

ENTERTAINMENT VILLAGE MASTER SIGN PROGRAM - BUILDINGS F5 & F6



Entertainment Village at
Hacienda Crossings



4920-4930 Dublin Boulevard
Dublin, California

May 19, 2021

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INTRODUCTION

Hacienda Crossings is a contemporary style shopping center including retailers and restaurants in the heart of Dublin. This Master Sign Program is established for Tenants located within the Entertainment Village at Hacienda Crossings.

The purpose of the Master Sign Program is to ensure the Hacienda Crossings exterior is presented with diversity and creativity while maintaining reasonable, minimum standards to achieve consistency throughout the project. This Master Sign Program provides flexibility to accommodate each Tenant's need to be recognizable and to reflect their graphic prototypes. Tenants are encouraged to express their individual personality and be visually distinct. This Master Sign Program may be used as an idea book or source of inspiration when coming up with creative design solutions for exterior design elements. Successful examples of signage designs are included throughout these guidelines..

As retail and restaurant signage is among the most essential architectural elements capable of communicating the function and character of the individual Tenant, great care should be taken to design the very best, most appropriate exterior elements for the Tenant space. All aspects of Tenant improvements must be of high-quality materials and construction, used in a creative way.

It is the responsibility of each Tenant to submit drawings of the proposed exterior design elements to the Landlord and to the City of Dublin for approval prior to installation. Tenants are required to select an Architect or Designer who is experienced in retail and restaurant signage design and preparation of the proper documents. All Tenant improvements shall be carefully reviewed by the Landlord's representative, must be code compliant, and are subject to permits required by the local jurisdiction. Deviations from this Master Sign Program will only be considered if the overall purpose is to exceed the quality standards set forth herein.

REVIEW AND APPROVALS PROCESS

Included in this Master Sign Program are plans, elevations and diagrams that show the locations of allowable signage for each Tenant. Below are directions on how to use these guidelines and prepare a design approval package for your space.

KICKOFF MEETING

The Landlord's Design Review Architect and Tenant's representative will meet on-site or via telephone to review this Master Sign Program, the required schedule, the Landlord's and Tenant's expectations, adjacent tenancies and their impact. Conceptual ideas may also be explored in the discussion.

DESIGN PHASE

1. Prepare a preliminary design package. This package, along with subsequent submittals, will be reviewed for adherence to this Master Sign Program as well as quality and appropriateness of design. The preliminary package must contain a completed Signage Submittal Checklist (pages 42-43) and scaled (1/4" = 1'-0") plan and elevations of your design. Descriptions of key signage elements that note proposed lighting and materials, must be included. Submit the package via PDF for the Landlord's review.
2. The Landlord's Design Review Architect will provide comments on the preliminary package and the Landlord will return the comments to you for incorporation into the next submittal.
3. After the receipt of preliminary package comments, proceed to complete the design package for resubmittal. This package must include all the elements of the preliminary package, with greater detail that includes large scale architectural sections, colors, materials, mounting details, lighting specifications, and any other information needed to fully explain the proposed design. A materials board (maximum size 11"x17"), with actual material samples and color chips, is required to be included with this package. See pages 44-46 for successful Signage Submittal Examples. Drawings are to be submitted via email in PDF format, unless otherwise requested.
4. This package may be (1) approved, (2) approved as noted with minor comments or (3) returned for revision and resubmittal. The Tenant will be required to submit shop drawings to the Landlord for further review and approval prior to installation. Depending on the quality of the design and the documentation, multiple submittals may be required.

5. When an approved PDF package is returned to the Tenant, the Tenant must then submit the approved, stamped drawings to the City of Dublin Building and Planning Departments for approval. The Tenant may only submit Landlord-approved Construction Documents to the City of Dublin Building and Planning Department. The Tenant must also apply for and obtain all necessary building permits prior to fabrication and installation.

CONSTRUCTION PHASE

The Landlord's Design Review Architect may make site visits during construction for design and quality compliance. The Tenant will be immediately required to remediate any noted deviations from the approved design. The Landlord's Design Review Architect will compile a punch list of design items to be addressed prior to and for completion.

OCCUPANCY PHASE

Additional applications must be made for any changes to the approved design.

APPROVAL REQUIREMENTS

1. The Tenant signage must be approved by both the Landlord, the Landlord's Design Review Architect and any applicable governing authority.
2. The Tenant signage must comply with this Master Sign Program and the City of Dublin Municipal Code, or whichever is more restrictive.

NOTE: This Master Sign Program is to be used as a reference in developing individual Tenant designs. Ultimately, the Landlord and the Landlord's Design Review Architect will decide if a Tenant's design will be recommended to the City for approval. A package that technically complies with this document may still be rejected if the design is not in keeping with the spirit of the guidelines and/or is deemed unattractive. Conversely, a proposed design that does not comply with all requirements but is creative, exciting, and in keeping with the spirit of the guidelines may be approved. The following criteria shall be used for assessing signage that does not comply with this Master Sign Program:

- Must be visually compatible with the building forms of the Entertainment Village.
- Must be visually compatible with other visible signage within the Entertainment Village in terms of size, shape, color, and lighting.
- Must be unique visually - not simply larger than allowed.
- Must reflect the special nature of the Tenant and/or goods & services they provide.
- Tenants need to demonstrate the quality of the design, which may require additional tools such as a 3D rendering and/or 3D mock-up.

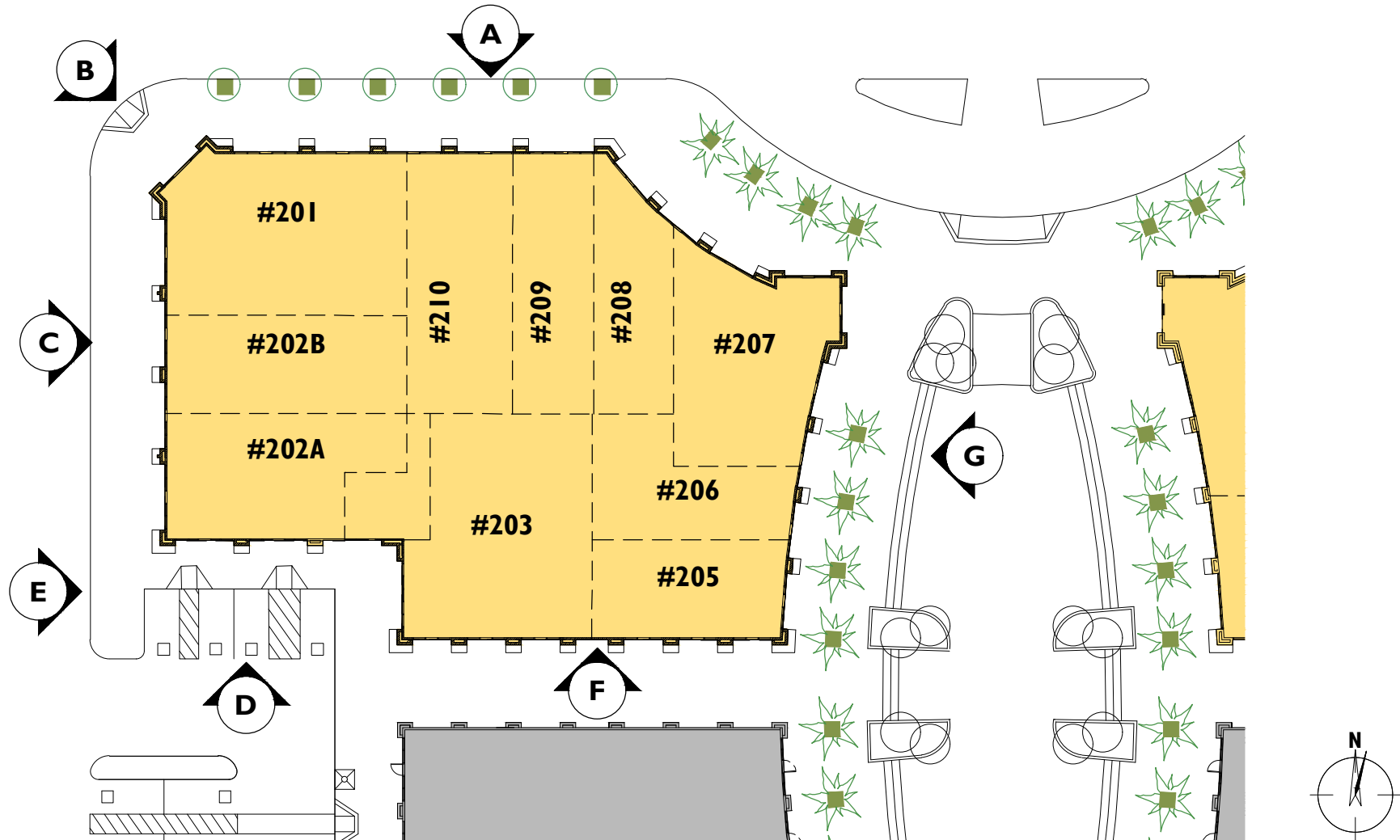
INSTRUCTIONS FOR TENANTS

1. Locate your building on the Site Plan (page 5).
2. Locate your space on the Building Plans & Exterior Elevations (pages 6-9).
3. Review the requirements in the Signage Design section (pages 10-14).
4. Determine which sign types your space is allowed as shown in the Facade Type Diagrams (pages 15-23).
5. Review the requirements for each of your space's allowed sign types by reading their sections on the following pages (pages 24-41).
6. Develop your initial storefront, overhang, sidewalk zone, and signage designs together so they are complementary and comply with the requirements of this Master Sign Program and all other Landlord requirements.
7. Refer to the Review and Approvals Process section (page 3) for the next steps and information on each phase of the review and approvals process.

SITE PLAN

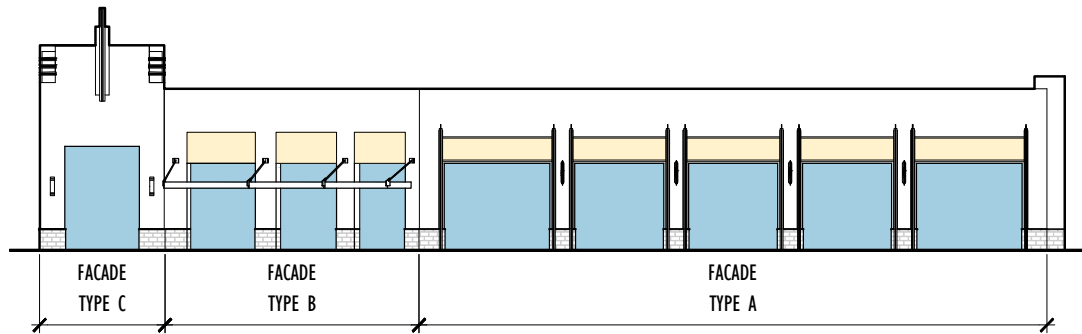


HACIENDA CROSSINGS

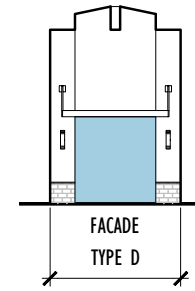


NOTE: Tenant demising walls are subject to change.

BUILDING F5 - EXTERIOR ELEVATIONS



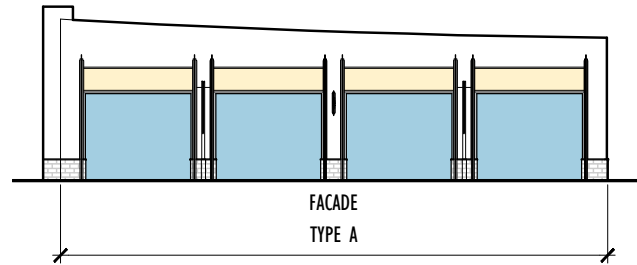
A North Elevation



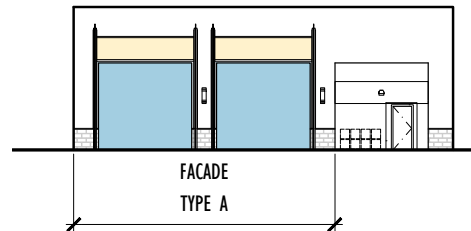
B Northwest Elevation

NOTES:

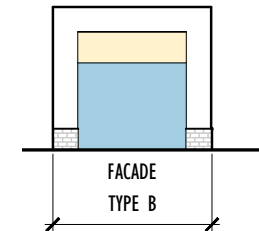
- Refer to Facade Type Diagrams for signage permitted at each location.
- If a storefront opening is shared by two Tenants, branding ownership of that storefront opening will be negotiated on a case-by-case basis.



