

Master Sign Program

Pacific Pearl

SWC of Stoneridge Drive and EL Charro Road
Pleasanton, California

BHVCP Pleasanton, LLC

550 Hartz Ave. Suite 200 Danville, CA 94526

Phone: (925) 338-7786, ext. 12

Contact: Hayley Blake

Email: hblake@bhvcp.com

Sign Consultants:



Pacific Neon Company, Inc.

2939 Academy Way

Sacramento, CA 95815

T: 916-927-0527

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1.0 Site Plans



B-114

SIGN KEY

-  Anchor Tenant Face Illuminated
-  Retail Tenant Halo Illuminated
-  Retail Tenant Flood Illuminated
-  Retail Tenant No Illumination
-  Retail Tenant Flood Illuminated w/ Background
-  Retail Tenant (Large Logo) Flood Illuminated with/without Background
-  Retail Tenant Face Illuminated (Canopy Mounted)



2.0 Guideline

The Pacific Pearl Master Sign Program has been established for the purpose of assuring a functional, coordinated graphics program that will provide guidelines for unique signage integrated into the development's architectural design, maintain consistency, encourage creativity, and enhance the project.

2.1 Design Intent

The guidelines of this program are designed to complement architectural elements/themes of the existing buildings and coordinate the type, placement, and physical dimensions of signs within the center, thereby appearing as an integral part of the center. In cases not covered by **The Pacific Pearl Master Sign Program** the prevailing criteria found the governing cities municipal code shall prevail.

2.2 General Requirements

- A. Each Tenant is required to submit to Landlord for approval before fabrication, at least two (2) copies of detailed design drawings indicating the location, size, copy layout, colors, materials, finishes, illumination and method of attachment.
- B. All permits for signs and their installation shall be obtained from the governing city by the tenant or tenant's representative, at the tenant's sole expense prior to installation.
- C. All signs shall be designed, constructed, installed and maintained at the tenant's sole expense. All signs shall be designed by professional design consultants (e.g. architects, design firms or sign design / sign construction firms).
- D. All signs shall be designed and constructed consistent with the governing cities sign code and this criteria.
- E. The tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of the governing city, Underwriters Laboratories (U.L.) and the Uniform Electric Code.
- F. All signs shall be reviewed for compliance with the above mentioned criteria. Approval or disapproval of sign submittal based on aesthetics of design shall remain the sole discretionary right of the Landlord, Landlord's representative and the governing city.
- G. Upon termination of the Lease, the tenant shall leave the facade wall, awning and glazing in good condition. Without limitation, the tenant shall be specifically required in a workman like manner to all remove installed signage, fill all holes, and terminate all electrical wiring per prevailing codes. At the Landlord discretion, the tenant is required to restore a consistent look and color to match the surrounding facade. The tenant is required at its sole cost and expense to replace all store frontage glass areas that can not be fully restored.
- H. This criteria shall not imply that approval by the governing city will be automatically granted. Tenant is solely responsible for obtaining any and all required approvals from these agencies; obtain all permits and approvals from the governing city, and to fully comply with the review procedures set forth by this comprehensive sign program. All amendments to the comprehensive sign program shall be subject to review and approval by the Landlord, Landlord's representative and the governing city.

2.3 General Criteria

- A. All signs should meet or exceed all current applicable codes (i.e. electrical, mechanical, structural, etc).
- B. All electrical signs shall meet or exceed Underwriter's Laboratories construction specifications and be fabricated and installed by licensed electrical sign contractors.
- C. All exterior signs shall be secured by stainless steel, nickel, or zinc plated fasteners.
- D. All exposed fasteners to be painted to match the background surface.
- E. All transformers, electrical boxes, wiring, conduit and access doors shall be concealed.
- F. All exterior signs exposed to the weather shall be flush mounted, unless otherwise specified.
- G. All tenant signs attached to building wall or fascia shall be connected to a junction box provided by the Landlord, with the final electrical connections by Tenant's sign contractor. All Tenants shall have their signs connected to their own electrical panel with a time clock set to hours approved by the landlord and the governing city.
- H. All penetrations of the building structure by Tenant's sign contractor required for sign installation shall be neatly sealed and watertight.
- I. All identification labels shall be concealed, except where required by code. An Underwriters Label is required on all electrical signage verifying certification.
- J. Sign contractor shall repair any damage caused by their work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.
- K. Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the Landlord, Landlord's representative, and all parties harmless from damages or liabilities on account thereof.
- L. Sign surfaces that are intended to be flat shall be without oil canning, or other visual deformities.
- M. All exposed welded seams and joints shall be finished smooth and painted accordingly.
- N. The general location of wall signs shall be centered vertically and horizontally on fascias, unless otherwise specified. Signs shall not cover or interrupt major architectural features.

2.4 Administration

- A. The amount of hours per day during which the signs will be illuminated shall be determined and controlled at Landlord's sole discretion.
- B. Landlord reserves the right to hire an independent electrical engineer (at Tenant's sole expense) to inspect the installation of all signs, and reserves the right to require that any discrepancies and/ or code violations be corrected at Tenant's expense.
- C. The sign contractor shall carry a Workman's Compensation and Public Liability insurance against all damage suffered or performed against any and all persons or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence.
- D. At the expiration or early termination of Tenant's lease term, Tenant shall be required to remove their signs, cap off electrical connection, patch and paint the entire fascia area to match the surrounding areas at Tenant's expense within seven (7) days.
- E. Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by landlord and Tenant. Any deviation from specifications outlined in this criteria may result in the rejection of the sign by Tenant and/or Landlord.
- F. In the event of any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the Landlord's decision shall be final and binding upon the Tenant.
- G. Tenant shall maintain their sign in a clean, professional and functioning manner. Any structural damage, graffiti, electrical problems, wear and tear, and other breakage pertaining to Tenant signs shall be repaired by Tenant within 10 consecutive days from such event. If repairs are not made within the 10 day time period, the Landlord may affect repairs and hold the tenant responsible for all cost incurred.

2.5 Prohibited Signs

- A. No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door. No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.
- B. Signs, which audibly advertise, identify or provide direction to a use or activity, are prohibited.
- C. It is unlawful for any Tenant to exhibit, post or display or cause to be exhibited, anything of an obscene, indecent or of immoral nature or unlawful activity.
- D. Painted Tenant wall signs are prohibited.
- E. There shall be no paper window signs, balloons, or other inflatable devices of any type allowed.

2.6 Temporary Signs

- A. Temporary wall signs, leasing signs, window signs, pennants, banners or flags, will be allowed if consistent with provisions in the governing cities sign ordinance and approval of the Landlord. **All temporary or permanent window signage shall not occupy more than 25% of the window area on a building frontage.** No signs are permitted on the tenant's or landlord's roofs.
- B. A 30 Day Grand Opening Banner is allowed per tenant.
- C. Temporary signs for a shopping center event or a sidewalk sales event per tenant are allowed on a limited basis per approval through the Temporary Use Permit application process.

3.0 Wall Sign Guidelines

The intent of these guidelines is to provide standards necessary to achieve a visually coordinated, balanced and appealing signage environment. In support of these objectives, the following qualities were incorporated into the design and scope of work within these standards:

- Creative and original designs
- Integration with project architecture
- High quality workmanship and materials

These guidelines shall enhance the existing sign code and are not intended to circumvent the sign allowances as set forth by the governing cities sign code.

3.1 Wall Sign Construction & Restrictions

- A. Face illuminated Letters & Logo's, aluminum construction with acrylics faces and trimcap. Internal LED illumination. Major/Market and designated locations only.
- B. Halo illuminated Letters & Logo's, aluminum construction reverse pan-channel letters. Faces and returns to be opaque with clear lexan backs, white LED illumination. Logo's may be comprised of "edge-lit" letters with an opaque face pushed through an opaque background.
- C. Non-Illuminated 2" deep fabricated aluminum letters. External white Halogen flood lighting. Refer to sign type exhibits.
- D. No exposed LEDs or Neon. No animated signs will be allowed. Power supplies to be located behind wall parapet or contained inside letters or logo cabinet.
- E. No exposed raceways or wire ways will be allowed, except only when raceway is an integral architectural component of the building design or at the Landlord's discretion and approval by the governing city.
- F. Illuminated, non illuminated cabinet or panel signs are not allowed.
- G. Sign shall not overhang or be placed on top of building roof line.
- H. One (1) Wall sign per tenant elevation.

3.2 Tenant Sign Content and Color

- A. All tenant signage shall consist solely of Tenant's trade name, logo and recognizable trademark insignia. Landlord reserves the right to disallow designs based on obscene, indecent, immoral or unlawful content, content deemed inappropriate by community standards or designs architecturally inconsistent with building architecture, at owner's discretion.
- B. Except for logos, primary tenant signage shall be Latin/Roman letters and Arabic numerals (to enable public safety response). Other secondary tenant signage should be no more that one-quarter the size of the primary tenant signage (for secondary tenant signage on building) or smaller (for additional secondary tenant signage on doors and windows, etc.), and all signage collectively calculated to determine maximum sign square footage allowed for each building/tenant space.
- C. Sign colors and the entire display including awnings(s) shall be approved by Landlord and permitted by the governing city prior to manufacturing and installation.
- D. Landlord reserves the right to disallow colors to be used that are inconsistent with the building colors and overall theme of the shopping center.

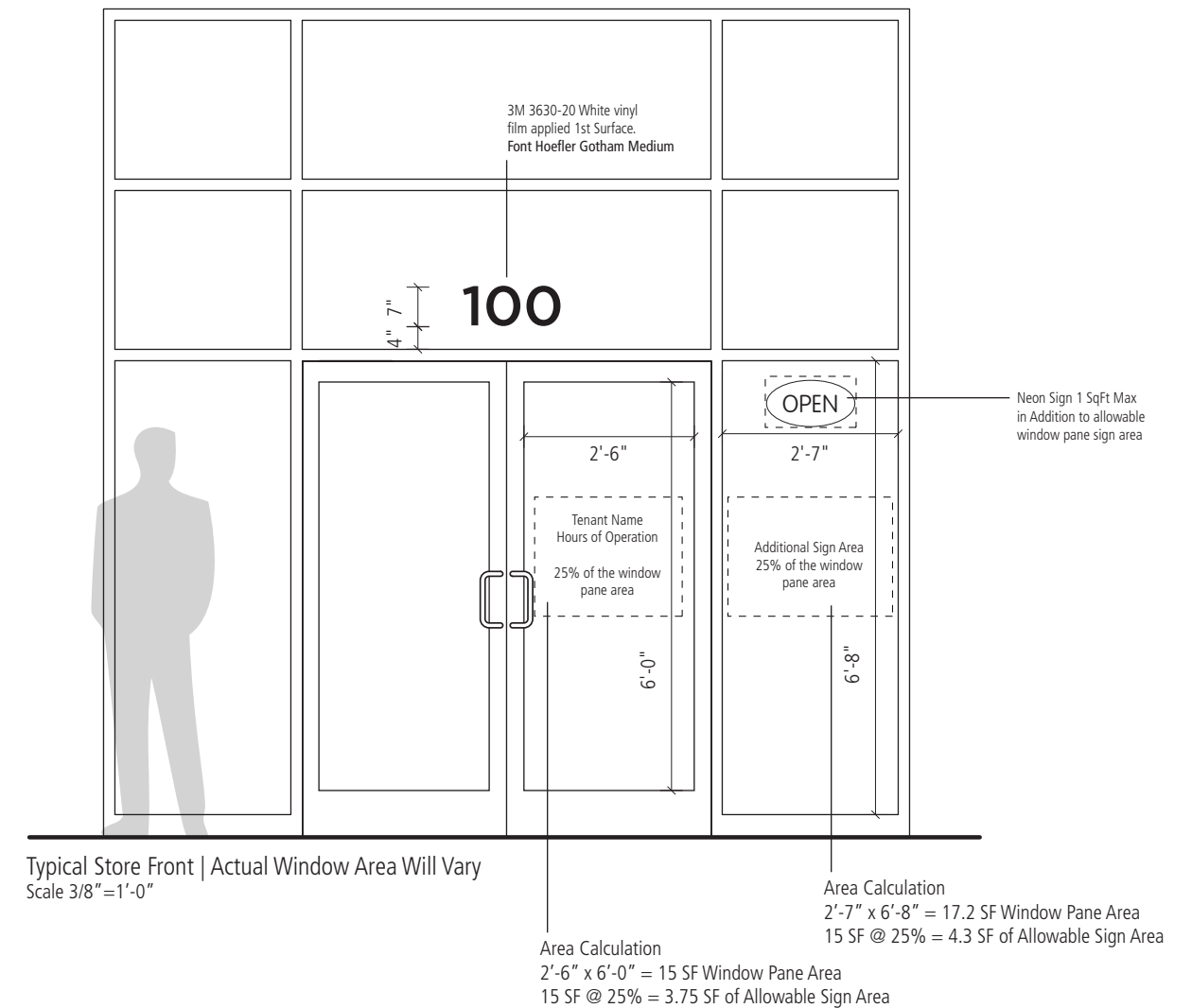
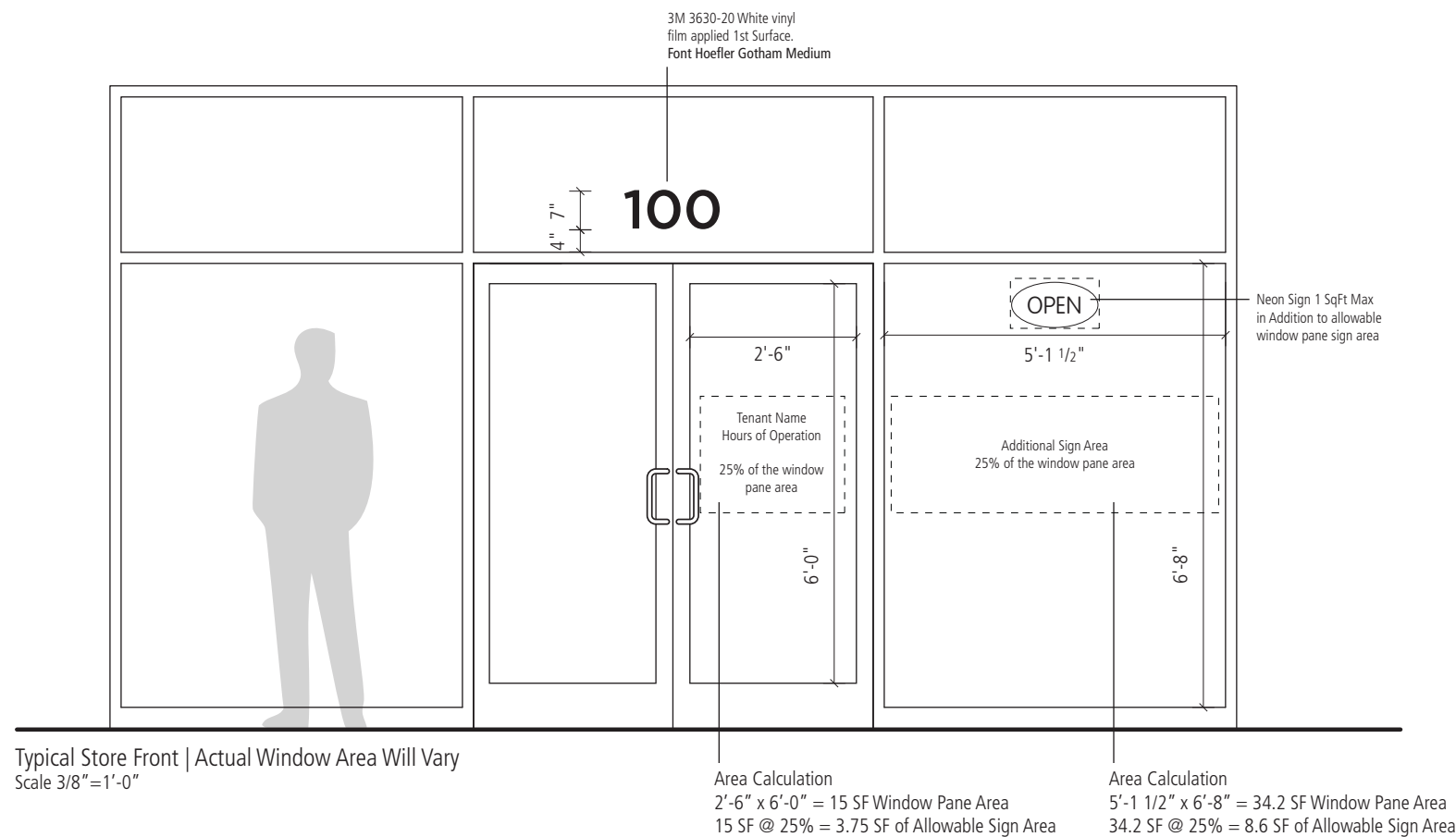
4.0 Building Address Numerals

