



**REGULAR MEETING OF THE
CITY OF CONCORD
DESIGN REVIEW BOARD**

**Thursday, August 27, 2015
5:30 p.m., Regular Meeting
PERMIT CENTER CONFERENCE ROOM
1950 Parkside Drive, Bldg. D**

Design Review Board Members

Jack Moore, Chair

Kirk Shelby, Vice Chair

Peter Harmon

Ross Wells

Ernesto Avila – Planning Commission Liaison

AGENDA

PUBLIC COMMENT PERIOD

ADDITIONS/CONTINUANCES/WITHDRAWALS

CONSENT CALENDAR

A. 7/9/15 Meeting Minutes (*Continued from 8/13 meeting.*)

B. 8/13/15 Meeting Minutes

STAFF REPORTS

1. [Willows Shopping Center Amendment](#) (PL131163 – DR) – Consideration of revised design concept for center median sculpture associated with the new “Main Street” improvements at the Willows Shopping Center. **Project Planner: Frank Abejo @ (925) 671-3128**

HEARINGS

1. [Willows Shopping Center Master Sign Program](#) (PL15315 – DR) – Design Review on an amendment to the sign program for the Willows Shopping Center located at 1969 Diamond Boulevard. The General Plan designation is West Concord Mixed Use; Zoning classification is WMX (West Concord Mixed Use); APN 126-440-005. **Project Planner: Frank Abejo @ (925) 671-3128**

STUDY SESSION

- 1. Kamyshin Minor Hillside Development (PL15005 – HM, DR)** – Study Session for a 2,750 square foot single-family residence on a 0.42-acre site located at 3687 Treat Boulevard. The General Plan designation is Rural Residential; Zoning classification is RS-15 (Single-Family Residential 15,000 square foot minimum lot size); APN 130-230-044. **Project Planner: Joan Ryan @ (925) 671-3370** *(Continued from the 8/13/15 meeting.)*

BOARD CONSIDERATIONS/ANNOUNCEMENTS

STAFF ANNOUNCEMENTS

ADJOURNMENT

NOTICE TO PUBLIC

No item will be considered for hearing after 9 P.M. Items remaining on the agenda will be rescheduled.

At the beginning of the meeting any items to be held over will be announced. The staff may bring up following this, any items on the agenda that are of a routine and non-controversial nature, and the chairperson may call for action on these items without further discussion if there is no opposition present at the meeting. Normal hearings will then proceed for the remainder of the agenda.

Staff will not provide written summaries of the Board's discussions on preliminary review or continued agenda items. Applicants should be prepared to take all necessary notes regarding the Board's comments, suggestions, and directions on projects, or schedule an appointment to review tape recordings of the meetings. For items resulting in a final action by the Board, action letters will be prepared by staff and distributed to the applicant.

Correspondence and writings received that constitutes a public record under the Public Records Act concerning any matter on this agenda are available for inspection during normal business hours by contacting the Planning Division, located at 1950 Parkside Drive, Wing D, Concord, CA. For additional information contact (925) 671-3152.

In accordance with the Americans with Disabilities Act and California Law, it is the policy of the City of Concord to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact the ADA Coordinator at (925) 671-3031, at least five (5) days in advance of the hearing. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

NEXT DESIGN REVIEW BOARD MEETINGS:

September 10, 2015
September 24, 2015

MEMORANDUM

August 27, 2015

TO: Design Review Board

FROM: Frank Abejo, Senior Planner

SUBJECT: Staff Report Item No. 1 – Willows Shopping Center Amendment (Center Median Sculpture)

Equity One Partners proposes to revise the design concept for the street median sculpture approved in October 2013 as part of the “Main Street” improvements for the Willows Shopping Center. The original sculpture concept proposed an obelisk with festoon lighting running from the top of the obelisk to the adjacent retail buildings (See Attachment A renderings). Final details of this sculpture were to return to staff and the Board for final approval.

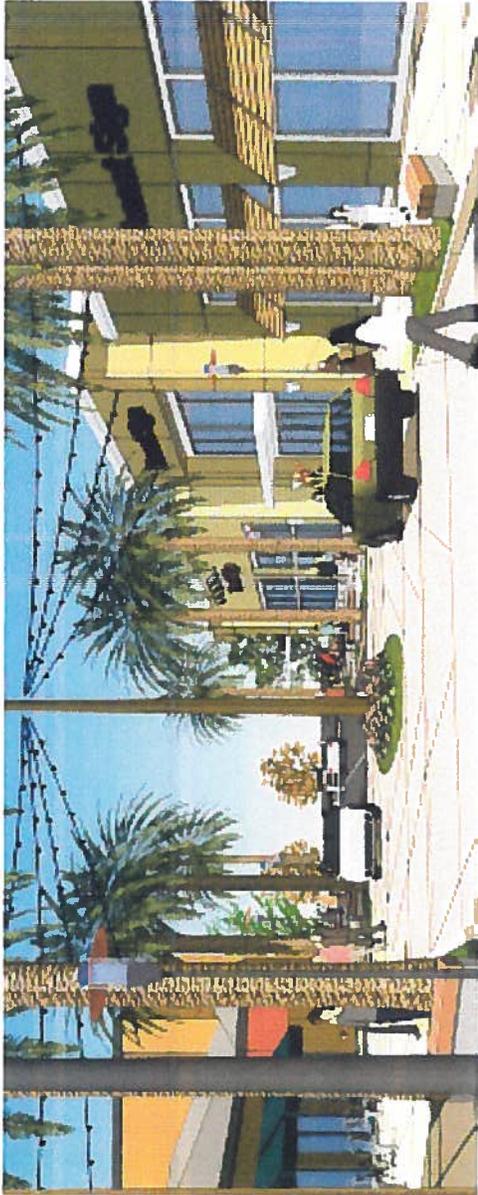
Attachment B shows the new sculpture concept. The sculpture features two 8’H x 6’2”W leafs intertwined with decorative leaf patterns laser cut into the larger leaves. Landscaping is proposed at the base of the sculpture.

Staff supports the new concept and will return with final details of median landscaping for approval as a staff report item.

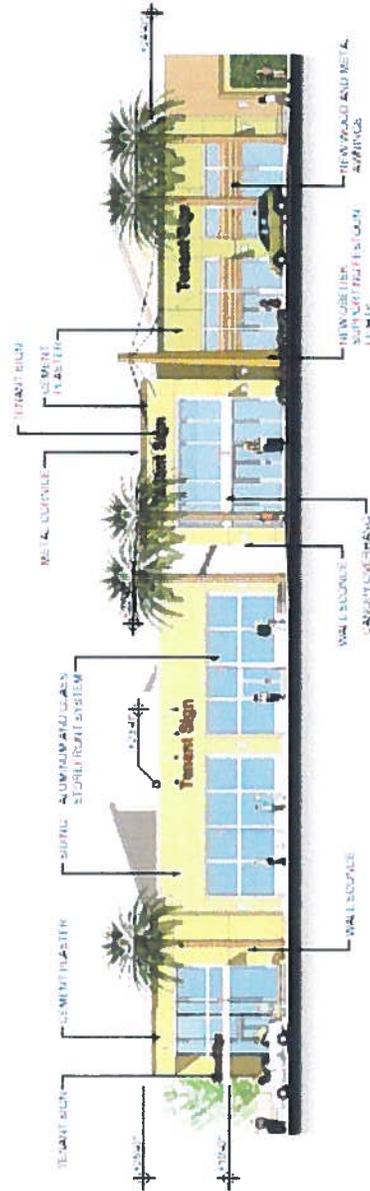
Attachments

A – Rendering of approved concept

B – Revised concept plans



① NEW STREET - LOOKING NORTHEAST



② WEST ELEVATION - NEW SHOPS 1 & 2
18" = 1'-0"

RECEIVED
JUL 24 2015
PLANNING

willows

Eat. Shop. Play.

Main Street Median Artwork
Design Intent Document
July 23, 2015

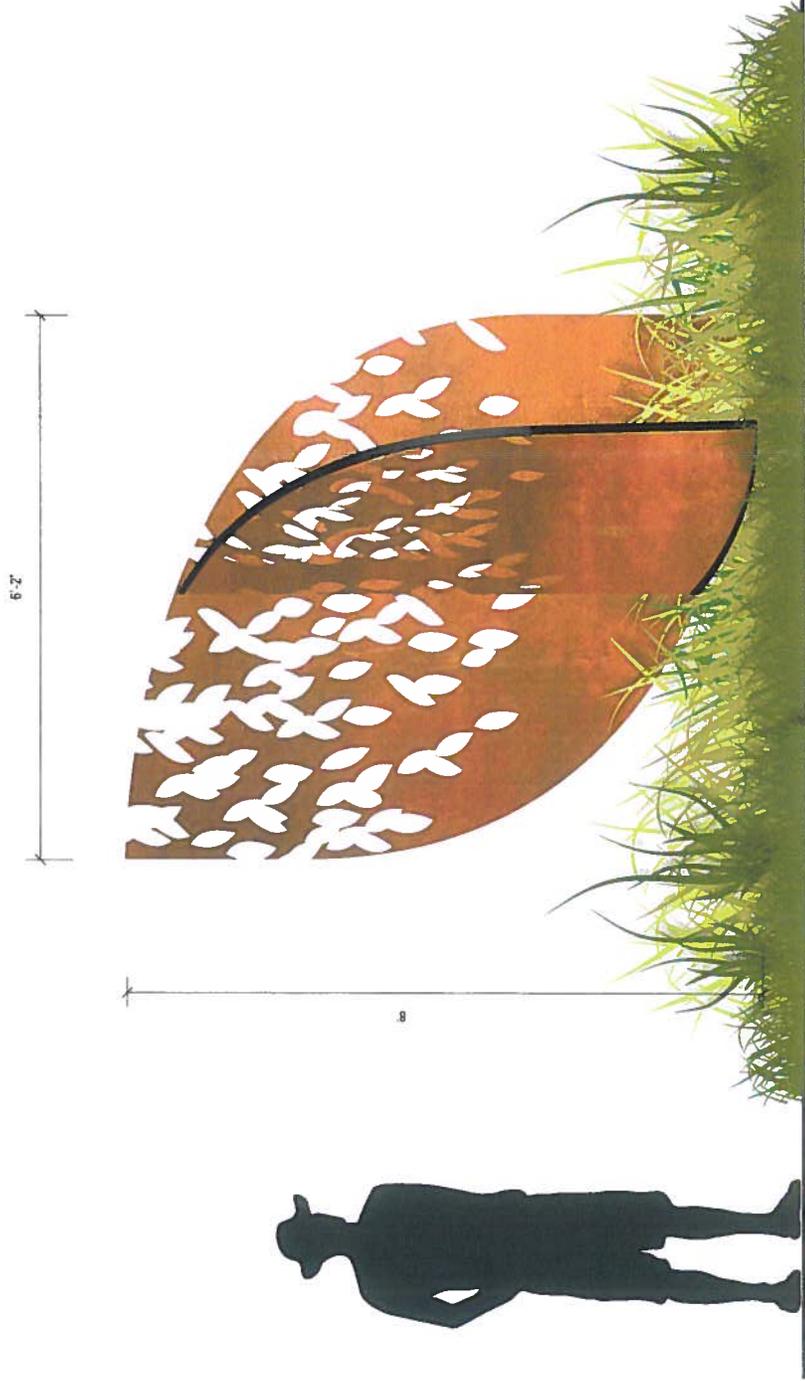


1631 Telegraph Avenue
Oakland, California 94612



Median Artwork

Elevation



Median Concepts

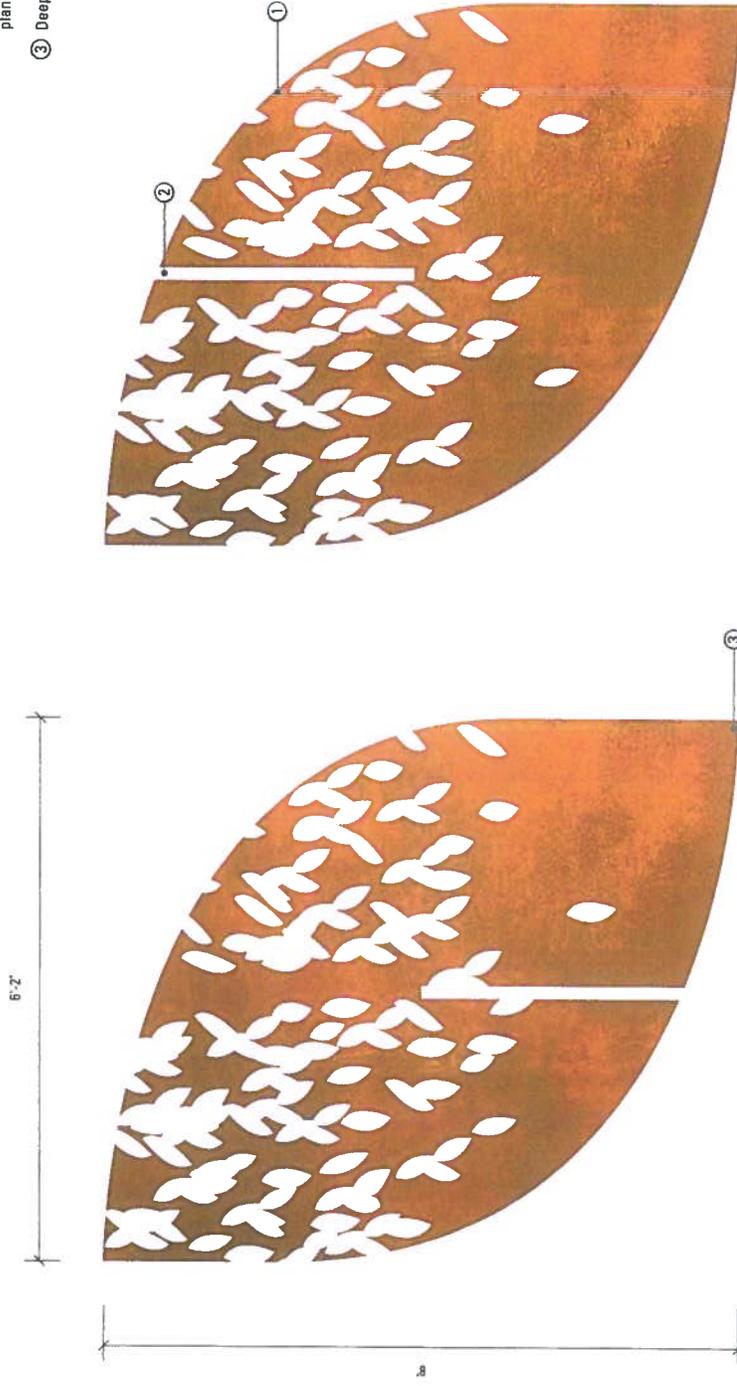


Median Artwork

Flat Plan

NOTES

- ① 1/2 in. thick aluminum plate with laser cut pattern and faux corten finish
- ② Cruciform seam, set on an equal plane.
- ③ Deep footed, non visible base.



THANK YOU



SQUARE PEG DESIGN

1631 Telegraph Avenue
Oakland, California 94612



REPORT TO DESIGN REVIEW BOARD

DATE: August 27, 2015

I. GENERAL INFORMATION

Project Name: Willows Shopping Center Master Sign Program (PL15319 – DR)

Review Status: Preliminary Review

Location(s): 1969 Diamond Boulevard

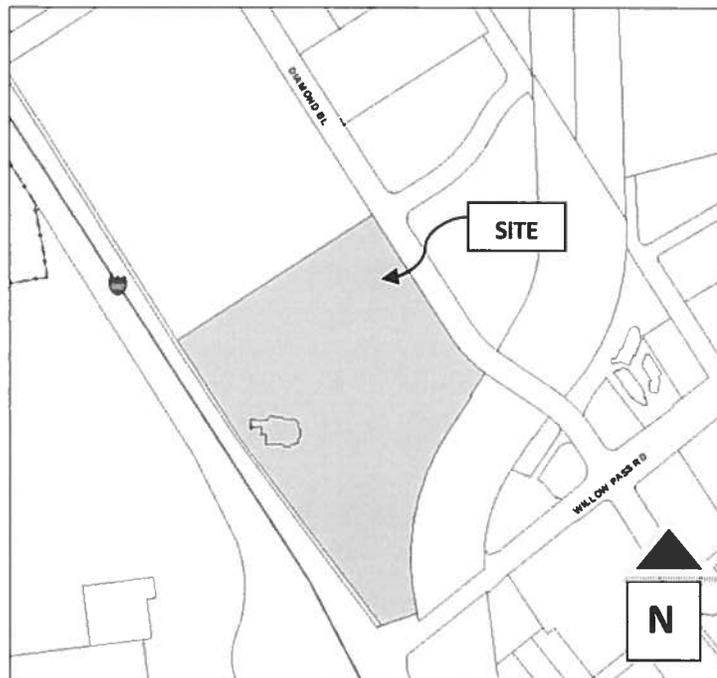
Parcel Number(s): 126-440-005

General Plan: West Concord Mixed Use

Zoning: WMX (West Concord Mixed Use)

Applicant: Ricardo De Rojas
Equity One Partners
1975 Diamond Boulevard
Concord, CA 94520

Vicinity Map:



II. PROJECT BACKGROUND

In 1993, the Planning Commission approved a Use Permit (UP 53-73) for the Willows Shopping Center Master Sign Program. The signs approved by the use permit included three (3) freeway-oriented pylon signs, street-oriented monument signs, and directory/wayfinding signs in addition to building tenant signs. In 2003, the City approved a sign program amendment to update the design of the signs and to add an electronic reader board on the freeway-oriented pylon signs.

On August 3, 2015, Equity One Partners filed a Use Permit Amendment and Design Review application to amend the Willows Shopping Center Master Sign Program. The proposed sign program includes sign concepts that are not accommodated under the current sign program. The Use Permit Amendment and Design Review application requires Planning Commission approval. The Board's recommendations on the Master Sign Program will be forwarded to the Planning Commission.

III. PROJECT DESCRIPTION AND DISCUSSION

Existing and Proposed Master Sign Program

The approved Master Sign Program is comprised of the following four sign elements: Tenant Identification, Shopping Center Identification, Wayfinding/Directional, and Environmental Graphics. These sign elements and changes to them under the proposed Master Sign Program are described below.

- A) Tenant Identification – Signs attached to tenant facades that can be a combination of the following: 1) illuminated wall-mounted signs that can be pan-channel, open face channel, reverse channel or exposed halo lit, 2) non-illuminated awning signs, and 3) non-illuminated signs suspended under a canopy. Sign area allowances vary from 50 to 150 square feet depending on the size of the tenant space.

Proposed Changes – No changes to existing tenant signs proposed. The sign program shows new sign area allowances for certain locations and suggests new sign types will be added, however no sign details are included.

- B) Shopping Center Identification Signs – Two freeway-oriented pylon signs measuring 55'-0" H x 18'-2" W that includes shopping center name, anchor tenant names, and electronic reader board. The City's approval of the reader board restricted sign content to time and temperature and community service announcements changed in eight second intervals.

Proposed Changes – The pylon signs will have a new color scheme consisting of white body color with green accent and gray trim. Sign panels will have a gray background and white copy. New lifestyle graphics will be added at the base of the sign. The green accent color and lifestyle graphics will be painted or shaped in a leaf image that will be utilized in other aspects of the sign program and shopping center (See Page 8 for sign details).

- C) Wayfinding and Directional Signs – Monument signs or aluminum blade signs attached to light standards located near driveways, and along vehicle and pedestrian routes to guide customers to tenants and key locations such as parking.

