

# BROADWAY PLAZA



# TABLE OF CONTENTS

INTRODUCTION	P. 3
1. TENANT SIGNAGE CRITERIA	P. 4
A. GENERAL SIGNAGE REQUIREMENTS	P. 5
B. ALTERNATIVE SIGNAGE	P. 12
C. SIGNAGE DIAGRAMS	P. 15
D. BARRICADE GRAPHICS	P. 21
E. PROJECT SITE PLAN	P. 27

## INTRODUCTION

This document describes and regulates allowable signage at Broadway Plaza (See Pg. 27 for Broadway Plaza site plan). As such this document supersedes the signage described in Section 4 of the Council approved Broadway Plaza Planned Development District Design Guidelines (dated January 7 2014, Council approved December 10 2013).

This document is divided into two main sections: 1) Tenant Signage Criteria, 2) Landlord Signage and Wayfinding.

Tenant signage criteria address the allowable size, type and amount of signage for each Broadway Plaza tenant, with the exclusion of Anchor Stores, and individual pad buildings, which will be subject to independent sign approvals from the City of Walnut Creek's Design Review Commission. For the purposes of this document, an Anchor Store is defined as a stand-alone, single-tenant building (although it may abut other buildings), two or three stories in height, with a total building area exceeding 50,000 sf. This will include any identification signage on such businesses located within Broadway Plaza.

The Tenant Signage Criteria addresses both permanent tenant signage, as well as temporary signage, such as barricade graphics that may be erected while a store is under construction.

Any current tenant signage in place as of October 1st, 2015 rendered non-conforming with the Tenant Signage Criteria in this Master Sign Program shall be brought into conformance or receive city/ DRC approval to remain within a one-year period of the date of adoption of the Master Sign Program. The vertical blade at space C86 and any other signs previously approved by the DRC shall be exempted from this requirement.

The Landlord Signage and Wayfinding section (separate document) addresses landlord signage such as district identity signs, Directory signs, monument signs, light pole banner signs, parking signage and large format signs.

## 1. TENANT SIGNAGE CRITERIA

## A. GENERAL SIGNAGE REQUIREMENTS

Tenant signs are vital to the successful functioning of the Shopping Center. Uncontrolled signs can create a verbal jungle and fail in their goal to communicate effectively. The ultimate goal is to produce a colorful collage of signs that tastefully inform, delight and stimulate the shopper.

All sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive retail image. Due to the variety of architectural treatments within Broadway Plaza, each storefront sign will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. Each proposed sign will be evaluated on its originality and compatibility with neighboring signs as well as its overall image within the Shopping Center and the criteria set forth in this Sign Program.

The Landlord and City of Walnut Creek reserve the right to disapprove any sign design that is not compatible with these criteria and the aesthetics of the Shopping Center. Exceptions to these specifications are extremely rare and must be approved in advance by the Landlord. As with all undertakings, the ultimate success of the Mall depends on the positive contribution of all participants.

It is the responsibility of the Tenant to forward a copy of these criteria to their architect, contractor and various consultants.

No deviation from the enclosed criteria will be accepted without prior written approval from The Macerich Company.

All signs are subject to City sign review approval (Planning), building & electric permit, or may be approved concurrent with any storefront remodel design review approval. Compliance with this Master Sign Program does not waive the permit requirements of the individual signs (from sign ordinance 10-8.109 (6.)) Signage shall be subject to all provisions of the City of Walnut Creek Sign Ordinance unless otherwise indicated by the Master Sign Program.

**NOTE:** "Anchor Tenants" are not subject to this MSP but will need separate DRC approvals for their signs (including signage located on garages) (see pg. 3-Introduction)

## GENERAL REQUIREMENTS FOR PRIMARY SIGN DESIGN

The following requirements apply to all Tenant signs:

1. All primary storefront signs must be illuminated. External illumination designs are subject to Landlord and City of Walnut Creek approval.
2. Imaginative signs utilizing a variety of materials are encouraged.
3. Sign Shop Drawings for all exterior signs, logos and graphics or those visible on the interior and within 10 feet of any storefront from the common area are to be submitted to the Landlord and City of Walnut Creek for final approval prior to fabrication/installation.
4. Sign wording is limited to the Tenant's trade name and shall not include specification of merchandise sold or services rendered, regardless of the Tenant's legal name. Corporate crests, logos or insignia may be acceptable. Phone numbers, phrases, and slogans are not permitted unless a part of the company trade name, for example, "Aveda- The Art and Science of pure flower and plant essences."
5. One primary sign (defined as the main tenant storefront identification) per trade name is permitted per store frontage. Tenants occupying corner spaces or having more than one frontage may install one primary sign per tenant store frontage.
6. Signs shall be designed as an integral part of the storefront, with letter size and location proportional to the overall storefront design, and in compliance with district design criteria.
7. See signage diagrams starting on page 15 for allowable signage locations.
8. Maximum letter height is to be proportional to the storefront height; max allowed for height of letter is 10% of overall storefront height with a maximum 18" letter height for Tenants with single story storefronts or storefronts up to 30' tall. Tenants with two or more story storefronts or taller than 30' may go up to 24" maximum letter height. In special cases, the Sign Subcommittee of the Design Review commission shall have the authority to approve sign letter heights which exceed these maximums. The sign subcommittee may approve up to 24" maximum for tenants with single story storefronts or storefronts up to 30' tall, and up to 36" for tenants with two or more story storefronts or storefronts taller than 30'. See page 6 for sign area calculations.
9. Where a sign with a letter height over 24" is used, it must be placed at least 22' above the finished floor.
10. Graphic image logos (not tenant name) may exceed the maximum letter height by up to 25%.
11. Sign area shall be calculated to include the extreme limits of the sign within a single continuous perimeter of regular geometric form.

## GENERAL SIGNAGE REQUIREMENTS (cont'd.)

12. Signs are to remain illuminated during shopping center business hours. Signs are to be controlled by a time clock that is set per mall regulations and must be on a separate circuit from other lighting.

13. Advertising placards, banners, pennants, names, insignia, trade-marks and other descriptive material may not be attached to the storefront or glazing.

14. Backlit components must be contained wholly within the depth of the letter.

15. Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips, threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed from public view.

16. Electrical raceways are not to be visible.

17. Signs must comply with all codes and regulations, must bear the U.L. label and must have current sign permits. U.L. label must be in an inconspicuous location.

18. Tenant may use Landlord bulkhead for lateral bracing only.

19. Threaded rods or anchor bolts shall be used to mount sign letters spaced out from background pane. Angle clips attached to letter sides will not be permitted. All bolts, fastenings and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass or bronze and no black iron materials of any type shall be permitted.

20. Storefront address and rear door label will be provided by Landlord at Tenant's expense for Tenant to install.

## SIGN AREA CALCULATIONS

Maximum total sign area of all signs allowed for each tenant:

- Two square feet of sign area for each linear foot of principle, ground floor frontage.
- In no event shall the total sign area for any tenant exceed 200 sq. ft.

