

# DOWNTOWN PLEASANT HILL

*Master Sign Program*

For:  
The City of Pleasant Hill  
Architectural Review Commission

Issued By:  
DDR

September 2003

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## 1. Overview

The purpose of this Master Sign Program is to ensure that the signage for the Downtown Pleasant Hill shopping district is diverse and creative, emphasizing the character of the individual shops and buildings, which have been designed to be both architecturally distinct, but compatible. At the same time, certain standards need to be maintained so that these diverse sign types fall within the framework of this Master Sign Program so that a consistent professional look is achieved.

Certain of the provisions of both the Pleasant Hill Municipal Code section relating to signage, and the Downtown Specific Plan, are incorporated into these Guidelines. In particular, most of the guidelines within the Downtown Specific Plan are repeated in the "Shop Tenant" section that follows. Most importantly however, some of the maximum sign area dimensions and maximum number of building signs permitted have been altered to more closely reflect the current types of tenants that are now committed to the Downtown project.

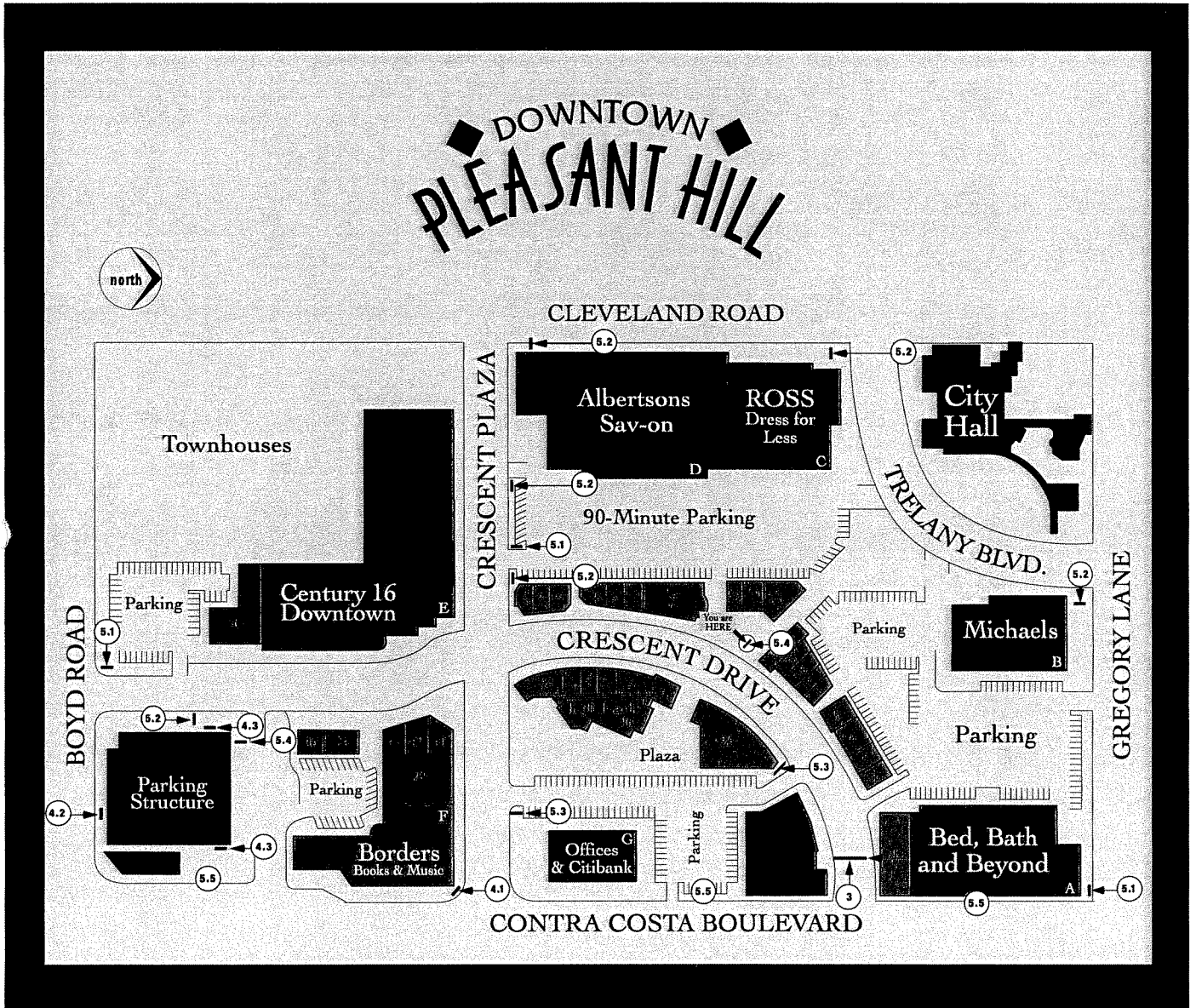
It is required that professional designers and sign companies prepare artwork and schematic drawings for the retail tenants to submit to the Landlord and the Pleasant Hill Zoning Administrator. These drawings must be to scale, and all specifications should be complete (colors, materials, finishes, dimensions, etc.). Retail tenants and their consultants should read this Master Sign Program carefully before preparing their submittal.

The following pages describe the various identification signs and sign types allowed for the retail tenants of the Downtown project. These sections also illustrate the parameters for maximum square footage allowance, sign widths and letter heights as well as the requirements for the proper placement of the signs on the buildings. Furthermore, the Sign Program will describe various suggested designs, materials and fabrication techniques.



*Note: This rendering depicts a previous version of the Arch. The light fixtures are now incorporated into the Arch design.*

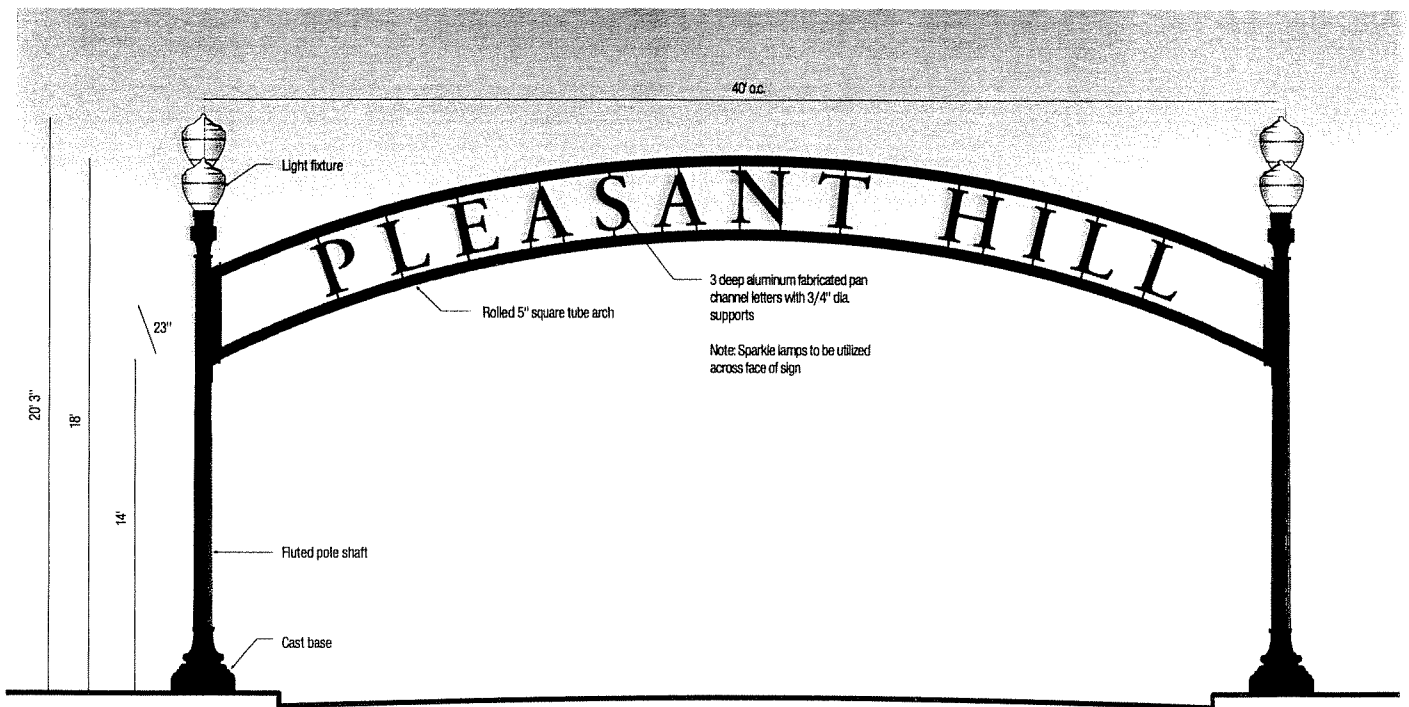
## 2. Site Plan



### 3. Gateway Arch

In the early 1900's communities erected arch signs over public thoroughfares for the purpose of welcoming and inviting shoppers, tourists and other visitors to their town. The Pleasant Hill Gateway Arch is designed to be an expression of community pride, creating the potential for it to be considered a historical monument in the future.

The Gateway Arch, which extends across Crescent Drive at its intersection with Contra Costa Boulevard, not only defines a major entrance to the project, but serves to identify the primary entrance to the Crescent Drive shops, the heart of the new Downtown. The Arch is supported by traditionally-designed triple head light fixtures, placed in the sidewalks on either side of the street, with the words "Pleasant Hill" written within the arch connecting the two light fixtures in 23 inch tall letters.



