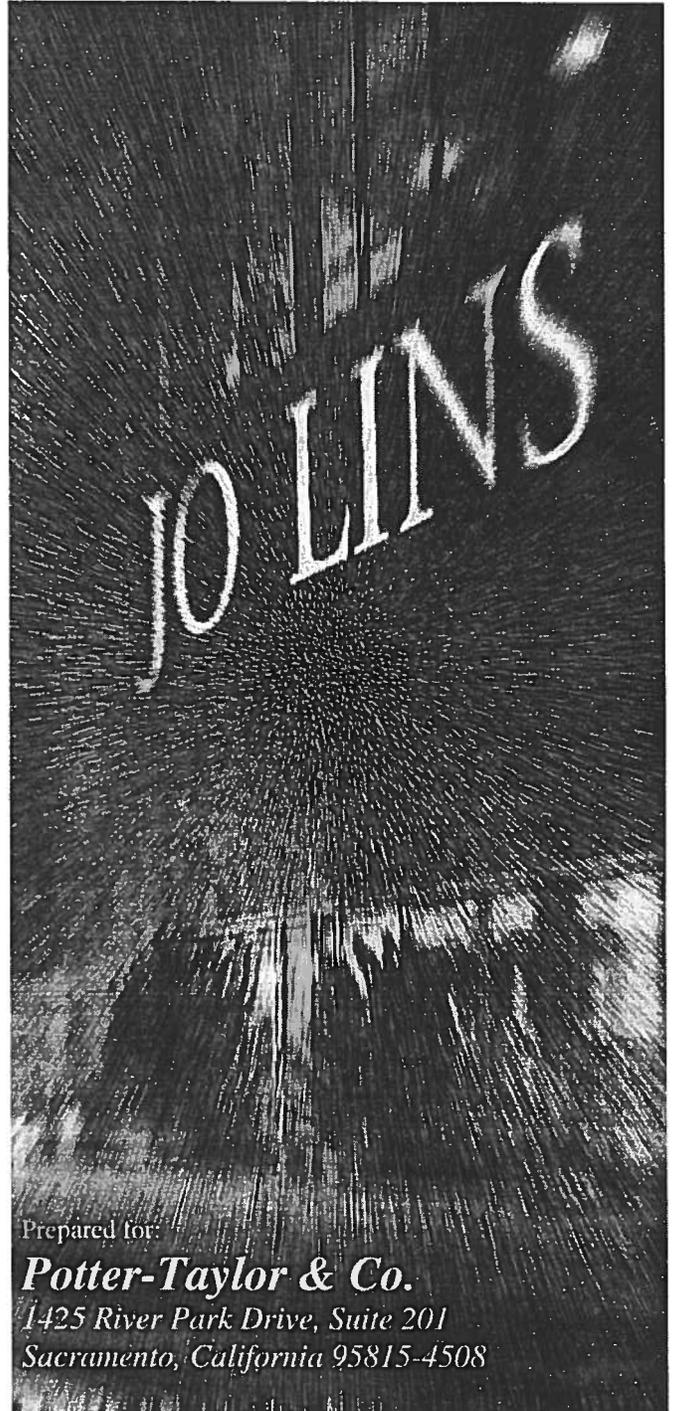


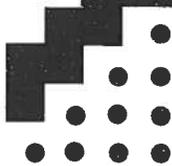
# *Williamson Ranch Plaza*

*NWC Lone Tree Way & Hillcrest Ave.  
Antioch, California*

## *Sign Criteria*



Prepared by



● **BSW International**

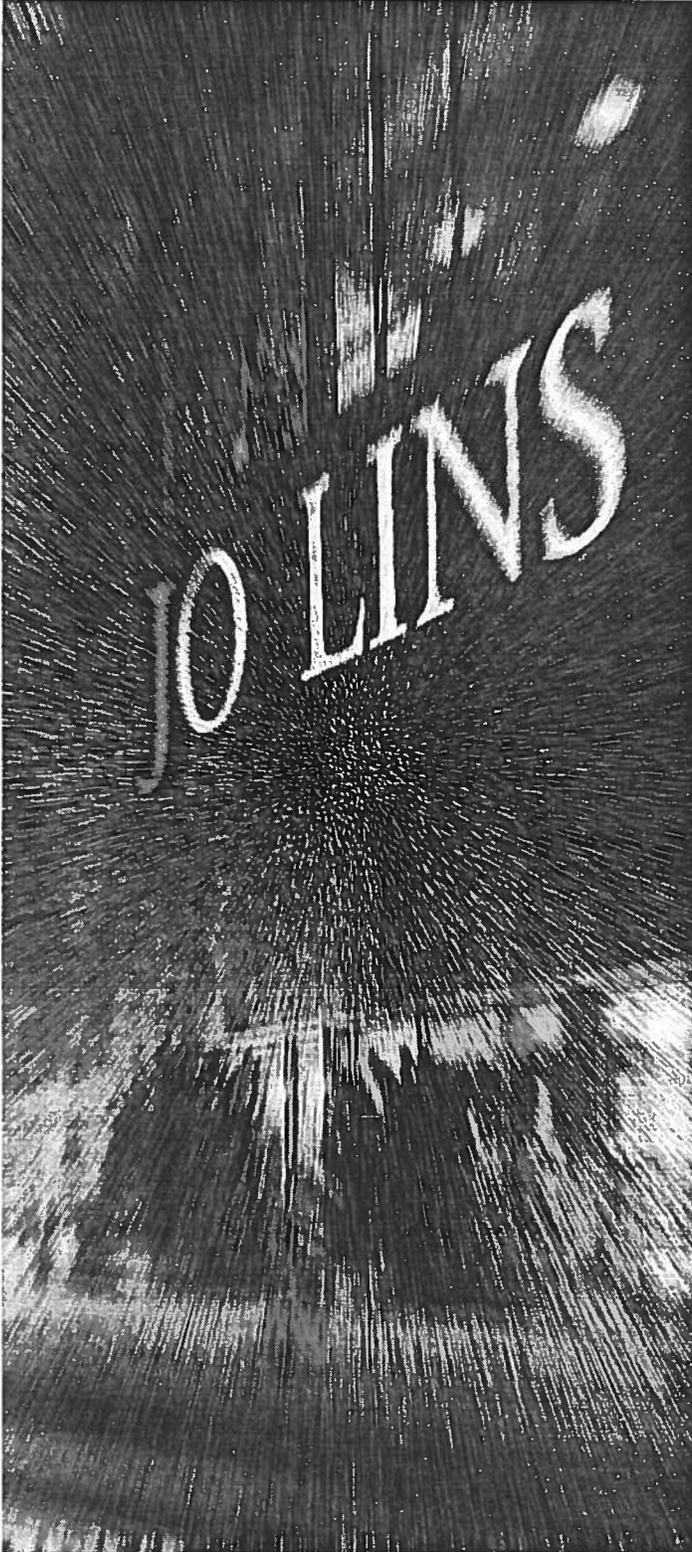
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05/19/98

