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## *Project Directory*

### *Project Directory:*

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To promote the quality of design desired for this project, this document will define criteria for the design, implementation and regulation of tenant and project signage, as well as any site or thematic graphics for the *Williamson Ranch Plaza (Phases 3 and 4)* located in Antioch, California

The Owner/Developer may implement any or all of the sign types outlined herein in accordance with these criteria. All building and site signage design and implementation shall be coordinated through this document to provide a consistent and comprehensive design character. To the extent that this document may require more restrictive controls over the project's design, this document shall control. All development must comply with applicable City of Antioch Zoning Ordinances unless otherwise noted within this document. All city approvals required by this document shall be provided by the City of Antioch Planning Department, and all approvals required by this document must be in writing.

Signage of a high quality with a high quality of design, material and color is considered an integral part of the image and success of the shopping center. The intent of this document is to insure that all signage provided for this project is designed and executed in a manner consistent with these objectives while providing superlative tenant and project identification.

The intent of the Sign Criteria is to insure that signage for the project is designed and executed in a manner which will achieve the following objectives while providing superior identification of tenants and tenant's businesses.

**Exterior Signing:**

The objective for exterior signing is:

- ◆ To provide concise identity and information for the tenants and consumer using the site, while avoiding visual competition with the building's aesthetic or the site landscaping.
- ◆ To produce creative signage in good taste that will enhance the project's image while complementing the architectural and landscape design theme.
- ◆ To provide functional signage that will effectively serve the tenant's needs, providing proper identification of the business for their customers and the shopping center.
- ◆ To expedite the review and approval of the project's signage by providing guidelines and criteria that explain acceptability standards for the signage within this center.

**Note: All tenant signage shall be subject to the Owner/Developer's written approval prior to submission to the City of Antioch Planning Department for sign approval and permits.**

## *General Provisions*

The *Williamson Ranch Plaza (Phases 3 and 4)* Sign Criteria shall be administered by the City of Antioch Planning Department in conjunction with the Owner/Developer's internal review procedures. Sign permit applications and instructions concerning required exhibits are available from the City of Antioch. No sign shall be installed without the approval of the Owner/Developer and the City of Antioch Planning Department.

- ◆ Tenant signs shall be of high graphic quality, but also designed in a creative manner that is compatible with and complementary to the surrounding facades. Sign fabrication work shall be of excellent quality. The Owner/Developer reserves the right to reject any fabrication work deemed below standard.
- ◆ Tenant logos, corporate identities and/or images denoting the type of business shall be encouraged. The color and design of the aforementioned shall be approved by the Owner/Developer, except in the case of tenants whose design, colors and sign criteria are part of a nationally recognized image.
- ◆ Letter heights and logos, where specified, shall be determined by measuring the normal capital letter of a font exclusive of swashes, ascenders and descenders.
- ◆ The following will be allowed if consistent with the provisions in the City of Antioch Planning Department Sign Ordinances:

Temporary wall signs, temporary leasing signs, pennants, banners, or flags.

- ◆ Wall signs shall be affixed without visible means of attachment, unless attachments make an intentional statement and are an integral part of the design. Wall signs need not be attached directly to the lease space to which they refer.
- ◆ The Tenant shall submit or cause to be submitted prior to fabrication at least three (3) copies of detailed drawings including all lettering and/or graphics to the Owner/Developer for approval. Upon approval, the Tenant may proceed with submittal to the City of Antioch Planning Department.
- ◆ All permits for signs and their installation shall be obtained by the Tenant or Tenant's representative at the Tenant's expense.
- ◆ The Tenant shall be responsible for the fulfillment of all requirements and specifications.
- ◆ Any changes to or deviations from this sign program shall be subject to the approval of the Owner/Developer and the City of Antioch Planning Department.

## Definitions:

### ◆ Tenant Identification Sign:

- ◆ A tenant name, logotype and/or logo, displayed on a sign fascia, storefront or building wall.
- ◆ A tenant identification sign may also include sign copy and logo in combination. Maximum height for both will be determined by tenant classification set forth within this document.
- ◆ Sign copy shall not include the product sold, except for logotypes or logos, which include a product name.

### ◆ Logotype:

A standardized representation of a company or business, comprised of a particular type-face, graphic layout and color(s), which is consistently used on signs, letterhead, business cards, etc.

### ◆ Logo:

A distinctive trademark recognizable to the public as a symbol of an established company or business. A logo is usually displayed in conjunction with a logotype.

### ◆ Secondary Identification Sign:

A sign identifying a generic type of merchandise or service, such as a pharmacy, garden center or bakery. Secondary Identification Signs are only allowed for Major Tenant, Minor Tenant and Satellite Pad Tenants.

