

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

Approved by the Town of Colma
City Council on _____

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 ~~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. Address identification shall be as per Serra Center Signage Criteria (Exhibit A, page ~~11~~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".

ATTACHMENT B

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.

ATTACHMENT B

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 8-11.

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 12 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

ATTACHMENT B

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 11.
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.