

MERCER

1655 N. CALIFORNIA BOULEVARD
WALNUT CREEK, CA 94596



COMMERCIAL TENANT SIGN GUIDELINES
JANUARY 10, 2007

SCOTT | AG

PROMETHEUS

Exhibits A + B

DESIGN REVIEW COMMISSION
CITY OF WALNUT CREEK
D.R. NO. Y04-111

- REFER TO P.C.
- STUDY SESSION
- CONDITIONALLY APPROVED
- DENIED

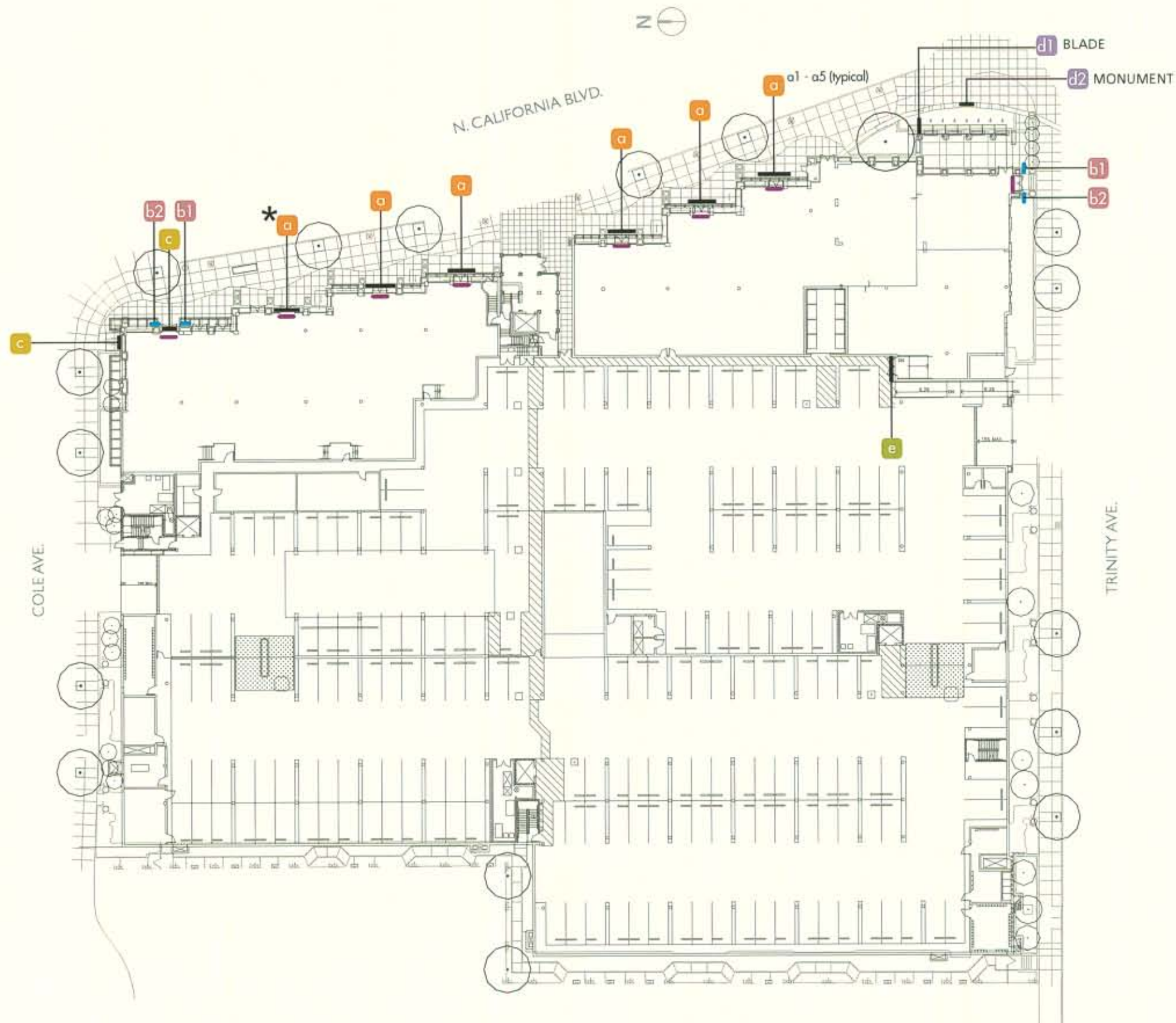
RESOLUTION NO. 2530
EXHIBIT A+B . DATE 1/17/07

MERCER

COMMERCIAL TENANT SIGN GUIDELINES
JANUARY 10, 2007

CONTENTS

SL1.0	Site Plan
2.0 - 2.1	Tenant Guidelines
3.0	[A] Typical Canopy and Storefront Tenant ID
4.0	[B] South Corner Tenant ID
4.1	[C] North Corner Tenant ID
4.2	[C] North Corner Tenant ID (Cole Ave)
5.0	[D1] South Corner Tenant Blade
5.1	[D2] South Corner Tenant Monument
6.0	[F] ATM Sign, if proposed and approved



PERMITTED TENANT SIGN LOCATIONS

- a Canopy and Storefront Tenant ID**
One fascia, one blade, plus door & window graphics: See 3.0.
- b South Corner Tenant Entry Signs**
Two plus door & window graphics: See 4.0.
- c North Corner Tenant ID**
Two plus two b type, plus door & window graphics: See 4.1, 4.2.
- d South Corner Tenant Monument & Blade**
One of each for south corner tenant; See 5.0, 5.1.
- e Tenant Garage Entry**
One for south corner tenant. Tenant to submit concept to landlord for approval.
- f ATM Sign**
One possibly allowed for potential bank tenant. Separate submission by tenant to City required first. If approved, location to be confirmed; See 6.0.
- Storefront Address**
One required per tenant, provided by owner.
- ID Plaque or Menu Case**
Two per corner tenant, flanking main entry; See 4.0, 4.1.

Each tenant will be allowed only one canopy fascia & blade identity per storefront frontage, even if lease area includes more than one canopy.

* Signage element attaches directly to building at this location. A backer panel will be required.

All signs must meet attached design guidelines.

TENANT GUIDELINES

1.1 Intent

The guidelines herein have been established to ensure that all tenant signage and graphic elements at Mercer are harmonious, consistent with the project development plan and adhere to established architectural standards for the mutual benefit of all tenants.

These criteria describe the responsibilities of the tenants regarding design approvals and protocols for the installation of signage. Compliance will be strictly enforced. Any nonconforming or unapproved signs must be brought into compliance or removed promptly at tenant's expense.

1.2 approval & compliance

1.2.1

Each tenant, or tenant's representative, shall submit to Prometheus Real Estate Group, Inc. (Owner), for approval, four copies of detailed drawings of all proposed signage. Tenant shall not submit any drawings to the City of Walnut Creek for permit review before receiving the Owner's approval.

Drawings shall be to scale and shall include representation of the actual fonts to be used, indications of letter heights, line lengths and any logotypes or other graphic elements intended. Specifications on materials, finishes, colors and methods of construction & installation shall be fully described. Location plans for all proposed signage shall be shown on the building's elevation drawings, as requested of, and provided by, owner. Tenant shall not begin fabrication of any signage before receiving both the Owner's approval and that of the Community Development Department of the City of Walnut Creek.

1.2.2

All tenant signage submittals shall be reviewed by the Owner for conformance with the criteria herein and evaluation of overall design quality. Approval or disapproval of sign submittals shall remain the sole right of the Owner, based upon aesthetics of design and these guidelines.

