

# Buchanan Crossings

**3100 BUCHANAN ROAD  
ANTIOCH, CA 94509**

**APN Number: 074-080-013-1**

REVISION	DATE	DESCRIPTION
3	9-11-14	Update CVS signage
4	8-20-15	Revise major tenant code
5	8-24-15	Revise sign code
6	9-1-15	Revise code on elevation sheets
7	9-3-15	Revise blade height

**SIGN CONSULTANT**  
Ad Art Sign Company  
2670 W. Shaw Lane  
Suite 102  
Fresno, CA 93711  
David Esajian  
Ph. (559) 225-2181

**CITY PLANNING**  
City of Antioch  
Planning Division  
200 H Street (second floor)  
Antioch, CA 94531  
Ph. (925) 779-6122

**ARCHITECT**  
MCG Architecture  
250 Sutter St., Ste. 500  
San Francisco, CA 94108  
Peter Sahakangas  
Ph. (415) 974-6002

**DEVELOPER / OWNER**  
Buchanan Crossings, LLC  
10 Harris Court, Ste. B1  
Monterey, CA 93940  
Patrick Orosco / Matt Nohr  
Ph. (831) 649-0220



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1) Introduction

Signage is an important element for the identity of the project. Our purpose, with the Master Sign Program, is to set forth guidelines to ensure a consistency in format and quality that reinforces the collective image of the project as an upscale and professional shopping center.

Our intention is to enhance the overall appearance of the Center and create a signature sign style that carries across all the various signage brands in the Center. Additionally, our purpose is to support each business in reaching its full potential by providing it with adequate exposure to its customers and vendors, to the financial community, and to the visiting public in order to benefit all parties concerned, and contribute to the benefit of the community as a whole.

2) Purpose

The Buchanan Crossings signage program has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenant identification and traffic control, while encouraging creativity, compatibility, an enhancement of the Project and City of Antioch. The Buchanan Crossings program has been prepared in accordance with the City of Antioch Zoning Ordinance Sign Standards.

3) Design Intent

The Guidelines for this program are designed to assure consistency in signage for the mutual benefit of current and future tenants, as well as to coordinate the type, placement and physical dimensions of signs placed within Buchanan Crossings to provide an artful, homogenous statement for the Project.

In Order to maintain consistency of quality and design characteristics, all signs must be requested in writing through the Landlord.

In cases not covered by the Buchanan Crossings Signage Program, the prevailing criteria will follow the City of Antioch Sign Ordinance.

4) Approvals and Permits

Each Tenant and/or user will be directed to contact the current Owner of Buchanan Crossings. Conformance to the signage program will be strictly enforced. Any non-conforming or unapproved signage installed by a Tenant and/or user must be

brought into conformance at respective party’s own expense.

These Criteria do not imply that governmental approval will automatically be granted. The Party desiring signage has sole responsibility for obtaining any and all required approvals from Landlord and governmental agencies, and must obtain appropriate permits through the City of Antioch Planning and Building Divisions.

5) General Requirements

A) Each Tenant and/or user shall submit or cause to be submitted to Landlord for approval, before fabrication, at least three (3) color copies of dimensioned, detailed design drawings indicating the location, size, copy, layout, colors, materials, finishes, illumination, and method of fabrication and attachment.

B) All sign drawings require a signature from the property owner prior to review and approval by the City of Antioch.

C) All permits for signs and their installation required by the City of Antioch, shall be obtained by Tenant or tenant’s representative, at Tenant’s sole expense, prior to installation.

D) Tenants shall be responsible for the installation and maintenance of the tenants signage. Should tenant’s sign require maintenance or repair, Landlord shall give Tenant written notice to affect said maintenance or repair. Should Tenant fail to comply with written notice within thirty (30) days of receipt of notice, Landlord shall have the right to remedy the matter and charge the Tenant all costs associated with repair and/or maintenance including Landlord’s administrative costs.

E) Tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of the City of Antioch and the Uniform Electrical Code.

F) The size and amount of free-standing and wall-mounted signage shall be consistent as spelled out in this sign criteria.

G) All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics or design shall remain the right of Landlord or Landlord’s representative, and the City of Antioch.

H) Landlord reserves the right to refuse acceptance

of any design for aesthetic compliance to Buchanan Crossings.

I) Minor variations shall be permitted if approval by the Landlord and the City of Antioch.

6) Specifications Tenant Signs

All companies bidding to manufacture these signs are advised that no substitutes will be accepted by purchaser whatsoever, unless so indicated in the specifications and approved by landlord, tenant and City. Any deviation from these specifications may result in purchaser’s refusal to accept same. All manufacturers are advised that prior to acceptance and final payment, each unit will be inspected for conformance by an authorized representative of Owner. Any signs found not in conformance will be rejected and removed at tenant’s expense.

7) General Specifications

A) All signs and their installation shall comply with all local building codes, electrical codes and City Sign Ordinance.

B) Grand opening or promotional sales signs shall comply with the City of Antioch Sign Ordinance.

C) All cabinets, conductors, transformers and other equipment shall be concealed.

8) Location of Signs

All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by landlord and in accordance with this sign program and the City of Antioch Sign Ordinance.

9) Design Requirements

A) All tenants shall utilize the sign type allowed for their space. Signs may have an aluminum background and will not count toward square footage.

B) Maximum width for all signage not to exceed 65% of lease frontage.

C) Maximum letter height for Majors is 4’-6”  
Maximum letter height for Pads is 2’-6”

D) Logos for Major and minor tenants shall be allowed but must fall within the sign band shown.

E) Graphics applied directly to the storefront glass should have matching letters and features on both

sides of the glass to create a finished look when viewed from either side.

F) Tenant artwork must be produced by a graphic designer or other sign professional.

10) General Construction Specifications

A) All signs must meet or exceed all current applicable codes (i.e. Electrical, Mechanical, Structural, etc).

B) Signage must meet all requirements of the State of California, landlord requirements, and the City of Antioch.

C) All exterior signs shall be secured by stainless steel, nickel, or cadmium plated fasteners.

D) All exposed fasteners to be painted to match the background surface.

E) All wireways, transformers, electrical boxes, switches, wiring, conduit and access doors shall be concealed behind the storefront wall

F) All exterior signs exposed to the weather shall be flush mounted unless otherwise specified and approved by Landlord and the City of Antioch.

H) All illuminated Tenant signs attached to building wall or fascia shall be connected to a junction box & final hookup, with connections to be made by Tenant’s or Landlord’s signage contractor. All Tenants shall have their signs connected to their own respective electrical panel , unless otherwise approved in writing by Landlord.

I) All penetrations of the building structure made by Tenant’s signage contractor required for sign installation shall be neatly sealed and watertight.

J) All identification labels shall be concealed, except where required by code. An Underwriters’ label is required on all electrical signage.

K) Signage contractor shall repair any damage caused by his work. Damage to structure that is not repaired by the signage contractor shall become the Tenant’s responsibility to correct at its own expense.

L) Tenant shall be fully responsible for the work of its signage contractor, and shall indemnify, defend and hold the Landlord, Landlord’s representative, and all parties harmless from dangers or liabilities on account thereof.



M) Light leaks are not allowed, all signage lighting must be baffled or concealed.

N) Tenant shall be fully responsible for the ongoing maintenance of there facade including but not limited to the removal of there signage, which must be properly plugged, patched, painted, and all wiring capped by a professional licensed sign contractor. All work to be completed so that there are no visible markings and surfaces to look new. Should the tenant not handle the removal properly it will be the responsibility of the Landlord and subject to City code enforcement.

O) Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.

P) All exposed welded seams and joints shall be finished smooth.

Q) The general location of wall signs shall be centered vertically and horizontally on fascia, unless otherwise specified and approved by Landlord and the City of Antioch.

11) Administration

A) Hours in which signage will be illuminated, shall be determined and controlled at the Landlord’s sole discretion.

B) Landlord reserves the right to hire an independent electrical engineer (at Tenant’s sole expense) to inspect the installation of all signs and to require that any discrepancies and/or code violations be corrected at Tenant’s expense.

C) Tenant’s sign company shall carry workman’s compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount per occurrence set by the Landlord at that time.

D) At the expiration, or sooner termination of Tenant’s lease term, Tenant shall be required to remove its signs, cap-off the electrical, patch the fascia, and paint the entire fascia area to match the surrounding areas at Tenant’s expense within seven (7) days of Landlord’s notification of same.