### ◆ Fascia Sign:

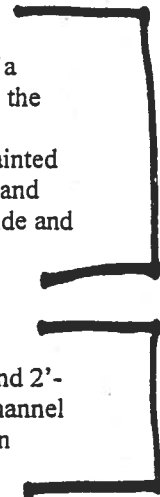
A tenant name, logotype or logo which is displayed on a fascia element (sign band area) located above a building canopy or below the eave of the building canopy.

### ◆ Under Canopy Sign:

A tenant name, logotype or logo that is displayed and attached under the canopy of a Tenant's space. Canopy signs shall be hanging, non-illuminated signs installed to the underside of the canopy in front of the tenant's storefront. Signs shall be placed perpendicular to the storefront. The sign panel shall be constructed of wood and painted white. Tenant lettering and logo shall be painted on the sign panel in the font, size and color of tenant's choice. Size of sign panel shall be approximately 1' high by 5' wide and in no event shall the sign panel exceed five square feet.

### ◆ Center Monument Sign (or Multi-Tenant Pylon Sign):

A free-standing dual-sided sign with tenant sign faces not exceeding 10' in width and 2'-9" in height. The base of the sign cabinet shall identify the name of the center in channel cut brass letters in "Prairie Style" script. The sign shall be illuminated by projection lights located in the landscape area.



## *Definitions .....continued*

- ◆ **Pad Monument Sign:**

A free-standing dual sided sign with its sign faces not exceeding four feet and six inches (4'-6") in width and six feet (6') in height. The sign will identify the name of the pad tenant, or tenants, within the building.
- ◆ **Total Sign Area:**

See section "Sign Area Measurements".
- ◆ **Major Tenant:**

A tenant occupying a tenant space of 50,000 square feet or more.
- ◆ **Minor Tenant:**

A tenant (except a pad tenant) occupying a tenant space of 8,000 square feet or greater but less than 50,000 square feet.
- ◆ **In-Line Shop Tenant:**

A tenant occupying a tenant space less than 8,000 square feet.
- ◆ **Satellite Pad Tenant(s):**

A tenant occupying a free-standing building.
- ◆ **Maximum Sign Horizontal Dimension:**

The maximum allowable horizontal dimension for a building sign shall be 80% of the width of Tenant's frontage.
- ◆ **Maximum Sign Vertical Dimension:**

The maximum allowable vertical dimension for a sign varies depending on the tenant category as set forth under the sign program.
- ◆ **Maximum Logo Size:**

When a logo and logotype are displayed on the same tenant frontage, the overall height of the logo shall be set forth as stated under the sign program.



## *Restrictions:*

The following are prohibited:

- ◆ Advertising devices that are permanent in nature, such as attraction boards, banners and flags, or poster boards except where specifically approved by the Owner/Developer and the City of Antioch Planning Department.
- ◆ Exposed electrical material, such as junction boxes, transformers, lamps, tubing, conduit, raceways or neon crossovers of any type.
- ◆ Exposed fastening devices, unless integrated with the design intent of the particular sign.
- ◆ Cardboard, paper or styrofoam signs, stickers or decals hung on, behind or around the tenant storefront.
- ◆ The names of sign manufacturers, their stamps or decals where visible from the street or normal viewing angles.
- ◆ Simulated materials such as wood grained plastic laminates or wall covering.
- ◆ Animated lights or other sign components "in motion", except where specifically permitted in this document.

## Sign Area Measurements:

The following exhibits the methods of determining maximum square footages for copy area allowances. Logo and letter heights will be determined by measuring the normal capital letter of a font exclusive of swashes, ascenders and descenders. Copy area is calculated by multiplying height (y) times the width (x) of single elements. Multiple element areas are added together for a total aggregate copy area.

