

Geary Market Place

1504-1530 Geary Road
Walnut Creek, California



Master Sign Program

DESIGN REVIEW COMMISSION
CITY OF WALNUT CREEK
D.R. NO. Y10 - 050

REFER TO P.C.
 STUDY SESSION
 CONDITIONALLY APPROVED
 DENIED

RESOLUTION NO. 2792
EXHIBIT A . DATE 4/30/2012



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1. General Criteria:

1.1 Purpose:

The Geary Market Place Master Sign Program have 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 Geary Market Place 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 signs within the Geary Market Place. 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.

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 requirements and specifications, including those of the City of Walnut Creek and Uniform Electric Code.
- d) All signs shall be reviewed for compliance with the above mentioned criteria, 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) Sign content shall be limited to business identification signs only; products or service shall not be displayed on any signage unless otherwise noted.
- h) All exterior signs shall be secured by non-corrosive fasteners.
- i) All exposed fasteners to be painted to match the background surface.
- j) All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- k) 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.
- m) 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.
- n) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- o) All exposed welded seams end joints shall be finished smooth.
- p) The general location of wall signs shall be centered vertically and horizontally on fascias, unless otherwise specified. 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:

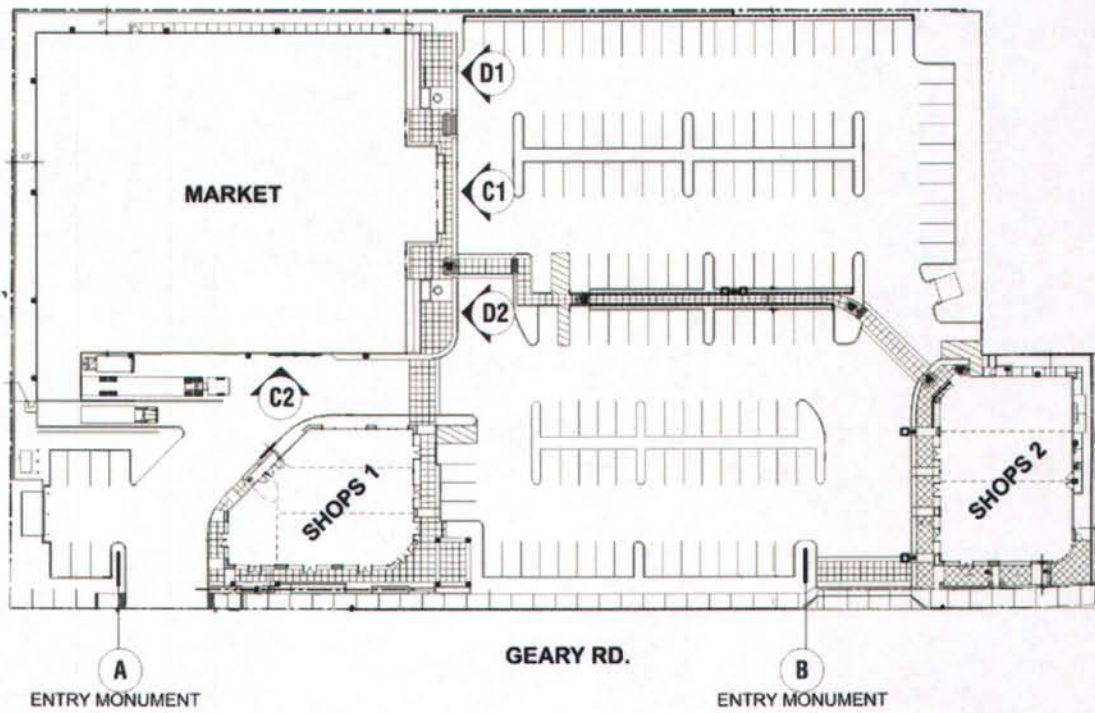
- a) No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door.
- b) No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.
- c) No sign shall be located within a required easement, unless an encroachment permit has been 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.
- h) Permanent advertising devices such as attraction boards, posters, banners and flags, except with an approved temporary sign/grand opening permit issued by the City of Walnut Creek.

