

TENANT SIGNAGE CRITERIA

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S e r r a c e n t e r

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:

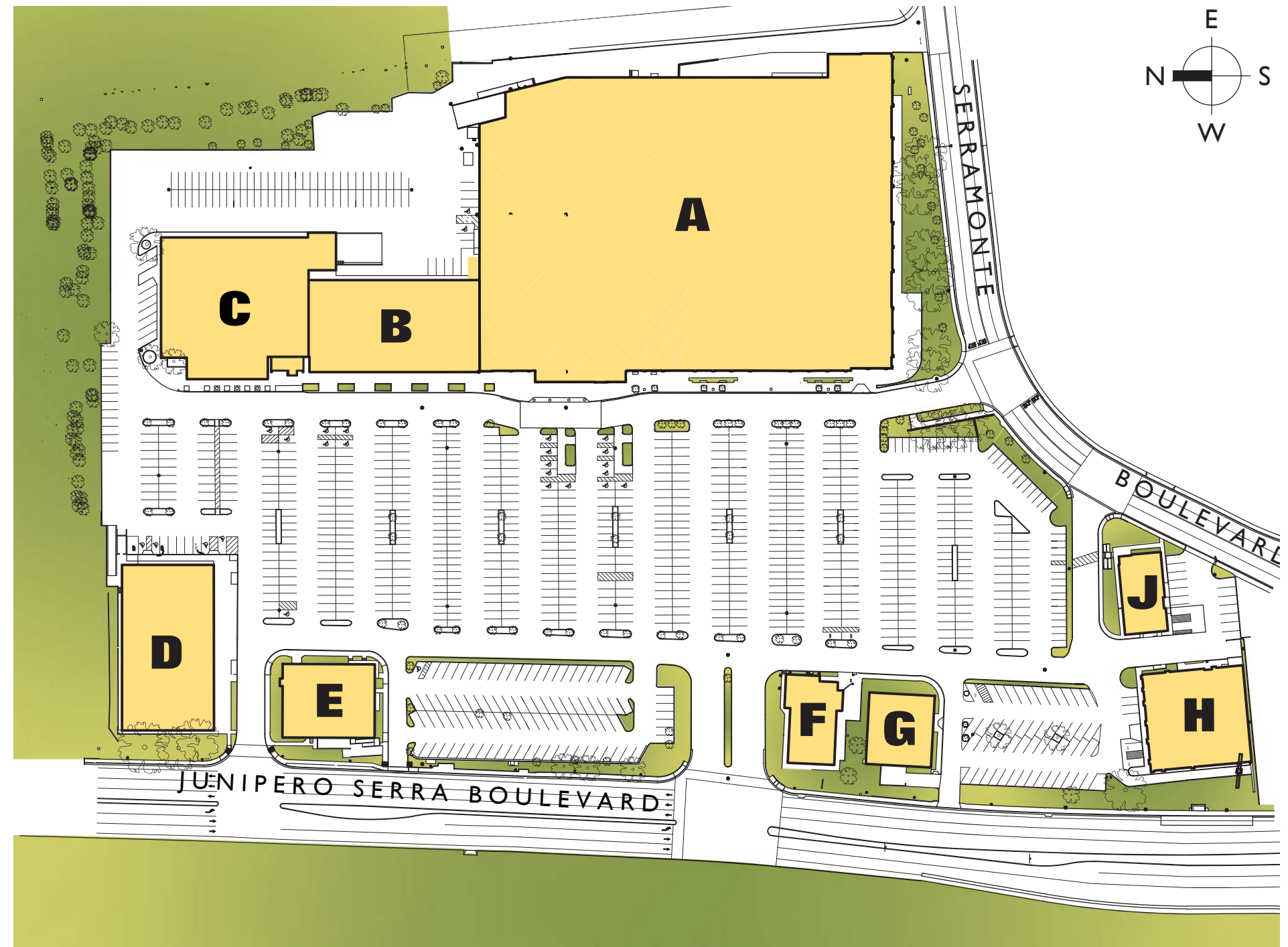
1. Change the sign to a contrasting color.
2. Change the returns of the sign to a contrasting color.

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.

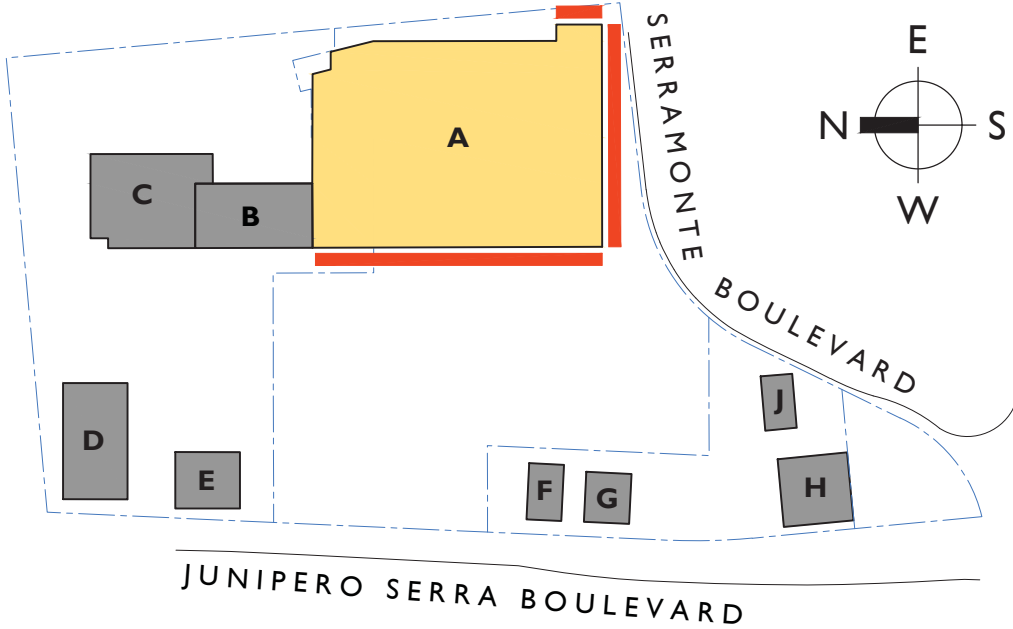
SITE PLAN



BUILDING A ELEVATIONS



BUILDING A - EAST ELEVATION



BUILDING A - SOUTH ELEVATION

BUILDING A PERMITTED SIGNS

One permitted sign per Tenant per Frontage, up to Three signs. Includes Logo Sign.

