Bayfair Center
PLANNED SIGN PROGRAM AND DESIGN GUIDELINES FOR TENANT SIGNAGE

MAJOR RETAIL SHOPPING CENTER
San Leandro, California

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1.0 PURPOSE

The purpose of the Planned Sign Program is to ensure that signage for Bayfair Center is presented with diversity and creativity while maintaining standards that achieve consistency throughout the project.

This Planned Sign Program is established for Retail Tenants of Bayfair Center and to provide a coordinated graphic system that communicates information in a distinctive and aesthetically pleasing manner. The visual consistency created by the criteria minimizes confusion and promotes an image of quality that unites all of the individual retail establishments.

The Planned Sign Program establishes minimum standards and maximum sizes that are reasonable and equitable, while providing sufficient flexibility to accommodate the Tenant’s need to be recognizable and marketable, to reflect each retail chain Tenant’s graphic images, and to encourage innovation while preserving the design quality of the development.

It is the responsibility of each Tenant to submit design drawings of the proposed signage to the Landlord and to the City of San Leandro for approval prior to the installation of any signage. The use of professional environmental Graphic Designers and professional Signage Companies to determine design detailing and sign placement is highly encouraged. Deviations from this Planned Sign Program will be subject to review and approval by the City of San Leandro and may require a formal amendment to this document. This Planned Sign Program’s requirements for the submittal process are detailed in Section 3.0, Signage Review, Approvals, Permits and Installation.
1.1 SITE PLAN
## 2.0 DEFINITIONS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchor Tenant</td>
<td>A Tenant leasing 95,000 square feet or more of space.</td>
</tr>
<tr>
<td>Auxiliary Building Signage</td>
<td>Signage allowed on a separate building or structure that is an auxiliary use to an Anchor Tenant; i.e. fuel station, garden center, restaurant, tire center and auto repair.</td>
</tr>
<tr>
<td>Blade Sign</td>
<td>Signage suspended from a building or canopy, or cantilevered from a building, and generally is readable from both sides.</td>
</tr>
<tr>
<td>Building Facade</td>
<td>All or that portion of the surface area of the exterior bearing wall or other exterior bearing enclosure of a side of a building which is visible from any one ground position, including (in calculating square foot dimensions) windows, entrances and exits, if any, but excluding architectural features and projections such as wing walls, parapet walls, eaves, freestanding columns and screen walls (sometimes &quot;building facade&quot; is described, but not always correctly in regard to certain buildings, as all that portion of a building side below the eave line). If a building is occupied by more than one enterprise, each such enterprise having at least one building frontage may be credited with its own building facade and allocated a portion of the total building facade of one or more building sides of the building, in accordance with the definition of &quot;building.&quot; Vertical wall surfaces that deviate in plan 30 degrees or more from each other shall be considered different building facades for the purposes of this Sign Program.</td>
</tr>
<tr>
<td>End-Cap Tenant</td>
<td>A Retail Tenant or restaurant that occupies the end of a building with exposure to three exterior walls.</td>
</tr>
<tr>
<td>Fascia</td>
<td>Vertical wall surface of a canopy or building.</td>
</tr>
<tr>
<td>Freestanding Building</td>
<td>A stand-alone building with one or more Tenants that is not attached to the Major Retail Tenants. This building is characterized by having no rear facades and three to four front facades.</td>
</tr>
<tr>
<td>In-Line Tenant</td>
<td>Tenants designated as “In-Line” Tenants are located as part of a series of consecutive or attached Tenant spaces separated by shared Tenant demising walls.</td>
</tr>
<tr>
<td>Junior Tenant</td>
<td>A Tenant leasing 15,000 to 19,999 square feet of space.</td>
</tr>
</tbody>
</table>
Landlord
Madison Marquette Retail Services or succeeding or assigned Owner.

Logotype/Symbol
The distinctive letter-forms used to express the image of a company. Often the logotype is used in combination with a symbol (an icon or monogram). Tenant’s logotype is limited to Landlord approved DBA.

Location Signage
Additional signage that identifies locations of other Tenant services or functions, i.e. tire service, auto services, lumber sales, garden center, tire sales, pick-up, car stereo installations.

Major Tenant
A Tenant leasing 20,000 to 94,999 square feet of space.

Monument Sign
Freestanding sign that contains signage identifying Bayfair Center and individual Tenants.

Operational Signage
Directional or safety information provided by Tenant, posted on Tenant’s premises in public view. It shall not contain Tenant’s name or logo. Such signage is subject only to Landlord’s review and approval.

Primary Business Facade
Building facade associated with the Tenant’s main entrance.

Primary Tenant Signage
Main Tenant signage that is located on Tenant’s primary business facade, usually above Tenant’s main entry.

Pylon Sign
Freestanding signs that contain signage identifying Bayfair Center, Major Retail Tenants and Theater Tenant of the project.

Rear Facade
The building facade that is predominately used for servicing the store and contains loading docks, service entries, trash removal facilities, etc. and is generally not visible from main streets or walkways.

Secondary Tenant Signage
Additional signage allowed for freestanding buildings, End-Cap Tenants, as well as In-Line Tenants that occur in freestanding buildings with additional visibility to street frontages.
**Sign Area**

The area of the largest single face of the sign copy within a perimeter that forms the outside shape, including any frame that forms an integral part of the display, but excluding necessary supports or uprights on which the sign may be placed. Where there is no physical frame defining the perimeter of the sign, the area shall consist of that portion of the sign within a single continuous perimeter enclosing the extreme limits of the sign copy. The location of such perimeter shall be based exclusively on squares or rectangles. If the sign consists of more than one section or module, the combined areas of the sections or modules shall not exceed the maximum area. In the case of a sign designed with more than one exterior surface containing sign copy, the sign area shall be computed as including only the maximum single display surface visible from any one ground position.