1.2.3

If the submittals are not approved, the tenant must submit revised plans until Owner approval is obtained.

1.2.4

All signage, permanent or temporary, must have the required

City of Walnut Creek Planning Department Approvals and Building Department permits prior to the beginning of installation. These approvals and permits must be obtained by the Tenant or Tenant's representative. Copies to be provided to Owner.

1.2.5

Tenant shall be responsible for the fulfillment of all requirements of the sign criteria herein and all City and other governmental regulations and permit requirements, as they apply.

1.2.6

Tenant shall obtain and pay for all necessary permits, pay for all signs and sign installation (including all labor and materials for design and construction) as well as permitting, operating costs, and future maintenance.

1.2.7

Tenant shall be fully responsible for the operations of sign contractor(s) in connection with Tenant's sign installation and maintenance of all signs. Tenant's sign contractor shall repair any damage to any portion of the building structure and finish caused by its work within three days after damage occurs.

1.2.8

Where interpretation of the criteria is not clear, the Prometheus Real Estate Group shall make a decision for clarification.

1.2.9

If ownership should change from Prometheus Real Estate Group to another entity for all or part of the retail tenant space, the guidelines herein established shall remain applicable and in force under the new ownership. Should the new owner wish to amend these guidelines, it shall submit such proposal to the Community Development Department for approval by the Design Review Commission.

1.3 general requirements

1.3.1

The sign program guidelines established for the Project shall serve as the singular requirements guideline for all tenant signage design in or around the Project.

1.3.2

All signage shall comply with local building codes and City of Walnut Creek Municipal Code Title 10, Planning and Zoning Chapter 8, Sign Regulations, where applicable.

1.3.3

All tenant sign panels shall be designed, constructed and installed at Tenant's expense.

1.3.4

No signs mounted upon or visible from the exterior of the building shall be allowed unless approved by Owner.

1.3.5

Signs shall be permitted only within the sign areas as designated by Owner and as shown on the approved sign drawings.

1.3.6

Maintenance of installed signs is the tenant's sole responsibility. It is expected that damaged or deteriorated signs or non-functioning signage lighting will be repaired promptly and restored to a like-new condition. Within ten days after receiving written notice from Owner or City, Tenant will complete all repairs requested.

1.3.7

Contractors installing signs are to be State of California licensed contractors and are required to provide proof of insurance in a format agreeable to the owner prior to conducting any work.

1.4 construction requirements

1.4.1

Architectural compatibility, durability, maintenance requirements and conformance to these guidelines shall be primary factors in determining the materials to be used for signage throughout the Project.

1.4.2

All signs shall be fabricated and installed with no visible screws, rivets or fastening devices, except where they are an integral part of the sign design.

1.4.3

All signs shall be properly engineered with fasteners that guarantee that the sign will maintain position over time and in all normal weather conditions.

TENANT GUIDELINES

1.4.4

Tenant's sign contractor shall repair any damages caused by his or her work to the Project's buildings or grounds.

1.4.5

Labels shall not be permitted on the exposed surfaces of signs except those required by local ordinance which shall be applied in an inconspicuous location yet readable from the ground.

1.4.6

Use of logo marks and corporate identity elements are encouraged but will be considered signage and are subject to all regulations contained in these guidelines, including allowable sign area.

1.4.7

Address numbers shall be applied to the premises by the Owner's sign company only.

1.5 definition of terms

Logo/Logotype: A text or graphic element that identifies or is associated with a business and/or its name. If text, it may take the form of a specific standard or custom font used in a specified manner, proportion, spacing or color. If graphic, it may consist of an icon or pictograph using text or a drawn element to define an image unique to the company it represents.

Sign Area: The sign area will be measured as the total area of letters or logo marks contained within a single continuous perimeter of regular geometric form enclosing the extreme limits of writing, representation, emblem or 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.

Tenant Identification: When allowed, shall consist of a Tenant's name and/or logo. No tag lines or sub copy are allowed. No phone numbers, URLs, etc.

Quantity: Number of each sign type and multi-sign type elements are listed as the allowed maximum. Actual number of sign types and elements may vary but may not exceed the allowable maximum.

1.6 sign types

See sheets 3.0 - 6.0.

No handwritten or non-professional signage is permissible. Attachment of all signs must be professional in appearance.

1.7 Permanent Window Graphics

1.7.1

Tenants are allowed professionally-cut vinyl graphics applied to the inside face (second-surface) of storefront windows. Graphics may consist of tenant name and/or logotype or simple geometric shapes to denote window surface for safety and/or decorative purposes see sheet 3.0 sign type a3 for additional details and conditions for permanent window graphics.

1.7.2

On door lites, tenants may display their name and/or logo in the upper half of the door lite, and operational information, such as business hours and credit cards accepted, in the lower half of the door lite area. See sheet 3.0, sign type a4, for additional details and conditions for permanent door graphics.

1.7.3

Maximum area allowed for total area of window and door graphics is indicated per the criteria noted on sheet 3.0

1.8 Temporary Signs

As these are short-term installations, tenant may do the work directly. Printed paper may be used instead of vinyl but a neat, crisp presentation is required. Review and approval of owner required.

These generally do not require a permit from the City of Walnut Creek, provided all terms and provisions at the Municipal Code, Chapter 8 Sign Regulations, Section 10-8.108 are met. It is recommended tenants review the full 17 page document which is available in the Municipal Code, located online at the City of Walnut Creek website. Of particular note are the following clauses:

"*Business Opening.* Permits may be issued by the Chief of Planning or his or her designee for small balloons, pennants, banners, and similar advertising devices placed over private property to call attention to business openings, providing

such small balloons, pennants, banners and devices are removed within fifteen (15) days after the first day of such opening or within twenty (20) days of installation, whichever occurs first.

Window Signs. Temporary window signs may occupy up to an additional 15% of the window area of a particular use and shall not be included in the total allowable sign area.

Temporary window signs shall not be displayed for more than 30 consecutive days nor for more than a total of sixty days per calendar year.

Location. Temporary signs shall not be attached to any utility pole, fence, building, structure, object, tree or other vegetation located upon or within any public right-of-way or publicly owned or maintained land. Temporary signs shall not be erected without the permission of the owner of the property on which they are located nor shall they be placed in such a manner as to obstruct or interfere with traffic or endanger the health or safety of people or endanger property."

1.9 prohibited signs

1.9.1

No vacuum formed plastic faces, characters or graphics.

