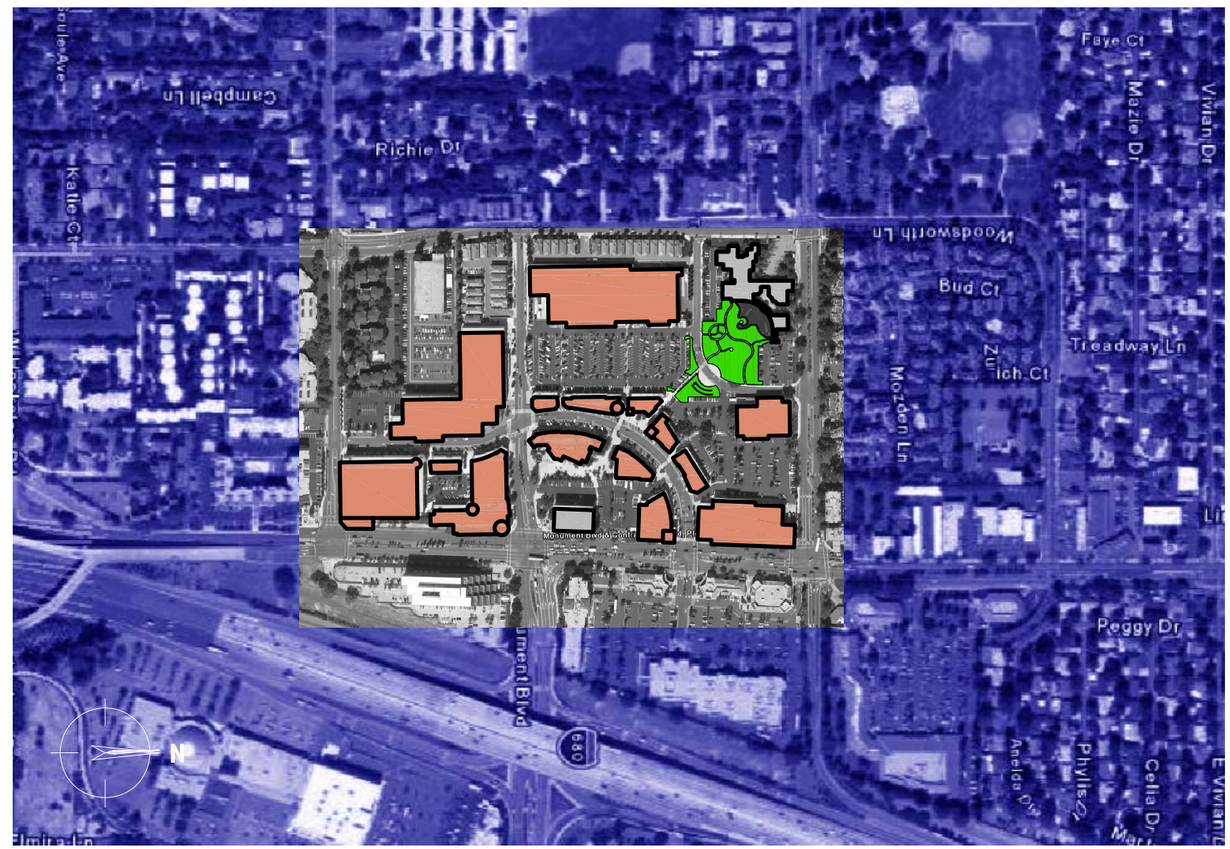
DOWNTOWN
PLEASANT HILL

TENANT DESIGN GUIDELINES

January 15, 2010



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DOWNTOWN
PLEASANT HILL

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* NOTE: Major Tenants (greater than 15,000 SF of Ground Floor area) and Sub-Major Tenants (7.500 SF - 14,999 SF) are not restricted by the guidelines geared towards the smaller Shop Tenants (p. 9 - 36). However, designers are encouraged to employ these elements of design into their proposed plans to better integrate their stores into the fabric of Downtown Pleasant Hill.

DOWNTOWN
PLEASANT HILL

INTRODUCTION

Retail storefronts and signs are the most essential architectural elements capable of communicating the function and character of the store. Together, they are vital to the success of a store and surrounding retail environment. Storefronts present the merchandise and give character to the public space and exterior walkways that form the backbone of street life. The street is a gallery for the many forms of sign art that are viewed by the public. Signs give identity to the space, differentiating it from other retail stores. Inappropriate sign designs can defeat the purposes of other design considerations or detract from the surrounding area. Therefore, great care should be taken to design the very best, most appropriate elements for the space.

The guidelines presented in this booklet provide a balanced approach to achieve overall harmony and celebrate individuality. Our goal is to create a colorful communications collage which informs, stimulates, delights, amuses, and above all, makes the retail environment lively and more appealing to the ever discriminating customer in Pleasant Hill.

The purpose of this book is to provide all the information relevant to the design of individual tenant spaces. Refer to the "How to Use These Guidelines" (p.3) for step by step instructions regarding the use of this document and an outline of the approval process. The sections for Store Layout, Storefront Design, Outdoor Areas, Overhangs and Signage Design discuss each of these elements of good design in detail. All the professionals working on a project in Downtown Pleasant Hill are expected to follow these Guidelines in order to allow a smooth approval process.

NOTE: These guidelines are primarily geared towards 'Shop' tenants (under 7,499 SF). Major Tenants (over 15,000 SF of ground floor area) and Sub-Major Tenants (7,500 - 14,999 SF) are restricted only by the guidelines listed on p.8, though they are highly encouraged to incorporate any of the ideas listed in the rest of the document to better integrate themselves into the fabric of Downtown Pleasant Hill.

HOW TO USE THESE GUIDELINES

1. Determine the Gross SF of Ground Floor area for your space. Major Tenants (>15,000 SF) and Sub-Major Tenants (7,500 SF - 14,999 SF) should refer to the guidelines on p.8. All other Shop Tenants (<7,500 SF) should complete the Storefront and Signage Design Worksheet (p.4) to assist in compiling all of the necessary information for submission.

2. Locate your space and building number on the site plan (page 37). Refer to the elevations (pages 38 - 55) of your space to determine which types of signage are allowable for your space, what Overhang type is present (and / or allowed), and any other requirements for your specific location.

3. The storefront, signage, and interior store layout should be conceived as an integrated design. If the existing storefronts, awnings, etc. are to remain in place, they do not need to be re-submitted for approval. HOWEVER, all elements of the store's facade and layout (including color) should be shown in the signage drawings submitted for approval to provide context and scale for the signage.

4. The detailed explanations pages for Store Layout, Storefront Design, Outdoor Areas, Overhangs, and Signage Design are intended to provide examples and guidelines for these elements of good design. Refer to these areas, as they apply to your design, for ideas and inspiration when designing your store and signage.

REQUIRED SUBMISSIONS:

5. Submit a **Preliminary Design Package** that includes the Interior Floor Plan, Storefront Design, and Signage Design (as applicable). Signage may be submitted separately from the Interior Floor Plan and Storefront, HOWEVER the Signage submittal **must** include the proposed storefront, (including finish colors) for context. The Interior Floor Plan and Storefront Design must be submitted together. This Preliminary Design Package should be submitted to both the Design Review Consultant and the Landlord, who will review the package for adherance to these guidelines as well as appropriateness of design. This should be done as early on in the process as possible, to allow ample time for feedback. The Preliminary Design Package should provide a basic description of the finished design, including all finish materials, colors, and design details. Contact the City Staff to obtain the specific regulations regarding what materials, drawings, submittal size, fees, etc. are required for this stage of a Signage application.

7. After the Preliminary Design Package is approved, develop the approved design and submit a **Final Design Package.** The Final Design Package should develop all of the ideas shown in the approved Preliminary Design Package, including color samples, materials samples, light fixtures, hardware specifications, attachment and mounting details, and any other information required to fully explain the design. The Final Design Package should be submitted to the Design Review Consultant, the Landlord, and the City of Pleasant Hill. This package will be reviewed for compliance with the rules listed in these guidelines and with the City Signage Ordinances. Contact the City Staff to obtain the specific regulations regarding what materials, drawings, submittal size, fees, etc. are required for this stage of a Signage application.

8. If it is agreed by the Design Reveiw Consultant, the City Staff AND the Landlord that the Final Design Package meets the requirements of these guidelines, the project is approved to be submitted for permitting. Contact the City Staff for requirements for submitting for a Building Permit, and/or any other permits required for construction of your space. Shop Drawings, Samples, or additional information may be required for certain items prior to fabrication and/or installation.

   Any project that the Design Review Consultant, the City Staff, OR the Landlord does not feel meet the requirements of these guidelines may be presented to the ARC (Architectural Review Comittee) for approval. A design that is unique and attractive, but does not technically comply with the guidelines may still be approved by the ARC. Tenants are especially encouraged to be creative with their designs.

   All projects that are being submitted as Distinct Facades (See p.15) MUST be presented to the ARC for approval. Contact the City Staff for assistance on what material should be presented to the ARC, and the application procedures for an ARC review.

STOREFRONT & SIGNAGE DESIGN WORKSHEET

This worksheet is designed to assist you in compiling the necessary information required for your application.

NAME OF BUSINESS: _____

ADDRESS: _____

BUILDING NUMBER: _____ SPACE: _____

AREA CALCULATIONS:

Total Store Square Footage (Ground Floor Area): _____

(Major Tenants (>15,000 SF) and Sub-Major Tenants (7,500 SF - 14,999 SF) refer to p.8)

Total linear feet of Store Frontage (for defin. see p. 5): _____

Total permitted square feet of signage: _____

(1 SF of Signage / 1 LF of Frontage)

STOREFRONT DESIGN (see p. 11-15)

Installing New Storefronts? YES NO

Re-Painting Existing Storefronts? YES NO

(If answer to both questions above is "No" skip to Outdoor Areas, if answer to either question is "Yes", complete questions below)

Storefront Material (wood, metal, all-glass, etc): _____

Storefront Finish (paint, stain, powder coat, etc.): _____

(supply specifications and include color samples)

Applying as a Distinct Facade? YES NO

(see page 15 for additional information)

OUTDOOR AREAS (see p. 16 - 19)

Applying for Outdoor Seating Areas? YES NO

Total Number of Seats Desired: _____

Seats Permitted for space in Master Use permit: _____

(Contact City Staff for procedures for altering # of seats permitted in MUP)

Applying for an Outdoor Merchandise Display? YES NO

(if "Yes" contact City Staff for requirements for obtaining Use Permit)

Using an Freestanding Sign? YES NO

Using a Menu Board / Outdoor Display Cabinet? YES NO

OVERHANGS (see p. 20 - 24)

Total Number of Overhangs (Existing + Proposed): Awnings: _____

Canopies: _____

Installing New Overhang Frame? YES NO

Replacing Overhang Surface Material? YES NO

(If "No" to both questions above, skip to Signage, if "Yes" to Either question, answer the following)

Awning Frame Material (Metal, Wood, etc.): _____

Awning Surface Material (Fabric, Wood, Metal, Glass, etc): _____

Applying for a Post-supported Awning / Canopy? YES NO

(if "Yes" contact City Staff for requirements for obtaining Permit)

SIGNAGE DESIGN (see p. 25 - 36)

TRANSOM SIGNS

Number of Signs: _____

Dimensions (per sign): _____

Area (per sign and total): _____

EDGE SIGNS

Number of Signs: _____

Dimensions (per sign): _____

Area (per sign and total): _____

WALL SIGNS (All Types, see p. 27 for Types)

Number (identify by Type): _____

Dimensions (per sign): _____

Area (per sign and total): _____

AWNING SIGNS

Number of Signs: _____

Dimensions (per sign): _____

Area (per sign and total): _____

PANEL SIGNS

Number of Signs: _____

Dimensions (per sign): _____

Area (per sign and total): _____

PROJECTING SIGNS

Number of Signs: _____

Dimensions (per sign): _____

Area (per sign and total): _____

BANNER SIGNS

Number of Signs: _____

Dimensions (per sign): _____

Area (per sign and total): _____

WINDOW SIGNS (do not include in Cumulative Signage Area)

Number of Signs: _____

Dimensions (per sign): _____

Area (per sign and total): _____

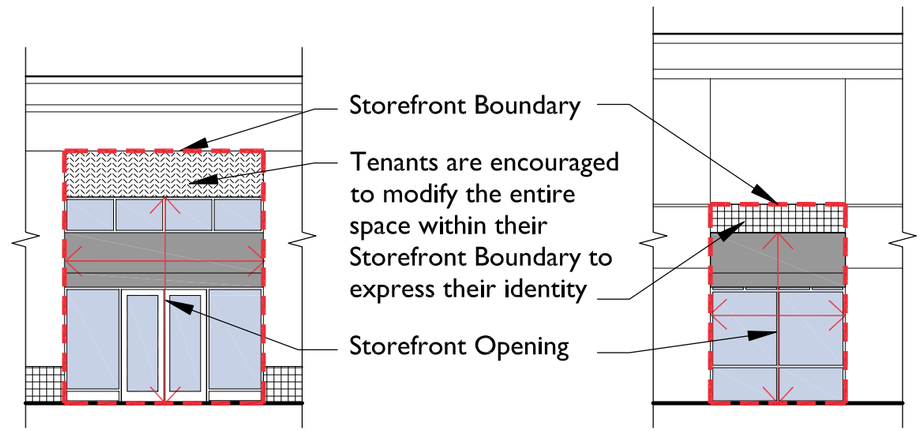
CUMULATIVE SIGNAGE AREA: _____

(Total area of all signage types, EXCLUDING Window Signage)

DEFINITIONS

Storefront Openings:
The space between exterior columns, pilasters, or neutral piers. The storefront opening includes the storefront framing, glazing, transom and entry doors.

Storefront Boundary:
The area to be included in the tenant's storefront design and identity. In some cases, the storefront boundary will extend beyond the limits of the Storefront Opening. Tenants are encouraged to modify the area in between to express their tenant identity on the building exterior.

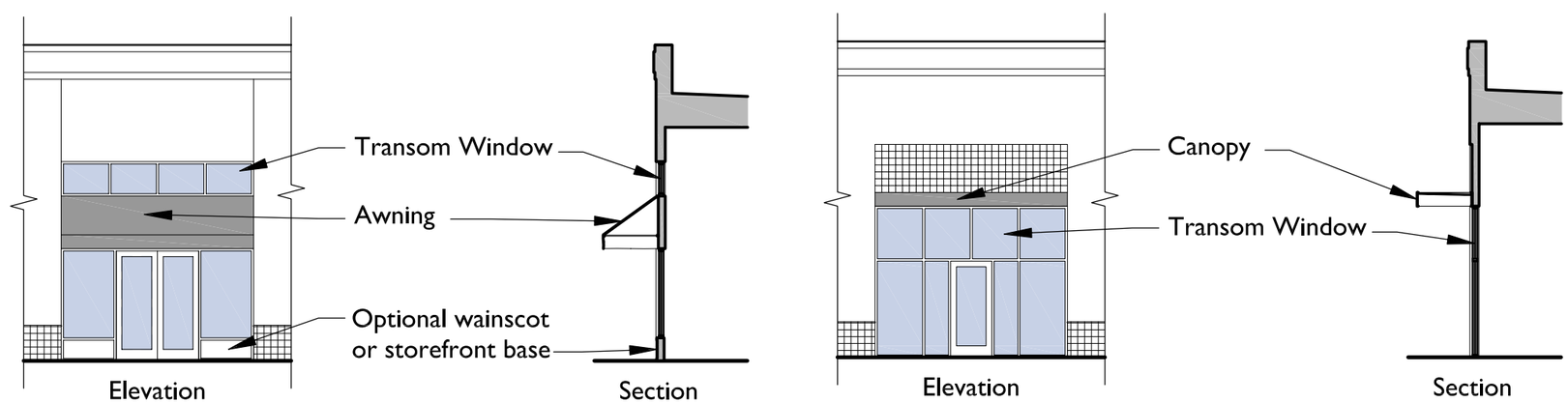


Storefront Boundary & Storefront Opening

Transom Window:
The portion of glazing in a storefront located above door height. Transom windows are typically used to allow additional light into the store.

Awning:
An overhang above a storefront with a sloped face. See Overhangs section (p.20 - 23) for specific requirements and other information.

Canopy:
An overhang above a storefront that is predominantly horizontal (sloped only for drainage). See Overhangs section (p.20 - 23) for specific requirements and other information.



Window Panel, Transom Windows, Awnings, Canopies

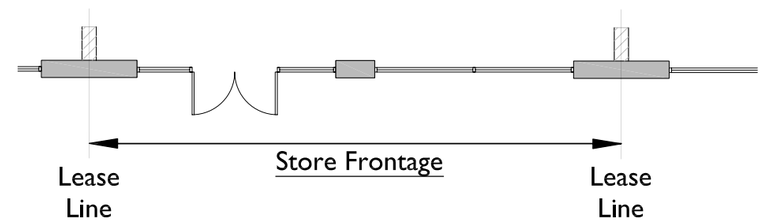
DEFINITIONS (cont'd)

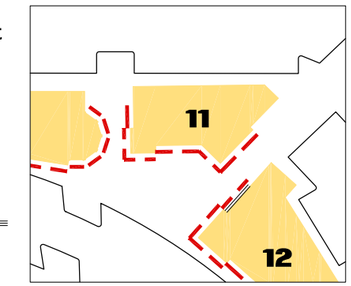
Halo Lit Signage (Reverse channel illumination):
Channel letters or logos that are illuminated using a light source placed inside the channel oriented such that the light source faces the wall and is concealed. Light washes the wall, creating a "halo"around the letters.

Push Through Acrylic Signage:
Translucent, three-dimensional letters or logos that are pushed through a cut out in an opaque panel. A concealed light source behind the panel glows through the translucent material, illuminating the letters or logos.

Exposed Neon Signage:
Neon tubing, exposed within a channel or surface-mounted to create a logo or store name.

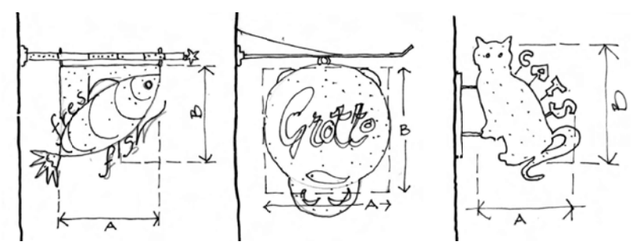
Store Frontage:
The linear dimension measured from lease line to lease line of walls facing public areas. Blank walls or wall containing service areas may not be counted towards Store Frontage. See the site plan on page 37 for Walls facing Public Areas. Only the walls designated as such on the Site Plan may be used for calculating Store Frontage.





Detail from Site Plan (p.37):
Only Walls Facing Public Areas (shown highlighted with red) may be used to calculate Store Frontage

Sign Area:
The sign area is calculated by measuring the simple-most geometric shape or shapes that can be placed around the sign design. Negative space that is bounded by sign elements, must be counted as sign area. (see "Negative Space" Diagram)



The sign area for the above signs = A x B

Negative Space Diagram:

Blank areas that are bounded (partially OR totally) by signage elements must be counted when calculating sign area

Cumulative Sign Area:
The limit of Allowable signage for a tenant, calculated by adding the total area of each sign of all signage types, (excluding Window Signage) for a tenant. See p. 25 for a detailed description.

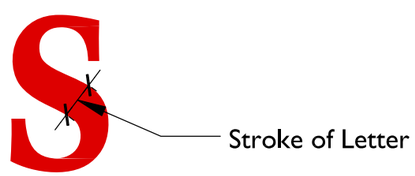
Heavy Font:
A heavy font is a letter style in which the average letter stroke is wide, relative to the height of the letter.

Heavy Font

Light Font:
A light font is a letter style in which the average stroke is thin, relative to the height of the letter.

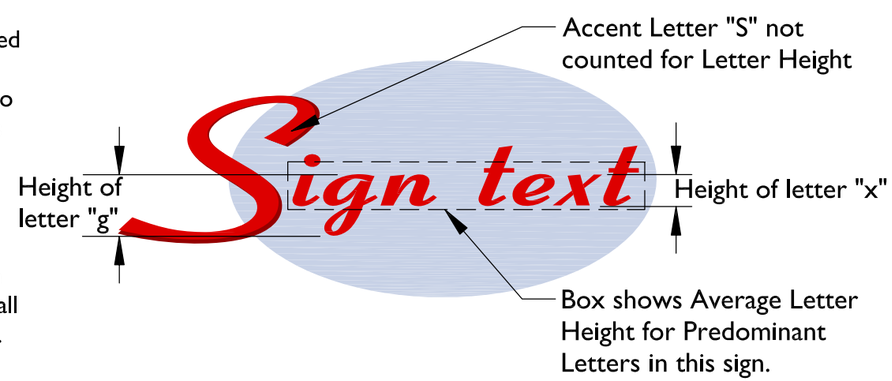
Light Font

Letter Stroke:
The width of a typeface measured at any point along it's length. The average letter stroke is used to determine the visual impact of a letter font. (Heavy vs. Light)



Accent Letters:
Accent letters are specific letters within a sign that are highlighted for more emphasis. They are often the first letters of names or words in a sign, but not exclusively so. Logos used as an accent to the signage also fall into this category. Accent Letters and Logos may be larger than the Predominant letters, but must remain visually in scale with the sign and with the surrounding context.

Predominant Letters:
Predominant letters are those letters of a store name other than the accent letters. The Letter Height for a sign is the average of all of the Predominant Letters heights contained within a sign's text.



Examples of Average letter heights:

MAJOR AND SUB-MAJOR TENANTS

In general, national retail tenants have their own established sign programs and designs that they use to maintain consistency in the public's perception of that tenant's business from store location to store location. However, variation from tenants' standards is encouraged to reflect the uniqueness of Downtown Pleasant Hill.

Major Tenants (occupying 15,000 SF or more of Ground Floor Building Area) and **Sub-Major Tenants** (occupying 7,500 SF to 14,999 SF) are limited to one square foot of signage per linear foot of building frontage. Only one side of the building is used in calculating building frontage. The side of the building used for calculating frontage must face the street or parking lot used as the primary entrance. No signs are allowed on the West Elevation of Buildings 1 or 2, as they adjoin residential areas. Signage for Major and Sub-Major tenants may be non-illuminated, externally illuminated with goosenecks, linear fluorescent lights, other sign lighting, Halo lit letters, Exposed Neon lettering, or internally lit channel lettering.

Major Tenants are entitled to a maximum of three building signs. Major Tenants' signs are to be located on the upper fascia of the building that the major tenant occupies. The maximum letter height allowed is 5'-0", with a maximum for stacked copy of 7'-6". Ancillary signs describing such goods as "Pharmacy", "Bakery", "Books, etc. are allowed, with a maximum height of 3'-0". Brand names and sales signs of specific products are not allowed on ancillary signage.

Sub-Major Tenants are entitled to a maximum of two building signs. Letter heights may be no more than 4'-0", with stacked copy being no more than 6'-0".