E) Sign contractors shall be advised (by Tenant) that no substitute will be accepted whatsoever unless so indicated in specification and approved in writing by Landlord, Tenant, and the City of Antioch. Any deviation from these specifications may result in the rejection of the sign by Tenant and/or Landlord.

F) In the event any conflict in the interpretation of the these guidelines cannot be satisfactorily resolved, the Landlord’s decision shall be final and binding upon the

Tenant. Subject to final approval by the City of Antioch.

12) Prohibited Sign

A) Abandoned Signs;

B) No exposed lamps or tubing will be permitted.

C) Signs advertising or publicizing an activity, service or product, except for community interest signs permitted by the City of Antioch, which must be pre approved by Landlord in writing;

D) No vehicle or trailer signs will be permitted.

E) No exposed raceway, crossovers or conduit will be permitted.

F) Painted Lettering will not be permitted.

G) Animated, moving, flashing, blinking, reflecting, revolving, or any other similarly moving or simulated moving sign, or other inflatable device;

H) Balloons, gas-filled balloons, or other inflatable device, flags, banners (except as permitted by Code), and Pennants;

I) Signs on benches, bicycle Racks, picnic tables, light poles, trash receptacles, foot bridges, decks or other site appurtenances;

J) Off-site signs;

K) Signs mounted on the roof or above the lower eave line of a mansard or similar roof;

L) Signs on public property or in a public right-of-way, except for publicly installed traffic and street identification signs, approved special event signs or other signs expressly permitted by this Code;

M) Signs painted on or affixed to fences or roofs;

N) Signs that simulate in color or design a traffic sign or signal, or which make use of words, symbols or characters in a manner which could interfere with, mislead or confuse pedestrian or vehicular traffic;

O) Temporary signs, including but not limited to “A” frame signs and sandwich boards, any sign attached to utility or street name poles and any product or temporary sign mounted or painted on a vehicle parked or located so as to function as an identification or directional sign(s) identifying a business or product; and

P) Wind blown devices, including but not limited to windmills, kites, display flags, streamers, balloons, blimps, or similar devices designed to attract attention to a property or business by moving in the wind.

13) Temporary Signs

A) Temporary signs (i.e. Banners, sandwich boards, etc.) shall be permitted within the Buchanan Crossings shopping center at the sole discretion of the Landlord and in accordance with the City of Antioch, and require prior written approval by the Landlord.

B) Any vehicle that identifies a business by way of signage that is painted on or applied to the vehicle shall be parked in a delivery or storage area at the rear of the building or in an area screened from view from adjacent public right-of-way.

C) All For lease and For Rent signs installed on the property are to be professional in nature and installed in a fashion so that they serve there intended purpose without creating visual clutter. Signs to be removed immediately once space has been rented. All signs are subject to Landlord approval and city sign ordinance and subject to code enforcement.

D) For Rent and For Lease signs to be limited to no larger than 2’-0” x 3’-0” and be places in the vacant tenant space storefront window only. For tenants without storefronts, signs shall be located inside the building. No signs shall be located on the ground sign, on the building, in the parking lot, or landscaping.

14) Guarantee

Entire display shall be guaranteed for one (1) year from date of installation against defects in material and workmanship. Defective parts shall be replaced without charge.

15) Insurance

Sign Company shall carry workmen’s compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence.

16) Installation

A) Tenant’s sign contractor shall completely install and connect sign display and primary wiring at sign location stipulated by landlord. All signs will be Wired to house panel for uniform control of hours of illumination.

B) Landlord reserves the right to hire an independent electrical engineer (at tenant’s sole expense) to inspect the installation of all tenants signs and to require the tenant to have any discrepancies and/or code violations corrected at the tenant’s expense.

17) Requirements of Manufacturer (Sign Contractor)

A) All sign contractors must be fully licensed, and must provide the Landlord with a certificate of liability insurance prior to commencing any work on the property. Approved Contractor: Ad Art Sign Company (559) 225-2183

B) All signs and their installation shall comply with all local building codes and this Program. Only the name of the business shall be depicted on the sign, no accessory signage.

C) All manufacturers/installers are advised that prior to final acceptance, each unit may be inspected for conformance by an authorized representative of the Landlord. Any signs found not to be in conformance will be rejected and removed immediately by the Tenant or Tenant’s contractor.

D) No Substitutes from approved signage will be accepted by the Landlord whatsoever unless so indicated in specifications and approved by both the Landlord and the City of Antioch.

E) Shop drawings are required, prior to start of any work, detailing all specifications and methods of construction and must be approved by the Landlord.

F) Sign contractors shall carry worker’s compensation and public liability insurance in the amount of \$1,000,000 per occurrence against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs.

G) All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.

H) All methods of attachment shall comply with the final signage shop drawings.

I) Sign contractor shall repair any damage to existing improvements caused by his work. The Landlord shall be notified of any damage tot he building or site in which case the Landlord will determine how such damages are repaired. Sign contractor shall be responsible to pay for all damages.

J) Tenant shall be fully responsible to coordinate operations of sign contractor and shall ensure that work does not interfere with operations of Buchanan Crossings.

PROJECT LOCATION:

Buchanan Crossings  
Buchanan at Somersville  
Antioch, CA

SALES APPROVAL

Signature

CUSTOMER APPROVAL

Signature

LANDLORD APPROVAL

Signature

REVISIONS

REVISION	DATE	DESCRIPTION
4	8/20/15	Revise major tenant code
5	8/24/15	Revise sign code
6	9/15/	Revise code on elevation sheets
7	9/3/15	Revise blade height

SHEET

3/11/14

# Center Signage Type and Color Schedule

Adobe Caslon Pro Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

### CENTER PYLON NAME

3/16" Thick White Acrylic  
#7328 or Similar Variant

### CENTER PYLON PANELS

Aluminum Panel Painted  
DE 6055 Wild West

### TENANT PYLON PANELS

Aluminum Panel Painted  
BM HC-30 Philadelphia Cream

\* Colors and materials above are suggested, however similar type industry standard will be approved.

PROJECT LOCATION:

Buchanan Crossings  
Buchanan at Somersville  
Antioch, CA

SALES APPROVAL

Signature

CUSTOMER APPROVAL

Signature

LANDLORD APPROVAL

Signature

REVISIONS

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# Rules of Measurement

**AREA**

Overall sign area is defined as a single or split area enclosed by a continuous or split line composed of 90 degree angles not to exceed (8) breaks. Any trim, backing, frame, structure and or element used to differentiate the sign from its background will be included in the calculation of allowable square footage.

Allowed Sign Area Split  
(8 Total 90 Degree Breaks)



Tenant to Determine Logo & Copy Color along with shapes as per their Nationally Recognized Trademarks.

Allowed Sign Area (Copy Logo)



Descending letter logo elements changed from the intended font will be included with the allowable copy height and square footage.

Allowed Sign Area Single  
(8 Total 90 Degree Breaks)



Descending letter elements in certain fonts such as letters f, g, j, p, q, y & z will not count against allowable copy height and square footage as long as it does not serve as a logo element and/or has been changed from the intended font.

Irregular shaped icons & logos should be considered in sign design for increased visual impact.



**PROJECT LOCATION:**

Buchanan Crossings  
Buchanan at Somersville  
Antioch, CA

**SALES APPROVAL**

Signature

**CUSTOMER APPROVAL**

Signature

**LANDLORD APPROVAL**

Signature

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Colors shown are as close as printing will allow; always follow written specifications.  
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It may not be shown to anyone outside your organization, and may not be reproduced in any manner without prior consent.