### One Line of Text



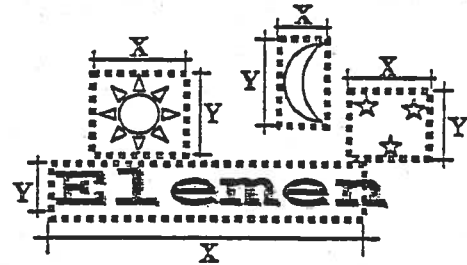
### Primary Sign w/Subtext



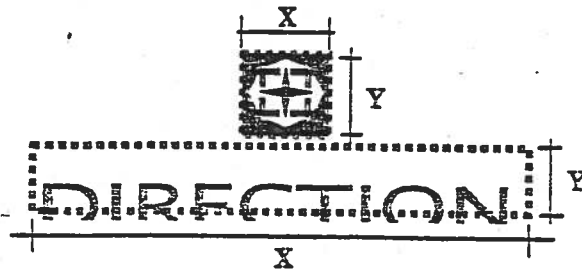
### Two Lines of Text



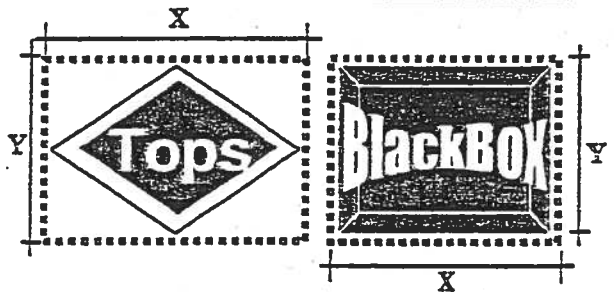
### Text with Varied Shapes



### Text and Logo



### Logo - Varied Shapes

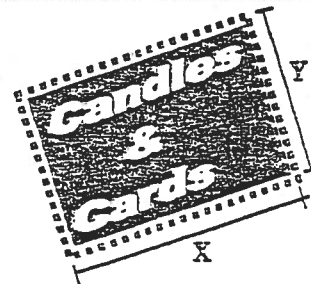


### Curving Text



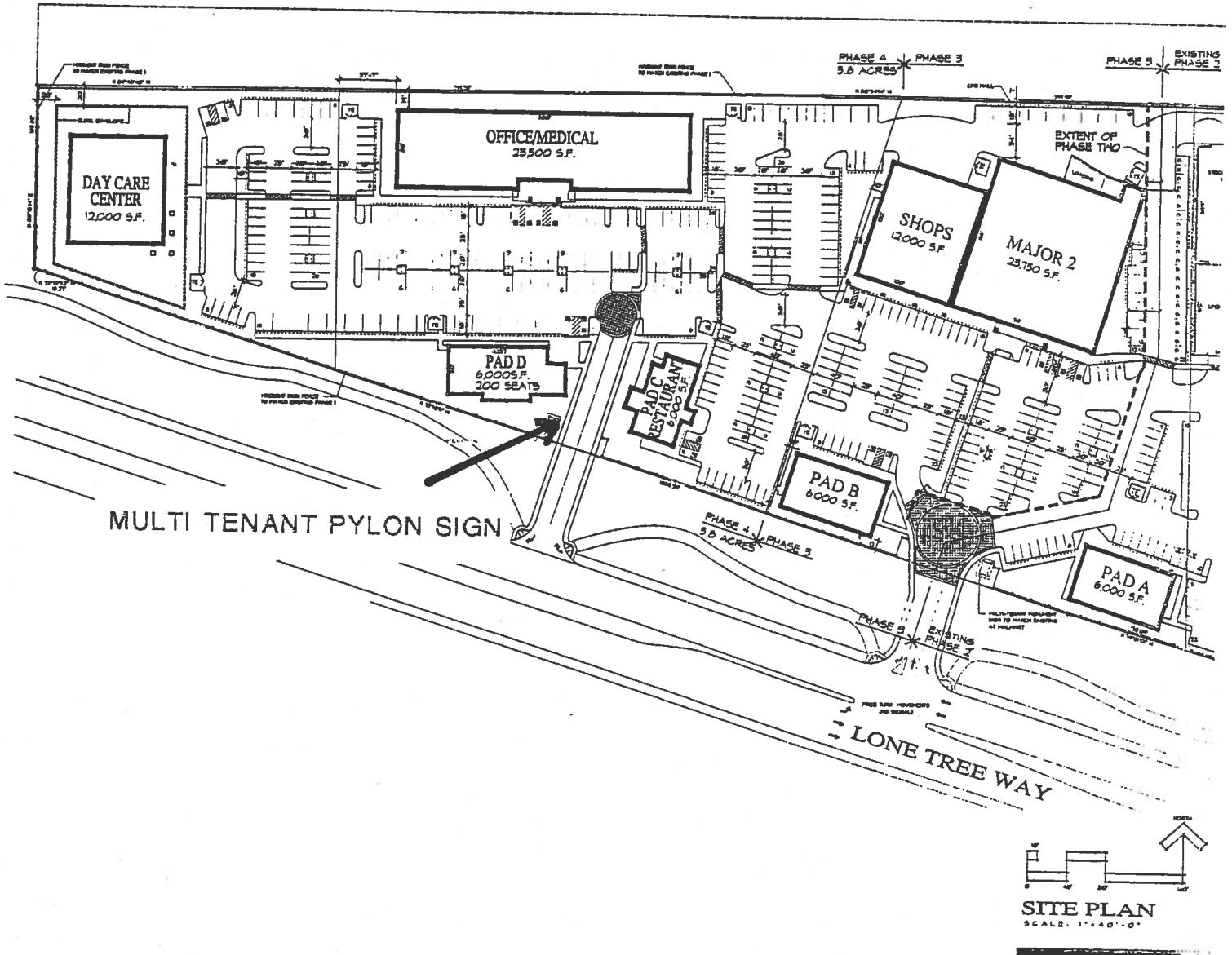
Aggregate area within dotted lines, measured along curvature.