**Subsidiary Sign**

Additional signage that identifies products offered by retailers.

**Tenant**

A business entity leasing a space, building or site within Bayfair Center.

**Wall Sign**

A sign mounted to any exterior wall of the building leased by a Retail Tenant and used to identify the Tenant’s premises.

**Window Sign**

A building sign which is affixed to a clear door or window and oriented outward, and any sign visible through a clear door or window when it is so located as to be conspicuously visible and readable without intentional and deliberate effort from outside the building or structure. A banner on the exterior of a window is not a window sign.
3.0 SIGNAGE REVIEW, APPROVALS, PERMITS & INSTALLATION

All signage shall be reviewed and approved in writing by the Landlord for conformance with this Sign Program and overall design quality. Approval or disapproval of signage submittals shall remain the right of the Landlord and the City of San Leandro.

3.1 CONDITIONS OF LEASE

Each Tenant is responsible for the design, fabrication, installation, maintenance and cost of electricity for their own signage.

The Tenant shall be responsible to provide the company responsible for the fabrication and installation of the signage a designated circuit from the Tenant’s electrical panel to the signage. Special circumstances and penetrations through walls and structures will be addressed on a case-by-case basis and must be approved prior to construction and inspected by the Landlord.

Prior to termination or conclusion of a lease, the Tenant is responsible for the removal of their signage. The storefront wall or fascia shall be patched and painted and returned to its original condition as it was prior to the installation of the Tenant’s signage.

3.2 PROHIBITED SIGNAGE

The following signage shall be prohibited within the project:

- Flashing, moving or scintillating light bulbs or effects.
- Window signage, other than those signs permitted elsewhere in this Sign Program.
- Signage employing luminous painted paper or cardboard signage.
- Paper, stickers or decals hung around or behind storefront glazing.
- Signage employing exposed raceways, ballast boxes or transformers.
- Temporary movable signs on walkways or in parking areas.
- Signage with Tenant’s web address.
3.3 LANDLORD APPROVAL

- Prior to submission to the City of San Leandro and prior to fabrication and installation, Tenants shall submit for approval: One (1) reproducible copy and three (3) additional copies of detailed signage drawings indicating the locations, size copy layout, materials, colors, illumination and method of attachment. At least one (1) drawing of the signage must be in color. Tenant shall provide materials and color samples board and if available, photographs of proposed signage. All materials and colors are subject to approval in the field by the Landlord. The plans must include the building facade to scale, the depiction of the signage on the building to scale, a site plan indicating the location of the Tenant within the project, and construction specifications and details of the proposed signage.

- If the plans submitted to the Landlord are not acceptable or require revisions, they must be resubmitted for approval unless approved ‘with conditions.’

- After plans are approved by the Landlord, one (1) set of the approved submittal with samples shall be retained by the Landlord and two (2) sets of plans will be returned to the Tenant. One (1) approved set shall be included as part of the Tenant’s submittal to the City of San Leandro as per the City’s Sign Application Guidelines.

3.4 CITY OF SAN LEANDRO APPROVAL

- The Tenant will be responsible for contacting the City of San Leandro for necessary submittal requirements and obtaining approvals and necessary permits before installation of signage.

- If the City of San Leandro requires any changes in the submittal, the Tenant shall obtain Landlord’s approval of the change prior to re-submittal, obtaining a sign permit and/or installation of signage.

3.5 PERMITS

- All permits for signage and installation that are required by the City of San Leandro shall be obtained by the Tenant or their Representative at Tenant’s expense prior to fabrication and installation.

3.6 INSTALLATION

- All signage shall be constructed and installed at Tenant’s expense in strict accordance with Landlord’s approved plan.

- Tenants shall be responsible for the installation and maintenance of their signage.
The Tenant’s Signage Contractor shall be licensed by the State of California 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 or erection of signage.

Tenant’s Signage Contractor shall repair any damage caused by his work. Damage that is not repaired by the Contractor shall become the Tenant’s responsibility to correct.

The Tenant, upon request of the Landlord, shall correct signage not in accordance with previously approved plans. If not corrected within thirty (30) days, signage may be corrected or removed by the Landlord at the Tenant’s expense.

4.0 SIGN FABRICATION SPECIFICATIONS

4.1 SIGN MATERIALS

A. General

1. Signage must be constructed and installed to meet or exceed all applicable codes and City of San Leandro requirements.

2. All penetrations of the building structure required for signage installation shall be neatly sealed and watertight. Color and finish of attachments and sealants shall match adjacent exterior finishes.

B. Materials

1. Aluminum shall be suitable for ornamental, architectural work. Surface finish shall be smooth, free of extrusion marks or imperfections. Alloy shall be selected to meet the structural requirements of the specific application.

2. Structural metal for concealed framing shall be of galvanized rolled steel or equal, as required, to satisfy structural requirements.

3. Acrylic sheet plastic shall be equivalent to Plexiglas II as manufactured by Rohm and Hass Co. or equal. Thickness shall be not less than one eighth (1/8) inch. All plastics shall be of uniform color, translucence and illuminations, as supplied by Manufacturer. Any exposed edges of acrylic shall be finished with no visible saw marks.

C. Fasteners

1. All exterior signage shall be secured by concealed fasteners, or if exposed, fasteners of stainless steel, nickel or cadmium plated.
4.2 ELECTRICAL COMPONENTS

A. Electrical Wiring and Equipment

1. All electrical signage shall bear the Underwriters Laboratories (UL) label of approval.

2. All raceways, transformers, electrode boxes, switches, wiring, conduit and access hatches shall be concealed.

B. Installation

1. Coordinate electrical components and demands with building power supplies.

2. Tenant’s electrified signage shall be connected to Tenant’s house panel and controlled by a time clock or energy management system.

