

**MASTER SIGN PROGRAM
SERRA CENTER
COLMA, CALIFORNIA**

Approved by the Town of Colma
City Council on September 23, 2020

A. INTRODUCTION

1. The intent of this sign program is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the shopping center, while maintaining provisions for individual graphic expression.
2. Performance of this sign program 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, except as described in item 6, below.
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 and has Landlord approval, 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 City Council for an amendment to this Master Sign Program.

B. LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to the Landlord for written approval, a PDF file of the detailed sign plans with attachment details and representative colors prior to submittal to the Town of Colma for a permit.
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 Town 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 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. Address identification shall be as per Serra Center Signage Criteria (Exhibit A, page 12).

C. PERMITTED TENANT SIGNS

1. All wall, projecting, storefront, and edge signs are permitted as indicated in the Serra Center Tenant Signage Criteria (Exhibit A).
2. Allowed sign locations and maximum sign dimensions are indicated on the Allowable Signs & Dimensions table within Exhibit A.

D. SERRA CENTER ENTRY SIGNS

1. Serra Center entry signs are shown on the attached site plan (Exhibit B) as Entry Sign C and Entry Sign G.

2. Serra Center Entry Signs shall be transparent or made of open material and shall not exceed 12' in height.
3. Maximum letter height for Serra Center Entry Signs shall be 24".

E. POLE SIGNS

1. The Serra Center may have one pole sign 88' feet in height bearing separate sign faces for up to five tenants. The Landlord shall select the tenants to be represented on the pole sign. Sign sizes and placement are shown in the Serra Center Signage Criteria (Exhibit A)
2. Building A is permitted one sign not to exceed 30' in height. Building D is permitted one pole sign not to exceed 103' in height.
3. Encroachment agreements shall be established for Pole Signs encroaching into the public Right of Way.
4. Any deviation from the design per Exhibit B shall be reviewed by the City Planner.

F. BANNER SIGNS

1. Banners on light poles are permitted subject to the approval by the Landlord and the Town of Colma.
2. Maintenance Schedule:
 - Regular "Serra Center" Banners are allowed from February thru October
 - Holiday Banners are allowed from November to January
3. The banners shall be cleaned a minimum of once a year, during change out from regular to holiday.

G. 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 shall have flat or satin finishes only. 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. For details on illuminated letters. See Exhibit A, pages 9-11.

LED signs will have a maximum of 3000k. The types of illumination permitted under the Master Sign Program include halo-illuminated reverse channel; front-lit channel letters without an exposed trim cap; push through acrylic logos; and neon as described and illustrated in Exhibit A.

H. PROHIBITED SIGNS AND EXISTING TENANT NON-CONFORMING SIGNS

16. Prohibited tenant signs are listed on Page 13 of Exhibit A.
17. No monument, 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.
18. No temporary signs will be permitted at any time without prior written approval of the Landlord and the Town of Colma.
19. 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.
20. 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.
21. 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. For allowable window graphics and examples, see Exhibit A, page 12.
22. 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.
23. 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.

TENANT SIGNAGE CRITERIA

Series Center

CONTENTS

- **A** (All Tenants)
Tenant signage criteria @ Tenant Storefront Location 2 - 13
- **B** (Select Tenants Only)
Tenant signage criteria @ Pylon Sign 14

All tenant signage are subject to review by the Landlord, the Landlord's Design Review Architect and the Town of Colma.

The Tenant must submit PDFs to the Landlord for comments and/or approval, prior to submittal to the Planning Department. Additional applications must be made for any changes to the approved design.

Landlord

Contact: CRES Management Company, Catherine Hughes
Address: 2000 Powell Street, Suite 1280 Emeryville, CA 94608
Phone: (510) 428-1880
Email: catherine@creslp.com

Landlord's Design Review Architect

Contact: SZFM Design Studio
Address: 601 4th Street, Loft 211 San Francisco, CA 94107
Phone: (415) 956-5515

Town of Colma Planning Department

Address: 1190 El Camino Real Colma, CA 94014
Phone: (650) 757-8896

A - TENANT SIGNAGE CRITERIA AT TENANT STOREFRONT LOCATION

Tenants may have signs within strict limitations based on the following factors: their individual location within the center, the size of their storefront, and the façade design of their location. Not all sign types are available to all Tenants. In addition to these limitations, Tenant signs must be designed in such a way as to harmonize with their facade and neighboring Tenant signage.

Each sign type has its own maximum size requirements. Refer to the description of each sign type on the following pages and to the Allowable Signs and Dimensions chart.

All Tenants are allowed window graphics, also within limits.

SIGN DETAILING

Sign Materials

All sign materials must be consistent with the design theme, enhancing the storefronts and retail image. Due to the variety of architectural façade treatments, each storefront sign must be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another.

All signage components must be custom. At the Landlord's request, any building material as deemed by the Landlord that has been altered in anyway after the sign installation, whether due to poor design, construction, material selection or exposure must be replaced or reconditioned at the tenant's expense.

Signage is expected to be fabricated from high quality durable materials that can withstand the elements. Dimensional letters and logo forms should have a painted, gilded or metal finish. Letters and logos may also be painted, screen printed or vinyl applied to a sign panel where permitted.

In cases when the building color and tenant signage color do not sufficiently contrast, the following options are available:

1. Change the sign to a contrasting color.
2. Change the returns of the sign to a contrasting color.

At the time a Tenant vacates a space, the tenant shall remove all signs, patch, paint and repair the surfaces to which the signs were attached, back to the original condition. This removal and repair is at the Tenant's expense.

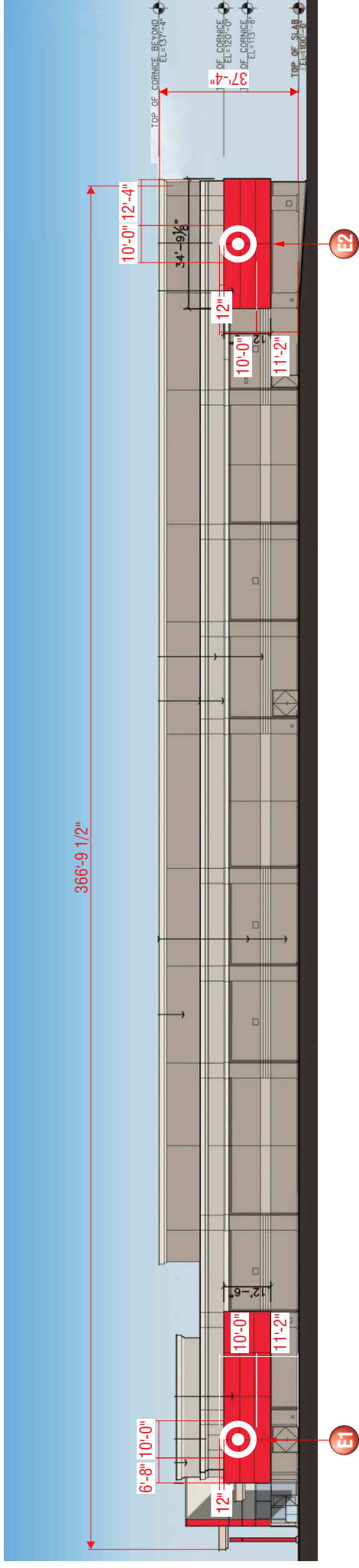
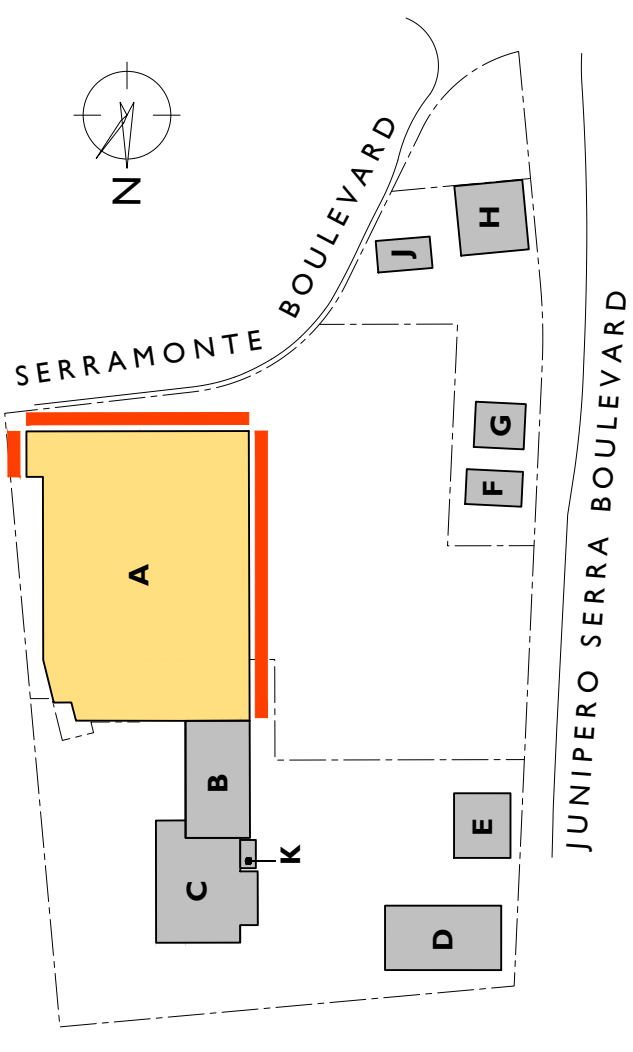
Sign Construction Requirements

1. All electrical devices must be concealed and/or located within the tenant's space.
2. Raceways cannot be exposed.
3. All conduits must be rigid metal and concealed.
4. Fasteners and attachment connections must be concealed from view.
5. Mounting pins and brackets must be as streamlined as possible and painted to match the adjacent building or sign, where applicable.
6. Suspended signs must have a ring or loop connection when possible to allow for sign movement.
7. In no case shall any manufacturer's label, stamp, or decal be visible from normal viewing angles. Only that portion of a permit sticker that is legally required to be visible shall be exposed as inconspicuously as allowed by code.
8. Specify how signs are attached to the storefront or building where allowed.
9. Tenant shall use Hot Foot pigeon proofing where needed. Spikes are not permitted.