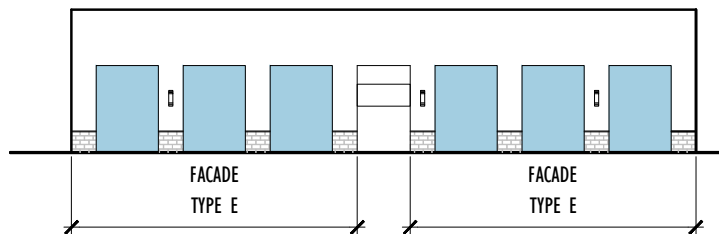
C West Elevation



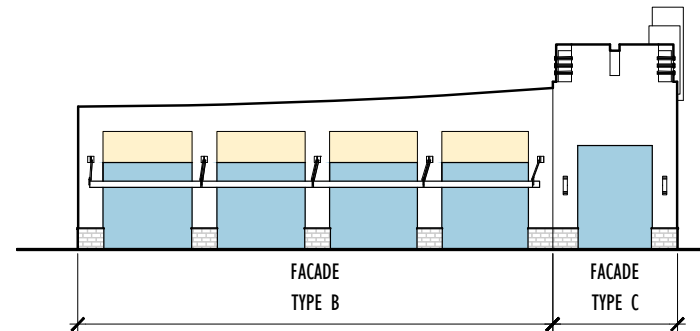
D South Elevation



E West Elevation

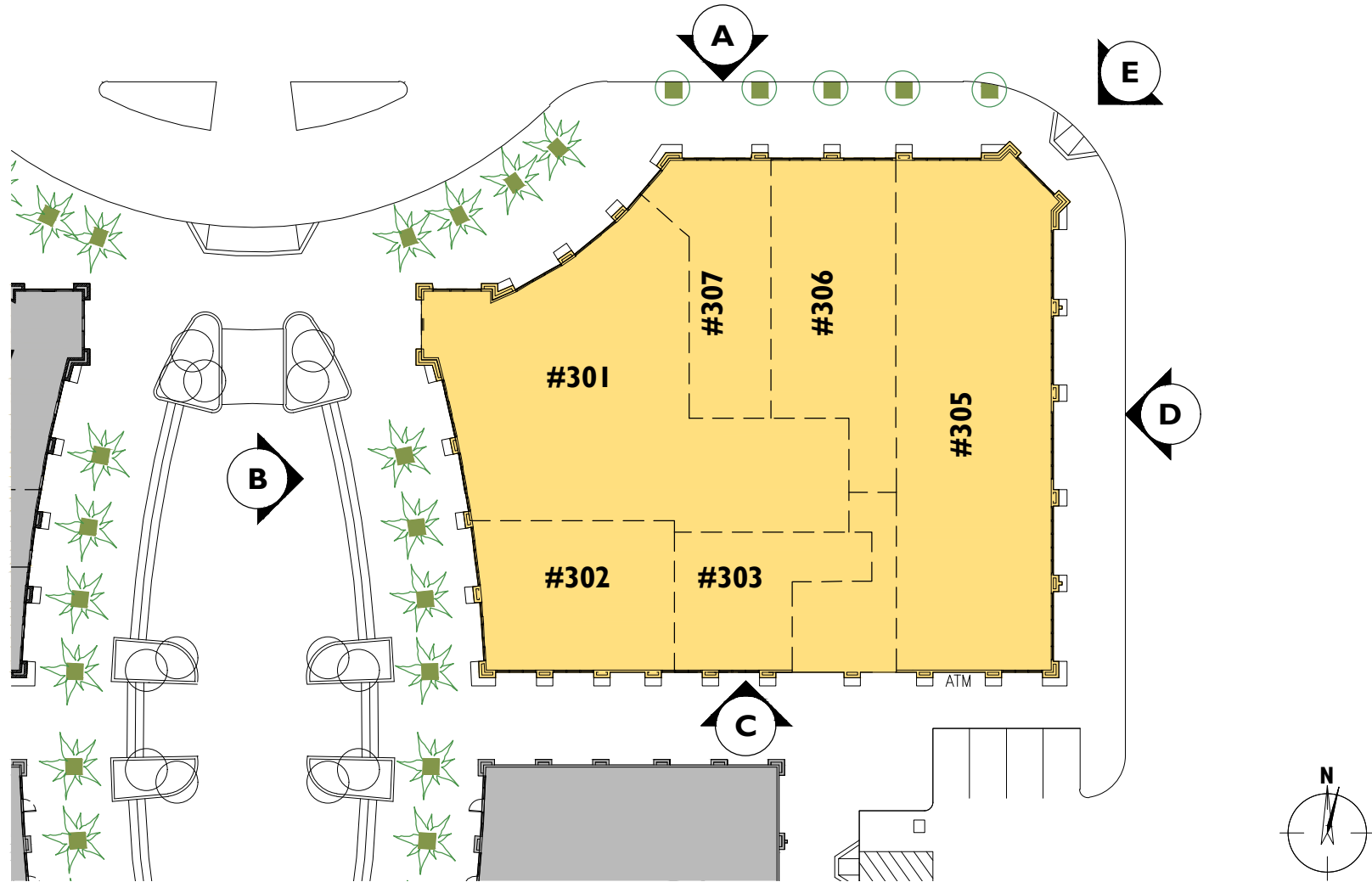


F South Elevation



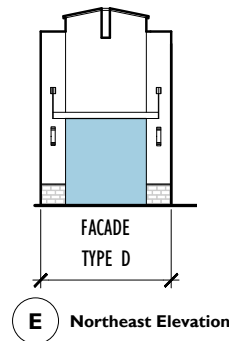
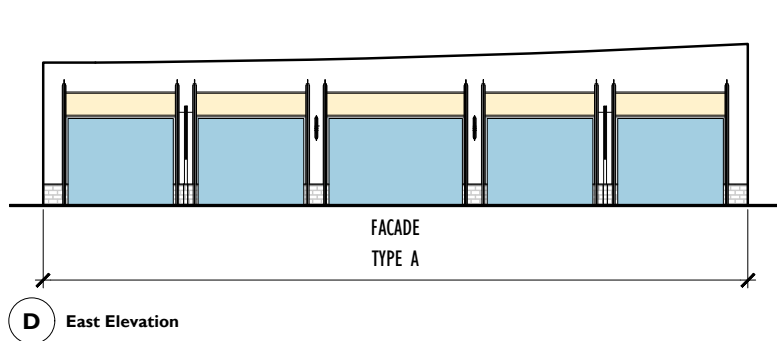
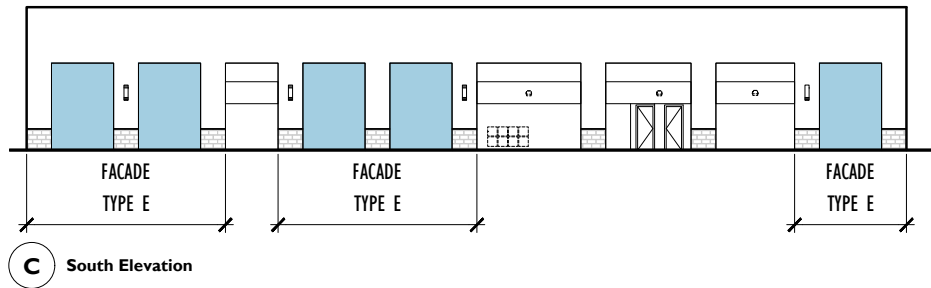
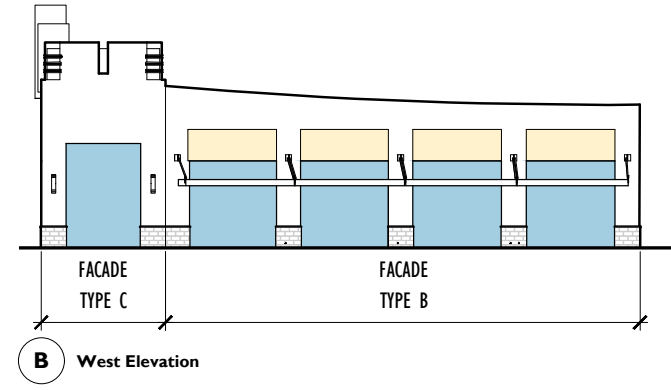
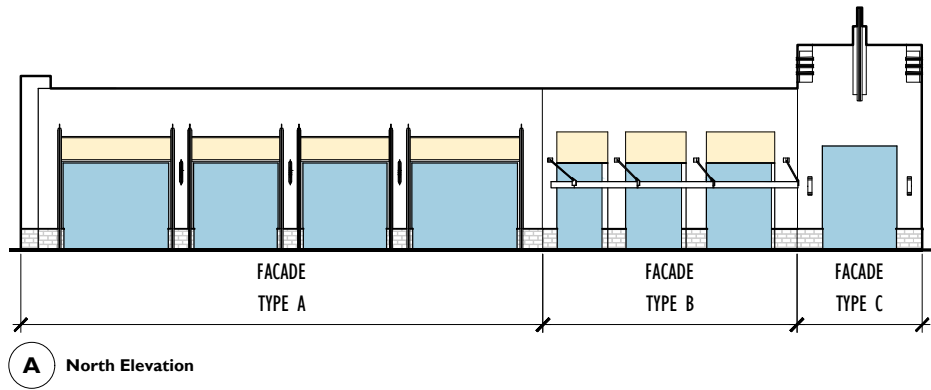
G East Elevation

HACIENDA CROSSINGS



NOTE: Tenant demising walls are subject to change.

BUILDING F6 - EXTERIOR ELEVATIONS



NOTES:

- Refer to Facade Type Diagrams for signage permitted at each location.
- If a storefront opening is shared by two Tenants, branding ownership of that storefront opening will be negotiated on a case-by-case basis.

SIGNAGE DESIGN - GENERAL INFORMATION

Signs are vital to the success of a retail district. Signage designs must be unique and creative, reflecting the character of the Tenant. The design of the signs should relate to the storefront design, the merchandise offered, and the overall character of the business. Icons and logos can be used very successfully and create a memorable impression.

Each sign type has its own maximum size requirements, which are noted on the following pages.

Sign Materials

At the Landlord's request, any building material deemed by the Landlord to have been altered in anyway after installation, whether due to poor design, construction, material selection or exposure, must be replaced or reconditioned at the Tenant's expense.

Signage is expected to be fabricated from high quality durable materials that can withstand the elements. Letters and logos may be three dimensional or be painted, screen-printed or vinyl applied to a sign panel. The panels must be layered or have texture or pattern relief to give the sign more visual interest and three-dimensional quality.

Sign Illumination

Sign illumination may be achieved by one of the following methods, unless otherwise noted. Not all options are available at all locations - see specific sign types for details.

- Externally illuminated with spot lights, gooseneck lights or LED strip lights.
- Internally illuminated
 - Halo-illuminated reverse channel letters and logos.
 - Front-lit channel letters and logos with **concealed trim cap**.
 - Push-through acrylic letters and logos.
 - Exposed neon letters and logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.

The following must be addressed in the illumination of the signs.

- Suggested lamp lighting color temperature must be in the range of 2,000 – 3,000 Kelvins.
- Tenant's electrified signage shall be connected to the Tenant's house panel and controlled by a time clock or energy management system. Signage shall be illuminated from dusk to 1:00 AM at a minimum.
- Lamp selection and aiming must be carefully considered to reduce glare for pedestrians.

SIGNAGE DESIGN - GENERAL INFORMATION (CONTINUED)

Sign Detailing

Many signs require technical details to address structural and electrical components. When developing these sign details, the following must be included.

1. Signage must be constructed and installed to meet or exceed all applicable codes and City requirements.
2. Surfaces of all signage are intended to be flat without bulges, oil-canning or other deformities. Any welded seam on signage faces should be finished smooth.
3. All electrical devices must be concealed and/or located within the Tenant's space.
4. Raceways cannot be exposed.
5. All conduits must be rigid metal and concealed.
6. Fasteners and attachment connections must be concealed from view.
7. Mounting pins and brackets must be as streamlined as possible and painted to match the adjacent building or sign, where applicable.
8. 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.
9. All weep holes shall be shielded.
10. Suspended sign attachments must allow for movement.
11. Manufacturers' identification labels and UL labels should be engraved and weather-proof in an inconspicuous location.
12. Specify how signs are attached to the storefront or building.

Sign Installation & Removal

Each Tenant is responsible for the design, fabrication, installation, maintenance and cost of electricity for their own signage. All signage shall be constructed and installed at the Tenant's expense.

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.

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 engaging in the construction or erection of signage. The Tenant's Signage Contractor shall repair any damage caused by their work. Damage to any 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.

Within 30 days of termination or conclusion of a lease, the Tenant shall remove all signs, patch, paint and repair the surfaces to which the signs were attached, back to the original condition. This removal and repair is at the Tenant's expense.