Gateway Arch Elevation

Not to Scale

## 4. Project Identity Signs

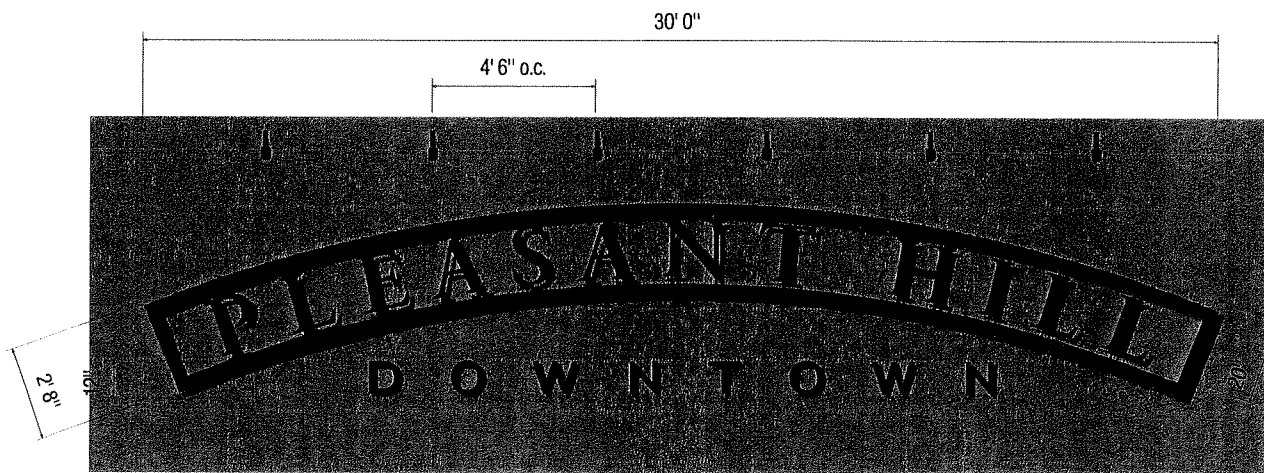
The purpose of the Project Identity Signs is to extend the visibility of Downtown Pleasant Hill and its primary retail tenants to the surrounding communities by creating visibility from vehicles traveling on North Main Street/Contra Costa Boulevard, Monument Plaza, Boyd Road and the 680 Freeway.

### 4.1 Contra Costa Boulevard Monument Sign

The Contra Costa Boulevard Sign has been placed near the curb in front of Building 6 at Contra Costa Boulevard's intersection with Monument Plaza, but separated from the tenant's own signage. The sign has been designed so as not to detract from the building's architecture, but to complement the project's monument signage.

Space for up to six major tenants has been provided for on this sign, in six separate sections of the sign (one section, for the Major 3 tenant or tenant, can be utilized for two tenants). Each tenant will be allowed a maximum of two lines of text per section, although no logos will be permitted.

Details of the actual fabrication and dimensions of the individual signs follow on the next page.

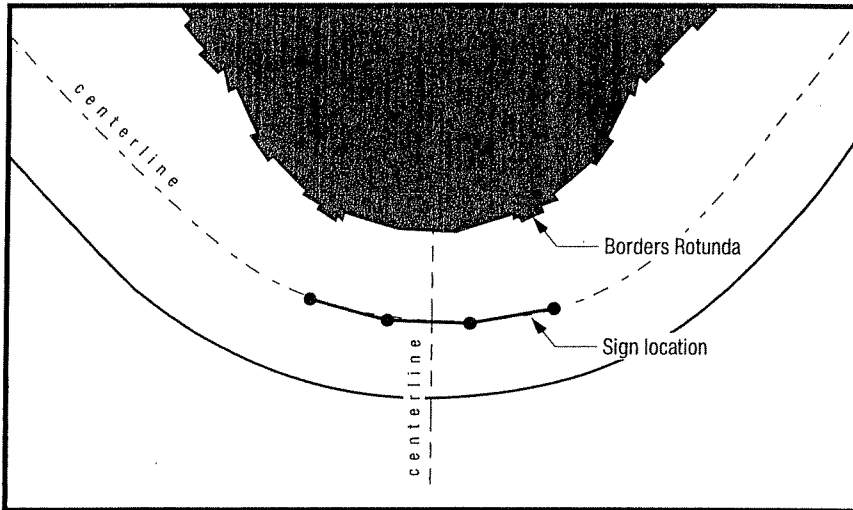


#### Arch Sign Detail

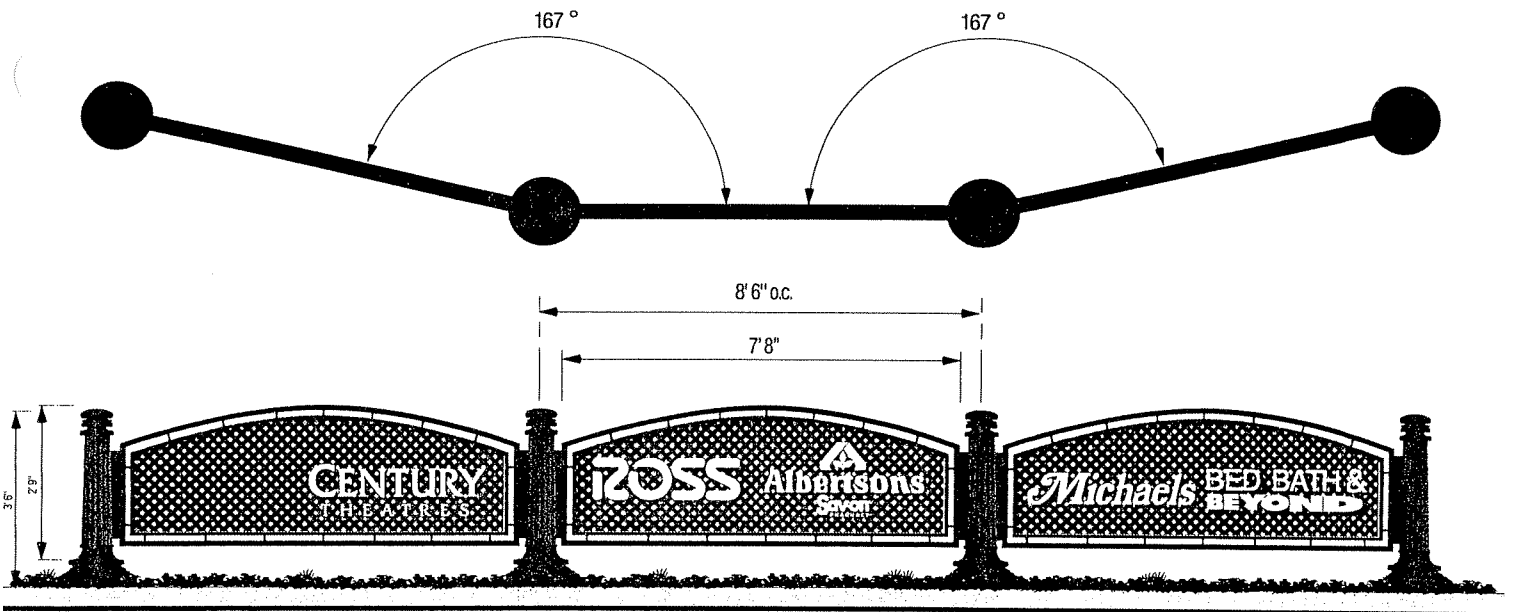
scale: 3/16" = 1' 0"

<i>Arch</i>	4" rolled aluminum painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>"Downtown"</i>	2" deep aluminum construction, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss, standoff 1/2" from background
<i>"Pleasant Hill"</i>	3" fabricated aluminum painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Light Fixtures</i>	Sign Star, low voltage fixtures, gooseneck projection finish green to match mullions

## 4.1 Contra Costa Boulevard Monument Sign



Plan View Showing Placement



Monument Sign Elevation

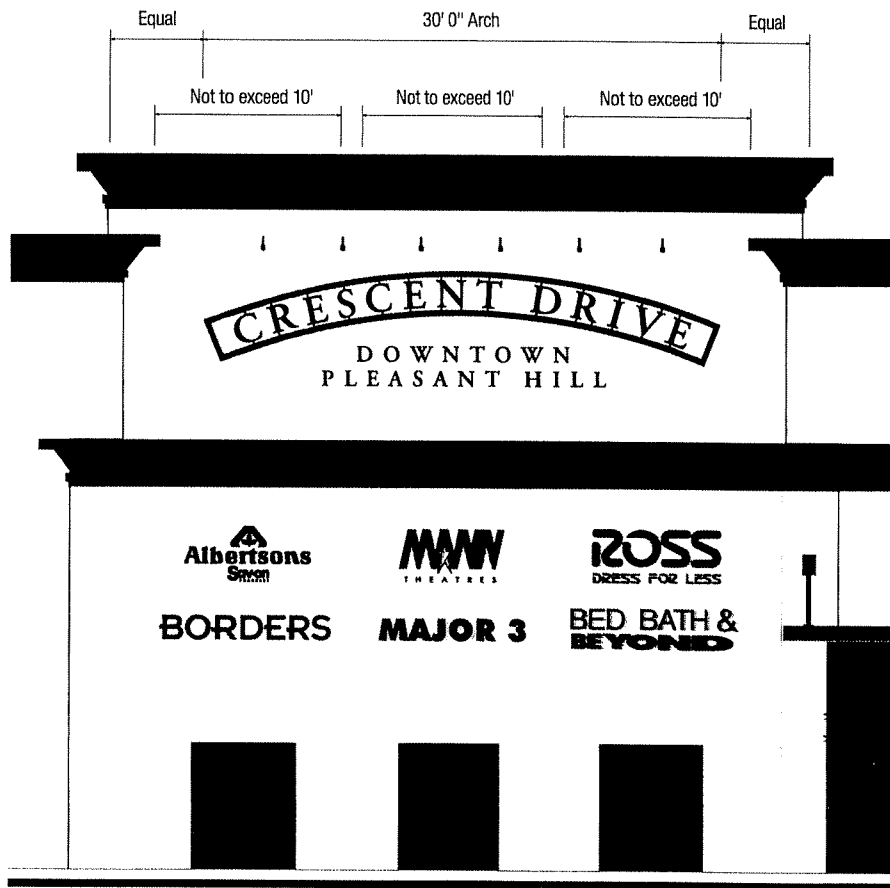
Not to Scale

<i>Background</i>	Perforated aluminum painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Large Copy</i>	1/2" deep, flat cut out aluminum letters painted with acrylic polyurethane, white #282-202, gloss finish
<i>Frame</i>	Rolled aluminum rectangular, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Small Copy</i>	1/4" deep, flat cut out aluminum letters painted with acrylic polyurethane, white #282-202, gloss finish
<i>Columns</i>	Cast base and cap with fluted shaft, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Lighting</i>	Architectural grade, flood fixtures as required

## 4.2 Parking Structure Sign

The Parking Structure Sign is located high on the southern wall of the Downtown's four level parking structure, at the intersection of Boyd Road and Contra Costa Boulevard. The sign has been placed in this location to give an extra level of visibility to the Downtown and the Downtown's principal retail tenants from each of those streets, as well as vehicles traveling on the northbound 680 Freeway offramp.