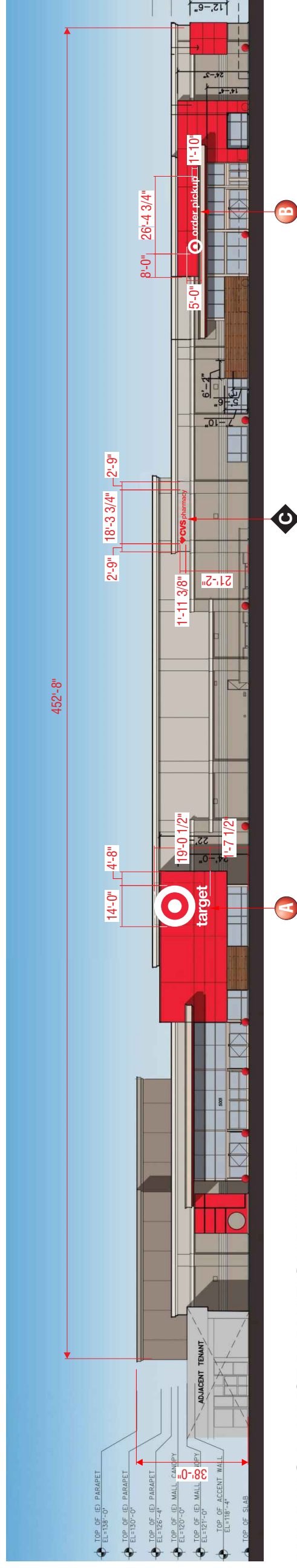
SITE PLAN



BUILDING A ELEVATIONS



BUILDING A - SOUTH ELEVATION EXAMPLE



BUILDING A - WEST ELEVATION EXAMPLE

BUILDING A PERMITTED SIGNS

A maximum of six signs are permitted.

Building A -

West Elevation

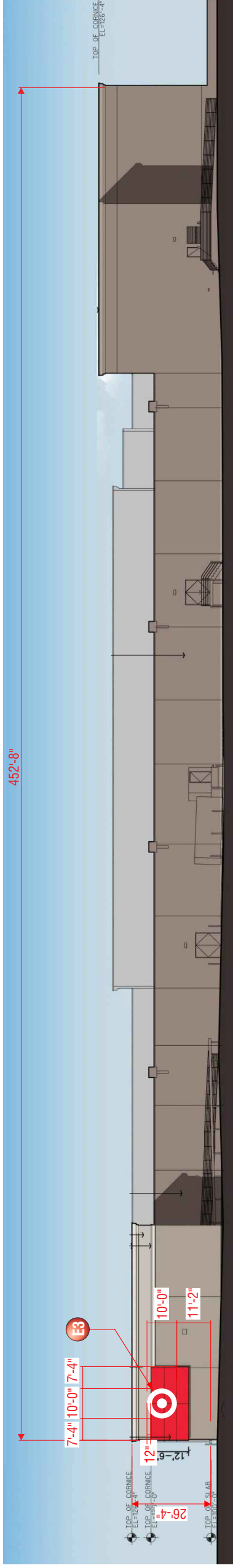
- (1) Wall Sign Type A (Logo with Name)
- (1) Wall Sign Type B (Secondary Sign)
- (1) Wall Sign Type C (Secondary Sign)

South Elevation

- (1) Wall Sign Type E1 (Logo Sign)
- (1) Wall Sign Type E2 (Logo Sign)

East Elevation

- (1) Wall Sign Type E3 (Logo Sign)



BUILDING A - EAST ELEVATION EXAMPLE

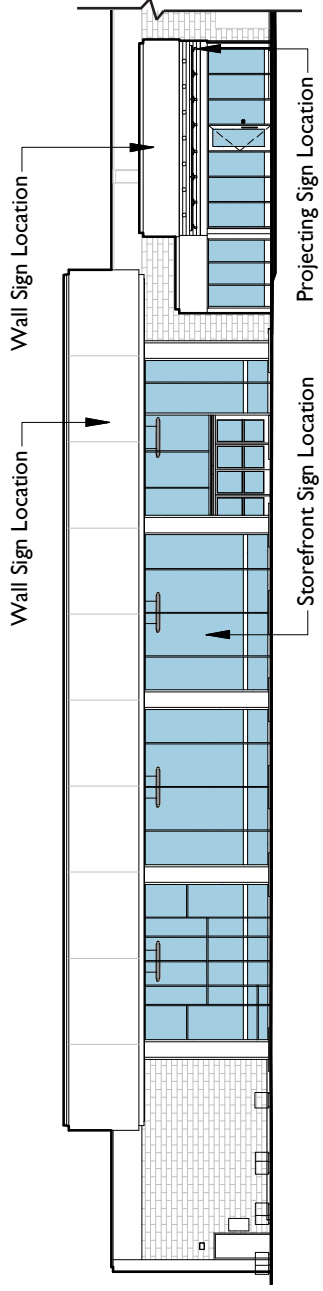
Building A Allowable Sign Dimensions & Requirements

WALL SIGN TYPES:	A: Logo with Name	B: Secondary Sign	C: Secondary Sign	E1, E2 & E3: Logo only
Max. Sign Height	19'-1"	5'-0"	2'-0"	10'-0"
Max. Sign Length	14'-0"	26'-5"	18'-4"	10'-0"
Max. Logo Height & Length	14'-0"	5'-0"	-	10'-0"
Max. Predominant Letter Size	3'-8"	1'-10"	-	-
Max. Logo Depth	6"	4"	-	6"
Max. Letter Depth	5"	4"	4"	-

Wall Signs must be internally illuminated. These include the following -

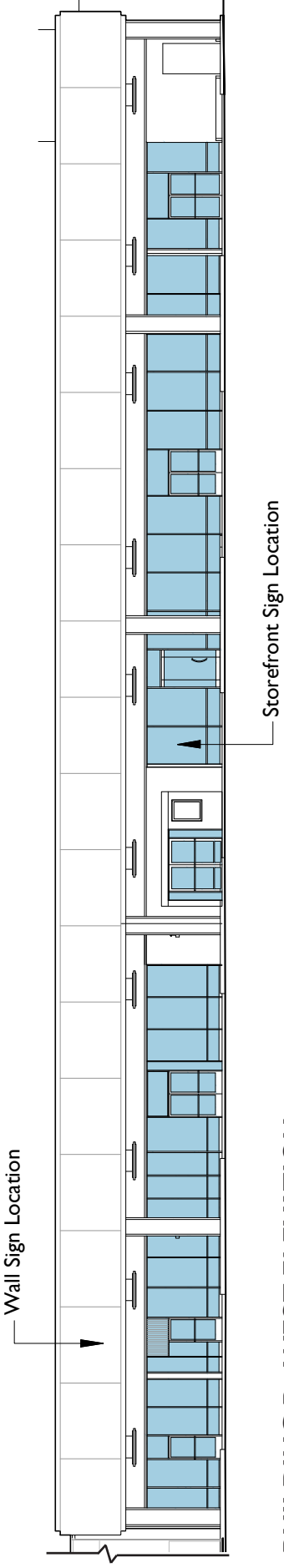
- Halo-illuminated reverse channel letters and logos.
- Front-lit channel letters and logos with **concealed trim cap**.
- Push-through acrylic logos.
- Exposed neon letters or logos - if within a channel, the interior must be darker than neon color.
- No acrylic fronts are allowed.
- LED signs are 3000K maximum.

BUILDING B & C ELEVATIONS

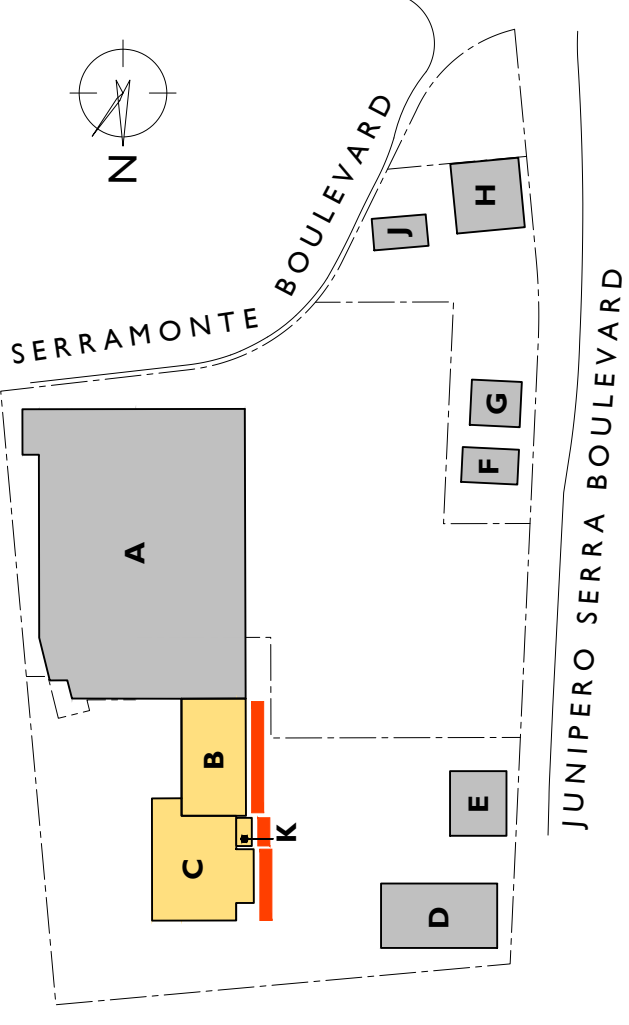


BUILDING C - WEST ELEVATION

BUILDING K - WEST ELEVATION



BUILDING B - WEST ELEVATION



BUILDING C, K & B PERMITTED SIGNS

One permitted sign per Tenant per Frontage, up to three signs.