- A. Address numerals to be provided by the Landlord.
- B. Individual numerals to comply in size, color and location with the governing cities Fire Department Regulations.
- C. Numerals to be non-illuminated reverse pan channel letters. 3" Deep black returns with Black faces. Typeface to be Gotham Medium.
- D. Numerals to be a minimum of 12" tall with a minimum stroke width of 1 1/2" (or as per the governing cities Fire Department Regulations).



6.0 Entry Door Sign and Window Signage

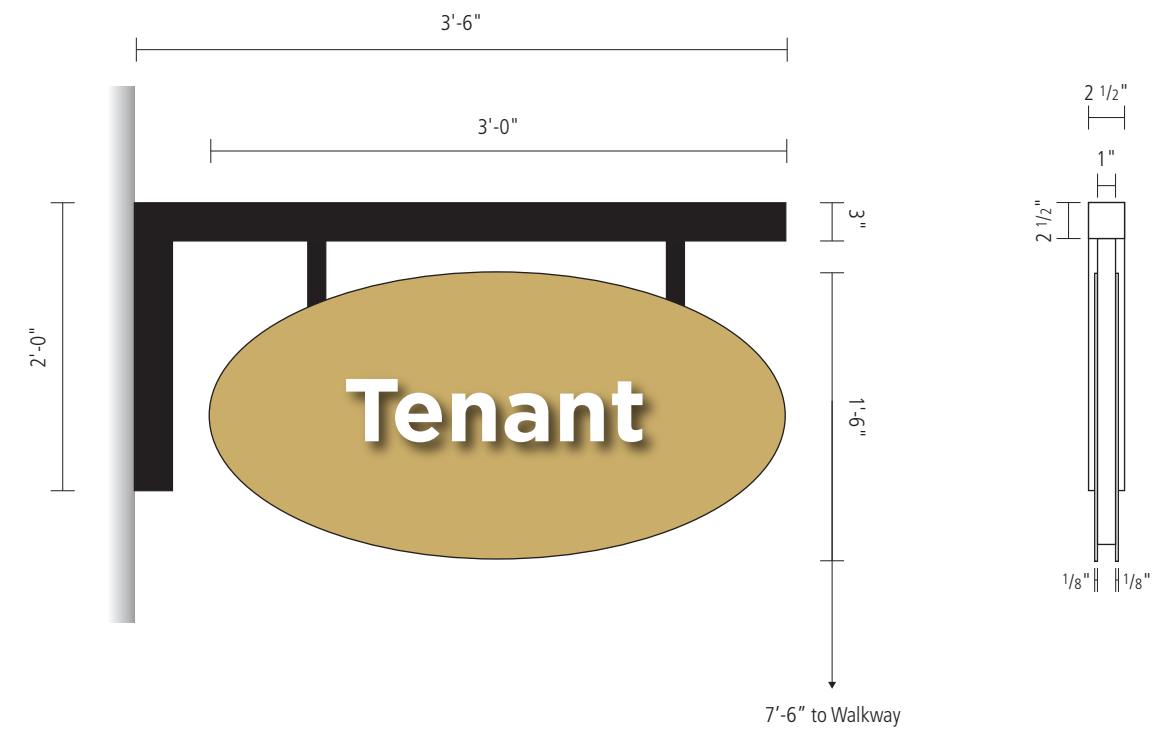
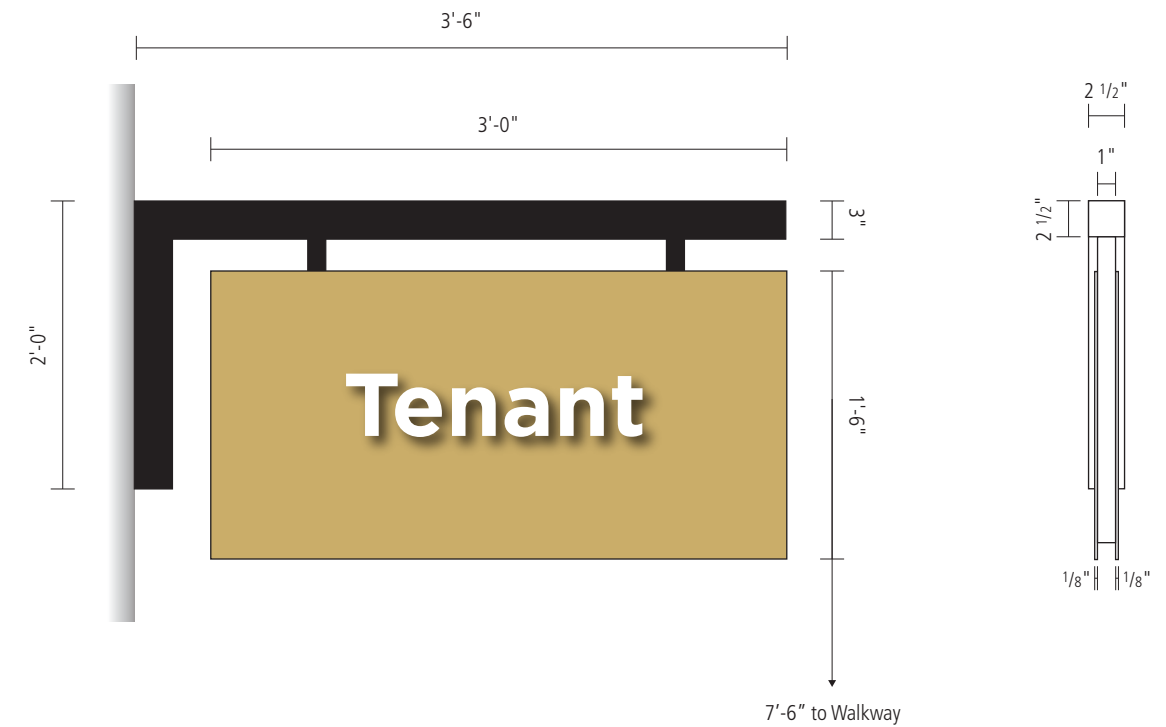
- A. Electric "OPEN" signs Neon or L.E.D. may be allowed on inside of window at Landlord's discretion and approval, but must not be flashing or animated. Sign area is limited to 1 Sqft., in addition to the calculated window sign area.
- B. Allowable signs to be restricted to suite address, company name or logo, business hours and contact phone numbers only.
 - 1. Advertising, Product Information, POP Ads, Menu's, Holiday Decoration etc., are not allowed.
- C. Suite address to be 7" tall with 1/2" stroke. (or Per Fire Code). Address to be centered over entrance.
- D. Window signage shall be permitted on 25% of the window area per pane to which the signage is placed.



7.0 Blade Signs

Tenants are allowed one (1) double-sided blade sign mounted perpendicular to the building facade usually placed near the store-front entrances. All costs associated with the construction and installation of tenant pedestrian signs are the direct financial responsibility of the tenant.