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.

2. Project Signage

2.1 Project Signage Plan



2.2 Entry Monument Signs (Sign A & B):

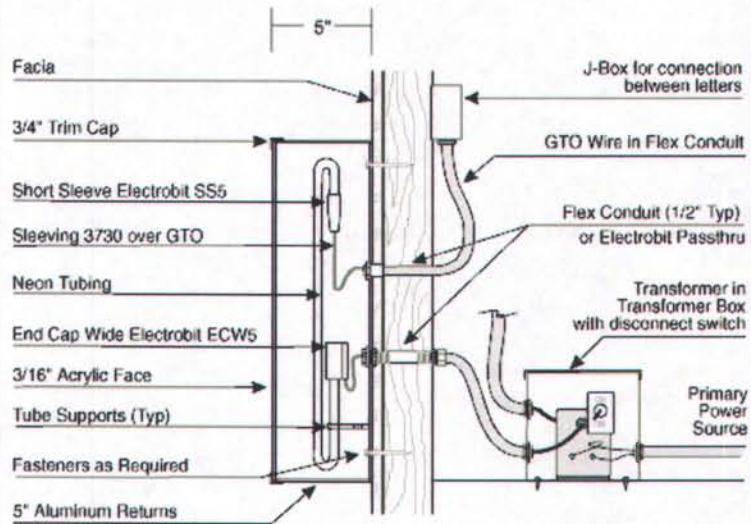
- Quantity:** Two double face entry monument sign, one at each entrance
- Description:** Free-standing internally illuminated monument signs
- Content:** Tenants business name
- Sign Area:** 25 square feet of sign area
- Construction:** Fabricated aluminum sign body with metal roof and stone veneer base to match architectural style of the center.
- Tenant Panels:** Tenant panels are ivory acrylic with translucent vinyl graphic to match each tenant corporate standard. . If Tenant does not have corporate colors, a dark red color shall be used as default color.
- Limitation:** a) Top panels restricted to the market (grocery store) building tenant (both sides)
b) Shop 1 and 2 building tenants are limited to one sub-panel on any one side
c) Minimum horizontal and vertical spacing between any portion of the text/graphic/logo and panel border shall be 2 inches
- Illumination:** Internally illuminated with fluorescent lighting



3.2 Shop Tenants Wall Signage

- Design:** The intent of these guidelines is neither to be "over-restrictive" nor to achieve a uniform look like the typical strip centers. On the contrary, since signage reflects the unique personality of the store, we strongly encourage tenants to use their allotted signage creatively, with imagination and style, in keeping with this diversity.
- Construction:** Fabricated aluminum pan-channel letters
- Illumination:** Internally illuminated with neon or LED lighting
- Color:** Colors to match tenant's corporate standards. No stark white faces
If Tenant does not have corporate colors, a dark red on light color walls and a light cream color on light color walls shall be used as default color
- Letters::** Up to two (2) feet in height (for limitation see 3.4 and building elevations)
- Logo/Icon:** Up to (2.5) feet in height (for limitation see 3.4 and building elevations)
- Layouts:** See 3.4 for sign layout options
- Limitations:** One sign per tenant per building elevation (frontage)
- Qty/Location:** See buildings elevations for quantity and location of each sign
- Window Signs:** Permanent window signs shall not occupy more than 15% of window area

3.3 Letters Typical Section



PAN-CHANNEL LETTERS TYPICAL DETAIL

Face-lit letters only - no halo lit
(see DRC Reso 2792)

3.4 Tenant Wall Signage Layout Options

FASCIA SIGNS TYP.