ADDITIONAL REQUIREMENTS

- All wiring, raceways, conductors, transformers ballast and other equipment must be concealed from public view.
- Primary electrical service to all Tenant's signs shall be tied to Tenant's electrical service. Tenant shall provide time clocks and photo cells for use in conjunction with the electrical service.
- All conduit must be rigid metal and concealed.
- Mounting pins and brackets should be as thin as possible and painted to match the building or sign where acceptable.
- Suspended signs should have ring or loop connections when possible to allow for sign movement. Chains or cables may be necessary to limit movement.
- Lamp selection and aiming should be carefully considered to reduce glare for pedestrians and provide appropriate accent lighting. Illumination shall not exceed that which is approved during the submission process.
- Fasteners and attachment connections should be concealed from view.
- All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition
- All manufacturers and installers are advised that prior to final acceptance, each unit may be inspected for compliance the the Tenant Design Guidelines. Any signs, before or after installation, found not in compliance will be rejected and required to be removed and / or replaced at the expense of the Tenant

NOTE: Any time a tenant vacates a space, the tenant shall remove all signs, patch, paint, and repair the surfaces to which the signs were installed back to the original condition of the surface. The removal and repair shall be at the tenant's expense.

STORE LAYOUT

INTERIOR STORE LAYOUT

A store's interior layout is integral in how a store influences the street life of the store's surrounding area. Stores should be laid out with the streetscape in mind. A good store layout will add to visual interest of the streetscape, increasing activity of shoppers and the life of the downtown. The following points area areas to keep in mind when laying out a store's interior.

Entrance Locations

The main entry should be located in a prominent location where it will add to the street activity. Locating main entries off of public plazas, at street intersections or other main thoroughfares takes advantage of the pedestrian traffic of these areas and adds to the life of the downtown.

Multiple Entrances

Tenants leasing multiple or corner storefront spaces are encouraged to have multiple points of entry into the store. Sliding doors, folding doors, and double doors allow for larger openings and a greater connection between the street and the store interior. The purpose of this is to promote a more casual or "market" type of feeling to the streetscape. This is especially important for corner stores, so the pedestrian does not have to walk all the way around a store before finding a way inside.

At a corner location, multiple entrances make it easier for pedestrians to enter from either side

Open displays that are visible from both sides are a good way show merchandise without blocking the view into the store.

STORE LAYOUT (cont'd)

Public View

Visually interesting areas, such as merchandise displays and the seating areas of restaurants, should be located as close to the street as possible. They should be visible from outside of the store, either through clear glass or directly open to the street through the use of sliding or folding doors. Conversely, enclosed areas, such as rest rooms, storerooms, and kitchens, should be pushed as far from the street as possible.

Merchandise Displays

An unimpeded view from the street into the store is desired whenever possible. When it is essential to block a storefront, either due to a lack of merchandising wall space or the placement of an enclosed area, enough space must be allotted to create a three dimensional merchandising display or some other interesting activity in view of the passerby. This display must be properly lit and well maintained and should give the passersby a sense of what's inside. For additional requirements on blocking storefront windows, see the storefront design section.

Displays can be built to be accessed from the interior (preferred) or from the exterior. Displays should be periodically changed to keep things visually interesting for the repeat visitor.

Lighting

In public areas, any light fixtures set into lay-in ceiling grids must be recessed, and outfitted with true parabolic diffusers. Additionally for smaller scale tenants, lay in ceiling grids may be required to be 2'x2' grids, rather than 2'x4'.

All stores must have nighttime lighting that should illuminate at least the first 10 ft. of the store's interior. The night lights are to be set on timers and should stay on until 11:00 p.m. each night or later, as the Landlord determines.

STOREFRONT DESIGN

The following guidelines outline some elements of a quality storefront that add to the life and activity of the street. Tenants are encouraged to custom design their storefront, taking care to include those storefront elements and details that will make their particular storefront unique. Tenants should utilize the entire area within their Storefront Boundary (see Definitions for more info) to personalize their storefront. The photos on the following pages show examples of successful custom storefronts. Specific elements to consider and requirements regarding their use are as follows:

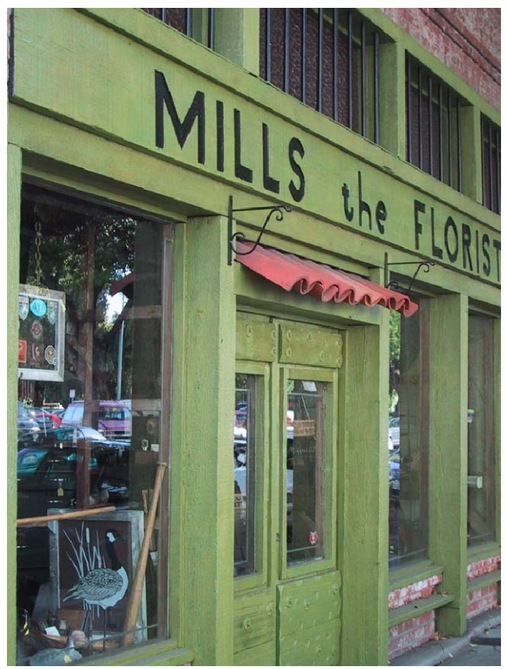
Materials

One of the most important elements in fashioning the store's image is the choice of materials used to create the storefront. Framed wood storefronts provide a rich and traditional feel. They may be finished with a variety of quality stains or paints. Metal storefronts provide a more modern and contemporary look. Materials such as stone or quality tiles convey a more solid and luxurious feel or even a classical image.

Generic looking clear finished aluminum storefronts are discouraged, but may be allowable in certain instances if they are used in a particularly creative or unique way.

Only quality materials are permitted. All materials used in storefronts must be durable, impact-resistant and non-corrosive. There is no restriction on decorative materials provided they are properly detailed and installed, and do not pose a fire, maintenance or other public hazard. The use of any material that has sharp or pointed edges is strongly discouraged.

All-glass storefronts (frameless) offer a good view of the activity inside of a store. When using these storefronts, extra care must be taken with the display area immediately behind the storefront. Adequate lighting should be used, even during the day, to counter the effect of bright sunlight reflecting off of the glass. Alternatively, the use of non-reflective glass is encouraged.



The use of different materials that compliment the style of the tenant are encouraged

STOREFRONT DESIGN (cont'd)

Entrances & Doors

A good storefront design not only makes an entrance as noticeable as possible but also encourages hesitant shoppers to come into the store and browse.

Double doors, folding doors and sliding doors are encouraged. Doors are preferably kept open at all times during business hours, weather permitting. Special attention should be given to the door's appearance while open; i.e., provisions for door stops, etc. Double Dutch doors may also be appropriate for children's stores or other places where an entirely open entryway is not desired.

Fully operable storefronts allow a seamless connection between inside and outside during good weather, and can be closed up to protect from the elements when the weather gets bad.

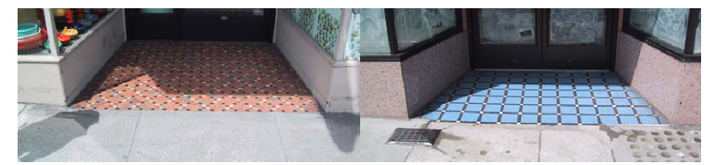
If a door projects past the building facade by more than 12" when open, additional measures may be required, such as locating planters or other obstructions next to the doorway to prevent passersby from being struck by an opening door. A projection greater than 12" will only be allowed where the sidewalk width is adequate, and where there will be no interference with the entry or visibility of neighboring stores.

Recessed Entries / Recessed Storefronts

Recessed Entries not only offer protection from weather, they also act as a funnel, drawing shoppers from a distance into the store. Main entries for stores should be recessed a minimum of 2'-0", where there is an out swinging door opening into a public pathway. A deeper recess may be desirable to create an area for outdoor marketing displays or protected seating areas.

Storefronts should be recessed back from the face of the building columns by 6"-12", depending on location. This allows for a feeling of depth to the building facade, but keeps the storefront close enough to the face of the building so that they may be easily seen.

When recessing an entry or storefront, thought should be given to the flooring material for the recessed area. In some areas, it may be desirable to allow the recess' to be an extension of the public realm, to invite window shopping or viewing of merchandise or interior activity. In others, the material chosen should be an extension of the store's personality, and reflect the designs of both the storefront and the store's interior.



The flooring material at a recessed entry is an extension of the store's personality

Recessed entries allow for sign boards or other displays without blocking the sidewalk.

Large windows with attractive merchandise displays are good for the streetscape, as well as sales.

Windows

Windows are a main element in most successful storefronts. Ideally, all windows should made of clear glass, to allow views from the street to the interior of the store. This is true for retail, restaurant, and service tenants.

Glass can come in many types and colors, and has multiple uses. Transparent glass is extremely important for displaying the store's merchandise. Other glass, such as opaque, frosted or translucent, can be used to frame merchandise on display or create interesting images. Glass bricks or blocks can be used as a structural medium as well as for decorative purposes. The importance of using glass creatively cannot be overstated. Reflective glass or reflective coatings are prohibited.

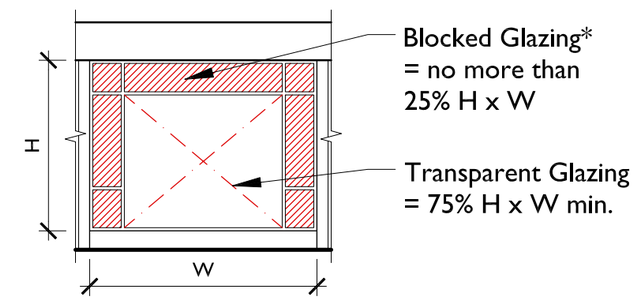
A minimum of 75% of the total square footage of a store's glazing is required to be transparent (see diagram on right). Clear glazing within a merchandise display (see p. 10) is counted in this calculation as transparent glazing. Window Signage (see p. 34) is counted as Blocked Glazing.

Wainscot Panels

Wainscot panels, when necessary on storefront to conceal the more common functions of the store or "clutter" at the lower levels of the storefront, should be opaque. These panels should be kept as low as possible so that a good view into the store is not impeded. Wainscot panels should be no more than 2'-0" high, and where used, should be given a decorative treatment. Tile, wood paneling, metal, stone or other decorative materials are all good choices for wainscot panels.

Special care should be given to the durability of the material where the wainscot meets the ground level, because this area is especially subject to weathering and impact.

Glazing calculations for window shown in photo above



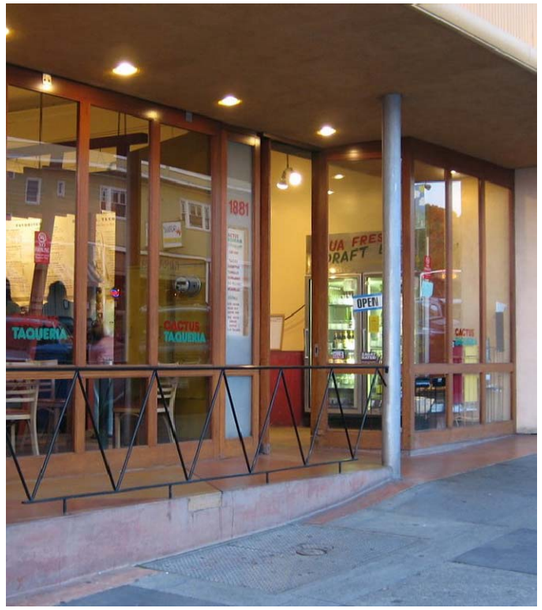
* The area of "Blocked" Glazing includes the area of any opaque or translucent glass AND the area of any window signage on any particular storefront.

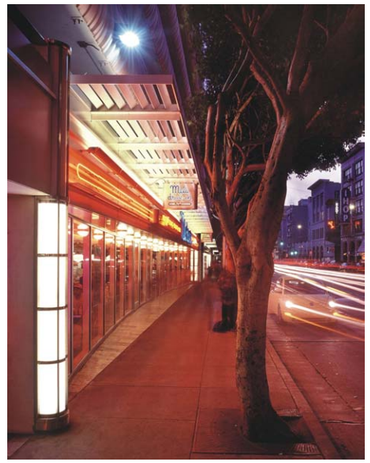
STOREFRONT DESIGN (cont'd)

Lighting

Storefronts should be inviting to the passerby at night as well as during the day. Tenants are encouraged to provide ample light on their storefronts and on architectural building elements, not only on their signage. This will encourage activity along the street later in the day. Keeping lights on at night allows for window shopping even when the store is closed, perhaps drawing a tenant to return at a different time. Lighting can be provided either by using decorative fixtures, concealed spotlight fixtures, or other unobtrusive light sources.

Light sources should be shielded to prevent glare from interfering with all passing motorists and pedestrians. All wiring, conduit, and junction boxes should be carefully concealed or camouflaged. All lighting should be shown on storefront drawings when submitting for review.





'Personal' touches give storefronts character.

With a strong enough personality, a store becomes an icon, and is easily identifiable.

STOREFRONT DESIGN (cont'd)

Distinct Facades

A limited number of facades indicated on the Elevations sheets are designated as Distinct Facades. In these areas, tenant work is not restricted to the area within their storefront boundary. Tenants are encouraged to incorporate the architectural details of the building into the design of their storefront and use the entire facade to express the identity of the store. In order to be accepted as a Distinct Facade, the entire designated area must be incorporated and be easily distinguishable from the adjacent facades.

Because of the larger scope of the changes required for a Distinct Facade, and the unique conditions that are created as a result, specific regulations for Distinct Facades are not set within these guidelines. The examples set forth in this document should be used as a reference of good design principles that are expected to be followed, however the review and requirements will be handled on an individual basis. All Distinct Facades must be presented to the ARC (Architectural Review Committee) for approval. Contact the City Staff for assistance on the application procedure for an ARC review.

When a store integrates its storefront and signage seamlessly with the building, it can appear as if the building was built 'just for them' even when it was not.

OUTDOOR AREAS

OUTDOOR SEATING AREAS

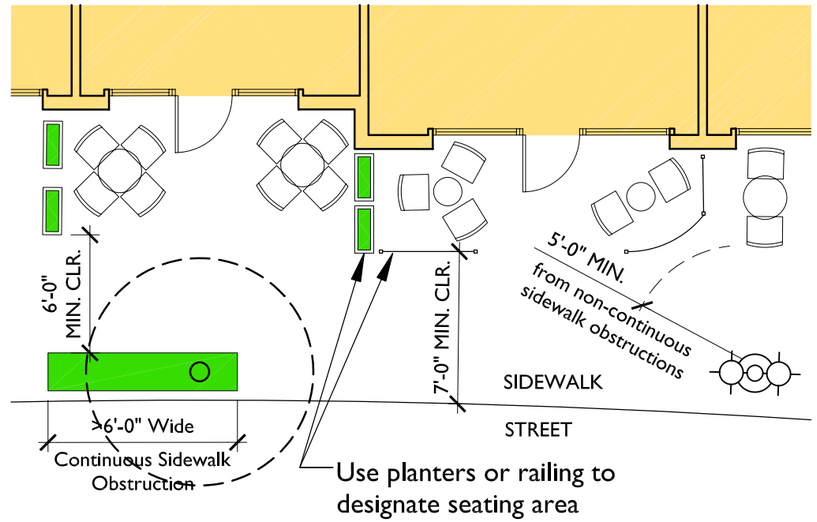
Restaurants and other food tenants are encouraged to create outdoor seating areas to bring life and activity to the street. Outdoor seating areas should be placed where the patrons can both see and be seen. Diners often enjoy 'people watching' while they eat, and having people eating in public view often helps generate more business for an establishment.

Seating areas should be located near the path of travel, yet sheltered slightly to protect the privacy of the eater. This can be accomplished by raising the level of the eating area slightly from the sidewalk, or through the use of a railing or other form of semi-enclosure. They should be located on the building side of the sidewalk, to provide greater shelter from vehicular traffic.

Space heaters, either freestanding or wall mounted, add to the comfort level of the patron, and allow the seating area to be used at night, and for a longer portion of the year. Landscape buffers such as planters or in-ground landscaping offer additional comfort to the patron.

Outdoor seating areas must be a minimum of 7'-0" away from the edge of the sidewalk curb. They must be at least 5'-0" away from any sidewalk obstruction, such as a street tree or lightpost. They are also required to maintain a 6'-0" clearance from any Continuous Sidewalk Obstruction, defined as any obstruction that measures 6'-0" wide or greater in the direction of travel, such as a landscape area or seat wall. In addition, outdoor seating areas must not obstruct access or visibility to the entries or displays of neighboring tenants. Any seating area that encroaches upon a public right-of-way will require an Encroachment Permit from the City.

Outdoor seating in Downtown Pleasant Hill is distributed to tenants by the conditions set in the Conditional Use Permit for outdoor seating. Contact the City Planning staff regarding number of allotted seats for your location and the procedures for altering the number of seats allowed.



A mixture of formal and informal seating provide options for the users.

OUTDOOR AREAS (cont'd)

OUTDOOR MERCHANDISE DISPLAYS

Restaurants are not the only tenants that can use outdoor areas, retail tenants are be encouraged to bring activity to the street. Merchandise displays not only add color, interest, and activity to a streetscape, but also attract customers to the store and enhance sales.

Outdoor displays must be located where they will not obstruct the view or access to neighboring tenants. They must be kept organized and clean. Marketing displays that are deemed unsuitable or unattractive for any reason must be removed at the request of the Landlord. Outdoor merchandise displays require a use permit from the City. Contact the City Staff for the application procedures and regulations for Outdoor Merchandise Displays.

Another way to open up a storefront to the street is to use operable partitions, or French or Dutch doors. This serves many of the same functions as outdoor display while maintaining protection for the merchandise from the elements and theft.

Interesting and unique objects add variety for pedestrians walking along a street.

Simple marketing displays add variety and interest to the street, but are easy to secure inside the store after hours.

Operable storefronts blur the line between inside and outside.

Prohibited Freestanding Sign Examples:

OUTDOOR AREAS (cont'd)

FREE STANDING SIGNAGE

Well designed signage is a useful marketing tool to advertise products or services. Iconic or artistically designed signs attract the attention of passers-by and help entice shoppers into a store.

- Freestanding signage must be placed in a location that does not impede pedestrian traffic.
- Signage should be located on the building side of the sidewalk, near the public entrances to the store.
- Signage must be fabricated using high quality materials and must be well maintained.
- Any sign that is deemed "generic" or poorly designed is prohibited and must be removed at the Landlord's request.
- Signage is not allowed in locations where there is insufficient sidewalk space or where they conflict with neighboring entrances or outdoor areas.
- Freestanding signage should only be displayed during business hours.
- On extremely windy days, freestanding signage should be brought indoors.
- Freestanding Signage must be submitted for approval by City Staff.

Iconic sculptural objectscan act as signage, identifying a store without the need for any text or logo.

MENU BOARDS

Menu boards draw potential customers towards a restaurant, and allow them to peruse a restaurant's offerings. They may be mounted to the wall in enclosed cabinets or placed as free-standing signs. Free standing menu board signs are considered Free standing signs, and are subject to the regulations listed above. Menu board cabinets are subject to the following regulations:

- Menu Boards should be located near the main entry. Locations must be submitted for approval.
- All cabinets must be fabricated using high quality materials and must be well maintained.
- Any cabinet that is deemed "generic" or poorly designed must be removed at the landlord's request.
- All menu display cabinets should be constructed to resist weathering.
- Illuminated menu cabinets are encouraged. Lighting should be unobtrusive or concealed from view, and should not create a glare or "hot spots" on the menu.
- Menu boards must be submitted for approval, including the internal menu or artwork on display.

OUTDOOR AREAS (cont'd)

LANDSCAPE ELEMENTS

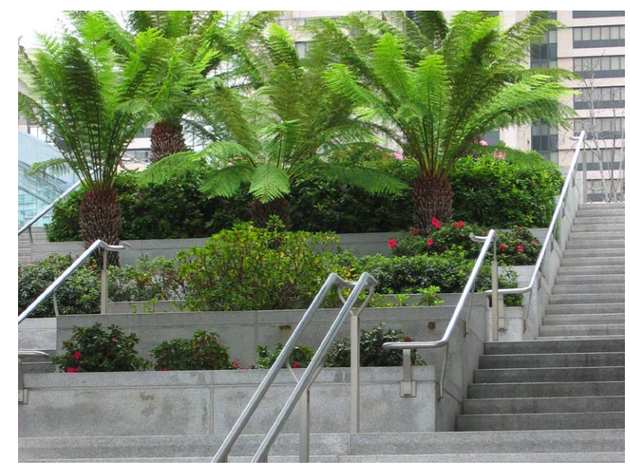
Some storefront designs may lend themselves to landscape elements. Miniature box trees, topiary, and flower boxes provide wonderful color, texture and scent for your store. Flowering plants add color and seasonal variety to a place, adding an element of discovery or surprise for the period of time that the flower is in bloom, even for frequent visitors.

Landscaping softens the harsh edges of buildings in an inexpensive, yet very effective way. Large expanses of blank walls are less obtrusive if they are used as a backdrop to support clinging vines or other plant life

Flower boxes bring color and life to a storefront, but irrigation must be provided if they are located in an inaccessible area.

Planter urns can be easily be added, with no need for alteration to the sidewalk or landscape areas, but care must be taken to properly maintain and water the plants.

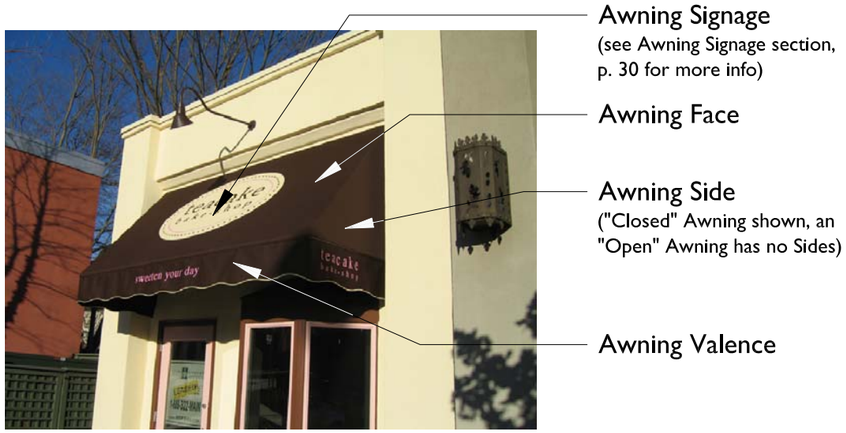
Some plants require only a small planting area to thrive.



OVERHANGS

Overhangs over windows protect the interior from excessive heat gain or sun damage to merchandise, however they should do much more than serve as simple shelter from the elements. A variety of overhang materials, shapes, and colors allow for tenants to express their personality as well as help to differentiate tenants from each other. They are integral to the complete storefront and signage design package. Overhangs should be designed to complement the architectural style of the building, yet tie into the design and style of the individual tenant.

There are two types of Overhangs, Awnings and Canopies. For purposes of this document, Awnings are defined as overhangs with a sloped front face. Canopies are defined as overhangs that are primarily horizontal in nature.