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Satellite Pad, Single

Inline Shops or Satellite Pad, Multiple Tenant

Satellite Pad Food Service Tenant

with Drive-through Component

**Project Directory:**

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## ***CRITERIA and OBJECTIVES (Purpose and Intent):***

To promote the quality of design desired for this project, this document will define criteria for the design, implementation and regulation of tenant and project signage, as well as any site or thematic graphics for the Williamson Ranch Plaza, located in Antioch, CA.

The Owner/Developer may implement any or all of the sign types outlined herein in accordance with these criteria. All signage must comply with the City of Antioch zoning ordinances and/or sign ordinances, unless otherwise noted within this document. All building and site signage design and implementation shall be coordinated through this document to provide a consistent and comprehensive design character. To the extent that this document may require more restrictive controls over the project's design, this document shall control. All development must comply with applicable City of Antioch Zoning Ordinances unless otherwise noted within this document. All city approvals required by this document shall be provided by the City of Antioch's Planning Department, and all approvals required by this document must be in writing.

Signage of a high quality with a high quality of design, material and color is considered an integral part of the image and success of the shopping center. The intent of this document is to insure that all signage provided for this project is designed and executed in a manner consistent with these objectives while providing superlative tenant and project identification.

The intent of the Sign Criteria is to insure that signage for the project is designed and executed in a manner which will achieve the following objectives while providing superior identification of tenants and tenant's businesses.

### ***Exterior Signing:***

The objective for exterior signing is:

- ◆ To provide concise identity and information for the tenants and consumer using the site, while avoiding visual competition with the building's aesthetic or the site landscaping.
- ◆ To produce creative signage in good taste that will enhance the project's image while complementing the architectural and landscape design theme.
- ◆ To provide functional signage that will effectively serve the tenant's needs, providing proper identification of their business for their customers and the shopping center.
- ◆ To expedite the review and approval of the project's signage by providing guidelines and criteria that explain acceptability standards for the signage within this center.

### ***Note:***

***All tenant signage shall be subject to the Owner/Developer's written approval prior to submission to the City of Antioch Planning Department for sign approval and permits.***

## ***General Provisions:***

The Williamson Ranch Plaza sign criteria shall be administered by the City of Antioch Planning Department in conjunction with the Owner/Developers internal review procedures. Sign permit applications and instructions concerning required exhibits are available from the City of Antioch. No sign shall be installed without the approval of the Owner/Developer and the City of Antioch Planning Department.

- ◆ Tenant signs shall be of high graphic quality, but also designed in a creative manner that is compatible with and complementary to the surrounding facades. Sign fabrication work shall be of excellent quality. The Owner/Developer reserves the right to reject any fabrication work deemed below standard.
- ◆ Tenant logos, corporate identities and/or images denoting the type of business shall be encouraged. The color and design of the aforementioned shall be approved by the Owner/Developer, except in the case of tenants whose design, colors and sign criteria are part of a nationally recognized image.
- ◆ Letter heights and logos, where specified shall be determined by measuring the normal capital letter of a font exclusive of swashes, ascenders and descenders.
- ◆ The following will be allowed if consistent with the provisions in the City of Antioch Planning Department Sign Ordinances:
  - ◆ Temporary wall signs, temporary leasing signs, pennants, banners, window signs or flags.
- ◆ Wall signs shall be affixed without visible means of attachment, unless attachments make an intentional statement and are an integral part of the design. Wall signs need not be attached directly to the lease space to which they refer.
- ◆ The Tenant shall submit or cause to be submitted prior to fabrication at least three (3) copies of detailed drawings including all lettering and/or graphics to the Owner/Developer for approval. Upon approval, the Tenant may proceed with submittal to the City of Antioch Planning Department.
- ◆ All permits for signs and their installation shall be obtained by the Tenant or Tenant's representative at the Tenant's expense.
- ◆ The Tenant shall be responsible for the fulfillment of all requirements and specifications.
- ◆ Any changes to or deviations from this sign program shall be subject to the approval of the Owner/Developer and the City of Antioch Planning Department.

## **Definitions:**

### ◆ **Tenant Identification Sign:**

- ◆ A tenant name, logotype and/or logo, displayed on a sign fascia, storefront or building wall.
- ◆ A tenant identification sign may also include sign copy and logo in combination. Maximum height for both will be determined by tenant classification set forth within this document.
- ◆ Sign copy shall not include the product sold, except for logotypes or logos, which include a product name.

### ◆ **Logotype:**

A standardized representation of a company or business, comprised of a particular type-face, graphic layout and color(s), which is consistently used on signs, letterhead, business cards, etc.