## PRIMARY SIGNAGE DESIGN

The following are sign types that are allowed:

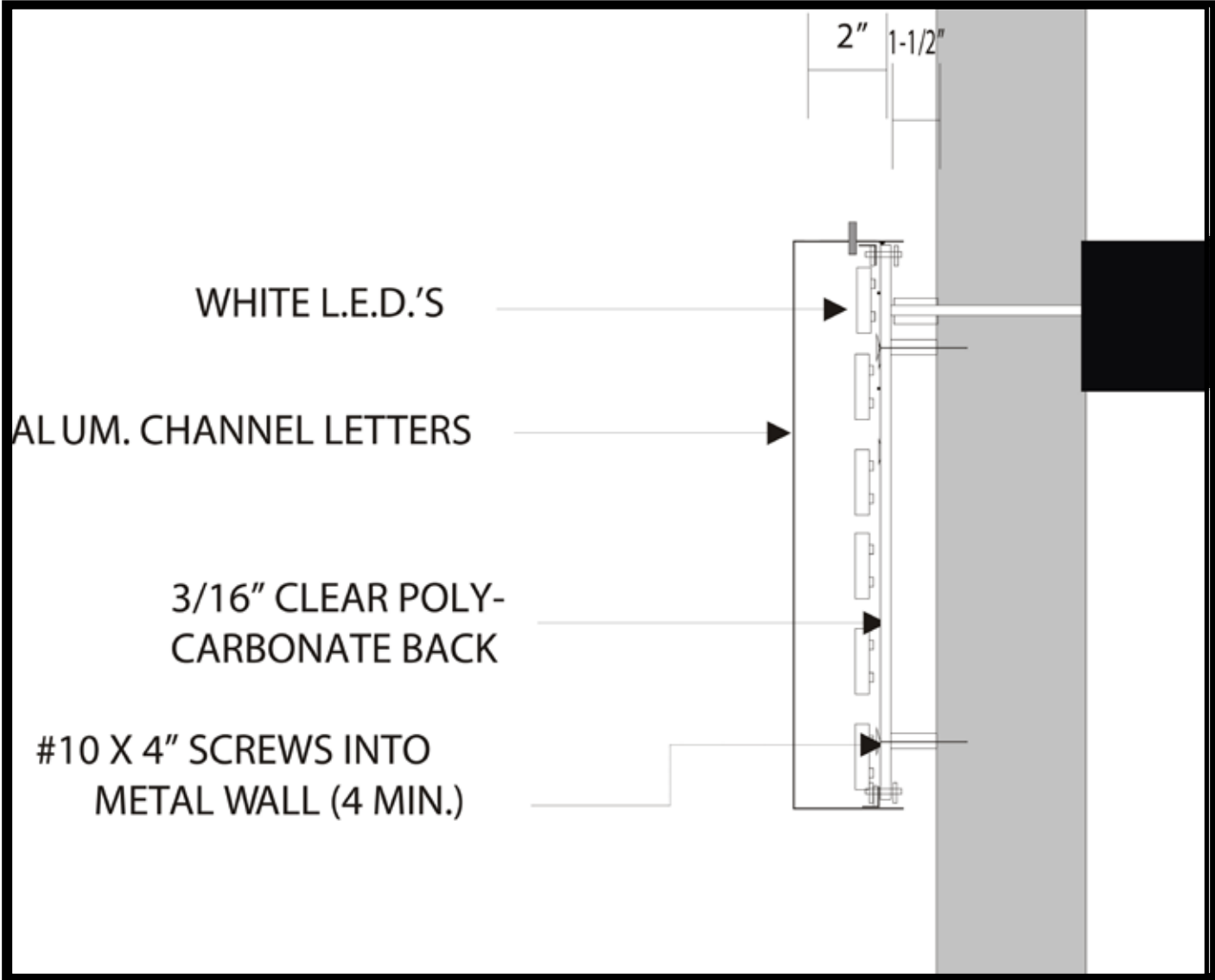
1. Reverse channel (halo letters) minimum of 2" deep and must be projected from the background (see pg. 7). All neon is to be backed by a non-reflective architectural shape.
2. Internally illuminated metal-face with push-through acrylic graphics (see pg. 8).
3. Dimensional graphics or letterforms pinned off storefront or attached to an architectural sign power shelf (see pg. 11).
4. Edge-lit, sandblasted glass (with a continuous light source) (see pg. 9).
5. Cast metal letters, raised or flush with fascia surface (see pg. 10).
6. Indirect illumination or non-internally illuminated signs (artisan type panel signs) are allowed but will be considered in tandem with a storefront remodel through the design review process.
7. Face-lit acrylic letters with a recommended depth of 3". (see Ex. 1 below)
8. Face-lit pan channel letters. Faces that are stark white or extremely bright colors such as bright red, orange, or yellow are discouraged.
9. Additional types of innovative or unique signs not listed may also be considered and subject to Design Review Commission approval.



GENERAL SIGNAGE REQUIREMENTS (cont'd.)

Primary Signage Examples (not inclusive of all allowable types of signs)