Parts of an Awning

AWNINGS

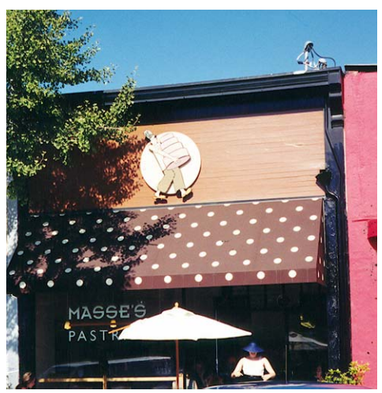
AW-x = Awning Type key (see Awning Type Chart on p. 21)
Awning Type Letter designation

Colorful, interesting awnings become landmarks for shoppers often before they can read the signage or recognize products or services in the storefront. They should provide weather protection without blocking visibility of the storefront. Awnings can be fixed or retractable.

Design

Most awnings are made of two basic components, the cover and the frame. The cover is the material that makes up the surface of the awning. The frame is the support that gives the awning its shape. It may also have a valence, the vertical face at the end of the frame. These should be "loose" valences that do not have a framing element behind them. Loose valences should have a weight sewn into their bottom end to minimize flapping and reduce excessive wear. Decorative details on the valences such as scallops or piping are encouraged.

No part of the awning cover or frame may be within 8'-0" of the sidewalk. Valances may drop to 7'-6" above the sidewalk. Awnings may not cover more than one storefront opening at a time.



Retractable awnings can be opened for sun protection, and closed when more light is desired.

OVERHANGS (cont'd)

AWNINGS (cont'd)

No part of the awning cover or frame may be within 8'-0" of the sidewalk. Valances may drop to 7'-6" above the sidewalk. Awnings may not cover more than one storefront opening at a time.

The height of the top of the awning, where the awning meets the face of the building, has been defined for certain areas of the Downtown Crescent Drive Complex. Refer to the elevations (pgs 38 -55) to determine which awning type (AW-A through AW-H) is required at your specific location, and see the Awning Type Chart on this page for any restrictions for that particular awning type.

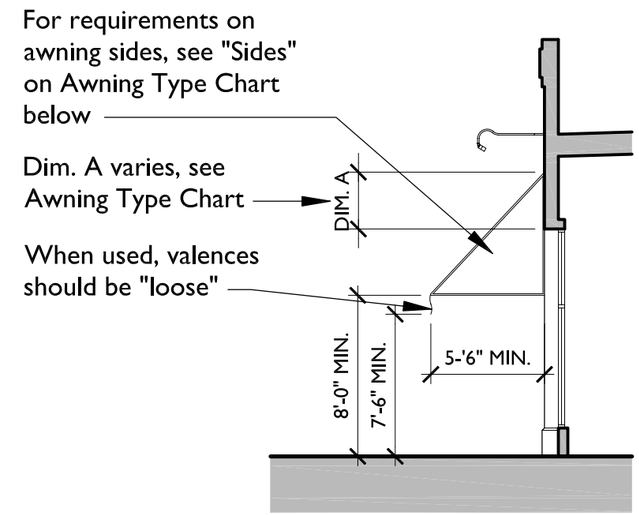
Awnings should be a minimum of 5'-6" deep, when measured parallel to the ground from the furthest projection away from the building to the point at which the top of the awning is attached to the building. In some cases, the exisiting awnings do not meet this requirement. At the discretion of the Landlord, tenants re-using the existing awning frame may be granted a waiver from this specific requirement.

The use of graphic elements on tenant awnings is encouraged. Graphics may be applied to the awning face and/or valence. They may be painted, high qulaity vinyl, silk screened or stitched or embroidered fabric. Please refer to the Awning Signage section for more guidelines and requirements.

Material

Awning covers may be fabric, glass, wood, metal or high-quality plastic. If fabric coverings are used, they must be durable, fade-resistant material. Plastic or vinyl-looking awning 'fabric' is prohibited. Glass, wood and metal may also be permitted. If glass is used it must be impact-resistant.

Metal frames can be finished in a variety of colors and textures. Where wood is used only high-quality, new material resistant to checking, warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling and fading.



Typical Awning Diagram

AWNING TYPE CHART

Type	DIM. A	Sides
AW-A	Unrestricted	Open
AW-B	Unrestricted	Closed
AW-C	aligned *1	Closed
AW-D	3'-3"	Open
AW-E	aligned *2	Open
AW-F	aligned *3	Open
AW-G	4'-0"	Closed
AW-H	aligned *4	Closed

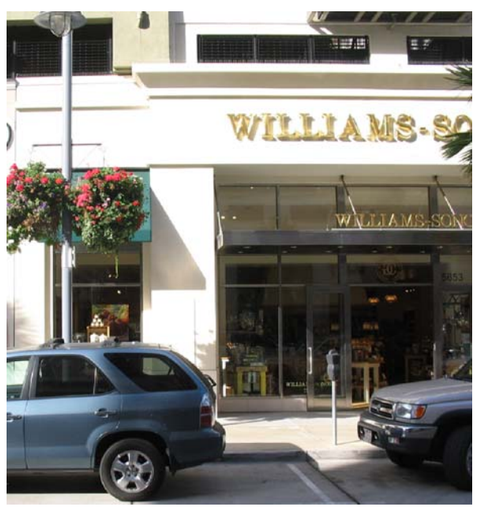
Additional Awning Notes:

*1 AW-C awnings must cover the entire area of wall between the transom and the storefront windows. Top of awning must align with top of wall behind

*2 Top of AW-E awnings must align with top of adjacent brick trim

*3 Top of AW-F awnings must align with top of window opening. Bottom of awning / valence no lower than midway down window

*4 Top of AW-H awnings must align with top of stucco recess



OVERHANGS (cont'd)

CANOPIES

Canopies are horizontal sheltering elements suspended or cantilevered from the facade above a storefront or building entrance and extending over the sidewalk. Though they are primarily horizontal, the top plane of the canopy should be sloped slightly to allow for drainage and prevent water from puddling on the canopy surface.

Canopies can be made with a variety of materials and finishes. Metal, wood, perforated screens, glass, or high quality plastics are acceptable materials. Where wood is used, only high quality, new material resistant to checking, warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling and fading. Fabric canopies, which are subject to puddling water on their top surface are not recommended. If a fabric canopy is desired, perforated fabrics should be considered to prevent collection of water on the top surface of the canopy.

Canopies are an ideal location for edge signs, either mounted above or below the canopy. (For more on Edge Signs, see p.29)

Canopies may also be constructed below a transom window as a 'light shelf' to help reflect natural light deeper into a store than would be accomplished by a transom window alone.

No part of a canopy may be within 8'-0" of the sidewalk.

OVERHANGS (cont'd)

CANOPIES AND AWNINGS WITH POSTS

In certain locations, larger overhangs may be allowed that extend further from the building than an awning or overhang. They are supported at one end by the building facade, and at the other by columns or other elements that reach the ground. Typically, this will only occur at main entryways at prominent locations where there is adequate room for public passage. Any overhang post that encroaches upon a public right-of-way may require an encroachment permit from the City. Contact the City Staff for regulations and assistance regarding obtaining an encroachment permit.

Post-supported overhangs may be of any material allowed for canopies or awnings. Post and frame materials should be attractive, durable, resist weathering, and be easily cleanable. The post should be of a sufficient size / diameter in order to be easily visible.

These overhangs can be a good location for signage and another way to mark the entryway of a store or restaurant. For additional information on allowable graphics, see the signage section of these guidelines.

Proposed designs and locations for overhangs with posts must be submitted to both the Landlord and the City Staff for approval. Allowable sizes and extension from the building will be handled on a location by location basis.

SIGNAGE DESIGN

Transom Sign

TR

Wall Sign (3 types)

WA 1 WA 2 WA L

Panel Sign

PA

Edge Sign

ED

TYPES OF SIGNAGE

Unique, well crafted signs convey an impression of originality and quality to the consumer, whereas standard channel lit lettering or self illuminated box signs can have the opposite effect. A sign is more than just the store's name. The graphics of the store's logo, material choice, placement on the building, lighting, and size all convey a store's identity to the public. Creative use of these elements add interest to the street and make a store more attractive to the customer.

The goal of these guidelines is to provide a balanced approach to signage design that will encourage creative experiences on the part of the tenants within an overall harmonious framework.

In the Downtown Pleasant Hill Crescent Drive Complex, there are eight (8) types of signage permitted:

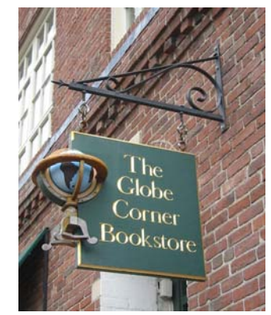
- TR Transom Signs
- WA 1 WA 2 WA L Wall Signs
- PA Panel Signs
- ED Edge Signs
- AW Awning Signs
- PR Projecting (Blade) Signs
- BA Banner Signs
- WI Window Signs

Please refer to the elevations on pages 38-55 to see which signage is permitted at specific locations of the Crescent Drive complex. Though all sign types may not be appropriate in all areas of the Crescent Drive complex, we encourage ingenuity and may allow exceptions to the sign types defined within these guidelines, if the sign is deemed especially creative and unique.

Tenants are allowed to use any combination of the sign types allowed in their particular location, subject to approval by the Landlord and the City Staff.

Awning Sign

AW



Projecting (Blade) Sign

PR

Banner Sign

BA

Window Sign

WI

MAXIMUM ALLOWABLE SIGN AREAS AND DIMENSIONS

Tenants are allowed to use any combination of the sign types allowed in their particular location. The Cumulative Area of all sign types (excluding window signage) for a tenant is limited by the linear dimension of Store Frontage (see p. 6 for definition) that the tenant occupies, according to the following:

Cumulative Signage Area = 1 sq. ft. of signage per 1 linear ft. of Store Frontage. (25 sq. ft. minimum, 100 sq. ft. maximum.)

The table below sets the maximum height allowed for the AVERAGE of all of the Predominant Letters (see Definitions, p. 7) for each type of signage. The Accent letters (defin. p.7) of a sign are excluded from this measurement, but must be visually compatible with the rest of the sign.

MAXIMUM ALLOWABLE AVERAGE LETTER HEIGHTS		
Transom Sign	TR	18" Light font*, 14 Heavy font*
Wall Sign	WA 1, WA 2	18" Light font, 14" Heavy font
Wall Sign	WA L	Text must be integral to logo, Size determined on an individual basis
Panel Sign	PA	18" Light font, 14" Heavy font
Edge Sign	ED	18" Light font, 14" Heavy font
Awning Sign (face)	AW	16" Light font, 12" Heavy font
Awning Sign (valence)	AW	8" for both Light & Heavy fonts
Projecting Sign	PR	Determined on an individual basis
Banner Sign	BA	18" Light font, 14" Heavy font
Window Sign	WI	12" Light font, 8" Heavy font. Hours of operation letters may be a maximum of 1.5" high.
* For the definition of Light and Heavy fonts see page 7		

In addition to the Cumulative Signage Area limit, each sign is limited in size and dimension according to the Maximum Allowable Area & Dimensions table. A tenant may have multiple signs of any signage type allowed in their location, subject to the City Signage Ordinances and approval by the Design Review Consultant, City Staff, and Landlord.

MAXIMUM ALLOWABLE AREA & DIMENSIONS		
Transom Sign	TR	Area of the transom windows, or 30 sq. ft., which ever is less
Wall Sign (Types 1 & 2)	WA 1, WA 2	25 sq. ft. Sign cannot span neutral piers unless tenant occupies BOTH storefronts on either side, (see p.27 for more info.) Max depth (Max. distance away from wall @ any point) For internally illuminated = 4" Externally illuminated = 2"
Wall Sign (Type L)	WA L	8 sq. ft. Sign Proportions must also work within context of building facade.
Panel Sign	PA	30 sq. ft., does not include decorative background
Edge Sign	ED	25 sq. ft., Must fit within Edge Sign Boundary (see Diagram p.29). Max thickness = 4"
Awning Sign	AW	Varies (proportional to Awning size where sign is located, see p. 31 for more info)
Projecting Sign	PR	6.5 sq. ft. If a projecting sign is the only sign used for a tenant, other than Window Signage, the maximum size is 8.5 sq. ft. Signs may not project more than 5'-0" from the building.
Banner Sign	BA	16 sq. ft. The area of a decorative bracket is not included in the sign area. Only one face of a banner sign is counted against the tenant's Cumulative Signage Area. (All banners must be 2-sided)
Window Sign*	WI	Window signs have a maximum size of 25% of the area of glass in a Storefront Opening, or 8 SF, whichever is less. In addition, a minimum of 75% of all glazing in a storefront must be transparent AND unblocked by window signage. (see p. 34 for more info) The area of Exposed Neon in a window sign is 2 SF Max.
* The area of Window signage is not counted against the Cumulative signage area.		

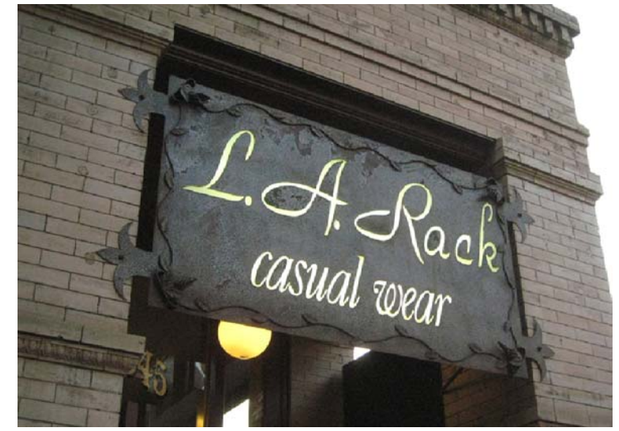
SIGNAGE DESIGN (cont'd)

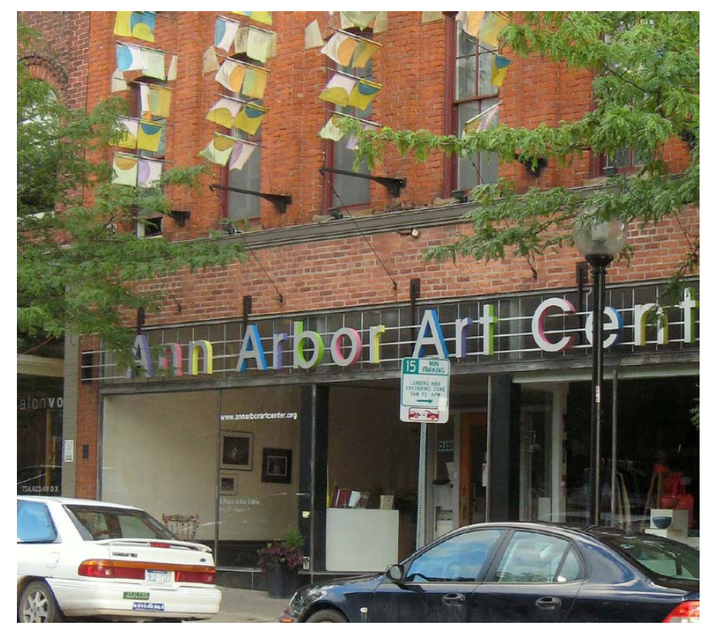
TRANSOM SIGNS TR

Transom signs are any sign located in the transom windows above the door or entry. They may be located either inside or outside of the transom windows. Transom signs may be applied to either a transparent or translucent glass background or a solid background. They may be made with metal leaf lettering on glass, decal lettering or raised letters on a background panel, or the panel may have lettering routed out of an opaque panel.

They can be either externally or internally illuminated, or even opaque and non-illuminated, yet visible at night from the back lighting provided from inside the store. External illumination is typically achieved by the use if spot lights or gooseneck fixtures mounted above the transom window. Allowable types of internal illumination include halo lit letters, push through acrylic lettering, exposed neon, or back-lit routed letters through an opaque frame. Individually lit channel letters or sign boxes with illuminated backgrounds are not allowed.

For sign area calculations see page 25.





WA 1 Type 1 Wall signs (gooseneck lit)

WA L Type L Graphic Logo Wall signs

SIGNAGE DESIGN (cont'd)

WALL SIGNS WA 1 WA 2 WA L

The design of wall signs can take many forms. Wall signs may be text, graphic logos, or a combination fo the two. Pin mounted letters, that stand off of the wall, create a shadow line when lit either by the sun or an external light source which adds depth and interest to the sign. Wall Signs may also be mounted on to a plaque or frame, which may be painted directly onto the wall or made of metal, wood, acrylic, glass, or other high-quality durable material.

Wall signs typically must be contained within the width of the storefront below. They should not span the Neutral pier between storefronts. If a tenant also occupies BOTH of the storefronts on either side of the storefront with a wall sign, the Wall sign is allowed to extend to the outside of the neutral pier. (see diagram, this page) Storefronts with wall signs above them typically should contain a public entry door.

In Pleasant Hill, wall signs are categorized into (3) Types. Internally illuminated individual channel letters or sign boxes with illuminated faces are not permissible for Wall Signs of any type.

The types of Wall signs are:

Wall Sign Type 1: WA 1 Type 1 Wall signs may be non-illuminated, or externally illuminated using "gooseneck" light fixtures.

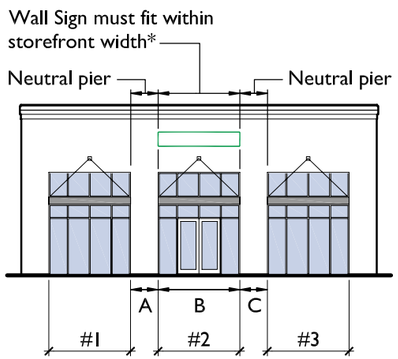
Wall Sign Type 2: WA 2 Type 2 Wall signs may be non-illuminated, externally illuminated using decorative "gooseneck" light fixtures, or internally illuminated with reverse channel ("halo lit") lettering. Exposed neon may be allowed, provided it is used creatively and in a carefully designed manner.

Wall Sign Type L: WA L
(Graphic Logo Wall Signs)
Type L Wall signs are special signs located in key areas where the building facade lends itself to an additional graphic logo or indentifying feature. Logos of in these locations must be graphic images or trademarks. Text is allowed ONLY if it is integral to the trademark and / or logo. In addition to the size limitations listed on page 25, the Proportions of wall signs must work within the context of the building facade area in which it is located.

For more information on sign area calculations and location limitations, see page 25.

WA 2 Type 2 Wall sign (halo lit)

WA 2 Type 2 Wall sign (exposed neon & halo lit)



* Typical Wall Sign must fit within storefront width (Max width = Dim. B) . If a tenant occupies BOTH storefronts on either side of the storefront with the wall sign (ie. Tenant occupies Storefronts #1, #2 & #3) Then the Wall sign may extend to the OUTSIDE of the Neutral Piers. (Max width = Dim. A + B + C)

Maximum Wall Sign Width Diagram

SIGNAGE DESIGN (cont'd)

PANEL SIGNS PA

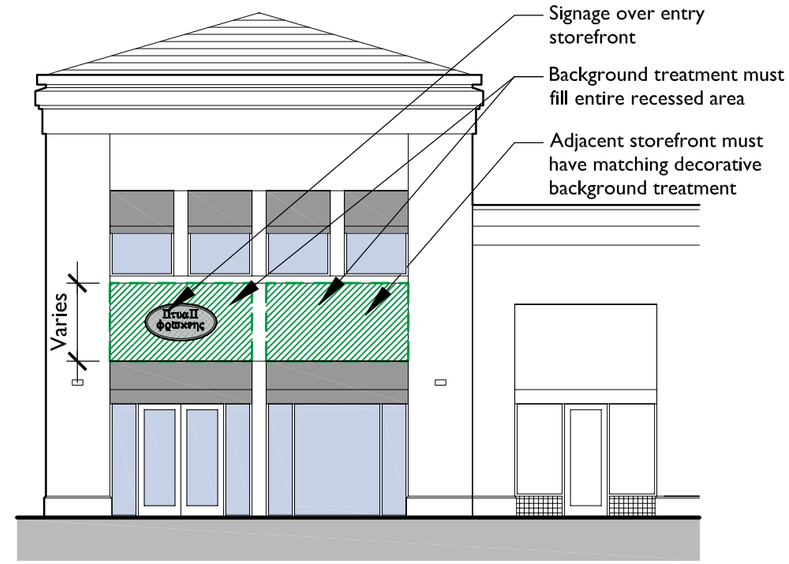
In certain locations, the architectural details of the building create a natural boundary around the signage. In such cases, where indicated on the elevations, Panel Signs may be used. A Panel sign has a graphic background panel that serves as a backdrop for the signage. The background panel is not to be used as additional sign area and can not contain text, it should compliment the signage and relate to the colors and / or logo. Panel Signs and their background treatment can be painted, tile, metal, wood, mosaic, stone, or any other high-quality weather resistant material.

The Panel Sign Area should be measured around only the store name and/or logo, (see Panel Sign Area Diagram, below) using the methods described in the Definitions section (See p. 6). The background treatment does not count against the Cumulative Signage Area or the Maximum Allowable Sign Area as allowed by these guidelines (see p. 25).

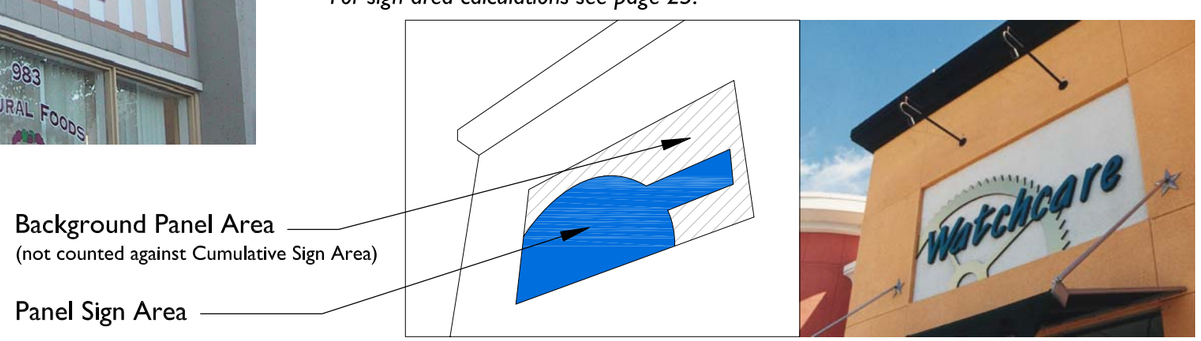
For a Panel Sign to be approved, the entire area designated must receive a background treatment. When a tenant occupies multiple identical storefronts, a matching background treatment may be required in the adjacent areas. (see photo, below right)

Panel signs should be externally lit. Lighting should be sufficient to illuminate both the sign and the panel. If adjacent background areas are required, they should be illuminated in the same manner as the Panel Sign.

For sign area calculations see page 25.

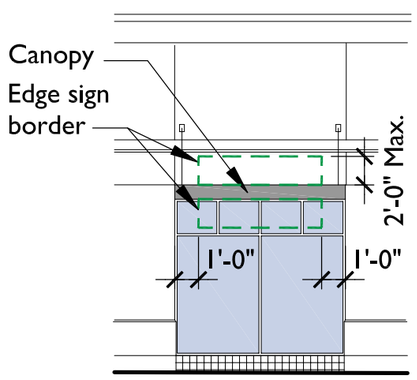


Panel Sign Diagram



Panel Sign Area Diagram
(for photo on Right)

Matching background treatments may be required for stores occupying multiple identical storefronts



Edge Sign Diagram

SIGNAGE DESIGN (cont'd)

EDGE SIGNS ED

The edges of horizontal overhangs offer an ideal location for signage. Signage at these locations are lower, bringing them closer to both the street and the eye level of the pedestrians, and below the tree foliage.