Building A -
West, South & East Elevations

- Wall Sign
- Logo Sign

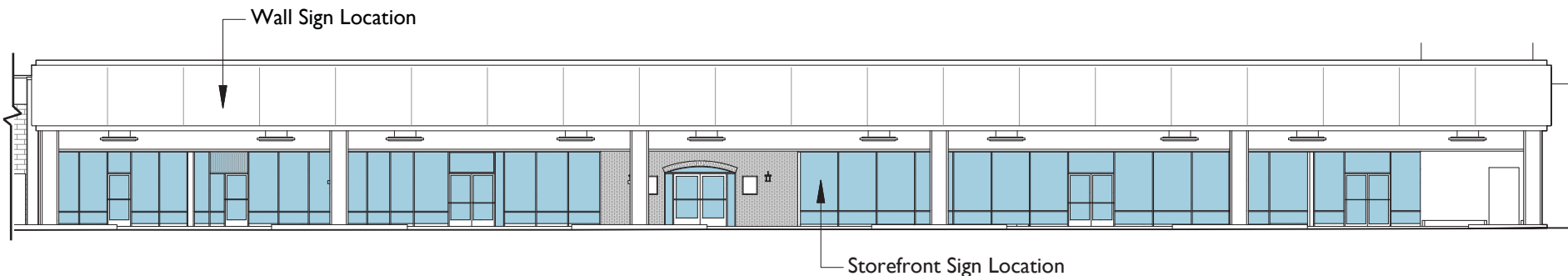


BUILDING A - WEST ELEVATION

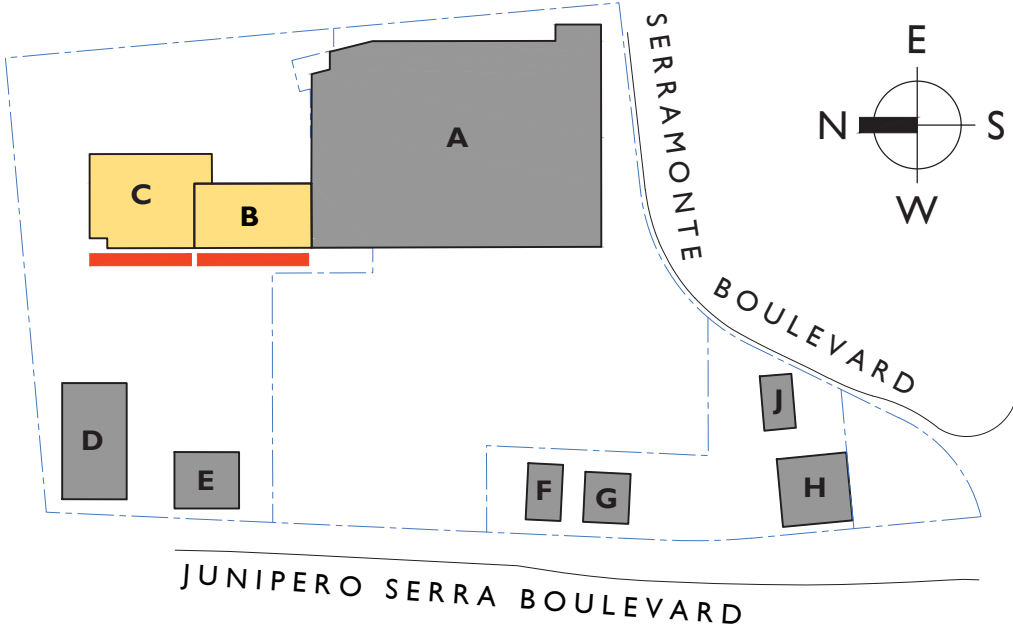
BUILDING B & C ELEVATIONS



BUILDING C - WEST ELEVATION



BUILDING B - WEST ELEVATION



BUILDING B & C PERMITTED SIGNS

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

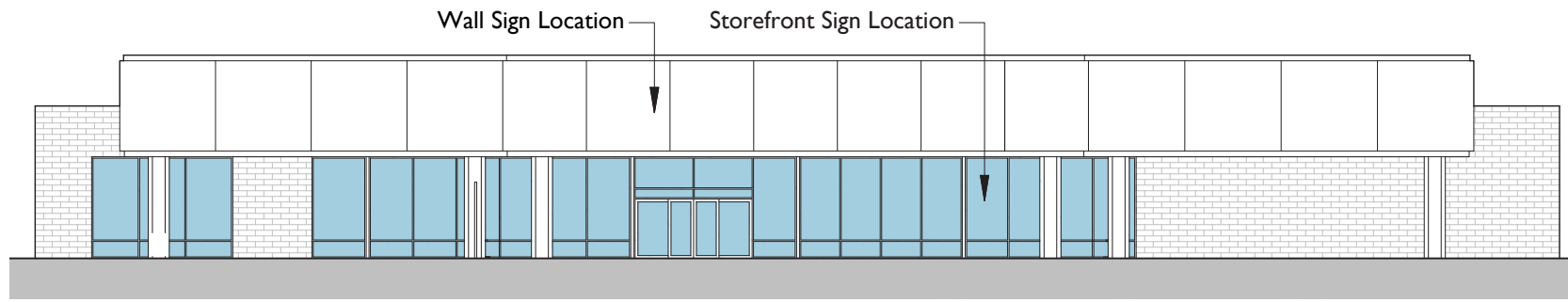
Building B - West Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

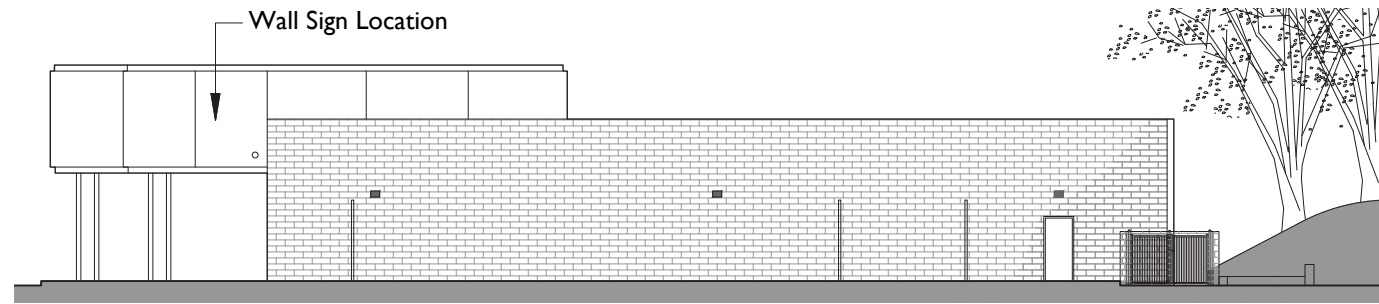
Building C - West Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

