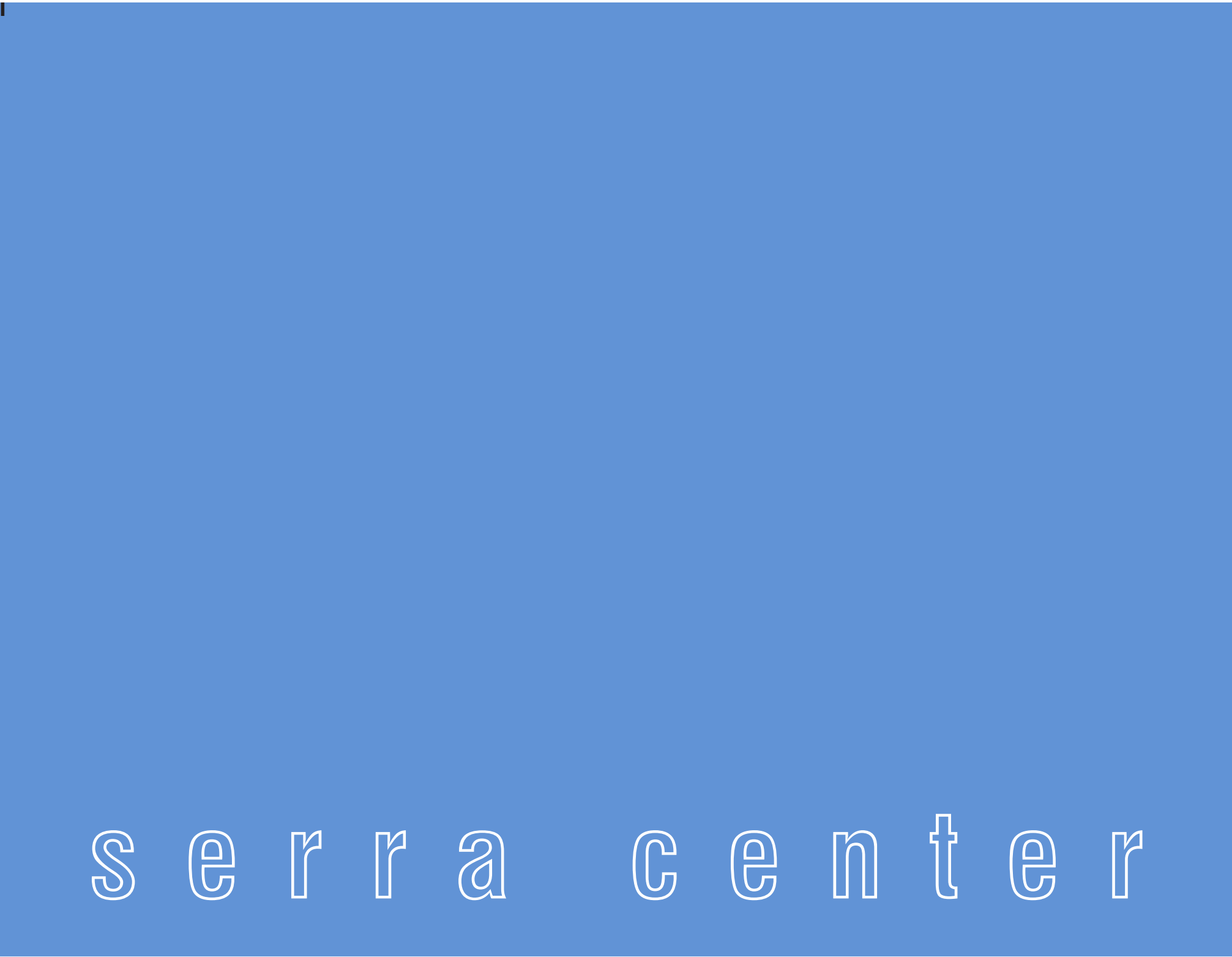


TENANT SIGNAGE CRITERIA



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

DRAFT

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:

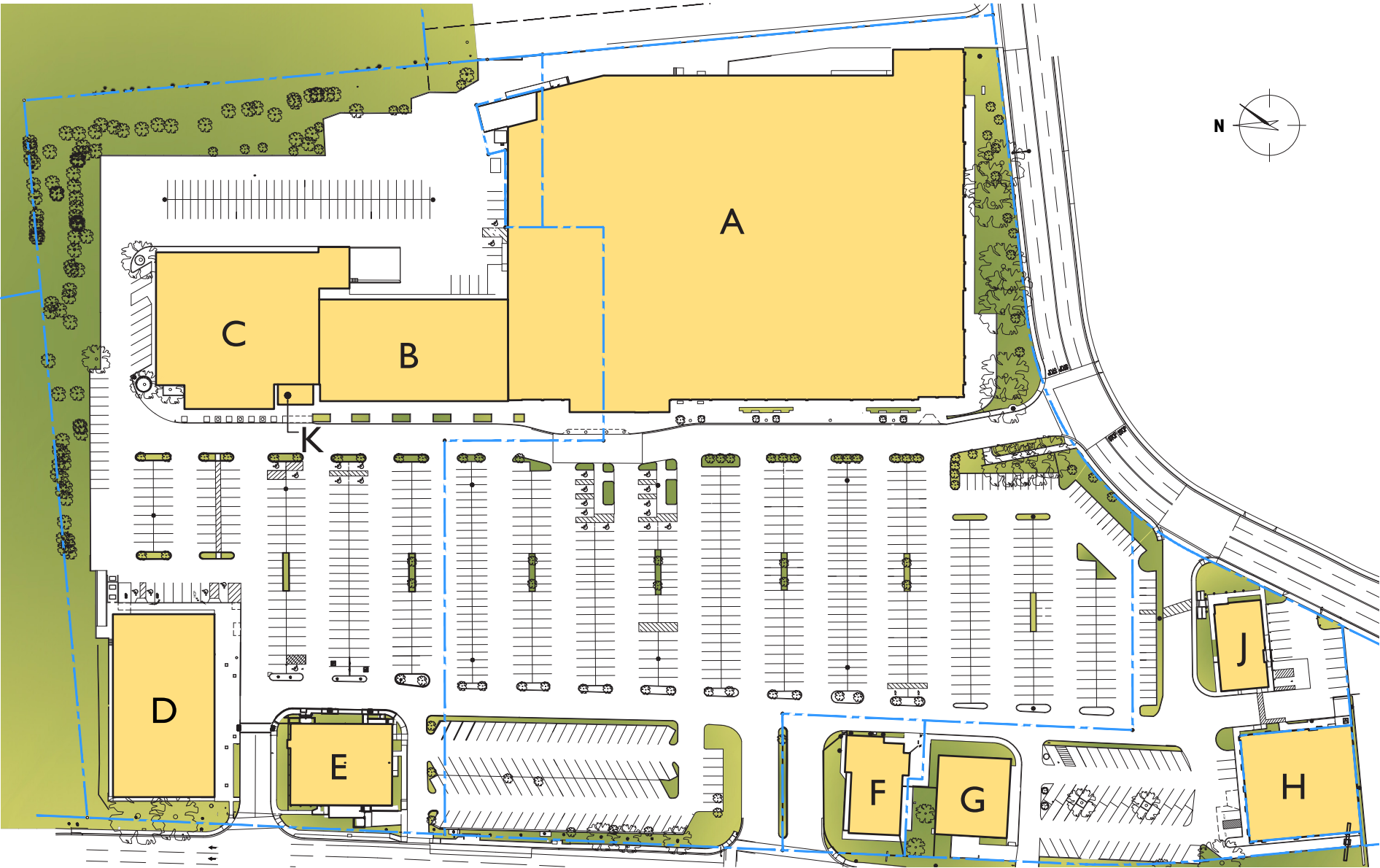
- 1. Change the sign to a contrasting color.
- 2. Change the returns of the sign to a contrasting color.

