

DEFINITIONS



Halo Illumination: Channel letters or logos are made of opaque material, and are illuminated using a light source placed inside the channel. The channel is oriented so that the light source faces the wall. The light washes the wall, accenting and highlighting the letters in silhouette.



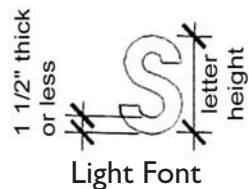
Gooseneck Lights: A wall-mounted fixture used to light Tenant beam sign. Tenant to provide gooseneck light fixture specified by Landlord, unless given Landlord approval to provide alternate light source (i.e. Halo Illumination).



Sign Area: The sign area calculated by measuring the simple-most geometric frame that can be placed around the sign design. The sign area includes sign panels.

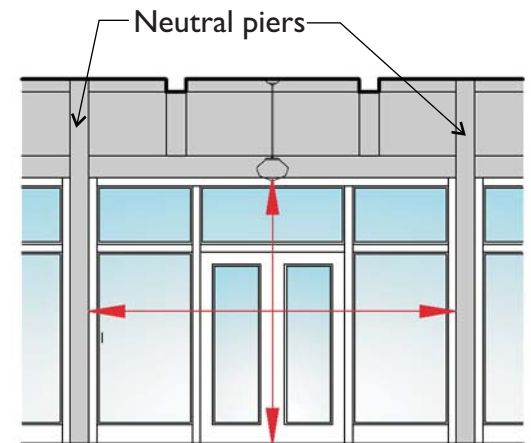


Heavy Font: Any font in which the letter stroke, measured at thickest point is greater than 1 1/2”.



Light Font: Font with maximum letter stroke of 1 1/2” thick or less.

Storefront Opening: Glazed area between exterior walls of the building. Total Linear footage of storefront is the sum of all storefront openings.



Storefront Opening

SIGN TYPES

SITE PLAN



TOTAL ALLOWABLE SIGNAGE PER TENANT

Total tenant signage area cannot exceed 1 square foot per 1 lineal foot of storefront.
More than one sign type may be used by each tenant.

Maximum Total Allowable Signage Per Tenant = 100 sf

Minimum Total Allowable Signage Per Tenant = 25 sf

PANEL SIGNS

PSA: Panel Sign A

PSB: Panel Sign B

PSC: Panel Sign C

PROJECTING SIGNS

PR: Projecting

TRANSOM SIGNS

AT STOREFRONTS

TR: Transom

WINDOW SIGNS

AT STOREFRONTS

WI: Window

OVERHANG SIGNS

OHA: Awning

OHC: Canopy

Beam Sign

BE: Beam

Tenant Entry Signs

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PANEL SIGN C

Panel Sign Type C is intended for Junior Anchor Tenants that conform with the following criteria:

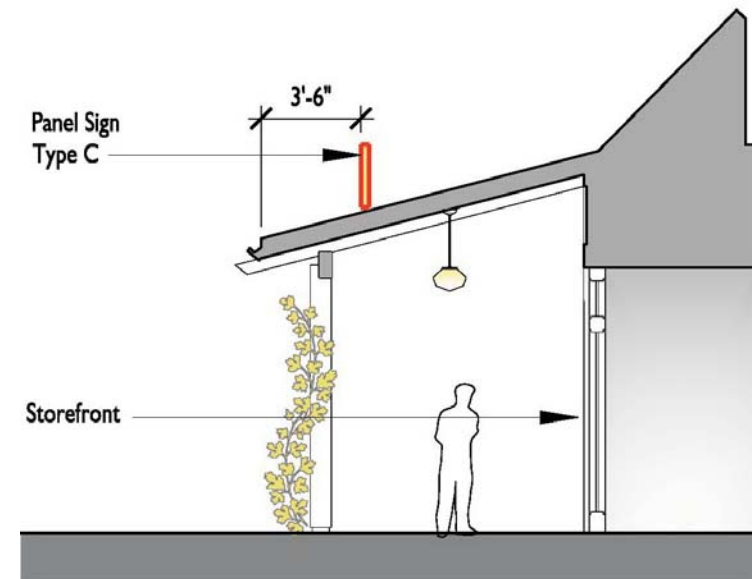
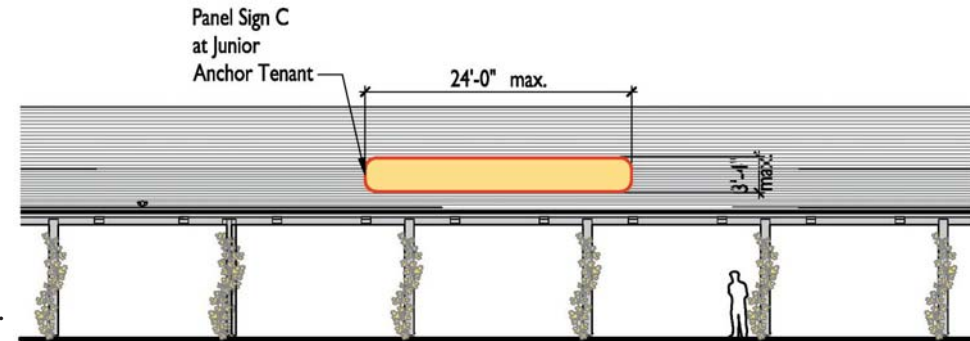
- 1) Minimum tenant floor area must be 6,700 SF & maximum is 11,000 SF. Over 11,000 SF is considered a major tenant.
- 2) Minimum store frontage must be 65 lineal feet.

