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Introduction

The City's Redevelopment Agency provided funding to begin the Park & Shop Design Guidelines and Master Sign Program (the “Design Guidelines”) prior to 2011. On March 2, 2012, the City contracted with SZFM Design Studio to develop the design guidelines. As a result of the State's elimination of Redevelopment Agencies, the project was placed on hold in 2012. In June 2015, the City re-initiated the design guidelines through General Funds. Park & Shop is a key shopping center on a major thoroughfare in Concord. The Guidelines envision a continued vibrant retail center that draws diverse retail and restaurants, and is presented as a unique destination.

Over the past few years, several Park & Shop owners have improved their buildings. The result is that some of the façades and signs have been updated. Food tenants and restaurants have become more popular. The Design Guidelines are intended to help Park & Shop continue to stay vital with the economy.

These Park & Shop Design Guidelines are provided by the City of Concord to give direction to property owners and tenants when they choose to enhance properties in the Park & Shop Center. This document is intended as “guidelines” and not as requirements. Projects that do not fall within these “guidelines” are subject to the normal design review process. The goal is to create a more inviting area for customers to frequent and owners to invest while recognizing commercial limitations and constraints, and the varying range of needs and capabilities by different businesses, building owners, and lease terms. A process for building, façade, storefront, and signage improvements has been established and is included in this document with the intent of providing an expedited review and approval process for those projects that are consistent with the Design Guidelines. The guidelines envision a continued vibrant retail center that draws diverse retail and restaurants, and is presented as a unique destination.

History

The Park & Shop Center was built in 1956 and is one of the oldest regional shopping centers in Contra Costa County. The Center consists of 26 individual parcels that have different property owners. The number of individual tenants located in a building varies from one to a dozen tenant spaces. There is a Park & Shop Center Owners Association with a Board of Directors made up of property owners. Park & Shop is not a typical “shopping center,” it is a hybrid, composed of many buildings. Some property owners at Park & Shop own more than one building. Those buildings may be adjacent to one another or at different locations at the center. The buildings vary in size from small buildings with 20 linear feet of primary frontage and single tenants to larger buildings with as much as 240 linear feet of frontage and multiple tenants. The center has several large anchor tenants. Park & Shop also has stand-alone single tenant buildings with anchor tenants. The Center has approximately 2,000 linear feet of frontage along Willow Pass Road and has approximately 1,600 linear feet of frontage along Market and Salvio streets.

The Park & Shop Design Guidelines adopted in 1990 foster a uniform design appearance for façades, storefronts, and signage. They were geared toward larger tenants and have since become outdated. Individual buildings have become so similar that shoppers have difficulty identifying their location within the Center. The repetition of building design, color, and signage does not enhance the shopping experience anymore.
Purpose

The purpose of these Design Guidelines is to provide all property owners and tenants, at Park & Shop Center a set of design tools for façade improvements. Some tenant improvements, as determined by the Planning Manager, may be reviewed on a case by case basis through the formal design review process. Larger tenants are encouraged to apply the same best practice and design principles outlined in these design guidelines. The guidelines provide direction about design alterations to existing façades and new signage to small and medium sized property owners and tenants. The guidelines provide many examples with varying degrees of improvement and styles so that a property owner and or tenant may determine the direction and number of improvements. The guidelines establish a common understanding of design principles and standards for the Park & Shop Center. The guidelines are written in a business friendly manner; however, it is strongly encouraged that a property owner or a tenant work closely with a design professional such as an experienced architect with a portfolio of commercial and retail projects. The overall goal is to assist property owners and tenants in a timely review of proposed high quality improvements, so that Park & Shop Center can continue to grow and stay vital in Concord.

Intent

The Design Guidelines are intended to encourage the enhancement of existing façades and to strengthen the desirable visual qualities of the overall Park & Shop Center. The intent is to provide a tool for tenants and building owners that facilitates expedited permit processing if the intent of the guidelines is met. The Concord Shopping Center Association, Inc. and CSC Parking Maintenance Association have provided input and feedback for more business friendly processes for exterior façade and signage upgrades. The guidelines are written for property owners, tenants proposing façade and signage modifications, as well as for City staff and officials charged with reviewing and approving projects.

The guidelines are organized into various elements of design: façade design, storefronts, overhang, awnings, and signage. The guidelines offer multiple solutions for common façade and signage improvements, so that a property owner or tenant may determine the best route for improvements. The guidelines offer various levels of improvements from minor to moderate to major, and a variety of design examples and use of materials. Tenants and or property owners are not expected to incorporate all design elements, principles, or improvement features, and when tenants and or property owners choose to undertake façade improvements, they are encouraged, but not required, to go beyond the minimum described in this document. These Design Guidelines provide a variety of design examples and use of materials. Property owners and tenants are encouraged to construct storefronts and signage that enhance the store’s individual identities. Regardless of the level of improvements, property owners and tenants are encouraged to pursue high quality façade upgrades. The guidelines encourage planned phasing for improvements so that a property owner or tenant may choose to implement additional and or more extensive improvements at a later time. The guidelines will not apply if there is a change in tenancy or re-face of an existing sign. It is recognized that owners and tenants are provided flexibility in applying these guidelines, provided that the overall intent and spirit of the guidelines are met. The goal of this document is to provide assistance to property owners and tenants, and to facilitate a streamlined and expedited permit review for façade improvements. Property owners and tenants are encouraged to make improvements to the façade and signage at any time, however, these guidelines will be applied to a project in accordance to the Applicability section on the following page.
Applicability of the Guidelines

These Design Guidelines apply only to façade improvements and signage for premises subject to exempt buildings that are noted in the Site Plan, page 10. A change in tenancy or a re-face of an existing sign does not trigger the application of these guidelines.

Public Outreach

As part of the development of the Design Guidelines, the City sought input from the owners, tenants, Concord Shopping Center Association (CSCA), Inc. and CSC Parking Maintenance Association (CSC). On November 17, 2015, staff outreached to property owners and tenants at Park & Shop and conducted a workshop to get input and feedback on the draft design guidelines. The comments were incorporated into a draft document and presented to the Design Review Board (DRB) on March 24, 2016. At each public review, the City, sought input from CSCA and CSC on comments and fine tuning of the design guidelines. On October 13, 2016, the DRB held a second preliminary review of the guidelines with input and feedback from CSCA and CSC. On December 8, the DRB held a final review of the guidelines with continued input from CSCA and CSC. The design guidelines were approved by the Planning Commission on February 1, 2017, and adopted by the City Council on April 11, 2017.
The design guidelines are geared towards all tenants' improvements. Individual pad buildings will need to apply through the regular design review application and process. The guidelines illustrate three (3) different levels of improvements, including minimal, moderate and major remodel levels, with the selected level subject to tenant and/or owner’s sole discretion. While owners and tenants are encouraged to pursue major improvement level, it may not be feasible or necessary for the owner and or tenant. Instead, owners and tenants may consider a minimal approach, or phasing the façade improvements over a period of time to achieve a moderate or major remodel over a span of several years.