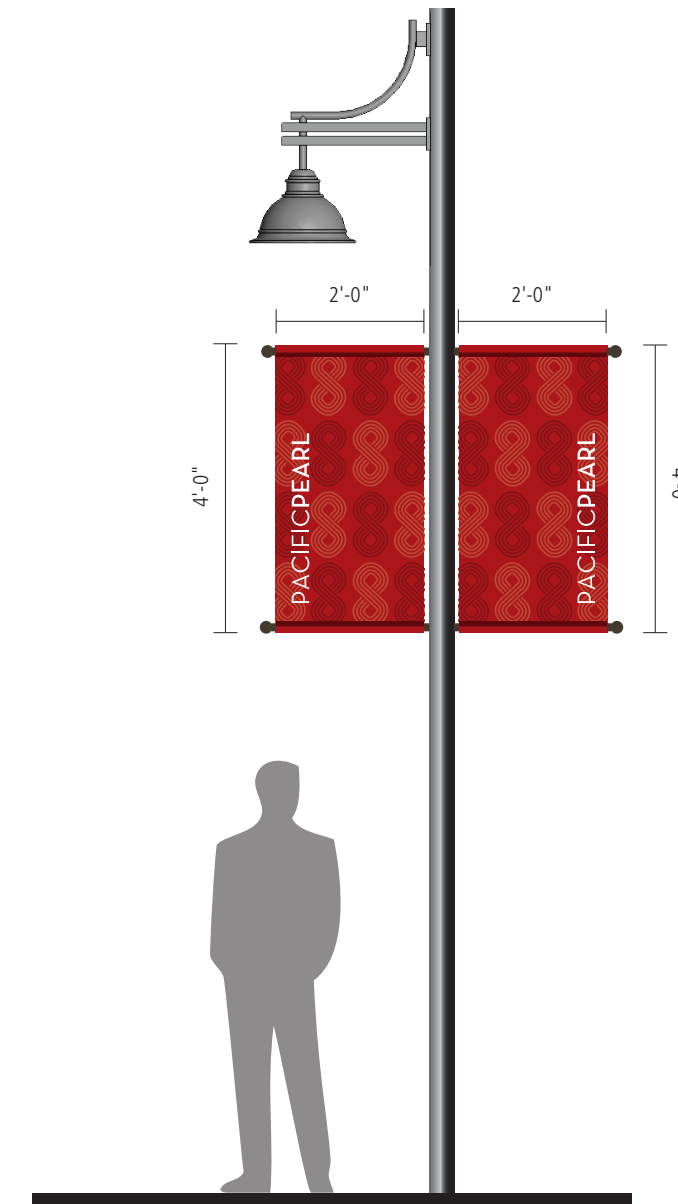
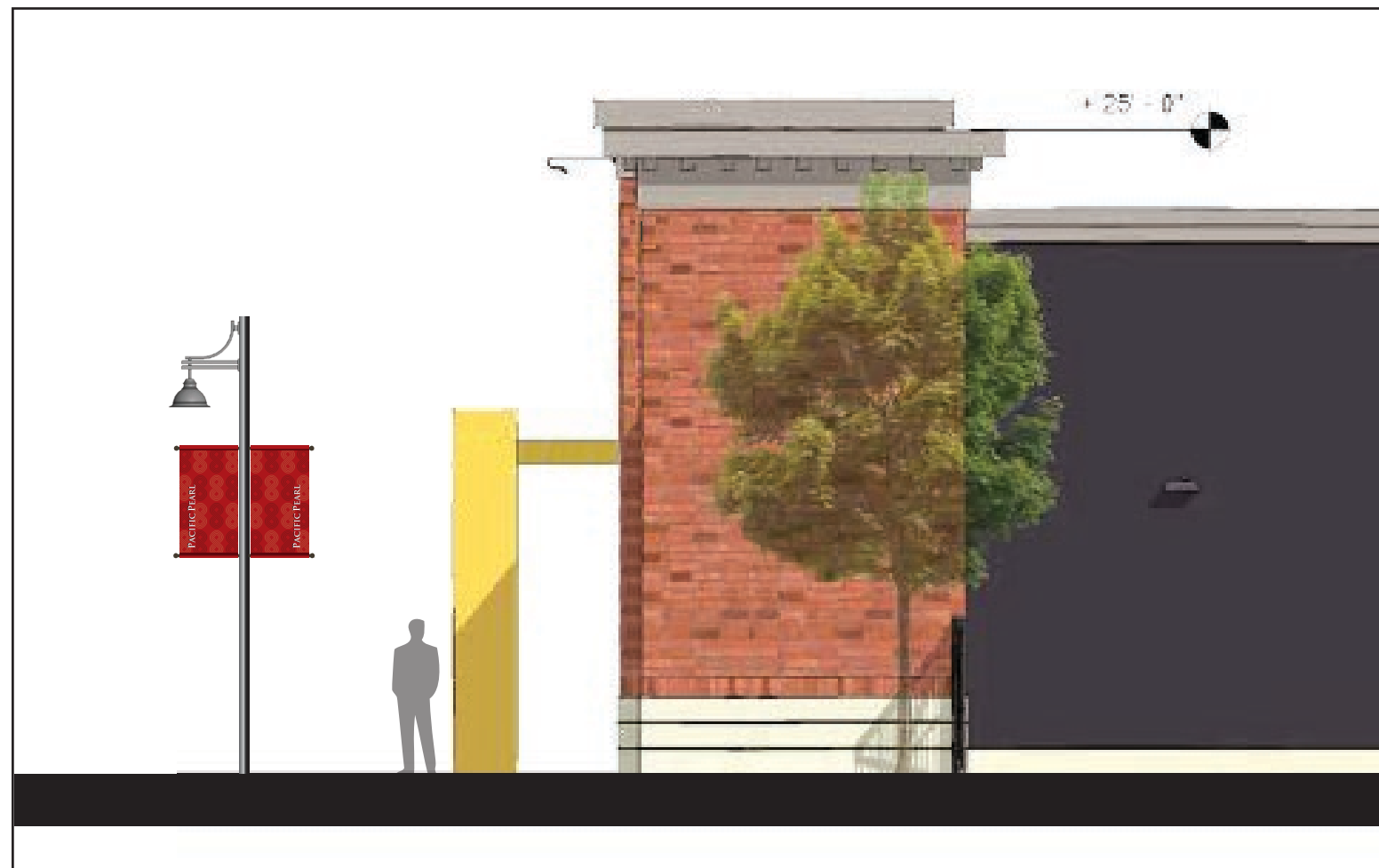
- A. Blade sign brackets are to be fabricated aluminum square tube painted black and to project a maximum of 42" from the wall.
- B. Tenant panels to be 1/8" aluminum rectangular or oval in shape and to be consistent per the exhibits within this MSP. Tenant Graphics to be vinyl film graphics or painted flat cut out dimensional graphics.
- C. Signs located near the tenants primary entrance or at the corner of buildings to facilitate identity to pedestrian.
- D. Provide a minimum of 7'-6" of clearance from the bottom of the blade sign to walkway.
- E. A 10-foot separation between blades signs is required. Placement to be reviewed and approved by the landlord and permitted by the governing city.
- F. Tenant font and / or Logo to be the same as their primary identity sign.
- G. No two tenants are to locate their blade sign on the same demising pier.
- H. Signs to be non-illuminated.



8.0 Decorative Banners

Canvas banners to provide seasonal color.

- A. Locations require submittal to the city Planning Division showing specific locations prior to installation.
 - a. They may be positioned on light poles.
 - b. They may be positioned on light poles along sidewalks or other primary pedestrian pathways.
- B. The decorative banners shall be replaced by shopping center management when they become worn, faded, or torn or as determined by the Director of Community Development.



8.1 Identity Plaques

Non-Illuminated identity wall plaques. Locations to be determined.

- A. 1/4" Aluminum Plate with Anodized horizontal brushed finished.
- B. GYFORD SO-HCAP2 1 1/4" x 3/8" Machined Aluminum.
- C. GYFORD SO-75100 1" x 3/4" Machined Aluminum Barrels.
- D. Logo to be reverse laser cut.
- E. Letters to be 1/4" aluminum laser cut paint Black & White, gloss finish.

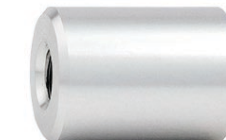


8.2 Directory Plaques

- A. 1/4" Aluminum Plate with Anodized horizontal brushed finished.
- B. GYFORD SO-HCAP2 1 1/4" x 3/8" Machined Aluminum.
- C. GYFORD SO-75100 1" x 3/4" Machined Aluminum Barrels.
- D. Digital print restaurant art on clear "ControlTac 3M vinyl film graphic film with UVL.
- E. Overhead flood lamp to be determined and provided by landlord.



GYFORD SO-HCAP2



GYFORD SO-75100

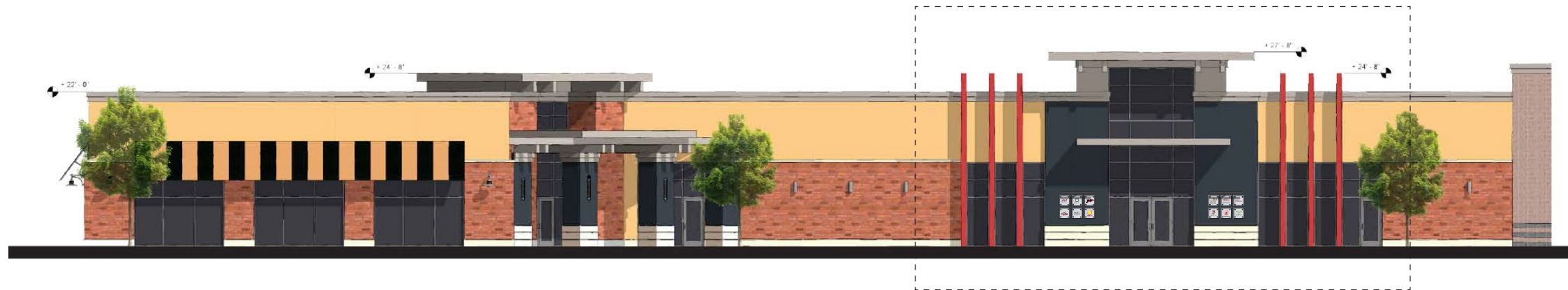


scale 1"=1'-0"



scale 1"=1'-0"

8.3 Directory Elevations



BLDG G / NORTH (LEFT) ELEVATION
SCALE 1"=20'-0"



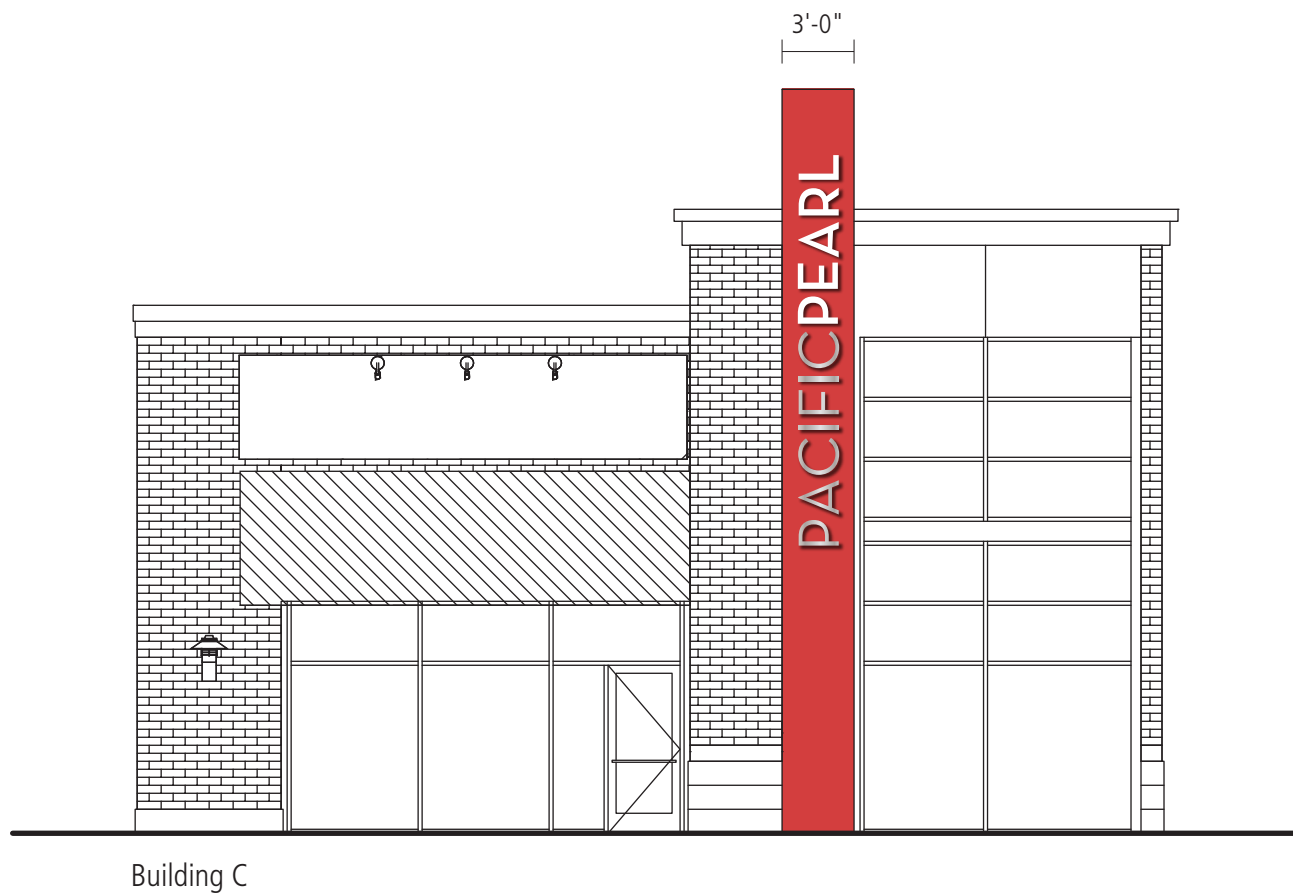
BLDG G / NORTH (PARTIAL) ELEVATION
SCALE 1/8"=1'-0"

9.0 Identity

Identity Sign A

- A. Fabricated Stainless Steel 2" deep reverse pan halo illuminated letters with clear lexan backs. White LED illumination. Mount with 1" standoffs from wall.
- B. Fabricated aluminum 3" deep pan channel letters with 3/8" fabricated retainer. Paint White, satin finish. White acrylic faces to be rout out push thru flush. White LED illumination.

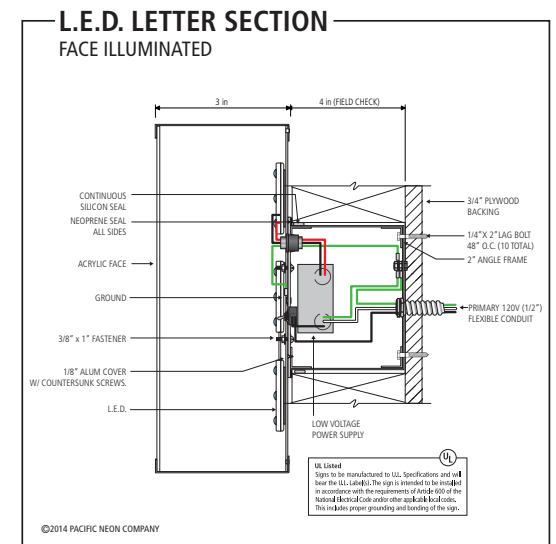
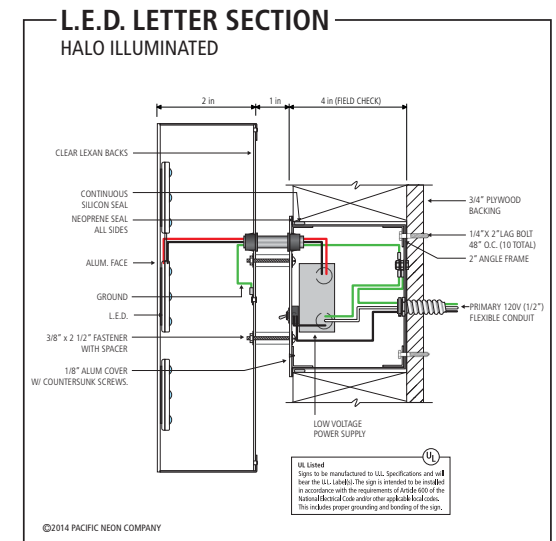
Raceway to be recessed within the architectural "Fin" background, as not to be visible and appear as an integral part. Paint color and finish to match building specifications.