### Logo - Angled





*Project ID and Project Component ID Location Plan:*



## Multi-Tenant Pylon Sign:

### Configuration:

Tenant sign bands containing tenant names in font style and color of tenant; with common sign panel texcoat color to match the monument sign. No electronic messaging or animation. Double-sided.

### Location:

Along Lone Tree Way and Hillcrest Avenue (excluding service drive).

### Lighting:

Sign cabinet and project name to be projection lit from ground; tenant identification sign panels to be internally illuminated.

### Project Identification (shopping center name):

Letter Height: 1'-6"  
Width of sign (appr.): 20'-0"

Channel cut brass letters installed to base of Sign cabinet.

### Maximum Size of Sign Panels (Aggregate):

90 SF Max. size per each side of the sign cabinet (max. two sides) divided equally among three tenants; 2' max letters

### Individual Tenant Sign Panels:

Sign Panels: Not to exceed 3 panels  
Accommodating 2' high letters (max.)

### Cabinet dimensions:

Overall height: 19'-6" maximum

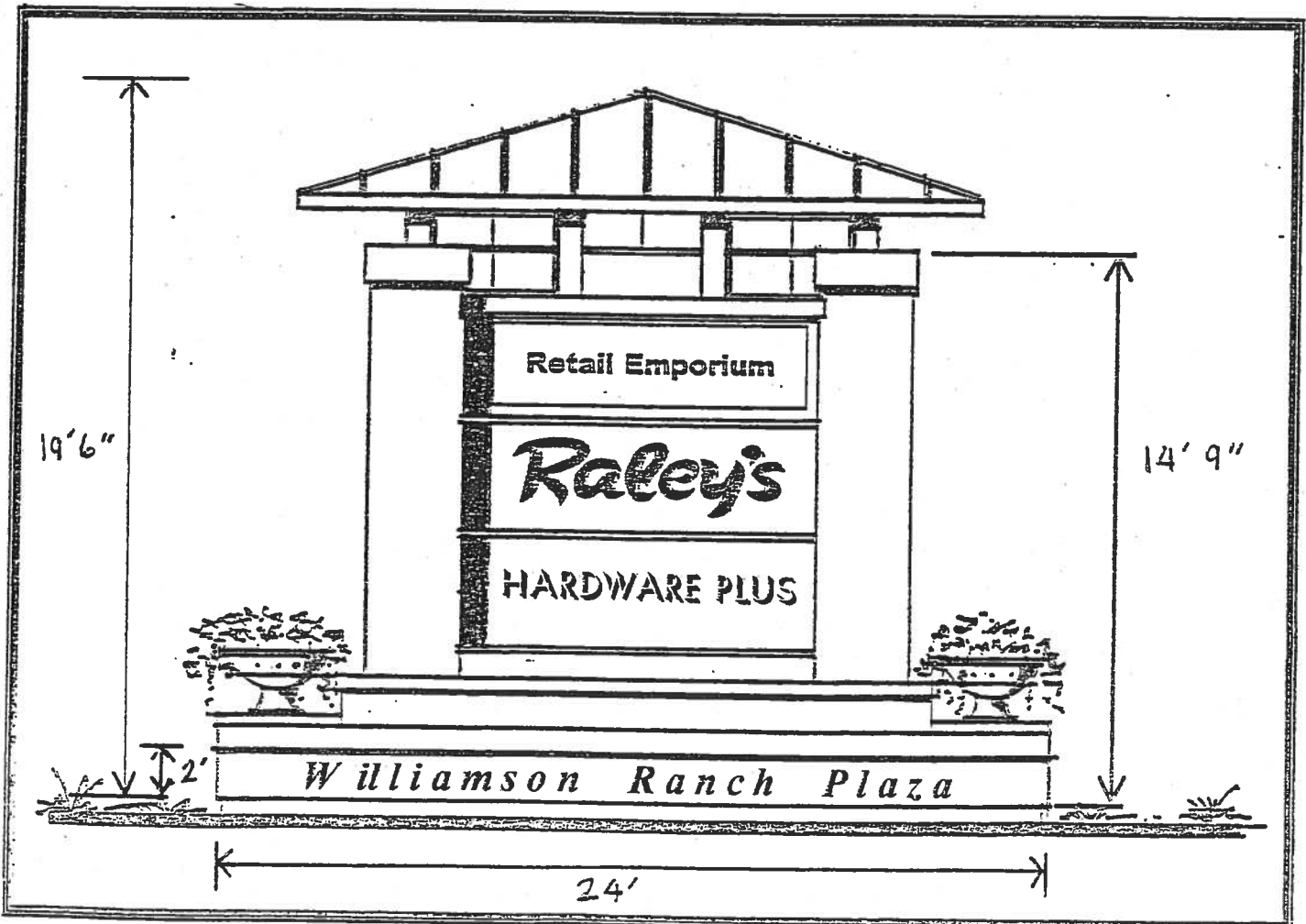
Overall width: 24'-0"