PRIMARY SIGN TYPE CLASSIFICATION - NAME & LOGO TOGETHER

PRIMARY SIGNS WITH NAME & LOGO TOGETHER



Panel Sign - Primary Sign with Name & Logo Together



Wall Sign - Primary Sign with Name & Logo Together



Transom Sign - Primary Sign with Name & Logo Together



Horizontal Overhang Sign - Primary Sign with Name & Logo Together

PRIMARY SIGN TYPE CLASSIFICATION - NAME ONLY & LOGO ONLY

PRIMARY SIGNS WITH NAME ONLY



Panel Sign
Primary Sign with Name ONLY



Wall Sign
Primary Sign with Name ONLY



Transom Sign
Primary Sign with Name ONLY



Horizontal Overhang Sign
Primary Sign with Name ONLY

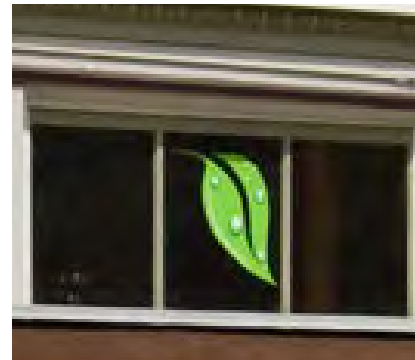
PRIMARY SIGNS WITH LOGO ONLY



Panel Sign
Primary Sign with Logo ONLY



Wall Sign
Primary Sign with Logo ONLY



Transom Sign
Primary Sign with Logo ONLY



Horizontal Overhang Sign
Primary Sign with Logo ONLY

ALLOWABLE SIGN TYPES & DIMENSIONS CHART

MAXIMUM SIGN AREA: 100 SF PER TENANT (Projecting Signs and Window Graphics are not included in the Maximum Sign Area calculation.)

Sign Types	Allowable Locations	Sign Classification	Maximum Number of Signs	Maximum Sign Height	Maximum Predominant Letter Height-Heavy Font	Maximum Predominant Letter Height-Light Font	Maximum Sign Area	Additional Requirements
Panel Signs	Façade Types A & B	Primary Sign with Name & Logo OR Name ONLY	One Primary Sign with Name & Logo Together OR one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation	3'-0"	16"	20"	36 SF	-
		Primary Sign with Logo ONLY		2'-6"	-	-	16 SF	-
Wall Signs	Façade Types C & D	Primary Sign with Name & Logo OR Name ONLY	One Primary Sign with Name & Logo Together OR one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation	3'-6"	21"	24"	42 SF	-
		Primary Sign with Logo ONLY		3'-0"	-	-	36 SF	-
Transom Signs	Façade Types A & E	Primary Sign with Name & Logo OR Name ONLY	One Primary Sign with Name & Logo Together OR one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation	3'-0"	16"	20"	36 SF	
		Primary Sign with Logo ONLY		2'-6"	-	-	16 SF	-
	Façade Types C & D	Primary Sign with Name & Logo OR Name ONLY	One Primary Sign with Name & Logo Together OR one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation	3'-6"	21"	24"	42 SF	-
		Primary Sign with Logo ONLY		2'-6"	-	-	36 SF	-
Horizontal Overhang Signs	Façade Types A, B, D & E	Primary Sign with Name & Logo OR Name ONLY	One Primary Sign with Name & Logo Together OR one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation	1'-8"	16"	20"	24 SF	-
		Primary Sign with Logo ONLY		1'-8"	-	-	10 SF	-
Sloping Overhang Signs	Façade Types A, B, D & E	-	One per storefront opening	2'-6"	10"	12"	36 SF	-
Overhang Valance Signs	Façade Types A, B, D & E	-	One per storefront opening	-	6"	9"	10 SF	-
Corner Signs	Building Corners	-	One - where a Projecting Sign does not exist	8'-0"	-	-	16 SF per side (for signs with more than 2 sides: 4 SF per side)	Max. Sign Width: 2'-0" Max. Sign Depth: 2'-0" Max. Projection: 3'-0"
Projecting Signs	Façade Types A & B	-	One per elevation	2'-0"	-	-	8 SF per side	Max. Sign Depth: 5" Max. Projection: 4'-0"
	Façade Type E	-	One per elevation	3'-0"	-	-	8 SF per side	Max. Sign Depth: 5" Max. Projection: 4'-0"
Window Graphics	All Façade Types	-	-	-	10"	12"	25% of the glazing	-

- NOTES:**
1. Maximum letter depth is 3"
 2. If a sign is less than 6'-0" long, the maximum letter size may increase by 50%

FACADE TYPE A - ALLOWABLE SIGN TYPES

Requirements for Facade Type A:

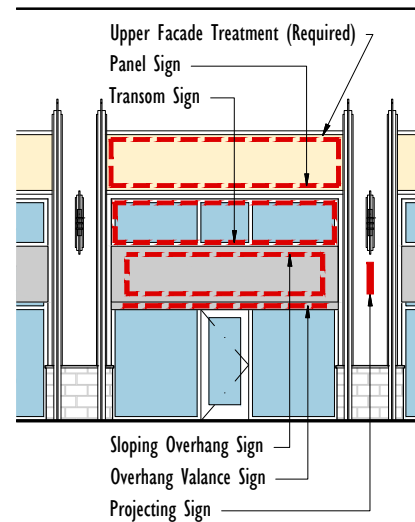
- All Tenants are required to have an Upper Facade Treatment. It may or may not have a Panel Sign on it.

Allowable Sign Types for Facade Type A with Sloping Overhangs*:

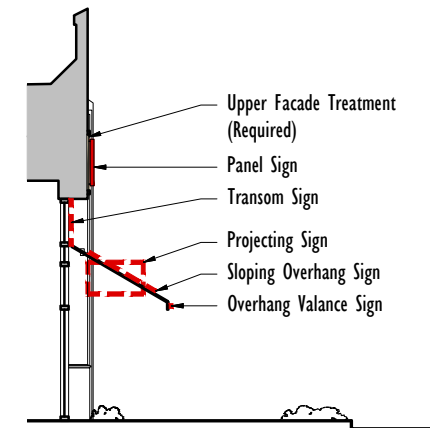
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Panel Signs **OR** Transom Signs. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Sloping Overhang Sign and one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Projecting Sign per elevation.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE A



TYPICAL SECTION @ FACADE TYPE A

KEY

 Sign Zone

FACADE TYPE A - ALLOWABLE SIGN TYPES (CONTINUED)

Requirements for Facade Type A:

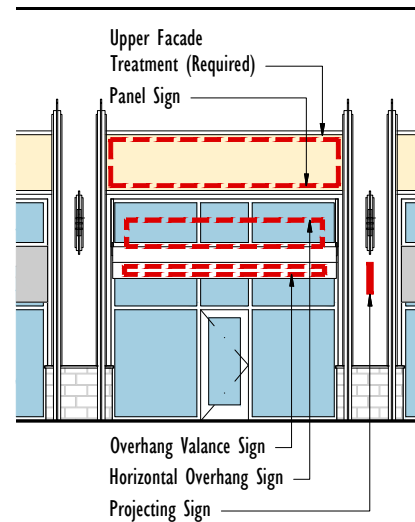
- All Tenants are required to have an Upper Facade Treatment. It may or may not have a Panel Sign on it.

Allowable Sign Types for Facade Type A with Horizontal Overhangs*:

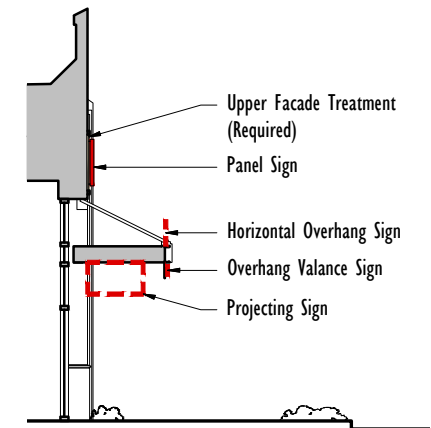
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Panel Signs **OR** Transom Signs **OR** Horizontal Overhang Signs. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Projecting Sign per elevation.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE A



TYPICAL SECTION @ FACADE TYPE A

KEY

 Sign Zone

FACADE TYPE B - ALLOWABLE SIGN TYPES

Requirements for Facade Type B:

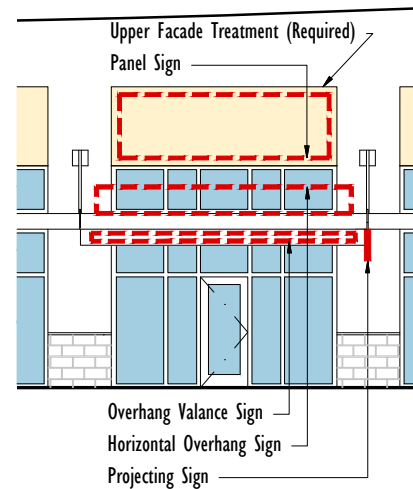
- All Tenants are required to have an Upper Facade Treatment. It may or may not have a Panel Sign on it.

Allowable Sign Types for Facade Type B with Horizontal Overhangs*:

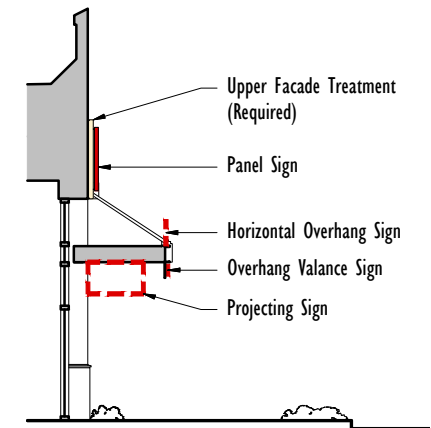
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Panel Signs **OR** Horizontal Overhang Signs. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Projecting Sign per elevation.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE B



TYPICAL SECTION @ FACADE TYPE B

KEY

 Sign Zone

FACADE TYPE B - ALLOWABLE SIGN TYPES (CONTINUED)

Requirements for Facade Type B:

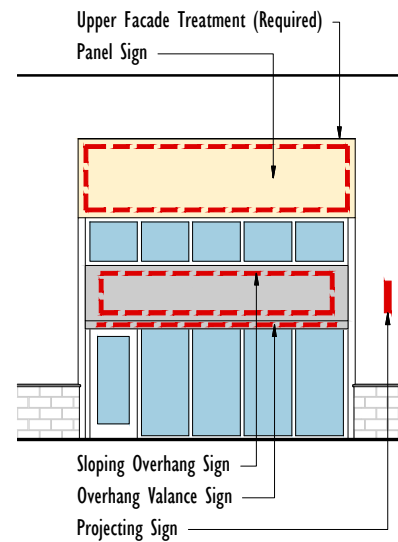
- All Tenants are required to have an Upper Facade Treatment. It may or may not have a Panel Sign on it.

Allowable Sign Types for Facade Type B with Sloping Overhangs*:

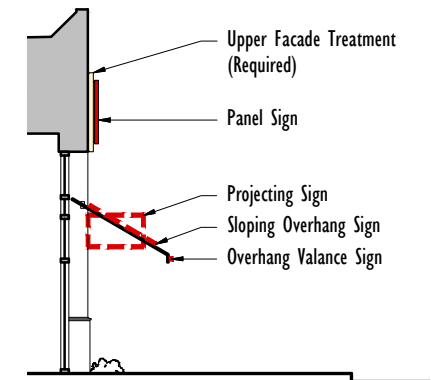
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Panel Signs only. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Sloping Overhang Sign and one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Projecting Sign per elevation.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE B



TYPICAL SECTION @ FACADE TYPE B

KEY

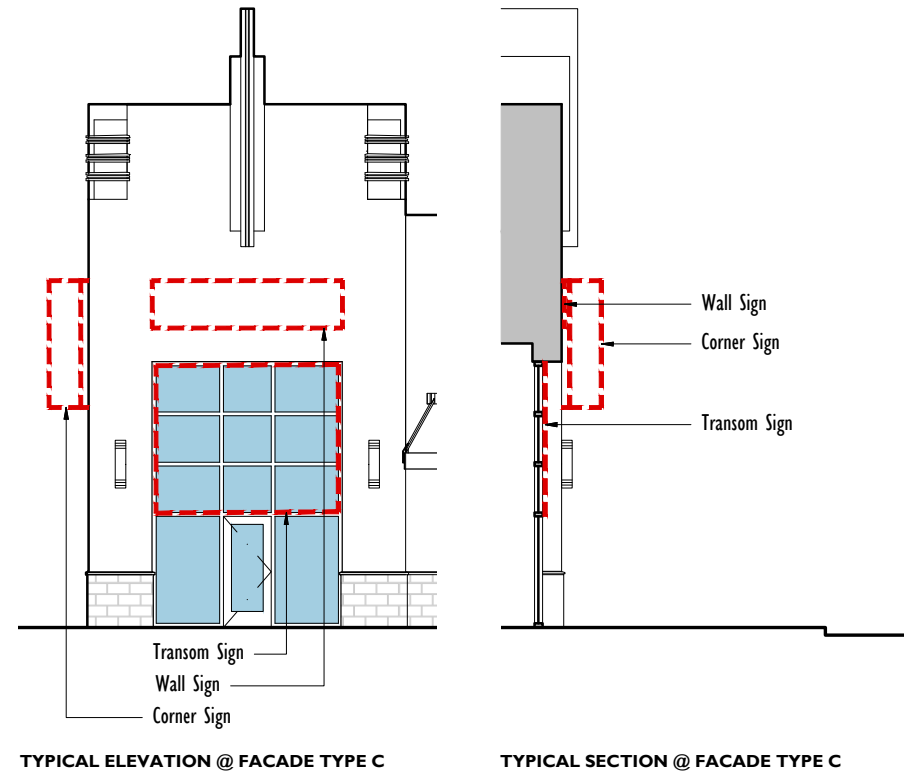


FACADE TYPE C - ALLOWABLE SIGN TYPES

Allowable Sign Types for Facade Type C:

- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Wall Signs **OR** Transom Signs. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

See additional requirements for each Sign Type on the following pages.



