

**MASTER SIGN PROGRAM**  
**DEER VALLEY PLAZA**

APPROVED

**I. PURPOSE**

The purpose of this criteria is to establish sign standards necessary to ensure adequate Tenant identification and exposure while maintaining an overall harmony of design for the entire shopping center. It outlines the type, size, location, installation, character, and illumination of all Tenant signage. Conformance to the criteria will be strictly enforced.

**II. GENERAL REQUIREMENTS**

All signs are subject to the following limitations and regulations.

- A. Each Tenant shall submit to the Landlord for approval four (4) copies of detailed drawings indicating the location, size, color, layout, design, illumination, materials and method of installation. Material and/or color samples shall be submitted for review by the Landlord and the City of Antioch.
- B. All permits required by the City of Antioch and associated fees shall be obtained and paid for by the Tenant or Tenant's representative.
- C. All signs shall be constructed and installed at the Tenant's expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications provided by the Sign Program and all other applicable codes and ordinances of the City of Antioch.
- E. All signs shall be reviewed for conformance with the Master Sign program and for overall design, material and workmanship quality. Approval of final signage and the right of installation of same shall be at the sole discretion of the Landlord and the City of Antioch.
- F. Tenant shall be responsible for the installation and maintenance of Tenant signage. Should Tenant's sign require maintenance or repair, Tenant shall be required to perform or cause to have performed such action to correct or repair signage within 5 days of written notice from Landlord.
- G. All sign contractors employed by the Tenant shall carry Worker'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 or erection of signs in an amount deemed appropriate by the Landlord. Tenant shall indemnify the Landlord from any damages which may arise from the installation, maintenance or use of the Tenant's signage.
- H. Illumination of all Tenant signs shall be turned off during the evening hours at the same approximate time, or in no case later than 10:00 PM, except for those Tenants which are authorized by the City of Antioch to remain open for business after 10:00 PM. For those Tenants who are authorized by the City to remain open after 10:00 PM, the signs shall be illuminated only during the authorized business hours.
- I. Landlord reserves the right to refuse acceptance of any design for aesthetic compliance to the theme of Deer Valley Plaza, as interpreted by the Landlord.
- J. Minor variations shall be permitted if approved by the Landlord and the City of Antioch.
- K. It is intended that the Tenant identification signs be implemented using imaginative and varied designs that are appropriate to the sign area allowed for each individual Tenant. Tenants that do not have an established sign program are encouraged to consult professional design firms in order to develop a sign program that meets the goals stated in this Program. Design guidelines for such Tenants shall be a sign and graphics program that is unique within the project.

III. ALLOWABLE SIGNAGE: STORES AND PAD TENANTS (See Illustration 2)

A. ILLUMINATED CHANNEL LETTERS

*The Tenant signs will be of individual letter construction and letter, numeral or unit will be attached structurally and electrically, individually to the fascia, as shown in the Sign Program. The wording of each sign shall be limited to the Tenant name only and shall not include any items sold therein, unless part of Tenant's name.*

**Please note that Major tenant signage will be submitted under separate review and approval and do not apply to this Sign program.**

1. *The capital letter height for non-stacked signage on primary frontages shall be 24 inches, with lower case letters to be proportional*
2. *Stacked signage shall only be allowed for Tenants occupying storefronts of 20 feet or less in width. Letter height for stacked signage shall be a maximum of 12 inches. A two inch vertical separation shall be used between the stacked letters.*
3. *The overall width of signs for Tenants with storefronts 20 feet or less in width shall not exceed 70 percent of the width of the storefront. All other tenant signage shall not exceed 65 percent of the width of the storefront.*
4. *Tenants will be limited to a maximum of one sign, except for corner Tenants, which will be allowed one sign on each building elevation.*
5. *Tenants who occupy an end of a Pad building shall be allowed three signs, one on each building elevation. Pad buildings occupied by only one Tenant shall be allowed a total of four signs, one on each building elevation. The City of Antioch's Design Review Board will review and approve Pad Tenant signs on a case by case basis.*
6. *Tenant's of premises of at least 4,000 sf can have 36" letter heights, provided the sign proportionally fits on the wall surface.*
7. *The letter style for all Tenants shall be compatible with adjacent signage and shall be considered on a case by case basis, as approved by City staff and at least one Design Review Board member.*
8. *The colors to be used shall be considered on a case by case basis and shall be monochromatic within each word, as approved by City staff and at least one Design Review Board member.*
9. *All internally illuminated signs shall have dark bronze aluminum returns and trim caps.*
10. *The use of illuminated corporate logos and trade style shall be permitted (subject to Landlord's approval) provided such logos or trade style are within the allowable sign area and fit proportionally on the wall surface.*