### Maximum Sign Area (lettering/logos) per tenant:

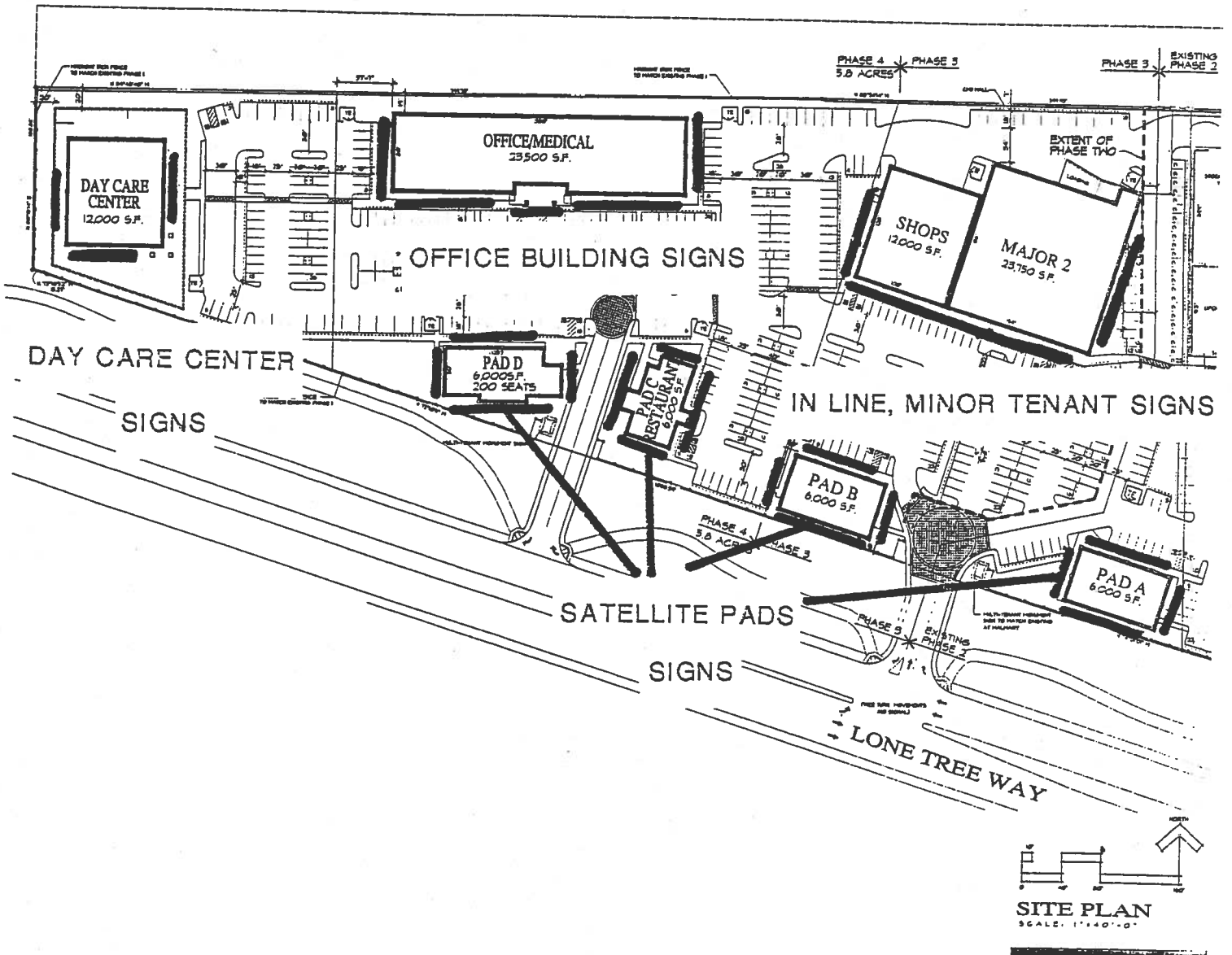
16 SF max. area per sign face

### Quantity:

One (1) new sign at Lone Tree Way



# Tenant Sign Location Plan



## Major Tenants – greater than 50,000 square feet

### **Configuration:**

Internally illuminated dimensional letters and/or logo, mounted to building surface (Concrete block or plaster). Individual internally illuminated sign elements, luminous-vacuum formed acrylic sign, logo and/or letters.