4.3 FABRICATION OF SIGNS & SUPPORTS

A. General

Provide custom-manufactured sign assemblies and components completely fabricated and finished at factory before delivery to site. Fit and assemble the work at the shop to the greatest extent possible. No site application or finishing will be permitted except for touch-up. Exposed fasteners on finished faces will not be allowed, unless specifically indicated. Waviness and oil canning of surfaces is not acceptable. Minimum material thickness is to be 0.090 inches. Conceal wiring, conduit and other electrical items within sign enclosures.

B. Seams and Joints

All visible joints shall be ground, filled and finished flush and smooth with adjacent work. Such seams shall be invisible after final finish has been applied. Spot welded joints shall not be visible on exterior of signs after final finish has been applied. No gaps, light leaks, waves, or oil canning will be permitted in the work.

5.0 GENERAL PROJECT SIGNAGE GUIDELINES

5.1 PYLON SIGNAGE

General

Pylon signage shall identify the name of the project and the Major Retail Tenants within the project.
Quantity

Three (3) internally illuminated pylon signs shall be allowed within the project.

Location

Located along Hesperian Boulevard at the intersection of Fairmont Drive and East 14th Street and along East 14th Street, as shown on Exhibit 1.1 Site Plan.

Size

1. Pylon sign shall not exceed 50’-0” in height.

2. Signage area for Tenants shall not exceed 600 square feet per face, not including background.

3. The maximum letter height for the Tenant letterforms is 2’-0”.

Content

1. Tenant sign shall consist of the Tenant letterforms. The Landlord and the City of San Leandro shall allow other content subject to approval.

2. Fabricator to adjust Tenant’s letterforms for readability and equal visual balance with other Tenant signs.

Materials

1. Tenant signage panels shall match existing panels in color and texture. Panels are a light background with dark letters with sufficient contrast to be easily readable both during the day and when internally illuminated at night.

2. See 5.7 Signage Diagrams, Pylon Sign Diagram A for additional construction and materials specifications.

3. All pylon, monument and entry signs shall be consistent in design, materials, color and texture.

5.2 MALL MONUMENT SIGNAGE

General

Mall monument signage shall identify the name of the project.

Quantity

One (1) non-illuminated mall monument sign shall be allowed.
Location

Located at the intersection of Bayfair Way and Fairmont Drive, as shown on Exhibit 1.1 Site Plan.

Size

1. Mall monument sign shall be exceed 6’-0” in height.
2. Signage area shall not exceed 200 square feet per face, not including background.

Content

Mall monument sign shall identify the name of the project “Bayfair Center” only.

Materials

1. All pylon, monument and entry signs shall be consistent in design, materials, color and texture.
2. See 5.7 Signage Diagrams, Mall Monument Sign Diagram B for additional construction and materials specifications.

5.3 SHARED TENANT MONUMENT SIGNAGE

General

Shared Tenant monument signage shall identify the name and/or logo of Tenants within the project only.

Quantity

Two (2) illuminated shared Tenant monument signs shall be allowed.

Location

Location shall be located as shown on Exhibit 1.1 Site Plan.

Size

1. Shared Tenant monument sign shall not exceed 15’-0” in height.
2. Shared Tenant monument sign shall not exceed 150 square feet per face, not including background.
Content

1. Mall monument sign shall identify the name and/or logo of up to four (4) Tenants within the project.

2. Tenant sign shall consist of the Tenant letterforms. The Landlord and the City of San Leandro shall allow other content subject to approval.

3. Fabricator to adjust Tenant’s letterforms for readability and equal visual balance with other Tenant signs.

Materials

1. Tenant signage panels shall match existing panels in color and texture. Panels are a light background with dark letters with sufficient contrast to be easily readable both during the day and when internally illuminated at night.

2. See 5.7 Signage Diagrams, Shared Tenant Monument Sign Diagram C for additional construction and materials specifications.

3. All pylon, monument and entry signs shall be consistent in design, materials, color and texture.

5.4 PAD TENANT MONUMENT SIGNAGE

General

Pad Tenant monument signage shall identify the name and/or logo of Pad Tenants within the project only.

Quantity

Two (2) illuminated Pad Tenant monument signs shall be allowed.

Location

Location shall be located as shown on Exhibit 1.1 Site Plan.

Size

1. Pad Tenant monument sign shall not exceed 6’-0” in height.

2. Pad Tenant monument sign shall not exceed 25 square feet per side, not including structure.
Content

1. Pad monument sign shall identify the name and/or logo of up to two (2) Tenants within the project.

2. Tenant sign shall consist of the Tenant letterforms. The Landlord and the City of San Leandro shall allow other content subject to approval.

3. Fabricator to adjust Tenant’s letterforms for readability and equal visual balance with other Tenant signs.

Materials

1. Tenant signage panels shall match existing panels in color and texture. Panels are a light background with dark letters with sufficient contrast to be easily readable both during the day and when internally illuminated at night.

2. All pylon, monument and entry signs shall be consistent in design, materials, color and texture.

3. See 5.7 Signage Diagrams, Pad Tenant Monument Sign Diagram D for additional construction and materials specifications.

5.5 MALL ENTRY SIGNAGE

General

Mall entry signage shall identify Bayfair Center and the name and/or logo of Tenants within the interior mall only.

Quantity

One (1) illuminated mall entry sign shall be allowed per each mall entry.

