



# Tenant & Contractor Handbook Rules and Regulations



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## 1.0 Purpose

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The purpose of the signage program is to ensure that the integrity of the signage for Rivermark Village is presented with diversity and creativity while maintaining standards that achieve consistency throughout the project.

These Guidelines are established for Tenants at Rivermark Village to provide a coordinated graphic system that communicates information in a distinctive and aesthetically pleasing manner. The visual consistency created by the criteria minimizes confusion and promotes an image of quality, which unites all of the individual establishments.

The Guidelines establish minimum standards that are reasonable and equitable while providing sufficient flexibility to accommodate the Tenant's need to be recognizable and marketable, to reflect each retail chain Tenant's graphic prototypes, and to encourage tasteful innovation.

It is the responsibility of each Tenant to submit design drawings of the proposed signage to the Landlord and to the City of Santa Clara for approval prior to the installation of any signage. The use of professional environmental graphic designers and professional signage companies to determine design detailing and sign placement is highly encouraged. Deviations from these Guidelines will only be considered if the overall purpose is to exceed the quality standards set forth herein. The Guidelines and requirements for the submittal process is detailed in Section 3.0, Signage Review, Approvals, Permits and Installation.

## 2.0 Definitions

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Blade Signage	Signage suspended from a building/canopy soffit or cantilevered from a building/canopy wall/fascia..
Building Elevation	Vertical exterior wall surface of a building.
End-Cap Tenant	Tenants designated as 'End-Cap' Tenants are located at the end or corner tenant space of a series of in-line tenants. Architectural features and corner entries help to designate an End Cap tenant.
Fascia	Vertical wall surface of a canopy.
Graphic Logo	The symbol image of a company; may or may not include words or letters.
In Line Tenant	Tenants designated as 'In-Line' tenants are located as part of a series of consecutive or attached tenant spaces separated by shared tenant demising walls.
Landlord	Owner/Developer of the buildings.
Major Retail Tenant	Single use Retail Tenant with a tenant space square footage of at least 15,000 sf in a building.
Monument Sign	Freestanding sign or perimeter site wall sign which contains signage identifying Tenants within the Rivermark Village.
Retail Pad	A free-standing building within the overall development.
Temporary Signs	Signage displayed for a designated period of time, not permanently attached to buildings or tenant storefront/display glazing.
Tenant	A business entity leasing or owning a business within the Rivermark Village project site.

### 3.0 Signage Review, Approvals, Permits & Installation

- All signage shall be reviewed for conformance with these Guidelines and overall design quality. Approval or disapproval of signage submittals shall remain the right of the Landlord and the City of Santa Clara. Tenant's shall be responsible for verifying all requirements with the City.

#### 3.1 Landlord Approval

- Tenants shall submit for approval one (1) reproducible copy and three (3) additional copies of detailed signage drawings indicating the location, size, copy layout, materials, colors, illumination and method of attachment. At least one (1) drawing of the signage must be in color. Provide material and color samples if requested by the Landlord. All materials and colors are subject to approval in the field by the Landlord. The plans must include the building elevation, the location of signage on the building, a site plan indicating the location of the Tenant within the project, and construction specifications and details of the proposed signage.
- If the plans submitted to the Landlord are not acceptable or require revisions, they must be resubmitted unless they are approved 'with conditions.'
- After plans are approved by the Landlord, one (1) set of the approved submittal shall be retained by the Landlord, one (1) set of the approved submittal shall be returned to the Tenant, and one (1) set of the approved submittal shall be submitted to the City of Santa Clara by the Tenant.

#### 3.2 City of Santa Clara Approval

- Four (4) sets of plans, including the stamped and approved set from the Landlord, are to be submitted to the City of Santa Clara Building Department. All mounting details for signage must be submitted to this department. All electrically illuminated signage shall require an electrical permit. At least one (1) drawing of the signage must be in color. Provide material and color samples if requested by the City. All materials and colors are subject to approval in the field by the City of Santa Clara. The plans must include the building elevation, the location of signage on the building, a site plan indicating the location of the Tenant within the project, and construction specifications and details of the proposed signage.

### 3.3 Permits

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- All permits for signage and installation required by the City of Santa Clara shall be obtained by the Tenant at Tenant's expense prior to installation. Tenant shall be responsible for verification of all required submittals.

