

MASTER SIGN PROGRAM



**1633 -1645 BONANZA STREET
1444 N. CALIFORNIA BOULEVARD
1410 N. CALIFORNIA BOULEVARD
1636 CYPRESS STREET**

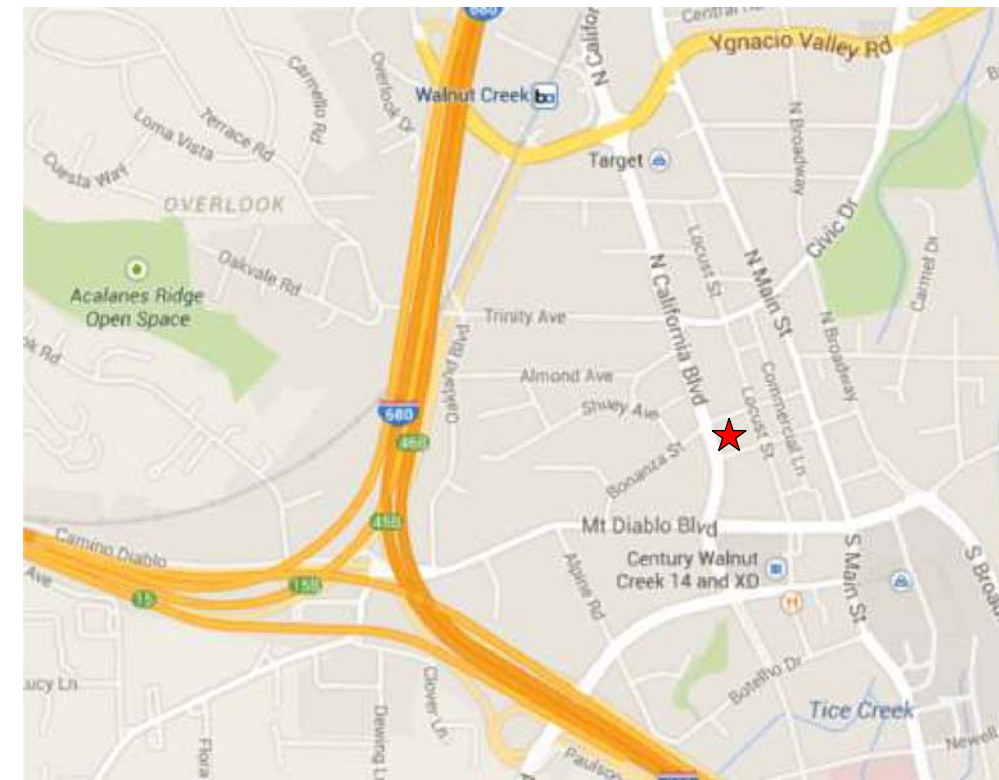
WALNUT CREEK, CA

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AERIAL VIEW



VICINITY MAP



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MASTER SIGN PROGRAM

Phase:
 Conceptual
 Design Development
 Construction Drawing

Date: 3-2-15

Drawn by: S.A.

Scale:

Dwg #:

Revision: R8: 10-6-15

Title:

Page #: **G.1**

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.

Signage types are by tenant space and not by building overall.

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 by Tenant, at Tenant's sole expense prior to installation.
- e) Non-Compliant MSP legacy signage shall be required to comply at the commencement of any new lease or at renewal or extension. In any case all signs shall comply to the MSP no later than 36 months following the approval of the MSP.

1.4 General Requirements:

- a) All signs shall be constructed, installed and maintained at Tenant's sole expense.
- b) All signs shall be designed consistent with the City of Walnut Creek's adopted sign design guidelines for signs.
- c) Tenant shall be responsible for fulfillment of all governmental code requirements and specifications, including those of 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 signs should meet or exceed all current applicable codes (i.e. electrical, mechanical, structural, etc).
- f) Signage should meet all requirements of the State of California and the City of Walnut Creek.
- g) All exterior signs shall be secured by non-corrosive fasteners

- h) All exposed fasteners to be painted to match the background surface..
- l) All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- j) All identification labels shall be concealed, except where required by code.
- k) 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.
- l) 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.
- m) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- n) All exposed welded seams end joints shall be finished smooth.
- o) The general location of wall signs shall be centered vertically and horizontally relevant to fascia or architectural features of the building. Signs shall not cover or interrupt major architectural features.

1.5 Administration:

- a) 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.
- b) 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.
- c) 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.
- i) Business slogans, phrases, emails of phone numbers are not permitted as sign copy. Sign copy may include business name, service rendered, principle brand names or classification of merchandise for sale.



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Revision: R8: 10-6-15

Title: _____

Page #: G.2

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 or exceed all the code requirements.

2. Design Guidelines:

2.1 Sign Placement:

Signs may only be placed on the building where it is shown on the building elevation and floor plans. See site plan and building elevations for specific sign location.

2.2. Signage Area and Allowance:

The total maximum sign area allowed for a business is calculated as one square foot of sign area for each linear foot of building frontage, plus one square foot of sign area for each 200 square feet of floor area occupied by the business. [10-2.8.104.1.a]. The walls adjacent to the principal frontage may have up to 60% of the signing permitted on the principal frontage. Sign area for walls opposite the principal frontage is calculated in the same manner as the principal frontage. [10-2.8.104.1.c] In no case shall the maximum sign area permitted for one business exceed 200 square feet. [10-2.8.104.1.d] Tenants are allowed to use combination of specific sign types as indicated on building elevation and site plan, but in no event shall the sign surface area shall exceed the maximum signage area allowed. Tenants are encouraged to use combination of different sign types to identify the business for vehicular and pedestrian traffic. Repetitive information on signage is discourage.

Signage area is an allowance, please refer to individual tenant space for maximum signage allowed

2.3 Computation of Sign Area:

- a) 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.
- b) 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 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. Sign Types

3.1 Type S - Tenant Wall Sign (Custom Front-Lit / Halo-Lit)

Custom fabricated sign mounted on the building wall at the corner of N. California and Bonanza Street.

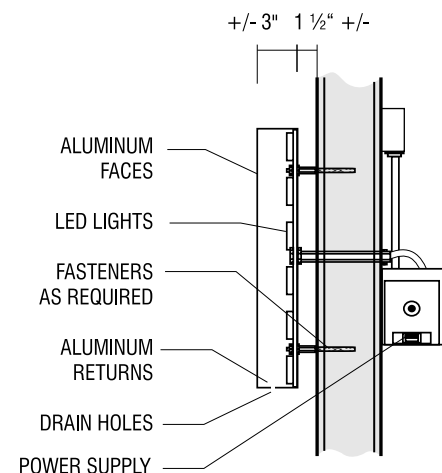
- a) Tenant letters/or logo shall be individual pan-channel front lit, reverse channel halo-lit, push-thru letters or any combination there of .
- b) The letters/or logo shall be mounted on a background panel. The sign shape shall fit within but not maximize the sign area shown in the diagram on page G.11
- c) The background panel shall be made of aluminum, stainless steel or similar non-corrosive material painted with high quality paint with non-glossy finish.
- e) The background panel shall be secured to the building structure with proper support designed by licensed structural engineer.
- f) Tenant has the option to mount the letters/ or logo on the curved metal trellis.
- g) Tenant is allowed wall sign or sign on the metal trellis, but not both at the same time.

h) Sign copy shall not be bright or stark white or bright yellow, orange, or red if internally illuminated. PMP

3.2 Type S1 - Tenant Wall Signage (Halo-Lit letters)

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

- a) Halo illuminated reverse channel letters, logo or icon
 - b) Individual letters, logo or icon shall not be more than five (5) inches or less than two (2) inch thick and shall be mounted with stand-offs
 - c) The sign (s) shall be made of aluminum, stainless steel or similar non-corrosive material.
 - d) Tenant wall signage faces and returns shall be painted with high quality paint. High gloss finishes that creates glare is discourage
 - e) Sign(s) shall be halo illuminated with LED or similar light source.
- e) Placement of wall sign shall align with each other on each building facade.**



SIGN TYPE S1 - SECTION DETAIL TYPICAL



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Date: 3-2-15

Drawn by: S.A./ JH

Scale:

Dwg #:

Revision: R8: 10-6-15

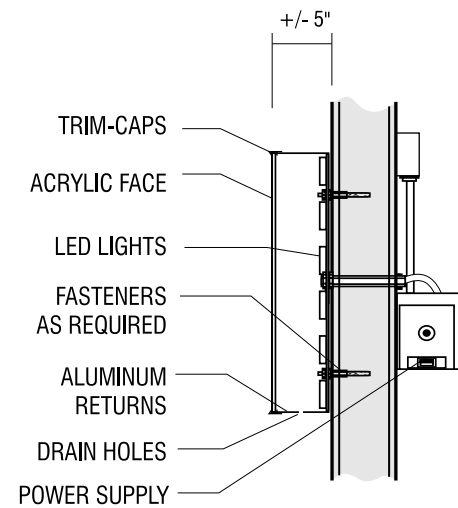
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3.3 Type S2 - Tenant Wall Signage (Front Lit Letters)

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

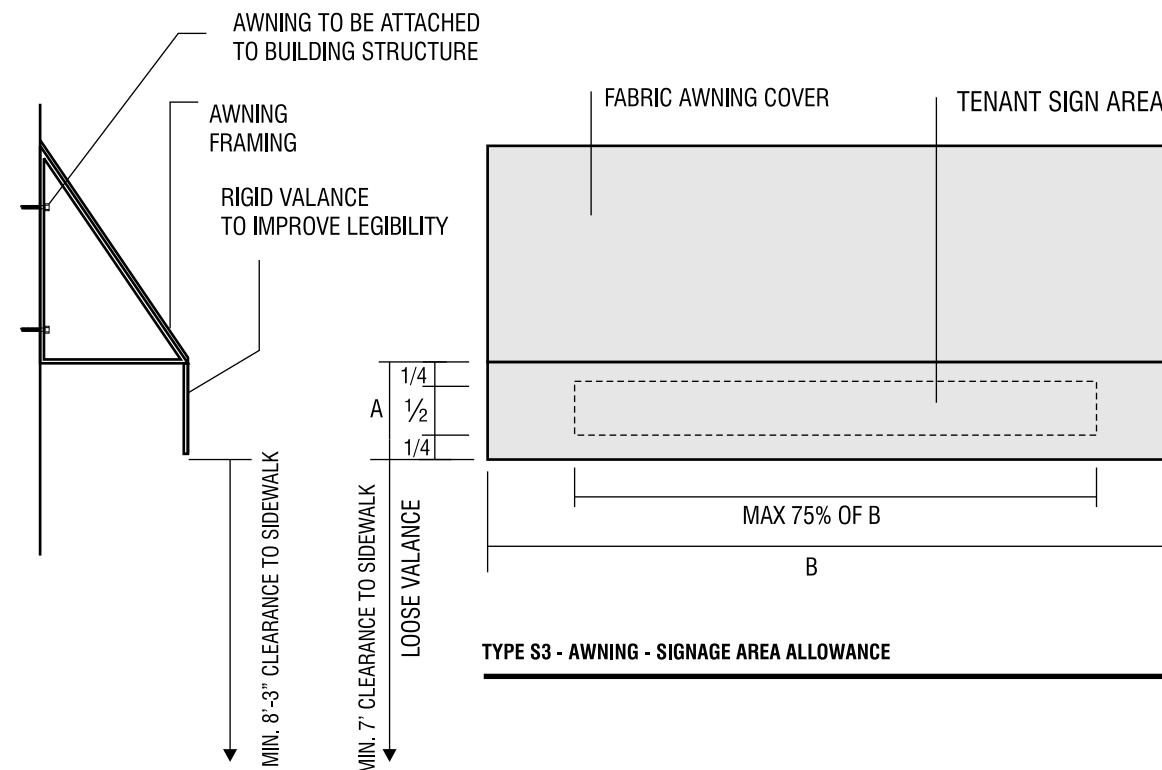
- a) Individual pan-channel letters, logo or icon with translucent acrylic faces
- b) Individual letters, logo or icon shall not be more than five (5) inches or less than two (2) inch thick and shall be mounted flat on the wall.
- c) The sign(s) returns shall be made of aluminum or similar non-corrosive material.
- d) Tenant wall signage returns shall be painted with high quality paint. High gloss finishes that creates glare is discourage.
- e) Sign(s) shall be internally illuminated with white LED or similar light source
- f) Placement of wall sign shall align with each other on each building facade.
- h) The sign copy shall not be bright or stark white or bright yellow, orange or red if internally illuminated



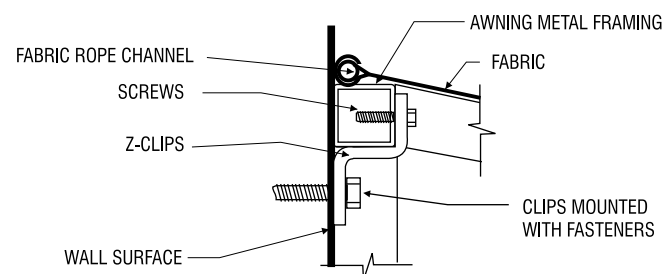
SIGN TYPE S2 - SECTION DETAIL TYPICAL

3.4 Type S3 - Awning Signs:

- a) Store identification or lettering on an awning or canopy shall only be allowed on the valance
- b) Maximum Signage area shall follow the diagram shown below
- c) No lettering may be placed on the side of any awning or canopy, nor on any awning on the second floor or above.
- d) Repetitive information and excessive copy on the awning is discouraged. Copy on the awnings shall be limited to every other awning.
- e) Awnings shall have a consistent black background, unless another color is approved pursuant to staff-level Design Review application.
- f) Placement of awnings shall align with each other on each building facade.
- g) For specific details, please see individual tenant signage diagram.