**REVISIONS**

REVISION	DATE	DESCRIPTION
4	8/20/15	Revised major tenant code
5	8/24/15	Revised sign code
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OVERALL SITE PLAN

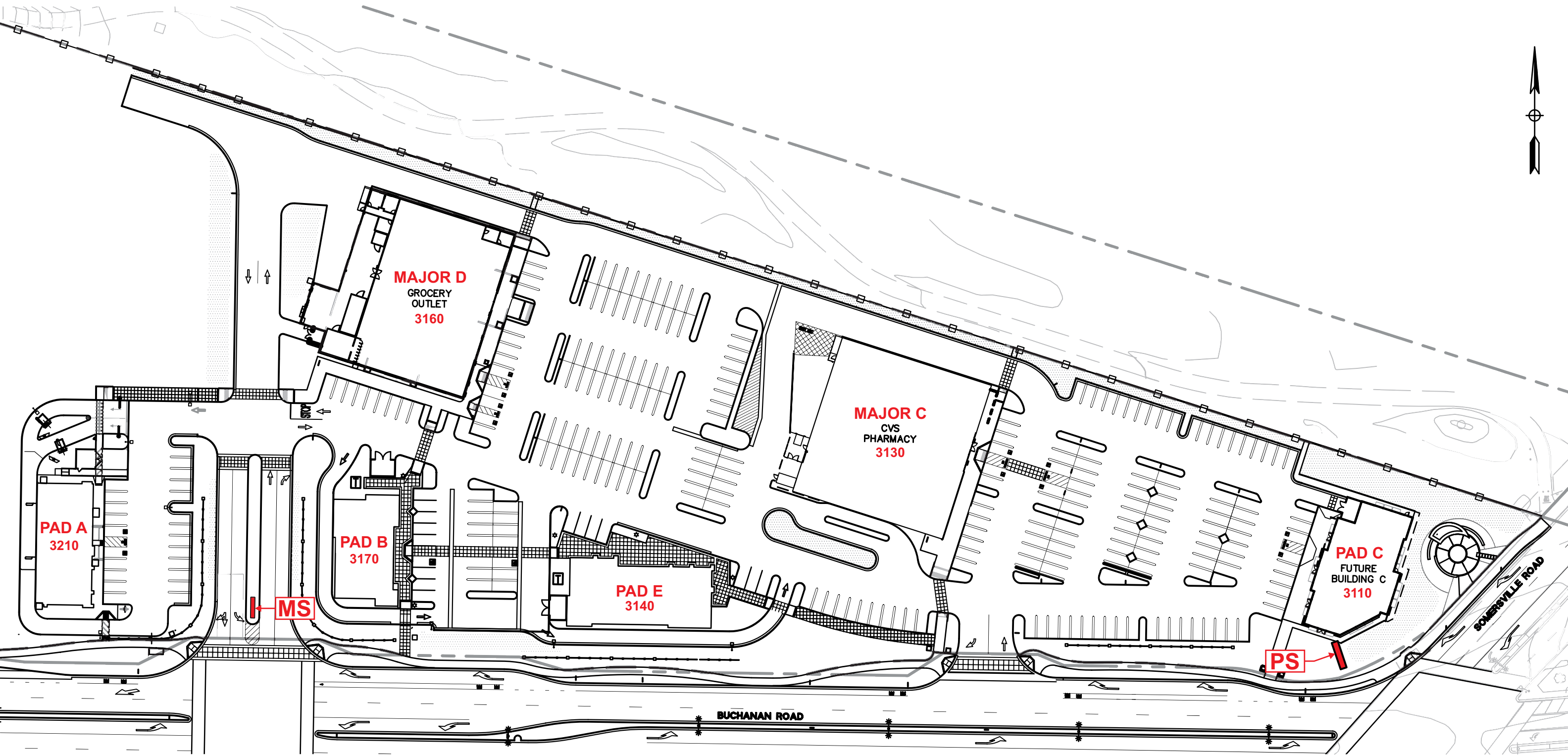
KEY

PS

Pylon sign

MS

Monument sign



Site plan - Scale: TBD

MAJOR C ELEVATIONS

1.25 sq. ft. of signage per linear foot of frontage for one elevation (to be chosen by tenant), and 1 sq. ft. of signage per linear foot of frontage for remaining three elevations. No single tenant shall exceed 400 sq. ft. for their entire building. Maximum width of signage not to exceed 65% of lease frontage.

South Elevation Sign Allowed  
Primary sign = Letter height not to exceed 4'-0"  
Secondary sign = Letter height not to exceed 1'-6"

East Elevation Sign Allowed  
Primary sign = Letter height not to exceed 4'-0"  
Secondary sign = Letter height not to exceed 1'-2"



East building elevation - Scale: NTS



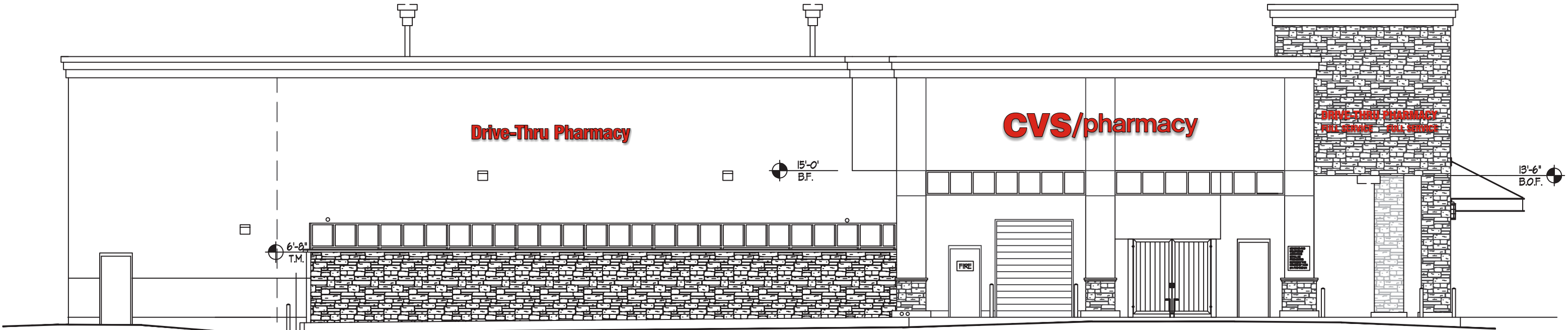
South building elevation - Scale: NTS



MAJOR C ELEVATIONS

1.25 sq. ft. of signage per linear foot of frontage for one elevation (to be chosen by tenant), and  
1 sq. ft. of signage per linear foot of frontage for remaining three elevations. No single tenant shall exceed  
400 sq. ft. for their entire building. Maximum width of signage not to exceed 65% of lease frontage.

West Elevation Sign Allowed  
Primary sign = Letter height not to exceed 4'-0"  
Secondary sign = Letter height not to exceed 1'-2"



West building elevation - Scale: NTS

PROJECT LOCATION:

Buchanan Crossings  
Buchanan at Somersville  
Antioch, CA

SALES APPROVAL

Signature

CUSTOMER APPROVAL

Signature

LANDLORD APPROVAL

Signature

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MAJOR D ELEVATIONS

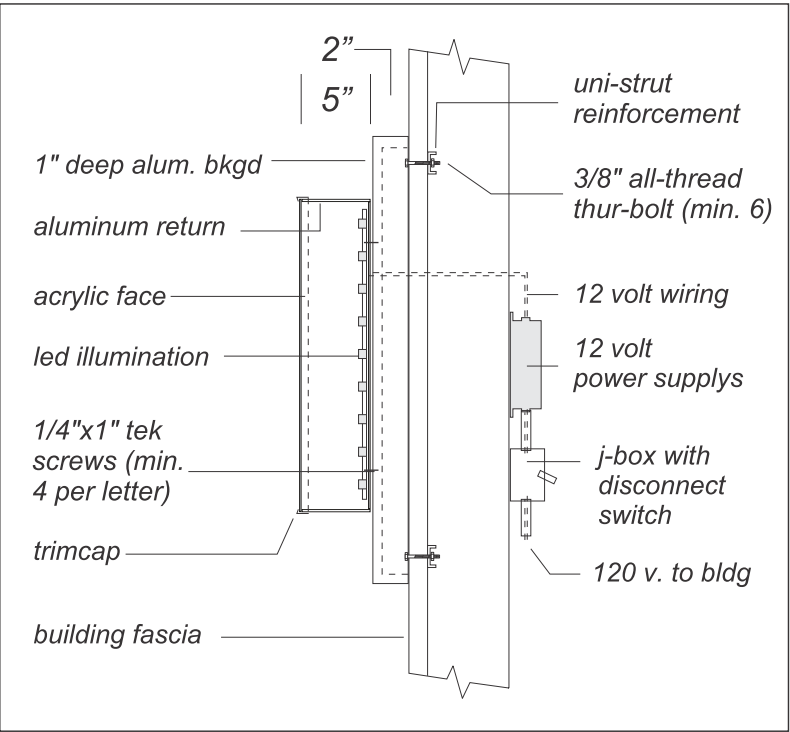
1.25 sq. ft. of signage per linear foot of frontage for one elevation (to be chosen by tenant), and  
1 sq. ft. of signage per linear foot of frontage for remaining three elevations. No single tenant shall exceed  
400 sq. ft. for their entire building. Maximum width of signage not to exceed 65% of lease frontage.