Building C - West Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

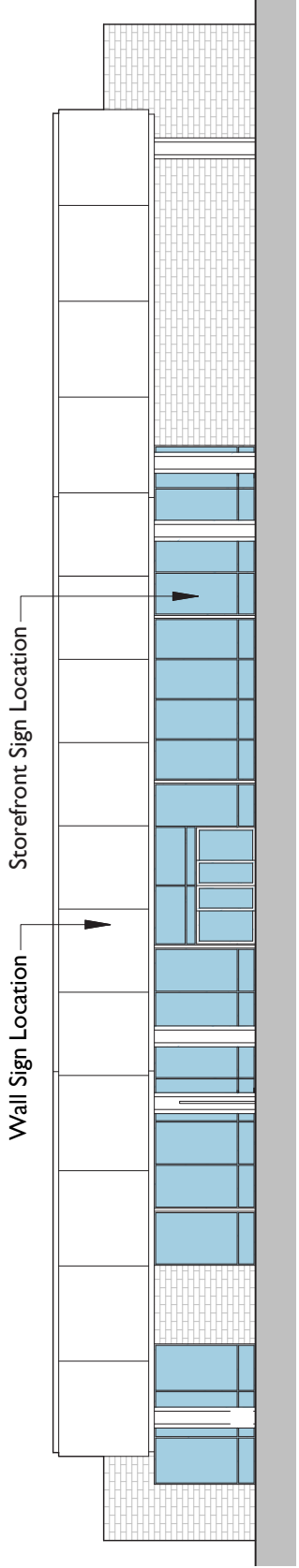
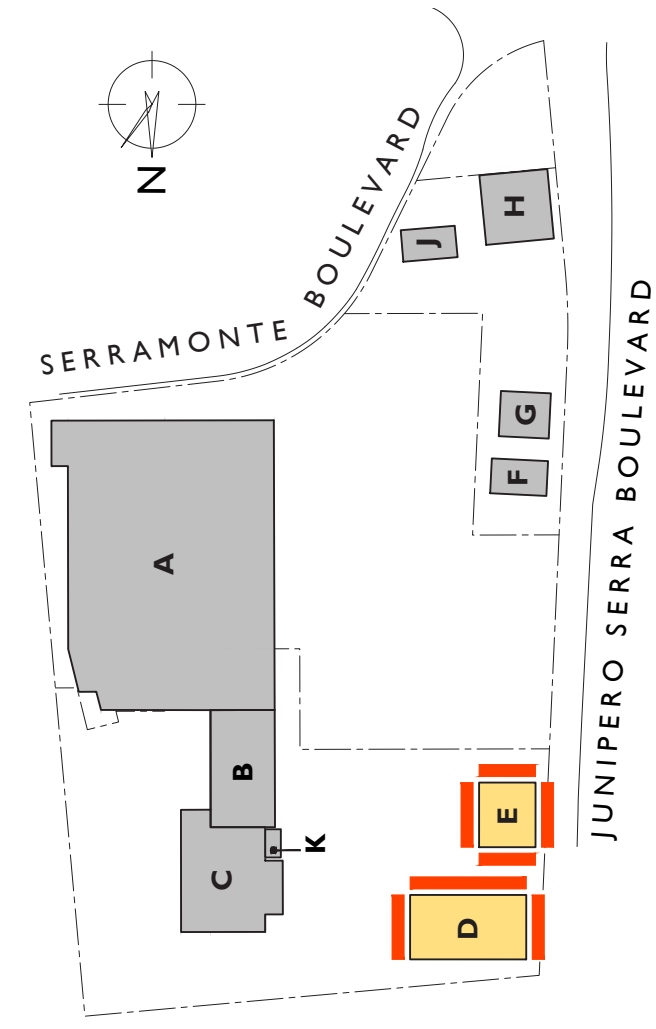
Building K - West Elevation

- Wall Sign
- Projecting Sign

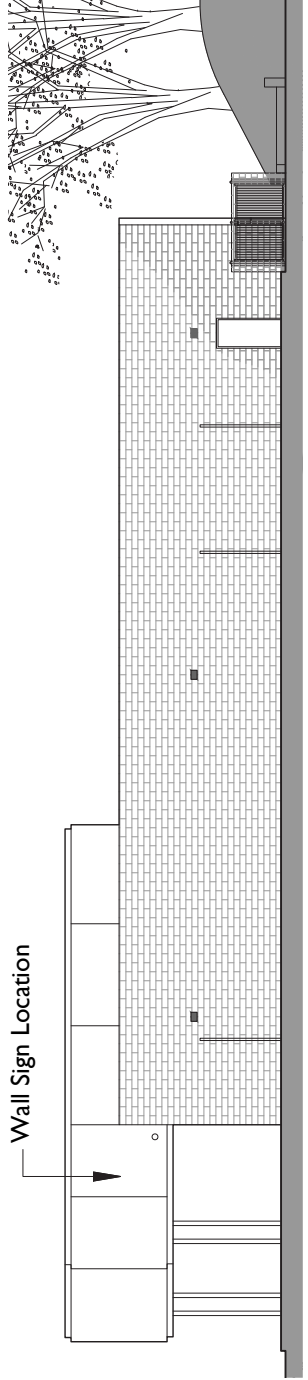
Building B - West Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

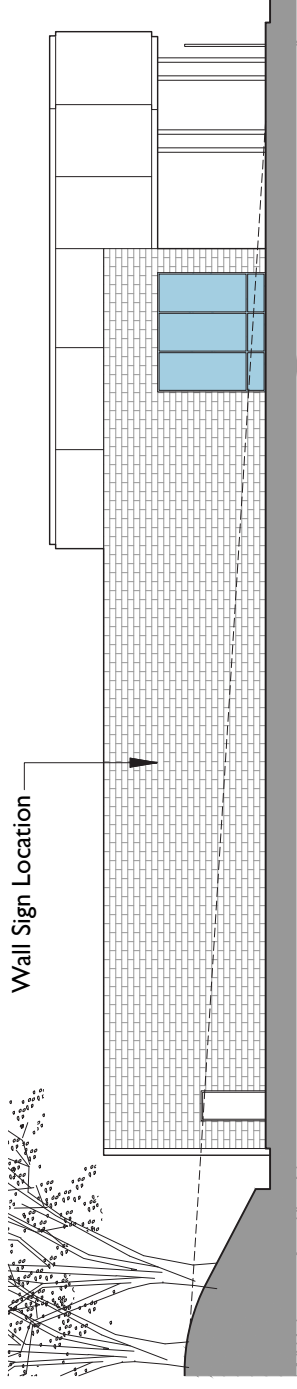
BUILDING D & E ELEVATIONS



BUILDING D - SOUTH ELEVATION



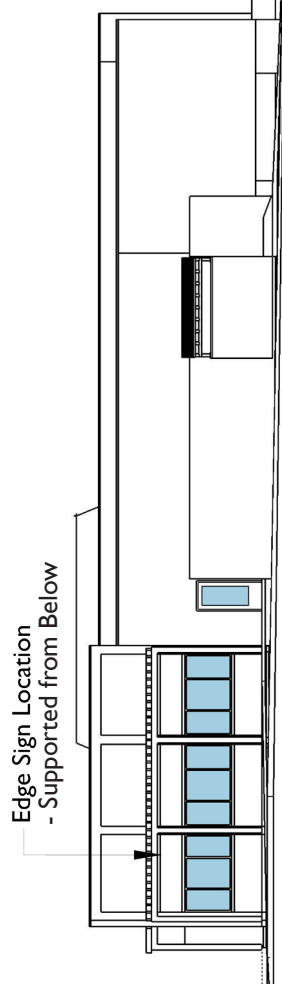
BUILDING D - EAST ELEVATION



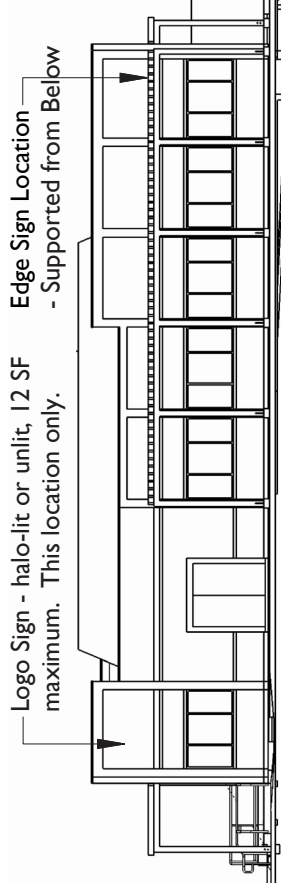
BUILDING D - WEST ELEVATION



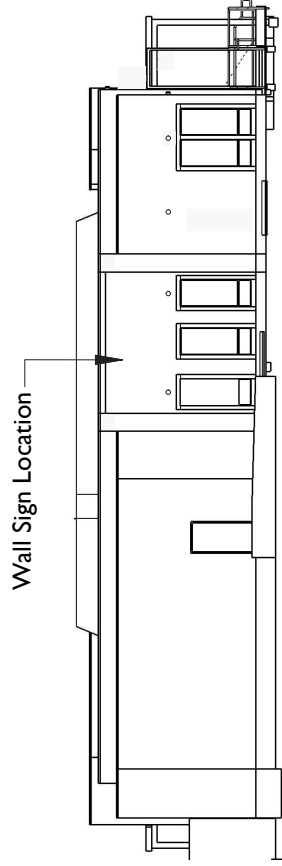
BUILDING E - EAST ELEVATION



BUILDING E - WEST ELEVATION (JUNIPERO SERRA BLVD.)