Edge Signs may consist of individual letters pin mounted directly to the overhang, or first mounted to a background plaque or plate. They can be mounted either above, below, or to the face of the overhang. It is also acceptable to paint or mount lettering directly to the face of the overhang.

When designing the Edge Sign, thought should be given to the building color and architecture and the color of the overhang, as well as the color of the font and background panel. Sufficient contrast should be maintained so that the sign will read against the building facade without the colors clashing. Flowing shapes and fonts often read better against the building facades, which tend to be rectilinear, though this is by no means an absolute rule. Careful attention should be paid so the sign does not interfere or obstruct any of the architectural features of the building behind.

Edge signs can be either externally illuminated with spot lights, or internally illuminated with either halo lit lettering, or exposed neon, if detailed well. All conduits and junction boxes must be concealed from view.

The bottom of an edge sign must be a minimum of 8'-6" above the sidewalk. Edge signs must be a minimum of 1'-0" away from the edge of the supporting overhang. (see Edge Sign Daigram)

For more information on sign area calculations or location limitations, see page 25.

SIGNAGE DESIGN (cont'd)

AWNING SIGNS AW

Awnings are another way to bring signage closer to the street and to eye level. Awning signs are any text, graphics or logos applied directly onto an awning. They may be painted (either by machine or by hand), embroidered, sewn or printed vinyl welded graphics onto the awning cover.

Awning signage can either be placed on the Awning Face, the portion of the awning cover angled upwards, or the Valence, the vertical face hanging off of the edge of the frame. (See "Parts of an Awning, p. 20 for more details)

When using awning signs, the slope of the awning frame should be carefully considered. If printing on the awning face, a steeper awning may be required in order to keep the sign visible. On shallower awnings, printing onto the awning valence may be more desirable.

The use of imaginative graphic elements, including logos, on awning signs is encouraged. Colors of both the graphics and the awning cover should be carefully selected for compatibility with the surrounding building and storefront colors as well as the neighboring adjacent tenants' colors.

Graphic logos or other design elements, when used as a repeated pattern or background, may not be counted against signage area. This determination will be under the discrimination of the Landlord and City Staff.

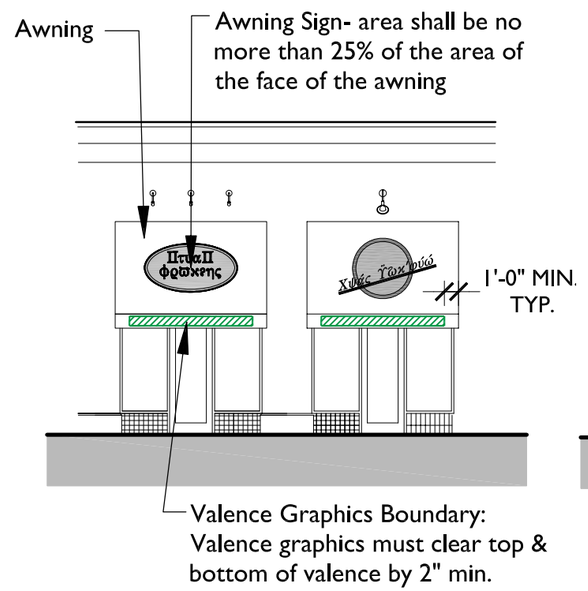
SIGNAGE DESIGN

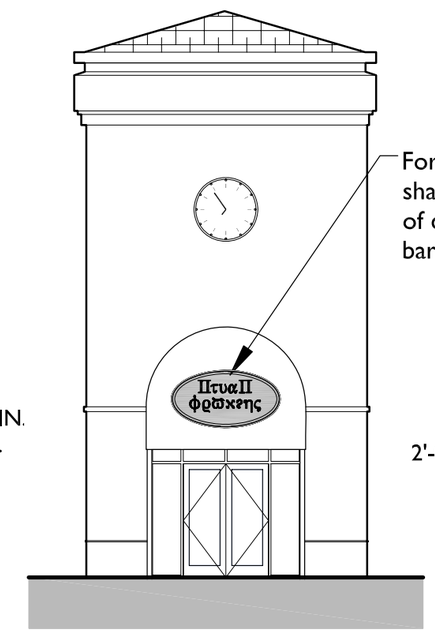
AWNING SIGNS AW (continued)

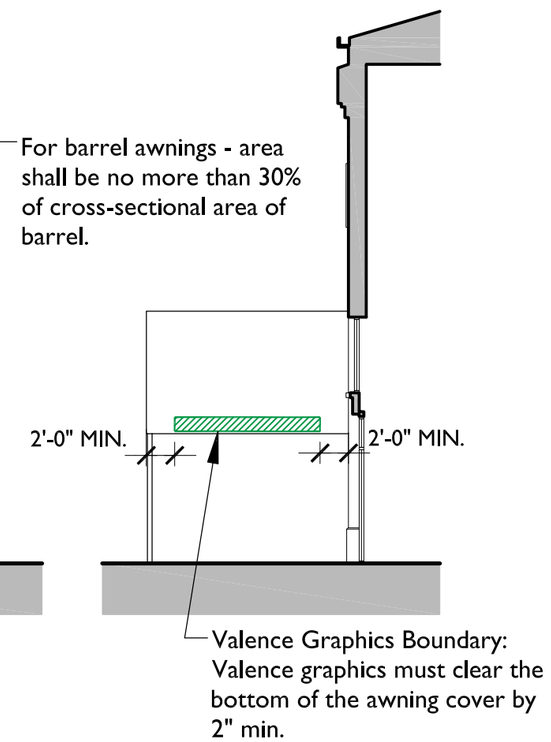
The area of an awning sign is restricted to 25% of the area of the awning face. The area of the sign is calculated by drawing the simplest geometric shape or shapes that contain all of the text and graphics of the sign.

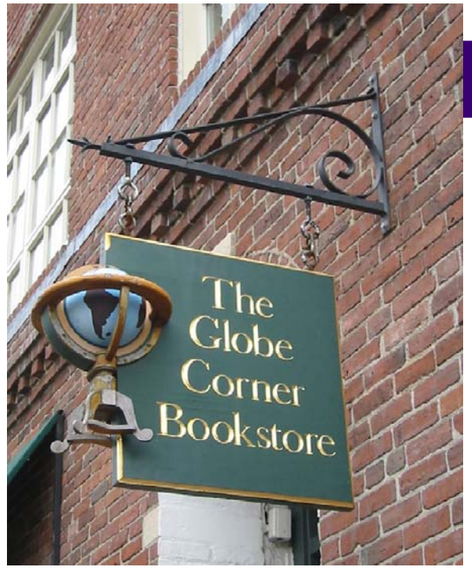
Awning sign graphics placed on the valence are restricted to 50% of the area of the valence. In addition, the graphics must fit within a Valance Graphics Boundary that is 1'-0" in from either edge of the valence and 2" in from both the top and bottom of the valence.

For barrel awnings, the awning sign area is restricted to 30% of the face at the end of the barrel, and at the sides, a valence boundary area 1'-0" high, 2" above the base of the awning cover, and 2'-0" in from either side.









Bracket Sign

Under Awning Sign

SIGNAGE DESIGN (cont'd)

PROJECTING SIGNS PR

Projecting signs or Blade signs, located perpendicular to the store façade are important identifying markers. These signs bring signage down to a pedestrian scale, rather than larger scale wall signage that is often geared towards vehicular traffic. Pedestrians often walk along the front of a building, making the projecting signage the only signage visible. Wall signage, which is too often relied upon as the only signage for a tenant, is often obscured from view by awnings, columns, trees or other building elements, or by simply being too high up on the building for a pedestrian to see.

Unique and iconographic blade signs can serve as identifying markers and can be seen as a work of art as well as signage. They are a great way for a store to express some personality, whether it be classic and sophisticated, sleek and contemporary, or whimsical and fun.

Projecting signs can be located either under an awning or overhang, or supported by a bracket attached to a wall or column. The attachment or support structure should be designed as part of the sign, and crafted in a way that compliments the sign design. No part of a projecting sign may extend more than 5'-0" away from the building. The minimum clearance from any part of a projecting sign to the sidewalk shall be 7'-6".

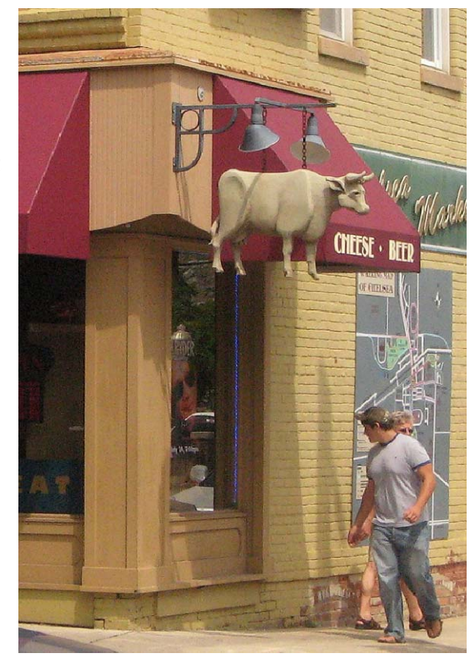
Tenants are allowed a maximum of one projecting sign per public entry.

A projecting sign must be located where it will not interfere with the visibility or function of a neighboring tenant's signage, storefront, or other existing conditions.

If externally illuminated, the light source should be directed upward from below, or shielded to prevent 'spill over light' from glare for pedestrians.

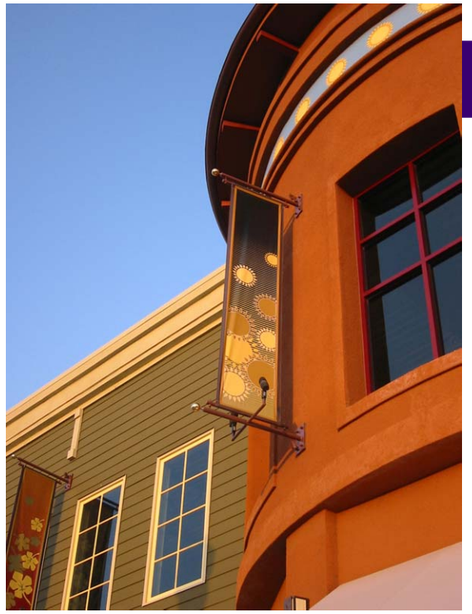
Projecting signs may be internally illuminated using halo illumination, push through acrylic lettering, or back lit routed lettering. Exposed neon may be allowed, provided a limited amount of neon is used and the sign is unique and carefully designed. Individual channel letters or illuminated sign boxes are not permitted.

For sign area calculations see page 25.



Iconographic projecting signs can identify tenants without the use of text.

Exposed Neon Sign



SIGNAGE DESIGN (cont'd)

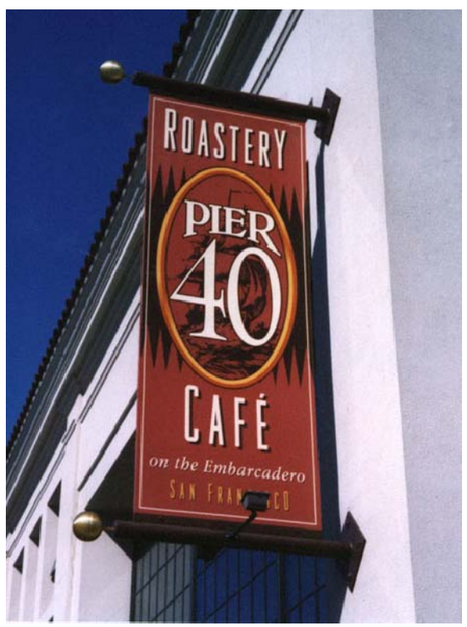
BANNER SIGNS BA

In certain prominent locations, or when a tenant has multiple exposures or limited visibility, banner signs are allowed.

The following rules apply to Banner Signs:

- Banners must be made of durable material.
- Banners must have graphics on both sides.
- Banners must be mounted so that both sides are exposed to the pedestrian path of travel.
- A 4" minimum clearance must be maintained between the banner and the building wall.
- The maximum distance away from the wall for any portion of a banner is 5'-0".
- Banners may be mounted to either one or two brackets. If one bracket is used to mount a banner, the bottom edge of the banner should be sewn with a weight to reduce excessive flapping. In addition, for smaller banners, the bottom corner may be required to be affixed to the wall with a string, cable, or braided guide wire.
- Banner signs may be illuminated with spot lights, or be non-illuminated.
- Unless otherwise prohibited, Banner signs may be mounted at a perpendicular angle to the wall OR corner mounted at a 45 degree angle.
- Banner signs are only allowed to be mounted at neutral piers between storefronts if BOTH storefronts adjacent to the banner sign are occupied by the sign's tenant.
- Banner signs are not allowed to block the view of neighboring tenants' signage.
- Tenants using Banner signs are restricted to Under Awning Projecting Signs only, unless otherwise noted.

For sign area calculations see page 25.



SIGNAGE DESIGN (cont'd)

WINDOW SIGNS WI

Window signage is an excellent way to present the name and logo of the store at the pedestrian level. Because it is in the line of sight of the passerby, who is often looking throughout the window at the merchandise or activity inside, it may be the first glimpse of the store logo that a person sees. Window signage can be used to frame merchandising displays or other advertisement, or to provide more information about the wares and services that the store provides.

A maximum of 25% of the area of glass in a Storefront Opening may be blocked. This includes any areas of opaque or translucent glass. In addition, the area of any sign that is mounted within 3'-0" of the window must be counted as opaque for purposes of this calculation.

Window signage may be of metal leaf lettering, vinyl decals, laminating, silk-screening, or mixed media such as decorative picture frames floated across the store window. Frames may be applied directly to the glass, or hung directly behind the storefront window. Signs applied directly to the glass should be applied to the interior face of the glass, where it will better resist fading and weathering from the elements. Mounting hardware and electrical connections must be concealed from view wherever possible.

Hours of Operation signage: vinyl or metal leaf lettering listing hours of operation may be applied to a window or door once per public entrance. Maximum height for hours of operation letters is 1.5"

For sign area calculations see page 25.

SIGNAGE DESIGN (cont'd)

TEMPORARY SIGNAGE

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

Temporary banners are allowed per the City Zoning Ordinance, and are subject to all applicable City regulations. Contact the City Staff for specific regulations and permitting requirements for Temporary Signage.

Temporary signs may be allowed for Grand Openings or tenant name changes. Signs used for this purpose are allowed only upon permission of the Landlord and the City Staff, and must be approved prior to installation. They are allowed to be displayed for a period not to exceed 30 days after initial occupancy of a business. Temporary banners are limited to one per tenant, must be professionally designed and well maintained, and may not include any product names, vendor names, or other advertisements.

ADDITIONAL REQUIREMENTS

Many signs require technical details to address structural and electrical needs. When developing these sign details, the following general guidelines apply to all signage types, if applicable:

- Fabrication and installation shall comply with all Underwriters Laboratories (U.L.) requirements and all applicable State and labor codes. All components shall bear the U.L. label indicating approval and be manufacturered by a U.L. certified shop. All glass housings, electrodes, tube supports, glass tubing, high voltage cable and other components shall be constructed of the highest quality, per industry standards, and listed with Underwriters Laboratories.
- All wiring, raceways, conductors, transformers, ballast and other equipment must be concealed from public view. All conduit must be rigid metal.
- Primary electrical service to all Tenant's signs shall be tied to Tenant's electrical service. Tenant shall provide time clocks and photo cells for use in conjunction with the electrical service.
- Mounting pins and brackets should be as thin as possible and painted to match the building or sign where acceptable. Fasteners and attachment connections to the building shall be concealed from view.
- Suspended signs should have ring or loop connections when possible to allow for sign movement. Chains or cables may be necessary to limit movement.
- The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticable hot spots or shadows will be allowed, with the exception of neon, no exposed lamps or tubing will be permitted.
- The illumination and electrical specifications must appear in the shop drawings submitted for signage approval. The illumination of all Tenant signs shall not exceed that which is approved during the submission process.
- Lamp selection and aiming should be carefully considered to reduce glare for pedestrians and provide appropriate accent lighting. Illumination shall not exceed that which is approved during the submission process.
- All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition. All bolts, fastenings, clips, conduits, etc. shall be corrosion resistant. All methods of attachment to any structure must e detailed on shop drawings and approved by the Landlord and the Design Review Consultant.
- All manufacturers and installers are advised that prior to final acceptance, each unit may be inspected for compliance the the Tenant Design Guidelines. Any signs, before or after installation, found not in compliance will be rejected and required to be removed and / or replaced at the expense of the Tenant
- No substitutes of materials whatsoever will be accepted unless otherwise indicated in specifications, and approved by the Landlord, the Design Review Consultant, and the City of Pleasant Hill

NOTE: Any time a tenant vacates a space, the tenant shall remove all signs, patch, paint, and repair the surfaces to which the signs were installed back to the original condition of the surface, plus the repainting of any "ghosted" areas as directed by the Landlord. The removal and repair shall be at the tenant's expense. To avoid a patched appearance or significant color differences, all changes to awning signs shall require the replacement of the awning fabric.

PROHIBITED SIGNAGE

The following types of signage are not allowed in the Downtown Pleasant Hill Crescent Drive Complex. The Prohibited Signage listed below apply to all Signage Types allowed in Pleasant Hill (including Temporary Signs)

- Signs that include advertising or descriptions of products and services
- Internally illuminated sign boxes
- Individual Internally illuminated channel letters
- Signs with plain block 'generic' lettering
- Signs advertising phone numbers and / or web sites
- Signs containing flashing or moving lights, graphics, or other imagery
- Signs employing luminous or day-glo paint
- Any temporary signs or advertisements not approved by the Landlord, Design Review Consultant and City Staff
- Generic 'Open' signs (printed or neon)
- Any sign deemed by the Landlord or City Staff as offensive, inappropriate, or otherwise unacceptable
- Generic 'Store Hours' sign cards or signage.
- Generic 'sandwich board' signs. (see p.18 for more info on acceptable sandwich boards and other freestanding signs)

Prohibited Sign Examples:

Individually internally illuminated channel letters

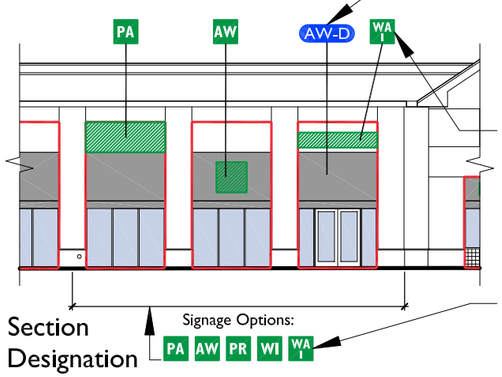
Internally illuminated sign box

Generic "Open" signs

Generic sandwich board signs
(see "Freestanding Signage" (p.18) in Outdoor areas for more info on allowable signage types)

SITE PLAN

SAMPLE ELEVATION

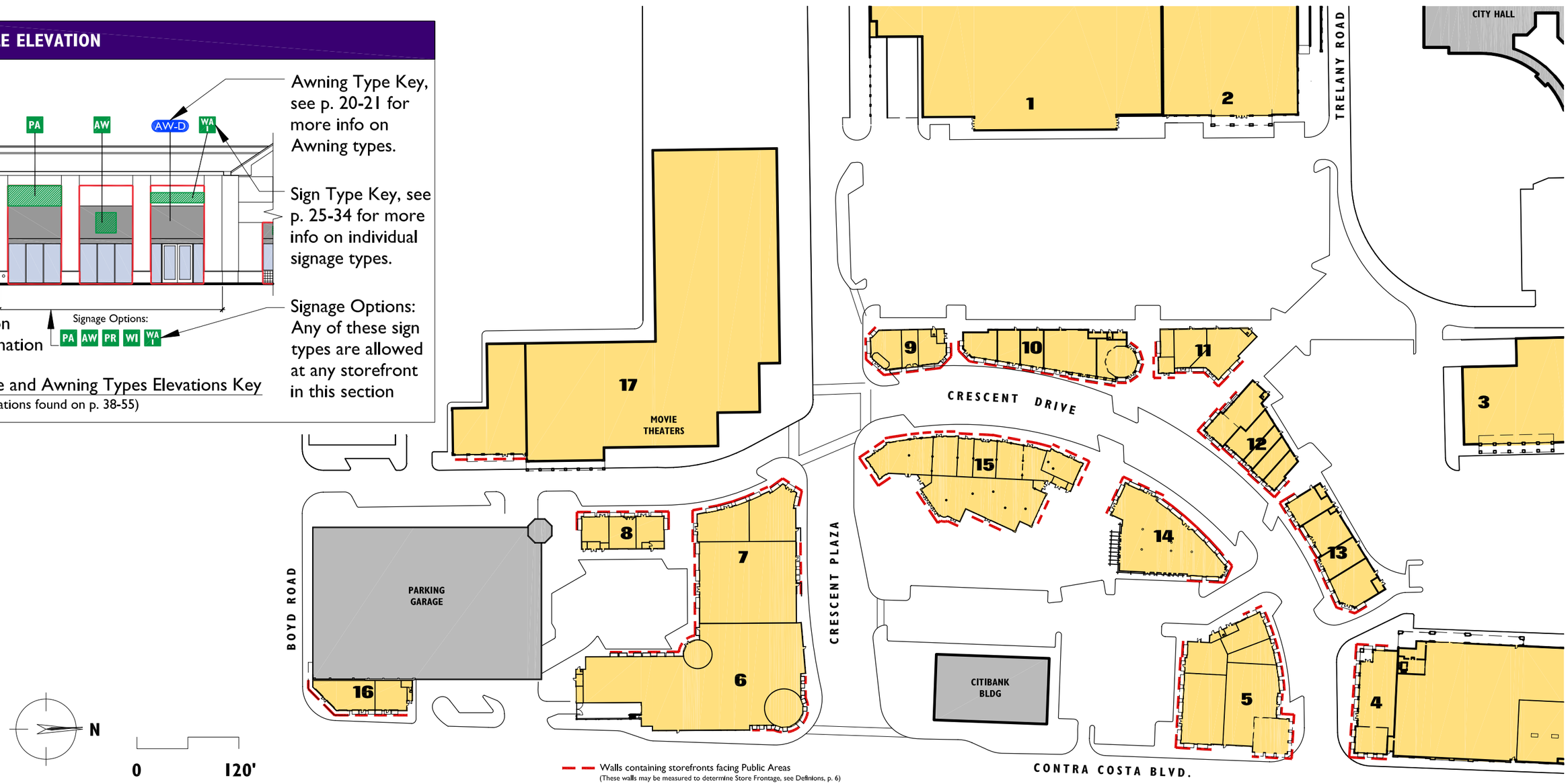


Awning Type Key, see p. 20-21 for more info on Awning types.