A = 30" MAX SIGN AREA HEIGHT B = SEE ELEVATIONS
C = 24" MAX LETTERS HEIGHT



A = 30" MAX SIGN AREA HEIGHT B = SEE ELEVATIONS
C = 24" MAX LETTERS HEIGHT

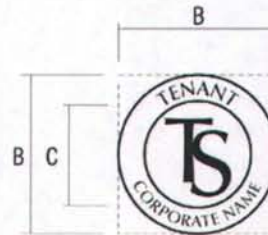


A = 30" MAX SIGN AREA HEIGHT B = SEE ELEVATIONS
C = 24" MAX LETTERS HEIGHT

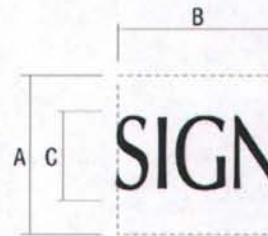


A = 30" MAX SIGN AREA HEIGHT B = SEE ELEVATIONS
C = 24" MAX LETTERS HEIGHT

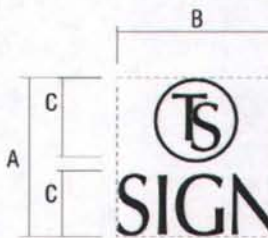
TOWER SIGNS TYP.



A = 48" MAX LOGO B = 48" MAX LOGO
C = 24" MAX LETTERS HEIGHT



A = 48" MAX LOGO B = 48" MAX LOGO
C = 24" MAX LETTERS HEIGHT



A = 48" MAX LOGO B = 48" MAX LOGO
C = 24" MAX LETTERS HEIGHT



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NORTH ELEVATION

SHOPS 1

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)



EAST ELEVATION

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)

SHOPS 1



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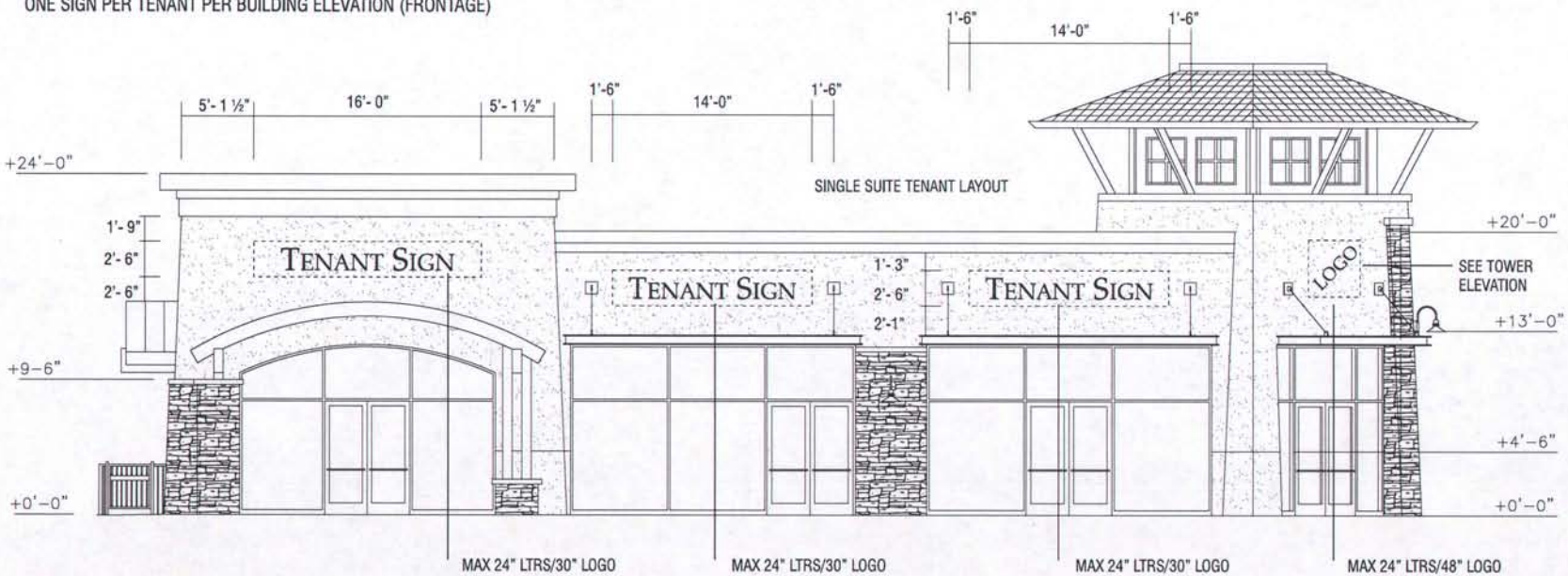
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SOUTH ELEVATION