BUILDING E - NORTH ELEVATION



BUILDING E - SOUTH ELEVATION

BUILDING D & E PERMITTED SIGNS

One permitted sign per Tenant per Frontage, up to three signs. *

- Building D - South Elevation**
 - Wall Sign
 - Storefront Sign
 - Projecting Sign
- East & West Elevations**
 - Wall Sign
- Building E - East Elevation**
 - Edge Sign - Supported from Above or Below
- North Elevation - * may have both Logo & Edge Signs**
 - Edge Sign - Supported from Below
 - Logo Sign
- West Elevation**
 - Edge Sign - Supported from Below
- South Elevation**
 - Wall Sign

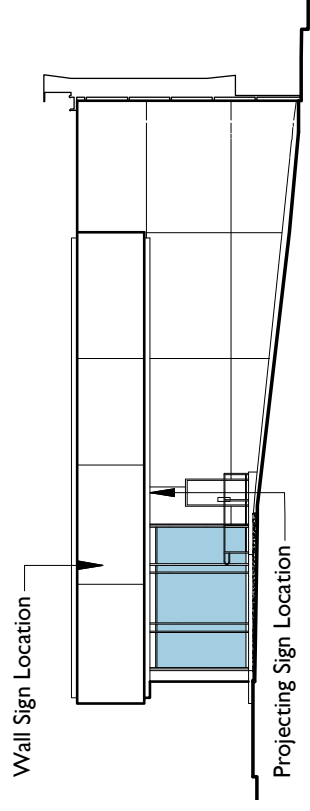
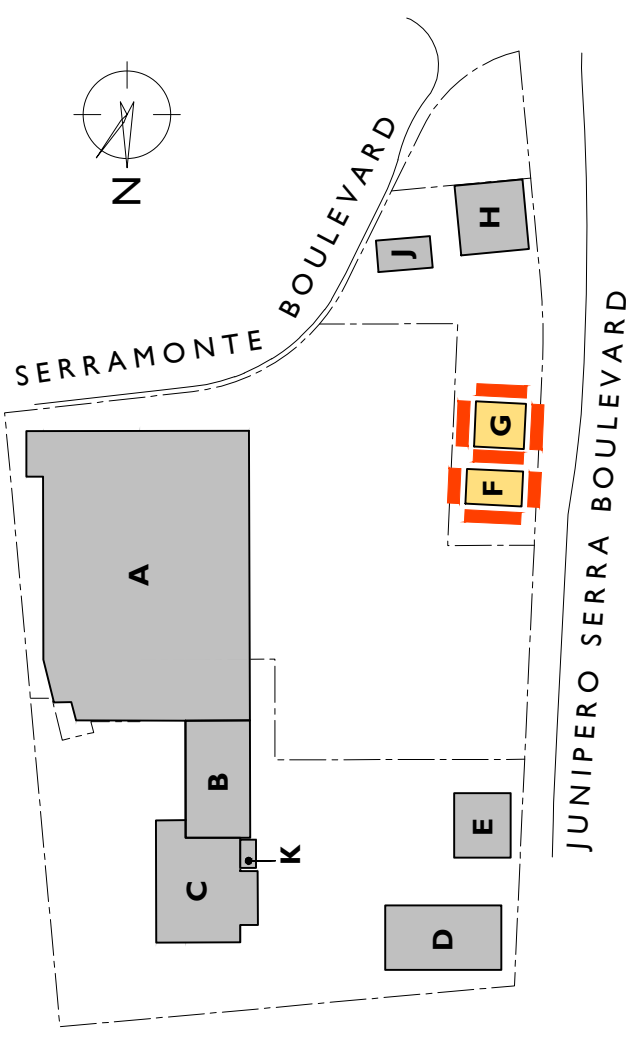
BUILDING F & G ELEVATIONS



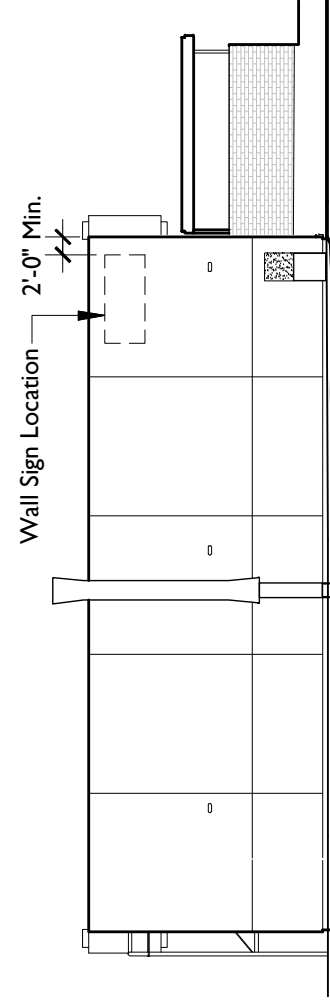
BUILDING F - EAST ELEVATION



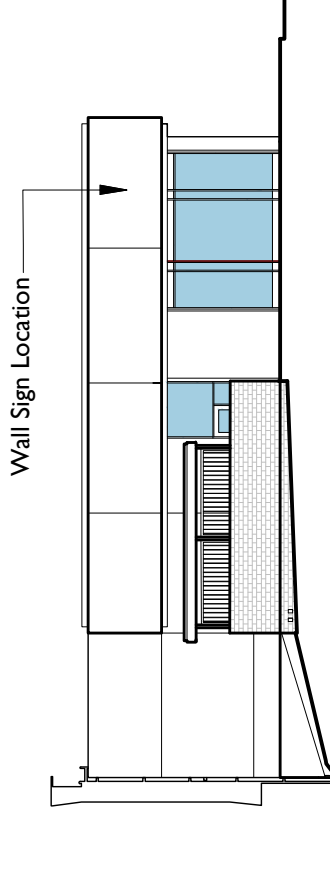
BUILDING F - NORTH & WEST (JUNIPERO SERRA BLVD.) ELEVATION



BUILDING G - EAST ELEVATION



BUILDING G - NORTH ELEVATION



BUILDING G - WEST ELEVATION (JUNIPERO SERRA BLVD.)



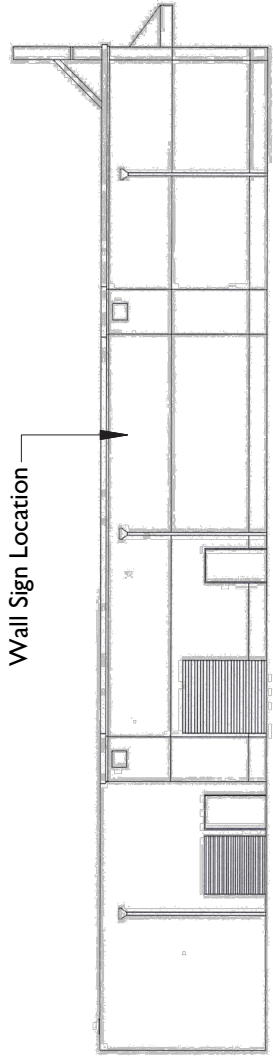
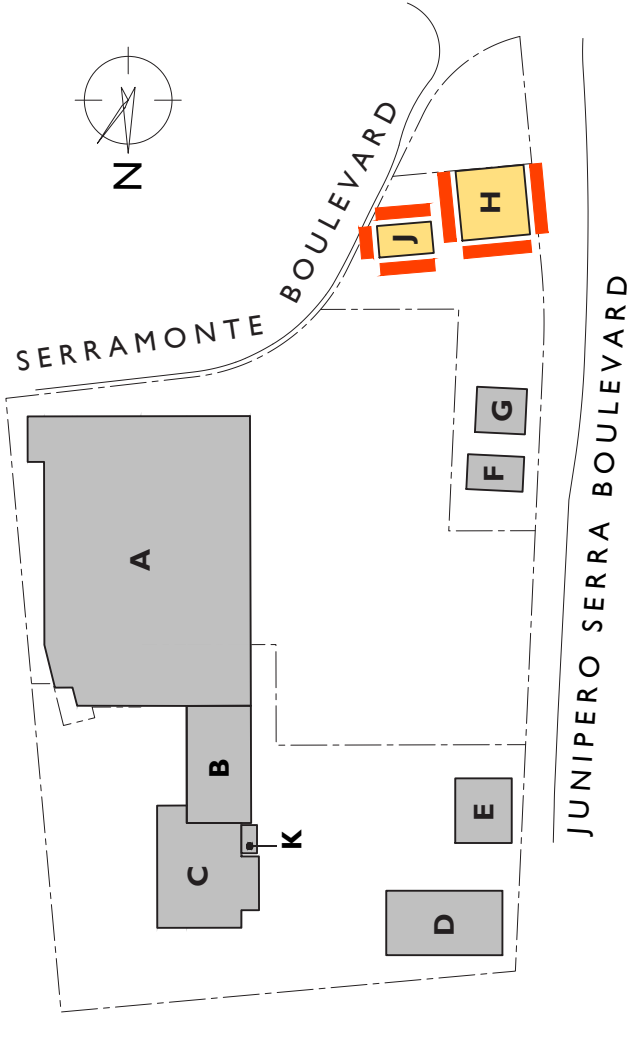
BUILDING G - SOUTH ELEVATION