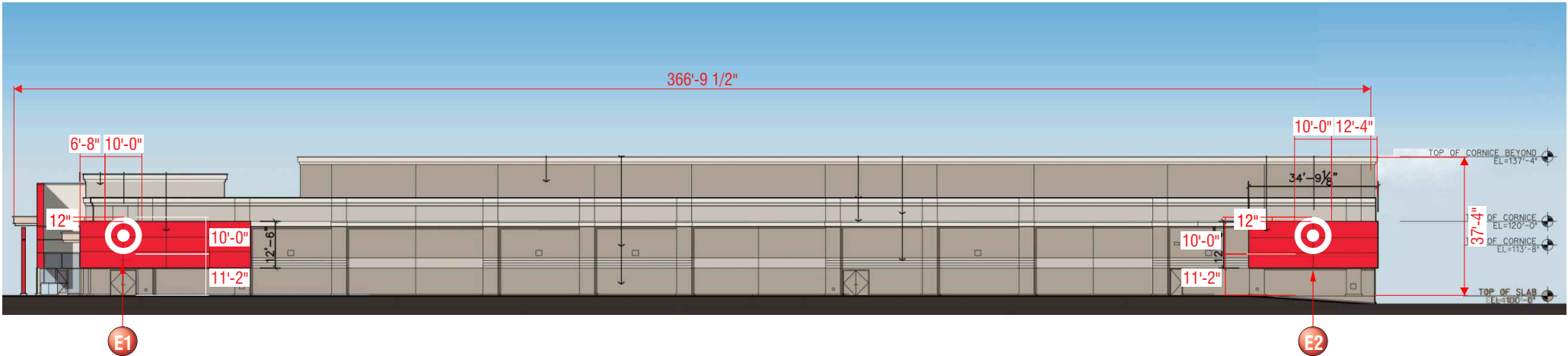
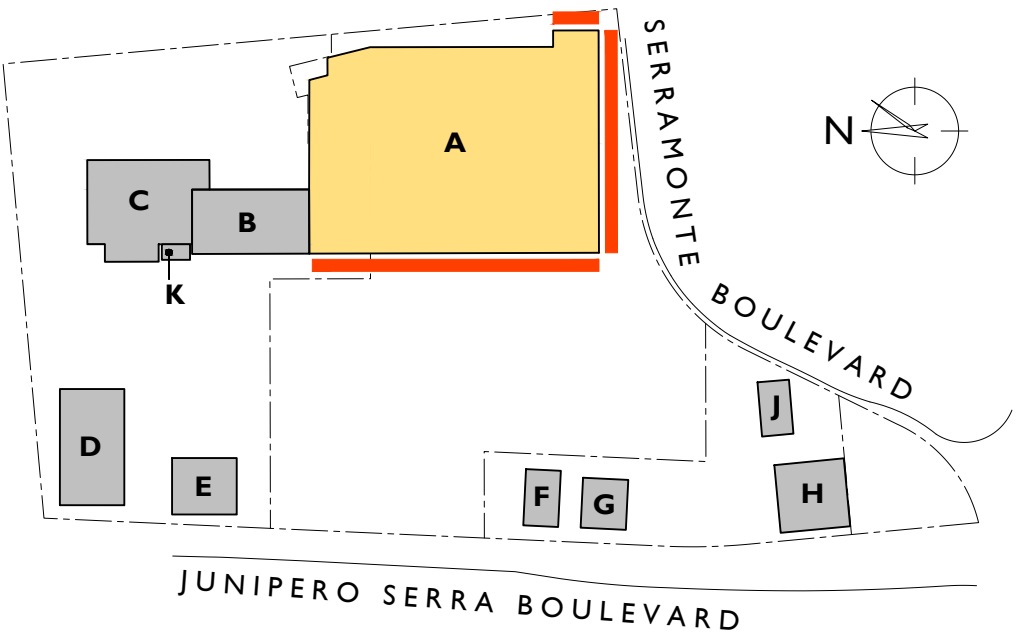
At the time a Tenant vacates a space, the tenant shall remove all signs, patch, paint and repair the surfaces to which the signs were attached, back to the original condition. This removal and repair is at the Tenant’s expense.

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 - SOUTH ELEVATION EXAMPLE

BUILDING A PERMITTED SIGNS

A maximum of six signs are permitted.

Building A -

West Elevation

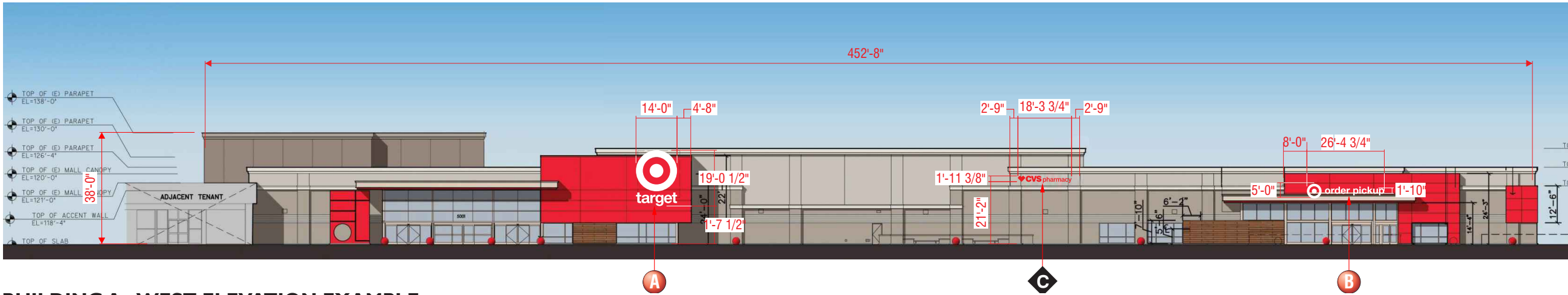
- (I) Wall Sign Type A (Logo with Name)
- (I) Wall Sign Type B (Secondary Sign)
- (I) Wall Sign Type C (Secondary Sign)

