



East Washington Place

Petaluma, CA

SIGN PROGRAM & GUIDELINES

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Issued By:

Regency Petaluma, LLC



Prepared By:

JSJ Electrical Display Corporation
167 Grobic Court, Fairfield, Ca 94534
(707) 747-5595



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1.0 Purpose

Signage is a crucial element for the identity of this project and the success of its merchants. The purpose of this sign program is to ensure that the signage for East Washington Place is presented with diversity and creativity while maintaining standards that achieve consistency and quality throughout the center.

The objectives are to encourage signage that provides for unique identity for the center and its Tenants while maintaining consistent design criteria integral to the architecture and image. This criterion has been developed to establish certain necessary uniform requirements, while allowing opportunity for individual design configurations, which add interest and liveliness both during daylight hours and special lighting characteristics at night.

The guidelines established for the East Washington Place retail/restaurant tenants will provide a coordinated sign system to communicate information in a distinctive and aesthetically pleasing manner. The visual consistency that this criterion creates will minimize confusion and confirm an image of quality, uniting all the individual establishments within East Washington Place.

It shall be the responsibility of each tenant to submit design drawings of their proposed signage that complies with this guideline to the Landlord for review and approval and the Local governing entity of City of Petaluma (herein after referred to as "Petaluma") for approval and permit issuance prior to the installation of any signage. The use of professional designers and/or sign companies to prepare these drawings is required. The guidelines and requirements for the submittal process is located in section 4.0 "Submittals and Review".

2.0 Design Specifications/All Tenants

All signs shall be reviewed by the Landlord for conformance with these guidelines and overall design quality. Approval or disapproval of sign submittals shall remain the right of the Landlord and/or the Local governing entity.

The square footage of individually applied letters for primary tenant identification shall be measured by the height of the letters times the length of each line of letters. The square footage of the signs with a background shall be measured to the outside perimeter of the sign, including the area of any voids within a simple bounding perimeter (rectangle).

Sign content shall be limited to the Tenant's name and primary corporate graphic logo unless specifically provided for herein.

The size, location, design, color, texture, lighting and materials of the sign shall in no way detract from the design of the shopping center and surrounding properties. All signs must be dimensional. Signs painted directly onto the building will not be allowed.

Notwithstanding the following Sign Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, if used in a majority of the Tenant's stores, subject to approval of the Landlord and the Local governing entity.

All signage on the building fascia, with exception of certain logo/graphics, shall be of individual (reverse or open) channel letters and illuminated with neon and/or LED lighting, halo lit channel letters or pinned letters with external spot lighting. No cabinet signs will be allowed. Signage illumination shall not include flashing, moving or scintillating effects. In some situations it may be appropriate to include a designated colored background to accentuate the sign area and letter sets. In these situations we encourage various geometric shapes. Aesthetic benefits to architectural sign design elements begin with creating designated sign locations. We believe that these locations are enhanced in this manner versus simply only allowing individual letter forms attached to buildings surfaces.

Fascia signs shall be located in the zones designated in the building elevation figures attached to these Guidelines. Signs may not come within one (1) foot from the top, bottom or sides of this zone. In no case may a sign extend beyond the roof parapet or adjacent building eave line.



2.1 General Construction Specifications

Signs must be constructed and installed to meet or exceed all applicable codes and Local governing entity requirements. All signs shall be constructed, permitted with the local governing entity, installed and maintained at the Tenant's expense.

All exterior signs shall be secured by concealed fasteners; bolts, fasteners, clips, and conduits shall be hidden from public view.

All building fascia signs shall be attached and mounted directly to the wall. All penetrations of the building structure required for sign installation shall be neatly sealed weatherproof and watertight. Color and finish of attachments and sealant shall match adjacent exterior finishes.

Surfaces of all signage are intended to be flat without bulges, oil canning or other imperfections.

2.2 Electrical and Illumination

Fabrication and installation shall comply with all Underwriters Laboratories requirements and applicable state and local codes. All components shall bear the U.L. label indicating approval, and be manufactured and installed by a U.L. certified company.