BUILDING F & G PERMITTED SIGNS

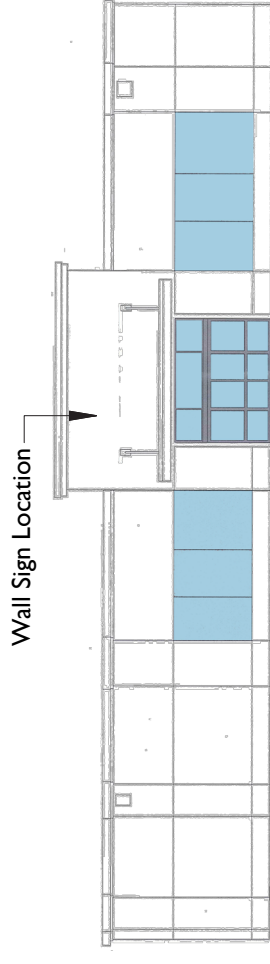
One permitted sign per Tenant per Frontage, up to three signs

- Building F - East, North & West Elevations
 - Wall Sign
- Building G - East, South, West & North Elevations
 - Wall Sign
 - Projecting Sign (East & South only)

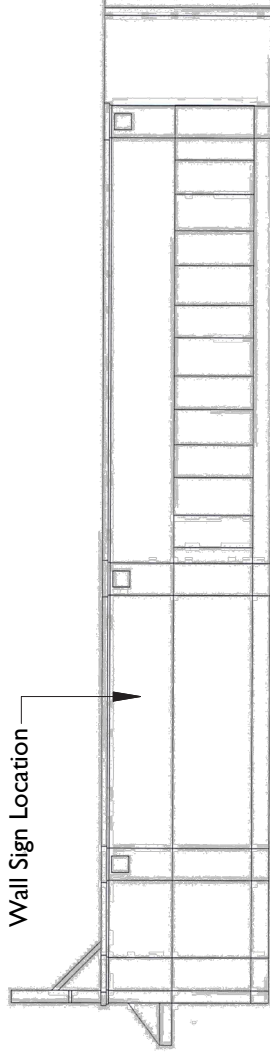
BUILDING H & J ELEVATIONS



BUILDING H - EAST ELEVATION



BUILDING H - NORTH ELEVATION

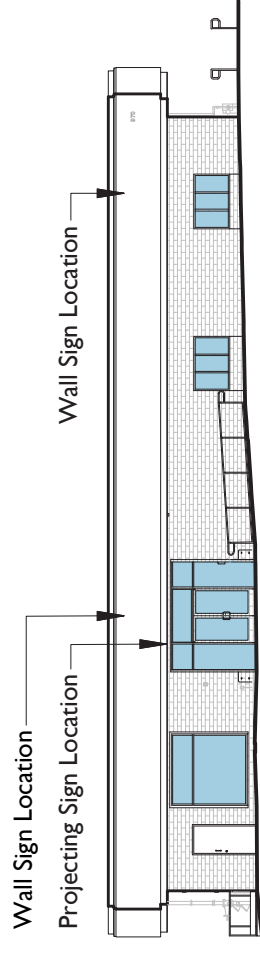


BUILDING H - WEST ELEVATION (JUNIPERO SERRA BLVD.)

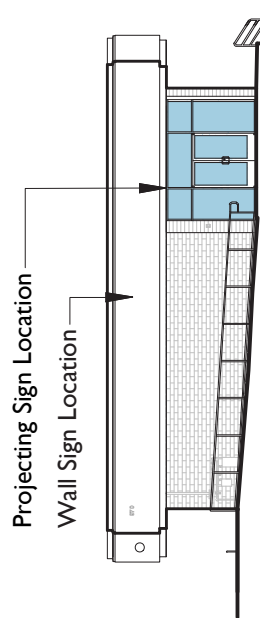
BUILDING H & J PERMITTED SIGNS

One permitted sign per Tenant per Frontage, up to three signs

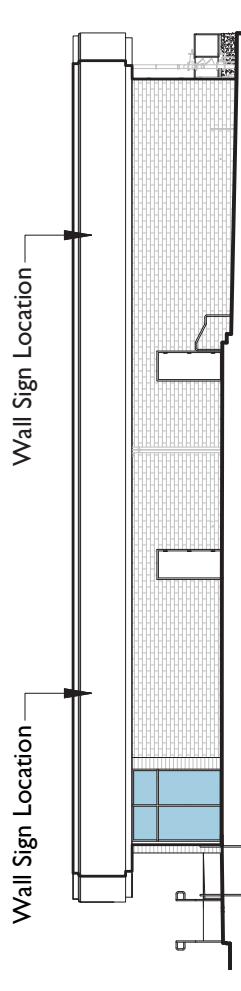
- Building H -
East, North & West Elevations
 - Wall Sign
- Building J -
South, East & North Elevations
 - Wall Sign
 - Projecting Sign (South & East only)



BUILDING J - SOUTH ELEVATION



BUILDING J - EAST ELEVATION (SERRAMONTE BLVD.)



BUILDING J - NORTH ELEVATION

SIGN TYPES

WALL SIGNS

Description

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

Allowed Locations

Refer to the Building Elevations for allowable Wall Sign locations.

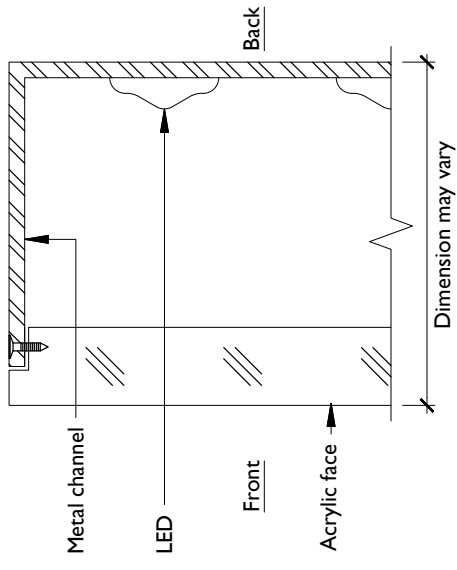
Maximum Sizes

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

Illumination

Wall Signs must be internally illuminated. These include the following -

- Halo-illuminated reverse channel letters and logos.
- Front-lit channel letters and logos with **concealed trim cap**.
- Push-through acrylic logos.
- Exposed neon letters or logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.
- LED signs are 3000K maximum.



Detail at Front Lit Channel Letter with Concealed Cap

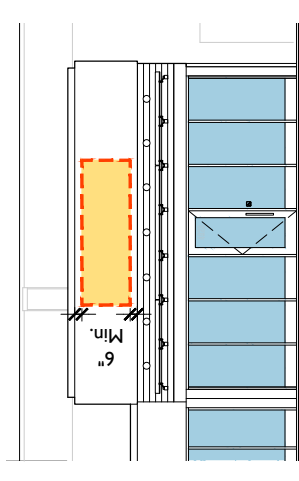
EXAMPLE: HALO-ILLUMINATED



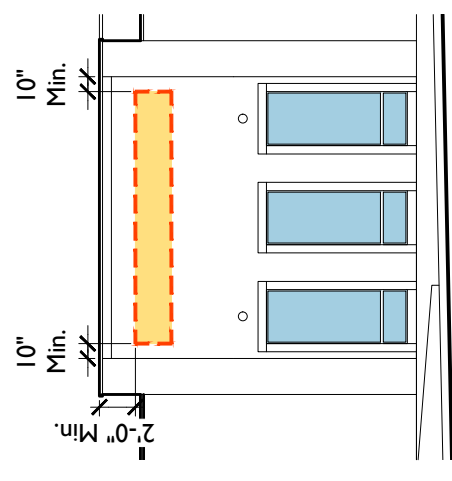
EXAMPLE: FRONT-LIT W/ CONCEALED TRIM CAP



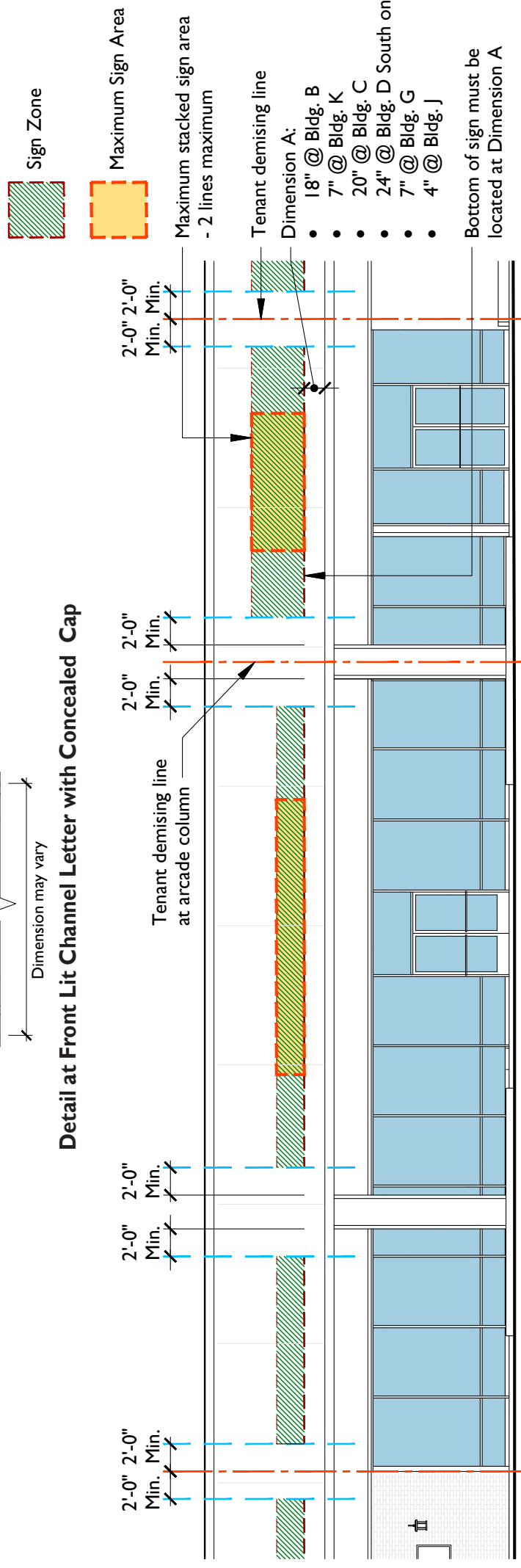
EXAMPLE: EXPOSED NEON



Building K West Elevation



Building E South Elevation



SIGN TYPES

EDGE SIGNS - Supported From Below

Description

Edge Signs consist of individual letters, logos, or iconography mounted directly to the top of the trellis beam.