Location

Location shall be located as shown on Exhibit 1.1 Site Plan.

Size

1. Each sign face shall not exceed 1’-8” in height and 12’-2” in length except Bayfair Center’s sign face at 3’-10” in height and 19’-4” in length.
Content

1. Mall entry sign shall identify the name and/or logo of up to four (4) Tenants within the mall.

2. Tenant sign shall consist of the Tenant letterforms. The Landlord and the City of San Leandro shall allow other content subject to approval.

3. Fabricator to adjust Tenant’s letterforms for readability and equal visual balance with other Tenant signs.

Materials

1. Tenant signage panels shall match existing panels in color and texture. Panels are a light background with dark letters with sufficient contrast to be easily readable both during the day and when internally illuminated at night.

2. All pylon, monument and entry signs shall be consistent in design, materials, color and texture.

3. See 5.7 Signage Diagrams, Interior Mall Entry Sign Diagram E for construction and materials specifications.

5.6 INTERIOR MALL DIRECTIONAL SIGNAGE

Interior mall directional signage may be located throughout the enclosed (interior) portion of the mall to assist visitors in orienting themselves to the shops and amenities found within the mall.

Interior mall directional signage cannot impede line of sight and shall be placed so as not to interfere with pedestrian flow.

Interior mall directional signage shall be placed as required by code, or as required to allow visitors a high degree of visual orientation. See 5.7 Signage Diagrams, Interior Mall Directional Sign Diagram F for construction and materials specifications.

See 5.7 Signage Diagrams, Interior Mall Directional Sign Location Diagram G for sign locations.
5.7 SIGNAGE DIAGRAMS

PYLON SIGN DIAGRAM A (TWO-SIDED)
5.7 SIGNAGE DIAGRAMS

MALL MONUMENT SIGN DIAGRAM B (TWO-SIDED)

SHARED TENANT MONUMENT SIGN DIAGRAM C (TWO-SIDED)
5.7 SIGNAGE DIAGRAMS

PAD TENANT MONUMENT SIGN DIAGRAM D (TWO-SIDED)
5.7 SIGNAGE DIAGRAMS

MALL ENTRY SIGN DIAGRAM E
5.7 SIGNAGE DIAGRAMS

INTERIOR MALL DIRECTIONAL SIGN DIAGRAM F
5.7 SIGNAGE DIAGRAMS

INTERIOR MALL DIRECTIONAL SIGN LOCATION DIAGRAM G
6.0 SPECIFIC RETAIL TENANT GUIDELINES (EXTERIOR)

6.1 PRIMARY TENANT SIGNAGE

Function

1. To identify the Tenant’s place of business.

Location

1. All signs must be located on the fascia area between the top of the storefront glass and the top of the parapet wall, preferably over the entry. On walls without a storefront or entry, the sign must be a minimum of eight (8) feet above grade and located above canopies, as may be the condition in smaller shop buildings and freestanding buildings. See 6.9 Tenant Signage Diagrams, Sign Location Diagrams A-E.

2. No sign may cover or overlap significant architectural details such as window or door frames, glass, facade setbacks, columns, towers, etc. unless the sign sits on a canopy or other architectural element that is integrated into the overall building design.

3. Signs must maintain one and one half (1.5) feet minimum distance between the edge of the sign and the edge of the architectural details or the edge of the building. No Tenant wall sign may be located within four and one half (4.5) feet of an adjacent storefront. See 6.9 Tenant Signage Diagrams, Sign Location Diagrams A-E.

Number of Signs

1. Each Tenant may have one primary sign.

2. In addition to the primary sign, additional signage may be allowed. See 6.8 Tenant Signage Matrix (Exterior) for types of signage allowed per Tenant size and location.

Allowable Sign Types

1. Creative sign designs and types are encouraged. External illumination is preferable. Signs with channel letters and internally illuminated Plexiglas faces will be allowed.

2. Tenant signs that occur on brick veneer wall surfaces are encouraged to be detailed with light or white color sign faces. If desirable, and subject to review and coordination with Landlord, signs may be mounted to a contrasting aluminum colored panel that provides contrast to individual letters and/or logo. A maximum of six (6) inches of exposed aluminum panel will occur at four sides of signage faces.
Sign Copy

Sign copy is limited to the following:

1. Store name, federal or state registered name or logo.
2. A symbol or icon that is recognizable as part of the company’s trademark.
3. Graphic or architectural features that highlight, frame or emphasize logos or letters.

Sign Size

The sign size and sign area will be determined by the allowable letter height and total area for each category listed below.

Notwithstanding requirements of the Planned Sign Program, Tenants may utilize standard corporate logos and/or prototypical signage graphics, subject to the approval of the Landlord and the City of San Leandro.

Sign types that contain a limited amount of individual letters that may exceed the max height of letters noted below will be considered as long as overall signage area is within the allowable area. See 6.9 Tenant Signage Diagrams, Primary Sign Diagrams A and B.

See 6.8 Tenant Signage Matrix (Exterior) for size and number of signs allowed.

6.2 SECONDARY TENANT SIGNAGE

Function

1. To provide additional signage opportunities to In-Line Retail Tenants, Tenants located in a freestanding building and Tenants that are in an end-cap position.

Location

1. Secondary signs may be wall or canopy signs.
2. Secondary wall signs cannot be on the same building facade as the primary Tenant signage.
3. All signs must be located on the fascia area between the top of the storefront glass and the top of the parapet wall, preferably over the entry. On walls without a storefront or entry, the sign must be a minimum of eight (8) feet above grade and located above canopies, as may be the condition in smaller shop buildings and freestanding buildings. See 6.9 Tenant Signage Diagrams, Sign Location Diagrams A-E.
4. No sign may cover or overlap significant architectural details such as window or door frames, glass, facade setbacks, columns, towers, etc. unless the sign sits on a canopy or other architectural element that is integrated into the overall building design.

