

MASTER SIGN PROGRAM  
280 METRO CENTER  
COLMA, CALIFORNIA

Approved by the Town of Colma City Council June 26, 1985  
REVISED SEPTEMBER 12, 2003  
Revised January 11, 2012

**A. INTRODUCTION**

1. The intent of this sign criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the project, while maintaining provisions for individual graphic expression.
2. Performance of this sign criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or sign contractor at their expense, upon demand by the Landlord.
3. Exceptions to these standards shall not be permitted without approval from the landlord and will require approval of a modification to the sign program application by the Town of Colma City Council.
4. Accordingly, the Landlord will retain full rights of approval for any sign used in the center.
5. No sign shall be installed without the written Landlord approval and the required City approval and permits.
6. Wherever this Master Sign Program document states that a sign requires review from the Town of Colma, such sign may not be installed unless and until the Town has approved the sign in accordance with the following procedures.
  - a. If a tenant proposes a sign that conforms with the standards set forth in this Master Sign Program, the applicant shall, at or before applying for a building permit, file an application for Sign Review with the Town of Colma Planning Department, along with the appropriate fee and plans. The Planning Department will review the application for compliance with the Master Sign Program. If conforming, a decision letter will be issued.
  - b. If a tenant proposes a sign that deviates slightly from the standards set forth in this Master Sign Program and the landlord supports the application, the applicant shall apply for and obtain a Sign Permit under Colma Municipal Code section 4.07.210, governing signs.
  - c. In all other cases, the landlord must apply for and obtain approval from the Town for an amendment to this Master Sign Program.

## **B. LANDLORD/TENANT REQUIREMENTS**

1. Each Tenant shall submit to the Landlord for written approval, three (3) copies of the detailed shop drawings.
2. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
3. Any alteration, including re-face of signs requires that a valid building Permit is issued by the of Colma and inspected. All signs shall be provided with a power disconnect located within sight of the sign. Under-canopy signs, addressed in Section G, shall be provided with a disconnect either upon the signs, or installed at the raceway adjacent to the sign.
4. The Tenant shall be responsible for fulfillment of all requirements of the sign criteria.
5. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
6. Should a sign be removed and/or replaced with a new sign it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition. If for whatever reason the Tenant does not patch, repair holes, and repaint the Landlord will do so and back charge the Tenant accordingly.
7. All lease spaces shall be individually identified with an address number. Numerals shall be a minimum of 6 inches in height and 1-1/2 inch stroke, and white in color. The numerals shall be located on the glass panel immediately above the main entry door(s) into the lease space. Where there is no glass panel above the entry door the numerals shall be of a contrasting color to their background. Address Numeral shall be maintained, and shall not be obstructed from view.

## **C. ANCHOR TENANTS**

1. Anchor Tenants are those in excess of 10,000 sq. ft. of floor area, and do not include stand alone buildings.
2. Anchor Tenants may have one (1) identifying sign on a single store frontage. Each identifying sign may only be comprised of individual letters and logo. Color backgrounds may be permitted upon review by the landlord and the Town of Colma. The Anchor Tenant at 1 Colma Boulevard is permitted a second sign facing Colma Boulevard.
3. Anchor Tenants signs may consist of name and logo, in their respective colors and letter fonts. Only the Trade name and Logo of the store shall be depicted on the signs.

4. Maximum letter height and logo height for an Anchor Tenant is 54" and maximum horizontal span is 75% of each façade. Maximum letter depth and logo depth is 5". Letter and logo depth shall be only 5", with only minor deviations of half inch accepted.
5. Anchor Tenants may have one (1) double faced internally illuminated under canopy or blade sign at their entry with a maximum size of 2'-0" X 3' X 0".
6. Each Anchor Tenant shall be permitted to place upon each entrance of its demised Premises not more than 144 sq. inches of white vinyl lettering not to exceed two (2) inches in height, indication hours of business, emergency telephone numbers, and other type of information only, subject Landlord approval.