### ◆ **Logo:**

A distinctive trademark recognizable to the public as a symbol of an established company or business. A logo is usually displayed in conjunction with a logotype.

### ◆ **Secondary Identification Sign:**

A sign identifying a generic type of merchandise or service, such as a pharmacy, garden center or bakery. Secondary Identification Signs are only allowed for the Food Sales Major Tenant, Drug Store Major Tenant or Retail Sales Major Tenant.

### ◆ **Fascia Sign:**

A tenant name, logotype or logo which is displayed on a fascia element (sign band area) located above a building canopy or below the eave of the building canopy.

### ◆ **Under Canopy Sign:**

A tenant name, logotype or logo that is displayed and attached under the canopy of a Tenant's space.

### ◆ **Center Monument Sign:**

A free-standing dual-sided sign with its sign faces not exceeding 10' in width and 2'-9" in height. The sign will identify the name of the center, Food Sales Major Tenant, Drug Store Major Tenant, Retail Sales Major Tenant and 4 minor tenants (as defined below). The name of the center will receive top placement on the sign.

### ◆ **Pad Monument Sign:**

A free-standing dual sided sign with its sign faces not exceeding four feet and six inches (4'-6") in width and six feet (6') in height. The sign will identify the name of the pad tenant.

◆ **Total Sign Area:**

See section "Sign Area Measurements".

◆ **Major Tenant:**

A tenant occupying a tenant space of 50,000 square feet or more.

- ◆ Food Sales Major Tenant primarily sells food, as well as non-food items commonly found in grocery stores.
- ◆ Drug Store Major Tenant sells a variety of goods, such as pharmaceuticals, cosmetics, sundries, and hygienic care products.
- ◆ Retail Sales Major Tenant sells a variety of dry goods, sporting equipment, clothing, and household items.

◆ **Minor Tenant:**

A tenant (except a pad tenant) occupying a tenant space of 20,000 square feet or greater but less than 50,000 square feet.

◆ **In-line Shop Tenant:**

A tenant occupying a tenant space, of 20,000 square feet or less.

◆ **Satellite Pad Tenant:**

A single tenant occupying a free-standing building.

◆ **Maximum Fascia Sign Horizontal Dimension:**

The maximum allowable horizontal dimension for a fascia sign shall be 80% of the length of Tenant's frontage or fascia, whichever is less within the limits described for satellite pad - multi-tenant.

◆ **Maximum Fascia Sign Vertical Dimension:**

The maximum allowable vertical dimension for a sign varies depending on the tenant category as set forth under the sign program.

◆ **Maximum Logo Size:**

When a logo and logotype are displayed on the same tenant frontage, the overall height of the logo shall be set forth as stated under the sign program.

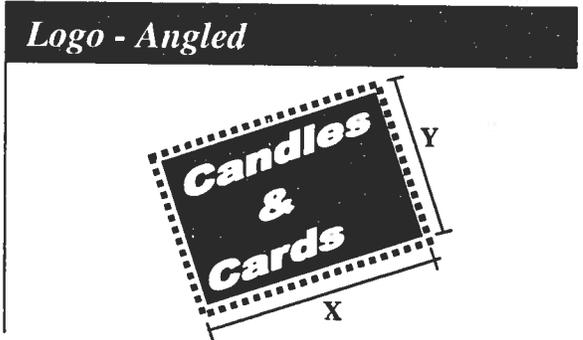
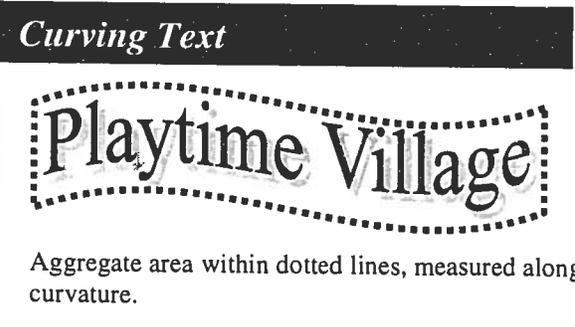
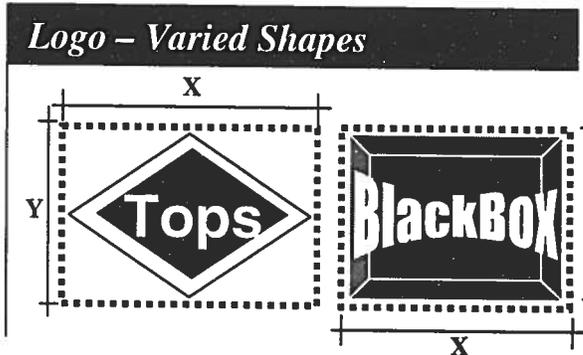
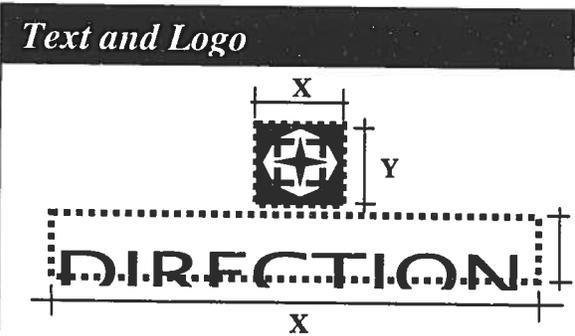
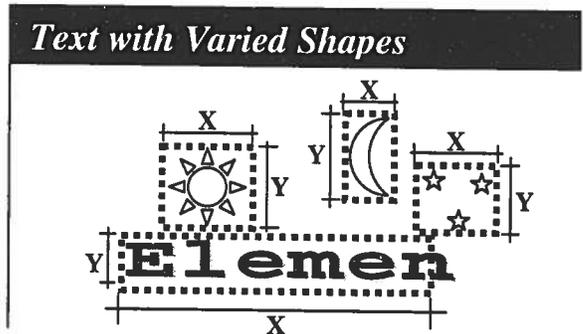
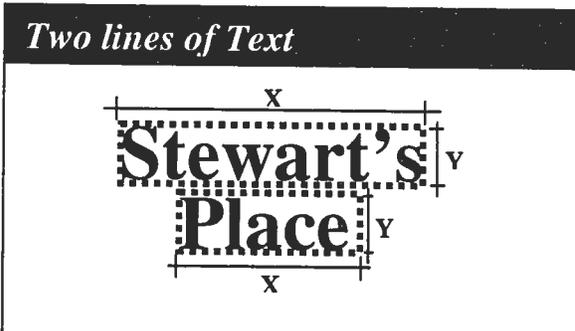
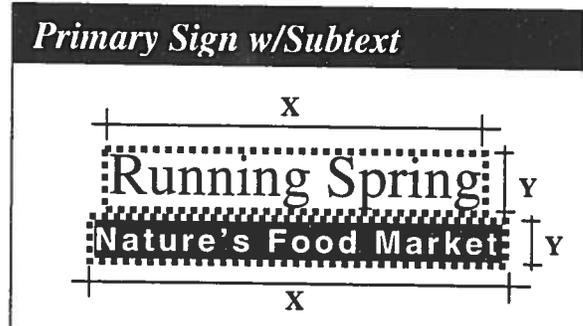
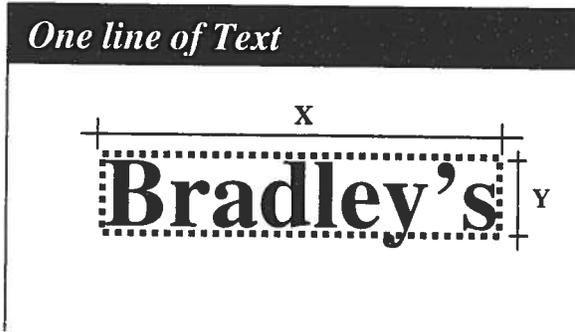
## ***Restrictions:***