Allowed Locations

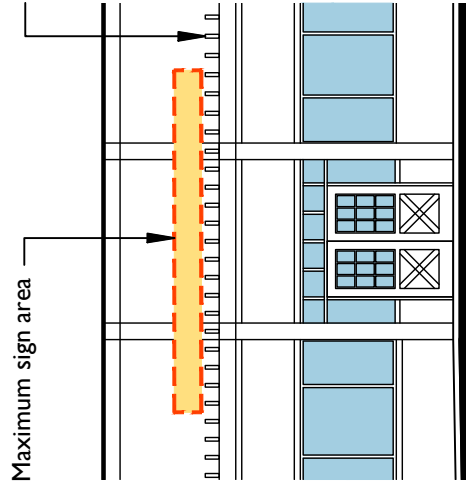
Refer to the Building Elevations for allowable Edge Sign locations.

Maximum Sizes

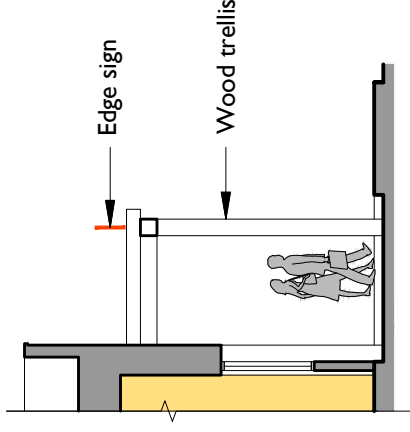
Refer to the Allowable Signs & Dimensions Chart for maximum allowable sizes.

Illumination

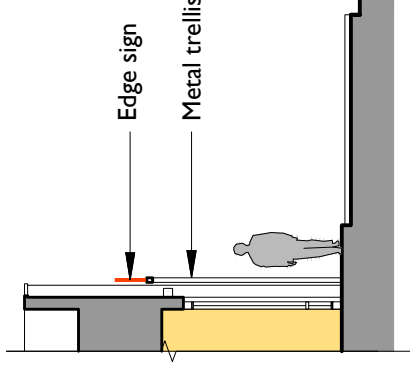
- Edge Signs must be internally illuminated. These include the following -
- Halo-illuminated reverse channel letters and logos.
 - Front-lit channel letters and logos with concealed trim cap - see previous page for detail.
 - Push-through acrylic logos.
 - Exposed neon letters or logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.
 - LED signs are 3000K maximum.



Trellis Elevation



Trellis Sections



EXAMPLE: SIGNAGE SUPPORTED FROM BELOW



EDGE SIGNS - Supported From Above

Description

Panels, individual letters, logos, or iconography suspended from the trellis beam.

Allowed Locations

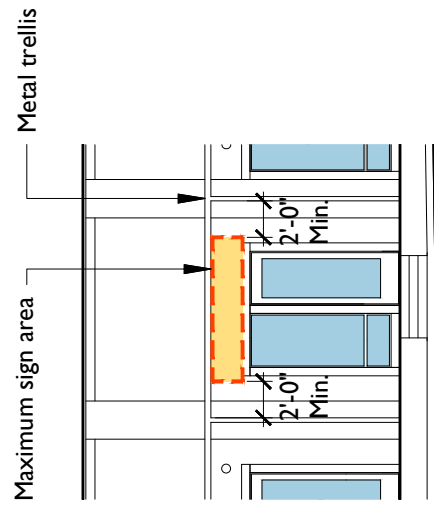
Refer to the Building Elevations for allowable Sign locations.

Maximum Sizes

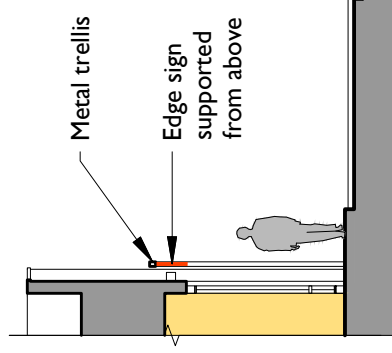
Refer to the Allowable Signs and Dimensions Chart for maximum allowable sizes. A minimum clearance between columns and the sign panel is required.

Illumination

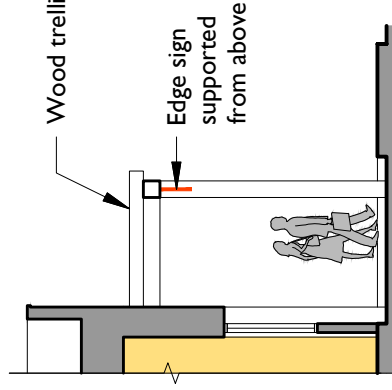
- Signs must be internally illuminated. These include the following -
- halo-illuminated reverse channel letters and logos
 - front-lit channel letters and logos with concealed trim cap - see previous page for detail
 - push-through acrylic letters and logos
 - exposed neon letters or logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.
 - LED signs are 3000K maximum.



Trellis Elevation



Trellis Sections



EXAMPLE: SIGNAGE SUPPORTED FROM ABOVE



SIGN TYPES

PROJECTING SIGNS

Description

Projecting Signs are mounted perpendicular to the building facade - suspended from the arcade ceiling, above the storefront opening. The sign bracket, consisting of a pair of metal rods, is provided. The sign may be a variety of shapes or three dimensional that fits within the indicated square or round sign area shape.

Allowed Locations

Locate projecting signs as close to entry door as feasible. Projecting signs are allowed:

- Within building arcades at buildings B and C, per diagram below.
- Suspended from overhang at building K.
- On storefront or pilaster that is not adjacent to a neighboring tenant at buildings G and J.

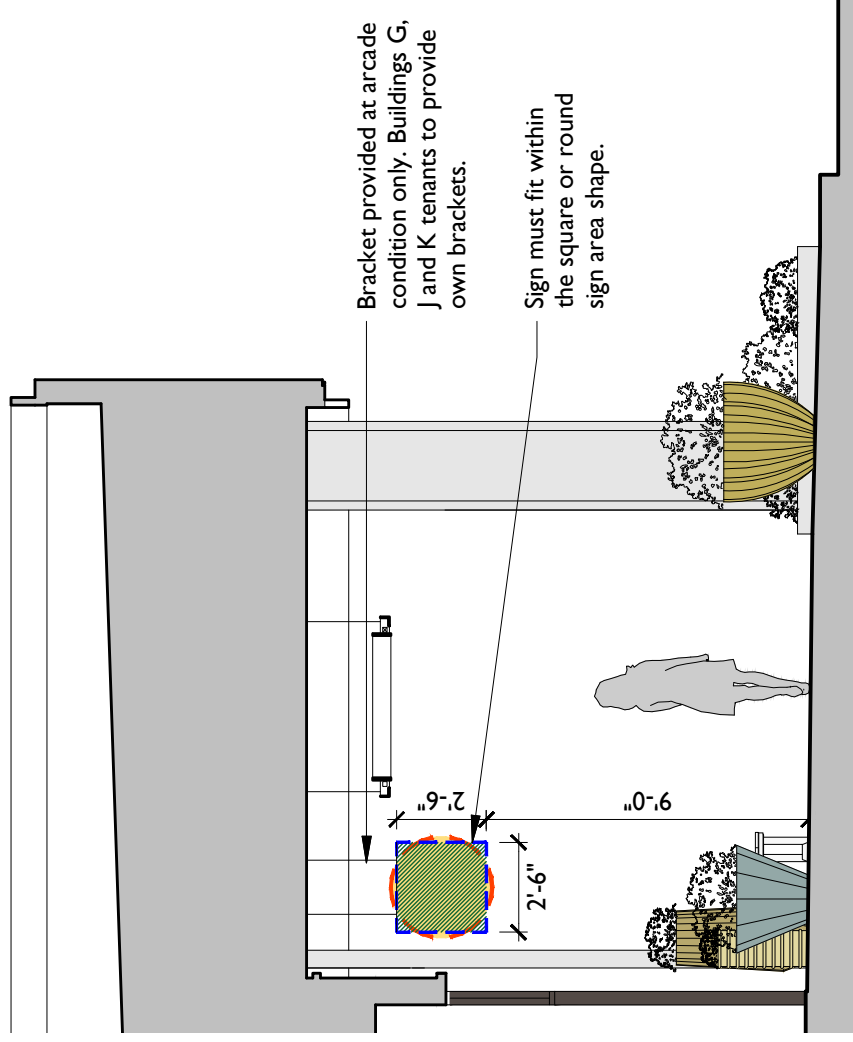
Maximum Sizes

Refer to the Allowable Signs and Dimensions Chart for maximum allowable sizes.