#### **D. STAND ALONE BUILDINGS**

1. Stand alone buildings are building numbers 101, 111, 115, and 123 as listed on the site plan.
2. Stand alone building tenants may have one (1) indentifying sign on a single store façade over an entry, and one (1) identifying sign on the wall facing Colma Boulevard.
3. Tenant signs may consist of name and logo, in their respective colors and letter fonts. Only the Trade name and Logo of the store shall be depicted on the sign. Color backgrounds may be permitted upon review by the landlord and the Town of Colma.
4. Maximum letter height and logo height for a Tenant is 36" and maximum horizontal span is 75% of their respective façade. Letter depth and logo depth shall be 4", with only minor deviations of a half inch accepted.
5. Tenant may have one (1) double faced internally illuminated under canopy sign or blade sign with a maximum size of 2'-0" X 3'-0", at their entry.
6. Each Tenant shall be permitted to place upon each entrance of its demised Premises not more than 144 sq. inches of white vinyl lettering not to exceed two (2) inches in height, indication hours of business, emergency telephone numbers, and other type of information only, subject Landlord approval.

#### **E. MONUMENT SIGNS**

##### **MONUMENT SIGNS 1 & 2**

1. Monument Signs are shown on site plan as Monument Sign #1 and #2.

2. Monument Signs shall conform to the specifications that are submitted to the City for any existing and future reconstruction and shall abide by laws of all governing bodies.
3. Tenant copy shall be the responsibility of the individual tenants. Color, Size and Font shall reflect the company's corporate brand and logo.
4. Participants of the Reciprocal Easement Agreement shall comply with the language on the Reciprocal Easement Agreement, as well as the guidelines outlined under "Monument Signs" as it pertains to the monument signage of #1 and #2.
5. Landlord shall have final approval of all tenant copy placed on monument sign.

#### **MONUMENT SIGNS 3 & 4**

1. Monument Signs #3 and #4 are a part of the Construction Operation and Reciprocal Easement Agreement, dated November 5, 1985.
2. Monument Sign #3 is assignable to Building 91. Any change to Monument Sign #3 must be approved by the Town of Colma.
3. Monument Sign #4 is assignable to Building 200. Any change to Monument Sign #4 must be approved by the Town of Colma.

#### **F. TENANTS with LESS THAN 10,000 SQ. FT. OF FLOOR AREA**

1. Tenants are those less than 10,000 sq. ft. of floor area and are not located on a standalone building.
2. Tenants may have one (1) identifying sign on the building façade. The tenant identifying sign may only be comprised of individual letters and logo. Color backgrounds may be permitted upon review by the landlord and the Town of Colma.
3. Tenants sign may consist of name and logo, in their respective colors and letter fonts. Only the Trade name and Logo of the store shall be depicted on the sign.
4. Maximum letter height and logo height for a Tenant is 36" and maximum horizontal span is 75% of their respective façade. Letter depth and logo depth shall be 4", with only minor deviations of a half inch accepted.
5. Tenant may have one (1) double faced internally illuminated under canopy or blade sign with a maximum size of 2'-0" X 3'-0", at their entry.
6. Each Tenant shall be permitted to place upon each entrance of its demised Premises not more than 144 sq. inches of white vinyl lettering not to exceed two (2) inches in height, indication hours of business, emergency telephone numbers, and other type of information only, subject Landlord approval.

## **G. UNDER CANOPY AND BLADE SIGNS**

1. An illuminated double faced under canopy sign may be installed with a maximum size of 2'-0" X 3'-0" and shall have a minimum 9'-0" clearance from the finished walkway below.
2. The under canopy sign may have a variety of shapes and consist of logo and/or copy.
3. Internal illumination to be LED.
4. Cabinet to be aluminum with 1/2" push thru copy & logo.

## **H. DOUBLE BANNER SIGNS**

1. Banners on light poles are permitted, and must be approved by the Landlord and the Town of Colma.
2. Double Banner signs are shown numbered to 1 to 16 on the site plan. No others may be placed.
3. Banner Specifications:
  - 30"X84" Double Banner printed on 13 oz. Industrial grade Matte finish vinyl sewn back to back, total weight 26.3 oz., with windbreaker. Colors are all blue.
4. All banners must also have stamped Engineering.
5. Maintenance Schedule:
  - Regular "280" Metro" Banners are up from Feb thru Oct
  - Holiday Banners are up from November to January

Note: the banners get cleaned once a year during change out from regular to holiday.

## **I. GENERAL SIGN CONSTRUCTION REQUIREMENTS**

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. Specifications and bear U.L. Label.
3. Sign Company to be fully licensed with the State and shall have full Workman's Compensation and general liability insurance. A City business registration is required for 2 or more installations in the City within one year.