B. UNDER-CANOPY SIGNS (See illustration 3)

It is intended that the under-canopy signs be designed in an imaginative manner and maintain a consistent theme throughout the project. All designs shall be reviewed by the Landlord and the City of Antioch for comments and approvals.

1. *One under canopy sign shall be allowed for each storefront, and shall be of a design approved for use throughout the project.*
2. *The copy and/or graphics of the under-canopy sign shall be related to the primary service and/or the identity of the Tenant. Letters and colors will be standard.*
3. *Location: Mounted on the underside of the canopy structure at right angles to the Tenant store fascia and centered.*

4. Illumination: The under canopy signs will be indirectly illuminated by the arcade recessed downlights at the underside of the canopy.
5. Sign shall be constructed of wood, with painted or applied vinyl graphics. The maximum sign area allowed is (4) square feet per side. The method to determine the area shall be determined pursuant to the City of Antioch's Sign Ordinance.
6. In no case may the under-canopy sign be less than 7' 6" from walkway at its lowest point.

C. INCIDENTAL TENANT SIGNAGE (see Illustration 4 )

1. Tenant Window Signage

- a. *Tenant shall not have the right to place, construct or maintain on the glass panes and supports of the show windows of the premises, the doors and the exterior walls or roof of the building in which the premises are located or any interior portions of the premises that may be visible from the exterior of the premises, any signs, advertisements, names, insignia, trademarks, descriptive material, or any other similar item except as allowed in Item III C1b.*
  - b. Tenant addresses are to be fabricated and installed on entrance door using 4" high helvetica style numerals using Scotchcal vinyl or equal. Color shall be white. Tenant's address shall be located 6" above entry door transom.
  - c. Any neon signage in storefront glazing areas be considered and approved by City staff on a case-by case basis.
2. Rear entry signs shall be upper helvetica style numerals and letters. Materials shall be Scotchcal vinyl or equal, color white. Letter height shall be 6 and 4 inches, and centered horizontally from top of each rear door with 4" of space between address numbers and Tenant name.

D. TEMPORARY ADVERTISING AND PROMOTIONAL SIGNS

It is intended that temporary advertising and promotional signage will advertise or promote a Tenant's "grand opening," or a special event within the shopping center sponsored by the Landlord. All such signs shall be reviewed and approved by the Landlord and the City of Antioch.

1. Promotional signs may be either flags, banners, pennants, or other similar devices that are professionally designed and fabricated from durable and weatherproof materials.
2. The copy shall announce only the Tenant's and/or the shopping center's name, and the special event.
3. The location of temporary signs shall be on building exteriors, secured to or suspended from a building wall. The method of attachment must not puncture or damage the building. They may not be affixed to a tree, roof or fence.
4. Each tenant is allowed one sign, which can be displayed for no more than 14 days
5. Two "shopping center-wide" signs announcing Landlord-sponsored events are allowed, to be installed by the Landlord or it's agent. The signs may be on display for fourteen consecutive days.
6. The signs must be placed so as to not create safety hazards, block required pedestrian and/or vehicle accessways, and/or obstruct signs identifying adjoining establishments."

#### IV. GENERAL INFORMATION

The following section outlines the acceptable scope of work, quality standards and materials for Deer Valley Plaza.