TYPE S3 - AWNING - SIGNAGE AREA ALLOWANCE



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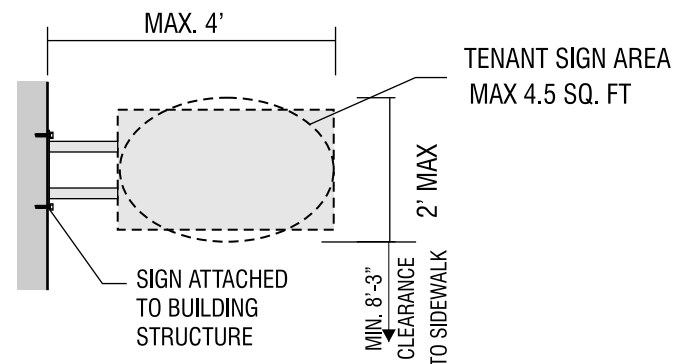
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3.5 Type S4 - Shingle Signs (Under Awning/Canopy Signs):

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 seven and one-half (7 ½) 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) Shingle signs shall have a consistent black background, unless another color is approved pursuant to staff-level Design Review application.
- j) Placement of shingle signs shall align with each other on each building facade.
- h) The sign copy shall not be bright or stark white or bright yellow, orange or red if internally illuminated



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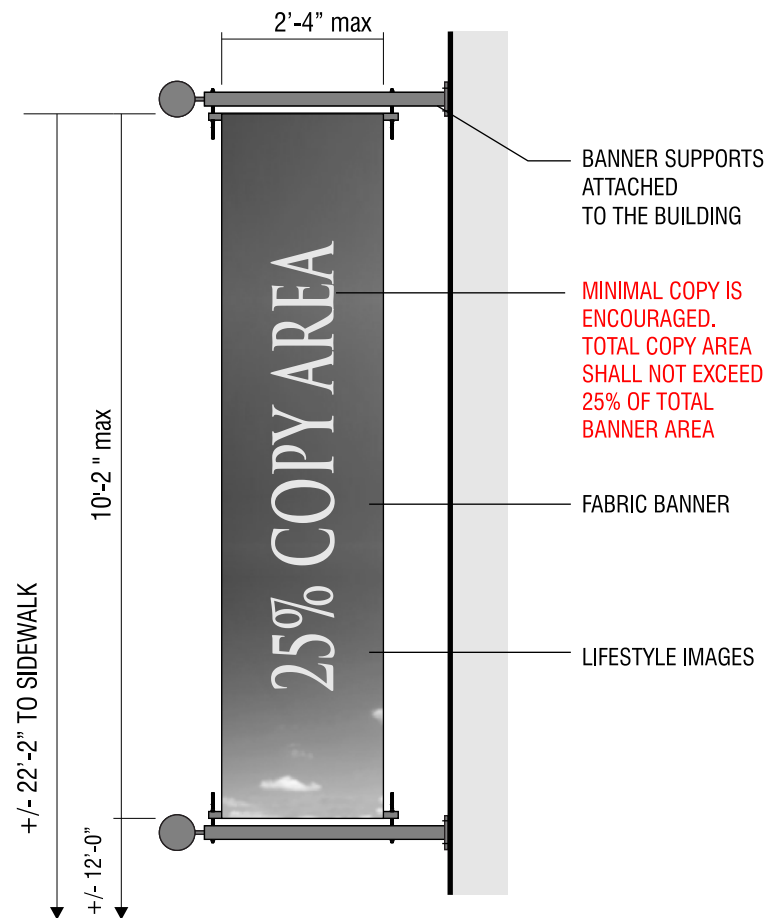
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3.7 Type S6 - Architectural Banners

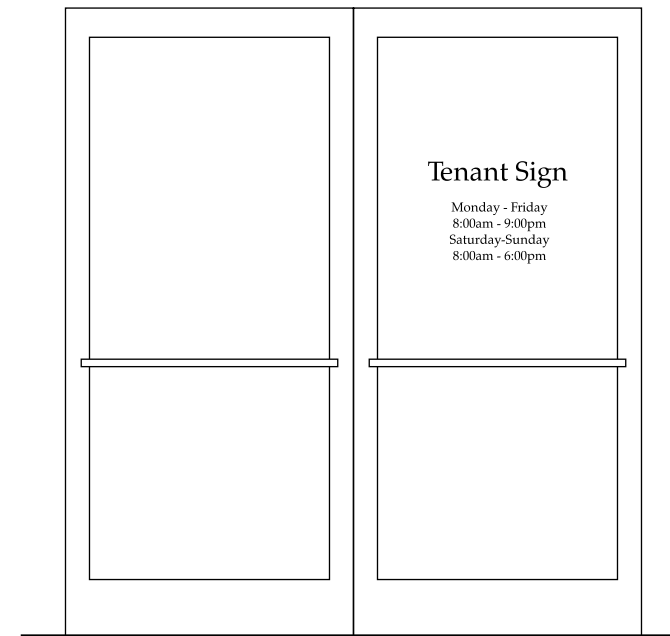
Architectural banners made of lightweight fabric material that is mounted to a pole on the building. Glossy finish for banners and brackets are prohibited. Architectural banners are permit based on the following requirements:

- a) Lifestyle banners with minimal copy is encouraged.
- b) Banners may have a combination of copy and imagery. Only the portion used for copy shall be used in the signage calculation.
- c) Sign area on architectural banners shall be limited to a maximum of 25% of banner size.
- d) Architectural banners shall have a consistent black background, unless another color is approved pursuant to staff-level Design Review application.
- e) Placement of architectural banners shall align with each other on each building facade.
- f) The bracket of the Architectural Banner shall be made of a durable material and attached directly to the building wall to meet building code requirements.
- g) The lightweight fabric for Architectural Banner shall be flat. Glossy finish is prohibited.
- h) For specific sign details, please see individual tenant signage diagram.
- i) Architectural banners shall remain non-illuminated unless the applicant obtain staff-level Design Review approval



3.8 Type S7 - Window Signs:

Window signs shall be reviewed on a case-by-case basis by City staff by means of a Sign Permit pursuant to Section 10-8.101 – 10-8.113 of the Walnut Creek Municipal Code. Window signs shall not be illuminated.”