Proposed Changes – Existing signs will remain and incorporate the new color scheme described above (Sign detail on Page 9). Additionally, two new types of directional signage are proposed for vehicles and pedestrians. The Vehicular Directional signs will be constructed of an 8'-10"H x 2'-4"W aluminum cabinet with vinyl text and arrows (See Page 7, Note AD1 for locations and Page 10 for sign details). Pedestrian Directional signs will be of the same construction and height, but will be narrower and include a directory map (See Page 7, Note AB1 for locations and Page 11 for sign detail).

- D) Environmental Graphics – Banner and flag signs attached to poles and light standards to create a “unique and environmentally friendly streetscape” and a “sense of place.”

Proposed Changes – The proposed sign program is not clear on whether previously approved environmental graphics will continue to be utilized or removed from the program. New “Supergraphics” are proposed featuring lifestyle images digitally printed on a vinyl material (Panaflex Wrap) attached to a frame in 10'W x 20'H sections located on larger exterior wall surfaces (See note FA1 on Page 7 for locations and Page 19 for sign details).

Staff Comments and Recommendations

Staff believes the sign program changes will result in updating existing signs and introducing new sign concepts that are more consistent with the recent design changes that have occurred at the Willows Shopping Center. Staff's comments and recommendations are as follows:

- The location and content of the reader board signs shall be corrected to comply with the previously approved plans.
- Revise plans to include details of new sign types for tenants.
- Consider illuminating Vehicular Directional signage internally or indirectly.

IV. RECOMMENDED ACTION

Staff recommends the Board review the plans, consider the recommendations discussed in this report, identify any additional issues, and provide the applicant with comments for incorporation into the design review application.

Prepared by: Frank Abejo
Frank Abejo
Senior Planner
(925) 671-3128
frank.abejo@cityofconcord.org

Exhibits:

- A- Proposed Master Sign Program
- B- Approved Master Sign Program Details

willows

Eat. Shop. Play.

Master Sign Program – DRAFT

August 2015



Master Sign Program

I. Introduction

Willows Shopping Center Master Sign Program has been established for the purpose of assuring professional visual graphics, imagery, and communications designed to benefit the center, the center's merchants, and their customers. The intent is to provide sign guidelines and criteria that acknowledge and respect the existing tenant identification signage, as well as provide ample creative allowance necessary to achieve a visually harmonious environment as new tenants occupy the shopping center. This Master Sign Program addresses four levels of signing:

Tenant Identification Signage

The intent of tenant identification signage is to

- Clearly identify individual businesses to vehicular and pedestrian traffic within the center
- Allow for individual trader/trademark style graphics within a uniform controlled and harmonious sign plan
- Benefit all tenants equally throughout the center without visually dominating the architectural environment

Willows Shopping Center Identification Signage

The intent of center identification signage is to

- Clearly identify the center and/or its anchor/major tenants in a design compatible with the center's architectural environment
- Direct traffic to the center's entrances and designated parking area
- Enhance traffic flow throughout the project

Wayfinding System (Directories/Directional Signage)

The intent of wayfinding signage is to

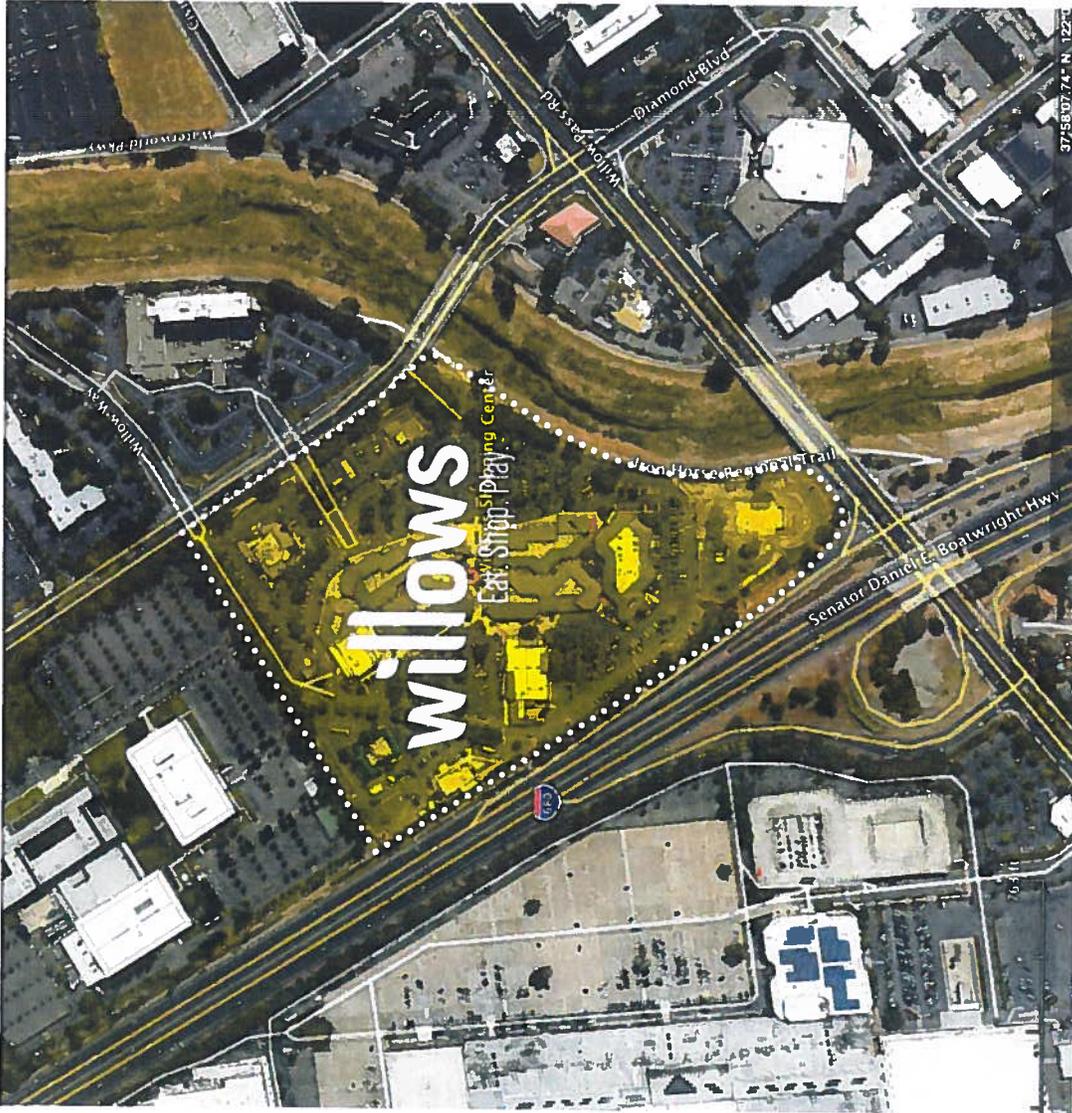
- Create an effective informational and directional system to promote traffic safety
- Direct vehicular traffic and pedestrians to their destination and exits
- Enhance traffic flow throughout the project

Environmental Graphics

The intent of environmental graphics is to

- Create a unique and friendly streetscape
- Create a sense of place

The following pages describe the overall sign program including existing tenant signs, proposed changes to existing project signs, as well as specifications for proposed new tenant identifications signs and graphic elements to be used throughout the project.



Vicinity Map

I. General

A. Required Signs

Tenant shall provide a minimum of one primary business, illuminated identification sign per store frontage with public entrance. Additional signage is allowed as a specified in these guidelines.

Tenant's sign shall conform to the sign sizes and locations designated for its storefront area as described in these guidelines.

Willows Shopping Center (Owner) shall provide unit addressing as required by the City of Concord.

B. Procedures for Signage Application

Willows Shopping Center (Owner) shall provide the Tenant with the approved Master Sign Program. To obtain sign approval from Owner, each applicant shall conform to the following:

Step 1:

- a. Submit to Owner three (3) sets of scaled drawings, one of which is colored, including all lettering and graphic diagrams, and specifications for colors, construction, materials, illumination, and installation. Cross-section details shall also be shown in scale along with relevant site, plot, and elevation plans.
- b. Submit to Owner one (1) complete City of Concord Building Permit Application form which is required by the City
- c. The drawings and permit application will be reviewed by Willows Shopping Center signage consultant. One set of approved plans and permit application will be returned by Owner to Tenant.

Step 2:

- a. Obtain approval by the City of Concord.
 - i. Submit to the City three (3) sets of scaled drawings, one of which is colored, including all lettering and graphic diagrams, and specifications for colors, construction, materials, illumination, and installation. Cross-section details shall also be shown in scale along with relevant site, plot, and elevation plans.
- b. Submit to the City one (1) complete City of Concord Building Permit Application
- iii. Submit to the City one (1) set of approved plans returned by Owner as described in Step 1 of these procedures for signage application.
- iv. All exceptions to the sign criteria shall be reviewed by the City of Concord Planning Department.

C. City of Concord Sign & Building Permits

1. All permits required for signage installation shall be obtained by the applicant, or his agent, at the applicant's expense.
2. The applicant shall be responsible for the fulfillment of all requirements and specifications contained in the signage guideline.
3. At the time of filing an application for building permit, a non-refundable permit fee shall be paid to the City of Concord.
4. An Electrical permit shall be required when electrical work is involved.

D. Sign Contractor

1. Any sign contractor performing work for any Tenant shall have an applicable State of California Contractor's license.
2. Owner reserves the right to exclude any sign contractor from performing work on the site or buildings.

E. Insurance

1. Sign contractor shall carry worker's compensation and public liability property damage insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in an appropriate amount as required by Owner and the City. Sign contractor shall provide Owner with a certificate of insurance naming Owner as an additional insured prior to starting the work.
2. Contractor of Tenant shall indemnify Owner from any damages that may arise from the installation, maintenance or use of tenant's signs.

F. Sign Maintenance

1. Each tenant is responsible for the maintenance and repair of its signs and lighting.
2. The tenant shall keep the sign and it's lighting in good appearance, repair, and proper operating condition, at all times. Burned out lights shall be replaced.

G. Sign Removal at Tenants Vacation of Space

1. At the time a Tenant vacates a space, the Tenant shall remove its sign(s) and patch, paint, and repair the surface to which the signs were installed back to the original condition of the surface. This removal and repair is at the Tenant's expense.
2. If the Tenant fails to remove its sign(s) and patch and repair the surfaces to which the signs were installed back to the original condition of the surface, Owner will have such work performed and back charge the Tenant for the cost of the work.

H. Tenant Sign Hours of Operation

1. Hours of sign illumination shall be consistent with the hours of operation of the shopping center stated in the lease.

I. Owner's Right of Refusal

1. Owner reserves the right to refuse acceptance of any design for aesthetic reasons, or for any reason whatsoever.

J. Temporary Tenant Signage

1. Temporary signs for grand openings will be allowed with the approval of Owner and the City of Concord. A temporary sign permit is required by the City if any sign or display is intended to be displayed for thirty (30) days or less.
2. "Going Out of Business" signs are not allowed.

K. Leasing Signs

1. All leasing and "For Rent" signs, throughout the entire shopping center are under the direct control of Owner. Leasing signs must conform to the City of Concord Sign Ordinance.

L. Code

1. All signs and their installation are to meet all applicable electrical, structural, and building codes.

N. Definitions

1. **Accessory Copy:** Words or symbols which advertise goods sold, manufactured, or produced on the property under signing, copy other than business name and address.
2. **Area Identification Signs:** A permanent sign used to identify a residential area, shopping district, industrial district, or any area which fulfills the definition of an identifiable area.
3. **Building Area:** The area equal to the total square footage of ground floor area of a building used for commercial, office, industry, quasi-public, or agricultural farm product sales.
4. **Building Frontage:** For the purposes of determining sign area, building frontage shall be measured along the street on which the address of the building is assigned, regardless of the location of the building entrance.
5. **Changeable Copy Sign:** Any sign, which includes changeable copy on the face of the sign. Copy that can be changed by the user rather than a sign company.
6. **Electrical Signs:** Any sign that is electrified, but does not include signs illuminated by an exterior light source.
7. **Exterior Illuminated:** From any light source outside the sign.
8. **Fascia Sign:** A sign attached to the fascia of a building. The fascia is a broad wooden or metal band attached to the leading edge of a roof from trim.
9. **Freeway:** Shall mean a highway in respect to which the owners of adjoining lands have no right or easement of access to or from their abutting land or in respect to which such owners have only limited or restricted right of easement of access and which is declared to be a freeway as provided by the Street and Highway Code of the state.
10. **Ground Sign:** Any sign, including portable ground signs, which are supported by uprights, poles, or columns, in or upon the ground.
11. **Identifiable Area:** Residential, commercial, or industrial site containing a minimum of two acres with an integrated site and design plan creating a single unified development with one or more uses.
12. **Interior Illumination:** Lighting whose source is contained within the sign.
13. **Low Intensity Illumination:** Illumination not to exceed 430 foot lamberts.
14. **Mansard:** A wall, which has a slope equal to or greater than two vertical feet for each horizontal foot and has been designed to look like a roof.
15. **Neon Sign:** A sign that has its light sources exposed or shielded tubing.
16. **Non-Accessory Sign:** Any sign which advertises products, services, or other uses not associated with the premises upon which it is located.
17. **Obscene Matter:** Any sign displaying obscene, indecent, or immoral subject matter, as such matter is determined in Penal Code 311.
18. **Owner:** a) Landlord or tenants of real property who has the right to sign by virtue of an outright purchase of sign; b) One who leases signs to landlords or tenants of real property.

19. *Parapet*: That portion of the building ball that extends above the roof of the building
20. *Portable Ground Signs*: Any sign which is movable and which is not permanent attached to the ground, a structure, or any other sign
21. *Projecting Sign*: A sign which extends in excess of 12-inches from the face or wall of a building or structure to which it is affixed
22. *Roof Sign*: Any sign erected upon or above a roof, canopy, awning, or mansard
23. *Sign*: Any medium, including its structure and component parts in view of the general public, which is to be used to attract attention for advertising or identifying purposes
24. *Temporary Sign or Display*: Any sign or display intended to be displayed for 30-days or less
25. *Uniform Building Code*: The latest edition of same, as adopted by and in-effect in the City
26. *User*: Landlord or tenant(s) of real property who has the right to sign, by virtue of a lease transaction, with a sign supplier or manufacturer
27. *Wall Signs*: Any sign attached to, suspended, or painted on the wall of a building or structure, with the exposed face of the sign in plan parallel to the plan of said wall, said attached or suspended sign not to extend 12-inches beyond the surface to which the sign is attached or suspended
28. *Window Sign*: Signs on windows, doors, or other entryways

II. Tenant Sign Allowances

A. Design

1. The intent of these guidelines is not to be "over restrictive" nor to achieve a uniform look like the typical strip centers. On the contrary, since signage reflects the unique personality of the store, we strongly encourage tenants to use their signage allowance creatively, with imagination, and style. In keeping with this diversity, each tenant may not necessarily be allowed to use the same types of signage as their neighbor.
2. These guidelines supersede all less restrictive Sign Codes set forth by the City of Concord
3. Should Tenant's proposed sign program not comply with this Master Sign Program the tenant can submit a request for variance to Owner for consideration. Tenant must show good cause for a deviation from the requirements outlined within this Master Sign Program (MSP). The proposed tenant sign program must not violate any building code set forth by the City or State. The variance request to the Owner must include detailed designs for the proposed sign program along with clear description of how the proposed program differs from the allowable signing within the MSP. Upon approval from Owner, Tenant may then request permitting by the City with the Variance Approval. The tenant may not submit a variance to the city without prior owner approval
4. Refer to Willows Master Sign Program Exhibit A for examples of tenant sign placement and estimated sign area based on linear frontage.

B. Primary Tenant Identification

1. Primary tenant identification signage shall consist solely of the Tenant's trade name, logo, and recognizable trademark insignia.
2. Sign copy shall not include products or services except as it may be legally part of the Tenant's trade name, logo, and recognizable trademark insignia.
 - a. Single Occupancy Tenant Buildings
 - i. Tenants are allowed signage up to 5% of the area of each building face
 - ii. Tenant may choose to designate up to two (2) elevations as primary identification frontage, wherein the sign area on each elevation shall not exceed 8% of the elevation area. The remaining storefront elevations may not have signage with a total area in excess of 3% of the elevation area.
 - b. Multi-Tenant Buildings
 - i. Tenants are allowed one primary identification sign
 - ii. Specific units with multiple storefront elevations may incorporate one additional primary identification sign per active storefront exposure, subject to Owner's approval
 - iii. Sign size is based upon the Tenant's leased frontage, as measured in a straight line from Lease Line to Lease Line for each storefront elevation. Tenants are allowed 1.5 sq. ft. of primary sign area per linear foot of storefront. The total allowed is not an aggregate total of the building
 - iv. In addition to primary identification, Tenants may utilize any remaining portion of their signage area allowance for secondary identification or supplemental storefront branding using up to three (3) additional sign types outlined in the Permitted Sign Types section of this Master Sign Program
 - v. The overall width of any sign, primary or secondary, shall not exceed 80% of any uninterupted architectural treatment
 - vi. Tenants with exposed service rear elevations may have an additional secondary identification that is no more than 80% of the approved primary identification
 - vii. Tenant spaces with frontage consisting of a gable wall in excess of 25 ft. in height may allow up to 30% of gable wall elevation area for a painted or vinyl supergraphic which will not count against the total signage area allowance for tenant identification, graphics may wrap around to any immediately adjacent walls provided the adjacent walls are still within the tenants leased frontage. The design of this supplemental graphic must align with the tenant's brand standards and is subject to Owner's approval
3. Specific locations and surrounding architectural treatments can dictate the maximum sign height and length, which may differ from the general guidelines proposed above. The Owner reserves the right to approve or reject any proposed sign on the basis of its size and placement.

C. Calculations of Sign Area

1. The area of a sign shall include all sign faces and structural or decorative frames, but not supporting members, unless said members are finished as to attract attention by color or lighting.
2. Area of individual letters shall be calculated according to a simple rectangular figure that contains a word or group of words.
3. Area of logo to be calculated according to actual shape area
4. Tenant panels installed onto Willows Shopping Center Project Signage will not count against the total allowable tenant identification signage area.

D. Permitted Sign Types

1. **Wall Signs**
 - i. Internal or halo illuminated metal channel letters and/or logo
 - ii. Front or halo illuminated flat cut metal letters and/or logo.
 - iii. Fabricated metal signage transoms to be permitted at the sole discretion of Owner.
 - iv. Where allowed, painted or vinyl supergraphics applied to elevation surfaces to be considered and approved at the sole discretion of Owner.
2. **Awning Signs**
 - i. Logos and supplemental branding on awnings shall be no more than 45% of the awning area. Additional graphics are subject to the approval of Owner.
 - ii. The addition of awnings at storefronts where awnings are not provided is at the sole discretion of Owner's approval
3. **Flag Mounted Signs**
 - i. Tenants located in multi-tenant buildings are allowed one blade sign per storefront exposure. Sign may be internally or externally illuminated. Signs to be designed and installed in accordance with ADA code.
4. **Transom Signs**
 - i. Internal or halo illuminated metal channel letters and/or logo
 - ii. Back or halo illuminated flat cut metal letters and/or logo
 - iii. Internal or halo illuminated acrylic letters
5. **Freeway Monument**
 - i. Tenants with a square footage of more than 10,000 square feet are allowed up to one (1) panel on each side of one double sided freeway oriented pylon sign. Location and availability determined by Owner, panel layout, content, and materials are determined by Willows Project Sign Design Intern Drawing
6. **Entry Monument**
 - i. Tenant signing on Willows Entry Monument Signs is at the sole discretion of the owner, and is determined based on availability

E. Allowable Signs That Do Not Require City of Concord Permit

1. No permit is required by the City for the following signs, provided they do not contain prohibited content. Signs permissible in this section shall not be considered in determining the total sign area, and are not a part of this Master Sign Program. Approval of signs in this section are at the sole discretion of the Owner.

i. Suspended Canopy Signs

Signs attached to the underside of a canopy/awning. Such signs shall not be illuminated, shall contain no advertising other than the trade name and/or logo/type. One sign is permitted per business main entry, and such signs shall meet the provisions for clearance as described in the latest edition of the California State Building Code.

ii. Window Signs

Signs placed or painted on the interior or exterior of glass windows or doors provided that such signs cover no more than 30 percent of the glass area of the entire storefront. Window signs that cover more than 30 percent of the glass shall be considered as wall signs.

