

Pacific Commons

PLANNED SIGN PROGRAM
AND DESIGN GUIDELINES
FOR TENANT SIGNAGE, MONUMENTS AND PYLONS

Major Retail District Pacific Commons Planning Areas 1-5

Fremont, California

AS APPROVED BY THE CITY OF FREMONT PLANNING COMMISSION
AND AMMENDED THERETO

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1.0 PURPOSE

The purpose of the Planned Sign Program is to ensure that signage for the Major Retail District of Pacific Commons is presented with diversity and creativity while maintaining standards that achieve consistency throughout the project.

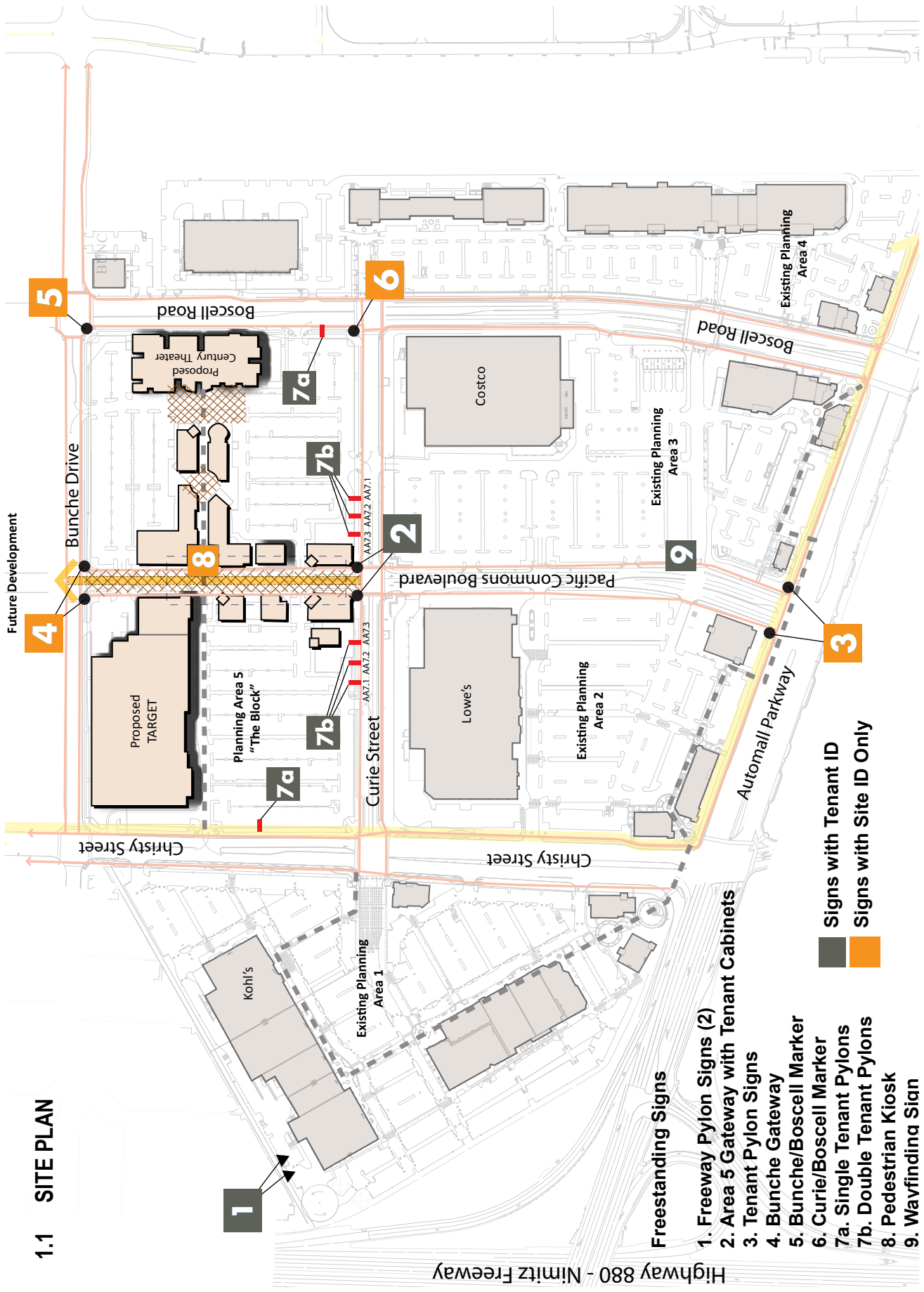
This Planned Sign Program is established for retail Tenants of the Major Retail District and to provide a coordinated graphic system that communicates information in a distinctive and aesthetically pleasing manner. The visual consistency created by the criteria minimizes confusion and promotes an image of quality that unites all of the individual retail establishments.

The Planned Sign Program establishes minimum standards and maximum sizes 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 images, and to encourage innovation while preserving the design quality of the development.

The Landlord prefers signage that is not internally illuminated cabinets, but is individual letters, peg mounted to wall or canopy face, and which is externally illuminated by decorative spot lighting. Other architectural features, trims or logo elements incorporated with Tenant's signage are permitted if within the allowable signage area.

It is the responsibility of each Tenant to submit design drawings of the proposed signage to the Landlord and to the City of Fremont 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 this Planned Sign Program will be subject to review and approval by the City of Fremont, and may require a formal amendment to this document. This Planned Sign Program's requirements for the submittal process are detailed in Section 3.0, Signage Review, Approvals and Installation.

1.1 SITE PLAN



Freestanding Signs

- 1. Freeway Pylon Signs (2)
- 2. Area 5 Gateway with Tenant Cabinets
- 3. Tenant Pylon Signs
- 4. Bunche Gateway
- 5. Bunche/Boscell Marker
- 6. Curie/Boscell Marker
- 7a. Single Tenant Pylons
- 7b. Double Tenant Pylons
- 8. Pedestrian Kiosk
- 9. Wayfinding Sign

- Signs with Tenant ID
- Signs with Site ID Only

2.0 DEFINITIONS

Anchor Tenant	A Tenant leasing 95,000 square feet or more of space.
Architectural Blade Sign	Signage placed on a large, vertical blade that is integral with the architecture of the building.
Auxiliary Building Signage	Signage allowed on a separate building or structure that is an auxiliary use to an anchor Tenant; i.e.: fuel station, garden center, restaurant, tire center, and auto repair.
Blade Sign	Signage suspended from a building, canopy or cantilevered from a building, and generally is readable from both sides.
Building Facade	<p>All or that portion of the surface area of the exterior bearing wall, or other exterior bearing enclosure, of a side of a building, which is visible from any one ground position, including (in calculating square foot dimensions) windows, entrances and exits, if any, but excluding architectural features and projections such as wing walls, parapet walls, eaves, freestanding columns and screen walls (sometimes “building facade” is described, but not always correctly in regard to certain buildings, as all that portion of a building side below the eave line). If a building is occupied by more than one enterprise, each such enterprise, having at least one building frontage, may be credited with its own building facade, and allocated a portion of the total building facade of one or more building sides of the building, in accordance with the definition of “building”.</p> <p>Vertical wall surfaces that deviate in plan 30 degrees or more from each other, shall be considered different building facades for the purposes of this Sign Program.</p>
Canopy Sign	Tenant letters mounted to top of metal canopy for either primary and or secondary signage
Directional Sign	Freestanding sign identifying Pacific Commons Retail Center and individual Tenant locations.
End-Cap Tenant	A retail Tenant or restaurant that occupies the end of a building with exposure to three exterior walls.
Fascia	A vertical wall surface of a canopy or building.
Freestanding Building	A stand-alone building with one or more tenants that is not attached to the Major Retail Tenants. This building is characterized by having no rear facades and three to four front facades.
Gateway Sign	Signs whose purpose is to identify Pacific Commons or Planning Areas
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.
Junior Tenant	A Tenant leasing 15,000 to 19,999 square feet of space.
Landlord	Current property owners of record

Logotype/Symbol	The distinctive letter-forms used to express the image of a company. Often the logotype is used in combination with a symbol (an icon or monogram).
Location Signage	Additional signage that identifies locations of other Tenant services or functions, i.e. tire service, auto services, lumber sales, garden center, tire sales, pick-up, car stereo installations.
Major Tenant	A Tenant leasing 20,000 to 94,999 square feet of space.
Maximum Letter Height	Measurement of height of capital letter X of font used on sign. Note: Maximum height of lettering may not apply or may be waived if no more than 1-3 letters exceed height and are used on display as large graphic objects.
Mural	Flat graphic artwork painted on flat surface of Theater tenant building.
Operational Signage	Directional or safety information provided by Tenant, posted on Tenant's premises in public view. It shall not contain Tenant's name or Logo. Such signage is subject only to Landlord review and approval.
Primary Business Facade	Building facade associated with the Tenant's main entrance.
Rear Facade	The building facade that is predominately used for servicing the store and contains loading docks, service entries, trash removal facilities, etc. and is generally not visible from main streets or walkways.
Secondary Tenant Signage	Additional signage allowed for Freestanding Buildings, End-Cap Tenants as well as In-Line Tenants that occur in freestanding buildings with additional visibility to Freeway or Street frontages.
Sign Area	The area of the largest single face of the sign copy within a perimeter that forms the outside shape, including any frame that forms an integral part of the display, but excluding necessary supports or uprights on which the sign may be placed. Where there is no physical frame defining the perimeter of the sign, the area shall consist of that portion of the sign within a single continuous perimeter enclosing the extreme limits of the sign copy. The location of such perimeter shall be based exclusively on squares or rectangles. If the sign consists of more than one section or module, the combined areas of the sections or modules shall not exceed the maximum area. In the case of a sign designed with more than one exterior surface containing sign copy, the sign area shall be computed as including only the maximum single display surface visible from any one ground position.
Subsidiary Sign	Additional signage that identifies products offered by retailers.
Tenant	A business entity leasing a space, building or site within the Major Retail District of Pacific Commons.
Tenant Pylon	Pylon Signs at perimeter of Planning Area 5 with Tenant Identities
Theater Tenant	Tenant in Theater space of Planning Area 5.
Theater Posters	Marketing posters or artwork used by Theater Tenant.

Wall Sign

A sign mounted to any exterior wall of the building leased by a retail Tenant and used to identify the Tenant's premises.

Window Sign

A building sign which is affixed to a clear door or window and oriented outward, and any sign visible through a clear door or window, when it is so located as to be conspicuously visible and readable, without intentional and deliberate effort, from outside the building or structure. A banner on the exterior of a window is not a window sign

3.0 SIGNAGE REVIEW, APPROVALS, PERMITS & INSTALLATION

- All signage shall be reviewed and approved in writing by the Landlord for conformance with this Sign Program and overall design quality. Approval or disapproval of signage submittals shall remain the right of the Landlord and the City of Fremont.

3.1 LANDLORD APPROVAL

- Prior to submission to the City of Fremont and prior to fabrication and installation, Tenants shall submit for approval one (1) reproducible copy and three (3) additional copies of detailed signage drawings indicating the locations, size copy layout, materials, colors, illumination and method of attachment. At least one (1) drawing of the signage must be in color. Tenant shall provide material and color samples board and if available, photographs of proposed signage. All materials and colors are subject to approval in the field by the Landlord. The plans must include the building facade to scale, the depiction of the signage on the building to scale, 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 for approval unless approved 'with conditions.
- After plans are approved by the Landlord, one (1) set of the approved submittal with samples shall be retained by the Landlord and two (2) sets of plans will be returned to the tenant. One (1) approved set shall be included as part of the Tenant's submittal to the City of Fremont as per the City's Sign Application Guidelines.