As with the Contra Costa Boulevard Sign, space for six individual tenants has been provided for, in six separate sections of the sign. Each tenant will be allowed a maximum of two lines of text per section, with no logos being permitted.



**Parking Structure Sign Elevation**

Not to Scale

"Pleasant Hill" 3" deep fabricated aluminum painted with Matthews Acrylic Polyurethane, green PMS #343, gloss

*Illumination* Sign Star low voltage fixtures satin black finish, at 4' 6" o.c.

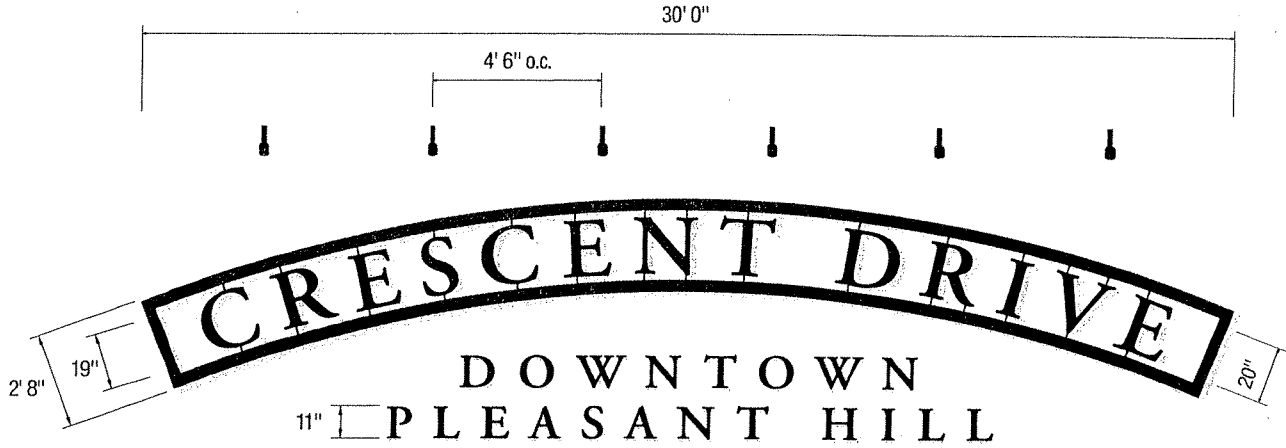
Arch Rolled 4" aluminum square tube, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss

*Tenant Copy* 3" deep aluminum reverse pan channel letters painted with Matthews Acrylic Polyurethane, green PMS #343, gloss, with white halo illumination

"Downtown" 2" fabricated aluminum, stud mounted 1/2" from background



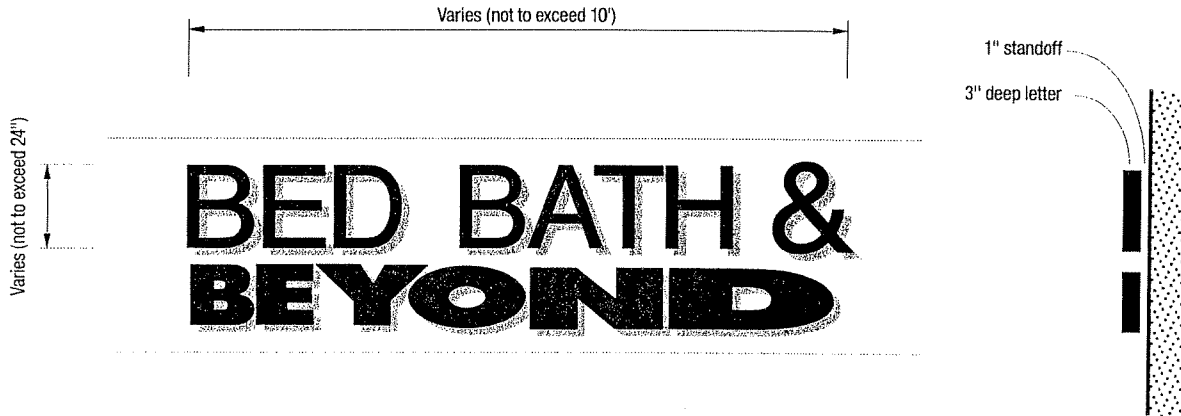
## 4.2 Parking Structure Sign Detail



### Arch Sign Detail

scale: 3/16" = 1' 0"

<i>Arch</i>	4" rolled aluminum painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>"Downtown"</i>	2" deep aluminum construction, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss, standoff 1/2" from background
<i>"Pleasant Hill"</i>	3" fabricated aluminum painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Light Fixtures</i>	Sign Star, low voltage fixtures, gooseneck projection finish green to match mullions



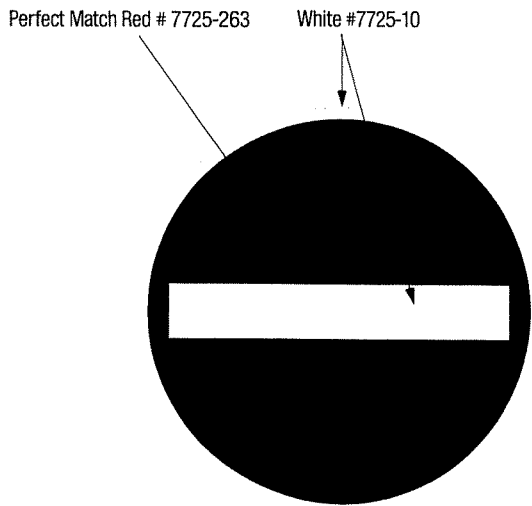
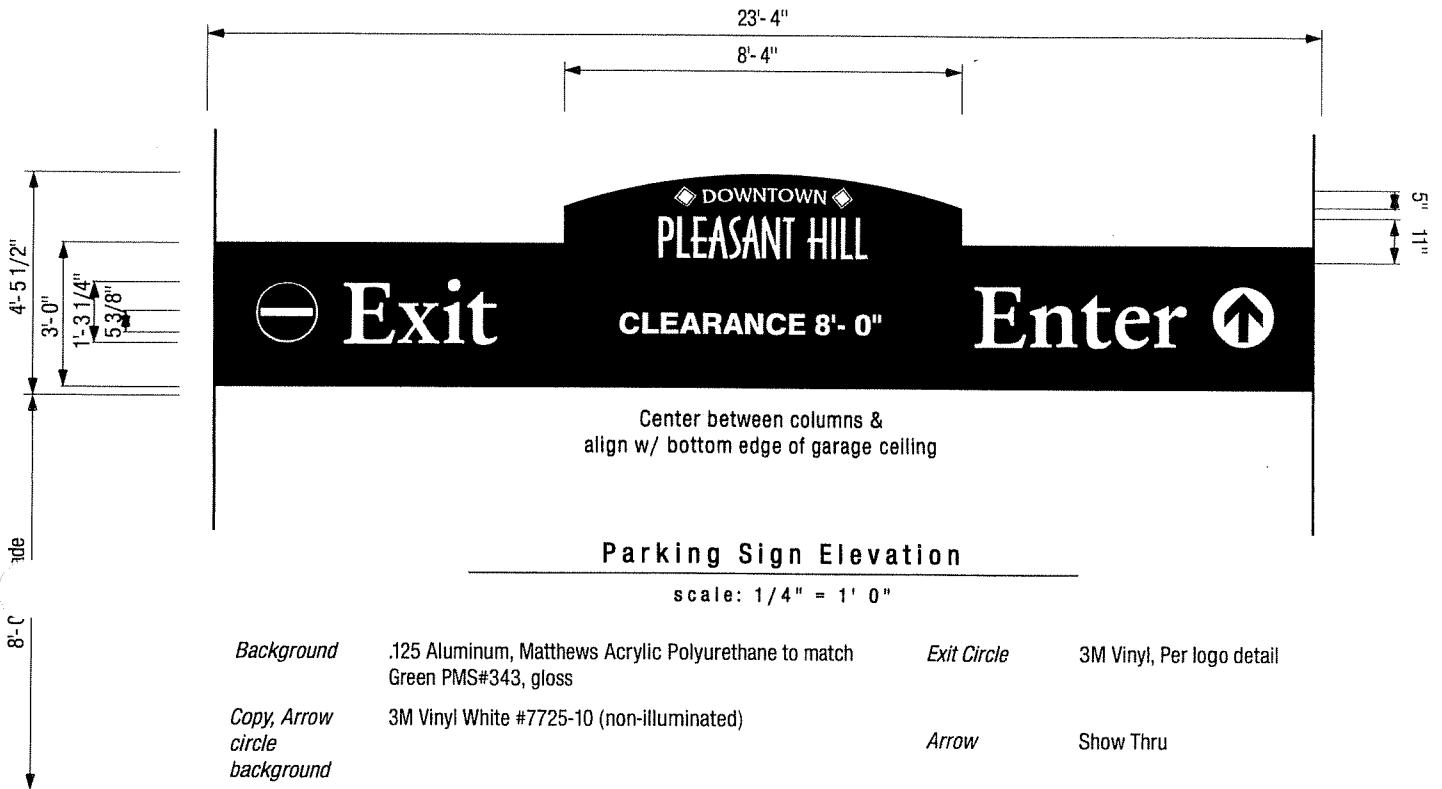
### Individual Letter Detail

scale: 3/8" = 1' 0"

<i>Individual Channel Letters within an Architectural Frame</i>	3" deep aluminum letters painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Illumination</i>	Voltarc #4500 White pumped argon
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### 4.3 Parking Garage Entrance Signs

These signs identify the parking structure as part of the Downtown identity. The parking garage entrance signs are located on the east and west entrances of the parking structure. These signs direct traffic to the main entrance and exit.