All wiring, raceways, conductors, transformers, ballasts and other equipment shall be concealed from public view. Power for all Tenants' signs shall originate from Tenant's electrical service by their sign contractor or electrician. Tenants shall provide time clocks for use in conjunction with the electrical service and be responsible for all associated costs.

The illumination of all sign components shall be uniform in intensity over all the illuminated surfaces.

Illumination and electrical specifications must appear on all shop drawings submitted to the Landlord and the local governing entity for approval.

The external illumination of all installed Tenant signs shall not exceed that which is approved by the Landlord during the submission process. There shall be no excessive glare or coloration from lighting on surrounding areas or on Tenant facades.

2.3 Installation and Removals

All penetrations of any building structure or other component required for sign installations shall be neatly sealed and continuously maintained in waterproof and watertight condition.

All contractors used by Tenants for installation, removal or maintenance of signage must be fully licensed to work in the locality where the property is located and shall carry workman's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction, erection, removal or maintenance of signs.

The Tenant's Sign Contractor must provide Landlord with certificates of insurance prior to the commencement of any work.

All methods of attachment to any building structure or other component must be detailed on shop drawings and be approved by the Landlord.

Sign removals shall include the patching and repairing of the entire work area, plus the repainting of any "ghosted" areas as directed by the Landlord, in order to blend into adjacent surfaces.

Tenant's Sign Contractor shall repair any damage caused by his work. Damage to any building structure or other component that is not repaired by the Contractor shall become the Tenant's responsibility to correct.



3.0 General Sign Provisions

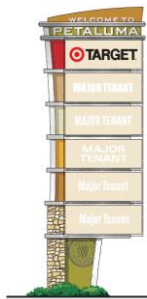
3.1 Monument Signs

3.1.1 Monument Signs (Exhibit SN11-SN12)

There will be a total of six (6) internally illuminated double face monument signs located on the property. East Washington Place encourages tenants to use their standard letters and logos. The panel or space the tenant letters are mounted to shall remain constant and the color may not be changed. Tenant panels on monument signs shall not effect a tenant's allotted square footage. All freestanding signs shall utilize push thru letters and have non-illuminated sign faces except for the business name and logo. No additional freestanding signs are allowed on the East Washington Street frontage or Swim Center property.

- There will be one (1) fifteen (15') tall multi-tenant monument sign (SN12) with room for six (6) tenant panels which may be subdivided to provide for twelve (12) tenant panels. This sign shall be located on the Southeast corner of Kenilworth Drive and East Washington Street. The maximum allowed sign area is 38.5 square feet per sign face (77 square feet of total sign area).

SN-12 15' Multi-tenant monument sign



- There will be three (3) six (6') tall multi-tenant monument signs (SN11) with room for two (2) tenant panels which may be subdivided to provide for four (4) tenant panels. These signs shall be located on Kenilworth Drive. The maximum allowed sign area is 8.05 square feet per sign face (16.10 square feet of total sign area).

SN-11 6' Multi-tenant monument sign



- There will be one (1) five (5') tall monument sign (SN11) identifying only the Petaluma Swim Center and shall be located at the Southwest corner of East Washington and Kenilworth Drive on the Petaluma Swim Center property. Prior to installation, an Easement Agreement shall be approved by the City.

SN-11 5' Swim Center monument sign



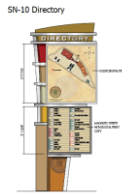


- There will be one (1) five (5') tall multi-tenant monument sign (SN11) with room for two (2) tenant panels which may be subdivided to provide for four (4) tenant panels. The maximum allowed sign area is 8.05 square feet per sign face (16.10 square feet of total sign area).



3.1.2 Directory (Exhibit SN10)

There will be one (1) Center Directory display, 7'-6" tall.



3.1.3 Way Finding (SN9)

Way finding signs shall match the materials, dimensions, style and colors of the City's existing way finding signage. Way finding signs consistent with the City's Way Finding standards shall be installed directing customers of East Washington Place to the Petaluma Historic Downtown. The signage shall be installed at locations on Johnson Drive, Kenilworth Drive, Lyndberg Lane, Lakeville Street and East Washington Street and shall be referred to the Planning Commission for consideration in the design review process. (Resolution No. 2010-021C N.C.S Condition #33.)