3.2 CITY OF FREMONT APPROVAL

- The Tenant will be responsible for contacting the City of Fremont for necessary submittal requirements and obtaining approvals and necessary permits before installation of signage.
- If the City of Fremont requires any changes in the submittal, the Tenant shall obtain Landlord's approval of the change prior to re-submittal, obtaining a sign permit and/or installation of signage.

3.3 PERMITS

- All permits for signage and installation that are required by the City of Fremont shall be obtained by the Tenant or their representative at Tenant's expense prior to fabrication and installation.

3.4 INSTALLATION

- All Signage shall be constructed and installed at Tenant's expense in strict accordance with Landlord's approved plan.
- 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 that is not repaired by the Contractor shall become the Tenant's responsibility to correct.
- The Tenant upon request of the Landlord shall correct signage not in accordance with previously approved plans. If not corrected within thirty (30) days, signage may be corrected or removed by the Landlord at the Tenant's expense.

4.0 SIGN FABRICATION SPECIFICATIONS

4.1 SIGN MATERIALS

A. General

1. Signage must be constructed and installed to meet or exceed all applicable codes and City requirements.
2. All penetrations of the building structure required for signage installation shall be neatly sealed and watertight. Color and finish of attachments and sealants shall match adjacent exterior finished.

B. Materials

1. Aluminum shall be suitable for ornamental, architectural work. Surface finish shall be smooth, free of extrusion marks or imperfections. Alloy shall be selected to meet the structural requirements of the specific application.
2. Structural metal for concealed framing shall be of galvanized rolled steel or equal, as required, to satisfy structural requirements.
3. Acrylic Sheet Plastic shall be equivalent to Plexiglas II as manufactured by Rohm and Hass Co., or equal. Thickness shall be not less than one eighth (1/8) inch. All plastics shall be of uniform color, translucence and illuminations, as supplied by manufacturer. Any exposed edges of acrylic shall be finished with no visible saw marks.

C. Fasteners

1. All exterior Signage shall be secured by concealed fasteners, or if exposed, fasteners of stainless steel, nickel or cadmium plated.

4.2 ELECTRICAL COMPONENTS

A. Electrical Wiring and Equipment

1. All electrical signage shall bear the Underwriters Laboratories (UL) label of approval.
2. All raceways, transformers, electrode boxes, switches, wiring, conduit and access hatches shall be concealed.

B. Installation

1. Coordinate electrical components and demands with building power supplies.
2. Tenant's electrified signage shall be connected to the Tenant's house panel and controlled by a time clock or energy management system.

4.3 FABRICATION OF SIGNS & SUPPORTS

A. General

Provide custom-manufactured sign assemblies, components, completely fabricated and finished at factory before delivery to site. Fit and assemble the Work at the shop to the greatest extent possible. No site application or finishing will be permitted except for touch-up. Exposed fasteners on finished faces will not be allowed, unless specifically indicated. Waviness and oil canning of surfaces is not acceptable. Minimum material thickness is to be 0.090 inches. Conceal wiring, conduit and other electrical items within sign enclosures.

B. Seams and Joints

All visible joints shall be ground, filled and finished flush and smooth with adjacent work. Such seams shall be invisible after final finish has been applied. Spot welded joints shall not be visible on exterior of signs after final finish has been applied. No gaps, light leaks, waves, or oil canning will be permitted in the work.

5.0 GENERAL PROJECT SIGNAGE GUIDELINES & CONDITIONS –ALL TENANTS

5.1 CONDITIONS OF LEASE

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

The Tenant or Landlord shall be responsible to provide the 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 and must be approved and inspected by the Landlord.

Prior to 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

5.2 PROHIBITED SIGNAGE

The following signage shall be prohibited within the project:

- At buildings located at Planning Areas 2 and 3, no signage will be allowed to face Curie Street except for Address and Operational Signage.
- Flashing, moving or scintillating light bulbs or effects, except within Planning Area 5 when approved by Landlord and City.
- Window signage, other than those signs permitted elsewhere in this Sign Program.
- Signage employing luminous painted paper or cardboard signage.
- Paper, stickers or decals hung around or behind storefront glazing.
- Signage is not allowed on fabric awnings.
- Signage employing exposed raceways, ballast boxes or transformers.
- Temporary movable signs on walkways or in parking areas.

5.3 PERMANENT WINDOW SIGNS

Purpose

The purpose of permanent window signage is to provide an attractive and effective means of identification by the pedestrian for the following:

- Name of business
- Taglines and symbols used by businesses
- Hours of operation
- Disabled, no smoking and other code signs
- Credit card acceptance logos

Permanent window signage should be well organized and 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 Major Retail District.

Quantity

Only the area of permanent window signs identifying the Tenant name 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 within six (6) inches of the window mullion or frame. No window signs shall be displayed on the storefront doors, or the glass areas directly above the doors, except addresses (see 5.5 Address Signs).

All window signs must be applied to the inside face of the glass. The location of all window signs must be approved by the Landlord.

Size

Permanent window signage shall be compatible with glass dimensions and window mullion locations. The maximum area for all window signs (permanent and temporary) shall be no more than twenty-five percent (25%) of the window panel area.

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 Landlord

Materials

Permanent window signs shall be limited to the following:

- Individual vinyl or professionally painted letters or logos applied directly to the surface of the glass.
- Sand blasted or etched effects applied to glass
- Metallic leafs applied to glass

5.4 TEMPORARY PROMOTIONAL WINDOW SIGNS

General

Tenants are allowed temporary or promotional window signage to convey information announcing retail sales events, seasonal/stock promotions and community activities, or a condition of short and limited duration. Temporary promotional window signs may be displayed for a cumulative period no greater than thirty (30) days each calendar year. Landlord approval is required prior to displaying each promotional window sign. City approval may also be required; Tenant should contact the City of Fremont and secure all necessary permits prior to displaying each promotional sign.

Tenants wishing to replace temporary promotional window signage on a regular basis may submit to the Landlord a proposed changing temporary promotional window sign program. The approved program will allow for replacement of temporary signs on

a regular basis without the necessity to obtain a separate approval for each new sign. The changing window sign program must provide consistent signage location and size. The changing window sign program must also be consistent with the standards for permanent window signs (see section 5.3).

Location

A temporary window sign that extends from one panel of glass to another to convey a single message shall be allowed as long as it does not exceed the maximum allowable sign area for temporary promotional window signs.

Size

Temporary or promotional window signage shall be compatible with glass dimensions and window mullion locations. Temporary signs shall be limited in size by the maximum allowable sign area of twenty-five percent (25%) of the overall window area for all signage. Sign area tabulation for all window signage (temporary and permanent) shall be reviewed and approved by the City of Fremont and Landlord prior to installation.

Content

Temporary sign content shall be consistent with Tenant's overall graphics and identity package.

Materials

Temporary signs are generally vinyl, cloth, canvas and other lightweight materials. Colors and materials shall be subject to approval by the City of Fremont and Landlord. Signs shall not be illuminated, luminescent or fluorescent.

5.5 ADDRESS SIGNAGE

Each retail Tenant may have one (1) address displayed for the purposes of identification on primary business frontage. A six-inch high address identification with contrasting background shall be centered in the glass area directly above the door(s). A panel located at the rear service doors will include the address, name of store and receiving hours.

Tenant shall contact the City of Fremont for specific requirements of Address signage.

5.6 DIRECTIONAL MONUMENTS

Function

1. Directional Monuments shall serve to direct vehicular circulation to tenant spaces or Planning Areas within the site.
2. Major tenants will be allowed signage on Directional Monuments at the discretion of the Landlord.

Tenant Content


1. The maximum letter height for the letter forms is 9"
2. Tenant sign shall consist of the Tenant letterforms. The landlord and the City of Fremont shall allow other content subject to approval.
3. All tenants' letterforms to be dimensional backlit push-thru white acrylic on black aluminum background.

5.7 AREA 5 GATEWAY SIGN WITH TENANT CABINETS

Function

Gateway monuments are located at the entrance to Area 5-“The Block” and include Anchor Tenant signing .

Tenant Content

1. Tenant graphics will be placed in the area provided.
2. Graphics will be internally illuminated white acrylic pushed through routed aluminum face. 

5.8 AREA 5 TENANT PYLON SIGNS

Function

Tenant Pylon signs are located on the perimeter of Area 5 and display Landlord selected tenants

Tenant Content

1. Tenant graphics will be placed within the area provided.
2. Graphics will be internally illuminated white acrylic pushed through routed aluminum face. Aluminum face will be painted in standard color scheme determined by the location of the sign.
3. Maximum number of tenant cabinets per pylon is 2 per side accommodating 2 tenants.

5.9 FREEWAY PYLON SIGNS

Function

Two freestanding Freeway Pylon Signs that identify tenants within Pacific Commons. Pylon closest to Freeway is reserved for “The Block” (Area 5) Tenants.

Tenant Content

1. Tenant graphics will be placed in the area provided.
2. Graphic faces are flexible faced panels with white internally illuminated graphics.
3. Top two tenants on Area 5 pylon will have red backgrounds with white graphics. All other tenants will have opaque black backgrounds with white graphics.
4. Graphics will be internally illuminated

6.0 SPECIFIC RETAIL TENANT GUIDELINES

6.1 PRIMARY TENANT SIGNAGE

Function

1. To identify the Tenants place of business.

Location

1. All signs must be located on the fascia area between the top of the storefront glass and the top of the parapet wall, preferably over the entry. On walls without a storefront or entry, the sign must be a minimum of eight (8) feet above grade and located above canopies, as may be the condition in smaller shop buildings and free standing buildings. See 7.0 Signage Diagrams, Sign Location Diagram B.
2. No sign may cover or overlap significant architectural details such as window or door- frames, glass, facade setbacks, columns, towers, etc. unless the sign sits on a canopy or other architectural element that is integrated into the overall building design.
3. Signs must maintain one and one half (1.5) feet minimum distance between the edge of the sign and the edge of the architectural details or the edge of the building. No Tenant wall sign may be located within four and one half (4.5) feet of an adjacent storefront. See 7.0 Signage Diagrams, Sign Location Diagram B.

Number of Signs

1. Each Tenant may have one Primary sign.
2. In addition to the Primary sign, additional signage may be allowed. See 6.10 Tenant Signage Matrix for types of signage allowed per Tenant size and location.

Allowable Sign Types

1. Creative sign designs and types are encouraged. External illumination is preferable. Signs with channel letters and internally illuminated plexi-glass faces will be allowed.
2. Tenant signs that occur on brick veneer wall surfaces are encouraged to be detailed with light or white color sign faces. If desirable, and subject to review and coordination with Landlord, signs may be mounted to a contrasting aluminum colored panel that provides contrast to individual letters and/or logo. A maximum of six (6) inches of exposed aluminum panel will occur at four sides of signage faces.

Sign Copy

Sign copy is limited to the following:

1. Company logotype in the company colors.
2. A short business description or tag line.
3. A symbol or icon that is recognizable as part of the company's trademark.

4. Graphic or Architectural features that highlight, frame or emphasize logos or letters.

Sign Size

The sign size and sign area will be determined by the allowable letter height and total area for each category listed below.

Notwithstanding requirements of the Planned Sign Program, Tenants may utilize standard corporate Logos and/or prototypical Signage Graphics, subject to the approval of the Landlord and the City of Fremont.

Sign types that contain a limited amount of individual letters that may exceed the max height of letters noted below will be considered as long as overall signage area is within the allowable area. See section 7.0 Signage Diagrams, Primary Sign Diagram F and G.

See 6.10 Tenant Signage Matrix for size and number of signs allowed.