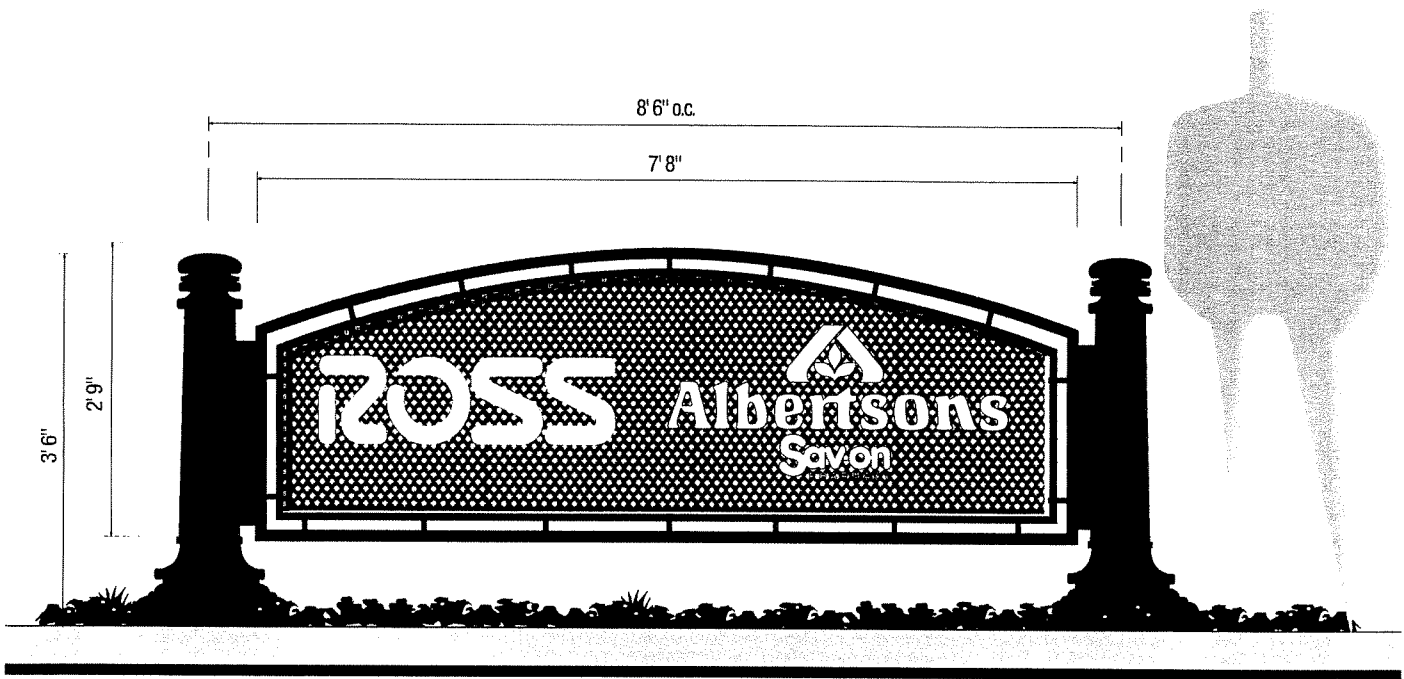
## 5. Monument and Directional Signs

### 5.1 Monument Signs

Two types of monument signs have been designed to identify major retail tenants in the Downtown, and to direct customers to particular parking areas and tenant entrances. The first type, standard monument signs with only the name of the tenant on each face, are located at strategic locations throughout the Downtown, for the benefit of tenants who have no building frontage on Contra Costa Boulevard, the most heavily-traveled street in the City.

The monument signs are intended to complement the design of the Gateway Arch and the street lighting fixtures, to create a harmonious look throughout the Downtown.

One monument sign is located at the corner of Gregory Lane and Contra Costa Boulevard for the Major 3 tenant(s), one at the southeastern entrance of the Buildings 1 and 2 parking lot for patrons of those tenants, and one at the corner of Crescent Drive and Boyd for the benefit of the theatre.



### Monument Sign Elevation

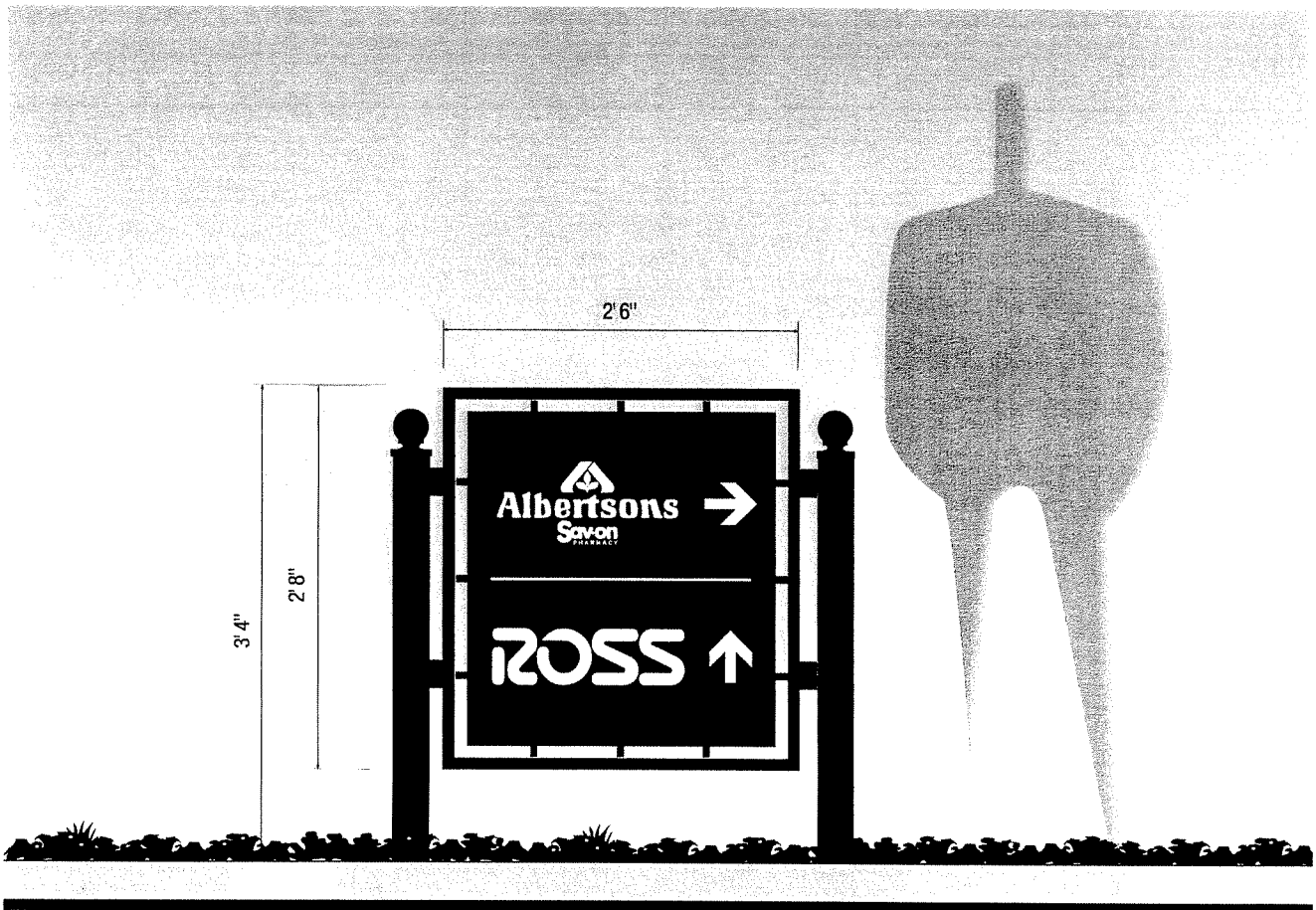
Not to Scale

<i>Background</i>	Perforated aluminum painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Large Copy</i>	1/2" deep, flat cut out aluminum letters painted with acrylic polyurethane, white #282-202, gloss finish
<i>Frame</i>	Rolled aluminum rectangular, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Small Copy</i>	1/4" deep, flat cut out aluminum letters painted with acrylic polyurethane, white #282-202, gloss finish
<i>Umns</i>	Cast base and cap with fluted shaft, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Lighting</i>	Architectural grade, flood fixtures as required

## 5.2 Directional Signs

Tenant Directional Signs are placed throughout the Downtown to aid drivers (and pedestrians) in finding major tenants and their parking areas. These signs are smaller in size than the monument signs described in the previous section, with a design intended to be more simple, but complementary in style.

Twelve Tenant Directional Signs are located in the Downtown area to aid the following retail tenants: the theatre (eight signs), Buildings 1 and 2 (three signs), and up to two Plaza-area tenants (one sign). In the case of the theatre, certain signs direct customers to the parking garage, and others to the theatre's entrance.