1.9.2

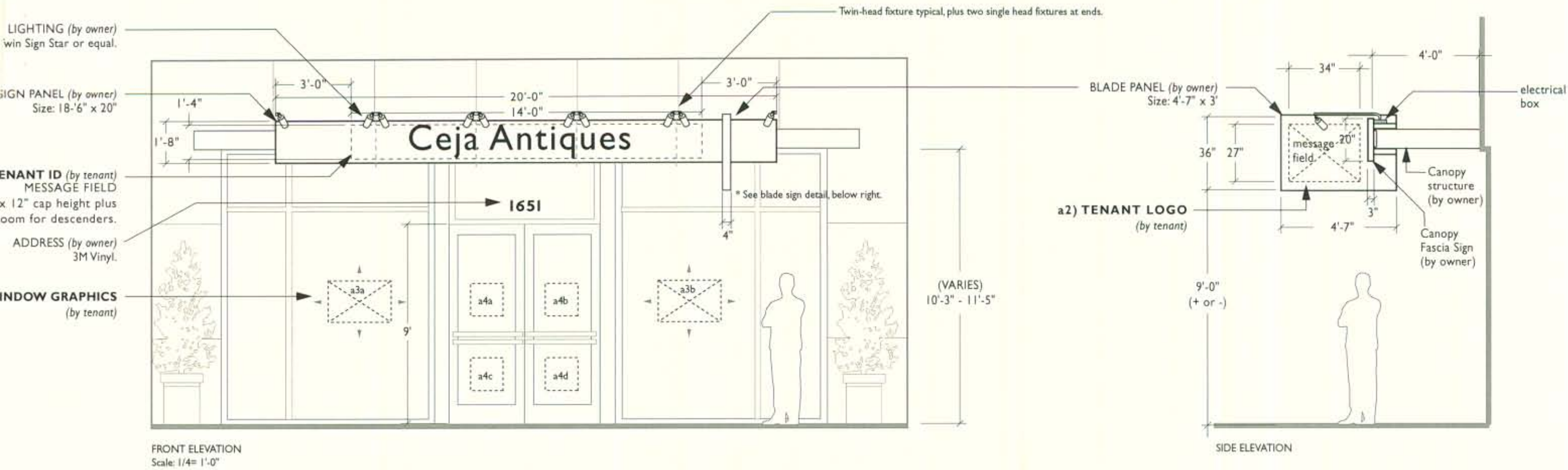
No pre-manufactured cabinet signs shall be allowed. Custom work only.

1.9.3

Sidewalk or patio tables with umbrellas or other sun shades may not have business or product names, logos or other commercial tenant name and/or other commercial graphics on their fabric or supports.

1.9.4

As visibility of storefronts from the street is assured, signs indicating "OPEN," either illuminated or non-illuminated, are deemed unnecessary and are not allowed.



a1) TENANT ID - CANOPY FASCIA PANELS

Tenant ID Area: 14'-0" x 16" (18.6 sq. ft.); 12" cap height

Material: Individual painted aluminum letters, pinned off surface

Artwork Criteria: Tenant name or logotype. Sub-copy or background image will not be allowed. Tenant panel and identification color to be proposed by tenant and is subject to landlord approval.

Graphic design of illuminated signs A1 and A2 is required to be striking without being harshly contrasting with its environment. It should be noticeable without being overly reflective and avoid creating glare or hot spots when lit.

a2) TENANT ID - CANOPY BLADE

Tenant ID Area: 34" x 27" (6 sq. ft.)

Material: Individual painted aluminum, screen printed or vinyl letters or logo graphic.

No vacuum formed plastic faces, characters or graphics.

No pre-manufactured signs allowed. Custom work only.

Artwork Criteria: Tenant name or logotype only. Sub-copy or background image will not be allowed. Tenant panel and identification color to be proposed by tenant and is subject to landlord approval.

Dimensional forms, letters and logos are encouraged over two-dimensional, printed graphics.

a3) TENANT ID - WINDOW GRAPHICS

Tenant ID Area: Proportions may vary within allowed square footage of 15% x area of window lite.

Tenant may display business name on inside face of storefront glass (second surface) adjacent to shop entrance.

One window lite may be chosen for this purpose, either to the left (A3a) or to the right (A3b) of the entrance. Maximum area of tenant name, logo or graphic is 15% of window lite. For example, a 5' wide x 8' high lite equals 40 sf x 15% = 6 sf allowed.

Material: 3M Vinyl or equal.

Artwork Criteria: Tenant name, logotype, or graphic allowed. Color and graphic to be proposed by tenant and is subject to landlord approval.

a4) TENANT ID - ENTRY DOORS

A4a, A4b:

Tenant may display business name, logo or graphic on one or more entry doors. Maximum area: 1sf / leaf. Recommended position @ 60" above floor but alternate proposals will be considered at owner review.

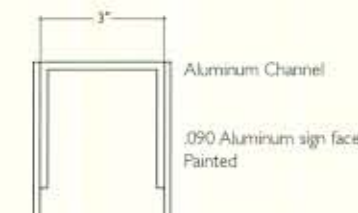
Material: 3M Vinyl or equal.

Artwork Criteria: Tenant name, logotype, or graphic allowed. Color and graphic to be proposed by tenant and is subject to landlord approval.

A4c, A4d: The area below the door handle hardware is reserved for display of the store hours, credit cards accepted, etc. if tenant wishes to display such information. One doorway may be chosen to serve this purpose, usually the active leaf. Maximum area limited to 2sf.

Material: 3M Vinyl or equal.

Artwork Criteria: Copy, color and type style to be proposed by tenant and is subject to landlord approval.



Panel cemented or welded to channel and finished smooth. No visible fasteners. Fascia panel construction similar, but differs in channel dimensions.

* BLADE SIGN FABRICATION DETAIL



FRONT ELEVATION For A4a - A4d see sheet 3.0

b) TENANT ID/MENU CASE

Size: 24" x 24" (4 sq. feet each)

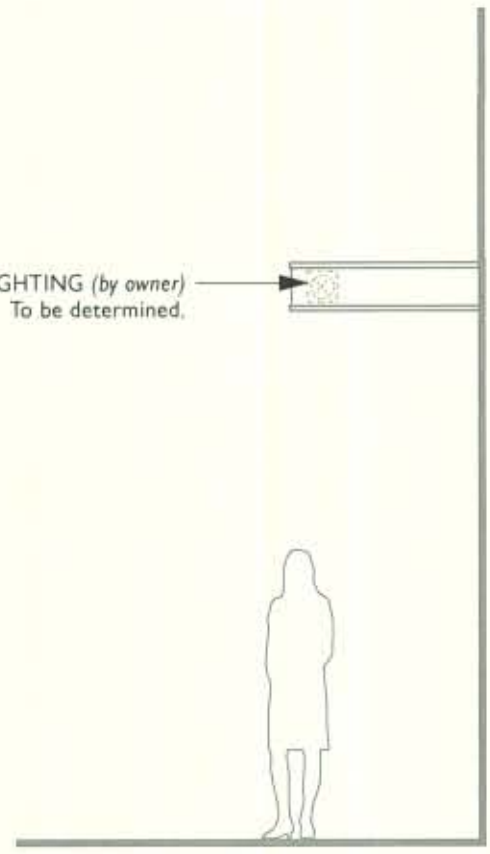
Material: As a flat panel: 1/2" Painted Aluminum with screen printed or vinyl copy/graphics; non-illuminated.

As a menu case: internally-illuminated, 4" deep painted metal cabinet with glass front.