6.2 SECONDARY TENANT SIGNAGE

Function

1. To provide additional signage opportunities to in-line retail Tenants, Tenants located in a freestanding building, and Tenants that are in an end-cap position.

Location

1. Secondary signs may be wall or canopy signs.
2. Secondary wall signs cannot be on the same building facade as the Primary tenant signage.
4. All signs must be located on the fascia area between the top of the storefront glass and the top of the parapet wall, preferably over the entry. On walls without a storefront or entry, the sign must be a minimum of eight (8) feet above grade and located above canopies, as may be the condition in smaller shop buildings and free standing buildings. See 7.0 Signage Diagrams, Sign Location Diagram B.
5. No sign may cover or overlap significant architectural details such as window or door- frames, glass, facade setbacks, columns, towers, etc. unless the sign sits on a canopy or other architectural element that is integrated into the overall building design.
3. Signs must maintain one and one half (1.5) feet minimum distance between the edge of the sign and the edge of the architectural details or the edge of the building. No Tenant wall sign may be located within four and one half (4.5) feet of an adjacent storefront. See 7.0 Signage Diagrams, Sign Location Diagram B.

Size/Number of Signs

1. See 6.10 Tenant Signage Matrix for size and number of signs allowed.

6.3 LOCATION SIGNAGE

Function

1. To identify Tenant services or functions that may be located at different locations on a building. Examples of text for this type of sign are "Tire Center", "Sales", or "Installation".

Location signs are allowed primarily at Major and Anchor type Tenants.

Location

1. Location signs may be wall or canopy signs.
2. All signs must be located on the wall or canopy above the storefront glass or a minimum of eight (8) feet above grade.

Size/Number of Signs

1. See 6.10 Tenant Signage Matrix for size and number of signs allowed.

Allowable Sign Types and Fabrication Techniques

1. Signs must be one half ($\frac{1}{2}$) inch deep. They cannot be painted directly on the wall or utilize vinyl or thin gauge metal applied directly to the wall.
2. Individual letters must be at least one half ($\frac{1}{2}$) inch deep.
3. Letters may be cast resin, ceramic or fabricated metal or other materials to be approved by the Landlord.

6.4 SUBSIDIARY SIGNS

Function

1. Subsidiary signage identifies additional products offered by the various retailers, and is meant to compliment primary signage. Examples of text for this type of sign are "Copy Center", "Furniture", or "Computers".
2. Subsidiary signs are allowed only for Junior, Major and Anchor Tenants.

Number of Signs

1. Stores may have a maximum of four (4) subsidiary signs.

Location

1. Rear facades may not have subsidiary signs.
2. All signs must be located on the wall area above the storefront glass or a minimum of eight (8) feet above grade.

Size

1. The total of all subsidiary sign(s) will be deducted from the total sign area allowed per Tenant as found in 6.10 Tenant Signage Matrix.
2. The maximum letter height is two feet.

Allowable Sign Types and Fabrication Techniques

1. Signs must be at least one half ($\frac{1}{2}$) inch deep. They cannot be painted directly on the wall or utilize vinyl or thin gauge metal applied directly to the wall.
2. Individual letters must be at least one half ($\frac{1}{2}$) inch deep.
3. Letters may be cast resin, ceramic or fabricated metal or other materials to be approved by the Landlord.

6.5 TENANT BLADE SIGNS

Function

1. To provide Tenant name visibility to pedestrian shoppers located along the pedestrian promenades in Planning Area One, Two, and Three.
2. To encourage pedestrian browsing and for the convenience of pedestrians in identifying Tenants when walking below wall signs and parallel to store facade.
3. To mark the entry points into the various shops along the promenade.

Location

Each active Tenant entry may have only one blade sign. Signs may hang from the overhead canopy in the promenade areas in front of the store entry, or may also be mounted at 90° to the wall near the entry if the store has no overhead canopy. The bottom of each blade sign must be eight (8) feet above the sidewalk grade and maintain a minimum distance of six (6) inches from the storefront, except for canopies that are only nine (9) feet high. In this case, signs must be seven and one half (7.5) feet above the sidewalk. Each blade sign must be a minimum of ten (10) feet from any other blade sign.

Blade Sign Sizes

1. Where canopy is twelve (12) feet above the sidewalk, sign may be a maximum one & a half feet (1.5) high x three (3) feet long. See 7.0 Signage Diagrams, Blade Sign Diagram E.
2. Where canopy is nine (9) feet above the sidewalk, sign may be a maximum one (1) foot high x three (3) feet long. See 7.0 Signage Diagrams, Blade Sign Diagram E.
3. The maximum overall extension of the blade sign from the building face is to be three & a half (3.5) feet. See 7.0 Signage Diagrams, Blade Sign Diagram E.
4. No blade sign can exceed four & a half (4.5) square feet in area.
5. All sign copy must maintain one (1) inch minimum clearance from all sign edges.

Design and Materials

1. Painted aluminum panels with painted or applied letters.
2. Cut out letters with internal illumination is encouraged. External illumination of blade signs is permitted.
3. Tenants may use their logotype, symbol and image colors, only - no tagline or other decorative elements.
4. Both sides of panel must carry the store name.
5. All designs are subject to Landlord review.

6.6 AUXILIARY BUILDING SIGNS

Function

1. To provide Tenant name and service category to shoppers.

Location

Each Auxiliary building may have signage that complies with both the guidelines of secondary tenant signage and 6.10 Tenant Signage Matrix.

Fuel Dispensers may have one sign per vertical side of dispenser with a maximum of two signs per dispenser.

Gasoline price sign: One sign permitted, affixed to the ground, with signage on two faces. Copy limited to the advertisement of fuel price, brand and the grade of the fuel. Price sign must be stationary in all respects and have no flashing, moving or pulsating lights.

Sign Sizes

See 6.10 Tenant Signage Matrix for size and number of signs allowed.

Signs mounted on auxiliary buildings can have a maximum letter height of two (2) feet. The total maximum area of all building mounted auxiliary signs is one hundred (100) square feet per tenant. See 7.0 Signage Diagrams.

Signs mounted on the vertical face of fuel dispensers can have a maximum letter height of two (2) feet. The maximum size of any fuel dispenser sign is four (4) square feet. See 7.0 Signage Diagrams.

Gasoline price sign: Maximum sign width is three (3) feet; maximum height is five (5) feet; total sign area on each face to be a maximum of fifteen (15) square feet. Architectural or design features may extend up to six and one half (6.5) inches above grade, and may increase total support structure area to thirty five (35) square feet.

6.7 Drive-Through Signage

Function

1. To direct vehicular traffic and to provide menu signage for drive-through Tenants.

Location and Use

Vehicle Directional Signs: Shall be free standing monument type sign. Copy should be used to direct customers within the Tenant's parcel. Signs may not include the Tenant's name, but may include graphic logos as a means to provide design continuity within a tenants sign package. Sign must be stationary in all respects and have no flashing, moving or pulsating lights. Directional signs may not be located within the public right of way.

Menu Board: Sign should be affixed to the ground, with signage on one face. Sign must be stationary in all respects and have no flashing, moving or pulsating lights. Sign may include a tenant's name and/or graphic logo

Size/Number of Signs

Vehicle Directional Sign: A maximum of four (4) signs per Tenant are permitted with signage on two (2) faces. Each sign may be a maximum of three (3) feet tall and two (2) feet wide. Maximum sign area is three (3) square feet per face. Architectural or support structures may increase the total support structure area to six (6) square feet.

Menu Board: One sign is permitted per Tenant with a maximum sign width of four and one half (4.5) feet, maximum height of six and one half (6.5) feet, and total sign area to be a maximum of twenty five (25) square feet. Architectural or design features may extend up to seven (7) feet above grade, and may increase total support structure area to forty (40) square feet.

Only the area of drive-through signs identifying the Tenant name shall be subject to the maximum allowable sign area applicable to that Tenant.

In addition to the signage noted in this section, additional signage may be allowed. See 6.10 Tenant Signage Matrix for types of signage allowed per Tenant size. Due to the nature of drive-through tenants an additional one hundred (100) square feet of total sign area is allowed provided that no single sign exceeds the maximum area noted in section 6.10 Tenant Signage Matrix.

Design and Materials

1. Painted aluminum panels with painted or applied letters, painted aluminum panels with cut out letters with internal illumination, or acrylic sheet plastic face with applied graphics will be allowed. External illumination of sign is permitted.
2. All sign copy must maintain one (1) inch minimum clearance from all sign edges. All designs are subject to Landlord review.

6.8 THEATER TENANT GRAPHICS

Function

Theater Tenant in Planning Area 5 may have additional graphic needs for decorative and promotional purposes.

Murals: While not technically considered signage, decorative murals may be provided on flat areas of building. Murals are subject to review and approval by Landlord and City prior to installation or revision.

Posters: Movie posters may be placed in permanent cases designed for this purpose.

Theater Marketing: Displays promoting specific Theater qualities or services such as IMAX screens or enhanced sound. Theater Marketing displays may be dimensional wall signs with illuminated lettering and graphics similar in construction to Primary or Secondary signage.

Refer to 6.10 Tenant Signage Matrix for details. Theater Tenant is considered an Anchor Tenant for the purposes of signage.

6.9 GATEWAY BUILDING SIGNS

Function

1. provide Tenant name identification to shoppers.

Quantity

Up to four (4) signs are allowed, one (1) Primary and three (3) secondary signs, if the Tenant encompasses all four sides of building and has enough sign area to allow

Location

Attached to building facade or above the metal canopy. Each Gateway building may have signage that complies with both the guidelines of tenant signage and 6.10 Tenant Signage Matrix.

Sign Sizes

See 6.10 Tenant Signage Matrix for size and number of signs allowed.

Primary Signs mounted on Gateway buildings can have a maximum letter height of four (4) feet. The total maximum area of all building mounted primary Gateway signs is one hundred (117) square feet per tenant. See 7.0 Signage Diagrams.

Secondary Signs mounted on Gateway building can have a maximum letter height of three and half (3 1/2) feet. The total maximum area of all building mounted secondary Gateway signs is one eighty (80) square feet per tenant. See 7.0 Signage Diagrams.

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 Landlord

6.10 TENANT SIGN MATRIX

Sign Type	Maximum Letter Height****	Maximum Sign Area	Max. Number of Signs**
Anchor - 95,000 SF and over			
Primary Tenant Signage	9'-4" Height	390 SF	1
Secondary Signage	6' Height	770 SF	3
Location Signage	3' Height	100 SF	4
Auxiliary Building Signage	2' Height	100 SF	3
Architectural Tower	7' (Symbol Only)	196SF	4
Theater Tenant			
Architectural Blade Signage	26"	50 SF/Side	1
Primary Tenant Signage	63"	352 SF	1
Secondary Signage	54"	685 SF	2
Theater Marketing	-	424 SF	1
Major – 20,000 – 94,999 SF			
Primary Tenant Signage	5' Height	240 SF	1
Secondary Signage	5' Height	210 SF	1 *
Junior – 15,000 – 19,999 SF			
Primary Tenant Signage	4' Height	120 SF	1
Secondary Signage	4' Height	100 SF	1 *
Gateway Bldg – 5,000 – 14,999 SF			
Primary Tenant Signage	4' Height	117 SF	1
Secondary Signage	3'-6" Height	80 SF	2 *
Retail or Food – 10,000 – 14,999 SF			
Primary Tenant Signage	3' Height	100 SF	1
Secondary Signage	3' Height	80 SF	1 *
Retail or Food – 5,000 – 9,999 SF			
Primary Tenant Signage	2.5' Height	80 SF	1
Secondary Signage	2.5' Height	60 SF	1 *
Retail or Food – 4,999 and under			
Primary Tenant Signage	2' Height	60 SF	1
Secondary Signage	2' Height	40 SF	1 *
Fuel Station			
Fuel Dispensers	2' Height	4 SF per Pump Face	2 per dispenser
Gasoline Price Sign	1' Height	15 SF Sign on 35 SF Struct.	1 Sign w/ 2 faces

Notes:

Maximum Letter Height may be increased if less than 3 letters exceed height and fit comfortably in space on wall.