The following are prohibited:

- ◆ Advertising devices that are permanent in nature, such as attraction boards, banners and flags, or poster boards except where specifically approved by the Owner/Developer and the City of Antioch Planning Department.
- ◆ Window signs except where specifically approved by the Owner/Developer and the City of Antioch Planning Department.
- ◆ Exposed electrical material, such as junction boxes, transformers, lamps, tubing, conduit, raceways or neon crossovers of any type.
- ◆ Exposed fastening devices, unless integrated with the design intent of the particular sign.
- ◆ Cardboard, paper or styrofoam signs, stickers or decals hung on, behind or around the tenant storefront.
- ◆ The names of sign manufacturers, their stamps or decals where visible from the street or normal viewing angles.
- ◆ Simulated materials such as wood grained plastic laminates or wall covering.
- ◆ Animated lights or other sign components “in motion”, except where specifically permitted in this document.

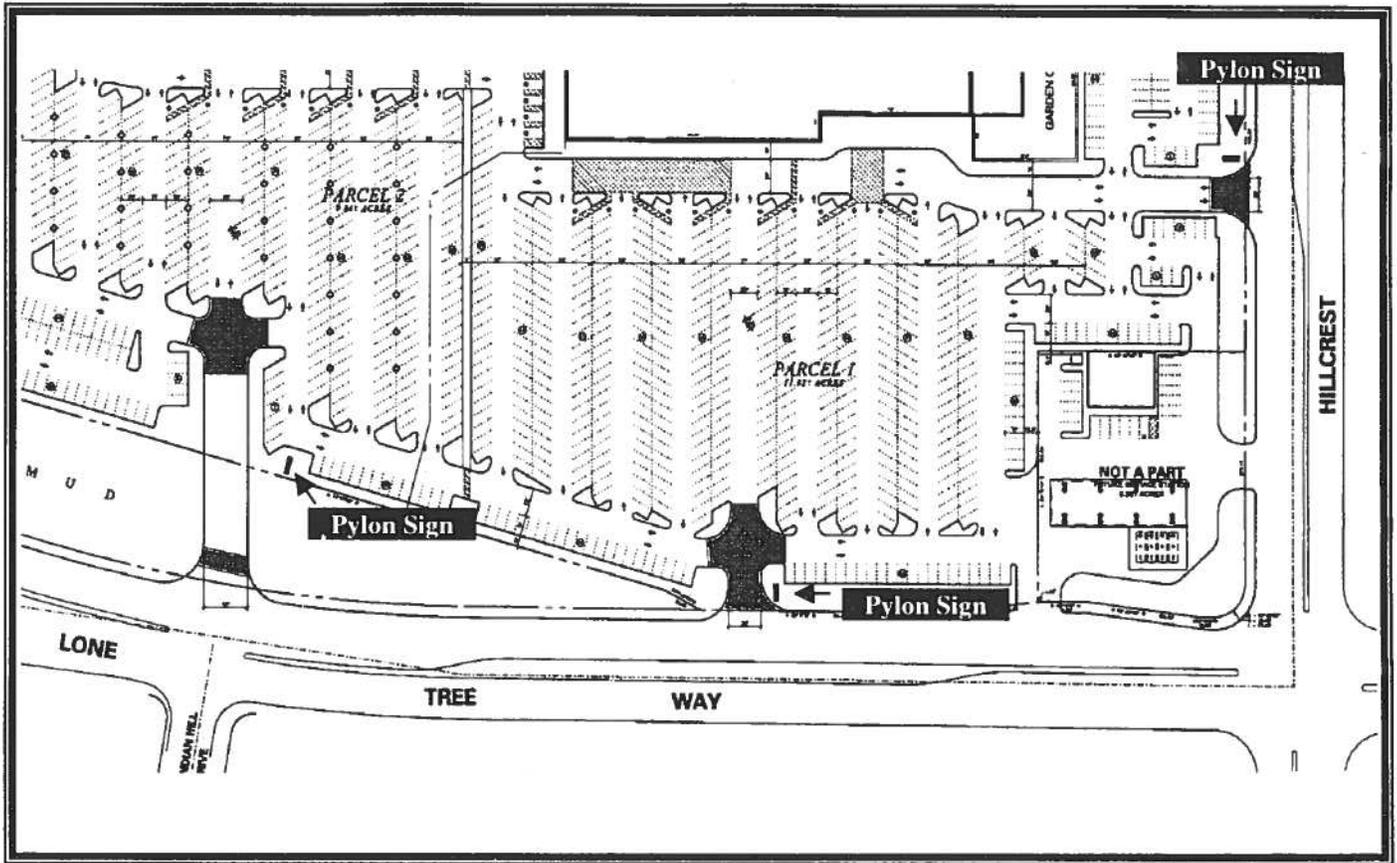