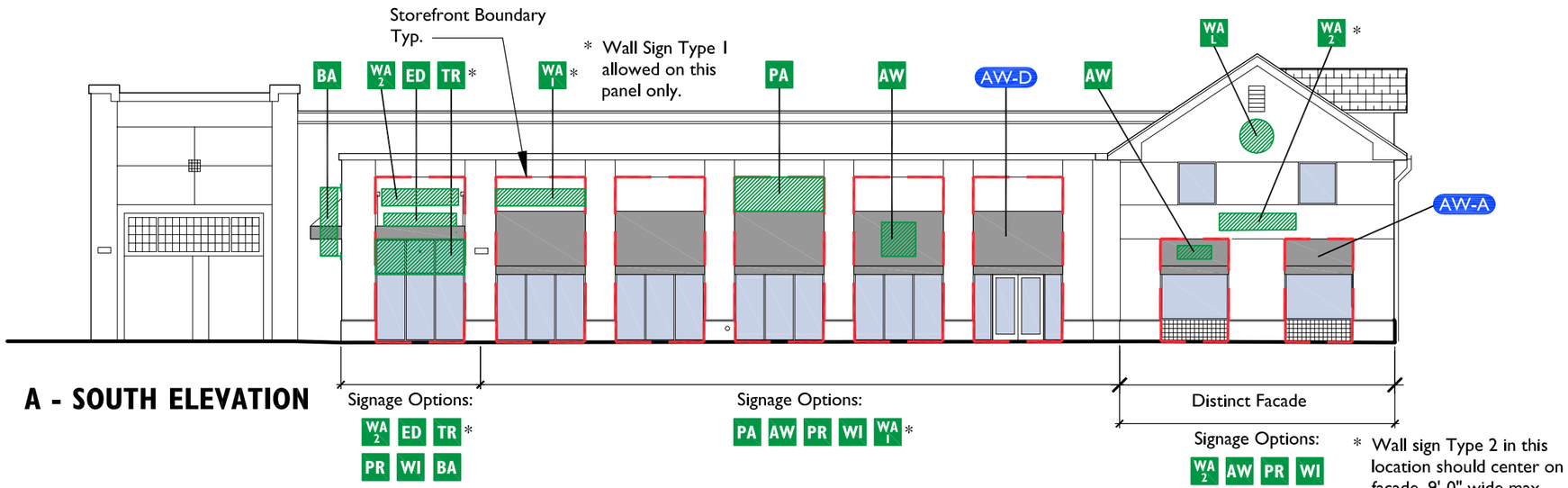
Sign Type Key, see p. 25-34 for more info on individual signage types.

Signage Options: Any of these sign types are allowed at any storefront in this section

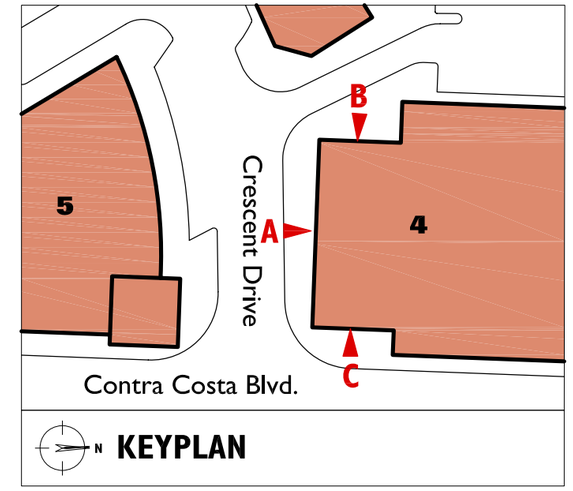
Signage and Awning Types Elevations Key
(for Elevations found on p. 38-55)

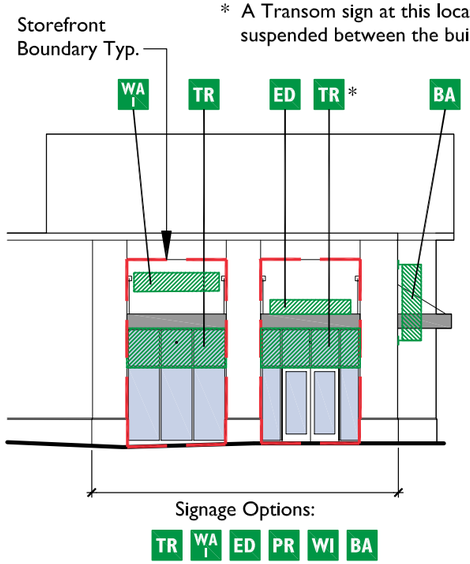


SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 4

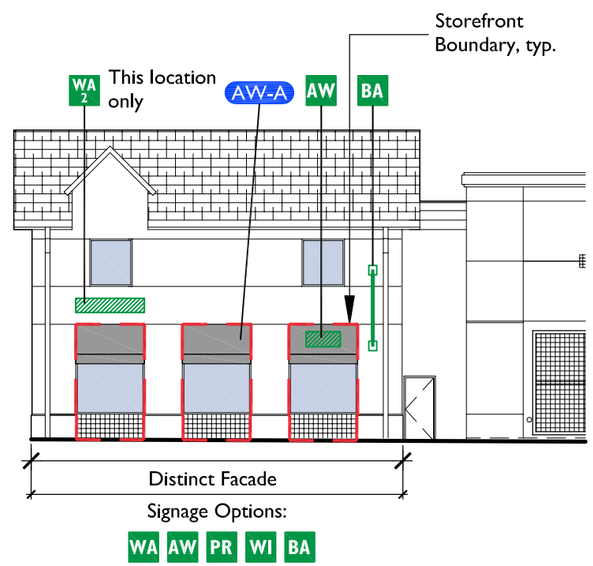


A - SOUTH ELEVATION





B - WEST ELEVATION



C - EAST ELEVATION

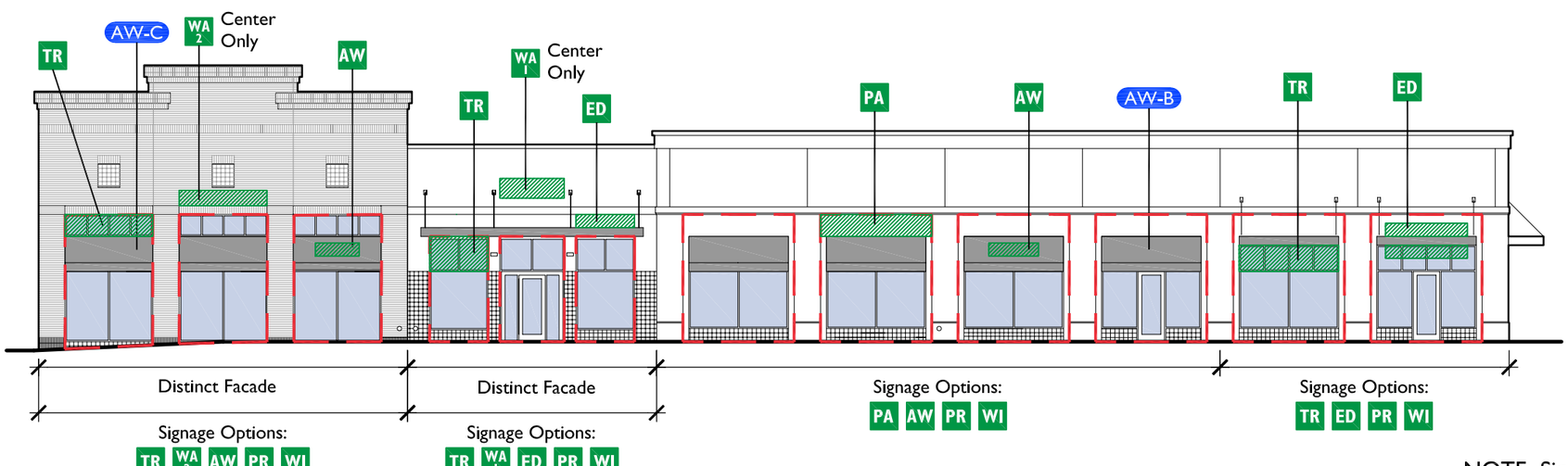
NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

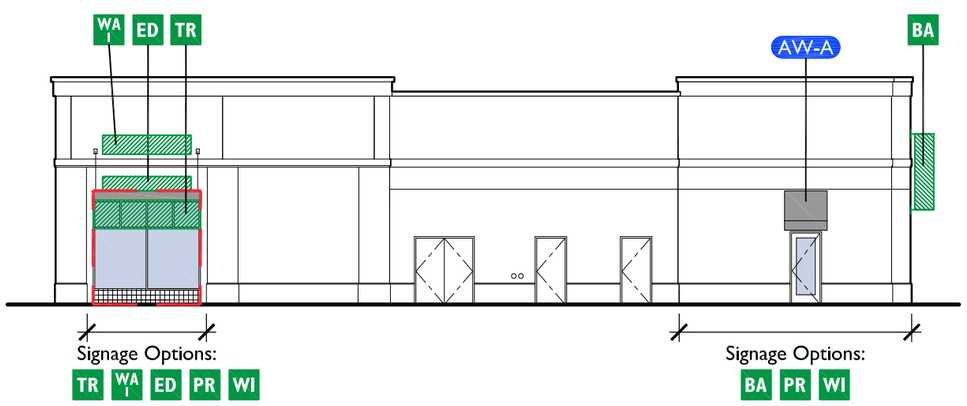
• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x

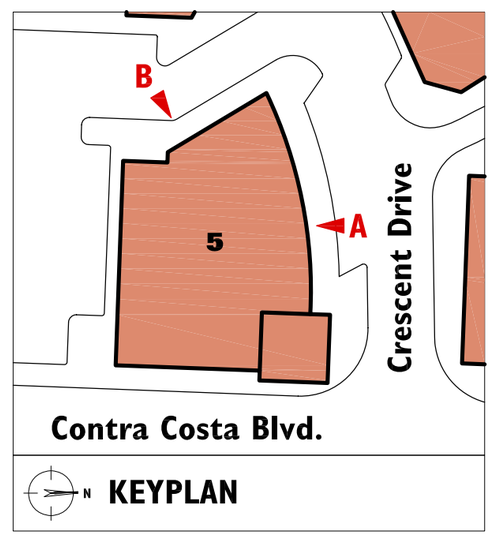
SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 5



A - NORTH ELEVATION



B - SOUTHWEST ELEVATION



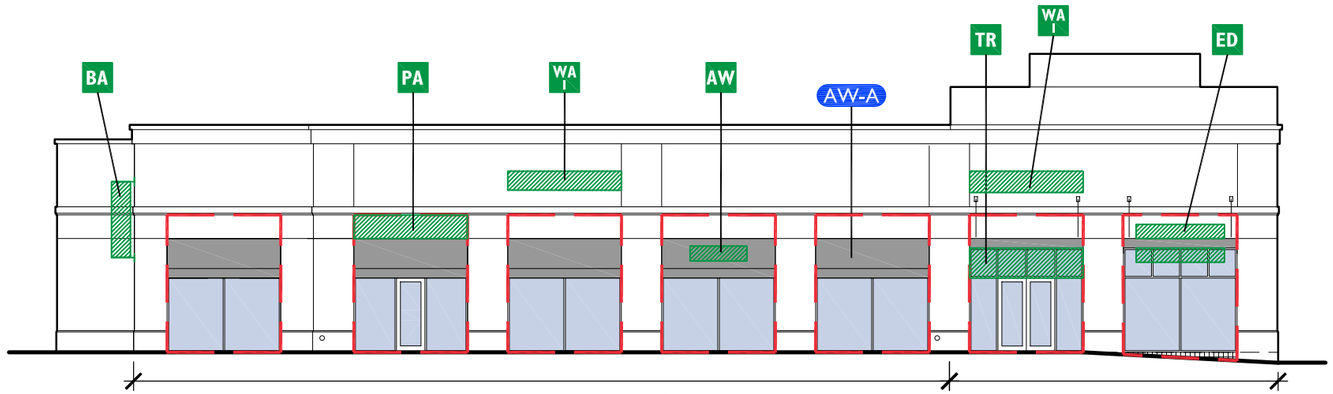
NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x

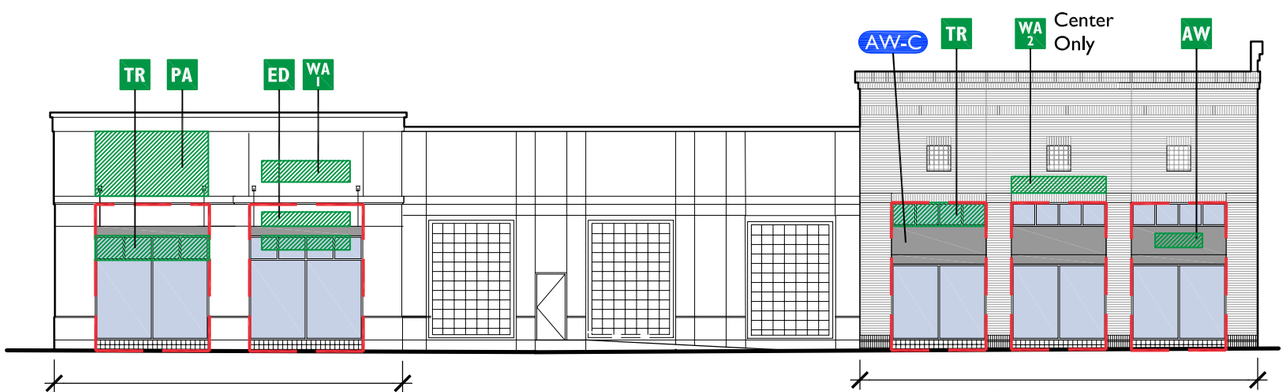
SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 5 (cont'd)



Signage Options: PA WA 1 AW BA PR WI

Signage Options: TR WA 1 ED PR WI

C - SOUTH ELEVATION



Signage Options: TR WA 1 PA ED PR WI

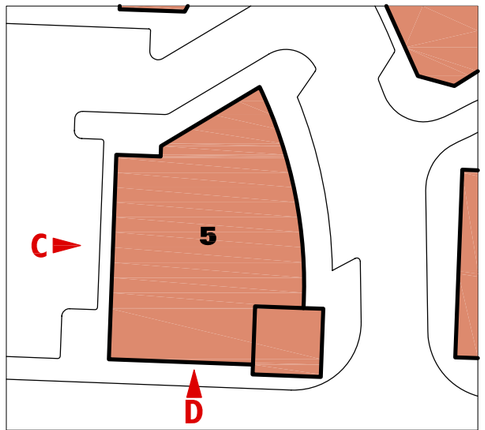
Signage Options: TR WA 2 AW PR WI

D - EAST ELEVATION

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

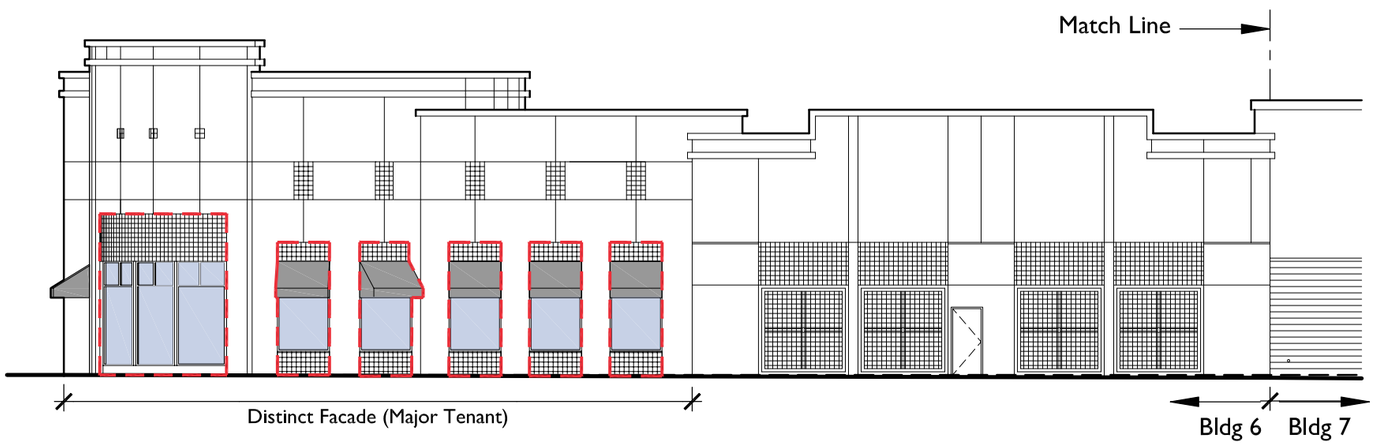
AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x



N KEYPLAN

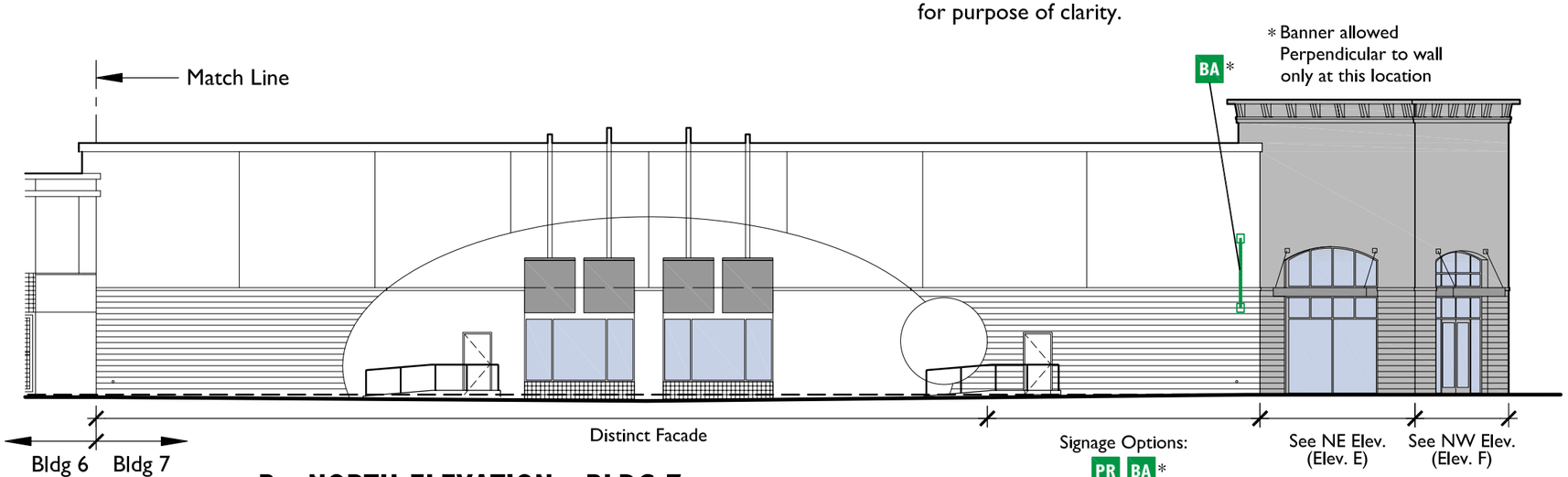
NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDINGS 6 & 7



A - NORTH ELEVATION - BLDG 6

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purpose of clarity.



B - NORTH ELEVATION - BLDG 7

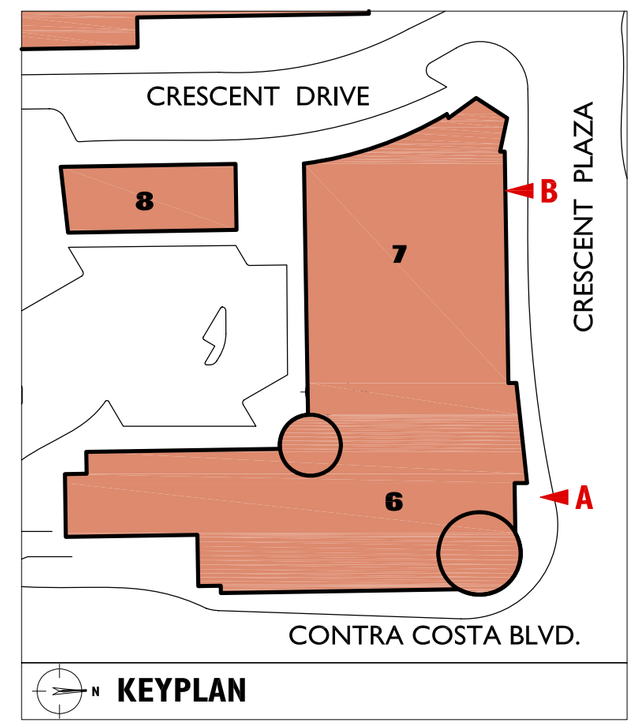
SIGN TYPES

TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE

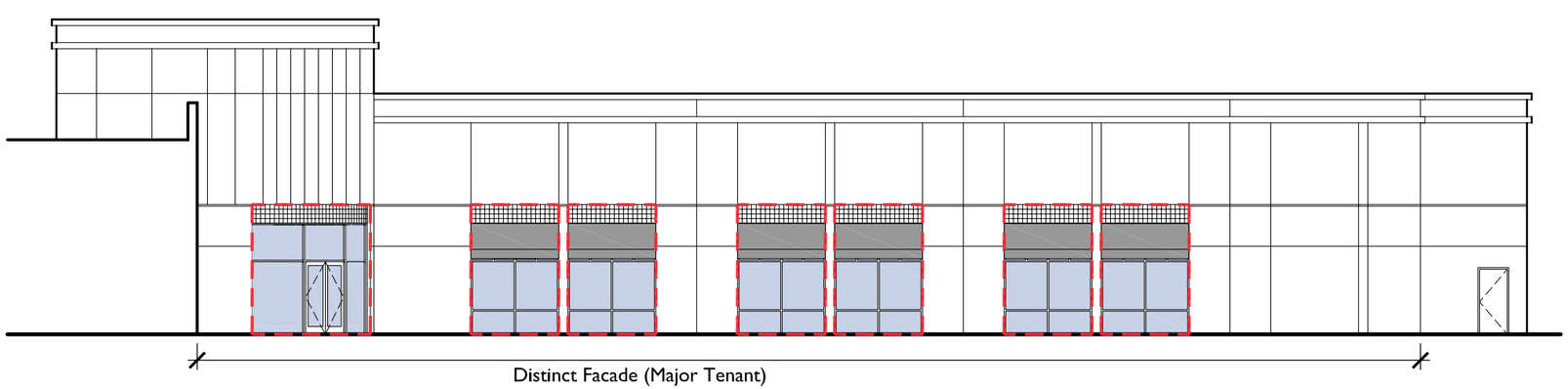
Awning Type Key, see (p. 21) for more info	AW-x



SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDINGS 6 & 7 (cont'd)

C - SOUTH ELEVATION

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purpose of clarity.