South Elevation

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

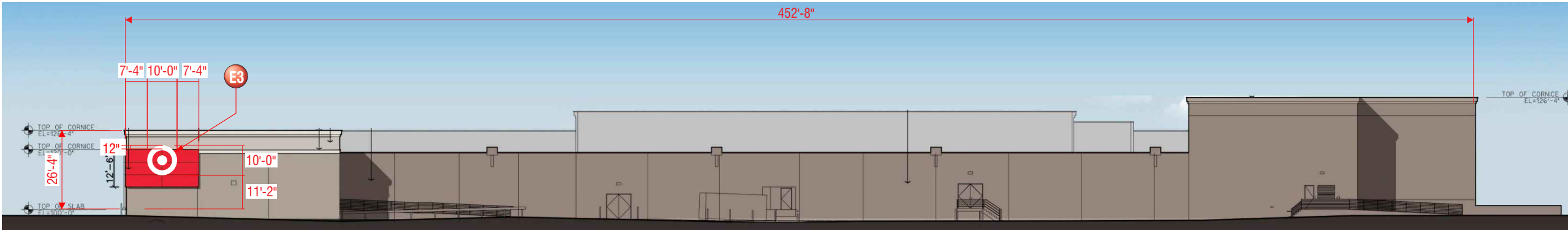
East Elevation

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



BUILDING A - WEST ELEVATION EXAMPLE

BUILDING A ELEVATIONS



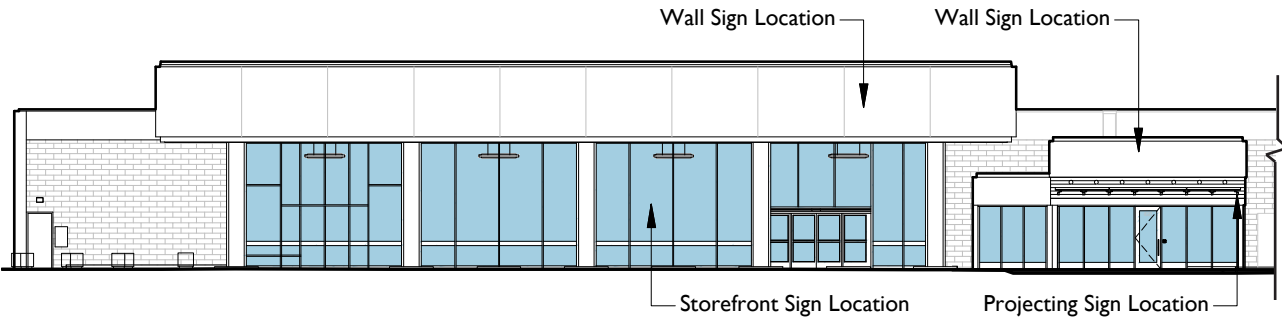
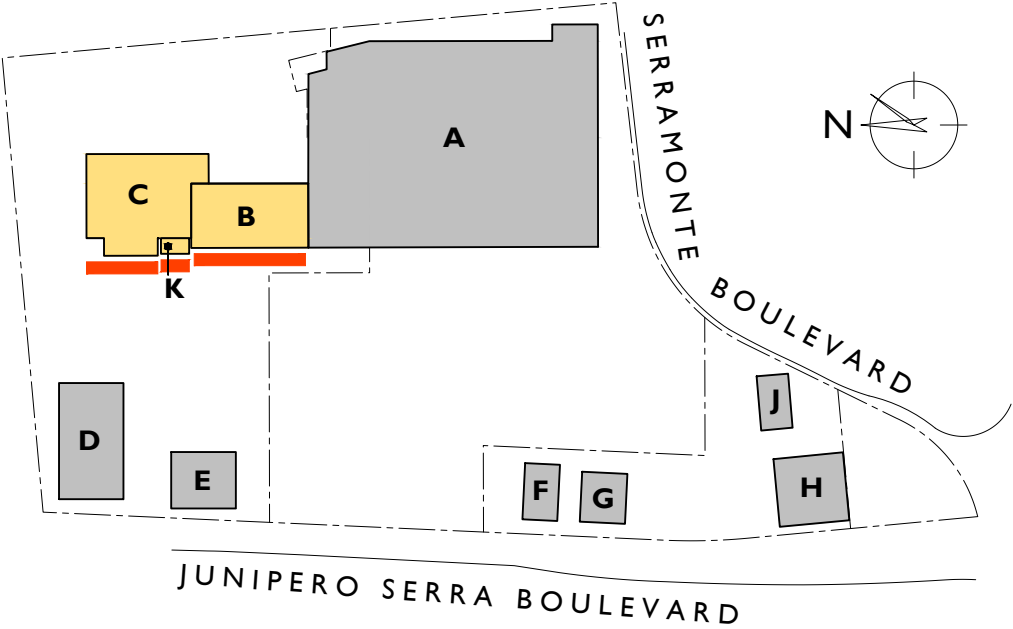
BUILDING A - EAST ELEVATION EXAMPLE

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

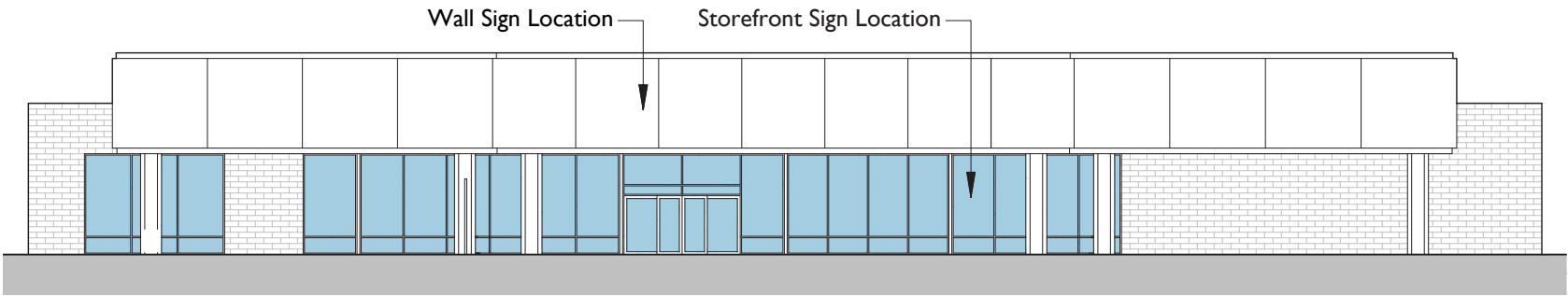
Building K - West Elevation

- Wall Sign
- Projecting Sign

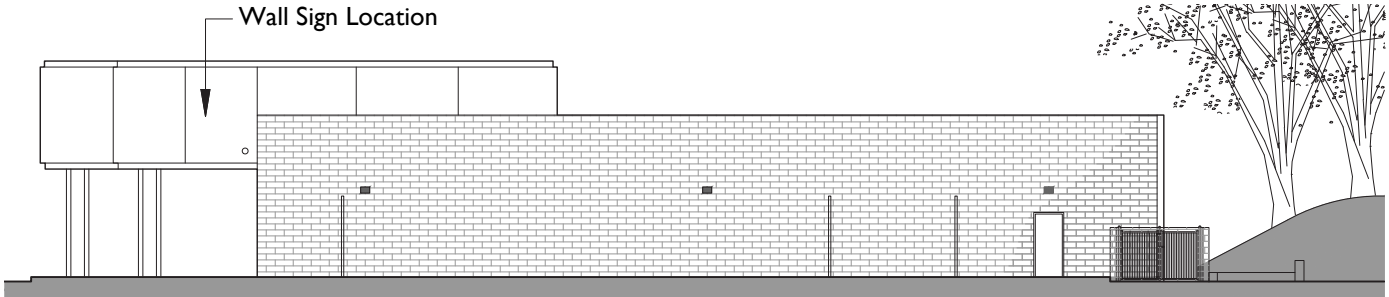
Building B - West Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