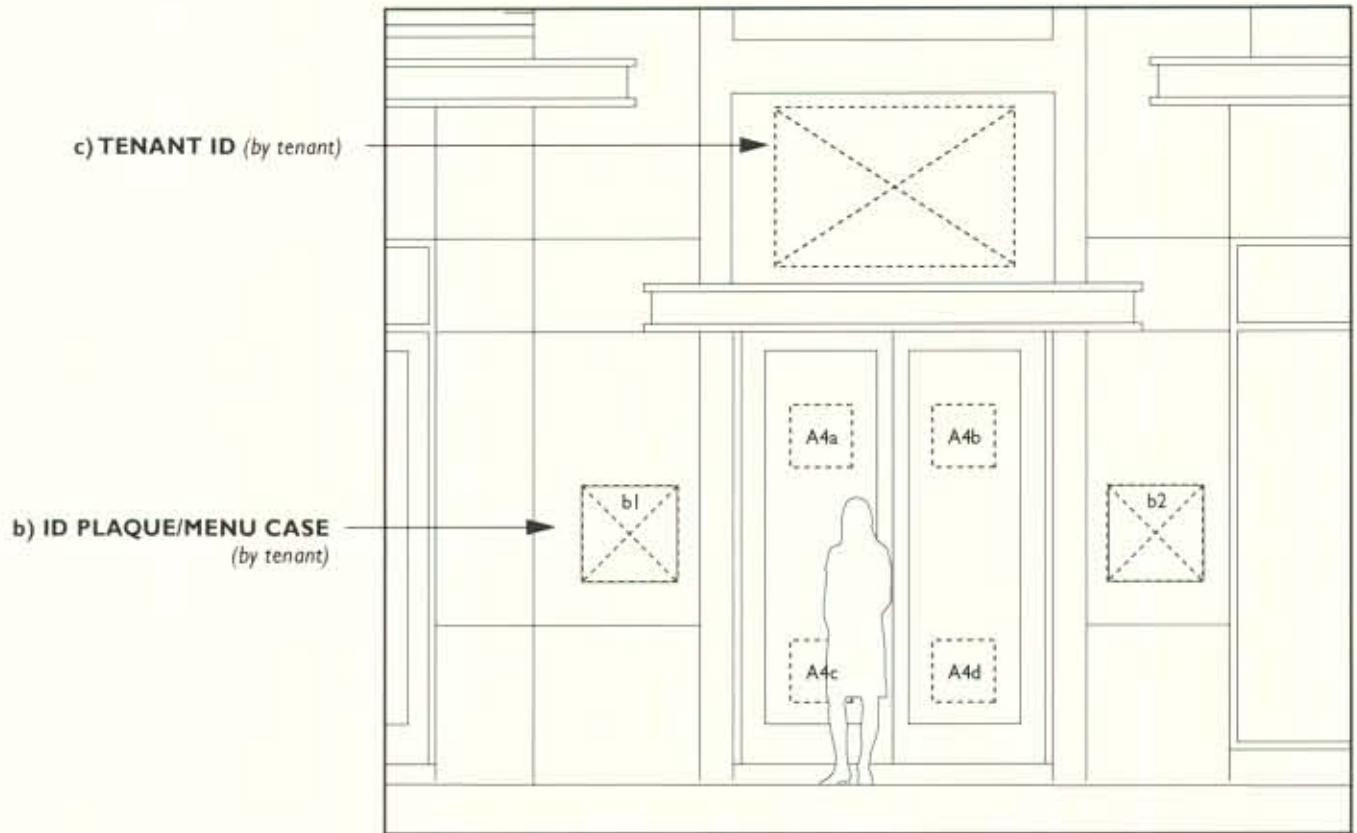
Artwork Criteria: Tenant name, logotype, or graphic allowed. Menu or service listing allowed. Color and graphic to be proposed by tenant and is subject to landlord approval. Mount 60" from grade to center of panel.

For sign type d1, Blade, see sheet 5.0

LIGHTING (by owner)
To be determined.

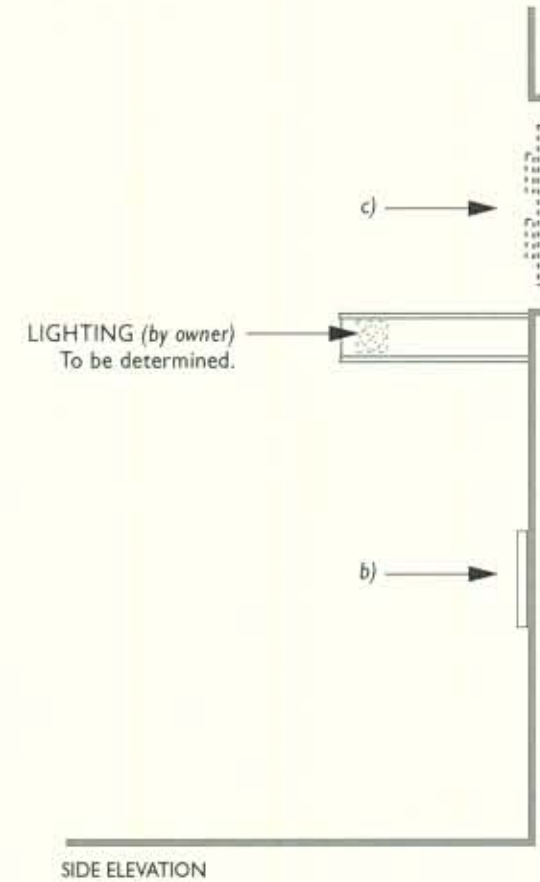


SIDE ELEVATION



EAST ELEVATION - N. CALIFORNIA BLVD.

for A4a-A4d see sheet 3.0



SIDE ELEVATION

c) TENANT ID

Tenant ID Area: 60" x 40" (16 sq. feet)

Material: Individual painted aluminum letters or logo forms, pinned off surface of recessed wall.

No vacuum formed plastic faces, characters or graphics.

No pre-manufactured can signs allowed.

Artwork Criteria: Tenant name or logotype, may be in conjunction with a logo. Sub-copy, background panel or image will not be allowed. Tenant identification color proposed by tenant and subject to landlord approval.

Illumination: Signage may be internally or externally illuminated.

Halo-lit letters only. No face-lit letters.

b) ID PLAQUE/MENU CASE

Size: 24" x 24" (4 sq. feet each)

Material: As a flat panel: 1/2" Painted Aluminum with screen printed or vinyl copy/graphics.

As a non-illuminated panel; menu case, internally-illuminated, 4" deep painted metal cabinet with glass front.

Artwork Criteria: Tenant name, logotype, or graphic allowed. Menu or service listing allowed. Color and graphic to be proposed by tenant and is subject to landlord approval. Mount 60" from grade to center of panel.



c) TENANT ID

Tenant ID Area: 60" x 40" (16 sq. feet)

Material: Individual painted aluminum letters or logo forms, pinned off surface of recessed wall.