### 3.4 Installation

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- All signage shall be constructed and installed at Tenant's expense.
- Tenants shall be responsible for the installation and maintenance of their signage.
- The Tenant's Signage Contractor shall be licensed by the state of California, and shall carry workman's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signage.
- Tenant's Signage Contractor shall repair any damage caused by his work. Damage to structure that is not repaired by the Contractor shall become the Tenant's responsibility to correct.
- Signage not installed and operable in accordance with previously approved plans shall be corrected by the Tenant upon request of the Landlord. If not corrected within 30 days, signage may be corrected by the Landlord at the Tenant's expense.

## 4.0 General Construction Specifications

- Signage must be constructed and installed to meet or exceed all applicable codes and City requirements.
- Notwithstanding the following signage Guidelines, Tenants may utilize standard corporate Logos and/or prototypical signage Graphics, subject to the approval of the Landlord and the City of Santa Clara.
- All electrical signage shall bear the Underwriters Laboratories (UL) label of approval.
- All exterior signage shall be secured by concealed fasteners or, if exposed, fasteners of stainless steel, nickel or cadmium plated. All raceways, transformers, electrode boxes, switches, wiring, conduit and access hatches shall be concealed.
- Tenant's electrified signage shall be connected to the Tenant's house panel and controlled by a time clock or energy management system.
- All penetrations of the building structure required for signage installation shall be neatly sealed and water tight. Color and finish of attachments and sealants shall match adjacent exterior finishes.
- Surfaces of all signage are intended to be flat without bulges, oil-canning or other deformities. Any welded seams on signage faces should be finished smooth.

## 5.0 General Project Signage Guidelines

### 5.1 Permanent Window Signs

**General:** The purpose of permanent window signage is to provide an attractive and effective means of identification for the business or for products and services provided. Permanent window signage should enhance the overall visual impact of the Center for the public. All signs or graphics within ten (10) feet of a window or storefront that can easily be seen from the exterior shall be considered window signage. Exceptions shall be considered on a case by case basis only if it meets the overall design intent consistent with the store and overall project design for the Center.

**Quantity:** The quantity of window signs shall not be limited, but shall be subject to the maximum allowable sign area applicable to that tenant.

**Location:** Permanent window signs must be located within the glass panel area with no part of the sign overlapping the window mullion or frame. No window signs shall be displayed on the storefront doors, or the glass areas directly above the doors (except address numbers). Operational hours, credit cards accepted, telephone numbers, etc., shall be located on the glass adjacent to the entry door(s). All window signs must be applied to the inside face of the glass. The location of all window signs must be approved by the City of Santa Clara and the Landlord.

**Size:** Permanent window signage shall be compatible with glass dimensions and window mullion locations.

**Content:** Sign content shall be consistent with Tenant's overall graphics and identity package. Sign content and layout shall be subject to approval by the City of Santa Clara and the Landlord.

Materials and colors shall be subject to the approval of the City of Santa Clara and the Landlord.

**Installation:** Floor mounted signs must be supported by a metal stand or support. Ceiling mounted signs must be hung with either wire or cable that has minimal visual impact. Chains will not be allowed for hanging signs. All signs shall be permanently attached. The use of tape, staples, suction cups, licks or similar attachment methods are not allowed.



## 5.2 Miscellaneous Tenant Identification Signage

- General:** In addition to other Signage allowed, all Tenants shall be allowed to provide all required address, entry, exit and disabled accessibility Signage required by code and local ordinances.
- Quantity:** The quantity of Miscellaneous Tenant Identification Signage shall be limited to Signage as required by code and local ordinances and as outlined above.
- Location:** Miscellaneous Tenant Identification Signage shall be affixed to a storefront window or door.
- Size:** Maximum height for Miscellaneous Tenant Identification Signage letters shall be 2" with the exception for open/closed Signage and suite/address identification which shall consist of 6" letters.
- Content:** Miscellaneous Tenant Identification Signage may consist of required suite or street address, open/closed Signage, entry and exit Signage, hours of operation Signage, credit card usage and disabled accessibility Signage. All Tenants shall affix suite or street address on at least one business storefront entry door.
- Materials:** Miscellaneous Tenant Identification Signage shall be applied to inside surface of storefront glass using a standard color to be determined.

## 5.3 Prohibited Signage

The following signage shall be prohibited within the project:

1. Flashing, moving or scintillating light bulbs or effects.
2. Window signage, other than Permanent Window Graphics permitted elsewhere in these Guidelines.
3. Signage employing luminous painted paper or cardboard signage.
4. Paper, slickers, or decals hung around or behind storefront glazing.
5. Vacuum formed plastic lettering.
6. Signage employing exposed raceways, ballast boxes or transformers.
7. Major Tenants shall not place any signage on the rear of their buildings, except for service, receiving and exit door identification signage including receiving hours permitted, and

except as allowed elsewhere in these Guidelines. Letter height for these signs shall be limited to 6" in height. Total signage area shall be limited to 8 square feet.