East Elevation Sign Allowed  
Primary sign = Letter height not to exceed 4'-0"  
Secondary sign = Letter height not to exceed 1'-6"



Sign A:Led Illuminated Pan Channel Sign (on aluminum bkgd panel)  
Scale 1/4"=1'-0"

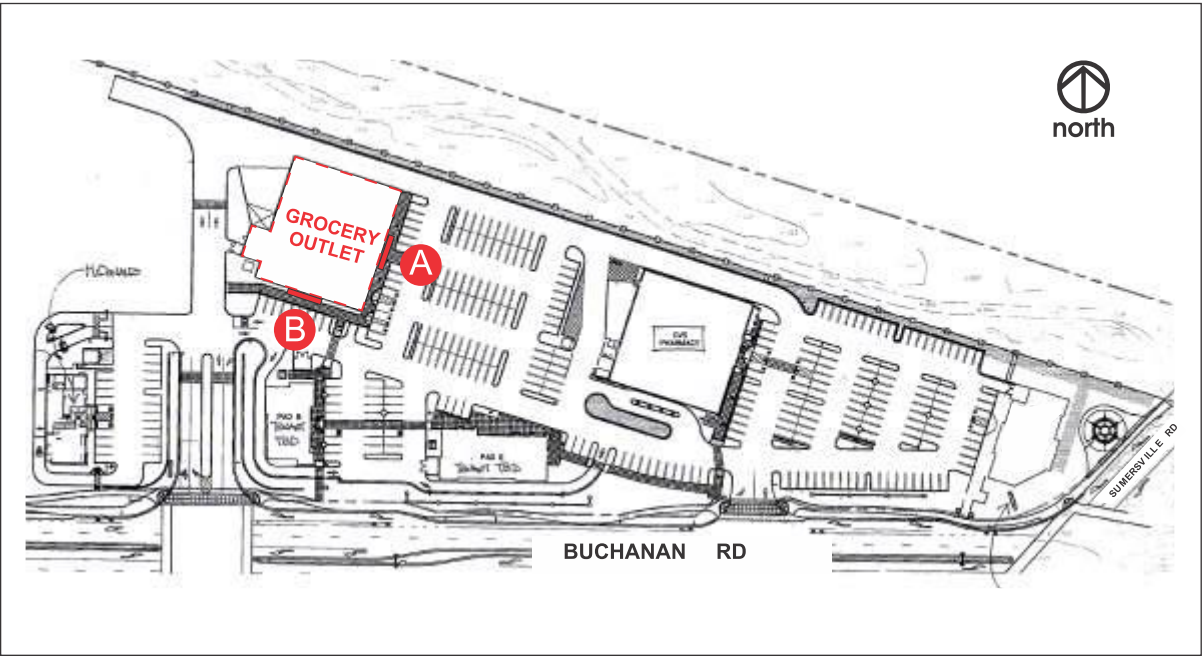
**all copy:** white acrylic letter faces with golden yellow #3630-125 vinyl overlay (bargain market) copy  
**above to have:** 5" deep black (aluminum) returns with black 1" trimcap. ul approved white Led illumination  
"R" mark (non-illuminated) vinyl on white acrylic  
**background:** 2" deep aluminum construction - paint dark red #3630-73



Led P/C Letter Detail on Metal Bkgd



Building East Elevation / Scale 1/16"=1'-0"

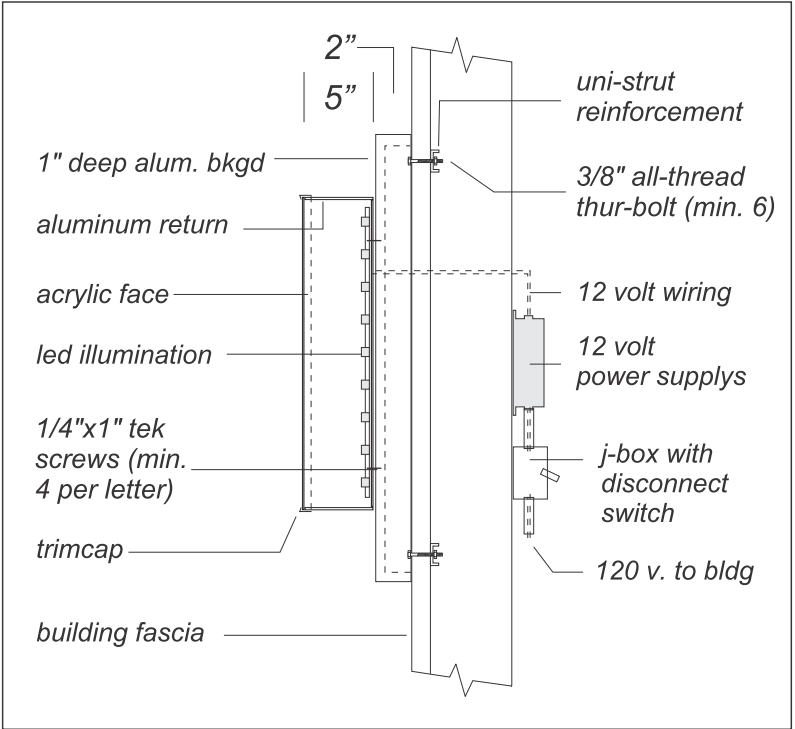


SITE PLAN

MAJOR D ELEVATIONS

1.25 sq. ft. of signage per linear foot of frontage for one elevation (to be chosen by tenant), and  
1 sq. ft. of signage per linear foot of frontage for remaining three elevations. No single tenant shall exceed  
400 sq. ft. for their entire building. Maximum width of signage not to exceed 65% of lease frontage.

South Elevation Sign Allowed  
Primary sign = Letter height not to exceed 4'-0"  
Secondary sign = Letter height not to exceed 1'-2"



Led P/C Letter Detail on Metal Bkgd

**Sign B:Led Illuminated Pan Channel Sign (on aluminum bkgd panel)**  
**Scale 1/4"=1'-0"**  
*all copy: white acrylic letter faces with golden yellow #3630-125 vinyl overlay (bargain market) copy*  
*above to have: 5" deep black (aluminum) returns with black 1" trimcap. ul approved white Led illumination*  
*"R" mark (non-illuminated) vinyl on white acrylic*  
*background: 2" deep aluminum construction - paint dark red #3630-73*



Building South Elevation / Scale 1/16"=1'-0"



PAD C ELEVATIONS

1 sq. ft. of signage per linear foot of frontage for all elevations. No single tenant shall exceed 400 sq. ft. for their entire building. Maximum width of signage not to exceed 65% of lease frontage.

West Elevation Sign Allowed  
Letter height not to exceed 2'-6"

East Elevation Sign Allowed  
Letter height not to exceed 2'-0"

South Elevation Sign Allowed  
Letter height not to exceed 2'-0"



West building elevation - Scale: NTS



South building elevation - Scale: NTS



East building elevation - Scale: NTS



North building elevation - Scale: NTS

PROJECT LOCATION:

Buchanan Crossings  
Buchanan at Somersville  
Antioch, CA

SALES APPROVAL

Signature

CUSTOMER APPROVAL

Signature

LANDLORD APPROVAL

Signature

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APPROVED SIGN TYPES

- Face-illuminated channel letters
- Halo-illuminated reverse channel letters
- External-illuminated reverse channel letters



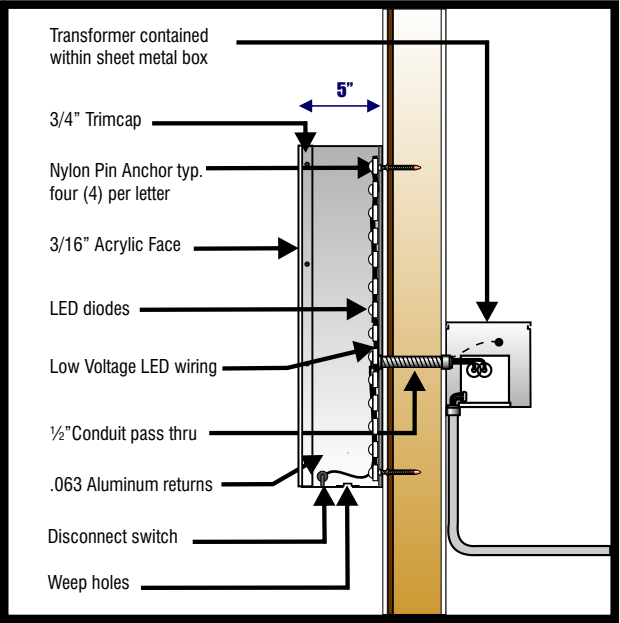
FACE-LIT BUILDING SIGN SPECIFICATIONS

Scale: 1/4" = 1'-0"

Description	Specification/Material	Finish	Color
Faces	3/16" Acrylic	Vinyl applied 1st surface	Per tenant specifications
Returns	.063 Aluminum	Paint (satin)	Per tenant specifications
Trimcaps	3/4" Trimcaps	Paint (satin)	Per tenant specifications
Illumination	LED	N/A	Per tenant specifications

NOTES:

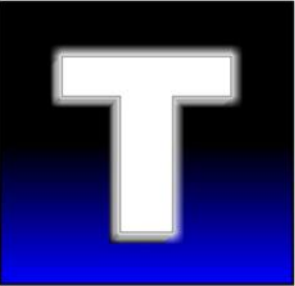
\* Tenant artwork must be produced by a graphic designer or other sign professional.