Project related signage shall be installed at locations on East Washington Street, Payran Street, and Lindberg Lane to direct East Washington Place traffic to enter and exit East Washington Place by routes which do not enter the East D Street neighborhood. The signage content and location shall be referred to the Planning Commission for consideration in the design review process. (Resolution No. 2010-021C N.C.S Condition #34.)



3.1.4 Primary Landmark (Exhibit SN13)

There will be one (1) 30' (OAH) internally illuminated freestanding multi-tenant pylon sign. The sign shall be installed visible from Kenilworth Drive, on the North side of the central entrance driveway on Kenilworth Drive. The maximum allowed sign area is 154.5 square feet per sign face (309 square feet of total sign area).





3.2 Tenant Signage (Exhibit SN2, SN3 and SN14)

East Washington Place encourages the use of various letter styles and colors to achieve a unique and individual look. However, these signage guidelines limit the number of signs, sign sizes (including width) and overall letter heights.

Notwithstanding the following Specific Provisions, Tenants may utilize standard corporate logos and/or prototypical signage graphics, if used in a majority of Tenant's stores subject to approval of the Landlord and local governing entity. All tenant signage is subject to landlord approval.

3.2.1 Anchor Tenants

Anchor tenants are defined as tenants occupying 20,000 (or more) square feet of retail space. Anchor tenants are allowed one (1) sign per every exterior store elevation with a maximum of three (3) signs. Anchor Tenants will be allowed 1 square foot of signage area per lineal foot of frontage, not to exceed the maximum square footage of signage allowed per the Tenant Matrix. The letters are to be either internally illuminated plex face channel letters or reverse pan-channel constructed with aluminum returns and as described in Section 2.2.



Upon approval from the Landlord, additional exterior signage may be allowed for internal tenants, such as a bank, coffee or additional services such as a drive thru pharmacy. This exterior signage shall be included in the maximum signage square footage allowed per the tenant matrix. Freeway facing tenants may apply for rear signage if they meet the specific criteria of leased square footage, a façade that abuts the freeway and shall be included in the maximum signage square footage allowed per the tenant matrix (Exhibit A).

3.2.2 Major Tenants

Major tenants are defined as tenants occupying 10,000 (or more) square feet of retail space. Major tenants are allowed one (1) sign per every exterior store elevation with a maximum of three (3) signs. Major Tenants will be allowed 1 square foot of signage area per lineal foot of frontage, not to exceed the maximum square footage of signage allowed per the Tenant Matrix. Freeway facing tenants may apply for rear signage if they meet the specific criteria of leased square footage, a façade that abuts the freeway and shall be included in the maximum signage square footage allowed per the tenant matrix (Exhibit A).

The letters are to be either internally illuminated plex face channel letters or reverse pan-channel constructed with aluminum returns and as described in Section 2.2.

Upon approval from the Landlord, additional exterior signage may be allowed for internal tenants, such as a bank, coffee or additional services such as a drive thru pharmacy.

3.2.3 Shop Tenants

Shop tenants are defined as tenants occupying less than 9,999 square feet of retail space. Shop tenants are allowed one (1) sign per every store frontage with a maximum of two (2) signs. They are allowed 1.5 square feet of signage per linear foot of shop frontage, not to exceed the maximum square footage of signage allowed per the Tenant Matrix. End-cap Tenants may have one additional sign for a total of three (3). Freeway facing tenants may apply for rear signage if they meet the specific criteria of leased square footage, a façade that abuts the freeway and shall be included in the maximum signage square footage allowed per the tenant matrix (Exhibit A).

3.2.4 Restaurant & Single Pad Building Tenants

One (1) wall sign allowed per each business frontage facing a street, pedestrian plaza and/or parking lot (maximum of 3). Maximum square footage of signage allowed is based on the total square footage occupied by each tenant per the Tenant Matrix. No signs are allowed rear elevation.