8. A-frame 'sandwich' signs.

#### 5.4 Address Signage

Each building located at Rivermark Village may have one (1) address placard displayed for purposes of identification on business frontage.

#### 5.5 Miscellaneous Signage

Quantity: Each Retail Tenant may have one(1) double sided blade sign. Awning signage will be reviewed on a case by case basis.

Location: Blade signage shall typically be mounted to the wall perpendicular to the front building elevation.

Size: Blade signage shall be a maximum of 3 square feet on each face; a maximum height of 1'-6" and a maximum depth of 8".

Content: Signs shall consist of the Tenant name and/or Graphic Logo only. Other content shall be allowed subject to approval by the Landlord and the City of Santa Clara.

Materials: Subject to the approval of Landlord and the City of Santa Clara.

#### 5.6 Wall / Fascia Signage

Quantity: See Wall / Fascia Signage Matrix.

Location: Wall/Fascia Signage shall be located in the zones designated in the attached Building Elevation (Exhibit S-2 Elevations, S-3 Site Plan) in these Guidelines. In no case may a sign extend above the roof parapet. Signs are not allowed on or against any roof surfaces. Wall/Fascia Signage shall also be allowed in other locations on the primary entry building elevation, subject to approval by the Landlord and the City of Santa Clara.

Size: Tenant Wall/Fascia Signage shall be limited in size as indicated in the signage matrix.

Content: Signs shall consist of the Tenant name and/or Graphic Logo only. Other content shall be allowed subject to approval by the Landlord and the City of Santa Clara.

Material: Tenant Wall/Fascia Signage shall be constructed of any of the following materials:

1. Individual Painted Metal Reverse Pan Channel
2. Letters and/or Graphic Logo with neon illumination.
3. Individual Painted Metal Pan Channel Letters and/or Graphic Logo with neon illumination. Individual Painted Metal Channel Letters and/or Graphic Logo with Acrylic facing with internal illumination.
4. Can signs with solid returns and acrylic and/or metal faces are not permitted except as minor adjuncts to individual letter signs and only when part of tenant logos.

Other materials shall be allowed subject to approval by the Landlord and the City of Santa Clara.

## 5.6 Conditions of Lease

Each Tenant is responsible for the design, fabrications, installation, maintenance and cost of electricity for their own signage.

The Tenant or Landlord shall be responsible to provide the signage company responsible for the fabrication and installation of the signage a designated circuit from the electrical panel to the signage. Special circumstances and penetrations through walls and structures will be addressed on a case by case basis.

Within 30 days of termination or conclusion of a lease, the Tenant is responsible for the removal of their signage. The storefront wall or fascia shall be patched and painted and returned to its original condition as it was prior to the installation of the Tenant's signage.

## 6.0 Tenant Signage Matrix

See attached Exhibit S-1.