Face-Lit LED Channel Letters Section



Daytime Simulation



Nighttime Simulation



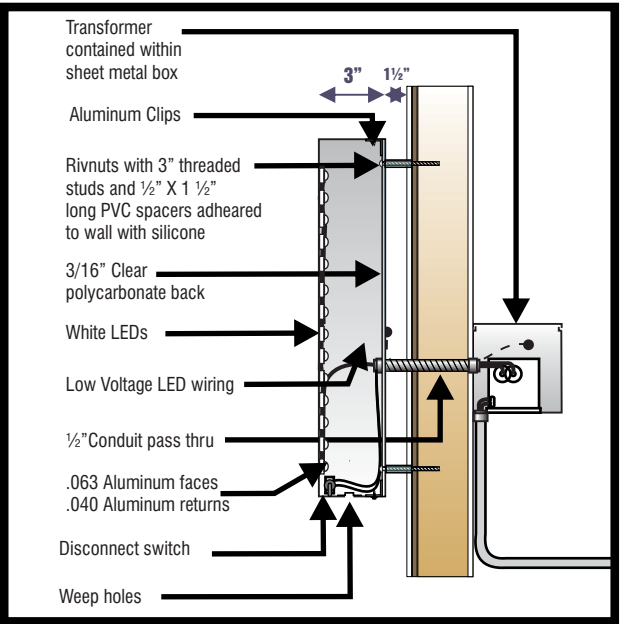
HALO-LIT BUILDING SIGN SPECIFICATIONS

Scale: 1/4" = 1'-0"

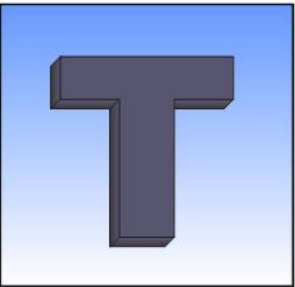
Description	Specification/Material	Finish	Color
Faces	.080 Aluminum	Paint (satin)	Per tenant specifications
Returns	.063 Aluminum	Paint (satin)	Per tenant specifications
Backs	3/16" Clear acrylic	N/A	Clear
Illumination	LED	N/A	Per tenant specifications

NOTES:

\* Tenant artwork must be produced by a graphic designer or other sign professional.



Halo-Lit LED Channel Letters Section



Daytime Simulation



Nighttime Simulation

PROJECT LOCATION:

Buchanan Crossings  
Buchanan at Somersville  
Antioch, CA

SALES APPROVAL

Signature

CUSTOMER APPROVAL

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LANDLORD APPROVAL

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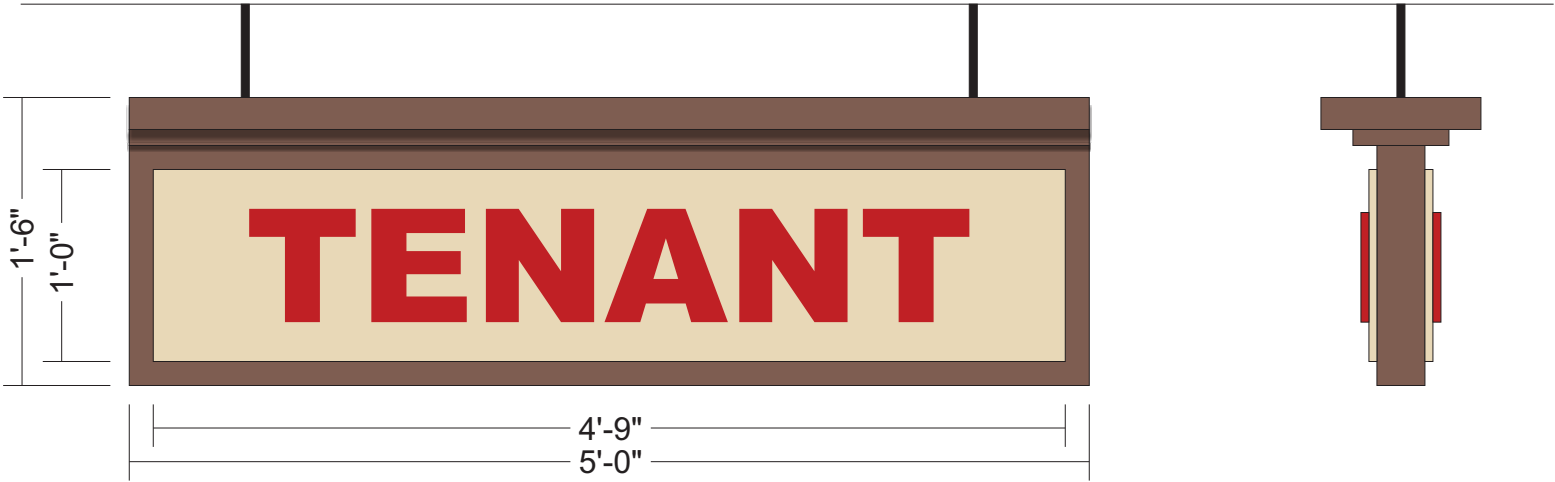
REVISIONS

REVISION	DATE	DESCRIPTION
4	8/20/15	Revised major tenant code
5	8/24/15	Revised sign code
6	8/15/15	Revised code on elevation sheets
7	8/3/15	Revised blade height