Tenant Matrix for Fascia/Canopy Signage

Tenant Square Footage Size	Maximum Letter Height	Max 2 Lines of copy Height	Max Logo Height	Maximum Signage Area*
0 to 4,999 S.F.	2'-6" High	3'-0" High	3'-0" High	Refer to Exhibit A
5,000 to 6,499 S.F.	3'-0" High	4'-6" High	4'-6" High	Refer to Exhibit A
6,500 to 9,499 S.F.	3'-6" High	5'-0" High	5'-0" High	Refer to Exhibit A
9,500 to 14,999 S.F.	4'-0" High	6'-0" High	6'-0" High	Refer to Exhibit A
14,500 to 23,999 S.F.	5'-0" High	7'-6" High	7'-6" High	Refer to Exhibit A
24,000 to 42,999 S.F.	6'-0" High	8'-0" High	8'-0" High	Refer to Exhibit A
43,000 to 138,999 S.F.	7'-0" High	14'-8" High	12'-0" High	Refer to Exhibit A

See General Construction Specifications for measurement of signage area, including logos. National and regional tenants may utilize standard corporate sign packages and/or prototypical signage graphics subject to approval of the Landlord and local governing entity.

For signs with two (2) or more lines of copy, the combined height of the highest letter from each line shall not exceed the maximum allowable logo height as noted above. (i.e. A 3,000 S.F. tenant with a sign with two (2) lines of copy; one line of copy may be at 2'-0" high with the other line of copy at 1'-0" high)

3.2.5 Office Tenants

One (1) wall sign is allowed per office tenant, not to exceed 24" in height and one line of copy. No signs are allowed rear elevation.

3.3 Secondary/Under-canopy Signs (Exhibit SN5)

Tenants shall have the option, with the written permission of the landlord, of installing one (1) blade sign on a business frontage facing a street, pedestrian plaza and/or parking lot. This signage shall be included in the maximum signage square footage allowed per the tenant matrix (Exhibit A).

Blade sign areas shall be limited to eight (9) square feet and shall be fabricated using a painted metal finish with digital print graphics and shall not be installed without prior approval, in writing, by the Landlord.

SN-5 Under-canopy signs



3.4 Permanent Window Graphics (Exhibit SN7)

Permanent Window Graphics are those signs affixed to a storefront window and must receive Landlord approval prior to installation.

A standard font format shall be used for the Permanent Window Graphics that indicates hours of operation, suite or street address, open/closed and relevant information.

Window graphics that are applied to the surface of door or window glass using vinyl graphics in one of the following colors: gold, aluminum, and silver, copper leaf or white.

All tenants shall affix window graphics indicating suite or street address on at least one business storefront window, unless previously installed by Landlord.

Maximum capital letter height for permanent identification letters shall be 2" with the exception for "open/closed" signs and suite/address identification which shall not exceed a 6" cap height.



The aggregate square footage of all window graphics shall not exceed Fifteen Percent (15%) of the surface area of the window on which it is placed.

SN-7 Permanent window graphics/vinyl



3.5 Special Event/Temporary and/or Promotional Signs and Banners

"Grand Opening" pennants and/or banners shall be allowed for a period not exceeding 21 aggregate days per year, per City ordinance.