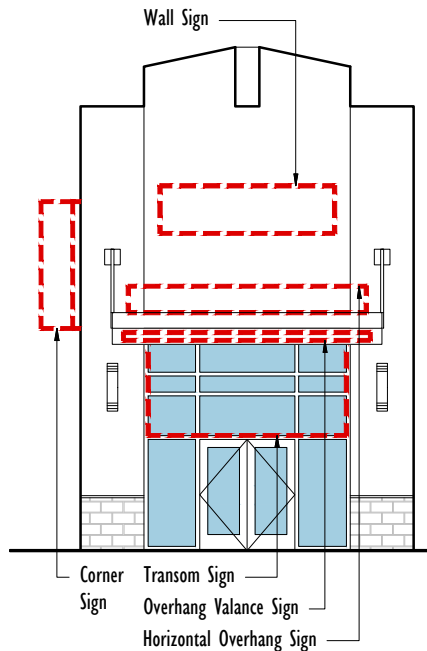
FACADE TYPE D - ALLOWABLE SIGN TYPES

Allowable Sign Types for Facade Type D with Horizontal Overhangs*:

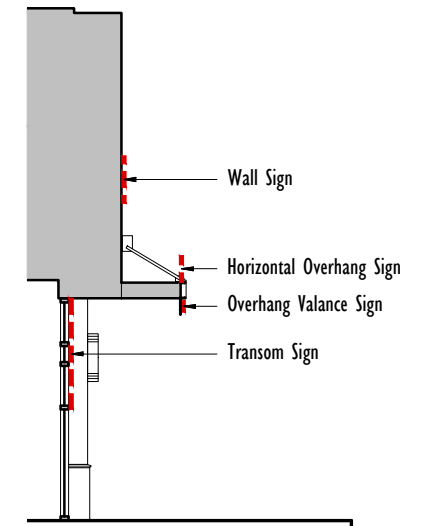
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Wall Signs **OR** Transom Signs **OR** Horizontal Overhang Signs. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE D



TYPICAL SECTION @ FACADE TYPE D

KEY



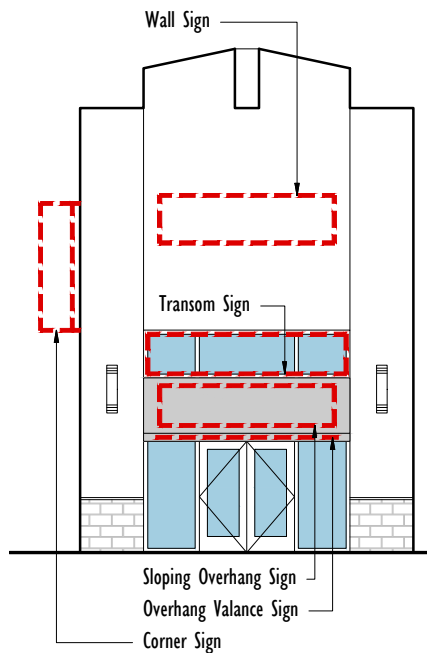
FACADE TYPE D - ALLOWABLE SIGN TYPES (CONTINUED)

Allowable Sign Types for Facade Type D with Sloping Overhangs*:

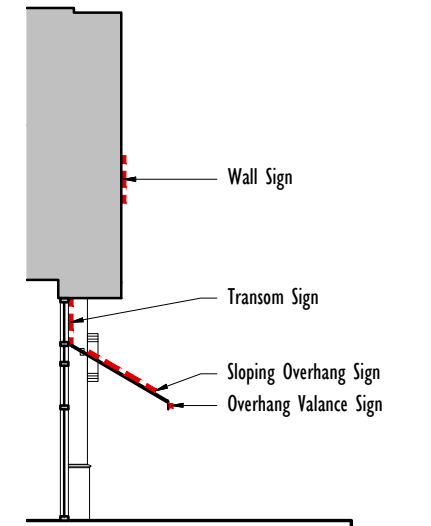
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Wall Signs **OR** Transom Signs. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Sloping Overhang Sign and one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE D



TYPICAL SECTION @ FACADE TYPE D

KEY



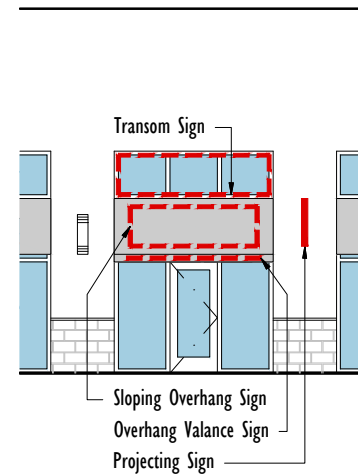
FACADE TYPE E - ALLOWABLE SIGN TYPES

Allowable Sign Types for Facade Type E with Sloping Overhangs*:

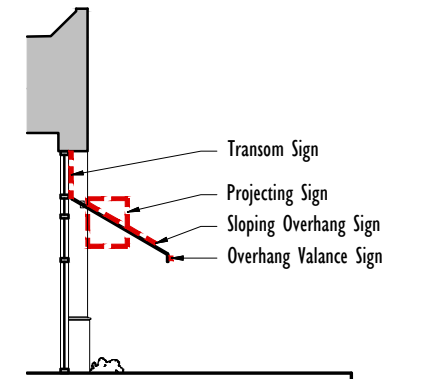
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Transom Signs only. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Sloping Overhang Sign and one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Projecting Sign per elevation.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE E



TYPICAL SECTION @ FACADE TYPE E

KEY



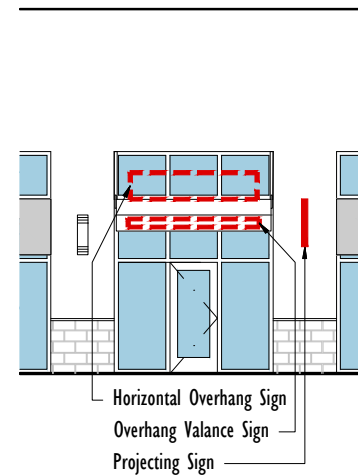
FACADE TYPE E - ALLOWABLE SIGN TYPES (CONTINUED)

Allowable Sign Types for Facade Type E with Horizontal Overhangs*:

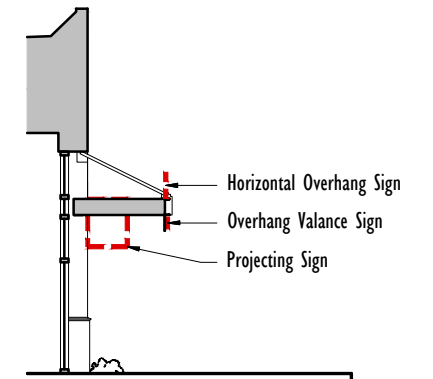
- Tenants are permitted one Primary Sign with Name & Logo Together **OR** one Primary Sign with Name ONLY and one Primary Sign with Logo ONLY per elevation. These may be Transom Signs **OR** Horizontal Overhang Signs. See the Primary Sign Type Classification section for examples.
- Tenants are permitted one Overhang Valance Sign per storefront opening.
- Tenants are permitted one Projecting Sign per elevation.
- Tenants are permitted one Corner Sign where Projecting Signs are not proposed. Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner.
- All Tenants are allowed Window Graphics, Tenant Address and Open & Closed Signs.

* If circumstances allow, a Tenant may change sloping overhangs to horizontal overhangs or vice versa per Landlord requirements. Only one sloping overhang **OR** one horizontal overhang may occur within a storefront opening.

See additional requirements for each Sign Type on the following pages.



TYPICAL ELEVATION @ FACADE TYPE E



TYPICAL SECTION @ FACADE TYPE E

KEY



UPPER FACADE TREATMENTS - REQUIRED AT FACADE TYPES A & B

Description

Upper Facade Treatments are located above the storefront opening. They should be unique and reflect the character of the individual Tenant.

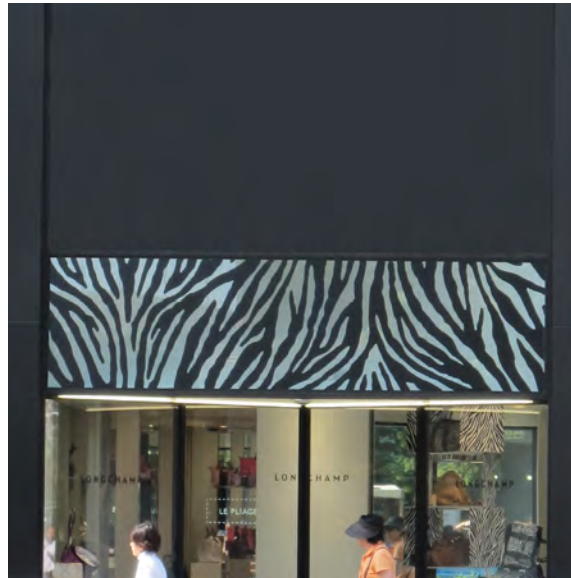
Maximum Sizes

At Facade Type A, an Upper Facade Treatment must fill the space between the Landlord-provided upper and lower horizontal trim and the vertical fins on either side of the storefront opening.

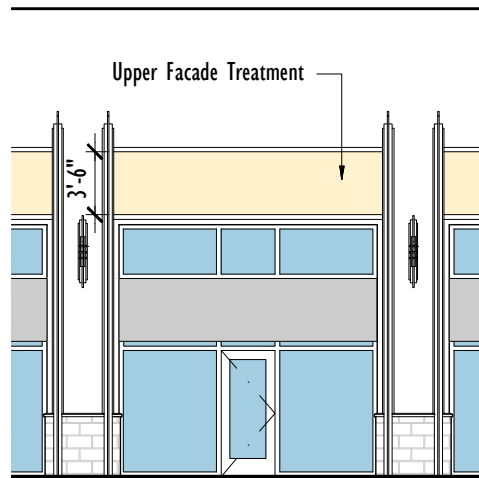
At Facade Type B, an Upper Facade Treatment must be 5'-0" high and have a length matching the width of the storefront opening. If a decorative panel is used, it must have a 3/4" reveal facing the building along all edges.

Materials & Application

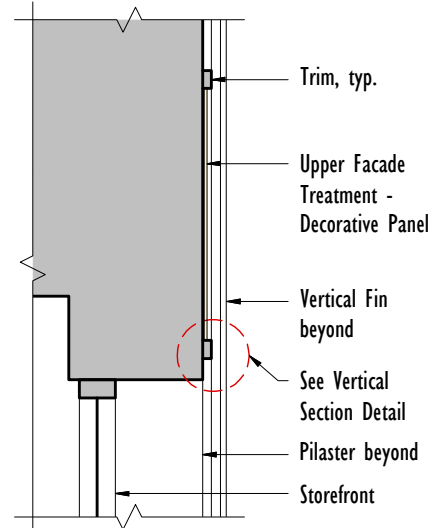
Upper Facade Treatments may be constructed of various, durable materials. They may consist of a decorative panel with a translucent or opaque surface. Incorporating ornamental and three dimensional elements or printed, digital graphics is encouraged. Painting the base building is also permitted in lieu of a three dimensional panel.