**Sign Area Measurements:**

The following exhibits the methods of determining maximum square footages for copy area allowances. Logo and letter heights will be determined by measuring the normal capital letter of a font exclusive of swashes, ascenders and descenders. Copy area is calculated by multiplying height (y) times the width (x) of single elements. Multiple element areas are added together for a total aggregate copy area.



**SIGN PROGRAM:**

***Project ID and Project Component ID Location Plan:***



## *Thoroughfare Pylon with Tenant ID*

**Configuration:**

Tenant sign bands containing tenant names in font style and color of tenant common sign panel colors. No electronic messaging or animation. Double-sided.

**Location:**

Along Lone Tree Way and Hillcrest Ave.  
(excluding service drive)

**Lighting:**

Projection lit from ground, project name and tenant identification internally illuminated.

**Overall height:**  
19'-6" maximum

**Overall width:**  
24'-0"

**Project Identification:**

**Height:** 2'-0"                      **Width:** 15'-0"

**Maximum Sign Area:**  
90 SF Max. area per sign face, 2' max letters

**Individual Tenant Sign Panels:**

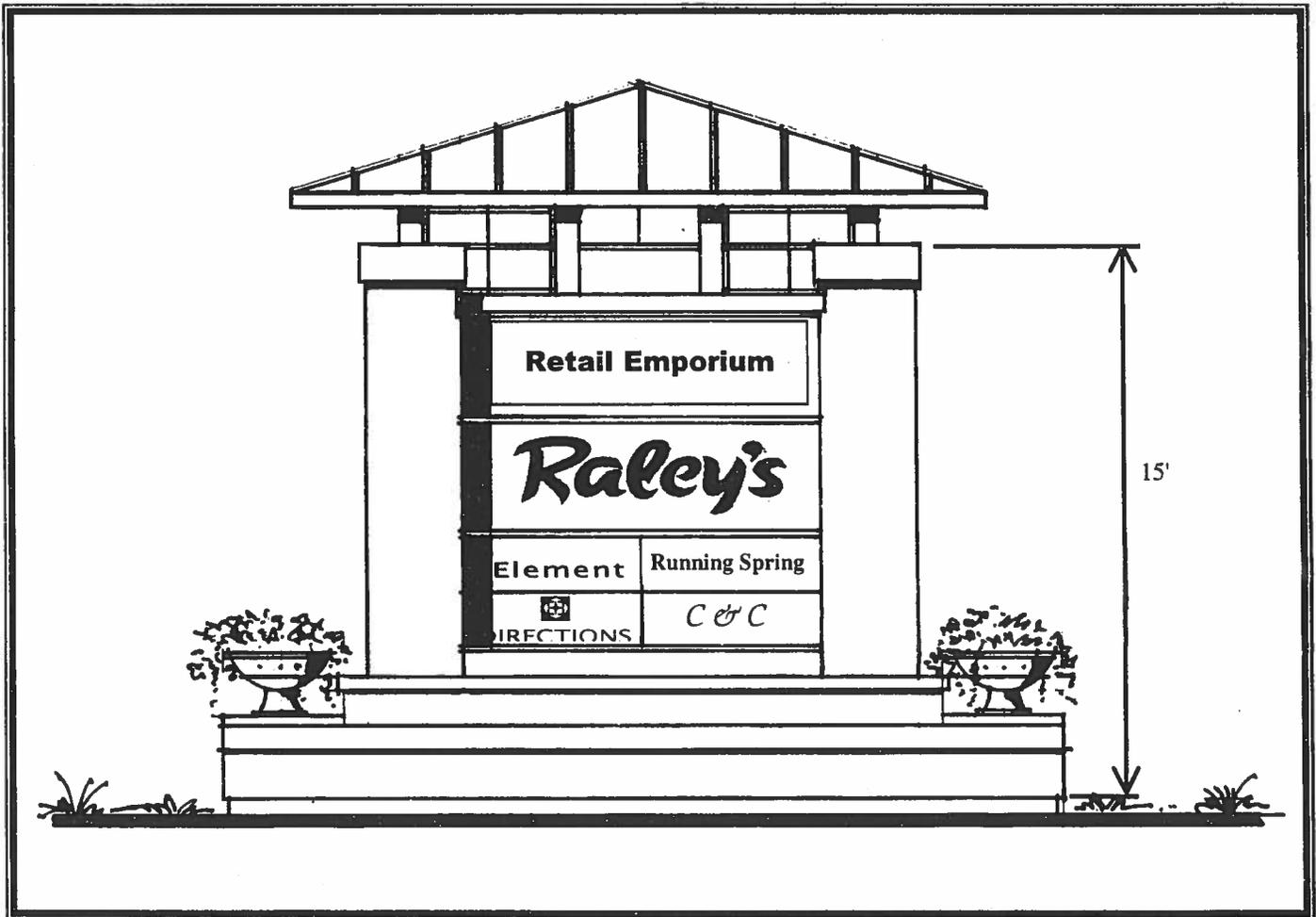
Sign Panels: Not to exceed 3 panels  
Accommodating 2' high letters (max.)  
Bottom panel: 4 equal sign copy panels