D - WEST ELEVATION

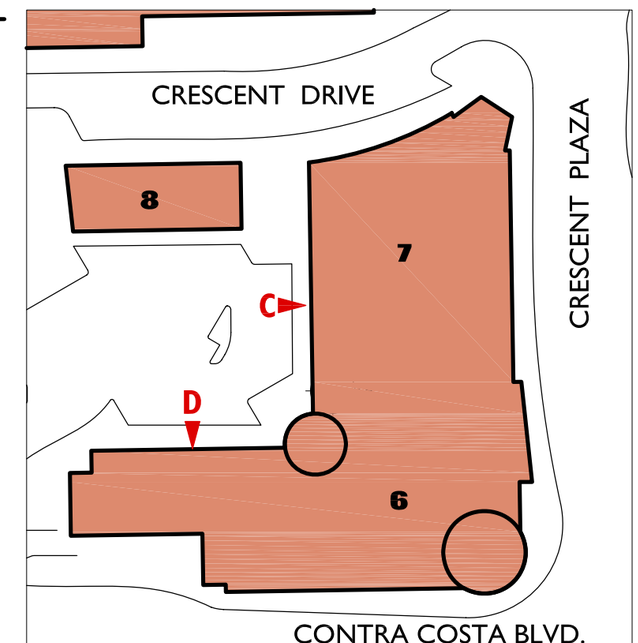
SIGN TYPES

TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

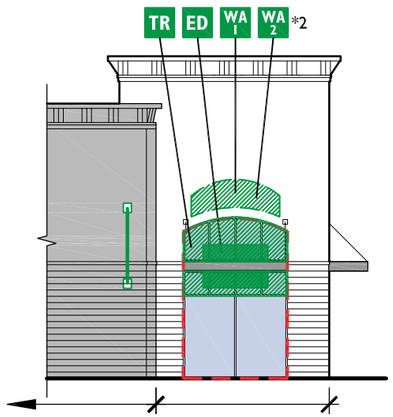
AWNING TYPE

Awning Type Key, see (p. 21) for more info	AW-x

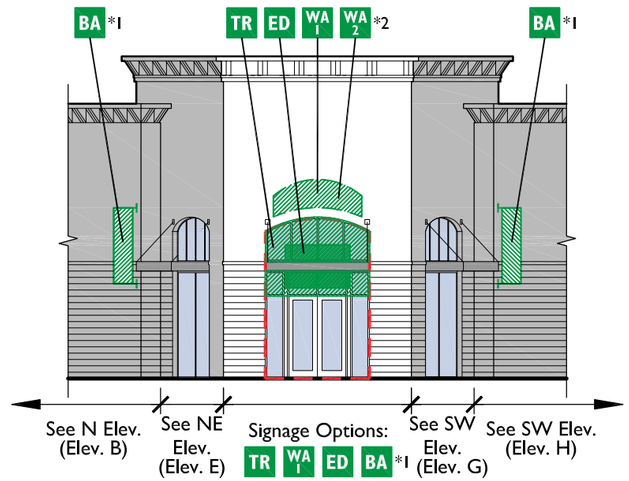


KEYPLAN

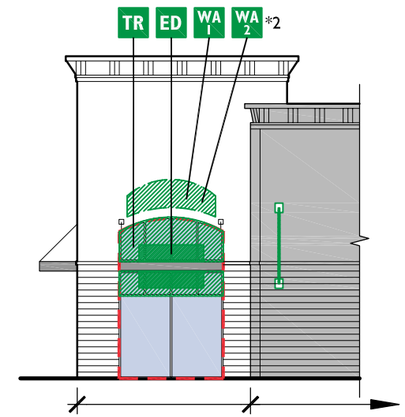
SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDINGS 6 & 7 (cont'd)



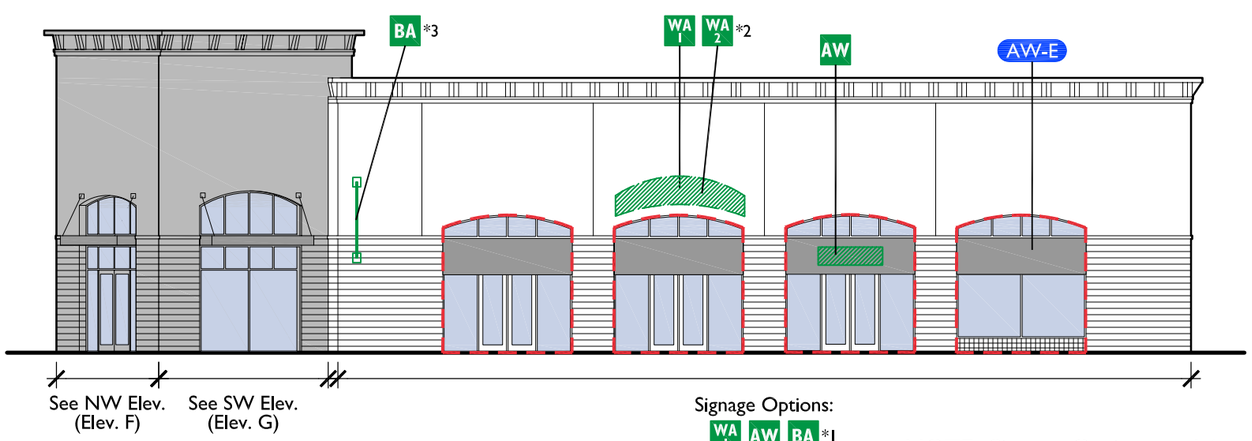
E - NORTHEAST ELEVATION



F - NORTHWEST ELEVATION



G - SOUTHWEST ELEVATION



H - SOUTHWEST ELEVATION

*1 (2) Banners allowed for this tenant, at these locations

*2 Wall Sign Type 2 allowed ONLY if mounted to a background panel.

*3 Banner allowed Perpendicular to wall only at this location

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purpose of clarity.

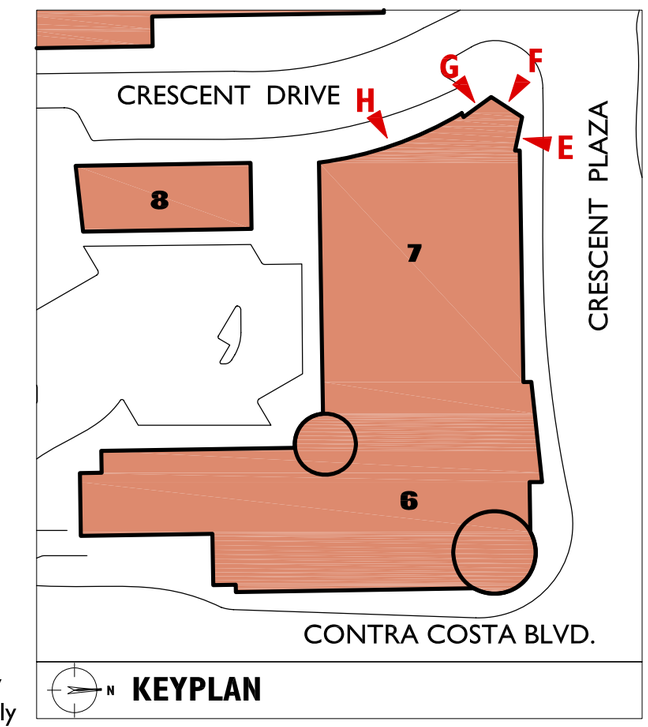
SIGN TYPES

TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA1 WA2 WAL	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

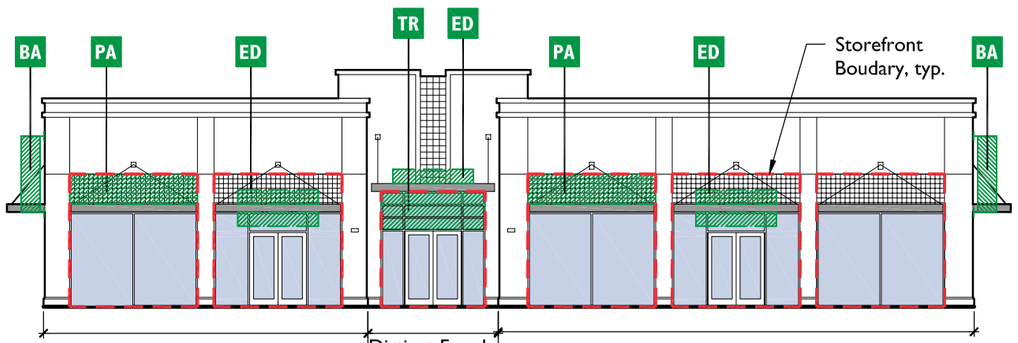
• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE

Awning Type Key, see (p. 21) for more info	AW-x

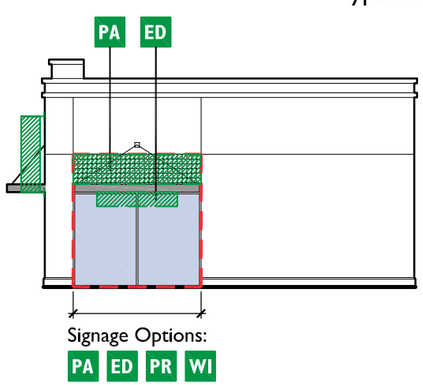


SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 8

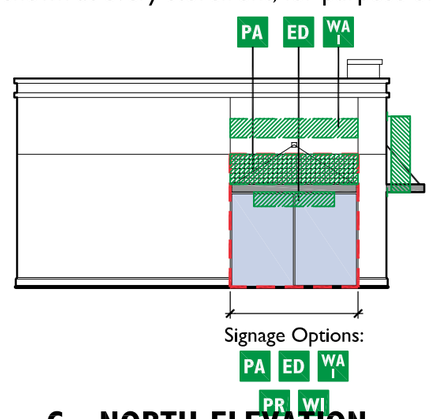


A - WEST ELEVATION

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purpose of clarity.



B - SOUTH ELEVATION

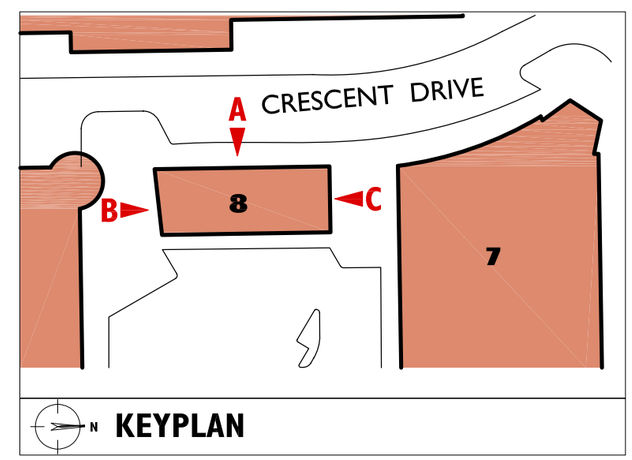


C - NORTH ELEVATION

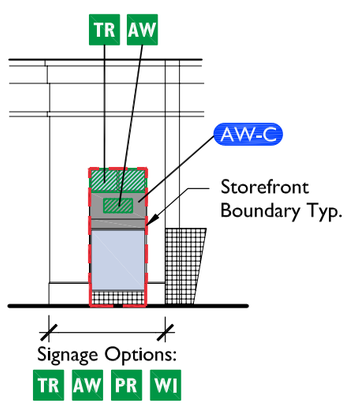
SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

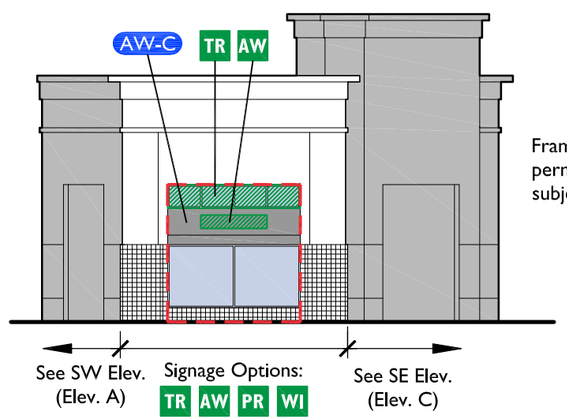
AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x



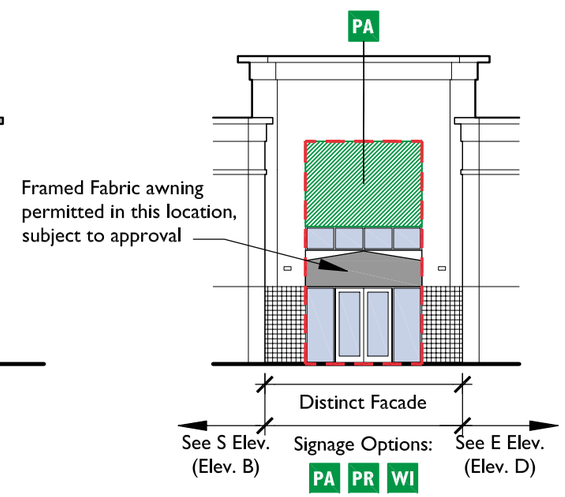
SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 9



A - SOUTHWEST ELEVATION



B - SOUTH ELEVATION



C - SOUTHEAST ELEVATION

SIGN TYPES

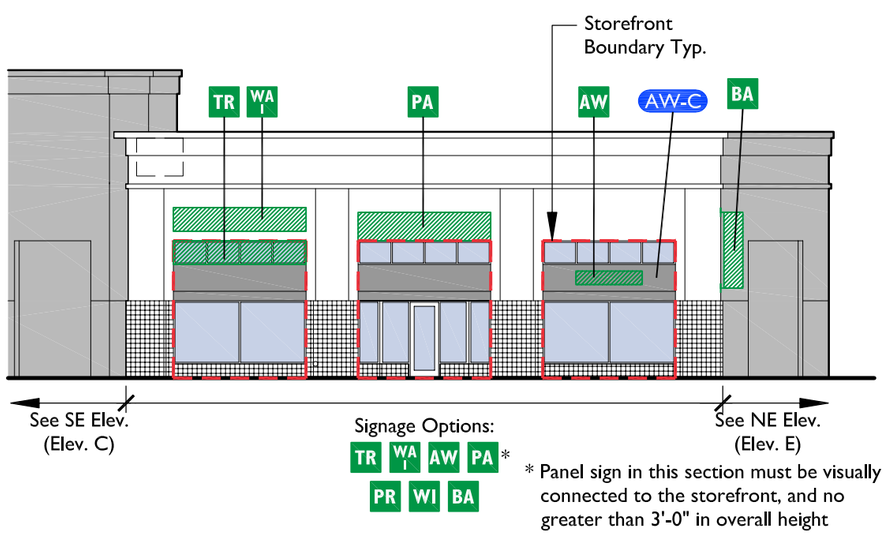
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE

Awning Type Key, see (p. 21) for more info	AW-x

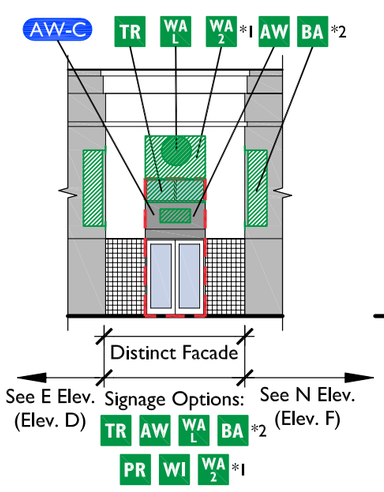
NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purpose of clarity.



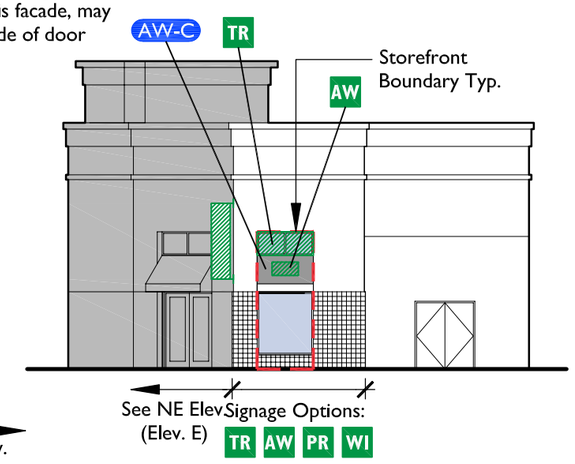
D - EAST ELEVATION

*1 Wall Sign Type 2 allowed ONLY if mounted to a background panel

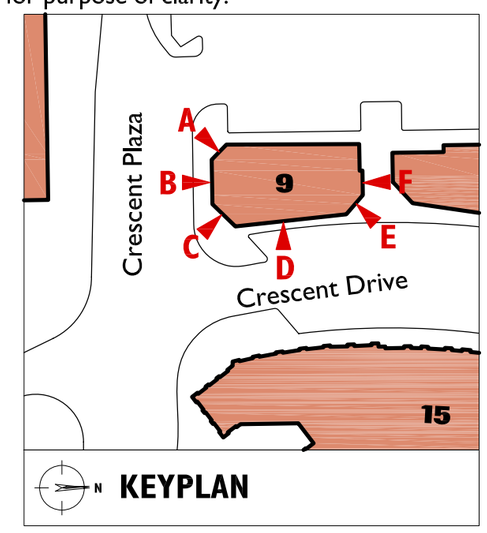
*2 Only one banner sign allowed on this facade, may be at either side of door



E - NORTHEAST ELEVATION



F - NORTH ELEVATION



SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 10

See SE Elev. (Elev B.)

Signage Options: PA WA 1 AW BA PR WI

Signage Options: ED TR PR WI BA

Banner allowed perpendicular to wall only at this location

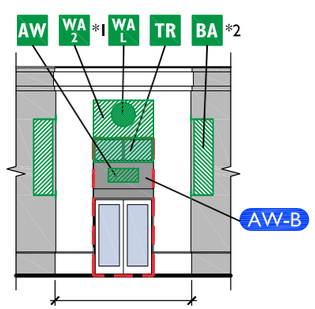
See North Elev. (Elev. C)

A - EAST ELEVATION

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

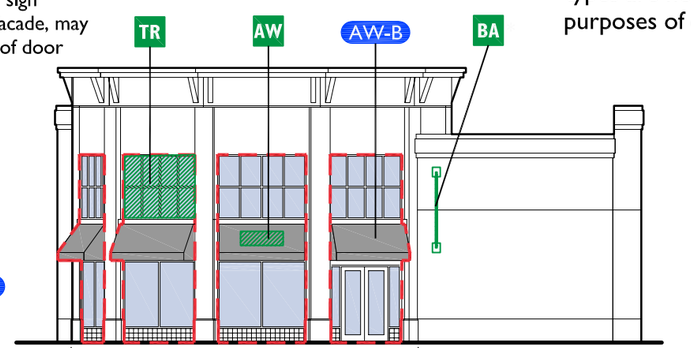
*1 Wall Sign Type 2 allowed ONLY if mounted to a background panel

*2 Only one banner sign allowed on this facade, may be at either side of door



Signage Options: AW TR BA *2 WA L PR WI WA 2 *1

B - SOUTHEAST ELEVATION

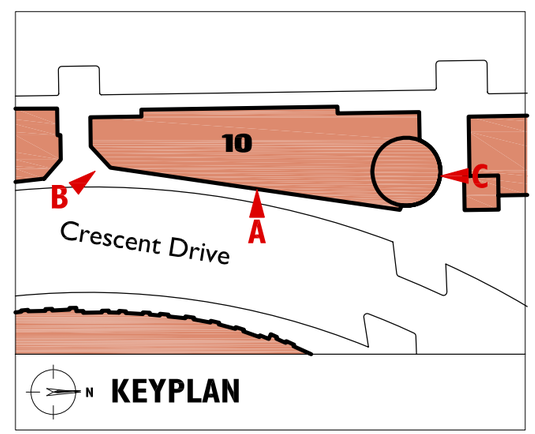


Distinct Facade

Signage Options: TR AW PR WI BA

Banner sign allowed perpendicular to wall only at this location

C - NORTH ELEVATION



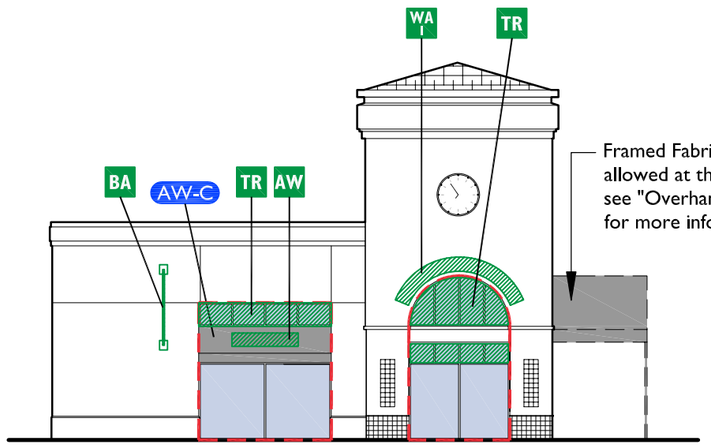
KEYPLAN

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

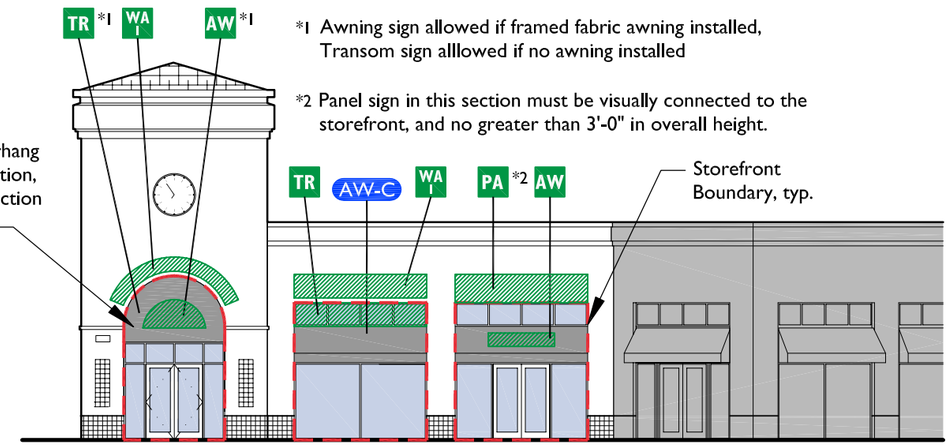
• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x

SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 11



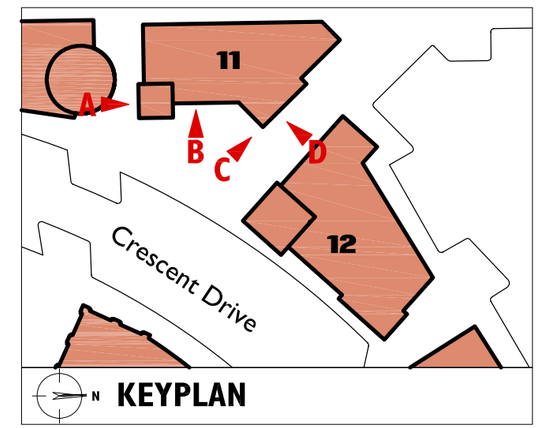
A - SOUTH ELEVATION

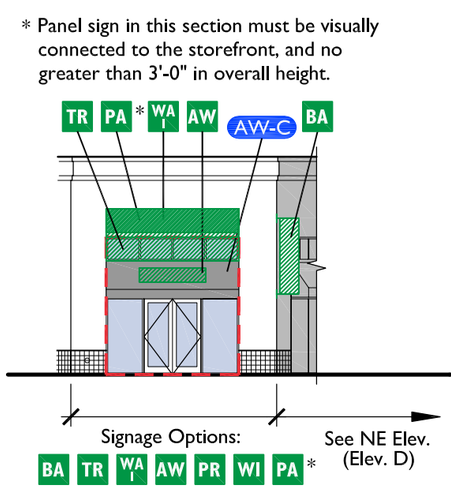


B - EAST ELEVATION

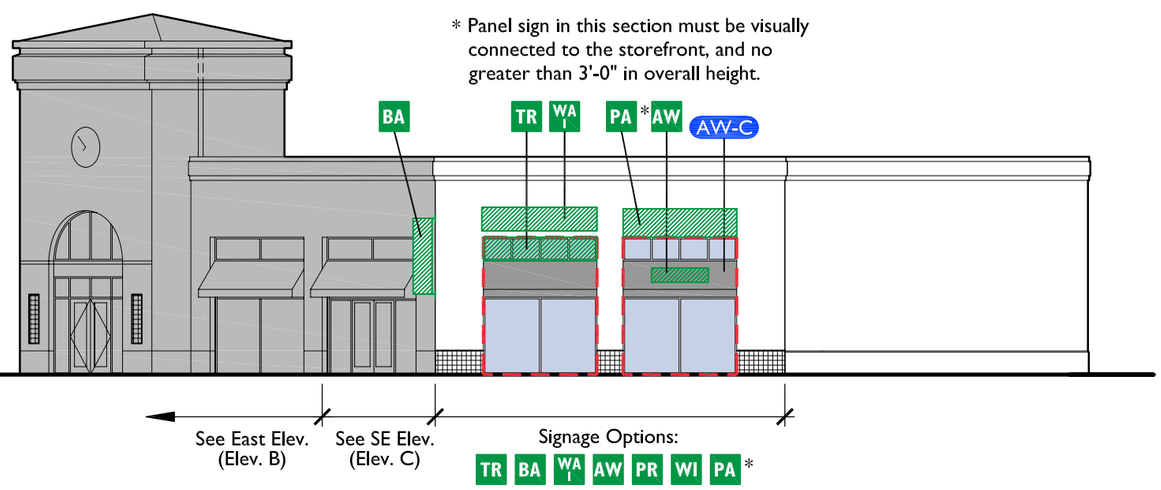
*1 Awning sign allowed if framed fabric awning installed, Transom sign alllowed if no awning installed

*2 Panel sign in this section must be visually connected to the storefront, and no greater than 3'-0" in overall height.