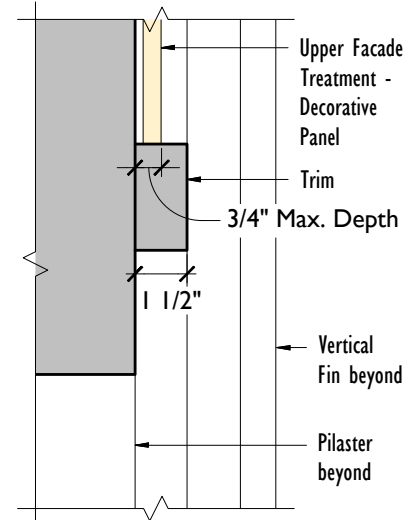
UPPER FACADE TREATMENTS - REQUIRED AT FACADE TYPES A & B (CONTINUED)



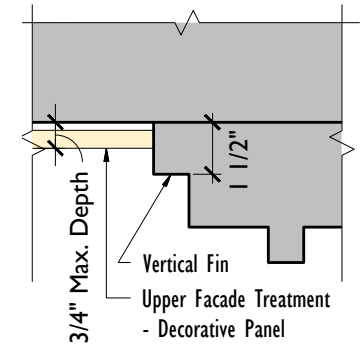
**UPPER FACADE TREATMENT ELEVATION
FACADE TYPE A**



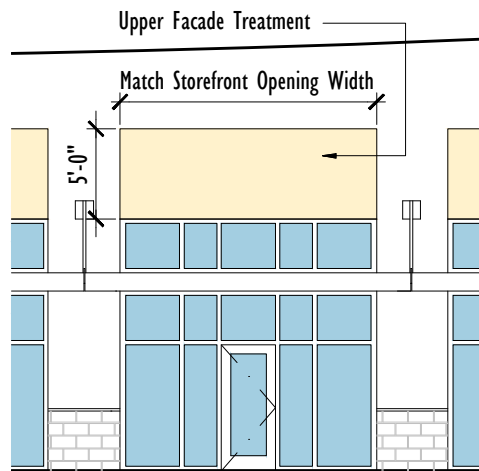
**SECTION @ UPPER FACADE
TREATMENT - DECORATIVE PANEL
FACADE TYPE A**



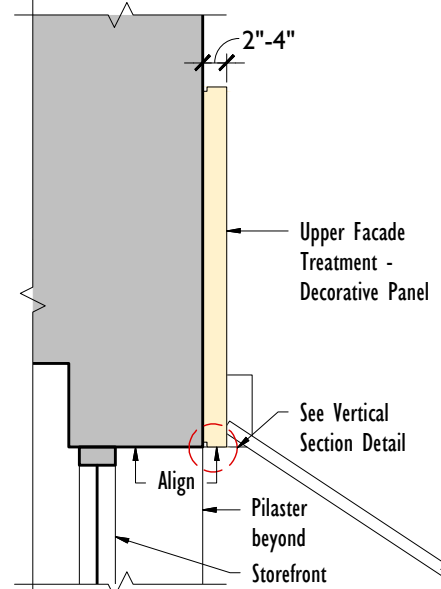
**VERTICAL SECTION DETAIL @
UPPER FACADE TREATMENT -
DECORATIVE PANEL
FACADE TYPE A**



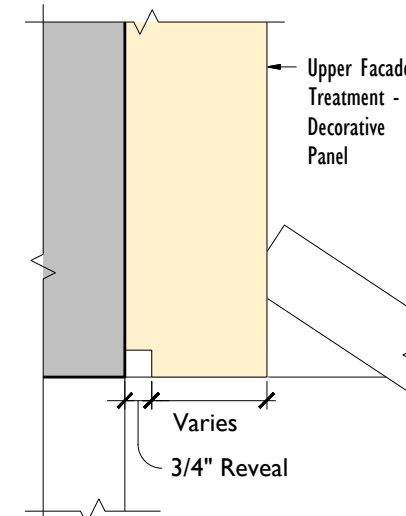
**HORIZONTAL SECTION DETAIL
@ UPPER FACADE TREATMENT -
DECORATIVE PANEL
FACADE TYPE A**



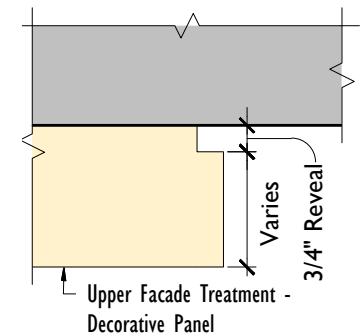
**UPPER FACADE TREATMENT ELEVATION
FACADE TYPE B**



**SECTION @ UPPER FACADE
TREATMENT - DECORATIVE PANEL
FACADE TYPE B**



**VERTICAL SECTION DETAIL @
UPPER FACADE TREATMENT -
DECORATIVE PANEL
FACADE TYPE B**



**HORIZONTAL SECTION DETAIL
@ UPPER FACADE TREATMENT -
DECORATIVE PANEL
FACADE TYPE B**

PANEL SIGNS - PRIMARY SIGNS

Description

Panel Signs are graphics and/or lettering that fit on an Upper Facade Treatment located above a storefront opening.

Allowed Locations

Panel Signs are allowed at Facade Types A & B.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

All elements of the Panel Sign must fit within the Upper Facade Treatment.

Materials & Application

Panel Signs consist of the following materials:

- Three-dimensional, individual letters and logos pin-mounted to the Upper Facade Treatment.
- Three-dimensional or two-dimensional, individual letters and logos applied directly to the Upper Facade Treatment.
- Letters and logos painted directly on the Upper Facade Treatment.

Illumination

Panel Signs are internally illuminated or externally illuminated.



Panel Sign with Name



Panel Sign with Name

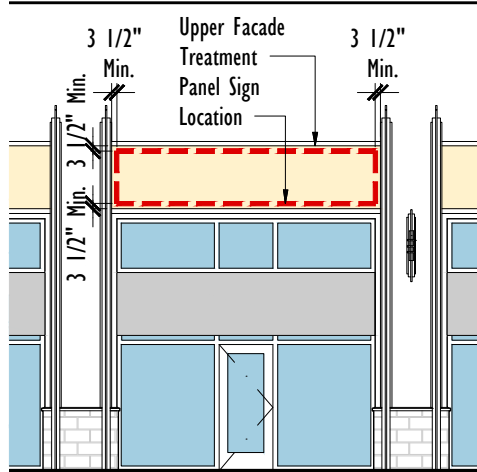


Panel Sign with Name

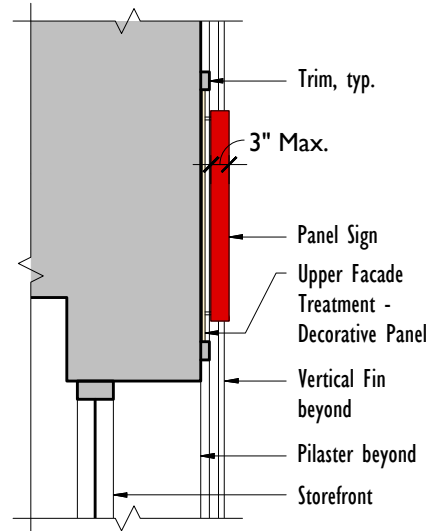


Panel Sign with Name

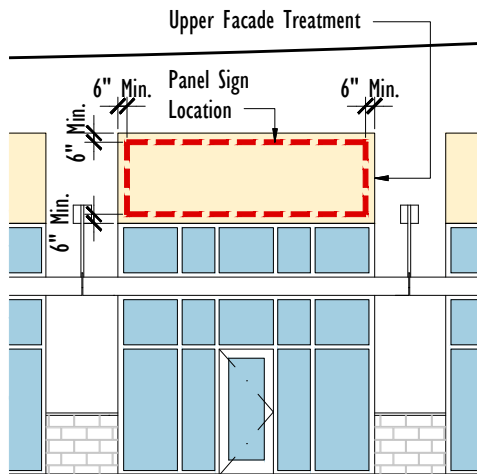
PANEL SIGNS - PRIMARY SIGNS (CONTINUED)



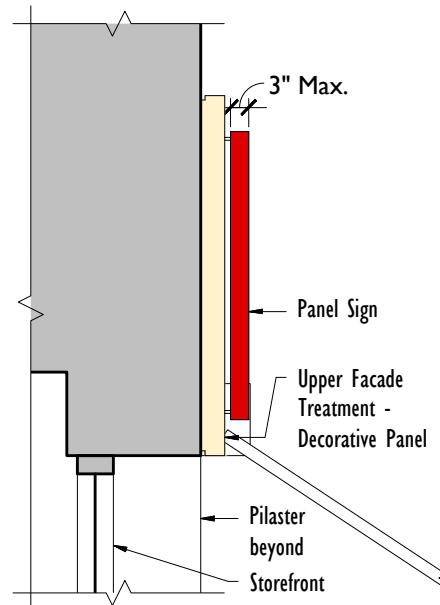
**PANEL SIGN ELEVATION
FACADE TYPE A**



**SECTION @ PANEL SIGN
FACADE TYPE A**



**PANEL SIGN ELEVATION
FACADE TYPE B**



**SECTION @ PANEL SIGN
FACADE TYPE B**

KEY



WALL SIGNS - PRIMARY SIGNS

Description

Wall Signs are graphics and/or lettering mounted directly to the facade wall located above the storefront opening at a tower or alley.

Allowed Locations

Wall Signs are allowed at Facade Types C & D.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

The length of a Wall Sign must not exceed the width of the storefront opening, and a minimum of 1'-0" clearance between the edge of a wall and Wall Signs is required. Apply the sign length requirement that is more restrictive.

Materials & Application

Wall Signs consist of individual letters and logos pin-mounted directly to the facade wall. Wall Signs must be generally centered over tenants glazed frontage, with appropriate spacing from all edges. Back panels are not allowed.

Illumination

Wall Signs are internally illuminated or externally illuminated.



Wall Sign with Name

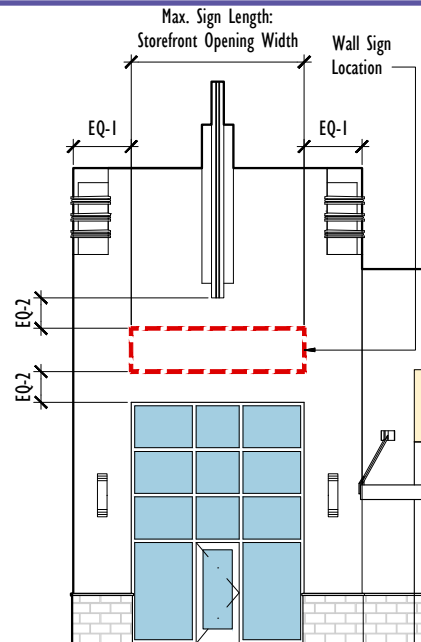


Wall Sign with Name & Logo

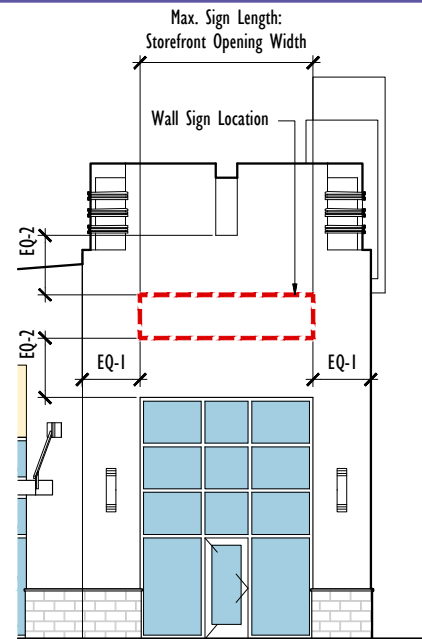


Wall Sign with Name

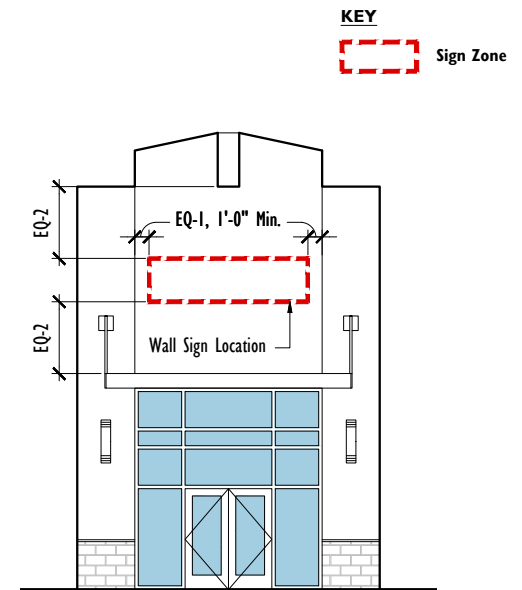
WALL SIGNS - PRIMARY SIGNS (CONTINUED)



WALL SIGN ELEVATION - FACADE TYPE C WITH FIN



WALL SIGN ELEVATION - FACADE TYPE C WITHOUT FIN



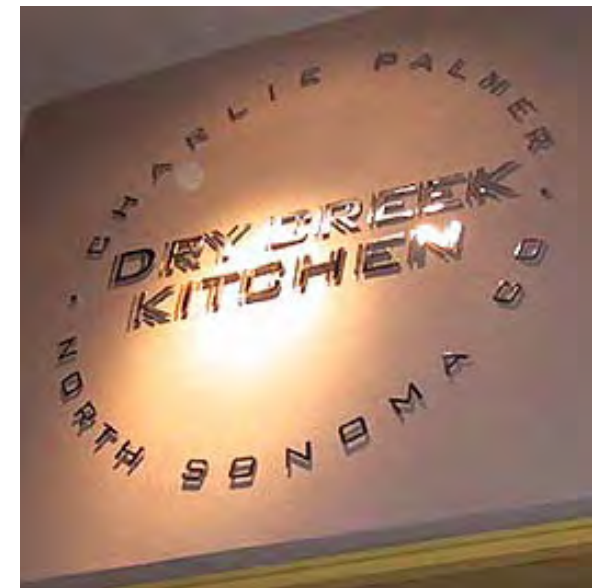
WALL SIGN ELEVATION - FACADE TYPE D



Wall Sign with Name & Logo



Wall Sign with Name



Wall Sign with Name & Logo

TRANSOM SIGNS - PRIMARY SIGNS

Description

Transom Signs are graphics and/or lettering that fit within the storefront transom.