If the proposed improvements meet the intent of the Design Guidelines and Master Sign Program then a streamlined approach at the staff level may be pursued. For major modifications, staff will refer the project to the Design Review Board. It is not the intent of the guidelines to require a greater scope of improvements beyond tenant/owner needs or capabilities. A façade and signage upgrade, would trigger these Design Guidelines. Owners and tenants benefit from the Design Guidelines through:

A. Streamlined review.
B. Reduced fees for an Administrative application and applicable permit fees.
C. Guidance on concept level design for façade and signage.

Tips for a Successful Project

Step 1: Consider professional design assistance.
Property owners or tenants are encouraged to engage licensed architects and other design professionals to assist them in developing their concepts. Consider selecting a professional that has a portfolio of recent commercial or retail projects similar to the size and scope you are working on. Share the design guidelines with your design professional, and use the guidelines to inform the development of concepts. As part of the early review with the professional, engage them in concepts that you can select from. Once you select a concept, confirm that it is compatible with the adjoining neighbors and is complementary to the adjacent storefronts or the overall context. In some cases, your project may be the first to propose improvements, in which case, the design concept should carefully consider the recent high quality Park & Shop Center upgrades.

Step 2: Check City Codes and Regulations.
The City of Concord has building and zoning code regulations that should be evaluated early on. Work with your design professional to understand the regulations and how they may impact your project. Check the City of Concord website for applicable City documents, codes and requirements.
Step 3:
Share your early concept with the Board for the Park & Shop Owners Association and get their consensus and input on the concept. Share your early concept with adjacent neighbors, so they are aware of proposed improvements. Develop a timeline and budget for your proposal.

Step 4:
Meet with the City Planning Division and Building Division to review your early concept and get input and feedback. Pick up an application. Once you have input, finalize the concept with more precise architectural drawings.

Step 5:
Apply for an Administrative Design Review and for a building permit. In most cases, if the application meets the intent of the design guidelines a streamlined review can be processed.

Step 6:
If a project does not meet the intent of the Design Guidelines, the City Planning Staff will work with the applicant on an application and submittal date to the Design Review Board (DRB). The applicant and the design professional may be asked to submit additional materials prior to the DRB meeting. At the DRB meeting, the applicant will receive comments and or a recommendation for approval from the DRB. When an approval has been granted, the applicant may apply to the Building Division for a Building Permit.
PARK & SHOP DESIGN GUIDELINES

- Parking Areas and all other common areas beyond exterior buildings walls not included in these Guidelines
- Buildings and façades covered by Guidelines
- Monument Signage not covered by these Guidelines
- Perimeter sidewalks not covered by these Guidelines

SITE PLAN

Covered by Guidelines
Not covered by Guidelines
Not to scale

Individual Pad Buildings not included in these Guidelines.
Building not included in these Guidelines.
Individual Pad Buildings not included in these Guidelines.
Level 1 - Minimal
A façade improvement project that is subject to these Guidelines, at a minimum, should include removal of unused equipment, outdated light fixtures, awnings and repair work. Minimal improvements include removal of blue awnings with repair to each end of the awning, repair of exposed metal canopy, replacement of fluorescent strip lights with appropriate decorative lighting. Sidewalks may have to be repaired and brought up to applicable code and current ADA standards, provided they are within the tenant and/or owner’s control. Signage should be updated as part of minimal improvements. Unused and unsightly conduit, utilities and equipment should be removed or concealed. All exterior surfaces should be repaired, patched and painted. Repair and clean existing storefronts and paint if finish has deteriorated.

Remove and replace existing utilitarian light fixtures
Remove unused equipment and existing awning
Repair wall surfaces
Remove exposed conduit & pipes

Example of “Before” remodel condition
Example of acceptable Level 1 Minimal “After” remodel condition
**IMPROVEMENTS SUMMARY**

**Level II - Moderate**
Moderate improvements may include everything listed in the minimal category, plus, installation of new storefronts (see pages 17-22), and new façade design or improvements (see pages 13-15) and/or application of an upper façade treatment (see page 16).

![Example of “Before” remodel condition](image1)

![Example of acceptable Level II Moderate “After” remodel condition](image2)

**Level III - Major**
Major improvements may include everything listed above in the moderate category plus varying roof lines and corner accent elements (see pages 13-14), removing the metal canopy and replacing with a new decorative overhang (see pages 23-27), and modifying sidewalks (see page 58).

![Example of “Before” remodel condition](image3)

![Example of acceptable Level III Major “After” remodel condition](image4)
FAÇADE DESIGN

The façade is any face of a building. Some buildings have more than one exposed façade. All exposed façades deserve attention. Façades consist of roof lines, parapets, columns, arcades, pilasters, overhangs of various types. Individual tenant storefronts occur within the façade. A storefront consists of the store entry and glass windows with trim and other decorative features. A building and its façade may contain one tenant with several storefront sections, or multiple tenants with individual storefronts. Individual tenant storefronts are separated from each other by neutral piers.

The existing architecture can be used as a framework for the improvements. It may not be feasible for smaller tenant spaces to incorporate changes, e.g. to the existing roof lines and massing. Buildings at Park & Shop should be complementary to each other, but still have individual personalities.

Roof Lines and Massing
Variation in roof lines and building massing creates interest and diversity. Second floors could be added, in some cases. Tile panels, spandrel glass or transom windows can add a vertical look.

Façade elements of different buildings complement each other
**Pilaster**
Pilasters are columns between storefronts that create a vertical rhythm and allow different tenant storefronts to be distinguished from each other.

**Corner Features**
Corner buildings could have special features that enhance the corner and encourage shoppers to move around the corner and throughout the center. Such features could be customized canopies, awnings or towers.

**Arcades**
Arcades can create a quality shopping experience for the pedestrian while providing shade and weather protection. Arcades also provide gathering places, areas for outdoor merchandise display and outdoor dining. They must be well lit at night. The columns of an arcade must not block the views of the storefronts.
FAÇADE DESIGN

Materials
A variety of high quality materials may be used to liven up exterior façades. Wood, metal, stucco and tile are a few examples.