SHOPS 1

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)



SOUTH ELEVATION

SHOPS 1

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)



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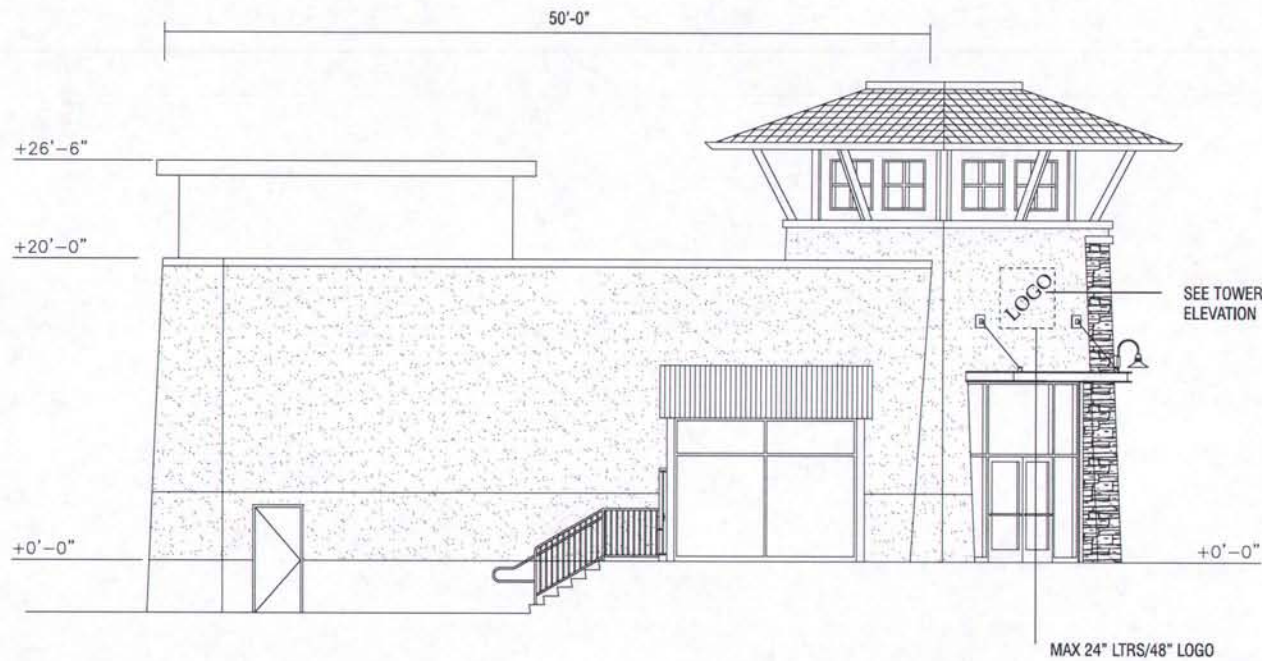
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WEST ELEVATION

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)

SHOPS 1



NORTH ELEVATION

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)