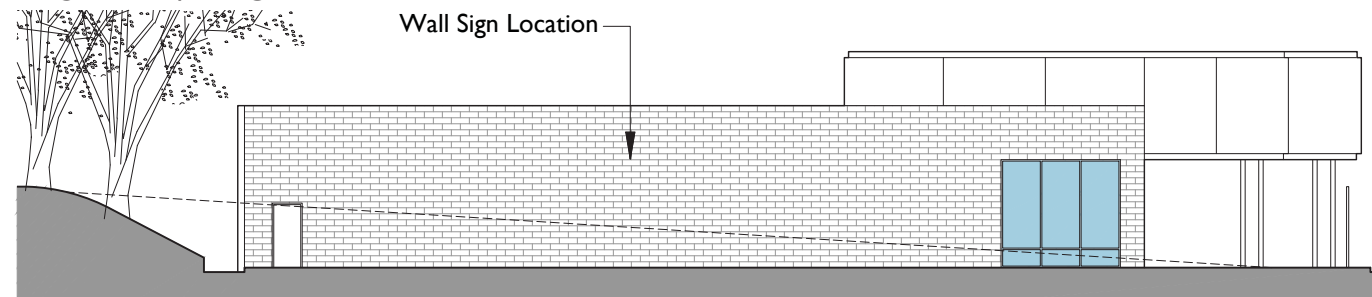
BUILDING D & E ELEVATIONS



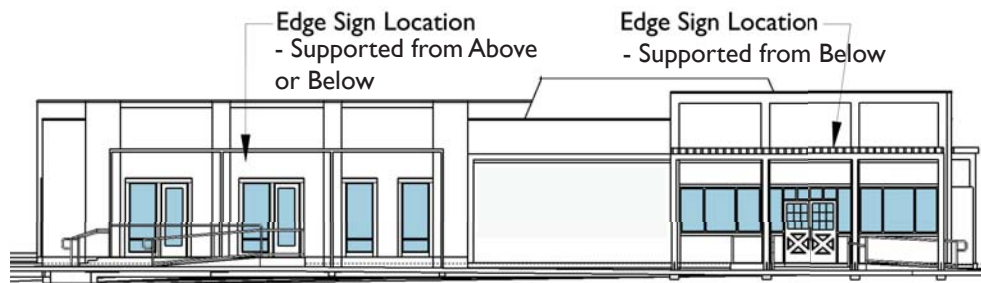
BUILDING D - SOUTH ELEVATION



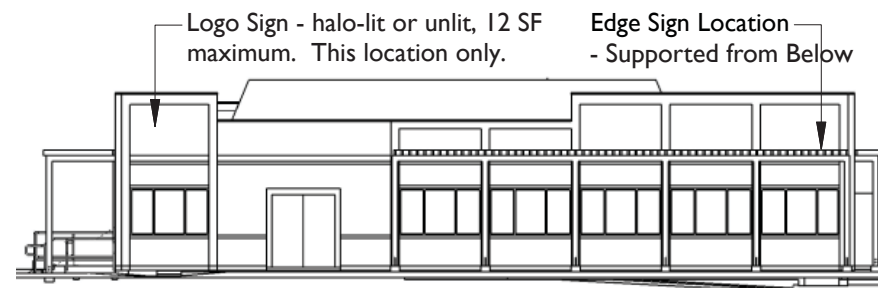
BUILDING D - EAST ELEVATION



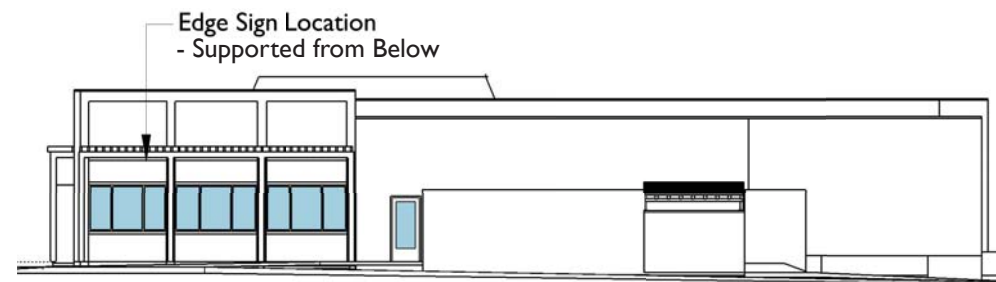
BUILDING D - WEST ELEVATION



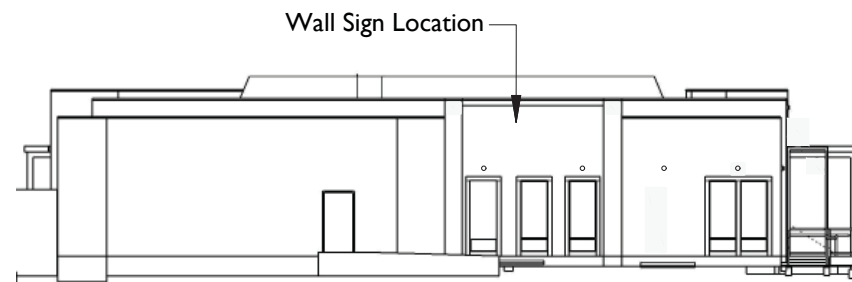
BUILDING E - EAST ELEVATION



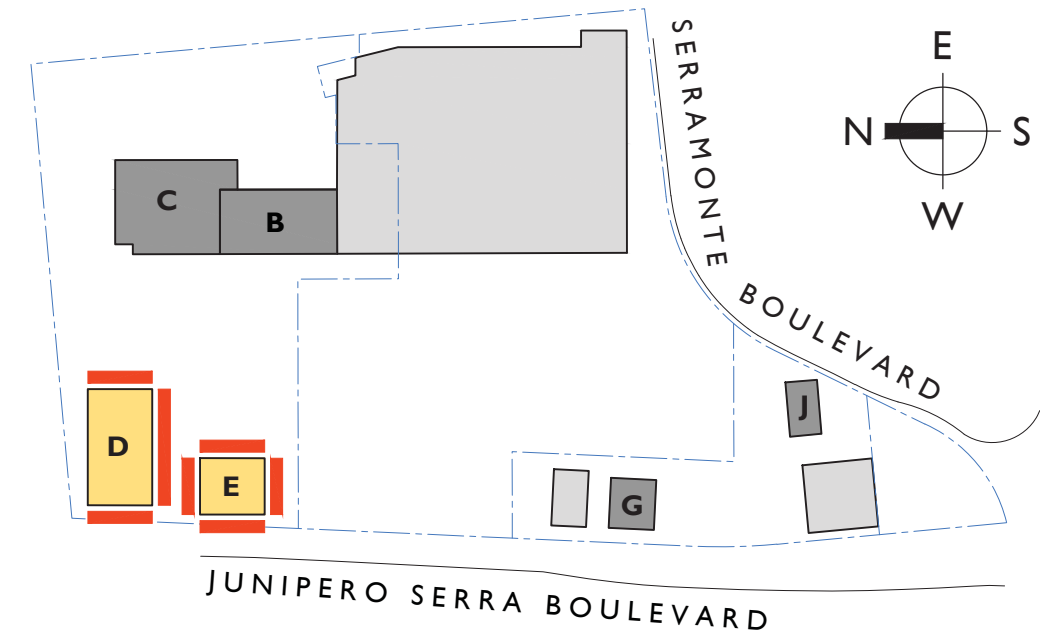
BUILDING E - NORTH ELEVATION