C - SOUTHEAST ELEVATION



D - NORTHEAST ELEVATION

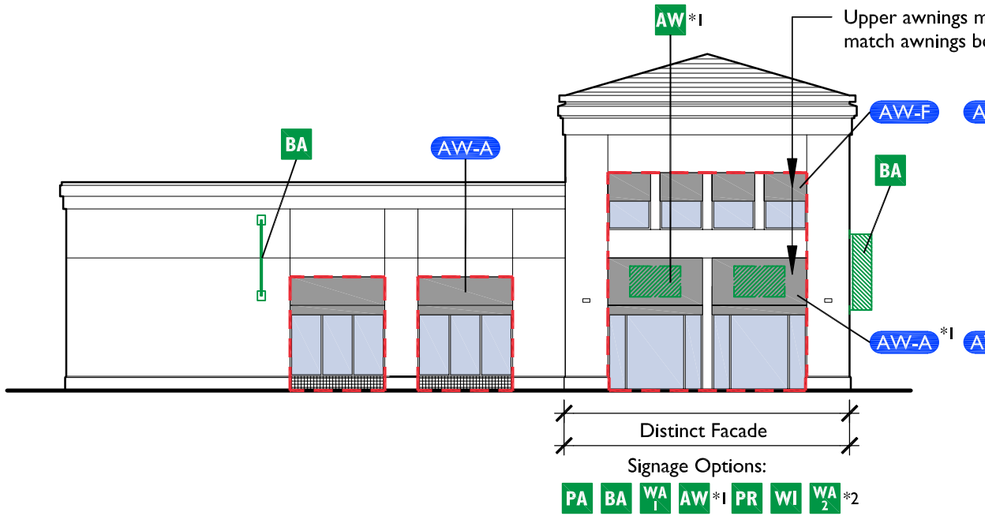
SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

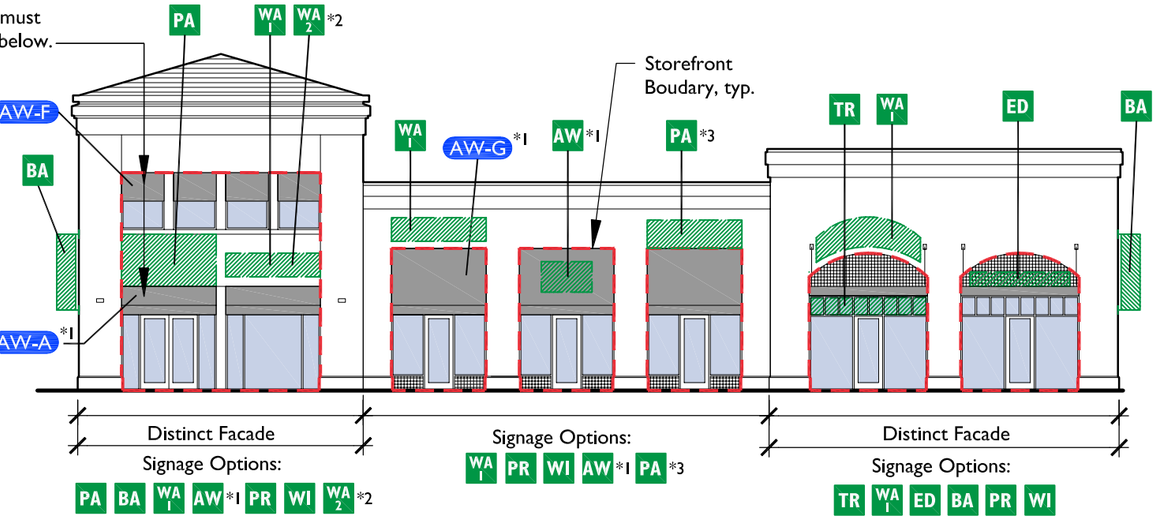
AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

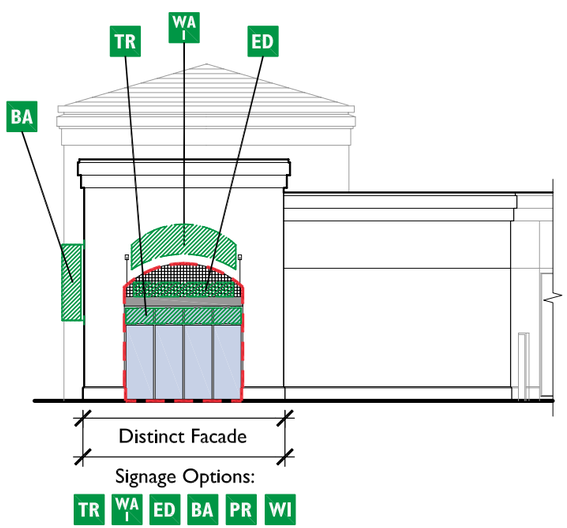
SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 12



A - SOUTHWEST ELEVATION



B - SOUTHEAST ELEVATION



C - NORTHEAST ELEVATION

*1 Awnings with a steeper slope are recommended if Awning Signs are used, to allow for visibility of the signage.

*2 Wall Sign Type 2 allowed ONLY if mounted to a background panel

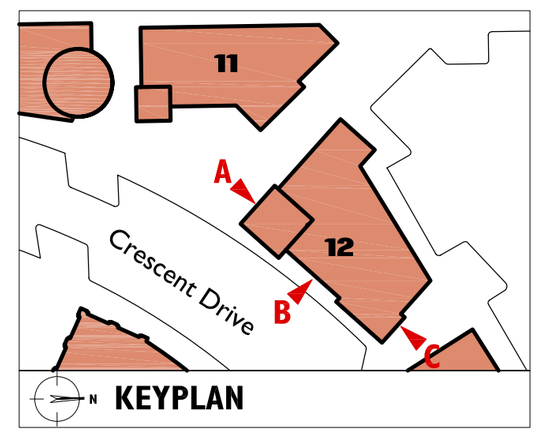
*3 Panel sign in this section must be visually connected to the storefront, and no greater than 3'-0" in overall height.

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

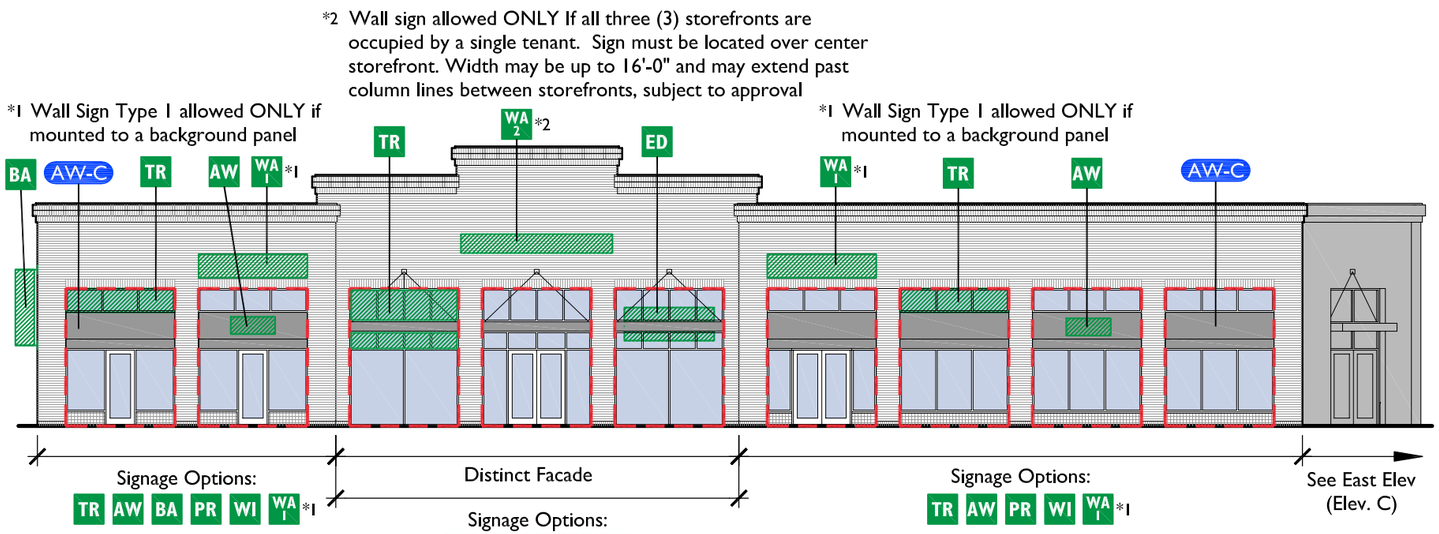
SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA1 WA2 WAL	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x

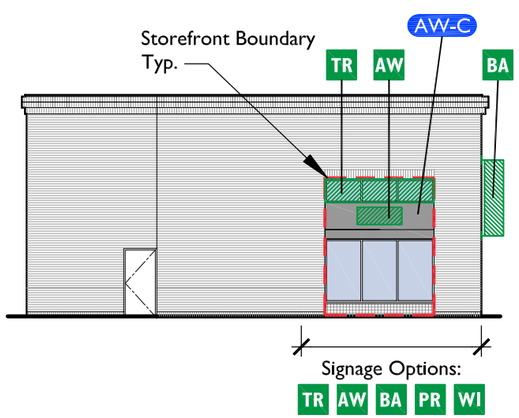


SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 13

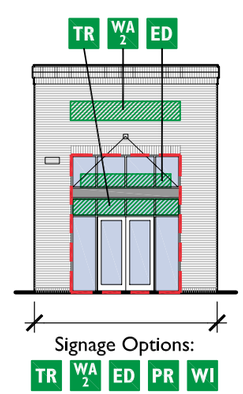


A - SOUTH EAST ELEVATION

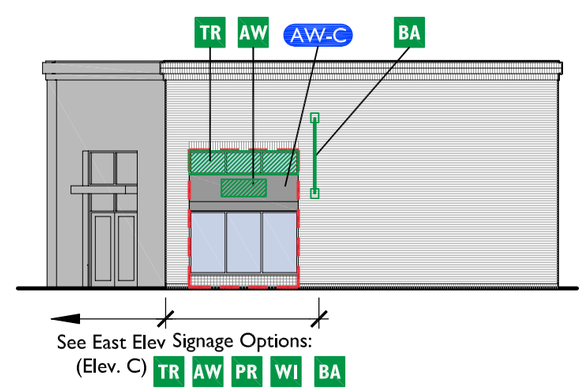
NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.



B - SOUTH WEST ELEVATION



C - EAST ELEVATION

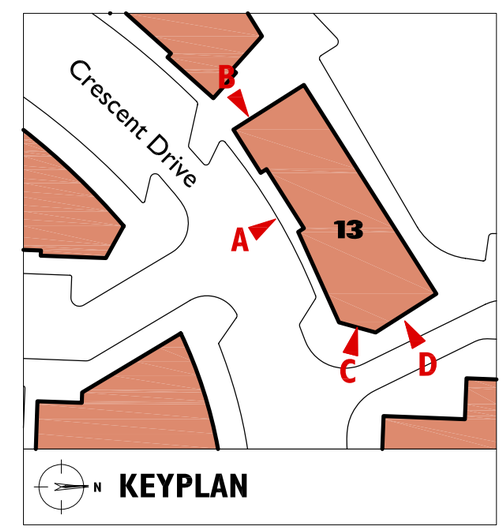


D - NORTH EAST ELEVATION

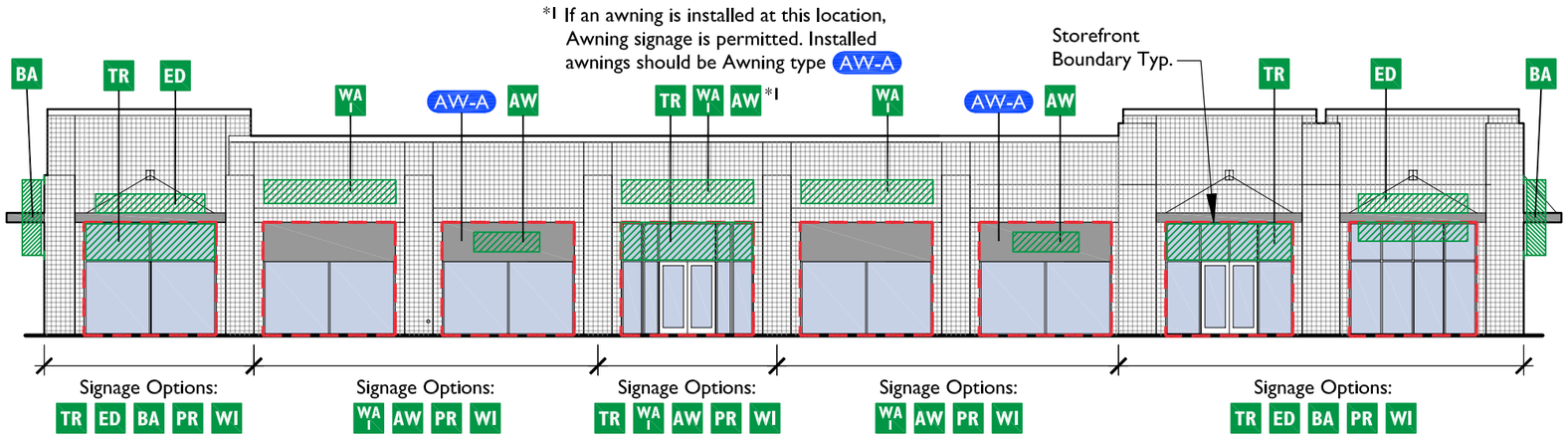
SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA1 WA2 WAL	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x

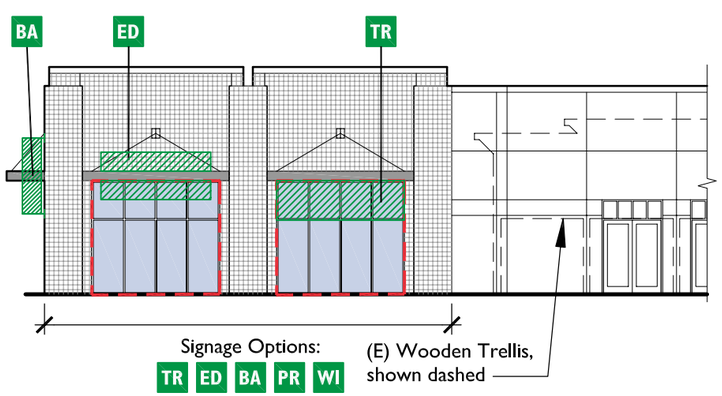


SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 14

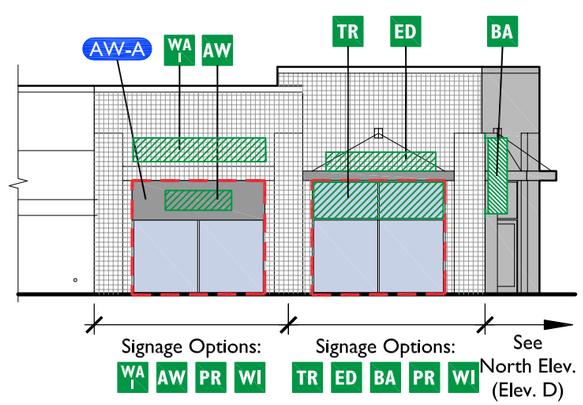


A - WEST ELEVATION

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

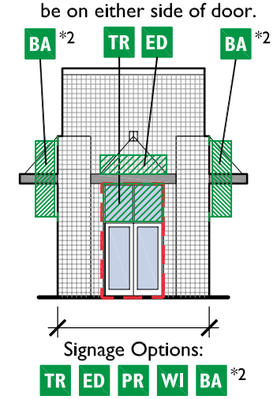


B - SOUTH ELEVATION



C - EAST ELEVATION

*2 Only one banner sign allowed on this facade, may be on either side of door.



D - NORTH ELEVATION

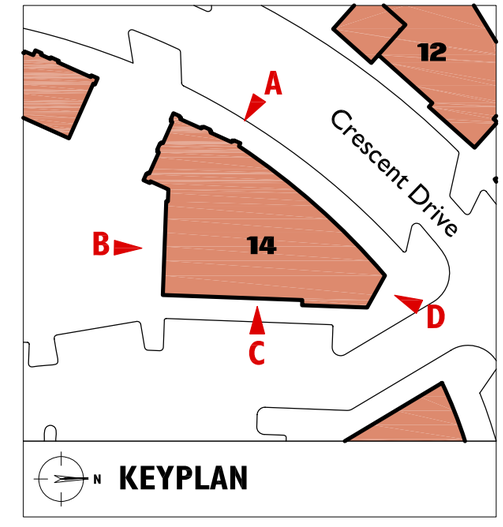
SIGN TYPES

TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA1 WA2 WAL	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

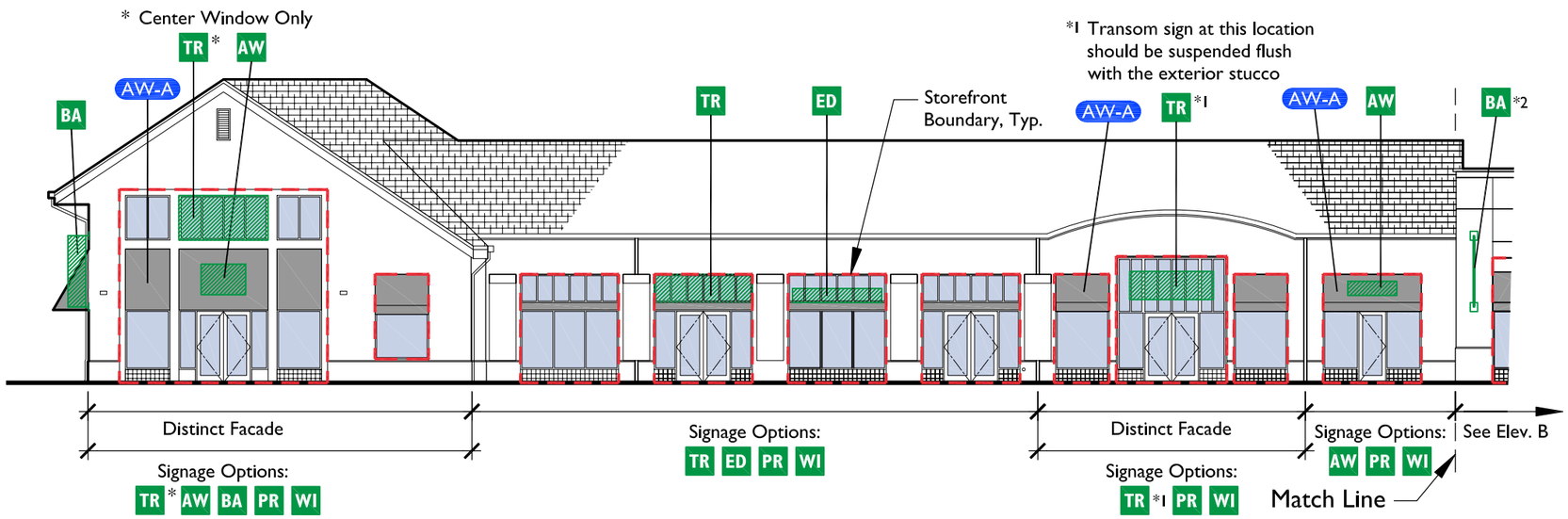
• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE

Awning Type Key, see (p. 21) for more info	AW-x

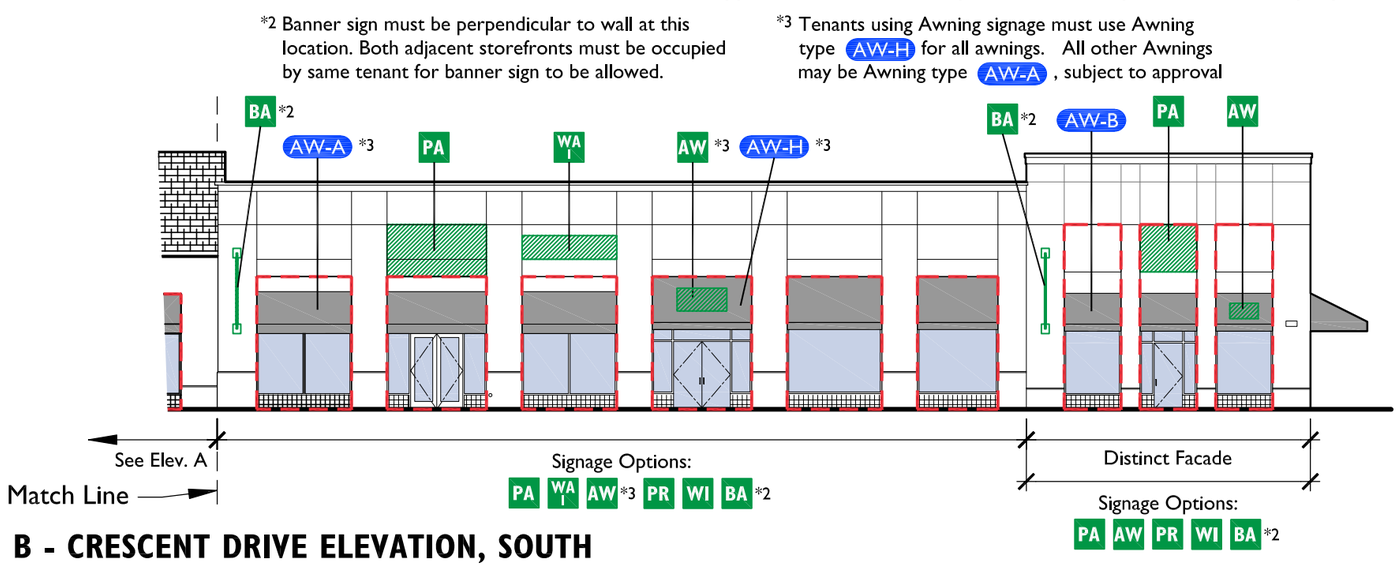


SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 15



A - CRESCENT DRIVE ELEVATION, NORTH

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.