Interesting color palettes that are complementary to one’s neighbors should also be used. See page 29 for an explanation of color palettes.

Signage
Signage is an important part of façade design that adds character to both the building façade and the individual tenant space. Letter sizes should be appropriate to the architecture and the size of the tenant frontage. Many types of signs are possible and should be explored. Generic looking signs will not be permitted. Detailed guidelines regarding signage can be found on pages 34-55.

When deciding which improvements are to be implemented, owners or tenants may choose any combination, scope or number of the options outlined, as long as the improvements result in a cohesive design.
**Upper Façade**
The upper façade is the portion of the building above the storefront, overhang or arcade. In a case where there is no overhang or arcade, the upper façade is the portion of the building above the storefront. The upper façade can convey the personality of the building and provide a strong identity.

The upper façade can be very simple or be quite intricate. On a single story building, transom windows can let more light into a tenant space. Spandrel (opaque) glass can be used to create the illusion of a taller storefront. On a two story building, second story windows add detail or bring in more light. Parapet trim can add character and interest. Upper façades may contain decorative panels, trellises, murals, or be very simple. When designing the upper façade, the type of signage and the legibility of the signage should be taken into account.

**Materials**
Upper façades may consist of stucco, tile, wood, metal, glass or many other materials. Paint can be used in variety of decorative ways.
Tenants are urged to custom design their storefront, including details that will make their storefront unique. Tenants should utilize the entire area within their Storefront Opening (see Definitions on page 61) to personalize their storefront. The photos on the following pages show examples of successful storefronts.

**Entrances & Doors**

A desired storefront design makes an entrance as noticeable as possible and encourages hesitant shoppers to come into the store and browse.

Double doors, folding doors and sliding doors are good options. Doors are preferably kept open at all times during business hours, weather permitting. Special attention should be given to the door’s appearance with decorative hardware. Dutch doors may be appropriate for children’s stores or other places where an entirely open entryway is not desired.

Fully operable storefronts allow a seamless connection between inside and outside during good weather, and can be closed to protect from bad weather.

If a new door opening projects past the building façade by more than 12” when open, additional measures may be required, such as locating planters or other obstructions next to the doorway to prevent pedestrians from being struck by an opening door provided that they do not conflict with existing sidewalk conditions, including ADA compliance. A new projection greater than 12” will only be allowed where the sidewalk width is adequate, and where there will be no interference with the entry or visibility of neighboring stores.
Recessed Entries / Recessed Storefronts/Bay Windows
Recessed Entries offer protection from weather and act as a funnel, drawing shoppers from a distance into the store. Main entries for stores should be recessed a minimum of 2'-0", where there is an out swinging door opening into a public pathway. A deeper recess may be desirable to create an area for outdoor displays or protected seating areas.

Storefronts should be recessed back from the face of the building columns by 6"-12", depending on location. This allows for a feeling of depth to the building façade, but keeps the storefront close enough to the face of the building so it may be easily seen.

When recessing an entry or storefront, thought should be given to the flooring & ceiling materials for the recessed area. The material chosen may be an extension of the store’s personality, and reflect designs of both the store’s interior and exterior.

Bay windows project out and break up a long, linear storefront. Bay windows bring the merchandise closer to the passerby. Care should be taken so that bay windows do not block neighboring tenants.
STOREFRONT DESIGN

Windows
Windows are a main element in most successful storefronts. Ideally, all windows should be made of clear glass and provide transparency, to allow views from the street to the interior of the store. This is true for retail, restaurant, and service tenants. However, clear glass may not be possible due to energy efficiency requirements, in which case tinted glass or another option may be more appropriate.

Wainscot Panels
Wainscot panels, when necessary to conceal “clutter” at the lower levels of the storefront, should be opaque. These panels should be kept as low as possible so that visibility into the store is not blocked. Wainscot panels should be no more than 2'-0” high, and should be given a decorative treatment. Special care should be given to the durability of the material where the wainscot meets the ground level, because this area is subject to weathering and impact. Tile, wood, metal, stone or other decorative materials are all good choices for wainscot panels.

Lighting
Storefronts should be inviting at all times. Tenants should provide ample light on their storefronts, the façade, and signage. Keeping lights on at night allows for window shopping even when the store is closed, perhaps drawing a tenant to return at a different time. Lighting can be provided by using decorative fixtures, concealed spotlight fixtures, or other unobtrusive light sources.

Adequate lighting should be used, even during the day, to counter the effect of bright sunlight. Light sources should be shielded to prevent glare from interfering with motorists and pedestrians. All wiring, conduit, and junction boxes should be carefully concealed or camouflaged.
**Materials**

One of the most important elements in fashioning the store’s image is the choice of materials used to create the storefront. Storefront design can be done in an aesthetically pleasing way with generic storefront systems or more expensive systems, and it is the responsibility of the owner/tenant and its designer to provide the best solution, balancing aesthetics, function and cost.

Possible materials are:
- Wood, stain or paint
- Metal
- Stone
- Tile
- Glass

Where storefronts of different materials meet, a transition should be provided. This may be accomplished with pilasters (neutral piers), potted plants, or other object that provides a visual break.

All-glass storefronts (frameless) offer a good view of the activity inside of a store. When using these storefronts, extra care must be taken with the display area immediately behind the storefront.

Glass can come in many types and colors. Transparent glass is extremely important for displaying store merchandise. Other glass, such as opaque, frosted or translucent, can be used to frame merchandise on display or create interesting images. Glass bricks or blocks can also be used. The importance of using glass creatively cannot be overstated.

Reflective glass or reflective coatings are prohibited.
**Materials (Continued)**
Only high quality materials should be used. All materials must be durable, impact-resistant and non-corrosive. There is no restriction on decorative materials provided they do not present a public hazard. The use of any material that has sharp or pointed edges will not be allowed.

**Vitrine and Display Windows**
Blacking out storefronts is not allowed. See page 53. Where it is not possible to keep a storefront window open to the interior, other means, such as vitrine windows or shallow display areas can be used.

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**Vitrine Window with Exterior Access**

**Display Windows**

- Solid wall
- Interior
- Lit vitrine window

- Access Door
- Three-dimensional display
- Storefront window
- Interior

18"-24"
PARK & SHOP DESIGN GUIDELINES

STOREFRONT DESIGN

Storefront Examples

Minimal Example: Tiled recessed entry with painted wainscot

Major Example: Wood panels increase perceived storefront height

Moderate and Major Example: Painted storefront with integrated lighting, pin mounted letters

Moderate and Major Example: Playful string lights and dramatic tile contrast with the simple wood storefront
OVERHANG DESIGN

A variety of overhangs are possible at Park & Shop. Overhangs protect the tenant from excessive heat gain or sun damage without blocking the visibility of the storefront. They shelter pedestrians from the elements, and are typically required by the applicable CalGreen Code.