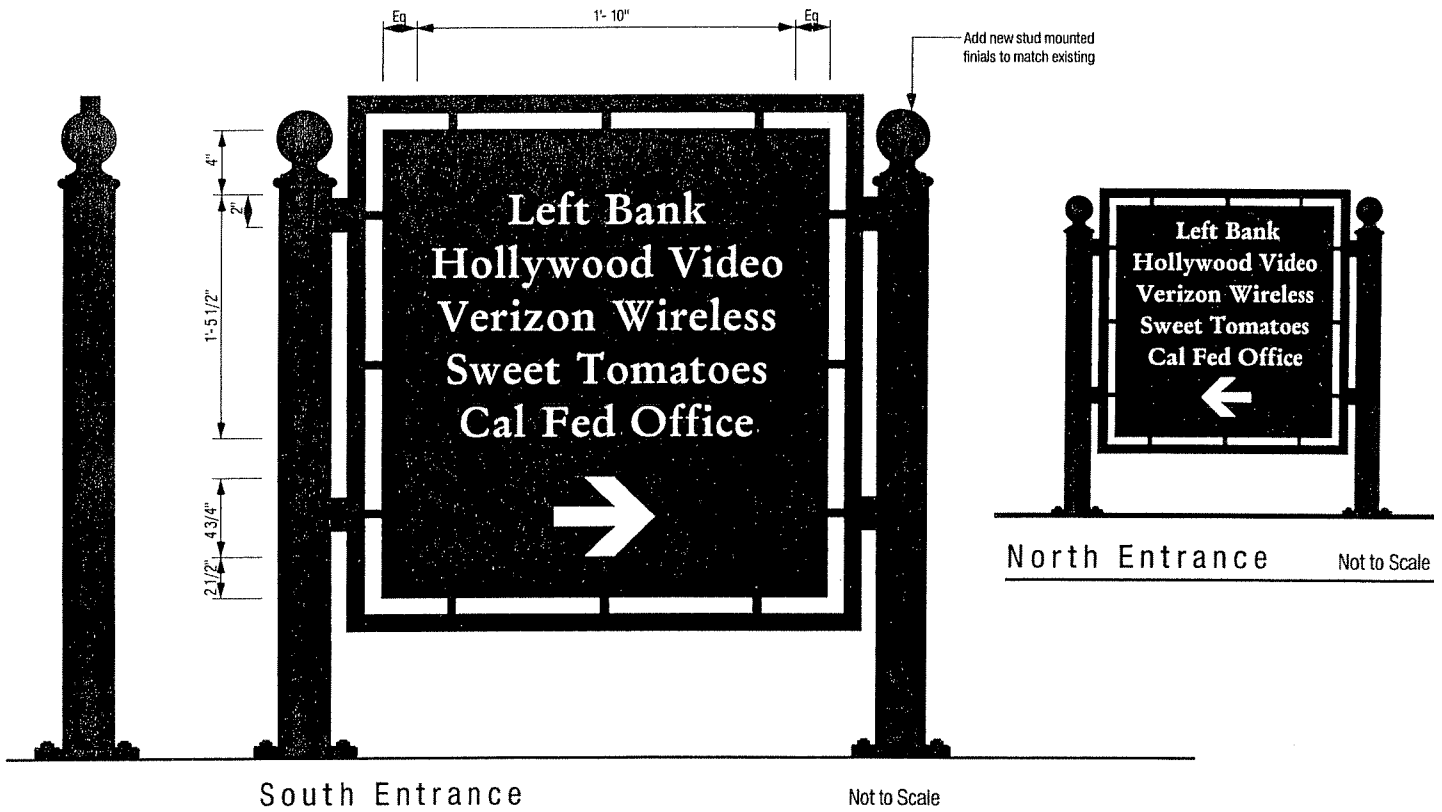
### Sign Elevation

Not to Scale

<i>Background</i>	1/4" aluminum, painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Copy</i>	Opaque white vinyl
<i>Columns</i>	3" pipe with Fipon finial painted with Matthews Acrylic Polyurethane, green PMS #343, gloss	<i>Lighting</i>	Architectural grade, flood fixtures as required

### 5.3 Multi-Tenant Directional Sign

These signs are the same size as the typical tenant directional signs but help direct traffic to certain small tenants, whose locations are not easily visible and/or need help directing traffic to their parking lot areas.



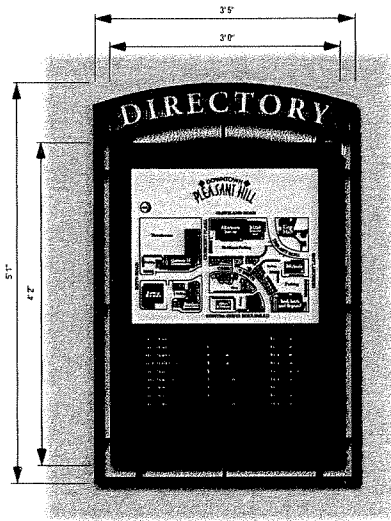
#### Multi-Sub Tenant Directional Sign

Not to Scale

<i>Background</i>	.125 Aluminum, Matthews Acrylic Polyurethane to match Green PMS#343, gloss	<i>Frame</i>	1" Alum. Sq. Tube, Matthews Acrylic Polyurethane, to match Green PMS#343, gloss
<i>Copy, Arrow</i>	3/16" FCO Acrylic, Gemini, Opaque White #5687	<i>Inner Frame</i>	1/2" Alum. Sq. Stock, Matthews Acrylic Polyurethane to match Green PMS#343, gloss
<i>Poles</i>	3" Alum. Pipe, Matthews Acrylic Polyurethane to match Green PMS#343, gloss	<i>Letters Mounting Method</i>	3M VHB Double Stick Tape
<i>Finial</i>	Cast polymer, Fipon Small Knob #421		

## 5.4 Tenant Directory Maps

Tenant Directory maps assist pedestrian with the various locations of all tenants within the Downtown area. These signs have colorful maps to make tenant identification quick and easy. The wall mounted sign is located in the vestibule of the parking garage across from the theatre. The freestanding sign is located in the plaza area on Crescent Drive.



Not to Scale

<i>Cabinet</i>	Aluminum, Bass Industries, Outdoor poster case w/locking Lexan door, Green PMS#343, semi-gloss
<i>Frame</i>	1" Sq. Tube, Matthews, to match Green PMS#343, semi-gloss
<i>Map</i>	3M Vinyl, Scotchprint per customer approved artwork
<i>Tenant Strips</i>	1/8" Acrylic, Acrylite, P-95 Black
<i>Sign Background</i>	Alum. Black Finish
<i>Directory</i>	1/4" FCO Alum. Matthews Metallic Gold#30133
<i>Directory Bkgrnd.</i>	Perforated Alum. Matthews to match Green PMS#343, semi-gloss
<i>Tenant copy</i>	3M Vinyl, Opaque White



Not to Scale

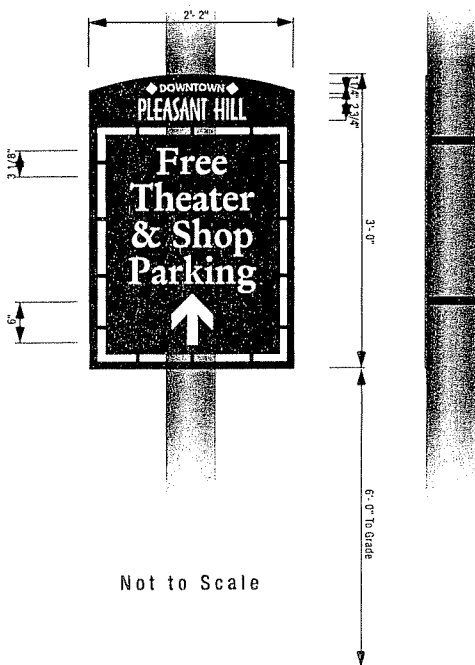
<i>Cabinet</i>	Aluminum, Bass Industries, Outdoor poster case w/locking Lexan door, Green PMS#343, semi-gloss
<i>Frame</i>	1" Sq. Tube, Matthews, to match Green PMS#343, semi-gloss
<i>Map</i>	3M Vinyl, Scotchprint per customer approved artwork
<i>Tenant Strips</i>	1/8" Acrylic, Acrylite, P-95 Black
<i>Sign Background</i>	Alum. Black Finish
<i>Directory</i>	1/4" FCO Alum. Matthews Metallic Gold#30133
<i>Directory Bkgrnd.</i>	Perforated Alum. Matthews to match Green PMS#343, semi-gloss
<i>Tenant copy</i>	3M Vinyl, Opaque White
<i>Posts</i>	3" Alum. Sq. Tube Matthews to match Green PMS#343, satin
<i>Finials</i>	Cast Alum. Decorativeiron.com PB120, Green PMS#343, satin

## 5.5 Public Parking Garage Directional Signs

These signs are placed outside the Downtown area to help direct incoming traffic to the Free Public Parking Structure. Strategically placed on Monument Boulevard and along Contra Costa Boulevard, they direct traffic to turn left on Contra Costa Boulevard or continue straight until they turn right and reach the East entrance of the Parking Structure.



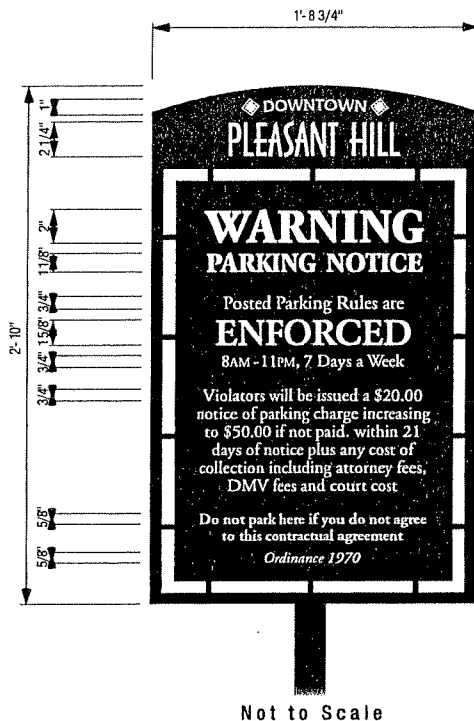
- Background* .125 Alum. Matthews Acrylic Polyurethane to match Green PMS#343, gloss
- Copy & Arrow* 3M Vinyl White#7725-10 (non-illuminated)
- Poles* 2" Alum. pipe Matthews Acrylic Polyurethane to match Green PMS#343, gloss
- Finial* Aluminum J.G. Braun Round Base, #4415, Matthews Acrylic Polyurethane to match Green PMS#343, gloss



- Background* .125 Alum. Matthews Acrylic Polyurethane to match Green PMS#343, gloss
- Copy & Arrow* 3M Vinyl White#7725-10 (non-illuminated)
- Mounting Method* Brackets as required

## 5.6 Parking Lot Restrictive Signage

The Freestanding Restrictive parking lot signs are located at every parking lot entrance throughout the Downtown area. The 90 minute parking limit signs & employee only parking signs are to be mounted to existing light poles where possible and mounted to freestanding poles where necessary.

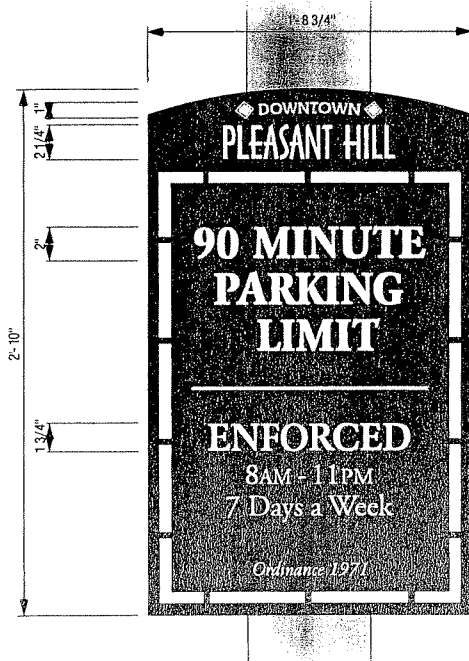


Not to Scale

- Background* .125 Alum. Matthews Acrylic Polyurethane to match Green PMS#343, gloss
- Copy & Arrow* Scenprint White
- Poles* 2" Sq. Tube, Matthews Acrylic Polyurethane to match Green PMS#343, gloss



Not to Scale



Not to Scale

- Background* .125 Alum. Matthews Acrylic Polyurethane to match Green PMS#343, gloss
- Copy & Rule* Scenprint White

- Background* .125 Alum. Matthews Acrylic Polyurethane to match Green PMS#343, gloss
- Copy, Rule, & Border* Scenprint White



## **6. Tenant Building Signs**

### **6.1 Major and Sub-Major Tenants**

The Redevelopment Agency encourages the use of various letter styles, fabrication methods and colors to achieve a unique and individual look for the tenant building signs in the downtown shopping district. In general however, major retail tenants have their own established sign programs and designs that they use to maintain consistency in the public's perception of that tenant's business from store location to store location. Variation from tenant's standards are encouraged, to reflect the uniqueness of this Downtown. This Sign Program limits the number of signs, sign sizes (and width) and letter heights.