SHOPS 2



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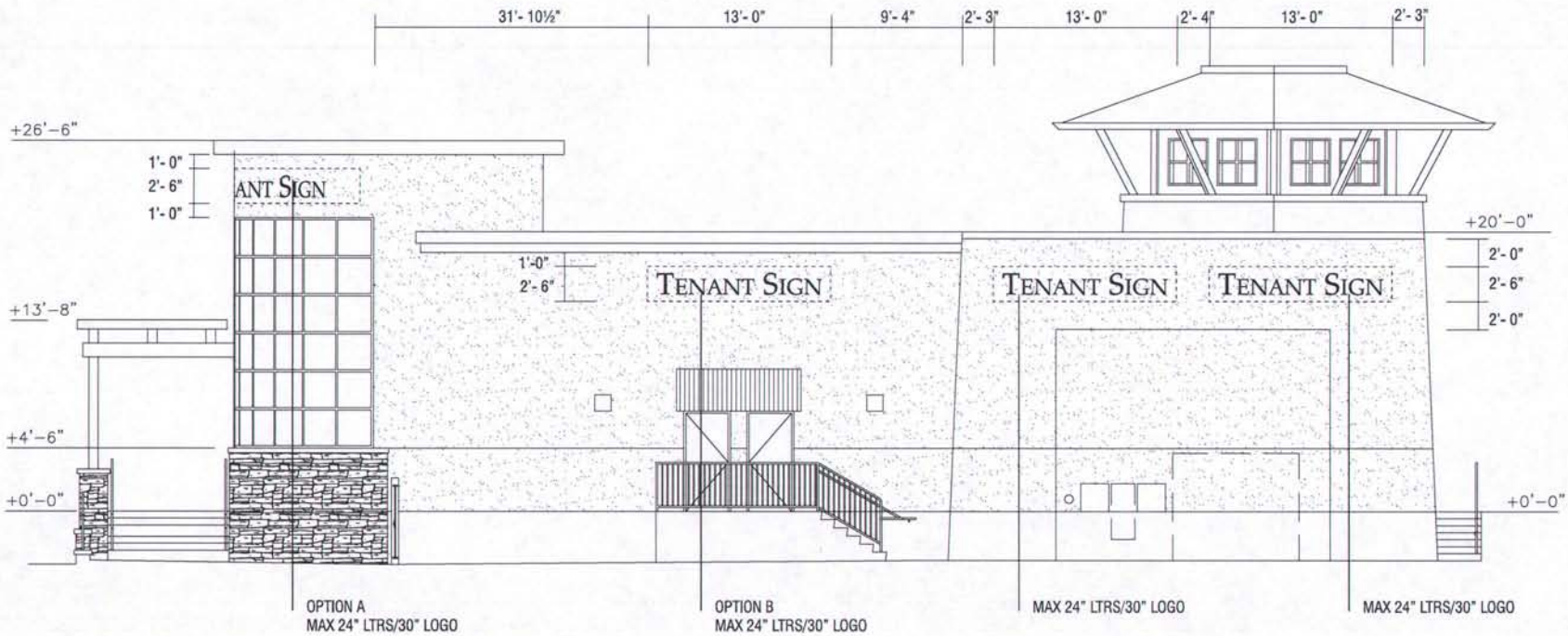
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EAST ELEVATION

SHOPS 2

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)

FAR SOUTH (END) TENANT PERMITTED ONE SIGN AT EITHER OPTION A OR OPTION B LOCATION, BUT NOT BOTH



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SOUTH ELEVATION

SHOPS 2

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)



