



# Master Sign Program

## The Orchards at Walnut Creek

Corner of Ygnacio Valley Road,  
North Via Monte & Oak Grove  
Walnut Creek, California



Terramar Retail Centers  
5973 Avenida Encinas, Suite 300  
Carlsbad, CA 92008  
T: 760-804-8600

Sign Consultants:



Pacific Neon Company, Inc.  
2939 Academy Way  
Sacramento, CA 95815  
T: 916-927-0527

Y17-015 Orchards MSP  
Amendment

CITY OF WALNUT CREEK  
Community & Economic Development

**APPROVED PLAN**  
**Exhibit A**

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

Resolution Number: 2989

Date Approved: May 3, 2017

Permit Number: \_\_\_\_\_

DATE:  
November 25, 2014  
Revised October 26, 2015  
Revised December 30, 2015  
Revised January 20, 2017  
Revised March 2, 2017  
Revised April 12, 2017  
Revised May 9, 2017

Effective Date: 5/16/17



Sign Criteria Index

Page

	1.0	Site Plan	<b>13</b>	9.2	Sign Type B2	<b>23</b>	12.0	D1 Directional
<b>4</b>	2.0	Guideline	<b>14</b>	9.3	Sign Type B3	<b>24</b>	12.1	D2 & 3 Directional
	2.1	Design Intent	<b>15</b>	9.4	Sign Type B4	<b>26</b>	13.0	LM1 & LM2 Monuments
	2.2	General Requirements	<b>16</b>	9.5	Sign Type B5	<b>27</b>	13.1	SM1 & SM3 Safeway Monuments
	2.3	General Criteria	<b>17</b>	10.0	Building B	<b>28</b>	13.2	Archway
<b>5</b>	2.4	Administration	<b>18</b>	10.1	Building B	<b>29</b>	11.1	Safeway Elevation
	2.5	Prohibited Signs	<b>19</b>	10.2	Building C	<b>30</b>	11.2	Safeway Upper Deck
	2.6	Temporary Signs	<b>20</b>	10.3	Building D	<b>31</b>	12.0	D1 Directional
	3.0	Wall Sign Guidelines	<b>21</b>	10.4	Building E	<b>32</b>	12.1	D2 & D3 Directional
	3.1	Wall Sign Construction & Restrictions	<b>22</b>	10.5	Building G	<b>33</b>	12.2	D4 Directional
	3.2	Retail Sign Content and Color	<b>23</b>	10.6	Building H	<b>34</b>	13.0	SM1 Monument
<b>6</b>	4.0	Project Typography	<b>24</b>	10.7	Building I	<b>35</b>	13.1	SM2 Monument (Safeway)
<b>7</b>	5.0	Center Identity	<b>25</b>	10.8	Building J	<b>36</b>	13.2	SM3 Monument (Safeway)
<b>8</b>	6.0	Building Address Numerals	<b>26</b>	10.9	Building K	<b>37</b>	13.3	SM4 Monument (Safeway)
<b>9</b>	7.0	Entry Door and Window Signage.	<b>27</b>	10.10	Building K	<b>38</b>	14.0	Pole Banners
<b>10</b>	8.0	Pedestrian Blade Signs	<b>28</b>	11.0	Safeway Signs	<b>39</b>	15.0	Public Art "The Orchards"
<b>11</b>	9.0	Sign Type A1	<b>20</b>	11.0	Safeway Signs	<b>40</b>	16.0	Addendum (Sign Background Building "B")
<b>12</b>	9.1	Sign Type B1	<b>21</b>	11.1	Safeway Elevation	<b>41</b>	16.2	Addendum (Sign Typical)
			<b>22</b>	11.3	Safeway Upper Deck	<b>42</b>	16.3	Addendum (Multiple Lines for Tenant Sign)



NOVEMBER 25, 2014  
 REVISED DECEMBER 30, 2015  
 REVISED JANUARY 20, 2016  
 REVISED APRIL 12, 2017  
 REVISED MAY 9, 2017

1.0 Site Plan

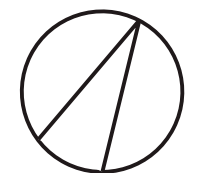


KEY

- A1** SIGN TYPE (48" MAX)  
Halo Illuminated
- B1** SIGN TYPE (24" LTR / 30" LOGO MAX )  
Halo Illuminated (Designated Background)
- B2** SIGN TYPE (24" LTR / 30" LOGO MAX )  
Face Illuminated (on Rails)
- B3** SIGN TYPE (24" LTR / 30" LOGO MAX )  
Halo Illuminated (wall)
- B4** SIGN TYPE (36" LTR / 36" LOGO MAX )  
Halo Illuminated (wall)
- B5** SIGN TYPE (24" LTR / 30" LOGO MAX )  
Externally Illuminated  
**\*backer panel not required for B5 sign types**
- D** DIRECTIONALS  
Face Illuminated
- A** SAFEWAY  
Face & Halo Illuminated
- ID** THE ORCHARDS IDENTITY  
Non-Illuminated

NOTE: ANY BUILDING WITH A SINGLE TENANT SHALL BE LIMITED TO ONE SIGN PER BUILDING FRONTAGE.

**\*See note for B5 sign types - applies to building I,J,K**



NORTH





## 2.0 Guideline

**The Orchards at Walnut Creek Master Sign Program** has been established for the purpose of assuring a functional, coordinated graphics program that will provide guidelines for unique signage integrated into the development's architectural design, maintain consistency, encourage creativity, and enhance the project in Walnut Creek, California.

## 2.1 Design Intent

The guidelines of this program are designed to complement architectural elements/themes of the existing buildings and coordinate the type, placement, and physical dimensions of signs within the center, thereby appearing as an integral part of the center. In cases not covered by **The Orchards at Walnut Creek Master Sign Program** the prevailing criteria found in Chapter 8 of Title 10 of the Walnut Creek Municipal Code shall prevail.

## 2.2 General Requirements

- A. Each Tenant is required to submit to Landlord for approval before fabrication, at least two (2) copies of detailed design drawings indicating the location, size, copy layout, colors, materials, finishes, illumination and method of attachment.
- B. All permits for signs and their installation shall be obtained from the City of Walnut Creek by the tenant or tenant's representative, at the tenant's sole expense prior to installation.
- C. All signs shall be designed, constructed, installed and maintained at the tenant's sole expense. All signs shall be designed by professional design consultants (e.g. architects, design firms or sign design / sign construction firms).
- D. All signs shall be designed and constructed consistent with the City of Walnut Creek sign code and this criteria.
- E. The tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of City of Walnut Creek, Underwriters Laboratories (U.L.) and the Uniform Electric Code.
- F. All signs shall be reviewed for compliance with the above mentioned criteria. Approval or disapproval of sign submittal based on aesthetics of design shall remain the sole discretionary right of the Landlord, Landlord's representative and City of Walnut Creek.
- G. Upon termination of the Lease, the tenant shall leave the facade wall, awning, glazing or hanging sign in good condition. Without limitation, the tenant shall be specifically required in a workman like manner to all remove installed signage, fill all holes, and terminate all electrical wiring per prevailing codes. At the Landlord discretion, the tenant is required to restore a consistent look and color to match the surrounding facade. The tenant is required at its sole cost and expense to replace all store frontage glass areas that can not be fully restored.

## 2.3 General Criteria

- A. All signs should meet or exceed all current applicable codes (i.e. electrical, mechanical, structural, etc).
- B. Signage shall meet or exceed all requirements of the State of California and the City of Walnut Creek.
- C. Sign content shall be limited to business identification signs only. Tenants are permitted secondary signage when it forms part of a recognized corporate logo or slogan.
- D. Tenant wall signs shall be individual channel type letters and logos with either internal face illumination, halo illumination or external flood illumination as set forth in this master sign program.
- E. All electrical signs shall meet or exceed Underwriter's Laboratories construction specifications and be fabricated and installed by licensed U.L. sign contractors.
- F. The choice of copy font and colors shall be at discretion of the Tenant, but design merit and content is at Landlord's discretion and will require approval prior to manufacture and installation.
- G. All exterior signs shall be secured by stainless steel, nickel, or cadmium plated fasteners.
- H. All exposed fasteners to be painted to match the background surface.
- I. All transformers, electrical boxes, wiring, conduit and access doors shall be concealed.
- J. All exterior signs exposed to the weather shall be flush mounted, unless otherwise specified.
- K. All tenant signs attached to building wall or fascia shall be connected to a junction box provided by the Landlord, with the final electrical connections by Tenant's sign contractor. All Tenants shall have their signs connected to their own electrical panel with a time clock set to hours approved by the landlord and the City of Walnut Creek.
- L. All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- M. All identification labels shall be concealed, except where required by code. An Underwriters Label is required on all electrical signage verifying certification.
- N. 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.
- O. Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the Landlord, Landlord's representative, and all parties harmless from damages or liabilities on account thereof.
- P. Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- Q. All exposed welded seams and joints shall be finished smooth and painted accordingly.
- R. 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.



## 2.4 Administration

- A. The amount of hours per day during which the signs will be illuminated shall be determined and controlled at Landlord's sole discretion.
- B. Landlord reserves the right to hire an independent electrical engineer (at Tenant's sole expense) to inspect the installation of all signs, and reserves the right to require that any discrepancies and/ or code violations be corrected at Tenant's expense.
- C. The sign contractor shall carry a 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 signs in the amount of \$1,000,000 per occurrence.
- D. At the expiration or early termination of Tenant's lease term, Tenant shall be required to remove their signs, cap off electrical connection, patch and paint the entire fascia area to match the surrounding areas at Tenant's expense within seven (7) days.
- E. Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by landlord and Tenant. Any deviation from specifications outlined in this criteria may result in the rejection of the sign by Tenant and/or Landlord.
- F. In the event of any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the Landlord's decision shall be final and binding upon the Tenant.
- G. Tenant shall maintain their sign in a clean, professional and functioning manner. Any structural damage, graffiti, electrical problems, wear and tear, and other breakage pertaining to Tenant signs shall be repaired by Tenant within 10 consecutive days from such event. If repairs are not made within the 10 day time period, the Landlord may affect repairs and hold the tenant responsible for all cost incurred.

## 2.5 Prohibited Signs

- A. No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door. No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.
- B. No sign shall obstruct access to fire hydrants, fire department connections or fire department access roads.
- C. Signs, which audibly advertise, identify or provide direction to a use or activity, are prohibited.
- D. It is unlawful for any Tenant to exhibit, post or display or cause to be exhibited, posted or displayed anything of an obscene, indecent or of immoral nature or unlawful activity.
- E. Painted Tenant wall signs are prohibited.
- F. Any signs prohibited by the City of Walnut Creek sign ordinance.

## 2.6 Temporary Signs

Temporary wall signs, leasing signs, window signs, pennants, banners or flags, will be allowed if consistent with provisions in the City of Walnut Creek Sign Ordinance and approval of the Landlord. All window signage shall not occupy more than 15% of the window area on a building frontage. No signs are permitted on the tenant's or landlord's roofs.

## 3.0 Wall Sign Guidelines

The intent of these guidelines is to provide standards necessary to achieve a visually coordinated, balanced and appealing signage environment. In support of these objectives, the following qualities were incorporated into the design and scope of work within these standards:

- Creative and original designs
- Integration with project architecture
- High quality workmanship and materials

These guidelines shall enhance existing sign code and are not intended to circumvent the sign allowances as set forth by the City of Walnut Creek sign code.

### 3.1 Wall Sign Construction & Restrictions

- A. Halo illuminated Letters & Logo's, aluminum construction reverse pan-channel letters. Faces to be aluminum with clear lexan backs, and have internal white LED illumination.
- B. Face illuminated Letters & Logo's, aluminum construction with acrylics faces and trimcap. Internal LED illumination. Refer to sign type exhibits.
- C. Non-Illuminated 2" deep fabricated aluminum letters. External white Halogen flood lighting. Refer to sign type exhibits.
- D. No exposed LEDs or Neon. No animated signs will be allowed. Transformers to be located behind wall parapet or contained inside letters or logo cabinet. No exposed raceways or wire ways will be allowed, except only when raceway is an integral architectural component of the building design or at Landlord's discretion and approval.
- E. Face illuminated cabinet signs are not allowed.
- F. Sign shall not overhang or be placed on top of building roof line.

### 3.2 Tenant Sign Content and Color

- A. All tenant signage shall consist solely of Tenant's trade name, logo and recognizable trademark insignia. Landlord reserves the right to disallow designs based on obscene, indecent, immoral or unlawful content, content deemed inappropriate by community standards or designs architecturally inconsistent with building architecture, at owner's discretion.
- B. Sign colors and the entire display including awnings(s) shall be approved by Landlord and permitted by the City of Walnut Creek prior to manufacturing and installation.
- C. Landlord reserves the right to disallow colors to be used that are inconsistent with the building colors and overall theme of the shopping center at owner's discretion.
- D. Brightness Limitations. (WCMC section 10-8.110.2) 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.



4.0 Project Typography

A. Hoefler Gotham is used for all way finding messages, parking identification, regulatory and pedestrian destinations.

Hoefler Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light

*abcdefghijklmnopqrstuvwxyz*

Gotham Light Italic

1234567890

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book

*abcdefghijklmnopqrstuvwxyz*

Gotham Book Italic

1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium

*abcdefghijklmnopqrstuvwxyz*

Gotham Medium Italic

1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold

*abcdefghijklmnopqrstuvwxyz*

Gotham Bold Italic

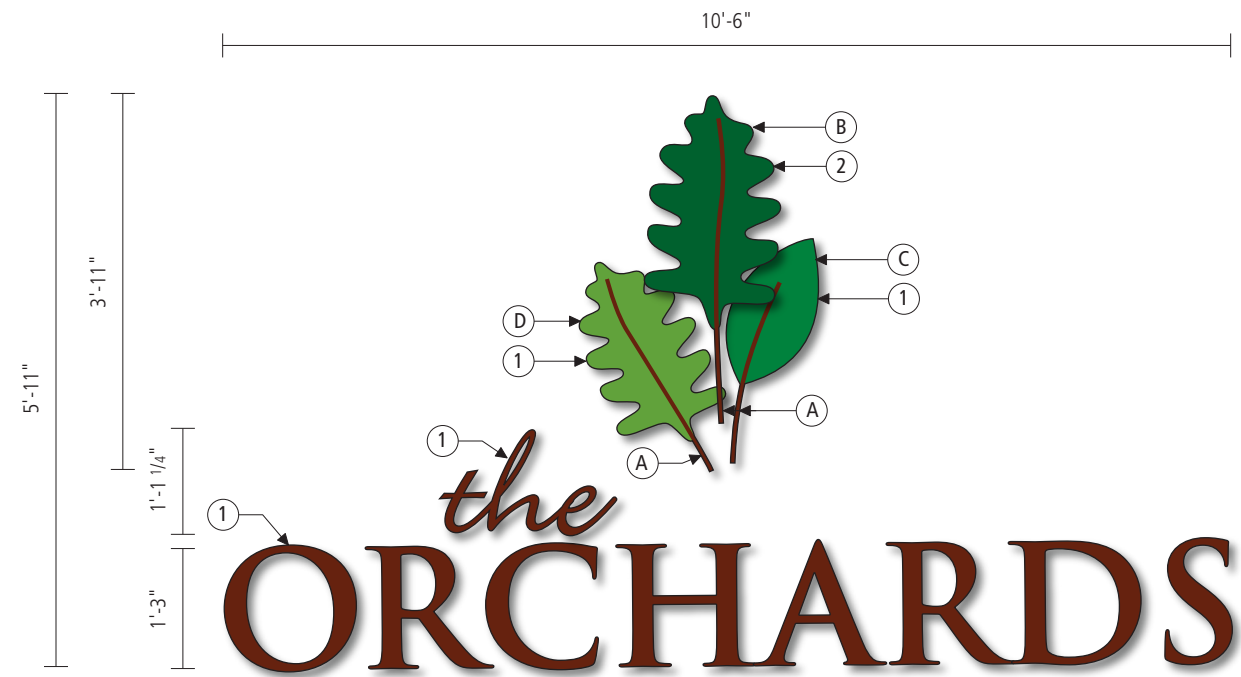
1234567890

Gotham Bold



5.0 Center Identity

A. Non-Illuminated dimensional identity sign.



Scale 3/8" = 1'-0"

Material Schedule

- ① 1/4" Flat cut out aluminum Paint to match specifications, satin finish. Mount with countersunk screws painted to match face.
- ② 1/4" Flat cut out aluminum Paint to match specifications, satin finish. Mount with countersunk screws painted to match face with 1/2" spacers.
- Ⓐ To match 3M 3630-109 Lt. Rust Brown vinyl film
- Ⓑ To match 3M 3630-26 Green vinyl film
- Ⓒ To match 3M 3630-156 Vivid Green vinyl film
- Ⓓ To match 3M 3630-136 Lime vinyl film





**6.0 Building Address Numerals**

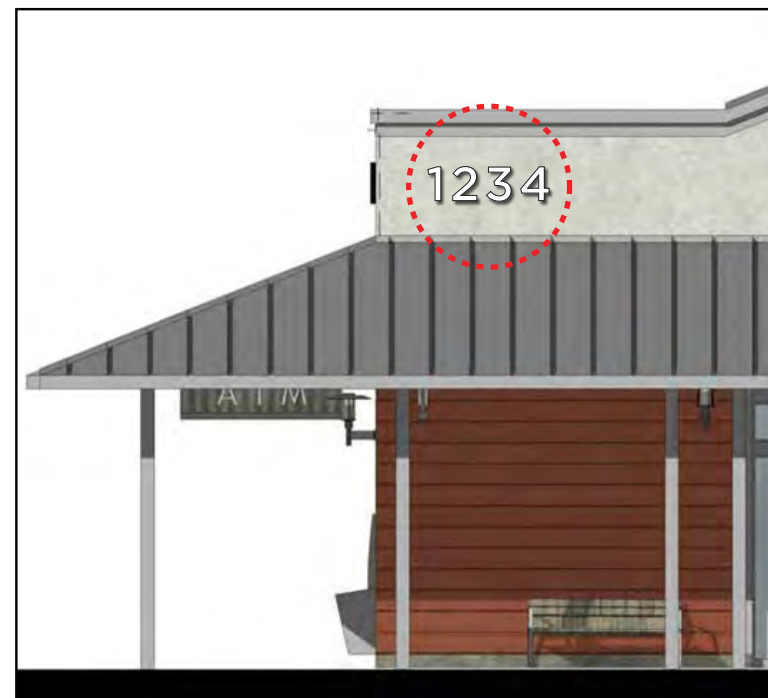
- A. Individual Numerals to comply in size, color with city Fire Department Regulations.
- B. Location to be main access side or frontage.
- C. Numerals to be pan channel letters. White acrylic faces with Black trimcap and 3" Deep Black returns. Illuminate with White LED's. Typeface to be Hoefler Gotham Medium.
- D. Numerals to be a minimum of 12" tall with a minimum stroke width of 1 1/2".
- E. 6 SqFt max area per sign.
- F. The lighting intensity shall not 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.