5. Signs must maintain one and one half (1.5) feet minimum distance between the edge of the sign and the edge of the architectural details or the edge of the building. No Tenant wall sign may be located within four and one half (4.5) feet of an adjacent storefront. See 6.9 Tenant Signage Diagrams, Sign Location Diagrams A-E.

**Size/Number of Signs**

1. See 6.8 Tenant Signage Matrix (Exterior) for size and number of signs allowed.

### 6.3 TENANT BLADE SIGNS

**Function**

1. To provide Tenant name visibility to pedestrian shoppers located along the pedestrian promenade.

2. To encourage pedestrian browsing and for the convenience of pedestrians in identifying Tenants when walking below wall signs and parallel to store facade.

3. To mark the entry points into the various shops along the promenade.

**Location**

Each Tenant may have only one blade sign. Signs may hang from the overhead canopy in the promenade areas in front of the store entry, or may also be mounted at 90° to the wall near the entry if the store has no overhead canopy. The bottom of each blade sign must be eight (8) feet above the sidewalk grade and maintain a minimum distance of six (6) inches from the storefront, except for canopies that are only nine (9) feet high. In this case, signs must be seven and one half (7.5) feet above the sidewalk. Each blade sign must be a minimum of ten (10) feet from any other blade sign.

**Blade Sign Sizes**

1. Where canopy is twelve (12) feet above the sidewalk, sign may be a maximum two (2) feet high by four (4) feet long. See 6.9 Tenant Signage Diagrams, Blade Sign Diagram F.

2. Where canopy is nine (9) feet above the sidewalk, sign may be a maximum one (1) foot high by four (4) feet long. See 6.9 Tenant Signage Diagrams, Blade Sign Diagram E.

3. The maximum overall extension of the blade sign from the building face is to be five (5) feet. See 6.9 Tenant Signage Diagrams, Blade Sign Diagram F.
4. No blade sign can exceed eight (8) square feet in area.

5. All sign copy must maintain one (1) inch minimum clearance from all sign edges.

**Design and Materials**

1. Painted aluminum panels with painted or applied letters.

2. Cut out letters with internal illumination is encouraged. External illumination of blade signs is permitted.

3. Tenants may use their logotype, symbol and image colors, only – no tagline or other decorative elements.

4. Both sides of panel must carry the store name.

5. All designs are subject to Landlord’s review.

### 6.4 AUXILIARY BUILDING SIGNS

**Function**

1. To provide Tenant name and service category to shoppers.

**Location**

Each auxiliary building may have signage that complies with both the guidelines of secondary Tenant signage and 6.8 Tenant Signage Matrix (Exterior).

**Sign Sizes**

See 6.8 Tenant Signage Matrix for size and number of signs allowed.

Signs mounted on auxiliary buildings can have a maximum letter height of two (2) feet. The total maximum area of all building mounted auxiliary signs is one hundred (100) square feet per Tenant.

### 6.5 PERMANENT WINDOW SIGNS

**Function**

The function of permanent window signage is to provide an attractive and effective means of identification by the pedestrian for the following:

- Name of business
- Taglines and symbols used by businesses
• Hours of operation

• Disabled, no smoking and other code signs

• Credit card acceptance logos

Permanent window signage should be well organized and enhance the overall visual impact of the center for the public. All signs or graphics within ten (10) feet of a window or storefront that can easily be seen from the exterior shall be considered window signage. Exceptions shall be considered on a case-by-case basis only if they meet the overall design intent consistent with the store and overall project design for Bayfair Center.

**Quantity**

Only the area of permanent window signs identifying the Tenant name shall be subject to the maximum allowable sign area applicable to that Tenant.

**Location**

Permanent window signs must be located within the glass panel area, with no part of the sign within six (6) inches of the window mullion or frame. No window signs shall be displayed on the storefront doors, or the glass areas directly above the doors, except addresses (see 6.8 Address Signage). See 6.9 Tenant Signage Diagrams, Sign Location Diagram G.

All window signs must be applied to the inside face of the glass. The location of all window signs must be approved by the Landlord.

**Size**

Permanent window signage shall be compatible with glass dimensions and window mullion locations. The maximum area for all window signs (permanent and temporary) shall be no more than twenty-five percent (25%) of the window panel area. See 6.9 Tenant Signage Diagrams, Sign Location Diagram G.

**Content**

Sign content shall be consistent with Tenant’s overall graphics and identity package. Sign content and layout shall be subject to approval by the Landlord.

**Materials**

Permanent window signs shall be limited to the following:

- Individual vinyl or professionally painted letters or logos applied directly to the surface of the glass.

- Sand blasted or etched effects applied to glass.

- Metallic leaves applied to glass.
6.6 ADDRESS SIGNAGE

Each Retail Tenant will have one (1) address signage on each entrance to the space for the purpose of identification on primary business frontage. Address signage should be posted on a wall that is parallel to the entrance (not in an angle or a return). A five inch (5") high address identification in Arial font style with opaque background and white lettering shall be placed at the bottom right corner of the storefront adjacent to the entrance(s) with no part of the sign within six inches (6") of the window mullion or frame. The sign should not exceed eighteen inches (18") from the edge of the entrance. The bottom of the sign should be at maximum of twelve inches (12") above finish floor. A panel located at the rear service doors will include the address, name of store and receiving hours. See 6.9 Tenant Signage Diagrams, Sign Location Diagram G.

Miscellaneous identification should be white lettering with no background.