BUILDING E - WEST ELEVATION (JUNIPERO SERRA BLVD.)



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

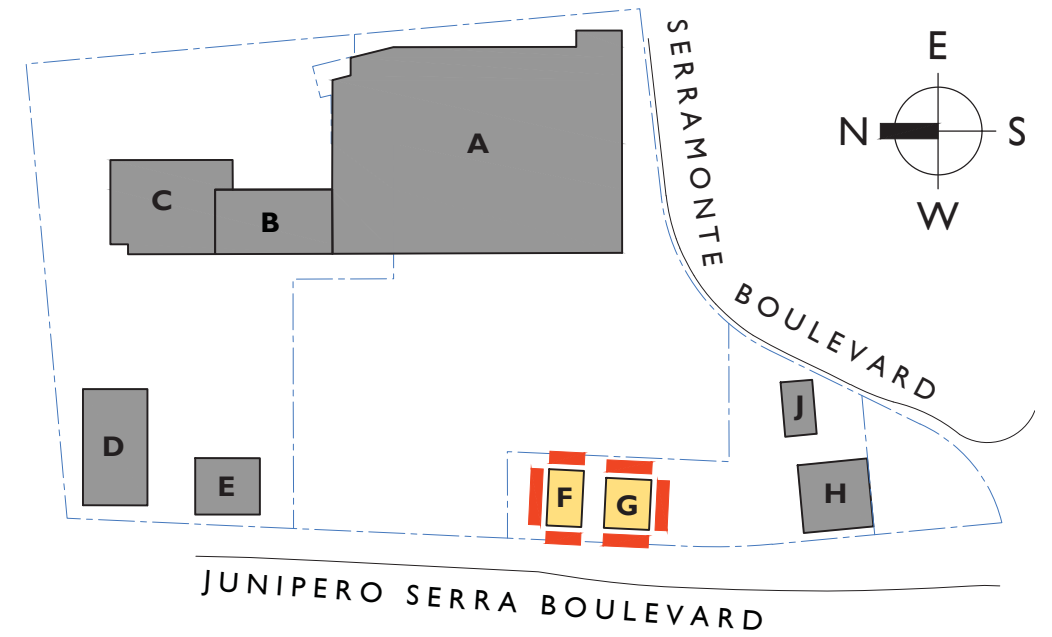
BUILDING F & G ELEVATIONS



BUILDING F - EAST ELEVATION



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



BUILDING F & G PERMITTED SIGNS

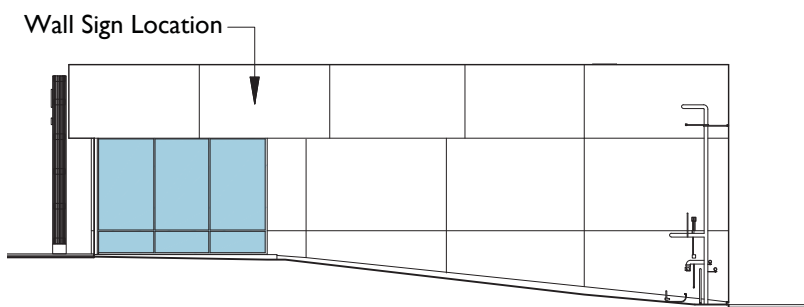
One permitted sign per Tenant per Frontage, up to Three signs