RETAIL BLADE SIGNS FOR PEDESTRIANS

Sign size = 1'-6" x 5'-0"  
Minimum 8'-0" from grade



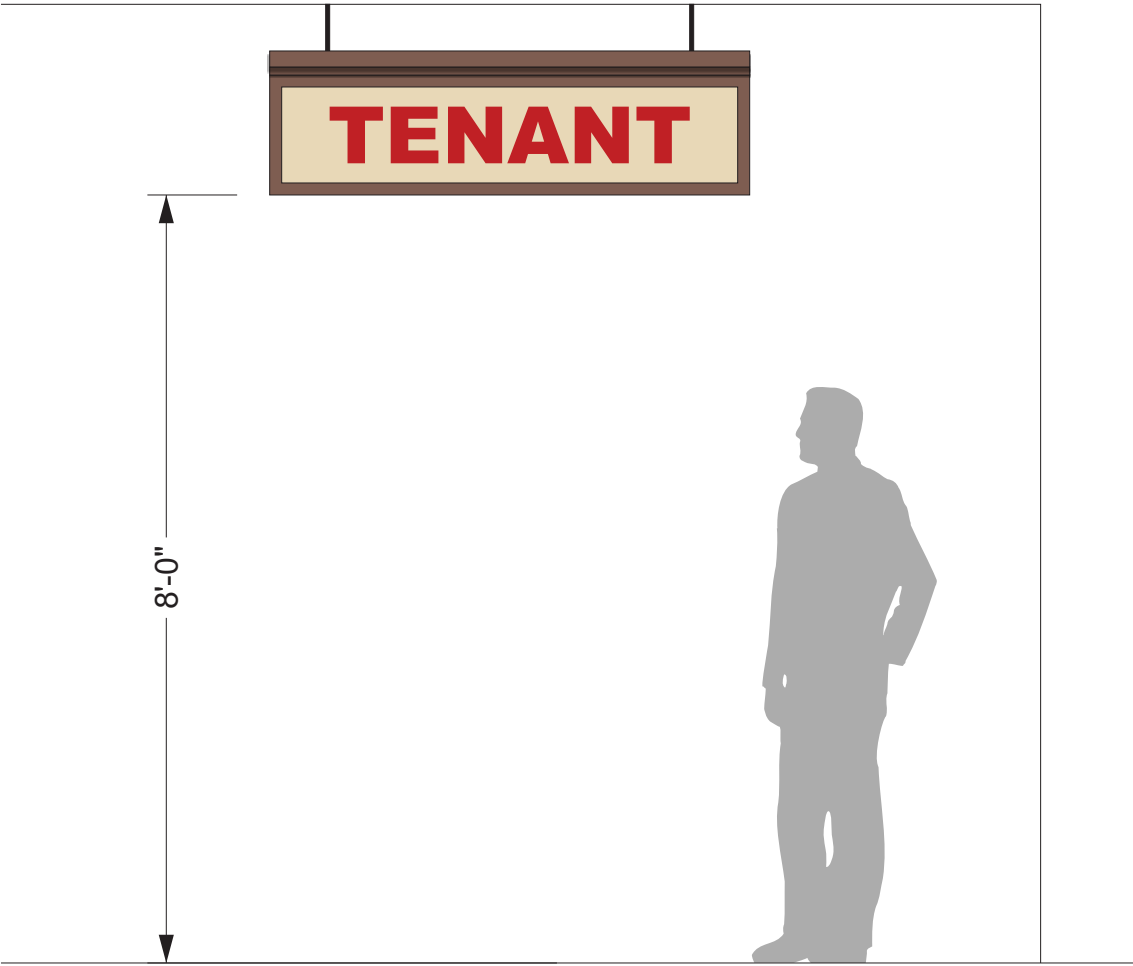
RETAIL BLADE SIGN SPECIFICATIONS

Scale: 1" = 1'-0"

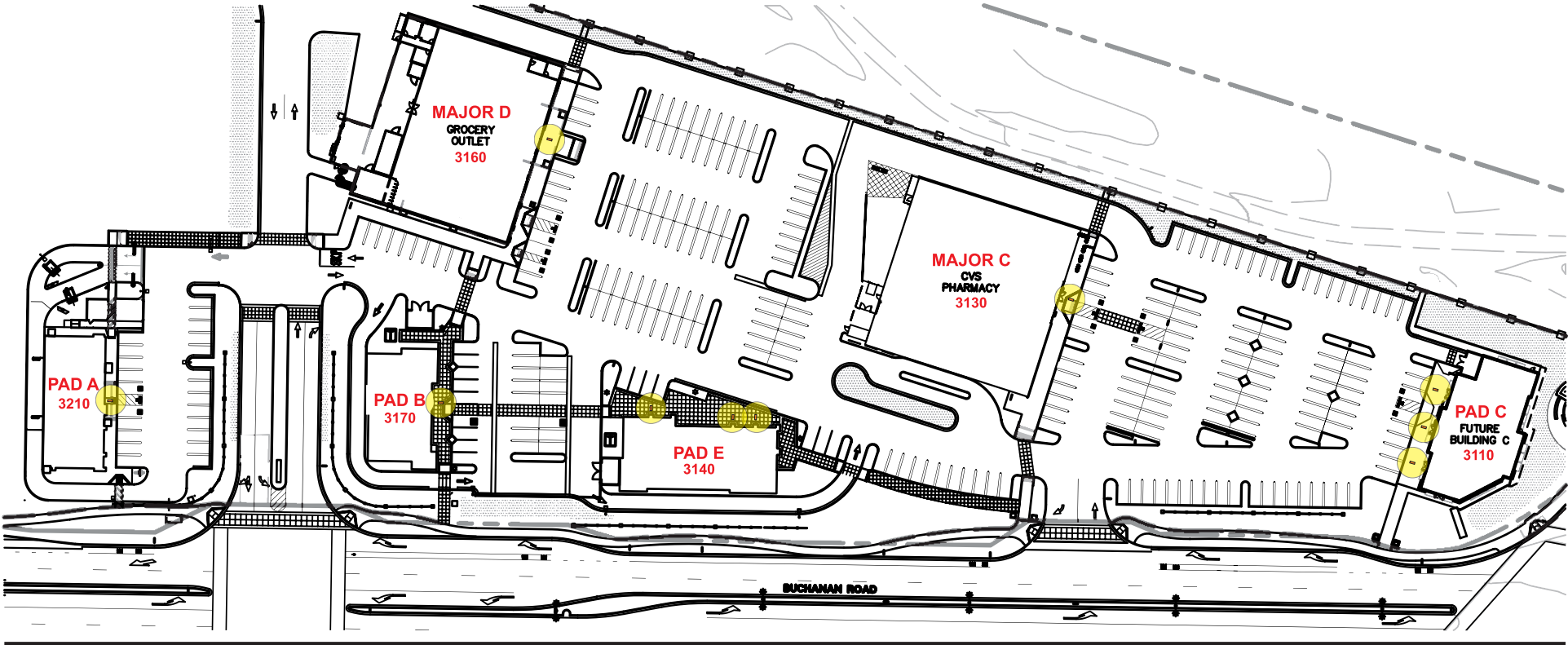
Description	Specification/Material	Finish	Color
Blade sign	2" Deep aluminum pan w/ top coping	Paint (satin)	DE 6055 Wild West
Panels	1/2" Acrylic	Paint (satin)	BM HC-30 Philadelphia Cream
Letters	1/2" Acrylic	Paint (satin)	Per tenant specs.

NOTES:

\* Tenant artwork must be produced by a graphic designer or other sign professional.



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



Blade sign locations - Scale: TBD

**KEY**

 Potential blade sign locations

\* Blade signs include all signs that are perpendicular to storefront. These are primarily pedestrian signs, easily visible to shoppers.

\* These signs can be mounted onto the storefront, building walls/columns, or suspended from the arcade above. It is recommended that projecting signs be centered above storefront doors.

PROJECT LOCATION:

Buchanan Crossings  
Buchanan at Somersville  
Antioch, CA

SALES APPROVAL

Signature

CUSTOMER APPROVAL

Signature

LANDLORD APPROVAL

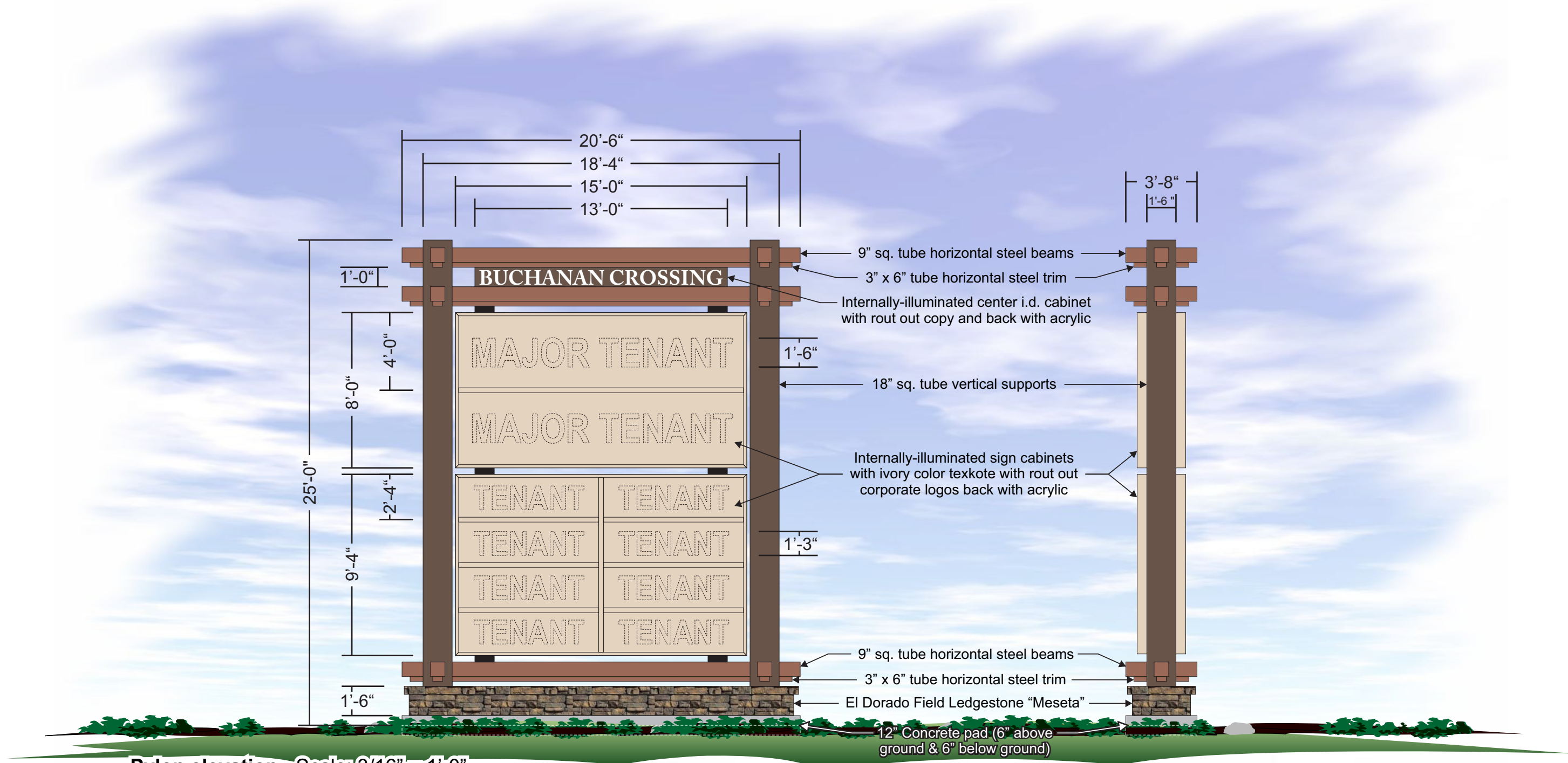
Signature

CONCEPTUAL DRAWINGS ONLY:  
Dimensions are approximate & may change due to construction factors or exact field conditions.  
Colors shown are as close as printing will allow; always follow written specifications.  
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REVISIONS

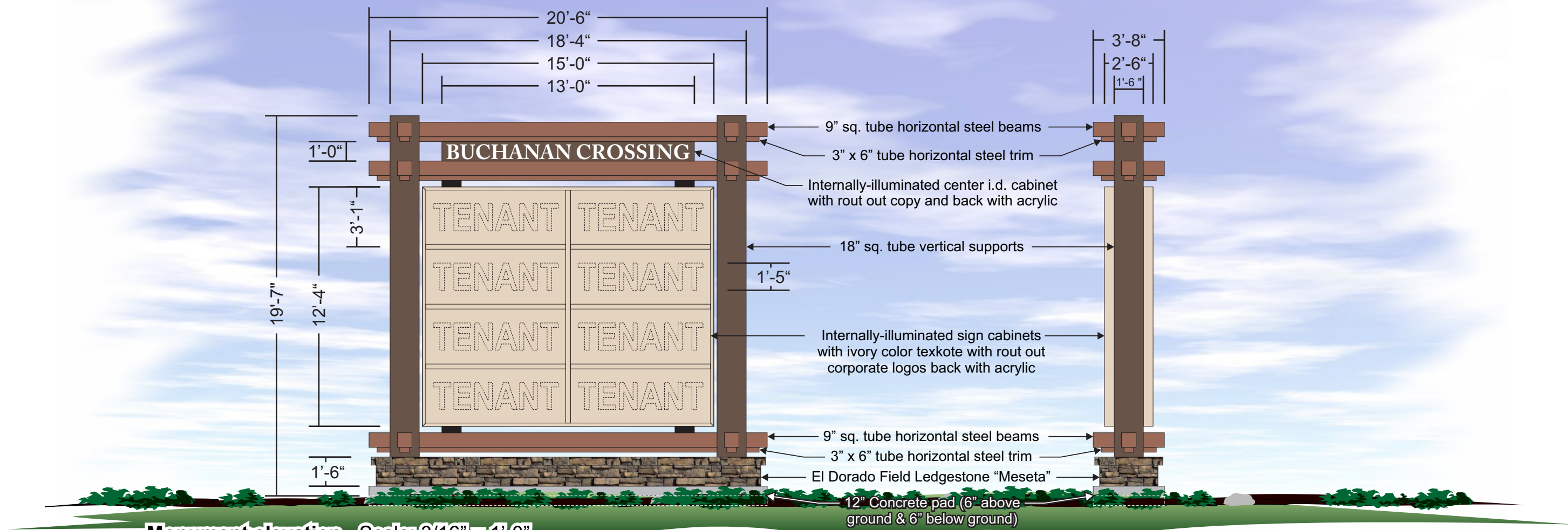
REVISION	DATE	DESCRIPTION
4	8/20/15	Revise major tenant code
5	8/24/15	Revise sign code
6	9/15/15	Revise code on elevation sheets
7	9/3/15	Revise blade height





Pylon elevation - Scale: 3/16" = 1'-0"

**TENANT SQUARE FOOTAGE**  
260.00 sq. ft. per face



Monument elevation - Scale: 3/16" = 1'-0"

TENANT SQUARE FOOTAGE  
185.00 sq. ft. per face

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DEFINITIONS

**AESTHETICS:** A term dealing with form, design, and/or quality of construction of a particular sign, building, site or structure that presents a judgmental statement concerning the level of beauty or artistic value.

**ANIMATED SIGN:** A sign depicting action, motion, light or color changes through electrical or mechanical means. Although technologically similar to flashing signs, the animated sign emphasizes graphics and artistic display.

**AWNING SIGN:** A building mounted sign that provides additional functionality as shelter.

**BACKLIT LETTER:** An illuminated reverse channel letter (open or translucent back) so light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also referred to as Silhouette lighted or halo lighted.

**BALLAST:** An electrical device required to operate fluorescent lamps.

**BANNER:** A sign composed of lightweight material. Promotional banners include those used to announce open houses and grand openings, make special announcements, or communicate events. Ornamental banners use images or colors of a decorative nature.

**BRAND EQUITY (Branding):** The intangible, but real, value of words, graphics or symbols that are associated with the products or services offered by a business. Developing branding of a site includes the presentation of signage and architecture to create a unique awareness and memory by the potential customer of the products or services offered at that site. Brand equity for a particular business is similar to the goodwill of an enterprise.

**BUILDING CODE:** State, provincial and/or local regulations governing public health, welfare and safety of construction and maintenance.

**BUILDING FASCIA:** That portion of any elevation of a building extending vertically from the grade to the top parapet wall or eaves, and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as a mansard.

**BUILDING MOUNTED SIGN:** A sign that is applied or attached to a building.

**CABINET SIGN:** A sign structure consisting of the frame and face(s), not including the internal components, embellishments or support structure.

**CHANGEABLE COPY PANEL:** A section of a sign that functions like a changeable copy sign.

**CHANGEABLE COPY SIGN:** A variable message sign composed of individual letters panel-mounted in or on a track system.

**CHANNEL LETTER:** Fabricated or formed three-dimensional letter that may accommodate a light source.

**COATED TUBING:** Clear glass tubing, coated on the interior surface with phosphorus powder. Coated tubing produces a variety of different light colors, dependent upon the specific mixture of phosphorus powders utilized.

**COLD CATHODE:** 1.) Electric discharge lighting, which

uses an electrode with a large metal mass to emit electrons. Neon tubing is a cold cathode type. 2.) Generic term employed to specify custom interior lighting produced through the use of larger diameter cold cathode tubing.

**COLORED TUBING:** Transparent glass tubing manufactured with color pigments, typically color examples include ruby red, canary yellow, green, and midnight blue.

**CONFORMING SIGN:** A sign that is legally installed in accordance with federal, state/province, and local laws and ordinances.

**CONSPICUITY:** The characteristics of the sign that enable an observer to differentiate the sign from its surrounding environment.

**CONTRAST:** The difference or degree of difference between things having similar or comparable natures, such as light and dark areas, colors, or typefaces.

**COPY:** The words or message displayed on a sign.

**COPY AREA:** Areas that enclose the actual copy on a sign.

**COVERAGE:** A marketing term that refers to the percentage of the total market population reached by an advertising message displayed in a given medium; measured at least once a month.

**CUSTOM SIGN:** A sign designed, manufactured and installed to meet the requirements of a specific location.

**DIMENSIONAL LETTER:** A specification description of a letter, logo or symbol, either cut out, cast, molded or fabricated in material such as metal or plastic to create a raised condition.