Subsidiary signs shall be allowed for Junior, Major, and Anchor tenants. The total of all subsidiary sign(s) will be deducted from the total sign area allowed per Tenant.

* One additional Secondary sign will be allowed at End-Cap Tenants as well as In-Line type Tenants greater than 2,500 square feet, if the additional sign can be accommodated on the building. Where conditions such as an End-Cap Tenant affords multiple sign locations on special architectural features, additional signage will be allowed, provided that the overall square footage allowance is not exceeded and subject to approval by Landlord. Freestanding buildings with a single tenant are allowed a maximum of three (3) signs per building, each not exceeding maximum per sign area. No more than one (1) sign per facade.

** See additional sign types allowed in Section 6.0 Specific Retail Tenant Guidelines.

7.0 TENANT SIGN DIAGRAMS



SIGN LOCATION DIAGRAM A (MAJOR TENANTS)

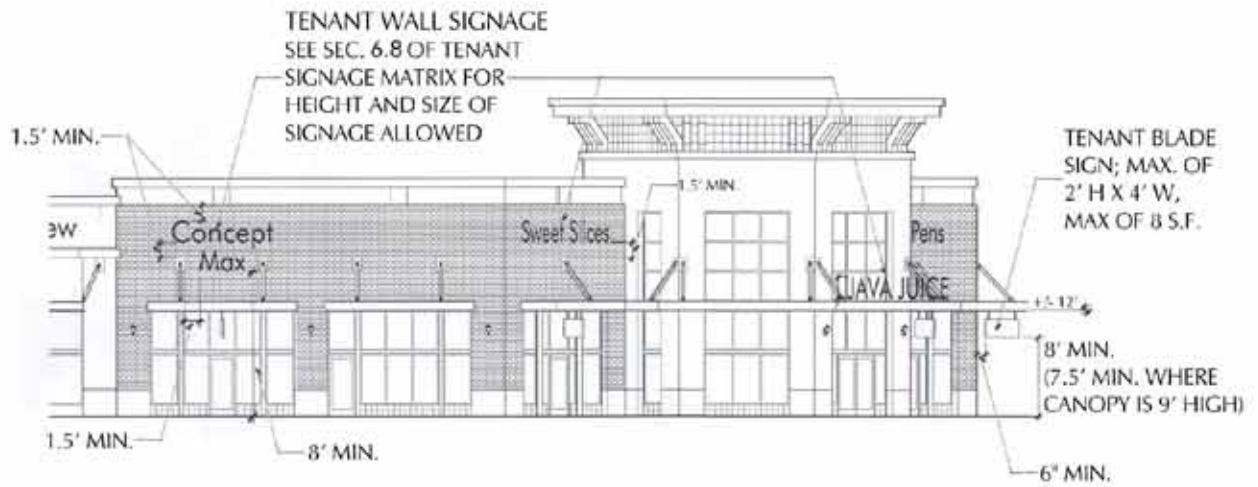


SIGN LOCATION DIAGRAM B (RETAIL TENANTS)



SIGN LOCATION DIAGRAM C (ANCHOR TENANTS)

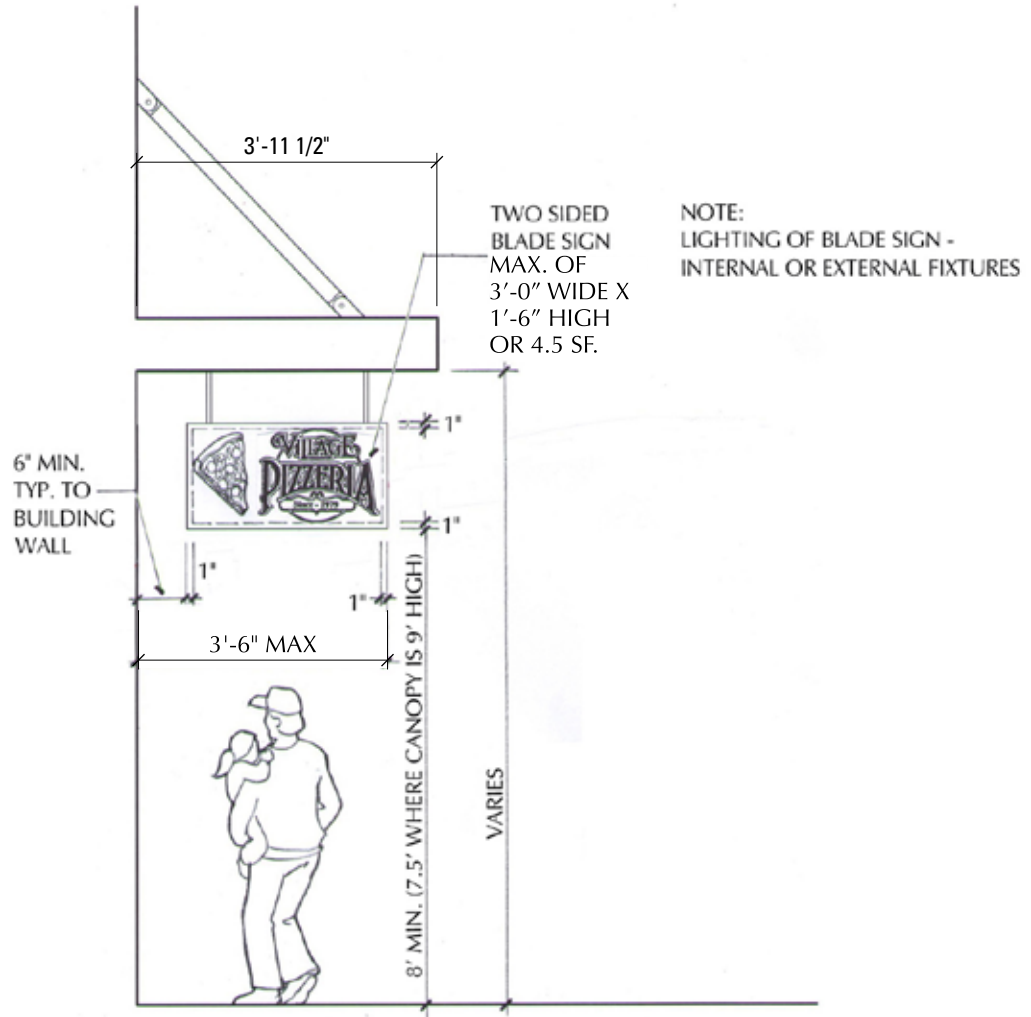
7.0 TENANT SIGN DIAGRAMS



BLADE SIGN DIAGRAM D (RETAIL TENANTS)

7.0 TENANT SIGN DIAGRAMS

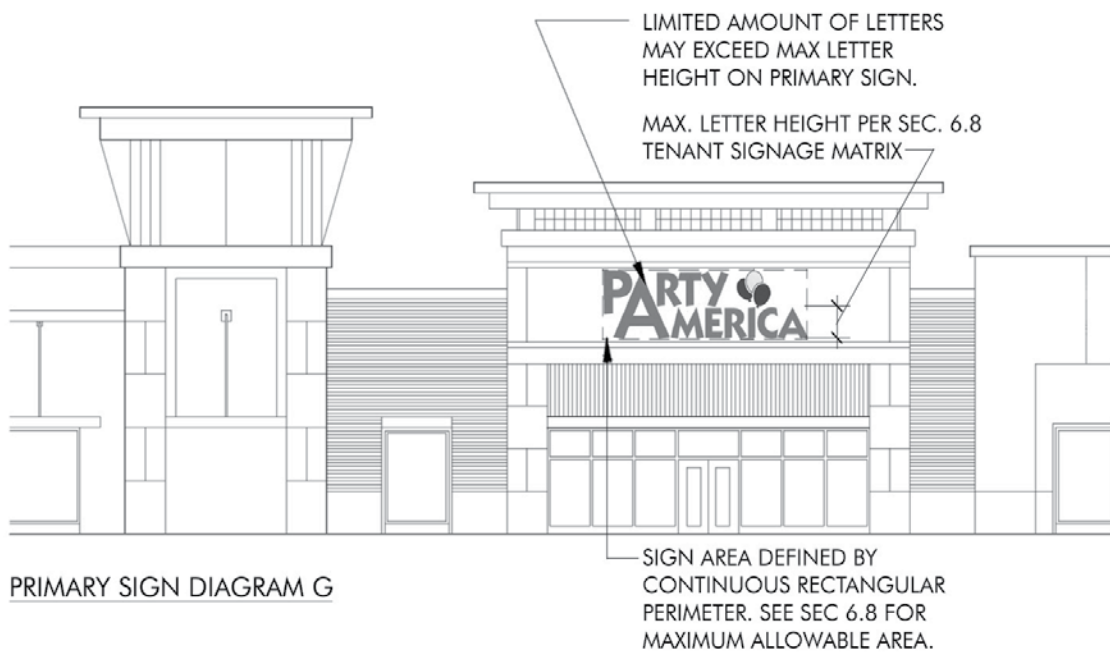
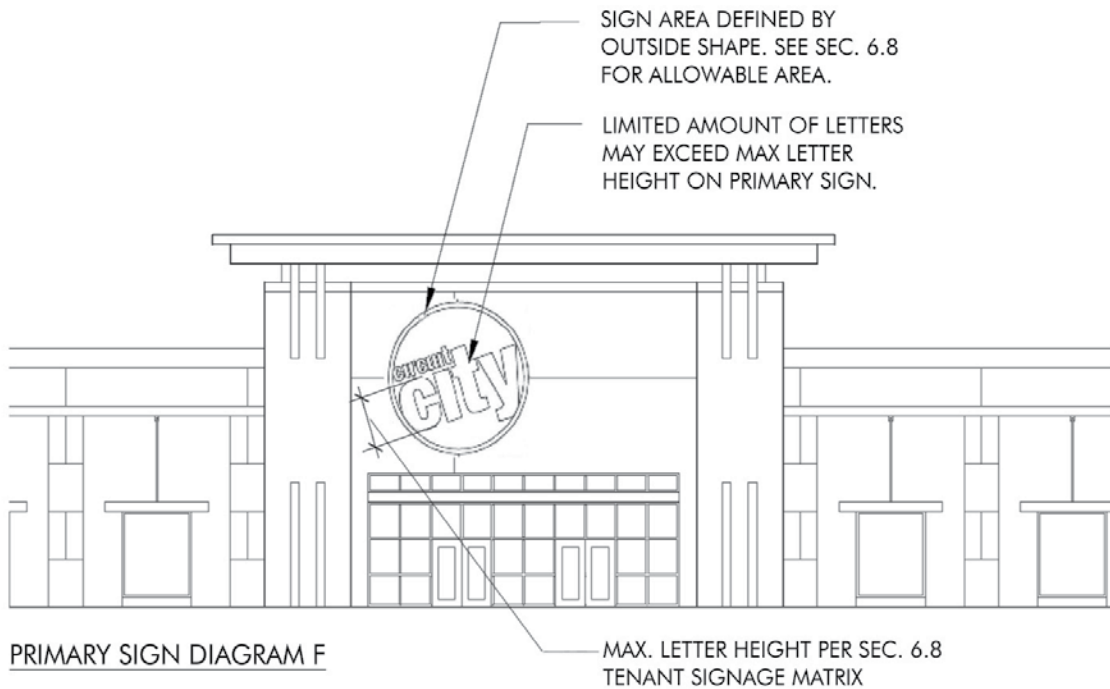
7.0 SIGNAGE DIAGRAMS



BLADE SIGNS SHALL BE A MIN. OF 6 INCHES FROM BUILDING FACADE AND A MAX. OF 3'-6" FROM BUILDING FACADE. SIGNS HAVE A MAX. 1'-6" HEIGHT, 3'-0" WIDTH, MAX. OF 4.5 SF ALL BLADE SIGNS TO BE A MIN. OF 7'-6" ABOVE GRADE.