Reverse channel dimensional halo-lit letterforms

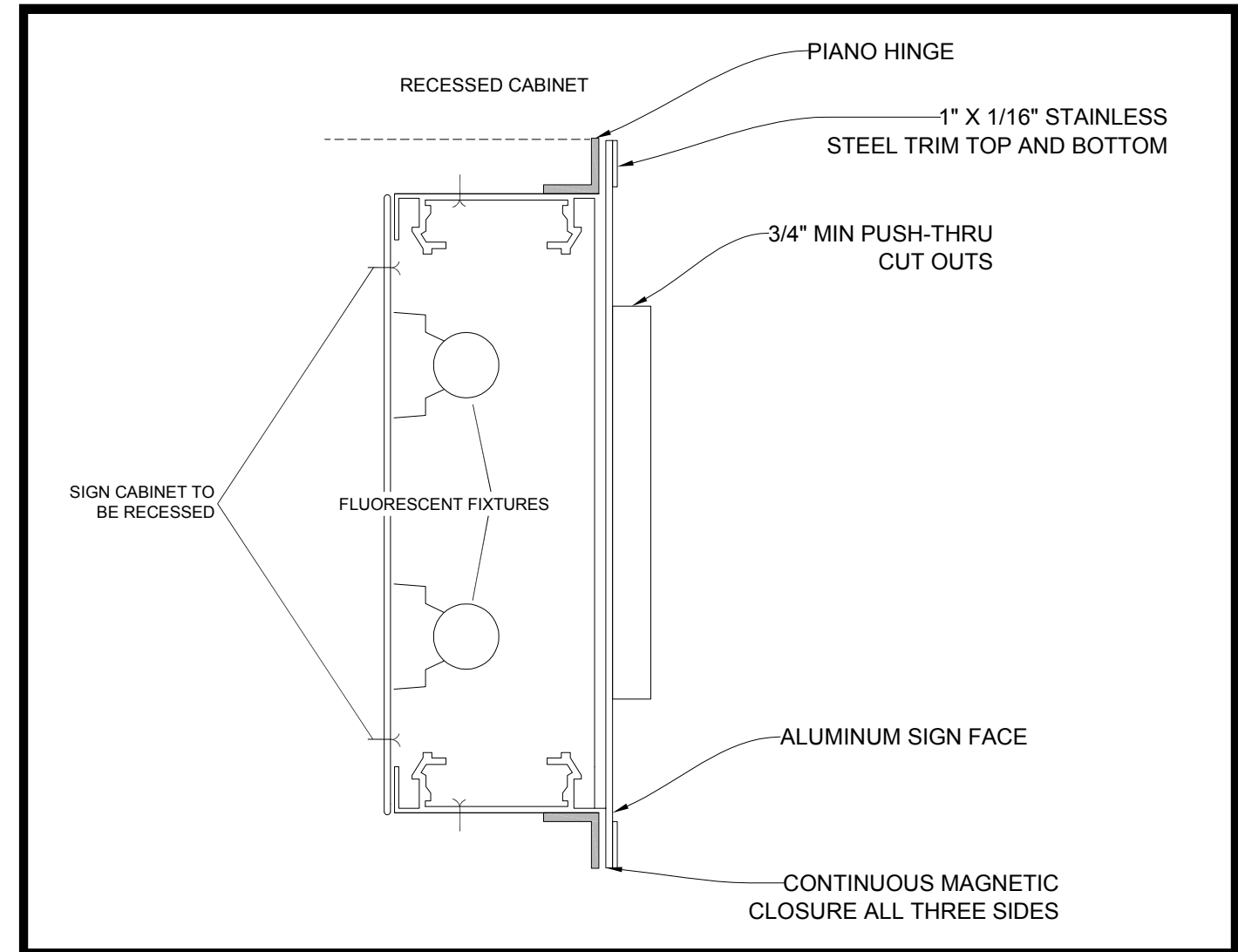


These photographs are representative of the signage type, not the exact tenants of Broadway Plaza. They are examples only.

## GENERAL SIGNAGE REQUIREMENTS (cont'd.)

### Primary Signage Examples (not inclusive of all allowable types of signs)

Internally illuminated recessed metal cabinet and face with push-through acrylic graphics



These photographs are representative of the signage type, not the exact tenants of Broadway Plaza. They are examples only.



GENERAL SIGNAGE REQUIREMENTS (cont'd.)

Primary Signage Examples (not inclusive of all allowable types of signs)

Edge-lit, sandblasted glass (with continuous light source).

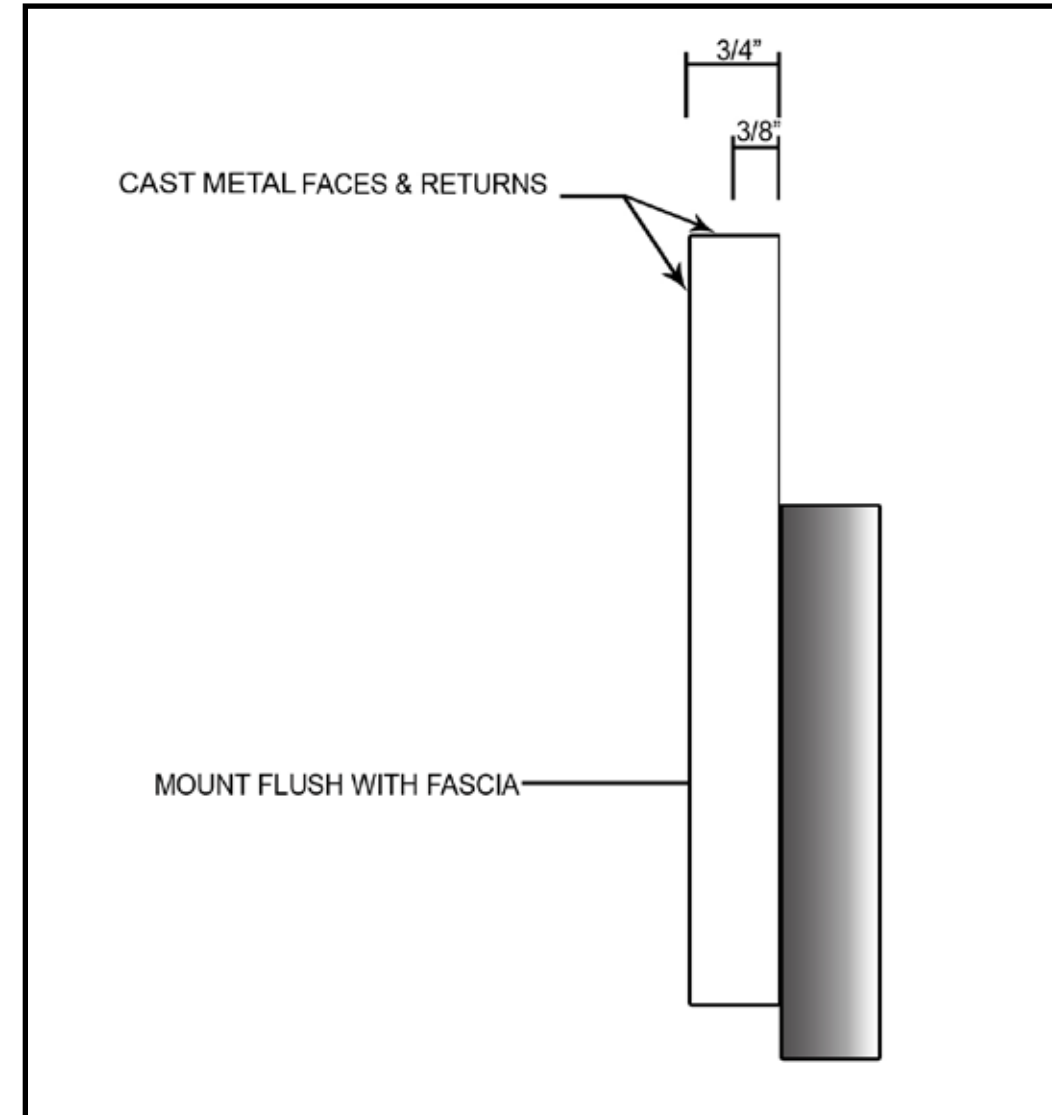


These photographs are representative of the signage type, not the exact tenants of Broadway Plaza. They are examples only.

## GENERAL SIGNAGE REQUIREMENTS (cont'd.)

### Primary Signage Examples (not inclusive of all allowable types of signs)

Cast metal letters, pinned off of storefront or raised above a canopy or storefront element or flush with fascia

