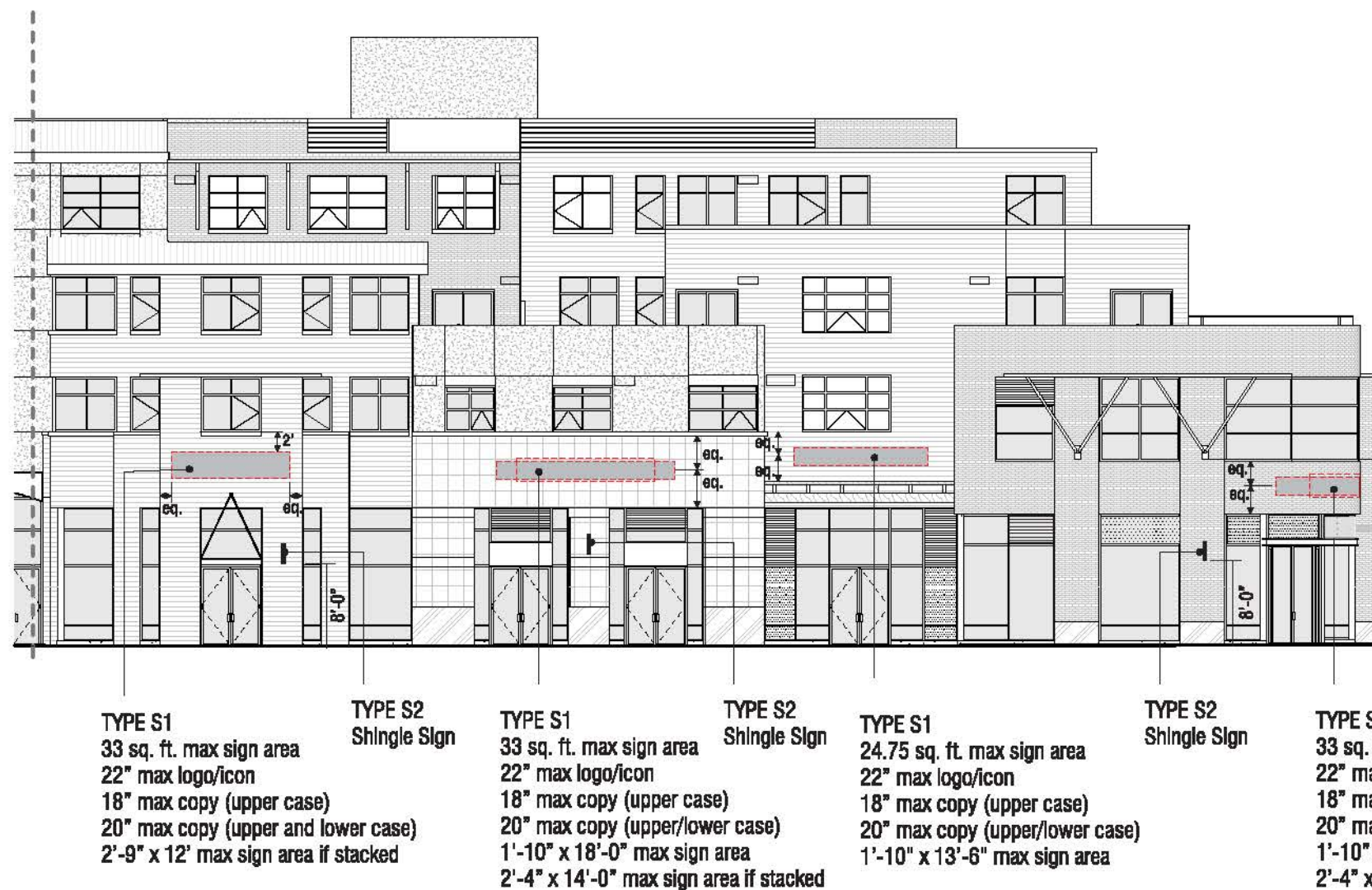
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5.4 BUILDING B- SOUTH ELEVATION-BONANZA ST.- CONTINUED

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





5.5 BUILDING B - EAST ELEVATION-LOCUST ST.

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



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SIGN P3
LYRIC
ENTRANCE
IDENTIFICATION

5.6 BUILDING A - SOUTH ELEVATION

INTERIOR ELEVATION (SEE KEY MAP)

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



KEY MAP



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5.7 BUILDING B - NORTH ELEVATION

INTERIOR ELEVATION (SEE KEY MAP)

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