Panel Signs are graphics or fonts, typically conveying the name of the store, that is affixed to the building, such as carved or fabricated plaques or letters. Panel sign Type C is mounted above the arcade roof.

Individual pin mounted letters and/or applied letters, logos or iconography, attached directly to a decorative panel are permitted. Letters and logos may be fabricated from wood, metal and/or acrylic. The sign background must be a decorative plaque or frame made of a durable metal, acrylic or wood mounted to the building. Materials and finishes must be durable and weather resistant. All fasteners & supports must be concealed.

Panel Sign C may be either externally illuminated with spotlights, gooseneck lights or a linear light source. The light source should be shielded to minimize spillover light. Halo-illumination is an alternate option - see page 5 for definitions. Lighting levels will be reviewed carefully & an on site mockup may be required.

- MAXIMUM INDIVIDUAL LETTER SIZE:
 - Heavy Font - 24" high
 - Light Font - 27" high
 - MAXIMUM SIGN PANEL AREA: 80 SF
 - MAXIMUM SIGN PANEL HEIGHT: 3'-4"
 - MAXIMUM SIGN PANEL LENGTH: 24'-0"
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- No signs are permitted above the roof ridge line.

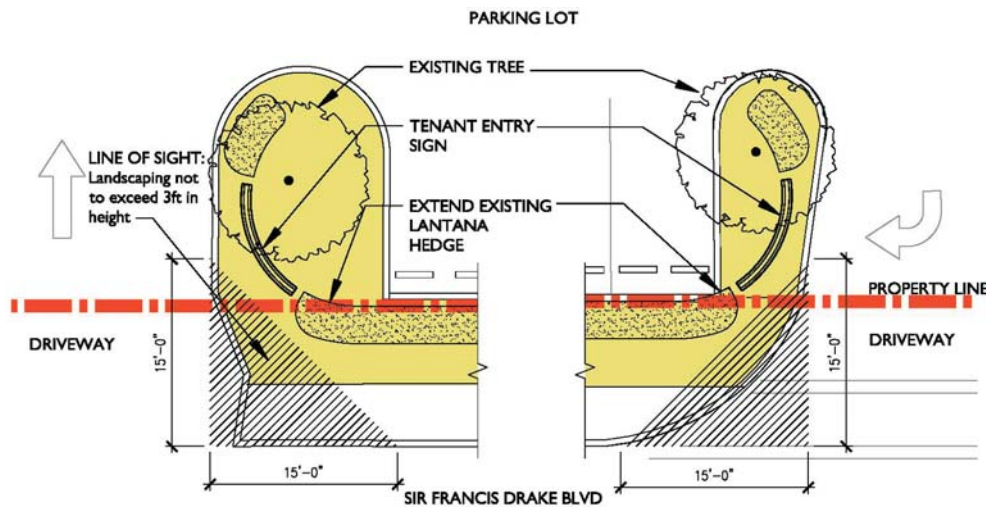


PANEL SIGN C

EXAMPLES

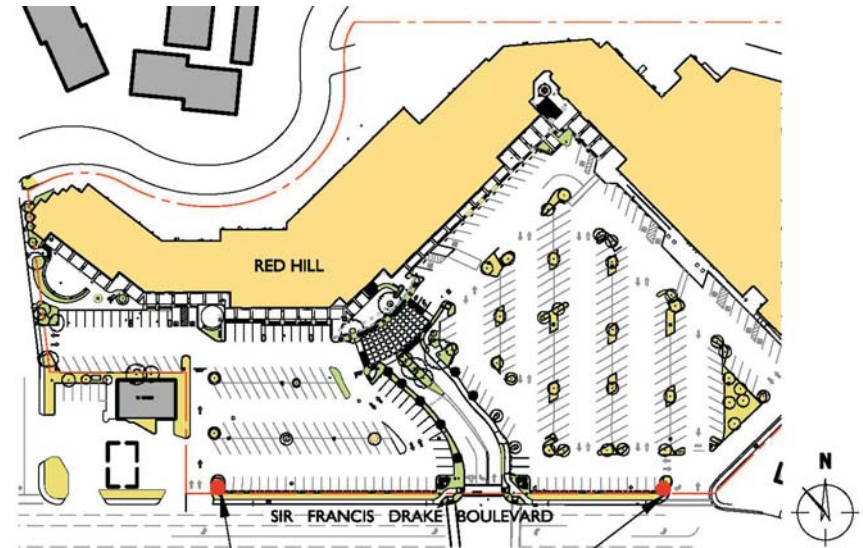


TENANT ENTRY SIGNS



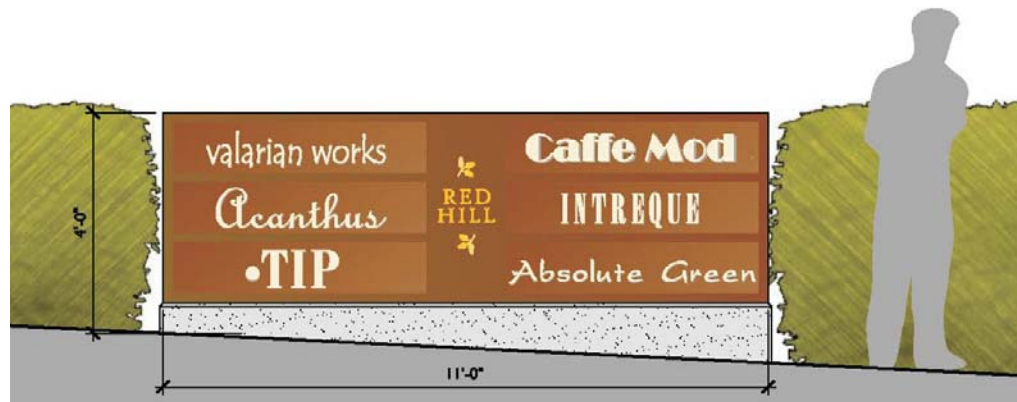
PLAN - WEST ENTRY SIGN

PLAN - EAST ENTRY SIGN



KEY PLAN

- 2 TENANT ENTRY SIGNS:
- 6 individual tenant signs each.
 - Externally illuminated by landscape lighting
 - Maximum letter height is 8 inches
 - Each tenant sign panel is 10 inches by 48 inches