TYPICAL DOOR GRAPHICS



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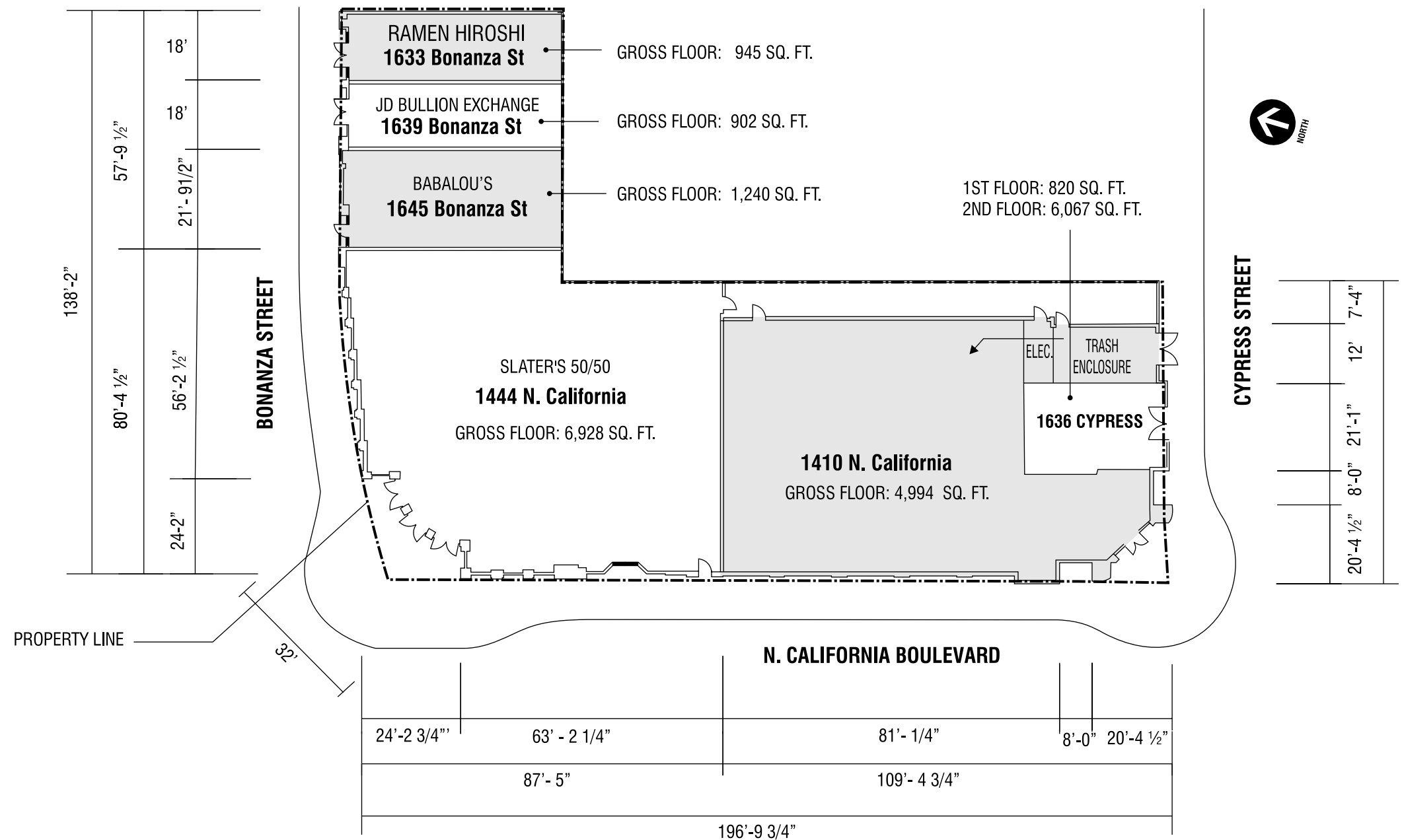
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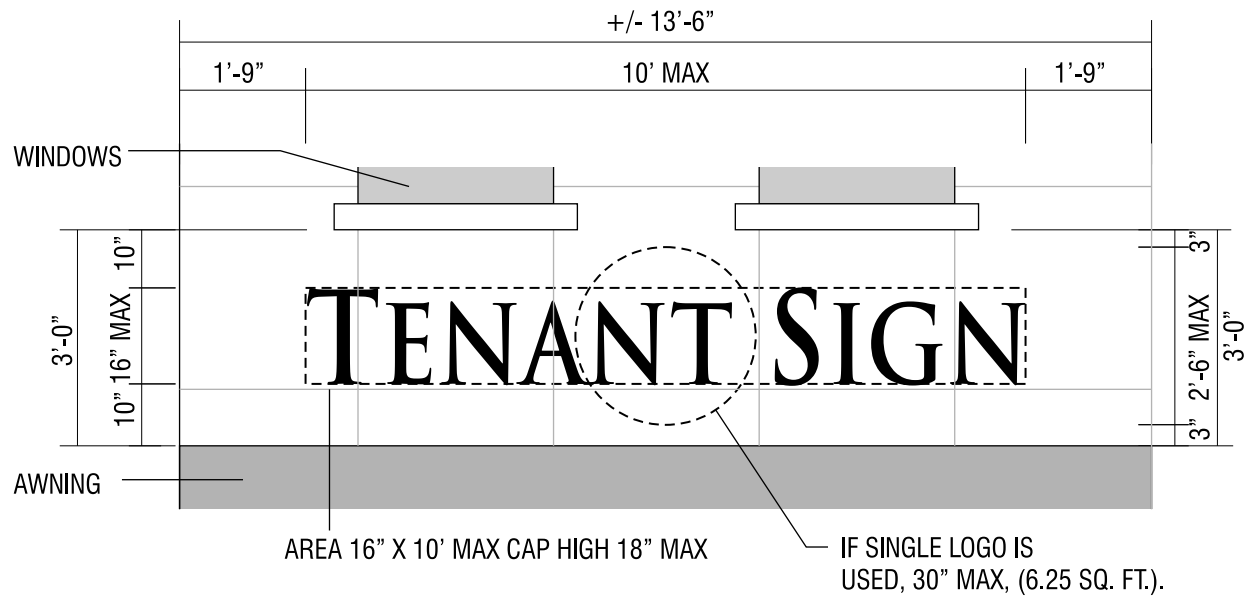
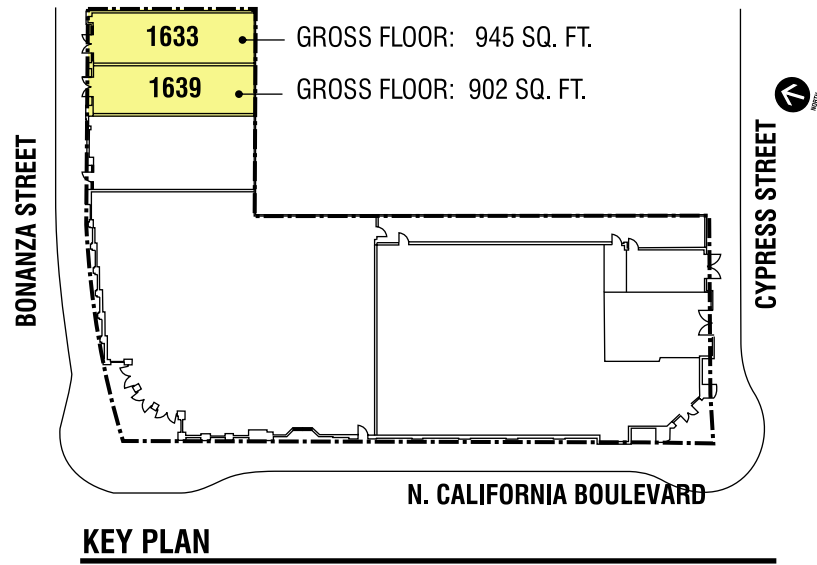
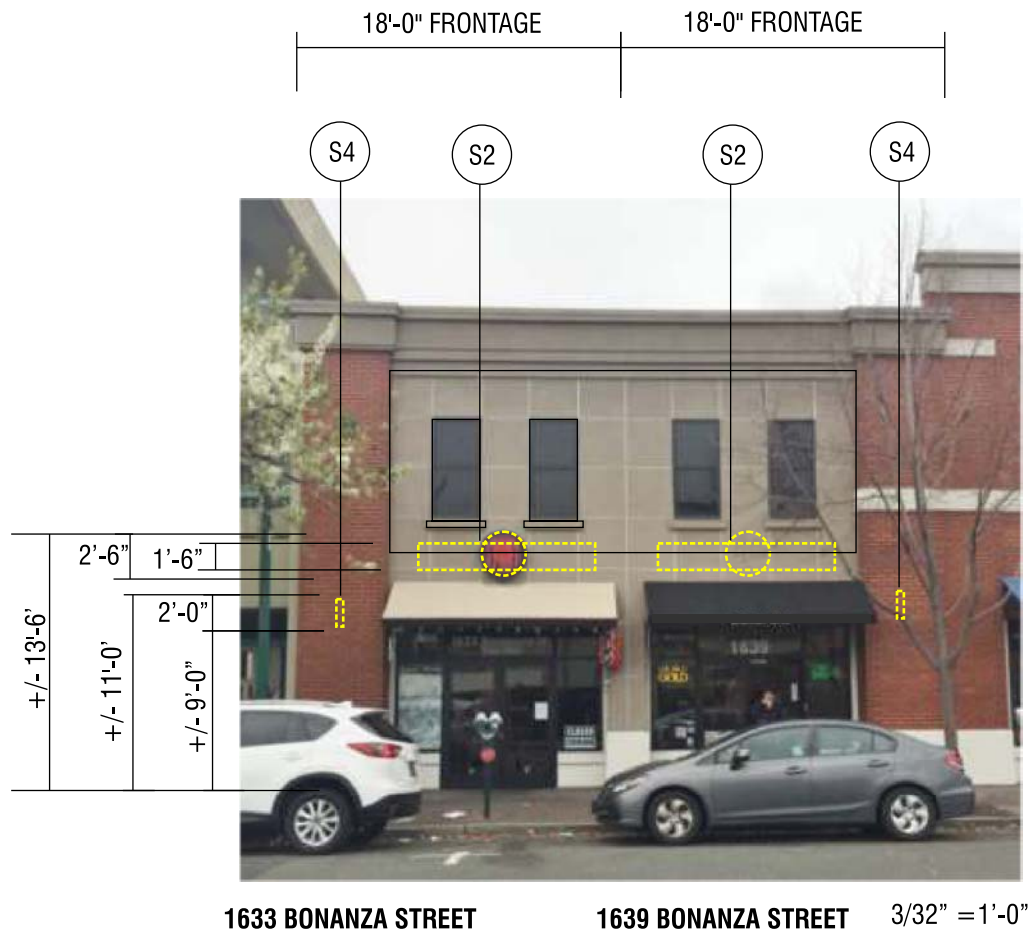
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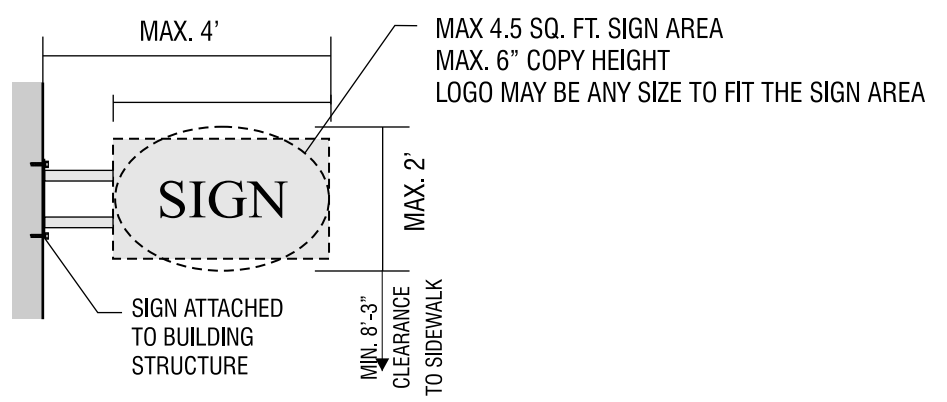
SITE PLAN

NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.



SIGN S2 - WALL SIGN, FRONT LIT

SCALE 3/8" = 1'-0"



SIGN S4 - SHINGLE SIGN

TOTAL SIGNAGE ALLOWANCE:

1633 BONANZA STREET: 22.73 SQ. FT.

1639 BONANZA STREET: 22.51 SQ. FT.

TYPE	DESCRIPTION	QTY	MAX AREA
SIGN S2	WALL SIGN / FRONT-LIT	1	14 SQ. FT. EACH
SIGN S4	SHINGLE SIGN	1	4.5 SQ. FT. EACH



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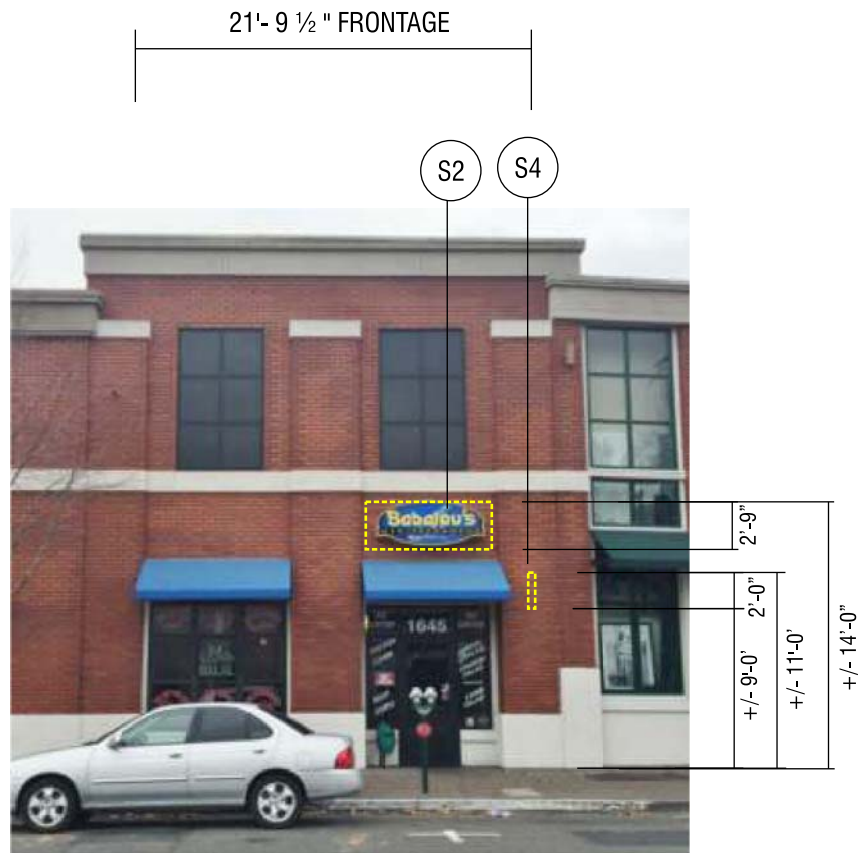
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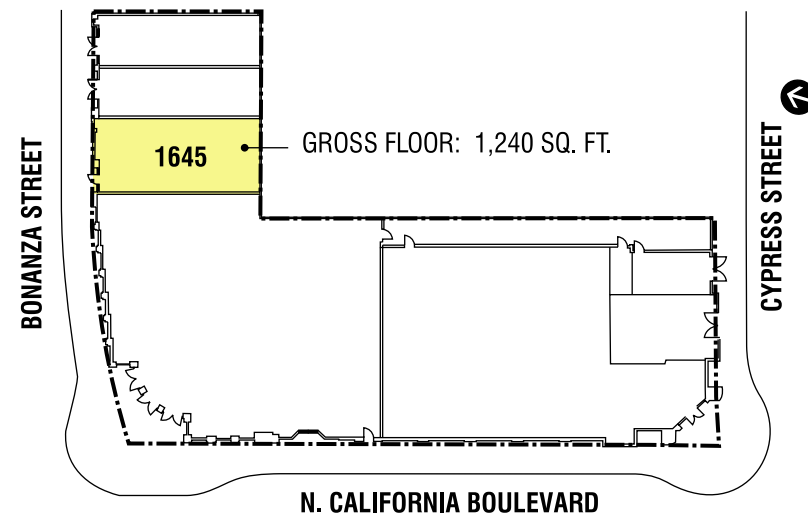


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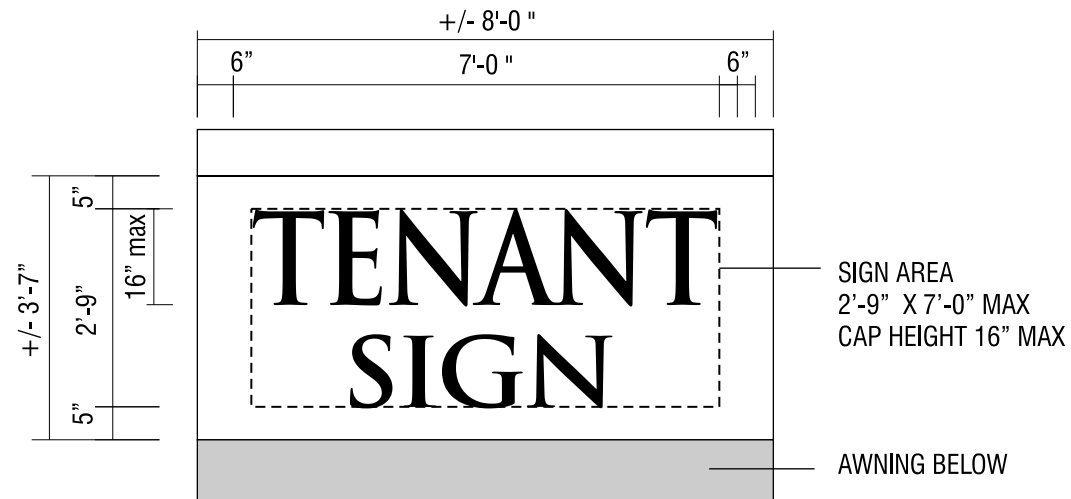
TOTAL SIGNAGE ALLOWANCE:

1645 BONANZA STREET : 27.95 SQ. FT.

TYPE	DESCRIPTION	QTY	MAX AREA
SIGN S2	WALL SIGN / FRONT-LIT	1	19.25 SQ. FT. EACH
SIGN S4	SHINGLE SIGN	1	4.5 SQ. FT. EACH

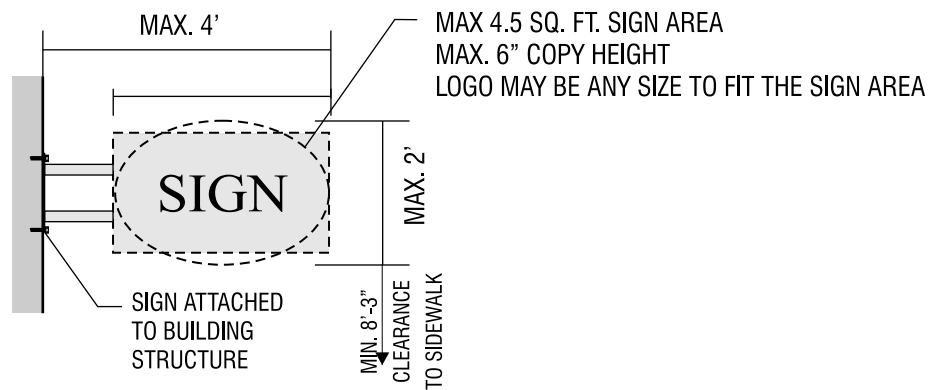


KEY PLAN



SIGN S2 - WALL SIGN, FRONT LIT

SCALE 3/8" = 1'-0"



SIGN S4 - SHINGLE SIGN



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Project:

1645 BONANZA ST.

WALNUT CREEK, CALIFORNIA

MASTER SIGN PROGRAM

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.9**

NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.

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Project:

**1444
N. CALIFORNIA**

WALNUT CREEK,
CALIFORNIA

**MASTER
SIGN PROGRAM**

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

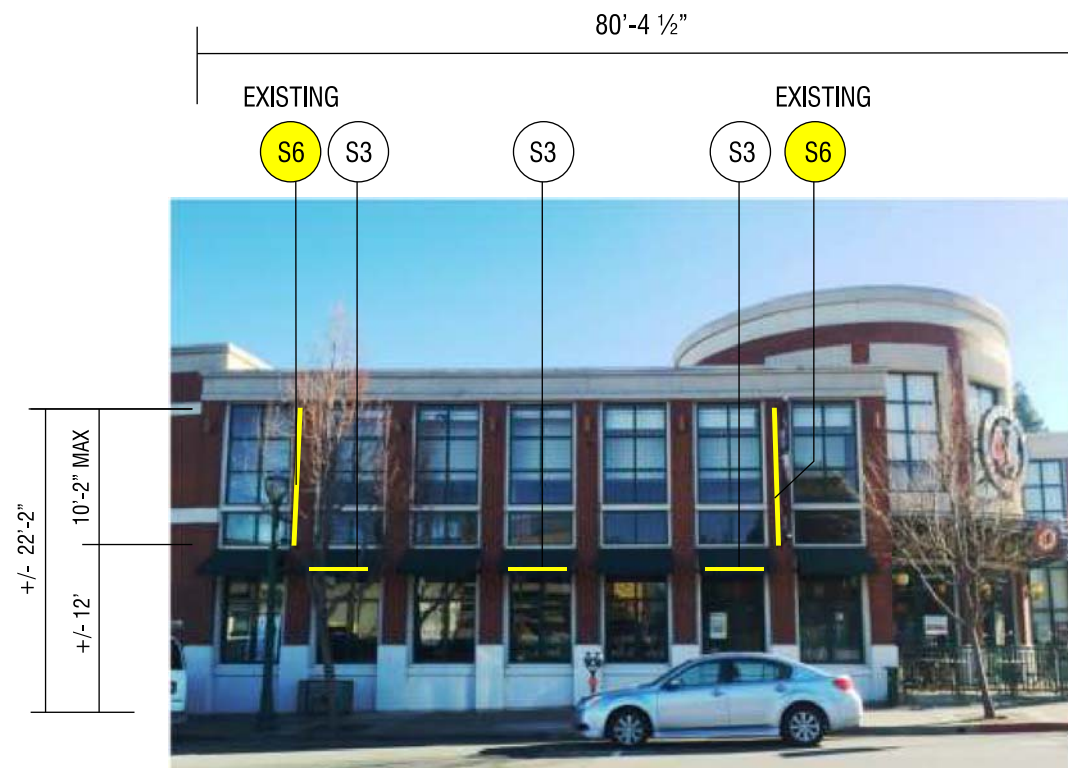
Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

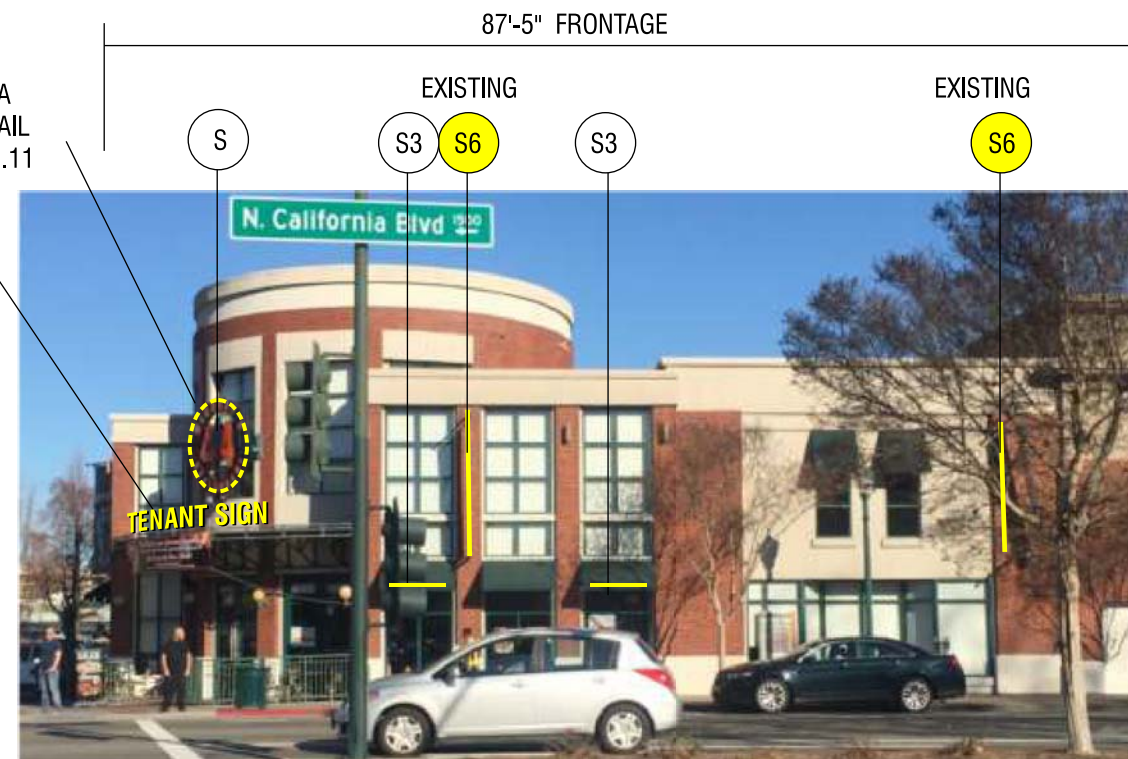
Title: _____

Page #: **G.10**



1444 N. CALIFORNIA

BONANZA ELEVATION



1444 N. CALIFORNIA

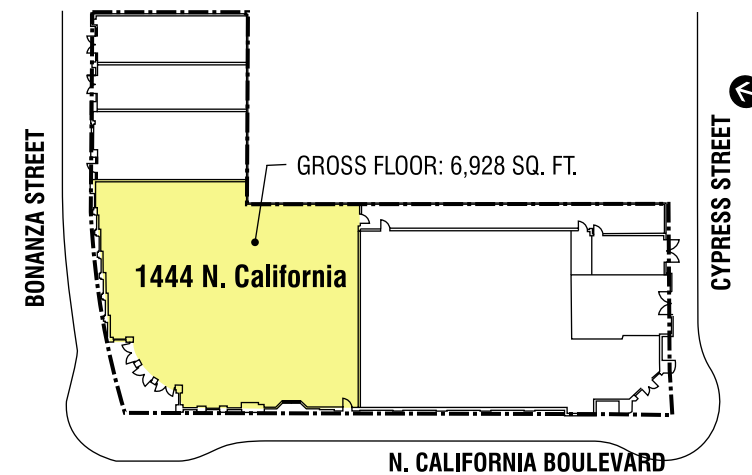
N. CALIFORNIA ELEVATION

TOTAL SIGNAGE AREA ALLOWANCE

1444 N. CALIFORNIA : 195.42 SQ. FT.

TYPE	DESCRIPTION	QTY	SIGN AREA	TOTAL
SIGN S	CUSTOM WALL SIGN	1	64 SQ. FT.	64 SQ. FT.
SIGN S3	AWNING SIGNS*	5	2 SQ. FT.	10 SQ. FT.
SIGN S6	ARCHITECTURAL BANNERS*	4	24 SQ. FT.	96 SQ. FT.

* TENANT HAS A CHOICE TO USE ARCHITECTURAL BANNERS OR AWNINGS SIGNS BUT NOT BOTH AT THE SAME TIME



KEY PLAN

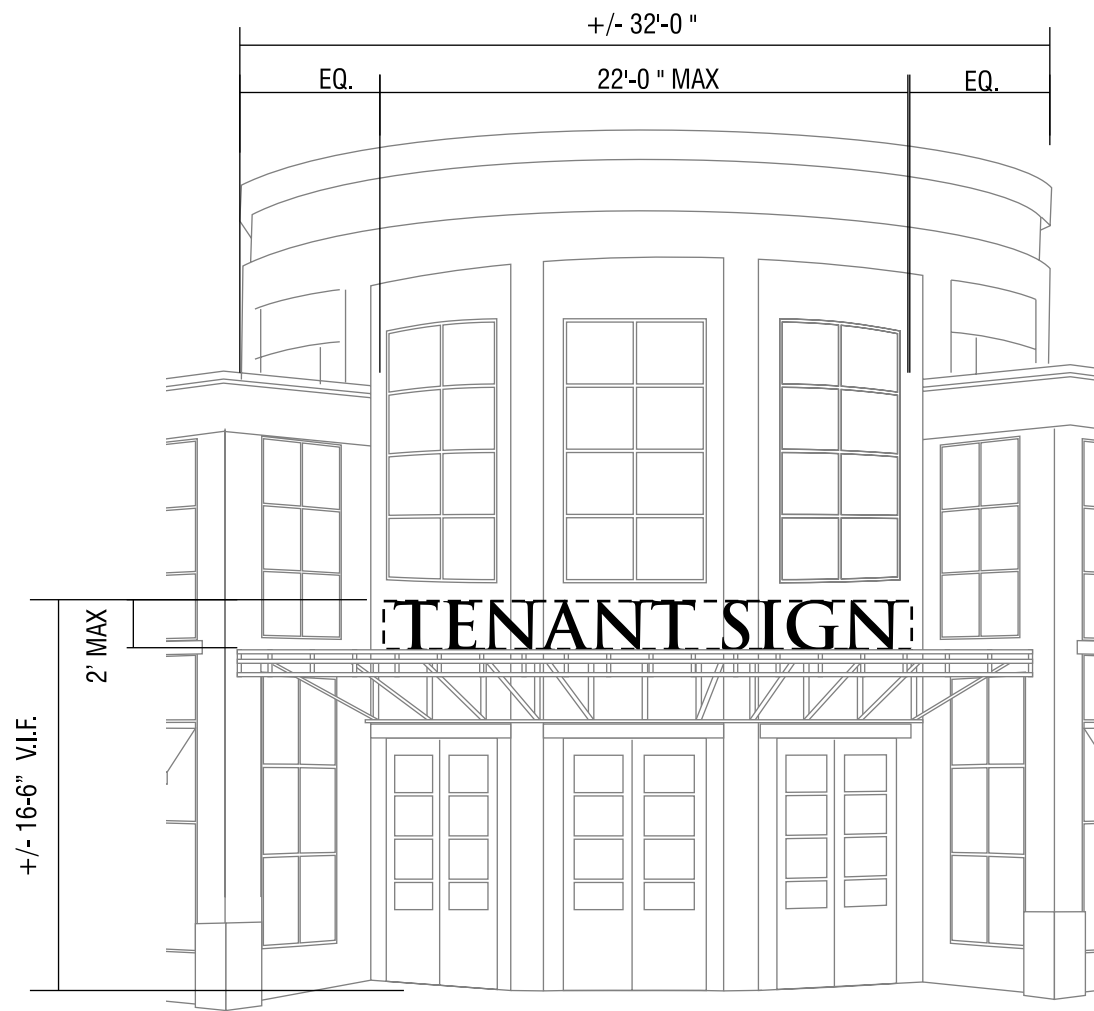
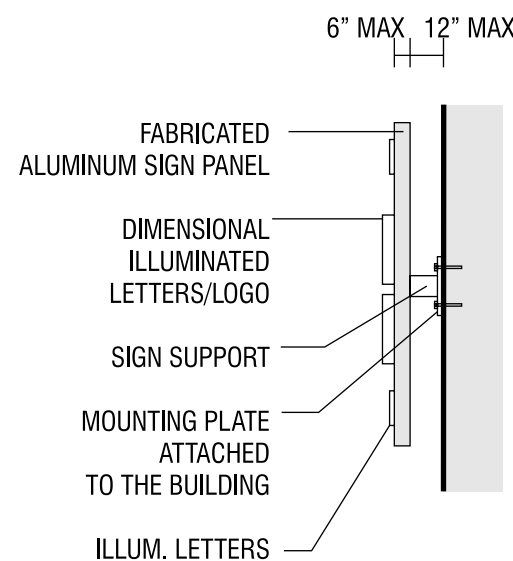
NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.