TWO-SIDED BLADE SIGN DIAGRAM E

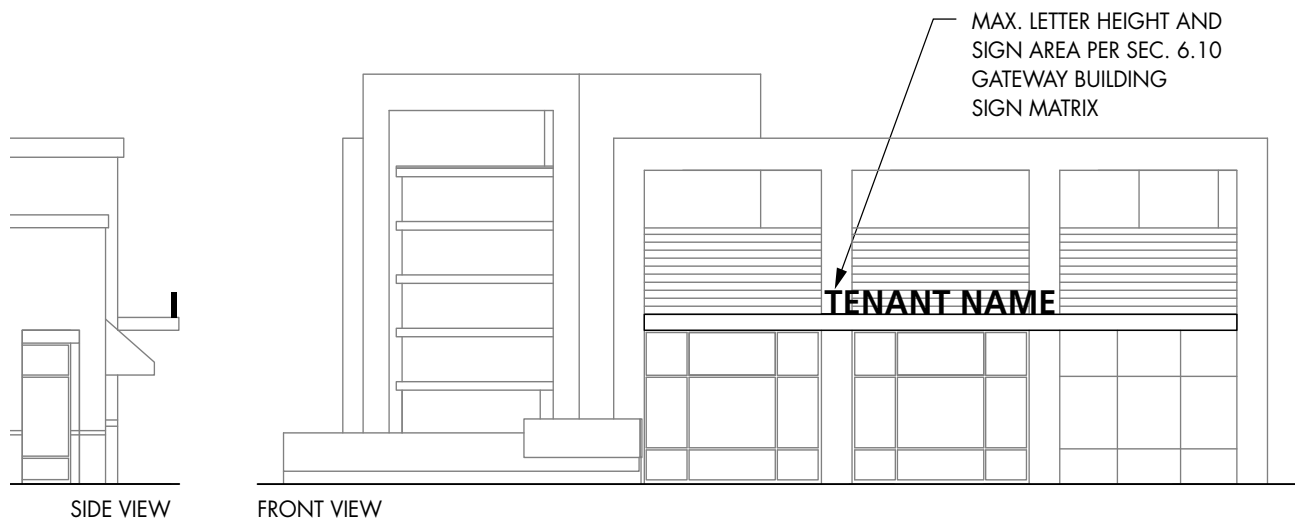
7.0 TENANT SIGN DIAGRAMS



7.0 TENANT SIGN DIAGRAMS

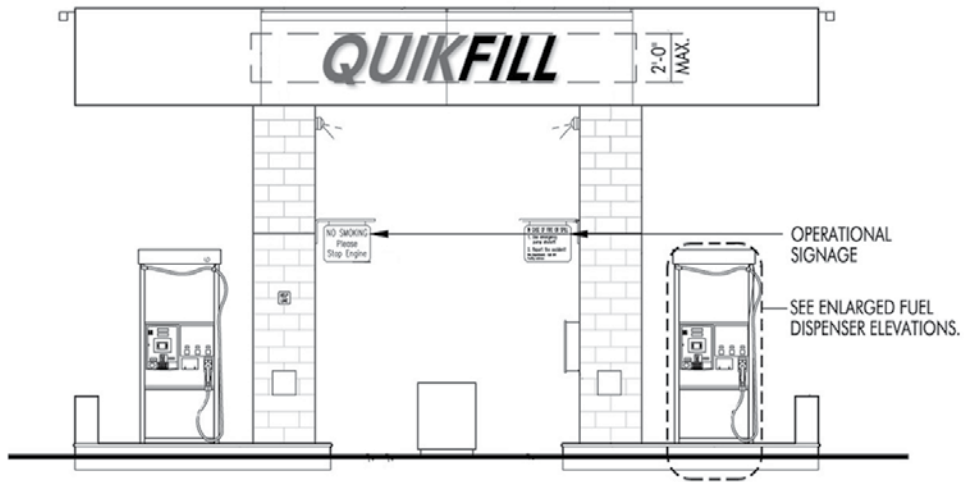


SECONDARY SIGN DIAGRAM H (FREESTANDING BUILDING, STREET ELEVATION)

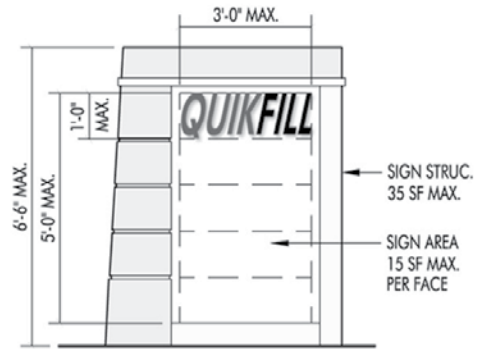


CANOPY SIGNS DIAGRAM I (FOR SECONDARY AND / OR PRIMARY SIGNAGE)

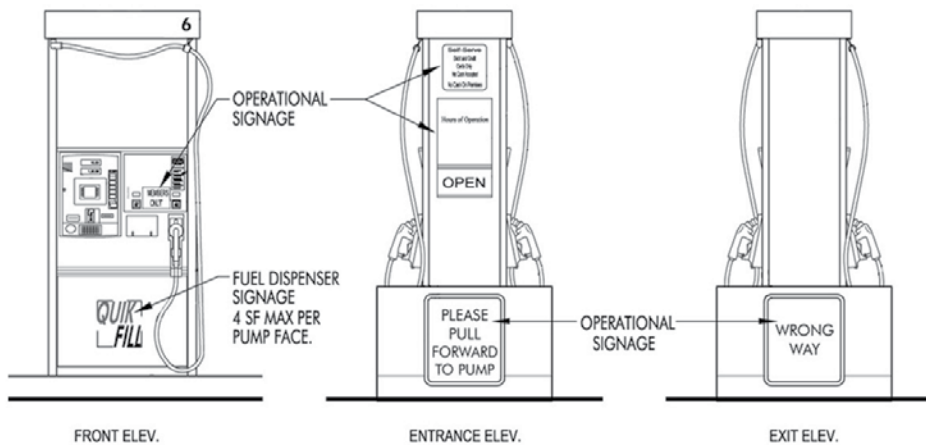
7.0 TENANT SIGN DIAGRAMS



CANOPY SIGNAGE DIAGRAM J



GASOLINE PRICE SIGN DIAGRAM L

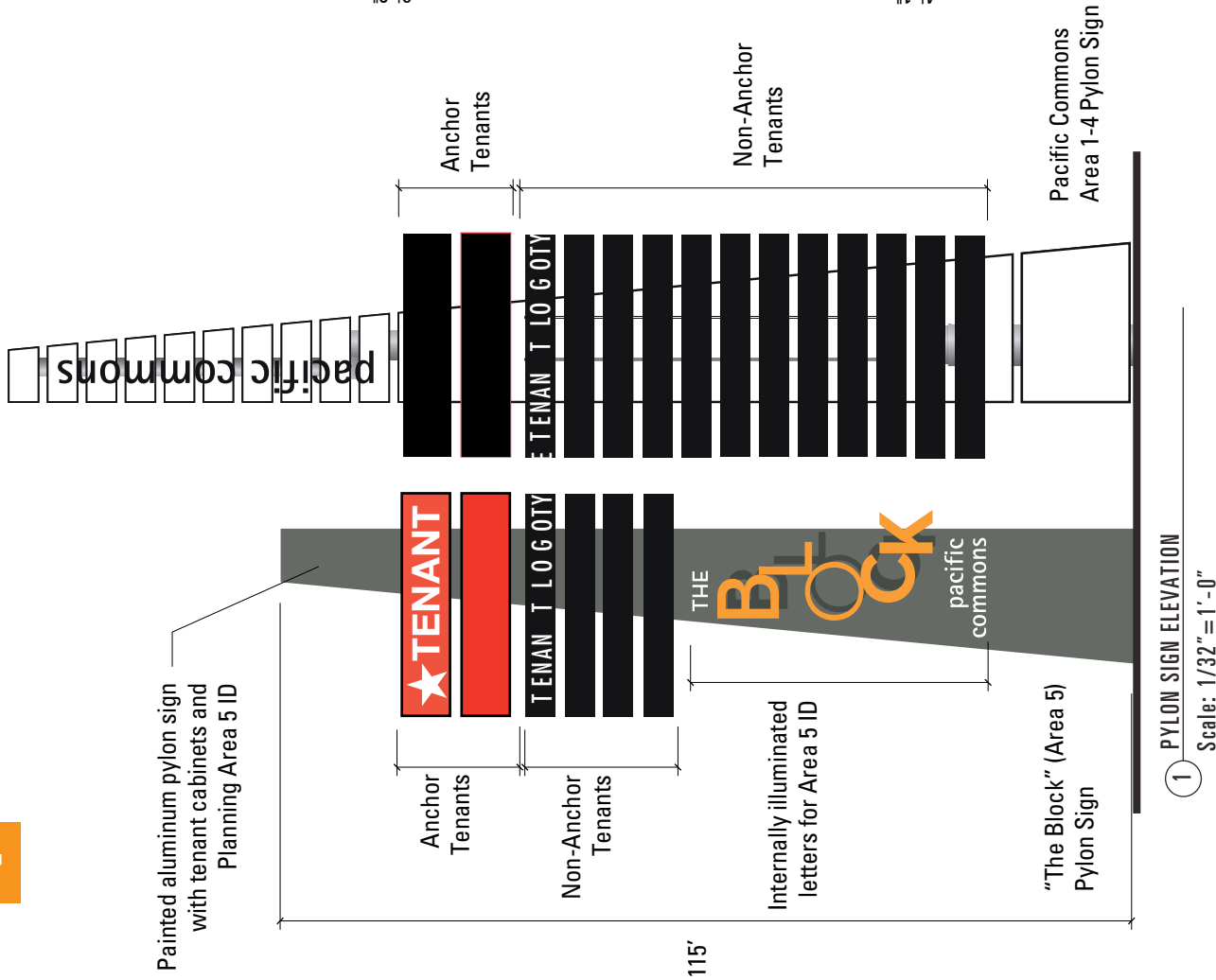


FUEL DISPENSER DIAGRAM K

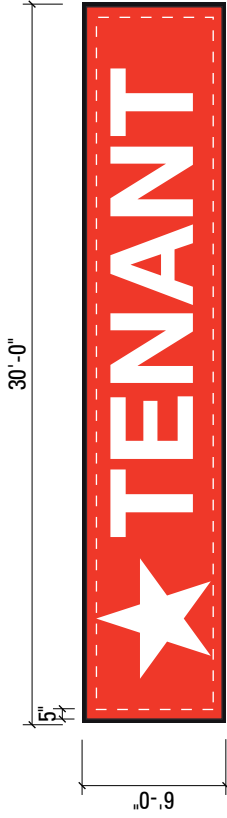
7.0 TENANT SIGN DIAGRAMS

1

Freeway Pylon Signs

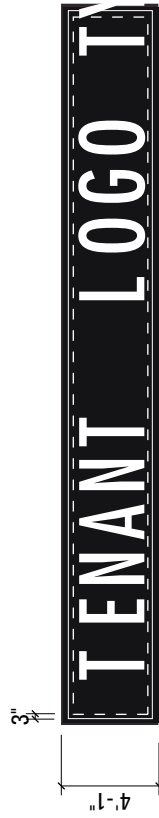


Anchor tenant panels are flexible face, internally illuminated with white illuminated tenant graphics and opaque background color of Tenant brand identity;
Anchor Tenants may use symbol;
5" graphic margin is reserved on all sides of flexible face