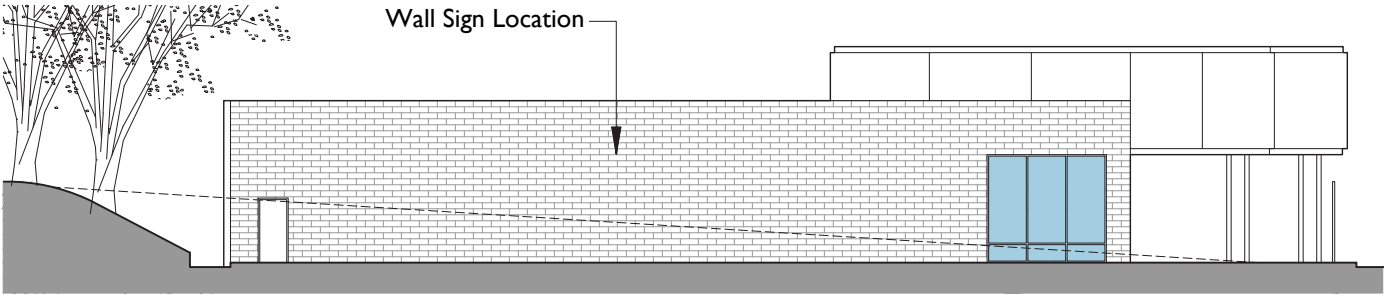
BUILDING D & E ELEVATIONS



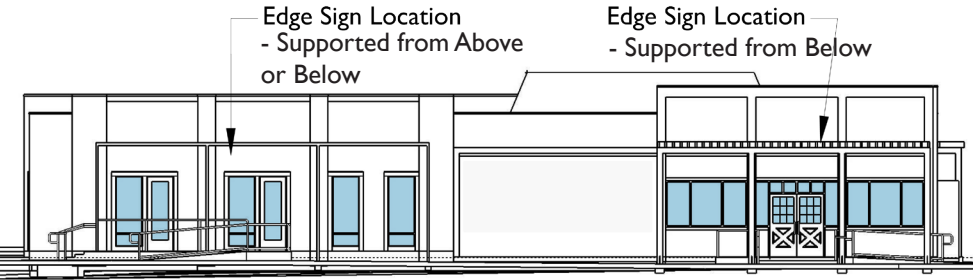
BUILDING D - SOUTH ELEVATION



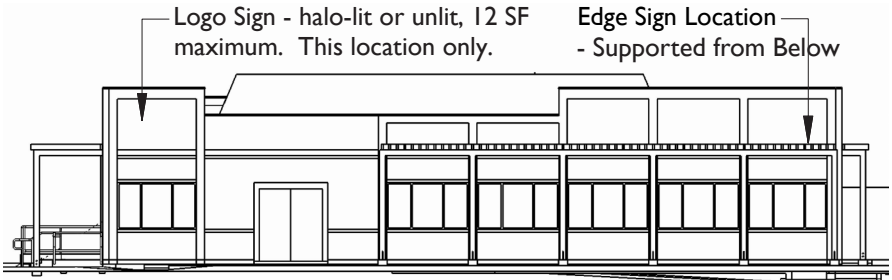
BUILDING D - EAST ELEVATION



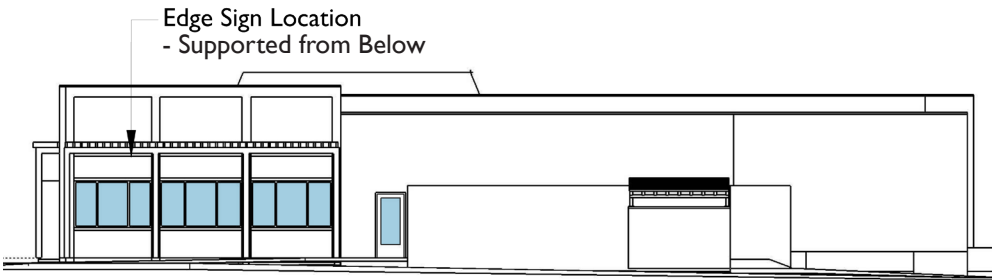
BUILDING D - WEST ELEVATION



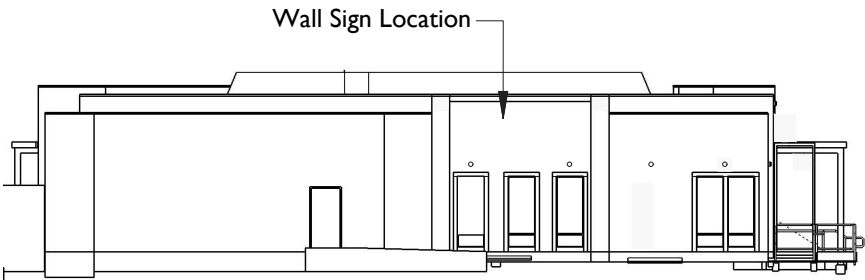
BUILDING E - EAST ELEVATION



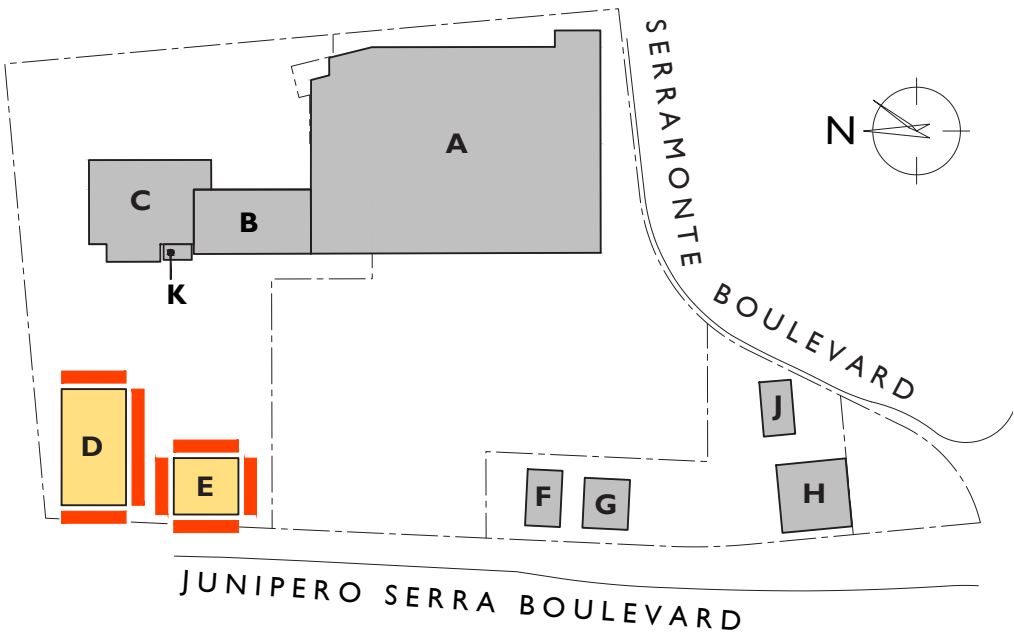
BUILDING E - NORTH ELEVATION



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

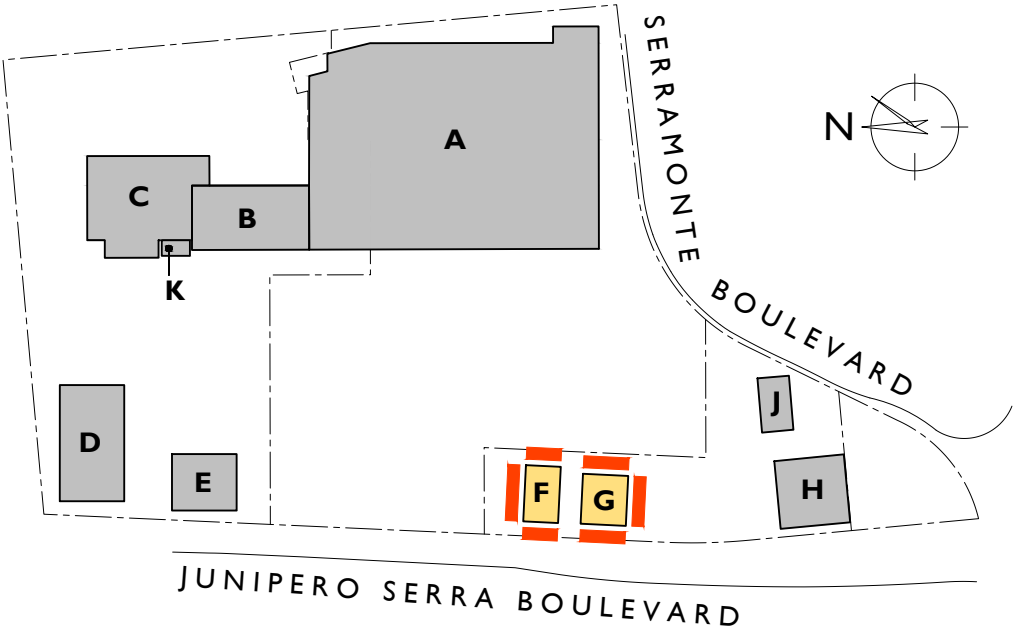
BUILDING F & G ELEVATIONS



BUILDING F - EAST ELEVATION



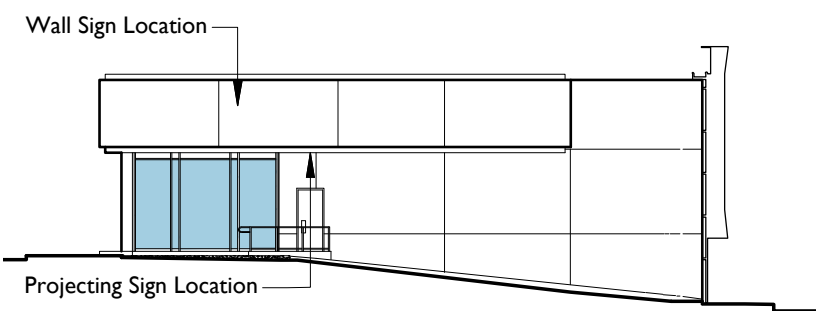
BUILDING F - NORTH & WEST (JUNIPERO SERRA BLVD.) ELEVATION