F. Electrical & Illumination

1. Sign illumination shall not include flashing, moving, or audible effects unless approved by the landlord.
2. Exposed raceway and conduit will not be permitted. Except as may be approved by Owner and the City of Concord.
3. All LED power supplies shall be 120 volts in and 12 out.
4. All neon transformers will be 30 MA HPF 110 volts.
5. All conductors, transformers, and other equipment shall be concealed.
6. Primary electrical service to all signs shall be placed on tenant's meter and shall be part of the tenant's construction and operating costs. Time closed and photocell switches are required. Photocells will be mounted on the top of the sign and time clocks will be within the tenant's space.
7. Electrical components shall bear the Underwriter's Laboratories (UL) label of approval, or equal, and shall also comply with all local building and electrical codes and industry standards and practices.
8. All Tenant identification signs will be illuminated unless otherwise specified.

G. Construction

1. All bolts, fastenings, clips, conduit, etc., shall be hot-dipped galvanized iron or equal, stainless, aluminum, brass, or bronze. Where externally mounted, all items shall be painted to match the exterior colors of the surfaces mounted thereon.
2. All manufacturers/installers are advised that prior to final acceptance, each unit may be inspected for conformance by authorized representative of Owner. Any signs found not to be in conformance will be rejected and removed immediately by the Tenant's contract at the Tenant's expense.
3. No substitutes will be accepted by Owner whatsoever, unless so indicated in the specifications and approved by both owner and the City of Concord.

H. Installation

1. Locations of signs. All signs or advertising devices advertising an individual use, building, or business shall be attached to the building at a location, described herein, or in attached drawings.

2. All penetrations of the building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.
3. Attachments of signs to building shall be made per specifications and contained herein.
4. Tenant's sign contractor shall repair any damage to the building caused by sign installation. Un-repaired damage caused by Tenant's sign and or sign contractor shall be Tenant's responsibility to correct at Tenant's expense. Tenant shall be fully responsible for the operations of the Tenant's contractor.
5. Tenants since contractor must secure building permits. Fabrication and installation must comply with all local building and electrical codes.
6. All contractor's must be fully licensed (California Contractor's License C-45), and must provide Owner with a certificate of liability insurance naming Owner as an additional insured prior to commencing any work on the property.
7. Any signs penetrating the slope roof surface shall have shop drawings reviewed and approved by Owner's roofing contractor.

I. Prohibited Signs

1. Animated or moving signs, unless approved by landlord.
2. Inflatable signs, displays, and exhibits.
3. Paper, cardboard, foam board, decals.
4. Interior illuminated store signs that are visible through the windows unless approved by Owner.
5. Roof mounted signs.
6. Freestanding easel or sandwich board style signs.
7. Signs which advertise a product or service that is not available on the premises.
8. Signs placed on or in vehicles parked primarily for the purposes of displaying a sign.
9. No manufacturer labels to be visible on signs except those required by code or ordinance, and those are to be located on the sign so as not to be visible from the street or walkway.
10. Obscene matter. No person shall display or permit to be displayed upon any advertising structure or sign, any statement or words of an obscene, indecent, or immoral character, or any picture or illustration of any human figure in such detail as to offend public morals or which is of indecent or immoral character (Code 1965, 7402, Ord. No. 597, Ord. No. 974, Ord. No. 90-27).
11. Signs with brilliant lights. Any sign, because of brilliant lighting that interferes with the comfortable or peaceful enjoyment of adjoining or surrounding residential property, or because of shape, design, color, or reflected light, conflicts or interferes with traffic, both vehicular and pedestrian, from a public safety standpoint (Code 1965, 7402, Ord. No. 597, Ord. No. 974).

J. Existing Tenant Signage

1. Please refer to Willows Master Sign Program, Exhibit B for locations and images of existing tenant signage. It is the intent of this document to acknowledge and allow for the existing signage to remain as it is installed. As tenants vacate spaces or renovate their signage, it is intended that any new tenant signage adhere to the criteria as outlined above.

Willows Project Signage

Design Statement

In renovating the existing project signage, Equity One intends to revitalize not only the Willows Shopping Center, but the surrounding City of Concord streetscape. When considered in conjunction with the current architectural renovations, this striking visual upgrade will re-introduce Willows to the community as a fresh and vibrant take on a familiar face; a new look on an old friend.

The new sign design program calls for a re-designed identity that speaks to a contemporary retail market; a color scheme that sets a bold, exciting visual tone, as well as typographic and graphic treatments that respond to the current standards for consumer expectations. Taken together, everything about the revamped signage program creates a new narrative for the Willows Shopping Center as a fresh and exciting community experience.

This graphic renovation should not only attract consumers, but new tenants with broad appeal. This benefits all of Concord by creating a shopping destination that will anchor consumer activity, boost the community's market profile, and provide locals with a fun, friendly retail environment.



Images shown are
for placement only;
final images TBD



Sign Family Elevation
Scale 1/8" = 1'

AA1
Freeway Monument

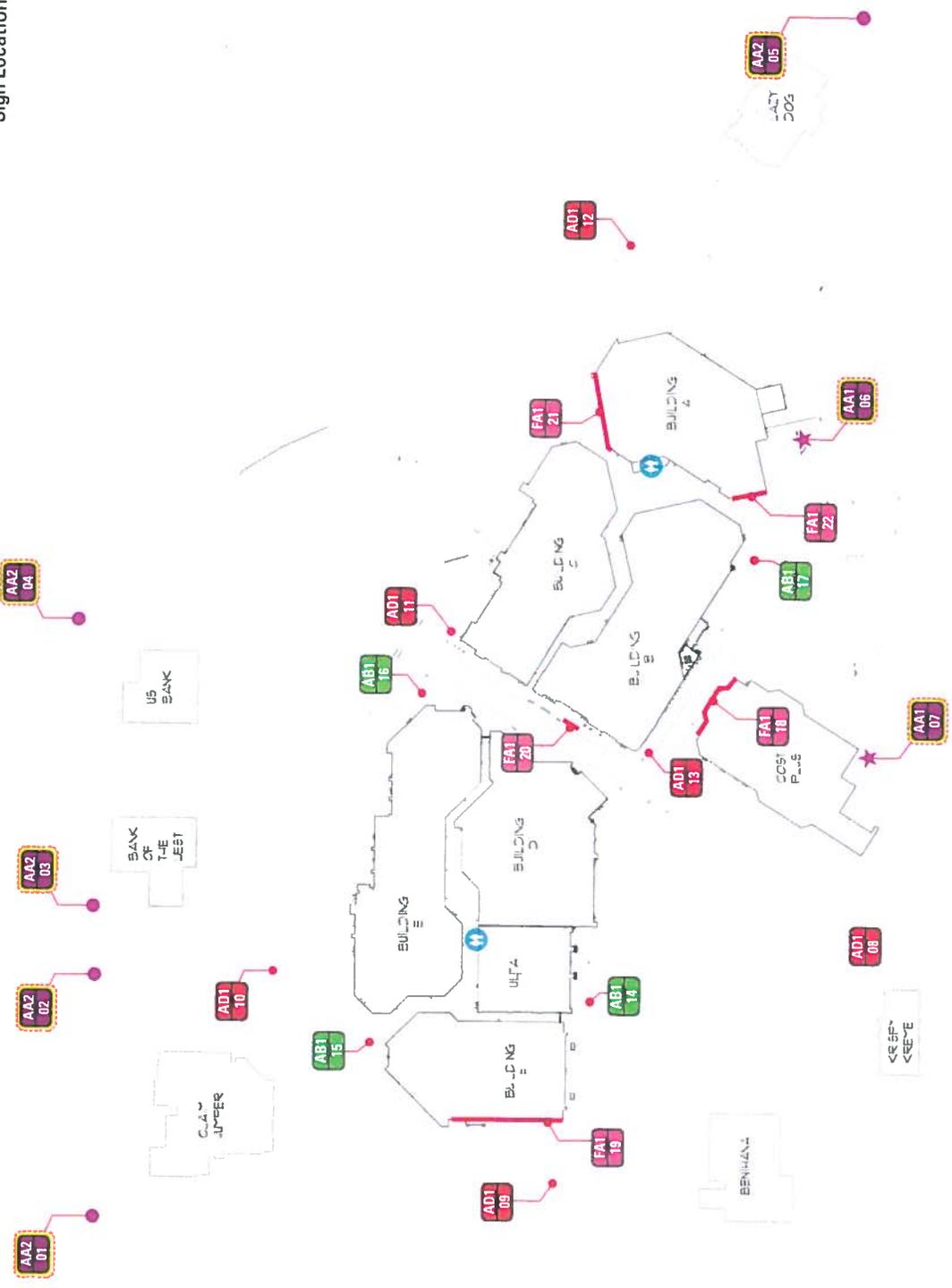
AA2
Entry Monument

AD1
Vehicular
Directional

AB1
Directory Map/
Pedestrian Directional

Willows Project Signage

Sign Location Plan

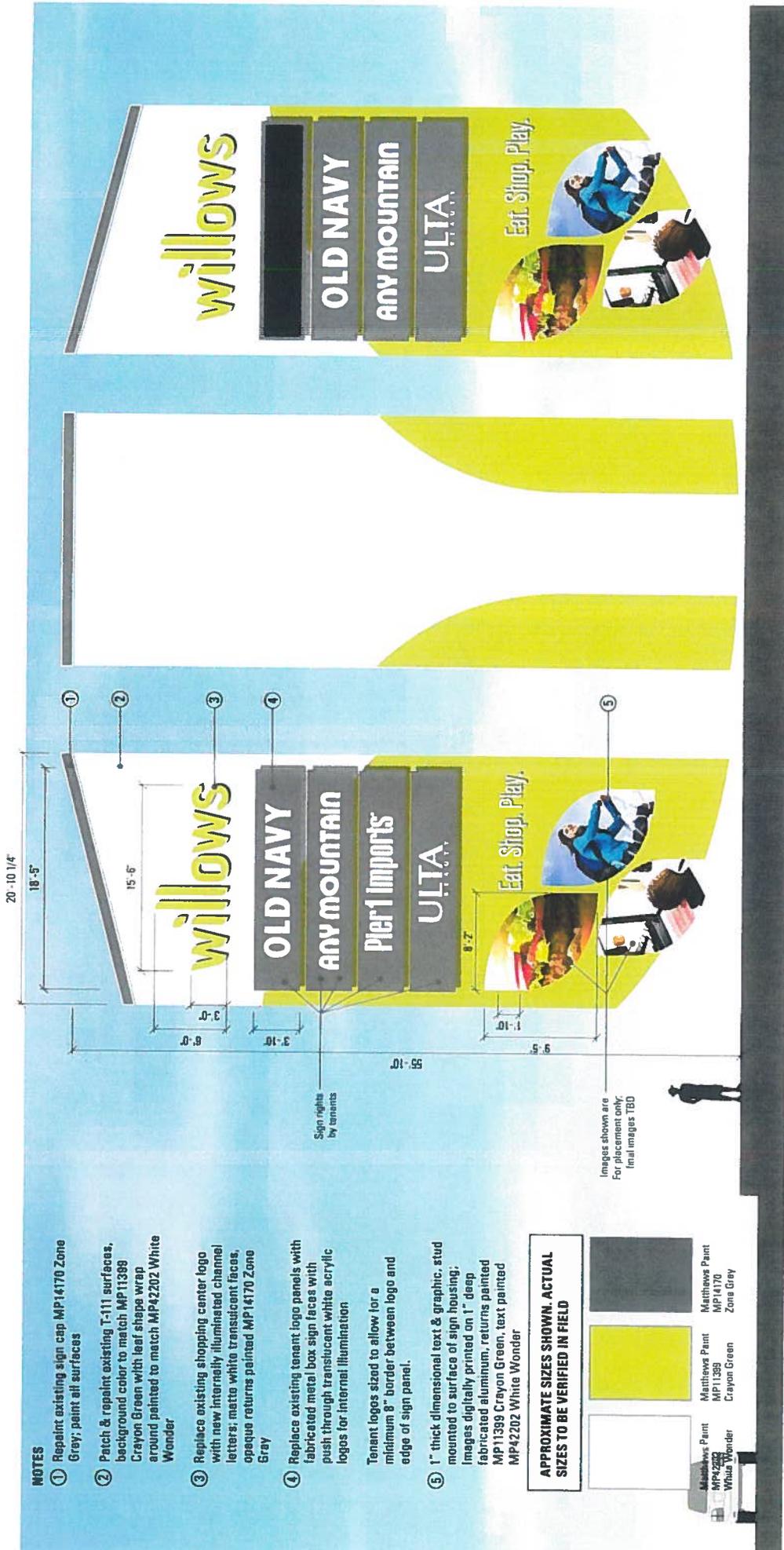


LEGEND

- AA1 Freeway Monument
- AA2 Street Monument
- AD1 Vehicular Directional
- AB1 Direcotory Map/Ped. Directional
- FA1 Supergraphics
- Illuminated

Willows Project Signage

AA1 Freeway Monument Design Intent



NOTES

- ① Repaint existing sign cap MP14170 Zone Grey; paint all surfaces
- ② Patch & repaint existing T-111 surfaces, background color to match MP11399 Crayon Green with leaf shape wrap around painted to match MP42202 White Wonder
- ③ Replace existing shopping center logo with new internally illuminated channel letters; matte white translucent faces, opaque returns painted MP14170 Zone Grey
- ④ Replace existing tenant logo panels with fabricated metal box sign faces with push through translucent white acrylic logos for internal illumination
Tenant logos sized to allow for a minimum 8" border between logo and edge of sign panel.
- ⑤ 1" thick dimensional text & graphic, stud mounted to surface of sign housing. Images digitally printed on 1" deep fabricated aluminum, returns painted MP11399 Crayon Green, text painted MP42202 White Wonder

APPROXIMATE SIZES SHOWN. ACTUAL SIZES TO BE VERIFIED IN FIELD

Matthews Paint MP42202 White Wonder	Matthews Paint MP11399 Crayon Green	Matthews Paint MP14170 Zone Grey

Sign rights by tenants

Images shown are for placement only. Final images TBD

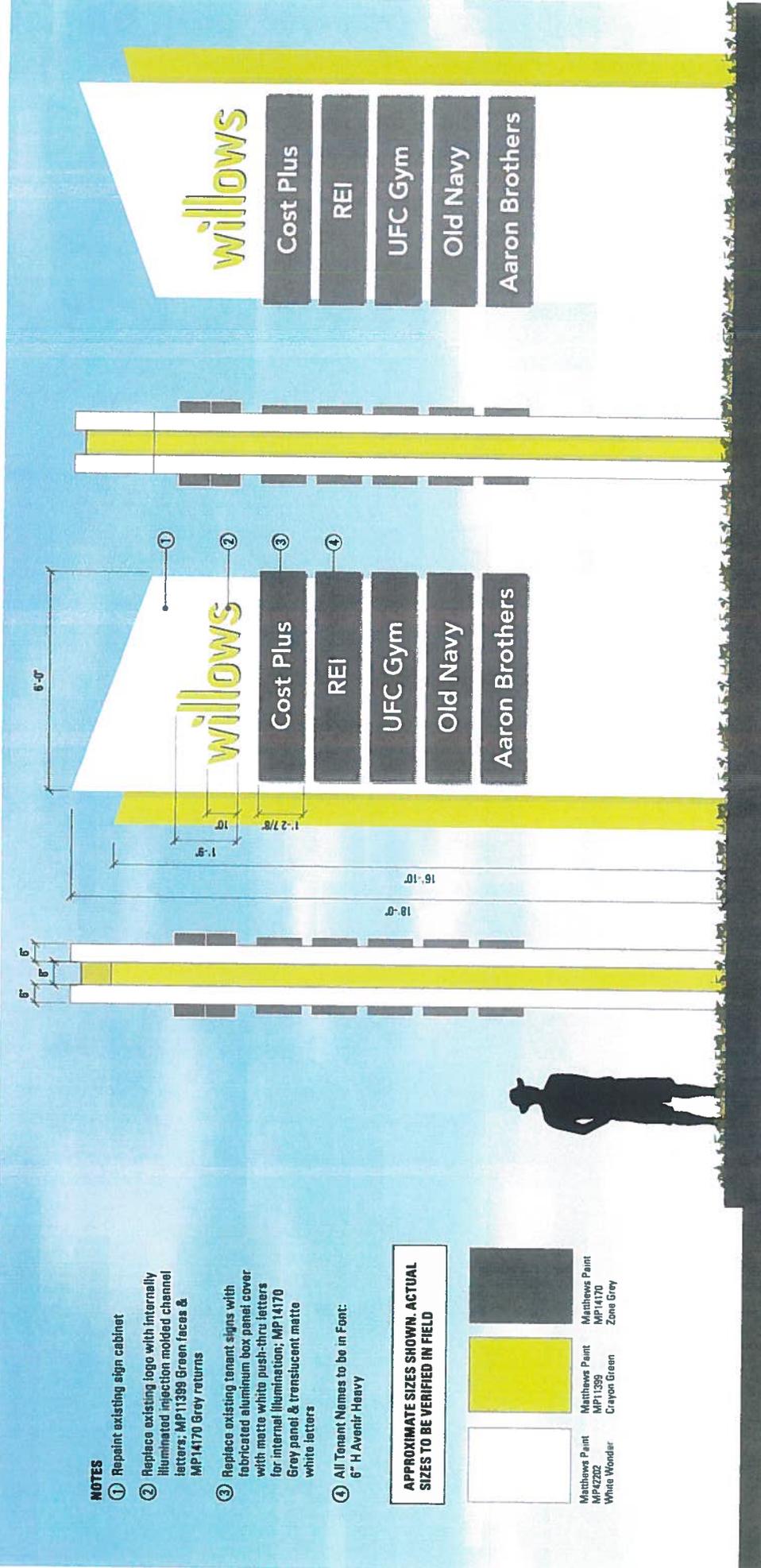
Side A Elevation
Scale: 1/8" = 1'-0"

Back Elevation
Scale: 1/8" = 1'-0"

Side B Elevation
Scale: 1/8" = 1'-0"

Willows Project Signage

AA2 Entry Monuments Design Intent



NOTES

- ① Repaint existing sign cabinet
- ② Replace existing logo with internally illuminated injection molded channel letters; MP11399 Green faces & MP14170 Grey returns
- ③ Replace existing tenant signs with fabricated aluminum box panel cover with matte white push-thru letters for internal illumination; MP14170 Grey panel & translucent matte white letters
- ④ All Tenant Names to be in Font: 6" H Avenir Heavy

APPROXIMATE SIZES SHOWN. ACTUAL SIZES TO BE VERIFIED IN FIELD

			
Matthews Paint MP4202 White Wonder	Matthews Paint MP1359 Crayon Green	Matthews Paint MP14170 Zone Grey	

Side Elevation
Scale: 3/8" = 1'-0"

Font Elevation
Scale: 3/8" = 1'-0"