**Maximum Sign Area:**

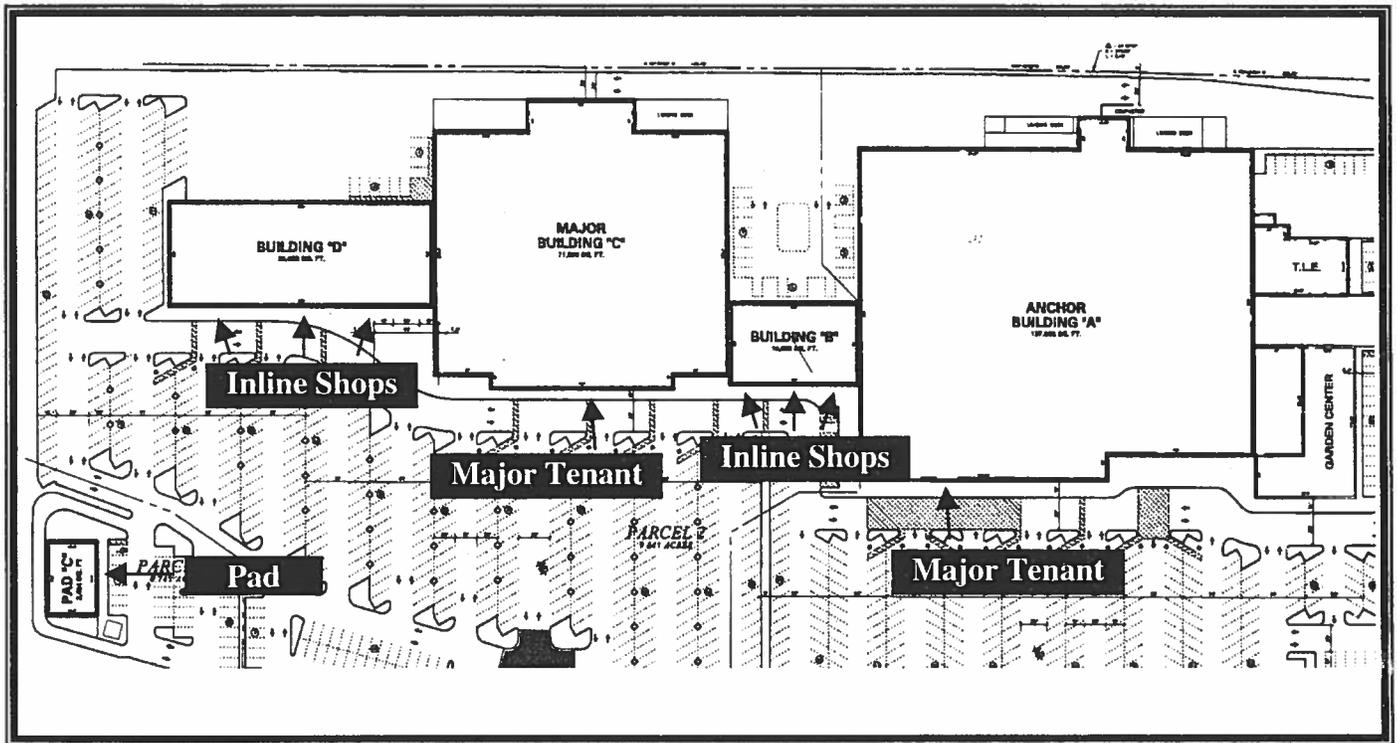
16 SF max. area per sign face – main panels  
4 SF max. area per sign face – small panels

**Quantity:**

3 total  
1 main entrance - Lone Tree Way & Indian Hill  
1 primary entrance – Hillcrest Avenue  
1 secondary entrance – Lone Tree Way



## Tenant Sign Location Plan



## *Major Tenants – greater than 50,000 sq. ft.*

### **Configuration:**

Internally illuminated dimensional letters and/or logo, mounted to building surface (Concrete block or plaster).  
Individual internally illuminated sign elements, luminous – vacuum formed acrylic sign, logo and/or letters.

### **Location:**

Northerly section of site, above main east/west Interior drive aisle.

### **Lighting:**

Internally illuminated.

### **Primary Entry Sign Element:**

- 100,000 SF: 7'-0" maximum high letters/logo with 3'-0" high subtext.
- 50,000 - 100,000 SF: 5'-0" maximum high letters/logo with 2'-0" high subtext.

Maximum allowable sign area is limited to 65% of the building length, measured from the centerline of exterior walls.

### **Secondary Sign Elements**

*(6 per elevation):*

3'-0" (2'-0") maximum high letters/logo, to a maximum area of 150 sq. ft. per sign.

### **Secondary Tenant ID Sign – Corner Building**

5'-0" (3'-0") maximum high letters/logo, to a maximum area of 180 sq. ft.



## *Minor Tenants – 20,000 to 50,000 sq. ft.*

### **Configuration:**

Internally illuminated dimensional letters and/or logo, mounted to building surface (concrete block or plaster).

Individually internally illuminated sign elements, luminous – vacuum formed acrylic logo and/or letters.

### **Location:**

Northerly section of site above main east/west interior drive aisle

### **Lighting:**

Internally illuminated.

### **Primary Entry Sign Element:**

- 40,000 - 50,000 SF: 4'-0" maximum high letters/logo with 1'-6" high subtext.
- 20,000 - 40,000 SF: 3'-0" maximum high letters/logo with 12" for subtext.