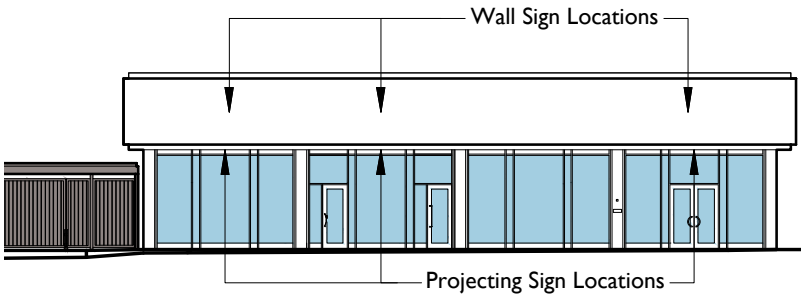
BUILDING F & G PERMITTED SIGNS

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

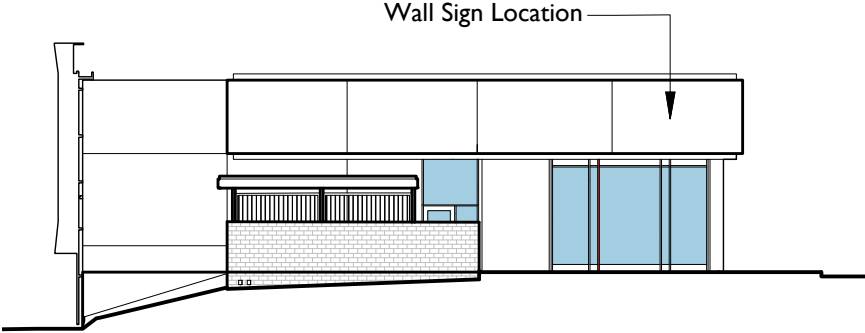
- Building F -**
East, North & West Elevations
- Wall Sign
- Building G -**
East, South & West Elevations
- Wall Sign
 - Projecting Sign (East & South only)



BUILDING G - EAST ELEVATION

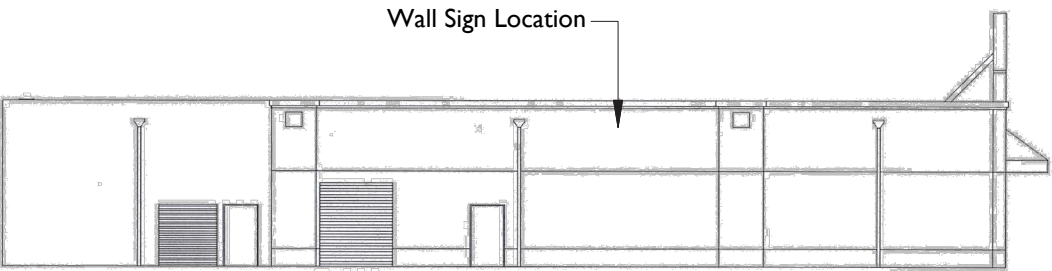


BUILDING G - SOUTH ELEVATION



BUILDING G - WEST ELEVATION (JUNIPERO SERRA BLVD)

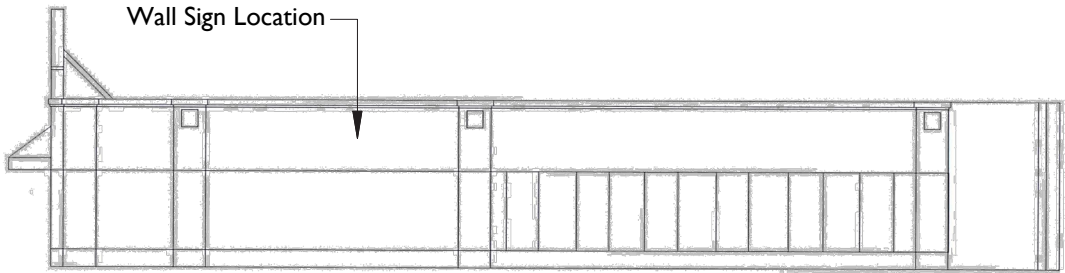
BUILDING H & J ELEVATIONS



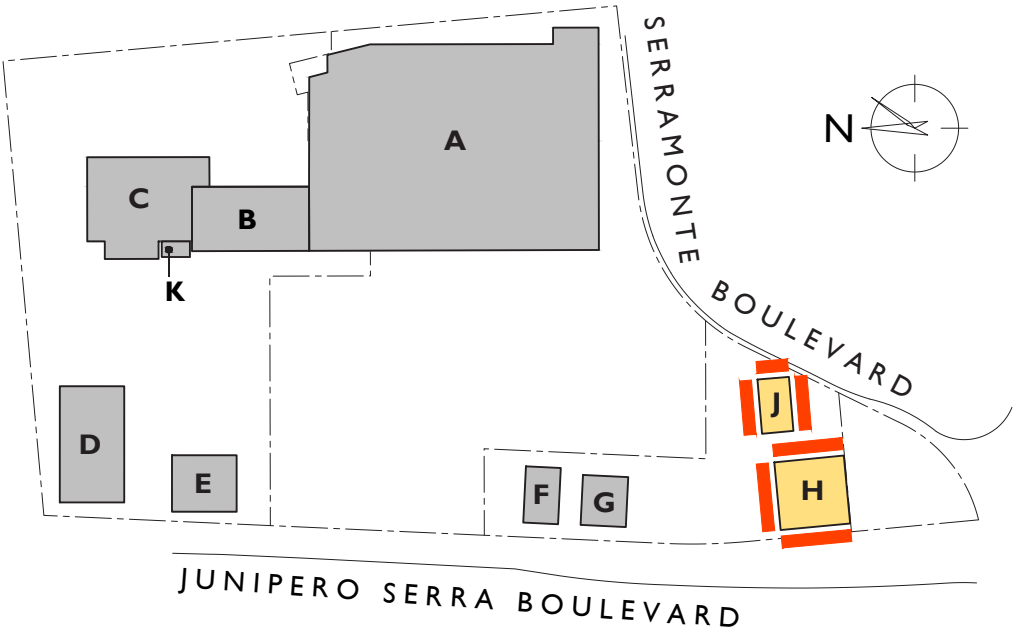
BUILDING H - EAST ELEVATION



BUILDING H - NORTH ELEVATION



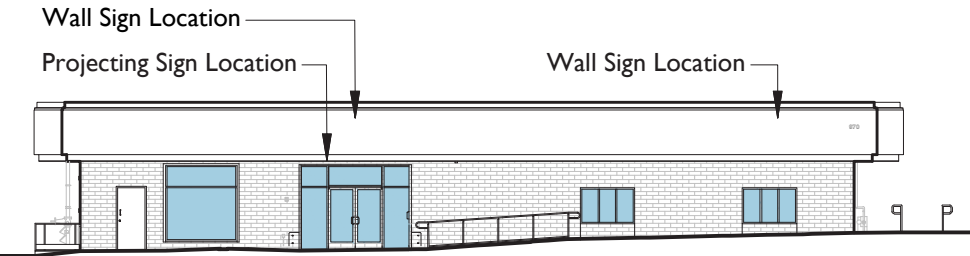
BUILDING H - WEST ELEVATION (JUNIPERO SERRA BLVD.)