4. All penetrations of building exterior surface are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be LED, installed and labeled in accordance with the "National board of Fire Underwriters Specifications".
6. Painted surfaces to have satin finish. Only paint containing acrylic polyurethane products may be used.
7. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject and fabrication work deemed to be below standard.
8. No visible raceways are allowed on external building façade.
9. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
10. Color coating shall exactly match the colors specified on the approved plans.
11. Joining of materials (e.g., Seams) shall be finished in a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
12. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have uniform surface conforming to the highest standards of the industry.
13. In no case shall any manufacturer's label be visible from normal viewing angles.
14. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
15. Illuminated Letters

The types of illumination below are permitted under the Master Sign Program:

- **Face Illuminated:** Illuminated Lexan Faced Channel Letter display with through face illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with LED. Paint trim caps and returns any color.
- **Halo Illuminated:** Illuminated Reverse Pan Channel Letter display with halo illumination. Use standard aluminum construction with Matthews (or

equivalent) satin acrylic polyurethane finish. Illuminate with LED. Paint faces and returns any color.

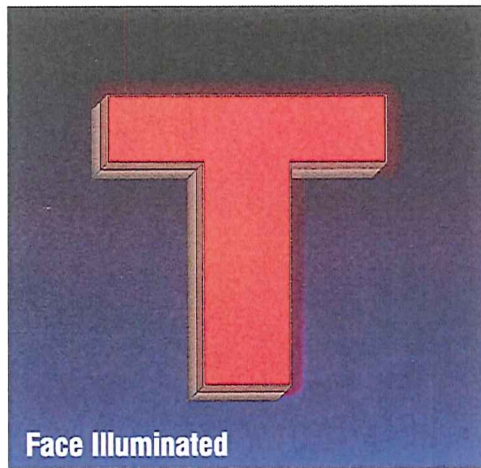
- **Face & Halo Illuminated:** Illuminated Lexan Faced Channel Letter display with through face and halo illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with LED. Paint trim caps and returns any color.

## **J. PROHIBITED SIGNS AND EXISTING TENANT NON-CONFORMING SIGNS**

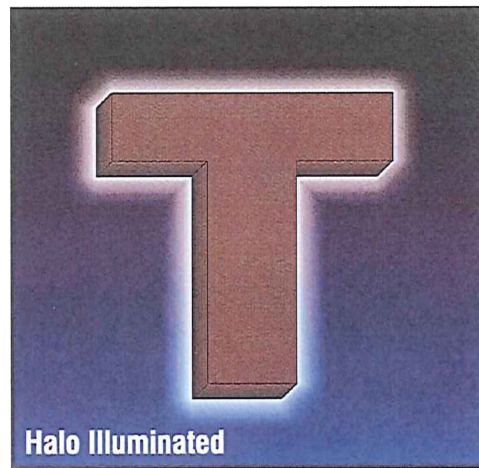
1. No animated, inflatable, portable (A-frame) or audible signs will be permitted. Examples of animated signs include, but are not limited to inflatables, animated, banana and human signs.
2. No temporary signs will be permitted at any time without prior written approval of the Landlord and the Town of Colma.
3. Grand Opening or promotional signs, including but not limited to, banners, shall comply with the Town of Colma sign ordinance and shall have permits, approved by the Landlord prior to installation and removed upon the Landlord's request, or by conditions of a Town of Colma permit, whichever is more restrictive.
4. No signs of any kind will be permitted on building roofs or at any other locations other than those shown on the Sign Plan. All changes or deviations must be approved in writing by Landlord and may be subject to approval by the Town of Colma.
5. Except as provided herein and in the lease, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive materials of any kind shall be affixed or maintained upon the exterior of the glass of the storefront and supports of the show windows and doors, or upon the exterior of the walls of the buildings, or within the store so that it is clearly visible for advertisement from the front window(s) or door(s). These conditions apply to the entire term of the lease and apply to all signage, whether temporary, promotional, sale, permanent, etc.
6. Tenant shall not place any signs on the rear of the Premises or any secondary receiving or exit door(s), except stand alone buildings as defined prior in Section D.
7. At the expiration or termination of tenant's lease, Tenant shall be required to remove signs and patch the building wall arcades and paint the patched area to match the surrounding areas of the Building. Landlord retains sole judgment concerning to the acceptability of the patching, and if Tenant cannot provide for acceptable patching, Landlord may cause the work to be performed using Landlord's contractors and Tenant will pay the costs thereof at receipt from Landlord of invoice for said work.