DETAIL Halo Illuminated



DETAIL Face Illuminated

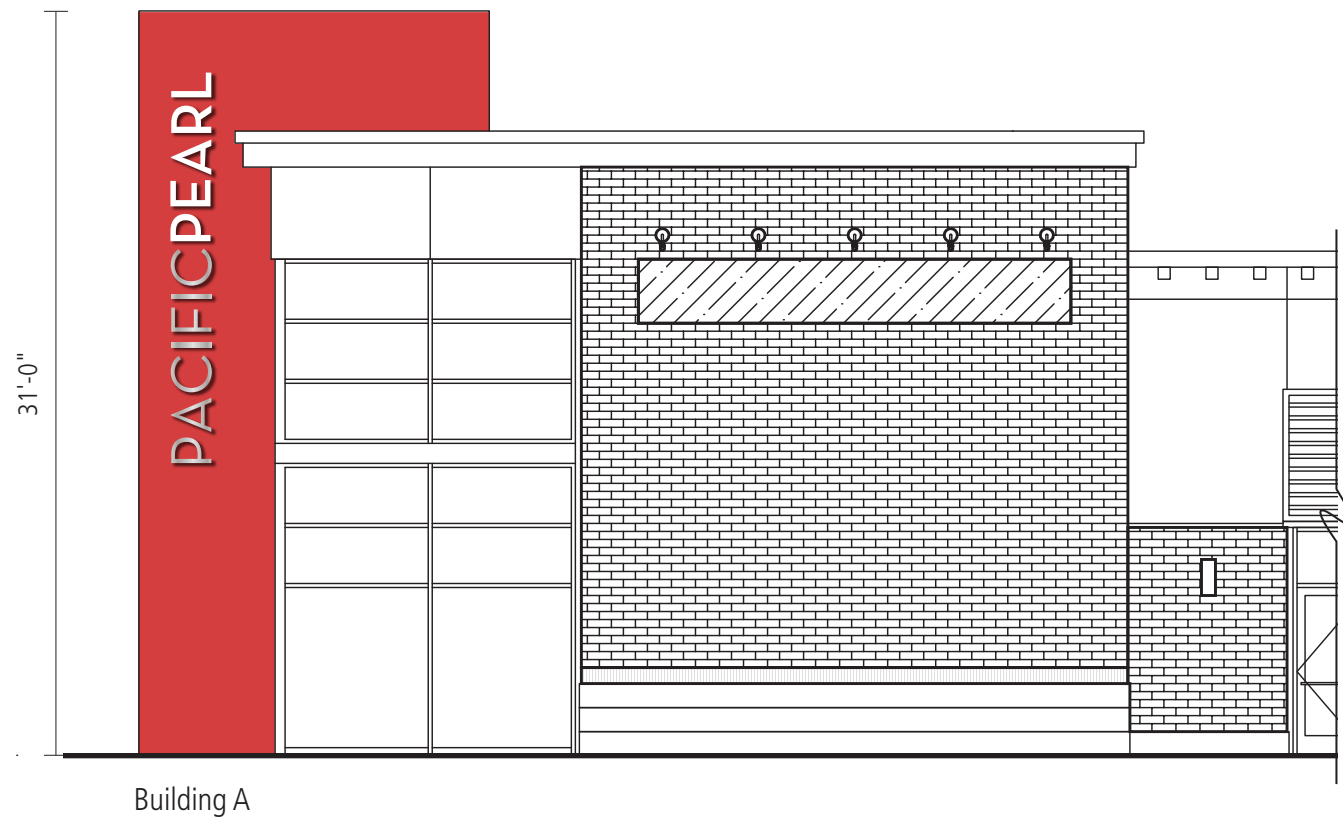


9.1 Identity

Identity Sign B1

- A. Fabricated Stainless Steel 2" deep reverse pan halo illuminated letters with clear lexan backs. White LED illumination. Mount with 1" standoffs from wall.
- B. Fabricated aluminum 3" deep pan channel letters with 3/8" fabricated retainer. Paint White, gloss finish. White acrylic faces to be rout out push thru flush. White LED illumination.

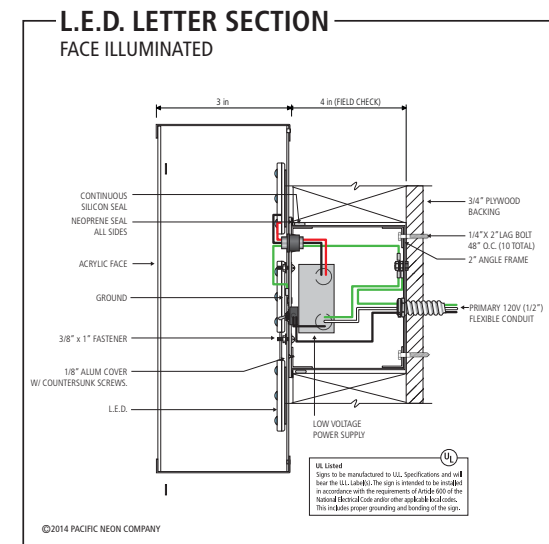
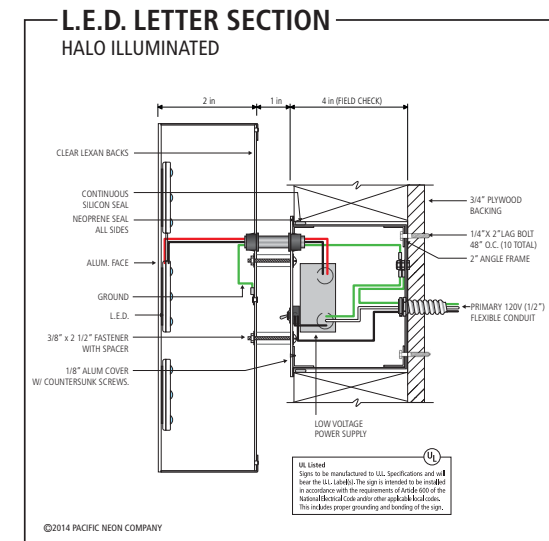
Raceway to be recessed within the architectural "Fin" background, as not to be visible and appear as an integral part. Paint color and finish to match building specifications.



DETAIL Halo Illuminated



DETAIL Face Illuminated

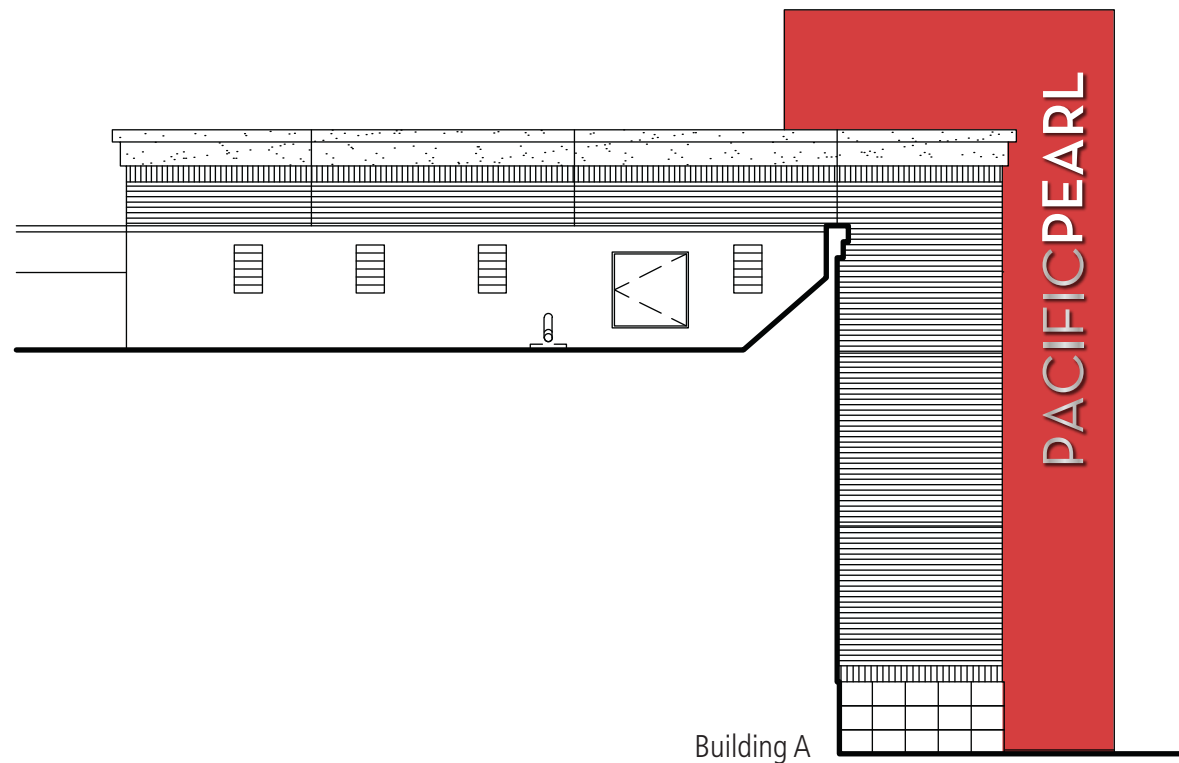


9.2 Identity

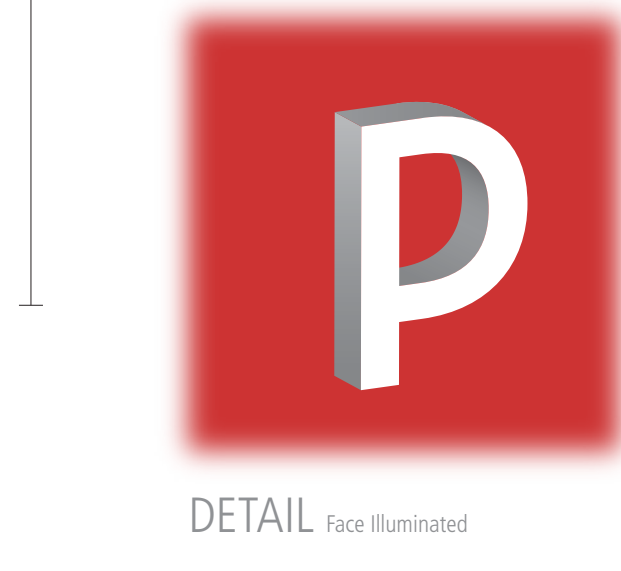
Identity Sign B2

- A. Fabricated Stainless Steel 2" deep reverse pan halo illuminated letters with clear lexan backs. White LED illumination. Mount with 1" standoffs from wall.
- B. Fabricated aluminum 3" deep pan channel letters with 3/8" fabricated retainer. Paint White, gloss finish. White acrylic faces to be rout out push thru flush. White LED illumination.

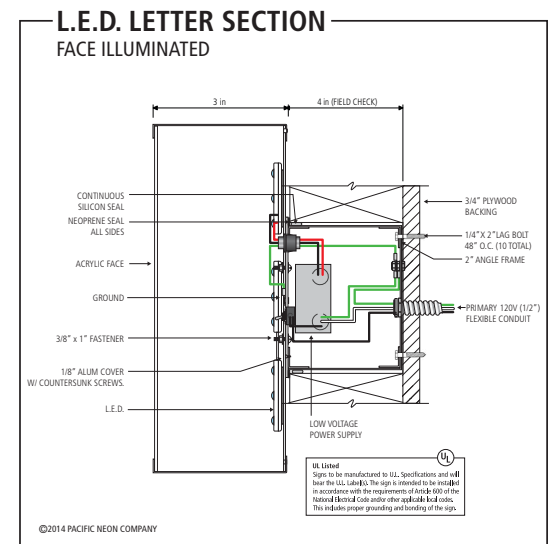
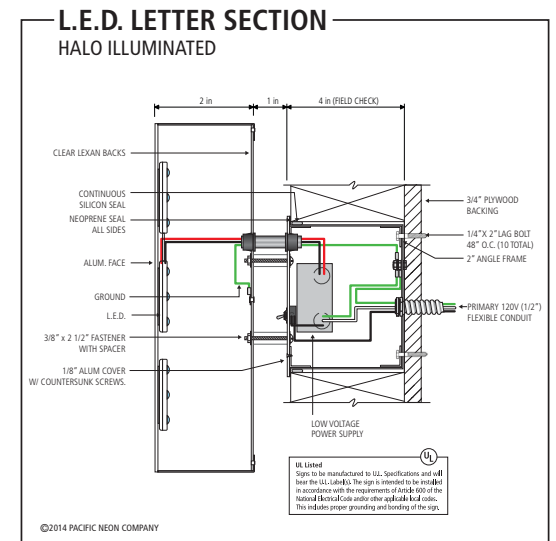
Raceway to be recessed within the architectural "Fin" background, as not to be visible and appear as an integral part. Paint color and finish to match building specifications.