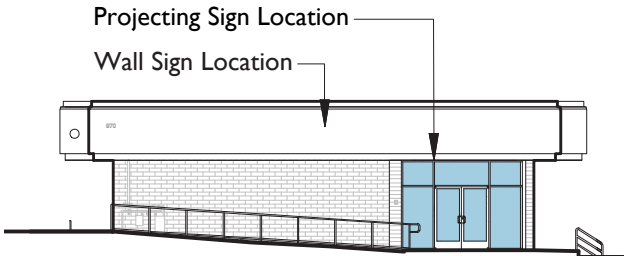
BUILDING H & J PERMITTED SIGNS

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

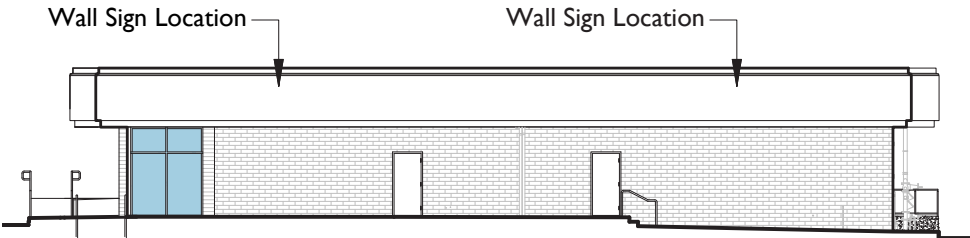
- Building H -
East, North & West Elevations
- Wall Sign
- Building J -
South, East & North Elevations
- Wall Sign
 - Projecting Sign (South & East only)



BUILDING J - SOUTH ELEVATION



BUILDING J - EAST ELEVATION (SERRAMONTE BLVD.)



BUILDING J - NORTH ELEVATION

SIGN TYPES

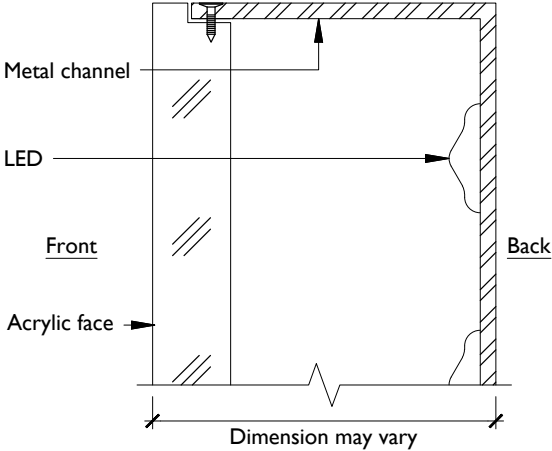
WALL SIGNS

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.

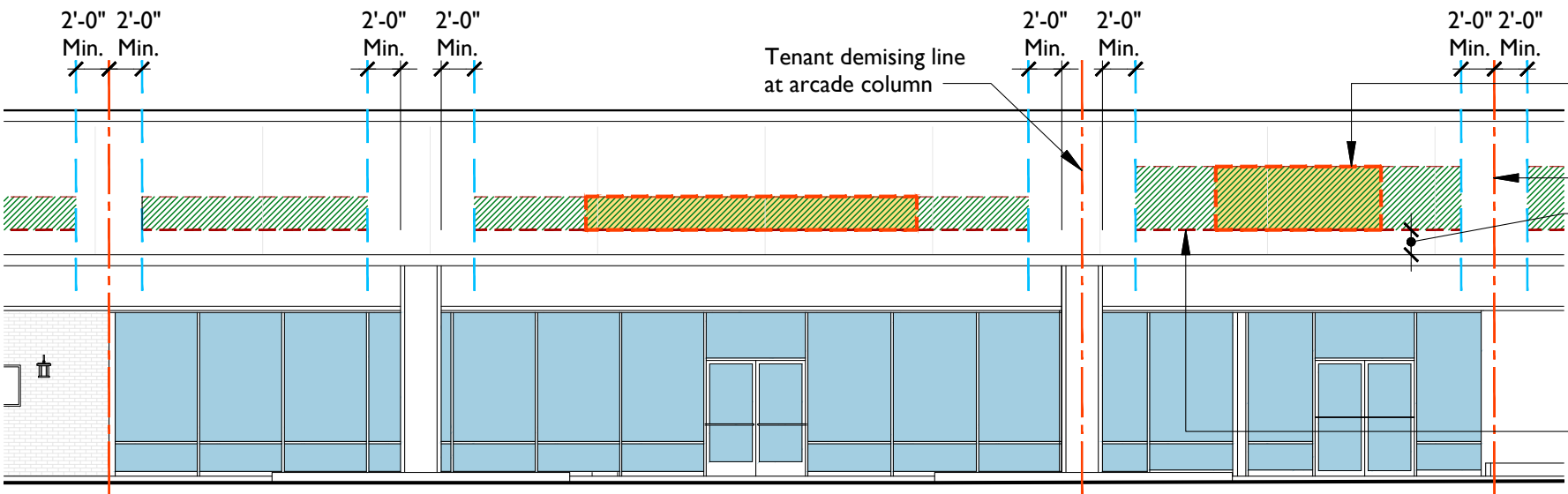
Allowed Locations
Refer to the Building Elevations for allowable Wall Sign locations.

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



- Sign Zone
- Maximum Sign Area
- Maximum stacked sign area - 2 lines maximum
- Tenant demising line
- Dimension A:
 - 18" @ Bldg. B
 - 7" @ Bldg. K
 - 20" @ Bldg. C
 - 24" @ Bldg. D South only
 - 7" @ Bldg. G
 - 4" @ Bldg. J
- Bottom of sign must be located at Dimension A

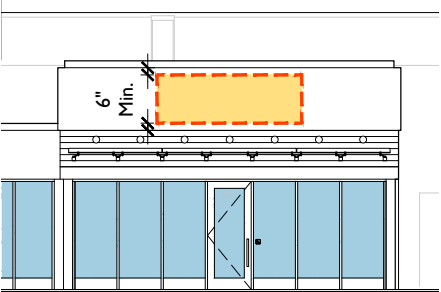
EXAMPLE: HALO-ILLUMINATED



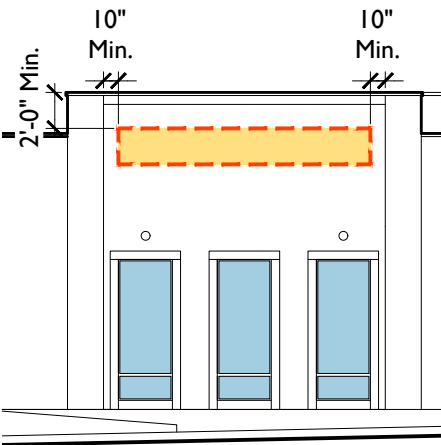
EXAMPLE: FRONT-LIT W/ CONCEALED TRIM CAP