## ILLUMINATED LETTERS

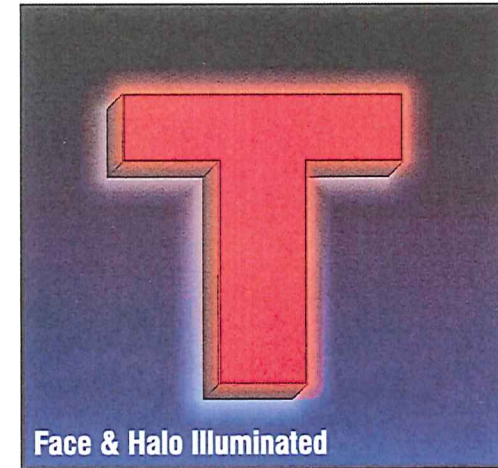
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Illuminated Lexan Faced Channel Letter display with through face illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with LED. Paint trim caps and returns any color.



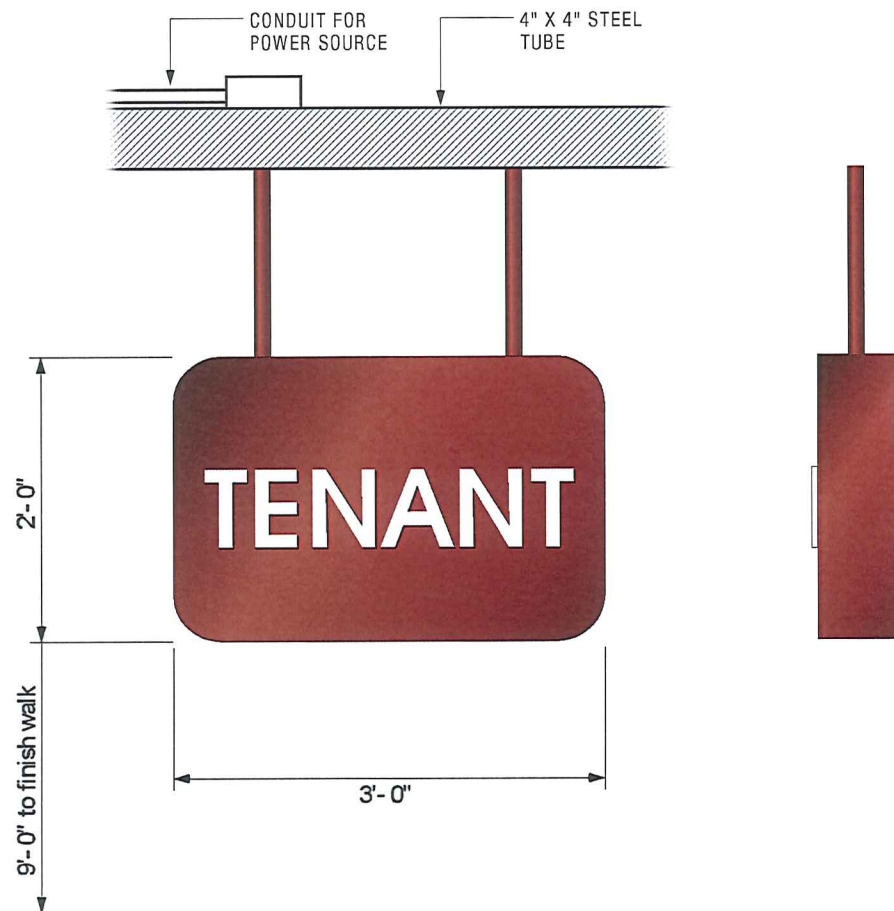
Illuminated Reverse Pan Channel Letter display with halo illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Illuminate with LED. Paint faces and returns any color.



Illuminated Lexan Faced Channel Letter display with through face and halo illumination. Use standard aluminum construction with Matthews (or equivalent) satin acrylic polyurethane finish. Faces use translucent Lexan with trim cap. Illuminate with LED. Paint trim caps and returns any color.

