

Petaluma Shopping Center

LATEST UPDATE:
July 31, 2023
SIGN CRITERIA
Drawing #30074R6

Prepared by



National Sign & Marketing Corporation



Petaluma Shopping Center

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Petaluma Boulevard, Petaluma, CA

APN:

Legal Description:

Recorded Book/Page:

Subdivision Name:

Lot/Parcel:

Block:

Tract Number:

Surrounding Zones:

Thomas Guide Reference:

Applicant: Patrick Faranal
c/o National Sign and Marketing
13580 5th St.
Chino, CA 91710
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Lic# 745030 - Exp. 01/20/24

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Land Owner:

PROJECT DIRECTORY

Developer: Dynamic Real Estate Partners
11777 San Vicente Blvd, Ste 800
Los Angeles, CA 90049

Signage Consultant: National Sign & Marketing
13580 Fifth Street
Chino, CA 91710
Contact:
(909) 591-4742
fax (909) 591-9792

City Planning: City of Petaluma
Planning Division
11 English Street
Petaluma, CA 94952

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Overview

1. These guidelines are designed to complement architectural elements or themes expressed by the architecture of the buildings within the development. The resulting signage will, by placement, dimensions, and materials, create a common and attractive sign presence within the Petaluma Shopping Center plan area. The purpose of the following criteria is to establish a coordinated sign program that gives each tenant adequate identification, while achieving a unified and attractive appearance among all lease spaces. In order to maintain the integrity of the criteria and balance among all occupants, deviations from the criteria will not generally be approved.
2. To secure Landlord's approval, the Tenant agrees to conform to the following:
 - a. Provide three (3) copies of the detailed sign design. One to be in full color of the proposed sign(s), submitted to Landlord prior to submitting the designs to the City of Petaluma.
 - b. The detailed sign design shall be submitted on sheets no larger than 11" x 17".
 - c. Submit copies to:
Dynamic Real Estate Partners
11777 San Vicente Blvd, Ste 800
Los Angeles, CA 90049
3. Prior to sign fabrication, the Tenant shall submit drawings of the proposed sign or signs to the City of Petaluma per the city requirements. Upon approval, tenant shall provide a copy of the permitted plans to Landlord.
4. The Tenant or the Tenant's sign contractor shall secure a sign permit from the City of Petaluma by submitting three (3) copies of fully dimensioned scaled drawings as follows:
 - a. A site plan showing the location of the occupant space on the site.
 - b. A detailed elevation of the Tenant's lease space drawn to scale and showing sign(s) placement and Tenant's space width, showing all colors, materials, dimensions and copy.
 - c. Fabrication and installation details, including structural and engineering data, U.L. electrical specifications.
 - d. Any other drawings, details and information as required by the City of Petaluma.
5. All permits for signs and the installation thereof shall be obtained by the Tenant's sign contractor and paid for by the Tenant.
6. All signs and the installation thereof shall comply with all current local zoning, building, and electrical codes.
7. A copy of the signed off permit job card shall be provided to the landlord.

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Submittals and Approval

There is a formal process for the creation, review, and approval of the Tenant's signs at Petaluma Shopping Center. All of the Tenant's signage is subject to the Landlord's or their managing agent's written approval. Approval will be granted based on the following:

1. Design, fabrication, and method of installation of all signs shall conform to this sign program.
2. Proposed signage is in harmony with adjacent signage conditions and conforms with the design standards for Petaluma Shopping Center.

A. Submittal to Owner:

1. Tenant shall submit three (3) color copies of detailed shop drawings to Owner for approval prior to permit submittal or sign fabrication. Submit copies to: Landlord, Attn. Tenant Coordinator. Sign drawings are to be prepared by a California licensed sign contractor. All signs must conform to the requirements of the City of Petaluma.

Submittals shall include the following:

1. Scaled elevation of Tenant's storefront depicting the proposed sign design and all dimensions as they relate to the Tenant's storefront.
2. Fully dimensioned and scaled shop drawings specifying exact dimensions, copy layout, type styles, materials, colors, means of attachment, illumination, electrical specifications, and all others details of construction. Section through letter and/or sign panel showing dimensioned projection of the face of the letter of the sign panel and the illumination.

If the shop drawings are denied, the Tenant must resubmit revised plans until Landlord's approval is obtained. Request to implement signs that vary from the provisions of this sign program shall be submitted to the Landlord's for approval, and then submitted to the City of Petaluma for approval only if approved in writing by the Landlord. The Landlord may approve signs that depart from the specific provisions and constraints of this sign program in order to:

- a. Encourage exceptional design.
- b. Accommodate imaginative, unique and tasteful signs that capture the spirit and intent of this sign program.
- c. Mitigate problems in the application of this sign program.

B. Submittal to City:

1. The Tenant or their Sign Contractor must submit to the City of Petaluma's Planning and Building Department, and will be responsible for all necessary applications, due diligence, and permit fees as required in order to attain permits.
2. The Tenant and their Sign Contractor will not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:
 - a. A copy of stamped or signed set of final drawings reflecting the Landlord's and the City of Petaluma approval shall be on file in the Landlord's office.
 - b. All sign contractors must be fully insured and approved by the Landlord prior to installation. Landlord must receive the sign contractor's certificate of insurance naming the Landlord as additionally insured prior to commencement of any work. Coverage to be a minimum of three million dollars (\$3,000,000) general aggregate of insurance.
 - c. The Landlord must be notified 48 hours in advance prior to the installation of the signs.

C. Installation:

1. The Tenant's sign contractor shall install permitted signage within 90 days after approval of shop drawings from the Landlord. If the sign(s) are not in place by that date, The Landlord may order sign fabrication and installation on the Tenant's behalf and at the Tenant's expense.

D. The Tenant's Responsibility:

1. The Landlord may, at their sole discretion and at the Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed unacceptable pertaining to this sign program
2. If the Tenant chooses to change their exterior sign at anytime during the term of their lease, the Tenant must comply with the requirements set forth herein for any future modifications, revisions, or changes which have been made to sign program for this center after the execution of their lease agreement.
3. The Tenant shall be ultimately responsible for the fulfillment of all requirements and specifications, include those of the Landlord, City, UL, and the Uniform Electrical Code.
4. Tenant shall be responsible for all expenses relating to any signage for their store, including but not limited to:
 - a. Design consultant fees (if applicable)
 - b. 100% of the permit processing cost and application fees.
 - c. 100% of the costs for sign fabrication and installation including review of shop drawings and patterns.
 - d. All costs relating to sign removal, including repair of any damage to the building.

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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 in accordance with U.L. specifications and bear the U.L. label.
3. The sign contractor is to be fully licensed with the City of Petaluma and California and shall carry full Workman's Compensation and General Liability insurance.
4. All penetrations of the building exterior surfaces are to be sealed and waterproofed in a color and finish to match existing exterior.
5. Internal illumination to be L.E.D. installed and labeled in accordance with the "National Electrical Code".
6. All painted surfaces are to have glossy or satin finish. Only paint containing acrylic or polyurethane products may be used.
7. All Logo and letter heights shall be specified and shall be determined by measuring the normal capital letter of a type font.
8. All sign fabrication 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 any fabrication work deemed to be below standards.
9. All lighting must match the exact specifications of the Landlord approved working drawings. No exposed conduit or raceways will be allowed.
10. All signs must be made of a durable rust-inhibiting material that is appropriate and complimentary to the building.
11. Color coating shall match the colors specified on the approved plans exactly.
12. Joining materials (e.g., seams) shall be finished in a way as to be unnoticeable to the public eye. 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.
13. Finished surfaces of metal shall be free from oil canning or warping. All sign finishes shall be free from dust, orange peeling, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
14. In no case shall any manufacturer's label be visible from the street or from normal viewing angles.
15. Exposed raceways are not permitted unless they are incorporated into the overall sign design.
16. Exposed junction boxes, lamps, tubing, or neon crossovers of any type are not permitted.
17. All exposed raceways, conduits, or wireways that are installed on rock background, corrugated metal and/or back of parapets to be painted a specific color to be approved by the architect or Landlord.
18. Premises identification signs (address numerals) are subject to the approval of the City Engineering and Fire Department.
19. Construction hours shall be limited to Monday through Saturday, 8:00 am to 5:00 pm, no construction may occur on Sundays or legal holidays, as per the Petaluma Shopping Center Project/Code Requirements.

All Companies Bidding to Manufacture

1. All companies bidding to manufacture and install any of the Tenant's signs are advised that no substitutes will be accepted by the Landlord whatsoever, unless so indicated in the specifications which are approved in writing by the Landlord. Signs that deviate from these criteria without such approval must be removed at the Tenant's expense.
2. The Tenant's sign fabrication and installation company shall carry Worker's Compensation and General Liability Insurance against all damage suffered to any and all persons and/or property while engaged in the construction or erection of signs in the amount of three million dollars (\$3,000,000) general aggregate of insurance.
3. The Tenant's sign contractor shall completely erect and connect (including all wiring) the Tenant's sign in accordance with these criteria and all local zoning, building and electrical codes.

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Sign Types

Creative and imaginative signage is strongly encouraged and will be subject to Landlords review and approval of all sign design submittals.

There are many acceptable sign treatments, however, a mixed media three-dimensional approach combining several different fabrication and lighting techniques is preferred.

Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign, and the critical viewing angles and sight lines when designing appropriate graphics and signs for the storefront. Note that specific locations and surrounding architectural treatments can limit the maximum sign height and length, which may differ from the general guidelines proposed in this document. The Landlord reserves the right to approve or reject any proposed sign on the basis of its size and placement.

Acceptable sign styles may include:

1. 5" deep face and halo illuminated channel letters.
2. 3" deep halo illuminated letters.
3. 3" deep open face channel letters with exposed neon (at Landlord's discretion).
4. 3" deep face illuminated channel letters.
5. Mixed media 3 dimensional signs using images, icons, logos, etc.
6. Neon accents will be approved at the sole discretion of the Landlord and should be proposed only if it is a part of the overall Tenant design concept.
7. Sand blasted, textured and/or burnished metal-leaf faced dimensional letters, pin mounted from facade.
8. Signs mounted to hard canopies, eyebrows, or other projecting architectural elements.

For Example:

- a. Prismatic face letter forms with full facet strokes.
- b. Rounded face letter forms with radius faces and eased edges.
- c. Layered letter forms with face and liner. Letter face must be at least one (1) inch thick and the liner must be a minimum of 1/2" inch thick.

Notes:

Mixed media signs are signs employing two or more illumination and fabrication methods (for example, halo lit reverse channel letters with exposed neon accents).

Although simple rectangular cabinet signs are generally not allowed, mixed media signs may be composed of several elements, one of which may be a cabinet. Sculpted, contoured or rectangular cabinets are strongly encouraged. However, the cabinet sign should not exceed 50% of the total sign area.

With the Landlord's approval, complex shaped (i.e. polyhedron) sign cabinets may be used alone if they incorporate dimensional elements such as push-thru letters and/or exposed neon.