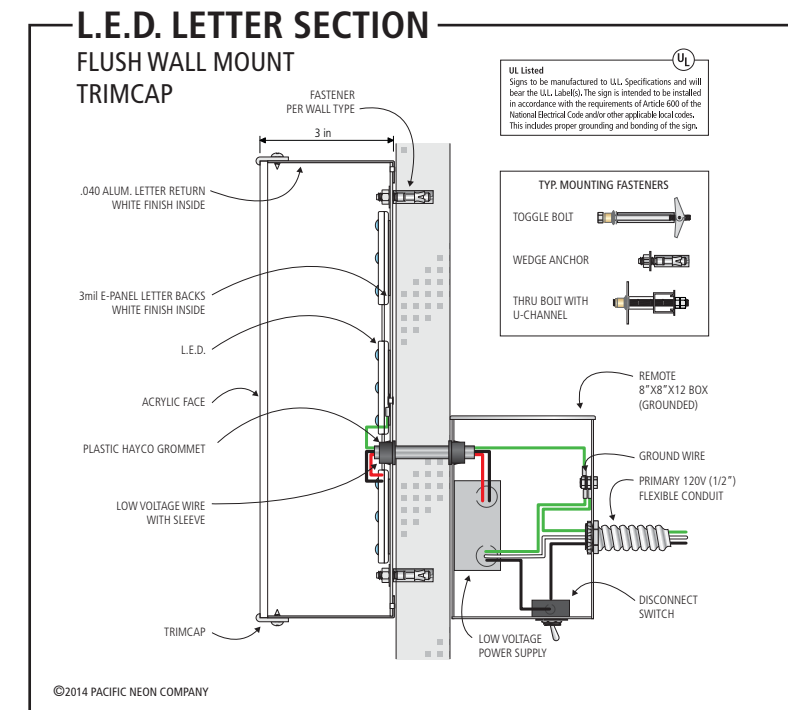
Hoefler Gotham Medium



White Numerals on Dark Background



White Numerals on Light Background

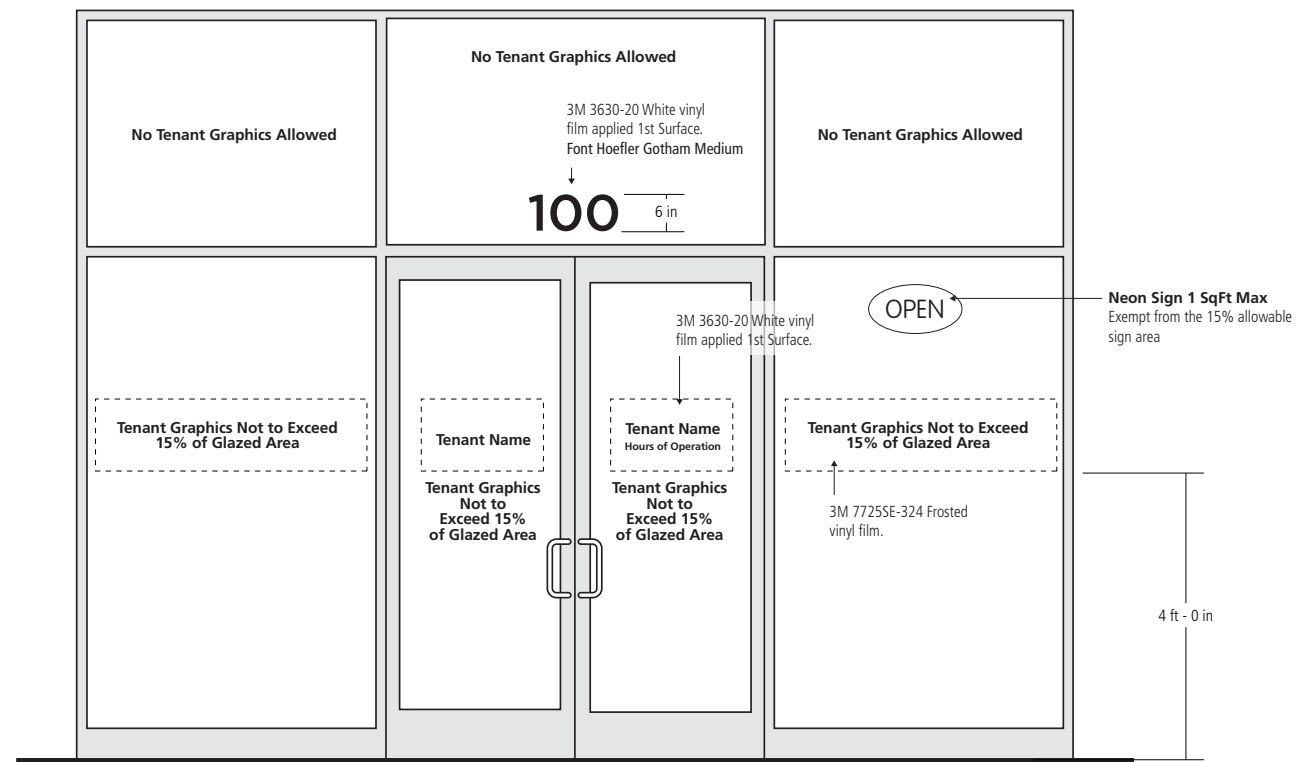




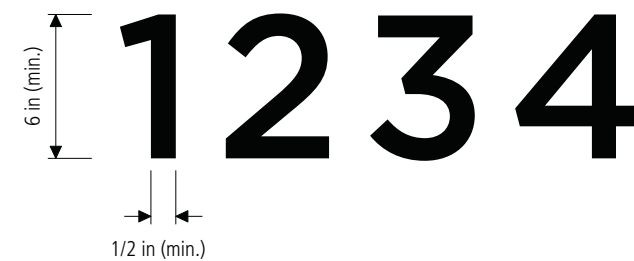


**7.0 Entry Door Sign and Window Signage**

- A. Electric "OPEN" signs Neon or L.E.D. may be allowed on inside of window at Landlord's discretion and approval, but must not be flashing or animated.
- B. Allowable signs to be restricted to suite address, company name or logo, business hours and contact phone numbers only.
- C. Suite address to be 6" tall with 1/2" stroke. (Per Fire Code). Address to be centered over entrance.
- D. First floor window signage shall be permitted only. Not to exceed 15% of the glazed area to which it is placed.
- E. Project font Hoefler Gotham Medium.



Window Graphics

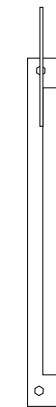
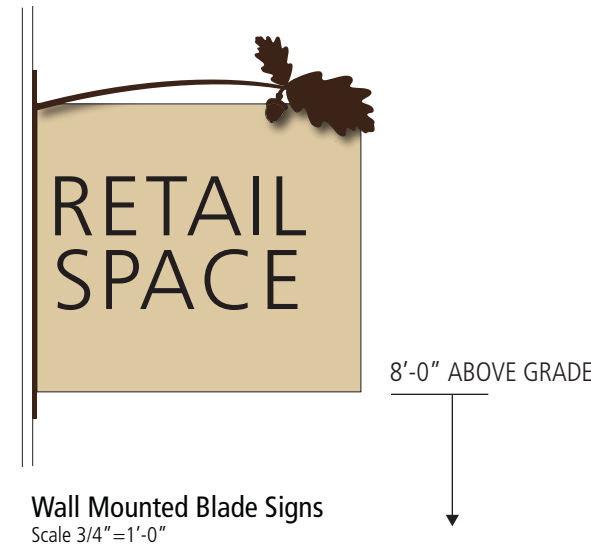




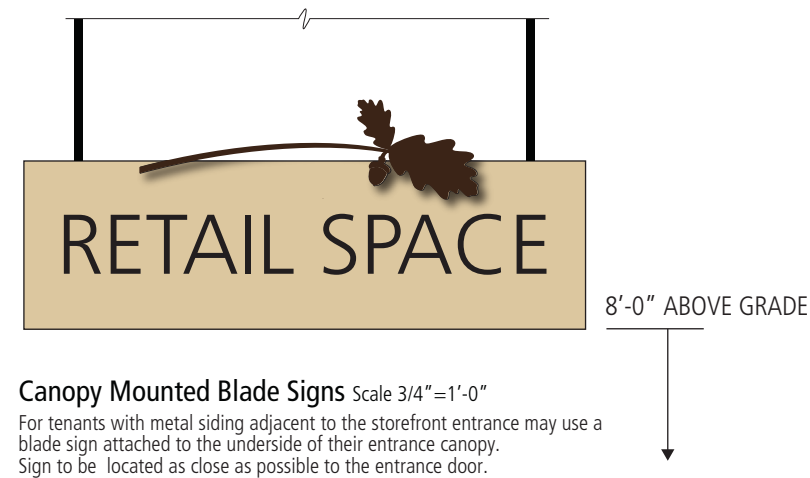
**8.0 Blade Signs**

Tenants are allowed one (1) double-sided blade sign mounted perpendicular to the building facade usually placed near the store-front entrances. All costs associated with the construction and installation of tenant pedestrian signs are the direct financial responsibility of tenant.

- A. The creative use of logo shapes is encouraged in the design of the blade sign.
- B. Tenants are encouraged to utilize a variety of colors and graphic elements along with type style to create a whimsical and energetic signing solution. Painted flat forms layered to give a 3-dimensional effect are encouraged.
- C. Blade signs are to be fabricated of painted metal, acrylics, or other material that has an outdoor life of 7 years or more.
- D. Signs not to exceed 4.5 SqFt in area per side.
- E. Signs are to be wall mounted from a metal bracket, and to project a maximum of 3 1/2 feet, inclusive of bracket.
- F. Tenants with metal siding adjacent to the storefront entrance may use a blade sign attached to the underside of their entrance canopy. Sign to be located as close as possible to the entrance door. Subject to review and approval by the Landlord and the City of Walnut Creek.
- F. Signs to be mounted with minimum of 8'-0" of clearance from the bottom of the blade sign to finished floor.
- G. A 10-foot separation between blades signs is required. Placement to be reviewed and approved by the landlord and permitted by the City of Walnut Creek. (WCMC section 10-8.105.C.1.d)
- H. Trade name or logo only, no tag lines, slogans, or advertising allowed.
- I. No two tenants are to locate their blade sign on the same demising pier.
- J. External illumination will be considered on a case by case basis where as any internal illumination of a blade sign is subject to Design Review by the City of Walnut Creek.



End View Scale 3/4"=1'-0"



End View Scale 3/4"=1'-0"

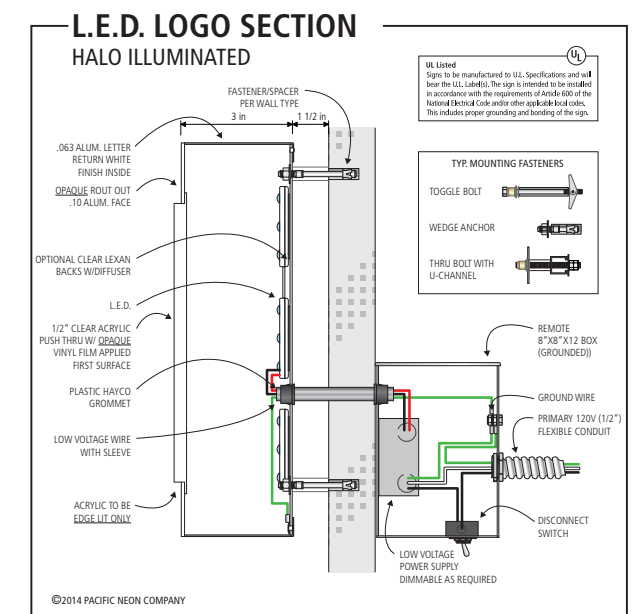
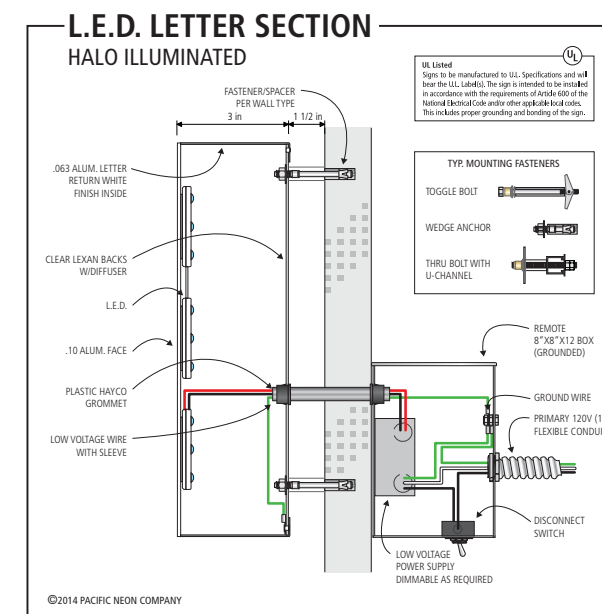
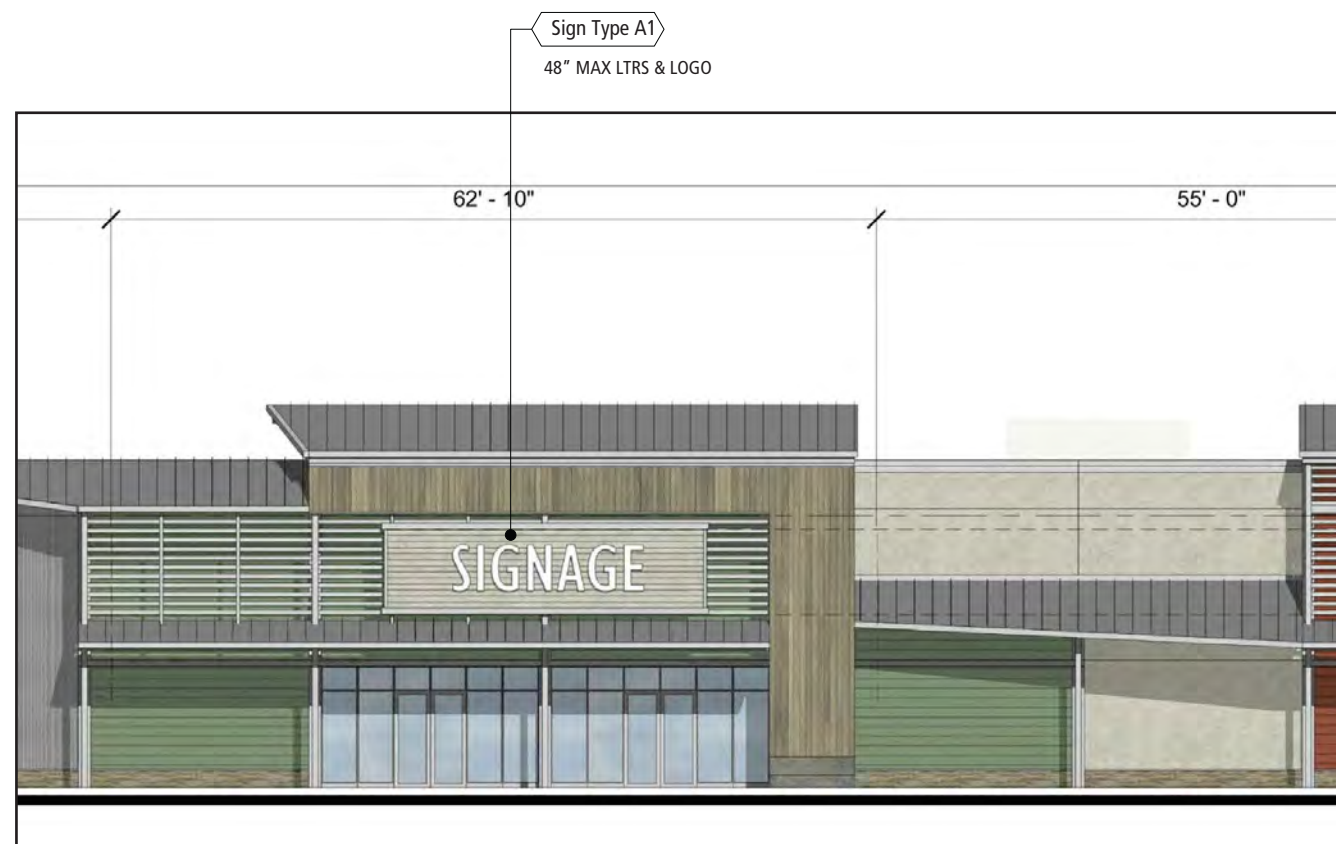
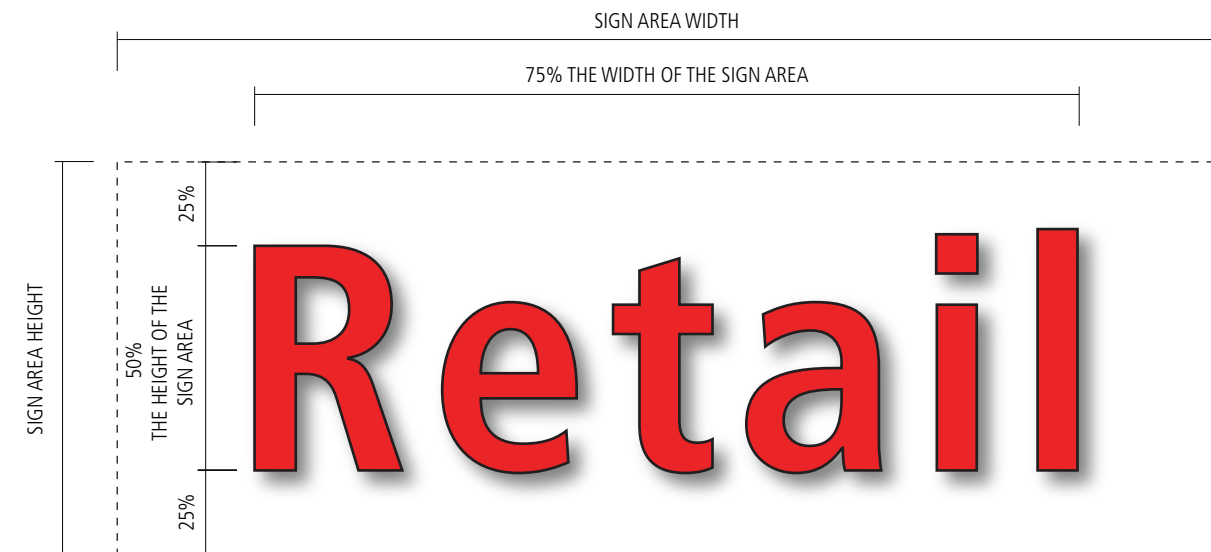




9.0 Anchor Tenant Wall Signage

Anchor Sign Type A1

- A. Halo illuminated letters & logos. Aluminum faces and returns with clear lexan backs. Internal White LED illumination.
  - a. Logo: Rout out push thru graphics are allowed with the condition that all faces are opaque and edge lit (halo) only.
- B. Background to be provided by tenant and to match architectural specifications.
- C. Sign Area is to be 1.5 SqFt per 1 linear foot of tenant leased frontage, with a total area sign not to exceed 300 SqFt.
- D. Up to 75% of the width and 50% the height of the designated sign area may be used for signage.
- E. Letter or logo height not to exceed 48" in height.
- F. Multiple lines of letters or logo placed above the letters is allowed as long as it does not exceed 75% of the width and 50% the height of the designated sign area. (REF. ADDENDUM 16.1)
- G. One (1) Sign per principle frontage.
- H. The lighting intensity shall not 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.

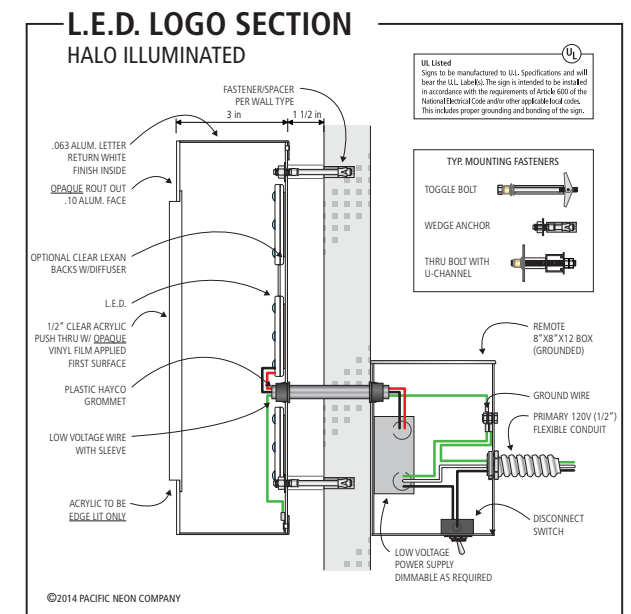
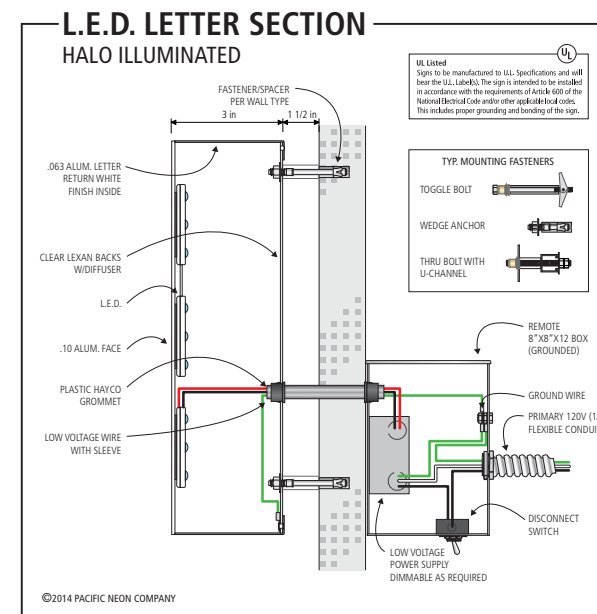
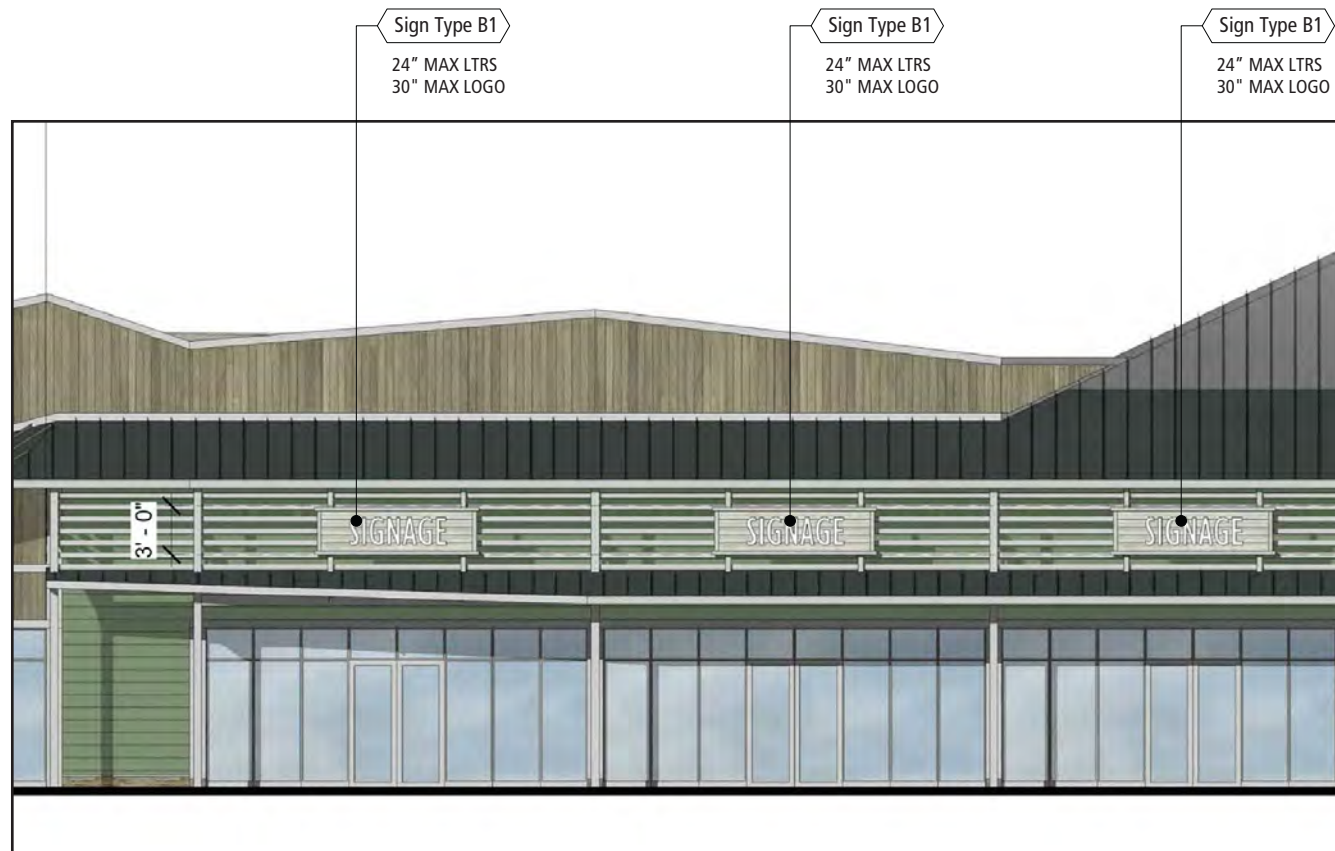
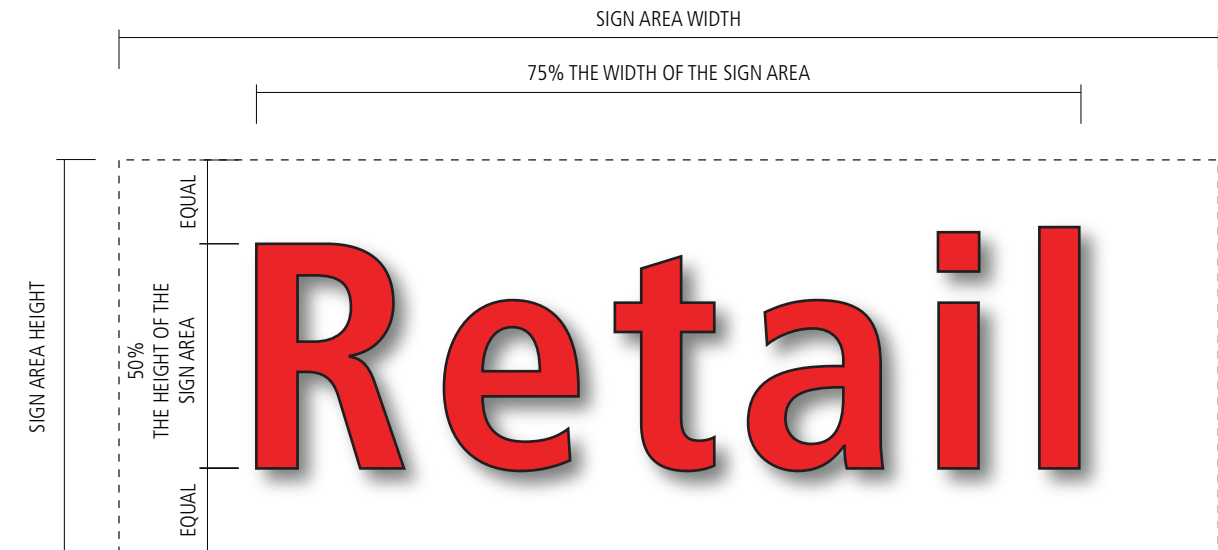