Building F -
East, North & West Elevations

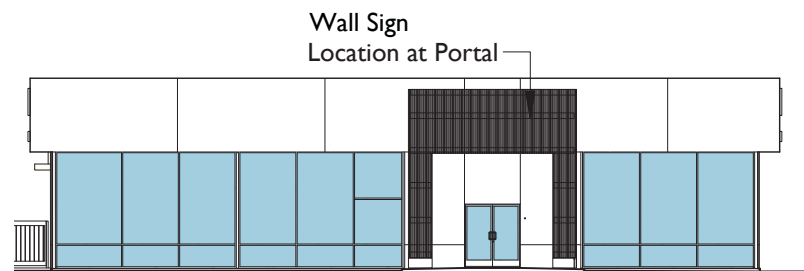
- Wall Sign

Building G -
East, South & West Elevations

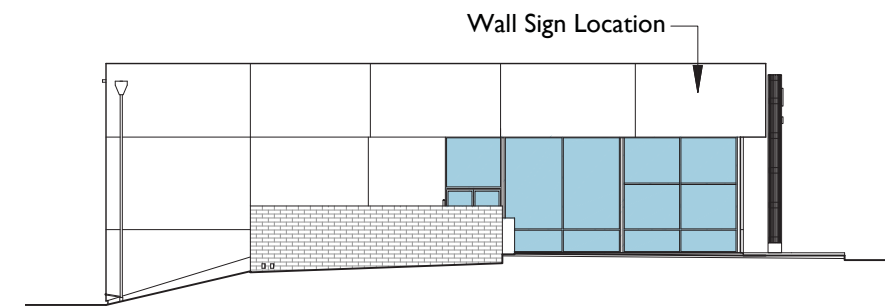
- Wall Sign



BUILDING G - EAST ELEVATION

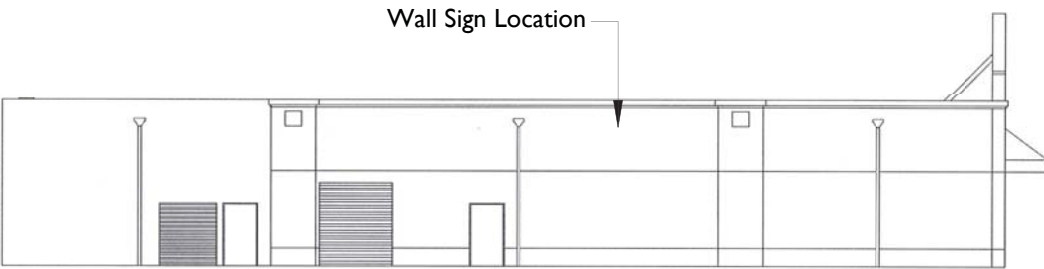


BUILDING G - SOUTH ELEVATION



BUILDING G - WEST ELEVATION (JUNIPERO SERRA BLVD.)

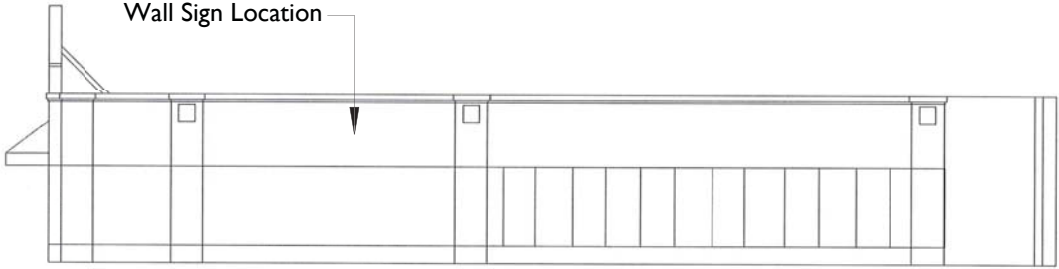
BUILDING H & J ELEVATIONS



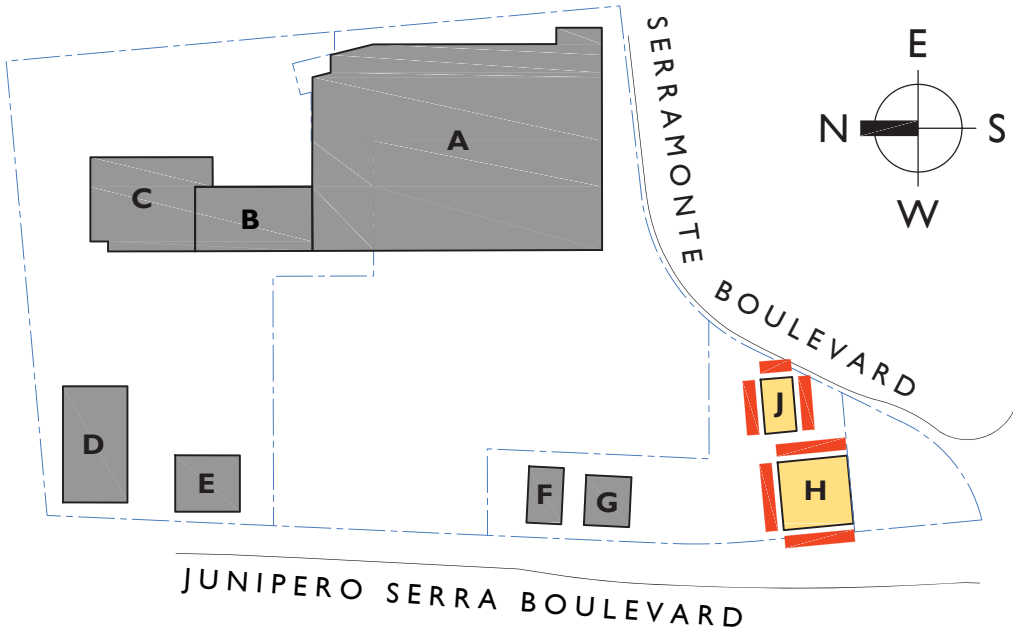
BUILDING H - EAST ELEVATION



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

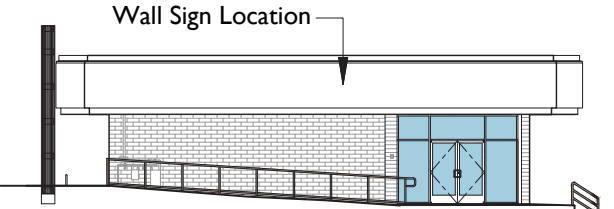
- Wall Sign

Building J -
South, East & North Elevations

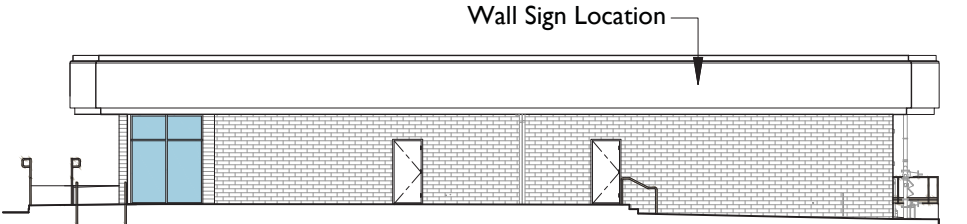
- Wall Sign



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.