Miscellaneous Restrictions

1. Hours of Business and Telephone Numbers: Limited to no more than three (3) square feet or less than 10% of window area, whichever is less, for each business frontage with a customer entrance.
2. Animated, flashing or audible signs will not be permitted
3. Lettering painted directly on the building surface, including windows will not be permitted.
4. Projections above or below designated sign area will not be permitted.
5. Temporary signs shall be subject to Landlord review and approval and comply with city code requirements.
6. Sign cabinets (except dimensional nationally recognized logo elements) are not allowed and subject to Landlord approval.
7. Any item not addressed in this sign criteria shall be governed by the municipal, state or federal laws, and must be approved in writing by the Landlord.

Petaluma Shopping Center

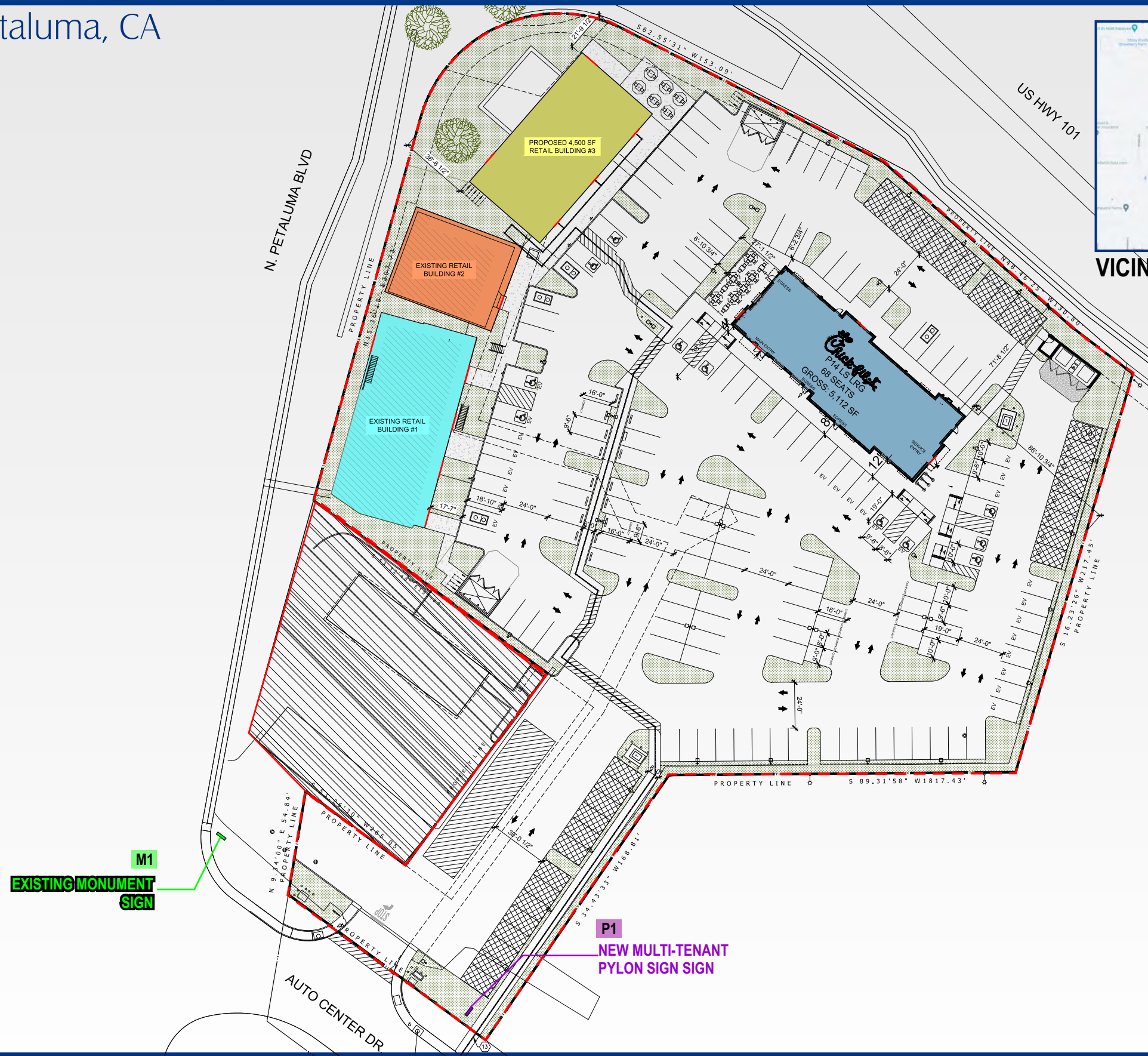
Site and Vicinity Maps

Petaluma Boulevard, Petaluma, CA

- M1** MONUMENT SIGN
- P1** PYLON SIGN



VICINITY MAP



Chick-fil-A	5112 SQ FT
Retail Building 1	4060SQ FT
Retail Building 2	2024 SQ FT
Retail Building 3	4500 SQ FT
█	Wall Signs
█	Monument sign
█	Pylon sign

SCALE: 1" = 60'-0"

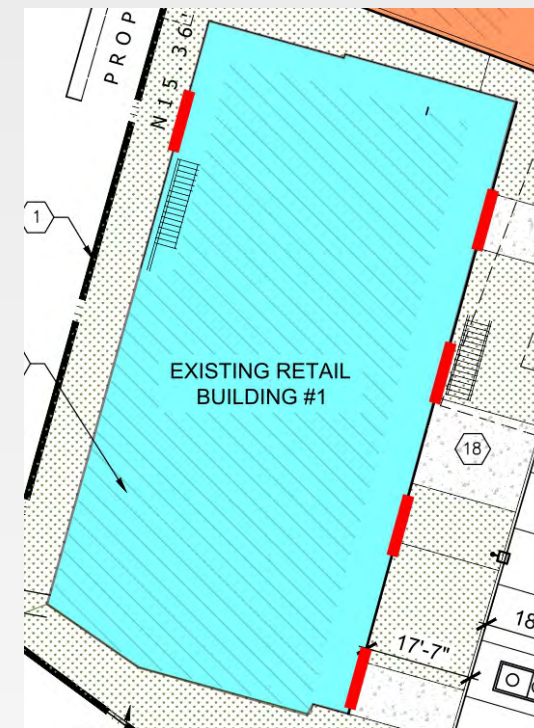
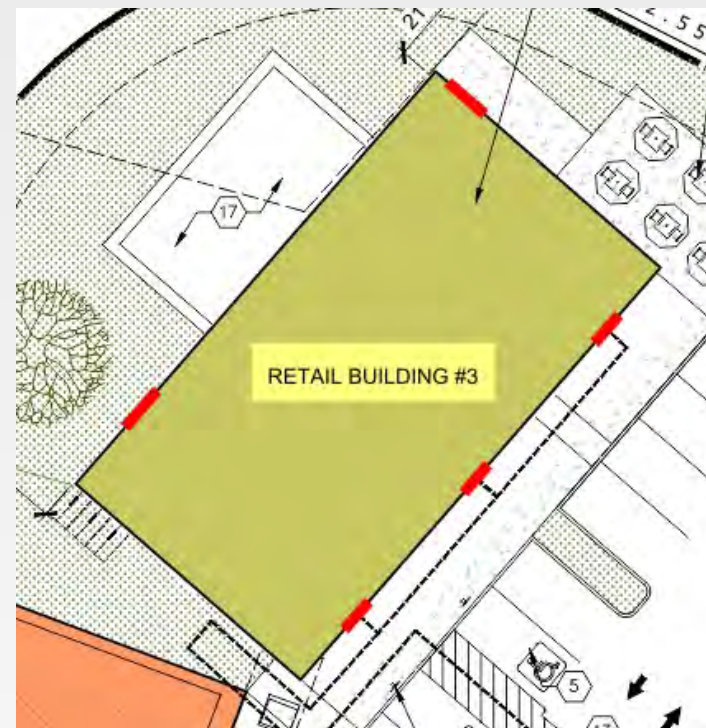
M1
EXISTING MONUMENT
SIGN


P1
NEW MULTI-TENANT
PYLON SIGN SIGN

Petaluma Shopping Center

Site Plan Building Close Up

Petaluma Boulevard, Petaluma, CA



Chick-fil-A	5112 SQ FT
Retail Building 1	4060SQ FT
Retail Building 2	2024 SQ FT
Retail Building 3	4500 SQ FT
	Wall Signs

Petaluma Shopping Center

Sign Matrix

Petaluma Boulevard, Petaluma, CA

Sign Matrix / Summary

Business/Site Sign	Name of Business	Floor Area	% of Floor Area	Constant	Additional Signage % Allowance	Total Allowable Sign Area SF	Comments	
Existing Monument Sign	M1					40.6		
Multi Tenant Pylon Sign	P1					100		
Pad Tenant	Chick-fil-A	5,112	32.57%	20	198	218		
Existing Retail Building 1	Retail Building 1	1,015	6.47%	20	39	59	Anticipated 4 Businesses	
TBD		1,015	6.47%	20	39	59		
TBD		1,015	6.47%	20	39	59		
TBD		1,015	6.47%	20	39	59		
Existing Retail Building 2	Retail Building 2	2,024	12.90%	20	79	99	Anticipated 1 Business	
Retail Building 3	Retail Building 3	1,500	9.56%	20	58	78	Anticipated 3 Businesses	
TBD		1,500	9.56%	20	58	78		
TBD		1,500	9.56%	20	58	78		
Total SF of Floor Area of Shopping Center		15,696	100%	180	609	660		
CALCULATION METHOD: 8-Straight Lines								
							Anticipated Businesses in Center	9
							Total Aggregate Sign Area	900
							Subtract Freestanding Sign	-111
							Net Aggregate Sign Area	789
							Multiply Number of Businesses by 20 (Sign Area Constant)	-180
							Aggregate Sign Area	609
							Total Floor Area	15696
<p>Shopping Center Total Aggregate Sign Area Determine what percent of each store represents of the Use floor area percent ratio to determine the percent of the balance of the sign area to be allocated to each business and add the Sign Area Constant of 20 SF</p> <p>NOTE: All floor areas are approximate and to be verified at the time of signed lease by tenant and Landlord and may change the percent and total sign area permitted for that sign.</p> <p>Modification to the size or number of tenant spaces may necessitate modifications to the sign matrix outline in the approved Master Sign Program, consistent with the provisions for calculation sign area outlined in the Implementing Zoning Ordinance code. Changes to the sign area allotment outlined in the approved sign matrix because of modification of the size or number of tenants within the Petaluma Shopping Center may be approved by the Planning Manager in accordance with applicable provisions prescribed in Chapter 20 of the Petaluma Implementing Zoning Ordinance.</p>								

Petaluma Shopping Center

Petaluma Boulevard, Petaluma, CA

Proposed Reface Monument



9'-0"

4'-6"
8'-6"
4'-0"

TO BE INSTALLED IN THE SAME LOCATION AS THE EXISTING SIGN

9'-0"



4'-6"
8'-6"
4'-0"