9.1 Tenant Sign Allowances

Shops Sign Type B1

- A. Halo illuminated letters & logos. Aluminum faces and returns with clear lexan backs. Internal White LED illumination.
  - a. Logo: Rout out push thru graphics are allowed with the condition that all faces are opaque and edge lit (halo) only.
- B. Background to be provided by tenant and to match architectural specifications.
- C. Sign Area is to be 1.5 SqFt per 1 linear foot of tenant leased frontage, with a total area sign not to exceed 200 SqFt.
- D. Up to 75% of the width and 50% the height of the designated sign area may be used for signage.
- E. Logo height not to exceed 30" in height. Letter height not to exceed 24" in height.
- F. Multiple lines of letters or logo placed above the letters is allowed as long as it does not exceed 75% of the width and 50% the height of the designated sign area. (REF. ADDENDUM 16.1)
- G. One (1) Sign per frontage.
- H. The lighting intensity shall not 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.

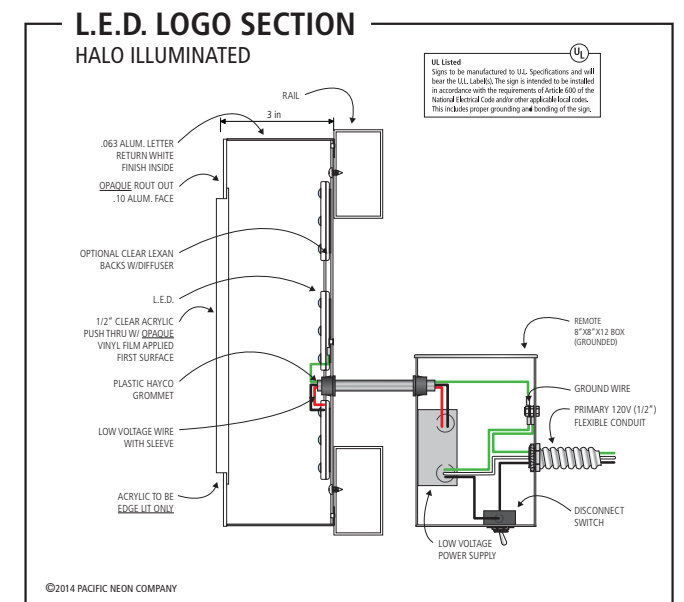
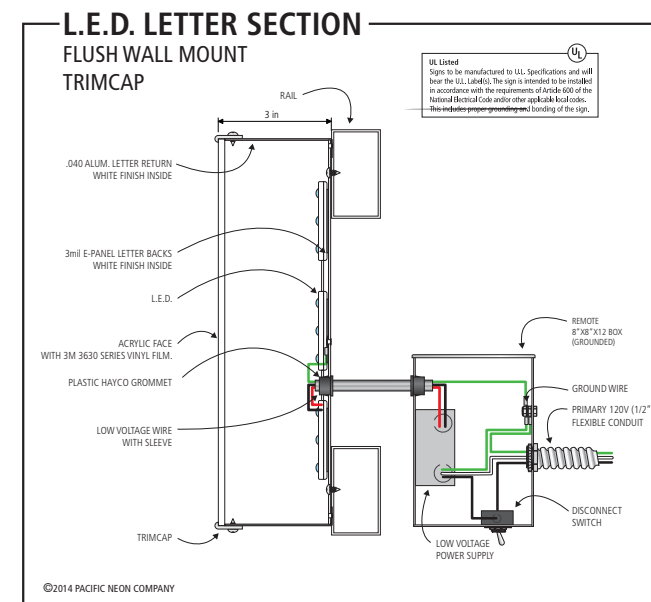
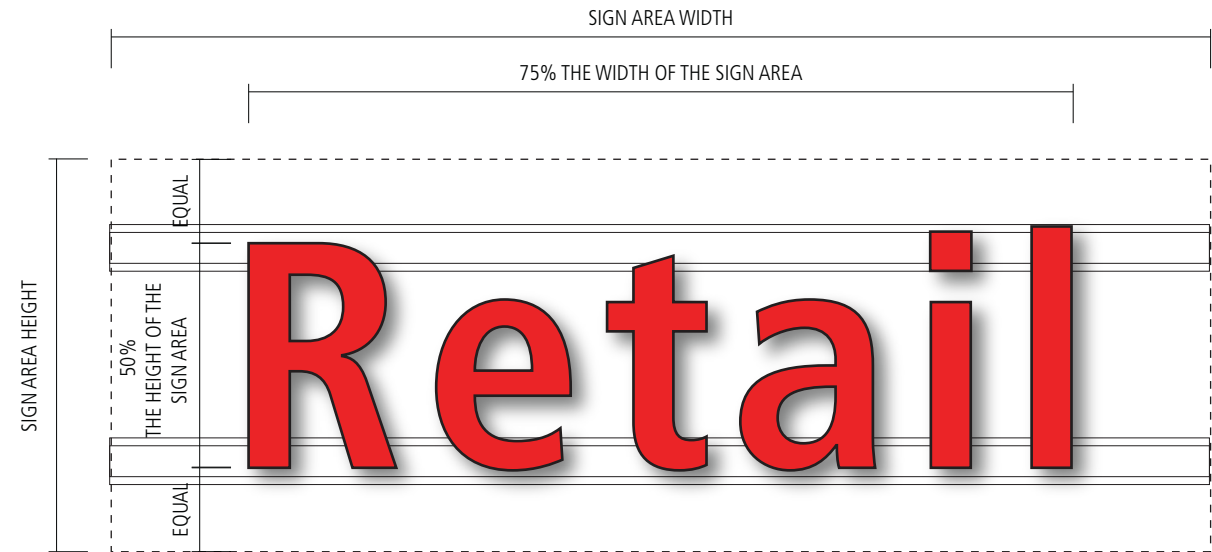




9.2 Tenant Sign Allowances

Shops Sign Type B2

- A. Face Illuminated letters & logos. Aluminum returns with acrylic faces and trimcap. Internal LED illumination.
  - a. Logo: Rout out push thru graphics are allowed with the condition that all faces are opaque and edge lit (halo) only.
- B. Sign Area is to be 1.5 SqFt per 1 linear foot of tenant leased frontage, with a total area sign not to exceed 200 SqFt.
- C. Up to 75% of the width and 50% the height of the designated sign area may be used for signage.
- D. Logo height not to exceed 30" in height. Letter height not to exceed 24" in height.
- E. Multiple lines of letters or logo placed above the letters is allowed as long as it does not exceed 75% of the width and 50% the height of the designated sign area. (REF. ADDENDUM 16.1)
- F. One (1) Sign per frontage.
- G. The lighting intensity shall not 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.
- H. All lighted surfaces to have a matte finish. (i.e. acrylic with applied 3M 3630 series translucent vinyl film).
- I. All lighted surface colors to be reviewed and approved by the Landlord and the City of Walnut Creek.

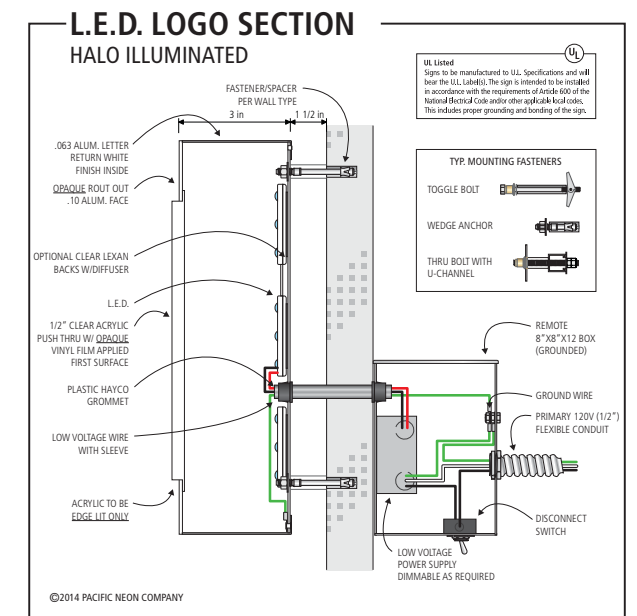
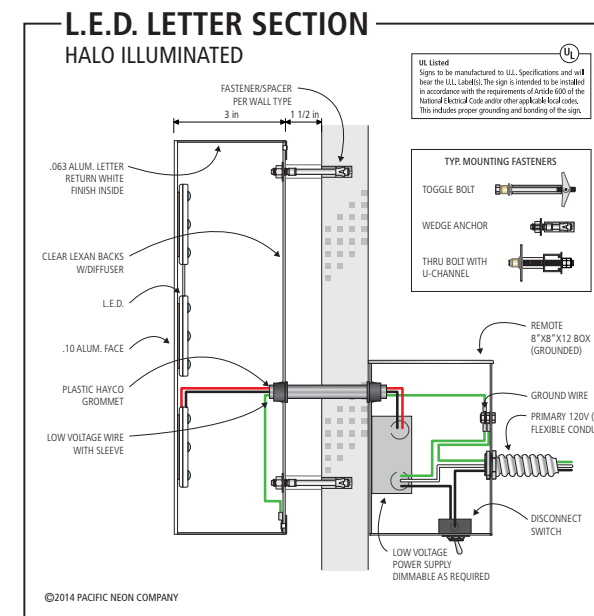
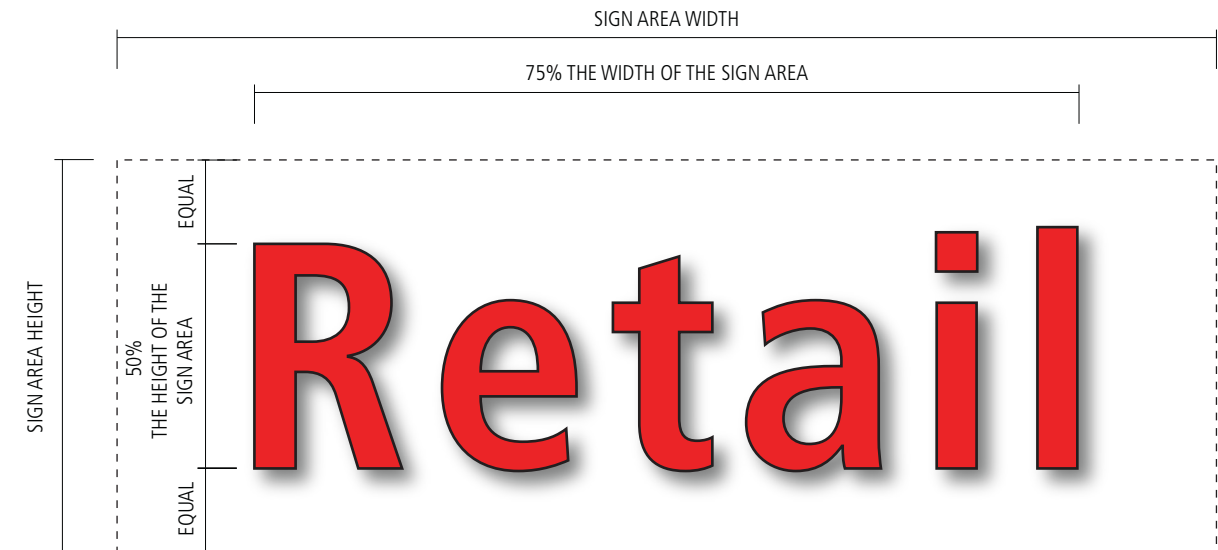




9.3 Tenant Sign Allowances

Shops Sign Type B3

- A. Halo Illuminated letters & logos. Aluminum faces and returns with clear lexan backs. Internal White LED illumination.
  - a. Logo: Rout out push thru graphics are allowed with the condition that all faces are opaque and edge lit (halo) only.
- B. Background to be provided by tenant and to match architectural specifications.
- C. Sign Area is to be 1.5 SqFt per 1 linear foot of tenant leased frontage, with a total area sign not to exceed 200 SqFt.
- D. Up to 75% of the width and 50% the height of the designated sign area may be used for signage.
- E. Logo height not to exceed 30" in height. Letter height not to exceed 24" in height.
- F. Multiple lines of letters or logo placed above the letters is allowed as long as it does not exceed 75% of the width and 50% the height of the designated sign area. (REF. ADDENDUM 16.1)
- G. One (1) Sign per frontage.
- H. The lighting intensity shall not 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.

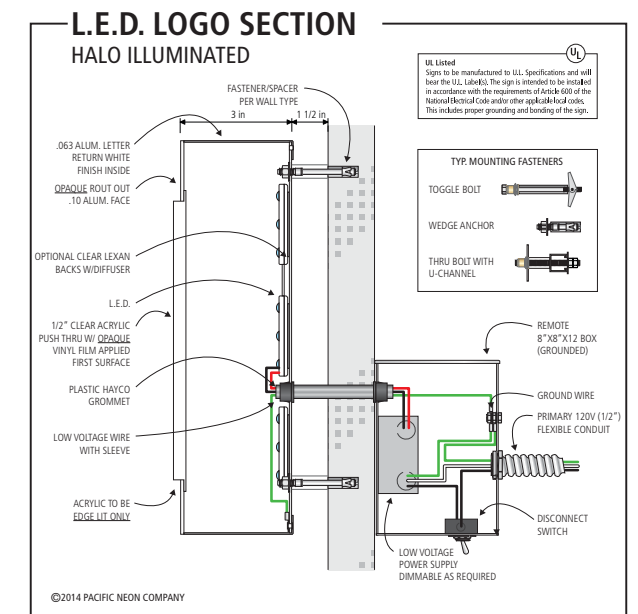
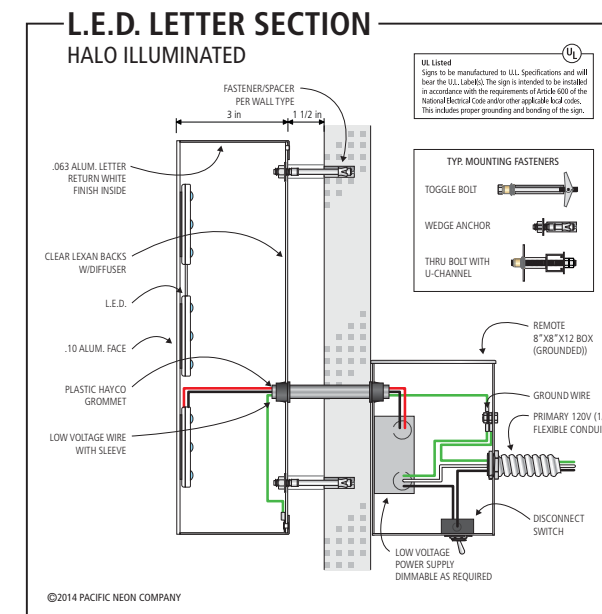




9.4 Tenant Sign Allowances

Shops Sign Type B4

- A. Halo illuminated letters & logos. Aluminum faces with acrylic faces and trimcap. Internal LED illumination.
  - a. Logo: Rout out push thru graphics are allowed with the condition that all faces are opaque and edge lit (halo) only.
- B. Sign Area is to be 1.5 SqFt per 1 linear foot of tenant leased frontage, with a total area sign not to exceed 200 SqFt.
- C. Up to 75% of the width and 50% the height of the designated sign area may be used for signage.
- D. Logo height not to exceed 36" in height. Letter height not to exceed 36" in height.
- E. Multiple lines of letters or logo placed above the letters is allowed as long as it does not exceed 75% of the width and 50% the height of the designated sign area. (REF. ADDENDUM 16.1)
- F. The lighting intensity shall not 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.

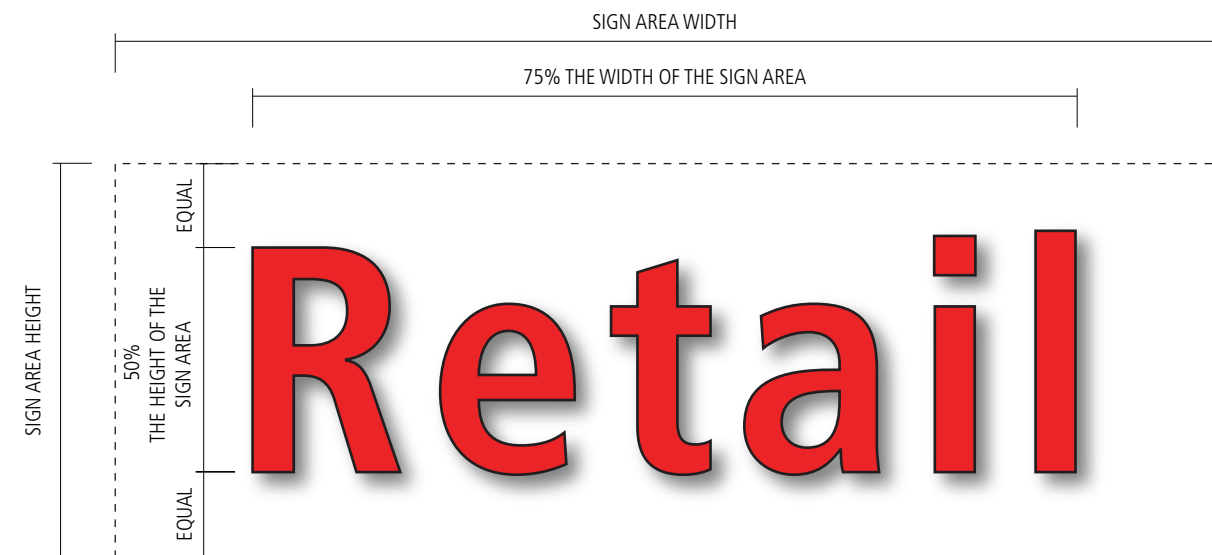




9.5 Tenant Sign Allowances

**Shops Sign Type B5**

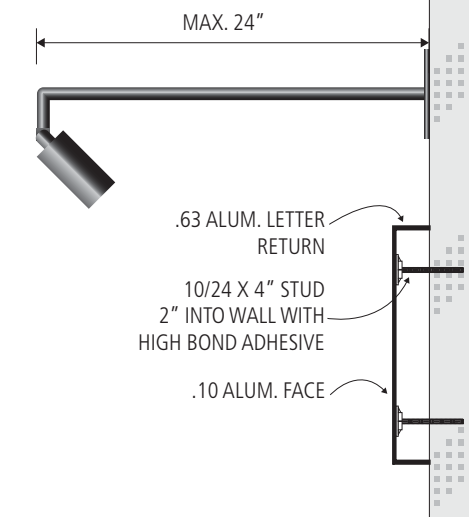
- A. Externally flood illuminated reverse pan channel letters & logos with a 2" min. returns.
- B. Sign Area is to be 1.5 SqFt per 1 linear foot of tenant leased frontage, with a total area sign not to exceed 200 SqFt.
- C. Up to 75% of the width and 50% the height of the designated sign area may be used for signage.
- D. Logo height not to exceed 30" in height. Letter height not to exceed 24" in height.
- E. One (1) Sign per frontage.
- F. Multiple lines of letters or logo placed above the letters is allowed as long as it does not exceed 75% of the width and 50% the height of the designated sign area. (REF. ADDENDUM 16.1)



**LETTER SECTION**

**FLOOD ILLUMINATED**

ACCULITE SINGLE HEAD 24" STRAIGHT  
ARM LENGTH. COLOR: FLAT BLACK.  
MR16 75W(MAX) HALOGEN LAMPS.