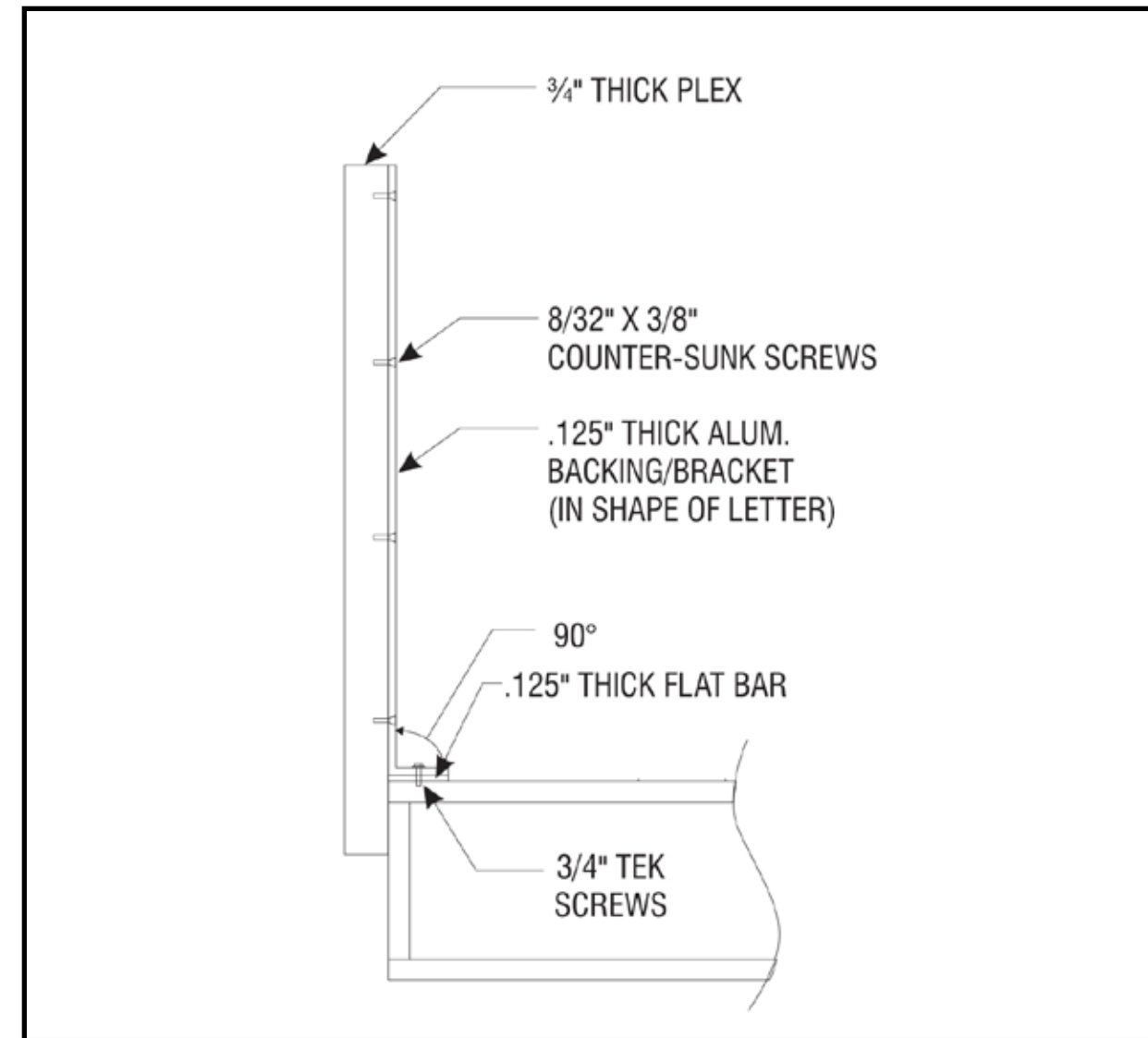


These photographs are representative of the signage type, not the exact tenants of Broadway Plaza. They are examples only.

## GENERAL SIGNAGE REQUIREMENTS (cont'd.)

### Primary Signage Examples (not inclusive of all allowable types of signs)

Dimensional graphics or letterforms pinned off storefront or attached to a powered signage shelf, to be integrated with facade architecture.



These photographs are representative of the signage type, not the exact tenants of Broadway Plaza. They are examples only.

## B. ALTERNATIVE SIGNAGE

### SECONDARY SIGNS

Subject to Landlord and city approval, Tenant may install the following signage in addition to the Primary sign on each building frontage. All Secondary signs shall be included in the overall sign area maximum calculations for each tenant.

1. Blade Signs.
2. Awning logos.
3. Storefront Window Signs.
4. Secondary wall signs where a ground level storefront exceeds 75 linear feet of storefront (width).
5. Off-site directional blade or ground-mounted signs may be considered in locations other than the Tenant storefront where the Tenant's storefront is not located directly on a Lane or Street or visibility is otherwise severely obstructed. Such signage shall be located at the nearest access points to the business. In the event several businesses are located in the same proximity, only one freestanding sign structure shall be allowed for the several businesses. This provision shall not apply to businesses not on a ground floor.
6. Threshold Signs
7. Garage Signs (see pgs. 19-20)

### STOREFRONT WINDOW SIGNS

If the Tenant wishes to provide additional Tenant identity, it is to be located at the pedestrian level (lower portion of storefront glazing) on the inside face of the storefront glass.

1. Storefront window signs may include only the Tenant's logo and name.
2. Glazing signs are to be translucent (similar to frosted glass), reverse reading and applied directly to the interior of the glass surface.
3. Tenant graphics on storefront glass shall be computer cut flat vinyl graphics (text/letter/logos)
4. Maximum allowable area of window signage is 15% of ground floor window area, per City of Walnut Creek criteria.
5. Tenant graphics/logo will be limited to a maximum of 3" in height.
6. Repetitive window signage is discouraged

### THRESHOLD SIGNS

In addition to storefront signs, Tenants are encouraged to incorporate signs into their entryway flooring. Landlord and the City will review threshold signs on an individual basis.

1. Threshold signs are to be graphics comprised of logos, crests and accent.
2. Finish is to be flush with adjacent materials and consistent with entry flooring quality.
3. Recommended materials include tile, stone, metal and terrazzo inlays.
4. Threshold sign shall be limited to the entryway landing only and may not extend beyond the lease line.
5. Exterior slip surfaces subject to disabled access requirements for slip resistance.

### AWNING SIGNAGE

Awning signage is subject to City review as part of the Tenant's overall sign proposal. Signage is limited to one awning, preferably over entry doors.

1. Signage may be incorporated into the awning design which may be painted, silk-screened or integrated within the awning itself. The signage should be proportional to the awning size so that it does not clash or overpower the structure.
2. Awning signage may be considered as the Tenant's main identification if located on the awning face but will not be permitted where a tenant also has a wall or window sign as its main identification. Secondary tenant signage is permitted on the awning valance.
3. Repetitive signage is not permitted.
4. Signage is permitted on only one awning even if multiple awnings are present on storefront.
5. Graphics/ text shall be confined to Tenant's name, logo, and trade name only.
6. Tenant identification or lettering on awnings shall be limited to eighteen (18) inches in height
7. No lettering may be place on the side of any awning nor on any awning on the second floor or above.

## ALTERNATIVE SIGNAGE (cont'd.)

### AWNING LOGOS

Logos are highly encouraged on awnings. Symbols applied to awnings provide a highly effective method of Tenant identity while adding color and interest to the storefront design. Logos should be silk-screened or painted when on a fabric awning. Three-dimensional 'medallion type' logos should be integrated when the awning is designed out of glass and/or metal. Size of logo should be proportional to the overall size of the awning, but shall be limited to 18 inches in height.