6.7 DRIVE-THROUGH SIGNAGE

Function

1. To direct vehicular traffic and to provide menu signage for drive-through Tenants.

Location and Use

Vehicle directional signs: Shall be freestanding monument type sign. Copy should be used to direct customers within the Tenant's parcel. Signs may not include the Tenant’s name, but may include graphic logos as a means to provide design continuity within a Tenant’s sign package. Sign must be stationary in all respects and have no flashing, moving or pulsating lights. Directional signs may not be located within the public right-of-way.

Menu board: Sign should be affixed to the ground, with signage on one face. Sign must be stationary in all respects and have no flashing, moving or pulsating lights. Sign may include a Tenant’s name and/or graphic logo

Size/Number of Signs

Vehicle directional sign: A maximum of four (4) signs per Tenant are permitted with signage on two (2) faces. Each sign may be a maximum of three (3) feet tall and two (2) feet wide. Maximum sign area is three (3) square feet per face. Architectural or support structures may increase the total support structure area to six (6) square feet.

Menu board: One sign is permitted per Tenant with a maximum sign width of four and one half (4.5) feet, maximum height of six and one half (6.5) feet, and total sign area to be a maximum of twenty-five (25) square feet. Architectural or design features may extend up to seven (7) feet above grade and may increase total support structure area to forty (40) square feet.

Only the area of drive-through signs identifying the Tenant name shall be subject to the maximum allowable sign area applicable to that Tenant.
In addition to the signage noted in this section, additional signage may be allowed. See 6.8 Tenant Signage Matrix for types of signage allowed per Tenant size. Due to the nature of drive-through Tenants, an additional one hundred (100) square feet of total sign area is allowed provided that no single sign exceeds the maximum area noted in 6.8 Tenant Signage Matrix (Exterior).

**Design and Materials**

1. Painted aluminum panels with painted or applied letters, painted aluminum panels with cutout letters with internal illumination, or acrylic sheet plastic face with applied graphics will be allowed. External illumination of sign is permitted.

2. All sign copy must maintain one (1) inch minimum clearance from all sign edges.

3. All designs are subject to Landlord’s review.
6.8 TENANT SIGNAGE MATRIX (EXTERIOR)

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Letter Height</th>
<th>Maximum Sign Area</th>
<th>Max. Number of Signs**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchor: 95,000 SF and over</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage</td>
<td>6' Height</td>
<td>240 SF</td>
<td>1</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>6' Height</td>
<td>720 SF</td>
<td>3</td>
</tr>
<tr>
<td>Location Signage</td>
<td>3' Height</td>
<td>100 SF</td>
<td>4</td>
</tr>
<tr>
<td>Auxiliary Building Signage</td>
<td>2' Height</td>
<td>100 SF</td>
<td>3</td>
</tr>
<tr>
<td>Major: 20,000 – 94,999 SF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage</td>
<td>5' Height</td>
<td>240 SF</td>
<td>1</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>5' Height</td>
<td>210 SF</td>
<td>1 *</td>
</tr>
<tr>
<td>Junior: 15,000 – 19,999 SF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage</td>
<td>4' Height</td>
<td>120 SF</td>
<td>1</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>4' Height</td>
<td>100 SF</td>
<td>1 *</td>
</tr>
<tr>
<td>Retail or Food: 10,000 – 14,999 SF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage</td>
<td>3' Height</td>
<td>100 SF</td>
<td>1</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>3' Height</td>
<td>80 SF</td>
<td>1 *</td>
</tr>
<tr>
<td>Retail or Food: 5,000 – 9,999 SF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage</td>
<td>2.5' Height</td>
<td>80 SF</td>
<td>1</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>2.5' Height</td>
<td>60 SF</td>
<td>1 *</td>
</tr>
<tr>
<td>Retail or Food: 4,999 and under</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage</td>
<td>2' Height</td>
<td>60 SF</td>
<td>1</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>2' Height</td>
<td>40 SF</td>
<td>1 *</td>
</tr>
</tbody>
</table>

Notes:

Subsidiary signs shall be allowed for Junior, Major and Anchor Tenants. The total of all subsidiary sign(s) will be deducted from the total sign area allowed per Tenant.

* One additional secondary sign will be allowed at End-Cap Tenants, as well as In-Line type Tenants greater than 2,500 square feet if the additional sign can be accommodated on the building. Where conditions such as an End-Cap Tenant affords multiple sign locations on special architectural features, additional signage will be allowed provided that the overall square footage allowance is not exceeded and subject to approval by Landlord. Freestanding buildings with a single Tenant are allowed a maximum of three (3) signs per building, each not exceeding maximum per sign area. No more than one (1) sign per facade.

** See additional sign types allowed in Section 6.0 Specific Retail Tenant Guidelines (Exterior).
6.9 TENANT SIGNAGE DIAGRAMS

SIGN LOCATION DIAGRAM A (ANCHOR TENANTS)

SIGN LOCATION DIAGRAM B (MAJOR TENANTS)
6.9 TENANT SIGNAGE DIAGRAMS

SIGN LOCATION DIAGRAM C (JUNIOR TENANTS)

SIGN LOCATION DIAGRAM D (IN-LINE SHOP TENANTS)
6.9 TENANT SIGNAGE DIAGRAMS

SIGN LOCATION DIAGRAM E (PAD TENANTS)

PRIMARY WALL SIGN
SEE SEC. 6.11 OF
TENANT SIGNAGE MATRIX
FOR MAX. ALLOWABLE
HEIGHT AND SIGN AREA
6.9 TENANT SIGNAGE DIAGRAMS

BLADE SIGN DIAGRAM F (TWO-SIDED)
6.9 TENANT SIGNAGE DIAGRAMS

SIGN LOCATION DIAGRAM G
7.0 SPECIFIC RETAIL TENANT GUIDELINES (INTERIOR)

General

1. Storefront signage and interior store signage are allowed at Bayfair Center as described in this section. All signage of either type should be delineated in the design submittal package and subject to the review and approval of the Landlord.