DETAIL Halo Illuminated



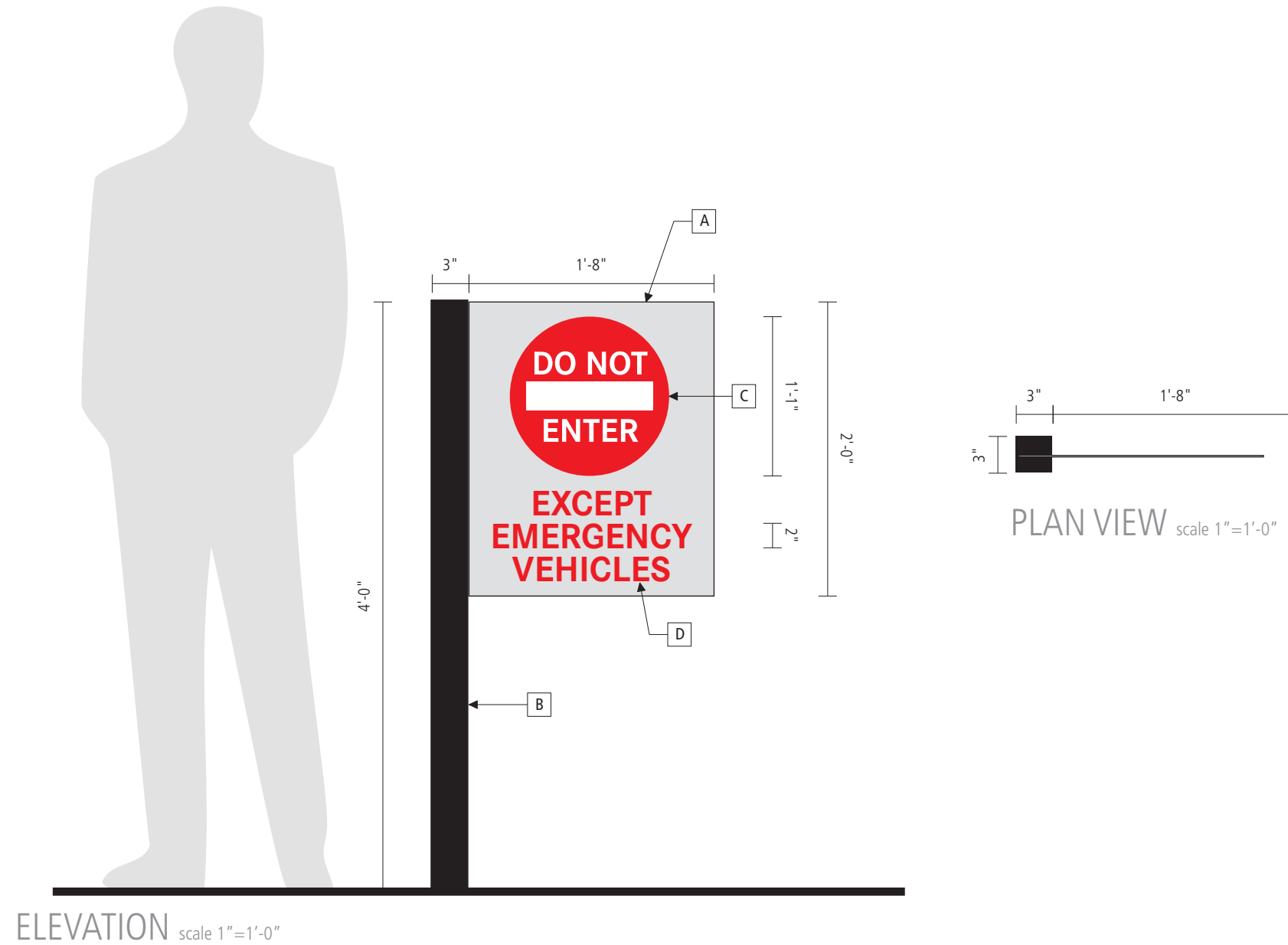
DETAIL Face Illuminated



10.0 Regulatory Sign

Do Not Enter / Except Emergency Vehicles

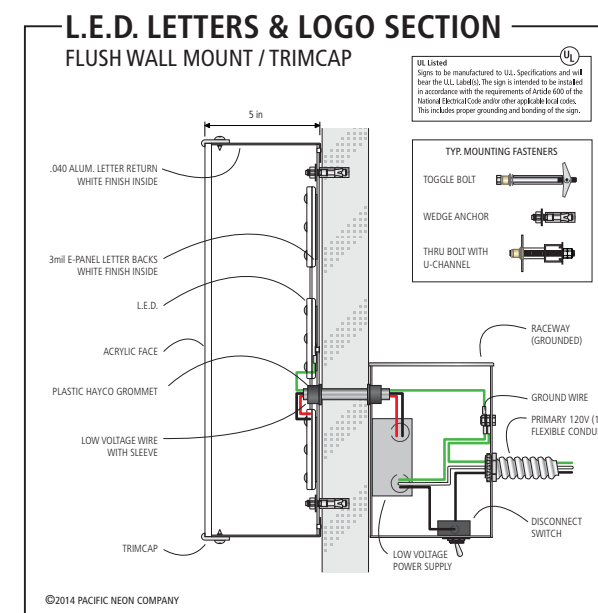
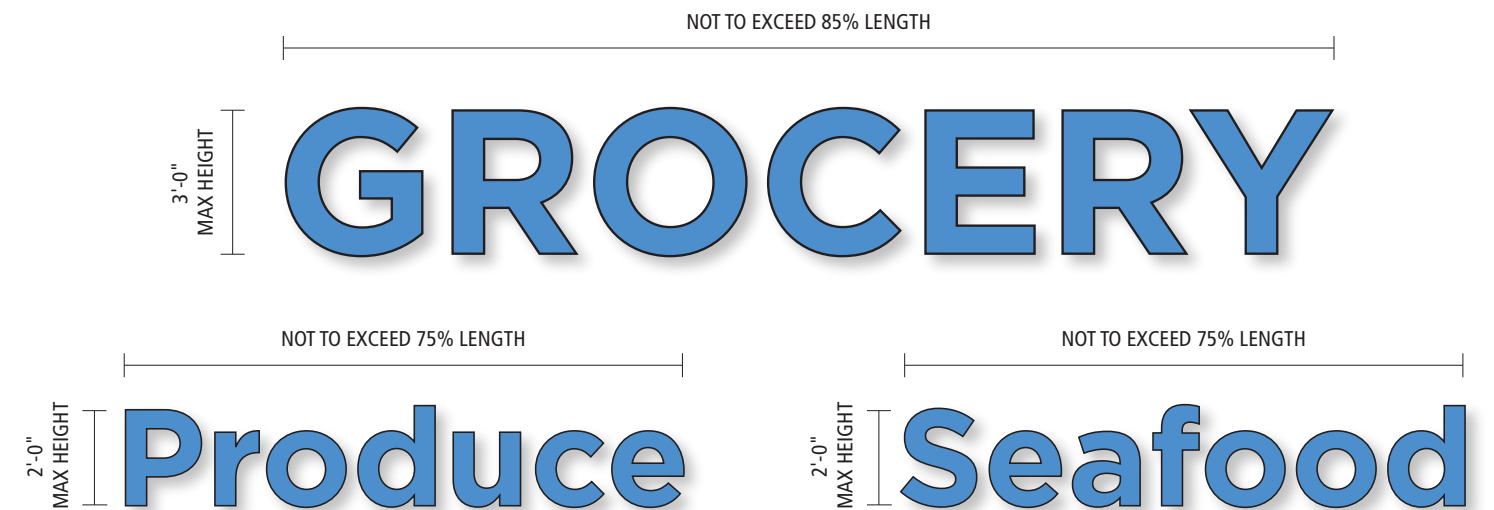
- A. 1/8" Aluminum panel painted Brush Silver.
- B. 3" Aluminum square tube paint Black.
- C. 680-72 Reflective Red & 680-10 Reflective White vinyl film
- D. 680-72 Reflective Red vinyl film



11.0 Anchor Tenant Wall Signage

Anchor Sign Type A1

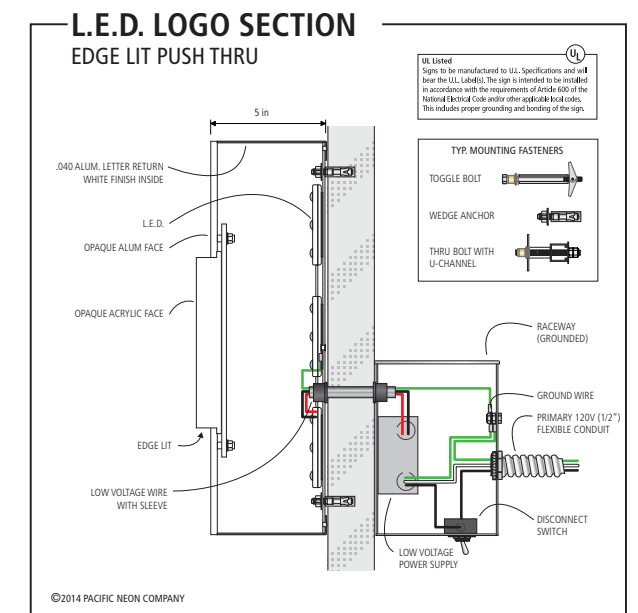
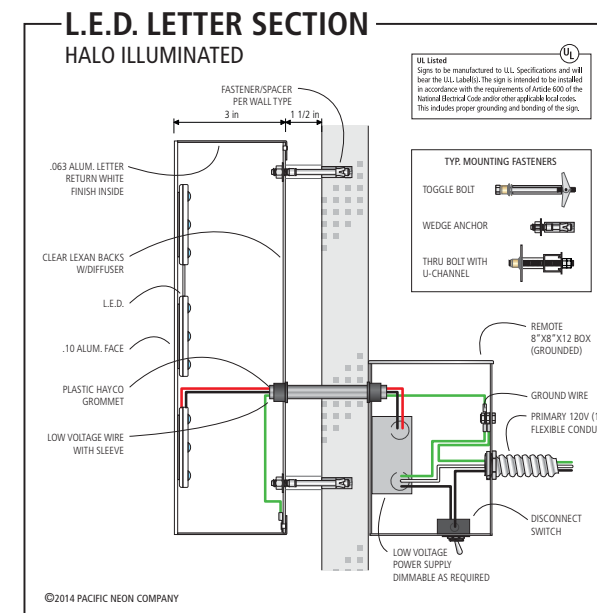
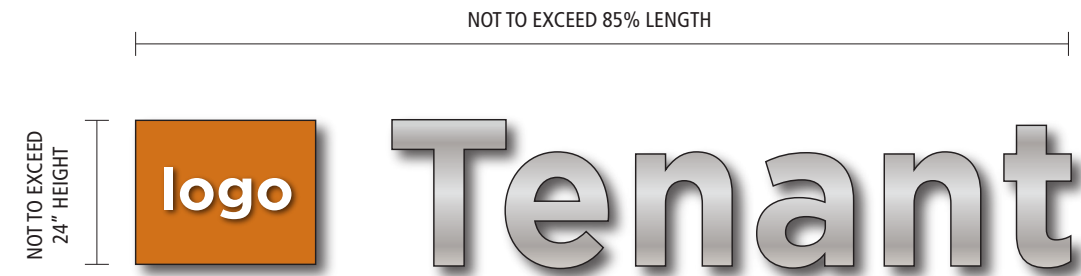
- A. Face illuminated Letters & logo's. Plex faces with trimcap, aluminum returns and backs. Internal White LED illumination.
- B. Primary sign height not to exceed 36". Sign length not to exceed 85% of the background to which it is placed.
- C. Secondary sign height not to exceed 24". Sign length not to exceed 75% of the background to which it is placed.
- D. One (1) primary sign with an additional four (4) secondary signs per principal tenant leased frontage. Secondary sign may be sub tenant with individual tenant name.
- E. Logo area with primary sign not to exceed 9 square feet. Logo area with secondary sign not to exceed 5 square feet.



11.1 Retail Tenant Wall Signage

Sign Type B1

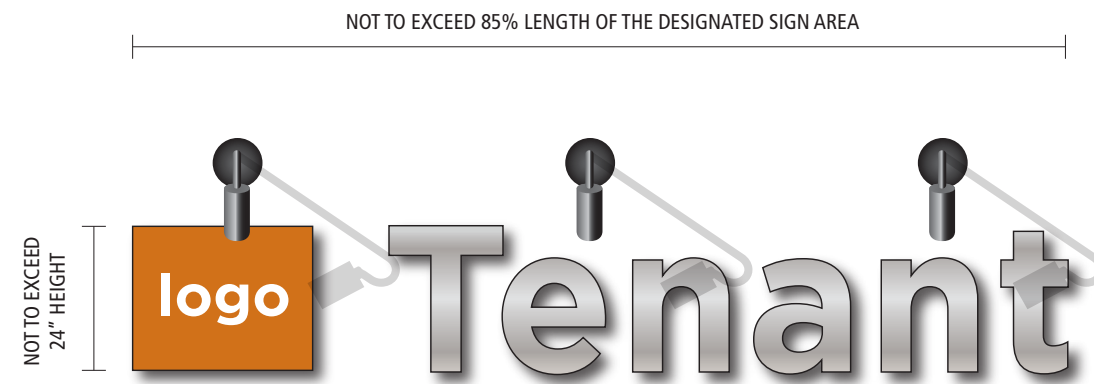
- A. Halo illuminated letters. Aluminum faces and returns with clear lexan backs. Internal White LED illumination.
- B. "Edge lit" illuminated logo's. Opaque acrylic face pushed thru opaque background. Internal White LED illumination.
- C. Primary sign height not to exceed 24". Sign length not to exceed 85% of the background to which it is placed.
- D. One (1) sign per tenant leased frontage.
- E. Logo area not to exceed 5 square feet.