TYP SIGN S - OPTION A - CUSTOM SIGN (CORNER OF N. CALIFORNIA & BONANZA)

SCALE 1/8" = 1'-0"

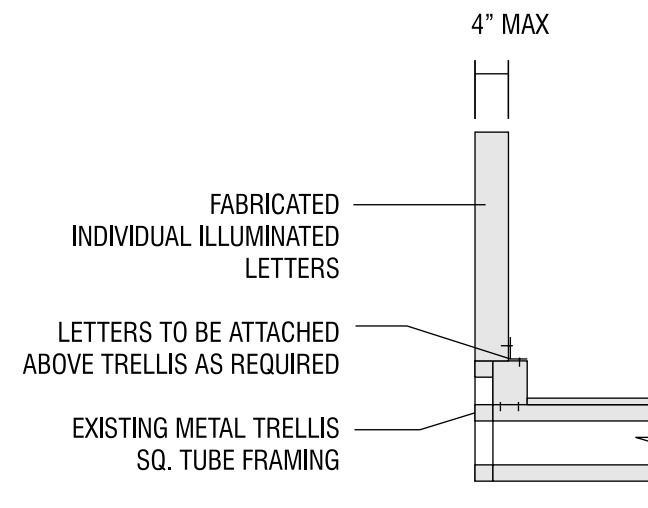
24" MAX CAPITAL HEIGHT IF ALL UPPER CASE LETTERS
 30" MAX CAPITAL HEIGHT IF UPPER AND LOWER CASE. THE LOWER CASE LETTERS SHALL NOT EXCEED 24"
 THE SIGN SHAPE SHALL CREATIVELY FIT WITHIN THE AREA SHOWN IN DIAGRAM ABOVE. ALL SIGN SHAPES SHALL INTEGRATE WITH THE BUILDING ARCHITECTURE. CIRCLE SHAPE SIGN SHALL BE CONSIDERED.



TYP SIGN S - OPTION B - CUSTOM SIGN (CORNER OF N. CALIFORNIA & BONANZA)

SCALE 1/8" = 1'-0"

24" MAX CAPITAL HEIGHT IF ALL UPPER CASE LETTERS
 30" MAX CAPITAL HEIGHT IF UPPER AND LOWER. THE LOWER CASE LETTERS SHALL NOT EXCEED 24"
 30" MAX LOGO/ ICON



NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.



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Project:

**1444
 N. CALIFORNIA**

WALNUT CREEK,
 CALIFORNIA

**MASTER
 SIGN PROGRAM**

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

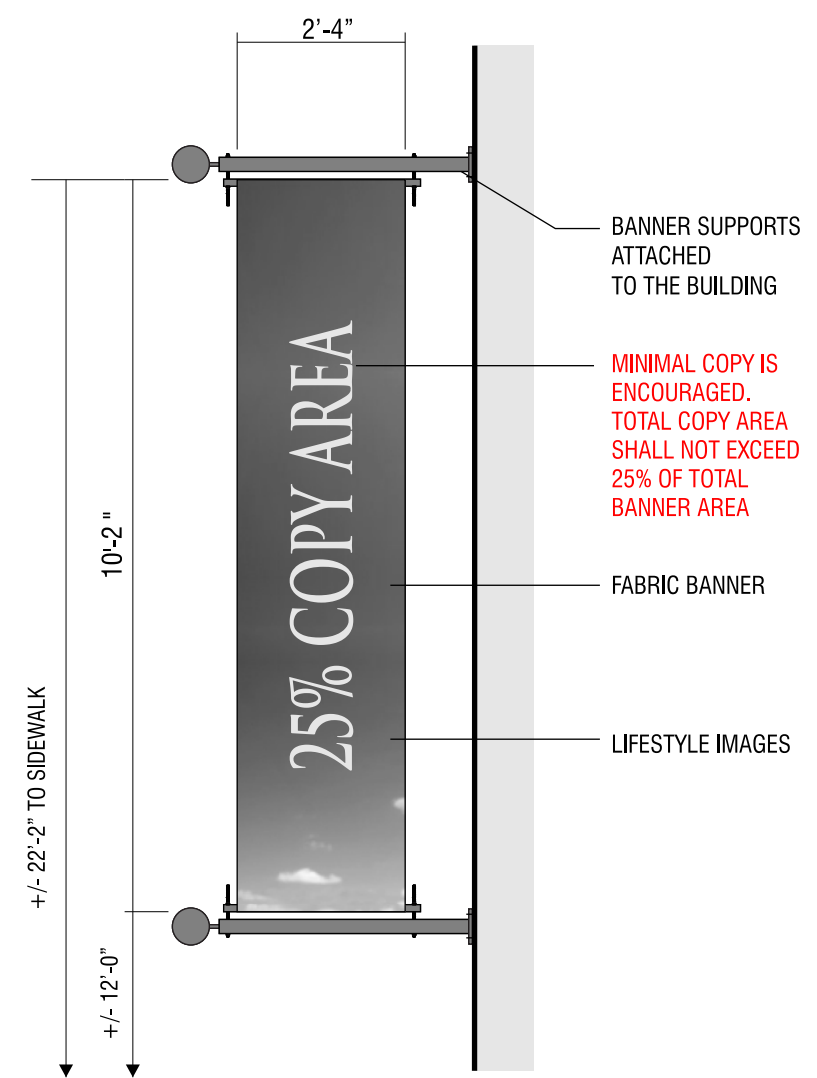
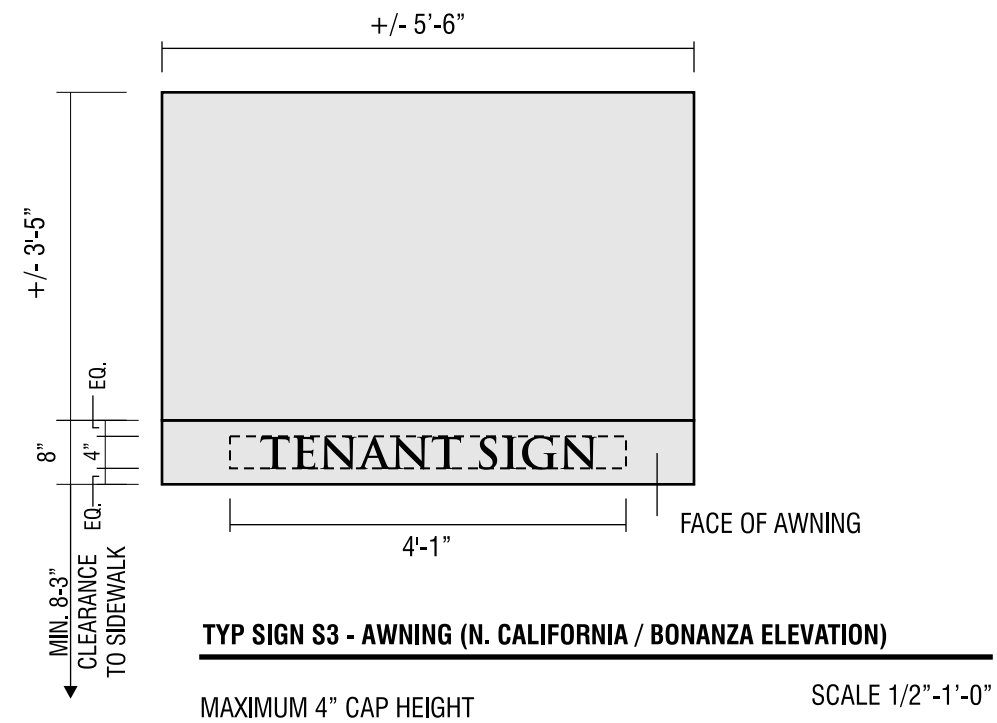
Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.11**



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Project:
1444 N. CALIFORNIA

WALNUT CREEK, CALIFORNIA

MASTER SIGN PROGRAM

- Phase:**
- Conceptual
 - Design Development
 - Construction Drawing

Date: 3-2-15

Drawn by: _____

Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.12**



1444 N. CALIFORNIA (CORNER OF CALIFORNIA AND BONANZA ST ELEVATION)

SIGNAGE EXAMPLE - FOR PRESENTATION ONLY (ACTUAL ARTWORK TO BE PROVIDED BY TENANT)



1444 N. CALIFORNIA (BONANZA ST ELEVATION)

SIGNAGE EXAMPLE - FOR PRESENTATION ONLY (ACTUAL ARTWORK TO BE PROVIDED BY TENANT)



1444 N. CALIFORNIA (BONANZA ST. ELEVATION)

SIGNAGE EXAMPLE - FOR PRESENTATION ONLY (ACTUAL ARTWORK TO BE PROVIDED BY TENANT)



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Project:

**1444
N. CALIFORNIA**

WALNUT CREEK,
CALIFORNIA

**MASTER
SIGN PROGRAM**

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.13**

NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.