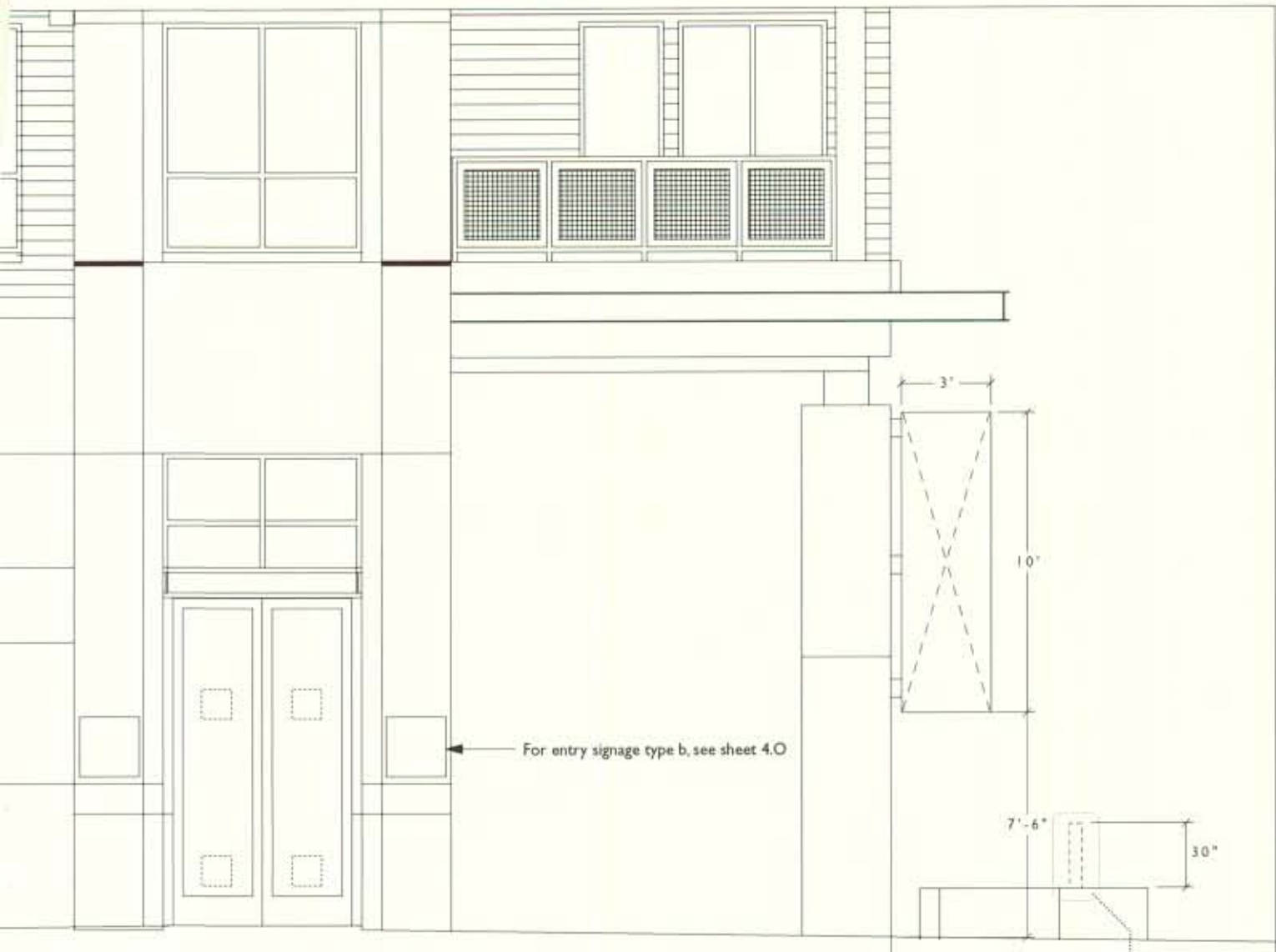
No vacuum formed plastic faces, characters or graphics.

No pre-manufactured can signs allowed.

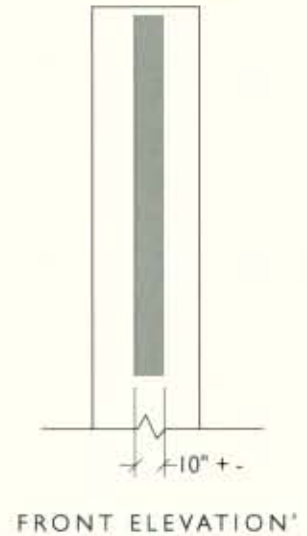
Artwork Criteria: Tenant name or logotype, may be in conjunction with a logo. Sub-copy, background panel or image will not be allowed. Tenant identification color proposed by tenant and subject to landlord approval.

Illumination: Signage may be internally or externally illuminated.

Halo-lit letters only. No face-lit letters.



SIDE ELEVATION



d1) TENANT BLADE ID

Tenant Name Area: 36" x 120" (30 sq. ft.)

Material: Internally or externally-illuminated, painted aluminum blade sign, double faced.

Artwork Criteria: Tenant name may be in conjunction with a logo mark. Sub-copy, background pattern or image will not be allowed. Colors to be proposed by tenant and are subject to landlord and city of Walnut Creek Design Review Subcommittee approvals.

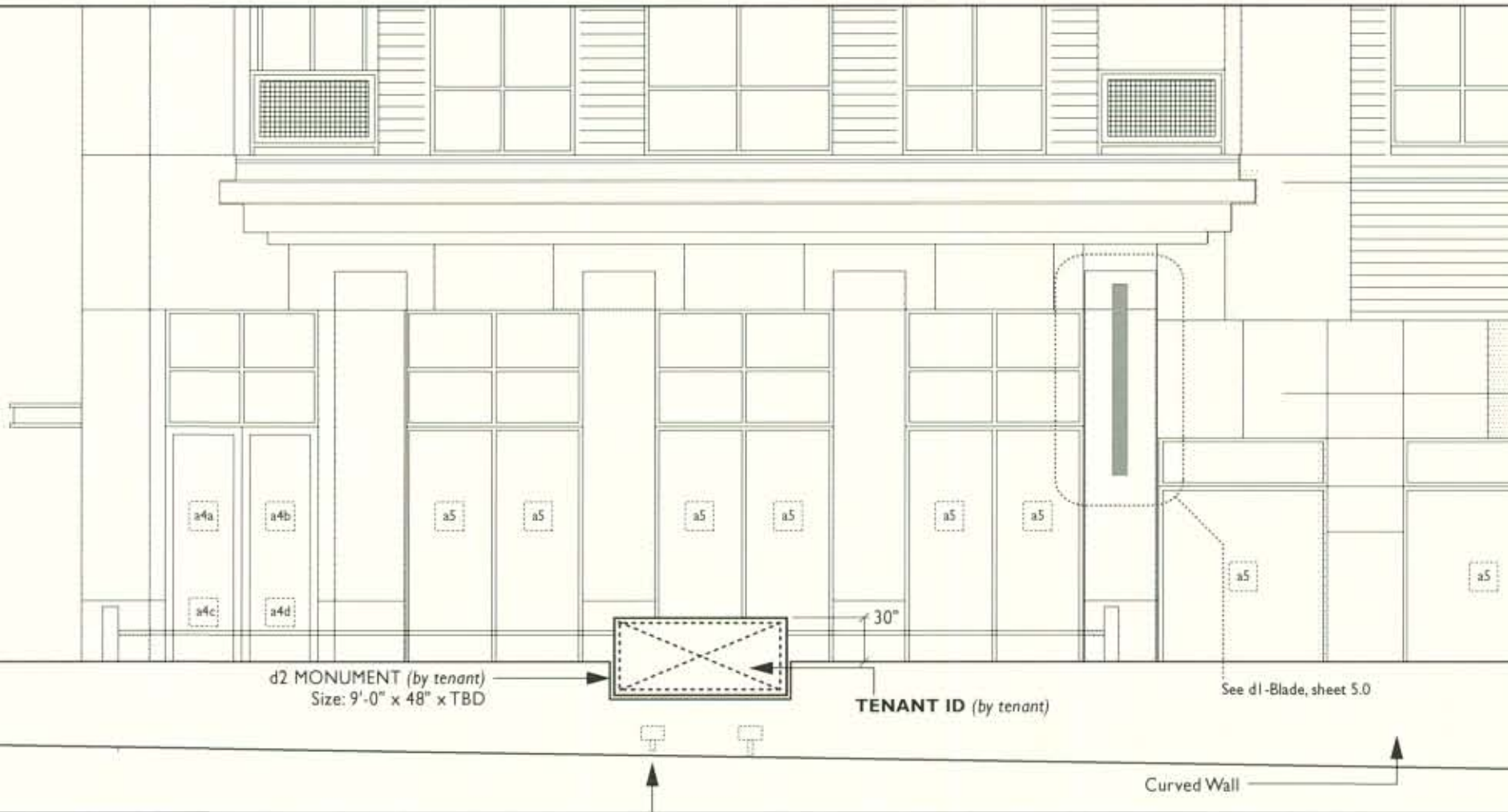
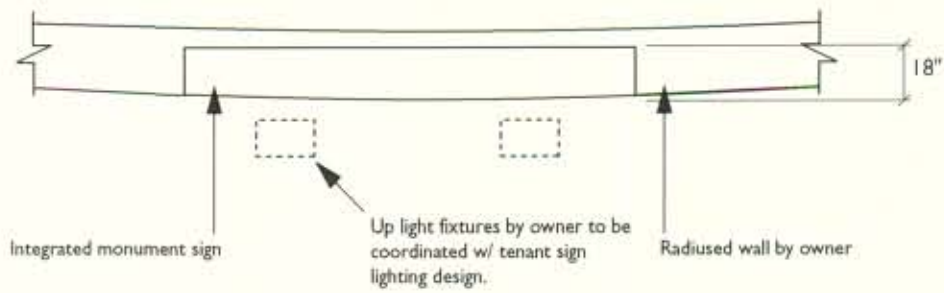
Graphic design: This illuminated blade sign is required to be striking without being harshly contrasting with its environment. It should be noticeable without being overly reflective and should avoid creating glare or hot spots when lit.