2 ANCHOR TENANT CABINET DETAIL
Scale: 1/8" = 1' - 0"

Non-Anchor Tenant panels are flexible face, internally illuminated with opaque black backgrounds and white Tenant graphics;
3" graphic margin is reserved on all sides of flexible face

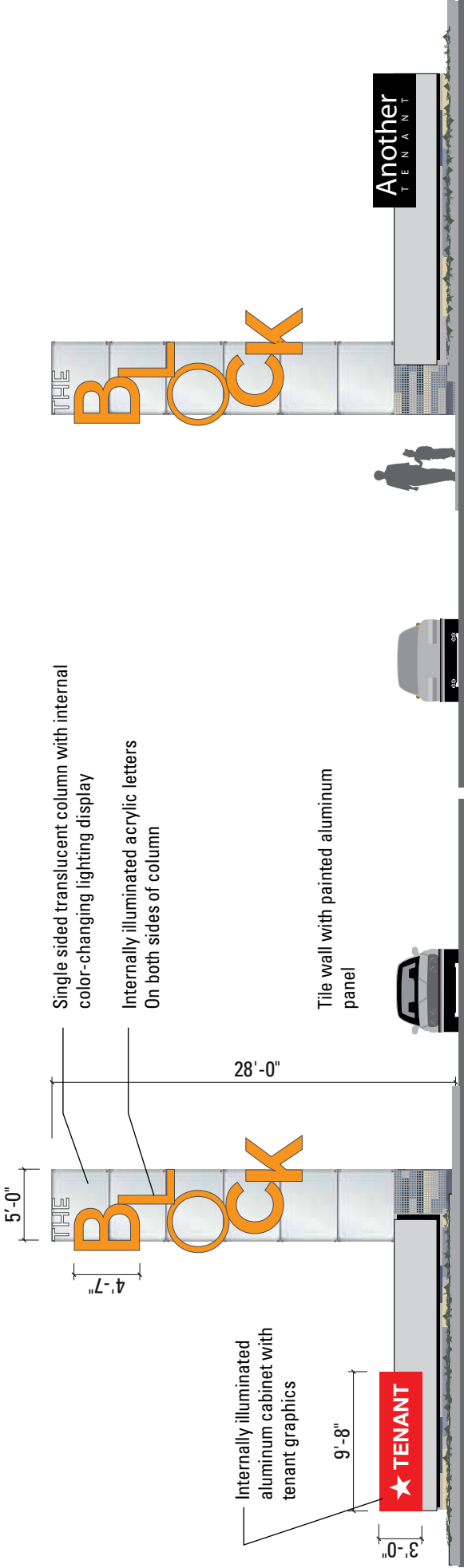


3 NON-ANCHOR TENANT CABINET DETAIL
Scale: 1/8" = 1' - 0"

8.0 FREESTANDING SIGN DIAGRAMS

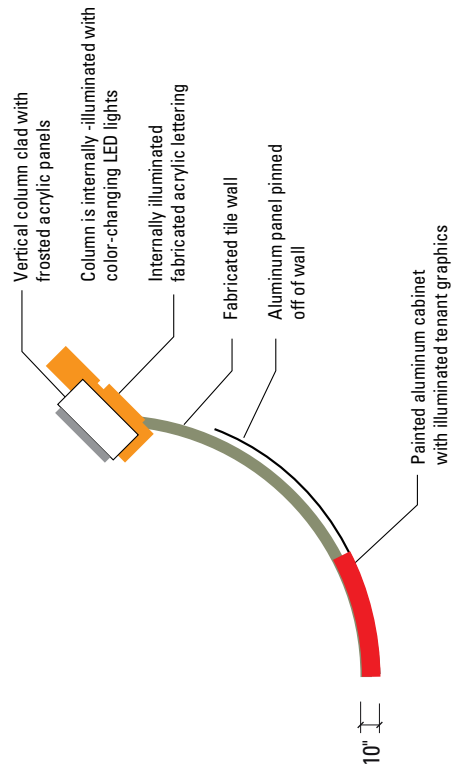
2

Curie & Pacific Commons Blvd. Gateway



AA2 - CURIE GATEWAY, Elevation

Scale: 3/32" = 1' - 0"



GATEWAY PLAN VIEW

Scale: 3/32" = 1' - 0"

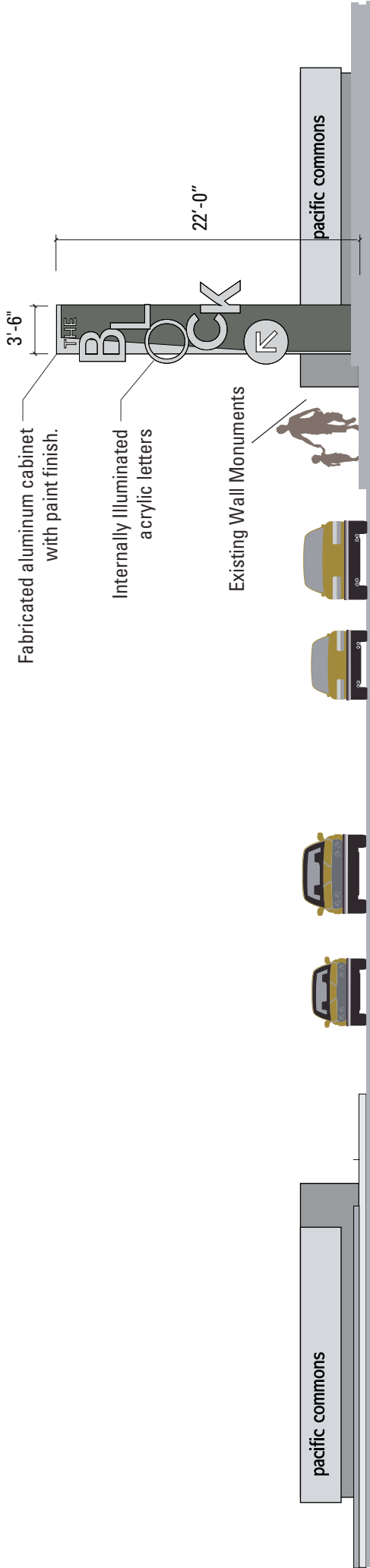
MAJOR TENANT PANEL DETAIL

Scale: 1/2" = 1' - 0"

8.0 FREESTANDING SIGN DIAGRAMS

3

Automall Rd. & Pacific Commons Blvd. Gateway

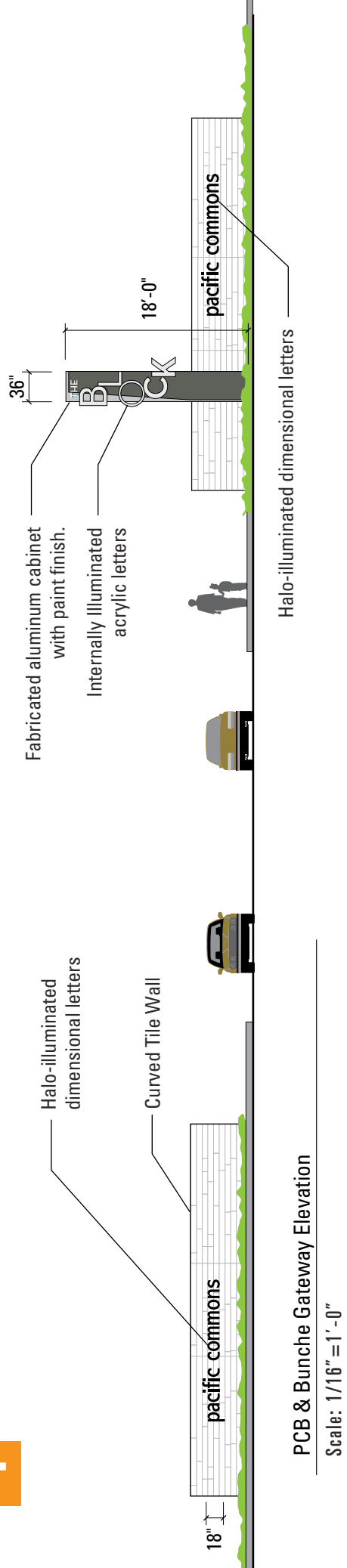


AUTOMALL & PCB GATEWAY

Scale: 1/8" = 1'-0"

4

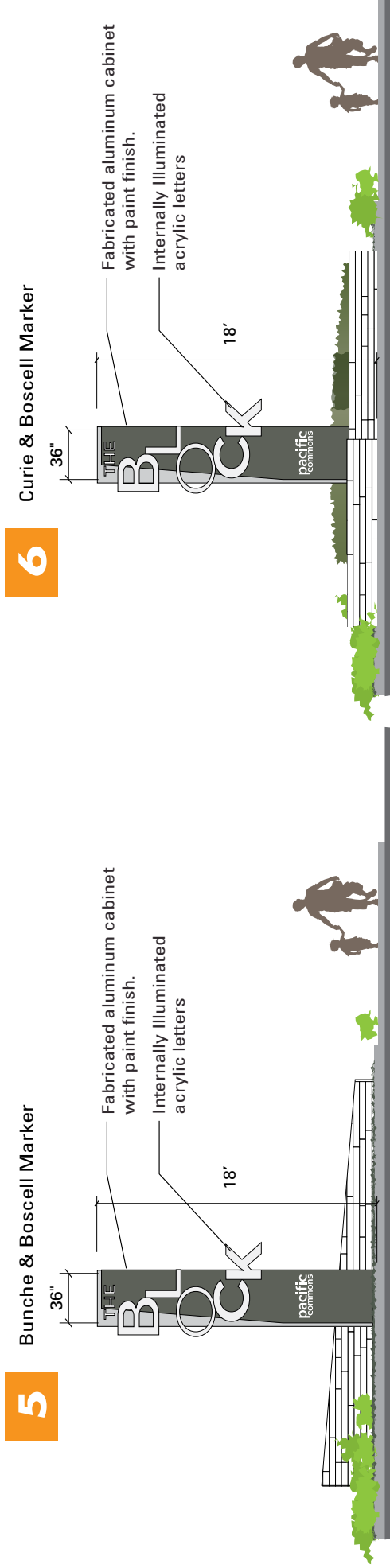
Pacific Commons Blvd. & Bunche Gateway



PCB & Bunche Gateway Elevation

Scale: 1/16" = 1'-0"