### BLADE SIGNS

The purpose of a blade sign is to identify and promote the business for the pedestrian and serve as a graphic and design enhancement. Blade signs are permitted and encouraged subject to the following requirements:

1. The total sign area for blade sign(s) shall not exceed four-and-one-half (4 ½) square feet per frontage. In no event shall any business place more than one blade sign per frontage.
2. No portion of a blade sign shall be less than eight (8) feet nor exceed a height of fourteen (14) feet above any pedestrian walkway. Blade signs shall not project from the building more than four (4) feet and in no case shall be closer than two (2) feet from the face of curb.
3. Indirect illumination permitted. If internally illuminated, only the text and logo shall be illuminated- backgrounds shall be opaque.
4. Blade signs shall not be mounted in such a manner as to obstruct vehicular traffic in any passageway, alleyway or designated loading/unloading area.
5. No portion of a blade sign shall project above the top of an eave or parapet.
6. All blade signs shall be maintained in good condition
7. Blade signs shall be designed as to be compatible with the theme of the business or the architectural façade where they are placed. The design, including materials and color, should contribute to the legibility of the sign.

8. The bracket of the blade sign shall be made of durable material and attached directly to the building wall to meet building code requirements. Decorative frames and brackets are encouraged.

9. Blade signs, unless internally illuminated, shall be minimum of one (1) inch thick and shall not exceed a maximum of six (6) inches thick. Brackets and decorative mounting features may exceed the thickness requirements as reasonably required to create an attractive graphic or design element.

10. Blade signs shall be limited to no more than two (2) sign faces.

11. Blade signs shall not be placed within a sight distance triangle as determined by the City's Traffic Engineer and shall not obstruct the view of traffic control devices.

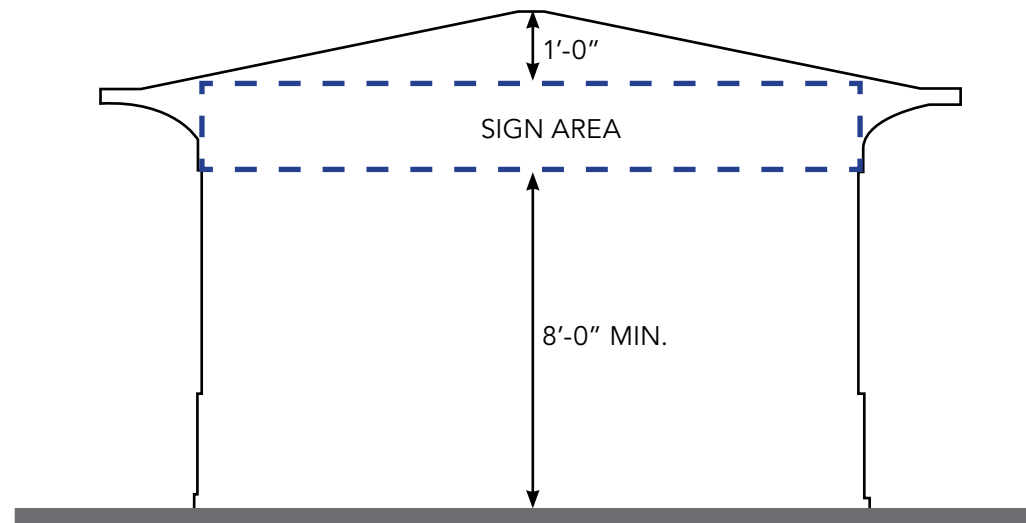
12. Blade signs shall not display the business phone number, address, website or merchandise pricing information. Symbols or logos used to identify the business are encouraged.

13. In calculating the total sign area of the overall frontage for the purpose of applying the limit on amount of signage, only one-half of one side of the area of a blade sign shall be counted.

14. An encroachment permit shall be required for any blade sign extending over the public right-of-way.

## KIOSK SIGNS

1. See primary sign design requirements 1-4, 9 & 10 as shown on page 5.
2. One primary sign ( defined as the main tenant storefront identification) per trade name is permitted per elevation oriented toward the flow of traffic. A Kiosk in a lane may have one sign on each elevation of the kiosk which faces down the lane in either direction. One blade sign (complying with all blade sign criteria as outlined on page 13) may be placed on the kiosk.
3. If the primary signs are mounted to the exterior of the kiosk they must be installed between a minimum of 8' AFF and 1' below the top of the kiosk. Signs following the same guidelines outlined here may also be mounted on the interior of the kiosk, which serve as primary signs. (see diagram below). Signs mounted on the interior shall not be restricted to a minimum of 8' AFF.
4. Signs shall be designed as an integral part of the storefront, with letter size and location proportional to the overall storefront design, and in compliance with district design criteria.
5. Maximum letter height is to be proportional to the kiosk storefront height; max allowed for height of letter is 10% of the overall storefront height with a maximum of 16" letter height.