3.6 Freeway Oriented Signs

1. Freeway oriented sign's shall be limited to permanent wall-mounted signs as defined in subsection 20.020.EE. Pennants or banners as described in 20.110.B.14 shall not be permitted.
2. Freestanding freeway oriented signs shall be prohibited.
3. Building elevations on which freeway oriented signs are proposed shall be consistent with Site Plan and Architectural Review standards contained in subsection 24.010.G.1. Building and/or site improvements may be required by the Planning Commission to ensure conformance with the Site Plan and Architectural Review standards and required findings. For purposes of this section, building frontage includes the primary wall(s) of a building facing Highway 101.
4. Freeway oriented signs shall only be considered for tenants in retail shopping centers with a façade that abuts the freeway and under the following square footage thresholds and associated maximum letter height: 1. Tenants with 8,000 - 19,999 square foot shall be allowed a maximum letter height of 18 inches and tenants with 20,000 square foot or more shall be allowed a maximum letter height of 24 inches. Only one freeway oriented sign may be allowed per tenant meeting the above criteria. The addition of freeway oriented signs shall not increase the allowable sign area or number of signs for a specific tenant or overall shopping center beyond that permitted in the Master Sign Program.
5. Sign area shall be calculated based on 1 square foot of sign area per linear foot of building facade with direct freeway frontage up to 60 square feet.
6. Maximum sign length shall not exceed 30 feet.
7. The sign area of freeway oriented signs shall be included in the total maximum sign area for the retail shopping center as prescribed in subsection 20.050.B.5. The addition of freeway oriented signs shall not increase the allowable sign area or number of signs for a specific tenant or overall shopping center beyond that permitted in the Master Sign Program. Size of freeway facing signs shall be consistent with the maximum sign area per tenant per existing criteria for shopping centers.
8. Freeway oriented wall signs shall consist of individual letters. Individual letters may be mounted directly on the building wall or on a narrow raceway mounted to the wall and painted the same color as the wall,
9. Cabinet signs are prohibited.
10. Lighting for freeway oriented signs shall minimize glare and distractions to motorists on the rights-of-way and adjacent properties, especially residential areas. Freeway oriented signs shall not blink, flash, flutter, or change light intensity or color.
11. Signs may have individually illuminated letters, either internally illuminated or backlighted solid letters (reverse channel halo) or the use of external, direct illumination. The light shall be LED technology or other sustainable technology providing white light.
12. Temporary signage as described in Section 20.050 A.7 shall not be permitted for freeway oriented signs.
13. The same detail and design criteria should be applied to all signs proposed on freeway oriented building frontages of the subject retail shopping center.
14. Caltrans Compliance. All freeway oriented signs shall comply with the California Outdoor Advertising Act. Business and Professions Code Section 5200 or as subsequently revised and shall be referred to CalTrans as appropriate for comment prior to Planning Commission review of the master sign program.



15. **Design Consideration.** The following items are design considerations to increase the effectiveness of freeway oriented signs and to enhance the built environment. The design of the proposed freeway oriented signs shall visually complement and be compatible with the scale and architectural style of the primary structures on the site.
- A. Signs should be placed and sized consistent with the proportions of the building's facade.
 - B. Avoid hard-to-read, intricate fonts. Typefaces that are difficult to read reduce the sign's ability to communicate.
 - C. Colors should relate to and complement the materials or paint scheme of the buildings, including accent and trim colors.
 - D. Electrical raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be as narrow as possible and finished to match the background wall, or integrated into the overall design of the sign.

SN-14 Internally illuminated/halo illuminated letter set



4.0 Review and Responsibilities

No signs shall be fabricated or installed unless the following approvals have been obtained.

Landlord Approval: Submit three (3) complete sets of plans, to scale, showing the sign elevation. This drawing must have all illumination details, materials, construction, fabrication methods and colors specified. At least one drawing of the sign must be in color. Also provide material and color samples if requested by the Landlord. The plans must also include a site plan indicating the location of the store within the Shopping Center, building elevation and the dimensioned location(s) of the signs on the building.

Once these plans are stamped and approved by the Landlord, one set shall be retained by the landlord, one set shall be the tenant's copy, and the last set shall be submitted to the local governing entity, by the tenant or their representative.

If the plans submitted to the Landlord are not approved or require revisions, the Landlord will provide formal notification to the tenant and will require re-submittal.

Permit Process: All signs are required to have a sign permit issued from the local governing entity. Four (4) sets of plans, including the stamped and approved set from the Landlord, are to be submitted to the local governing entity or entities for approval. All illuminated signs require an electrical permit.

4.1 Prohibited Signs/Banners

No flashing, moving or scintillating light bulbs or effects are permitted.

No cabinet "box" signs will be allowed.

No window signs, other than the Permanent Window Graphics, will be allowed. These signs include neon signs, fiber optic/neon simulated plastic signs and border neon.

The Landlord reserves the right to determine the acceptability of all signs. Noncompliant signs are to be removed immediately upon notification by the Landlord.

Promotional signs will not be allowed without written Landlord approval and must be in accordance with Local governing entity ordinances.