REFACE EXISTING MONUMENT WITH WHITE POLYCARBONATE AND TRANSLUCENT VINYL APPLIED FIRST SURFACE

①

③

②

⑤

CABINET TO BE PAINTED DARK BRONZE

④

POLE COVER TO BE PAINTED URBAN NIGHT

FACE VIEW
40.6 SQ FT

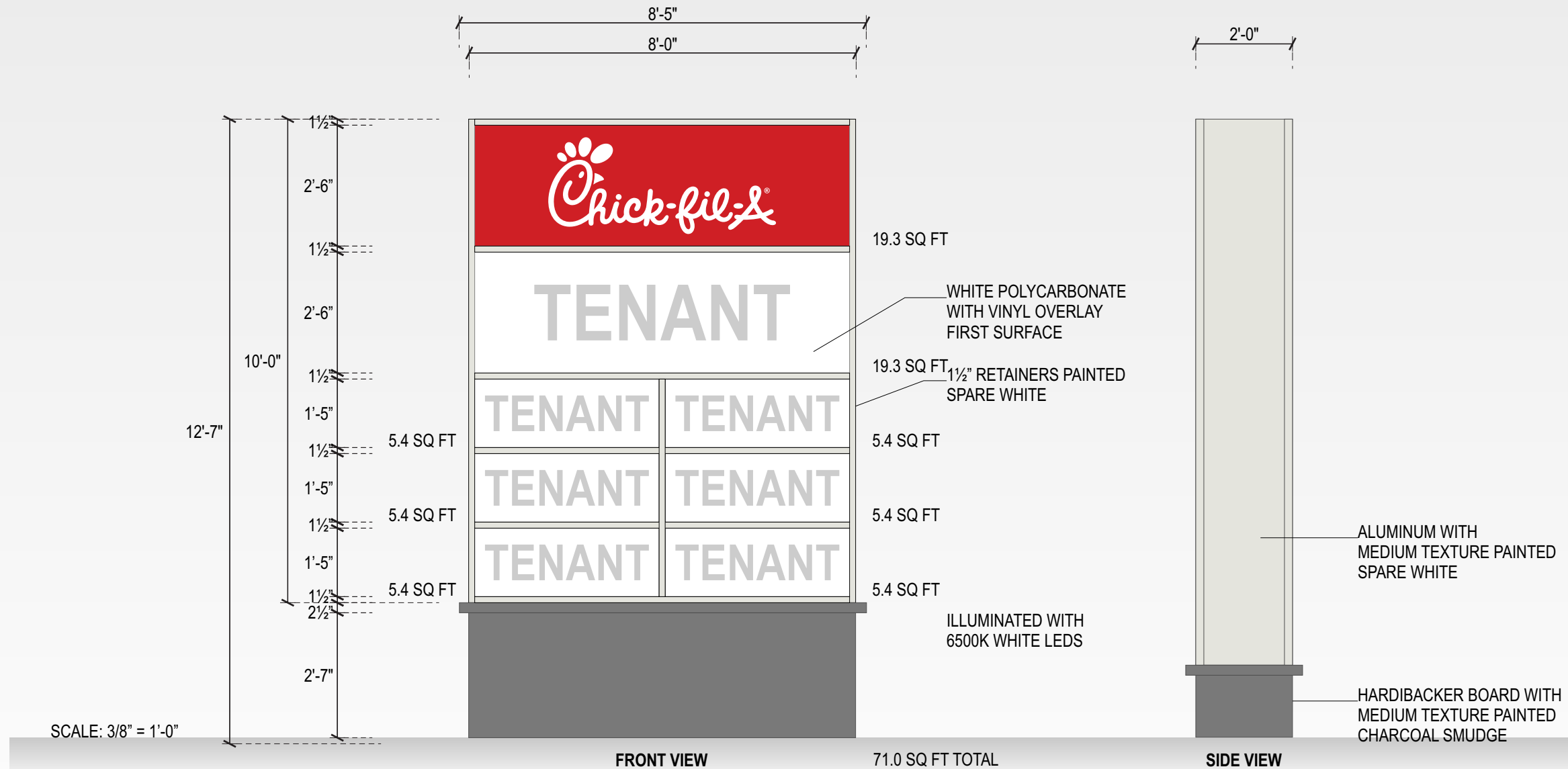
SCALE: 1/2" = 1'-0"

Colors:	
①	MATTHEWS MP 74155 SV SATIN DARK BRONZE
②	7328 WHITE ACRYLIC
③	MP 10252 RED
④	URBAN NIGHT
⑤	BLACK 3M 3630-22

Petaluma Shopping Center

Multi Tenant Panel Monument Sign

Petaluma Boulevard, Petaluma, CA



Colors:	
	MATTHEWS MP 74155 SV SATIN DARK BRONZE
	DE6370 CHARCOAL SMUDGE
	SW 6203 SPARE WHITE
	7328 WHITE POLYCARBONATE

Petaluma Boulevard, Petaluma, CA

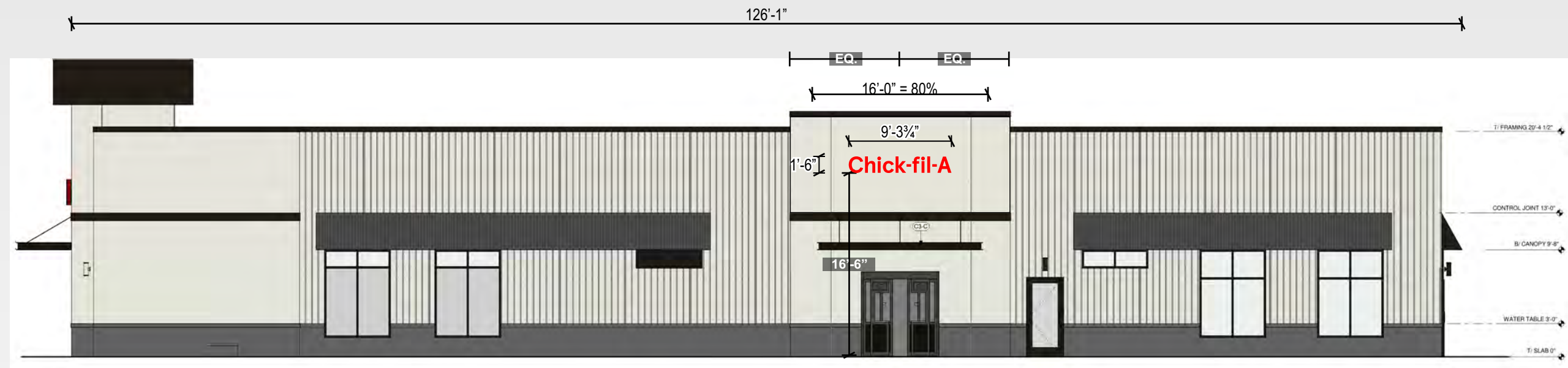
Chick-fil-A Pad Tenant Wall Signs (5112 SF)

1. Approval Required:
 - a. All signs shall be attached to the building only at a location approved by the Landlord and the City of Petaluma.
2. Main Building ID Sign:
 - a. The main business identification sign shall be located on the building fascia at a location approved by the Landlord and the City of Petaluma.
3. Window Sign:
 - a. The business identification window sign shall be centered on the store front glass nearest the main pedestrian entrance. The sign shall not exceed three (3) square feet or less than 10% of the window area, whichever is less, and shall be composed of white vinyl Helvetica medium lettering. Copy shall consist of name of business, hours of operation and emergency phone numbers.
4. Suite Number Sign:
 - a. The suite number or address of the lease space shall be centered above the door 4" high with white vinyl film.
5. Sign type:
 - a. Tenants signs shall be composed of channel letters and logos. (Face illuminated, halo illuminated or a combination of both will be allowed)
6. Tenant Identification Signs:
 - a. The maximum sign area for primary building signs calculated based on one (1) square foot of sign area per lineal foot of primary building frontage. Primary building sign shall not exceed sixty (60) SF with a maximum letter height of two feet six inches (2'- 6") for a single-line or double-line copy sign. Icons/Logos a maximum height of five (5) feet.
 - b. Secondary signs shall not exceed one (1) square foot of sign area per lineal foot of a secondary building frontage. Secondary signs shall not exceed sixty (60) SF with a maximum letter height of two feet six inches (2'- 6") for a single-line or double-line copy sign. Icons/Logos a maximum height of five (5) feet.
 - c. The maximum sign area shall not exceed 200 SF sign area combined for all building signage. Signage is allowed on all building elevations facing a street, pedestrian plaza and/or parking lot (maximum 6 signs).
 - d. Elevations facing a freeway allowed one (1) sign based on the above-listed sign criteria. Sign area calculated based on one (1) square foot of sign area per lineal foot of primary building frontage facing freeway and shall not exceed sixty (60) SF with a maximum letter height of one foot six inches (1'- 6"). Icons/Logos a maximum height of two (2) feet. White illumination required for all freeway-oriented wall signs.
 - e. The total length shall not exceed 80% of the building elevation to which the sign is attached. Maximum sign length shall not exceed thirty (30) feet.
 - f. Location: Landlord shall reasonably approve location of tenant signs which shall be in keeping with the architectural design of the building. Signs to be located only within the space and surface specifically provided for on the building.
7. Materials:
 - a. Sign Face shall be Acrylic. Landlord must approve colors prior to sign permit submittal.
 - b. Letter return material shall be aluminum, painted to match building colors or Landlord approved colors.
 - c. Letter return depth shall not exceed 7" from the face of the building.
 - d. Trim cap size shall be 1" for letters and logo elements.
8. Lighting:
 - a. All signs shall be internal LED illuminated with no exposed lighting.
 - b. All signs shall be U.L. listed.

Petaluma Shopping Center

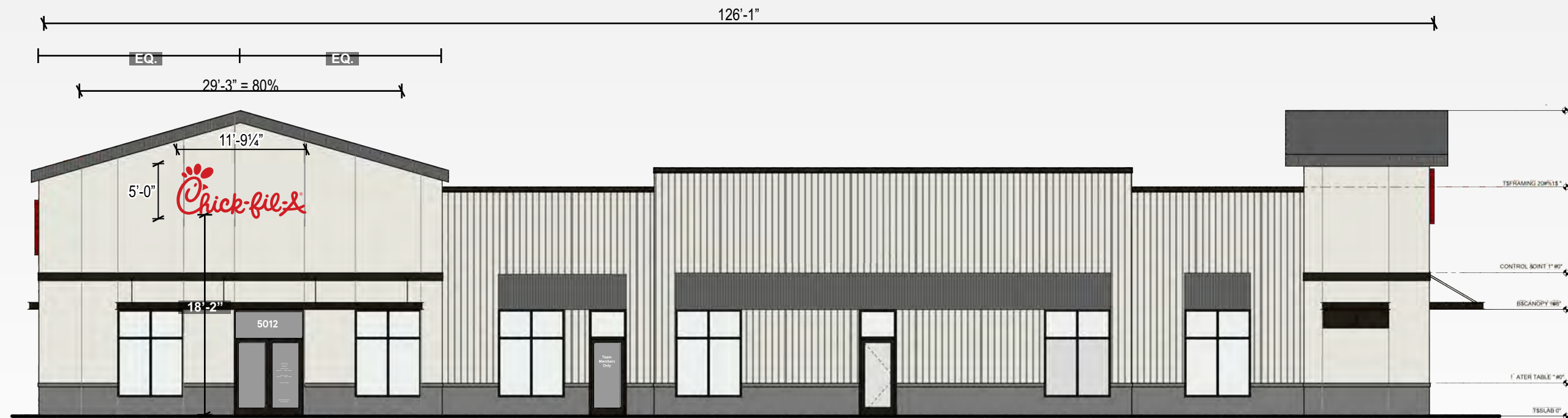
Chick-fil-A Pad Elevations

Petaluma Boulevard, Petaluma, CA



WHITE ILLUMINATION REQUIRED FOR ALL
FREEWAY-ORIENTED WALL SIGNS

North Elevation



South Elevation

SCALE: 3/32" = 1'-0"