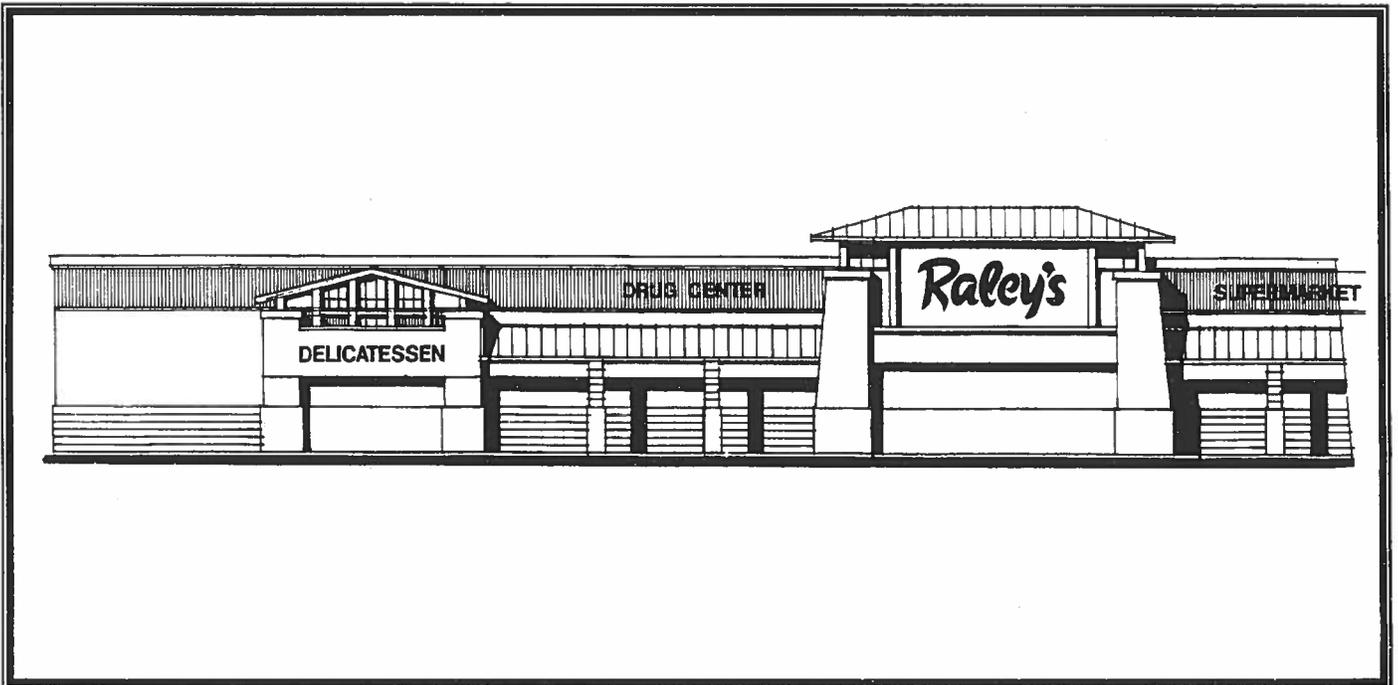
Maximum allowable sign area is limited to 65% of the building length, measured from the centerline of exterior walls.

### **Secondary Entry Sign Element**

2'-6" maximum high letters/logo, to a maximum area of 100 sq. ft. per sign

### **Secondary Tenant ID Sign – Corner Building**

4'-0" maximum high letters/logo, to an aggregate area of 120 sq. ft. per side.



## *Satellite Pad, Single-Tenant*

**Configuration:**

Internally illuminated dimensional letters and/or logo, mounted directly to wall.

**Location:**

Satellite Pad building facades.

**Lighting:**

Internally illuminated.