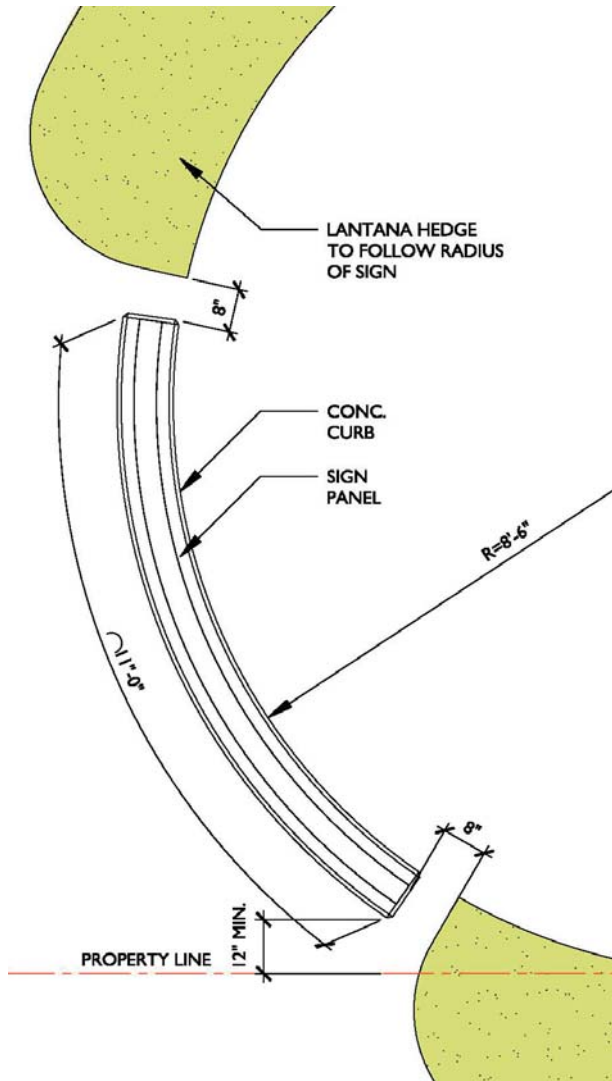


FRONT ELEVATION

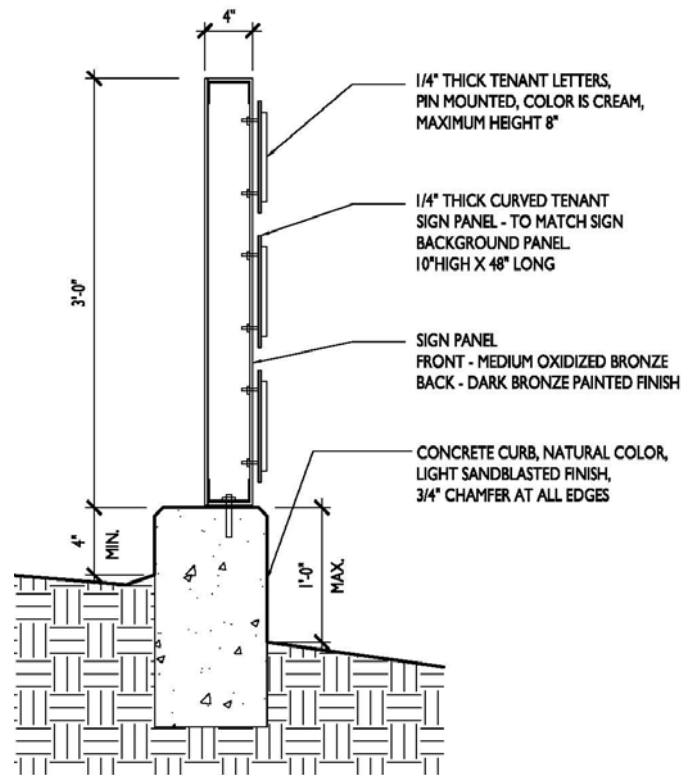
The Tenant Entry Signs consists of a curved metal sign panel that is mounted on a concrete curb. The design for both signs is identical. The sign panel is oxidized bronze to match the “Red Hill” letters at the main entry sign. ‘Red Hill’ and the acorn logo are 1/4” thick with a gold leaf finish to match the main entry sign. Each tenant has a 10”x48” bronze panel in the same finish as the sign background panel. Tenant signage are individual 3 dimensional letters and logos that are pin mounted to the sign panel. The Tenant Entry Signs are framed by the existing Lantana Hedge that extends along the frontage of Sir Francis Drake Boulevard. In plan, the Tenant Entry Signs have a gradual curve similar to the main Red Hill Entry Signs. The signs are externally illuminated by uplights.

The design goal is to provide secondary signage for select tenants at the property frontage that also blends in with the landscaping and is subtle in nature.

TENANT ENTRY SIGNS



PLAN - WEST ENTRY SIGN



SIGN - SECTION

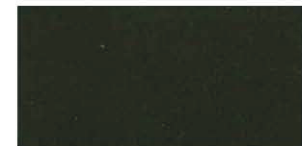
COLOR SAMPLES



SIGN PANELS:
Antique Bronze w/
Clear Coat Finish



RED HILL TEXT & LOGO:
Gold Leaf



SIGN BACK PANEL
Dark Bronze Paint
Finish