Allowed Locations

Transom Signs are allowed at Facade Types A, C, D & E.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

All elements of the Transom Sign must fit within the storefront transom.

Materials & Application

Transom Signs consist of the following materials:

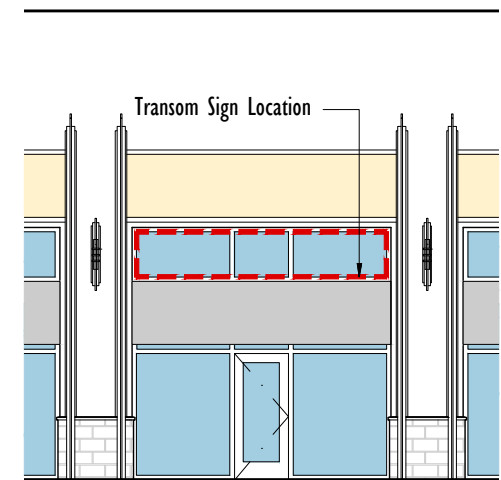
- Silkscreen, painting, sandblasting or film applied directly to the glazing.
- Three-dimensional individual letters and logos applied directly to the storefront or glazing.
- Individual letters and logos applied to a clear, translucent or opaque support located at the interior or exterior side of the storefront.

Back panels are not allowed.

Illumination

Transom Signs are non-illuminated or internally illuminated. Internal illumination options include:

- Halo-illuminated reverse channel letters and logos.
- Front-lit channel letters and logos with **concealed trim cap**.
- Push-through acrylic letters and logos.
- Exposed neon letters and logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.



TRANSOM SIGN ELEVATION

KEY

 Sign Zone



Transom Sign with Name - Front-Lit & Halo-Illuminated



Transom Sign with Name - Non-illuminated



Transom Sign with Name - Neon Illumination

HORIZONTAL OVERHANG SIGNS - PRIMARY SIGNS

Description

Horizontal Overhang Signs are graphics and/or lettering mounted to a horizontal overhang.

Allowed Locations

Horizontal Overhang Signs are allowed at Facade Types A, B, D & E.

Maximum Sizes

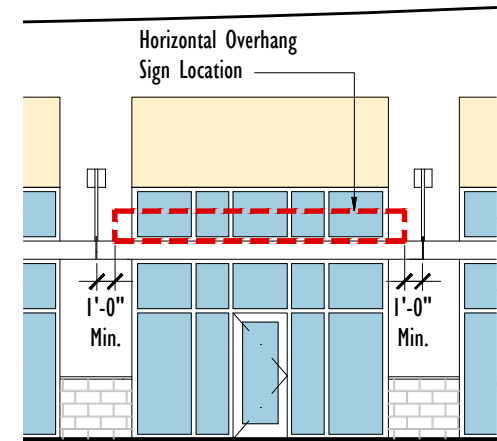
Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

Materials & Application

Letters and logos must be individually pin-mounted to the horizontal overhang and should appear in silhouette. Back panels are not allowed.

Illumination

Horizontal Overhang Signs are internally illuminated or externally illuminated by a concealed LED channel mounted to the horizontal overhang.



HORIZONTAL OVERHANG SIGN ELEVATION

KEY

 Sign Zone



Horizontal Overhang Sign with Name



Horizontal Overhang Sign with Name



Horizontal Overhang Sign with Name

SLOPING OVERHANG SIGNS

Description

Sloping Overhang Signs are graphics and/or lettering applied to a sloping overhang face.

Allowed Locations

Sloping Overhang Signs are allowed at Facade Types A, D & E.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

Materials & Application

Signage must be placed on the sloping overhang face. The sloping overhang face may be constructed of a variety of materials, including fabric, metal, glass and wood.

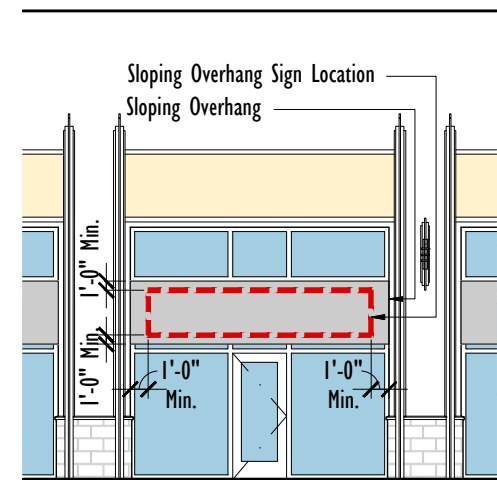
Sloping Overhang Signs may be painted, silk screened, sewn or appliqueed onto fabric.

Where the sloping overhang face is a rigid material, Sloping Overhang Signs may consist of the following materials:

- Two-dimensional, individual letters and logos applied directly to the sloping overhang face.
- Letters and logos painted directly on the sloping overhang face.

Illumination

Sloping Overhang Signs are non-illuminated.



SLOPING OVERHANG SIGN ELEVATION

KEY

 Sign Zone



OVERHANG VALANCE SIGNS

Description

Overhang Valance Signs are the Tenant's name, tagline, or limited description of major services applied to an overhang valance. An overhang valance is defined as a narrow panel suspended below a sloping or horizontal overhang.

Allowed Locations

Overhang Valance Signs are allowed at Facade Types A, B, D & E. Overhang valances are required for this sign type.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

Lettering on the valance must have a minimum 1" clearance at the top and the bottom edge and a minimum 9" clearance on each side edge.

Materials & Application

Signage must be placed on an overhang valance. The overhang valance may be constructed of a variety of materials, including fabric, metal, glass and wood.

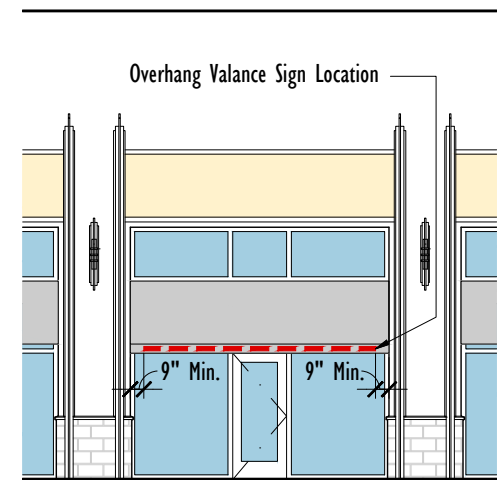
Overhang Valance Signs may be painted, silk screened, sewn or appliqueed onto fabric.

Where the overhang valance is a rigid material, Overhang Valance Signs may consist of the following materials:

- Two-dimensional, individual letters applied directly to the overhang valance.
- Letters painted directly on the overhang valance.

Illumination

Overhang Valance Signs are non-illuminated.



OVERHANG VALANCE SIGN ELEVATION

KEY

 Sign Zone



CORNER SIGNS

Description

Corner Signs are rigid signs of graphics and/or lettering mounted to building corners. They may be a variety of shapes. Corner Signs, including the brackets, should be unique and reflect the character of the individual Tenant.

Allowed Locations

Corner Signs are permitted only at building corners where a Tenant has branding ownership of the storefront openings on both sides of the building corner. They are not permitted where Projecting Signs are proposed. Refer to the following page for locations.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

Materials & Application

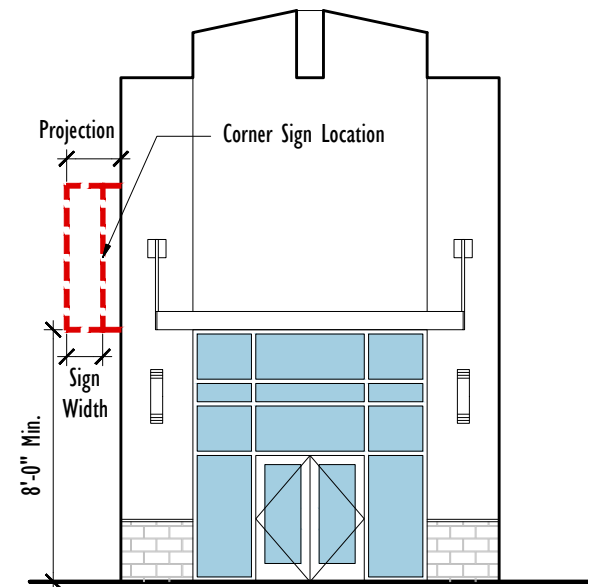
Materials for Corner Signs and their graphics may include metal, wood, fabric, paint or other durable material that can withstand the elements. Graphics must be applied to both sides.

Corner Signs must be mounted to the corner of the building as shown in the diagram on the following page.

A minimum 8 feet vertical clearance must be provided under Corner Signs.

Illumination

Corner Signs may be non-illuminated, internally illuminated, or externally illuminated.



CORNER SIGN ELEVATION

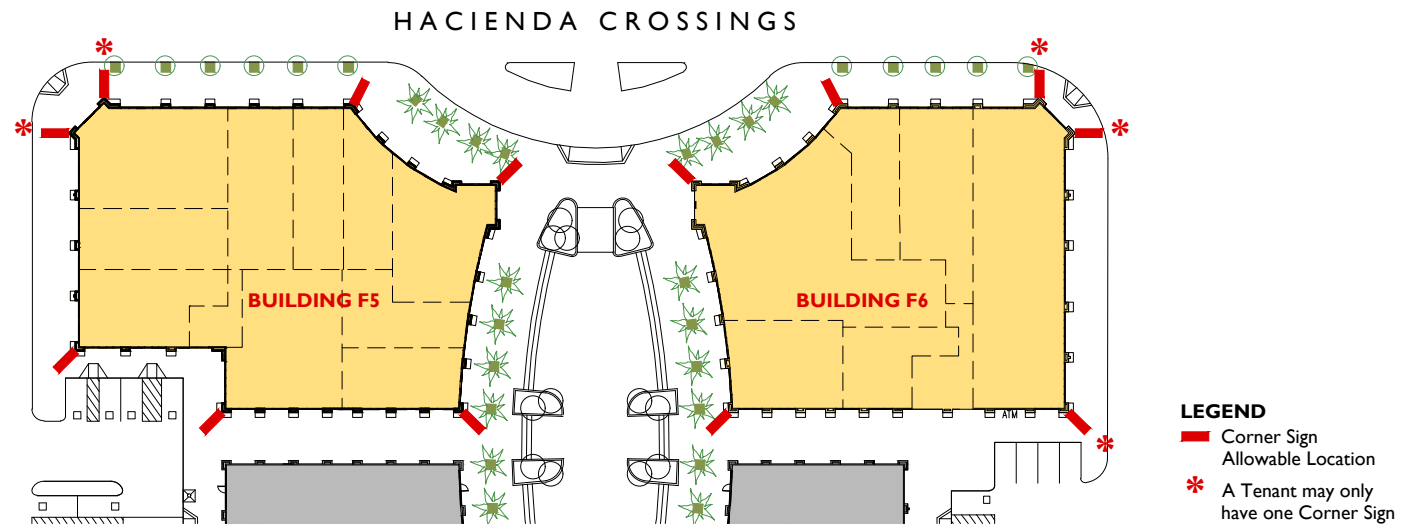
KEY



Sign Zone



CORNER SIGNS (CONTINUED)



PROJECTING SIGNS

Description

Projecting Signs are double-sided signs of graphics and/or lettering that are perpendicular to the storefront. They may be a variety of shapes and three-dimensional. Projecting Signs, including the brackets, should be unique and reflect the character of the individual Tenant.