Major Tenants, defined as those occupying 15,000 square feet or more ground floor building area, are entitled to a maximum of three building signs. Major Tenants signs are to be located on the upper fascia of the building that the major tenant occupies.

The maximum letter height allowed is 5' 0", with a maximum for stacked copy of 7' 6". Ancillary signs describing such goods as "Pharmacy", "Bakery", "Florist", etc. are allowed, with maximum height of 3' 0"

Sub-Major tenants, defined as those tenants occupying from 7,500 square feet to 14,999 square feet of building area, are entitled to a maximum of two building signs. Letter heights can be no more than 4' 0", with stacked copy being no more than 6' 0".

Major and Sub-Major tenant signs are limited in size to one square foot per linear foot of building frontage. Only one side of a building is used in calculating the building frontage. The side of the building used for calculating building frontage must face a street or parking lot used as the primary entrance. No signs are permitted on the West Elevation of the Albertsons and Ross stores as they adjoin residential areas. The signs can be internally illuminated with neon, or be non-illuminated. The individual letters can be fabricated by various methods, illustrations of which are shown on the following pages. No exposed wires, connectors or transformers will be permitted.

## 6.2 Shop Tenants

A well designed signage program will not only provide information, but also enhance the aesthetics of a building. To achieve these purposes, the following guidelines, taken from the Downtown Specific Plan, shall be adhered to:

- Each sign shall be designed to complement the architectural style of the building with respect to visual elements such as construction materials, color, or other design details.
- Each sign shall take into consideration visual compatibility with the Downtown area.
- The scale of signs, letters and symbols should be appropriate to their use, whether to catch the eye of a passing motorist or a strolling window shopper. Signs and typography should appear balanced and in scale within the context of the sign space and the building as a whole, leaving sufficient margins and negative spaces on all sides of the letters and the signage
- Color should be used carefully. Limited use of several colors with strong contrast between background and signing is recommended to make signs easily readable.
- An effort should be made to reduce copy down to the minimum necessary to convey the intended message.

Those retail tenants occupying less than 7,500 square feet of building area in the Downtown project are known as "Shop Tenants". Each Shop Tenant is allowed one building sign per frontage, to be located on the fascia above their space. Shop Tenant Signs cannot project more than 6" from the face of a building or be more than 20' above grade, provided that a greater height, up to 28" may be permitted for a sign on a tower or other similar architectural building feature.

The maximum length allowed per Shop Tenant Sign is 75% of the linear frontage of the space that tenant occupies, and signs are to be no greater than 1 square foot in size per linear foot of building frontage. For tenants with frontage of less than 20 feet, a minimum of 20 square feet of signage is allowed. Letter heights can not exceed 2' 0" or 3' 9" if the copy is stacked, with minimum letter heights of 12" for tenants occupying between 0 and 5,000 square feet, and 18" for those occupying between 5,001 and 7,499 square feet.\* Shop tenants with dual frontage (dual frontage is store front, or two public streets) may use a minimum of 50% of the permitted sign area on the front of the tenant space, and a maximum of 50% on the side building wall.

The end result of the maximum sign length and letter height limitations is to provide tenants with signs of comparable visual "weight" as their neighbors.

The signs may be internally illuminated, externally illuminated or non-illuminated. Examples of types of sign lighting appear after the Fabrication and Lighting section of these Guidelines.

As with Major Tenant signage, the Redevelopment Agency encourages the use of various letter styles, fabrication methods and colors to achieve a unique and varied look for the Downtown district. Illustrations of some examples are located on subsequent pages. Cabinet signs are not permitted. Tenants who do not have an established sign program are encouraged to consult professional design firms in order to develop a program that meets the goals stated in these Guidelines.

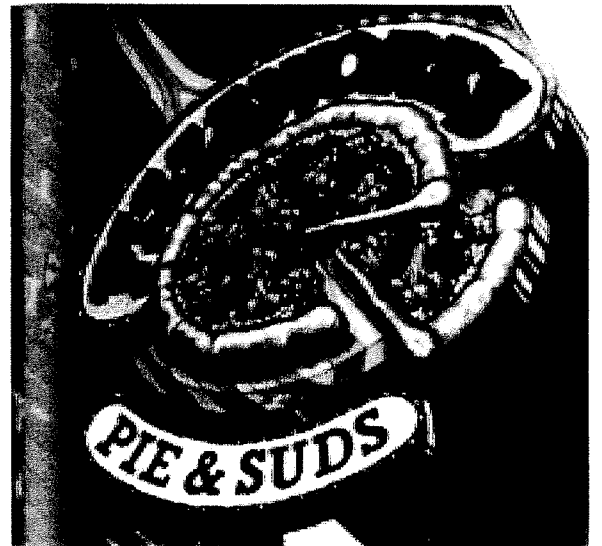
- In case of special logos or flares in letter styles, the maximum letter height for single or stacked copy may be exceeded, but only upon the prior review and approval of the Landlord and the Zoning Administrator.

### 6.3 Pedestrian-Oriented Blade Signs

The key to Downtown signing is to take advantage of traditional sign forms. To do this, not only are projecting signs (and awning signs) allowed, they are encouraged as part of a tenant's overall sign package. Imaginative designs and placements of signing are encouraged to have an emphasis to pedestrians.

Projecting signs are also known as "blade signs", "under canopy signs" and "hanging signs". These signs are double-sided, and are typically mounted perpendicular to the storefront. One sign per 30 feet (or a portion thereof) of tenant frontage is permitted (although any projecting sign of one tenant's cannot be closer than 15 feet away from an adjacent tenant's projecting sign), with a maximum of three signs total per tenant and a maximum sign area of 6 square feet each. There shall be at least 8' 0" clear from the bottom of the sign to the sidewalk. The maximum span of the sign projection from the building, including the structure, shall not exceed 5' 0". Acceptable blade sign materials include:

- Wood; carved, routed or turned
- Metal; painted, polished brass or chrome
- Wrought iron
- Tile
- Neon
- Other materials, subject to approval.



## 6.4 Awning Signs

The multiple applications of awnings on a building can create a diverse and custom look to the individual store and storefront. Signage applied to the awning, as shown below, is acceptable, but is subject to the height and length limitations stated in the previous Major and Sub-Major Tenant and Shop Tenant sections. Awning signs are permitted within the base area calculation of 1 square foot of sign area for each linear foot of building frontage.

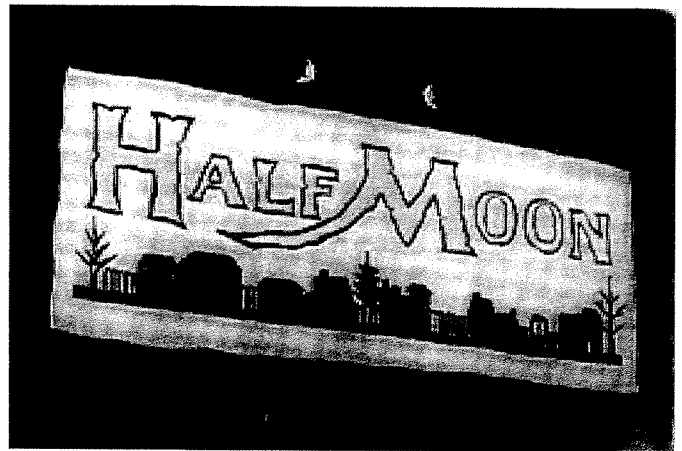
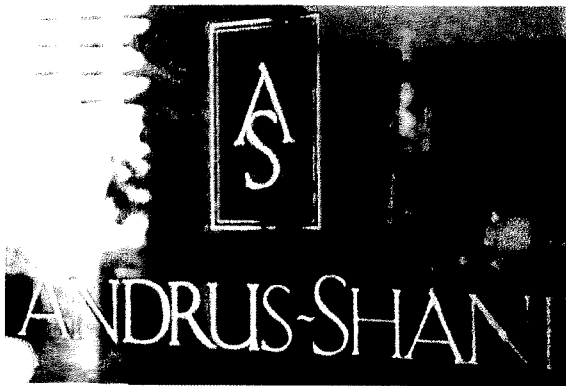
Awning signs shall not be repainted when tenants within a particular building space change; the awning must be replaced.



## 6.5 Window Signage

Tenant Window Signage, defined as all signs or symbols applied to the window of store which can be viewed from the street or sidewalk, shall be limited in size to 20% of the tenant's window area. Tenants' business name is included in this limitation. Tenants may professionally display decals of credit cards honored in their establishment only on their entrance door.