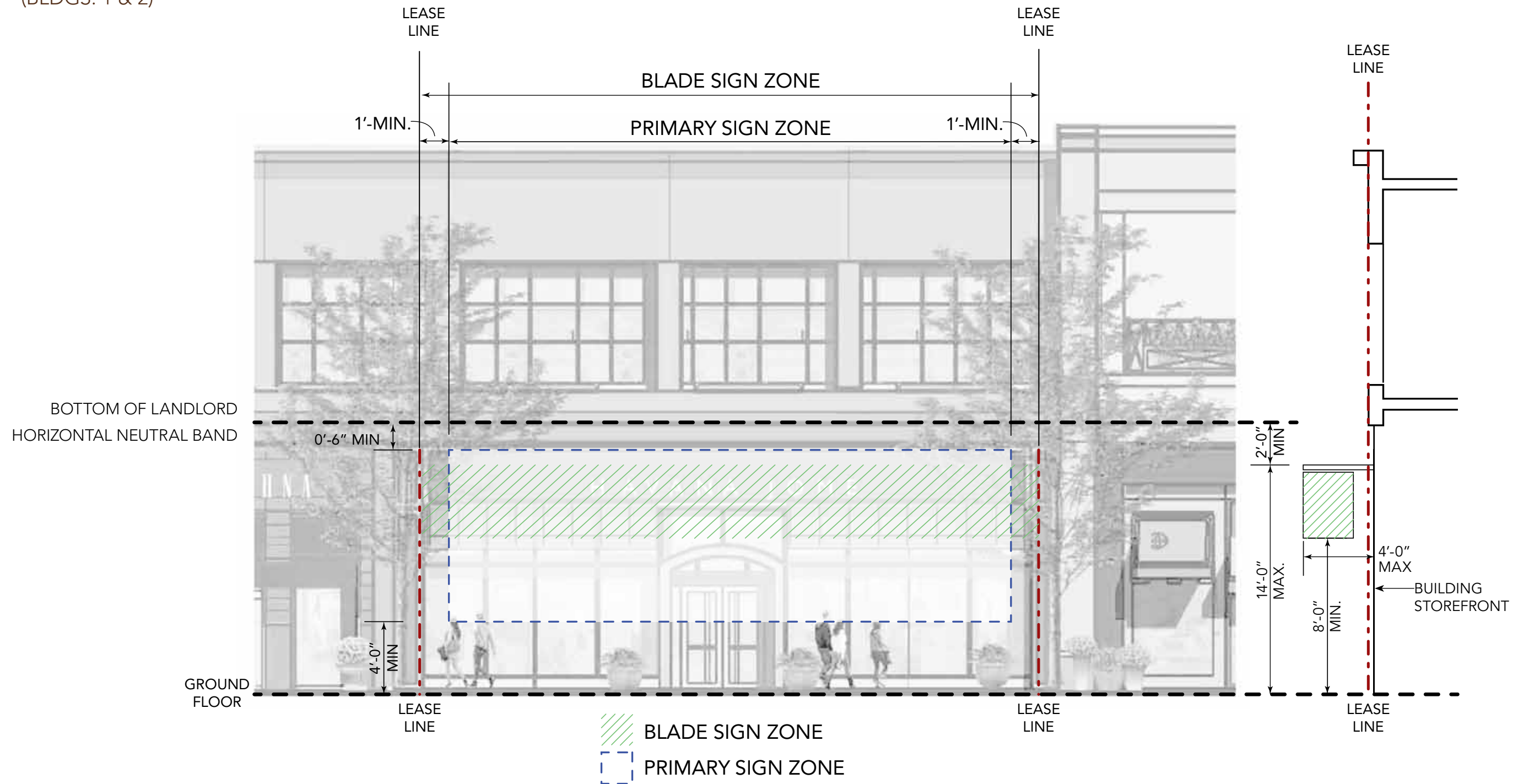
## PROHIBITED SIGNS/ MATERIALS

1. Vacuum-formed or injection-molded plastic signs.
2. Cabinet or standard "can type" signs with illuminated translucent backgrounds and silhouetted letters.
3. Exposed skeleton neon applied directly to fascia element.
4. Temporary or "sales" signs attached to storefront.
5. Flashing, scintillating, moving, sequencing, audible or odor producing signs.
6. Paper, cardboard and Styrofoam signs.
7. Credit card and advertising placards, decals, stickers or trademarks.
8. Manufacturer labels.
9. Carpet or rubber entry mat signs.
10. Internally illuminated awnings.
11. Signs employing un-edged or uncapped plastic logos or letters with no returns and exposed fastenings.
12. No simulated materials (i.e., wood grained plastic laminates, Zolatone etc.) or wall covering permitted.
13. Portable signs outside the lease line, for example a-frame signs and freestanding tripod signs

# C. SIGNAGE DIAGRAMS

## SINGLE LEVEL STOREFRONTS

(BLDGS. 1 & 2)

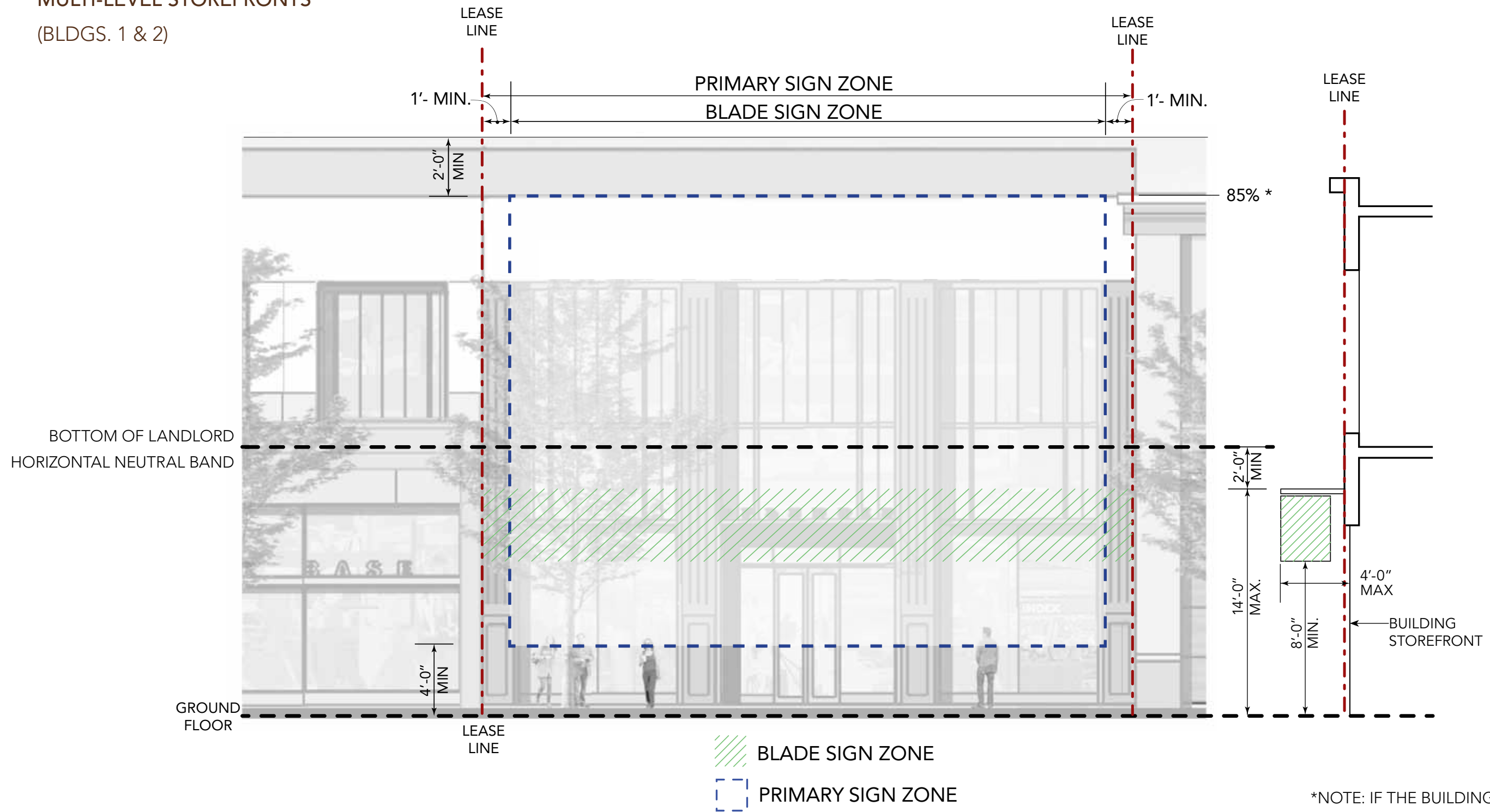


NOTE: Blade signs or awnings that encroach into the public right of way will require an encroachment agreement

# SIGNAGE DIAGRAMS (cont'd)

## MULTI-LEVEL STOREFRONTS

(BLDGS. 1 & 2)