©2014 PACIFIC NEON COMPANY



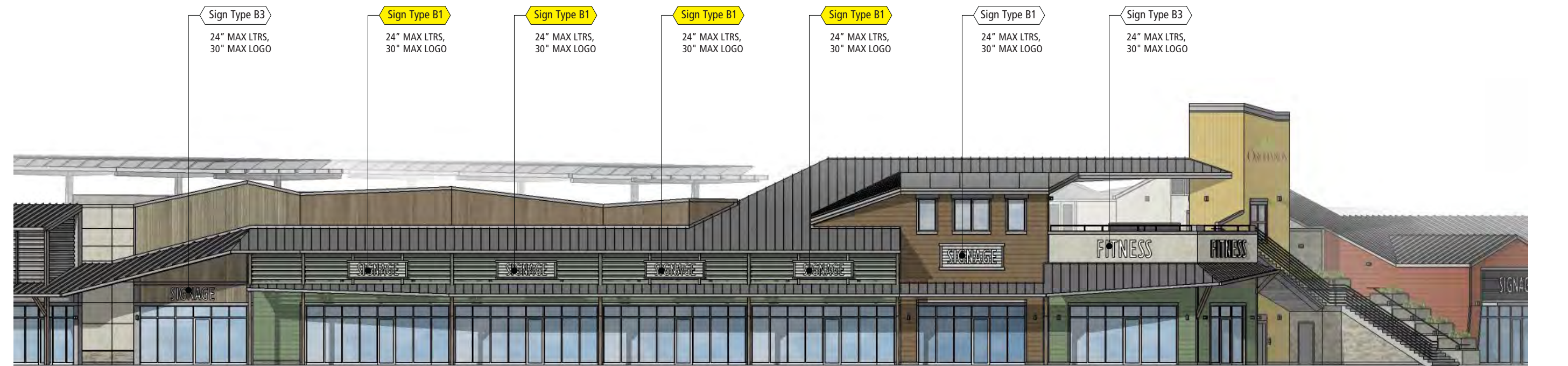


10.0 Building B



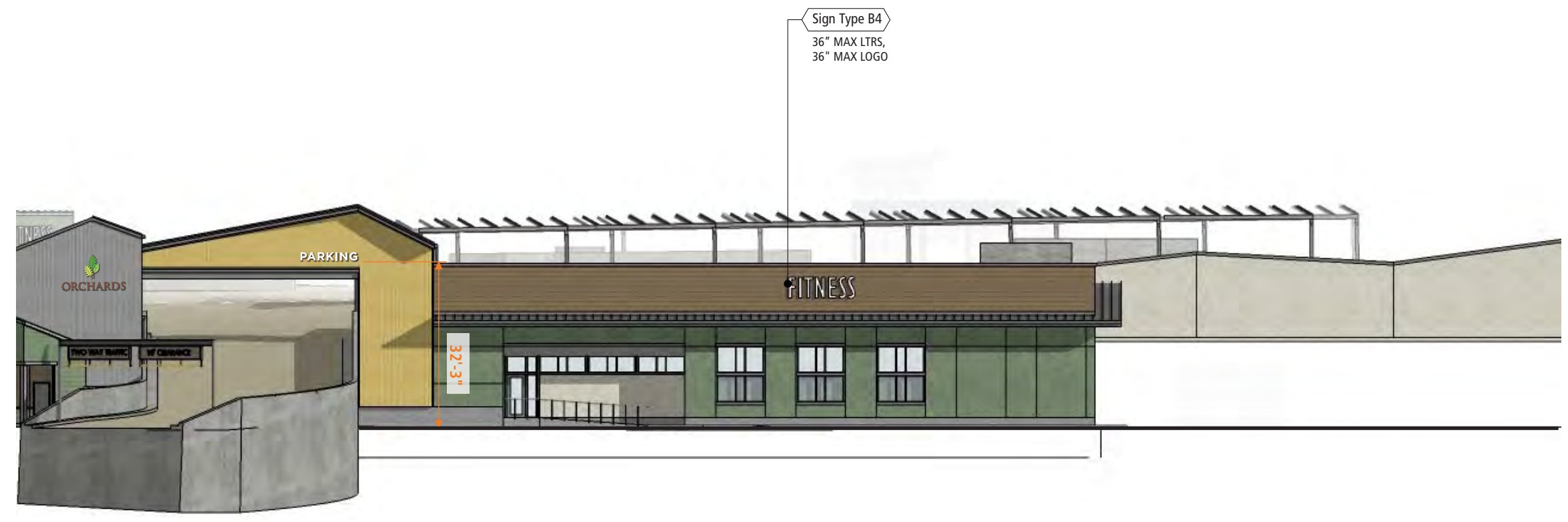
BUILDING B | SOUTH ELEVATION

Backer panel is by the Tenant, per Addendum on Sheet 40



BUILDING B | SOUTHEAST ELEVATION

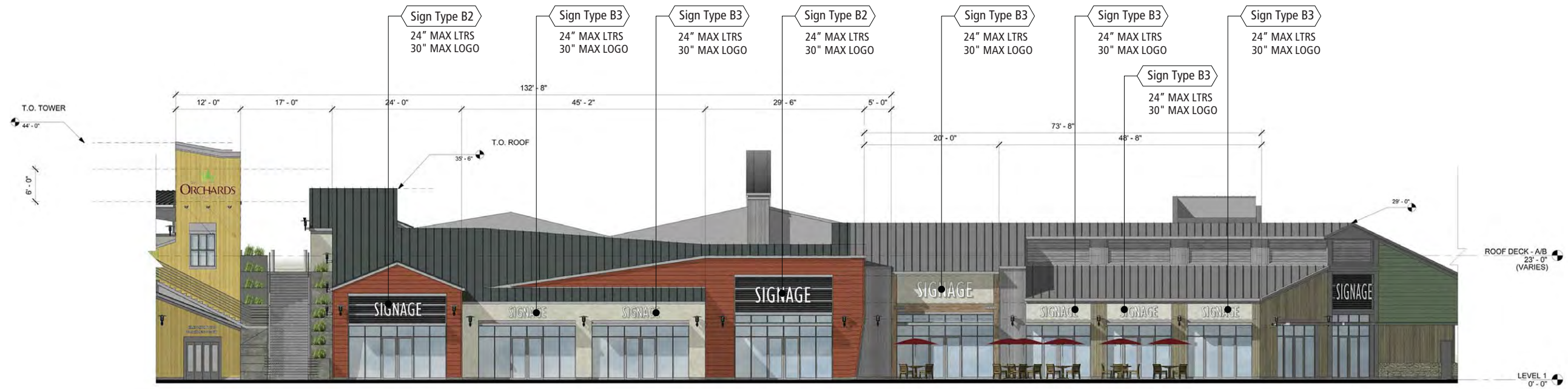
10.1 Building B



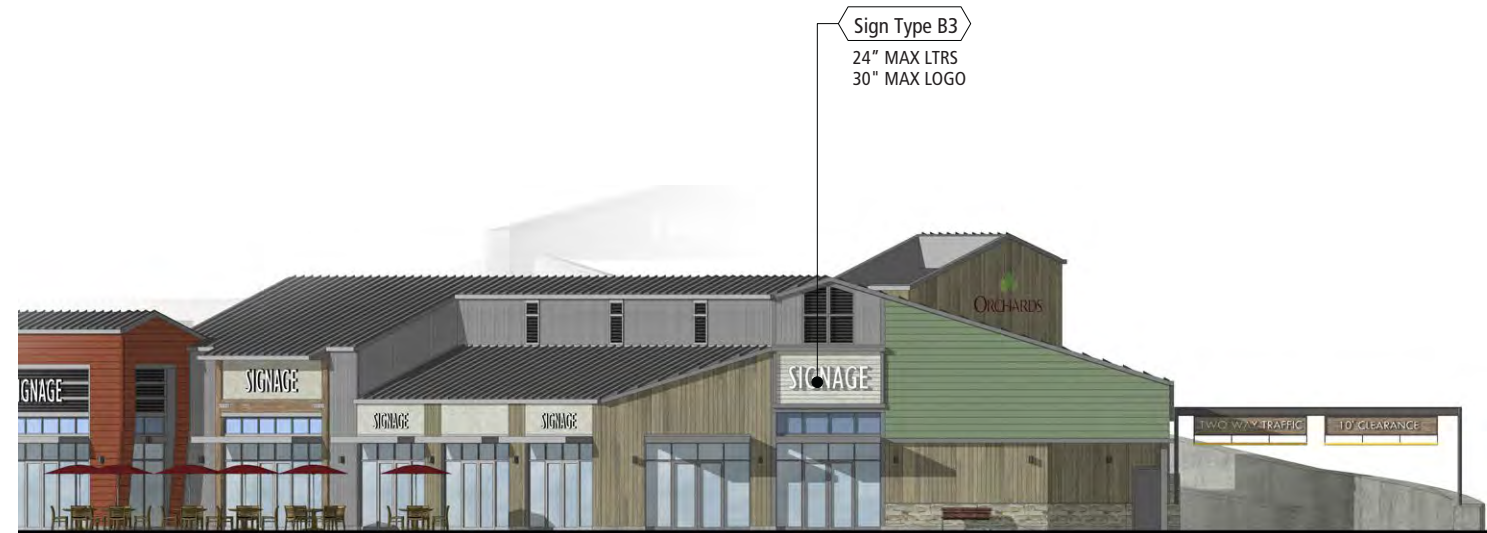
BUILDING B | WEST ELEVATION



10.2 Building C



BUILDING C | EAST ELEVATION



BUILDING C | NORTHEAST ELEVATION



10.3 Building D



BUILDING D | EAST ELEVATION



BUILDING D | NORTH ELEVATION



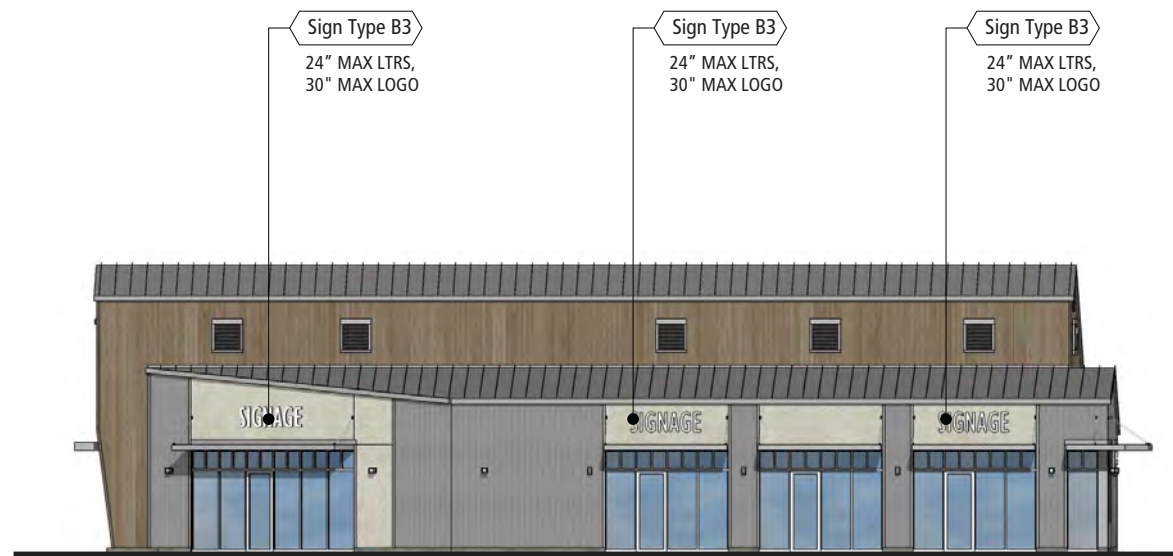
BUILDING D | WEST ELEVATION



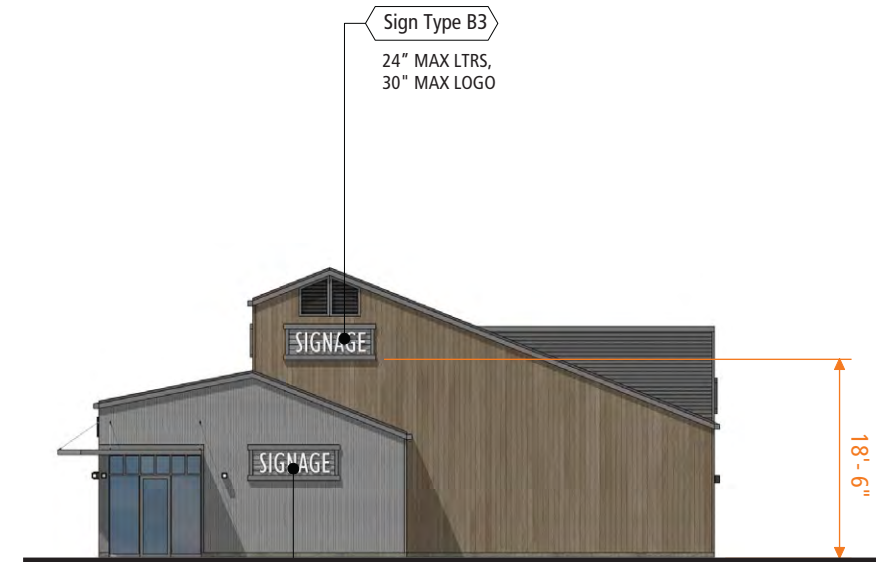
BUILDING D | SOUTH ELEVATION



10.4 Building E



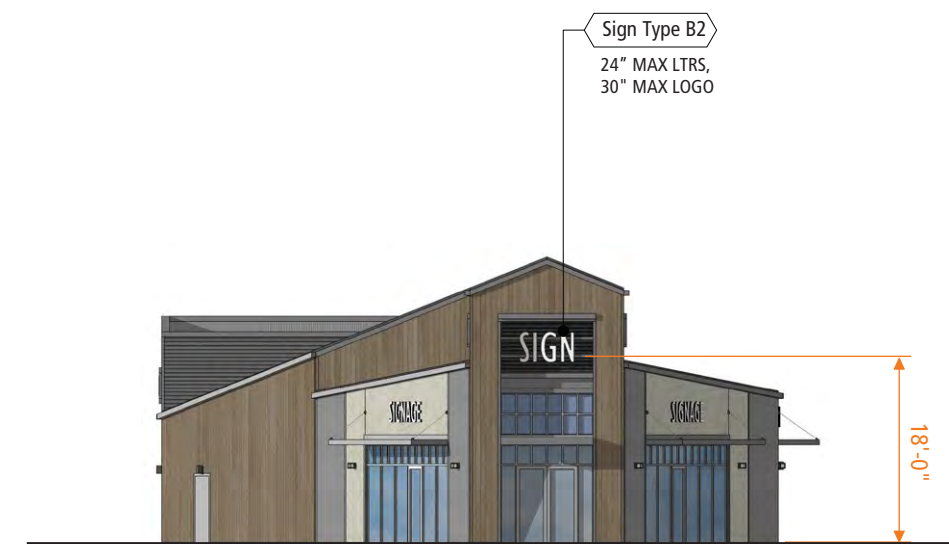
BUILDING E | NORTHWEST ELEVATION



BUILDING E | SOUTHWEST ELEVATION



BUILDING E | SOUTHEAST ELEVATION



BUILDING E | NORTHEAST ELEVATION



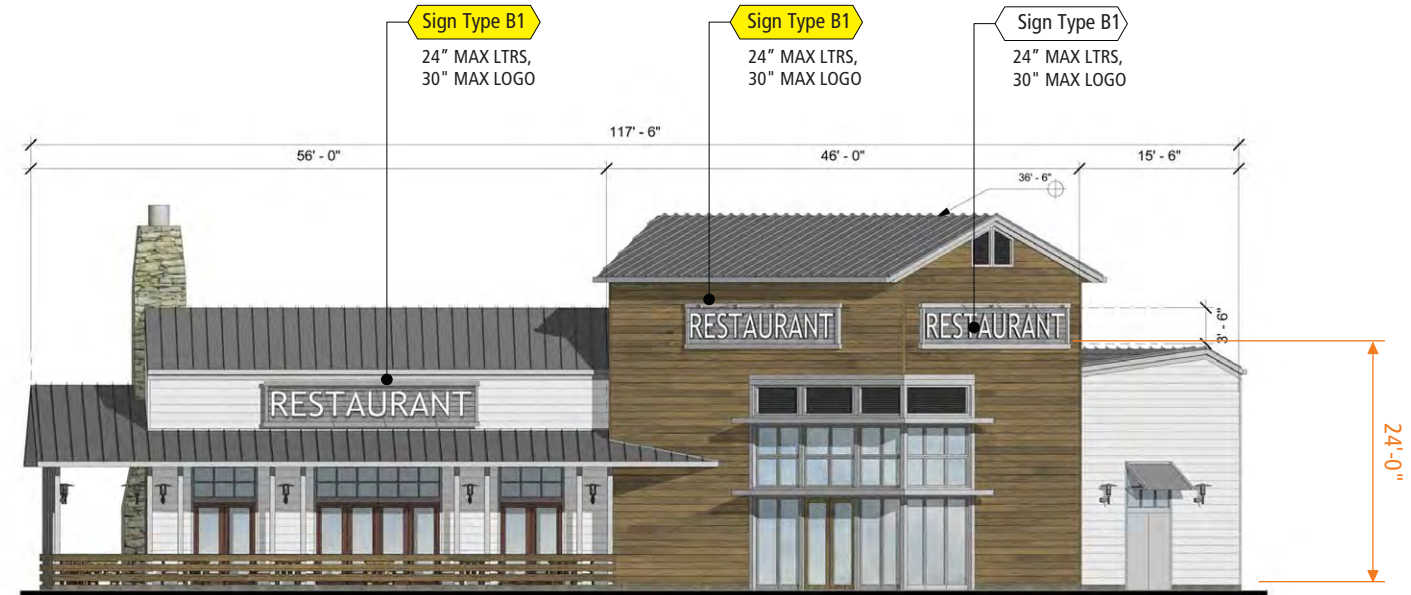
NOVEMBER 25, 2014  
 REVISED JANUARY 20, 2016  
 REVISED MAY 9, 2016

10.5 Building G

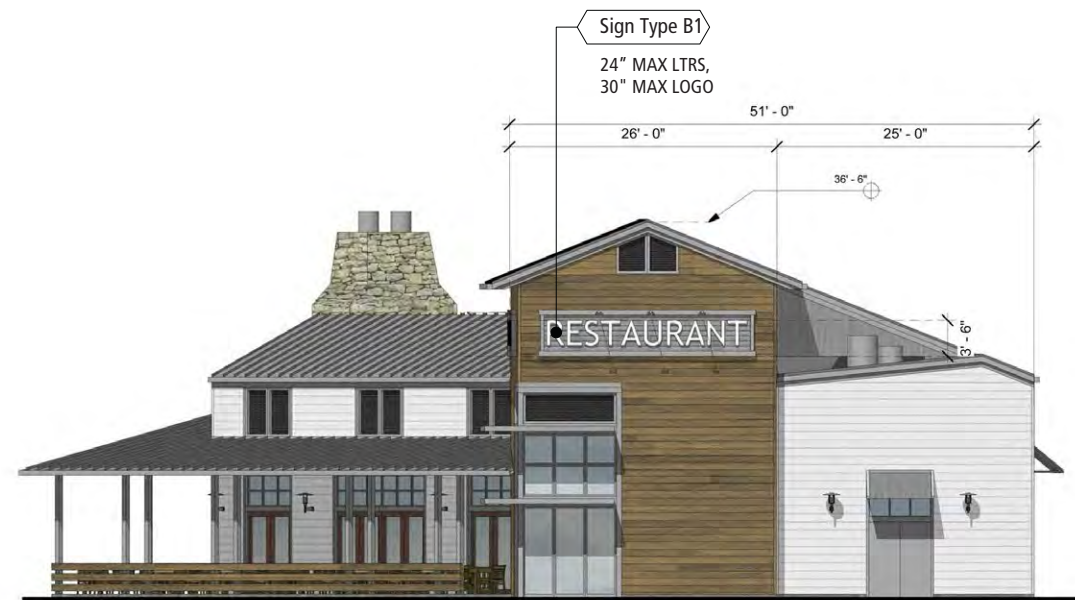
IF ONE TENANT OCCUPIES THE BUILDING, THE TENANT HAS THE OPTION TO CHOSE ONE OF THE LOCTIONS, NOT BOTH