Illumination

Projecting Signs may be illuminated. Internal illumination only with an opaque

PROJECTING SIGN EXAMPLES



Arcade Section at Buildings B and C

SIGN TYPES

STOREFRONT SIGNS

Description

Storefront Signs are parallel to the storefront and occurs within the storefront opening. Storefront Signs may consist of individual letters or logos pin-mounted to the storefront, letters and logos painted directly to storefront, or silkscreen/painting/sandblasting applied directly to the glazing.

Allowed Locations

Refer to the Building Elevations for allowable Storefront Sign locations.

Maximum Sizes

Refer to the Allowable Signs and Dimensions Chart for maximum allowable sizes.

Illumination

Storefront signs are non-illuminated.



STOREFRONT SIGN EXAMPLES

WINDOW GRAPHICS

Description

Window Graphics are located within the storefront glazing area and encompasses a wide variety of sizes, shapes and materials. They may be as simple as metal-leaf letters or as creative as mixed media signs that float across the store window. Other applications are silkscreen, sandblasting or film. Transparent window graphics - transparent film from inside and outside - is allowed.

Copy may include store hours, emergency phone number, or other tenant identification information, subject to landlord and City planning approval.

Hours of Operation may be vinyl or metal leaf, applied to glass. Hours may be listed once per door or public entrance. Maximum letter size = 1 1/2". This does not count towards the maximum area allowed.

Allowed Locations

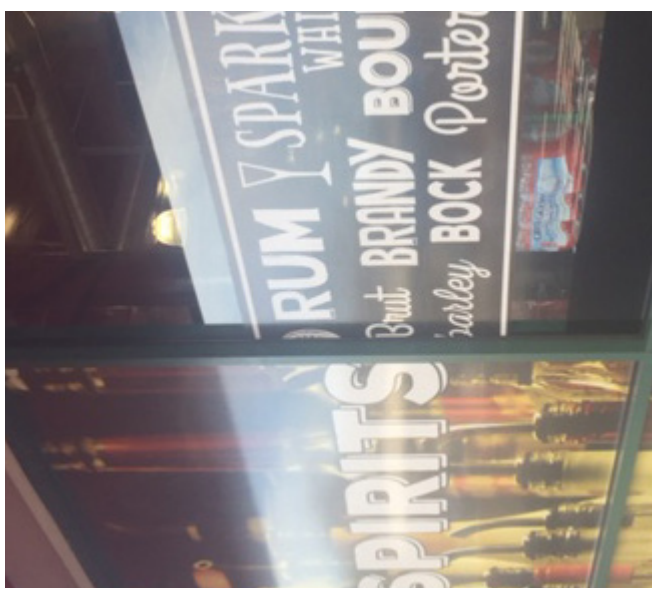
Window Graphics are allowed on all frontage glazing per restrictions.

Maximum Sizes

The maximum area allowed is 20% of the storefront glazing area.

Illumination

Window Graphics are non-illuminated.



WINDOW GRAPHICS EXAMPLES

TENANT ADDRESS

The tenant's address is required at the store entrance and all other access points per the requirements of the Colima Fire Protection District.

1. Location: Centered in the vision panel at the top of the main entry door.
2. Material: White color with black outline 3/32" wide.
3. Font: **Swis721 BdcnOul BT**
4. Height: 6 3/16"
5. Stroke Width: 1"
6. Tenant addresses are non-illuminated.
7. At service & accessory doors, letters shall be 4" high, 1/2" stroke width, same style as above.



Storefront Elevation



ALLOWABLE SIGNS & DIMENSIONS

DEFINITIONS

Sign Area: The sign area is calculated by measuring the simple-most geometric frame that can be placed around the sign design.

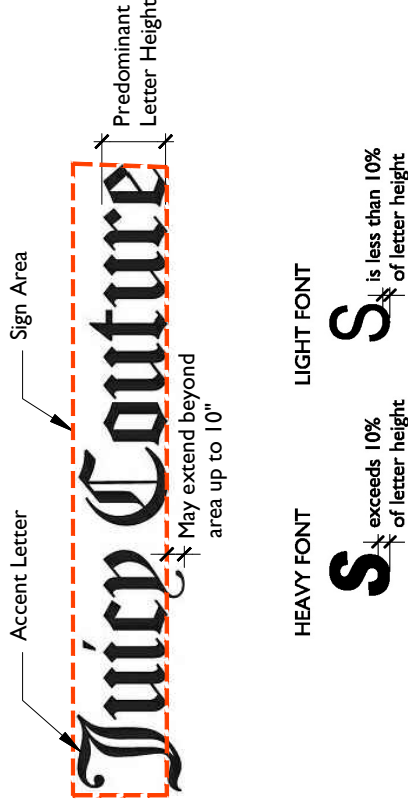
Accent Letters: Usually the first letter of a business name that is larger than the other sign letters for emphasis. Allowable accent letter sizes will be determined on a case by case basis.

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

Heavy Font/Light Font: Typeface comes in a variety of styles and weights. The weight of the font determines the maximum allowable height of the letter.

Sign Zone: Area on a building frontage where a sign may be located.

Logo Sign: Icon that represents the tenant.



PROHIBITED SIGNAGE

The following types of signs and signage details are not permitted:

- Signs with descriptions of products/services, phone numbers and websites
- Internally illuminated box ("can") signs
- Vacuum-formed or injection molded plastic signs
- Individual front-lit pan channel letters, except those with concealed trim caps
- Signs with plain block 'generic' lettering
- Flashing or moving lights, graphics or other imagery
- Signs employing luminous or day-glow paint
- Generic 'open' or 'closed' signs (printed or illuminated)
- 'Going Out of Business' banners
- Large 'Sale' signs
- A-frame signs
- Banners
- Any other sign prohibited by the Town of Colma