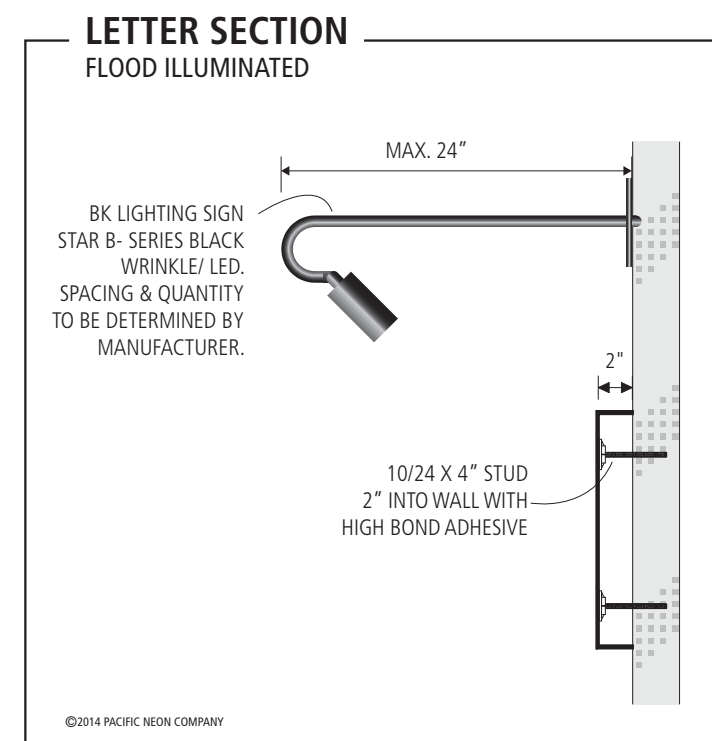
11.2 Retail Tenant Wall Signage

Sign Type B2

- A. Flood Illuminated letters & logos. Aluminum faces and returns.
- B. Landlord to provide and maintain lighting fixtures.
- C. Primary sign height not to exceed 24". Sign length shall not exceed 85% of the width of the designated sign area.
- D. One (1) sign per tenant leased frontage.
- E. Logo area not to exceed 5 square feet.



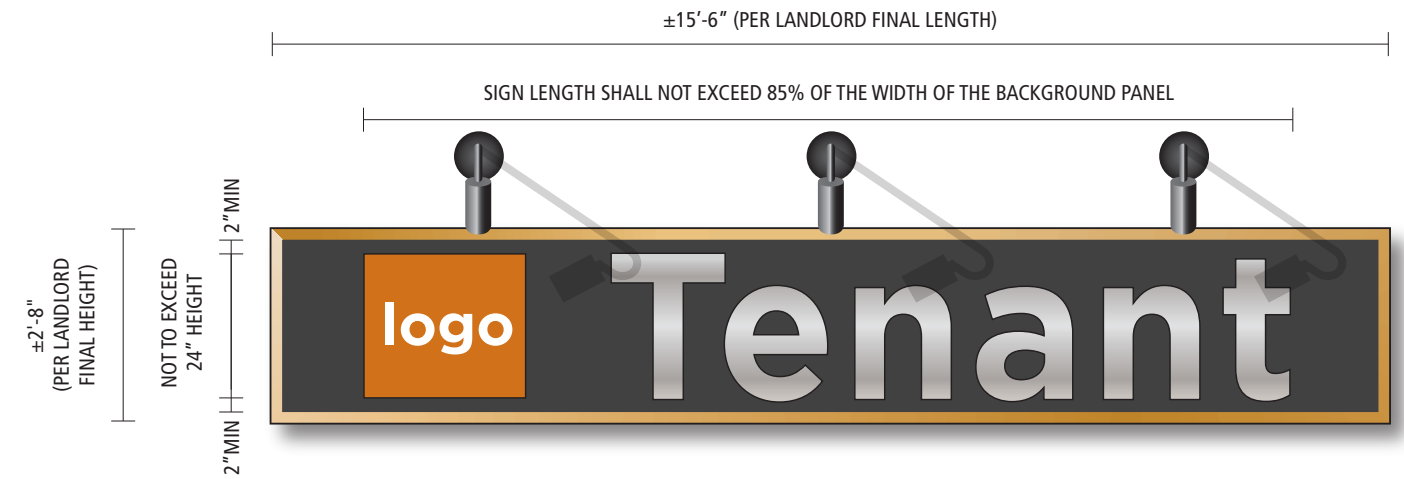
Typical Designated Sign Area Example



11.3 Retail Tenant Wall Signage

Sign Type C2

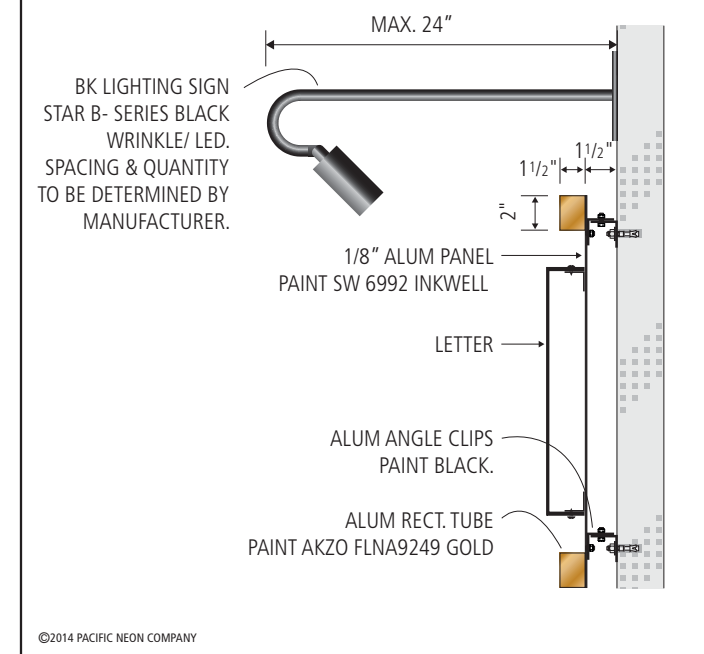
- A. Flood Illuminated letters & logos. Aluminum faces and returns.
- B. Landlord to provide and maintain lighting fixtures.
- C. Tenants with leased frontages less than 25 feet in length are allowed a minimum of 25 square feet of sign area.
- D. Sign height not to exceed 24" with a minimum distance of 2" to the smallest dimension of the background to which it is placed. Sign length shall not exceed 85% of the width of the background to which it is placed.
- E. Logo area not to exceed 5 square feet.
- F. One (1) Sign per principle frontage.



Typical Tenant Example



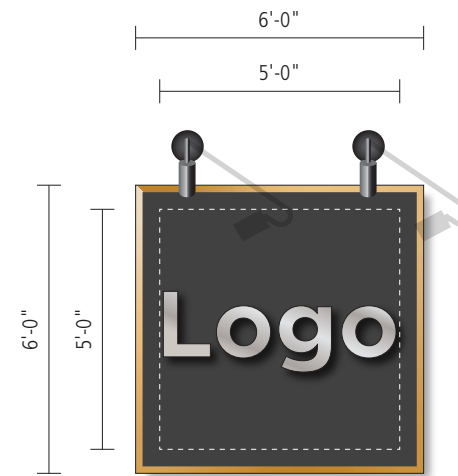
LETTER SECTION FLOOD ILLUMINATED



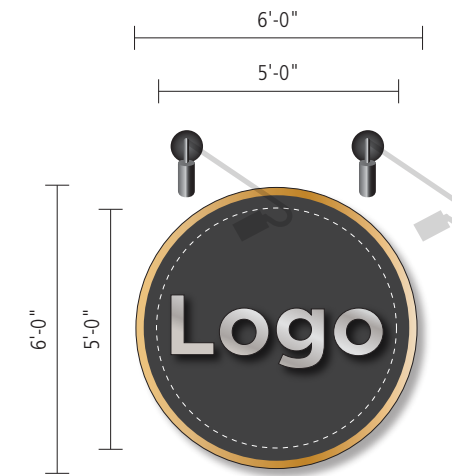
11.4 Retail Tenant Wall Signage

Sign Type D1

- A. Flood Illuminated logos. Aluminum faces and returns with clear lexan backs.
- B. Landlord to provide and maintain lighting fixtures.
- C. Logo signs to be on adjacent walls in addition to the primary sign and only as indicated on the elevation within this MSP or as otherwise approved by the Landlord and the city.
- D. Sign background not to exceed 36 square feet and sign area not to exceed 25 Square feet. (Circle dimensions to be calculated as H x W).
- E. Freeformed logos not to exceed 25 Square Feet and subject to review and approval by the Landlord and the city.
- F. Tenant Letters "Name" may be substituted if a logo is not available, but under this instance may not be used in addition with the primary tenant sign on the same elevation. Refer to sign type "B2" or "C2" for substitution specifications.



Square Background



Circle Background

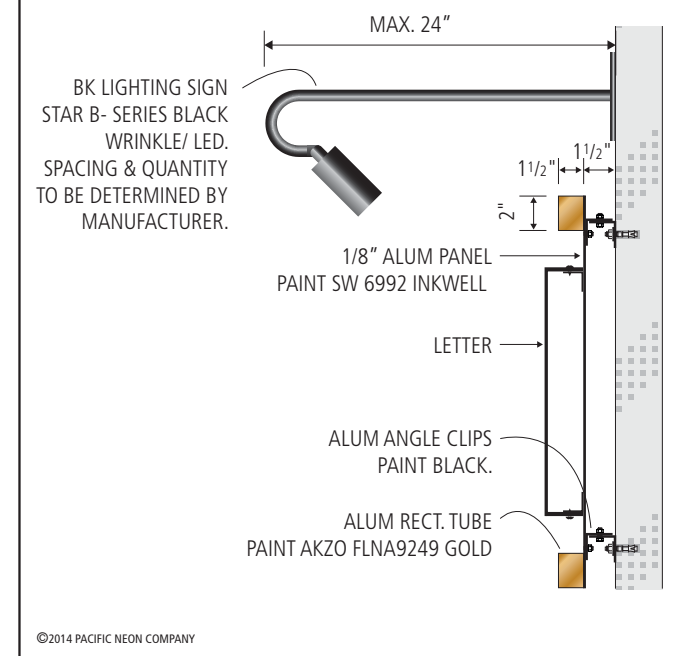


Freeformed Logo

Typical Logo Example



LETTER SECTION FLOOD ILLUMINATED

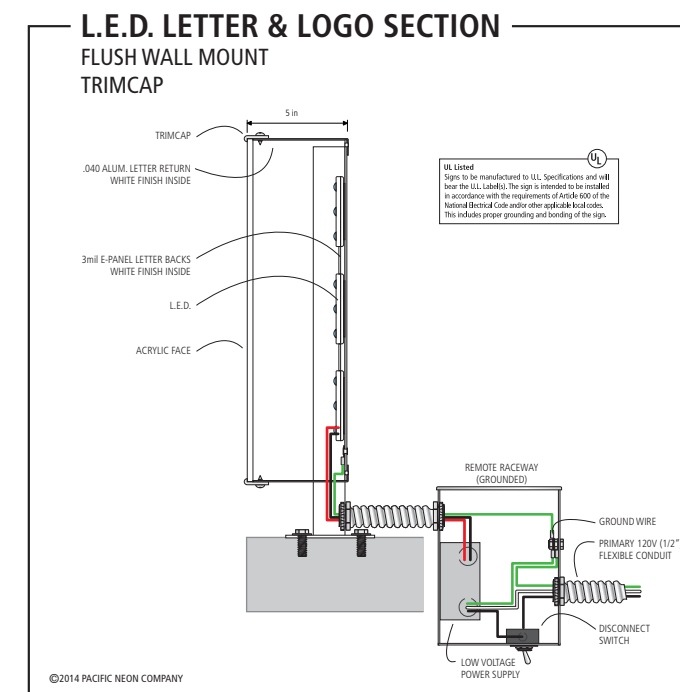
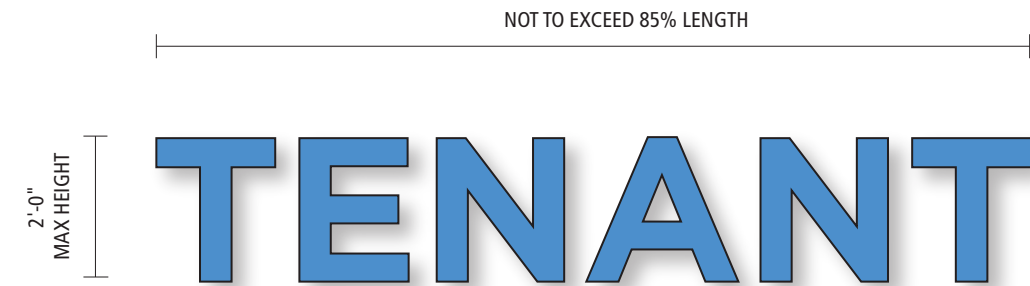