##### A. ELECTRICAL AND ILLUMINATION

1. All fabrication and installation shall comply with all Underwriter's Laboratories requirements and specific state and local codes. All components shall bear the U.L. label indicating approval and be manufactured and installed by a U.L. certified shop.
2. All conductors, transformers, ballasts and other equipment shall be concealed.
3. Primary electric service to all Tenant signs shall be placed on Tenant's electric service. Tenant will provide time clocks and photo cells for use in conjunction with the electric service.
4. The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable hot spots or shadows will be allowed.
5. Illumination and electric specifications must appear on all shop drawings.
6. All glass housings, electrodes, tube supports, glass tubing, high voltage cable and all miscellaneous components shall be of first quality industry standards and listed with Underwriter's Laboratories.
7. Illumination of all Tenant signs shall not exceed that as specified in the lighting description for each of the individual signs described in this document.

##### B. CONSTRUCTION

1. All bolts, fastenings, clips, conduits, etc. shall be hot-dipped galvanized iron or equal. Where externally mounted, all items shall be painted to match the exterior color of the surfaces mounted thereon.
2. All manufacturers/installers are advised that prior to final acceptance, each unit may be inspected for conformance by an authorized representative of the Landlord. Any signs, before or after installation, found not to be in conformance will be rejected and removed immediately by the Tenant or Tenant's contractor.
3. No substitutes will be accepted by the Landlord whatsoever unless so indicated in specifications and approved by both the Landlord and the City of Antioch.
4. Shop drawings are required prior to start of any work detailing all specifications and methods of construction and must be approved by the Landlord.
5. No manufacturer or sign company decals may be displayed or visible.

##### C. INSTALLATION/REMOVALS

1. *Tenant shall not be allowed to open for business prior to the installation of proper signage. In the event that the Tenant is not able to install said signage prior to the opening of the business, Tenant shall provide Landlord with a signed contract from the sign contractor evidencing installation of said signage within 30 days of the opening date. In such an event, the Tenant may open for business with the landlord's consent.*
2. All penetrations of any building structure required for sign installation shall be neatly sealed and continuously maintained in watertight condition.
3. All contractors for installation, removal or service must be fully licensed and must provide the Landlord with certificates of insurance prior to commencing any work.
4. All methods of attachment to any structure must be detailed on shop drawings and be approved by the Landlord and the City of Antioch.

5. Sign removals shall include the patching and repairing of entire work area plus the repainting of any "ghosted" areas or as directed by the Landlord. Tenant shall reimburse Landlord if removal and/or repair is done by Landlord or it's agent.

#### D. PROHIBITED SIGNS

1. Conformance to the guidelines for signs at Deer Valley Plaza will be strictly enforced. Any non-conforming or unapproved signs are strictly forbidden.

*2. Tenant shall not place, construct or maintain on the premises any advertisement media, including, without limitation, searchlights, flashing lights, loudspeakers, sound systems, or any other similar visual or audio media without Landlord's and City Staff's consent. Tenant shall not solicit business in, on, or about the common areas, or distribute handbills or other advertising or promotional media in, on, or about the common areas.*

3. Tethered balloons and inflatable signs are prohibited.

4. Any sign on a parked vehicle parked for a duration of time which in Landlord's sole judgment, indicates its use for the purpose of advertising a particular Tenant, service or product is prohibited.

5. Signs that are movable or transportable or placed in vehicular or pedestrian traffic areas are prohibited.

6. Window signs are limited to the provisions found in the "Tenant Sign" section of this document.

#### E. EXCEPTIONS

1. Any changes from the Master Sign Program must be submitted to the Landlord and the City of Antioch for review.

2. All applications for exceptions must be accompanied by color renderings, samples and shop drawings.

#### F. DESIGNS/SUBMITTALS

1. It is expected that professional designers will prepare art work for all tenants and that such art work will include scaled schematic drawings, specifications and color renderings.

2. Submittals will be made to the Landlord and to the City of Antioch for approval before any such work may begin. Work started without approval will be considered non-conforming and will be subject to immediate removal.