EXAMPLE: EXPOSED NEON



Building K West Elevation



Building E South Elevation

SIGN TYPES

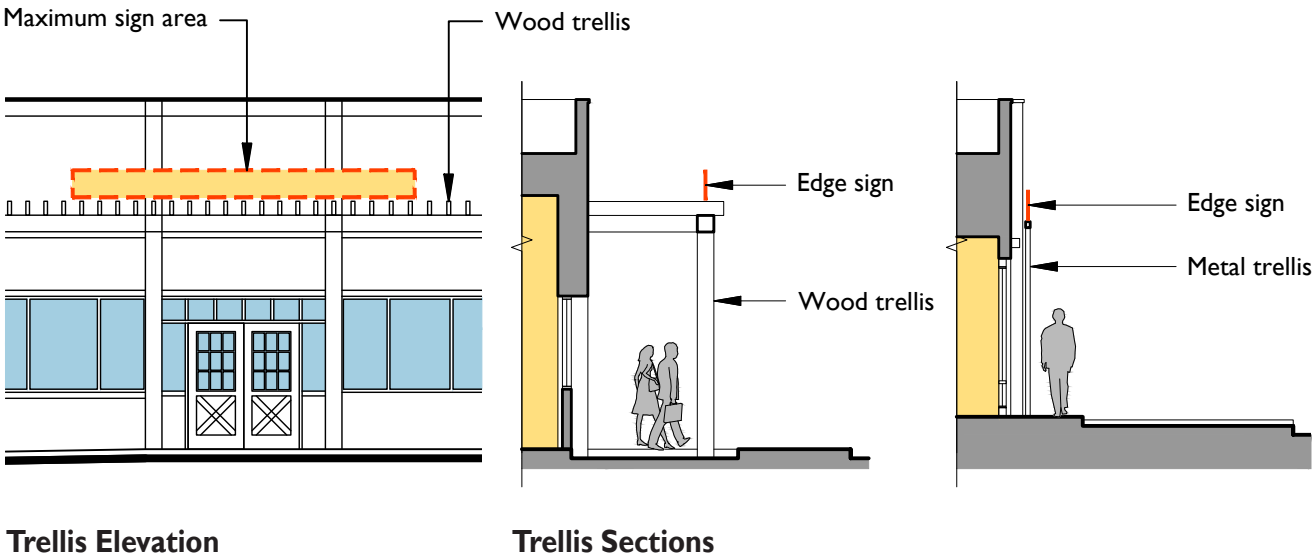
EDGE SIGNS - Supported From Below

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.



EXAMPLE: SIGNAGE SUPPORTED FROM BELOW



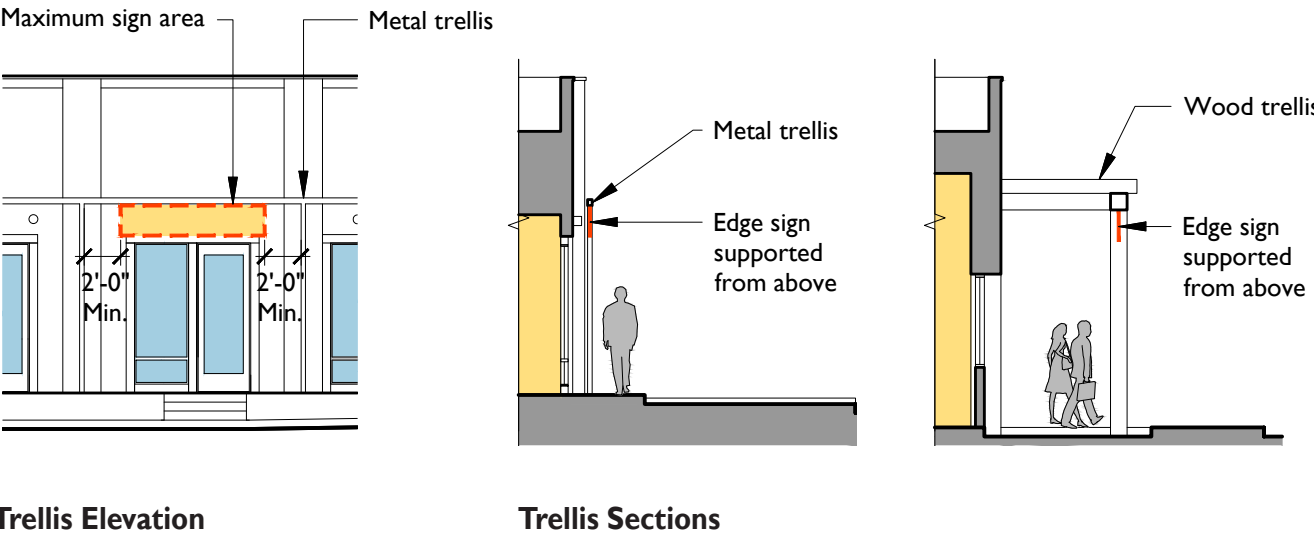
EDGE SIGNS - Supported From Above

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



SIGN TYPES

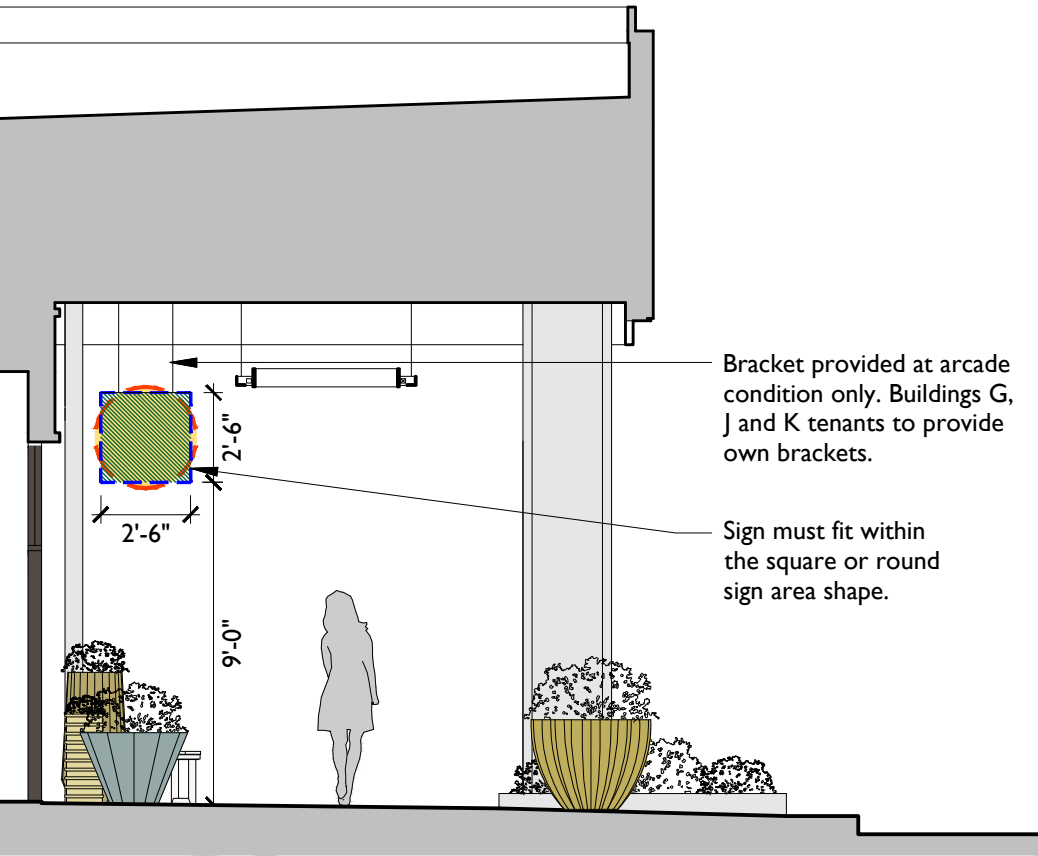
PROJECTING SIGNS

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



Arcade Section at Buildings B and C

PROJECTING SIGN EXAMPLES



SIGN TYPES

STOREFRONT SIGNS

Description
Storefront Signs are parallel to the storefront and occurs within the storefront opening. Storefronts 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