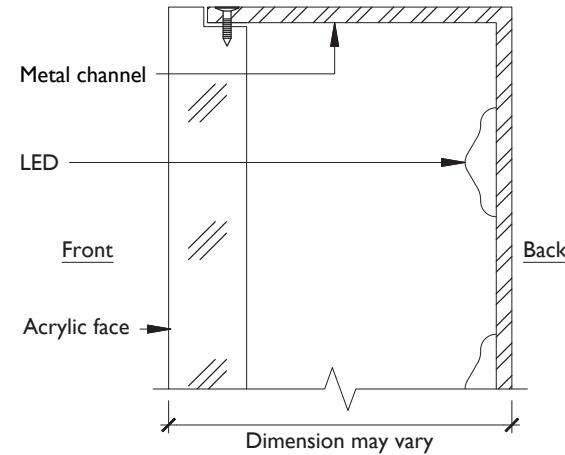
Maximum Sizes

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

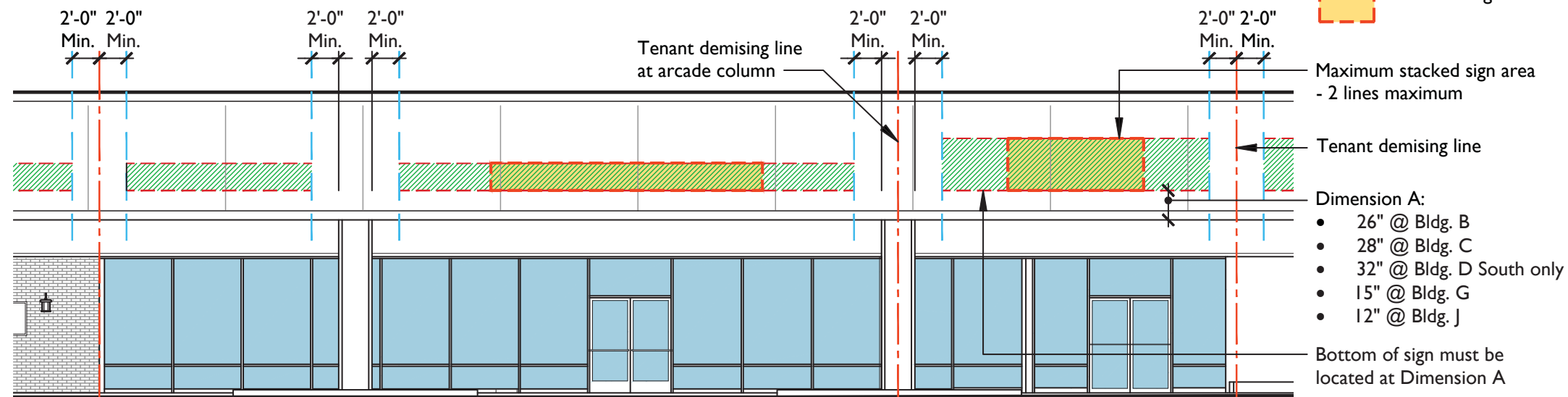
Illumination

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 without Trim Cap



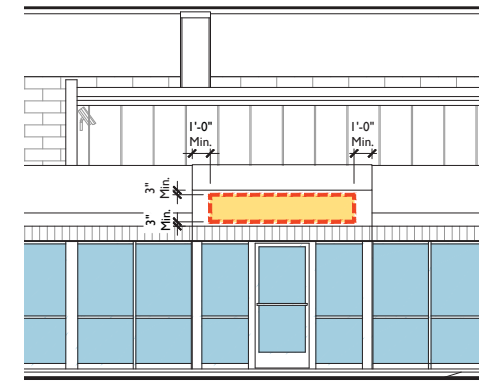
EXAMPLE: HALO-ILLUMINATED



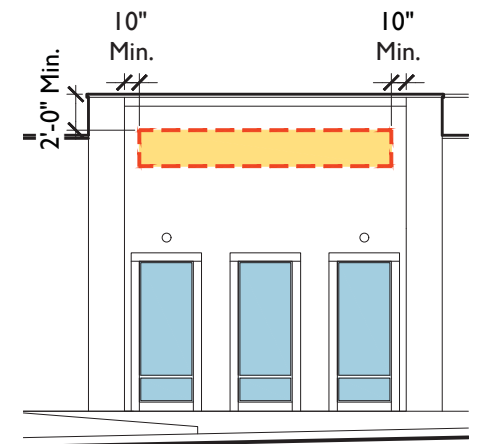
EXAMPLE: FRONT-LIT W/ CONCEALED TRIM CAP



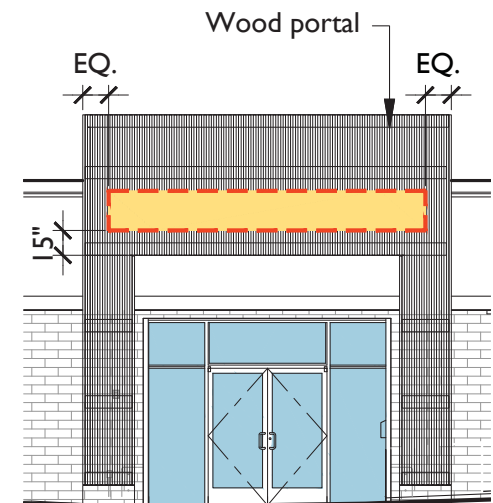
EXAMPLE: EXPOSED NEON



Building C Minor Tenant Elevation



Building E South Elevation



Portal 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.

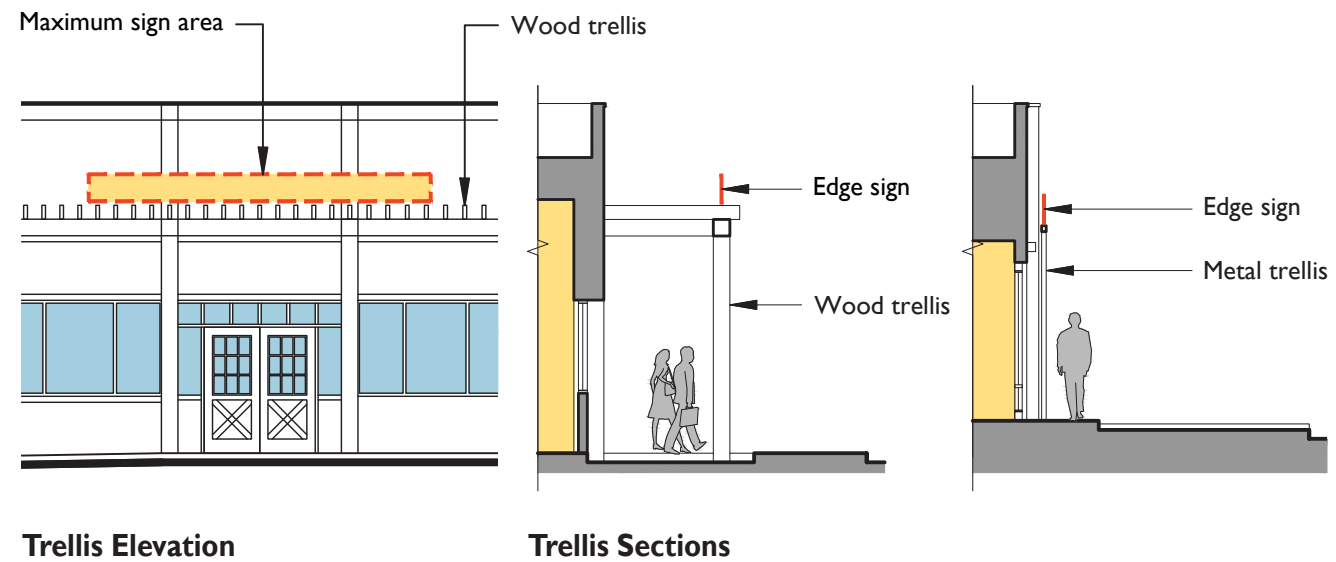
Maximum Sizes

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.