B - CRESCENT DRIVE ELEVATION, SOUTH

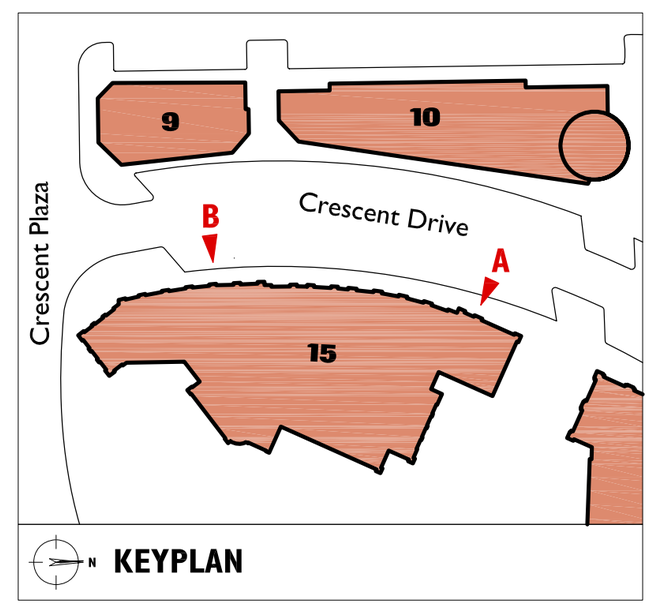
SIGN TYPES

TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

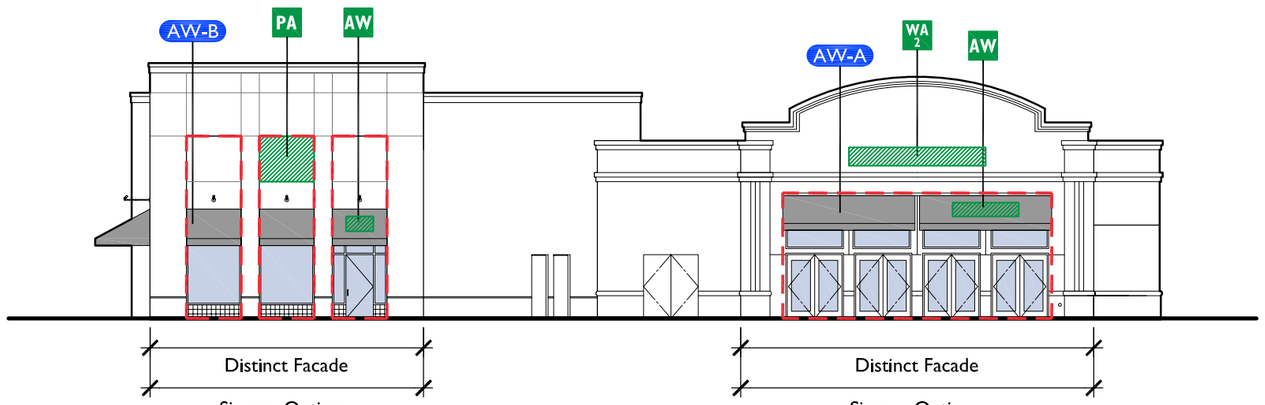
• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE

Awning Type Key, see (p. 21) for more info	AW-x

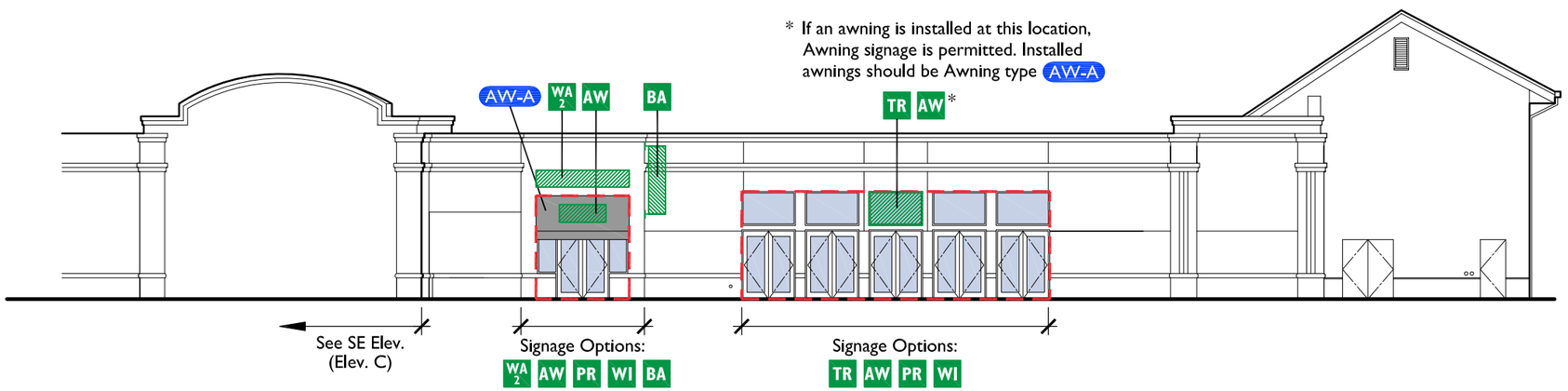


SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 15 (cont'd)



C - SOUTHEAST ELEVATION

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

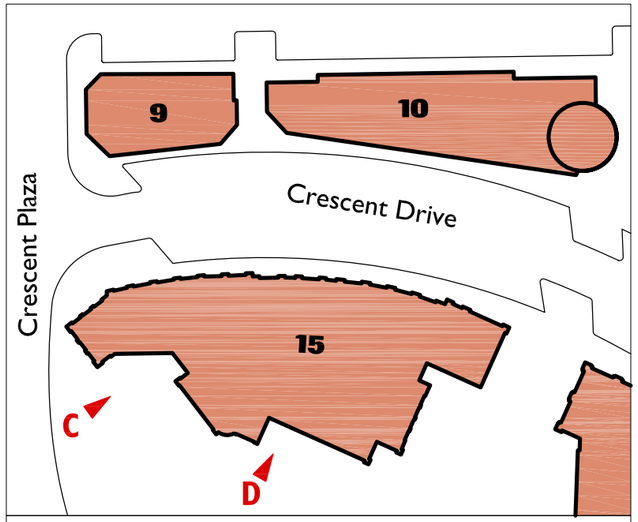


D - EAST ELEVATION

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

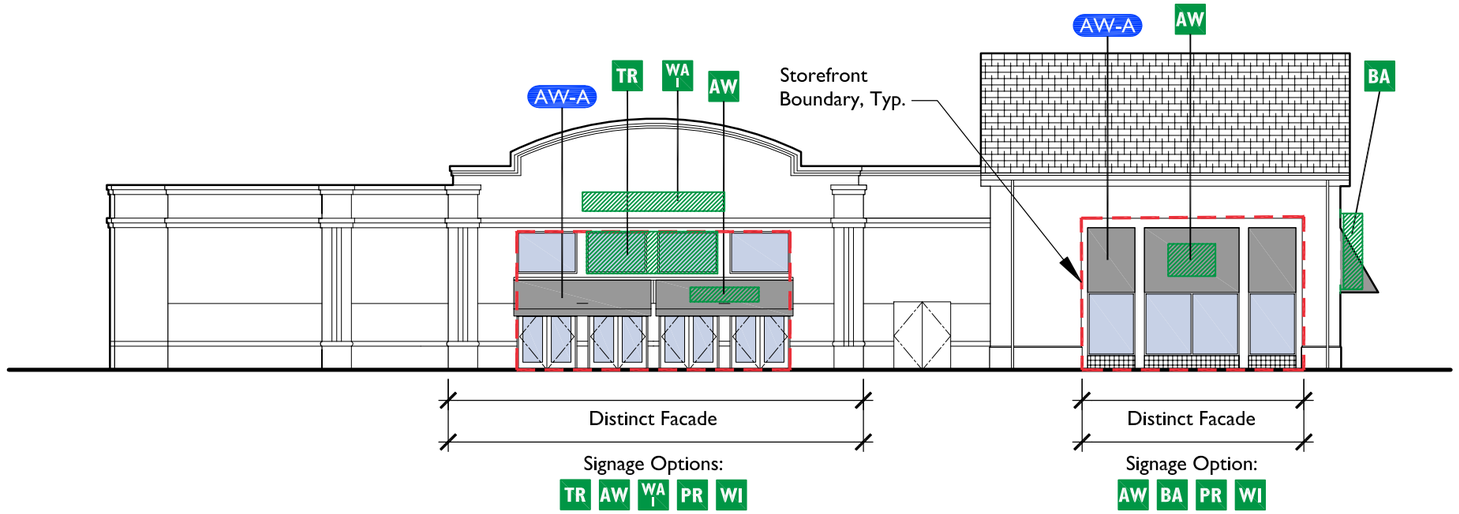
• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x



N KEYPLAN

SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDING 15 (cont'd)



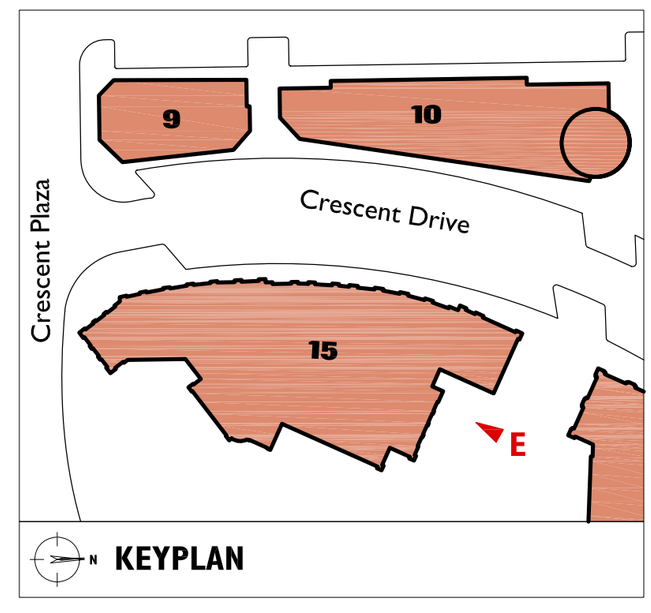
E - NORTHEAST ELEVATION

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

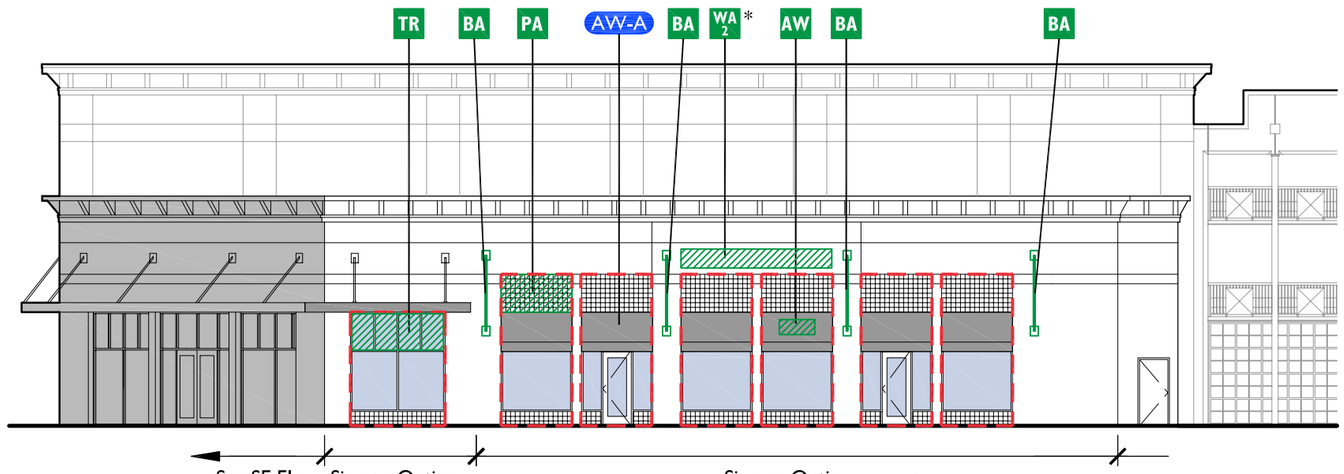
• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x



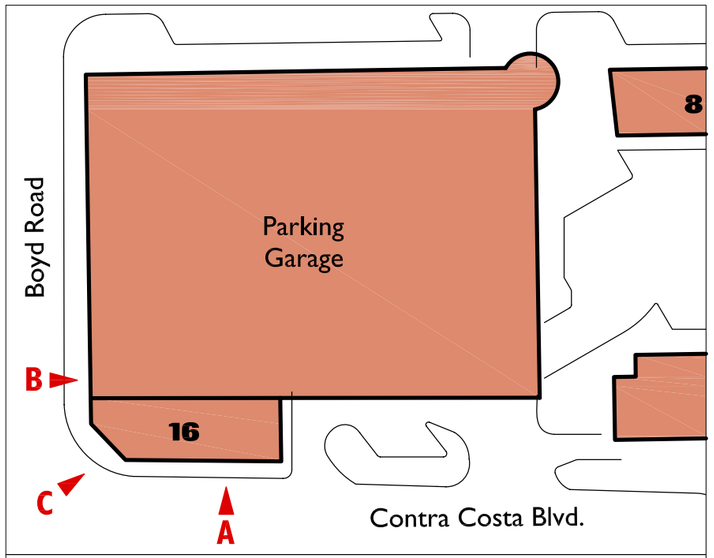
KEYPLAN

SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDINGS 16



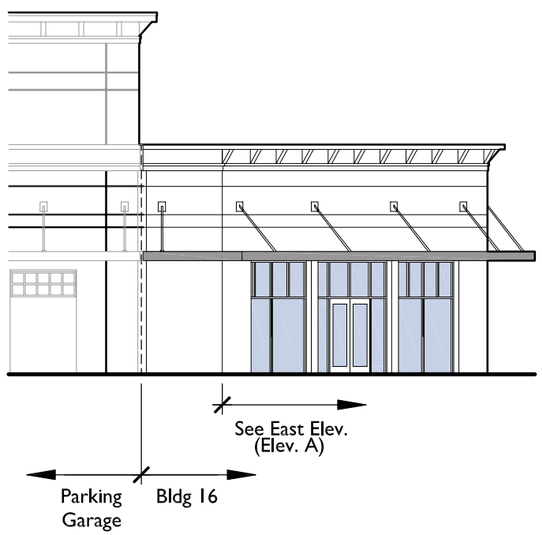
* Wall signs at this location may span from wide neutral pier to wide neutral pier, overlapping thin neutral piers.

A - EAST ELEVATION

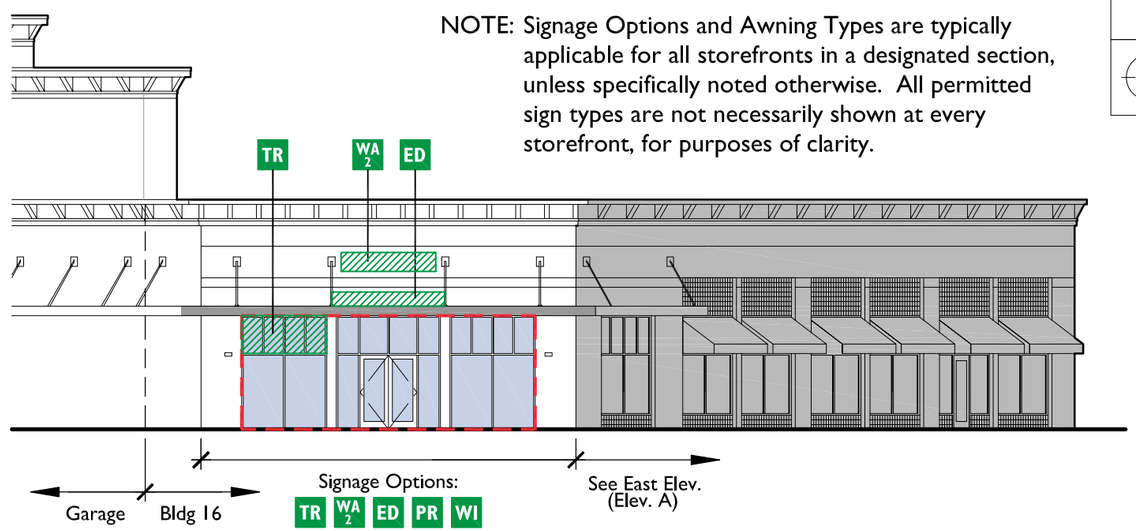


KEYPLAN

NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.



B - SOUTH ELEVATION



C - SOUTHEAST ELEVATION

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

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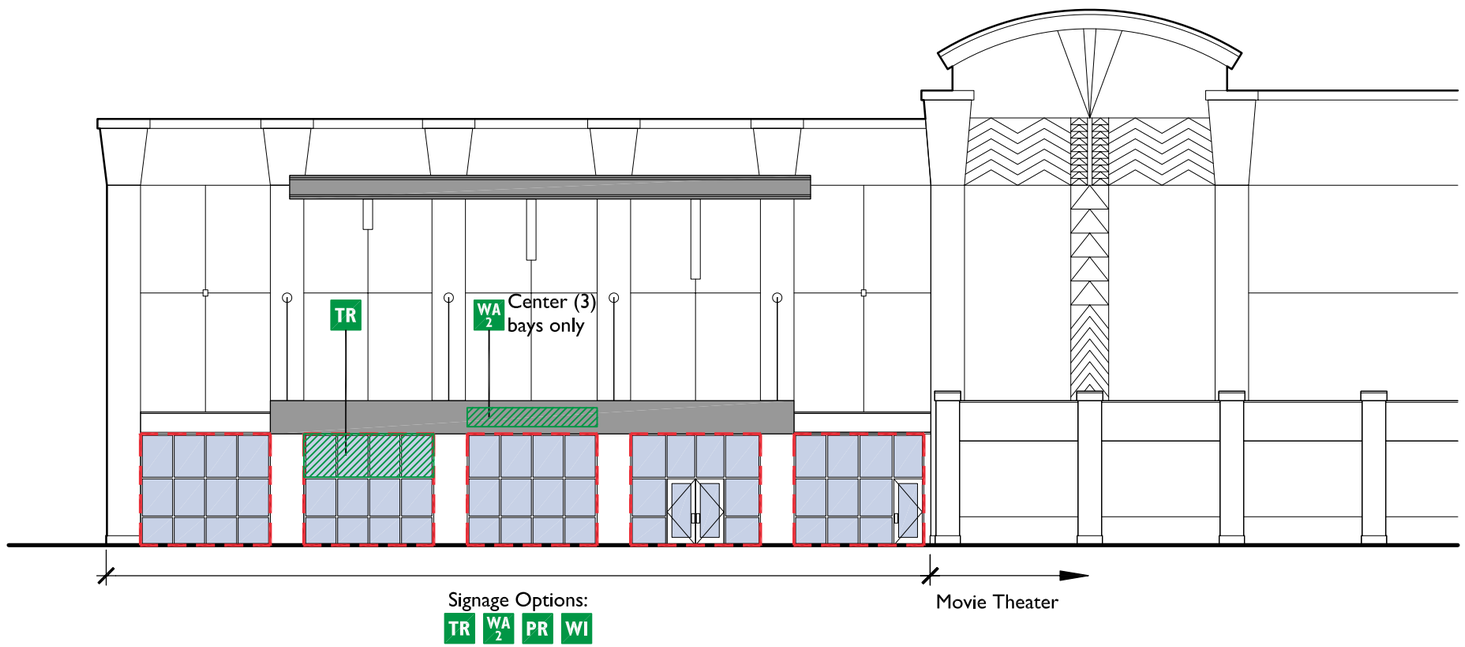
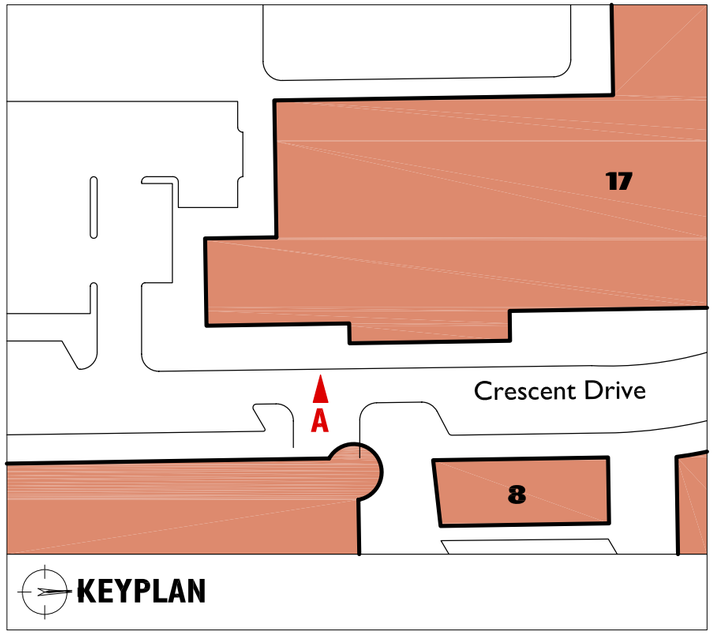
AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x

SIGNAGE AND AWNING TYPES ELEVATIONS - BUILDINGS 17





NOTE: Signage Options and Awning Types are typically applicable for all storefronts in a designated section, unless specifically noted otherwise. All permitted sign types are not necessarily shown at every storefront, for purposes of clarity.

SIGN TYPES			
TR	Transom Sign (p.26)	AW	Awning Sign (p. 30-31)
WA 1 WA 2 WA L	Wall Signs (p.27)	PR	Projecting Sign • (p.32)
PA	Panel Sign (p.28)	BA	Banner Sign (p.33)
ED	Edge Sign (p.29)	WI	Window Sign • (p.34)

• Though not shown on elevations, these signage types are permitted at all tenant locations, unless specifically noted otherwise.

AWNING TYPE	
Awning Type Key, see (p. 21) for more info	AW-x