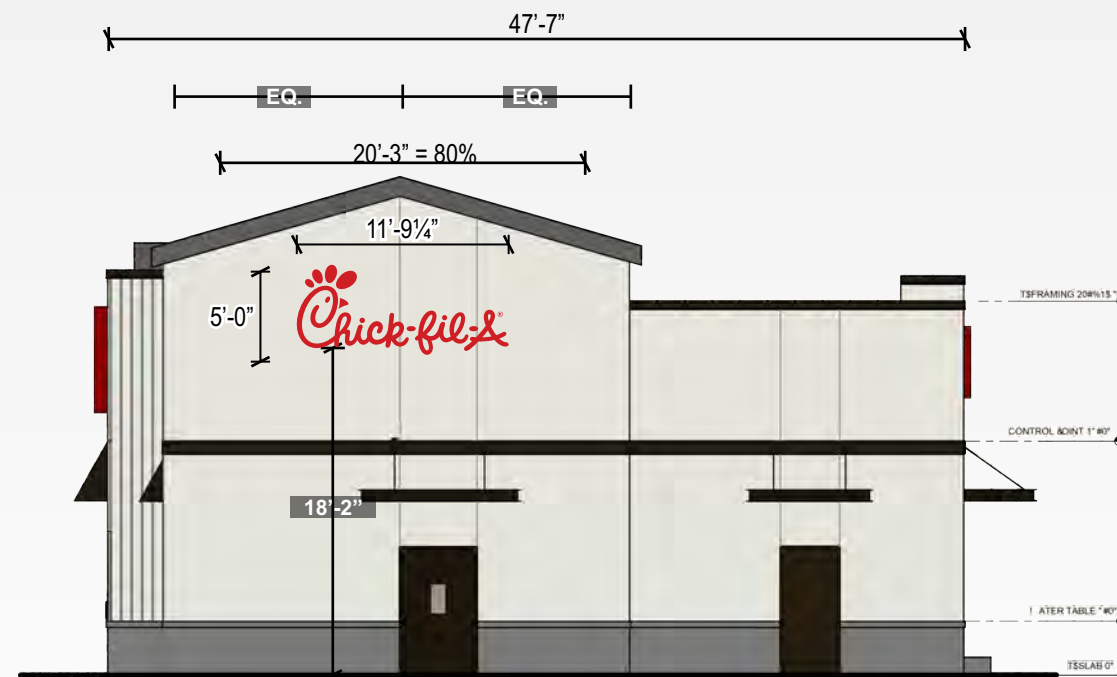
Petaluma Shopping Center

Chick-fil-A Pad Elevations

Petaluma Boulevard, Petaluma, CA



West Elevation



East Elevation

SCALE: 3/32" = 1'-0"

Petaluma Boulevard, Petaluma, CA

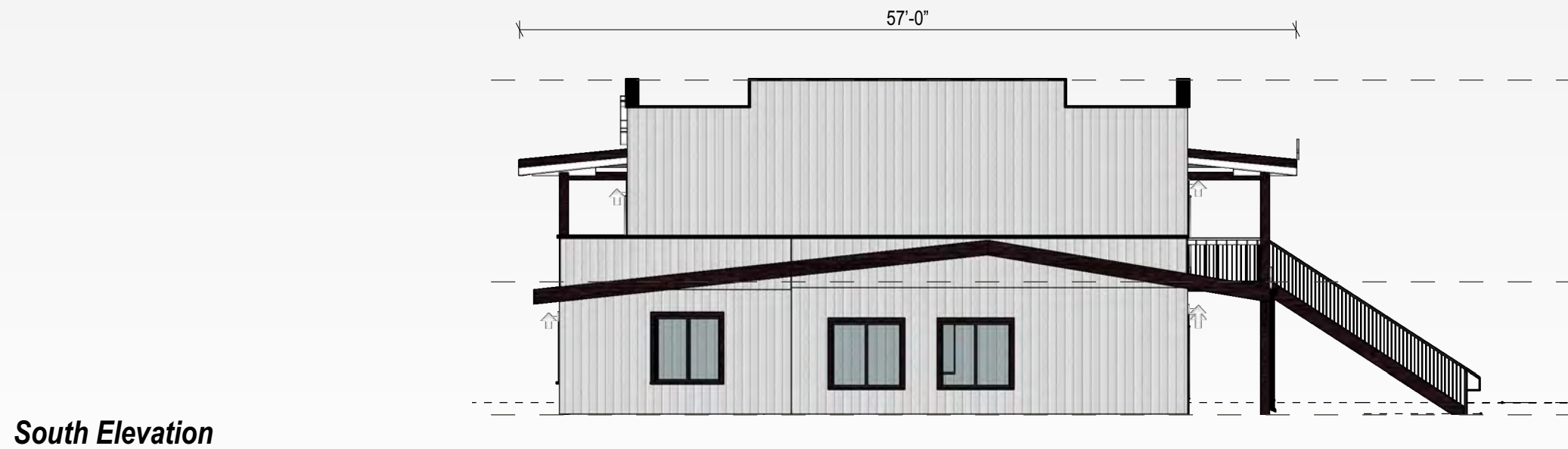
Retail Building 1 Tenant Wall Signs

1. Approval Required:
 - a. All signs shall be attached to the building only at a location approved by the Landlord and the City of Petaluma.
2. Main Building ID Sign:
 - a. The main business identification sign shall be located on the building fascia at a location approved by the Landlord and the City of Petaluma.
3. Window Sign:
 - a. The business identification window sign shall be centered on the store front glass nearest the main pedestrian entrance. The sign shall not exceed three (3) square feet or less than 10% of the window area, whichever is less, and shall be composed of white vinyl Helvetica medium lettering. Copy shall consist of name of business, hours of operation and emergency phone numbers.
4. Suite Number Sign:
 - a. The suite number or address of the lease space shall be centered above the door 4" high with white vinyl film.
5. Sign type:
 - a. Tenants signs shall be composed of channel letters and logos. (Face illuminated, halo illuminated or a combination of both will be allowed)
6. Tenant Identification Signs:
 - a. One (1) wall sign allowed per business frontage facing a street, pedestrian plaza and/or parking lot (maximum of 3). The maximum sign area for primary building signs calculated based on one (1) square foot of sign area per lineal foot of primary building frontage. With a maximum letter height of two feet six inches (2'- 6") for a single-line or double-line copy sign. Icons/Logos maximum of two feet six inches (2'- 6").
 - b. Maximum square footage of signage allowed is based on total square footage occupied by each Tenant per the Tenant Matrix and do not exceed the allowable sign area.
 - c. Elevations facing a freeway allowed one (1) sign based on the above-listed sign criteria. Sign area calculated based on one (1) square foot of sign area per lineal foot of primary building frontage facing freeway and with a maximum letter height of one foot six feet (1'- 6"). Icons/Logos a maximum height of two (2) feet. White illumination required for all freeway-oriented wall signs and allowed the use of perforated vinyl.
 - d. The total length shall not exceed 80% of the building elevation to which the sign is attached. Maximum sign length shall not exceed thirty (30) feet.
 - e. Location: Landlord shall reasonably approve location of tenant signs which shall be in keeping with the architectural design of the building. Signs to be located only within the space and surface specifically provided for on the building.
7. Materials:
 - a. Sign Face shall be Acrylic. Landlord must approve colors prior to sign permit submittal.
 - b. Letter return material shall be aluminum, painted to match building colors or Landlord approved colors.
 - c. Letter return depth shall not exceed 7" from the face of the building.
 - d. Trim cap size shall be 1" for letters and logo elements.
8. Lighting:
 - a. All signs shall be internal LED illuminated with no exposed lighting.
 - b. All signs shall be U.L. listed.

Petaluma Shopping Center

Retail Building 1 Elevations

Petaluma Boulevard, Petaluma, CA

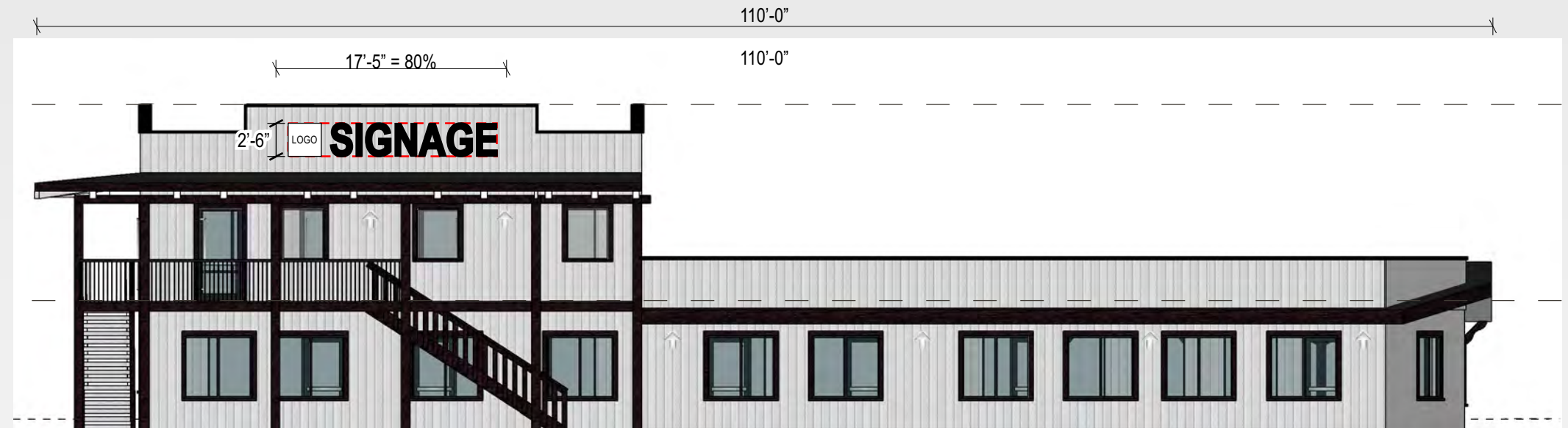


SCALE: 3/32" = 1'-0"