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.

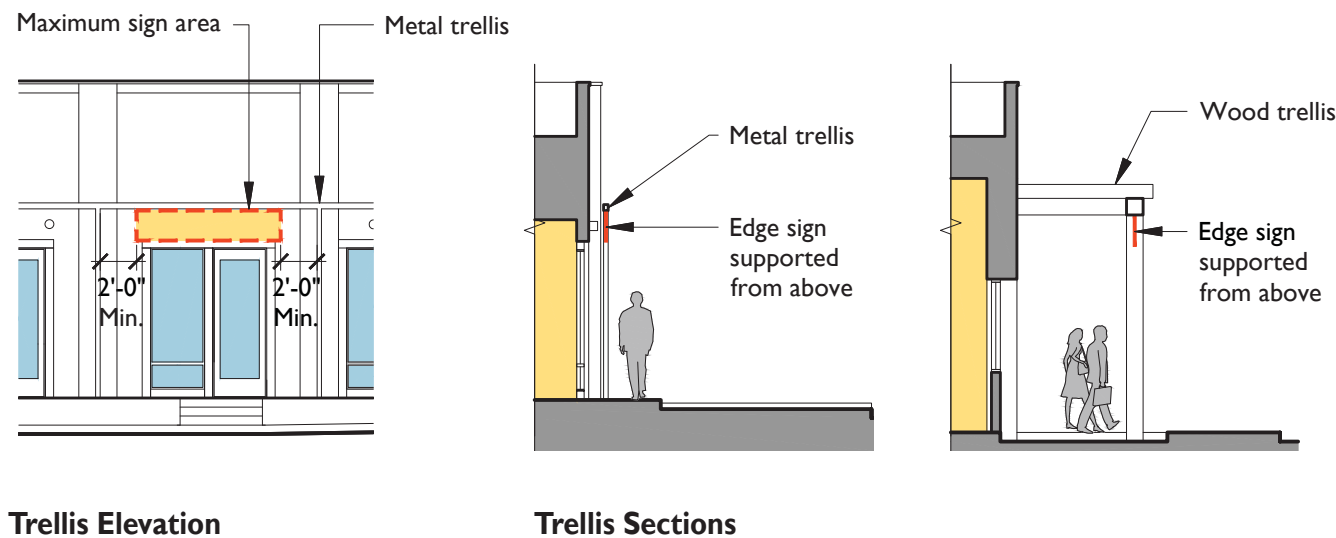
Maximum Sizes

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.



EXAMPLE: SIGNAGE SUPPORTED FROM ABOVE



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
Projecting signs are allowed only within a building's arcade. Locate as close to entry door as feasible.

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 background. LED signs are 3000K maximum.



Arcade Section

PROJECTING SIGN EXAMPLES



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.

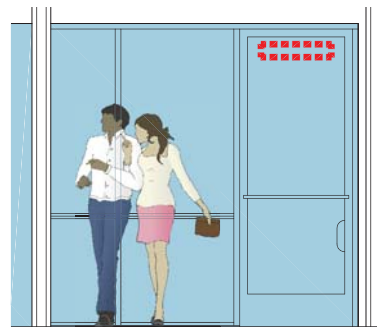
WINDOW GRAPHICS EXAMPLES



TENANT ADDRESS

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

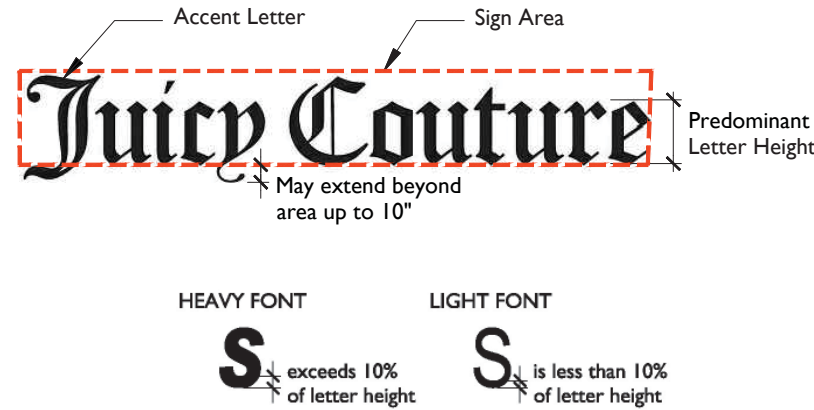
Accent Letters: Usually the first letter of a business name that is larger than the other sign letters for emphasis. Allowable accent letter sizes will be determined on a case by case basis.

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:

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

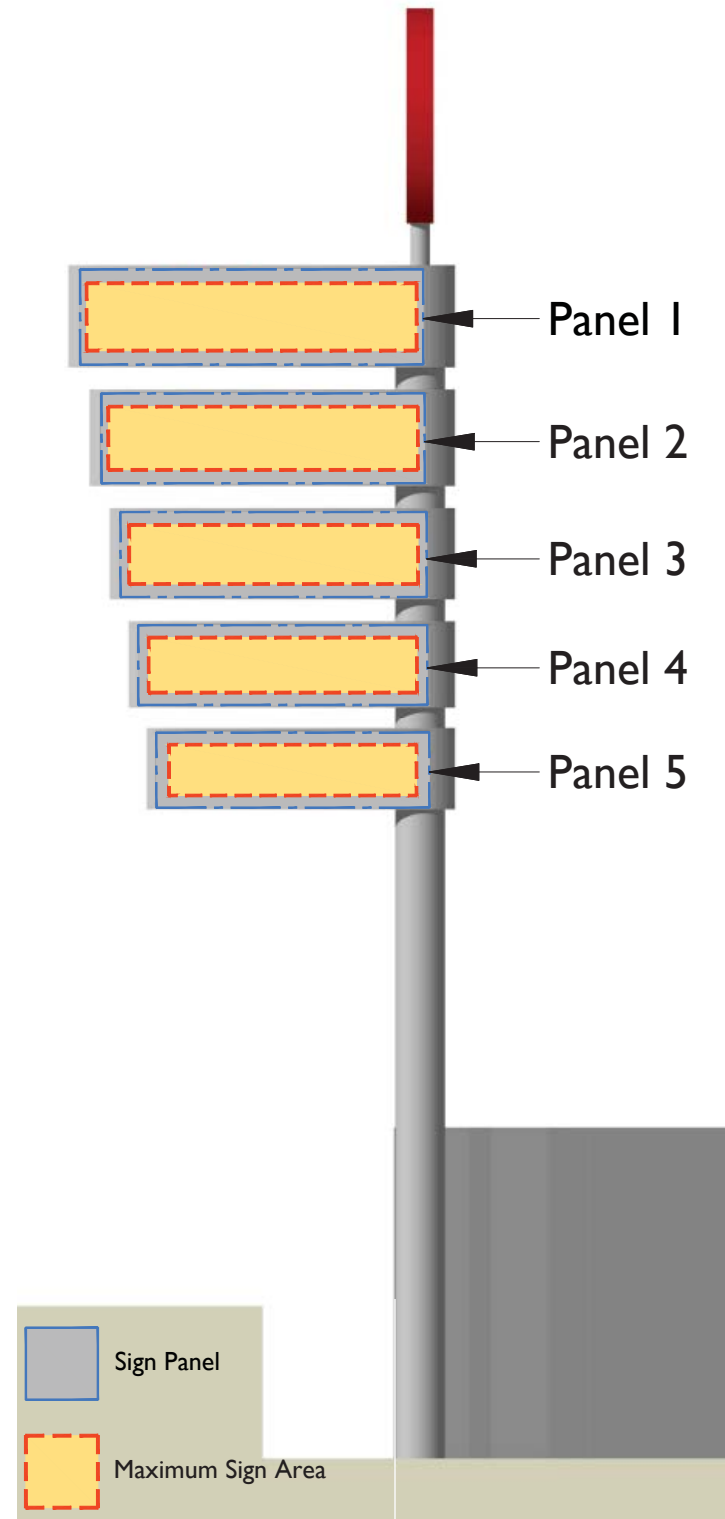
SIGN TYPES:	Building A West	Building A South	Building A East	Building B West	Building C West	Building D South	Building D East	Building D West	Building E East	Building E North	Building E West	Building E South	Building F East	Building F North	Building F West	Building G South	Building G East	Building G West	Building H East	Building H North	Building H West	Building J South	Building J East	Building J North
WALL SIGN																								
Single Line																								
Max. Predominant Letter Size	5'-0"	3'-6"	3'-6"	2'-0"	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"	2'-0"	2'-0"	2'-0"
Max. Sign Length	40'-0"	28'-0"	28'-0"	20'-0"	26'-0"	20'-0"	10'-0"	26'-0"	-	-	-	14'-0"	20'-0"	20'-0"	20'-0"	16'-0"	26'-0"	26'-0"	14'-0"	14'-0"	14'-0"	16'-0"	16'-0"	16'-0"
Stacked - Max. Letter Size equals Single Line Max. Letter Size																								
Max. Sign Height	-	-	-	3'-6"	6'-0"	7'-0"	3'-6"	4'-6"	-	-	-	-	4'-0"	4'-0"	4'-0"	3'-6"	4'-6"	4'-6"	4'-0"	4'-0"	4'-0"	3'-6"	3'-6"	3'-6"
Max. Sign Length	-	-	-	16'-0"	20'-0"	16'-0"	8'-0"	22'-0"	-	-	-	-	16'-0"	16'-0"	16'-0"	16'-0"	22'-0"	22'-0"	12'-0"	12'-0"	12'-0"	16'-0"	16'-0"	16'-0"
PROJECTING SIGN																								
Max. Area	-	-	-	6.25 SF	6.25 SF	6.25 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"	-	-	-	-	-	-	-	-	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:

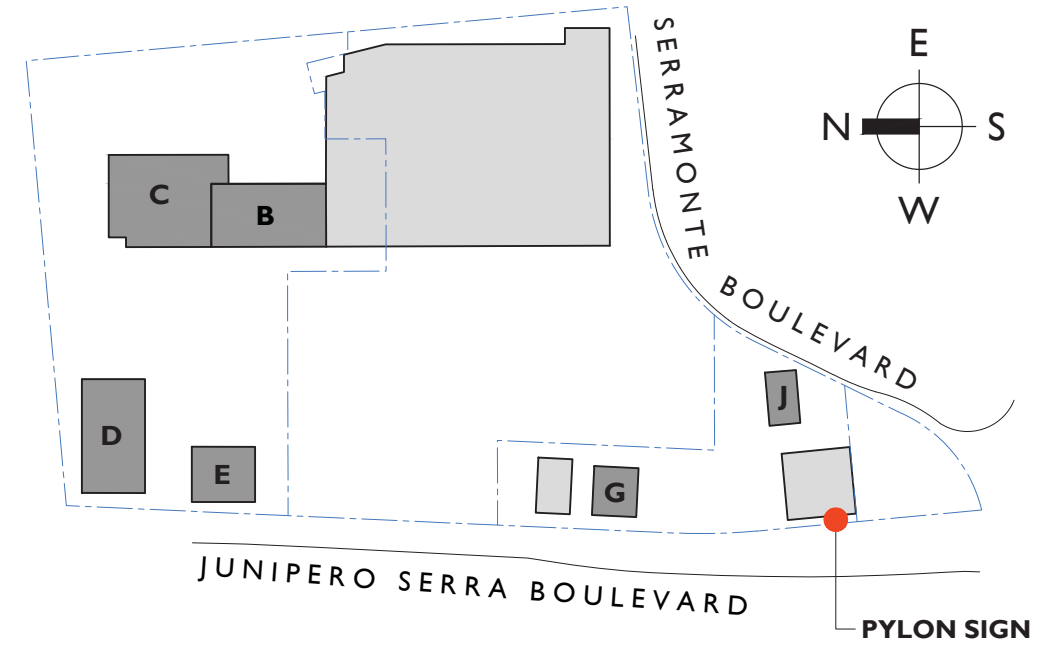
1. Light Fonts may be increased in size by 20% (example: 1'-8" to 2'-0") - applies at multi-tenant buildings only.
2. For signs with a Max. Letter Size up to 2'-0", the Max. Letter Depth is 2.75". For signs with a Max. Letter Size of 4'-0", the Max. Letter Depth is 4".
3. If sign is less than 6'-0" long,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