### **Secondary Sign Elements:**

(6 per elevations):

3'-0" (2'-0") maximum high letters/logo, to a maximum area of 150 sq. ft. per sign.

### **Location:**

Northerly section of site, above main east/west interior drive aisle.

### **Secondary Tenant ID Sign-Corner Building:**

5'-0" (3'-0") maximum high letters/logo, to a maximum area of 180 sq. ft.

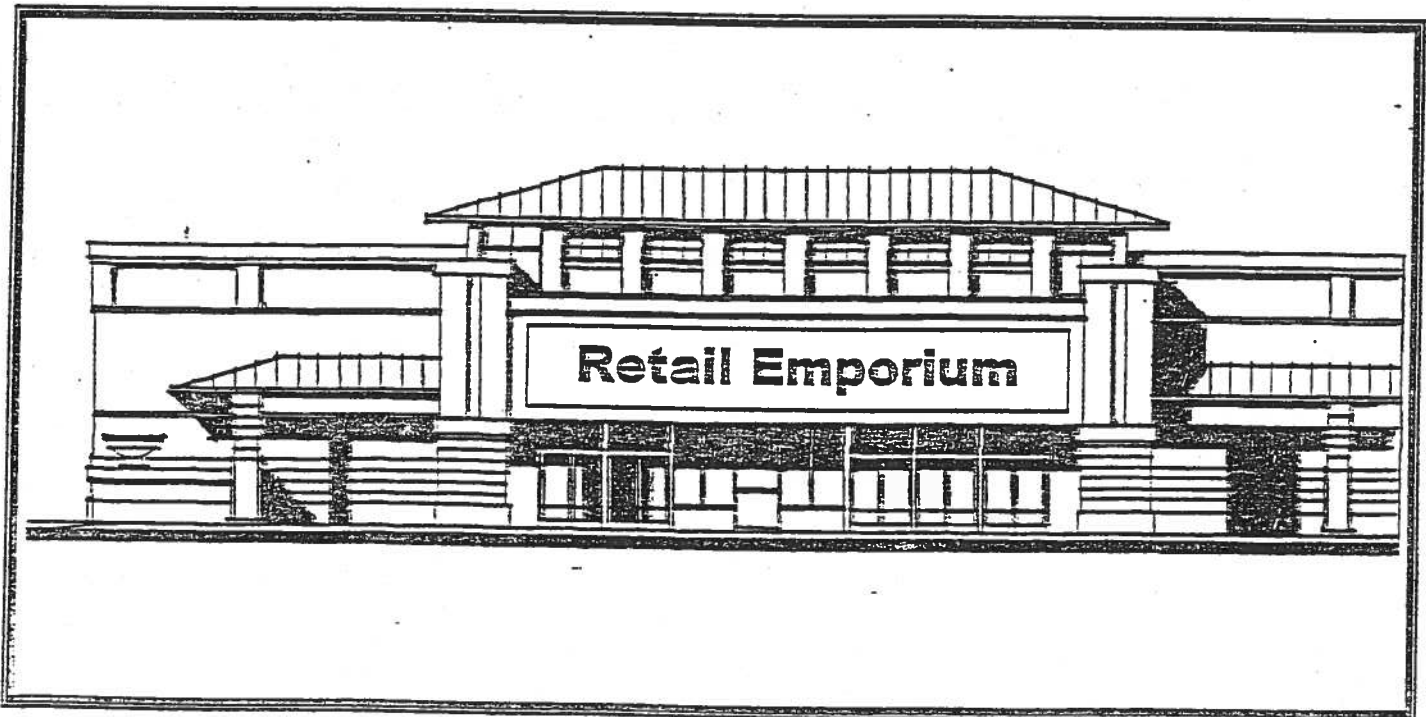
### **Lighting:**

Internally illuminated.

### **Primary Entry Sign Element:**

- ◆ 100,000 SF: 7'-0" maximum high letters/logo with 3'-0" high subtext.
- ◆ 50,000 SF – 100,000 SF: 7'-0" maximum high letters/logo with 2'-0" high subtext.