Lighting: The intention is that this sign be treated as a sculptural element on the column. The lighting should be an integral part of the design so it features the tenant identity without upstaging it. Sources may be:

- a) Neon, either exposed or used in halo-lit reverse channel letters. Exposed neon behind clear acrylic sheet is not allowed.
- b) Fluorescent when hidden from direct view in coves or behind push-thru letters with translucent faces and opaque or translucent returns max 1-1/2" letter depth.
- c) Incandescent, in fixtures similar to those indicated for fascia (sheet 3.0, type a1) and canopy blade signs (sheet 3.0, type a2).
- d) LED, when used as halo or cove lighting.

Attachment: The proposed sign shall be engineered by a licensed structural engineer familiar with signage design. The aesthetics of visible structural supports and connections are as important as the design of the blade sign itself, and are subject to owner review and approval.

PLANVIEW - DETAIL



LIGHTING (by owner)
To be determined.

ATION - N. CALIFORNIA BLVD.

d2) TENANT ID - SOUTH CORNER MONUMENT

Tenant Name Area: 96" x 36" (24 sq. feet)

Logo Material: Halo-lit or externally-illuminated individual letters/graphic in painted, polished or burnished metal, pinned off colored backer panel.

Artwork Criteria: Tenant name or logotype, may be in conjunction with a logo mark. Sub-copy, background pattern or image will not be allowed. Colors to be proposed by tenant and are subject to landlord and City of Walnut Creek Design Review Subcommittee approvals.

No vacuum formed plastic faces, characters or graphics.

No pre-manufactured can signs allowed.

Graphic design: This illuminated blade sign is required to be striking without being harshly contrasting with its environment. It should be noticeable without being overly reflective and should avoid creating glare or hot spots when lit.

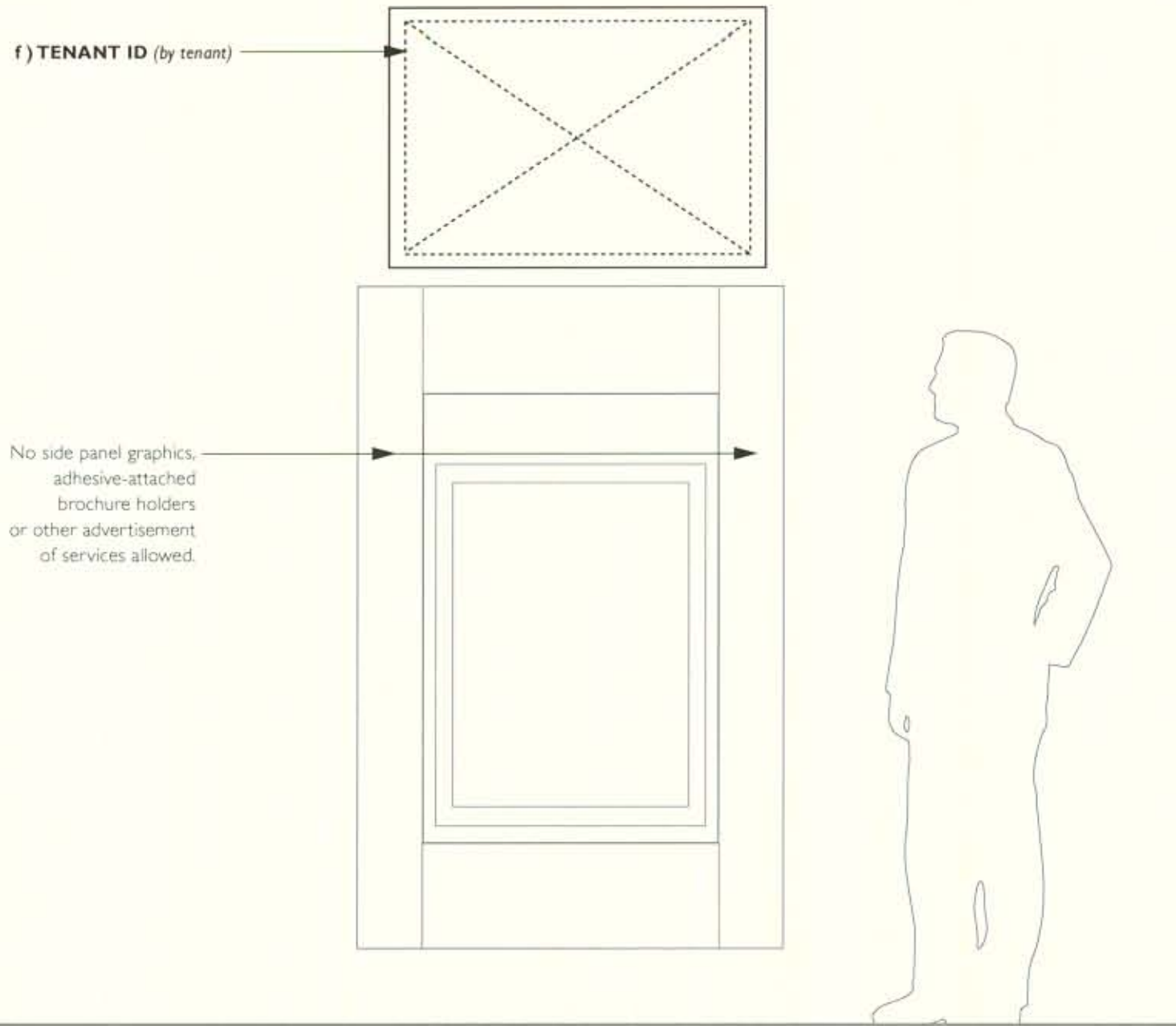
Lighting: The intention is that this sign be treated as a sculptural element on the wall. The lighting should be an integral part of the design so it features the tenant identity without upstaging it. Sources may be:

- a) Neon, either exposed or used in halo-lit reverse channel letters. Exposed neon behind clear acrylic sheet is not allowed.
- b) Fluorescent when hidden from direct view in coves or behind push-thru letters with translucent faces and opaque or translucent returns; max 1-1/2" letter depth.
- c) Incandescent, in fixtures.
- d) LED, when used as halo or cove lighting.