Canopies
Canopies are horizontal overhangs suspended or cantilevered from the façade above a storefront. Though they are primarily horizontal, the top surface of the canopy should be sloped slightly to allow for drainage.

In addition to allowing for weather and sun protection, canopies are an ideal location for edge signs. They may be supported from above or below and may also be constructed below a transom window as a ‘light shelf’ to help reflect natural light deeper into a store than would be accomplished by a transom window alone.

Materials
Metal, wood, perforated screens, glass, or high quality plastics are acceptable materials for canopies. Where wood is used, new material resistant to checking, warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling, and fading. Fabric canopies, which are subject to puddling water on their top surface, are not recommended unless a perforated fabric is use.

Dimensional Requirements
No part of a canopy may be less than 8'-0" height above the sidewalk.
OVERHANG DESIGN

Canopy Examples

Metal and glass canopies add a contemporary appearance

Canopies add attractive weather and sun protection

Horizontal wooden slats create interesting shadows

A combination of materials may be used
Awnings
Awnings allow tenants to express their personality and help to differentiate tenants from each other. Awnings are integral to the façade and storefront design.

In addition to providing opportunities for awning face and valance signage (see pages 41-42), awnings also provide colorful landmarks for shoppers, often before the signage can be read.

Awnings can be fixed or retractable and may be supported from above or below. Most awnings consist of the cover and the frame. The cover is the material that makes up the surface of the awning. The frame is the support that gives the awning its shape. It may also have a valance, the vertical face at the end of the frame. Valances should be “loose” without a framing member behind the fabric. Rigid valances are not allowed. Loose valances should have a weight sewn into the bottom to minimize flapping and reduce excessive wear. Decorative details on the valances such as scallops or piping may be used.

Materials
Metal frames can be finished in a variety of colors and textures. Where wood is used only high-quality, new material, resistant to warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling and fading.
OVERHANG DESIGN

Awning covers may be fabric, glass, wood, metal or high-quality plastic. Low quality or vinyl-looking awning ‘fabric’ is prohibited. Glass must be impact resistant. If fabric coverings are used, they must be durable and fade-resistant. Fabrics come in a variety of colors and stripes. Patterns may be used.

**Dimensional Requirements**
No parts of the awning cover or frame may be less than 8’-0” above the sidewalk. Valances may drop to 7’-6” above the sidewalk. Awnings may not cover more than one storefront opening at a time.

**Graphics**
The use of graphics on tenant awnings is encouraged. Please refer to the Awning Signage section (pages 41-42) for guidelines and requirements regarding awning signage. Text, images, graphics are not allowed on the sides of awnings.

Fabrics are available in a variety of attractive colors

Individual gooseneck lights enhances awning and draws attention
OVERHANG DESIGN

Awning Examples

Multiple awnings break up the façade

Good contrast and eye-catching graphics

“All over” pattern
EXTERIOR LIGHTING

Exterior lighting on a building façade, arcade or interior street or pathway must provide adequate light levels for safety. Exterior lighting can be both dramatic and effective. Proper lighting encourages customer activity during evening hours.

• New fixtures must be attractive and high quality.

• Wall packs and strip fluorescent fixtures are not allowed.

• All light fixtures and installation of light fixtures shall comply with U.L. requirements. U.L. labels shall not be visible to the public.

• Time clocks or photocells shall be provided. Lights shall remain on until 11:00 PM.
A good color scheme can add vitality to an otherwise simple architectural design. The uniformity of the blue and white color scheme at Park and Shop creates a monotonous atmosphere and makes it difficult for customers to establish their location within the center. A varied color scheme helps to establish landmarks throughout the Center.

Care shall be taken to establish color schemes that are contemporary, yet will not quickly become outdated.

The color schemes on this page are examples. Building owners and tenants are not obligated to use these colors and do not need to change existing color schemes, but if a new color scheme is used it should be compatible with surrounding context.
Merchandise display makes a significant contribution to the overall feel of a design. Successful displays are visible to pedestrians from the sidewalk, incorporate an overall color scheme and iconic branding images to create a cohesive look.
At Park & Shop, utilitarian areas face a major parking lot and street, are visible and should be treated as such. Loading docks, trash enclosures and mechanical areas are an often overlooked portion of a tenant’s image. They tend to become unsightly and fall into disrepair. Such utilitarian locations have an ability to either foster or detract from a business’ overall image in the same way that the storefront does.

- All utilitarian areas must be kept clean and in good repair at all times, including trash/recycling receptacles, equipment areas, gates, fences, walls, screens, plants and planters.
- New trash/recycling receptacles must be concealed from public view with decorative wood or metal trellises or screens.
- It is the responsibility of the tenant to check with utility and waste management companies regarding rules and regulations that pertain to equipment and trash/recycling receptacle access.
- All new roof top mechanical equipment must be screened from public view by a decorative wall or fence of proper scale and proportion, integrated with the architecture.
- Areas shall be well lit for security.
- Unused pallets, boxes, and other debris may not be permanently piled within public view.
- Gates, fences, and walls must be properly repaired and in good working condition.
- Plants and vines in above or in ground planters can be used as screens, and must be properly cared for and maintained.
Loading Dock & Trash Screen Examples

Gates can be decorative

Clean, landscaped loading dock

Screening with attractive fences or landscaping.

Decorative fence
**Mechanical Equipment Screen Examples**

Horizontal louvers can hide mechanical equipment on a roof.

Roof screens hide unsightly mechanical equipment.

Mechanical panels can create a simple sturdy equipment screening.
Tenants and property owners are encouraged to make improvements to existing signs. If a re-model is proposed then signage is required to be code compliant and meet the design guidelines. Existing tenants are encouraged but not required to improve their signs. A sign re-face will not trigger these design guidelines.

Unique, well crafted signs convey an impression of originality and quality, whereas standard channel lit lettering or self illuminated box signs can have the opposite effect. A sign is more than just the store’s name. The graphics of the store’s logo, material choice, placement on the building, lighting, and size all convey a store’s identity to the public. Creative signage can make a store more attractive to the customer.

**Allowable New Signs:**
- Awning Signs
- Wall Signs
- Edge Signs
- Blade Signs
- Transom Signs
- Wall Mounted Blade Signs
- Window Signs and Graphics
- Freestanding Signs, A-frames and Menu Boards
- Temporary Signage

Taglines are encouraged.