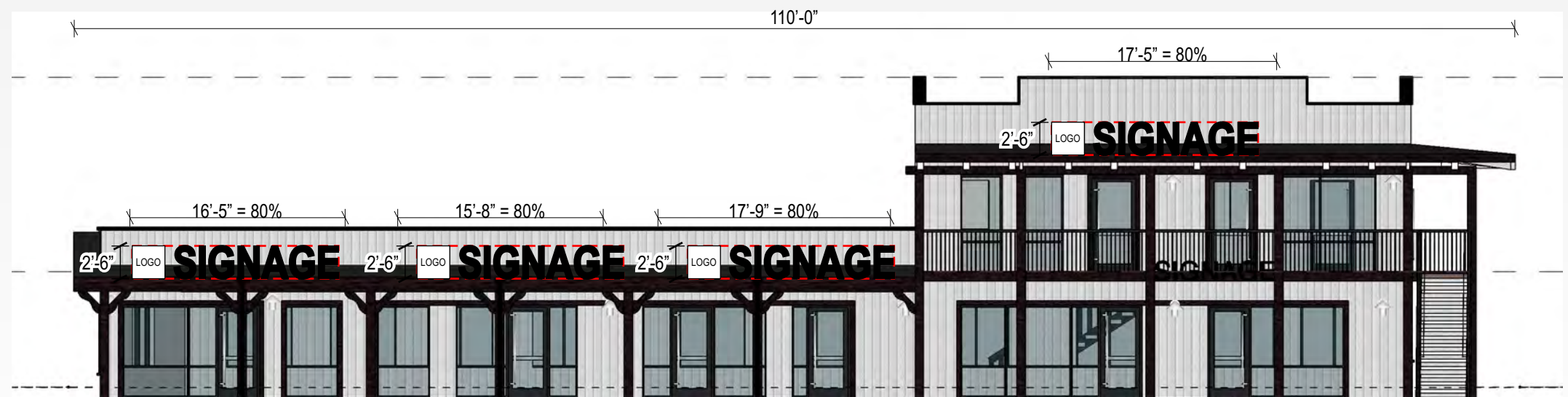
Petaluma Shopping Center

Retail Building 1 Elevations

Petaluma Boulevard, Petaluma, CA



West Elevation



East Elevation

SCALE: 3/32" = 1'-0"

Petaluma Boulevard, Petaluma, CA

Retail Building 2 Tenant Wall Signs (2024 SF)

1. Approval Required:
 - a. All signs shall be attached to the building only at a location approved by the Landlord and the City of Petaluma.
2. Main Building ID Sign:
 - a. The main business identification sign shall be located on the building fascia at a location approved by the Landlord and the City of Petaluma.
3. Window Sign:
 - a. The business identification window sign shall be centered on the store front glass nearest the main pedestrian entrance. The sign shall not exceed three (3) square feet or less than 10% of the window area, whichever is less, and shall be composed of white vinyl Helvetica medium lettering. Copy shall consist of name of business, hours of operation and emergency phone numbers.
4. Suite Number Sign:
 - a. The suite number or address of the lease space shall be centered above the door 4" high with white vinyl film.
5. Sign type:
 - a. Tenants signs shall be composed of channel letters and logos. (Face illuminated, halo illuminated or a combination of both will be allowed)
6. Tenant Identification Signs:
 - a. The maximum sign area for primary building signs calculated based on one (1) square foot of sign area per lineal foot of primary building frontage. Primary building sign shall not exceed sixty (60) SF with a maximum letter height of two feet six inches (2'- 6") for a single-line or double-line copy sign. Icons/Logos maximum of two feet six inches (2'- 6").
 - b. Secondary signs shall not exceed one (1) square foot of sign area per lineal foot of a secondary building frontage. Secondary shall not exceed sixty (60) SF with a maximum letter height of two feet six inches (2'- 6") for a single-line or double-line copy sign. Icons/Logos maximum of two feet six inches (2'- 6").
 - c. Elevations facing a freeway allowed one (1) sign based on the above-listed sign criteria. Sign area calculated based on one (1) square foot of sign area per lineal foot of primary building frontage facing freeway and shall not exceed sixty (60) SF with a maximum letter height of two feet (2'- 0"). Icons/Logos a maximum height of two (2) feet.
 - d. The total length shall not exceed 80% of the building elevation to which the sign is attached. Maximum sign length shall not exceed thirty (30) feet.
 - e. Location: Landlord shall reasonably approve location of tenant signs which shall be in keeping with the architectural design of the building. Signs to be located only within the space and surface specifically provided for on the building.
7. Materials:
 - a. Sign Face shall be Acrylic. Landlord must approve colors prior to sign permit submittal.
 - b. Letter return material shall be aluminum, painted to match building colors or Landlord approved colors.
 - c. Letter return depth shall not exceed 7" from the face of the building.
 - d. Trim cap size shall be 1" for letters and logo elements.
8. Lighting:
 - a. All signs shall be internal LED illuminated with no exposed lighting.
 - b. All signs shall be U.L. listed.

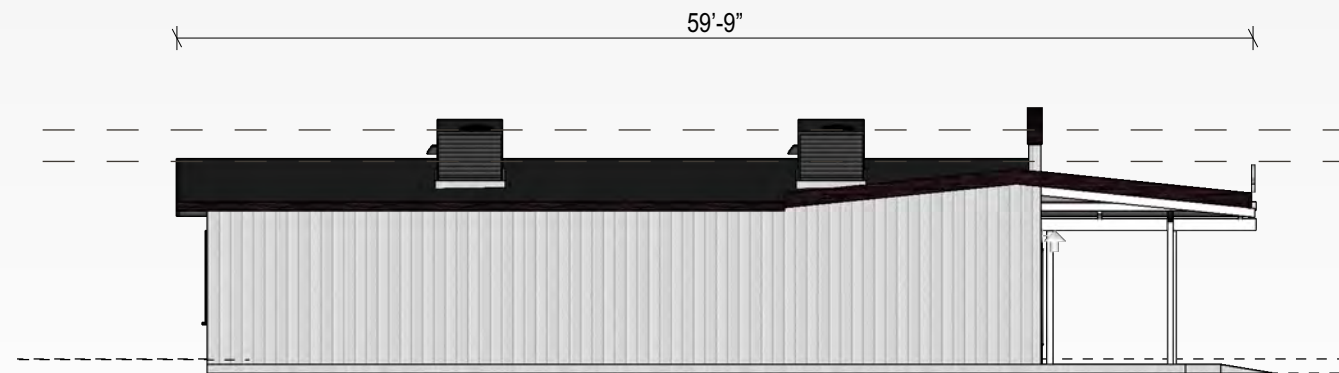
Petaluma Shopping Center

Retail Building 2 Elevations

Petaluma Boulevard, Petaluma, CA



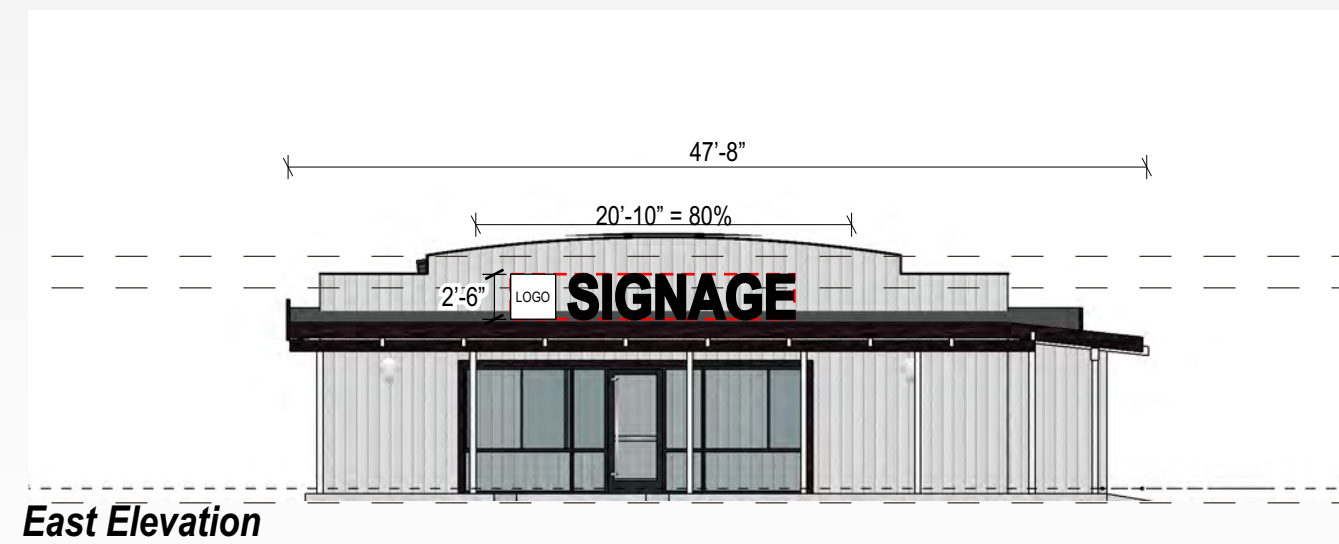
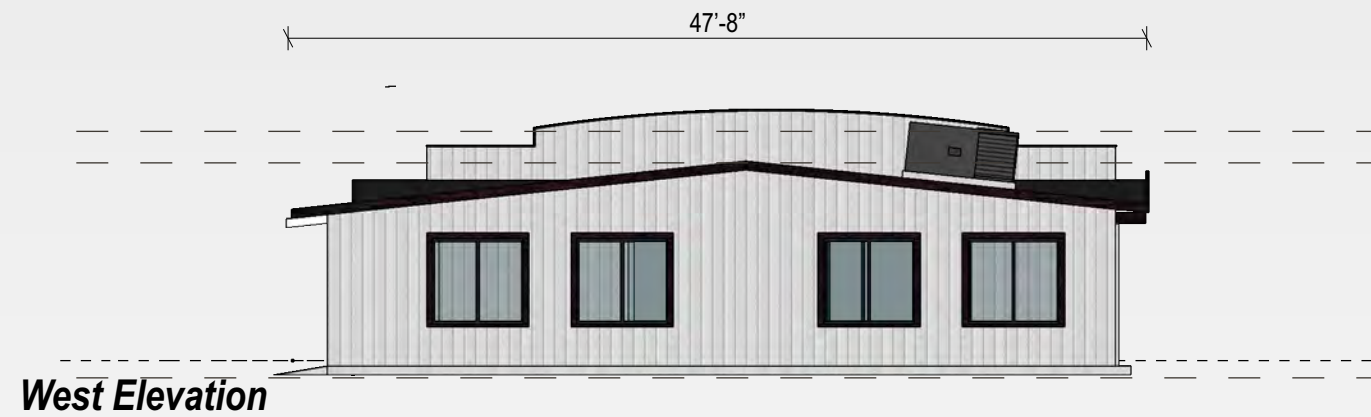
North Elevation



South Elevation

SCALE: 3/32" = 1'-0"

Petaluma Boulevard, Petaluma, CA



SCALE: 3/32" = 1'-0"

Petaluma Boulevard, Petaluma, CA

Retail Building 3 Tenant Wall Signs (4500 SF)