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Project:

1410 N. CALIFORNIA

WALNUT CREEK, CALIFORNIA

MASTER SIGN PROGRAM

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

Scale: _____

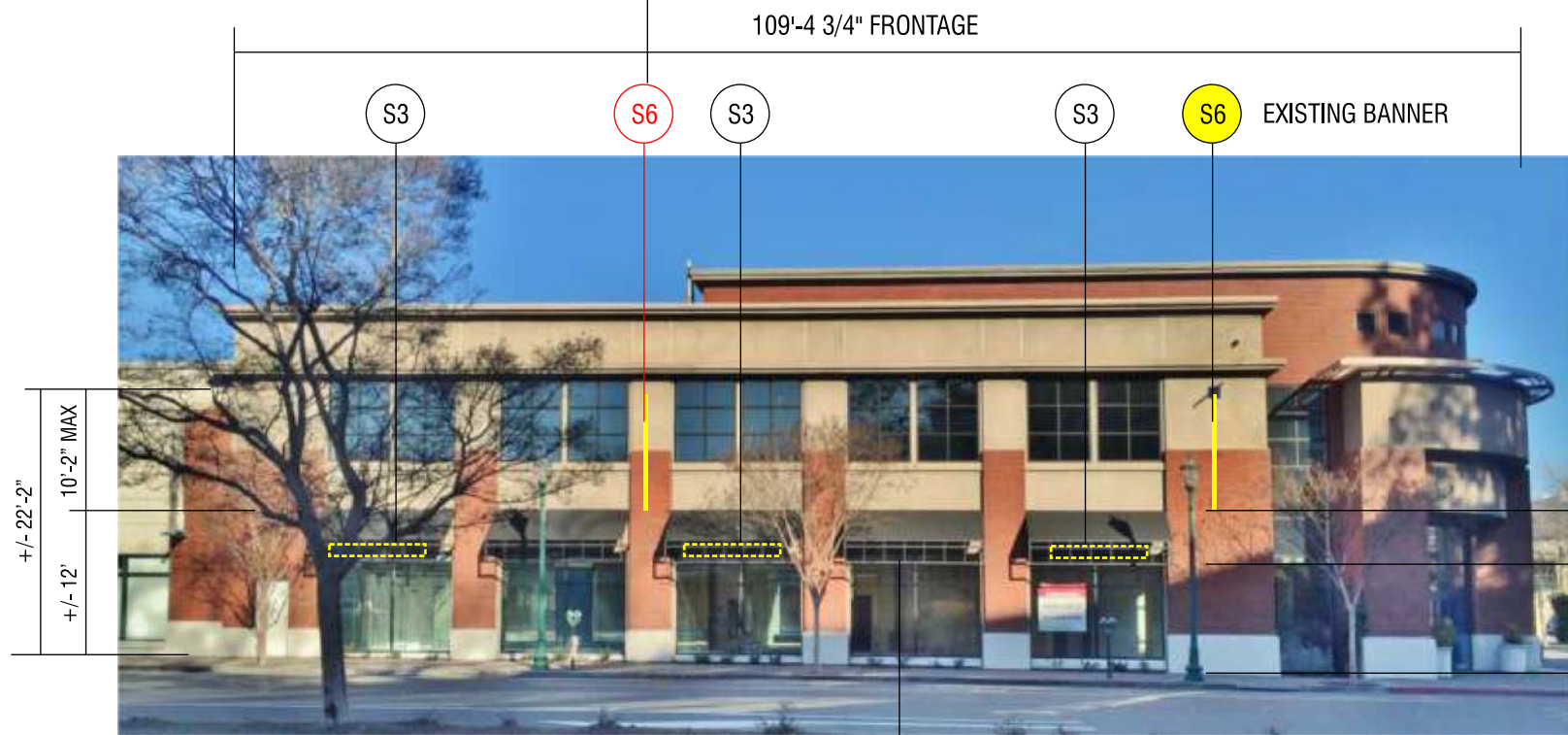
Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.14**

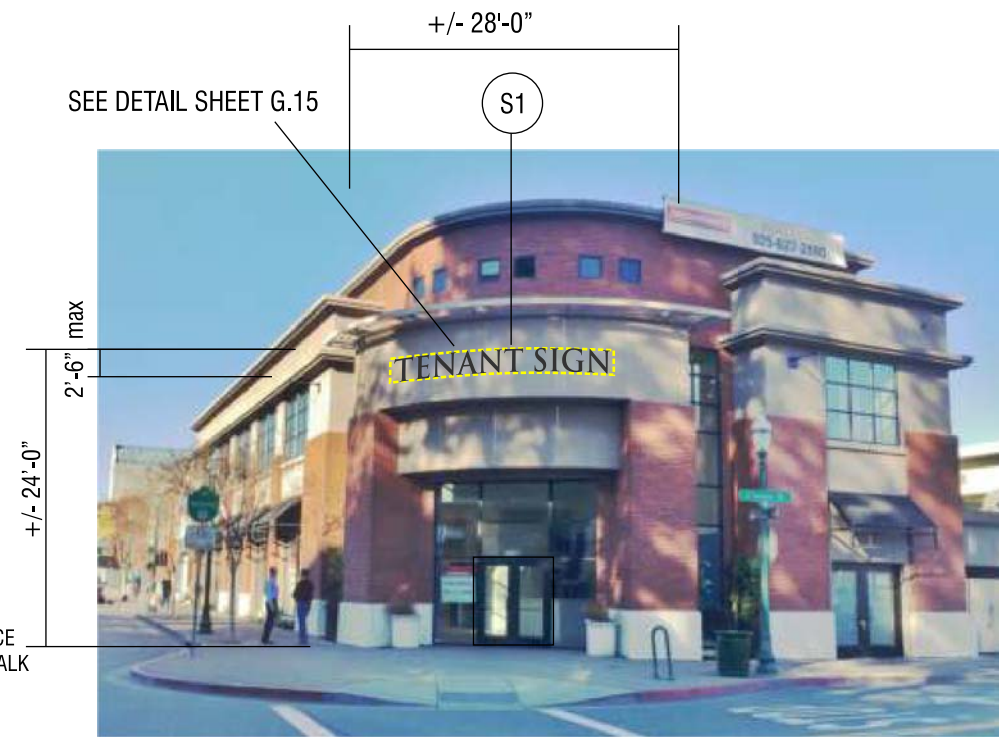
* IN THE EVENT 1410 N. CALIFORNIA DIVIDED INTO MULTIPLE TENANTS, ARCHITECTURAL BANNER WILL NOT BE ALLOW AT THIS LOCATION



1410 N. CALIFORNIA-FIRST FLOOR

EXISTING AWNINGS (5 EACH)

N. CALIFORNIA ELEVATION



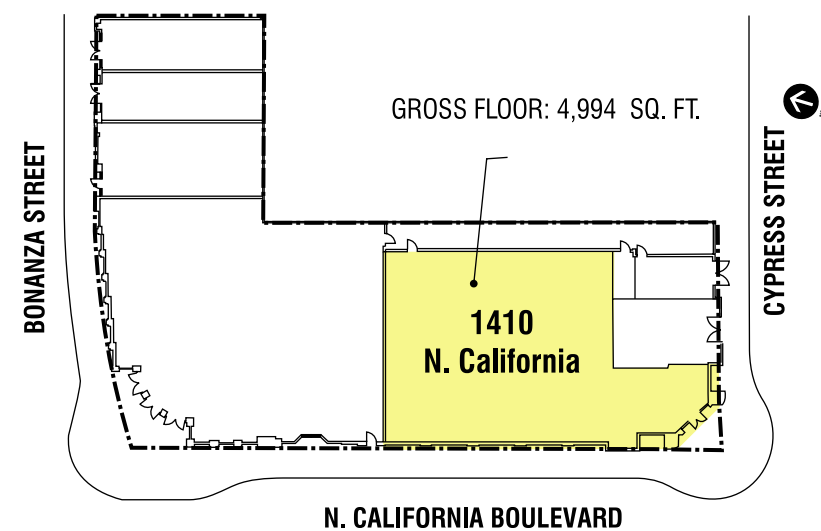
1410 N. CALIFORNIA

N. CALIFORNIA & CYPRESS STREET ELEVATION

1410 N. CALIFORNIA (TOTAL SIGNAGE AREA ALLOWANCE: 200 SQ. FT.)

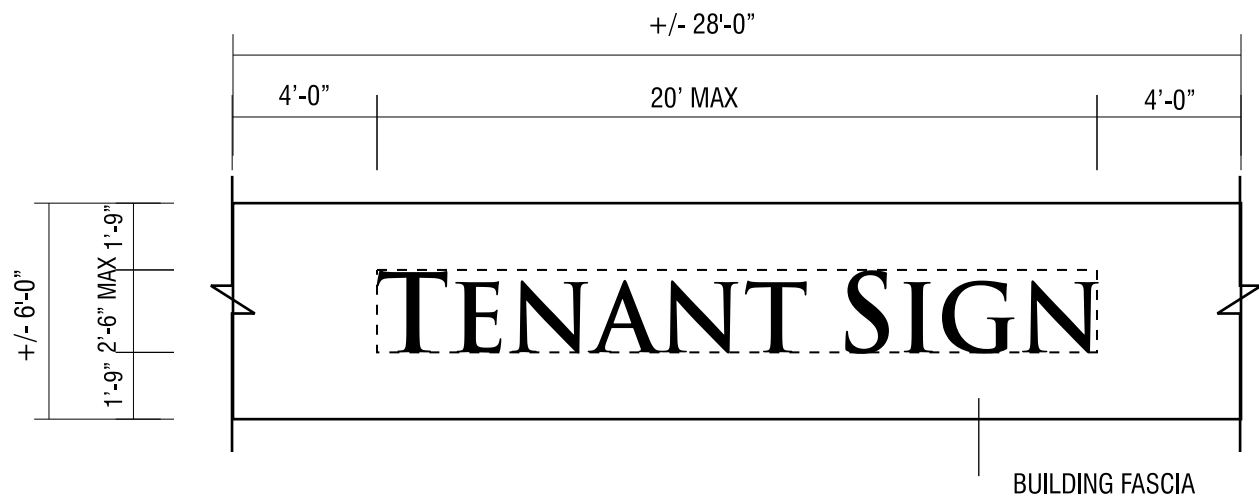
TYPE	DESCRIPTION	QTY	SIGN AREA	TOTAL
SIGN S1	WALL SIGN / HALO-LIT	1	50 SQ. FT.	50 SQ. FT.
SIGN S3	AWNING SIGNS *	3	8 SQ. FT.	24 SQ. FT.
SIGN S6	ARCHITECTURAL BANNERS *	2	24 SQ. FT.	48 SQ. FT.

* TENANT HAS A CHOICE TO USE ARCHITECTURAL BANNERS OR AWNINGS SIGNS BUT NOT BOTH AT THE SAME TIME



KEY PLAN

NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.



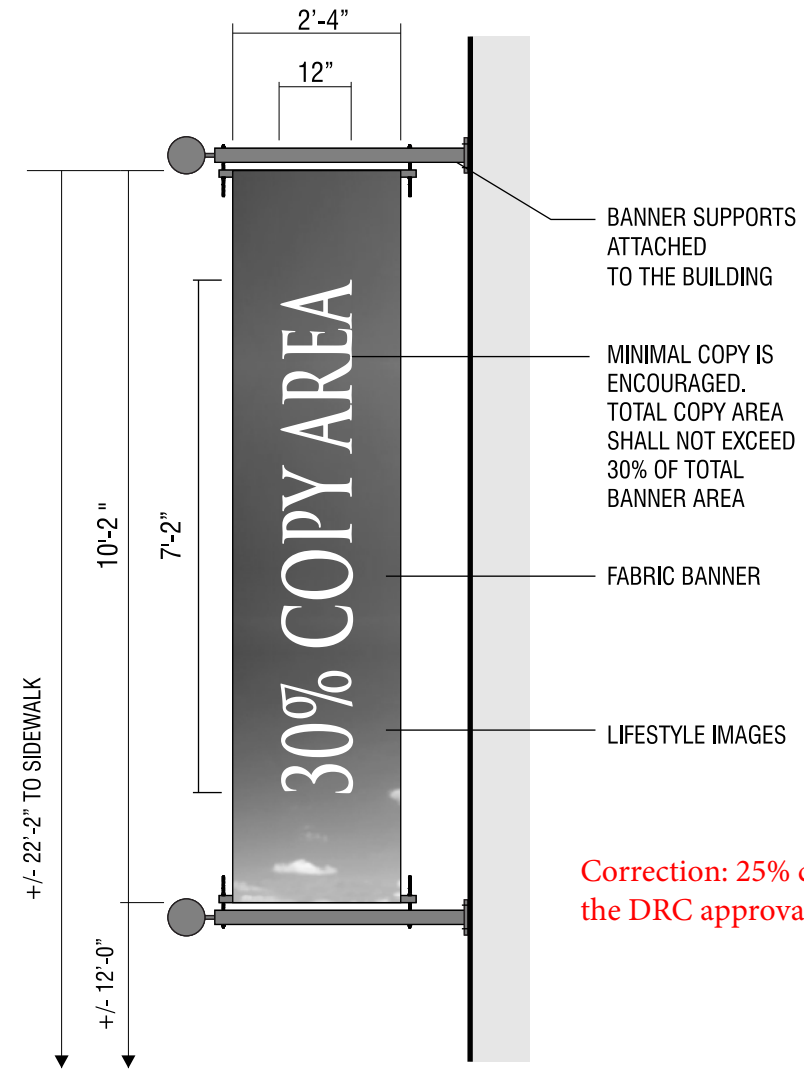
SIGN S1 - WALL SIGN, HALO-LIT

SCALE 3/16" = 1'-0"

24" MAX CAP HEIGHT IF ALL UPPER CASE LETTERS
 30" MAX CAP HEIGHT IF UPPER AND LOWER CASE. THE LOWER CASE LETTERS SHALL NOT EXCEED 24"
 30" MAX LOGO/ ICON