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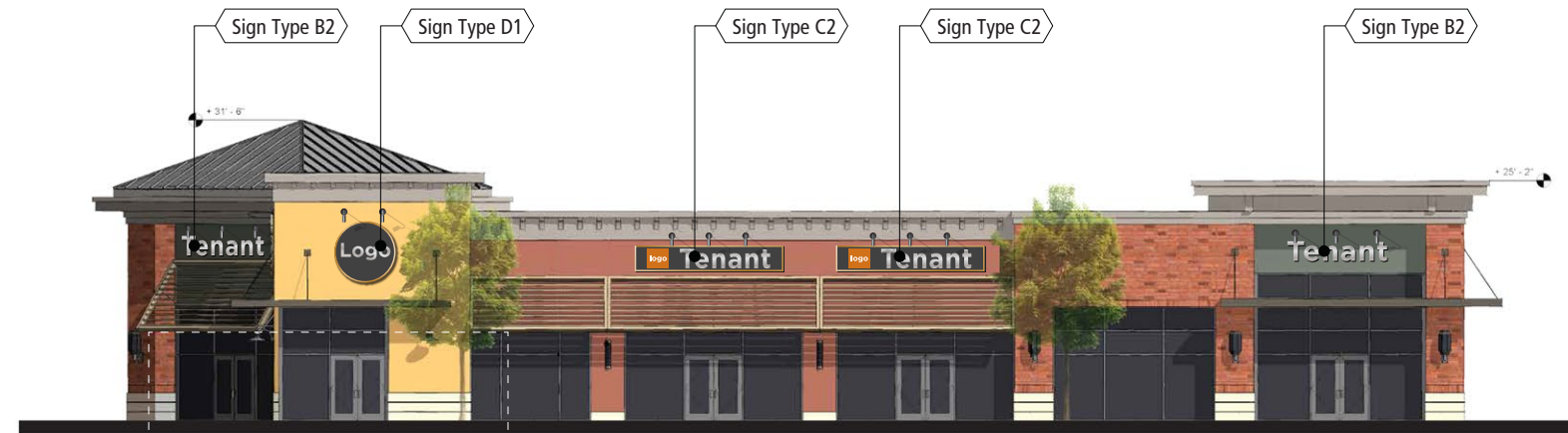
11.5 Anchor Tenant Wall Signage

Sign Type E1

- A. Face illuminated letters, canopy mounted. Plex faces with trimcap, aluminum returns and backs. Internal LED illumination.
- B. Sign height not to exceed 24". Sign length not to exceed 85% of the canopy to which it is placed.



12.0 Building A

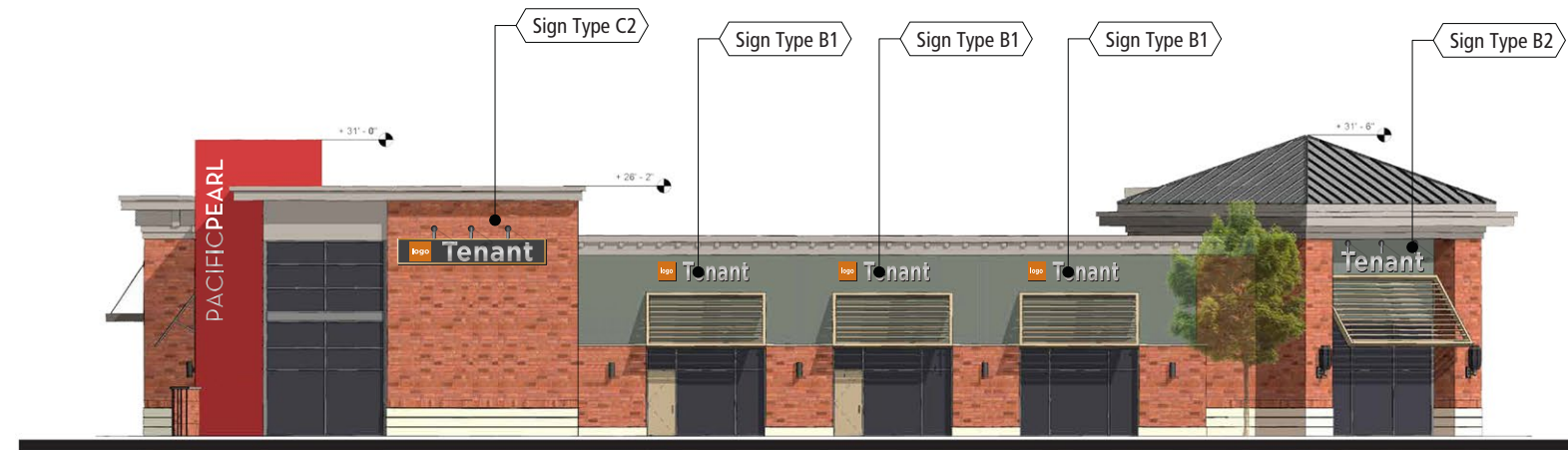


EAST ELEVATION
SCALE 1"=20'-0"



SOUTH ELEVATION
SCALE 1"=20'-0"

NORTH ELEVATION
SCALE 1"=20'-0"



WEST ELEVATION
SCALE 1"=20'-0"

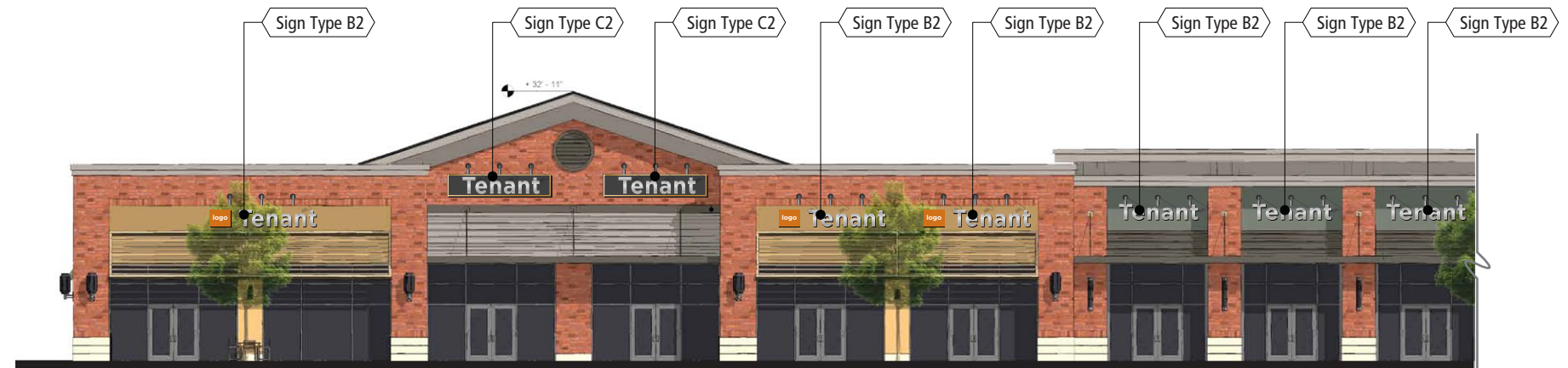
12.1 Building B



SOUTH ELEVATION



WEST ELEVATION
SCALE 1"=20'-0"



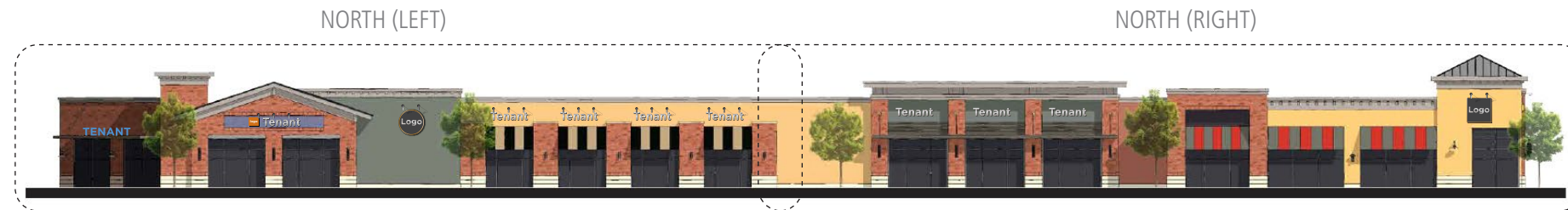
SOUTH (LEFT) ELEVATION
SCALE 1"=20'-0"



SOUTH (RIGHT) ELEVATION
SCALE 1"=20'-0"

EAST FACING

12.2 Building B



NORTH ELEVATION
SCALE 1"=20'-0"

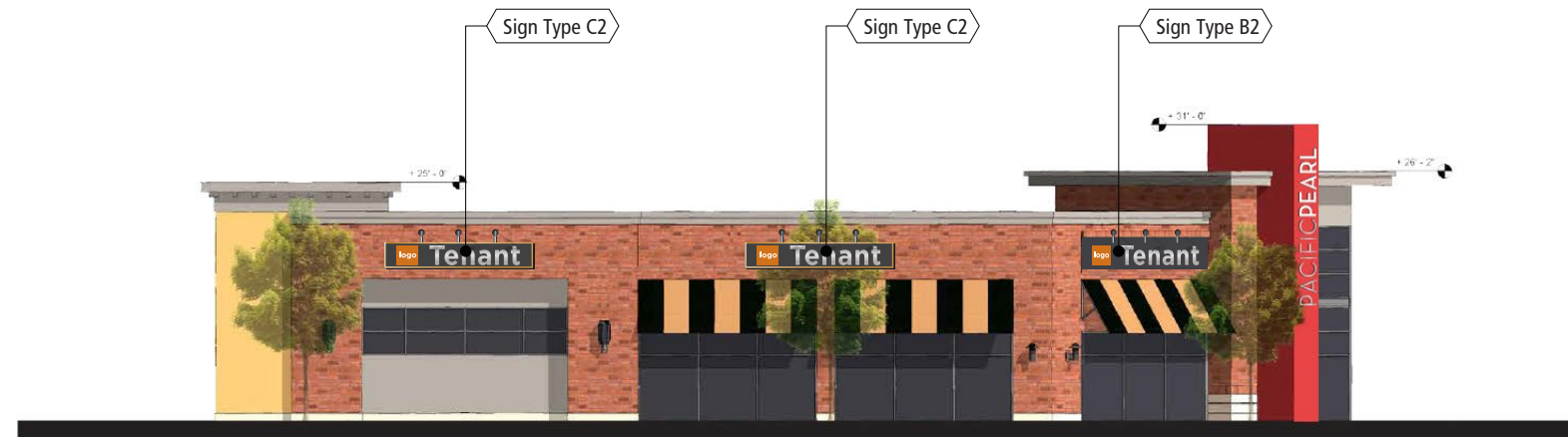


NORTH (LEFT) ELEVATION
SCALE 1"=20'-0"



NORTH (RIGHT) ELEVATION
SCALE 1"=20'-0"

12.3 Building C



EAST ELEVATION
SCALE 1"=20'-0"



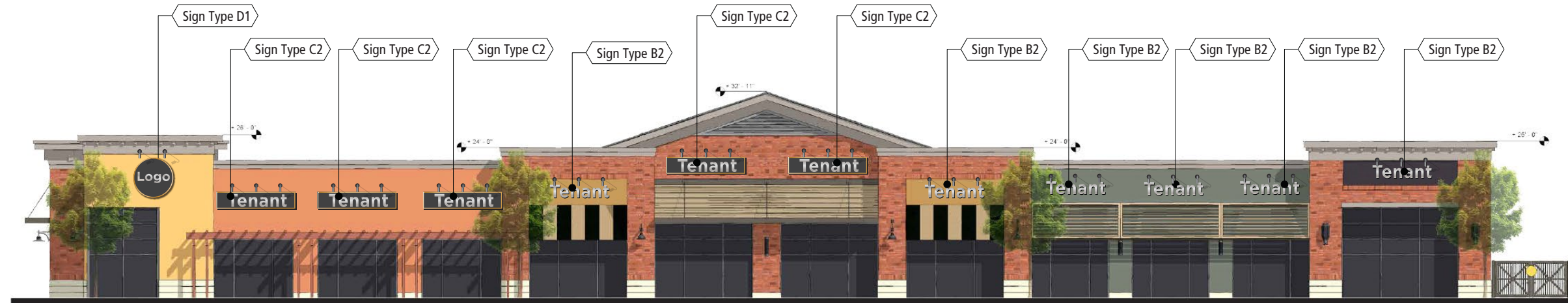
SOUTH ELEVATION
SCALE 1"=20'-0"

NORTH ELEVATION
SCALE 1"=20'-0"