1. Approval Required:
 - a. All signs shall be attached to the building only at a location approved by the Landlord and the City of Petaluma.
2. Main Building ID Sign:
 - a. The main business identification sign shall be located on the building fascia at a location approved by the Landlord and the City of Petaluma.
3. Window Sign:
 - a. The business identification window sign shall be centered on the store front glass nearest the main pedestrian entrance. The sign shall not exceed three (3) square feet or less than 10% of the window area, whichever is less, and shall be composed of white vinyl Helvetica medium lettering. Copy shall consist of name of business, hours of operation and emergency phone numbers.
4. Suite Number Sign:
 - a. The suite number or address of the lease space shall be centered above the door 4" high with white vinyl film.
5. Sign type:
 - a. Tenants signs shall be composed of channel letters and logos. (Face illuminated, halo illuminated or a combination of both will be allowed)
6. Tenant Identification Signs:
 - a. The maximum sign area for primary building signs calculated based on one (1) square foot of sign area per lineal foot of primary building frontage. Primary building sign shall not exceed sixty (60) SF with a maximum letter height of two feet six inches (2'- 6") for a single-line or double-line copy sign. Icons/Logos maximum of two feet six inches (2'- 6").
 - b. Secondary signs shall not exceed one (1) square foot of sign area per lineal foot of a secondary building frontage. Secondary shall not exceed sixty (60) SF with a maximum letter height of two feet six inches (2'- 6") for a single-line or double-line copy sign. Icons/Logos maximum of two feet six inches (2'- 6").
 - c. Elevations facing a freeway allowed one (1) sign based on the above-listed sign criteria. Sign area calculated based on one (1) square foot of sign area per lineal foot of primary building frontage facing freeway and shall not exceed sixty (60) SF with a maximum letter height of one foot six inches (1'- 6"). Icons/Logos a maximum height of two (2) feet. White illumination required for all freeway oriented wall signs.
 - d. The total length shall not exceed 80% of the building elevation to which the sign is attached. Maximum sign length shall not exceed thirty (30) feet.
 - e. Location: Landlord shall reasonably approve location of tenant signs which shall be in keeping with the architectural design of the building. Signs to be located only within the space and surface specifically provided for on the building.
7. Materials:
 - a. Sign Face shall be Acrylic. Landlord must approve colors prior to sign permit submittal.
 - b. Letter return material shall be aluminum, painted to match building colors or Landlord approved colors.
 - c. Letter return depth shall not exceed 7" from the face of the building.
 - d. Trim cap size shall be 1" for letters and logo elements.
8. Lighting:
 - a. All signs shall be internal LED illuminated with no exposed lighting.
 - b. All signs shall be U.L. listed.

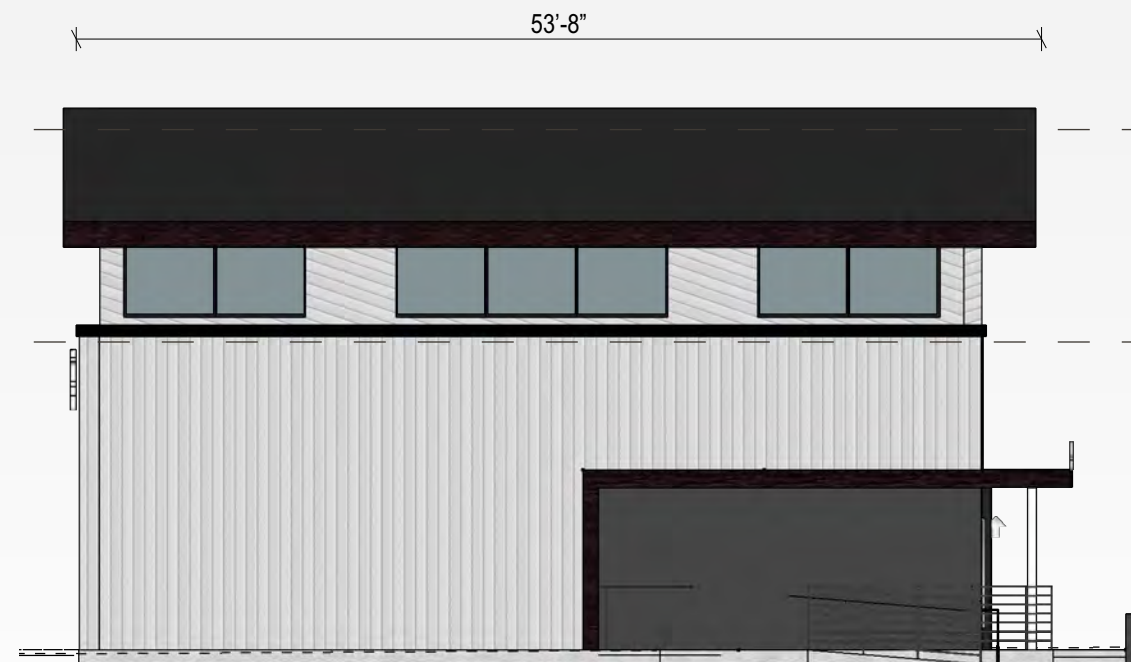
Petaluma Shopping Center

Retail Building 3 Elevations

Petaluma Boulevard, Petaluma, CA



North Elevation



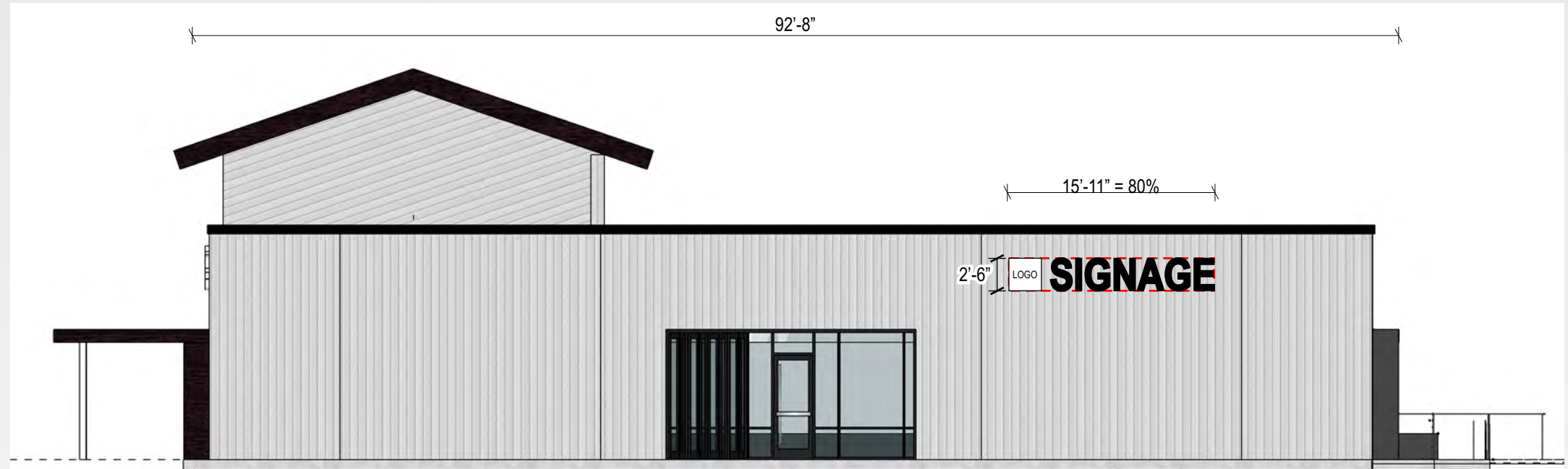
South Elevation

SCALE: 3/32" = 1'-0"

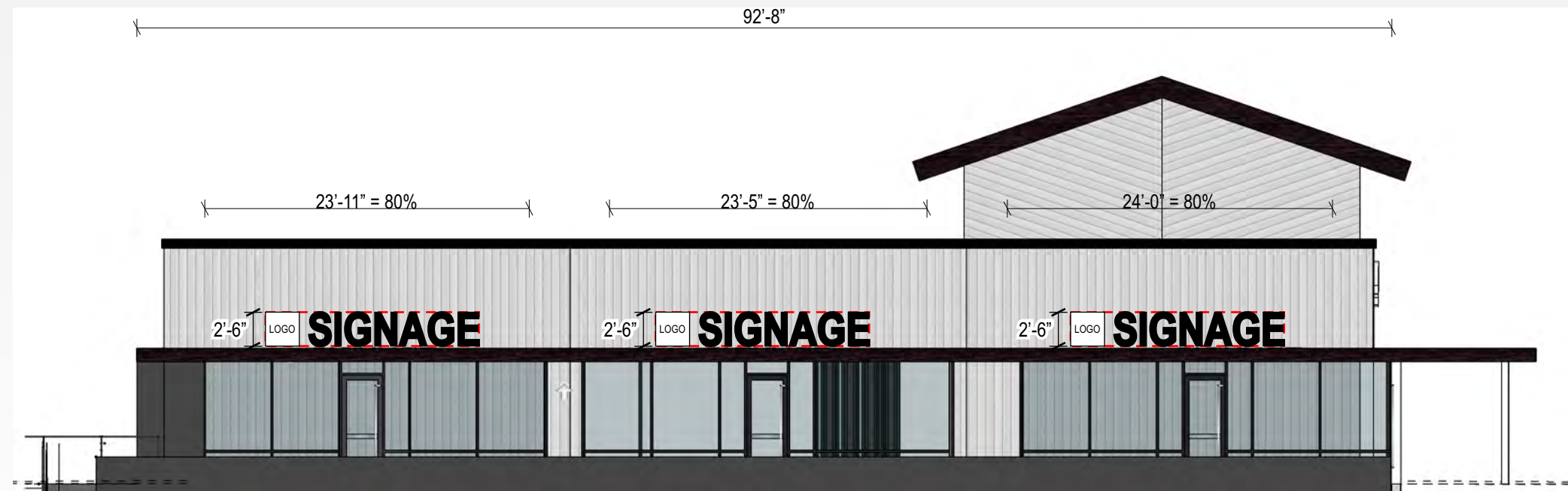
Petaluma Shopping Center

Retail Building 3 Elevations

Petaluma Boulevard, Petaluma, CA



West Elevation



East Elevation

SCALE: 3/32" = 1'-0"

Petaluma Boulevard, Petaluma, CA

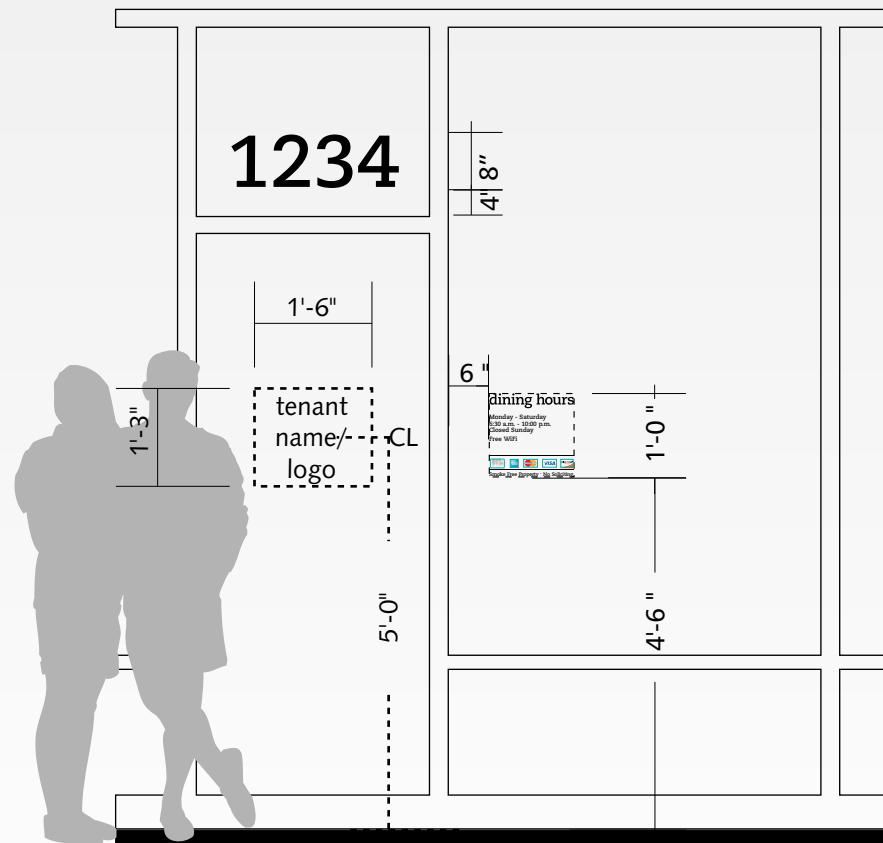
Permanent window and door signage is limited to the following:

Tenant Entry Information

- Materials: Matte white vinyl letters on entry glass.
- Copy: 8" overall height of suite letter or address numerals
Tenant entry / Hours of operation information 12" x 12"
Credit card and social media information.
- Sign Area: 3.0 square foot maximum sign area.
- Typeface: Caecilia 55 Roman, Caecilia 75 Bold or other Property Owner approved corporate standard for typeface.
- Location: Address or suite number centered over the main entry door(s).
Tenant and/or hours of operation on entry glass panel on the same side as door handle or right side, as applicable.