2. Maximum allowable signage per Tenant is determined by the individual storefront. See 7.4 Tenant Signage Matrix (Interior) for details.

3. No Sign Company labels will be permitted on the exposed surfaces of signs, except what is required by City of San Leandro. UL stickers, if required, shall be placed in inconspicuous locations on letters.

4. All illuminated signs shall be fabricated and installed with UL approval in compliance with all applicable building and electrical codes.

5. All signs shall conceal all necessary wiring, transformers, ballasts, starters and other necessary equipment within their individual letters or behind walls.

6. Field installation changes are not permitted without first notifying Landlord in writing. If in the event any sign is changed as to placement or location that differs from the plan, the Tenant’s Sign Company will be responsible to remove and relocate sign to proper placement at Sign Company’s expense. Sign Company will also repair fascia from where the sign was moved.

7. Any sign installed by Tenant that is not in conformance with approved drawings shall be corrected by Tenant within fifteen (15) days after written notice by Landlord. In the event Tenant’s sign is not brought into compliance within said fifteen (15) day period, then Landlord shall have the option to correct said sign at Tenant’s expense.

7.1 PRIMARY TENANT IDENTIFICATION SIGN

Function

1. To identify the Tenant’s place of business.

Location

1. A primary sign is the main storefront sign. They are usually located on the upper part of the storefront above the storefront opening, but may be placed anywhere within the allowable signage area. Primary signs also may be placed just behind the storefront glass. See 7.5 Tenant Signage Diagrams, Primary Tenant Identification Sign Diagram A.
Number of Signs

2. Each Tenant may have one primary sign per mall side.

3. In addition to the primary sign, additional signage may be allowed. See 7.4 Tenant Signage Matrix (Interior) for types of signage allowed per Tenant size and location.

Allowable Sign Types

1. Transom signs are usually located within the storefront opening, above the door. Transom signs can be made up of a wide variety of materials and may be carved or fabricated within painted letters. Lighting for transom signs may be done in various, creative ways. Many are spot lit from above or below. Some are illuminated to give a silhouette effect. Some may be halo lit. Self-illuminated signs may be permitted, but the only illuminated portion of the sign should be push-through letters. See 7.5 Tenant Signage Diagrams, Primary Tenant Identification Sign Diagram A.

2. Signs may be of the following types:
   - Halo lit letters
   - Internally lit push-through acrylic letters
   - Externally lit wall mounted letters
   - Other materials by review of Landlord and City of San Leandro Planning Staff

Sign Copy

Sign copy is limited to the following:

1. Store name, federal or state registered name or logo.

Sign Size

The sign size and sign area will be determined by the allowable letter height and allowable sign area as shown in 7.4 Tenant Signage Matrix (Interior).
7.2 SECONDARY TENANT SIGNAGE

7.2.1 PERMANENT WINDOW SIGNS

Function

The purpose of permanent window signage is to provide an attractive and effective means of identification by the pedestrian for the following:

- Store name, federal or state registered name or logo.
- Hours of operation
- Disabled, no smoking and other code signs
- Credit card acceptance logos

Permanent window signage should be well organized and enhance the overall visual impact of the center for the public. All signs or graphics within ten (10) feet of a window or storefront that can easily be seen from the outside shall be considered window signage. Exceptions shall be considered on a case-by-case basis only if it meets the overall design intent consistent with the store and overall project design for Bayfair Center.

Location

Permanent window signs must be located within the glass panel area, with no part of the sign within six (6) inches of the window mullion or frame. No window signs shall be displayed on the storefront doors or the glass areas directly above the doors, except addresses (see 7.2.2 Address Signage). Signs may also be hung behind the storefront. See 7.5 Tenant Signage Diagrams, Secondary Tenant Signage Diagram C.

All window signs must be applied to the inside face of the glass. The location of all window signs must be approved by the Landlord.

Size

Permanent window signage shall be compatible with glass dimensions and window mullion locations. The maximum area for all window signs (permanent and temporary) shall be no more than twenty-five percent (25%) of the window panel area and will be reviewed on an individual basis. See 7.5 Tenant Signage Diagrams, Secondary Tenant Signage Diagram C.

Content

Sign content shall be consistent with Tenant’s overall graphics and identity package. Sign content and layout shall be subject to approval by Landlord.
Materials

Permanent window signs shall be limited to the following:

- Individual vinyl or professionally painted letters or logos applied directly to the surface of the glass.

- Sand blasted or etched effects applied to glass.

- Metallic leafs applied to glass.

7.2.2 ADDRESS SIGNAGE

Each Retail Tenant will have one (1) address signage on each entrance to the space for the purpose of identification on primary business frontage. Address signage should be posted on a wall that is parallel to the entrance (not in an angle or a return). A five-inch (5”) high address identification in Arial font style with opaque background and white lettering shall be placed at the bottom right corner of the storefront adjacent to the entrance(s) with no part of the sign within six inches (6”) of the window mullion or frame. The sign should not exceed eighteen inches (18”) from the edge of the entrance. The bottom of the sign should be at maximum of twelve inches (12”) above finish floor. A panel located at the rear service doors will include the address, name of store and receiving hours. See 7.5 Tenant Signage Diagrams, Secondary Tenant Signage Diagram C. If a Tenant has an entrance on the exterior of the mall, the address signage should only be posted on the exterior.