Allowed Locations

Projecting Signs are allowed at Facade Types A, B & E.

If a Tenant occupies more than one storefront opening on a building frontage, their Projecting Sign may not be located next to an adjacent Tenant. If a Tenant occupies only one storefront opening on a building frontage, their Projecting Sign's location will be determined on a case-by-case basis to be reviewed in relationship to neighboring Tenants.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

Materials & Application

Materials for Projecting Signs and their graphics may include metal, wood, fabric, paint or other durable material that can withstand the elements. Graphics must be applied to both sides.

Where permitted, Projecting Signs may be mounted to the pilaster or under the overhang.

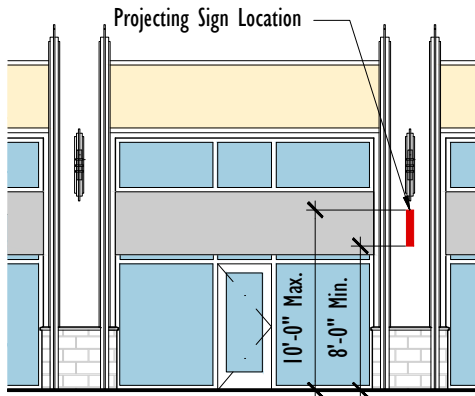
Given that these signs are easily accessible, they should be vandal-resistant. A minimum 8 feet vertical clearance must be provided under Projecting Signs.

Illumination

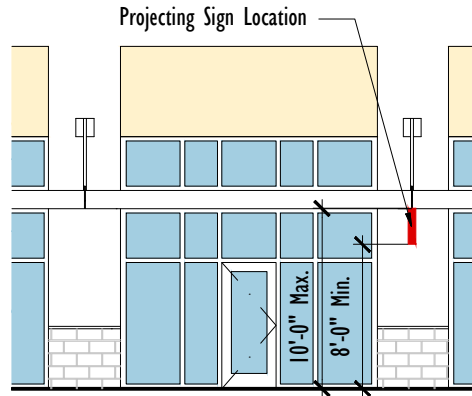
Projecting Signs may be non-illuminated, internally illuminated, or externally illuminated.



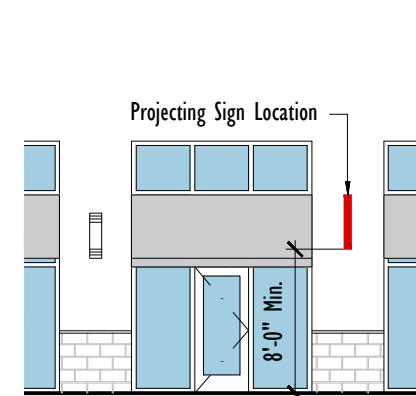
PROJECTING SIGNS (CONTINUED)



**PROJECTING SIGN ELEVATION
FACADE TYPE A**



**PROJECTING SIGN ELEVATION
FACADE TYPE B**



**PROJECTING SIGN ELEVATION
FACADE TYPE E**

KEY



WINDOW GRAPHICS

Description

Window Graphics are graphics and/or lettering, including hours of operation, located within the storefront glass area and encompass a wide variety of sizes, shapes and materials.

Allowed Locations

Window Graphics are allowed at all storefronts.

Maximum Sizes

Refer to the Allowable Sign Types & Dimensions chart for maximum allowable sizes.

Window Graphics may not block the view to the interior of the store or restaurant.

Materials & Application

Window Graphics may be as simple as metal-leaf letters or as creative as mixed media signs that float across the store window.

Window Graphics are applied directly to the inside face of the glazing by silkscreen, painting, sandblasting or film.

Illumination

Window Graphics are non-illuminated.



TEMPORARY SIGNS

All Tenants are allowed Temporary Signage. Temporary Signs are 'grand opening' signs for a new store, seasonal signs and decorations, and 'sale' signs. These may also include a new Tenant's identity sign temporarily in place of a permanent sign.

All Temporary Signs are subject to the Landlord's discretion and approval. All temporary signs on the exterior of the building are subject to the standards of the City of Dublin Municipal Code Chapter 8.84.

Opening Soon/ Grand Opening Signs

- These signs are banners that may be mounted on the exterior of the storefront opening or attached to an overhang.
- These signs must not be generic and are required to utilize design elements, such as logos.
- These signs may not be displayed for more than 45 consecutive days.



Seasonal Signage and Decorations

- Decorations should be artistic and creative.
- Signage and decorations must fit within the storefront opening.
- Neither may not be displayed for more than 45 consecutive days.

Sale Signs

- Sale signs must be custom, creative and fun.
- Pre-printed or 'stock' sale signs are not permitted.
- Sale signs may not be displayed for more than 30 consecutive days.

TENANT ADDRESS

Description

All Tenants shall affix suite or street address on at least one business storefront entry door per requirements of the local Fire Department and City Municipal Code.

Allowed Locations

Tenant Address Signage shall be centered over main entry doors or on either door panel of main entry doors.

Font & Sizes

Font: Swis721 BdCnOul BT

Height: 5" minimum

Stroke Width: 1" minimum

Materials & Application

Tenant Address Signage shall be vinyl film, white color with black outline 3/32" wide, applied to the inside surface of storefront glass.

Illumination

Tenant Address Signage is non-illuminated.



OPEN & CLOSED SIGNS

Description

All Tenants are allowed to create custom Open & Closed Signs that complement their overall signage and storefront design.

Allowed Locations

Open & Closed Signs are located within the Tenant's interior space and are visible from the storefront glass area.

Maximum Sizes

Open & Closed Signs have a maximum letter height of 8".

Materials & Application

Open & Closed Signs must not be generic or store-purchased. No standard neon signs are permitted.

Illumination

Open & Closed Signs are generally non-illuminated, however lighting may be permitted if the sign is unique and creative, subject to review by the Landlord and the Landlord's Architect.



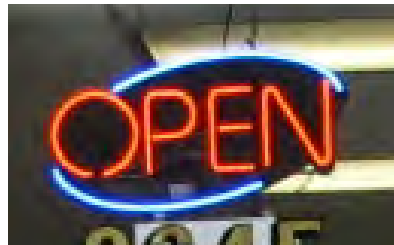
PROHIBITED SIGNAGE

The following types of signs and signage details shall be prohibited within the project:

See Dublin Municipal Code Section 8.84 for additional prohibited signage.

1. Signs with advertising, phone numbers and websites are not permitted on Primary Signs.
2. Signs with type faces not consistent with Tenant identity
3. Generic front-illuminated acrylic letters
4. Internally illuminated box ("can") signs
5. Flashing or moving lights
6. Signs employing luminous or day-glow paint
7. Ad hoc or random sales and product signs
8. Generic "Open" or "Closed" signs (printed or illuminated)
9. "Going Out of Business" banners
10. Generic "Sale" signs

PROHIBITED SIGNAGE EXAMPLES



SIGNAGE SUBMITTAL CHECKLIST

SIGNAGE SUBMITTAL CHECKLIST

TENANT NAME: _____ ADDRESS: _____

This completed checklist must be included with every Signage Submittal. *If this completed checklist is not included, the Signage Submittal will not be reviewed.*

DRAWINGS

Included N/A (not applicable)

- ☐ All drawings shall be to scale; indicate scale on each drawing
- ☐ Provide building elevations and plan showing location of all signs
- ☐ Provide enlarged elevations of all sides of each sign
- ☐ For each three-dimensional sign, provide section detail(s)

AREA CALCULATIONS & DIMENSIONS

Included N/A (not applicable)

- ☐ Add note on drawings: "Verify all dimensions in the field."
Dimensions for each sign
- ☐ Dimension overall sign logo/lettering length and height
- ☐ Specify sign area
- ☐ ☐ Specify the percentage of total storefront window glass covered by proposed window graphics
- ☐ Dimension length, height, and depth of all new sign components, including logo height and/or prominent letter height
- ☐ Provide dimensions locating the sign on the elevation drawings, including clearance under the sign if applicable
- ☐ Confirm the above dimensions meet all requirements as indicated in the Signage Guidelines

DETAILS & NOTES

Included N/A (not applicable)

General drawing and note requirements

- ☐ ☐ Indicate all elements to be removed/demolished and patched & repaired
 - ☐ Show actual signage digital graphics and/or fonts that will be used
- #### Enlarged elevation requirements
- ☐ Indicate finishes on all sides
 - ☐ ☐ For all window graphics, indicate on which face of the glass graphic is applied

SIGNAGE SUBMITTAL CHECKLIST (CONTINUED)

DETAILS & NOTES (continued)

Included N/A (not applicable)

Three-dimensional sign section details must accurately show the following:

- ☐ How the sign will be constructed
- ☐ How the sign will be attached to the existing building structure and/or any new or existing sign supports (i.e. pins, sign bars, brackets, attachment plates, etc.)
- ☐ Show all seams
- ☐ Conceal all fasteners (i.e. use countersunk screws, acorn caps, etc.) where possible, and add note on drawings: "Paint to match background."
- ☐ ☐ Add note on drawings: "Shield all weep holes."

ILLUMINATION

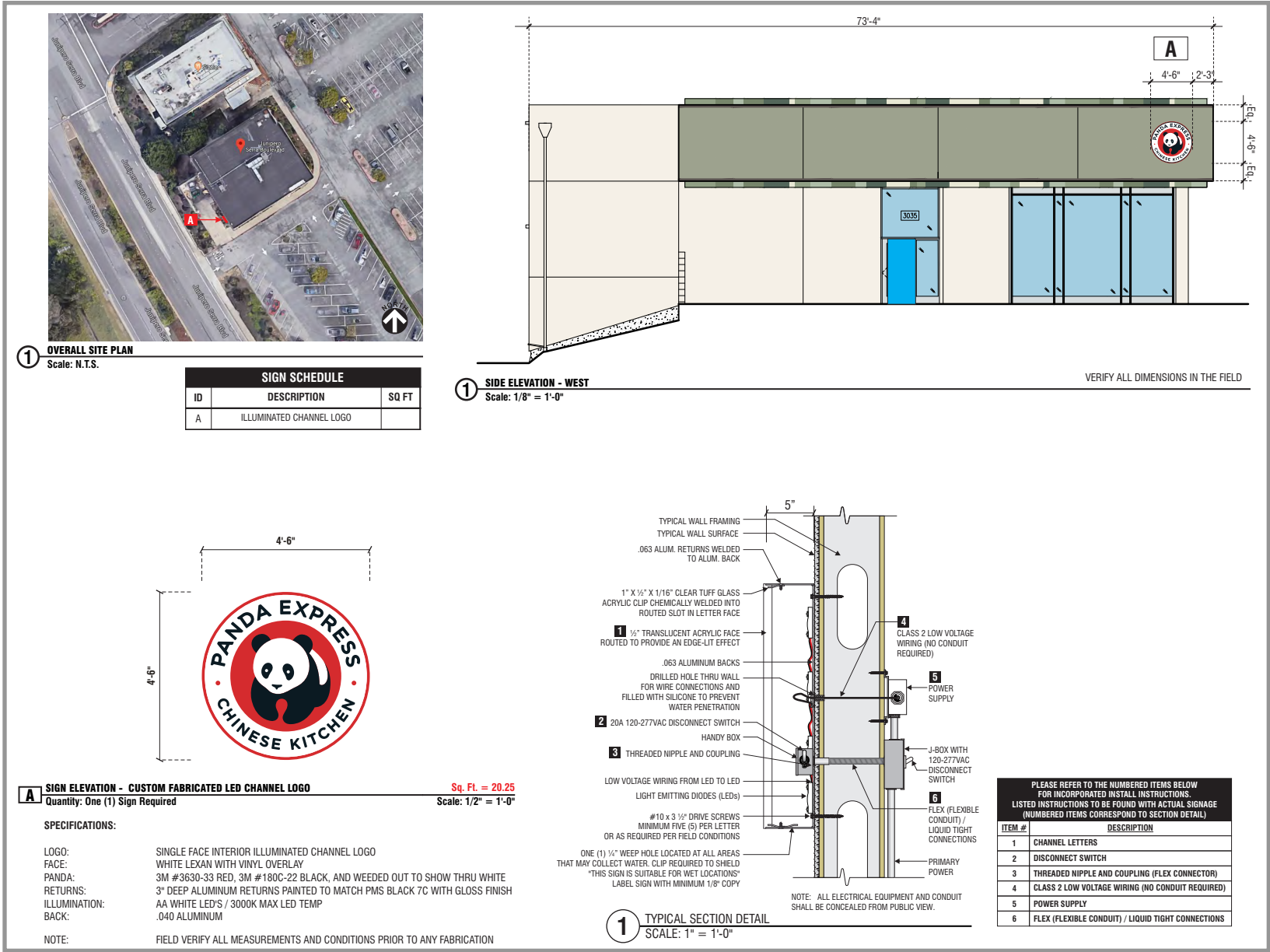
Included N/A (not applicable)

- ☐ For each sign, indicate "internally illuminated", "externally illuminated" or "non-illuminated"
- ☐ For each sign, confirm specified illumination complies with the Guidelines
- ☐ ☐ For signs that are internally illuminated, indicate the following:
 - ☐ Lighting method (i.e. halo-lit illuminated reverse channel logos/letters, front-lit channel logos/letters with concealed trim cap, push-through acrylic logos/letters, exposed neon logos/letters, etc.)
 - ☐ Indicate color temperature (3,000 K LEDs max. allowed)
- ☐ ☐ All front-lit channel logos/letters shall include section detail showing a concealed trim cap
- ☐ ☐ For signs that are externally illuminated, indicate the following:
 - ☐ Lighting method (i.e. spotlights, gooseneck lights, LED strip lights, etc.)
 - ☐ Light source and/or fixture locations shown on the scaled drawings
 - ☐ Dimension in relationship to the sign(s) and any other key elements
 - ☐ Include light fixture cut sheet with finish, dimensions, and color temperature indicated
- ☐ Show locations of all electrical equipment, including conduit, junction boxes, and switches
- ☐ Add note on drawings: "All electrical equipment and conduit shall be concealed from public view."