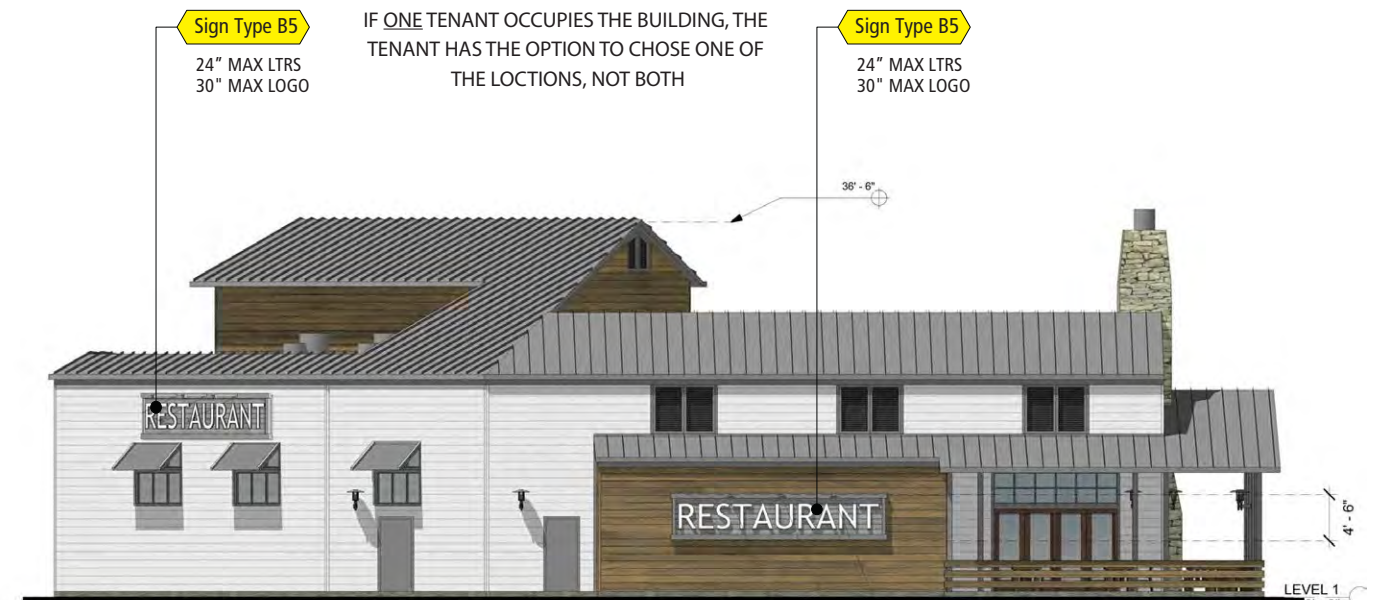
BUILDING G | NORTHEAST ELEVATION



BUILDING G | NORTHWEST ELEVATION



BUILDING G | WEST ELEVATION



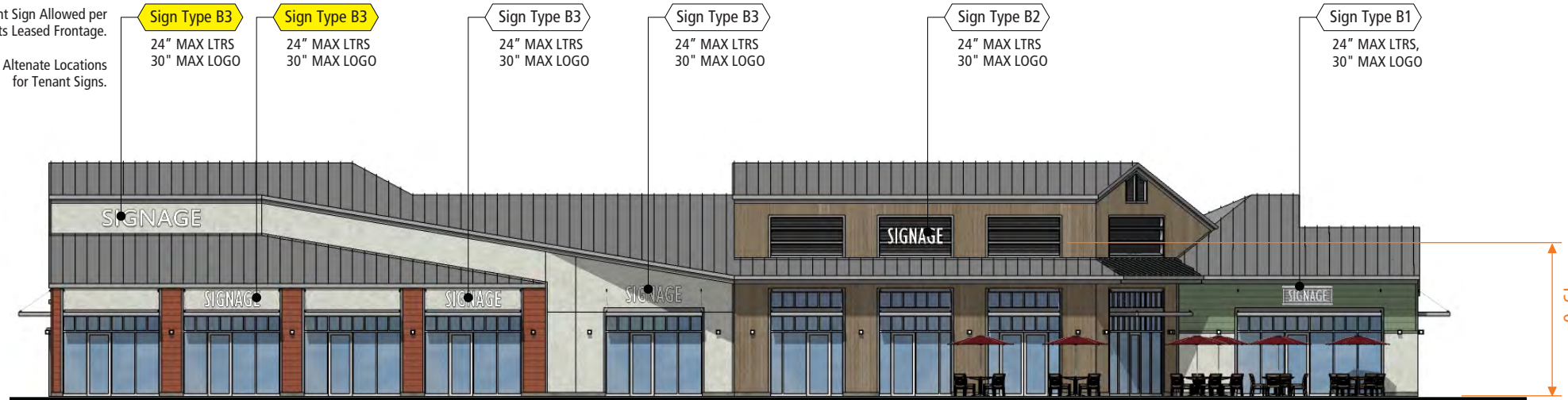
BUILDING G | SOUTHEAST ELEVATION



NOVEMBER 25, 2014  
 REVISED OCTOBER 26, 2015  
 REVISED DECEMBER 30, 2015

10.6 Building H

One (1) Tenant Sign Allowed per Tenants Leased Frontage.  
 Elevation Shows Alternate Locations for Tenant Signs.



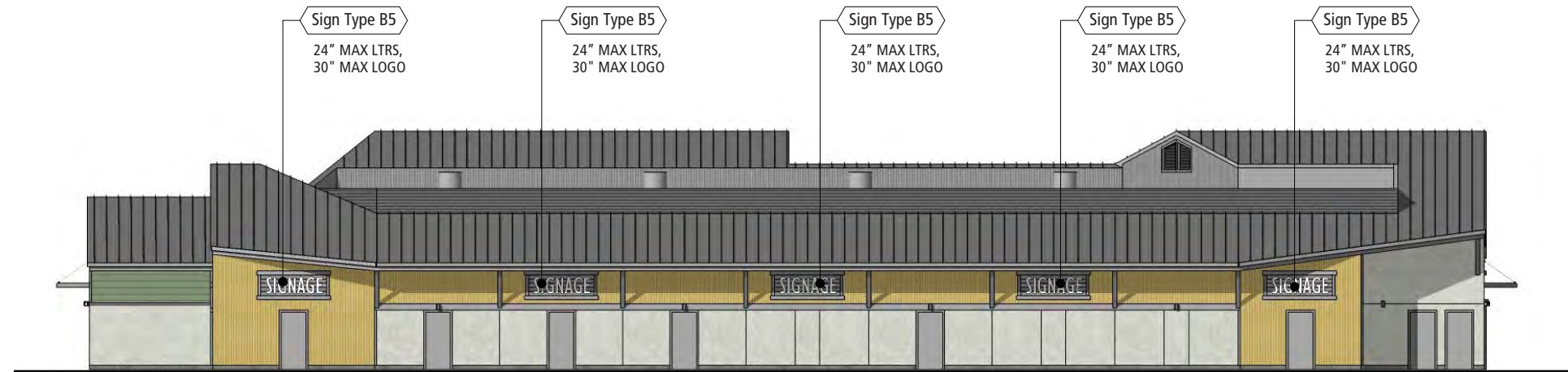
BUILDING H | WEST ELEVATION



BUILDING H | SOUTH ELEVATION



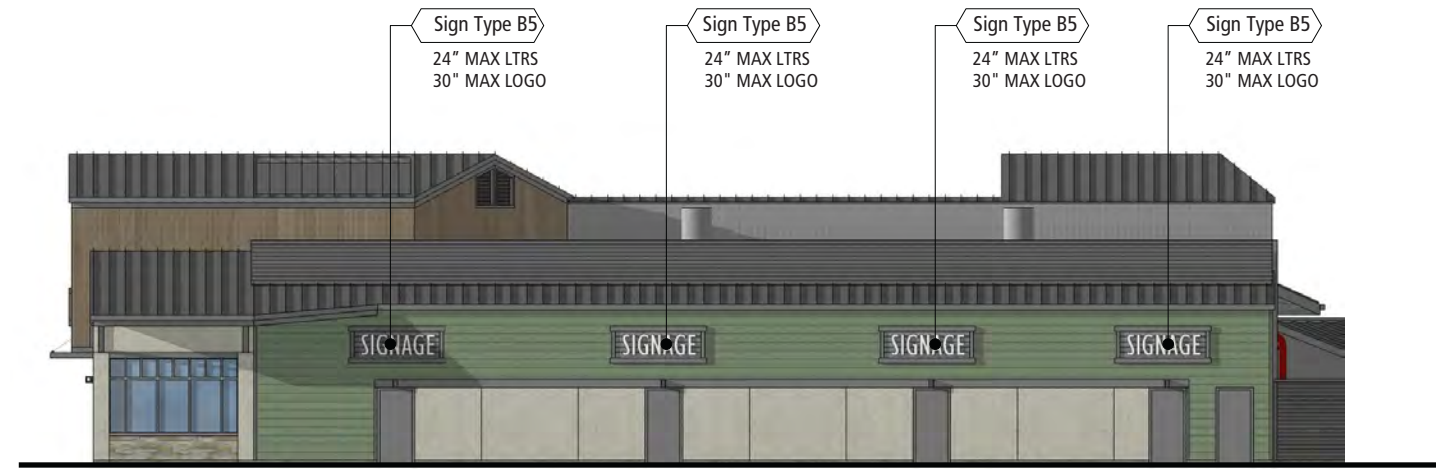
BUILDING H | NORTH ELEVATION



BUILDING H | EAST ELEVATION



10.7 Building I



BUILDING I | EAST ELEVATION



BUILDING I | NORTH ELEVATION



BUILDING I | SOUTH ELEVATION



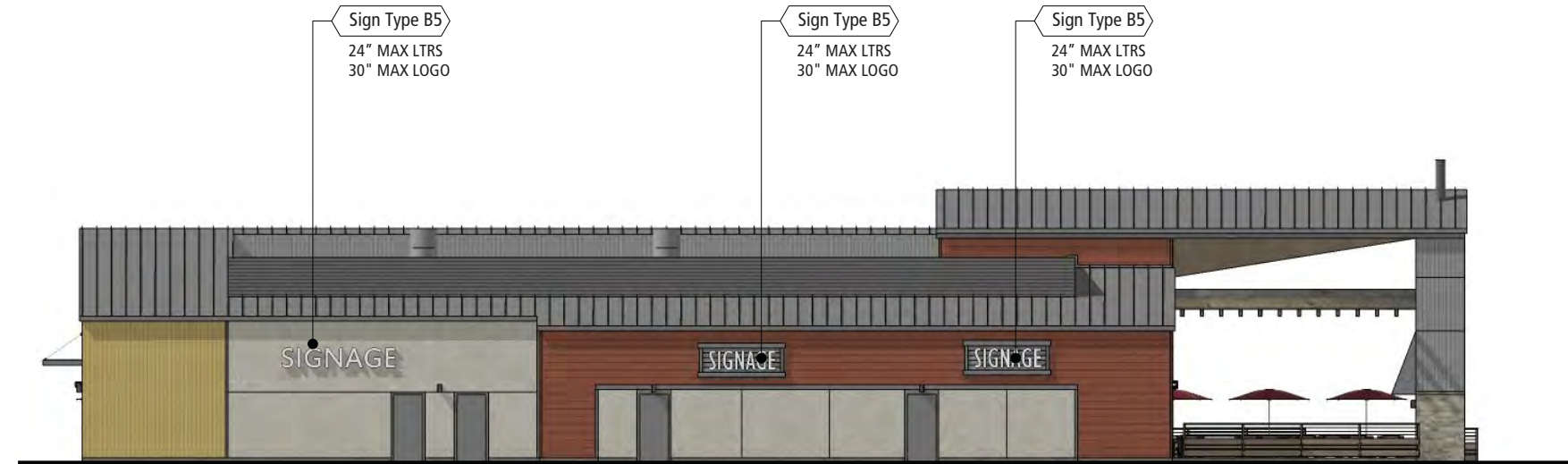
BUILDING I | WEST ELEVATION

One (1) Tenant Sign Allowed per Tenants Leased Frontage.  
 Elevation Shows Alternate Locations for Tenant Signs.





10.8 Building J



BUILDING J | EAST ELEVATION



BUILDING J | NORTH ELEVATION



BUILDING J | SOUTH ELEVATION

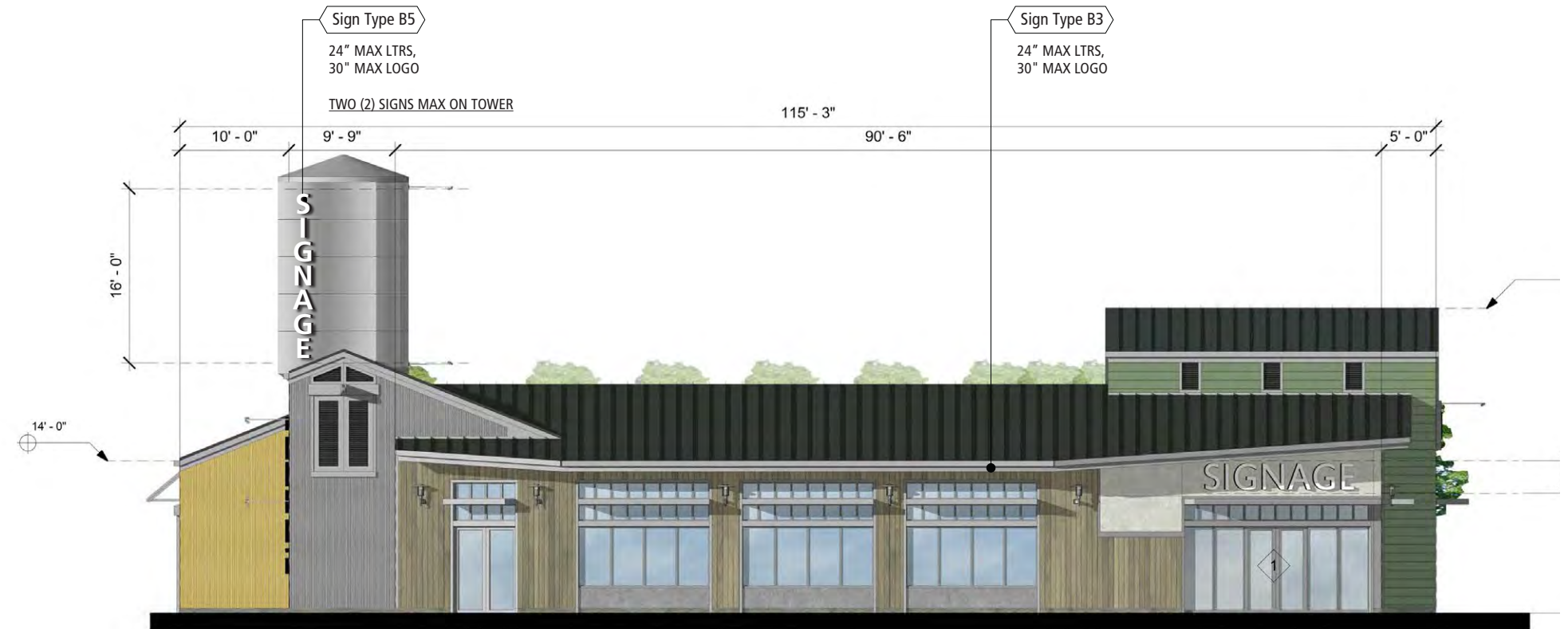


BUILDING J | WEST ELEVATION

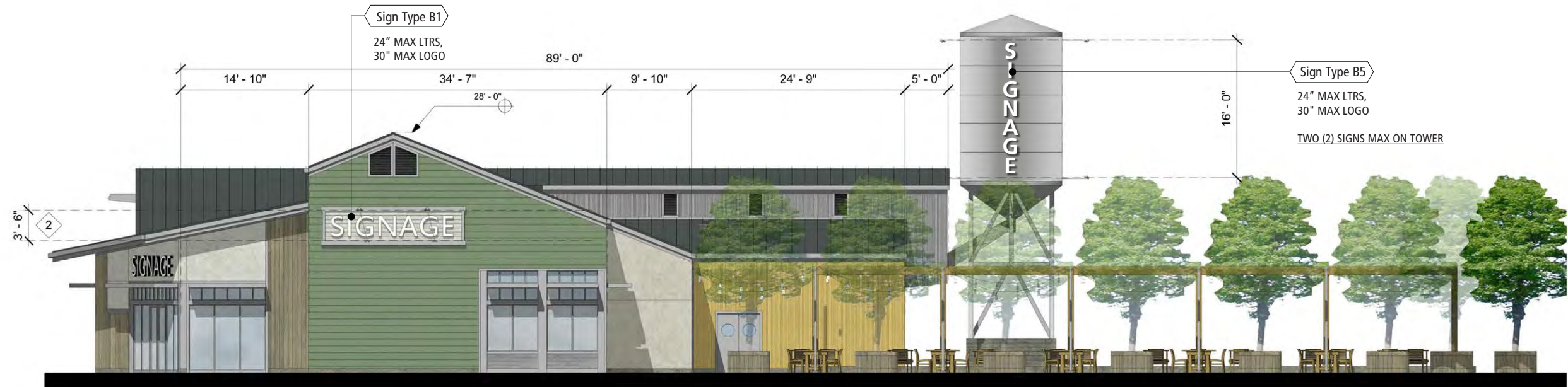


10.9 Building K (1 of 2)

- A. Pursuant to Condition No. 4 of DRC Resolution No. 2899, any signage proposed for the water tower feature associated with Building K shall be reviewed and approved by the Design Review Commission's standing Sign Subcommittee. In reviewing the water tower signage, the Subcommittee shall consider the artistic merits of the proposed signage and shall ensure that the proposed signage reflects and complements the established architectural theme of The Orchards at Walnut Creek commercial center



BUILDING K | SOUTHWEST ELEVATION



BUILDING K | SOUTHEAST ELEVATION

10.10 Building K (2 of 2)



BUILDING K | NORTHEAST ELEVATION



BUILDING K | NORTHWEST ELEVATION



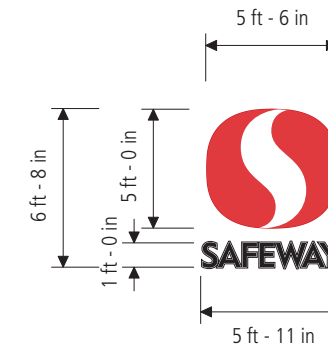
11.0 Safeway Proposed Signs



**Sign A** | Halo Illuminated Reverse Pan Letters w/ Backer Panel.  
Face Illuminated Logo  
Scale 1/8"=1'-0"  
SAF-60-LOCK-LED Sign Area 197.5 SqFt



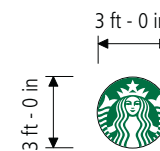
**Sign B** | Halo Illuminated Reverse Pan Letters  
w/ Backer Panel. Face Illuminated Logo  
Scale 1/8"=1'-0"  
SAF-30-LOCK-LED Sign Area 49.5 SqFt



**Sign C** | Halo Illuminated Reverse Pan Letters  
w/ Backer Panel. Face Illuminated Logo  
Scale 1/8"=1'-0"  
SAF-12-CMPCT-LED Sign Area 33.19 SqFt