Side Elevation
Scale: 3/8" = 1'-0"

Back Elevation
Scale: 3/8" = 1'-0"

Willows Project Signage

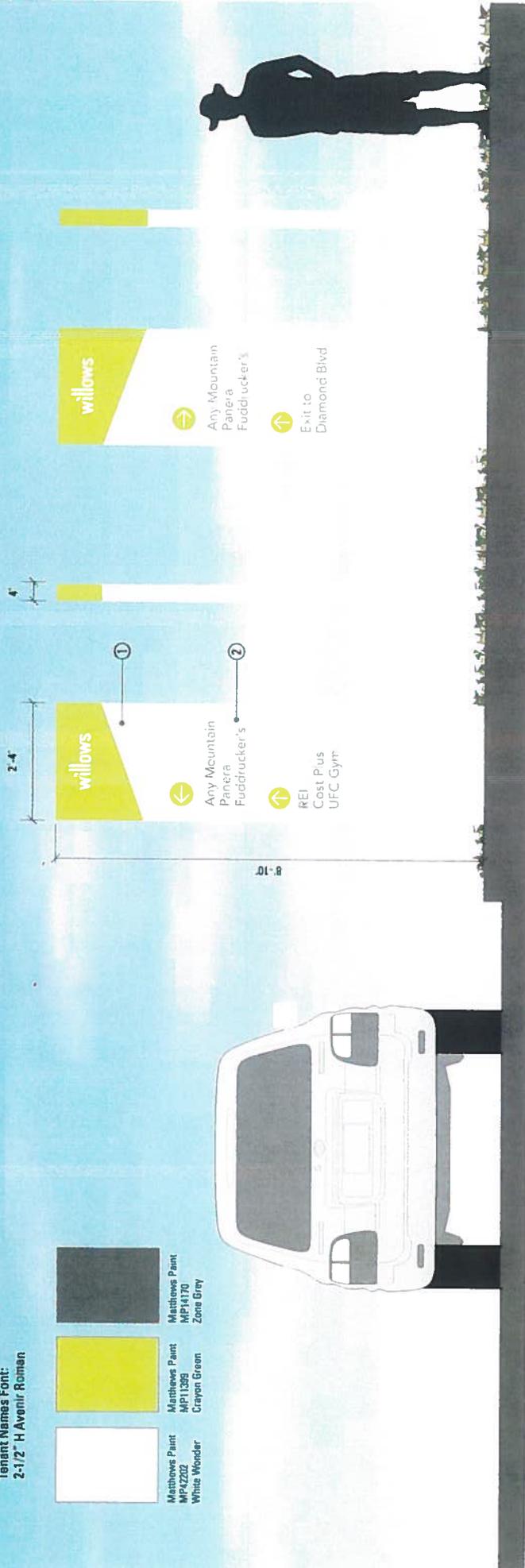
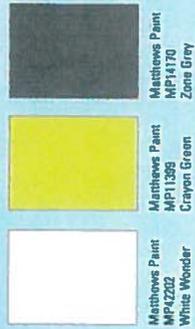
AD1 Vehicular Directional Design Intent

NOTES

① Fabricated aluminum sign cabinet, painted MP42202 White & MP11399 Green with MP42202 White logo; finished on all sides.

② Vinyl text & arrows to match MP11399 & MP14170

Tenant Names Font:
2-1/2" H Avenir Roman



Front Elevation
Scale: 1/2" = 1'-0"

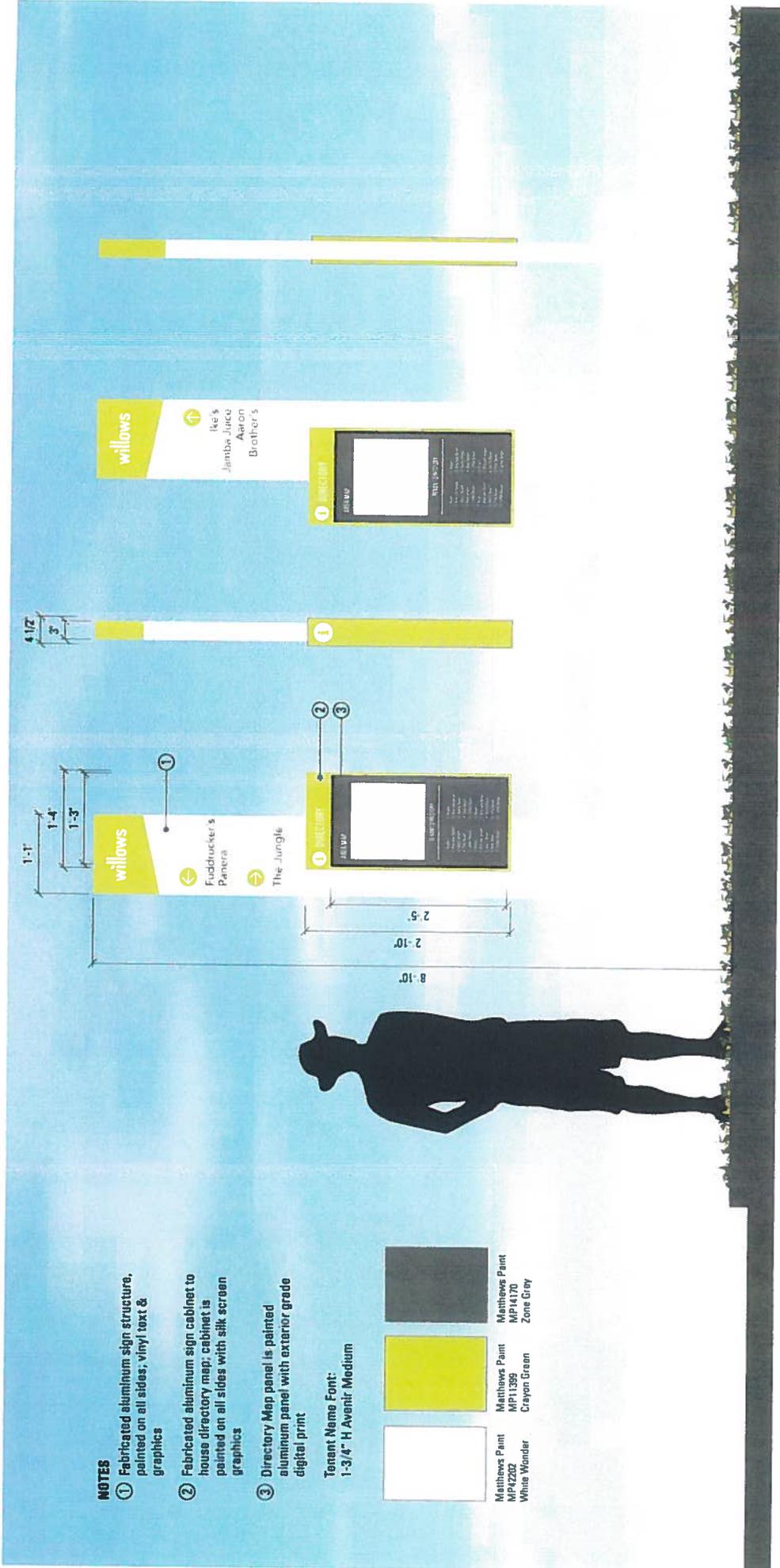
Side Elevation
Scale: 1/2" = 1'-0"

Back Elevation
Scale: 1/2" = 1'-0"

Side Elevation
Scale: 1/2" = 1'-0"

Willows Project Signage

AD2 Pedestrian Directional Design Intent



NOTES

- ① Fabricated aluminum sign structure, painted on all sides; vinyl text & graphics
- ② Fabricated aluminum sign cabinet to house directory map; cabinet is painted on all sides with silk screen graphics
- ③ Directory Map panel is painted aluminum panel with exterior grade digital print

Tenant Name Font:

1-3/4" H Avenir Medium



Mathews Paint
MP4202
White Wonder



Mathews Paint
MP1389
Crayon Green



Mathews Paint
MP1470
Zone Gray

Front Elevation
Scale: 3/4" = 1'-0"

Side Elevation
Scale: 3/4" = 1'-0"

Back Elevation
Scale: 3/4" = 1'-0"

Side Elevation
Scale: 3/4" = 1'-0"

Location#	Sign Type	Description	Side	Message	Notes
01	AA2	Street Monument	A/B	Ulta Beauty	same messages both sides
				Cost Plus	
				Old Navy	
				Panera	
02	AA2	Street Monument	A/B	Krispy Kreme	same messages both sides
				Old Navy	
				Cost Plus	
				Any Mountain	
				Pier One	
03	AA2	Street Monument	A	Panera	
				UFC Gym	
				REI	
				Fuddrucker's	
				Jamba Juics	
				Aaron Brother's	
				UFC Gym	
				REI	
				Ulta Beauty	
				Jamba Juics	
04	AA2	Street Monument	A	Aaron Brother's	
				UFC Gym	
				REI	
				Ulta Beauty	
				Jamba Juics	
				UFC Gym	
				The Jungle	
				Lazy Dog	
				Road Runner Sports	
				REI	
04	AA2	Street Monument	B	US Bank	
				UFC Gym	
				The Jungle	
				Lazy Dog	
				Cost Plus	
04	AA2	Street Monument	B	REI	
				US Bank	
				UFC Gym	
				The Jungle	
				Lazy Dog	

Location#	Sign Type	Description	Side	Message	Notes
05	AA2	Street Monument	A	Old Navy Fuddrucker's Ultra Beauty	
			B	[blank]	
06	AA1	Freeway Monument	A	REI UFC Gym The Jungle Road Runner Sports	
			B	[digital screen] REI UFC Gym [blank]	
07	AA1	Freeway Monument	A	[digital screen] Old Navy Any Mountain Ultra Beauty	
			B	Old Navy Any Mountain Pier One Ultra Beauty	
08	AD1	Vehicular Directional	A	↑ Any Mountain Panera Fuddrucker's → Road Runner Sports Eureka!	
			B	← Road Runner Sports Eureka! ↑ REI UFC Gym	

Location#	Sign Type	Description	Side	Message	Notes
09	AD1	Vehicular Directional	A	→ Exit to Diamond Blvd.	
				← Ultra Beauty Old Navy REI	
			B	← Any Mountain Panera Fuddrucker's	
10	AD1	Vehicular Directional	C	↑ REI Cost Plus UFC Gym	
				↑ Exit to Diamond Blvd.	
				→ Any Mountain Panera Fuddrucker's	
	AD1	Vehicular Directional	A	↗ Pier One Ultra Old Navy	
				K Road Runner Sports The Jungle REI	
			B	[blank]	

Location#	Sign Type	Description	Side	Message	Notes
11	AD1	Vehicular Directional	A	→	Cost Plus REI Old Navy
				↑	UFC Gym The Jungle
				↑	Fuddrucker's Panera Any Mountain
				←	Cost Plus Aaron Brother's Ultra Beauty
				→	Cost Plus REI Old Navy
			B	←	Cost Plus REI Ultra Beauty
				↔	Fuddrucker's Road Runner Sports Any Mountain
				↔	
				↔	
				↔	
12	AD1	Vehicular Directional	A	→	Cost Plus REI Old Navy
			B	←	Cost Plus REI Ultra Beauty

Location#	Sign Type	Description	Side	Message	Notes
13	AD1	Vehicular Directional	A	→ Road Runner Sports Eureka! Ike's	
			B	↑ Pier One Any Mountain	
14	AB1	Directory Map/ Pedestrian Directional	A	← Road Runner Sports Eureka! Ike's	
			B	↑ REI UFC Gym	
15	AB1	Directory Map/ Pedestrian Directional	A	[blank pedestrian section]	
			B	↑ Food & Dining REI UFC Gym	
16	AB1	Directory Map/ Pedestrian Directional	A	[blank pedestrian section]	
			B	↗ Road Runner Sports Food & Dining	
			A	↑ Ike's Sandwiches Jamba Juice Aaron Brother's	
			B	← Fuddrucker's Panera	
				→ The Jungle	

Location#	Sign Type	Description	Side	Message	Notes
17	AB1	Directory Map/ Pedestrian Directional	A	↑ Food & Dining Old Navy Ultra Beauty	
18	FA1	Feature Supergraphic	B	[blank pedestrian section]	Verify Sizes in Field
19	FA1	Feature Supergraphic		[image family selection]	Verify Sizes in Field
20	FA1	Feature Supergraphic		[image family selection]	Verify Sizes in Field
21	FA1	Feature Supergraphic		[image family selection]	Verify Sizes in Field
22	FA1	Feature Supergraphic		[image family selection]	Verify Sizes in Field

Large Format Lifestyle Graphics —
FUTURE

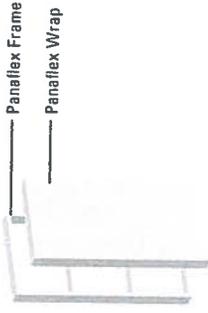


Willows Project Signage

Supergraphics

NOTES

- ① 10' wide x 20' high digital print on Panaflex, to attach to frame with Panaflex attachment system



GRAPHICS SHOWN ARE FOR PLACEMENT ONLY; FINAL GRAPHICS TO BE DETERMINED AT A LATER DATE APPROXIMATE SIZES SHOWN. ACTUAL SIZES TO BE VERIFIED IN FIELD

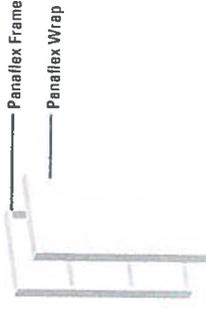
Context Rendering
Scale: Not To Scale

Willows Project Signage

Supergraphics

NOTES

- ① 10' wide x 20' high digital print on Panallex, to attach to frame with Panallex attachment system



GRAPHICS SHOWN ARE FOR PLACEMENT ONLY; FINAL GRAPHICS TO BE DETERMINED AT A LATER DATE. APPROXIMATE SIZES SHOWN. ACTUAL SIZES TO BE VERIFIED IN FIELD.

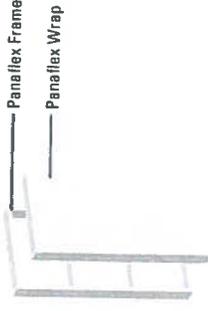


Context Elevation
Scale: 3/16" = 1'-0"

Willows Project Signage Supergraphics

NOTES

- ① 8' wide x 16' high digital print on Panelflex, to attach to frame with Panelflex attachment system



Context Elevation
Scale: 3/16" = 1'-0"

Willows Project Signage Supergraphics



GRAPHICS SHOWN ARE FOR PLACE-
MENT ONLY; FINAL GRAPHICS TO BE
DETERMINED AT A LATER DATE
APPROXIMATE SIZES SHOWN. ACTUAL
SIZES TO BE VERIFIED IN FIELD

NOTES

- ① 15" wide x 30" high digital print on Panelflex, to attach to frame with Panelflex attachment system



Context Rendering
Scale: Not To Scale

Willows Project Signage

Supergraphics

NOTES

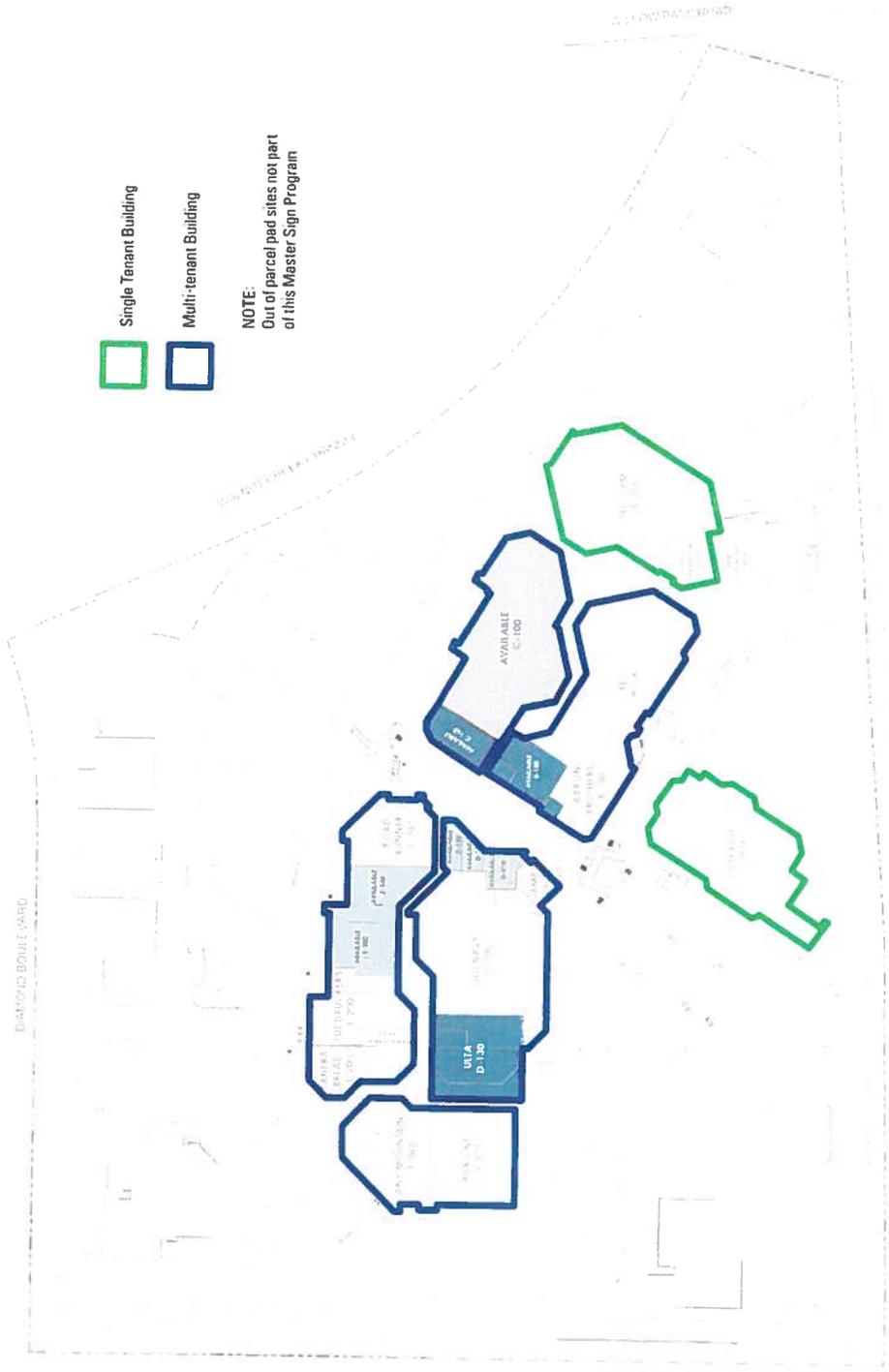
- ① Photography digitally printed onto UV resistant mesh panels, stretched & mechanically fastened to structure

GRAPHICS SHOWN ARE FOR PLACE-MENT ONLY; FINAL GRAPHICS TO BE DETERMINED AT A LATER DATE APPROXIMATE SIZES SHOWN. ACTUAL SIZES TO BE VERIFIED IN FIELD