## EXHIBIT S1

### SIGN TYPES

#### Project Entry/Multiple Tenant Monument Sign Type "A"

*Project Name/Logo*

*Maximum of 4 tenant names/logos (Grocery, Pharmacy, Health Club, Hotel)*

#### Project Entry Monument Sign Type "B"

*Project Name/Logo*

*Parking directional signage*

#### Site Directional Signs Type "C"

**Type C-1**

*Hotel Name/Logo*

*Parking directional signage*

**Type C-2**

*Health Club Name/Logo*

*Parking directional signage*

#### Information Kiosk

*Project Name/Logo/Site Plan*

*List of Tenant names*

#### Major Retail Tenant Signage (M1, M2)

*Wall/fascia signage*

*Under canopy blade signage*

*Tenant permanent window signage*

#### Village Retail Tenant Signage (R1 -- R7, P1, C1)

*Wall/fascia signage*

*Under canopy blade signage*

*Tenant permanent window signage*

*Tenant awning signage*

#### Office Tenant Signage (O1 -- O3)

*Wall/fascia signage*

*Under canopy blade signage*

*Tenant permanent window signage*

*Tenant awning signage*

#### Hotel Use Tenant Signage (H1)

*Tenant Monument Sign (verify)*

*Wall/fascia signage*

#### Health Club Tenant Signage (H2)

*Wall/fascia signage*

*Tenant permanent window signage*

*Tenant awning signage*

#### Special Application Signage

*Banner signage (wall mounted)*

*Lightpole banner signage*

#### Parking Garage Signage (G1)

*Monument signs*

*Wall/fascia signage*

*Entry/Exit signage*

*Directional signage/graphics (inside garage)*

*Dedicated Parking Zones (Office, Retail, Hotel, Health Club)*

**TENANT WALL/FASCIA SIGNAGE MATRIX**

Tenant Type/Size	Maximum Letter Height	Maximum Signage Area
<b>End Cap Retail Tenants :</b>		
0 - 1,999 s.f.	1'-6"	100 s.f.
2,000 - 4,499 s.f.	2'-0"	125 s.f.
4,500 and up	2'-0"	150 s.f.
End Cap Retail Tenants shall be allowed one (1) wall/fascia sign on each building elevation that faces either parking areas/driveways or pedestrian walkways, (including corner tower elements), up to a maximum of three (3) signs. Total area for all signs not to exceed maximum allowable sign area. See Exhibits 1 and 3 for typical zones for permitted signage.		
<b>In-Line Retail Tenants (R1 - R7)</b>		
0 - 1,199 s.f.	1'-6"	50 s.f.
1,200 - 1,599 s.f.	2'-0"	60 s.f.
1,600 and up	2'-0"	75 s.f.
In-Line Retail Tenants shall be allowed one (1) wall/fascia sign on their primary business frontage elevation facing either parking areas/driveways or pedestrian walkways. See Exhibits 1 and 3 for typical zones for permitted signage.		
<b>Free Standing Pad Tenant (P1)</b>		
0 - 6,499 s.f.	2'-0"	225 s.f.
6,500 and up	2'-6"	250 s.f.
Freestanding Pad tenants shall be allowed one (1) wall/fascia sign per each business frontage facing a street, pedestrian walkway or parking areas, up to a maximum of three (3). One (1) sign must be located on the primary business frontage. Total area for all signs not to exceed maximum allowable sign area.		
<b>Major Retail Tenants (M1, M2)</b>		
15,000 - 19,999 s.f.	3'-0"	275 s.f.
20,000 - 34,999 s.f.	3'-6"	300 s.f.
35,000 and up	4'-0"	350 s.f.
Major Retail Tenants shall not be restricted as to the quantity of signs allowed for each tenant. Rather, signage shall be limited by area and size as indicated above, and by location as shown in Exhibits 2 and 4 in these guidelines. No signage shall be located on the rear of their buildings except for service, receiving and exit door identification signage including receiving hours permitted.		
<b>Office Tenants</b>		
0 - 4,999 s.f.	No exterior building signage allowed	n/a
5,000 and up	2'-6"	50 s.f.
Wall/fascia signage for Office Tenants is only permitted for lease spaces as indicated in the table above, and shall be located on the buildings at the third floor as shown in Exhibit 3. For Tenants who occupy an entire floor plate, the maximum allowable signage area may be doubled and the number of signs increased to two (2). Signs shall be located on separate elevations of the building.		