DEFINITIONS

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

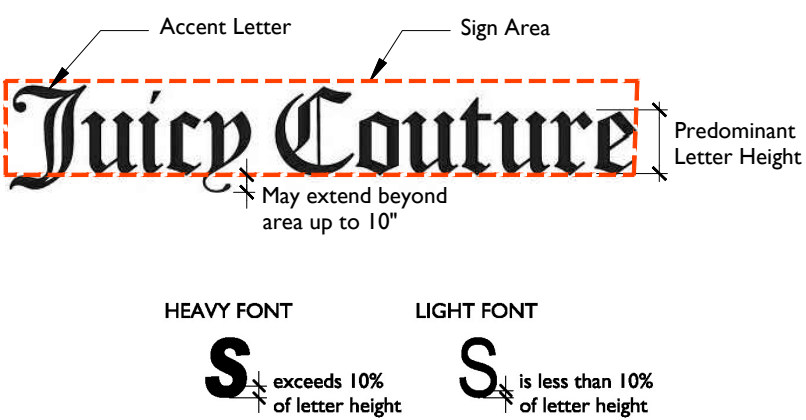
Accent Letters: Usually the first letter of a business name that is larger than the other sign letters for emphasis.Allowable accent letter sizes will be determined on a case by case basis.

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

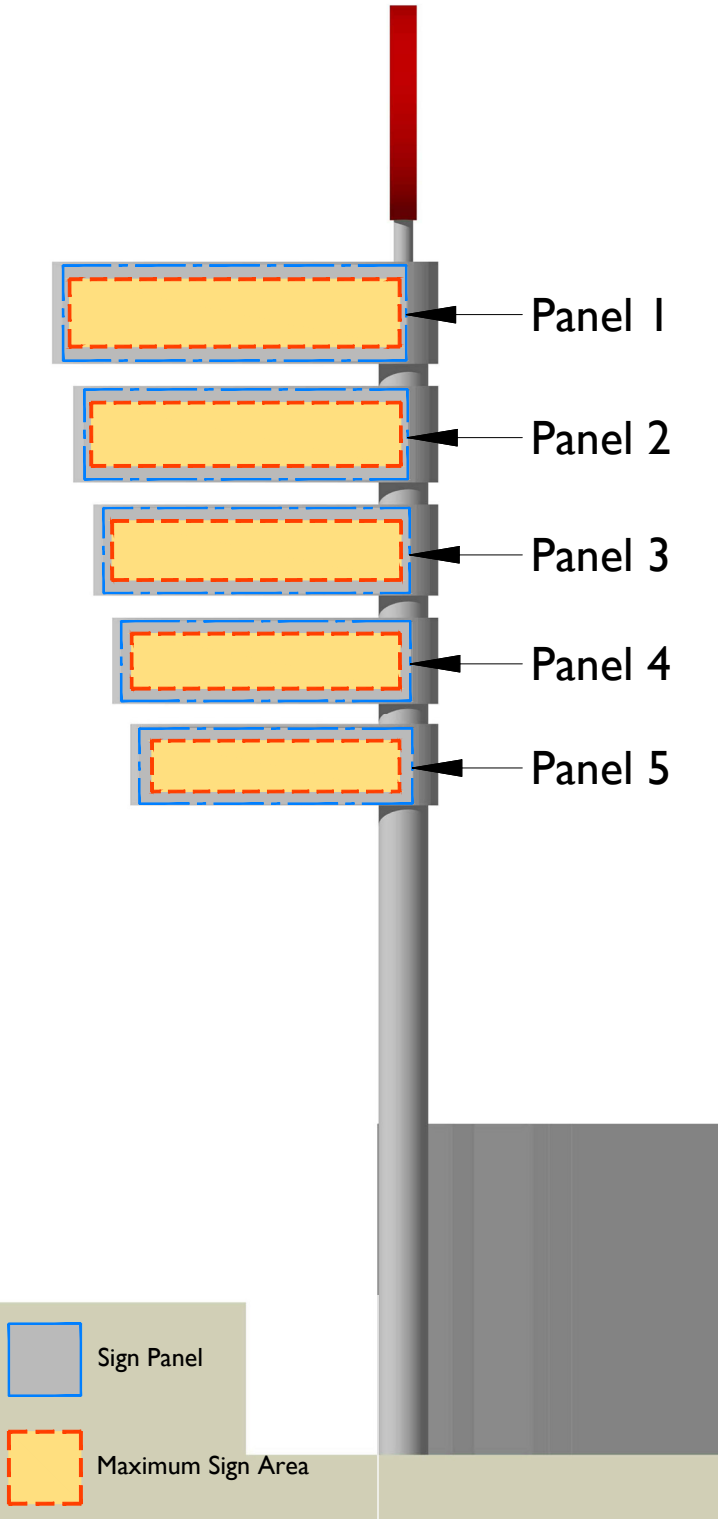
| SIGN TYPES: | Building B West | Building K West | Building C West | Building D South | Building D East | Building D West | Building E East | Building E North | Building E West | Building E South | Building F East | Building F North | Building F West | Building G South | Building G East | Building G West | Building 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" | 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" | 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'-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" | 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" | - | - | - | - | - | - | - | - | 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:

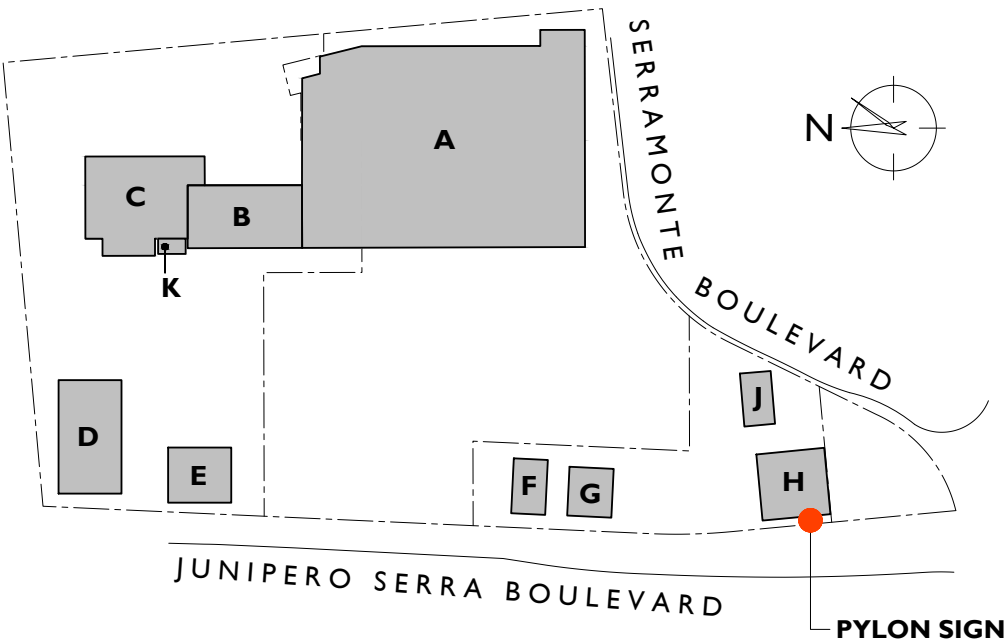
- 1. Light Fonts may be increased in size by 20% (example: 1'-8" to 2'-0") - applies at multi-tenant buildings only.
- 2. For signs with a Max. Letter Size up to 2'-0", the Max. Letter Depth is 2.75". For signs with a Max. Letter Size of 4'-0", the Max. Letter Depth is 4".
- 3. If sign is less than 6'-0"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