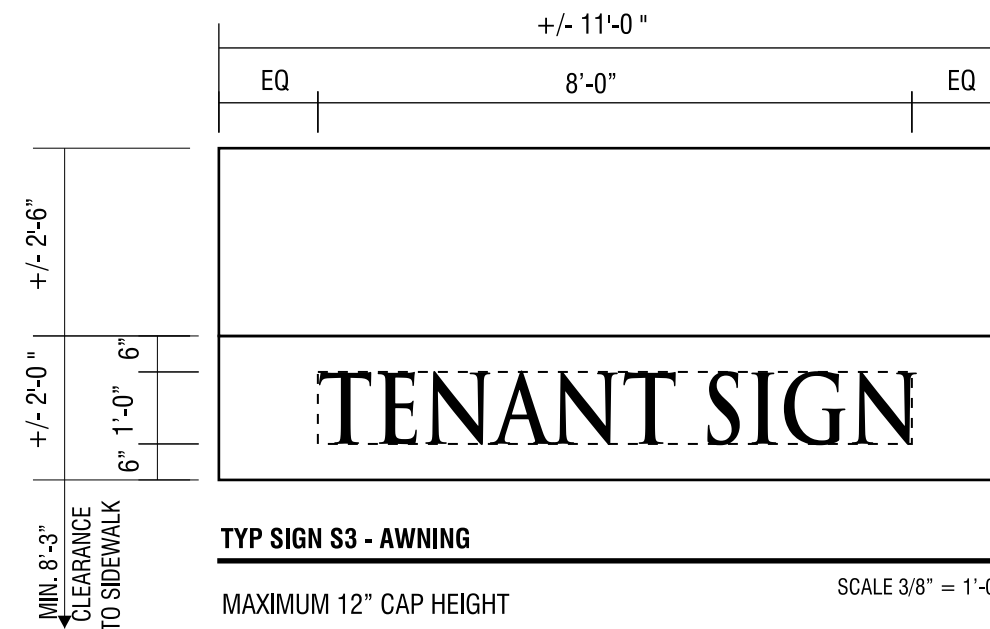


EXAMPLE OF BUILDING SIGN AT THIS LOCATION - FOR REFERENCE ONLY



Correction: 25% copy area per the DRC approval. PMP

TYP SIGN S6 - ARCHITECTURAL BANNER



TYP SIGN S3 - AWNING

MAXIMUM 12" CAP HEIGHT

SCALE 3/8" = 1'-0"

NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.



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Project:
1410 N. CALIFORNIA

WALNUT CREEK, CALIFORNIA

MASTER SIGN PROGRAM

Phase:
 Conceptual
 Design Development
 Construction Drawing

Date: 3-2-15

Drawn by: _____

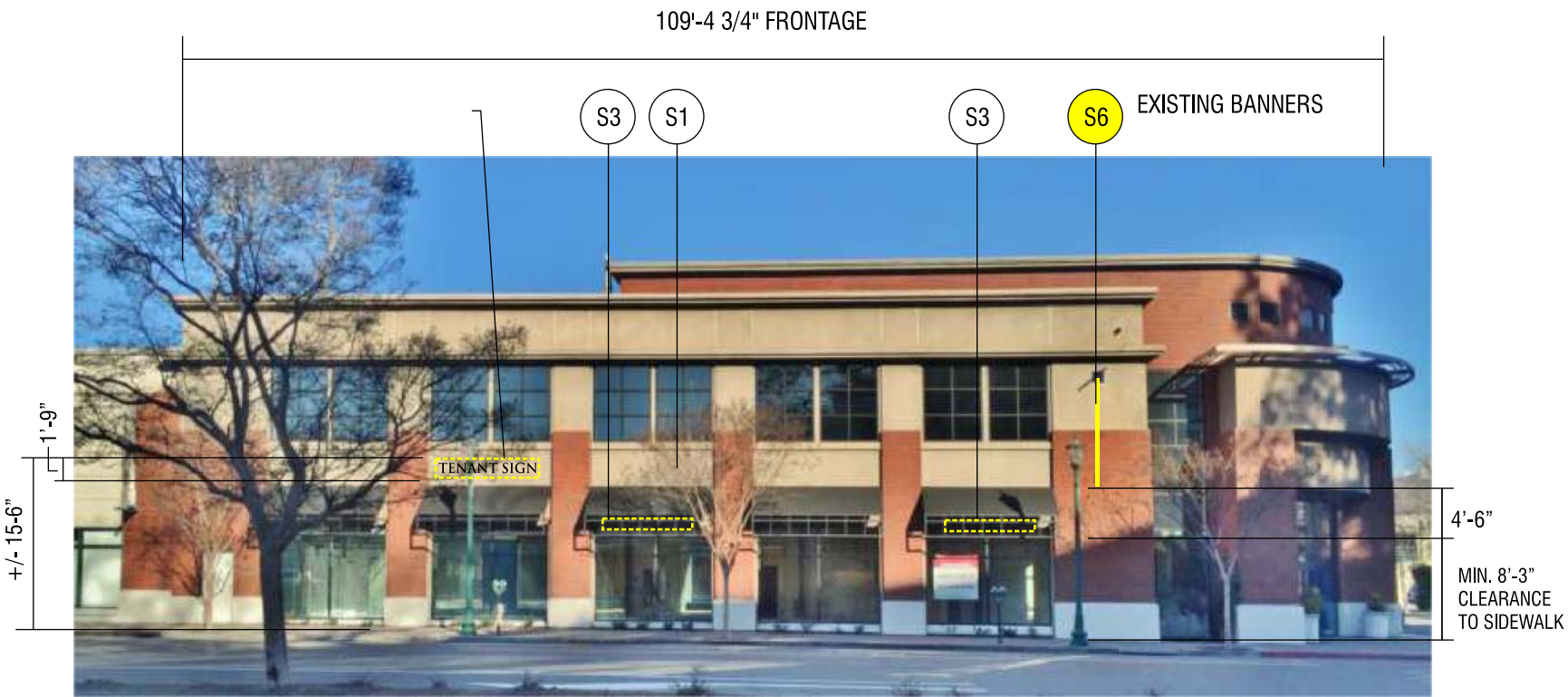
Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.15**



1410 N. CALIFORNIA-FIRST FLOOR

N. CALIFORNIA ELEVATION



1410 N. CALIFORNIA N. CALIFORNIA & CYPRESS STREET ELEVATION

TOTAL SIGNAGE AREA ALLOWANCE

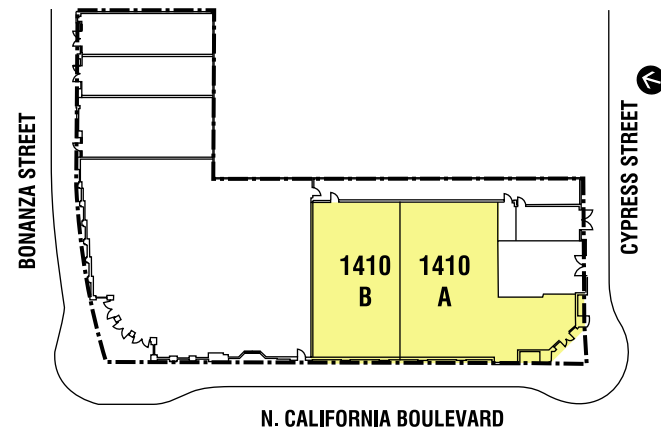
1410 N. CALIFORNIA (TENANT A) : 92 SQ. FT.

TYPE	DESCRIPTION	QTY	SIGN AREA	TOTAL
SIGN S1	WALL SIGN / HALO-LIT	1	50 SQ. FT.	50 SQ. FT.
SIGN S3	AWNING SIGNS	1	8 SQ. FT.	8 SQ. FT.
SIGN S6	ARCHITECTURAL BANNERS	1	24 SQ. FT.	24 SQ. FT.

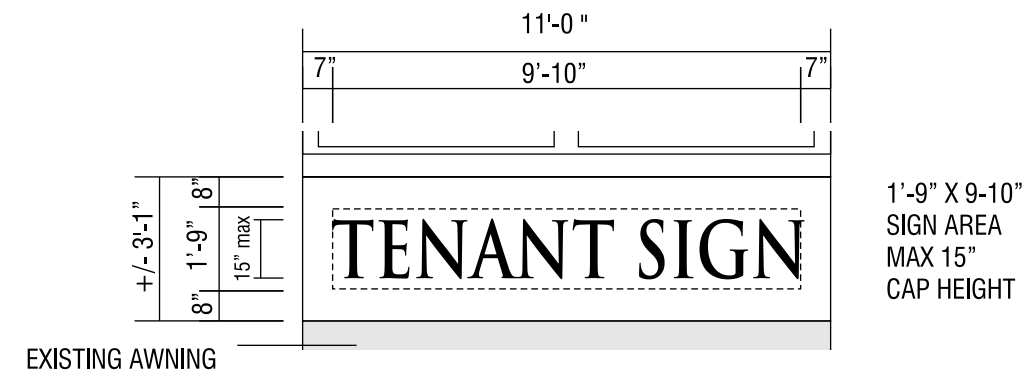
TOTAL SIGNAGE AREA ALLOWANCE

1410-B N. CALIFORNIA (TENANT B): 28 SQ. FT.

TYPE	DESCRIPTION	QTY	SIGN AREA	TOTAL
SIGN S1	WALL SIGN / HALO-LIT	1	20 SQ. FT.	20 SQ. FT.
SIGN S3	AWNING SIGNS	1	8 SQ. FT.	8 SQ. FT.



KEY PLAN



SIGN S1 - WALL SIGN, HALO-LIT
1410 N. CALIFORNIA



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Project:
1410 N. CALIFORNIA (MULTI-TENANT)

WALNUT CREEK, CALIFORNIA

MASTER SIGN PROGRAM

- Phase:
- Conceptual
 - Design Development
 - Construction Drawing

Date: 3-2-15

Drawn by: _____

Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.16**

NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.

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Project:

1636 CYPRESS

WALNUT CREEK, CALIFORNIA

MASTER SIGN PROGRAM

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

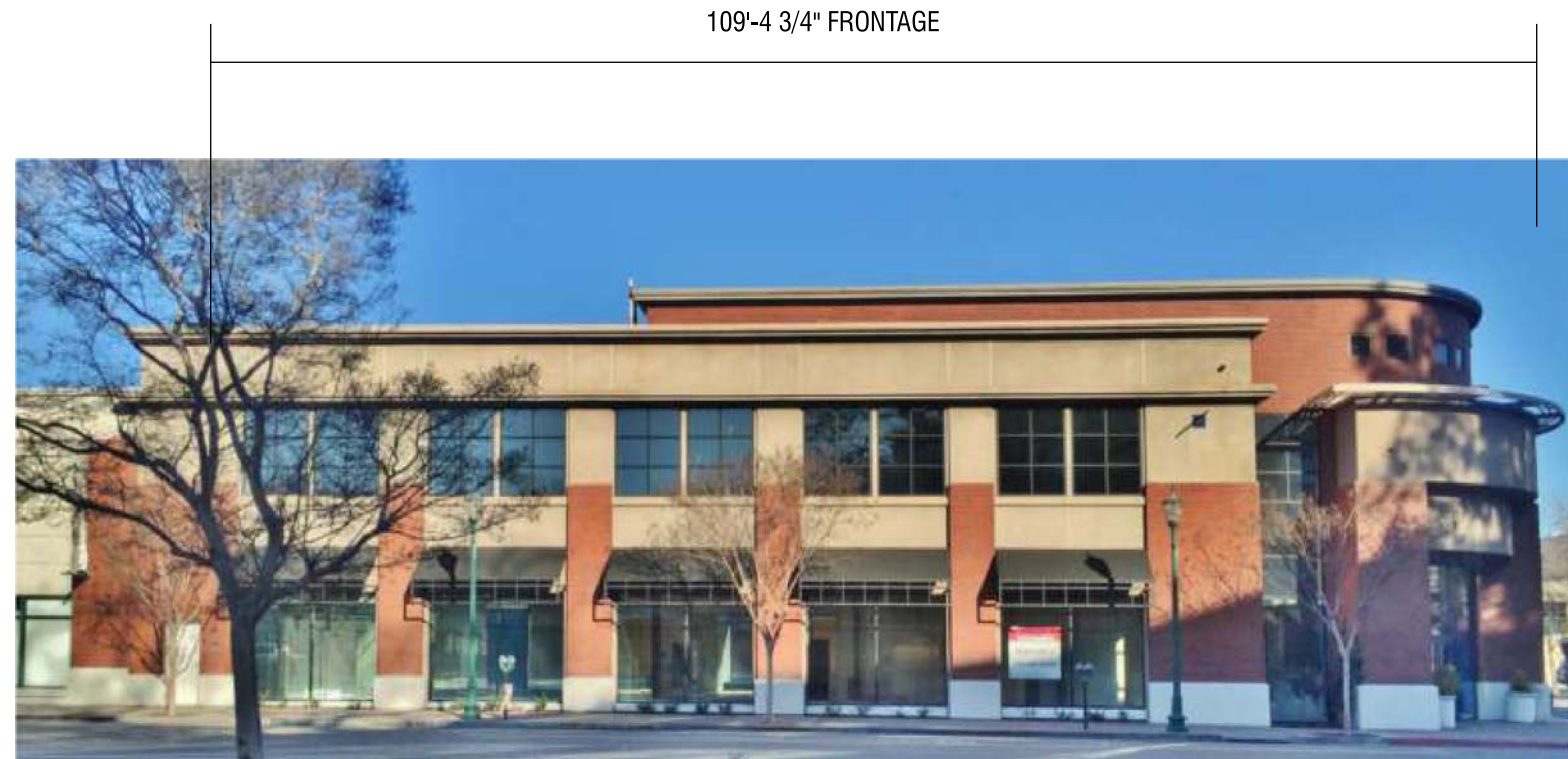
Scale: _____

Dwg #: _____

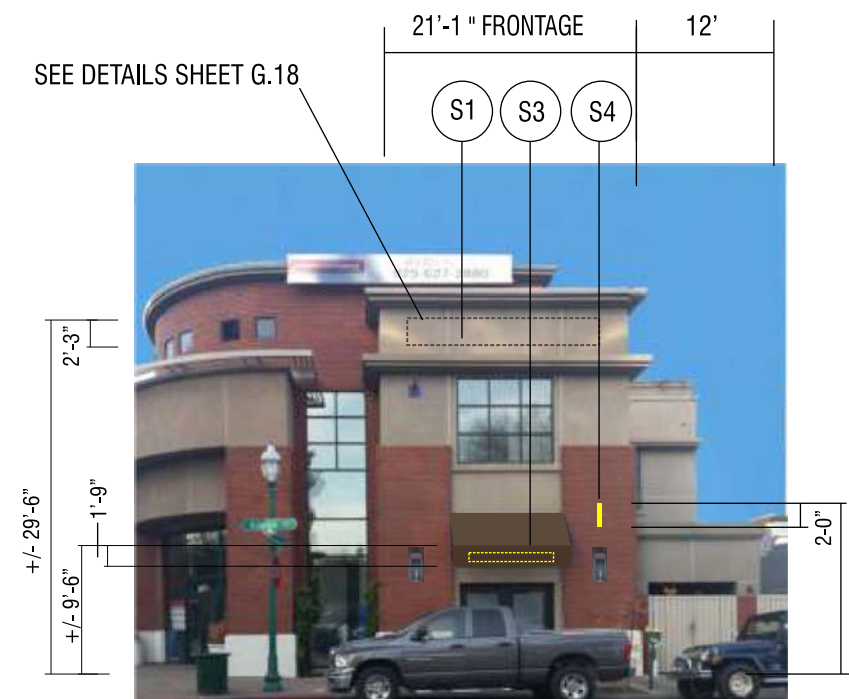
Revision: R8: 10-6-15

Title: _____

Page #: **G.17**



1636 CYPRESS (N. CALIFORNIA ELEVATION, 2ND FLOOR)



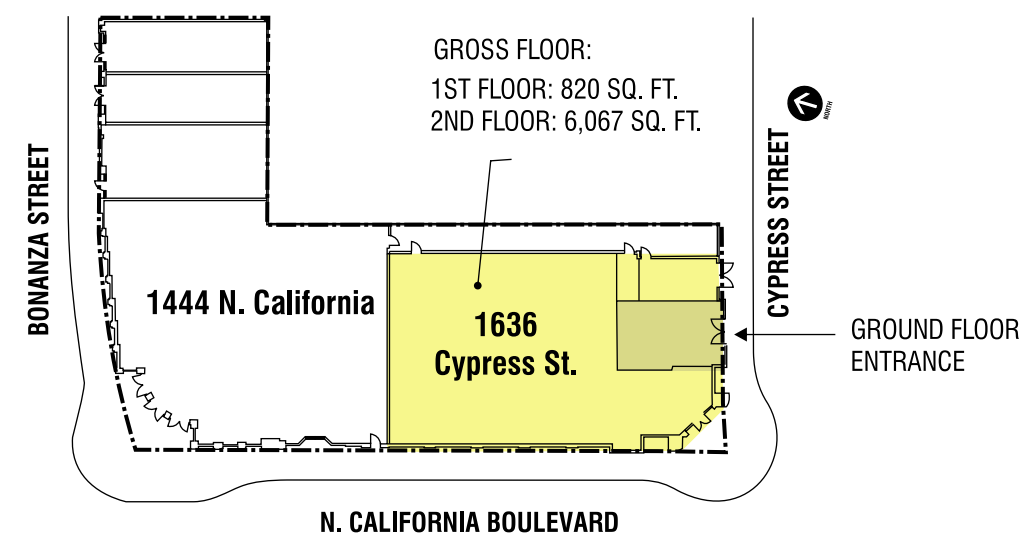
1636 CYPRESS

CYPRESS ST. ELEVATION

TOTAL SIGNAGE AREA ALLOWANCE

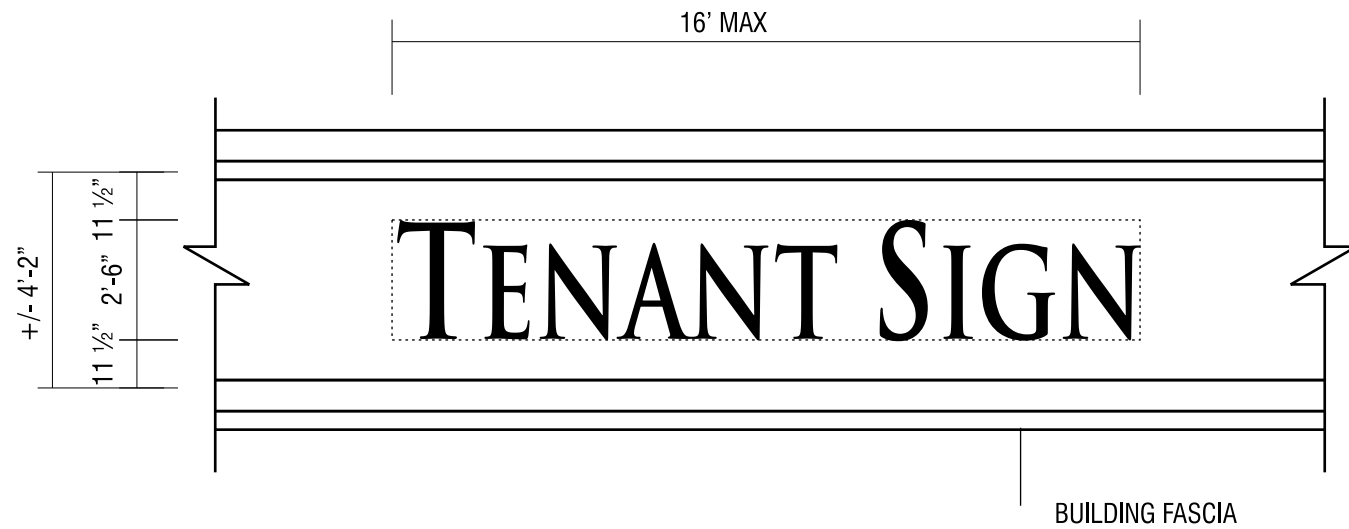
1636 CYPRESS: 50 SQ. FT.

TYPE	DESCRIPTION	QTY	SIGN AREA	TOTAL
SIGN S1	WALL SIGN / HALO-LIT	1	40 SQ. FT.	36 SQ. FT.
SIGN S3	AWNING SIGN	1	5 SQ. FT.	5 SQ. FT.
SIGN S4	SHINGLE SIGN	1	4.5 SQ. FT.	4.5 SQ. FT.



KEY PLAN

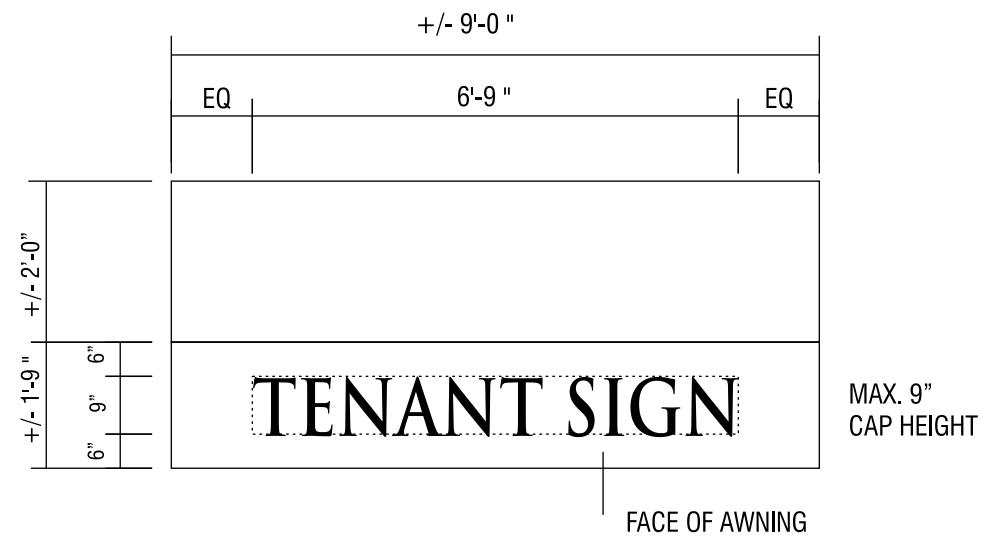
NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.



SIGN S1 - WALL SIGN, HALO-LIT - TYPICAL ON (N. CALIFORNIA) & (CYPRESS) ELEVATIONS

SCALE 1/4" = 1'-0"

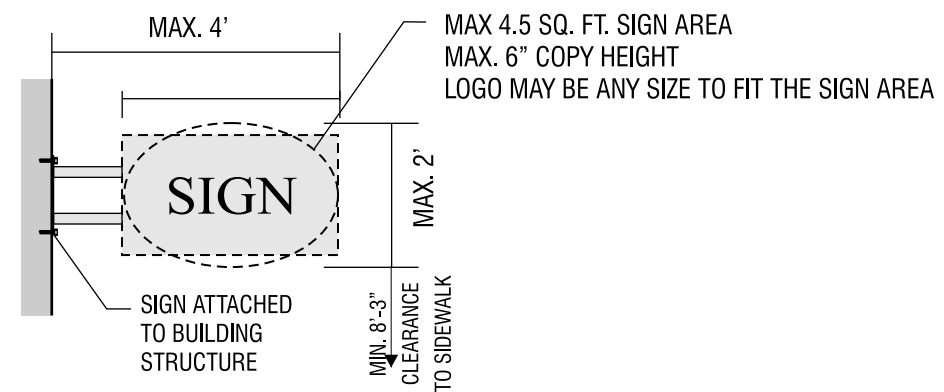
24" MAX CAP HEIGHT IF ALL UPPER CASE LETTERS
 30" MAX CAP HEIGHT IF UPPER AND LOWER CASE. LOWER CASE LETTERS NOT TO EXCEED 24"
 30" MAX LOGO/ ICON



TYP SIGN S3 - AWNING (CYPRESS ELEVATION)

MAXIMUM 9" CAP HEIGHT

SCALE 3/8" = 1'-0"



SIGN S4 - SHINGLE SIGN

NOTE: ALL DIMENSIONS TO BE VERIFIED IN FIELD.



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Project:

**1636
 CYPRESS**

WALNUT CREEK,
 CALIFORNIA

**MASTER
 SIGN PROGRAM**

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.18**



1636 CYPRESS ELEVATION

SIGNAGE EXAMPLE - FOR PRESENTATION ONLY (ACTUAL ARTWORK TO BE PROVIDED BY TENANT)

Correction : Business motto displayed on awning is not permitted in Master Sign Program. PMP



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Project:

**1636
 CYPRESS**

WALNUT CREEK,
 CALIFORNIA

**MASTER
 SIGN PROGRAM**

Phase:

- Conceptual
- Design Development
- Construction Drawing

Date: 3-2-15

Drawn by: _____

Scale: _____

Dwg #: _____

Revision: R8: 10-6-15

Title: _____

Page #: **G.19**