**DIRECTIONAL SIGN:** Signs designed to provide direction to pedestrian and vehicular traffic.

**DIRECTORY SIGN:** A sign that identifies the names and locations of tenants in a multi-tenant building or in a development made up of a group of buildings.

**DOUBLE-FACED SIGN:** A sign with two parallel opposing (back-to-back) faces.

**ELECTRIC SIGN:** Any sign containing or using electrical wiring.

**ELECTRONIC MESSAGE CENTER:** A variable message sign that utilizes computer-generated messages or some other electronic means of changing copy. These signs include displays using incandescent lamps, LEDs, LCDs or a flipper matrix.

**EXTERIOR ILLUMINATED SIGN:** A sign that is illuminated by a light source that is directed towards, and shines on the face of a sign. Also called direct illumination.

**FACE:** The surface area on a sign where advertising copy is displayed.

**FASCIA SIGN:** A building mounted sign.

**FLASHING SIGN:** A sign with an intermittent or flashing light source. Generally, the sign's message is constantly repeated, and the sign is most often used as a primary attention-getting device. Government highway departments frequently use flashing signs to improve highway safety.

**FLAT CUTOUT LETTER:** A dimensional letter cut from sheet or plate stock.

**FLUORESCENT LAMP OR TUBE:** Electric-discharge lighting utilizing glass tubing manufactured to standard lengths.

**FONT:** A set of letters, numerals, and shapes, which conform to a specific set of design criteria.

**FREESTANDING SIGN:** A sign that is not attached to a building.

**FREQUENCY:** The average number of times an individual has the opportunity to see an advertising message during a defined period of time. Typically measured over a four-week period.

**FRONT LIGHTED LETTER:** An illuminated channel letter with translucent face.

**FULL SERVICE SIGN COMPANIES:** Sign companies that complete the entire signage project, including surveying, designing, engineering, permitting, manufacturing, installing, and maintaining signs.

**GROUND SIGN:** A freestanding sign with no visible support structure.

**INCANDESCENT BULB:** A lamp that produces light through the application of electrical energy to a wire filament, which glows as it is heated.

**INTERIOR SIGNS:** Signs that are located inside a building or other facility.

**INTERNALLY ILLUMINATED SIGN:** A sign that is illuminated by a light source that is contained inside the sign.

**ISA:** International Sign Association.

**LISTED SIGN:** A sign labeled to indicate that the manufacturer of the sign is identified in a list published by a National Recognized Testing Laboratory as producing signs in conformance with the applicable American National Standard.

**LOGO:** A design that represents goods, identity or service.

**MALL SIGNAGE:** A wide variety of typical on-premise sign types located within the interior of a multi-tenant building or mall.

**MARQUEE:** A permanent canopy often of metal and glass projecting over an entrance.

MARQUEE SIGN: 1) a sign mounted on a permanent canopy, 2) a traditional industry term for the variable message section of a canopy sign, 3) an integral sign and permanent canopy.

**MENU BOARD:** A variable message sign that allows a retailer to list products and prices. For example, the bill of fare for a fast food restaurant.

**MESSAGE AREA:** The area within the sign panel describing the limits of the message.

**MOBILE SIGN:** A portable sign mounted on a trailer.

**MONUMENT SIGN:** A ground sign with low overall height. (See freestanding sign.)

**NEON SIGN:** A sign manufactured utilizing neon tubing, which is visible to the viewer.



**NEON TUBING:** Electric discharge, cold cathode tubing manufactured into shapes that form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters and filled with inert gases.

**ON-PREMISE SIGN:** A communication device whose message and design relates to a business, an event, goods, profession or service being conducted, sold or offered on the same property as there the sign is erected. OPEN

**CHANNEL LETTER:** A dimensional letter that has no face and, if illuminated with the light source visible. A clear face for physical protection of internal components may be used.

**PAINTED WALL SIGN:** See building mounted sign.

**PAN CHANNEL LETTER:** A dimensional letter that is constructed with side walls, back and a face making the letter a solid integral unit with the side walls and back having a pan-shaped cross section.

**PAN FACE:** A plastic sign face molded into a three dimensional shape. Also called molded face, molded and embossed face, molded and debossed face.

**PARAPET SIGN:** A sign mounted on top of the parapet of a building. (See building mounted sign.)

**PERMANENT SIGN:** A sign attached to a building, structure, or the ground in a manner that enables the sign to resist environmental loads, such as wind, and precludes ready removal or movement of the sign.

**POLE OR PYLON COVER:** An enclosure for concealing and/or for decorating poles or other structural supports of a ground sign.

**POLE SIGN:** A freestanding sign with visible support structure.

**PORTABLE SIGN:** A sign not permanently attached to the ground or building, with a power-cord for connection to an electrical source, and readily removable using ordinary hand tools.

**POST AND PANEL SIGN:** An unlighted sign fabricated by using one or more visible posts to support the sign body.

**PROJECTING SIGN:** A building mounted sign with the faces of the sign perpendicular to the building fascia.

**PUSH-THROUGH:** A letter or logo cut out of a backing material that is as thick or thicker than the sign face material, and mounted on the inside of the sign face so that the backing material's thickness extends flush with or through and beyond the front plane of the sign face.

**PYLON SIGN:** A freestanding sign with visible support structure or with the support structure enclosed with a pole cover.

**RACEWAY:** An electrical enclosure that may also serve as a mounting structure for the sign.

**REGULATORY SIGN:** A sign having the primary purpose of conveying information concerning rules, ordinances or laws.

**RETAINER:** A framing member mounted around the perimeter of a sign face, and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorating trim piece.

**RETURN:** The sides of a channel letter.

**REVEAL:** An indented detail on a sign.

**REVERSE CHANNEL LETTER:** A fabricated dimensional letter with opaque face and side walls.

**ROOF SIGN:** A building mounted sign erected on the roof of a building.

**SIDEWALK/SANDWICH SIGN:** A moveable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame and most often forming the cross-sectional shape of an A.

**SIGN:** Any visual display with words or symbols designed to convey information or attract attention.

**SIGN BAND:** A horizontal area above a multi-tenants' building's entrances, architecturally designed to accommodate signage in a signcentric manner.

**SIGN FACE:** The area of a sign on which copy is intended to be placed.

**SIGNAGE:** A system of signs.

**SINGLE-FACE SIGN:** A sign with only one face plane.

**STATIONARY SIGN:** A sign with a power-cord for attachment to a source of electrical power that is not readily moveable or portable.

**TARGET AUDIENCE:** The profile of the most desired consumer prospects for a product or service, listed by characteristics such as demography, lifestyle, brand or media consumption, purchase behavior, etc. This is common to all media.

**TEMPORARY SIGN:** Any sign not intended for permanent installation, such as banners and signs at construction sites. They may be incidental or miscellaneous in nature, such as political and real estate signs.

**TIME AND TEMPERATURE DISPLAY:** A variable message sign which displays current time and temperature in a stationary or alternating manner. Some also display simple messages.

**TRADE AREA:** Most retail businesses have a relatively fixed area that customers come from to do business at their store In general; the trade area is either the living or work locale for the customer. The selling zone of place-based retail business will be dynamic for two reasons; the customer is moving residences or jobs or the customer is passing through on a trip that intersects the trade area. The trade area for most small businesses is 3 to 5 miles.

**TRADEMARK:** Used by a business to distinguish itself and its products from the competition. A trademark may include a name, symbol, word or combination of those. Protected by the federal government and considered to have financial value. The circled "R" or "Reg. T.M." printed with the mark indicates that it is a registered trademark. See United States Trademark Act 15 U.S.C. Section 1127 (1988).

**TRANSFORMER:** Electrical equipment that converts input voltage and current to a different output voltage and current.

**UL:** An abbreviation for Underwriters Laboratories, Inc., a Nationally Recognized Testing Laboratory.

**UNDER-CANOPY SIGN:** A sign designed to be mounted underneath a canopy.

**VARIABLE MESSAGE SIGN:** A sign that includes provisions for message changes. Also called changeable copy panel, changeable copy sign, time and temperature sign, electronic message center, menu board.

**VARIANCE:** Special administrative procedure by which one may obtain an exception to zoning rules such as height, setback and type of use. (See the "Legal Considerations" section.)

**VISIBILITY:** The quality of a letter, number, graphic, or symbol, which enables the observer to distinguish it from its surrounds or background.

**WALL SIGN:** A building mounted sign. (See also Fascia sign.)

**WINDOW SIGN:** A sign that is displayed in a window.