**Sign D** | Halo Illuminated Reverse Pan Letters  
Scale 1/8"=1'-0"  
SAF-20-PHRMICY-LED Sign Area 21 SqFt



**Sign E** | Face Illuminated Logo  
Scale 1/8"=1'-0"  
36-STARBUCKS-LED Sign Area 9 SqFt

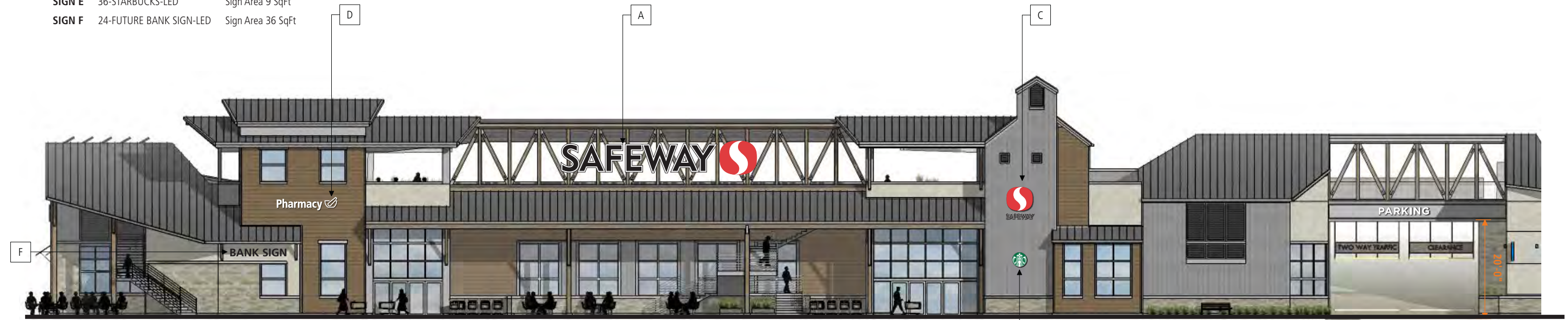


**Sign F** | Face Illuminated Logo  
Scale 1/8"=1'-0"  
24-FUTURE BANK SIGN-LED Sign Area 36 SqFt

11.1 Safeway South & West Elevation

SIGN AREA CALCULATION: **TOTAL 346.19**

- SIGN A SAF-60-LOCK-LED Sign Area 197.5 SqFt
- SIGN B SAF-30-LOCK-LED Sign Area 49.5 SqFt
- SIGN C SAF-12-CMPCT-LED Sign Area 33.19 SqFt
- SIGN D SAF-20-PHRMICY-LED Sign Area 21 SqFt
- SIGN E 36-STARBUCKS-LED Sign Area 9 SqFt
- SIGN F 24-FUTURE BANK SIGN-LED Sign Area 36 SqFt

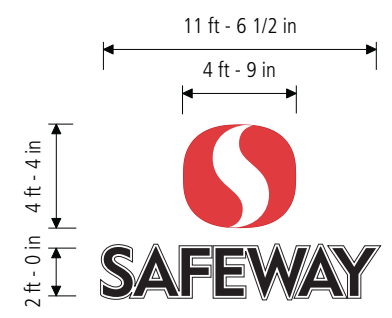


BUILDING A | SOUTH ELEVATION  
SCALE 1"=20'-0"



BUILDING A | WEST ELEVATION  
SCALE 1"=20'-0"

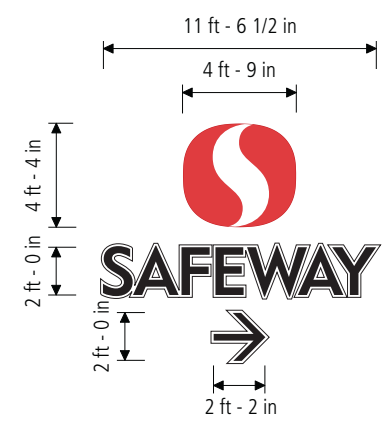
11.2 Safeway Upper Parking Deck



**Sign G1** | Halo Illuminated Reverse Pan Letters w/ Backer Panel. Face Illuminated Logo  
 Scale 1/8"=1'-0"  
 SAF-24-VRTCL-LED Sign Area 43.5 SqFt



Top Parking Deck 1



**Sign G2** | Halo Illuminated Reverse Pan Letters w/ Backer Panel. Face Illuminated Logo  
 Scale 1/8"=1'-0"  
 SAF-24-VRTCL-LED Sign Area 43.5 SqFt / Arrow 4.33 SqFt

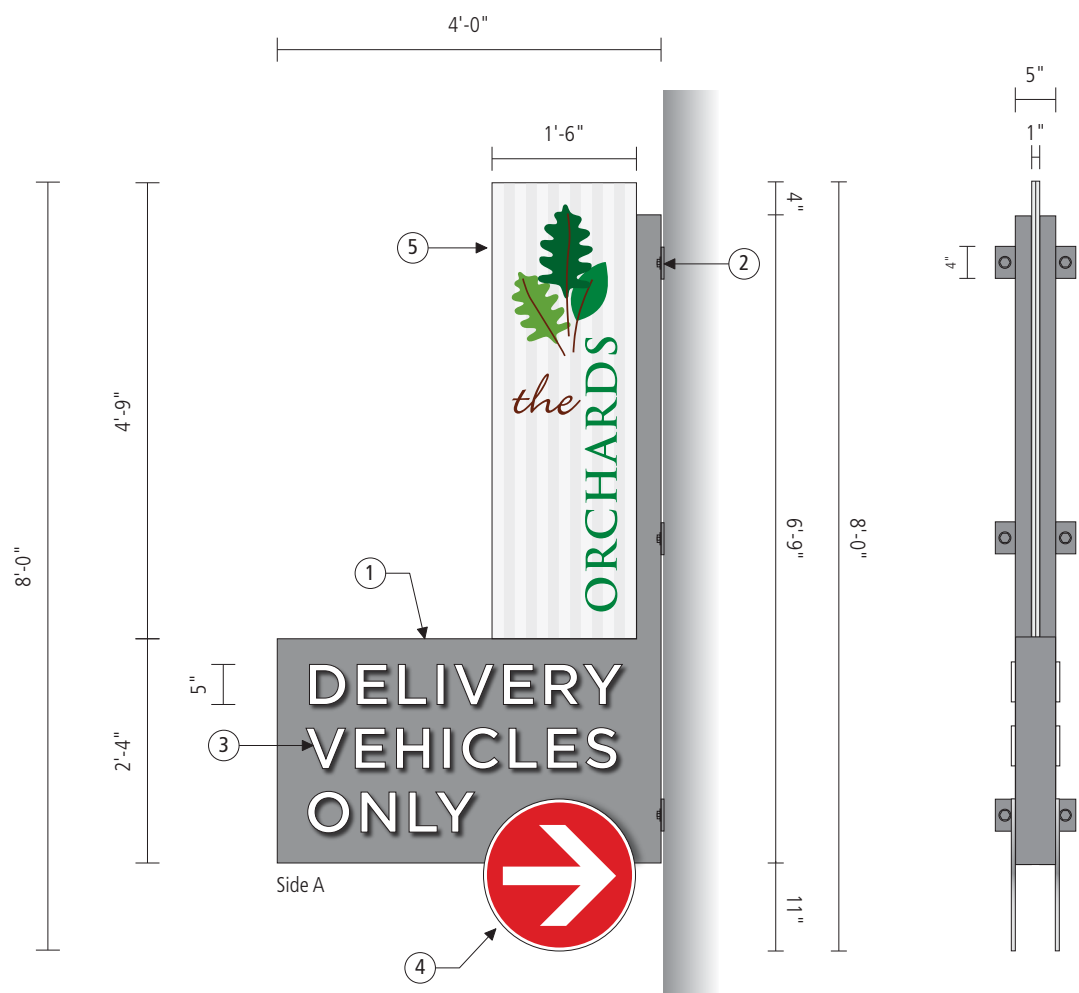


Top Parking Deck 2

12.0 Double Faced Directional Sign (Non-Illuminated)

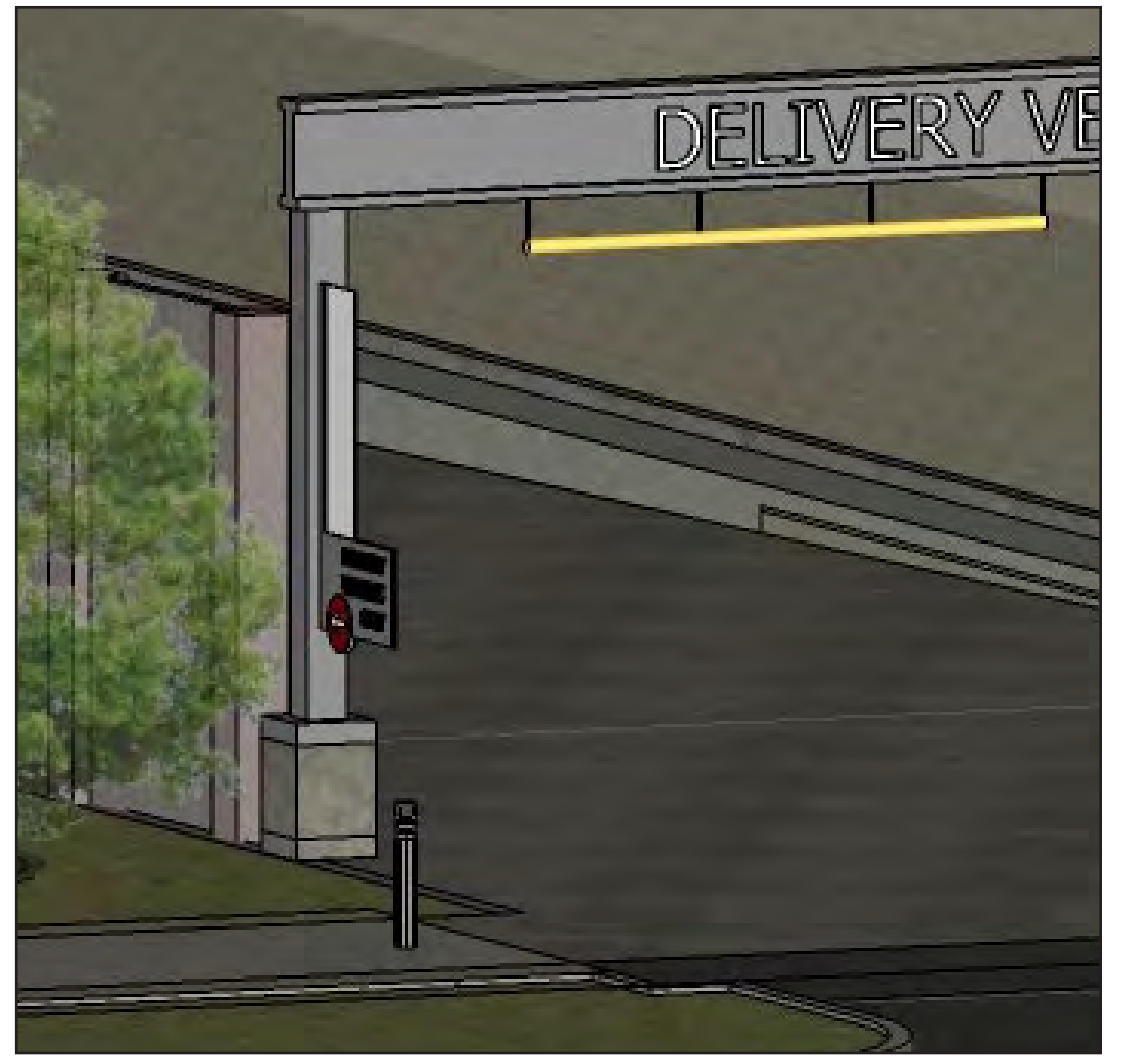
Sign D1

A. Non-Illuminated double sided directional sign to be mounted with a minimum of 8'-0" clearance from bottom of sign to grade.



Material Schedule

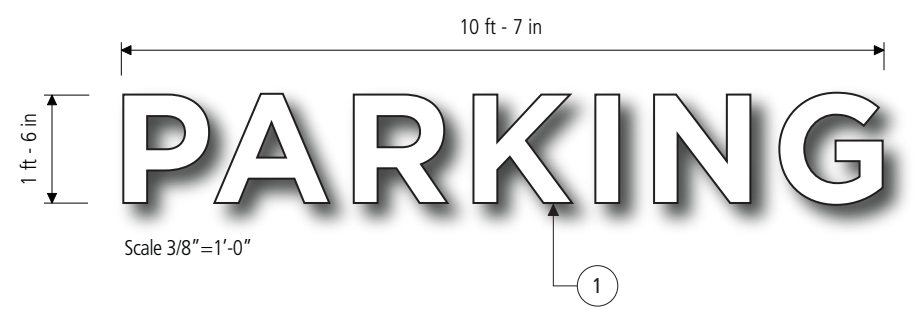
- ① Fabricated aluminum blade paint Medium Grey, satin finish.
- ② Brackets and exposed fasteners paint Medium Grey, satin finish.
- ③ 1/2" Acrylic FCO Letters paint White satin finish.
- ④ 1/2" Acrylic FCO Directional paint White satin finish. Apply 3M 3630-53 Cardinal Red vinyl film. White border and arrow to be reverse weed white.
- ⑤ 1/2" Clear acrylic. (x2 back to back) Apply 2nd surface 3M 7725-11 Pearl Grey film stripes, backed with 3M 3635-20B Blockout film. Apply 1st surface 3M 7725SE-324 Frosted Crystal vinyl film. Overlay with logo graphics 3M 3630-109 Lt. Rust Brown; 3M 3630-26 Green; 3M 3630-156 Vivid Green, 3M 3630-136 Lime Green vinyl film. (see detail sheet 2)



12.1 Parking Directionals

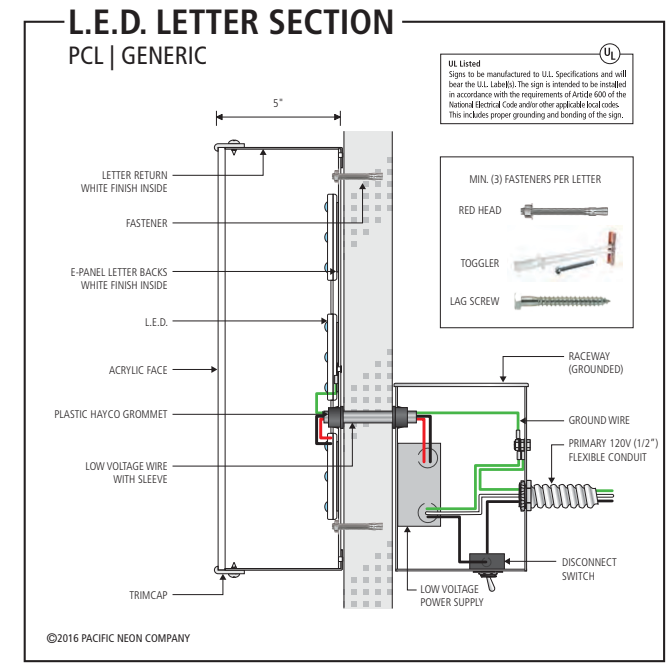
Sign D2 & D3

- A. Face illuminated letters. Aluminum returns with acrylic trimcap faces. Illuminate with White LED's.
- B. The lighting intensity shall not 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.



Material Schedule

- ① 3" Deep aluminum returns pre-painted Black. White 015 acrylic faces with 3/4" Black trimcap. White LED illumination.



South Elevation



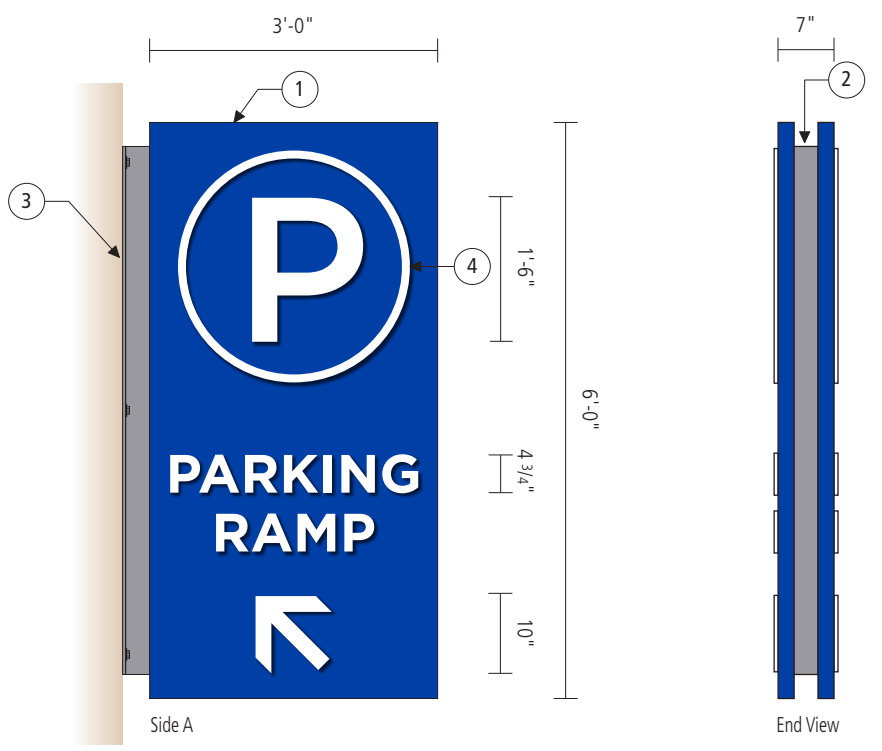
South Elevation



12.2 Parking Directionals

Sign D4

- A. Non-Illuminated double sided directional sign to be mounted with a minimum of 8'-0" clearance from bottom of sign to grade.
- B. The lighting intensity shall not 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.



- Material Schedule**
- ① Fabricated aluminum cabinet paint to match Pantone 293C Blue, satin finish.
  - ② Inset reveal paint to match Med. Grey, satin finish.
  - ③ 3/8" Mounting plate and visible fasteners paint to match Med. Grey, satin finish.
  - ④ 1/2" FCO clear acrylic paint White satin finish.



South Elevation

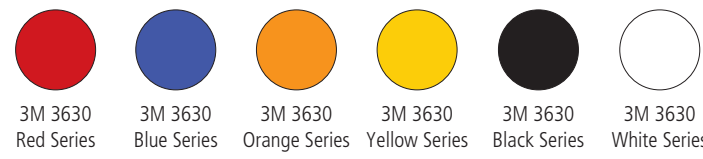
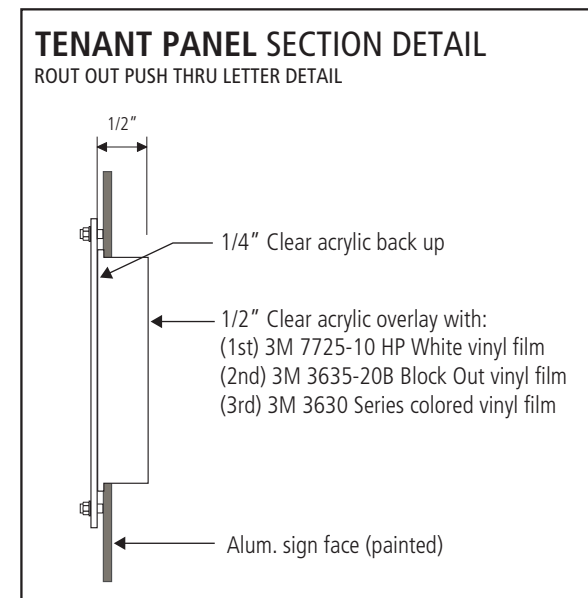
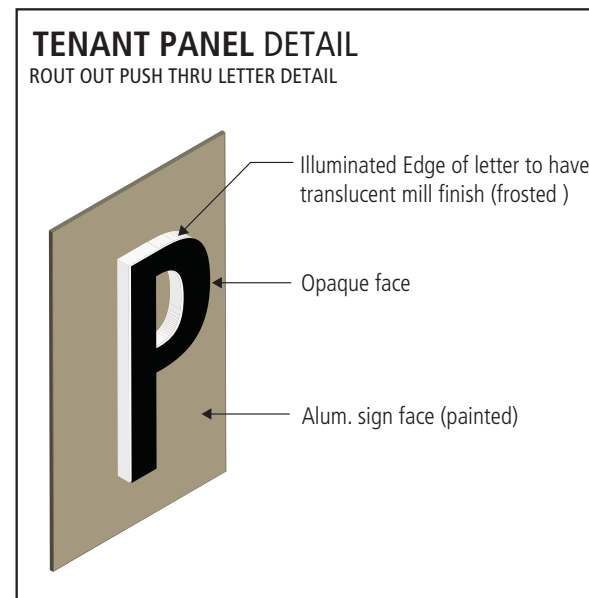
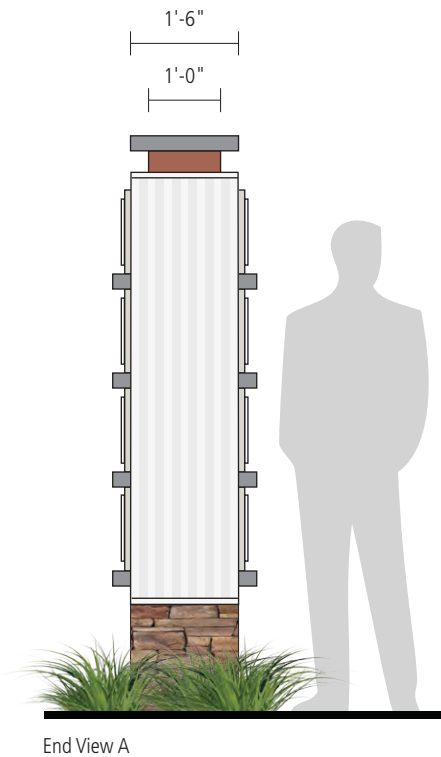


NOVEMBER 25, 2014  
 REVISED OCTOBER 26, 2015  
 REVISED DECEMBER 30, 2015  
 REVISED JANUARY 20, 2016  
 REVISED MAY 9, 2017

13.0 Double Faced Monument Sign

Retail Sign SM1

- A. Signs to compliment overall shopping center architecture and must utilize color palette as specified in architectural plans in some form or compliment color palette.
- B. Sign construction to meet or exceed U.L. electrical standards and have aluminum construction for main sign structure and surfaces to resist corrosion and rusting. Cabinet to be internally illuminated with White LED's.
- C. Allowed sign area (4sq/acre)\*19.563 acres (shopping center area excluding Residential) = 78.252 SqFt +24 SqFt = 102.252 SqFt.  
**Proposed tenant sign area = 47 SqFt**
- D. Computation of Sign Area. The area of a sign shall be computed to include the entire areas 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. [10-8.104.7]
- E. The lighting intensity shall not 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.
- F. Tenant names / lettering to be in contrasting color to the aluminum sign face and within the standard 3M vinyl film color palette. Colors to be limited to Red, Blue, Orange, Yellow, Black, White. Logos may consist of tenants trademark color.
- G. A variety of shrubs and other ornamental vegetation shall be installed at the base of the monument sign in order to reduce the its apparent height and massing. The proposed vegetation shall be subject to the review and approval of Planning Staff as part of the sign permit review process.