## **G** UNDER CANOPY SIGNS:

1. An illuminated double faced under canopy sign may be installed with a maximum size of 2'-0" X 3'-0" and shall have a minimum 9'-0" clearance from the finished walkway below.
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## H DOUBLE BANNER SIGNS

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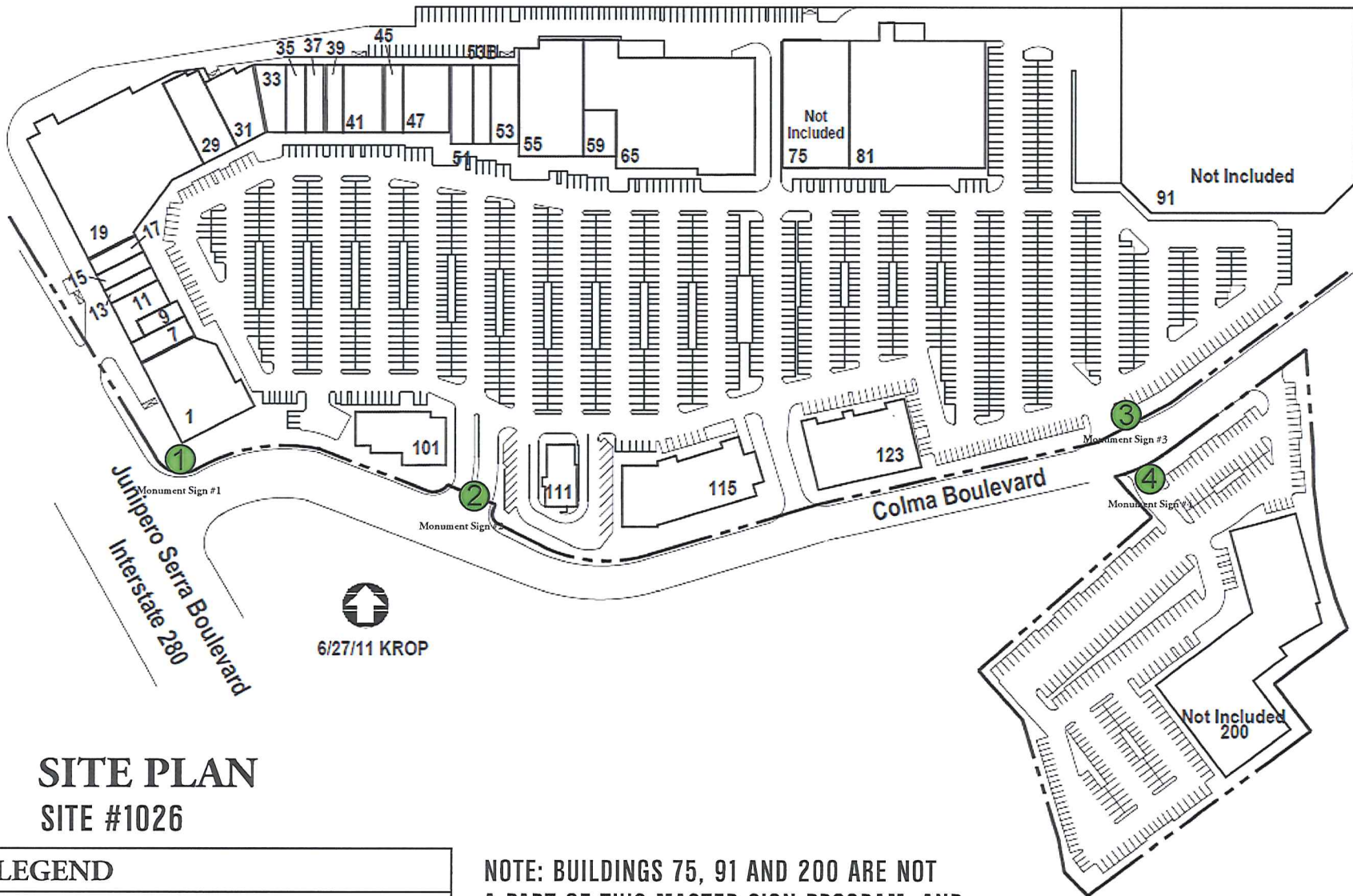


Custom Double Banners

Metro Mall 2011



↔ 30" x 84" Double Banner Location



## SITE PLAN

### SITE #1026

#### LEGEND

- |  |  |
|--|--|
|  Monument Sign #1 |  Monument Sign #3 |
|  Monument Sign #2 |  Monument Sign #4 |

NOTE: BUILDINGS 75, 91 AND 200 ARE NOT A PART OF THIS MASTER SIGN PROGRAM, AND ARE INCLUDED IN THE CONSTRUCTION OPERATION AND RECIPROCAL EASEMENT AGREEMENT, DATED NOVEMBER 5, 1985.