Signs are not permitted in the public sidewalk area. Freestanding and A-frame signs are only allowed for sidewalk cafes, if located within the patio area, see CDC 18.180.120 Temporary Signs.
Dimensional Requirements

Tenants are permitted to have one square foot of signage per linear foot (LF) of store frontage width. (25 sf minimum and 100 sf maximum). See Definitions on page 61.

Total sign area is the collective area of all signs added together. Window graphics are not included in the square footage limitations. For small tenants, no less than 25 square feet is allowed regardless of the tenant frontage dimensions. Large buildings and or tenants (over 20,000 SF) will be considered on a case by case basis.

Example of Sign Arrangement for Small Tenant

Small tenants with less than 25 LF of store frontage are allowed up to 25 SF of signage.

Example of Sign Arrangement for Medium Tenant

Tenant allowed 1 SF of signage per LF of store frontage.
## ALLOWABLE SIGNS & DIMENSIONS CHART

<table>
<thead>
<tr>
<th>SIGN TYPES</th>
<th>Maximum Letter Height- Bold Font</th>
<th>Maximum Letter Height- Light Font</th>
<th>Maximum Sign Length***</th>
<th>Maximum Sign Area</th>
<th>Maximum Sign Projection</th>
<th>Minimum Clearance to Ground</th>
<th>Included in Signage Calculation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awning Signs - Face</td>
<td>18 IN.</td>
<td>18 IN.</td>
<td>-</td>
<td>25% of Face</td>
<td>-</td>
<td>-</td>
<td>Yes</td>
</tr>
<tr>
<td>Awning Signs - Valance</td>
<td>8 IN.</td>
<td>10 IN.</td>
<td>-</td>
<td>30% of Valance</td>
<td>-</td>
<td>7'-6&quot;</td>
<td>Yes</td>
</tr>
<tr>
<td>Wall Signs</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant up to 20,000SF</td>
<td>18 IN.****</td>
<td>22 IN.****</td>
<td>18 FT</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Yes</td>
</tr>
<tr>
<td>Edge Signs</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenant up to 20,000SF</td>
<td>18 IN.****</td>
<td>22 IN.****</td>
<td>18 FT</td>
<td>-</td>
<td>-</td>
<td>8'-0&quot;</td>
<td>Yes</td>
</tr>
<tr>
<td>Suspended Signs**</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>8 SF</td>
<td>5 FT</td>
<td>7'-6&quot;</td>
<td>Yes</td>
</tr>
<tr>
<td>Wall Mounted Blade Sign**</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>8 SF</td>
<td>5 FT</td>
<td>7'-6&quot;</td>
<td>Yes</td>
</tr>
<tr>
<td>Banner Sign**</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>*</td>
<td>5 FT</td>
<td>7'-6&quot;</td>
<td>Yes</td>
</tr>
<tr>
<td>Transom Sign</td>
<td>14&quot;</td>
<td>18&quot;</td>
<td>-</td>
<td>30 SF</td>
<td>-</td>
<td>-</td>
<td>Yes</td>
</tr>
<tr>
<td>Window Signs</td>
<td>6&quot;</td>
<td>9&quot;</td>
<td>-</td>
<td>see page 56</td>
<td>-</td>
<td>-</td>
<td>No</td>
</tr>
</tbody>
</table>

1. Refer to the detailed requirements for each Sign Type, on the following pages.
2. Refer to page 35 for instructions on the Total Sign Area Calculation per Tenant.
* Determined on a case by case basis
**Only one side of sign is counted toward allowable SF
*** Sign must be less than 24” from edge of storefront opening
**** If a sign is less than 8' long, the letter size may increase by 25%.
Many signs require technical details to address electrical and installation needs, as well as compliance with design guidelines. When developing these sign details, the following apply:

**Electrical Requirements**

- Fabrication and installation shall comply with all Underwriters Laboratories (U.L.) requirements and all applicable State and labor codes. All components shall bear the U.L. label indicating approval and be manufactured by a U.L. certified shop. All glass housings, tube supports, glass tubing, high voltage cable and other components shall be constructed of high quality, per industry standards, and listed with Underwriters Laboratories.
- All wiring, raceways, conductors, transformers, ballast and other equipment must be concealed from public view. All conduit must be rigid metal. However, if any of the electrical equipment listed above must be exposed, locate conduit and connections at the inside corners or changes in the surface plane. Use the tightest radius for conduit bends. Prime and paint all exposed equipment to match the adjacent surface or surface mounted on, unless otherwise noted. Indirect routing may be required to satisfy design considerations.
- All labels should be concealed from view unless required by code. The background of visible code required labels must be transparent or match the color of the surface to which they are applied.
- Tenant shall provide time clocks and photo cells for use in conjunction with the electrical device.

**Installation Requirements**

- 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, with the exception of neon, no exposed lamps or tubing will be permitted.
- The illumination and electrical specifications must appear in the shop drawings submitted for signage approval.
- Lamp selection and aiming should be carefully considered to reduce glare for pedestrians and provide appropriate accent lighting. Illumination shall not exceed that which is approved during the submission process.
- Mounting pins and brackets should be as thin as possible and painted to match the building or sign, where acceptable. Fasteners and attachment connections to the building shall be concealed from view.
- Suspended signs should have ring or loop connections when possible to allow for sign movement. Chains or cables may be necessary to limit movement. Rigid sign brackets are permitted.
- All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition. All bolts, fastenings, clips, conduits, etc, shall be corrosion resistant. All methods of attachment to any structure must be detailed on shop drawings and approved by the Landlord and the City.
Compliance Requirements

- All manufacturers and installers are advised that prior to final acceptance, each unit may be inspected for compliance with this set of Design Guidelines & Master Sign Program. Any signs, before or after installation, found not in compliance will be rejected and required to be removed and/or replaced.
- No substitutes of materials will be accepted unless otherwise approved by the Landlord, and the City.
- Any time a tenant vacates a space, the tenant shall remove all signs, patch, paint, and repair the surfaces to which the signs were installed back to the original condition of the surface. Ghosting shall be painted out. The removal and repair shall be at the Tenant’s expense.
- To avoid a patched appearance, all changes to fabric awning signage shall require replacement of the fabric.
- Lit tenant signs must be on an astronomical timer and be lit from dusk until 11 pm.