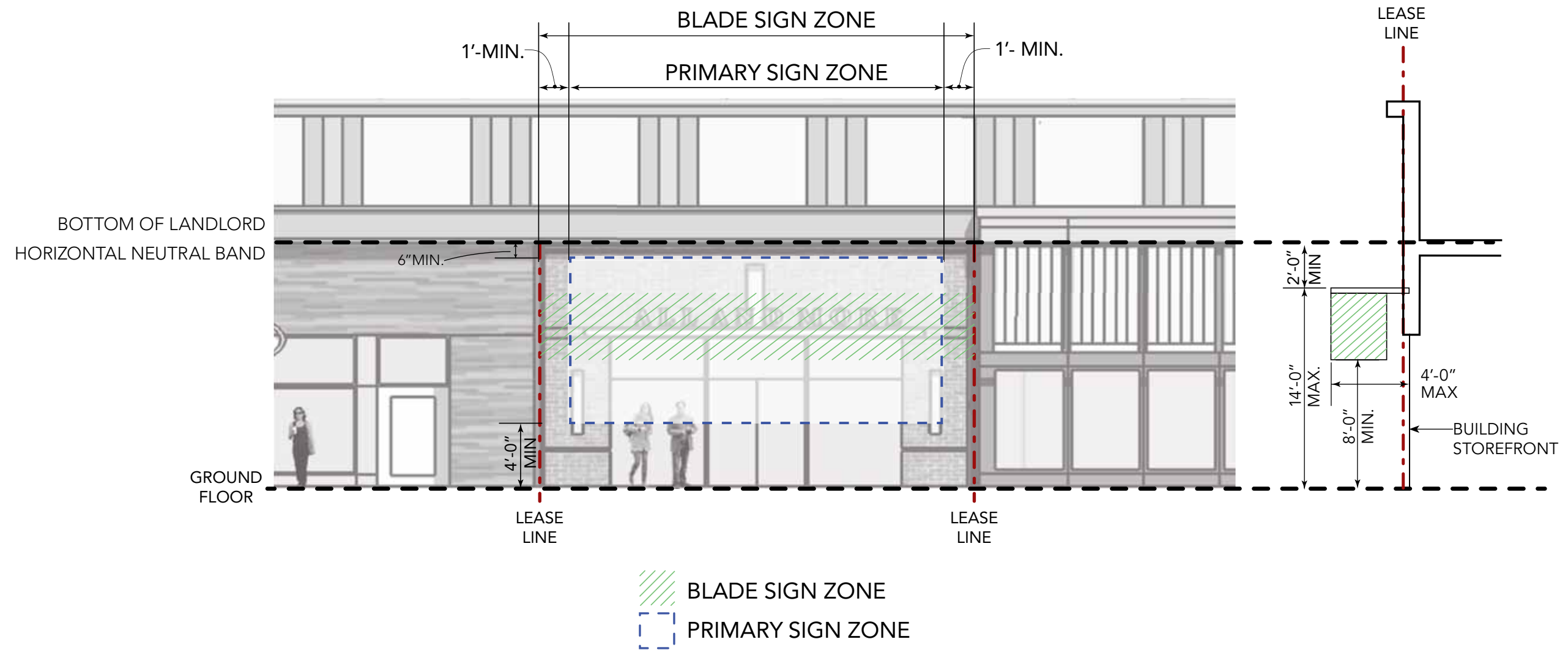
\*NOTE: IF THE BUILDING FACADE IS OVER 36' TALL, THEN THE TOP OF THE SIGN MAY BE MOUNTED AS HIGH AS 85% OF THE OVER-ALL FACADE HEIGHT.



# SIGNAGE DIAGRAMS (cont'd)

## SINGLE LEVEL BUILDING STOREFRONT- WITH LANDLORD FASCIA

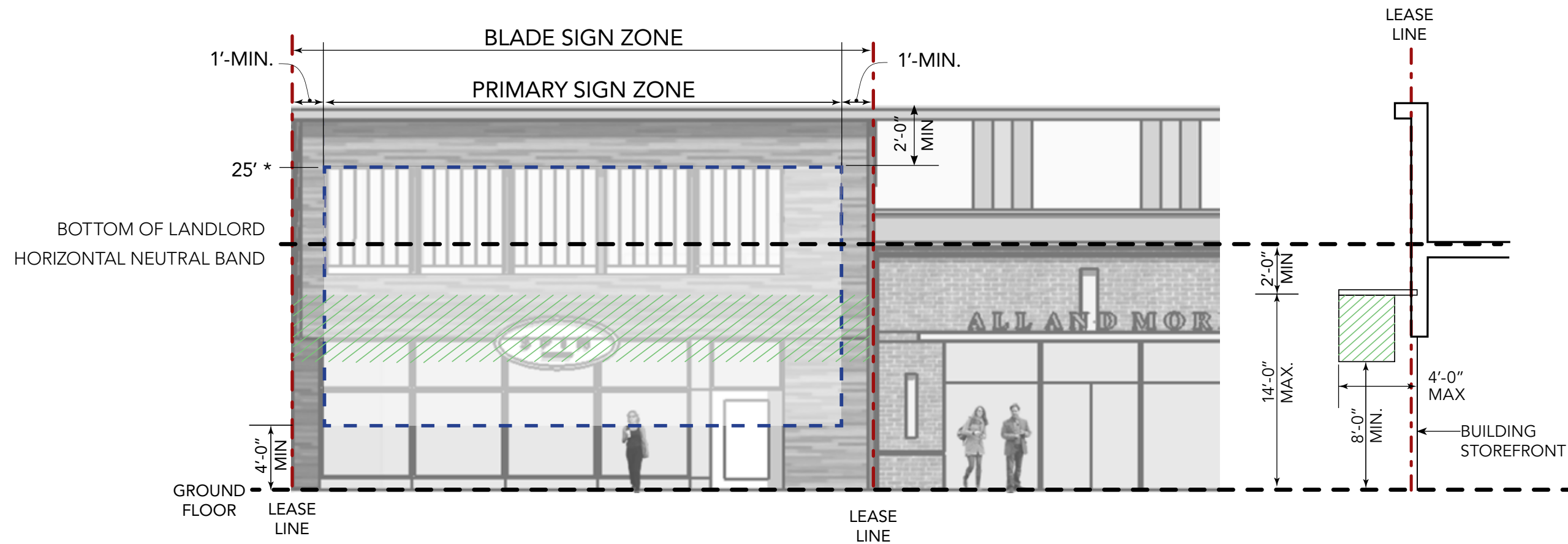
(WEST SIDE OF B.P. STREET, N. & S. PROMENADE AREAS AND BLDG. 3, 4 & 5)



# SIGNAGE DIAGRAMS (cont'd)

## SINGLE LEVEL BUILDING STOREFRONT- FULL HEIGHT TENANT

(WEST SIDE OF B.P. STREET, N. & S. PROMENADE, BLDGS. 4 AND 5)

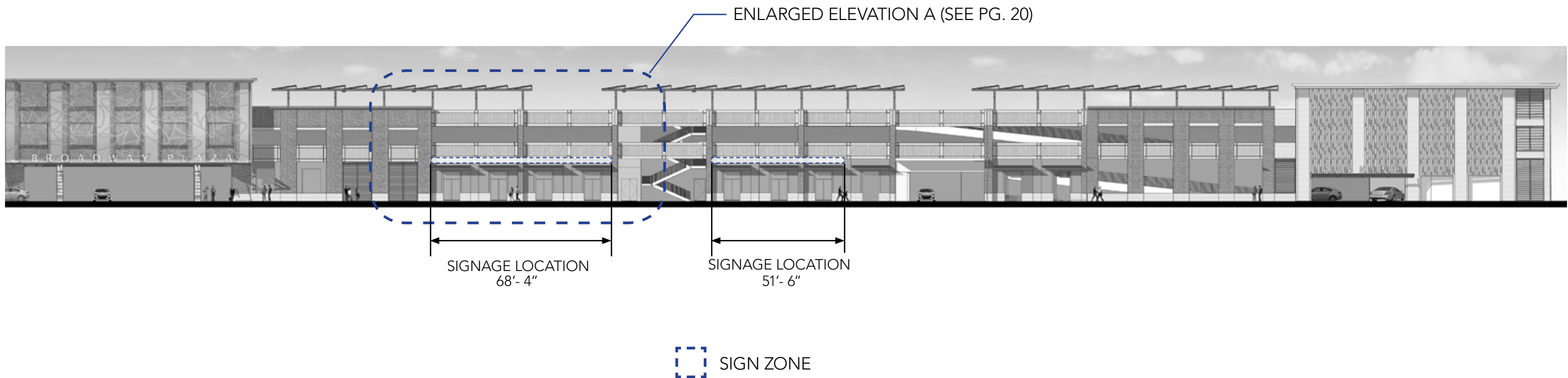


\*NOTE: IF THE BUILDING FACADE IS OVER 36' TALL, THEN THE TOP OF THE SIGN MAY BE MOUNTED AS HIGH AS 85% OF THE OVER-ALL FACADE HEIGHT.