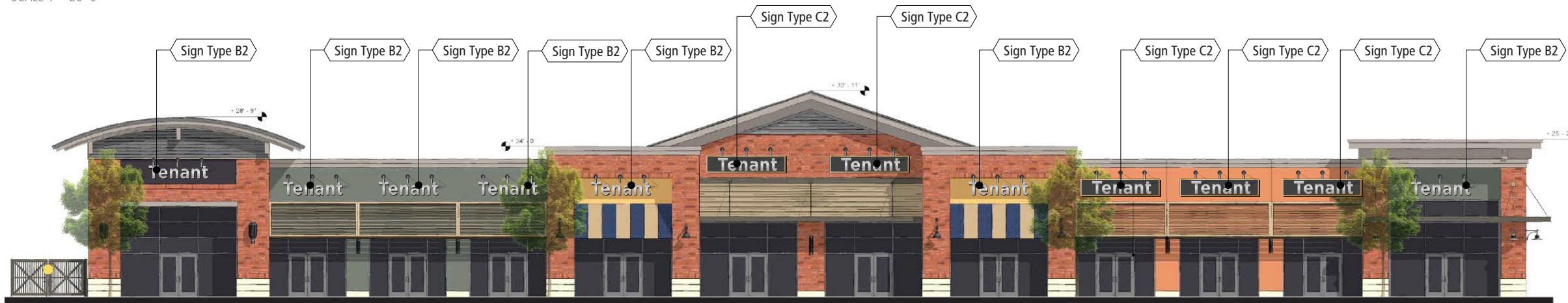


WEST ELEVATION
SCALE 1"=20'-0"

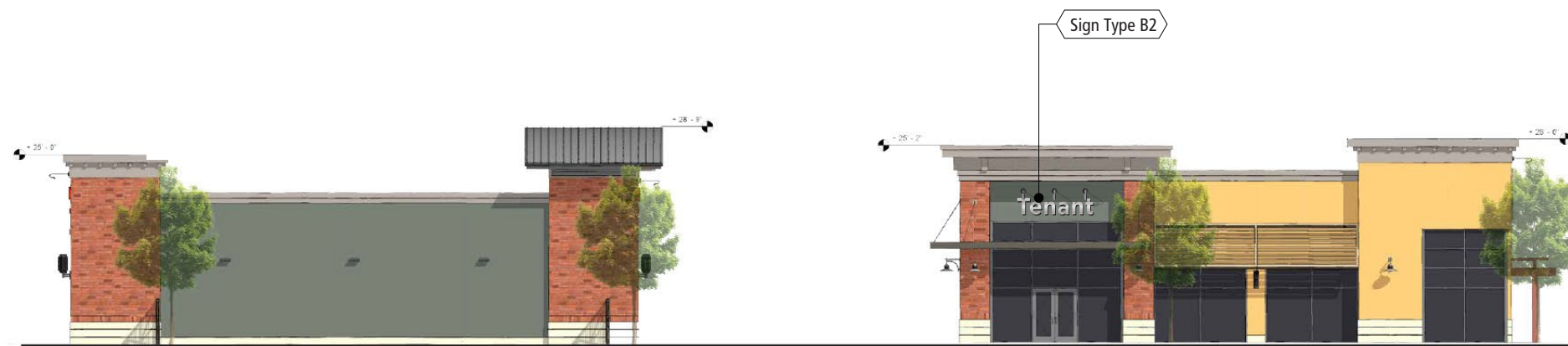
12.4 Building D



EAST ELEVATION
SCALE 1"=20'-0"



WEST ELEVATION
SCALE 1"=20'-0"



NORTH ELEVATION
SCALE 1"=20'-0"

SOUTH ELEVATION
SCALE 1"=20'-0"

12.5 Building E, F, G



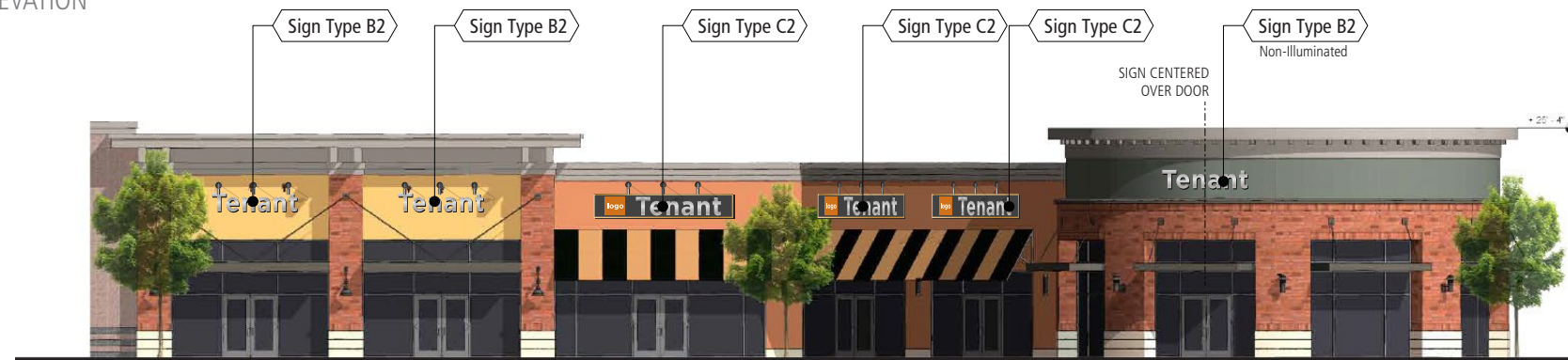
NORTH ELEVATION
SCALE 1"=20'-0"



BLDG G / NORTH (LEFT) ELEVATION
SCALE 1"=20'-0"

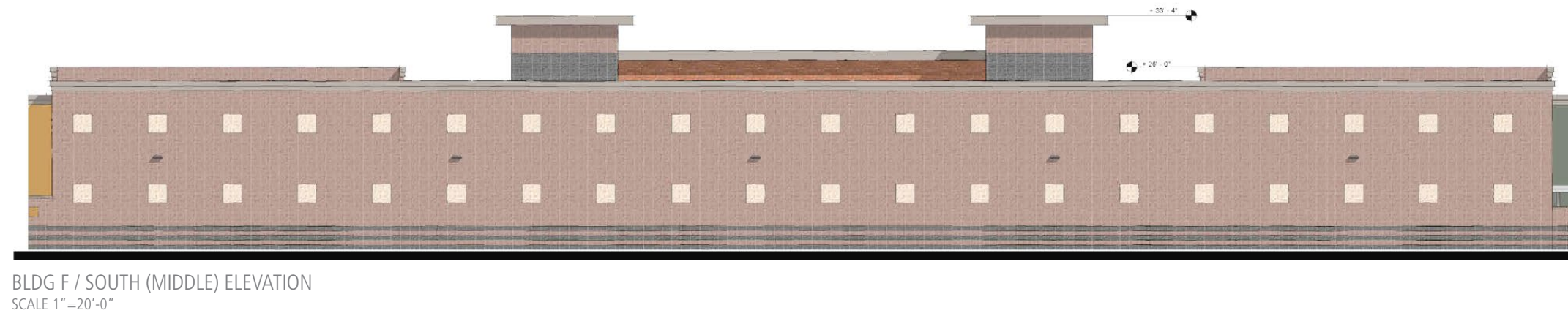
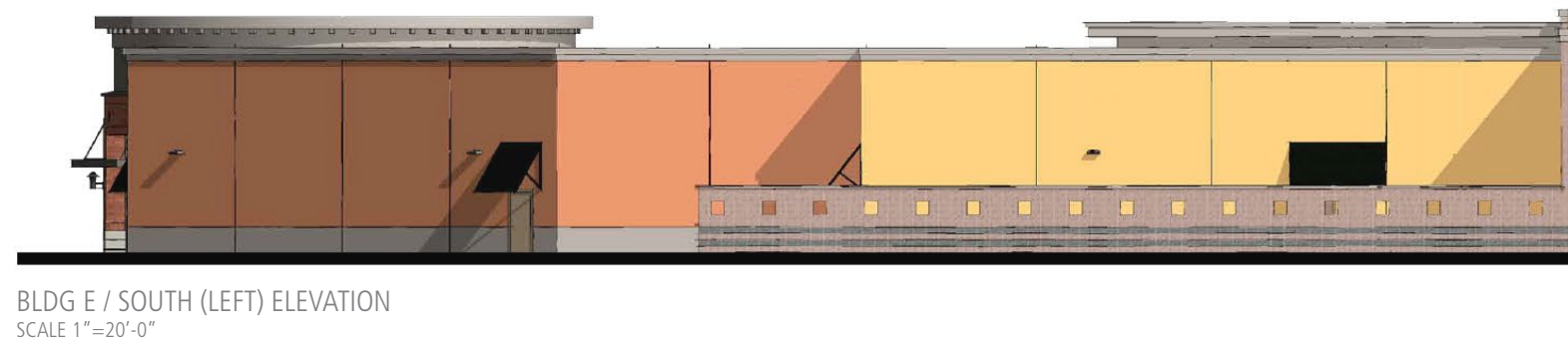
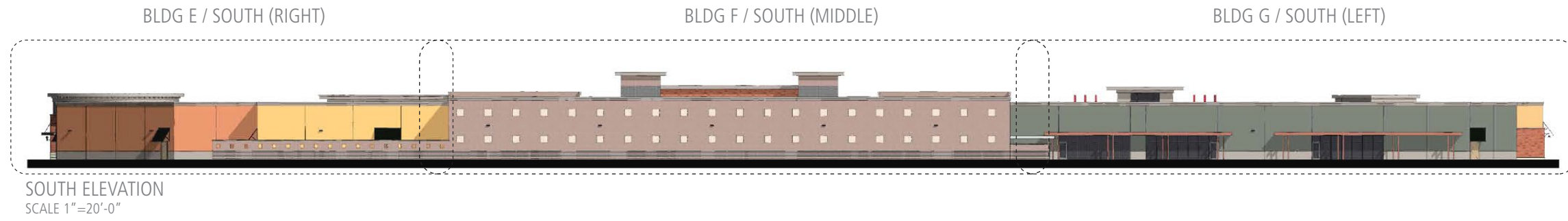


BLDG F / NORTH (MIDDLE) ELEVATION
SCALE 1"=20'-0"

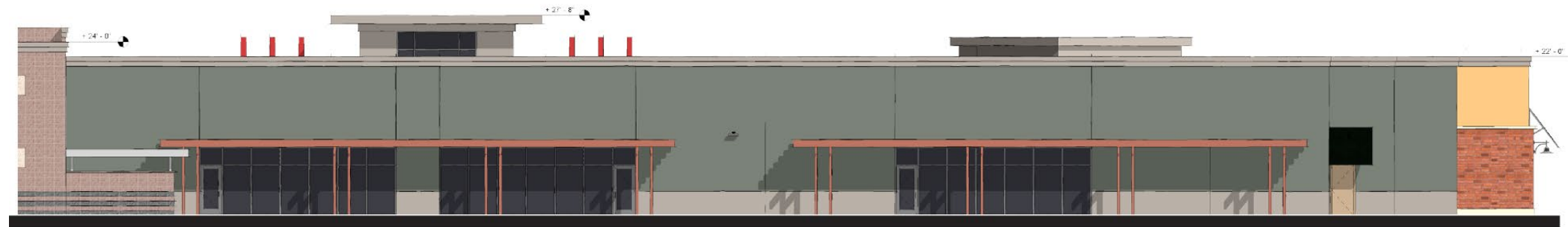


BLDG E / NORTH (RIGHT) ELEVATION
SCALE 1"=20'-0"

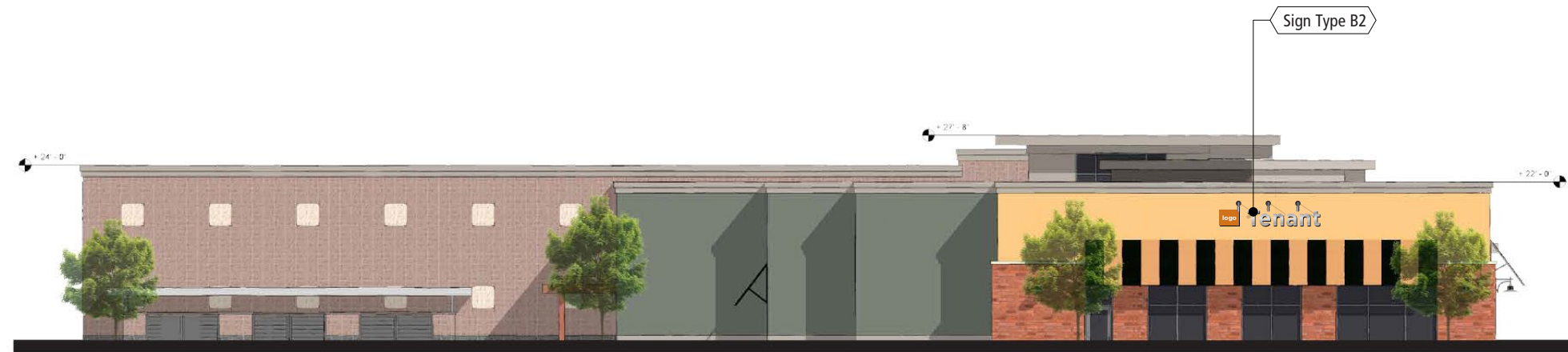
12.6 Building E, F, G



12.7 Building E, F, G



BLDG G / SOUTH (RIGHT) ELEVATION
SCALE 1"=20'-0"



BLDG F & G / EAST ELEVATION
SCALE 1"=20'-0"



BLDG E & F / WEST ELEVATION
SCALE 1"=20'-0"