Rear Entry I.D.

- Materials: Vinyl letters on door in contrasting color.
- Copy: 4" overall height of suite letter or address numerals
2" high Tenant Name.
- Sign Area: 2.5 square foot maximum sign area.
- Typeface: Caecilia 55 Roman, Caecilia 75 Bold or other Property Owner approved corporate standard for typeface.



Typical Elevation

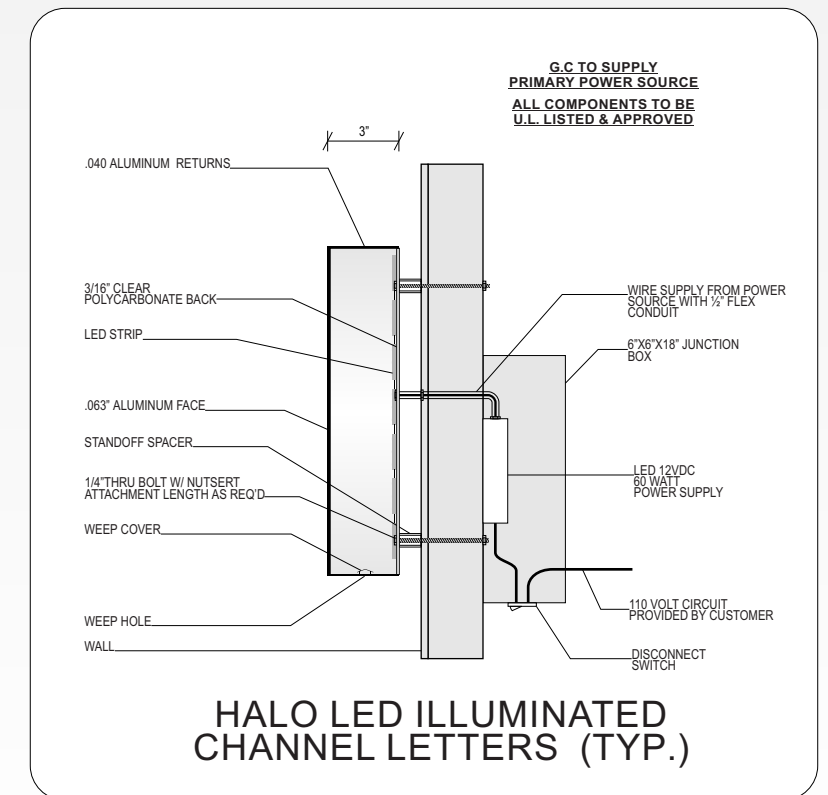
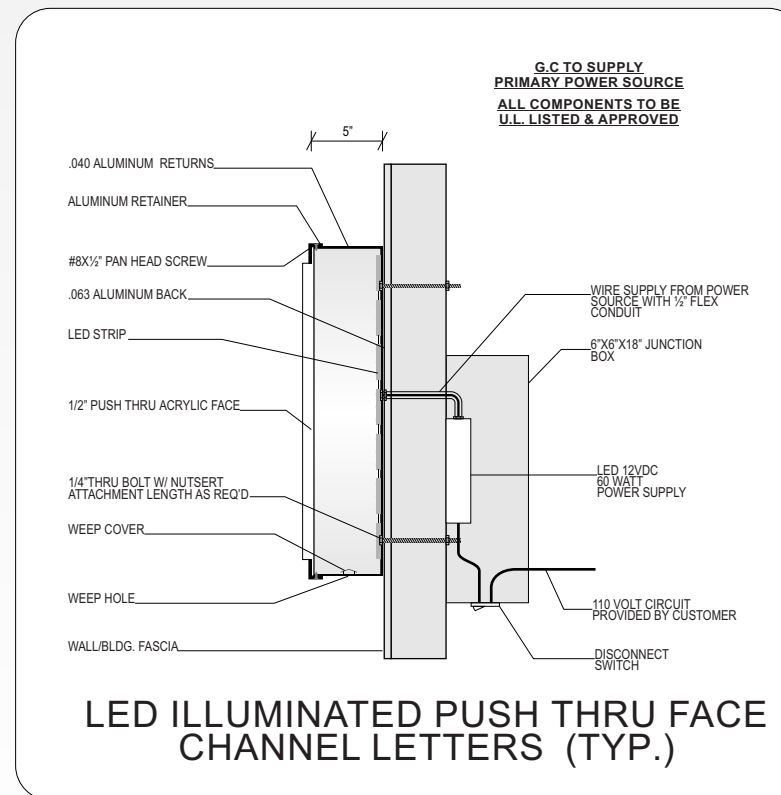
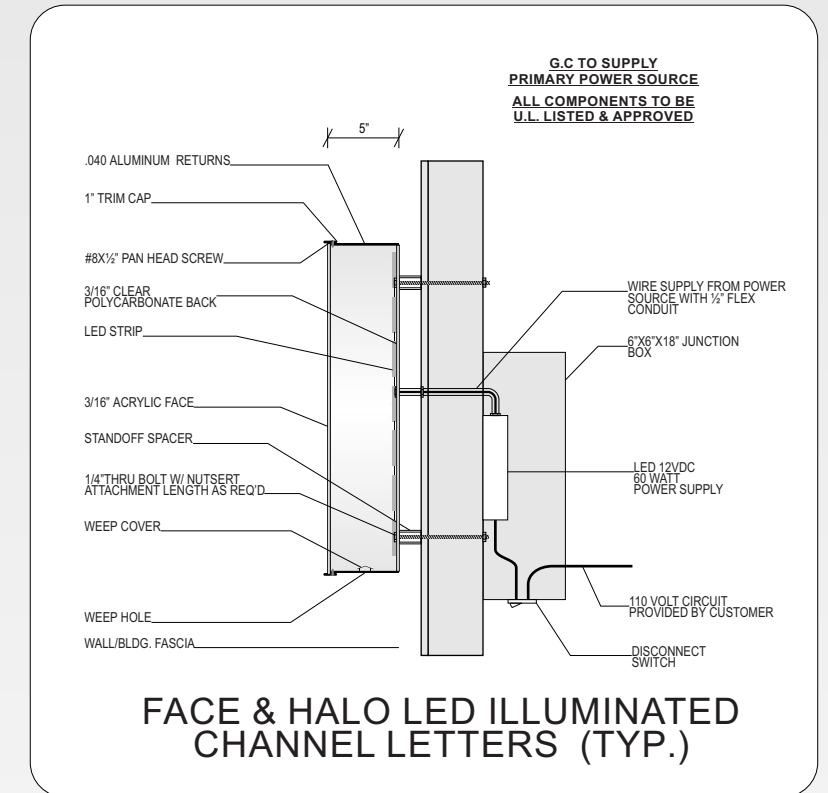
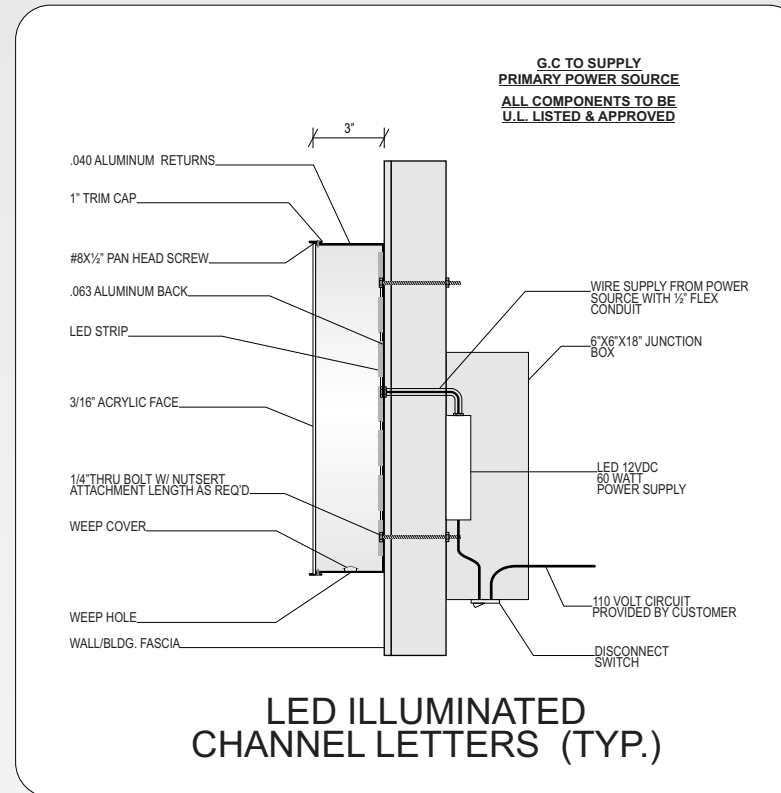