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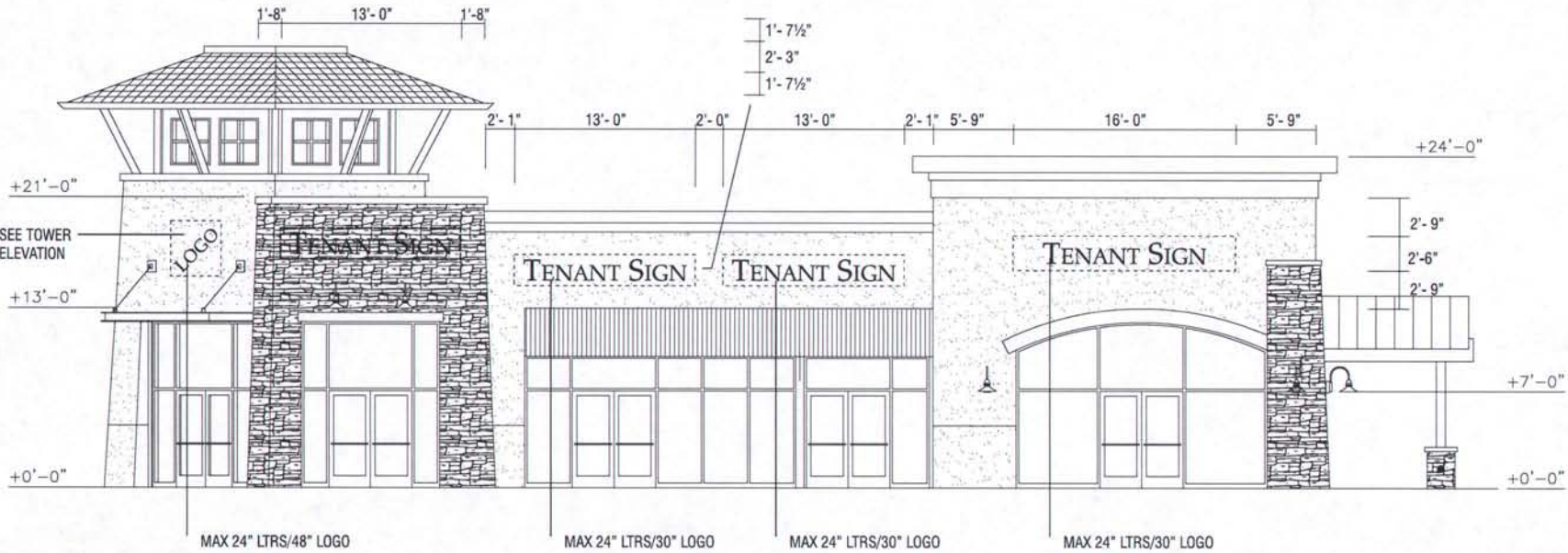
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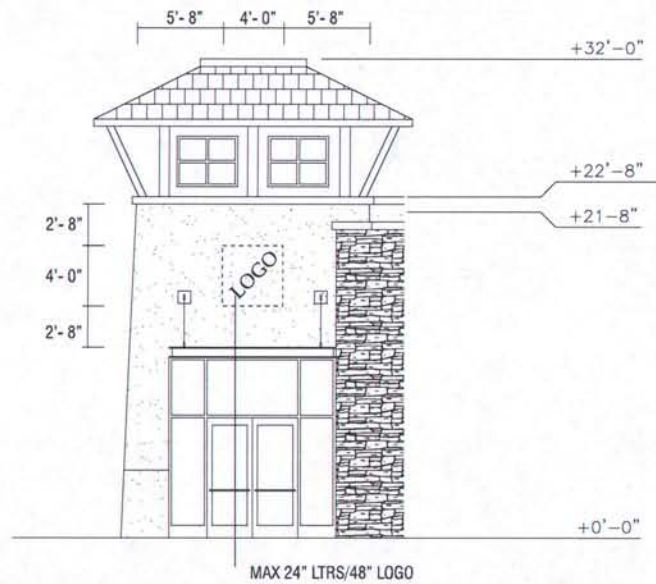
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SOUTH ELEVATION

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)

SHOPS 2



TYPICAL TOWER ELEVATION

ONE SIGN PER TENANT PER BUILDING ELEVATION (FRONTAGE)



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