Monument Signage for Park & Shop Center

Monument Signage and any signage for the overall center is not part of the scope of these Design Guidelines and will be reviewed separately. Any signage will need to comply with the regulations of the City of Concord.
Prohibited Signs:

- Signs that include general advertising or descriptions of products and services, beyond principal goods and services and taglines.
- Internally illuminated sign boxes.
- Internally illuminated channel letters, except at edge signs, see pages 45-46.
- Signs with plain block ‘generic’ lettering.
- Signs advertising phone numbers and/or web sites.
- Signs containing flashing or moving lights, graphics, or other imagery.
- Signs, employing luminous or day-glo paint.
- Any temporary signs or advertisements not approved by the Landlord and City.
- Generic ‘Open’ signs (printed or neon).
- Any sign deemed by the Landlord or City offensive, inappropriate or otherwise unacceptable.
- Generic ‘Store Hours’ sign cards or signage.
- Generic ‘Sandwich Board’ Signs.
- Repetitive signage.
- Websites and phone numbers allowed only on doors or windows.
- Any sign that does not conform with the City of Concord Development Code.
PROHIBITED SIGNS

Prohibited Sign Examples

- Internally lit box sign
- Internally lit channel letters, generic lettering
- Generic sandwich board sign
- Generic or neon “open” signs
- Generic, excessively large wall sign
- Internally lit box sign

Repetitive signage is not allowed
Awning face signs may be externally lit with gooseneck lights or similar fixtures. Awning signs may be hand painted, silk screened or appliquéd onto the fabric. Radio frequency welded letters and logos may also be used for awning signage.

**Dimensional Requirements**
Valance graphics must fit within a Valance Bay Boundary that is 1'-0” in from either edge of the valance and 2” from the top and bottom of the valance.
Awning Signage Examples

Scalloped valances with tag lines

External illumination on awning

Playful signs and materials

Bold graphics and creative lighting
Wall signs can take many forms: they may be text, graphic logos, or a combination of the two. It is important to consider both their lighting and placement. Wall signs must be located in such a way that they are easily visible to the public and properly incorporated into the design of the façade and storefront.

Pin mounted, halo lit letters that stand off the wall create a shadow line when lit by the sun or gooseneck lights. Wall signs may be lit with exposed neon if detailed well. Exposed neon signs may not have a clear acrylic face. Front lit channel letters are not allowed for wall signs. Wall Signs may also be mounted to a plaque or frame, which may be mounted or painted on the wall. Exposed raceways are not allowed.

Wall signs must be contained within the width of the storefront opening. Signs must not span the pilaster or demising wall of an adjacent tenant. Wall signs may not be mounted at the top of a parapet wall. Wall signs should be located above a public entry.

**Materials:**
Wall signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials.
Wall Sign Examples

- Halo Lit
- Partial Halo Lighting
- Externally Lit Plaque Style
- Externally Lit with Gooseneck Lighting
- Externally Lit with Contemporary Fixture
EDGE SIGNS

Edge signs are lower and therefore closer to the street and the eye level of the pedestrians. They may also be below the tree foliage.

**Elements**
Edge signs may consist of individual letters pin mounted directly to the overhang, or first mounted to a background plaque or plate. Background plates shall be cut out as per the shapes of the letters. The background plaque or plate behind the sign is not counted as sign area. See photos on page 46. They can be mounted either above, below, or to the face of the overhang. Thought should be given to the building colors, the color of the overhang, and the color of the font and background panels. Sufficient contrast should be maintained. Flowing shapes and fonts often read better against the building façades.

**Lighting**
Edge signs can be either externally illuminated with spot lights or halo illuminated. Exposed neon may be used if detailed well. Exposed neon signs may not have a clear acrylic face. Internally lit channel letters must use 4000 Kelvin or warmer LED lighting. Raceways must be concealed from view.
Edge Sign Examples

- Flowing font
- Externally lit edge sign
- Halo lighting with logo
- Backer panel cut out per letter
- Exposed neon
- Cut out backer panel halo lit
Unique and iconographic suspended signs can serve as identifying markers and can be seen as a work of art. They are a great way for a store to express some personality, whether it be classic and sophisticated, sleek and contemporary, or whimsical and fun.

Suspended signs are important identifying markers. These signs bring signage down to a pedestrian scale and are often the only signage visible.

Tenants are allowed a maximum of one suspended sign per public entry.

Suspended signs can be located perpendicular to the façade, under an awning or overhang. The bracket should be designed as part of the sign and enhances the design. A suspended sign must be located where it will not interfere with the visibility of a neighboring tenant’s sign or storefront.

**Lighting**
Suspended signs may be internally illuminated using halo illumination, push through acrylic, or back lit routed lettering. Exposed neon may be allowed, provided a limited amount of neon is used and the sign is unique and carefully designed. Individual channel letters or illuminated sign boxes are not permitted. If externally illuminated, the light source should be directed upward from below, or shielded to prevent ‘spill over light’ from glare for pedestrians. Conduits should be concealed.
Materials
Suspended signs and brackets may be constructed of:
• Metal
• Acrylic
• Graphic film
• Wood
• Glass
• Other high quality durable materials

Dimensional Requirements
A sign suspended from high overhead should have clearance that is proportional to the height. Suspended signs shall be minimum 1” thick.
Blade signs are identifying markers and can be seen as a work of art as well as signage. They are a great way for a store to express some personality, whether it be classic and sophisticated, sleek and contemporary, or whimsical and fun.

Wall mounted blade signs are located perpendicular to the façade. They can be supported by a bracket attached to a wall or a pilaster. The bracket should be designed as part of the sign, and enhance the sign design. Tenants are allowed blade signs on a case by case basis. A blade sign must be located where it will not interfere with the visibility or function of a neighboring tenant’s sign or storefront.

**Lighting**
Blade signs may be internally illuminated using halo illumination, push through acrylic lettering, or back lit routed lettering. Exposed neon may be allowed, provided a limited amount of neon is used and the sign is unique and carefully designed. Individual channel letters or illuminated sign boxes are not permitted. If externally illuminated, the light source should be directed upward from below, or shielded to prevent to ‘spill over light’ from glare for pedestrians. Conduits should be concealed.

**Materials**
Wall mounted blade signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials.

**Dimensional Requirements**
Sign height may depend on the design of the building and location of the sign. Blade signs shall be a minimum 1” thick.
In certain prominent locations, or when a tenant has multiple exposures or limited visibility, Banner signs may be useful. Banner signs are permitted on a case by case basis where they are appropriate.

Banner signs may not be used on sloping surfaces or where they will obscure neighboring tenants’ signage.