Cabinet / Enclosure Material: May be painted, polished or painted metal cabinet. Shape may be articulated for expressive display of geometric shape. Not limited to rectangular solid form. Must be distinctive in design while maintaining compatibility with the overall Mercer development as continued.

a5) ADDITIONAL PERMANENT WINDOW SIGNAGE

Tenant spaces which have additional storefront window lites beyond those flanking entry doors may display additional logo or graphic treatment on these lites not to exceed 5% of the area of each lite.



WEST ELEVATION
Scale: 3/4" = 1'-0"

ATM SIGN

A separate submission must be made by a prospective bank tenant for approval of an ATM machine location at Mercer. If such approval is granted, the following guidelines will be applied.

TENANT ID

Tenant Name Area: 24" x 36" (6-S.F.)

Material: Individual painted aluminum letters or logo forms, pinned off surface of recessed wall.

No vacuum formed plastic faces, characters or graphics.

No pre-manufactured signs allowed.

Artwork Criteria: Tenant name or logotype, may be in conjunction with a logo mark. Sub-copy, background panel or image will not be allowed. Colors to be proposed by tenant and are subject to landlord approval.

MERCER
1655 N. CALIFORNIA BOULEVARD
WALNUT CREEK, CA 94596

PUBLICLY-VISIBLE BASE BUILDING SIGNAGE
JANUARY 10, 2007

SCOTT | AG

 PROMETHEUS

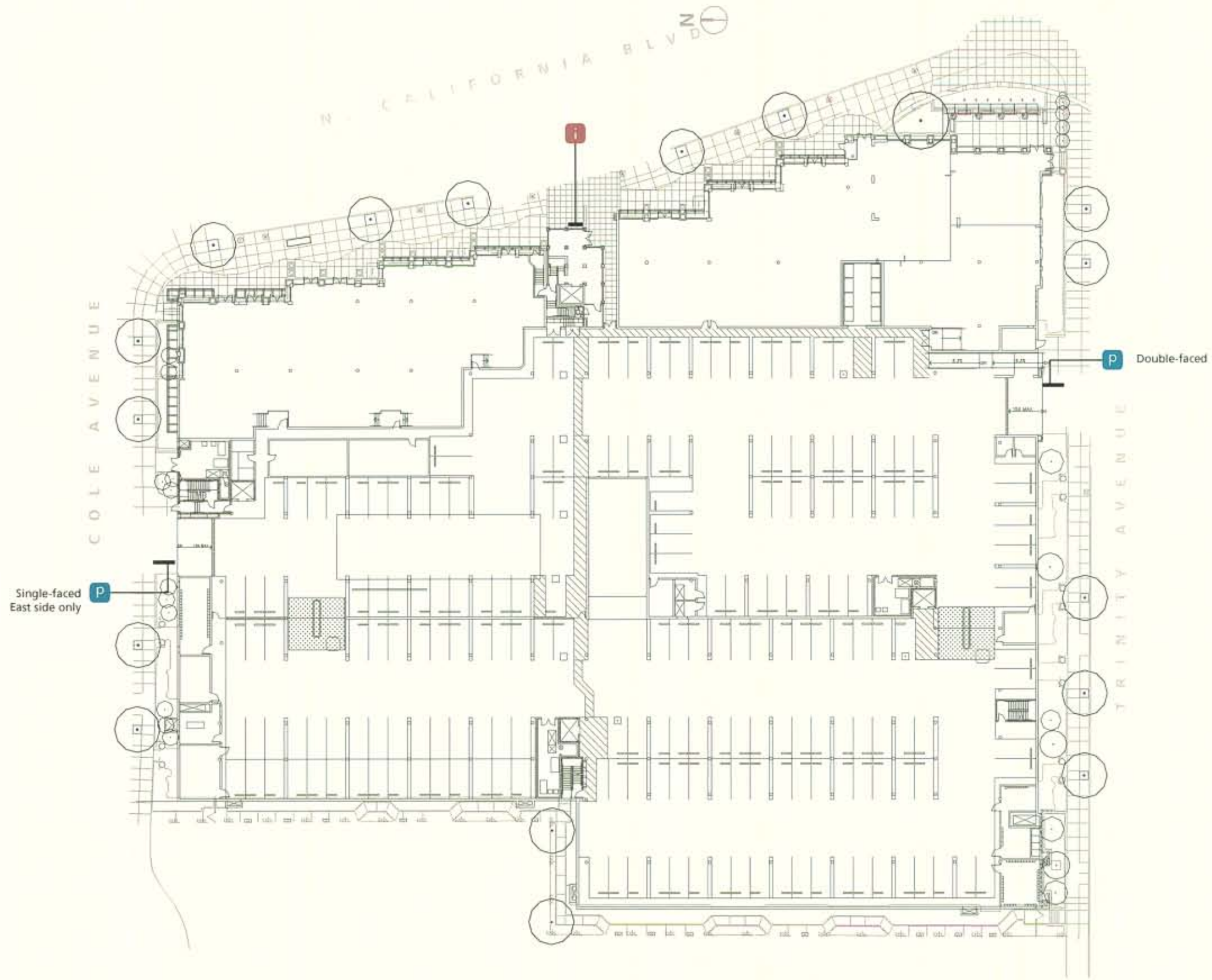
MERCER

PUBLICLY-VISIBLE BASE BUILDING SIGNAGE
JANUARY 10, 2007

CONTENTS

SL1.1	Site Plan
7.0	Parking Entry Signage
8.0	Individual Letters
8.1	Project Logo

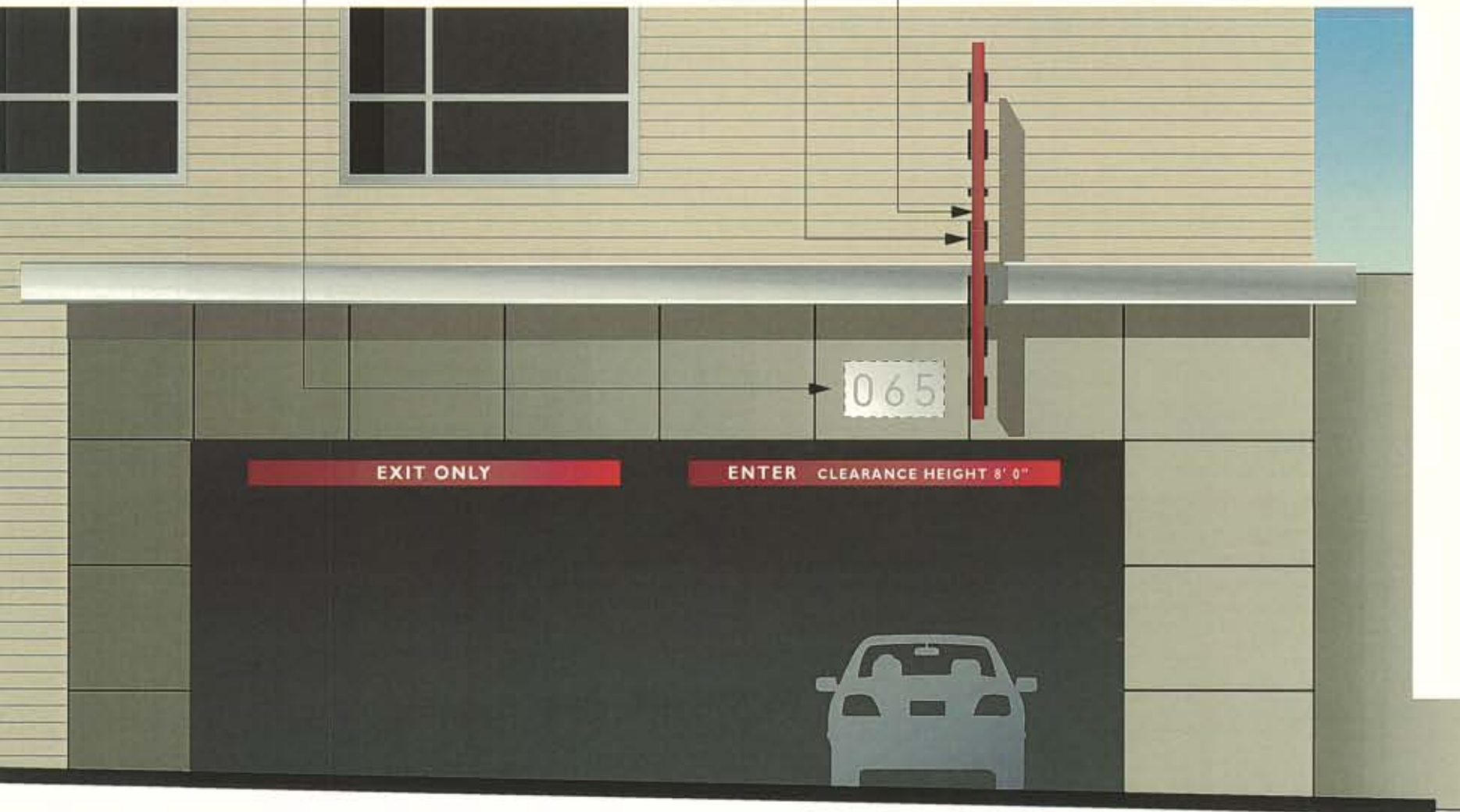
SIGN TYPES	
i	Project ID with Address
p	Parking Blade/Project Entry ID