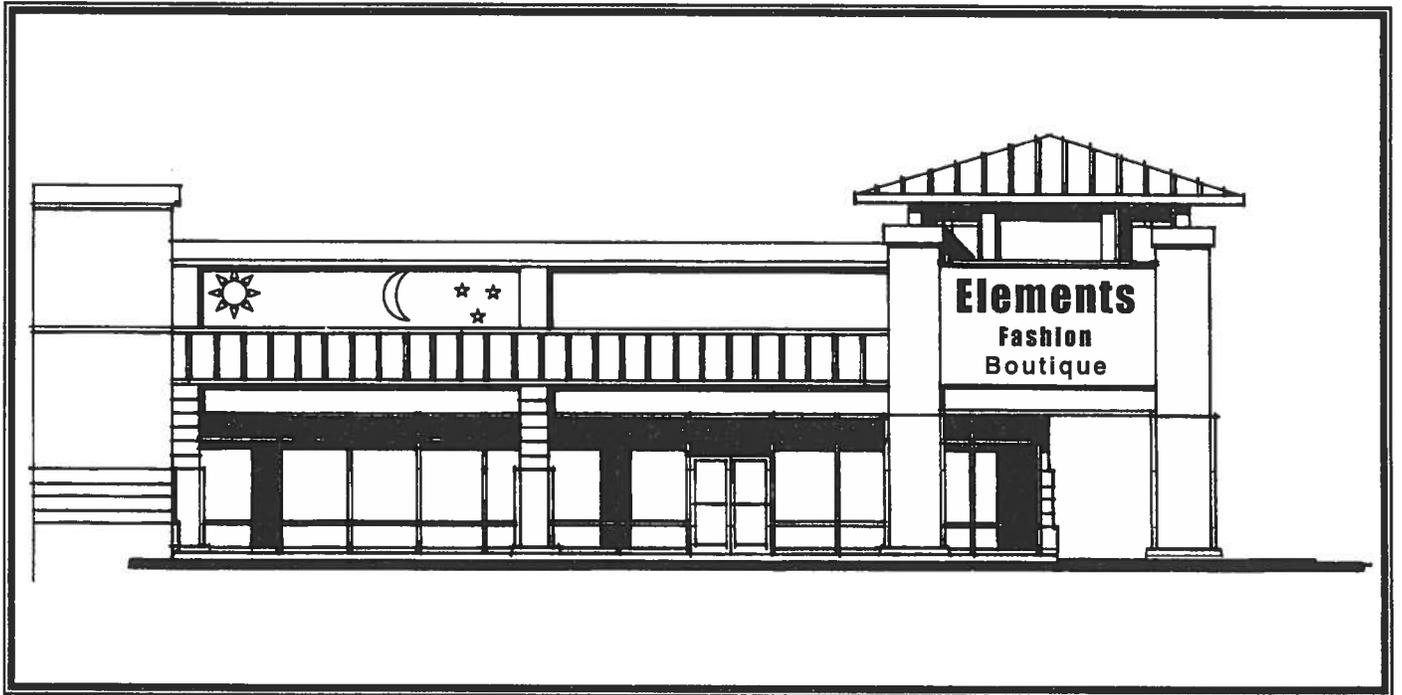
**Building Signage**

3'-0" maximum high letters/logo with an aggregate area not to exceed 200 sq. ft.

**Quantity:**

2 - Primary and Secondary building elevations, unless otherwise approved by the Owner/ Developer and the City of Antioch Planning Department

In-Line tenants will be allowed signage with 2'-0" high letters/logos. The maximum allowable sign area is limited to 70% of the storefront length, measured from the centerline of the demising walls.



## *Inline Shops or Satellite Pad, Multi-Tenant*

**Configuration:**

Internally illuminated dimensional letters and/or logo, mounted directly to wall.

**Location:**

Satellite Pad building facades.

**Lighting:**

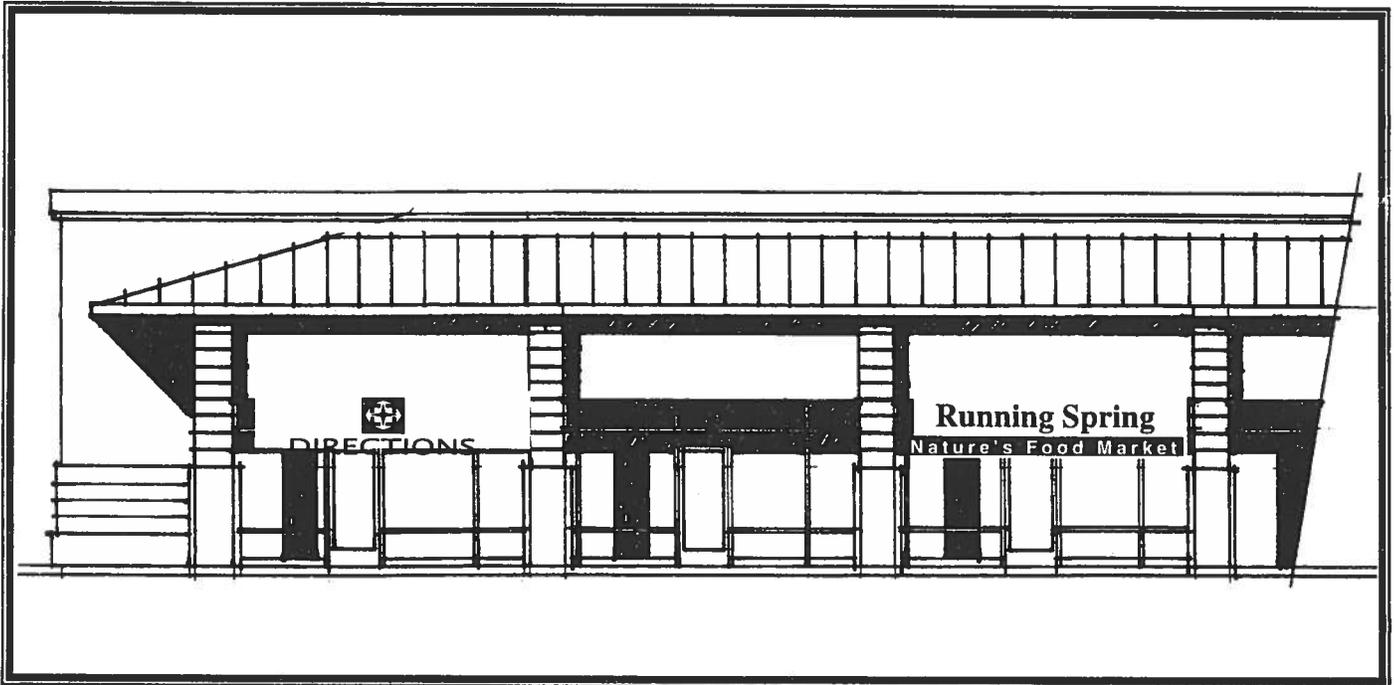
Internally illuminated.

**Building Signage**

2'-0" maximum high letters/logo. The Maximum allowable sign area is limited to 80% of the storefront length, measured from the centerline of the demising wall.

**Quantity:**

1 each at primary building elevations, unless otherwise approved by the Owner/Developer and the City of Antioch Planning Department.



## *Satellite Pad, Food Service Tenant with Drive-thru Component*

### **Configuration:**

Internally illuminated dimensional letters and/or logo, mounted directly to wall.

### **Location:**

Satellite Pad building facades.

### **Lighting:**

Internally illuminated.

### **Building Signage**

3'-0" maximum high letters/logo, with an aggregate area not to exceed 240 sq. ft.

### **Quantity:**

4 maximum (1 per building elevation).

### **Secondary Sign Elements**

Small on-site auto directional monuments, as per Owner/Developer's approval.

**Height:** 3'-0" max. **Width:** 2'-0" max.

### **Quantity:**

5 per building pad.

### **Menu Board**

Internally illuminated menu board, single-faced

**Height:** 6'-0" max. **Width:** 4'-0" max.

### **Quantity:**

1 maximum.