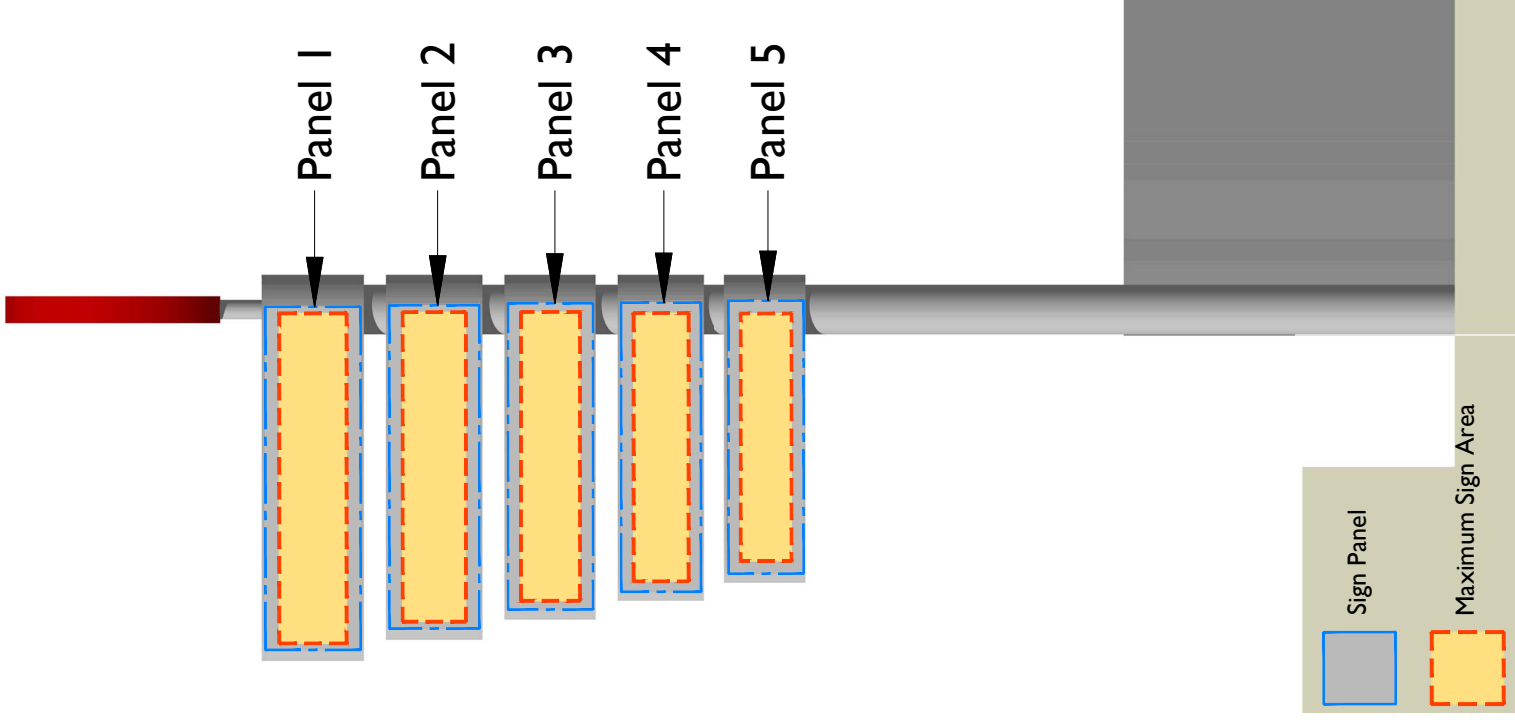
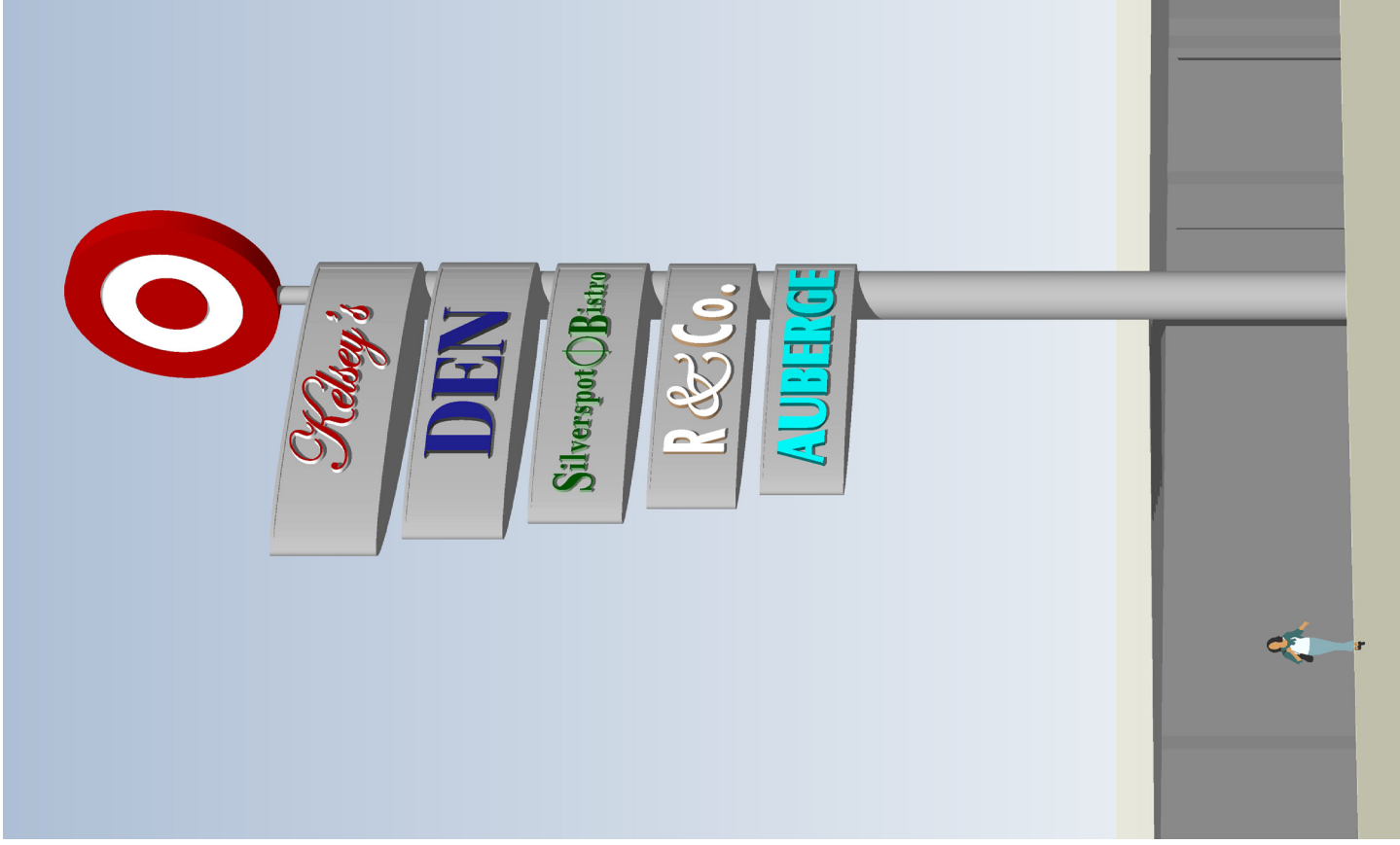
SIGN TYPES:	Building B West	Building K West	Building C West	Building D South	Building D East	Building D West	Building E East	Building E North	Building E West	Building E South	Building F East	Building F North	Building F West	Building G South	Building G East	Building G West	Building G North	Building H East	Building H North	Building H West	Building J South	Building J East	Building J North	Building J West
WALL SIGN																								
Single Line																								
Max. Predominant Letter Size	2'-0"	1'-6"	3'-6"	4'-0"	2'-0"	2'-0"	-	-	-	2'-0"	2'-0"	2'-0"	2'-0"	2'-0"	2'-0"	2'-0"	1'-6"	1'-6"	1'-6"	1'-6"	2'-0"	2'-0"	2'-0"	2'-0"
Max. Sign Length	20'-0"	12'	26'-0"	20'-0"	10'-0"	26'-0"	-	-	-	14'-0"	20'-0"	20'-0"	20'-0"	13'-0"	13'-0"	16'-0"	13'-0"	14'-0"	14'-0"	14'-0"	16'-0"	13'	16'-0"	13'-0"
Stacked - Max. Letter Size equals Single Line Max. Letter Size																								
Max. Sign Height	3'-6"	3'-6"	6'-0"	7'-0"	3'-6"	4'-6"	-	-	-	-	4'-0"	4'-0"	4'-0"	3'-6"	4'-6"	4'-6"	4'-6"	4'-0"	4'-0"	4'-0"	3'-6"	3'-6"	3'-6"	3'-6"
Max. Sign Length	16'-0"	10'-6"	20'-0"	16'-0"	8'-0"	22'-0"	-	-	-	-	16'-0"	16'-0"	16'-0"	10'-0"	10'-0"	13'-0"	10'-0"	12'-0"	12'-0"	12'-0"	12'-0"	10'-0"	12'-0"	10'-0"
PROJECTING SIGN																								
Max. Area	6.25 SF	5.25 SF	6.25 SF	6.25 SF	-	-	-	-	-	-	-	-	-	5.25 SF	5.25 SF	-	-	-	-	-	5.25 SF	5.25 SF	-	-
STOREFRONT SIGN																								
Max. Predominant Letter Size	1'-6"	-	1'-6"	1'-6"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Max. Sign Length	12'-0"	-	12'-0"	12'-0"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EDGE SIGN - Supported from Below																								
Max. Predominant Letter Size	-	-	-	-	-	-	1'-6"	1'-6"	1'-6"	20'-0"	-	-	-	-	-	-	-	-	1'-6"	-	-	-	-	-
Max. Sign Length	-	-	-	-	-	-	20'-0"	20'-0"	20'-0"	-	-	-	-	-	-	-	-	-	14'-0"	-	-	-	-	-
EDGE SIGN - Supported from Above																								
Max. Predominant Letter Size	-	-	-	-	-	-	1'-4"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Max. Sign Length	-	-	-	-	-	-	8'-0"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sign Height	-	-	-	-	-	-	1'-8"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Notes:

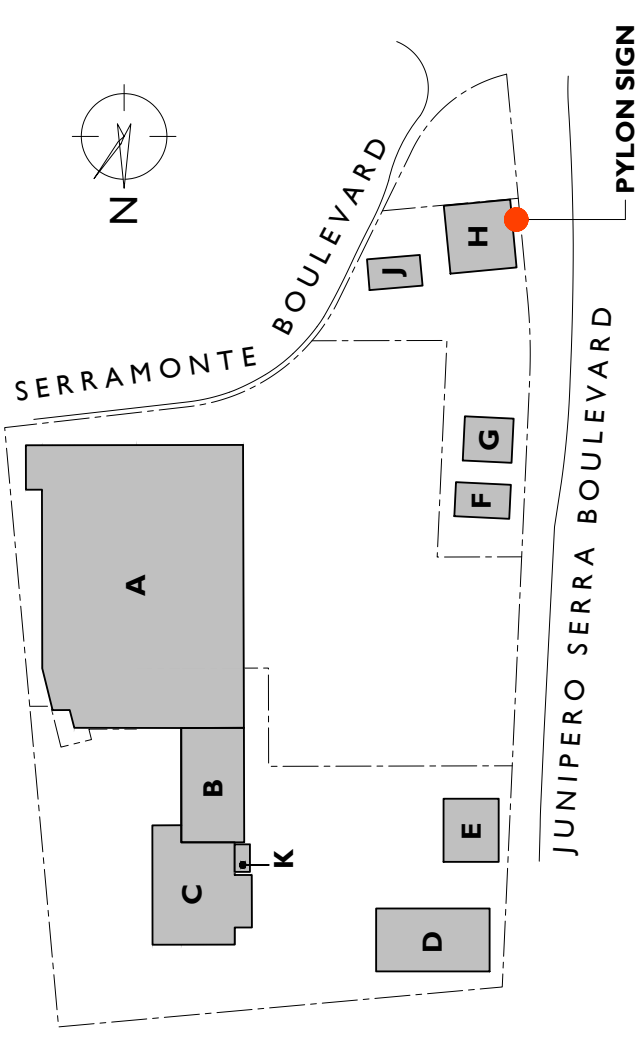
- Light Fonts may be increased in size by 20% (example: 1'-8" to 2'-0") - applies at multi-tenant buildings only.
- For signs with a Max. Letter Size up to 2'-0", the Max. Letter Depth is 2.75". For signs with a Max. Letter Size of 4'-0", the Max. Letter Depth is 4".
- If sign is less than 6'-0" long, letters may increase to 3'-6" maximum at multi-tenant buildings, 4'-0" maximum at Building C & 6'-0" maximum at Building D.

B - TENANT SIGNAGE CRITERIA AT PYLON SIGN

The Pylon Sign is located along Junipero Serra Boulevard and is only available to select Tenants, to be determined by the Landlord. The tenant will provide a sign panel that is attached to an existing curved double-sided sign cabinet, per specifications provided by the Landlord.



Pylon Sign Elevation



Pylon Sign Dimensions & Requirements

SIGN PANEL:	Maximum Sign Area Height	Maximum Sign Area Length	Letter or Logo Depth
1	4'-1"	20'-0"	5"
2	3'-10"	18'-9"	4.75"
3	3'-7"	17'-6"	4.5"
4	3'-4"	16'-3"	4.25"
5	3'-1"	15'-0"	4"

- Aluminum panel to match gauge and finish of sign cabinet, per Landlord specifications.
- Sign is internally illuminated - individual pin-mounted front lit channel letters or logos, per Landlord specifications.
- Overall area of tenant name is at the discretion of the Landlord and may be smaller than boundary indicates.