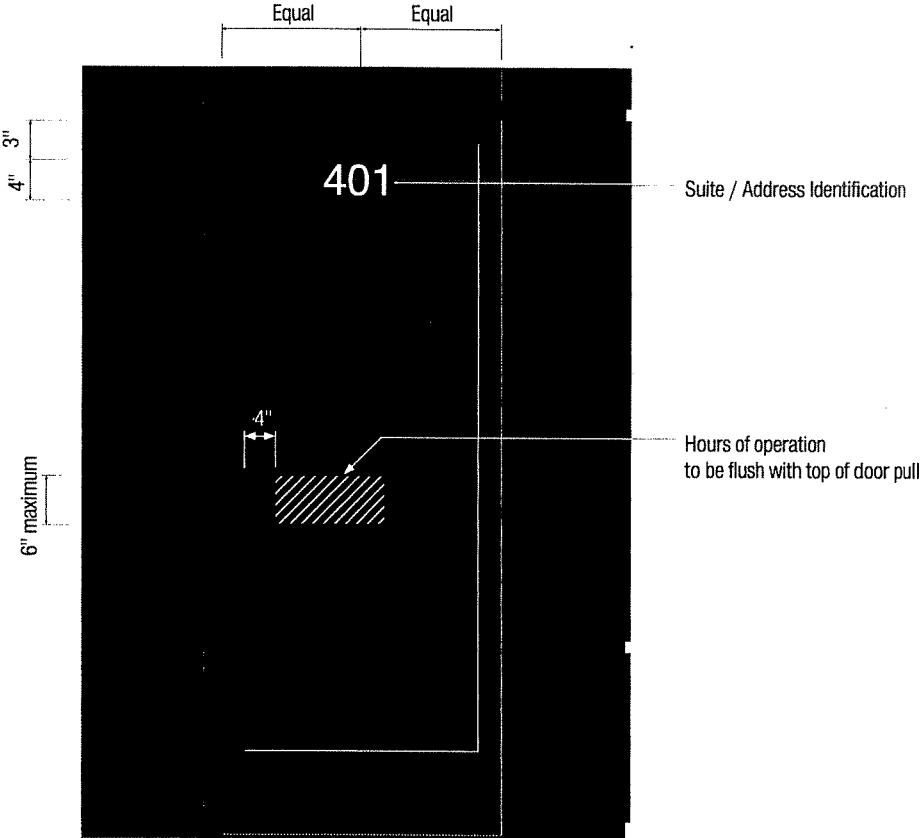
Tenant's address (provided as required by the Contra Costa County Fire Protection District regulations) shall be located at the top of the main entrance door, and be 4" tall, Helvetica Medium style numerals. Hours of operation are to be located flush with the top of the door handle, and have 6" tall maximum size letters.



**Gold Leaf**  
*Gold leaf and silver leaf are applied to the inside of the glass and are backed with paint, varnish or both. Gold leaf is very reflective, providing good contrast during daylight hours.*

**Painted and Vinyl Graphics**  
*Painted and vinyl graphics are typically applied to the inside of the glass. There is a wide range of vinyl colors available as well as the ability to print a full color image directly on to the vinyl substrate.*

6.5 Window Signage



**Window Elevation**

Not to Scale

Copy 3M Vinyl, Opaque White Vinyl, #7725-10

## 6.7 Temporary Signs

The location of temporary signs shall be on building exteriors, secured to or suspended from a building wall or flagpole. They may not be affixed to a tree, roof or fence. The signs must be placed so as to not create safety hazards, block required pedestrian and/or vehicle accessways, and/or obstruct signs identifying adjoining establishments. Where temporary signs have been removed, the Tenant is responsible for patching and repairing any damage caused to buildings or poles.

Temporary flags and pennants are prohibited. Banner signs are permitted per Division 35:18.4 of the Zoning Ordinance. All such signs shall be designed to an appropriate size and scope; inflatable graphics, such as "King Kong" balloons are not allowed.

Temporary signs may be utilized for advertising and marketing special items, sales and events only. They are not to represent a permanent tenant sign, and may be displayed for a period not to exceed 15 days, and not to exceed 6 times each calendar year. The size of the banner shall be in proportion to the tenant's storefront. The placement of banners shall not impede any adjacent neighbor's frontage, or be positioned so that it obstructs pedestrian or automobile traffic.

Examples of temporary and promotional signs that are allowed are shown below.



Allowed



Not Allowed

## 7. Fabrication and Lighting

The following section outlines the acceptable scope of work, quality standards and materials for signage in the Downtown.

### A. Electrical and Illumination

- 1) Fabrication and installation shall comply with all Underwriters Laboratories, requirements and applicable State and labor codes. All components shall bear the U.L. label indicating approval, and be manufactured and installed by a U.L. certified shop.
- 2) All wiring, raceways, conductors, transformers, ballasts and other equipment shall be concealed from public view.
- 3) Primary electrical service to all Tenant's signs shall be tied to Tenant's electrical service. Tenant shall provide time clocks and photo cells for use in conjunction with the electrical service.
- 4) The illumination of all sign components shall be uniform in intensity over all the illuminated surfaces. No noticeable hot spots or shadows will be allowed. With the exception of neon, no exposed lamps or tubing shall be allowed.
- 5) Illumination and electrical specifications must appear on all shop drawings submitted.
- 6) All glass housings, electrodes, tube supports, glass tubing, high voltage cable and other components shall be constructed of the highest quality, per industry standards, and listed with Underwriters Laboratories.
- 7) Illumination of all Tenant signs shall not exceed that which is approved by Landlord during the submission process. There shall be no excessive glare or coloration from lighting on surrounding areas or on Tenant facades.

### B. Construction

- 1) All bolts, fastenings, clips, conduits, etc., shall be corrosion resistant. Where externally mounted, all sign parts shall be painted to match the exterior color of the surfaces on which they are mounted.
- 2) All manufactures and installers are advised that prior to final acceptance, each unit may be inspected for conformance by an authorized representative of the Landlord. Any signs, before or after installation, found not to be in conformance this Master Sign Program will be rejected and required to be removed immediately by the Tenant or Tenants contractor.
- 3) No substitutes of materials whatsoever will be accepted by the Landlord unless otherwise indicated in specifications, and approved by both the Landlord and the City of Pleasant Hill.
- 4) Shop drawings are required to be submitted to, and approved by, Landlord prior to the start of any work, detailing all specifications and methods of construction. See the Submittals section following.

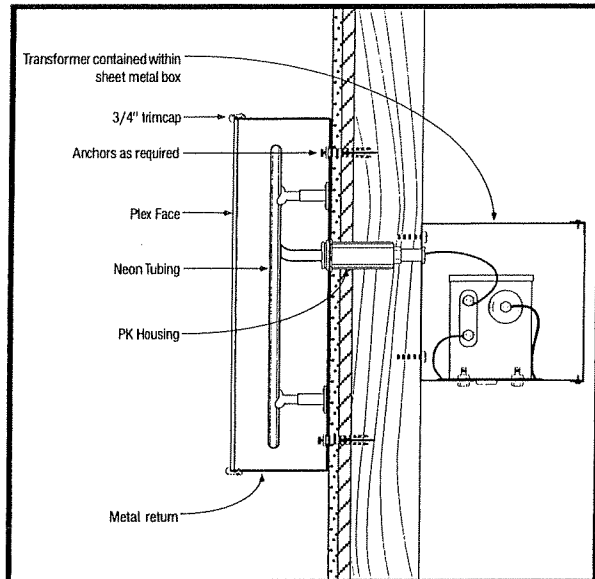


### C. Installations and Removals

- 1) All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition.
- 2) All contractors used by Tenants for installation, removal or service calls on signage must be fully licensed, and must provide Landlord with certificates of insurance prior to the commencement of any work in the Downtown.
- 3) All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord.
- 4) Sign removals shall include the patching and repairing of the entire work area, plus the repainting of any "ghosted" areas as directed by the Landlord.
- 5) To avoid a patched appearance or significant color differences, all changes to awning signs shall require replacement of the entire awning.

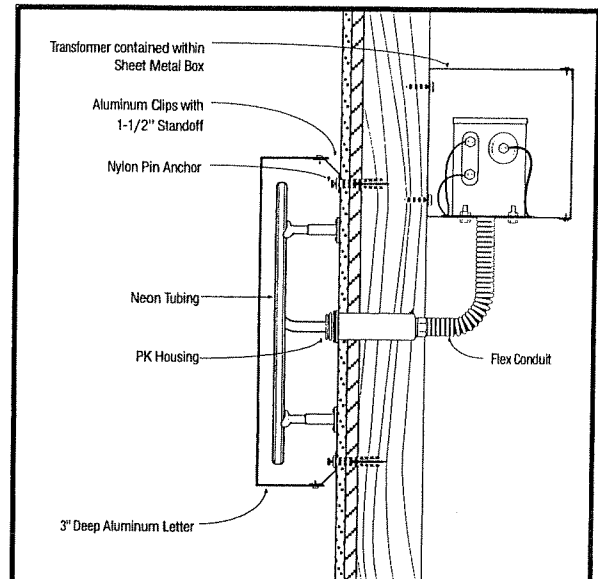
Techniques for the construction and installation of four common types of channel letter signs follow this page, as well as examples of different types of sign lighting.

## Construction Methods



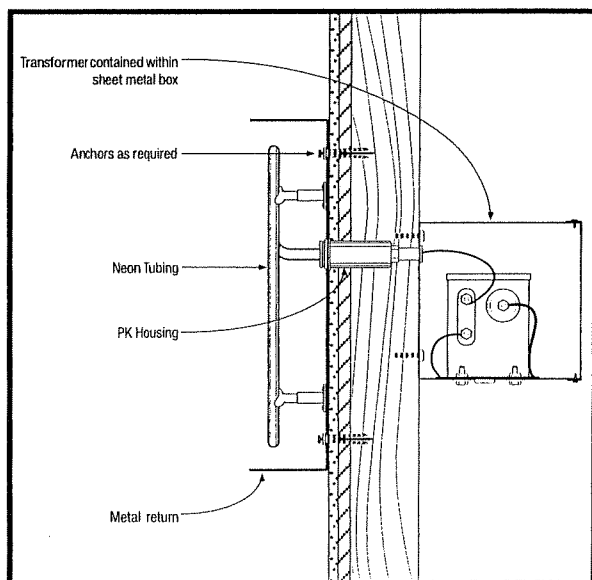
### BASIC PAN CHANNEL LETTER

Standard 5" deep letter, constructed of aluminum or sheet metal, with a 3/16" plex face & trim cap, and internally illuminated with neon.



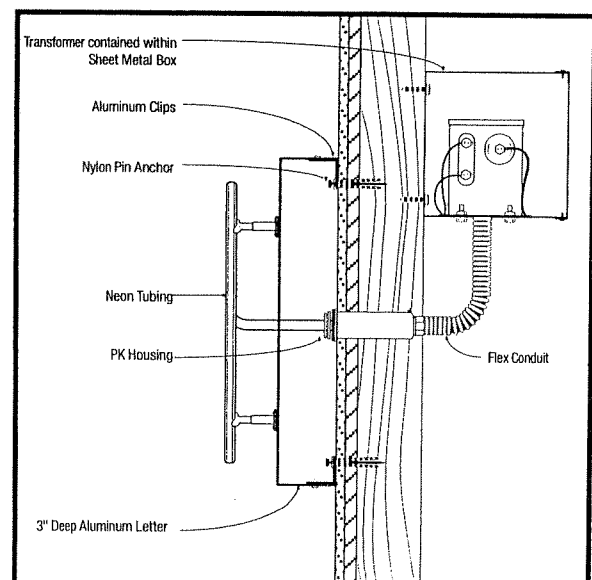
### REVERSE PAN CHANNEL LETTER

Constructed in reverse with the face of the letter being aluminum and non-illuminated. If the letter is illuminated with neon, it is called "Halo" lit.