# SIGN CRITERIA

## EXHIBIT S2

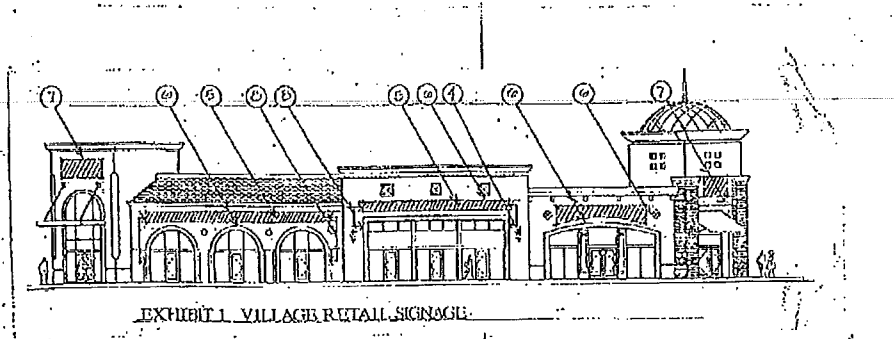


EXHIBIT 1 VILLAGE RETAIL SIGNAGE

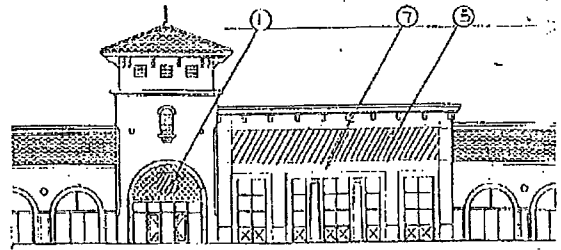


EXHIBIT 2 MAJOR RETAIL TENANT SIGNAGE M1

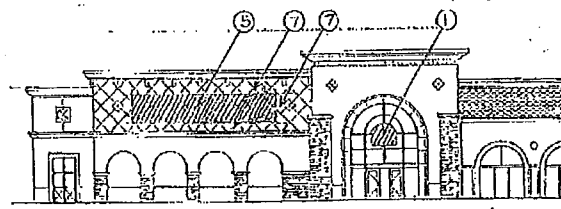


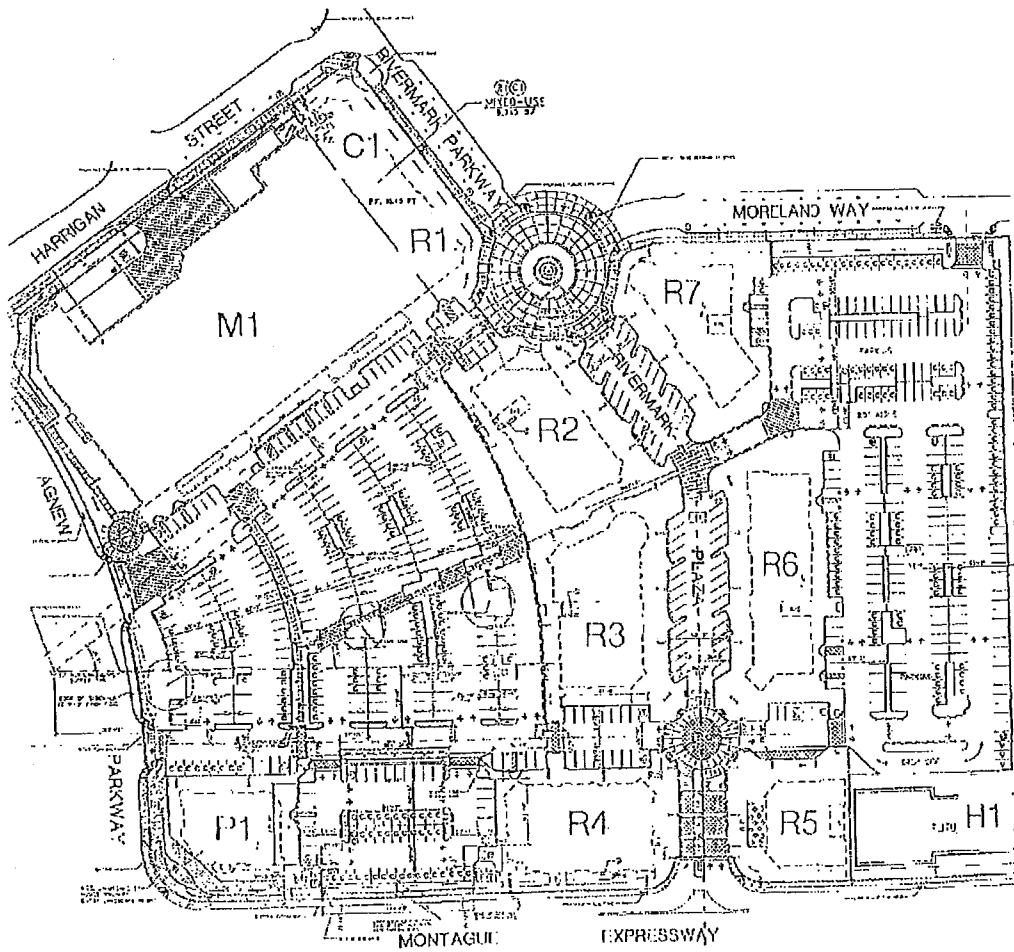
EXHIBIT 3 MAJOR RETAIL TENANT SIGNAGE M2

### KEYNOTES

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| <ul style="list-style-type: none"> <li>① Tenant Logo Sign, not to exceed 18 s.f. in area.</li> <li>② Office Tenant signage only at third level locations.</li> <li>③ Freestanding canopy signage.</li> <li>④ Walk-mounted blade sign, centered on pilaster.</li> </ul> | <ul style="list-style-type: none"> <li>⑤ Allowable Wall/Facade Signage Zone</li> <li>⑥ Maintain minimum 1' clearance from signage to adjacent architectural features and edges.</li> <li>⑦ Maintain minimum 2' clearance from signage to adjacent architectural features and edges.</li> <li>⑧ Signage shall not extend past vertical alignment with architectural elements as shown.</li> </ul> |
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## ELEVATIONS

SIGN CRITERIA  
EXHIBIT S3



Site Plan for Reference Only