Typical Elevation

Petaluma Shopping Center

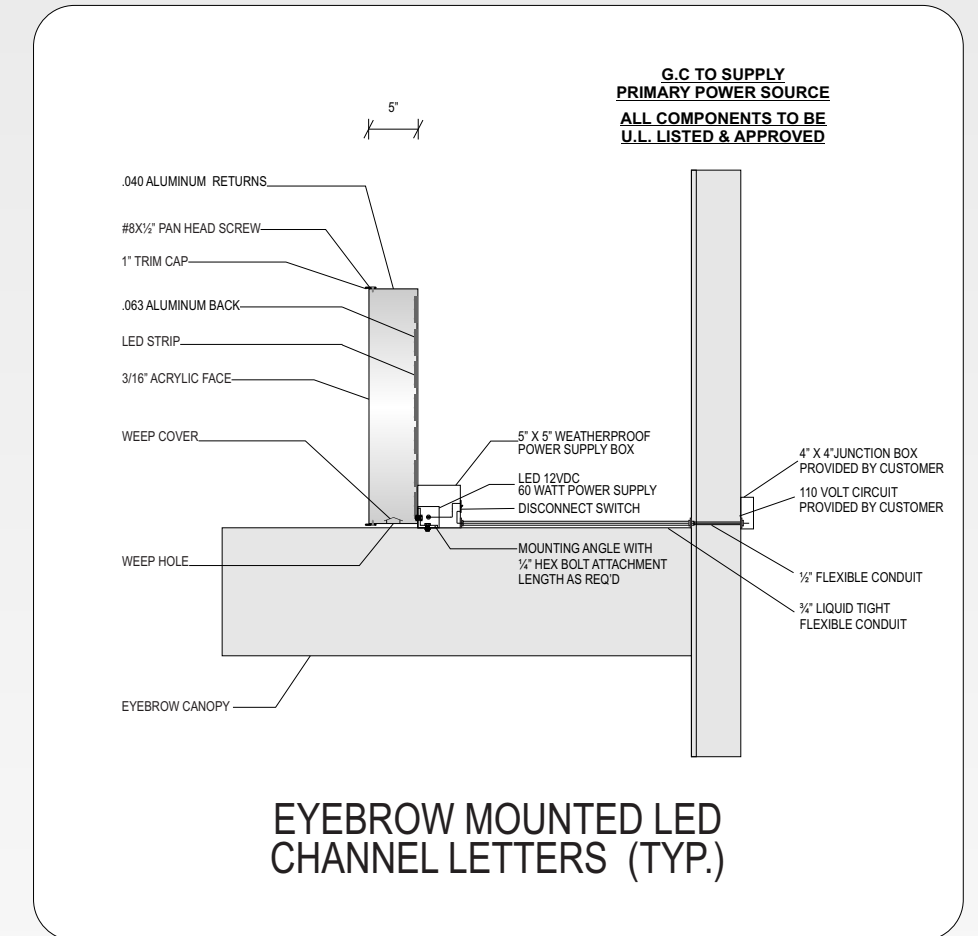
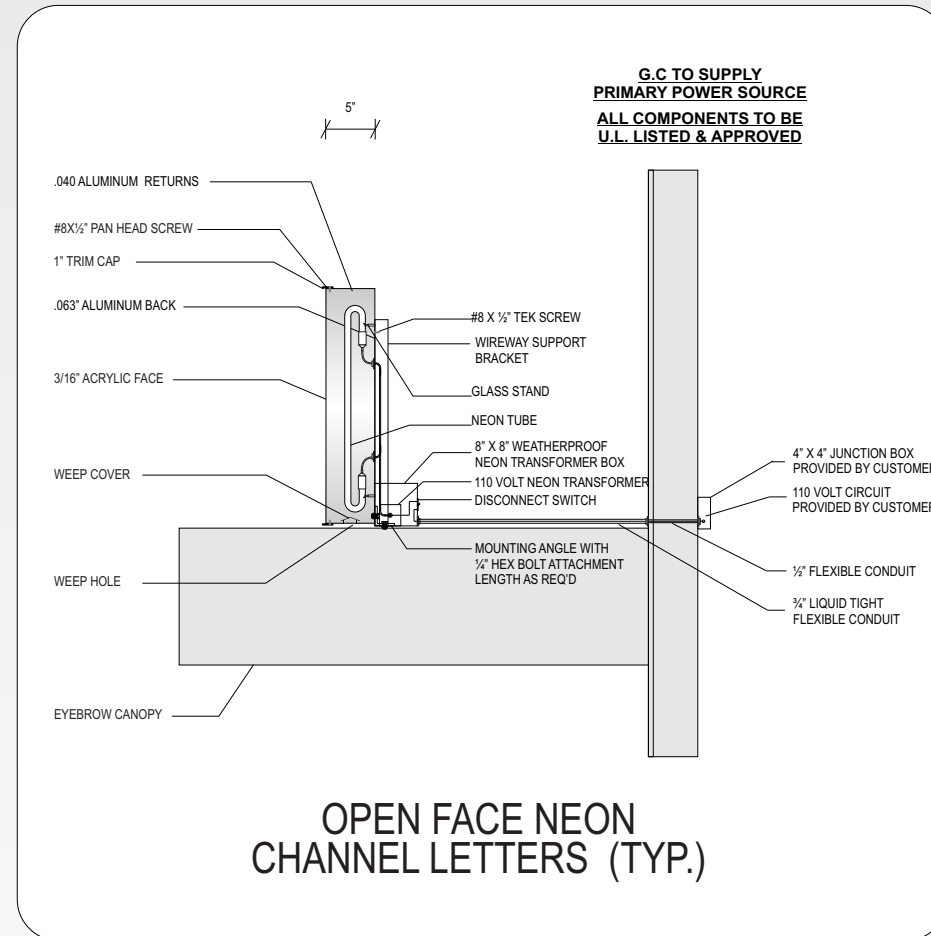
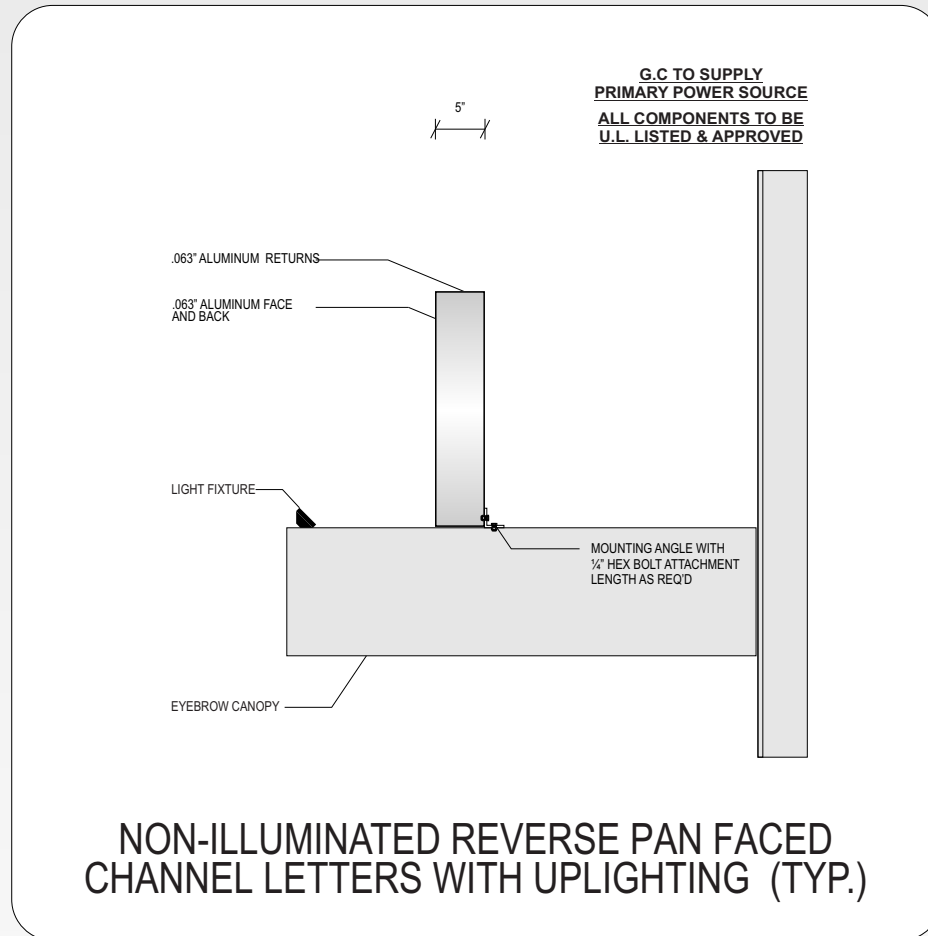
Approved Signs

Petaluma Boulevard, Petaluma, CA



Examples are provided for illustration purposes only.
Other manufacturing methods may be allowed.
All signage manufacturers shall provide project specific drawings with section views for approval by both landlord and the City of Petaluma.

Petaluma Boulevard, Petaluma, CA

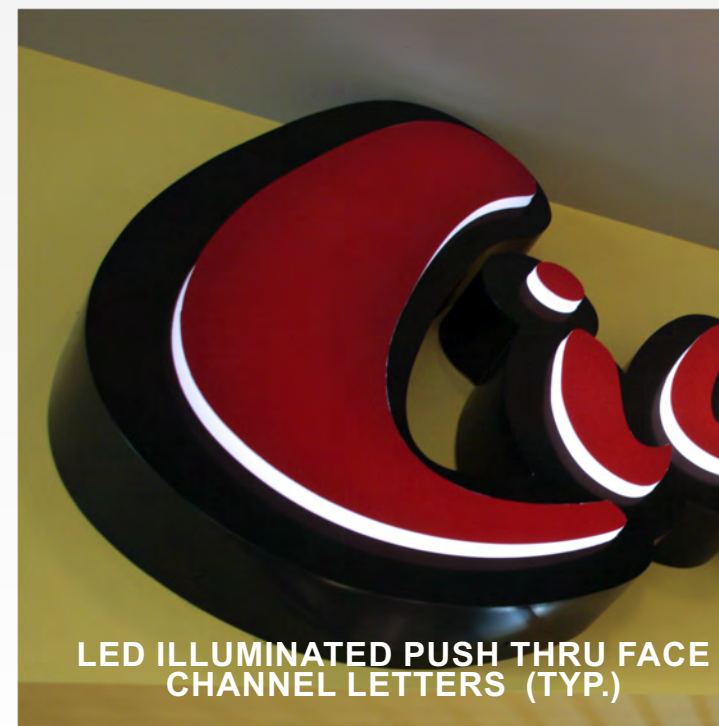
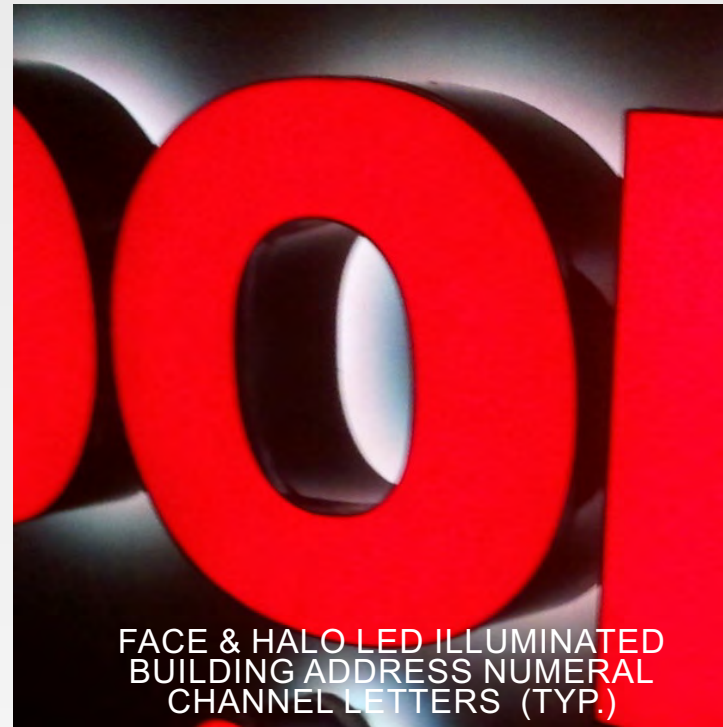


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PENDING