Context Rendering
Scale: Not To Scale

Willows Tenant Signage Tenant Key Plan

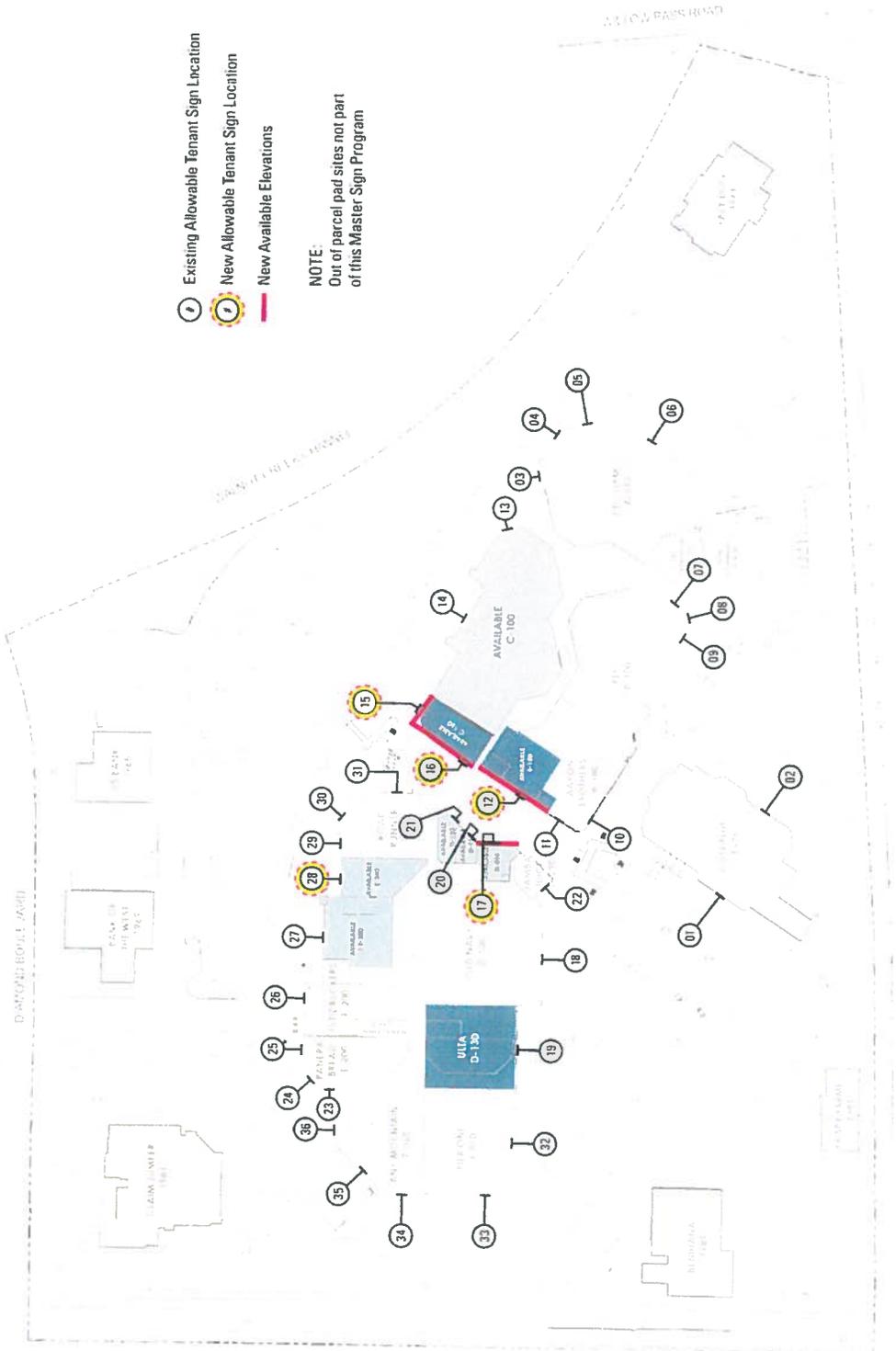


- Single Tenant Building
- Multi-tenant Building

NOTE:
Out of parcel pad sites not part of this Master Sign Program

Willows Tenant Signage

Existing & Proposed Locations Plan



- Existing Allowable Tenant Sign Location
- New Allowable Tenant Sign Location
- New Available Elevations

NOTE:
Out of parcel pad sites not part
of this Master Sign Program

Tenant Signage Allowances

Single-Tenant Building Sign Area Allowance Summary

UNIT #	SIGN LOCATION #	ELEVATION AREA (SQ. FT.)	SIGN ALLOWANCE (SQ. FT.)	STOREFRONT GLAZING AREA (SQ. FT.)	WINDOW SIGNAGE ALLOWANCE (SQ. FT.)	SPECIAL CONDITION	ADDITIONAL ALLOWANCE
1975	01	6840	342	1,800	270	-	-
1975	02	4800	240	-	-	-	-
A-010	03	2000	100	150	22.5	-	-
A-010	04	1500	75	-	-	35.5 ft. Gable Wall w/ 1284 sq ft. elevation area	385 sq ft. Brand Aligned Supergraphic
A-010	05	1040	52	-	-	-	-
A-010	06	2800	140	-	-	-	-

Tenant Signage Allowances

Multi-Tenant Building Sign Area Allowance Summary

UNIT #	SIGN LOCATION #	LINEAL FRONTAGE (FT.)	SIGN ALLOWANCE (SQ.FT.)	STOREFRONT GLAZING AREA (SQ.FT.)	WINDOW SIGNAGE ALLOWANCE (SQ.FT.)	SPECIAL CONDITION	ADDITIONAL ALLOWANCE
B-100	07	54.5	81.6	-	-	-	-
B-100	08	20	30	80	12	-	-
B-100	09	100	150	100	15	25 ft. Gable Wall w/ 575 sq.ft. elevation area	172.5 sq.ft. Brand Aligned Supergraphic
B-180	10	60	90	160	24	Curved Parapet Above Main Entrance	Allowable Sign Areas for each elevation at this unit may be combined to accommodate a single primary identity mounted to the curved parapet above unit entrance; any remaining sign allowance may still be used for supplemental signs in accordance with this MSP.
B-180	11	48	72	534	80	Curved Parapet Above Main Entrance	see above
B-150	12	137	205.5	600	90	Owner-Provided Awnings	-
C-100	13	28	42	90	13.5	Architectural Canopy	-
C-100	14	200	300	727	109	Architectural Canopy	-
C-160	15	40	60	115	17.25	Architectural Hanging Graphics Wall	When utilizing both sides of Architectural Hanging Graphics Wall for primary identification, up to 60 sq.ft. may be borrowed from tenant's second elevation sign allowance #16, below
C-160	16	90	135	600	90	-	Allowance to be adjusted if any square footage is borrowed to make allowance for double sided Hanging Graphics Wall.
D-010	17	56	84	180	27	29 ft. Gable Wall w/ 1000 sq. ft. elevation area	300 sq. ft. Brand Aligned Supergraphic
D-100	18	120	180	1,844	276.6	-	-
D-130	19	97.6	146.4	850	127.5	Owner-Provided Awnings	-
D-150	20	30	45	195	29.25	-	-
D-151	21	28.4	42.6	195	29.25	-	-
D-290	22	31	46.5	120	18	-	-

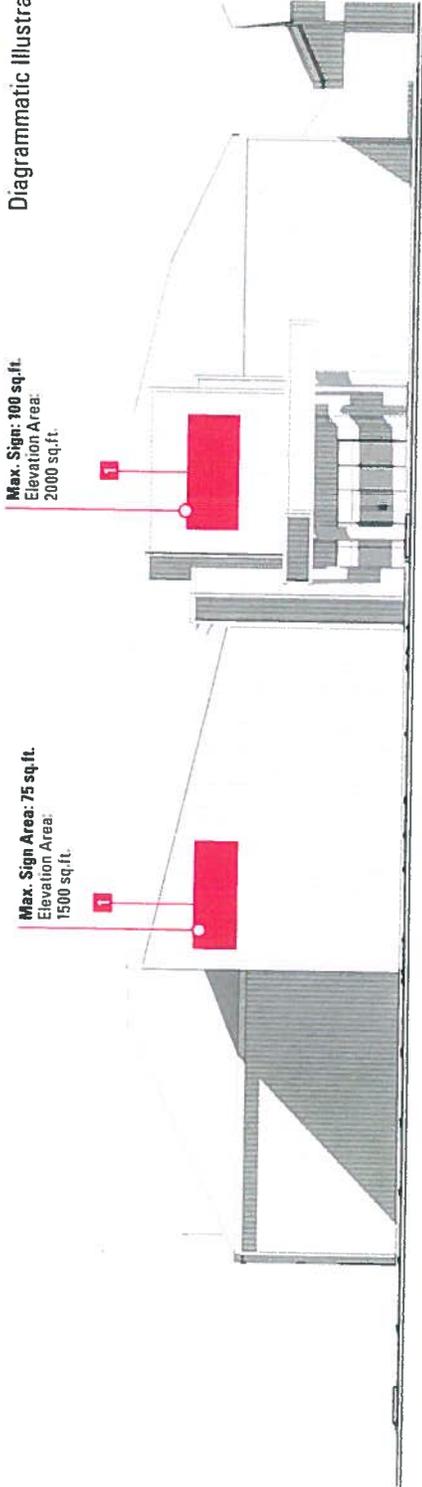
Tenant Signage Allowances

Multi-Tenant Building Sign Area Allowance Summary

UNIT #	SIGN LOCATION #	LINEAL FRONTAGE (FT.)	SIGN ALLOWANCE (SQ.FT.)	STOREFRONT GLAZING AREA (SQ.FT.)	WINDOW SIGNAGE ALLOWANCE (SQ.FT.)	SPECIAL CONDITION	ADDITIONAL ALLOWANCE
E-200	23	20	30	120	18	-	-
E-200	24	28	42	195	29.25	-	-
E-200	25	40	60	260	39	-	-
E-260	26	88	132	126	18.9	Owner-Provided Awnings	-
E-300	27	73.2	109.8	467	70	-	-
E-340	28	40	60	166	24.9	-	-
E-361	29	38	57	270	40.5	-	-
E-361	30	60	90	225	33.75	-	-
E-361	31	48.8	73.2	280	42	27 ft Gable Wall w/ 1035 sq ft. elevation area	310.5 sq.ft. Brand Aligned Supergraphic
F-010	32	110.8	165	1398	209.7	-	-
F-010	33	98.4	132*	-	-	Loading Dock Elevation	* Sign area not to exceed 80% of Primary Identification at Location #32
F-060	34	40	60	50	7.5	-	-
F-060	35	80	120	40	6	-	-
F-060	36	34	51	200	30	-	-

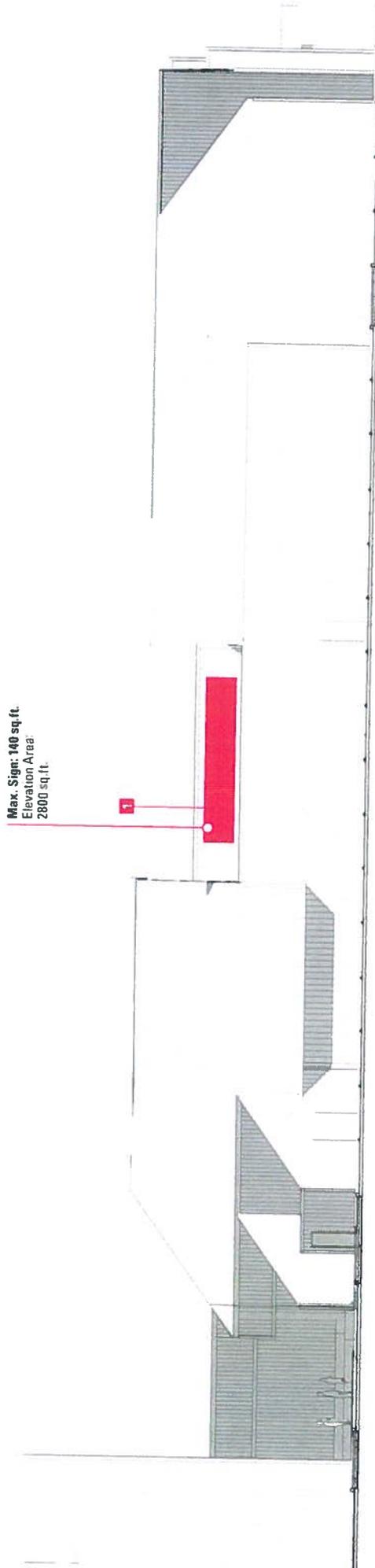
EXHIBIT A: USAGE EXAMPLES

Diagrammatic Illustration Showing Sample Usage of Sign Allowance



1 BUILDING A NORTH - SINGLE TENANT BUILDING

Scale: 1/16" = 1'-0"



2 BUILDING A EAST - SINGLE TENANT BUILDING

Scale: 1/16" = 1'-0"

EXHIBIT A: USAGE EXAMPLES

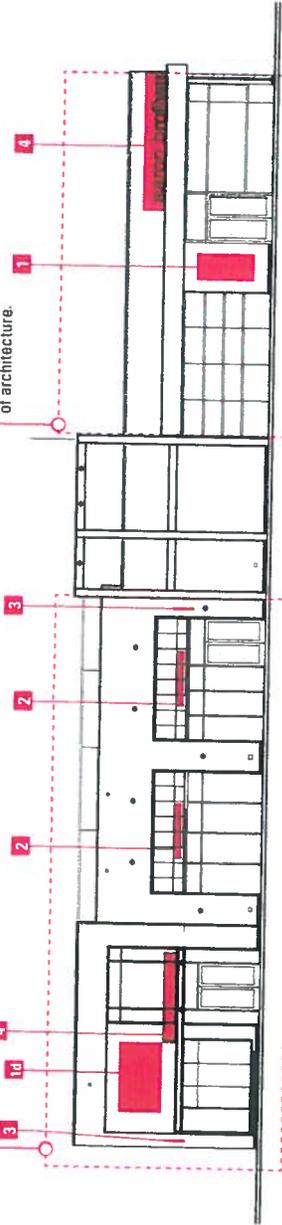
Diagrammatic Illustration Showing Sample Usage of Sign Allowance

Signage Area Allowance = 70.5 sq. ft.
1.5 sq. ft. / Frontage Lineal Foot
Frontage = 47 Lineal Feet

Special Condition:
Area allowance can be combined from both storefront elevations for primary signage installed on corner of architecture.

NOTE:
EXHIBITS FOR ILLUSTRATIVE PURPOSES ONLY TO SHOW OPTIONS FOR TENANT SIGN PLACEMENT USING ESTIMATED SIGN AREA

Signage Area Allowance = 111 sq. ft.
1.5 sq. ft. / Frontage Lineal Foot
Frontage = 74 Lineal Feet



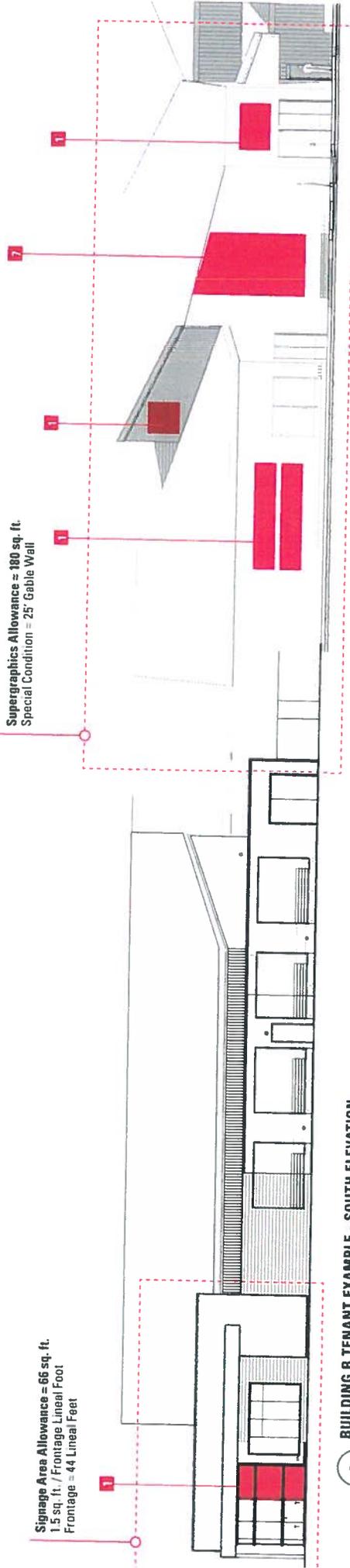
1 BUILDING B TENANT EXAMPLE - WEST ELEVATION

Scale: 1/16" = 1'-0"

Signage Area Allowance = 204 sq. ft.
1.5 sq. ft. / Frontage Lineal Foot
Frontage = 136 Lineal Feet

Supergraphics Allowance = 180 sq. ft.
Special Condition = 25' Gable Wall

Signage Area Allowance = 66 sq. ft.
1.5 sq. ft. / Frontage Lineal Foot
Frontage = 44 Lineal Feet



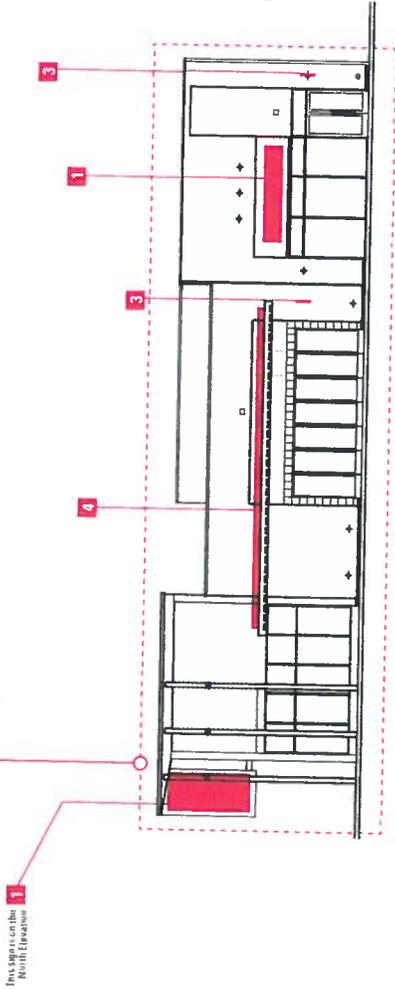
2 BUILDING B TENANT EXAMPLE - SOUTH ELEVATION

Scale: 1/16" = 1'-0"

EXHIBIT A: USAGE EXAMPLES

Diagrammatic Illustration Showing Sample Usage of Sign Allowance

Signage Area Allowance = 135 sq. ft.
1.5 sq. ft. / Frontage Lineal Foot
Frontage = 90 Lineal Feet

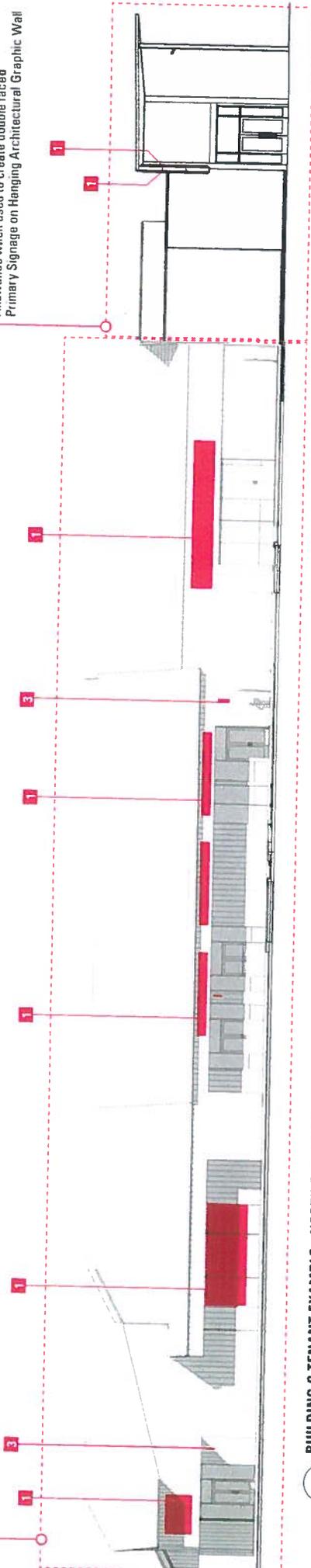


NOTE:
EXHIBITS FOR ILLUSTRATIVE PURPOSES ONLY TO
SHOW OPTIONS FOR TENANT SIGN PLACEMENT
USING ESTIMATED SIGN AREA

1 BUILDING C TENANT EXAMPLE - WEST ELEVATION

Scale: 1/16" = 1'-0"