### OPEN PAN CHANNEL LETTER

The letter depth is 3". This letter does not have any plex face so the neon is exposed.

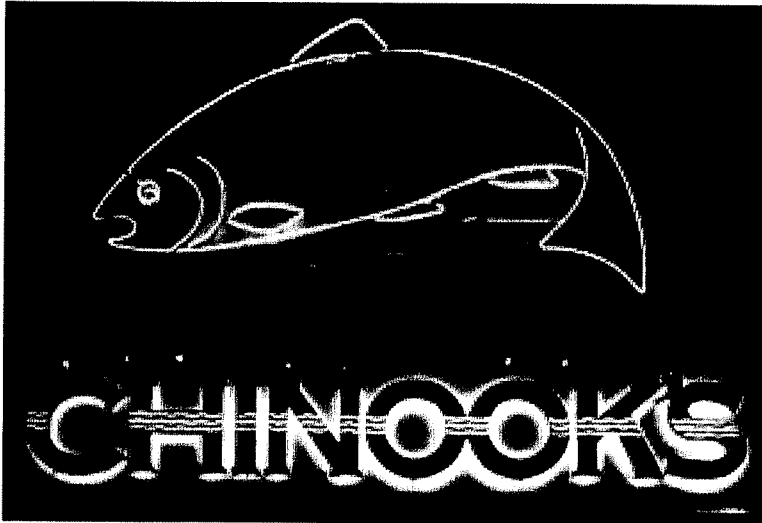


### REVERSE PAN-CHANNEL LETTER WITH EXPOSED NEON

This letter has been fabricated in reverse, usually of aluminum, and can be 2"-5" deep. The neon is exposed and mounted on the face of the letter.

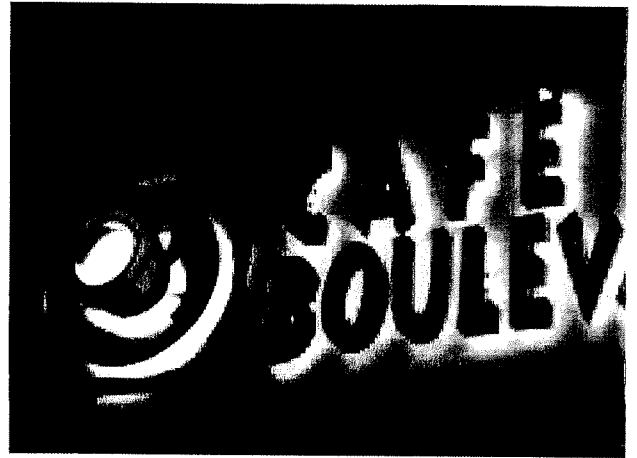
If non-illuminated letters are used, exterior light sources must be provided

## 7. Lighting Techniques



### Exposed Neon

Exposed neon tubing mounted to a painted sheet metal or aluminum letter or cabinet. The background may also incorporate painted or vinyl graphics for daytime legibility.



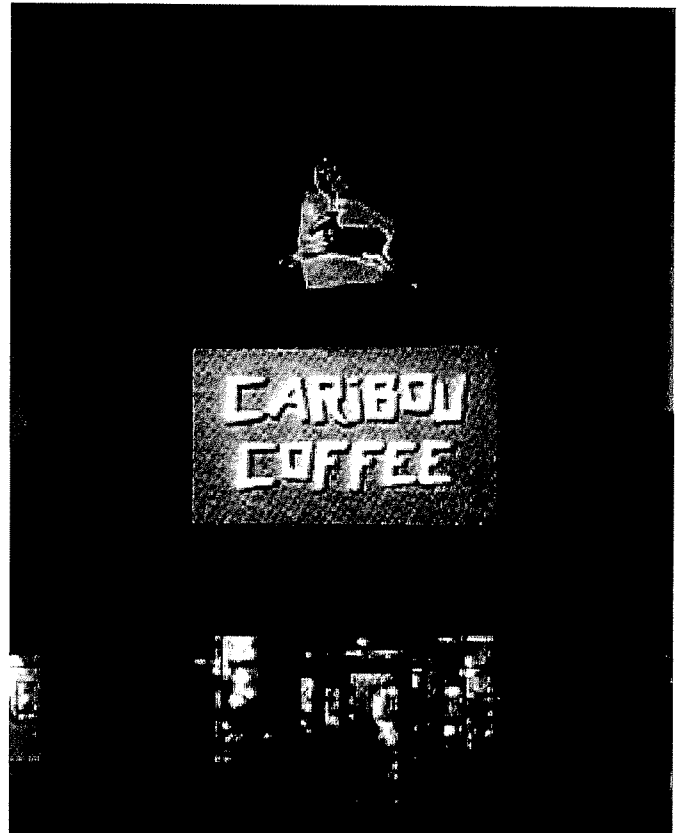
### Halo Illumination

Halo illuminated letters consist of neon encased within a fabricated aluminum letter or logo. This method of illumination is more subdued and works best on a light background.



### External Illumination

There are many types of fixtures available for flood illuminating signs, ranging from traditional gooseneck fixtures to contemporary, low voltage fixtures. This method works well with dimensional signage, as the lighting accents the depth and texture.



### Internal Illumination

An internally illuminated letter consists of neon encased within a fabricated aluminum or sheet metal letter or logo with an acrylic face. The letter face may be pigmented acrylic, acrylic with a vinyl overlay or painted acrylic.

## **8. Submittals**

No signs shall be fabricated or installed by Tenants of the Downtown project unless the following approvals have been obtained.

All permits required by the City of Pleasant Hill and any associated fees, shall be obtained and paid for by Tenant. All signs shall be constructed and installed at Tenant's expense. Tenants shall be responsible for the fulfillment of all requirements and specifications mandated by this Master Sign Program and all applicable codes and ordinances of the City of Pleasant Hill. In the case of a discrepancy between the requirements of this Master Sign Program and any City codes or ordinances, the provisions of the Master Sign Program shall prevail.

### **8.1 Submittal Procedures**

There is a formal process for the design, review and approval of Tenant signs in the Downtown Pleasant Hill project. The submittal and review process involves review by the Landlord and their design consultants to determine conformance with this Program. It is at the sole discretion of the Landlord to determine whether or not a Tenant's sign design submission is consistent and in keeping with the character of the Sign Program. In addition, the City Zoning Administrator, and possibly the City Architectural Review Commission, will review plans to assure consistency with the Program and any applicable City codes and ordinances.

### **8.2 Preliminary Design Submittal and Review**

The preliminary design submittal is intended to provide a conceptual plan showing the Tenant's intended signage for initial review by the Landlord. The requirements of a preliminary submittal are as follows:

- A. A plan showing storefront exterior elevations at 1/4" scale (minimum) to 1/2" scale (preferred), that clearly identifies the storefront materials and lighting, and the size, location and material of each sign being proposed.
- B. A scaled color rendering of each sign type indicating sizes, materials and lighting techniques.
- C. Two sets of plans shall be submitted to:

DDR

The preliminary design review process will evaluate the use of materials, colors, details and form for each sign, as well as its integration into the overall storefront and building. Upon review of the submittal, to be completed within 30 days of submission, the Landlord shall either approve the proposed signage, approved it with conditions to be addressed in the final plans, or reject the basic signage design as being unacceptable. Submittals deemed unacceptable shall be revised and resubmitted before proceeding with final plans.

### **8.3 Final Design Submission**

After obtaining preliminary design approval from the Landlord, the Tenant may proceed with the submittal of final designs and working drawings. As in the preliminary review, final plans are either approved, approved contingent upon any required modifications, or rejected, within 30 days of submission. Rejected plans must be resubmitted until approved by Landlord. A full set of working drawings must be approved and stamped by Landlord prior to the Tenant filing a sign permit application with the City Zoning Administrator, or the fabrication of the sign(s).

One sepia set and three blueline sets of the following plans and information shall be submitted by Tenant for the final Landlord review process:

- A. Dimensioned scaled drawings showing front elevation, side views, and sections for all signs (including copy layouts).
- B. Specifications for materials, colors, finishes, coatings, type styles, lighting techniques, means of attachment, structural elements and details.
- C. Storefront elevations show exact location, size, and placement of each sign on the building.

### **8.4 City of Pleasant Hill Permit Process**

All signs are required to have a sign permit issued by the City of Pleasant Hill prior to installation. Four sets of plans, including the approved stamped set from the Landlord, are to be submitted to the Zoning Administrator for approval. The Zoning Administrator, in his discretion, may forward the application to the City of Pleasant Hill Architectural Review Commission, if deemed appropriate. If the sign is illuminated, an electrical permit from the City will also be required to be obtained by Tenant.

## **9. Tenant Responsibilities**

The design, fabrication, installation and maintenance of the various Project Identity and Monument signs shall be the responsibility of the Landlord.

Tenants shall be responsible for the fulfillment of all requirements of this Master Sign Program, and all applicable codes and ordinances of the City of Pleasant Hill. Each Tenant is responsible for the cost of design, fabrication, installation, maintenance and electricity for their own sign(s). Tenants shall be responsible for the immediate repair of neon, which is damaged or not illuminating properly, and the proper maintenance of any awnings(s) attached to their building space. All permits required by the City of Pleasant Hill and any associated fees, shall be obtained and paid for by the Tenant or Tenant's representative. Tenants shall be required to perform or cause to have performed such necessary action to correct or repair signage within 5 days of written notice from Landlord.

All sign contractors employed or retained by Tenants must carry Worker's Compensation and Public Liability insurance providing coverage against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs, in an amount deemed appropriate by Landlord. Tenants shall indemnify and hold harmless the Landlord and the City of Pleasant Hill from any damages that may arise from the installation, maintenance or use of Tenant's signage.

The Landlord will be responsible for providing a designated circuit from Tenant's electrical panel to the sign(s). Special circumstances and penetrations through walls and structures will be addressed by Landlord on a case by case basis.

### **Termination of Lease**

Upon the termination or conclusion of Tenant's lease, the Tenant is responsible for the removal of all building, awning, projecting, and temporary signs. All signs must be removed within 30 days of the lease's termination. The storefront fascia shall be patched, painted and otherwise returned to its original condition as of before the installation of the signage, at the time of the sign removal.