Miscellaneous identification should be white lettering with no background.

7.2.3 TENANT BLADE SIGNS

Function

1. To provide Tenant name visibility to pedestrian shoppers located perpendicular to the shopper’s direction of travel.

2. To encourage pedestrian browsing and for the convenience of pedestrians in identifying Tenants when walking below wall signs and parallel to store facade.

3. To mark the entry points into the various shops along the shopper’s direction of travel.

Location

Each Tenant may have only one blade sign. Signs are mounted at 90° to the wall near the entry. The bottom of each blade sign must be eight (8) feet above the finish floor and maintain a minimum distance of six (6) inches from the storefront. Each blade sign must be a minimum of ten (10) feet from any other blade sign.
Blade Sign Sizes

1. Sign may be a maximum one and one half (1.5) feet high by four (4) feet long.

2. The maximum overall extension of the blade sign from the storefront is to be five (5) feet.

3. No blade sign can exceed six (6) square feet in area.

4. All sign copy must maintain one (1) inch minimum clearance from all sign edges.

Design and Materials

1. Painted aluminum panels with painted or applied letters.

2. Push-through letters with internal illumination is encouraged. External illumination of blade sign is permitted.

3. Tenants may use their logotype, symbol and image colors, only – no tagline or other decorative elements.

4. Both sides of panel must carry the store name.

5. All designs are subject to Landlord’s review.

See 7.5 Tenant Signage Diagrams, Secondary Tenant Signage Diagram B.

7.2.4 AWNING SIGNS

Function

1. To provide Tenant name visibility to pedestrian shoppers located parallel to store facade.

Design and Materials

1. Awnings must be unique; materials such as metals and glass are encouraged.

2. Most awnings are made of two basic components, the cover and the frame. (Some awnings, such as wood louvers, are not as easily as definable.) The cover, if it is a closed awning, will have side panels. Side panels are not included in the awning areas. It may also have a valance that is the vertical face at the end of the frame. This may be either “fixed” with a frame or loose – unframed. The main body of the awning, referred to as the awning face, is the surface that faces the ceiling. The frame is the wood or metal support that gives the awning its shape.
4. Typically awning signage is externally lit from above. Graphics may be applied by hand or with adhesives, silk-screened or stitched. The use of graphic elements in awning signs is encouraged. Colors should be selected with the compatibility of the adjacent stores in mind.

See 7.5 Tenant Signage Diagrams, Secondary Tenant Signage Diagram B.

7.3 STORE INTERIOR SIGNAGE

Function

1. To assist customer with the locations of specific offerings of areas of the store.

Location

1. Store interior signs will typically be wall signs that can be reasonably seen from inside the store but do not clutter the customer’s view of the store’s interior.

Size/Number of Signs

1. Size and number of signs allowed will be reviewed on a case-by-case basis by Landlord.

Size Types and Fabrication Techniques

1. Store interior signs should be subtle, but attractive. As with all other types of signs, interior store signs should be designed and fabricated with high-quality materials. If a Tenant chooses to have a large interior sign with the company name or logo, that will be considered their primary sign and treated accordingly.
### 7.4 TENANT SIGNAGE MATRIX (INTERIOR)

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Maximum Letter Height</th>
<th>Maximum Sign Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anchor - 95,000 SF and over</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage*</td>
<td>3' Height</td>
<td>60 SF**</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>2.5' Height</td>
<td>50 SF</td>
</tr>
<tr>
<td><strong>Major – 20,000 – 94,999 SF</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage*</td>
<td>2.5' Height</td>
<td>50 SF**</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>2' Height</td>
<td>40 SF</td>
</tr>
<tr>
<td><strong>Junior – 15,000 – 19,999 SF</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage*</td>
<td>2' Height</td>
<td>40 SF**</td>
</tr>
<tr>
<td>Secondary Signage</td>
<td>1.5' Height</td>
<td>30 SF</td>
</tr>
<tr>
<td><strong>Retail or Food – 10,000 – 14,999 SF</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Tenant Signage*</td>
<td>1.5' Height</td>
<td>30 SF**</td>
</tr>
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<td>Secondary Signage</td>
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<tr>
<td><strong>Retail or Food – 5,000 – 9,999 SF</strong></td>
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</tr>
<tr>
<td>Primary Tenant Signage*</td>
<td>1.5' Height</td>
<td>30 SF**</td>
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<td>Secondary Signage</td>
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<td><strong>Retail or Food – 4,999 and under</strong></td>
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<td>Secondary Signage</td>
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<td><strong>Food Court – 1,000 and under</strong></td>
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</tr>
<tr>
<td>Secondary Signage</td>
<td>1.5' Height</td>
<td>10 SF</td>
</tr>
</tbody>
</table>

**Notes**

* The maximum horizontal projection is 24” from storefront.

** Each Tenant is allowed one Primary Sign per mall side and maximum sign area is for each sign allowed. The square footage of a Primary Sign may not exceed 75% of the lineal feet of that side.
7.5 TENANT SIGNAGE DIAGRAMS

PRIMARY TENANT IDENTIFICATION SIGN DIAGRAM A
7.5 TENANT SIGNAGE DIAGRAMS

PRIMARY TENANT IDENTIFICATION SIGN DIAGRAM A
7.5 TENANT SIGNAGE DIAGRAMS

SECONDARY TENANT SIGNAGE DIAGRAM B
7.5 TENANT SIGNAGE DIAGRAMS

SECONDARY TENANT SIGNAGE DIAGRAM B
7.5 TENANT SIGNAGE DIAGRAMS

SECONDARY TENANT SIGNAGE DIAGRAM C