Signage Area Allowance = 315 sq. ft.
1.5 sq. ft. / Frontage Lineal Foot
Frontage = 210 Lineal Feet



Signage Area Allowance = 61.5 sq. ft.
1.5 sq. ft. / Frontage Lineal Foot
Frontage = 41 Lineal Feet

Special Condition:

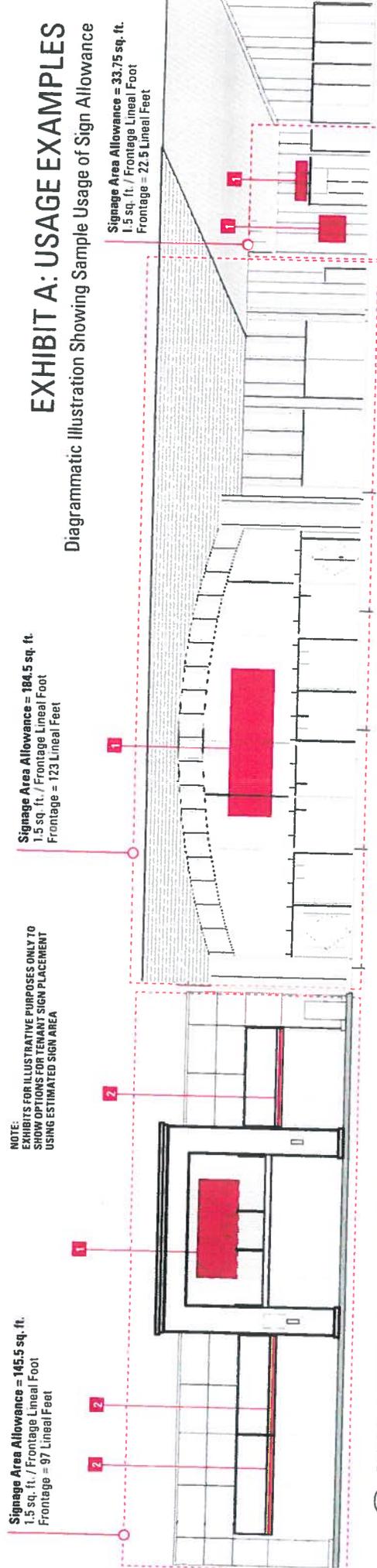
60 sq. ft. may be borrowed from West Elevation Allowance when used to create double faced Primary Signage on Hanging Architectural Graphic Wall

2 BUILDING C TENANT EXAMPLE - NORTH ELEVATION

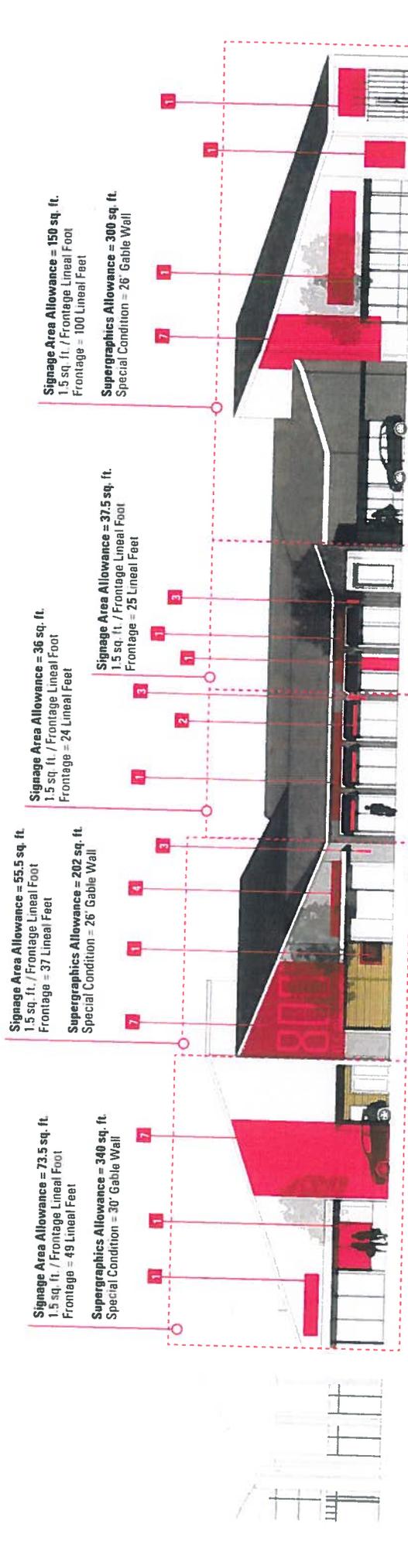
Scale: 1/16" = 1'-0"

EXHIBIT A: USAGE EXAMPLES

Diagrammatic Illustration Showing Sample Usage of Sign Allowance



1 BUILDINGS D TENANT EXAMPLE - SOUTH ELEVATION
Scale: 1/16" = 1'-0"



2 BUILDINGS D & E TENANT EXAMPLE - EAST ELEVATION
Scale: 1/16" = 1'-0"

NOTE:
EXHIBITS FOR ILLUSTRATIVE PURPOSES ONLY TO
SHOW OPTIONS FOR TENANT SIGN PLACEMENT
USING ESTIMATED SIGN AREA

EXHIBIT A: USAGE EXAMPLES

Diagrammatic Illustration Showing Sample Usage of Sign Allowance

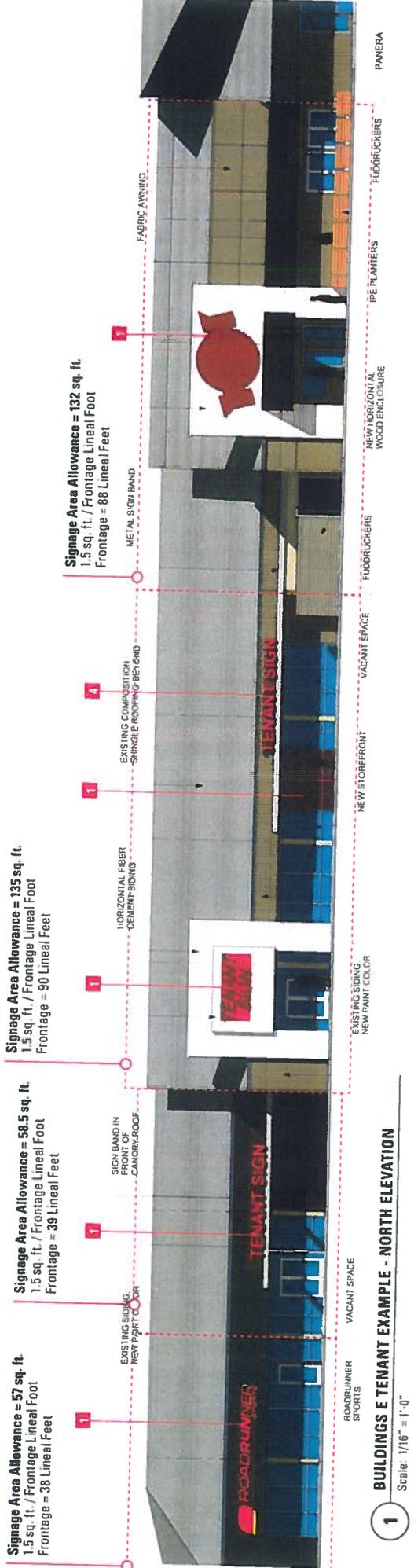
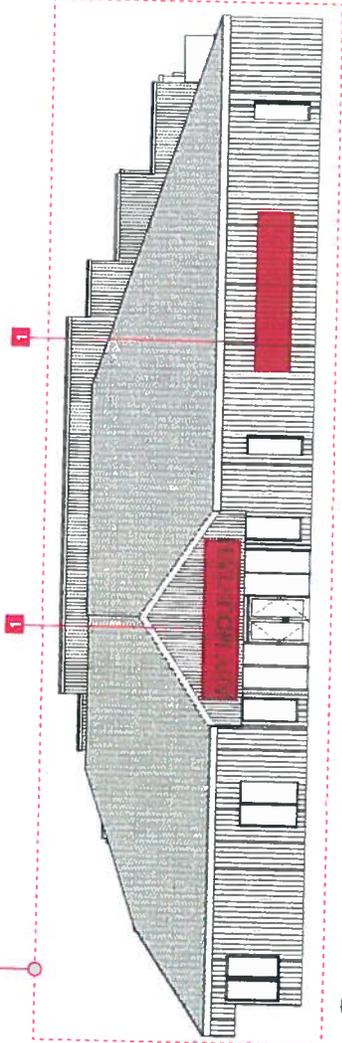


EXHIBIT A: USAGE EXAMPLES

Diagrammatic Illustration Showing Sample Usage of Sign Allowance

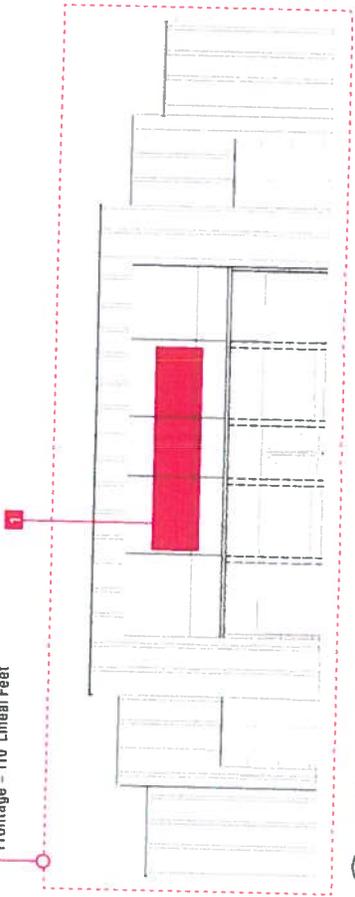
Signage Area Allowance = 201 sq. ft.
 1.5 sq. ft. / Frontage Lineal Foot
 Frontage = 134 Lineal Feet



1 BUILDINGS F TENANT EXAMPLE - NORTH ELEVATION

Scale: 1/16" = 1'-0"

Signage Area Allowance = 165 sq. ft.
 1.5 sq. ft. / Frontage Lineal Foot
 Frontage = 110 Lineal Feet

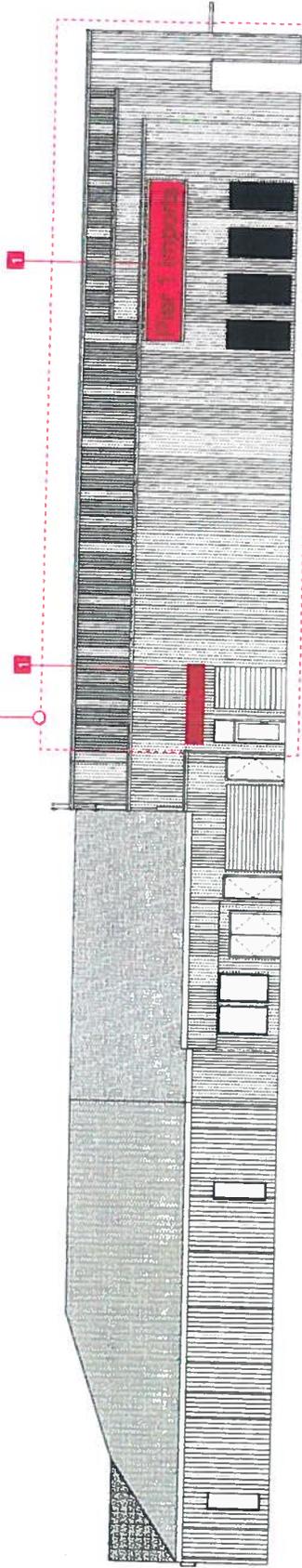


3 BUILDINGS F TENANT EXAMPLE - SOUTH ELEVATION

Scale: 1/16" = 1'-0"

NOTE:
 EXHIBITS FOR ILLUSTRATIVE PURPOSES ONLY TO
 SHOW OPTIONS FOR TENANT SIGN PLACEMENT
 USING ESTIMATED SIGN AREA

Signage Area Allowance = 150 sq. ft.
 1.5 sq. ft. / Frontage Lineal Foot
 Frontage = 100 Lineal Feet



2 BUILDINGS F TENANT EXAMPLE - WEST ELEVATION

Scale: 1/16" = 1'-0"

**EXHIBIT B:
Existing Tenant Signs**

All existing tenant signs shown in this exhibit were installed to comply with the previous Willows Shopping Center Master Sign Program. If and when tenant signs are updated or replaced, it is intended that all new signs adhere to the parameters set forth in this Master Sign Program.

Exhibit B: Existing Tenant Signs

Location Map

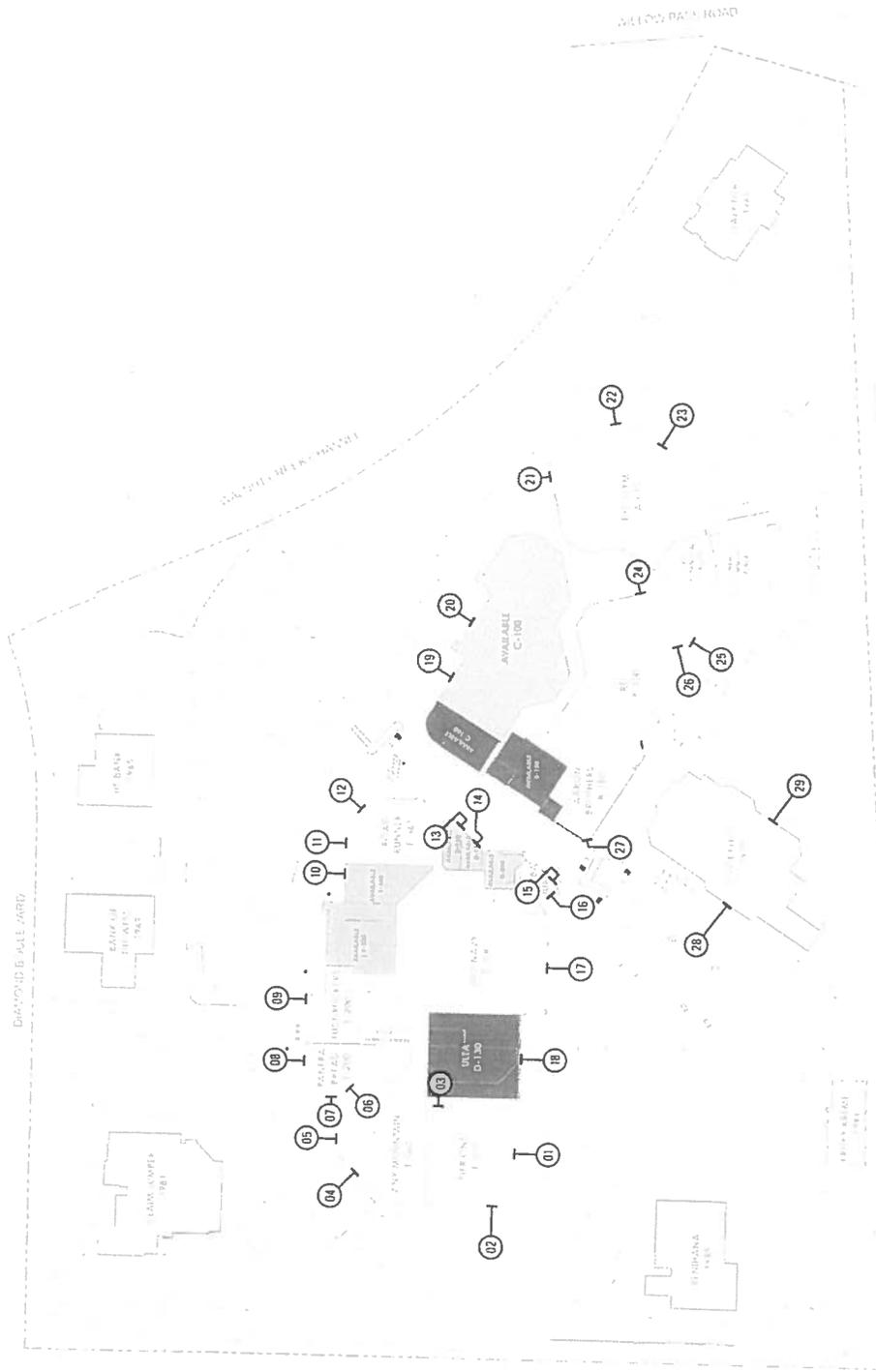


Exhibit B: Existing Tenant Signs

Photo Survey



Location 01



Location 02



Location 03



Location 04



Location 05



Location 06

Exhibit B: Existing Tenant Signs

Photo Survey



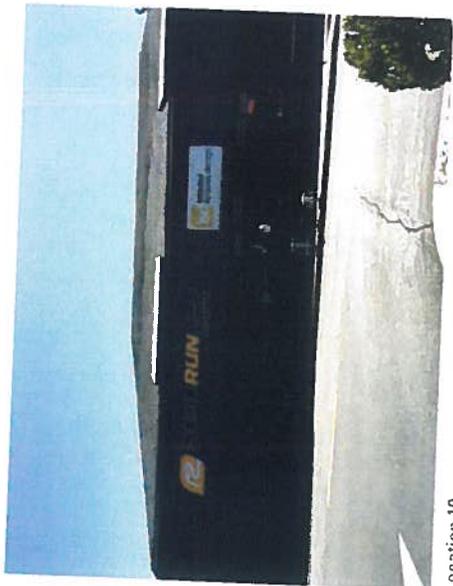
Location 07



Location 08



Location 09



Location 10



Location 11



Location 12

Exhibit B: Existing Tenant Signs

Photo Survey



Location 13



Location 14



Location 15



Location 16



Location 17



Location 18

Exhibit B: Existing Tenant Signs

Photo Survey



Location 19



Location 20



Location 21



Location 22



Location 23



Location 24

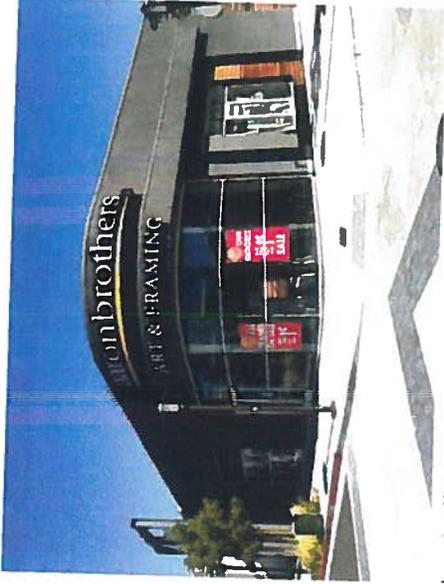
Exhibit B: Existing Tenant Signs Photo Survey