Banner signs must have graphics on both sides. Both sides shall be visible. They may be mounted to either one or two brackets. If one bracket is used, the bottom edge of the sign should be sewn with a weight to reduce excessive flapping. The bottom corner may be required to be attached to the wall with a string, cable, or braided guide wire. Banner sign brackets shall be decorative and be designed as part of the sign. Banner signs may be mounted on a corner at a 45 degree angle. Banner signs are only allowed to be mounted at pilasters between storefronts if BOTH storefronts adjacent to the banner sign are occupied by the sign’s tenant.

**Lighting**
Banner signs may be illuminated with spot lights, or be non-illuminated. Lighting should be positioned so as not to create glare for pedestrians or vehicles.

**Materials**
Banner signs must be constructed of durable materials and may be rigid or non-rigid. Fabric, metal and acrylic are some examples.

**Dimensional Requirements**
A 4” minimum clearance must be maintained between the banner and the building wall.
Transom Signs are located in the transom windows above the door or entry. The transom window may be above a shallow awning or canopy.

Transom signs may be located either inside or outside of the transom windows. They may be applied to a transparent, translucent or solid background. They may consist of three dimensional raised letters and logos, or have lettering routed out of an opaque background panel.

**Lighting**
They can be externally or internally illuminated. Non-illuminated letters may be lit from the back lighting provided from inside the store. External illumination is typically achieved by the use of spotlights or gooseneck fixtures mounted above the transom window. Allowable types of internal illumination include halo lit letters, push through acrylic lettering, exposed neon, or back-lit routed letters through an opaque frame.

**Materials**
Transom signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials. They may also be made of metal leaf lettering on glass, or vinyl decal lettering.
Window signs & graphics are located within the storefront and encompass a wide variety of sizes, shapes and materials. Window signage is an excellent way to present the name and logo of the business to at the pedestrian level. Window signage can be used to frame merchandise displays or provide other information about goods and services. Window signage can be creative and whimsical.

Window Signs may be hung behind the storefront glass. Designers of storefront graphics should keep in mind that they are read from relatively close proximity and often from both inside and outside the store. Mounting hardware, electrical connections, and details must be carefully considered and concealed. Window signage should be mounted on the interior side of the glass. Window graphics may not be repetitive.

**Hours of Operation:**
Letters may be vinyl or metal leaf, applied to glass. Hours may be listed once per door or public entrance. Max letter size = 1.5”

**Address Numbers:**
Must be vinyl or metal leaf, applied to glass and must comply with local Fire Department requirements.

**Materials**
Window Signs & Graphics may consist of opaque and translucent film on glass or a sign panel mounted inside the store, behind the glass, or mixed media. Other applications of window graphics are silk screen, sandblasting, laminating, and metal leaf.

Window graphics should not block view into store

Graphics should incorporate an attractive logo

Bold, attractive graphics can be seen at a pedestrian level
There are three options for storefront glass treatment:
1. Clear with open view to well kept interior.
2. Lit vitrine or display windows.
3. Window Signs & Graphics - non-illuminated only.

Whenever possible, window glass shall remain unblocked. For creative ways to treat windows where blockage occurs, see page 21. Typically, window signs and graphics are non-illuminated; however, lighting may be permitted if the sign is unique and creative.

**Dimensional Requirements for Primary Façades**
Window Signs and Graphics are limited to a maximum letter size of 6” for a Heavy Font and 9” for a Light Font. An Accent Letter may be up to 50% larger. Any sign mounted at the interior of the store within 3’ of the window is counted as an opaque surface. No more than 20% of the area of storefront glass at the primary façade may be blocked.

**Dimensional Requirements for Secondary Façades**
At secondary façades it is permissible to block more than 20% of the storefront glass, if necessary. See diagram below for these locations.

“Back of house” windows should have bold graphics that relate to the business

Where glass may be blocked attractive graphics must be used
Freestanding and A-Frame Signs
Well designed signage is a useful marketing tool to advertise products or services. Iconic or artistically designed signs help entice shoppers into a cafe. Freestanding signs are only allowed for sidewalk cafes. Freestanding signs include attractive A-Frame styles, sculptural or pole mounted signs.

Freestanding and A-Frame Signs must be placed in a location that does not impede pedestrian traffic and should be located on the building side of the sidewalk, near the store entrance. Signage must be fabricated using high quality materials and be well maintained.

Freestanding and A-Frame Signs should only be displayed during business hours and on extremely windy days, be brought indoors.

Freestanding and A-Frame Signage must be submitted for approval by City Staff. Further, any sign that is deemed “generic” or poorly designed is prohibited and must be removed.

Menu Boards
Menu boards allow customers to view a restaurant’s offerings. They may be mounted to the wall in enclosed cabinets or placed as freestanding signs. Freestanding menu boards are considered Freestanding signs, and are subject to the regulations listed above. Menu board cabinets are discussed below.

Menu board cabinets should be located near the main entry. Locations must be submitted for approval. All cabinets must be fabricated using high quality materials and should be constructed to resist weathering, and be well maintained. Illuminated menu cabinets are encouraged. Lighting should be unobtrusive and not create glare or “hot spots”. All electrical equipment shall be concealed from view.

Menu boards must be submitted for approval, including the internal menu or artwork on display. Any cabinet that is deemed “generic” or poorly designed must be removed.
TEMPORARY SIGNS

Temporary signs may be allowed for Grand Openings or tenant name changes. Signs used for this purpose are allowed only upon permission of the Landlord and the City Staff, and must be approved prior to installation. Temporary signs should be colorful and attractive.

Temporary signs may be displayed for a period not to exceed 30 days after initial occupancy of a business. Temporary banners are limited to one per tenant, must be professionally designed and well maintained. They may not include product names, vendor names, or other advertisements. They are allowed on building exteriors, secured to or suspended from a building wall or canopy. They may not be attached to a tree or roof. The signs must be placed so as not to create safety hazards, block required pedestrian and/or vehicle access, or obstruct signs identifying adjacent businesses. The size of the sign shall be in proportion to the tenant storefront. Where temporary signs have been removed, the Tenant is responsible for patching and repairing any damage caused by their installation.

The City Sign Ordinance allows for temporary signs (18.180.120) for grand openings, special product, sale or event advertising. Refer to the City regulations for size, location, and time.

The time limit is 30 days. No other temporary sign shall be permitted within 150 days of such removal.
It is encouraged to make improvements in common areas, and the language below are suggestions. This section is not required as part of façade or signage improvements. All work in the common areas must be approved by the Park & Shop owners Association and the City.