PARKING SPACES AVAILABLE SIGN
(by others)

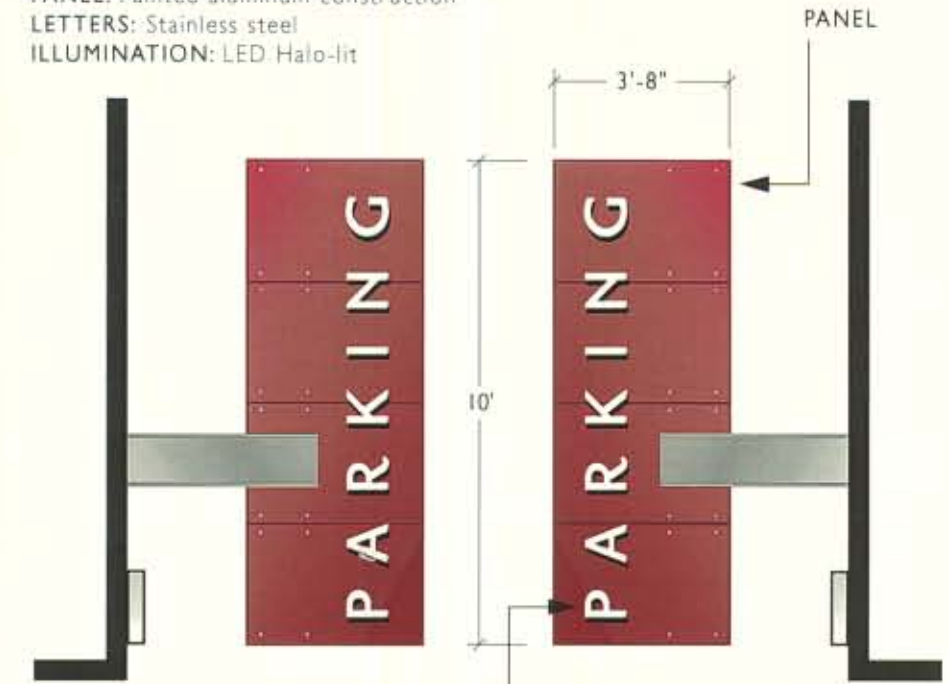
LED HALO-LIT LETTERS

PANEL

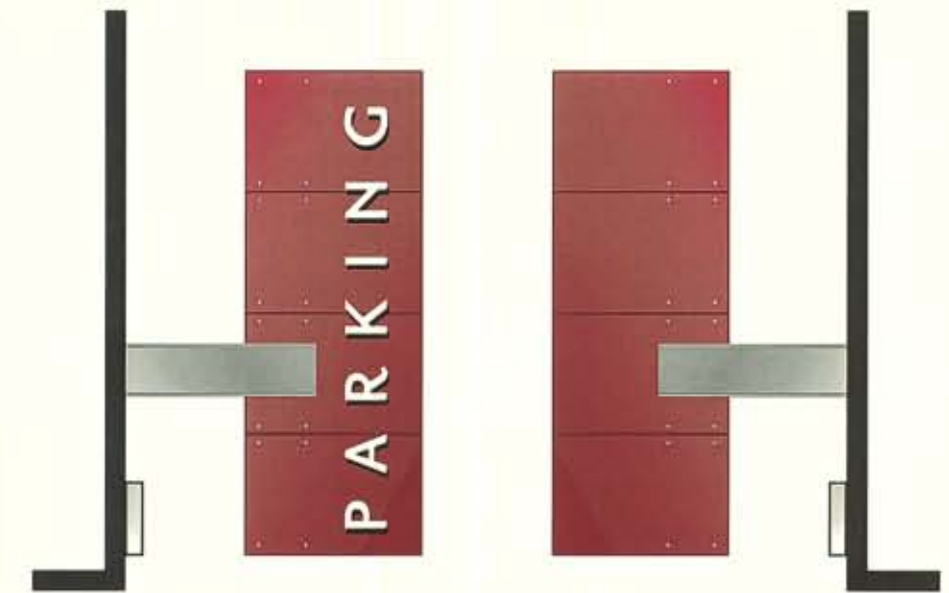


PARKING ENTRANCE BLADE SIGN
TRINITY AVENUE ELEVATION
SCALE: 1/4"=1'-0"

PANEL: Painted aluminum construction
LETTERS: Stainless steel
ILLUMINATION: LED Halo-lit

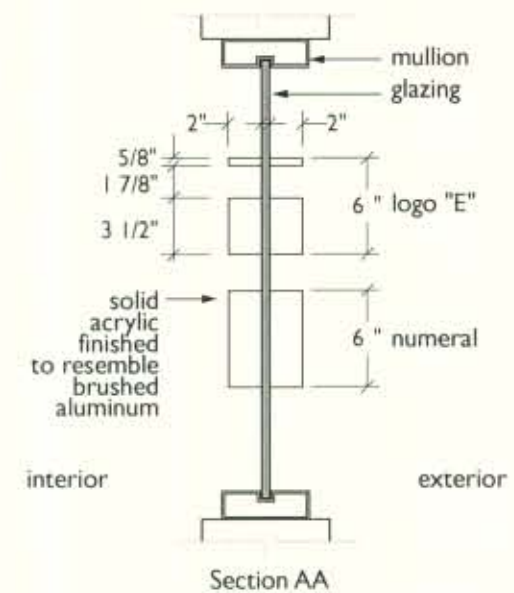


TRINITY AVE
Double faced parking sign



COLE AVE
Single faced parking sign

LETTERS
MERALS



LETTERS: Aluminum construction, front & back of glass

i PROJECT ID WITH ADDRESS

NORTH ELEVATION

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

MERCER

This artwork will be adapted for installation on lobby curtain wall.

Mercer Condominiums, 1655 N. California Blvd., Walnut Creek, Calif.



project SE corner



lobby exterior