Maximum allowable sign area is limited to 80% of the building width, measured from the centerline of exterior wall.



**Minor Tenants – 8,000 square feet to 50,000 square feet**

**Configuration:**

Internally illuminated dimensional letters and/or logo, mounted to building surface (concrete block or plaster).  
Individually internally illuminated sign elements, luminous-vacuum formed acrylic logo and/or letters.

**Secondary Entry Sign Element**

5' maximum high letters/logo, to a maximum area of 125 sq. ft. per sign.

**Location:**

Northerly section of site above main east/west interior drive aisle.

**Secondary Tenant ID Sign – Corner Building**

5' maximum high letter/logo, to an aggregate area of 125 sq. ft per side.

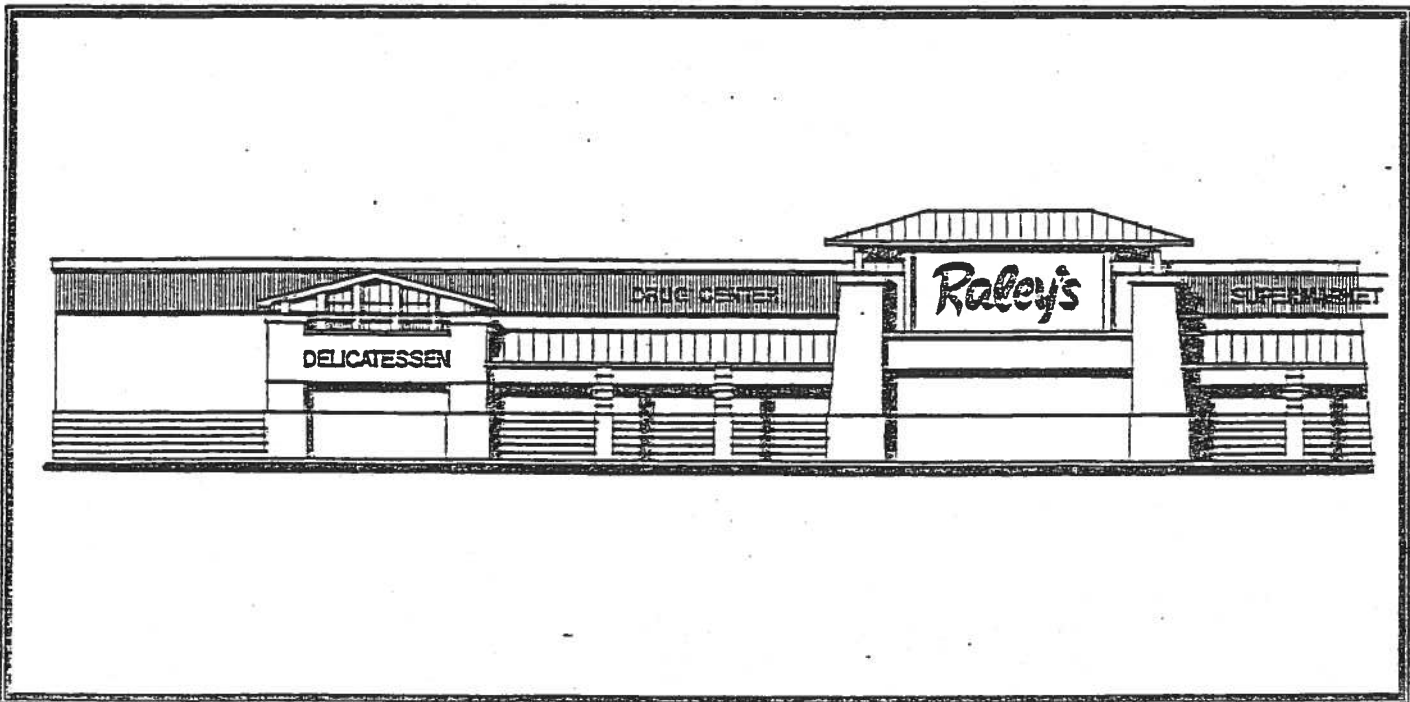
**Lighting:**

Internally illuminated.

**Primary Entry Sign Element:**

- ◆ 8,000 – 50,000 SF: 6'-0" maximum high letters/logo with 2'-0" high subtext.

Maximum allowable sign area is limited to 80% of the building width, measured from the centerline of exterior walls.



*Satellite Pad (Single-Tenant and Multiple Tenants) and Day Care Center*

**Configuration:**

Internally illuminated dimensional letters and/or logo, mounted directly to wall.

**Location:**

Satellite Pad building facades and Day Care Center facade.