SIGNAGE GUIDELINES

If any part of the proposed signage package does not comply with the Signage Guidelines provided by the Landlord, clearly describe how it is in keeping with the spirit of the Guidelines:

SIGNAGE SUBMITTAL EXAMPLES



WALL SIGN SUBMITTAL EXAMPLE

SIGNAGE SUBMITTAL EXAMPLES (CONTINUED)

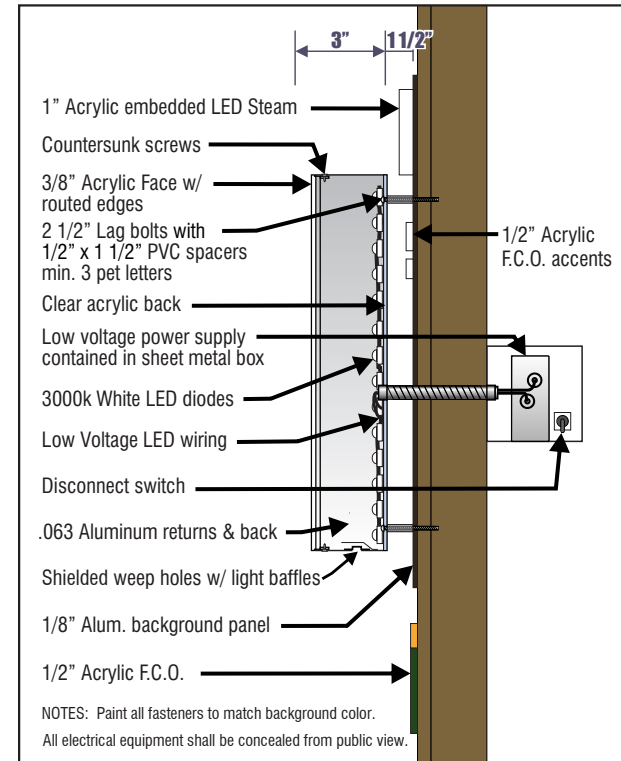


A SIGN SPECIFICATIONS

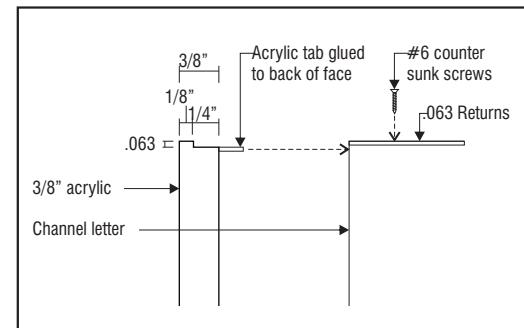
Scale: 1/2" = 1'-0"

B Manufacture and install two (2) sets of dual-, internally-illuminated letters on a backer panels.

Description	Specification/Material	Finish	Color
Backer panel	1/8" Aluminum panel	Paint (satin)	Dark Brown (PMS Black 4C)
Side accents	1/2" White Acrylic F.C.O.	N/A	White
Steam	1" Clear acrylic F.C.O. w/ embedded LED's	Vinyl applied to face	3M White 3630-20
"Philz Coffee" Faces	3/8" Acrylic w/ step notch	N/A	White
"Philz Coffee" Returns	3 1/2" deep .080 Aluminum	Paint (satin)	White
"Philz Coffee" Backs	3/16" Clear acrylic	N/A	Clear
"Philz Coffee" Illumination	LED		White (3000K)
"Cup" Face	3/8" Acrylic w/ step notch	Digital print	Per artwork
"Cup" Returns	3 1/2" deep .080 Aluminum	Paint (satin)	Match face
"Cup" Backs	3/16" Clear acrylic	N/A	Clear
"Cup" Illumination	LED		White (3000K)
Tag Line	1/2" White Acrylic F.C.O.	Paint (satin)	Orange PMS 150 C
Leaves	1/2" White Acrylic F.C.O.	Paint (satin) w/ digital print applied 1st surface	Green PMS 350 C w/ digital print to match art file



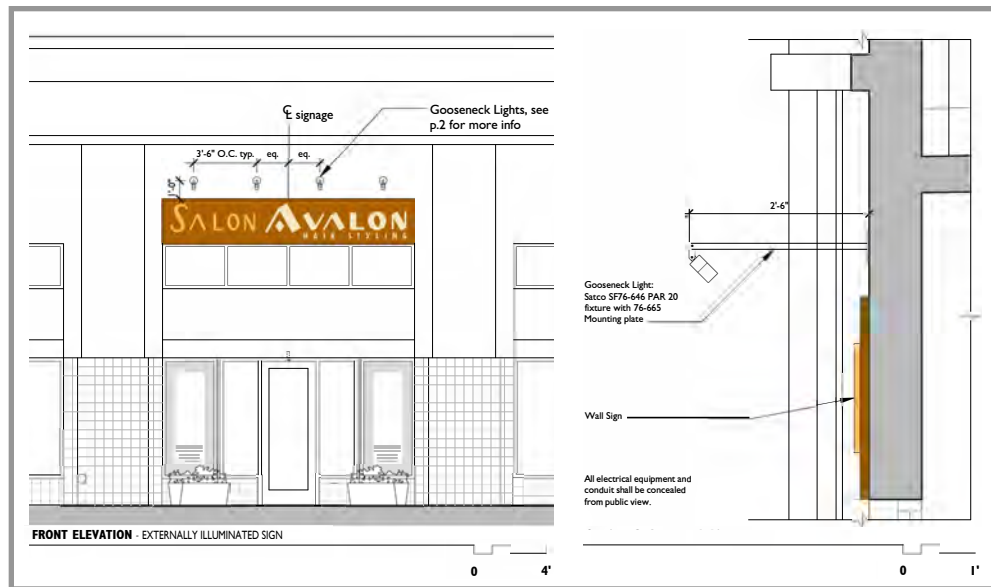
Channel Letter Section detail - Scale: 1" = 1'-0"



Channel Letter Face detail - Scale: 1:1

WALL SIGN SUBMITTAL EXAMPLE - SPECIFICATIONS & SECTION DETAILS

SIGNAGE SUBMITTAL EXAMPLES (CONTINUED)



EXTERNAL ILLUMINATION
EXAMPLE

CATALOG NUMBER LOGIC

Example: **360SL** - **LED** - **SP** - **BZW** - **12** - **11** - **B** - **360SL**

Material: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Series: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Source: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

LED Type: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Optics: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Finish: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Lens Type: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Shading: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Cap Style: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Option: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

SPECIFICATIONS

Mounting: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Optics: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Lens: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Beam: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

Warranty: 360SL - LED - SP - BZW - 12 - 11 - B - 360SL

LIGHT FIXTURE CUT SHEET EXAMPLE

DEFINITION OF TERMS - SIGNAGE & STOREFRONTS

Sign Area:

Refer to the City of Dublin Municipal Code Section 8.84.110 for the definition of Computation of Sign Area.

Accent Letters:

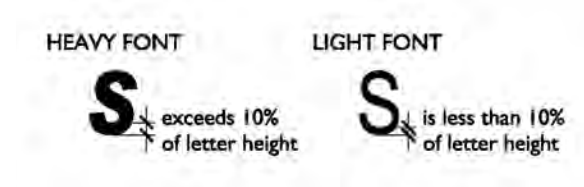
Accent letters are usually the first letter of a business name is larger than the other sign letters for emphasis.

Predominant Letters:

Predominant letters make up the majority of the name of the Tenant. They can be lower or uppercase letters, depending on the font and logo.

Heavy Font/Light Font:

Typeface comes in a variety of styles and weights. The weight of the font determines the maximum allowable height of the letter.



Storefront:

A storefront is the side of a store or shop that faces the public. The storefront contains display windows and entrances. It consists of a metal or wood and glass system with other decorative materials if desired.

Storefront Opening:

The storefront opening is the area between the Landlord's neutral piers or columns in which the storefront is built. The storefront extends up to the Landlord's building facade or arcade above.

Transom:

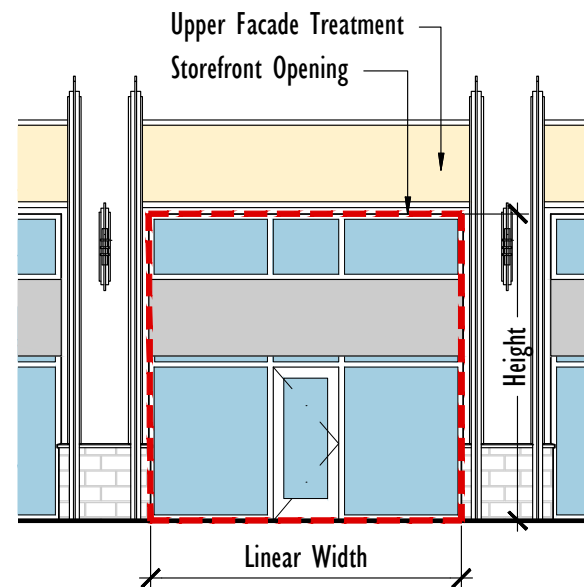
The transom is the portion of a storefront located above the door, including the display windows.

Upper Facade Treatment:

An Upper Facade Treatment is a Tenant's applied paint or decorative panel in a designated area of the wall surface above their storefront opening.

Sidewalk Zone:

A defined area of the sidewalk for seating or display.



DEFINITION OF TERMS - ILLUMINATION

External Lighting:

External signage lighting is accomplished by wall mounted light fixtures such as spot lights, linear up lights, or stem mounted compact or gooseneck fixtures. In some cases, more than one light fixture will be required to evenly light the sign.



Push-Through Acrylic Signage:

Translucent acrylic letters or logos that are placed in an opaque sign panel and project beyond the face of the panel are known as push-through acrylic signage. The light source is concealed within the panel and illuminates the letters from behind. The letters or logo glow.



Halo Illumination:

Channel letters or logos illuminated using a light source placed inside the channel is known as halo illumination. The channel is opaque and oriented so that the light source faces the wall. The light washes the wall and highlights the letters, creating a glow effect surrounding each letter.



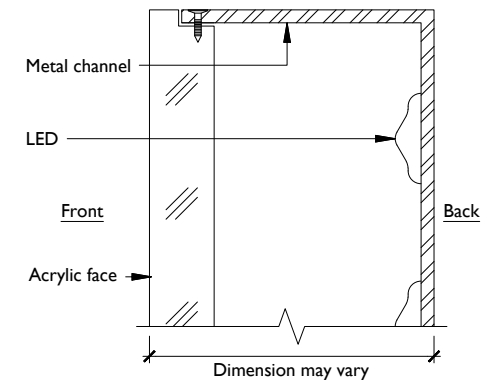
Front Lit Signage:

Channel letters or logos that emit illumination from their translucent acrylic front face. All front lit channel signs must have **CONCEALED TRIM CAPS**.



Exposed Neon:

Exposed neon are open channel letters or sign panels with neon lighting that is visible to the public. Junction boxes for neon signs can sometimes be quite large and must be concealed from view.



Detail at Front Lit Channel Letter with Concealed Cap