4.2 Tenant Responsibilities

Tenants shall be responsible for the fulfillment of all requirements of these Signage Guidelines and all applicable codes and ordinances. Each Tenant is responsible for the cost of design, fabrication, installation, maintenance and electricity for its own sign(s). Tenants shall be responsible for the immediate repair of neon, which is damaged or not illuminating properly, and the proper maintenance of all tenant signs. Tenants shall be required to perform or cause to have performed such necessary action to correct or repair signage within 10 days of written notice from Landlord. Upon the termination or conclusion of Tenant's lease, the Tenant is responsible at their sole cost for the removal of all signs. All signs must be removed within 30 days of the lease's termination. The storefront fascia shall be patched, touch-up painted and otherwise repaired to be returned to "like new" condition and as detailed in previous section of these guidelines.

All permits required by the Local governing entity and associated fees, shall be obtained and paid for by the tenant or tenant's representative. Tenants are required to provide a copy of the permit and final sign off permit cards for the signage to the Landlord.

All sign contractors employed or retained by Tenant must carry Workmen's Compensation and Public Liability insurance providing coverage against damage suffered or done to any and all persons and/or property while engaged in the construction, removal, maintenance or erection of signs, in an amount deemed appropriate by lessor. Tenants shall indemnify and hold harmless the Landlord and the Local governing entity from any damages that arise from the installation, maintenance or use of Tenant's signage.

In the event that a sign item is not found in this Master Sign Program, the sign item shall default to the City's Current Sign Ordinance.

**** End of written Master Sign Program text ****



*East Washington Place, Petaluma, Ca.
Allowable Sign Area*

Exhibit "A"

	Unit #	Name of Business	SF of Bldg.	(a) % Of GLA	(b) Available Sign Area
1	M-1	Target	138,324	40.52%	934
2	M-3	ULTA Cosmetics	9,956	2.92%	86
3	M-4	TJ Maxx	23,000	6.74%	172
4	M-4A	Home Goods	23,000	6.74%	172
5	M-5	Dick's Sporting Goods	50,000	14.65%	350
6	M-6	Sprouts	25,000	7.32%	185
7	M-7	Bevmo	9,931	2.91%	86
SHOPS					
8	S-9	Sleep Train	4,000	1.17%	46
9	S-11	Retail	1,000	0.29%	27
10	S-12	Retail	1,300	0.38%	29
11	S-13	Retail	2,000	0.59%	33
12	S-14	Verizon	3,000	0.88%	40
13	S-16	H&R Block	1,700	0.50%	31
14	S-17	Chase	4,000	1.17%	46
15	S-18	Chipotle	2,000	0.59%	33
16	S-19	Panera	4,200	1.23%	48
17	S-20	Style Bar	2,000	0.59%	33
18	S-21	Sprint	1,500	0.44%	30
19	S-22	Subway	1,300	0.38%	29
20	S-23	Sports Clips	1,200	0.35%	28
21	S-24	Five Guys	2,300	0.67%	35
22	S-25	Pacific Dental	2,800	0.82%	38
23	S-26A	Brows By Thread	750	0.22%	25
24	S-26B	Edible Arrangements	1,450	0.42%	30
25	S-27	CheeseSteak Shop	1,000	0.29%	27
26	S-28	Sift Cupcakes	1,000	0.29%	27
27	S-29	Red Boy Pizza	2,000	0.59%	33
28	S-31	Buffalo Wild Wings	6,700	1.96%	64
29	S-35	Kirkland's	6,750	1.98%	65
30	S-36	Yogurt Land	1,238	0.36%	28
31	S-37	Pet Smart	7,012	2.05%	66
Total square footage of floor area			341,411	100.00%	3,055
For Shopping Center					
Aggregate Sign Area*					
			2,255		

(a) Equals percentage of building square footage divided by square footage of entire Shopping Center.

(b) Equals % times total square footage available for allocation = 2,255 plus 20 sq. ft. per tenant = 2,875.

*Note: **Aggregate Sign Area** computation based on 31 businesses multiplied by 100 = 3,100
Minus 225 sq ft of freestanding sign area = 2,875; minus 31 businesses multiplied by 20 (620) = 2,255.