Location 25



Location 26



Location 27

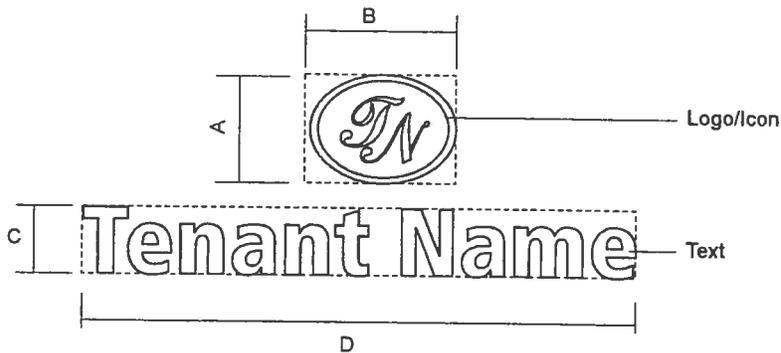


Location 28



Location 29

Willows Shopping Center Master Sign Program



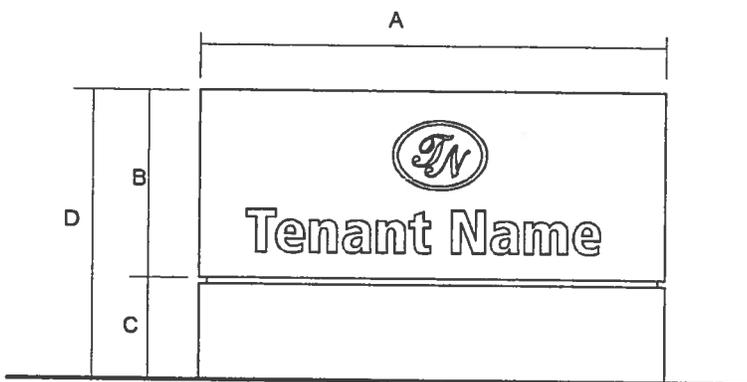
SIGN AREA: $(A \times B) + (C \times D)$

Calculation of Sign Area:



SIGN AREA: $(A \times B) + (C \times D)$

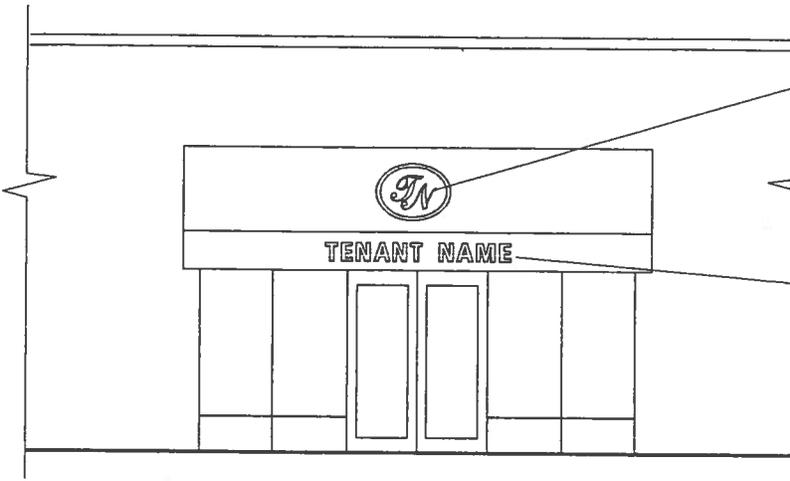
Calculation of Sign Area:



SIGN AREA: $(A \times B)$ NOT TO EXCEED 20 SQ. FT.
 OVERALL HEIGHT: NOT TO EXCEED 5'-0"
 DESIGN SHALL MATCH THE ARCHITECTURE OF PAD TENANT BUILDING

Calculation of Sign Area:

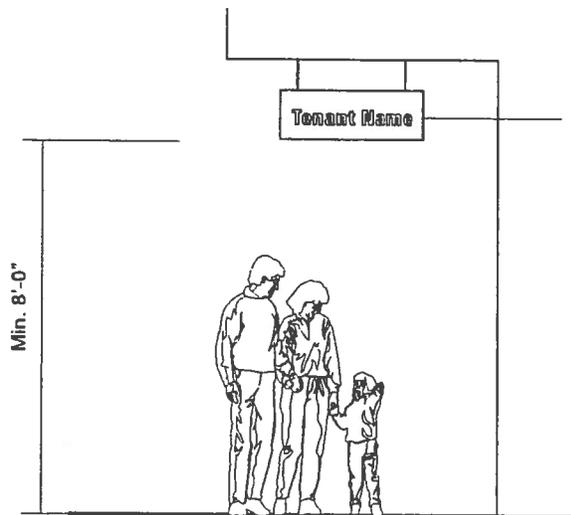
Willows Shopping Center Master Sign Program



Graphics on the awning incline surface shall be no more than 25% of the incline area and shall not exceed eight (8) square feet.

Graphics on the awning valance shall be no more than 75% of the valance length and no more than 12" in height.

Building Elevation with Awning

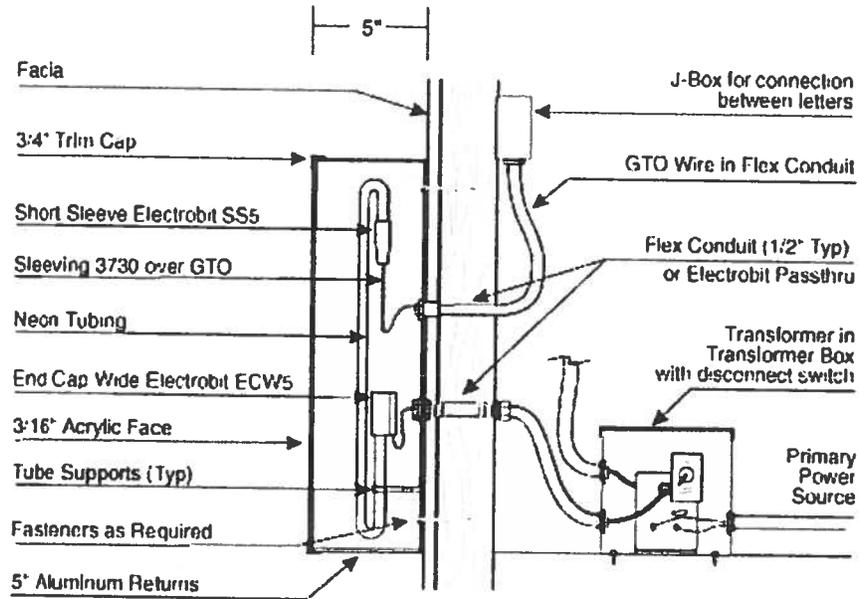


Under Canopy Sign shall not exceed five (5) square feet on each face.

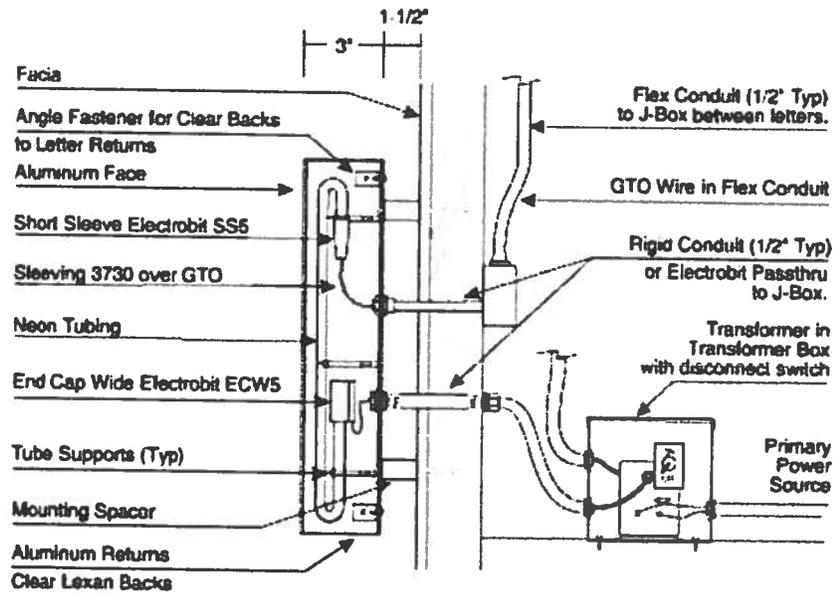
Tenants are allowed to have one (1) non-illuminated Under Canopy Sign per each public entrance.

Under Canopy Sign

Willows Shopping Center Master Sign Program

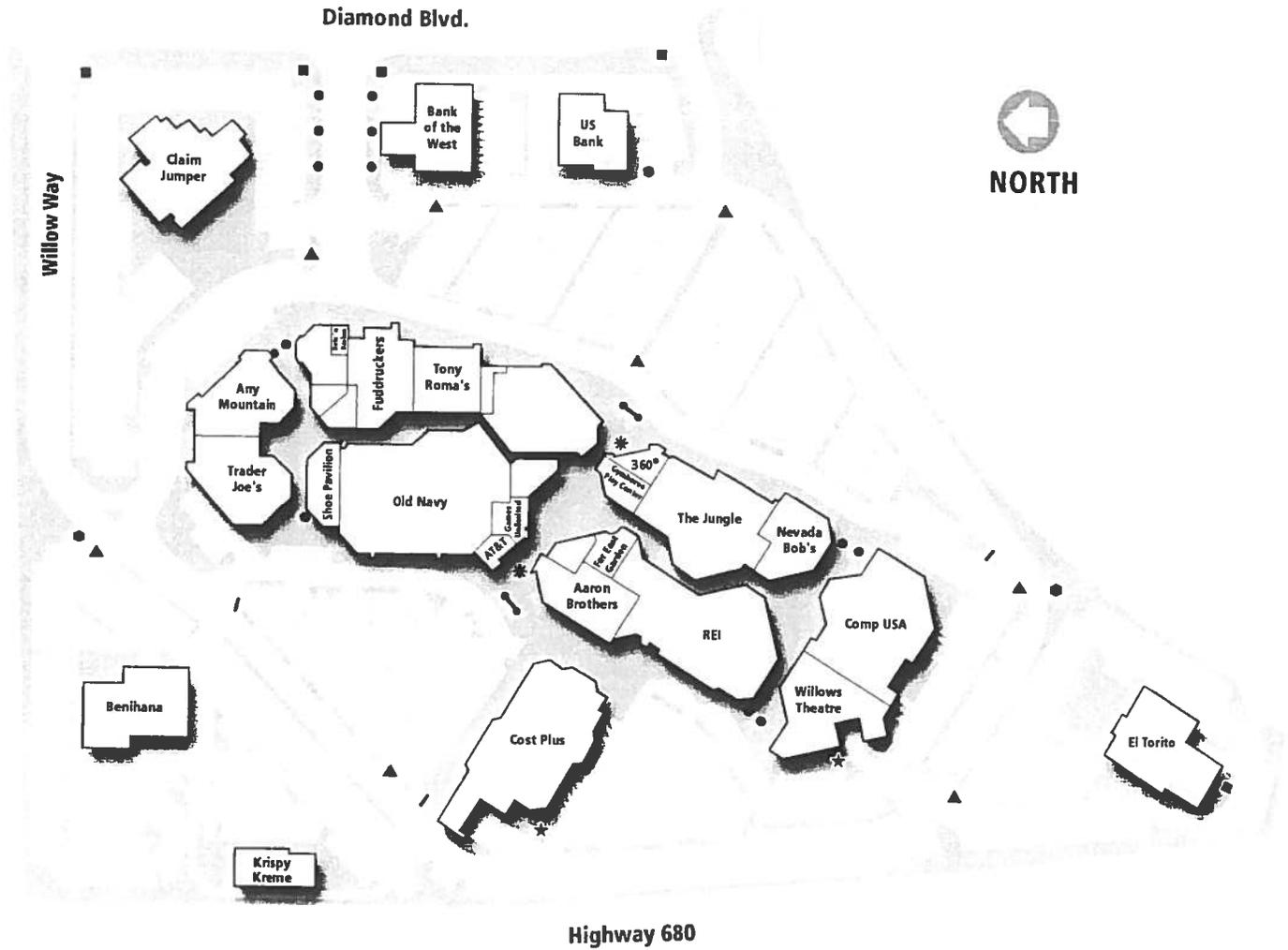


Pan Channel Letters



Halo Lit Letters

Willows Shopping Center Master Sign Program



Freestanding Signage Plan

Description	Qty.	Symbols
Freeway Oriented Pylons	2	★
Entry Monuments	5	■
Willows Court Signage	2	—●—
Directional Signage	8	▲
Directories	2	*
Welcome Banners	6	●
Parking Signs	3	
Pad Tenant Monument	3	⬡

Willows Shopping Center Master Sign Program

Freeway Oriented Pylon Sign:

Configuration:

Three sided freestanding structure signage mounted on two sides

Quantity:

Two (2) each structure

Content:

Center identification and anchor tenant names and electronic LED unit

Size:

Structure: 55'-0" H x 18'-2" W

Tenant Signage:

Max. copy size: 2'-0" H x 15'-9" W

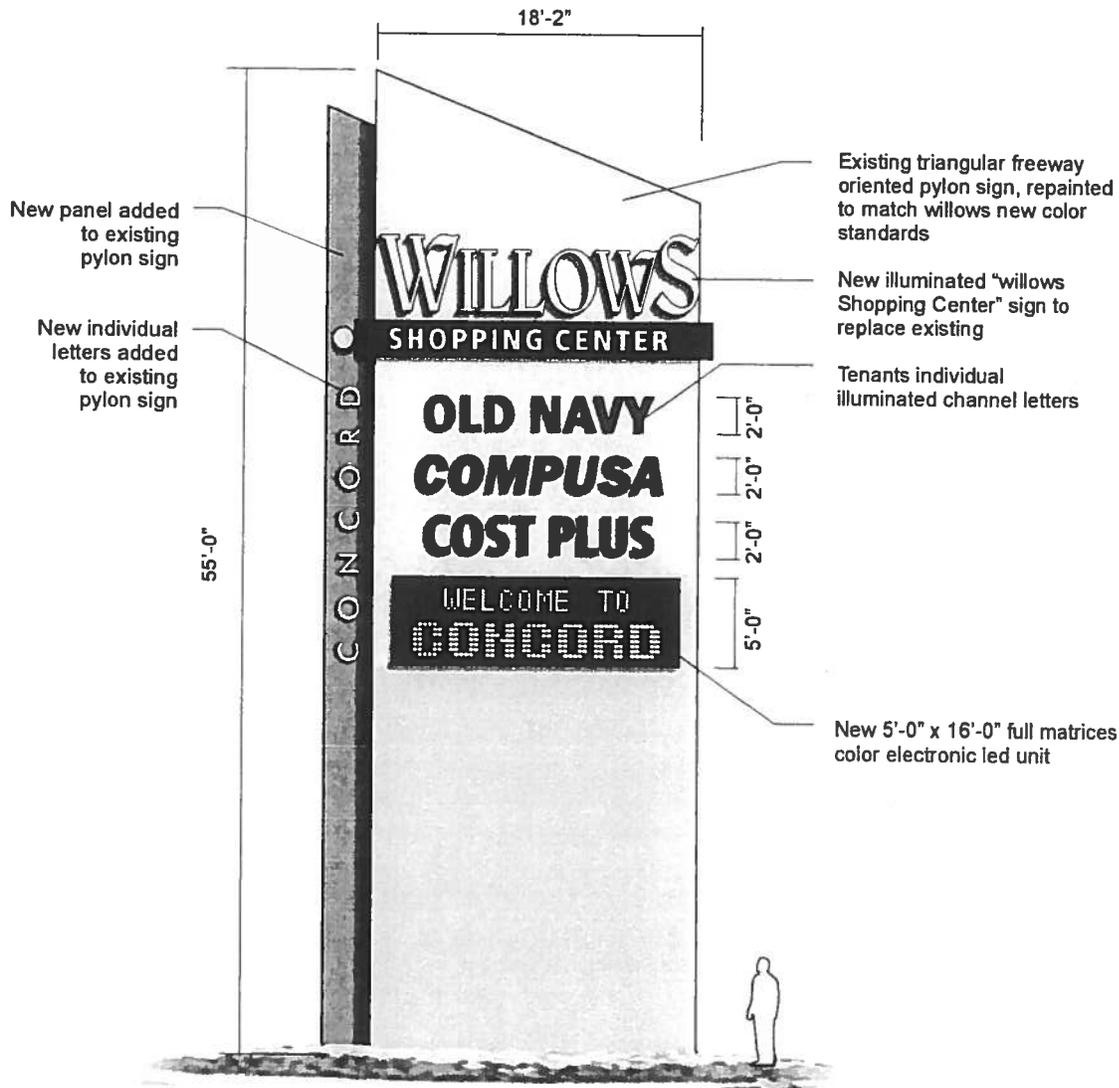
Individual illuminated channel letters/logo

Location:

Adjacent to I-680

LED Sign:

Overall size: 5'-0" x 16'-0"



Freeway Oriented Pylon Sign

Willows Shopping Center Master Sign Program

Entry Monument Signs:

Configuration:

Double sided freestanding structure
Signage mounted on both sides

Quantity:

Four (5) each structure

Content:

Center identification, anchor and major
tenant names

Size:

Structure: 24'-0" H x 8'-0" W

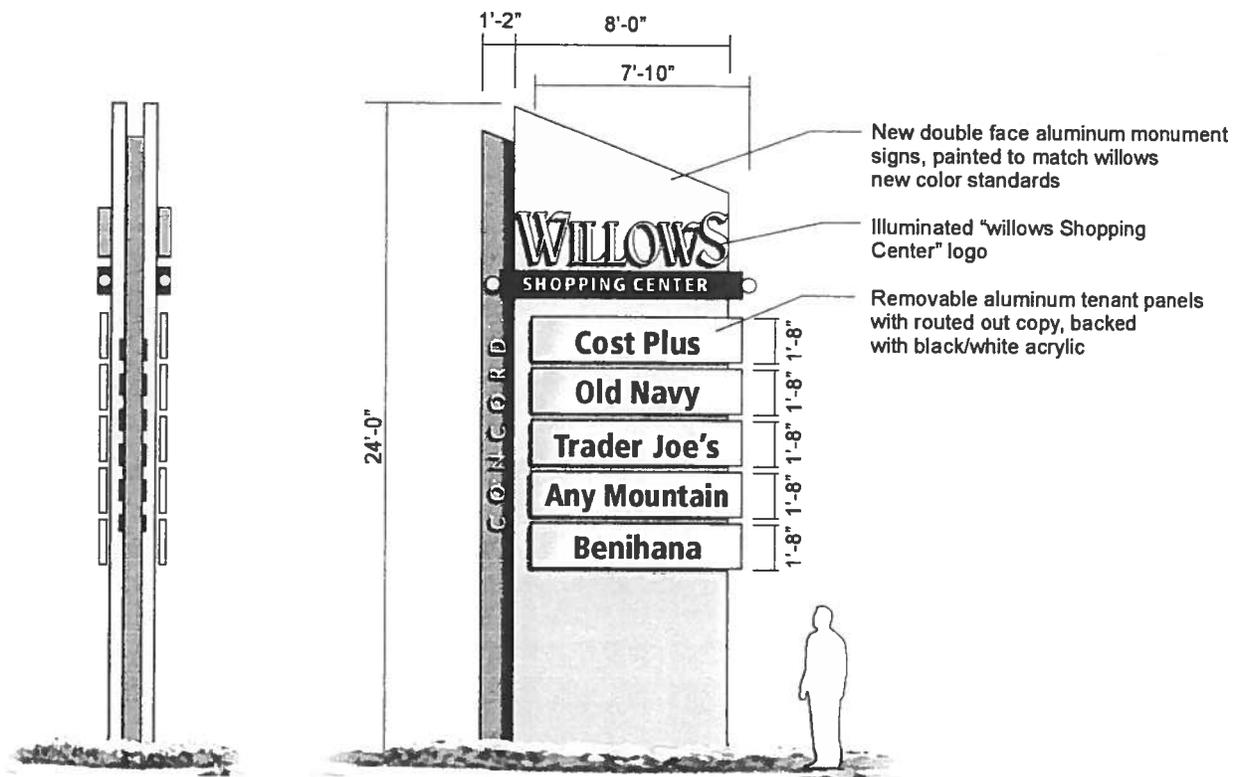
Tenant Signage:

Panel size: 1'-8" H x 7'-10" W

Max. Copy size: 10" H x 7'-2" W

Location:

Four (4) Adjacent to Diamond Blvd.
One (1) Adjacent to Willows and I-680



Entry Pylon Sign

Willows Shopping Center Master Sign Program

Willows Court Signage:

Configuration:

Double sided freestanding structure with double sided flags

Quantity:

Two (2) each structure per court entrance

Content:

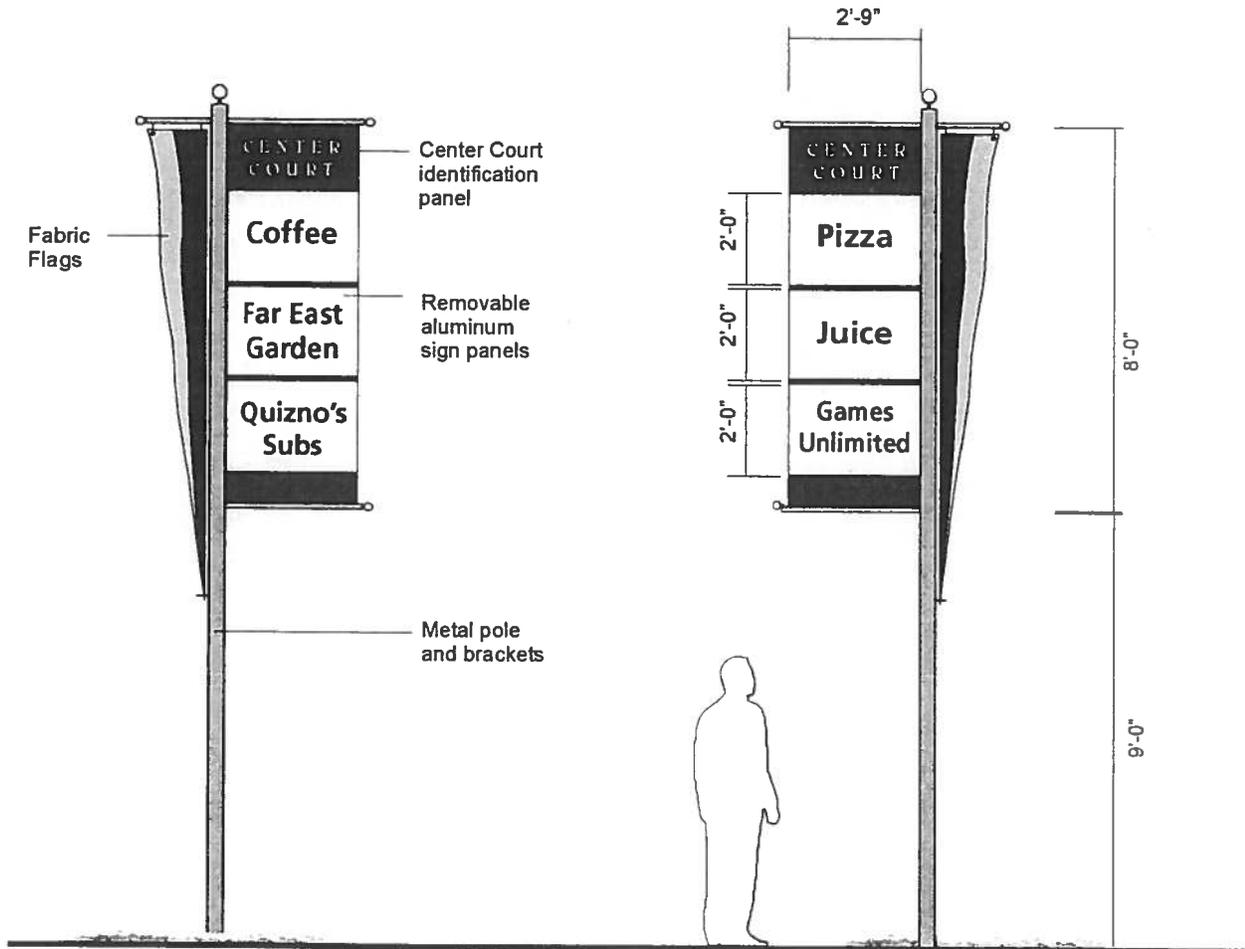
Willows Court identification and tenants located in willows court

Tenant Signage:

2'-0" H x 2-9" W

Location:

Willows Court



Willows Court Signage

Willows Shopping Center Master Sign Program

Directories:

Configuration:
Double sided freestanding structure
Directory on both sides

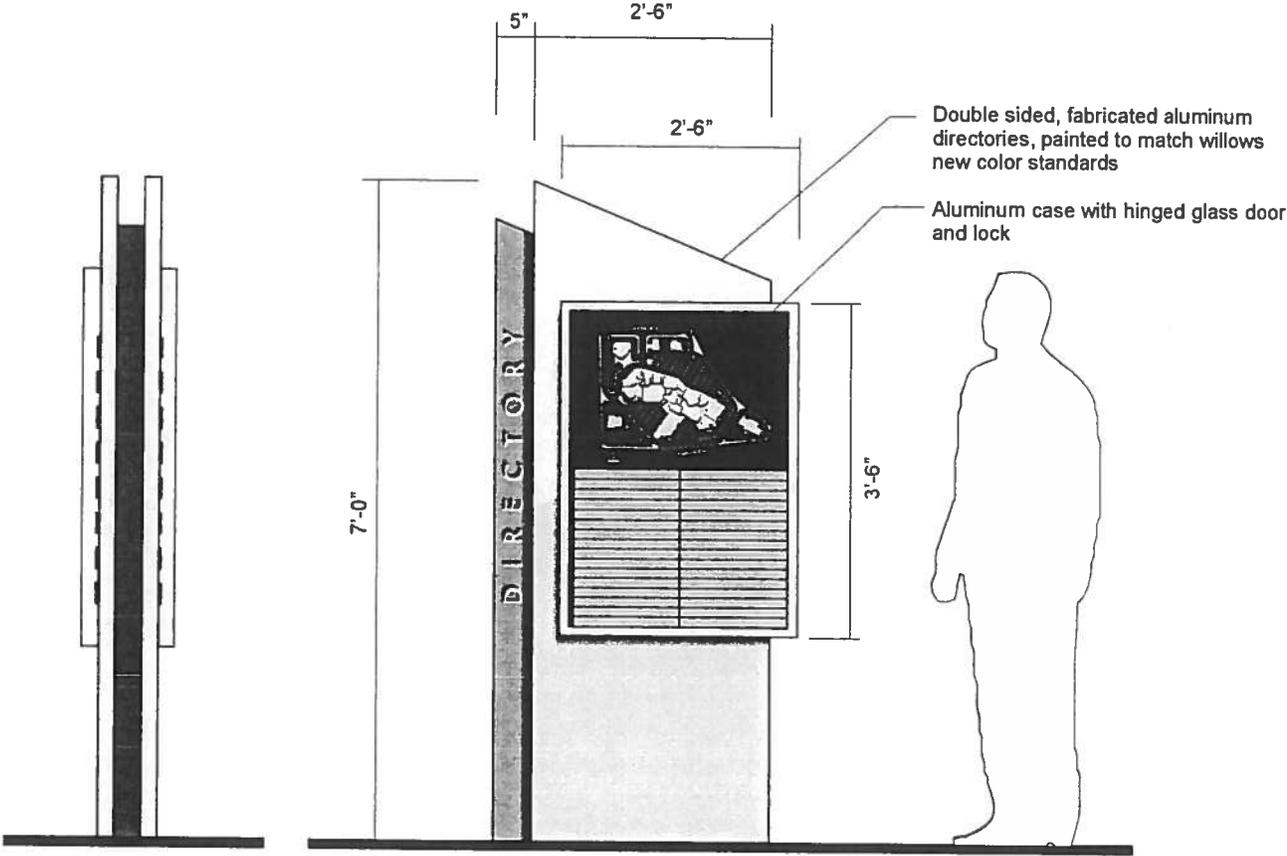
Quantity:
Two (2) each freestanding
Four (4) each wall mounted

Content:
Center key map
All tenant names within the center

Size:
Overall: 7'-0" H x 2'-11" W
Directory: 3'-6" H x 3'-0" W

Location:
Willows court

Tenant Name:
Panel size: 1" H x 12" W
Max. copy size: 1/2" H x 10" W



Directories

Willows Shopping Center Master Sign Program

Directional Signs:

Configuration:

Existing light poles
Signage mounted on both sides

Size:

5'-0" H x 2'-0" W

Content:

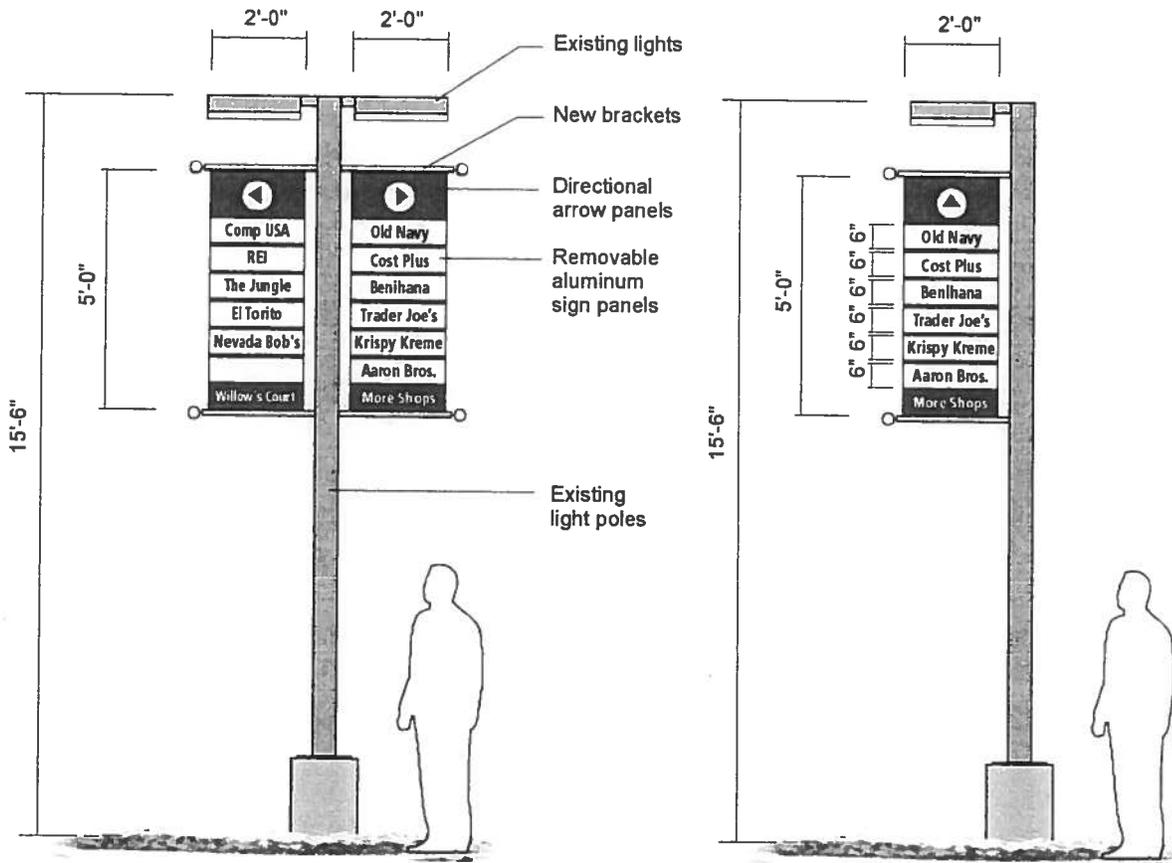
Center identification, anchor and major tenant names

Tenant Name:

Panel size: 6" H x 24" W
Max. copy size: 3" x 21"

Location:

Inside property



Directional Signs

Willows Shopping Center Master Sign Program

Parking Directional Signs:

Configuration:

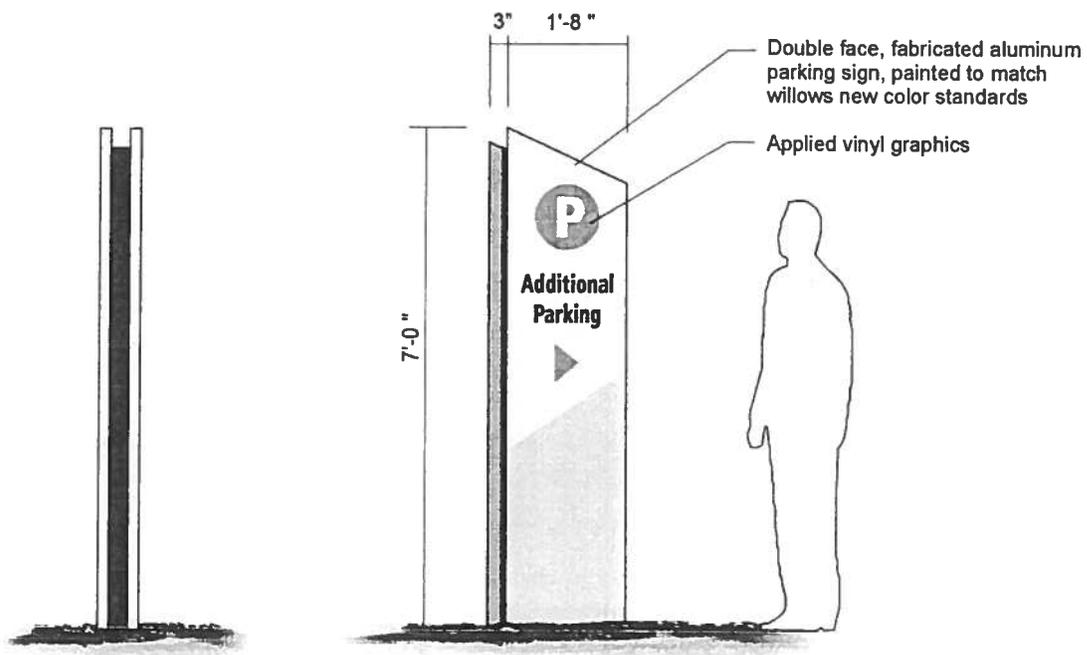
Single sided freestanding structures

Content:

Parking symbol
Text and arrow

Size:

7'-0" H x 1'-11" W



Parking Directional Signs

Willows Shopping Center Master Sign Program

Welcome Banners:

Configuration:

Double sided banners mounted on existing freestanding structure

Quantity:

Six (6) each freestanding structures

Content:

Colorful welcome banners

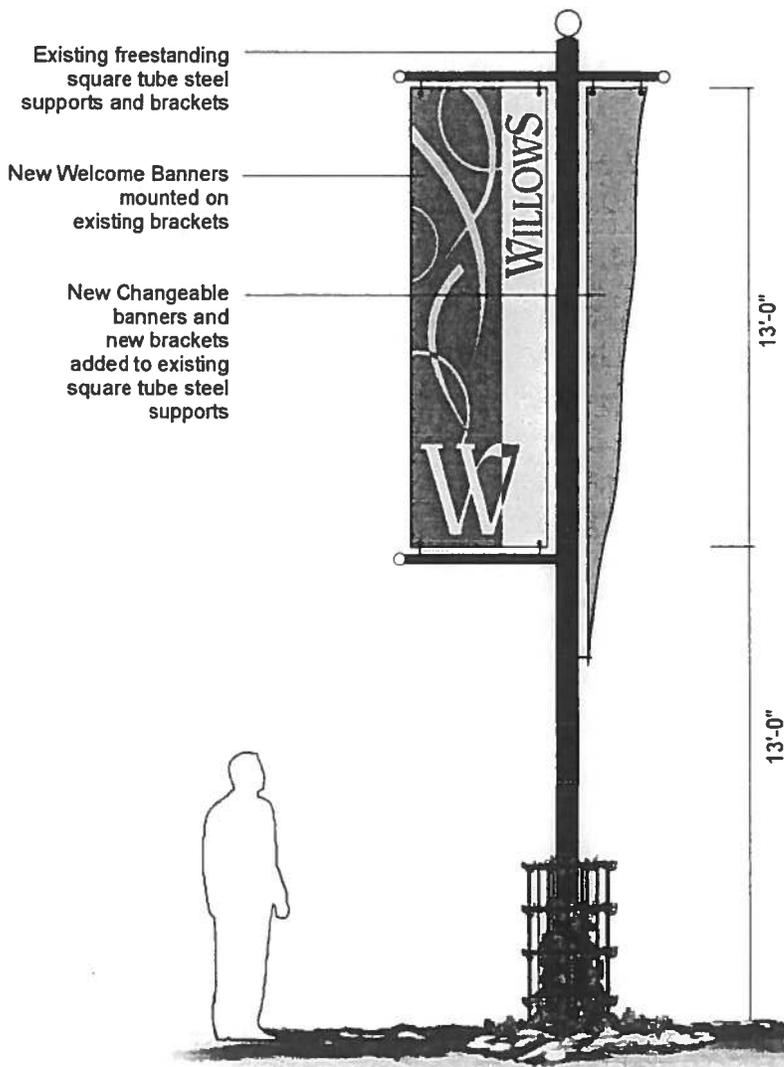
Banner Size:

3'-0" x 13'-0"

1-3' x 15'-0"

Location:

Center's main entrance



Welcome Banners

Willows Shopping Center Master Sign Program

Seasonal Banners:

Configuration:

Double sided banners mounted on existing light poles

Content:

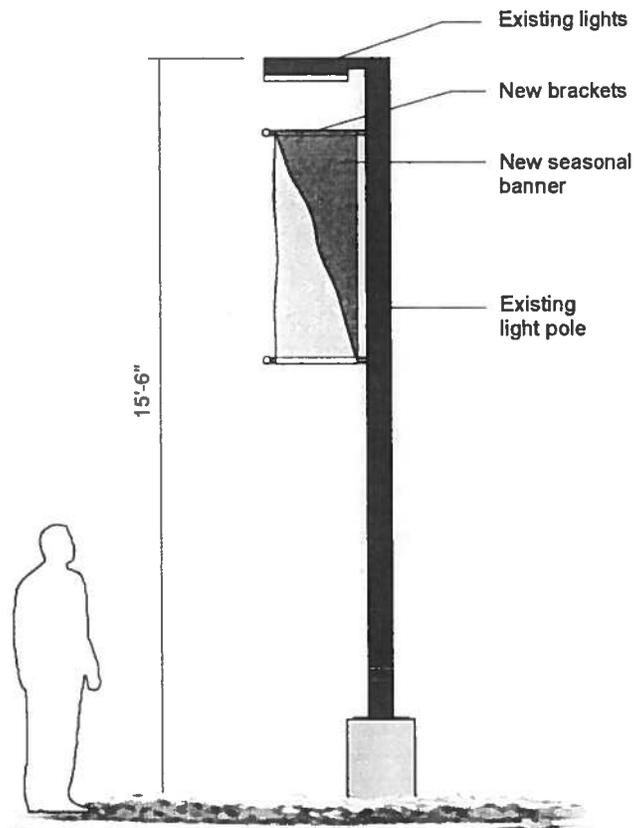
Colorful Seasonal banners

Location:

Throughout the center

Banner Size:

2'-0" x 4'-0"



Seasonal Banners