## SIGNAGE DIAGRAM (Cont'd)

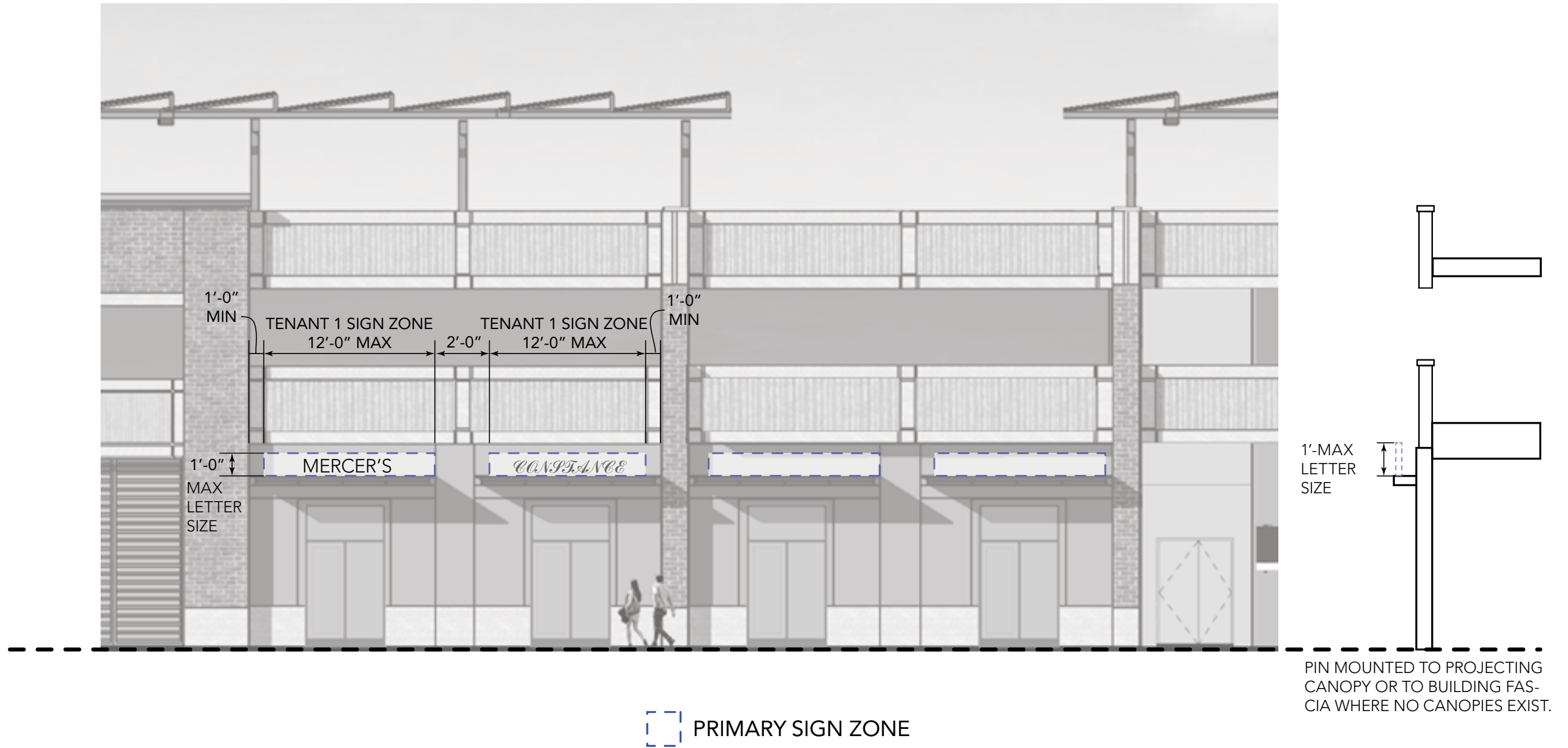
### ADDITIONAL SIGNAGE AT SOUTH BROADWAY FRONTAGE

- Tenants in Building 3 whose space extends to the back of the building may be permitted to add one secondary sign to the S. Broadway side of Garage C.
- Maximum letter size to be 12"; Maximum length of sign to be 12'-0"
- Individual pan channel face illuminated letters



# SIGNAGE DIAGRAMS (Cont'd)

## ENLARGED ELEVATION A



## D. BARRICADE GRAPHICS DESIGN GUIDELINES

- i. Option 1 - Full barricade wrap of retailer graphics to cover 100% of barricade surface (found on pages 22-23 of this manual).
- ii. Option 2 - A minimum of 75% of barricade covered with retailer graphics. Non-covered sections of barricade to be painted to coordinate/complement with retailer installed graphics (found on pages 24-25 of this manual).
- iii. Graphics installed by Tenant must be completed within 3 days of construction commencement.
- iv. In the case of either single story tenants or two-story tenants, minimum barricade height is 16'-0" or the height of the storefront, whichever is shorter.

### OPTION 1



- This option includes covering 100% of the barricade surface with a graphic vinyl wrapping
- This vinyl wrapping would include a complete coverage of the front barricade
- Doors and access points would also be considered part of the barricade surface and need to be covered in vinyl fabric treatment

## BARRICADE GRAPHICS (cont'd)

### OPTION 1 EXAMPLES



# BARRICADE GRAPHICS (cont'd)

## OPTION 1 EXAMPLES



## BARRICADE GRAPHICS (cont'd)

### OPTION 2 EXAMPLES



- This option includes covering at least 75% of the barricade surface with vinyl graphics.
- The non vinyl portions of the barricade surface need to be painted in a coordinating color to create an impression that the entire barricade is one continuous image.
- Vinyl graphics do not have to be in one continuous piece on the barricade.
- There are multiple options in how the vinyl graphics are applied to the barricade.
- Graphics may be broken into sections to create a geometric pattern across the barricade
- Cut vinyl lettering for store name will be considered vinyl graphics in the overall calculation of vinyl coverage
- Doors and access points are required to be either covered with vinyl or painted. Doors are considered part of the barricade surface for all graphic treatments.



BARRICADE GRAPHICS (cont'd)

OPTION 2 EXAMPLES



## BARRICADE GRAPHICS (cont'd)

### LANDLORD EXAMPLES



# E. PROJECT SITE PLAN