**Lighting:**

Internally illuminated.

**Building Signage**

3'-0" maximum high letter/logo with an aggregate area not to exceed 200 sq. ft.

**Quantity:**

*Satellite Pad – Multiple Tenants:*

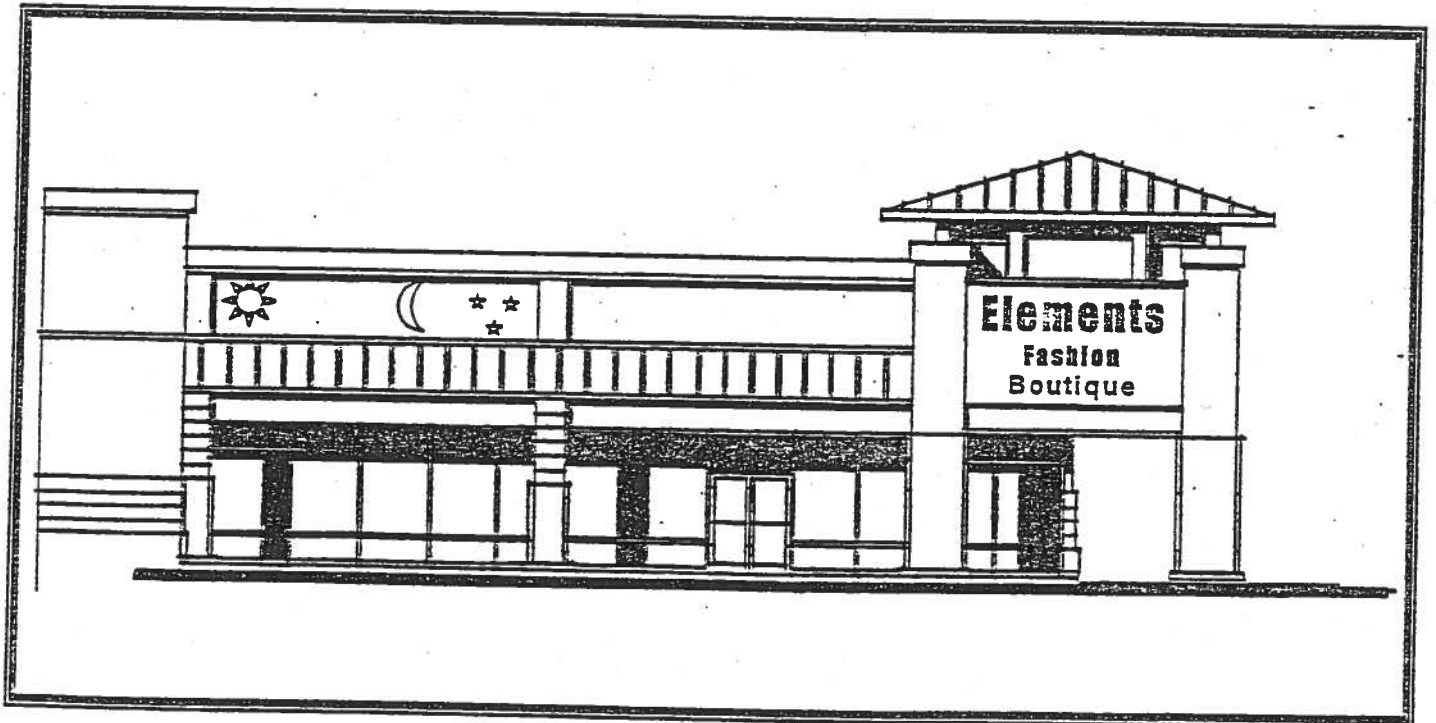
2 signs per tenant at Primary and Secondary building elevations, unless otherwise approved by the Owner/Developer and the City of Antioch Planning Department.

*Satellite Pad – Single Tenant:*

4 signs per tenant (one sign per elevation)

*Corner Tenants (Satellite Pad – Multiple Tenants):*

3 signs per tenant (one sign per three elevations)



## *In-Line Shops and Office/Medical Office Building*

**Configuration:**

Internally illuminated dimensional letters and/or logo, mounted directly to wall.

**Building Signage**

2'-0" maximum high letters/logo. The maximum allowable sign area is limited to 80% of the storefront length, measured from the centerline of the demising wall.

**Location:**

In-Line retail shops and office/medical office building.

**Quantity:**

1 each per tenant at primary building elevations, unless otherwise approved by the Owner/Developer and the City of Antioch Planning Department.

**Lighting:**

Internally illuminated.

**Corner Tenant:**

2 signs per tenant (one sign per elevation)