Material Schedule

- ① Fabricated aluminum structure with siding to match Pocket specifications.
- ② Fabricated aluminum structure with stone veneer to match Pocket specifications.
- ③ Fabricated aluminum cornice and trim paint Med. Grey, satin finish.
- ④ Fabricated aluminum dividers paint Med. Grey, satin finish.
- ⑤ Fabricated aluminum cabinets paint to match project specifications, texcote finish. Graphics (TBD) to be 1/2" clear acrylic push thru with opaque vinyl film applied first surface. Graphics to be edge lit only. Illuminated with White LED's. (The lighting intensity shall not 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).
- ⑥ Fabricated aluminum retainers, except for outside corner, paint Pantone Cool Grey 2C, satin finish. Clear Lexan, Outside corners to have cold 90° break (no retainers) with 2nd surface 3M 7725SE-324 Frosted Crystal vinyl film stripes, backed with 3M 3630-20 White translucent film. Apply 1st surface 3M 7725SE-324 Frosted Crystal vinyl film. Overlay with logo graphics 3M 3630-109 Lt. Rust Brown; 3M 3630-26 Green; 3M 3630-156 Vivid Green, 3M 3630-136 Lime Green vinyl film. (see detail sheet 2).

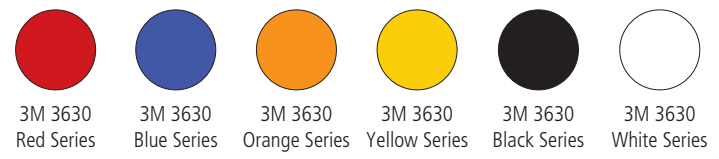
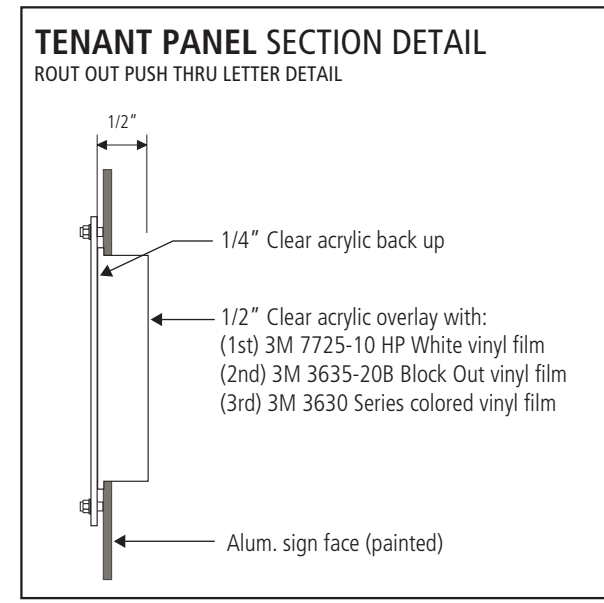
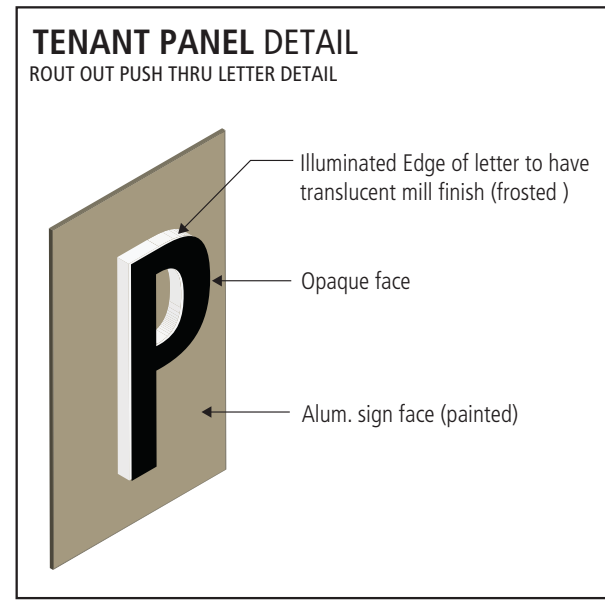
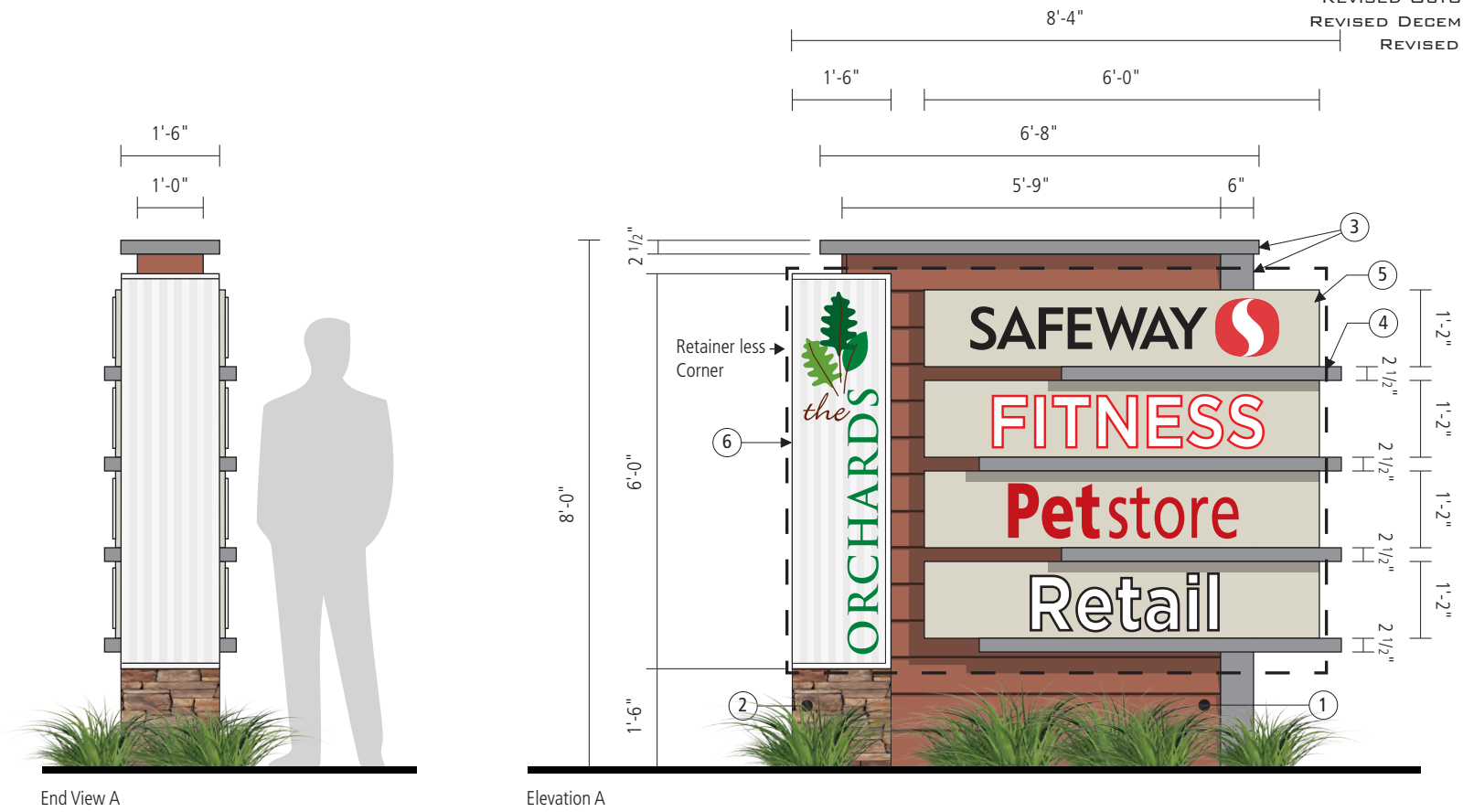


NOVEMBER 25, 2014  
 REVISED OCTOBER 26, 2015  
 REVISED DECEMBER 30, 2015  
 REVISED MAY 9, 2017

13.1 Double Faced Monument Sign

Retail Sign SM2

- A. Signs to compliment overall shopping center architecture and must utilize color palette as specified in architectural plans in some form or compliment color palette.
- B. Sign construction to meet or exceed U.L. electrical standards and have aluminum construction for main sign structure and surfaces to resist corrosion and rusting. Cabinet to be internally illuminated with White LED's.
- C. Allowed sign area (4sq/acre)\*19.563 acres (shopping center area excluding residential) = 78.252 SqFt +24 SqFt= 102.252 SqFt.  
**Proposed tenant sign area = 47 SqFt**
- D. Computation of Sign Area. The area of a sign shall be computed to include the entire areas 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. [10-8.104.7]
- E. The lighting intensity shall not 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.
- F. Tenant names / lettering to be in contrasting color to the aluminum sign face and within the standard 3M vinyl film color palette. Colors to be limited to Red, Blue, Orange, Yellow, Black, White. Logos may consist of tenants trademark color.
- G. A variety of shrubs and other ornamental vegetation shall be installed at the base of the monument sign in order to reduce the its apparent height and massing. The proposed vegetation shall be subject to the review and approval of Planning Staff as part of the sign permit review process.



Material Schedule

- ① Fabricated aluminum structure with siding to match Pocket specifications.
- ② Fabricated aluminum structure with stone veneer to match Pocket specifications.
- ③ Fabricated aluminum cornice and trim paint Med. Grey, satin finish.
- ④ Fabricated aluminum dividers paint Med. Grey, satin finish.
- ⑤ Fabricated aluminum cabinets paint to match project specifications, texcote finish. Graphics (TBD) to be 1/2" clear acrylic push thru with opaque vinyl film applied first surface. Graphics to be edge lit only. Illuminated with White LED's. (The lighting intensity shall not 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.
- ⑥ Fabricated aluminum retainers, except for outside corner, paint Pantone Cool Grey 2C, satin finish. Clear Lexan, Outside corners to have cold 90° break (no retainers) with 2nd surface 3M 7725SE-324 Frosted Crystal vinyl film stripes, backed with 3M 3630-20 White translucent film. Apply 1st surface 3M 7725SE-324 Frosted Crystal vinyl film. Overlay with logo graphics 3M 3630-109 Lt. Rust Brown; 3M 3630-26 Green; 3M 3630-156 Vivid Green, 3M 3630-136 Lime Green vinyl film. (see detail sheet 2).

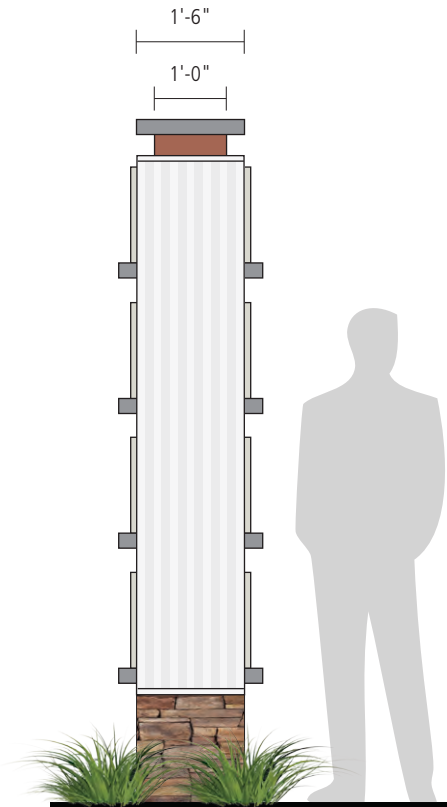


NOVEMBER 25, 2014  
 REVISED OCTOBER 26, 2015  
 REVISED DECEMBER 30, 2015  
 REVISED JANUARY 20, 2016  
 REVISED MAY 9, 2017

13.2 Double Faced Monument Sign

Retail Sign SM3

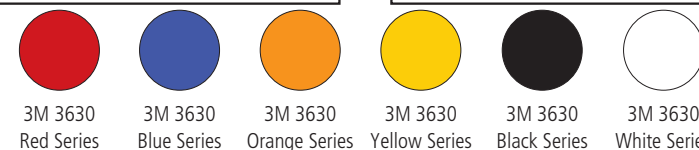
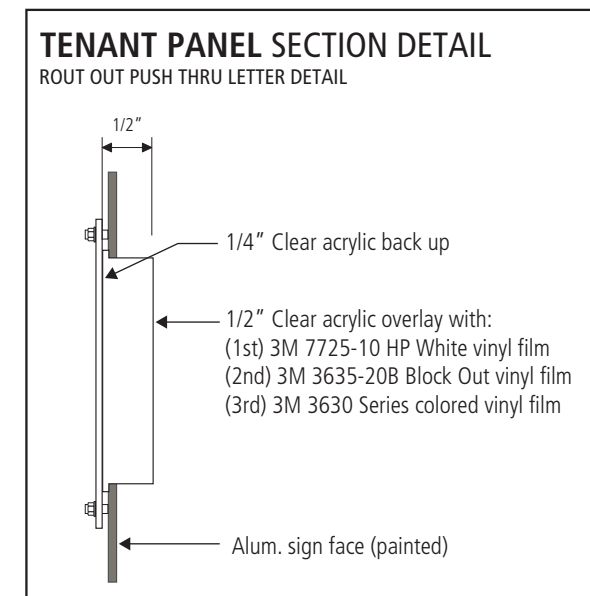
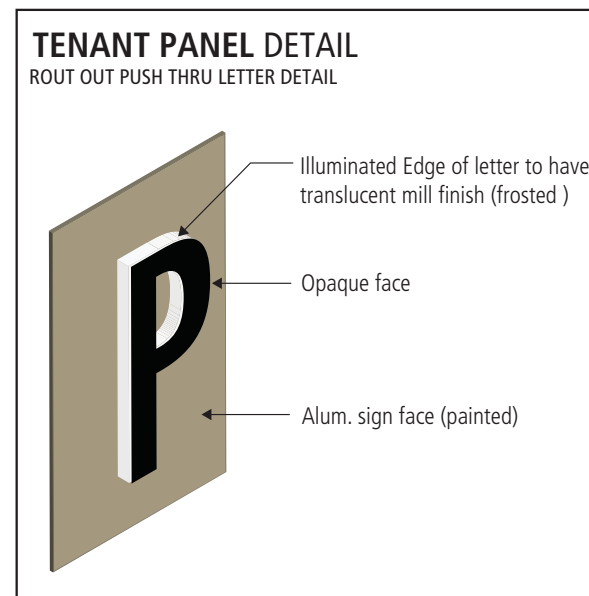
- A. Signs to compliment overall shopping center architecture and must utilize color palette as specified in architectural plans in some form or compliment color palette.
- B. Sign construction to meet or exceed U.L. electrical standards and have aluminum construction for main sign structure and surfaces to resist corrosion and rusting. Cabinet to be internally illuminated with White LED's.
- C. Allowed sign area (4sq/acre)\*19.563 acres (shopping center area excluding residential) = 78.252 SqFt +24 SqFt = 102.252 SqFt.  
**Proposed tenant sign area = 65 SqFt**
- D. Computation of Sign Area. The area of a sign shall be computed to include the entire areas 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. [10-8.104.7]
- E. The lighting intensity shall not 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.
- F. Tenant names / lettering to be in contrasting color to the aluminum sign face and within the standard 3M vinyl film color palette. Colors to be limited to Red, Blue, Orange, Yellow, Black, White. Logos may consist of tenants trademark color.
- G. A variety of shrubs and other ornamental vegetation shall be installed at the base of the monument sign in order to reduce the its apparent height and massing. The proposed vegetation shall be subject to the review and approval of Planning Staff as part of the sign permit review process.



End View A



Elevation A



Material Schedule

- ① Fabricated aluminum structure with siding to match Pocket specifications.
- ② Fabricated aluminum structure with stone veneer to match Pocket specifications.
- ③ Fabricated aluminum cornice and trim paint Med. Grey, satin finish.
- ④ Fabricated aluminum dividers paint Med. Grey, satin finish.
- ⑤ Fabricated aluminum cabinets paint to match project specifications, texcote finish. Graphics (TBD) to be 1/2" clear acrylic push thru with opaque vinyl film applied first surface. Graphics to be edge lit only. Illuminated with White LED's. (The lighting intensity shall not 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).
- ⑥ Fabricated aluminum retainers, except for outside corner, paint Pantone Cool Grey 2C, satin finish. Clear Lexan, Outside corners to have cold 90° break (no retainers) with 2nd surface 3M 7725SE-324 Frosted Crystal vinyl film stripes, backed with 3M 3630-20 White translucent film. Apply 1st surface 3M 7725SE-324 Frosted Crystal vinyl film. Overlay with logo graphics 3M 3630-109 Lt. Rust Brown; 3M 3630-26 Green; 3M 3630-156 Vivid Green, 3M 3630-136 Lime Green vinyl film. (see detail sheet 2).

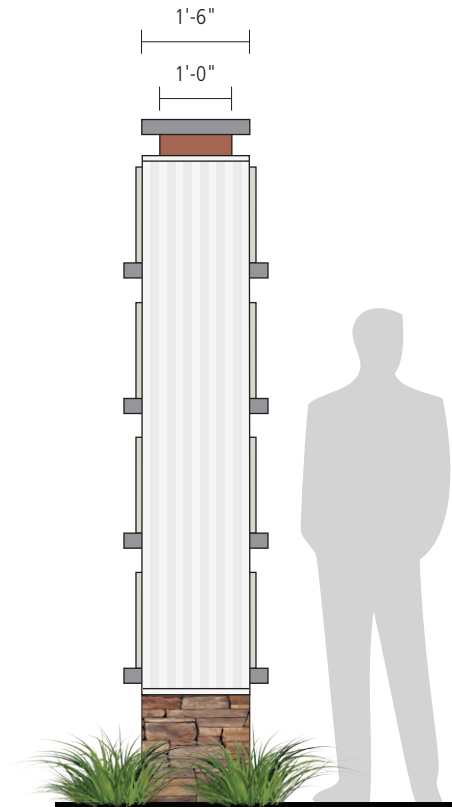


NOVEMBER 25, 2014  
 REVISED OCTOBER 26, 2015  
 REVISED DECEMBER 30, 2015  
 REVISED JANUARY 20, 2016  
 REVISED MAY 9, 2017

13.3 Double Faced Monument Sign

Retail Sign SM4

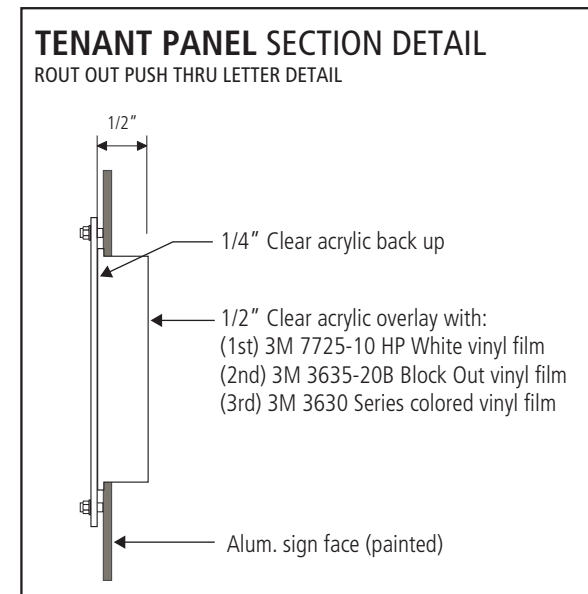
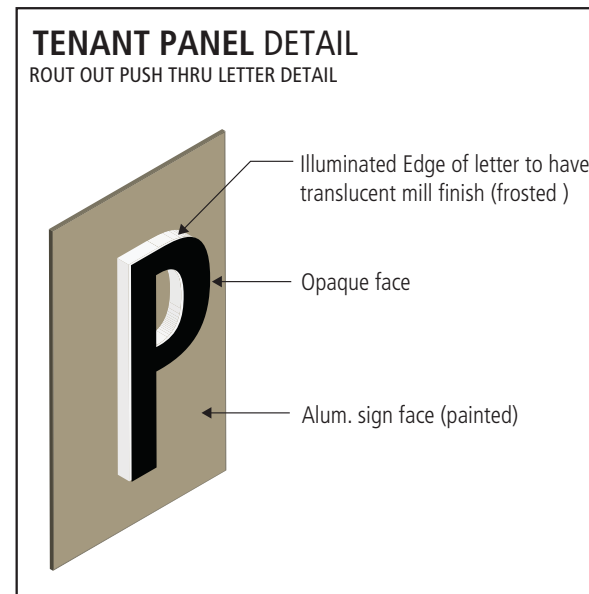
- A. Signs to compliment overall shopping center architecture and must utilize color palette as specified in architectural plans in some form or compliment color palette.
- B. Sign construction to meet or exceed U.L. electrical standards and have aluminum construction for main sign structure and surfaces to resist corrosion and rusting. Cabinet to be internally illuminated with White LED's.
- C. Allowed sign area (4sq/acre)\*19.563 acres (shopping center area excluding residential) = 78.252 SqFt +24 SqFt = 102.252 SqFt.  
**Proposed tenant sign area = 65 SqFt**
- D. Computation of Sign Area. The area of a sign shall be computed to include the entire areas 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. [10-8.104.7]
- E. The lighting intensity shall not 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.
- F. Tenant names / lettering to be in contrasting color to the aluminum sign face and within the standard 3M vinyl film color palette. Colors to be limited to Red, Blue, Orange, Yellow, Black, White. Logos may consist of tenants trademark color.
- G. A variety of shrubs and other ornamental vegetation shall be installed at the base of the monument sign in order to reduce the its apparent height and massing. The proposed vegetation shall be subject to the review and approval of Planning Staff as part of the sign permit review process.