Outdoor dining patios are further enhancements that are encouraged as part of overall improvements. This section is not required as part of facade or signage improvements.

Restaurants and other food tenants are encouraged to create outdoor seating areas to bring life and activity to the center. If outdoor seating areas are sought, they should be placed where customers can both see and be seen. Diners often enjoy ‘people watching’ while they eat. Outdoor dining is good advertisement for restaurants.

Seating should be located near the path of travel, yet sheltered slightly for privacy. This can be accomplished by raising the level of the eating area slightly from the sidewalk, or through the use of a railing or other form of semi-enclosure provided no conflict with existing sidewalks, including accessibility, is created. Permanent railings may not be used to define eating areas because of Park and Shop Center’s cross access easements. They should be located on the building side of the sidewalk, to provide greater shelter from vehicular traffic. Landscape buffers such as planters or in-ground landscaping offer comfort to diners.

Outdoor dining furniture shall be durable and attractive. Umbrellas provide shade, color and even a location for tenant logos or tag lines.
INTERIOR PATHWAYS

It is encouraged to make improvements in common areas, and the language below are suggestions. This section is not required as part of façade or signage improvements. All work in the common areas must be approved by the Park & Shop owners Association and the City.

Interior pathways are further enhancements that are encouraged as part of overall improvements. This section is not required as part of facade or signage improvements.

Interior Pathways play an important role in moving shoppers from the south side of the shopping center to the tenants and parking on the north side. This movement is important to the overall vitality of Park & Shop. There are many ways to activate an interior pathway.

Interior pathways can be made more inviting with the use of landscaping. Decorative pots add color and life. Planter pockets with vines growing on wall soften what can otherwise be a harsh environment.

The decorative uses of color, tile or painted murals are other ways to liven up an interior pathway and draw pedestrians in.

Decorative lighting is an important aspect of an interior pathway. Lighting must be adequate for safety, without causing glare. Utilitarian fixtures such as wall packs are not permitted. Overhead festoon (Tivoli) lighting is an excellent way to bring attention to an interior pathway.

Interior pathway improvements must be approved by the Park & Shop Owners Association and the City.
It is encouraged to make improvements in common areas, and the language below are suggestions. This section is not required as part of façade or signage improvements. All work in the common areas must be approved by the Park & Shop owners Association and the City.

Gathering areas & parklets are further enhancements that are encouraged as part of overall improvements.

**Suggestions for Improving Common Areas**
Outdoor areas for pedestrians to enjoy can be created in a number of ways. A pleasant, colorful environment attracts shoppers and encourages them to wander through the shopping center and explore stores other than those they frequent.

Building owners, with the permission of the Park & Shop Owner’s Association, can extend the sidewalks, where feasible without elimination of required parking spaces or creation of pedestrian-vehicular conflicts. The extension of the sidewalk creates “parklets” for dining and gathering. With or without a sidewalk extension, outdoor areas can be enhanced with in ground landscaping or large decorative planters. Hanging baskets bring color and life above eye level.

Site Furnishings play an important role in creating a lively environment. Fountains bring movement and sound to an area. They have a cooling effect in summer. Benches come in a variety of designs and can be comfortable and easy to maintain. Bicycle racks and bollards provide security and can be attractive and functional. Public Art enhances pride in the shopping center.

**Crime Prevention Through Environmental Design (CPTED)**
Outdoor areas are opportunities to expand the boundaries of public and private realm. A sidewalk is a place to consider seating areas, landscape buffer zones and parklets. Sidewalks are areas where pedestrians are encouraged to shop, stay, and have conversations and ultimately create eyes on the street. If spaces are accessible, attractive, and safe, they can inspire a range of uses and activities. This characteristic lends an extra quality of safety and creates an informal surveillance when people are encouraged to inhabit a space. Design spaces with Crime Prevention Through Environmental Design (CPTED). For more go to www.cpted.net or www.safe-growth.org
DEFINITIONS

Accent Letters:
Accent letters are the largest letters within text, such as capital letters.

Arcade:
A covered passageway supported by arches, piers or columns.

Channel Letters:
Individual, three dimensional letters with metal returns. May be internally, halo or externally lit.

Canopy:
An overhanging projection, of fabric or rigid material, covering the pedestrian walkway. See “overhang”.

Column:
A rigid, upright support.

Demising Wall:
Interior Boundary wall between two individual piers.

Edge Sign:
Letters and/or logo mounted from above or below to a horizontal element such as a canopy.

Façade:
Any side of a building facing a public way or space and finished accordingly.

Font Weight, Heavy & Light:
A Heavy Font is any font with a letter thickness of 1/2” or greater. A Light Font is any font with a thickness of less than 1/2”.

Accent Letter "S" not counted for Letter Height

Height of letter "x"

Box shows Average Letter Height for Predominant Letters in this sign.
Halo Illumination:
Channel letters or logos are illuminated using a linear 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.

Neutral Pier:
A Pilaster located between storefront openings.

Overhang:
An architectural element, such as an awning or canopy, that projects from the building façade and provides weather protection.

Parapet:
A wall or barrier at the edge of a roof above the main wall of a building.

Pilaster:
A shallow rectangular feature projecting from a wall that imitates the form of a column.

Pin Mounted:
Attached to a surface with small metal stand-offs that provide space behind or below.

Predominant Letters:
Predominant letters are the smaller letters within the text, such as lower case letters.

Push-Thru Acrylic Letters:
Translucent letters that are placed in cut-outs inside a sign panel. A light source is concealed within the panel and illuminates the letters from behind, giving the letters an even glowing effect.

Roof line:
Outline of a roof top.

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

Spandrel Glass:
A panel of glass, usually opaque, located between the top of one window and the bottom of a window on the story above.
Spot Light:
A wall-mounted light fixture with a single light source. Multiple spot lights can be used that are equally spaced, providing an even illumination of the sign. Spotlights come in many styles such as gooseneck or compact stem-mounted fixtures.

Store Frontage:
The linear dimension measured from lease line to lease line of walls facing public areas.

Storefront:
Refers to materials/design that fits within any storefront opening. Storefronts consist mostly of glass with metal, wood or other trim and is located below the bulkhead.

Storefront Opening:
The frontage area between the exterior pilasters or demising walls.

Transom Windows:
The glass area located above the storefront windows and doors.

Wall Sconce:
Decorative, wall mounted light fixture.

Wainscot Panel:
Decorative covering at the lower part of a wall.

Valance:
A short piece of fabric hung from the edge of an awning.

Vitrine Window:
A glass-paneled cabinet or case for displaying merchandise, menus or other retail objects.