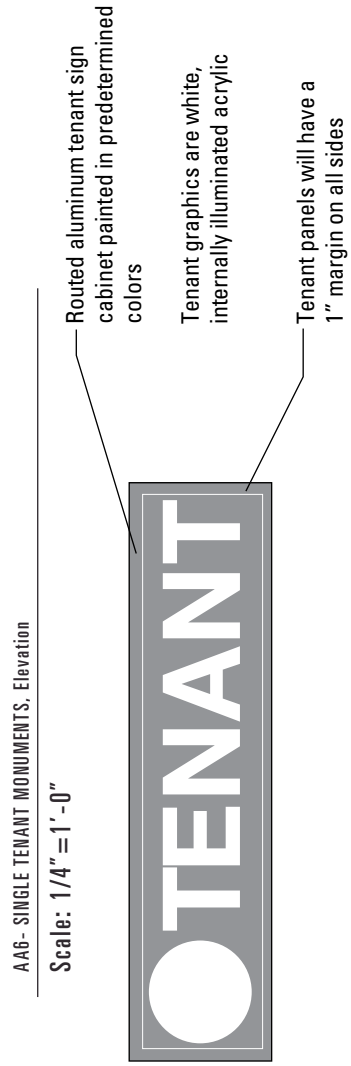
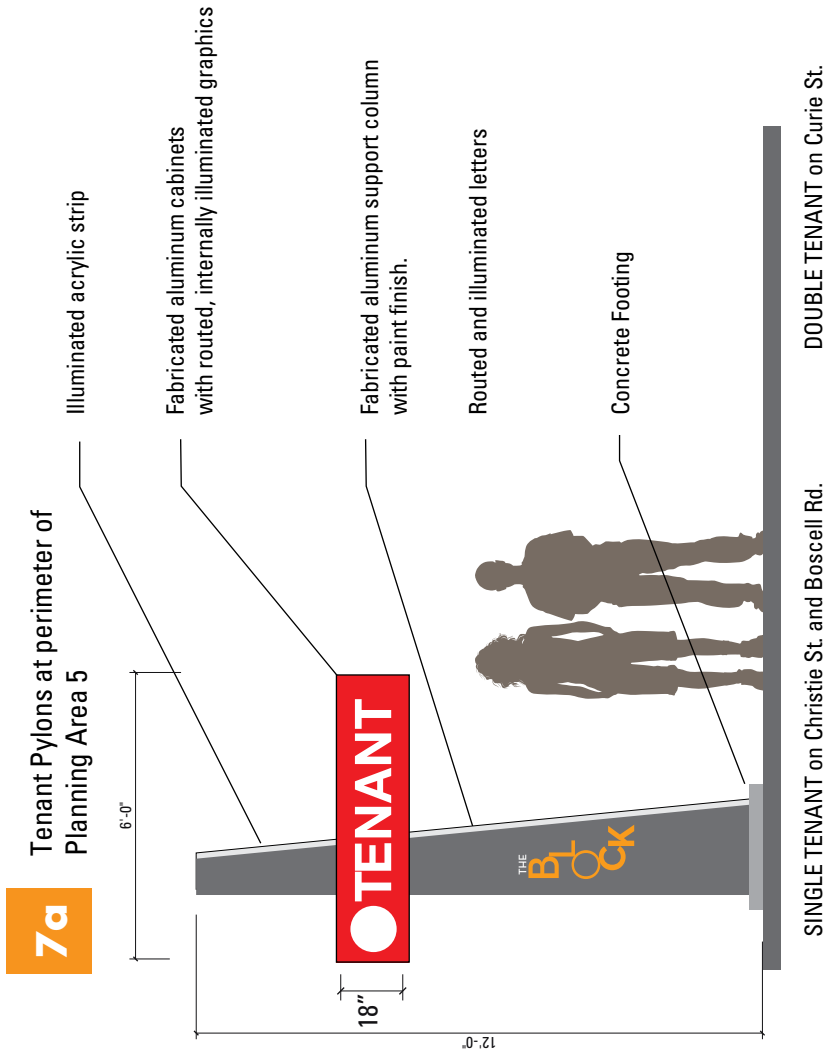
8.0 FREESTANDING SIGN DIAGRAMS



BUNCHE & BOSCELL MARKER ELEVATION
Scale: 1/8" = 1'-0"

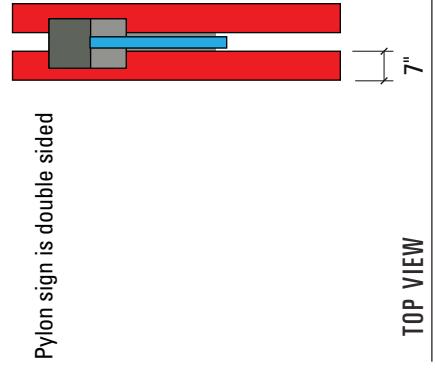
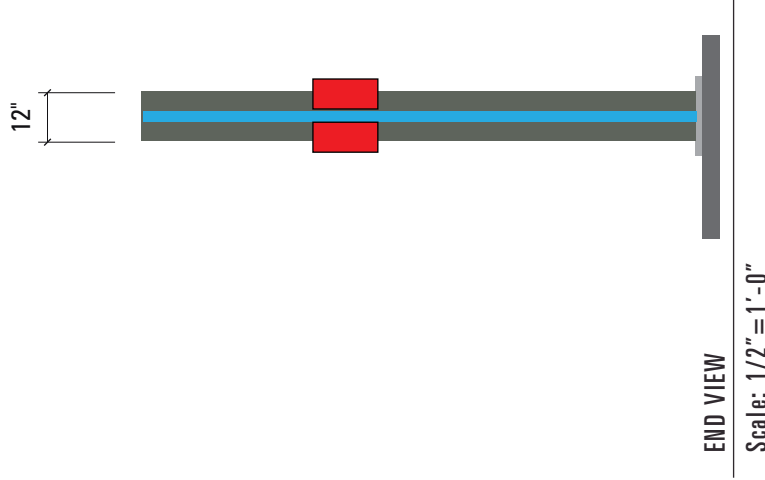
CURIE & BOSCELL MARKER ELEVATION
Scale: 1/8" = 1'-0"

7.0 TENANT SIGN DIAGRAMS



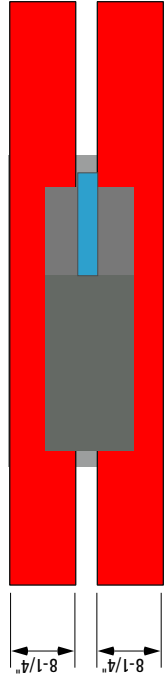
TENANT CABINET DETAILS

Scale: 1/2" = 1' - 0"

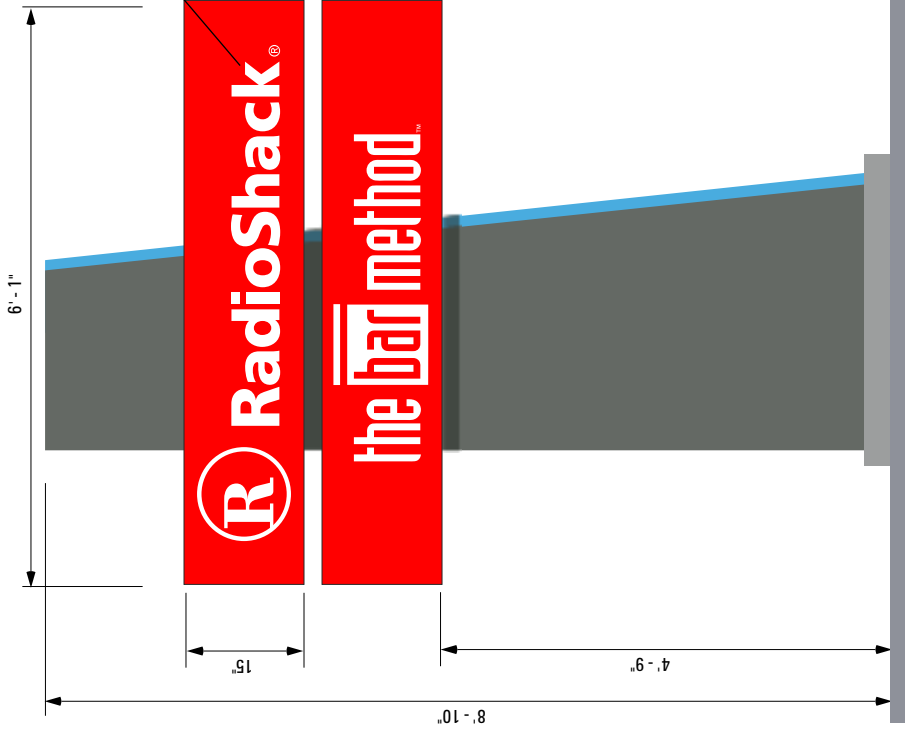


7.0 TENANT SIGN DIAGRAMS

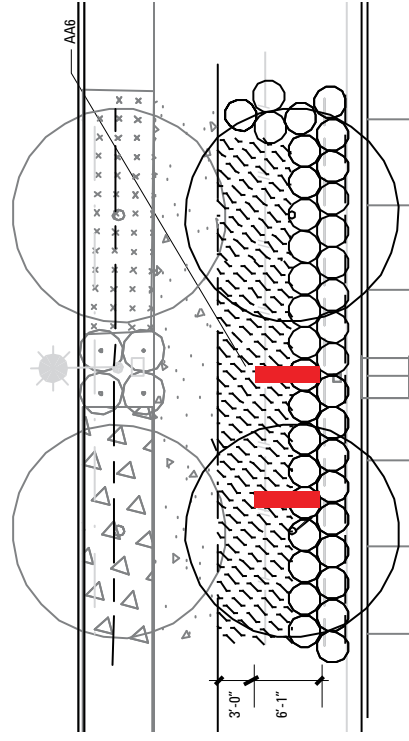
Multi Tenant Monuments



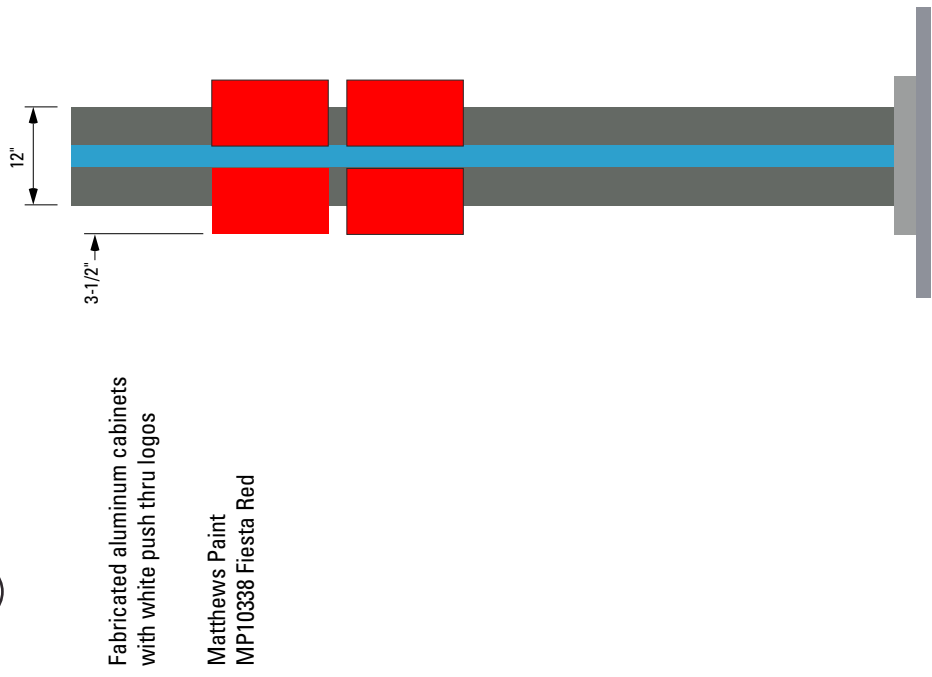
3 AA7-MULTI-TENANT MONUMENTS, Plan View
Scale: NTS