End View A



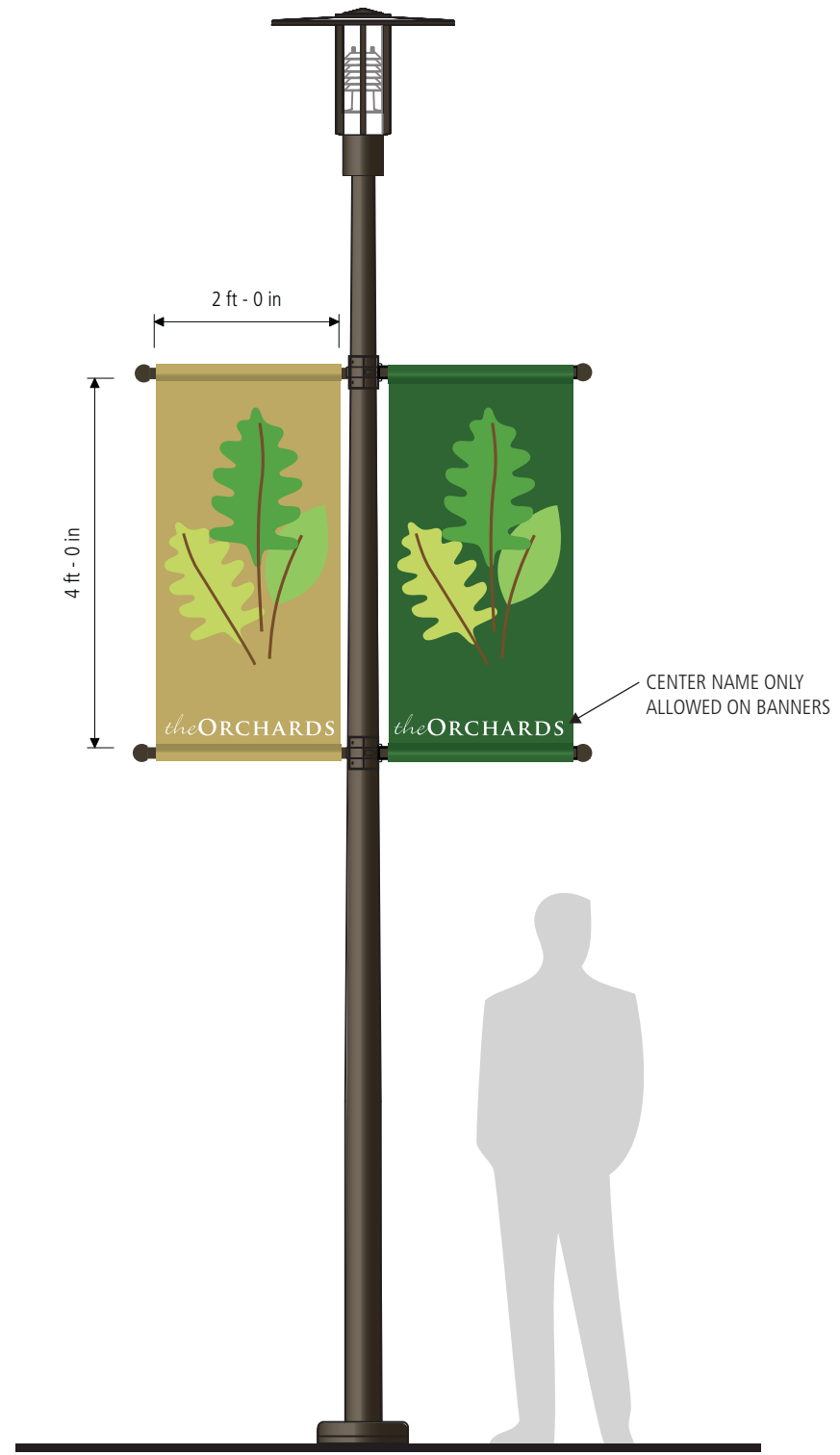
Elevation A



- Material Schedule**
- ① Fabricated aluminum structure with siding to match Pocket specifications.
  - ② Fabricated aluminum structure with stone veneer to match Pocket specifications.
  - ③ Fabricated aluminum cornice and trim paint Med. Grey, satin finish.
  - ④ Fabricated aluminum dividers paint Med. Grey, satin finish.
  - ⑤ Fabricated aluminum cabinets paint to match project specifications, texcote finish. Graphics (TBD) to be 1/2" clear acrylic push thru with opaque vinyl film applied first surface. Graphics to be edge lit only. Illuminated with White LED's. (The lighting intensity shall not 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.)
  - ⑥ Fabricated aluminum retainers, except for outside corner, paint Pantone Cool Grey 2C, satin finish. Clear Lexan, Outside corners to have cold 90° break (no retainers) with 2nd surface 3M 7725SE-324 Frosted Crystal vinyl film stripes, backed with 3M 3630-20 White translucent film. Apply 1st surface 3M 7725SE-324 Frosted Crystal vinyl film. Overlay with logo graphics 3M 3630-109 Lt. Rust Brown; 3M 3630-26 Green; 3M 3630-156 Vivid Green, 3M 3630-136 Lime Green vinyl film. (see detail sheet 2).

14.0 Seasonal Banners

Canvas banners to provide seasonal color.



(SB) Seasonal Banners





NOVEMBER 25, 2014  
 REVISED OCTOBER 26, 2015  
 REVISED JANUARY 20, 2016  
 REVISED APRIL 12, 2016

15.0 Public Art

- A. Halo Illuminated dimensional letters painted Bronze.
- B. 2" Deep aluminum returns with aluminum faces, paint 313 Bronze, satin finish. Clears Lexan backs, White LED illumination. Mount to wall with 1" Standoffs. Paint 313 Bronze, satin finish.



Fountain Day

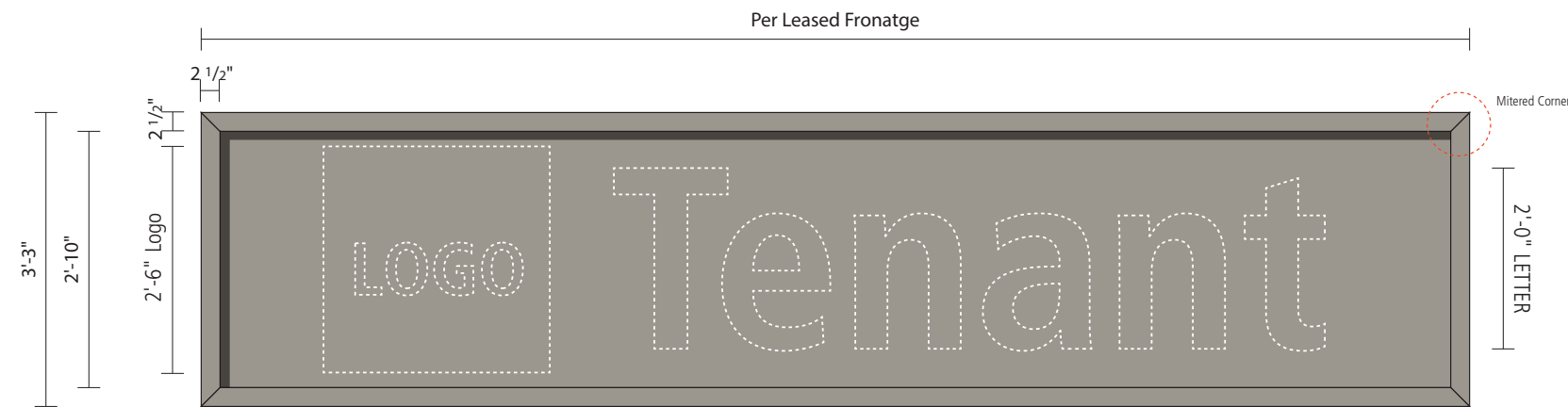


Fountain Night



16.0 Addendum

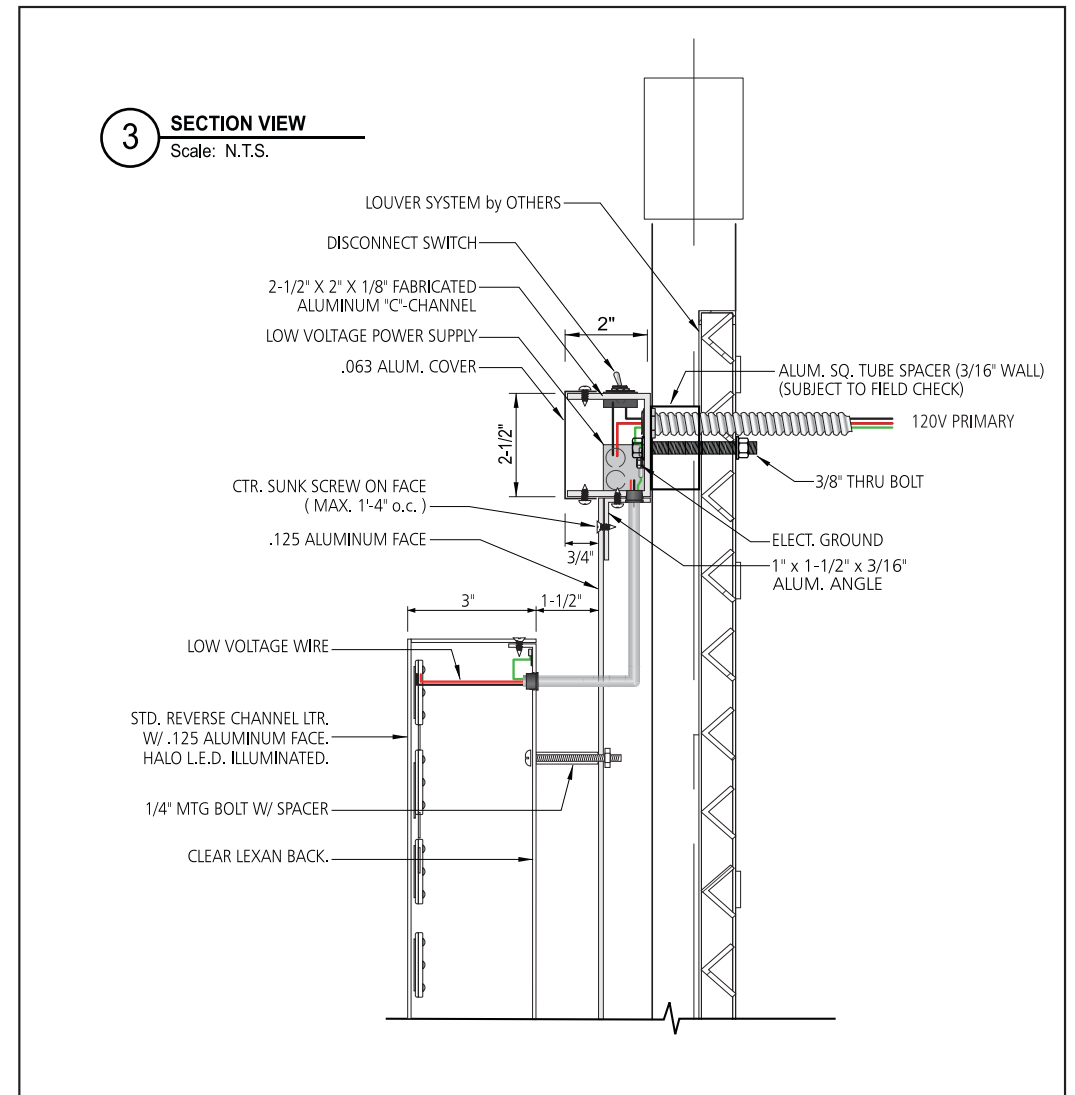
- A. Required ONLY for Building B facades from space 2842 to space 2854.
- B. Panel to be provided BY TENANT.



Typical Construction

Scale 3/4" = 1'-0"

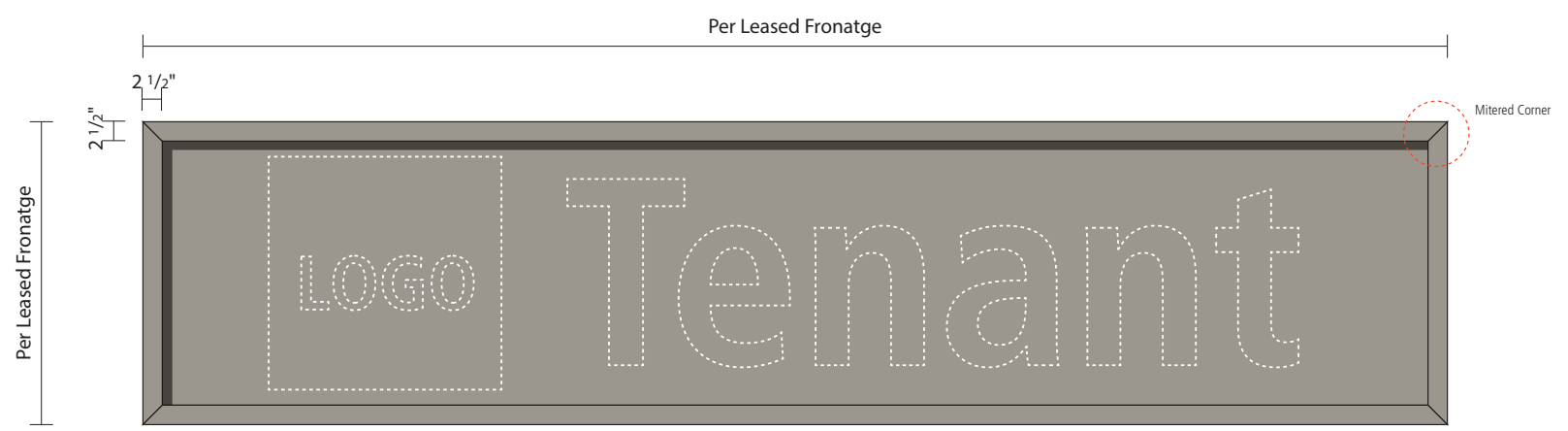
Fabricated aluminum frame with flat aluminum background, paint Benjamin Moore AC-27 Galveston Grey, satin finish.






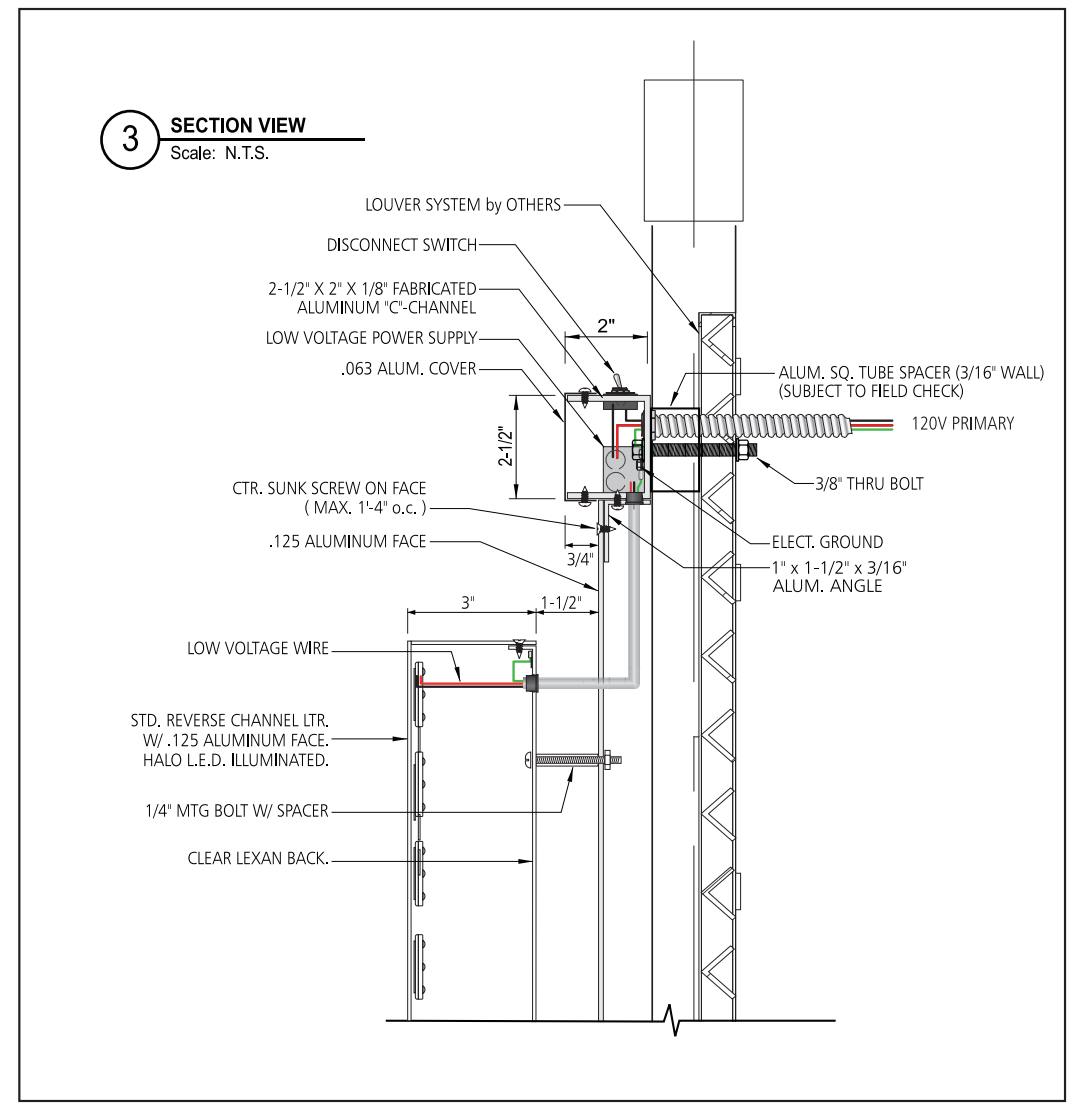
16.2 Addendum

- A. Typical background panel. Size to be determined by tenant location and subject to review and approval by the Landlord and the City of Walnut Creek.
- B. Panel to be provided BY TENANT.



**Typical Construction**  
Scale 3/4" = 1'-0"

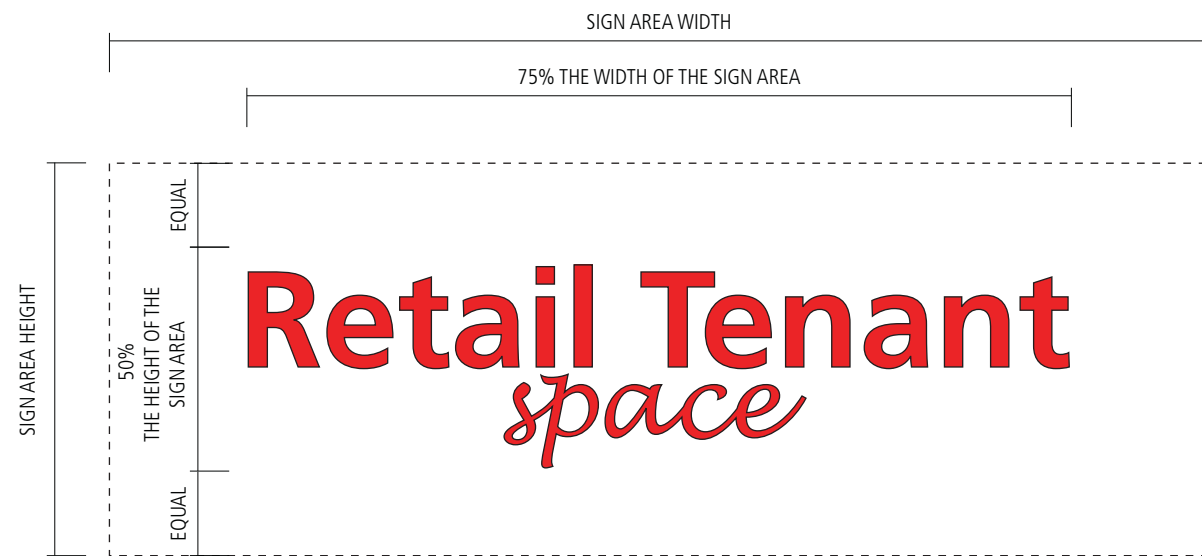
 Fabricated aluminum frame with flat aluminum background, paint Benjamin Moore AC-27 Galveston Grey, satin finish.





16.3 Addendum

- A. Multiple lines of letters or logo placed above the letters is allowed as long as it does not exceed 75% of the width and 50% the height of the designated sign area.



TWO LINES



THREE LINES