1 AA7.1 -MULTI-TENANT MONUMENTS, Elevation
Scale: NTS



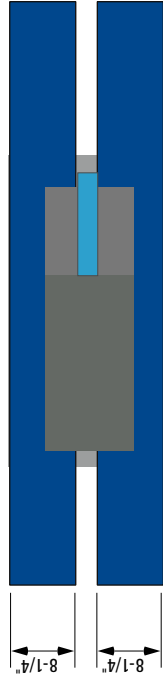
4 AA7-Set Back Sign Location
Scale: NTS



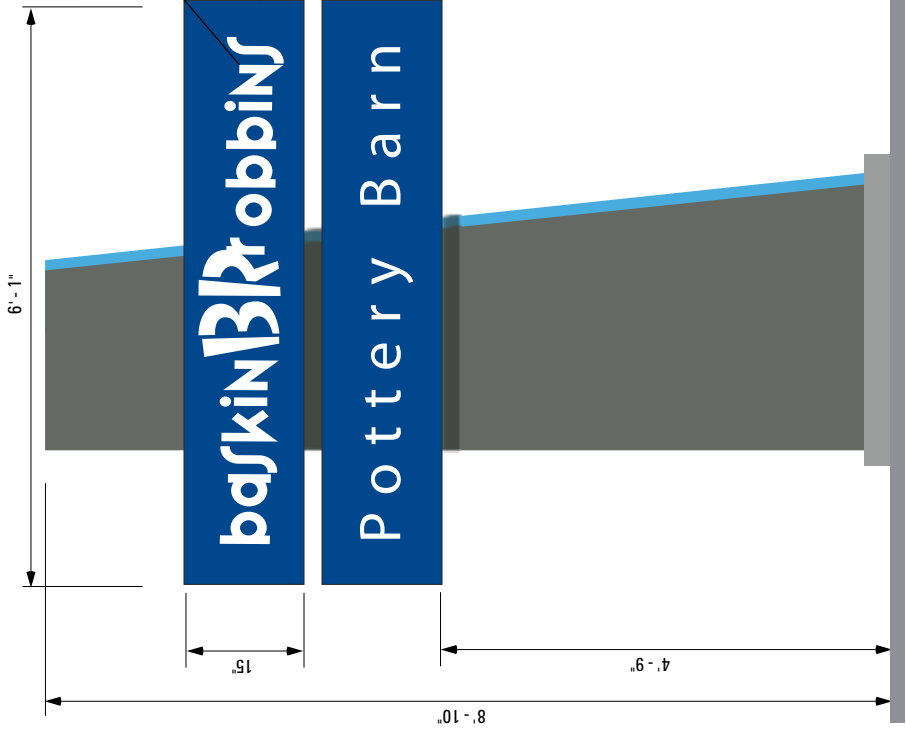
2 Side View
Scale: NTS

7.0 TENANT SIGN DIAGRAMS

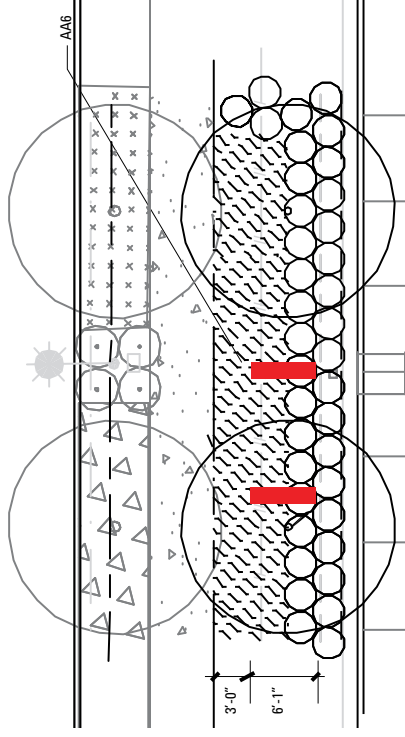
Multi Tenant Monuments



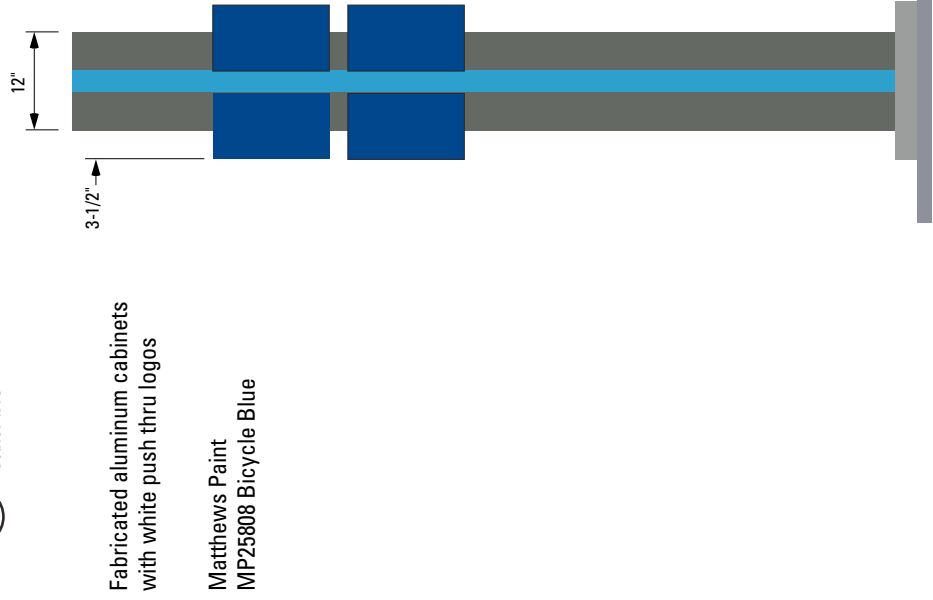
3 AA7 - MULTI-TENANT MONUMENTS, Plan View
Scale: NTS



1 AA7.2 - MULTI-TENANT MONUMENTS, Elevation
Scale: NTS



4 AA7 - Set Back Sign Location
Scale: NTS

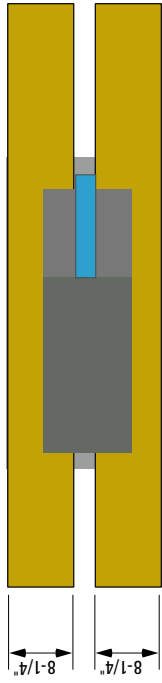


2 Side View
Scale: NTS

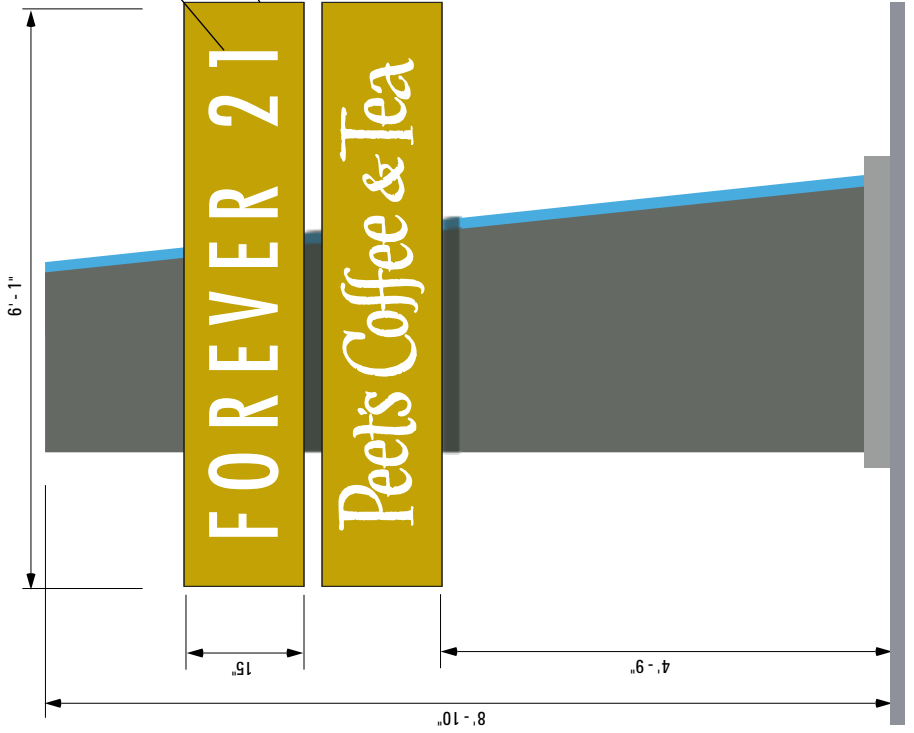
7.0 TENANT SIGN DIAGRAMS

Multi Tenant Monuments

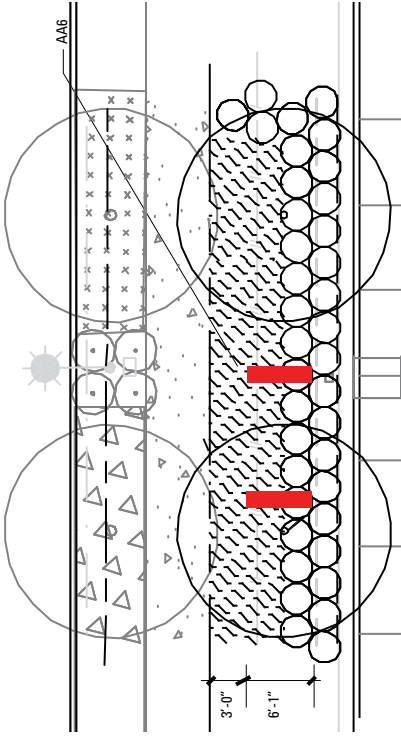
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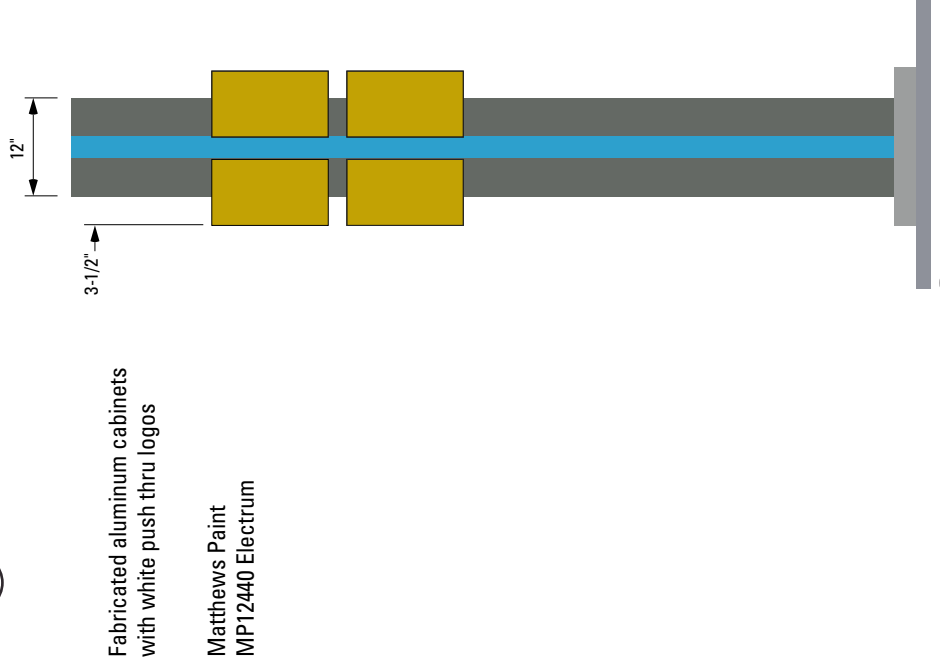
3 AA7-MULTI-TENANT MONUMENTS, Plan View
Scale: NTS



1 AA7.3 -MULTI-TENANT MONUMENTS, Elevation
Scale: NTS



4 AA7-Set Back Sign Location
Scale: NTS



2 Side View
Scale: NTS